Naming of City Facilities, Parks, and Property

SUBJECT: NAMING, CITY FACILITIES, PARKS, PROPERTY	**NUMBER:** 15.02
RESPONSIBLE OFFICER: City Manager	**EFFECTIVE DATE:** October 10, 2022
DIRECTIVE OWNER: City Manager	**LAST UPDATED:** October 7, 2008
DIRECTIVE CONTACT: City Manager's Office	**APPROVED:**

DIRECTIVE

The purpose of this directive is to establish uniform guidelines for the naming of City facilities, parks, and other City property. This directive does not apply to naming City streets and facilities designated for naming rights.

RELEVANT AUTHORITY

City Charter Section 1201

RELATED CITY POLICIES

Naming of City Facilities, Parks, and Property 15.02.010

RELATED CITY PROCEDURES

Naming of City Facilities 15.02.010.01

FREQUENTLY ASKED QUESTIONS

N/A

UPDATE HISTORY

01/02/1974 – *Adopted by Resolution No. 30,999*
08/22/1977 – *Amended by Resolution No. 34,445*
01/02/1985 – *Amended by Resolution No. 85-0015*
10/10/2000 – *Amended by Resolution No. 00-0495*
05/07/2002 – *Amended by Resolution No. 02-0361*
10/07/2008 – *Amended by Resolution No. 08-0407*

NAMING OF CITY FACILITIES, PARKS, AND PROPERTY 15.02.010

SUBJECT: NAMING, CITY FACILITIES, PARKS, PROPERTY	**NUMBER:** 15.02.010
RESPONSIBLE OFFICER: City Manager	**EFFECTIVE DATE:** October 10, 2022
POLICY OWNER: Director of Community Services	**LAST UPDATED:** October 7, 2008
POLICY CONTACT: Director of Community Services	**APPROVED:**

POLICY

1) Naming of City facilities, parks and buildings within parks, and other designated properties are subject to approval by the City Council.

2) A list of nominated names for facilities, parks, and properties (the "Master List") will be established by the City Manager and maintained by the Community Services Department ("Department").

3) Staff in the Department with responsibility for the facility, park, or property will facilitate the naming process in accordance with 15.02.010.01. Naming must adhere to geographic, topographic, or historical significance generally recognized and known within the City of Stockton or San Joaquin County. In considering naming, staff shall solicit help from historical societies, cultural organizations, or other groups having knowledge of the area.

4) Where there is a desire to name a new facility, park, or property after an individual, group, or entity, the City Council may choose to do so directly, or consider a recommendation from the ad hoc Naming Committee selected by the City Manager in accordance with the procedures outlined in 15.02.010.01.

   A) The Naming Committee is responsible for reviewing applications submitted for naming and making recommendations to the City Council. The Naming Committee may not put forward their own recommendation.
   B) The Naming Committee may choose not to make a recommendation after reviewing submitted nominations.

5) The following criteria must be considered when nominating and reviewing an application for naming after an individual, group, or other entity:

   A) A nominee should have a direct connection to the facility, through providing significant financial support or a significant level of service to the facility to be named. A significant level of service is measured by at least 25 years of dedicated service, a measurable positive impact on the residents of Stockton, or contributions to the community through major development or enhancement of facilities or programs.
   B) A nominee should be viewed as a role model in the community as evidenced by support from at least two recognized local community organizations.
   C) In the case of individuals, a nominee must have been deceased for at least one year.

6) Names of individuals or groups nominated should not be those which have received significant recognition previously.

7) Naming is an honor that is intended to be permanent. However, in certain circumstances where the historical record reveals new information, or when there is extraordinary community support, renaming of existing City facilities may be considered. Nominations to rename an existing City facility must include a detailed explanation of why renaming is warranted. The nomination for renaming must also adhere to the criteria outlined in section 5 above.

   A) Those City facilities, parks, or properties already named shall not be subject to renaming as a result of a financial contribution.
   B) Renaming process will follow the same procedures as outlined in 15.02.010.01.

8) Where the naming of a City of Stockton facility, facility component, park, or other City property is later considered to place the City of Stockton in a negative or embarrassing light, the City Council may choose to revoke the honor.

9) General nominations, those nominations that do not specify property to be named, will be accepted at any time. When a new facility, park, or property is identified to be named, there will be a public announcement followed by a nomination period of no less than 60 days for the submission of names for the specific facility, park, or property.

10) All nominations will remain on the Master List for naming future facilities, parks, or properties for three years from the date the nomination was submitted.

RESPONSIBILITIES

Outlining responsibilities including delegation.

RELEVANT AUTHORITY

City Charter Section 1201

RELATED CITY POLICIES

RELATED CITY PROCEDURES

Naming of City Facilities 15.02.010.01

RELATED FORMS, DOCUMENTS, OR LINKS

Application for Naming a City Facility, Park, or Property

FREQUENTLY ASKED QUESTIONS

N/A

UPDATE HISTORY

01/02/1974 – *Adopted by Resolution No. 30,999*
08/22/1977 – *Amended by Resolution No. 34,445*
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05/07/2002 – *Amended by Resolution No. 02-0361*
10/07/2008 – *Amended by Resolution No. 08-0407*
XX/XX/XXXX – *Repealed and Replaced*

NAMING OF CITY FACILITIES 15.02.010.01

SUBJECT: NAMING, CITY FACILITIES, PARKS, PROPERTY	**NUMBER:** 15.02.010.01
RESPONSIBLE OFFICER: **City Manager**	**EFFECTIVE DATE:** October 10, 2022
PROCEDURE OWNER: **Director of Community Services**	**LAST UPDATED:** October 7, 2008
PROCEDURE CONTACT: **Director of Community Services**	**APPROVED:**

PURPOSE

When a new facility, park or other property is constructed, or when a suggestion for facility naming or renaming is submitted in writing to the City Manager, an ad hoc Naming Committee comprised of seven members will be convened at the direction of the City Manager. The Committee will be responsible for reviewing all applications for naming after an individual or group. The Committee will make recommendations to the City Council for approval based on their review. The Community Services Department will act as the staff lead for the Committee.

PROCEDURE

1) Nominations for individuals and organizations to be considered for future City facility, park, or property will be open continuously. For each specific naming opportunity, it will be the responsibility of the City Manager to appoint an ad hoc Naming Committee and to declare an open nomination period to last no less than 60 calendar days. All applications must be submitted in writing to the City Manager for review by the Naming Committee.

2) To be considered, the nominee must be recommended by at least two community organizations. Organizations and individuals may not nominate themselves. Nominations must attach signed letters from each organization's administrative body (Executive Director, Chairman of the Board, etc.) supporting the nomination. The letter should be on organization letterhead and include the name, address, and contact information for the organization.

3) The Naming Committee may consist of representatives from the Parks and Recreation Commission, Stockton Arts Commission, Cultural Heritage Board, Planning Commission, and up to three City of Stockton staff. Additional representatives may be added to ensure a thorough vetting of the nominees.

4) The Naming Committee will be responsible for approving and including the nominated names on an active Master List. The names on the Master List will be active for three years. Names removed after three years may not be precluded from being nominated again.

5) For the nomination to be accepted, the nominee must meet the criteria for a significant level of financial support or service to the City. A significant level of service is measure by at least 25 years of dedicated service, a measurable positive impact on the residents of Stockton, or contributions to the community through major development or enhancement of facilities or programs. All accepted nominees will be

forwarded to the Naming Committee at the City Manager's direction. Community Services Department will serve as the staff lead for the Committee.

6) Individual and group nominees that meet the criteria for a significant level of service must be nominated by a minimum of two recognized City of Stockton organizations. Nominations must be approved at a regular meeting of the organization's administrative body such as a Board of Directors. Organizations may not nominate themselves. Examples of recognized organizations include school boards, non-profit organizations, chambers of commerce, alumni associations, service organizations and other similar community organizations. Organizations are not required to have 501(c)(3) status.

7) The Naming Committee will develop a recommendation to be presented to the City Council for approval. The Committee may recommend against naming a facility for an individual or group in favor of a name with geographic, historical, or topographical significance. However, the Naming Committee may not recommend naming for an individual or group for whom no application has been submitted.

8) The official name and signage language of the City facility, park, or property will be approved by a majority vote of the City Council at a regularly scheduled Council meeting.

9) Following approval, City staff, in consultation with the entity that requested the naming, will be responsible for selecting the appropriate signage material, lettering, signage location, and installation.

10) Signage costs for naming will be borne by the City.

11) When the City Council determines that a significant financial contribution has been made towards the development or an agreement has been entered into for the project to be named, the Council may authorize the naming of the facility after the contributor, private citizen, or business entity, bypassing steps 2-5.

RELEVANT AUTHORITY

City Charter Section 1201

RELATED CITY POLICIES

15.02.010

RELATED FORMS, DOCUMENTS, OR LINKS

Application for Naming a City Facility, Park, or Property

FREQUENTLY ASKED QUESTIONS

N/A

UPDATE HISTORY

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XX/XX/XXXX – *Repealed and Replaced*

CITY OF STOCKTON

APPLICATION FOR NAMING A CITY FACILITY, PARK, OR PROPERTY

Applicant Information

Name:
Organization:
Address:
Phone:
Email:

Nominee Information

What is the name of the person or organization you are nominating?

What facility, park, or property are you proposing for naming?

Location address:

Current location name:

Proposed name:

Please answer the following questions:

1. If the nominee is an individual, has the nominee been deceased for more than one (1) year? If the nominee is not an individual, check "N/A"

☐ YES ☐ NO ☐ N/A

2. The individual or group being nominated should have a relationship to the facility, park, or property being named. Please indicate the relationship (check all that apply):

☐ Historic ☐ Geographic ☐ Individual ☐ Financial

3. Does the nominee have an existing facility, park, or property already in their name?

☐ YES ☐ NO ☐ N/A

If yes, please provide the exact location. _____

On a separate sheet of paper, please attach a response to the following questions. Please limit your response to one-page per question.

4. The nominated individual or group should have a direct connection to the facility to be named, through providing significant financial support or a significant level of service. A significant level of service is measured by at least twenty-five (25) years of dedicated service, a measurable positive impact on the residents of Stockton, or contributions to the community through major development or enhancement of facilities or programs. Please explain how the nominee fulfills these criteria.

5. The nominated individual or group should be viewed as a role model in the community as evidenced their accomplishments and positive impact on the lives of Stockton residents. Please explain how the nominee meets these criteria.

Community Recommendation

To be considered, the nominee must be recommended by at least two community organizations. Organizations and individuals may not nominate themselves. Please attach a signed letter from each organization's administrative body (Executive Director, Chairman of the Board, etc.) supporting the nomination. The letter should be on organization letterhead and include the name, address, and contact information for the organization.

Submit this application, along with all supporting documentation to recreation@stocktonca.gov. If you have questions about this application, please contact the Community Services Department at 209.937.8206

What Happens Next?

- City staff will review your application to confirm requirements are met.
- Nomination will be forwarded to the City Manager for official inclusion on the list of names to be considered for future naming of a City facility, park, or property.
- City Manager will appoint an ad hoc Naming Committee to review all applications or staff recommendations for naming this location.
- The ad hoc Naming Committee will make a recommendation to the City Council for naming of the location.
- If the City Council approves the recommendation, staff will consult with you to select the appropriate signage material, lettering, and signage location. Staff has final decision-making authority on this matter.
- Any signage costs will be borne by the City.