COUNCIL POLICY			
Subject: PARK NAMING POLICY AND PROCEDURE	Policy Number	Effective Date:	Number of Pages
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BACKGROUND

The City has used a variety of methods in selecting names for City parks and/or recreation facilities. The City believes that a formal policy will ensure appropriate names are solicited.

PURPOSE

To establish a uniform policy regarding the naming of existing and future park and/or recreation facilities.

OBJECTIVES

A. To ensure that naming/memorializing public parks and recreation facilities will enhance the values and heritage of the City of Santa Rosa and will be compatible with community interest.

B. To name public parks or recreation facilities so that they will be easily identified as to geographical location and/or function.

C. To encourage the dedication of land or funds for public use by individuals and groups, and provide recognition of their achievements or community contribution.

POLICY

A. The City Council shall exercise final authority in naming all public parks and recreation faculties within its jurisdiction.

B. Newly-acquired or developed parks or recreation facilities be named immediately after acquisition or development to ensure appropriate public identity.

C. No park site or recreation facility shall be named for a living person, unless the site or facility has been donated by an individual, or a substantial donation has been made by an individual or organization to acquire a park site or recreation facility.

D. When appropriate, a park or recreation facility can be named on honor of a person, posthumously, when such person has made major contributions to the community, the country, or the field of recreation and parks.

E. Historical names may be considered, when the name is appropriate to the site.

F. When a park site or recreation facility is carrying out a particular theme, that theme may be considered for the park or recreation facility name.

G. Markers such as plaques, signs, etc. for the sole purpose of memorializing shall not be permitted in City parks or recreational facilities.

CRITERIA FOR NAMING PARKS OR RECREATION FACILITIES

A. Service Recognition

1. A park or recreation facility may be named in recognition of individuals, groups, and organizations for important service contributions which have:
   a. Had a recognized direct positive effect on the community.
   b. Been made by a profit-making organization and are outside the normal function of a profit-making organization.
   c. Involved service which has extended for at least two years.
   d. Maintained residence or place of business within the City limits.
2. Recognition of deceased individuals who meet the above criteria and who, in addition, have deceased two or more years.
3. Contribution(s) shall have been made in a volunteer, non-paying status.

B. Monetary, capital, or material contribution.

1. A person, group, or organization may request the naming of park or recreation facility under the following conditions:
   a. The contribution exceeds fifty per center (50%) of the acquisition and/or development costs of the park or recreation facility.
   b. The honoree has a record of outstanding citizenship.
   c. The request for specific name is made at the time of donation.

2. Conditions of donation which specify the name of a park or recreation facility, as part of an agreement or deed must be approved by the City Council, after review by and upon the recommendation of the City Attorney.

PROCEDURE FOR NAMING PARKS OR RECREATION FACILITIES

The City Council shall direct the Board of Community Services to review and make recommendations on the naming of City park or recreation facilities. The Board of Community Services shall use this policy and criteria in recommending a name for the site or facility. The Board of Community Services shall notify the general public of any discussions regarding park naming and

shall solicit ideas and involvement in the case of neighborhood parks from the neighborhood in the immediate vicinity of the park being named.

Recommendations for a name may be submitted in writing by groups or individuals. Recommendations may come directly from City boards or commissions. All recommendations or suggestions will be given the same consideration without regard to the nomination source.

CHANGE OF NAME

A park or recreation facility name may be changed but only if the following conditions are met:

A. Occurrence of event of national or local significance. A waiting period of no less than two (2) years between the event and the actual naming of the park or recreation facility is required.

B. If the name becomes inappropriate.

DONATIONS

The City Council encourages individuals, groups, or organizations to donate funds for the purchase of an item within a park or recreation facility in memory of, in honor of, or in name of…an individual, group, or organization. Types of items may include a park area or meadow, tree, park furniture, play equipment, a facility room, a play field, etc.

Donated items may be identified by a plaque or marker separately from other items in the park or recreation facility only upon approval by the City Council.

Amended by Resolution No. 24408 Dated: May 16, 2000
Amended by Resolution No. 23398 Dated: December 23, 1997
Amended by Resolution No. 22028 Dated: December 6, 1994
Adopted by Resolution No. 19687 Dated: November 14, 1989