

RESOLUTION NO. 10- 54

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GOLETA, CALIFORNIA ADOPTING A CITY OF GOLETA PARKS AND FACILITIES NAMING POLICY

WHEREAS, the Goleta City Council wishes to establish a Naming Policy for the purpose of providing guidelines and procedures for the naming of City parks, park amenities, park facilities and City buildings, as well as the placement of dedications, commemorative objects, plaques or markers in parks, open spaces or the public right-of-way.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GOLETA, AS FOLLOWS:

SECTION 1.

The City Council hereby establishes the Naming Policy by adopting the principles and guidelines attached in Exhibit "A".

SECTION 2.

The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

PASSED, APPROVED AND ADOPTED this 16th day of November, 2010.




ERIC ONNEN, MAYOR

ATTEST:

APPROVED AS TO FORM:



DEBORAH CONSTANTINO
CITY CLERK



TIM W. GILES
CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF SANTA BARBARA) ss.
CITY OF GOLETA)

I, DEBORAH CONSTANTINO, City Clerk of the City of Goleta, California, DO HEREBY CERTIFY that the foregoing Resolution No. 10-54 was duly adopted by the City Council of the City of Goleta at a regular meeting held on the 16th day of November, 2010 by the following vote of the Council:


AYES: MAYOR ONNEN, MAYOR PRO TEMPORE
CONNELL, COUNCILMEMBERS ACEVES,
BENNETT AND EASTON.

NOES: NONE

ABSENT: NONE

ABSTENTIONS: NONE

(SEAL)


DEBORAH CONSTANTINO
CITY CLERK



CITY OF GOLETA

PARKS AND FACILITIES NAMING POLICY

Section I. Purpose and Application

- A. Purpose: To provide guidelines and procedures for the naming of City parks, park amenities, park facilities and City buildings, as well as the placement of dedications, commemorative objects, plaques or markers in parks, open spaces, parkways or other portions of the public right-of-way.
- B. Application: This policy has been created to guide the City Council and City staff in taking action concerning requests to name City parks, park amenities, park facilities and City buildings, as well as requests for the placement of plaques, markers, dedications and commemorative objects in parks, open spaces or in the public right-of-way.
- C. Nothing in this policy is intended to create, foster or allow parks, open spaces, parkways or other portions of the public right-of-way to become a public forum for private content speech. By requiring all naming actions and placement of plaques, markers, dedications and commemorative objects to conform to this policy, it is the intent of the City Council to exercise full jurisdiction over speech in such forum and to determine that it is consistent with and meets the needs of the community and services a public purpose.
- D. This process does not apply to the naming of streets which will continue to be processed through the Planning and Environmental Services Department in coordination with the Santa Barbara County Fire Department. Furthermore, this policy does not apply to development projects on private property which are named by the project applicant.

Section II. Authority

- A. The policies contained herein are adopted by resolution of the Goleta City Council ("Council"), and as such may be changed or amended only by Council action.
- B. The City Council shall have the final authority to approve names of parks, park facilities, park amenities and City buildings. City staff in the Community Services Department shall have the final authority to approve the placement of dedications, commemorative objects, plaques or markers.

- C. The City Council's Naming Committee ("Committee") is hereby tasked with reviewing requests for the naming of parks, park facilities, park amenities and City buildings to ensure compliance with the terms of this policy, and making naming recommendations to the Council for approval.

Section III. Definitions

As used in this policy, the following words shall have the meaning supplied in this section:

- A. Parks: Real Property owned and managed by the City, used for public recreation purposes, and including developed and undeveloped park areas and designated open space areas.
- B. City Buildings: Buildings under the control of the City used to conduct City business. Buildings may include, but are not limited to, City Hall, the Corporation Yard and the Goleta Library.
- C. Recreation Facilities and Amenities: City Owned facilities/amenities that may be located within a park or part of a facility. These include, but are not limited to, athletic fields, meeting rooms, picnic shelters, ball diamonds, tennis and basketball courts and playground equipment.

Section IV. Policy

The following criteria shall be used in the naming or renaming of parks, City buildings and recreation facilities and amenities.

- A. General
1. The City Council will evaluate the merit of each suggested naming opportunity according to criteria outlined in this policy. Existing or current names of sites within the City need not be changed.
 2. The policy of the City is to name parks, City buildings and recreational facilities and amenities in a manner that will provide an easy and recognizable reference to the City and be compatible with the area in which they are located. Therefore, it is recommended that naming options be taken from the following:
 - a. Geographical or natural features which heighten a sense of area identity.
 - b. Significant historical references or local historical figures.
 - c. Endemic cultural or wildlife features.
 - d. Major facility donors, whether individuals or organizations.

- e. Individuals or organizations who have made significant service contributions to the community.
 3. The creation of new names where old names have common community usage is discouraged
 4. The City Council finds public involvement essential in considering naming of public lands and facilities. It is the intent of this policy that opportunity for citizen input at a City Council meeting is provided prior to approval of recommendations for City Council consideration.
 5. No part of this policy shall conflict with any City ordinance, code or other laws or regulations.
 6. Council must determine that names are appropriate, consistent with and meet the needs of the community and serve a public purpose. Therefore, names must be tasteful and non-controversial. Names with connotations which are determined by the City Council to be derogatory or offensive and names that promote or refer to political organizations, issues or religious affiliations will not be permitted because they are deemed to be inappropriate, inconsistent with community needs and serve no public purpose.
- B. Naming or Renaming of Parks, City Buildings and Recreation Facilities and Amenities after Individuals or Organizations:

The naming in honor of individuals (deceased or living) or community organizations may be considered using the following criteria:

1. Naming may be in recognition of outstanding service, a donation, or a contribution to the facility or community.
2. Naming may be in the name of a person who died in the line of duty serving the City of Goleta or the United States of America, or died while performing a heroic act (example: saving the life of another person).

Satisfying one or more of the eligibility criteria listed above does not assure approval of any naming recommendation. Recommendations must be appropriate, consistent with and meet the needs of the community and serve a public purpose.

The City will obtain approval from family members of deceased individuals recommended for a naming in their honor.

The City will obtain written approval from the governing body of any active organization recommended for a naming in its honor.

- C. Placement of Dedications, Commemorative Objects, Plaques and Markers:

In addition to the naming opportunities described above, the City may recognize individuals, either deceased or living, or organizations, active or non-active, by

the placement of objects (such as public benches, rocks, flagpoles, sculptures, trees etc.), plaques or markers in public facilities, parks, open spaces, parkways or other portions of the public right-of-way, provided such recognition is appropriate, consistent with and meets the needs of the community and serves a public purpose. The approval, placement, and identification of these dedications will be at the discretion of the Community Services Department staff. Approval is subject to the following guidelines and conditions:

1. Dedications, commemorative objects, plaques or markers may not be placed in or on City facilities or the public right-of-way without Community Services Department approval. The location, size and type of these items require approval by the designated Community Services staff. Upon the receipt of a request for the placement of an object, plaque or marker in a City park, open space or other portion of the public right-of-way, the Community Services Department will review the request to ensure that it can be accommodated in a way that provides some public purpose, meets the intended use of the proposed location in a manner that does not mar the appearance or function of the requested location, or cause or contribute to an overabundance of items in the immediate area.
2. Responsibility for the purchase, installation and maintenance of any recognition object and/or associated plaque or other form of label associated with the object must be borne by the requesting party. Such objects and plaques must not pose a burden on City resources for their maintenance, upkeep, repair or replacement. The Community Services Department may accept the transfer of responsibility for the purchase, installation and maintenance of recognition items and plaques, provided that sufficient funds for these activities are provided to the City by the requesting party. In either case, applicants must enter into a service agreement with the City which specifies:
 - a. The cost of the recognition object and/or plaque, and whether the applicant or the City will purchase the object and/or plaque;
 - b. The costs associated with the installation of the object and/or plaque, and whether the applicant or the City will conduct the installation;
 - c. The costs associated with the ongoing maintenance of the object and/or plaque, and whether the City or the applicant will perform maintenance of the object and plaque;

The City will not be responsible for maintenance, upkeep, repair or replacement of any dedication or commemorative object if the placement of the item(s) was not approved by the City. The City may immediately remove any dedication or commemorative object placed without approval by the City.

3. The City reserves the right to reject any request for a dedication or recognition object placement upon determination that it is part of an organized fund raising effort or commercial venture.

4. The City will make every effort to preserve any dedication plaque or other object placed with the approval of the City. 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 recognition object cannot continue to be reasonably maintained or poses a public nuisance or hazard, it may be removed by the City.
5. 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. Any object that poses a public nuisance or hazard may instead be immediately removed by the City.
6. Plaques and markers must be designed to blend with or compliment the existing City park or facility. Markers or plaques must be made of bronze or any other material which has been pre-approved by Community Services staff. The wording on plaques or markers must conform to the standardized format provided in Exhibit C of this policy.
7. If a request for placement of a dedication, commemorative object, plaque or marker is denied by the Community Services Department, the decision may be appealed to the City Manager or designee by filing a written request for a hearing within 10 days of the issuance of the denial. The City Manager or designee shall set a hearing date and provide the requesting party with at least 10 days notice prior to the hearing. The hearing shall be held within 60 days of the receipt of the request. The applicant shall have the right to be present at the hearing, review the Community Services staff arguments against their request, and present arguments in support of their request. The City Manager or designee shall issue a decision within 30 days of the hearing date. The decision of the City Manager or designee shall be final.

D. Fundraising Campaigns:

The naming of City parks, park facilities, open spaces or City buildings in association with fundraising campaigns may be considered under the following conditions:

1. Organizations affiliated with the City that desire to raise funds for a City-sponsored project must receive a recommendation from the Naming Committee and receive final approval from the City Council prior to attaching naming opportunities to the fundraising campaign.
2. Organizations conducting fundraising campaigns with approved associated naming opportunities must immediately notify the City Clerk when a naming proposal is under consideration in order to facilitate the review of the proposal by the Naming Committee and the City Council.
3. Naming proposals that promote political organizations, religious

affiliations, and alcohol or tobacco products will not be considered.

4. No part of this policy shall conflict with any City ordinance, code or other laws or regulations.
5. Names must be tasteful and non-controversial. Names with connotations which are determined by the City Council to be derogatory or offensive shall not be considered.

Section V. Procedure

A. Nomination Process for Naming/Renaming of Parks, City Buildings and Recreation Facilities and Amenities :

All requests to the Naming Committee and City Council, including those developed by City or Redevelopment Agency Staff for naming opportunities, must be submitted to the office of the City Clerk and contain detailed justification for the request.

1. The detailed request must provide the minimum of information contained on the form included in this policy.
2. The City Clerk will transmit the form and supporting documents to the Community Services Director or his/her designee for review. Community Services staff will then forward the form and supporting documents to the Naming Committee for review.
3. After action has been taken on the nomination by the Naming Committee, the recommendation will be sent back to the City Clerk to be placed on the City Council agenda.
4. The Clerk will notify the petitioner of the date for Council consideration and/or the subsequent action by City Council.

B. Request Process for Placement of Dedications, Commemorative Objects, Plaques or Markers:

1. Working in cooperation with the Community Services Department, individuals, groups, and organizations interested in proposing to place a commemorative or plaque, marker or object in any park area or facility must do so in writing. Requests shall be presented to the City Clerk for consideration by Community Services staff.
2. At a minimum, the attached form must be completed. The inclusion of additional supporting information (photos, brochures, area map, drawings, etc.) is recommended.
3. Community Services staff will act on each request made, and if approved, will coordinate with applicant on the installation of the plaque, marker or other object.

Section VI. Temporary Memorials and Shrines

In some instances, residents have taken it upon themselves to construct temporary memorials within the public right-of-way to honor deceased family members or friends. These types of installations are subject to different considerations than the City sponsored naming or dedication initiatives previously outlined in this policy. These memorials are not formally recognized by the City, the Council, or staff.

Since commemorating a loved one is a deeply personal thing, the City desires to accommodate the City's residents, and allow creativity with sensitivity and tact, while maintaining the safety of all residents and the aesthetic integrity of neighborhoods and public spaces. This section pertains only to City maintained medians, parks, and right-of-ways, and not to the use of private property. Under no circumstances may anything be constructed within 100 feet of a blind corner.

A. Safety and Aesthetic Concerns:

Since creation of a shrine is generally done following a loss, the City recognizes the social and community value of such a construction; under all other circumstances, personal or commercial items, signs, or personal effects are not appropriate and are prohibited within City medians, parks, or right-of-ways.

Accumulation of personal items (for memorials) within public spaces can cause safety and access issues; it can also create debris and litter within the public right-of-way. Without these guidelines and on-going maintenance, these shrines may become visual distractions to motorists, potential visual blight to the immediate neighborhood, and can become a public nuisance.

B. Thirty-Day Courtesy:

The City will permit memorials and shrines to exist in or adjacent to the public right-of-way for a period of thirty (30) days from the date of a significant accident or loss, provided they do not create a safety hazard in the sole and exclusive discretion of City Staff. City Staff will not remove personal items from the location with the exception of:

1. Safety hazards.
2. Dead or dying flowers.
3. Dead or dying plants (with or without vases).
4. Debris and trash.
5. Deflated balloons.

These items may be removed at the discretion of the City. The City is not responsible for maintaining items in the right-of-way. Furthermore, memorials or shrines dedicated to animals will not be permitted.

XII. Individual or Organization Submitting Naming or Memorial Request:

Address: _____

City, State, Zip: _____

Telephone: _____

City Staff Review Completed:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Naming Committee Recommendation:				
Date of Meeting: _____	Approve	<input type="checkbox"/>	Decline	<input type="checkbox"/>
City Council Action Date: _____	Approve	<input type="checkbox"/>	Decline	<input type="checkbox"/>



CITY OF GOLETA

**REQUEST FOR PLACEMENT OF A DEDICATION,
COMMEMORATIVE OBJECT, PLAQUE OR MARKER**

Please type or print clearly in ink and return to:

- City Clerk's Office, City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

I. Date of Submittal: _____

II. Request Type (Check One):

- Placement of a Dedication or Commemorative Object
- Placement of a Plaque or Marker

III. Nominated Name/Organization: _____

IV. Location of proposed dedication, memorial, plaque or marker:

V. Explanation of how the individual or organization is to be honored/commemorated. Indicate the specific desired location. Please include any photos, drawings or specification of the desired item.

VI. Individual or Organization Submitting Dedication or Commemoration Request:

Address: _____

City, State, Zip: _____

Telephone: _____

City Staff Review Completed: _____
Installation Approval Status: _____
Date of Approval: _____

Yes No
Approved Denied

SAMPLE WORDING
FOR
COMMEMORATIVE PLAQUES AND MARKERS

“THIS (insert type of commemorative item) IS IN HONOR OF

(Name of Honoree)

DEDICATED BY

(Name Group or Individual)

(Date of Dedication)”

