

MEETING DATE: 12/11/06

AGENDA ITEM: Consideration of Adoption of a Resolution Approving a Policy for the Naming of City Facilities.

ATTACHMENTS

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1. Excerpt of the Minutes of the September 13, 2004 City Council Meeting	1
2. Table of City Facility Naming Policies Reviewed for this Report	2
3. A copy of the report, "Criteria for Naming of Public Parks and Facilities "(Anonymous Author), as posted on the California Parks and Recreation Society website (www.cprs.org).	3-6
4. Proposed Resolution Number 2006-R_____, including Proposed City Council Policy Statement No. "x" entitled "Naming of City Facilities"	7-10

Attachment 1

EXCERPT OF THE MINUTES OF THE
REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

September 13, 2004
5:50 P.M.

MAYOR STEVEN J. ROSE, PRESIDING

The following Action Items were discussed and voted on separately:

Item H.1

**Consideration of Renaming a City Location in Memory of
Former Mayor and Long-time Councilmember Richard Alexander.**

Don Rogers, Director of Parks, Recreation and Community Services, gave the staff report.

The following members of the audience addressed the City Council:

Julie Lugo Cerra, representing the Alexander Family
Scott Malsin
Jeff Cooper
Anita Shapiro

Christopher Armenta, City Clerk, read written comments submitted by:

Charles A Deen

Discussion ensued regarding how to incorporate Richard Alexander's name with the "Culver West Park" name.

Following discussion, the following motion was made:

MOVED BY COUNCILMEMBER VERA, SECONDED BY COUNCILMEMBER GROSS AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL DIRECT THAT RICHARD ALEXANDER'S NAME BE INCLUDED WITH THE "CULVER WEST PARK" NAME; AND DIRECT STAFF TO WORK WITH THE ALEXANDER FAMILY, THE PARKS AND RECREATION COMMISSION AND THE NEIGHBORHOOD ASSOCIATION TO COME BACK TO THE CITY COUNCIL WITH A NAME FOR CONSIDERATION.

Mayor Rose requested support to direct staff to come back with a policy regarding naming buildings, parks and rooms.

The City Council concurred with the request.

City Facility Naming Policies Reviewed for this Report	
CITY	NAMING POLICY FOCUS
<i>California Cities</i>	
Burlingame	
Concord	City Facilities
El Grove	Park/Recreation Facilities
Lodi	Parks, Recreation Facilities and Parks Features
Mountain View	City Parks and Other City Facilities
Newport Beach	City Parks and Facilities
Oceanside	Park and/or Recreation Facilities
Sanger	City Facilities
San Ramon	Facility and Park
Selma	City Parks and Facilities
West Hollywood	City Owned or Leased Land, Buildings or Facilities
<i>Other Cities</i>	
Casa Grande, Arizona	City-Owned Facilities
Phoenix, Arizona	City Facility
Scottsdale, Arizona	Parks and Park Facilities and Amenities
Boulder, Colorado	Parks and Recreation Facilities
Chicago, Illinois	Parks and Park Features
Indianapolis, Indiana	Public Parks and Recreation Facilities
Shelby, North Carolina	Parks and Recreation Facilities
Arlington, Texas	Parks and Recreation Facilities
Wenatchee, Washington	Donations, Devises or Bequests
Ottawa, Canada	Commemorative (streets/parks/facilities)

Criteria for Naming of Public Parks and Facilities

Anonymous Author

A report posted on the California Parks and Recreation Society website
(www.cprs.org).

These cities responded to this request. Thanks to the person that collated the info and put it on the NRPA net four years ago.

- | | |
|-----------------------|--------------------------------|
| ▪ ▪ Germantown, TN | ▪ ▪ Spokane, Wa |
| ▪ ▪ Craig, CO | ▪ ▪ Fort Worth, TX |
| ▪ ▪ Longmont, CO | ▪ ▪ Tucson, AZ |
| ▪ ▪ Salisbury, NC | ▪ ▪ Dunedin City, FL |
| ▪ ▪ LaGrange, IL | ▪ ▪ Miami-Dade County, FL |
| ▪ ▪ Overland Park, KS | ▪ ▪ City/Borough of Juneau, AK |
| ▪ ▪ Springfield, OH | ▪ ▪ Greenfield, WI |
| ▪ ▪ Savage, MN | ▪ ▪ Jacksonville, AR |
| ▪ ▪ Fenton, MO | ▪ ▪ Akron, OH |
| ▪ ▪ Allegan, MI | ▪ ▪ Kentwood, MI |
| ▪ ▪ Quincy, IL | ▪ ▪ Unalaska, AK |
| ▪ ▪ Lawrence, KS | ▪ ▪ Manhattan, KS |
| ▪ ▪ West Monroe, LA | |

Overall Consensus:

I found that the general mechanism for naming parks and facilities is that an advisory board receives requests for naming parks and facilities, reviews them, and makes recommendations to their respective governing body for official approval. Seems logical and simple enough. The difficulty is the initial establishment of the criteria acceptable for each particular municipality. I hope this will help anyone seeking to establish or refine a naming policy for your organization.

In this report, I broke down the various city policies into categories. Some of the categories were similar so they are inclusive. Listed below are each category consensus and bulleted excerpts from the various policies.

I. Authority for Naming Parks & Facilities: Consensus – Most municipalities have some type of advisory board, which collects, analyzes, and recommends names for parks and facilities to their governing body for official approval.

- Park Board shall have power to ... and may designate them by name.
- Parks and Community Services Advisory Board submits name recommendation to the City Council
- The Board recommends names to the City Commission.
- Parks and Recreation Advisory Committee submits it's recommendations to the City and Borough Assembly.

- A name must receive a majority vote of the City Commission. The name is submitted by the Parks and Recreation Advisory Board.
- Public Relations Advisory Committee submits recommendations to the City Commission.
- The Citizens' Advisory Council on Parks & Recreation submits through the Community Development Committee to the City Council for approval.
- Parks and Community Services Advisory Board submits recommendations to the City Council for approval.
- The Parks and Recreation Board submits recommendations to the Common Council.
- Our Parks and Recreation Advisory Board is instructed by City Code to name parks.

The following are general classifications used by almost all the various cities that responded:

- Places and features - streets, schools, natural features
- Historic sites
- Descriptive names
- Living people
- Organizations
- Deceased people

III. Living people or organization: Consensus: *Though most municipalities name parks and facilities after people and the mechanisms for qualifying varied, all required that the person or organization have made a major contribution to the community in either deed or monetary contribution.*

- When 50 percent or more of the value of the property is donated by the person or organization.
- A significant monetary contribution toward acquisition or development of a public facility.
- When 50 percent or more of the cost of development is donated by the person or organization.
- Specific and major involvement in the acquisition or development of a public facility.
- When a major contribution has been made by the person or organization to the enhancement of the quality of life in the community and/or was instrumental in acquiring or developing property or city owned facilities.
- Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual - this to be fully substantiated by person making recommendation.
- The nominee must have accomplished major contributions to the betterment of the community.
- We don't often name after people, but have on occasion recognized family names if a large donation was involved as part of the project.
- No park shall be named to memorialize a living person.
- Due to a problem our City had, I don't believe we will ever name another facility/park after a person (at least not living).

IV. Deceased People: Consensus – *Several municipalities were very adamant about insisting that to name a park or facility after a person, that the person must be deceased. Some of the others it did not matter, as long as the contribution was significant. Note the last bullet in this category. Though not her/his official policy, the director really had a horrific experience by naming parks after a living person.*

- Guidelines of living people or organization shall apply.
- Naming a city owned facility in memory of a deceased person cannot be considered until at least 12 months after the date of the death of that person.
- Generally, a facility will not be named after a person until after their death.
- We try not to name parks after people, however we do have one named after a deceased citizen instrumental in starting the first police and fire departments.
- We name pavilions after deceased mayors and citizens.
- The recommended name must be received posthumously.
- We have an unwritten policy that a park will not be named after any person unless that person made the monetary contribution to develop or donate the property. This takes it out of politics.
- Possibly after a noteworthy local person (deceased).
- Recommended name must be received posthumously to be considered.
- A park and/or facility may be named to honor a deceased person, but only to recognize a most extraordinary service/gift.
- No more than 15% of the total parks may be named for individuals.
- Because of bad experiences, we now have an unwritten policy to name parks and facilities after locations or features of the locations. Example: Johnson Lake Park.
- Due to a problem our City had, I don't believe we will ever name another facility/park after a person (at least not living).

V. Renaming of a Park or Facility: Consensus - *The majority of the municipalities strongly discouraged renaming of parks and facilities. The primary reason was to not diminish the original justification for the name or discount the value of the prior contributors.*

- In order to respect the historical tradition and community values, which previous generations bestowed on these resources, no officially named park or facility shall be renamed.
- The renaming of parks and facilities is strongly discouraged.
- Only those parks and facilities named for geographic location, outstanding feature or subdivision can be considered for renaming. Parks named by deed restriction cannot be considered for renaming.
- Long-established names of landmarks will not be changed, though portions of them may be named in honor of groups or citizens if the recommendations meet prior criteria.
- Existing parks and facilities could be renamed.
- The intent of naming is for permanent recognition. It is recommended that efforts to change a name be subject to the most critical examination so as to not diminish the original justification for the name or discount the value of the prior contributors.

- A park named for an individual should never be changed unless it is found that the individual's personal character is or was such that the continued use of their name for a park would not be in the best interest of the community.
- Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

VI. Plaques, Markers, Memorials: Consensus – *Not much was mentioned about plaques, markers, and memorials. Through attending numerous conferences and workshops over the years as well as from what I found in these policies, I've found that this topic is usually a headache for the park departments, but there is a lack of sound policy to manage it.*

- Designed to blend with and compliment the existing Parks and Recreation Department Sign policy, and Plaques, Markers, and Memorials Policy, and must be reviewed and approved by the Director of Parks and Recreation.
- A written maintenance agreement for each plaque/marker/memorial shall be developed and signed by the Director of Parks and Recreation and donor individual/organization.
- All named areas and important park features shall be identified by the installation of appropriate plaques, signs, or markers, as determined by the Board.

VII. Procedures for naming public parks and facilities: Consensus – *Though there were variations of small degree, the majority have a general application process which is submitted to an advisory board, which reviews and makes recommendations to the governing body.*

- The Director of Parks & Recreation with budgetary responsibility for a park and/or facility shall forward naming recommendations to the chairperson of the Parks and/or Facility Naming Review Committee.
- Individuals, group and/or organization must request the naming of the park or facility on an application provided by the city.
- The City will assign the request to the appropriate Board or Advisory Committee for a recommendation on the request.
- The Board or Advisory Committee will conduct a public meeting on the request and allow 30 days following the public meeting for public comment.
- The Board or Advisory Committee will recommend to the City Council action on the request following the 30 days for public comment.
- A majority vote by the Board or Advisory Committee is required for recommendation.

Attachment 4

RESOLUTION NO. 2006-R_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CULVER CITY, CALIFORNIA, APPROVING AND ADOPTING
CITY COUNCIL POLICY STATEMENT NO. _____
ENTITLED "NAMING OF CITY FACILITIES."

WHEREAS, the City Council of the City of Culver City has determined that
there exists a potential for naming opportunities for many of the City's buildings, parks and
other facilities ("City Facilities"); and

WHEREAS, there is a need to establish policies and procedures for the naming
of City Facilities.

NOW, THEREFORE, the City Council of the City of Culver City, California,
DOES RESOLVE as follows:

1. The City Council hereby approves and adopts City Council Policy
Statement No. _____, entitled "Naming of City Facilities," which is attached hereto as
Exhibit "A."

2. City Council Policy Statement No. _____ shall be effective upon the
adoption of this Resolution.

APPROVED and ADOPTED this _____ day of _____ 2006.

GARY SILBIGER, MAYOR
City of Culver City, California

ATTEST:

APPROVED AS TO FORM:

CHRISTOPHER ARMENTA,
City Clerk

CAROL A. SCHWAB,
City Attorney

CITY OF CULVER CITY COUNCIL POLICY STATEMENT

General Subject: **Naming of City Facilities**

Specific Subject:

Policy Number: _____

Date Issued: _____

Effective Date: _____

Resolution No.: _____

PURPOSE

To define the policies, procedures and responsibilities associated with the naming of City facilities.

This policy is intended to:

1. Guide staff and the City Council in the naming of City facilities, including buildings, support facilities, park sites and recreation facilities.
2. Ensure that the naming of City facilities is accomplished in accordance with the City's laws, rules, regulations and procedures.

DEFINITIONS

For the purpose of this policy statement, the term "**City Facilities**" includes the following:

"Buildings" are City-owned facilities that house employees or are otherwise used to conduct City business. Examples of "Buildings" may include, but are not limited to, the City Hall, Police Facility, Transportation Facility, and Public Works Facility.

"Support Facilities" are City-owned facilities that are used to support field operations. Examples of "Support Facilities" may include, but are not limited to, the Public Works Yard, Transfer Station, Roads, Rooms and Pump Stations.

"Park Sites" are City-owned parks, open space, trails developed and undeveloped park areas.

"Recreation Facilities and Amenities" are facilities and amenities used primarily for recreation and leisure activities, which would include, but not limited to, plazas, athletic fields, sport courts, swimming pools, gymnasiums, recreation centers, meeting rooms and theatres.

"Streets, Plazas, and Public Areas" are City-maintained streets, plazas and public areas within the City of Culver City.

STATEMENT OF POLICY

The policy of the City is to name City Facilities using the criteria established by one of the following three types of naming strategies noted below: Descriptive Naming, Commemorative Naming, or Significant Donor/Contributor Naming.

Descriptive Naming

The following criteria may be considered in the Descriptive Naming of a City Facility:

1. Geographic Location: Geographical location or characteristics of the City Facility with consideration being given to archaeology, geology, topography, botany, zoology, or man-made geographical characteristics or a geographic location logically associated with the City Facility.
2. Adjacent Street: An adjacent street to the City Facility.
3. Subdivision: The subdivision in which the City Facility is located.
4. History: An historical person, place, culture, or event associated with the City Facility.

Commemorative Naming

Commemorative naming is assigning the name of an individual, organization or corporation to a City Facility under the following conditions. That:

1. there is a well-defined connection associated with the contributions of the individual, organization or corporation and the City Facility.
2. the individual's, organization's or corporation's contributions are of an extraordinary nature.
3. the significance of the individual's, organization's or corporation's contributions is commensurate with the service impact of the associated City Facility. For example:
 - a. Individuals, organizations or corporations that have made regional contributions may be considered for the naming of regional facilities.
 - b. Individuals, organizations or corporations that have made local contributions may be considered for the naming of more local facilities such as would serve neighborhoods within the City, including, but not limited to, recreational facilities and amenities.
4. a City Facility may be named to honor a deceased person who has made extraordinary contributions to the community which have been consistent and continuous over a considerable period of time, such as the long term public service of an elected official or a community volunteer. (NOTE: If a City Facility is proposed to be named after a person who is deceased, one year should have passed before the naming process is initiated.)
5. no City Facility shall be named to memorialize a living person.

Significant Donor/Contributor Naming

Significant Donor/Contributor naming is assigning the name of an individual, family, business or organization to a City Facility under one or more of the following conditions. That:

1. at least 51% of the construction costs of a substantial City Facility have been contributed.
2. at least 51% of the cost of land has been contributed.
3. long term gifts, sponsorship agreements or endowments of a significant financial value have been contributed.

Renaming City Facilities

City Facilities that have been named by a formal action of the City Council shall not be renamed unless supported by a 4/5^{ths} vote of the City Council. This requirement shall not apply to City Facilities that have not been named by formal action of the City Council or action taken by City Council prior to the adoption of this Policy.

Plaques and Markers and Memorials

Plaques, markers and other memorials on City Facilities shall be consistent with existing signage. The cost of the purchase and installation of such plaques, markers and memorials may be paid by the individual, family, business or organization being honored, or by the City or both.

PROCEDURE

1. A letter of request for the naming of a City Facility shall be addressed to the City Council. This letter will include what type of naming is being requested along with all documentation and information to be considered in support of the request.
2. City Council shall either direct the request to the most appropriate City Commission, Committee or staff for review and recommendation or refuse consideration of the request.
3. If City Council passes the request on for review and recommendation, the appropriate City Commission, Committee or staff shall review the request and provide one or more recommendations for consideration by the City Council. The recommendation(s) shall include the plaque, marker or memorial inscriptions and/or means of signage for each recommendation that is made. The City Council shall have the final approval of the proposed name and all related signage.