

CITY OF WATERFORD



NAMING PARKS / FACILITIES POLICY

**City of Waterford
312 E Street / P.O. Box 199
Waterford, CA 95386
(209) 874-2328
(209) 874-9656 Fax**

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City of Waterford Naming Parks/Facilities Policy

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NAMING PARKS/FACILITIES POLICY

1. PURPOSE

To provide guidelines and procedures for the naming of City Parks, City Facilities and Specific Facilities in Parks or on City owned property.

2. BACKGROUND

The City of Waterford has lacked a policy to guide staff and the City Council in the naming of City facilities, including buildings, support facilities, park sites and recreation facilities. As a result, City facilities have been named in honor of public officials, citizens or in association with geographic locations without the benefit of a City Council approved policy to guide the naming process. The development of a Policy/Procedure to guide the naming of City facilities is intended to enable the process to be applied in a fair, objective and consistent manner.

3. DEFINITIONS

- A. Parks/Park Sites/Strip Parks: Owned and managed by the City, used for public recreation purposes and include developed and undeveloped park areas and designated open space areas.
- B. City Buildings/Facilities: City owned facilities used to conduct City business. Buildings may include but are not limited to City Hall, Fire and Police Stations, Arts Center, Senior Center, Youth Center, and meeting rooms.
- C. Recreation Facilities & Amenities: Facilities/amenities that could be located within a park or part of a facility. These include, but are not limited to athletic fields, gymnasiums, pavilion, meeting rooms, picnic shelters, tennis and basketball courts and playground equipment, golf course, recreation centers.
- D. Support Facilities: City owned facilities that are used to support field operations. Support facilities may include, but are not limited to, the Corporation Yard and the Pump Station.

4. POLICY

- A. The policy of the City is to name facilities in a manner that will provide an easy and recognizable reference for the City's customers. Therefore, naming options will always consider a name based on the facility's geographic location. However, the policy also establishes conditions for the consideration of naming options based on other factors.
- B. The City Council finds public involvement essential in considering naming of public lands and facilities. It is the intent of this policy that Council or Commission meetings and individual citizen recommendations

provide ample opportunity for citizen input prior to developing recommendations for City Council Consideration.

- C. No part of this policy shall conflict with any City ordinance, Code or other laws and regulations.
- D. The Parks and Recreation Commission (or other subcommittee appointed by the City Council) shall evaluate names of parks and facilities, and shall make recommendations to the City Council.
- E. Whenever possible, all City facilities will be named for their geographic location. 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 itself if the facility is deemed to serve the entire community or the surrounding areas. A park, facility or specific facility may be named for the school on which it is located or street it is adjacent to. Generally, “mini-parks” or “strip parks” are designated on a Geographic basis.
- F. Consideration of names for facilities may include a prominent form of topography, a prominent plant, bush or tree and historical precedent.
- G. Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.
- H. Names must be tasteful and non-controversial.
- I. The Parks and Recreation Commission and City Council may amend the naming procedures at any time to facilitate appropriate levels of citizen involvement.
- J. The City Council shall have the final authority to approve names of Parks and other Facilities, and Dedication/Memorial Placement requests.

5. INDIVIDUAL/ORGANIZATION NAMING

The naming of City facilities in honor of individuals (Deceased or Living) or community organizations (Active or Non-active) may be considered under the following conditions:

- A. The individual, their family or a community organization has made exceptional contributions to the City, including, but, not limited financial gifts, public service, dedications, contributions, etc.
- B. Effort should be made for a well-defined connection associated with the contributions of the individual or community organization and the City facility.
- C. The significance of the contribution from the individual/ organization needs to be evaluated in terms of the service impact of the City facility. Individual and organizations that have made contributions of regional or community wide significance may be considered for naming of facilities that serve the region or community. Individuals and organizations that

have made contributions of area or neighborhood wide significance may be considered for naming of facilities that serve areas or neighborhoods within the City, including recreational facilities and amenities within City parks.

- D. The individual was/is a resident of the City of Waterford, which includes the area comprising the Waterford Unified School District for fifteen (15) years or more.
- E. The individual must not have been convicted of a felony.
- F. The person being memorialized died in the line of duty serving the City of Waterford or the United States of America or died while performing a heroic act (e.g., saving the life of another person).
- G. Individual: (Deceased or Living) City will obtain and/or attempt to make contact for approval from family members of individuals recommended for having a park, facility or specific facility named in their honor.
- H. Organization: Active: Signed letterhead with approval from Board of Directors stating their approval for the naming of a park, facility or specific facility. Non-Active Organization: City Council will have FINAL approval based on recommendations.

Satisfying one or more of the eligibility criteria listed above does not assure a recommendation from the Parks and Recreation Commission or City Council approval.

6. DEDICATIONS / MEMORIALS

In addition to the naming of public facilities by using the criteria established, the City can provide for the recognition of individuals, either deceased or living, or organizations, active or non, by the placement of memorial objects (symbols); such as, living trees, public benches, rocks, memorial flagpoles, sculptures, etc., in public facilities, on public lands or parks. The approval, placement, and identification of these dedications will be at the discretion of the Parks and Recreation Commission and the City Council. Approval is subject to the following guidelines and conditions.

- A. Dedication or memorial plaques may not be placed in or on City facilities without Parks and Recreation Commission recommendation and City Council approval.
- B. 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.
- C. Facilities or portions thereof may be dedicated in memory, or honor of, individuals, groups or organizations. Dedications are encouraged to be in the form of facility improvements or enhancements.
- D. Dedication may be in recognition of an outstanding service, a donation or contribution to the facility or community.

- E. Dedication may be in memory of someone who has contributed to the facility or community.
- F. Any individual, family, group or organization sponsoring a dedication or memorial must provide sufficient funds to purchase, install, and maintain any plaque or other form of label associated with the recognition.
- G. 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 (10) years, it may be removed by the City.
- H. If the dedication includes the gift of a tree or other plant the City will provide its regular standard of landscape care for the tree. If the tree 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. If the object is damaged due to vandalism, becomes unusable due to age, wear, and tear or is stolen, the City is not obligated to replace or repair the object.

7. PLAQUES, MARKERS, AND MEMORIALS

Plaques, Markers and Memorials that are requested to be located on City Property, a City Facility or on any City Premises, must follow the guidelines set below:

- A. Must be in accordance with City Standards. The location, size and writing on plaques require approval by the designated City Staff.
- B. Designed to blend with the compliment of the existing Park or Facility.
- C. Must be made of bronze or any other pre-approved material by the City of Waterford.
- D. Each plaque, marker or memorial request will be reviewed by the Public Works Director prior to submission to the Parks and Recreation Commission.

8. GUIDELINES ASSOCIATED WITH FUNDRAISING CAMPAIGNS

The naming of facilities in association with fundraising campaigns may be considered under the following conditions:

- A. Organizations affiliated with the City that desire to raise funds for a city-sponsored project must receive a recommendation from the Parks and Recreation Commission and receive final approval from the City Council prior to attaching naming opportunities to the fundraising campaign.

- B. Organizations conducting fundraising campaigns with naming opportunities attached must immediately notify City staff when a naming proposal is under consideration in order to facilitate an administrative review.
- C. Naming proposals that promote alcohol, tobacco products or political organizations will not be considered.
- D. Acceptance of a naming proposal by an organization conducting a fundraising campaign must be considered “conditional pending” until a review and recommendation by the Parks and Recreation Commission and a FINAL approval by the City Council.

9. NOMINATION PROCESS

All requests to the Parks and Recreation Commission and City Council, including those developed by City or Agency Staff for naming of City lands and facilities, must be submitted to the office of the City Clerk and contain detailed justification for the request.

- A. The detailed request will provide the minimum of information contained on the form attached.
- B. The City Clerk will transmit the form and supporting documents to the Parks and Recreation Commission for review. If applicable, a public hearing, as outlined in this policy, will take place before a recommendation is made to the Council.
- C. After action has been taken on the nomination by the Parks and Recreation Commission, the recommendation will be sent back to the City Clerk to be placed on the City Council agenda.
- D. The Clerk will notify the petitioner of the date for Council consideration and/or the subsequent action by City Council.
- E. This process does not apply to the naming of streets which will continue to be processed through the Planning Department.

10. PROCEDURES

A. New Facilities

****A temporary name can be designated by Parks and Recreation Commissioners for identification during the “waiting period” of acquisition and/or development of the park area or facility and the formal naming process.**

****This policy will still allow naming of the park contests to be held through various means that have prior approval of the Parks and Recreation Commission.**

1. Working in cooperation with the Parks and Recreation Department, individuals, groups, and organizations interested in proposing a name for a new un-named park area or facility must do so in writing by way of completing the attached form. This proposal shall be presented to the City Clerk for consideration by the Parks and Recreation Board.
2. The Parks and Recreation Board will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.
3. A notice of naming a facility will be published in the Waterford News and posted on the city website to offer a chance for citizen comment.
4. The Parks and Recreation Board will act on each request made, and if approved, will forward to the City Council for approval following the 30 days for public comment.
5. Only approvals of a proposed name for a facility will be forwarded to the City Council.

B. Existing Unnamed Facilities

1. Working in cooperation with the Parks and Recreation Department, individuals, groups, and organizations interested in proposing a name for an existing un-named park area or facility must do so in writing. This proposal shall be presented to the City Clerk for consideration by the Parks and Recreation Commission.
2. At a minimum, the attached form must be completed. Additional information can be provided.
3. The Parks and Recreation Commission will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.
4. A notice of naming a facility will be published in the Waterford News and posted on the city website for citizen comment.
5. The Parks and Recreation Commission will act on each request made, and if approved, will forward to the City Council for approval following the 30 days for public comment.
6. Only approvals of a proposed name for a facility will be forwarded to the City Council.

C. Dedication/Memorial Placement

1. Working in cooperation with the Parks and Recreation Department, individuals, groups, and organizations interested in

proposing to place a dedication or memorial in any park area or facility must do so in writing. This proposal shall be presented to the City Clerk for consideration by the Parks and Recreation Commission.

2. At a minimum, the attached form must be completed. Additional information (photos, brochures, area map, drawings, etc.) is recommended.
3. The Parks and Recreation Commission will consider each application for a dedication/memorial placement request at the regular monthly meeting.
4. The Parks and Recreation Commission will act on each request made, and if approved, will forward to the City Council for approval.
5. Only approvals of a proposed dedication/memorial placement will be forwarded to the City Council.

11. RENAMING PARKS/FACILITIES

The renaming of parks and facilities will be strongly discouraged and can only be initiated upon City Council approval. If considered, critical examination will be conducted to insure that renaming the park or facility will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as outlined in sections 10 (A) and (B), but must also be accompanied by a petition from the park or facility users as well as the residents surrounding the area.

Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.

Parks and facilities named after individuals shall never be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.

12. NOMINATION ACCEPTANCE

Any nomination received will be forwarded to the Parks and Recreation Commission within thirty (30) days after receipt of a completed nomination form.

Any questions regarding this policy and procedures should be directed to:

**Waterford City Hall
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