



DEPARTMENT OF PARKS  
AND RECREATION

CITY OF SACRAMENTO  
CALIFORNIA

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October 24, 2007

Parks and Recreation Commission  
Sacramento, California

Honorable Members in Session:

**SUBJECT: RECOMMENDED UPDATE TO THE CITY OF SACRAMENTO'S  
POLICY FOR NAMING PARK AND RECREATION FACILITIES**

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:** This report recommends the Parks and Recreation Commission support the recommended update to the City of Sacramento's "Policy for Naming City Facilities" as it pertains to park and recreation facilities, attached as Exhibit A.

**CONTACT PERSON:** LORI HARDER, SUPPORT SERVICES MANAGER, 808-5172

**FOR MEETING OF:** November 1, 2007

**SUMMARY:**

The City Manager's Office is updating the current policy for naming City of Sacramento facilities. Sections specific to parks and recreation facilities have been reviewed by staff and recommended changes are attached as Exhibit A. Recommended changes will be forwarded to the City Council for consideration in December 2007.

**BACKGROUND INFORMATION:**

In January 2001, the City Council directed staff to draft a policy for naming City facilities. A draft policy and procedure was presented to the Citizen's Advisory Committee for Parks and Recreation in March 2001, and their comments which were forwarded to City Council are attached as Exhibit B. In November 2001, the City Council approved a naming policy, which is attached as Exhibit C.

The City Manager's Office is currently reviewing and updating the policy, which has been in effect for the past six years. Department of Parks and Recreation staff recommend specific changes to the "Policy Naming Principles" section that pertain to parks and recreation facilities. The proposed changes reflect experiences in developing and naming parks in new areas of Sacramento since 2001. The current and recommended versions are attached as Exhibit A.

Staff recommends the Parks and Recreation Commission support the updated policy statements. The City Manager's Office will then complete a draft update with the Parks and Recreation Commission's input, and forward the policy to City Council for consideration in December 2007.

**FINANCIAL CONSIDERATIONS:**

None with this item.

**POLICY CONSIDERATIONS:**

This item provides an opportunity to update City Council policy for naming facilities.

Respectfully submitted,



Lori Harder  
Support Services Manager

**Attachments:**

- Exhibit A: Recommended Update to the City of Sacramento's "Policy for Naming City Facilities"
- Exhibit B: Citizen's Advisory Committee for Parks and Recreation Comments on Original Draft Naming Policy (March 2001)
- Exhibit C: Current City Council Policy for Naming City Facilities (adopted in November 2001)

**UPDATE TO THE CITY OF SACRAMENTO'S  
POLICY FOR NAMING CITY PARK AND RECREATION FACILITIES**

Current Statements in "Policy Naming Principles" Pertaining to Parks and Recreation (adopted by City Council in November 2001):

- Re-naming of City facilities and parks is strongly discouraged.
- Parks should be named as soon after the acquisition as possible to avoid the use of a temporary designation, which may be difficult to discontinue. Parks located adjacent to schools may be given the same name as the school, particularly in joint use situations. City staff will develop a potential list of historic, Native American, topographical and native flora and fauna names particularly useful for park naming to be considered by staff, City Council Members and the Citizens' Advisory Committee for Parks and Recreation when reviewing future park names.

Recommended 2007 Update to Statements in "Policy Naming Principles" Pertaining to Parks and Recreation:

- Re-naming of City facilities and parks is strongly discouraged.
- Parks should be named with input from surrounding neighborhoods. Parks located adjacent to schools may be given the same name as the school, particularly in joint use situations. City staff will review potential lists of historic, Native American, topographical and native flora and fauna names to generate ideas to be considered by the Parks and Recreation Commission and the City Council when reviewing park names.

## City Naming Policy

*Comments from the Citizens Advisory Committee for Parks and Recreation*  
Thursday, March 1, 2001

Committee agreed with the idea of one standard policy for naming all city facilities.

Suggested that the process for "renaming" a facility be very strongly discouraged and have language which reflects that.

*"Parks adjacent to schools should be give the same name as the school."* This concept was not universally endorsed by the members. Some noted that it can be confusing and there could be questions about ownership because of the joint name.

Any facility named or renamed for an individual or family should include a plaque to tell the story of why the individual was deserving of the honor.

For joint use facilities (i.e., with School Districts) both bodies should approve.

Under the *Procedure* section, the Committee felt that the process was too complicated and should be streamlined. One suggestion was to eliminate the Council "Ad Hoc" committee for approval step.

**AMENDED****RESOLUTION NO. 2001-779**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF NOV 27 2001**RESOLUTION OF THE CITY COUNCIL OF THE CITY  
OF SACRAMENTO ADOPTING THE FOLLOWING  
POLICY FOR NAMING CITY FACILITIES**

**Whereas**, the City of Sacramento wishes to establish a consistent process to name new City facilities; and

**Whereas**, the City Council wishes to establish an open and deliberate community process for naming city facilities; and

**Whereas**, the following policy incorporates the goals of the City Council and the community for selecting and approving the naming of City facilities;

**NOW, THEREFORE BE IT RESOLVED** that the Council of the City Sacramento adopts the following Policy for Naming City Facilities:

**CITY OF SACRAMENTO FACILITY NAMING POLICY****PURPOSE:**

This policy establishes the City of Sacramento's procedures for naming city facilities including buildings, centers, parks, parkways and open space, and portions thereof as appropriate.

**POLICY NAMING PRINCIPLES:**

Facilities may be named for:

- A distinct geographic, environmental or developmental feature
- A neighborhood, community or access street

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- A name of historical significance to the facility
- A reflection of the ethnic diversity of the community
- A community or civic group who has gained significant stature in the City
- An individual or family who has contributed significantly to the community or the facility:
  - Posthumously (at least one year since date of passing);
  - Living if they contribute substantially to the community or facility;
  - Background investigation will be conducted to ensure character of the individual or family;
  - Priority will be given to a deserving local individual or family.
- Re-naming of City facilities and parks is strongly discouraged.
- Parks should be named as soon after acquisition as possible to avoid the use of a temporary designation, which may become difficult to discontinue. Parks located adjacent to schools may be given the same name as the school particularly in joint use situations. City staff will develop a potential list of historic, Native American, topographical, and native flora and fauna names particularly useful for park naming to be considered by staff, City Councilmembers and the Citizens Advisory Committee for Parks and Recreation when reviewing future park names.

**Special Circumstances:**

- Naming opportunities may include specific, exhibits, significant park features (such as fountains, ball fields, playgrounds, etc.) to encourage private donations and shall be done with approval from the appropriate department, board, Committee, or commission and council member whose district the special feature is located.

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- Staff conference rooms within existing facilities may be named by the respective department provided the "Policy Naming Principles" are followed by the department.
- This policy may be suspended by the City Council to reflect a special circumstance, need or opportunity (e.g., naming rights to a regional facility, complex or major community wide facility).

**Naming Policy Procedure (excluding special circumstances):**

- Naming recommendations come from the community or City Council members;
- Preliminary review of the proposed name is accomplished by the appropriate department for consistency with the principles set forth in this policy;
- City department advises the Council member whose district the facility is located in and the City Manager's Office/Cabinet about the proposed naming;
- Proposed naming is reviewed by the related board, commission, and/or committee and Neighborhood Services Department Area Leadership Group. The Neighborhood Services Department Area where the facility is located will notify the community in advance of the proposed naming for their review and discussion at a NSD Leadership Group meeting.
- Appropriate City boards, commissions and/or committees approve the naming for their particular facility taking into consideration any recommendations from the Neighborhood Services Department Area Leadership Group or other advisory groups.
- The proposed naming recommendation is forwarded to an ad-hoc committee of the City for approval appointed by the Mayor as appropriate.
- Final naming proposal is presented by the appropriate department to the City Council for approval.

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- The decision of the City Council is final and is implemented by the adoption of a resolution permanently naming the facility.
- Upon the adoption of the name, a plaque is installed at the facility to explain the significance of the naming (e.g., contributions to the community, donation of funds, historical record, etc.)

**HEATHER FARGO**

**MAYOR**

Attest:

**VALERIE BURROWES**

**CITY CLERK**

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