

SUBJECT:**Policies and Procedures for Naming
and Dedicating City Facilities****POLICY NUMBER 100-55
ADOPTED 5-21-03**

It is the policy of the City Council of the City of Oceanside that identification of facilities that should be named and the manner in which names may be selected should follow the process as established by this policy and meet specific criteria while following the timelines set forth in this policy.

Public Facilities Affected by Policy

The public facilities affected by this City Council policy are:

- A. Parks: City-owned facilities utilized as recreation or open space sites and trail areas. Park sites include developed and undeveloped park areas and designated open space areas.
- B. Recreation Facilities and Amenities: City-owned facilities used primarily for sports, recreation and leisure activities, including, without limitation, recreation centers, beach property, athletic fields, tennis/basketball/volleyball courts, community centers, gazebos and meeting rooms.

Public Facilities Not Affected in Policy

The public facilities not affected by this City Council policy are:

- A. Buildings: City-owned facilities used for City administration or other City business. Such facilities include, without limitation, the Civic Center, City Council Chambers, police facility, fire facilities, communications center, and libraries.
- B. Support Facilities: City-owned facilities that support field operations. Support facilities include, without limitation, the operation yard and water and wastewater pump stations.

These facilities are exempt from renaming.

Naming Guidelines and Order of Preference:

City facilities will be named pursuant to the following guidelines in order of preference:

- A. Geographic Location. Whenever possible, all City facilities will be named for their geographic location. Creating a name based on the facility's geographic location should be considered first. The geographic location may be based on the identification of the facility with a specific place, neighborhood, major street, regional area of the City or the City's name if the facility serves the entire community.
- B. Other Considerations. Consideration of names for facilities may also include a prominent form of topography, prominent flora, and cultural or historical precedent.
- C. Extraordinary Circumstances. Only under extraordinary circumstances will the City consider naming a new facility after a person or group. A facility may be named in memory, or honor of, an individual or group if it fulfills the criteria outlined in this policy. Dedications are encouraged to be in the form of facility improvements or enhancements.

Individual Criteria

An individual whose name is submitted for renaming a park must meet at least one of the following criteria:

- A. Given outstanding service, donation, or contribution to the facility or community over a period of years; or
- B. Made a lifelong contribution to the quality of life of the community or facility and reached an age of sixty-five (65) at the time of consideration for naming; or
- C. Posthumously, in memoriam for either outstanding service, donation or contribution, or lifelong contribution if the person has been deceased for at least two years; or
- D. Contributed sixty (60) percent or more to the development costs or maintenance costs of the facility and agree to pay the cost of installing a plaque or other form of naming the facility.

Preference will be given to names of individuals that constitute enduring, honorable fame to the community. Honor is defined as high respect such as that shown for special merit; esteem. Fame is defined as having great renown in the community. No preference will be given to names of notoriety. Notoriety is defined as the quality or condition of being notorious or having ill fame. The enduring honor and fame associated with the name should be in proportion to the significance of the facility. Names of deceased should wait two (2) years to ensure the individual's

contributions or accomplishments will stand the test of time and that the decision is not made on an emotional basis. Proliferation of names for different parts of the same facility should be avoided and the same name should not be applied to any other facility.

Group Criteria

A group whose name is selected for naming must meet all of the following criteria:

- A. Contribute seventy-five (75) percent or more to the development costs or maintenance costs, including janitorial and custodial costs, of the facility and agree to pay the cost of installing a plaque or other form of naming the facility; and
- B. Group does not promote or support programs, activities, or products detrimental to public health, safety, or well-being; and
- C. Group does not discriminate against any person, employee, member, or volunteer on the basis of race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
- D. City's association with the group does not violate the First Amendment of the United States Constitution or Article 1, section 2 of the California Constitution.

Preference will be given to groups of established presence in the community and names that lend dignity to the facility. No preference will be given to groups, or names submitted by groups, that invoke notoriety. Names with connotations that by contemporary community standards are derogatory or offensive shall not be considered. Examples are names with connotations based on race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability. Proliferation of names for different parts of the same facility should be avoided and the same name should not be applied to any other facility.

Guidelines For Fundraising Campaigns

The naming of facilities in association with fundraising campaigns will be considered under the following guidelines:

- A. Individuals and Groups that desire to raise funds for naming a facility under section 4(D) or 5(A) must first receive City Council approval to

raise the funds prior to attaching naming opportunities to the campaign. City Council approval will only be granted if the individual or group complies with this policy.

Acceptance of a naming proposal by a group conducting a fundraising campaign will be considered conditional pending approval of the City Council. City Council has final authority.

Name Change

- A. Once a name has been selected under this policy, it shall not be changed unless, after an investigation and public hearing, the name is found to be inappropriate because it does not fulfill the criteria laid out in this policy. Review of a name selected under this policy shall occur only once a year, per the procedure outlined in section 9 and the timeline outlined in section 8. A facility's name, once upheld, shall not be reviewed again or changed for twenty-five (25) years unless extraordinary circumstances merit, and approval is granted by the City Council.

Timeline

- A. The City Council will not accept application to name or dedicate a facility unless, in April of each year, the City Council designate facilities for which they will take applications for renaming.
- B. A list of facilities designated by the City Council will be submitted to the Parks & Recreation Director immediately.
- C. The Director will make applications available to the public with a deadline of June 1st.
- D. The applications will be referred to the Parks and Recreation Commission with staff recommendations in the month of September of the same year.
- E. The naming/dedication process shall occur only once a year for existing facilities and as necessary for new facilities.

Procedure

- A. Any person or group may submit an application as set forth in Section 8, for the naming of a City-owned facility by submitting to the Parks & Recreation Director a request for such action on the appropriate form.

The form will set forth the proposed name, a description of the facility, and a statement explaining how the proposed name is consistent with this policy.

- B. If the recommendation or suggestion is consistent with this policy, the Parks & Recreation Department will prepare a staff report to the Parks and Recreation Commission for their consideration.
- C. The Parks and Recreation Commission shall hold a public hearing to consider the necessity or desirability of naming the park/facility, and the proposed name and any alternatives. The public hearing will be announced in a local newspaper at least thirty (30) days in advance of the hearing.
- D. The Parks and Recreation Commission shall prepare a recommendation for action by the City Council. The recommendation shall include no more than three (3) names for the facility that the Commission deemed most appropriate under this policy and the reason for the Commission's selection.
- E. The City Council will review the staff report and the Commission's recommendation and take action. The City Council's selection is final.
- F. Non-selected names can be resubmitted for consideration in subsequent years.

Plaques and Dedicated Objects

- A. After a name has been chosen, a plaque will be installed that will include the following:
 - 1. Facility name;
 - 2. Dedication date;
 - 3. Names of all City Councilmembers at the time of dedication;
 - 4. Names of the Mayor and Deputy Mayor at the time of the dedication;
 - 5. Name of the Director primarily responsible for operating the facility at the time of the dedication;
 - 6. Additional information determined by City Council action at the time of naming the facility.

- B. Any individual, family, group or organization donating money for a dedication or memorial must provide sufficient funds to purchase, install, and maintain any plaque or other form of label associated with the recognition. The dedication or memorial may take the form of a ceremony or other testimonial in honor of the person or group in question.
- C. The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surrounding areas, construction or redesign of a facility, the plaque or dedication object may be relocated. If the plaque or other dedication object cannot continue to be reasonably maintained or after a period of ten years, it may be removed by the City.
- D. If the dedication includes a gift of plant material the City will provide its regular standard of landscape care for the plant material. If the plant material does not survive, the City is not obligated to provide a replacement. If the dedication includes the gift of an object (e.g. bench, picnic table, play equipment), the City will provide its regular standard of care and maintenance for the object. City is not obligated to provide a replacement if the object is damaged or stolen.
- E. Dedication or memorial plaques may not be placed in or on City facilities without written City approval.
- F. The City will not be responsible for upkeep, repair or replacement of any dedication or memorial plaque whose placement was not sponsored by the City.
- G. The Parks & Recreation Director will have the final authority as to the size, style and placement of any dedicated objects or plaques.