

TO: James L. App, City Manager
FROM: Barbara Partridge, Director Library and Recreation Services
SUBJECT: City Facility Naming Policy
DATE: April 19, 2005

Needs: For the City Council to consider approving a City facility naming policy.

Facts:

1. The City has no formal policy in place for the naming of public facilities.
2. Circumstances may prompt the City to consider naming a facility in honor of an individual's contribution to the community, or a specific project within the community.
3. Organizations or individuals attempting to initiate the naming of a City owned facility have no current guidelines for such a request.
4. A draft Naming Policy was presented to the Paso Robles Parks & Recreation Advisory Committee on March 8, 2005. The committee endorsed the policy, and recommended that it be brought before the full City Council for their review.

**Analysis
and**

Conclusion: There is no approved written policy by which the City may consider the naming of public facilities. A policy has been drafted for that purpose. The Paso Robles Parks & Recreation committee has endorsed this policy and is recommending the full City Council review.

**Policy
Reference:** None

**Fiscal
Impact:** None

Options:

- a. Approve naming policy as written.
- b. Amend, modify, or reject above option.

Attachments:

1. Naming Policy

NAMING OF PUBLIC FACILITIES

Public facilities are dedicated to the service and enjoyment of all citizens and shall carry designations befitting their intended function and use, origin and/or location. Exceptional circumstances may prompt the City to consider naming a facility in honor of an individual's generosity and contribution to the community. Any such consideration will be pursuant to the following:

Principles and Priorities.

The election of names for public facilities shall conform to the following principles and priorities:

- (a) As a general policy, names which commemorate the culture and history of Paso Robles shall be given first priority.
- (b) The name of an individual shall be considered only if such individual has made a particularly meritorious or financial contribution, over a period of several years, to the general public interest or the interests of the City; or has donated to the City a significant percentage of the land, or cost for development, of a facility. Naming shall be done posthumously only after the fifth anniversary of their passing.
- (c) Preference may be given to names of long established local usage, and names that lend dignity to the facility to be named.
- (d) Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility.
- (e) Proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility.
- (f) Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.
- (g) Names must be tasteful and non-controversial. The name should be no more than three words preceding the designation (i.e., Park, Building, Room, Field, Complex, etc.).

Contribution Naming Guidelines

The following are guidelines for which a naming opportunity may be extended:

- (a) For all facilities, there shall be a \$500,000 contribution or 10% of total cost, whichever is greater, in either cash or property.
- (b) Projects not budgeted for and for which other funding is not designated may require a 100% contribution in order to be implemented and a naming opportunity considered.

Change of Name

Once established, a name shall not be changed unless, after investigation by the City, the name is found to be inappropriate.

Recommendations of Community Organizations or Citizen Groups

In the selection of names for City-owned facilities the suggestions, comments, and recommendations of community organizations or citizen groups shall be duly considered; provided that such suggestions, comments, and recommendations meet all the provisions of this policy.

Initiation

Any community organization or citizen group may initiate the naming of a City-owned facility by submitting to the City Manager a request for such action and setting forth the proposed name, a description of the facility, and a statement evidencing that the proposed name meets all the provisions of this policy.

Review of Request - Referral

The City Manager shall review all requests to name a City-owned facility and shall refer the request to the Park & Recreation Advisory Committee, and subsequently to a City Council appointed ad hoc committee for consideration. The Park & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall consider the necessity or desirability of naming the facility, and the proposed name and any alternatives. The Parks & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall prepare a recommendation to the full City Council for action, which shall include the name for the facility that is deemed most appropriate in accordance with this policy, and confirming the justification for the selection of the name.