



AGENDA REPORT

CITY OF SAN CLEMENTE

CITY COUNCIL MEETING

910 Calle Negocio
2nd Floor
San Clemente, California
www.san-clemente.org

Meeting Date: March 19, 2024

Agenda Item: 9B

Submitted By: Beaches, Parks and Recreation

Prepared By: Samantha Wylie, Beaches, Parks and Recreation Director

Subject:

CONSIDERATION OF ADOPTING POLICY NO. 702-7 ENTITLED “GUIDELINES FOR NAMING BEACHES, PARKS AND RECREATION FACILITIES”

Fiscal Impact:

Approving and adopting this policy in the City’s Policies and Procedures does not have a fiscal impact, however, the spirit of the policy is to encourage funding sources for park development and projects through private entities.

Summary:

In an effort to provide a formal process for naming City owned properties and facilities, the Beaches, Parks and Recreation Commission (“Commission”) has reviewed and compiled a proposed comprehensive citywide policy to establish uniform guidelines for naming City assets. The purpose of the policy is to provide a framework to facilitate the sponsorship and naming rights of City-owned facilities. This is an important initiative that can potentially generate revenue and offset some costs related to the expansion and/or reconstruction of many City parks and facilities. Sponsorships and donations can increase the marketability of assets and provide promotional support towards services that may improve visitor experiences and facilitate public services.

The proposed policy (referenced in Attachment 1, Exhibit “A”) seeks to establish that a naming request will support either: (1) the general location of the facility/park; (2) a relation to significant events, people, places, and enduring principles; or (3) be in conjunction with a major donation or funding opportunity.

It is important to note that this proposed policy is separate from the C.A.R.E. Program, which establishes a mechanism for citizens to donate benches and picnic tables within public spaces.

Background:

The BPR Work Plan for FY 2023-24 allowed for the establishment of a Sponsorship and Funding Subcommittee (“Subcommittee”). A primary goal of this subcommittee was to consider policies and procedures related to the sponsorship of and donations towards public facilities. The Subcommittee reviewed policies from similar agencies across Southern California while taking into consideration the specific needs and community makeup/infrastructure of San Clemente.

While the City does not have an adopted Policy & Procedure for the naming of parks, the park naming process has been guided by a procedure established by the Commission and reviewed

by the City Council in February 1987 (Attachment 2). This procedure was not formally adopted but has been utilized as the guiding document for naming new parks in San Clemente. It reasons that the criteria for new park names may be most appropriate to consider but not limited to historical figures, national and/or military heroes, living or deceased individuals who made significant contributions to the community, local geographic locations, neighborhoods, prominent landmarks, appropriate Spanish designations, and/or proximity by schools.

Council Options:

- Adopt Resolution No. 24-38 which will approve a policy providing guidelines for naming city-owned facilities.
- Modify the policy and adopt Resolution No. 24-38.
- Continue the item with further direction to staff.
- Deny the policy.

Environmental Review/Analysis

Adopting a policy related to the procedures for naming public facilities is not a “project” pursuant to the State California Environmental Quality Act Guidelines Section 15378.

Recommended Actions:

Staff Recommendation

Staff and the Beaches, Parks & Recreation Commission recommend that the City Council adopt Resolution No. 24-38, approving Policy No. 702-7, entitled “Guidelines For Naming Beaches, Parks And Recreation Facilities”.

Attachment:

1. Resolution No. 24-38
2. Park Naming Procedure, circa 1987

Notification:

None.

RESOLUTION NO. 24-38

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, ADOPTING POLICY NO. 702-7 "GUIDELINES FOR NAMING BEACHES, PARKS AND RECREATION FACILITIES"

WHEREAS, the San Clemente City Council recognizes the importance of establishing clear guidelines for the naming of public facilities within its jurisdiction; and

WHEREAS, the naming of public facilities presents an opportunity to honor individuals, organizations, or entities that have made significant contributions to the community or have otherwise demonstrated exceptional merit; and

WHEREAS, it is the responsibility of the San Clemente City Council to ensure that the naming of public facilities reflects the values, culture, and aspirations of the community.

NOW, THEREFORE, the City Council of the City of San Clemente does hereby resolve as follows:

Section 1. That the above recitals are considered findings by the City Council and incorporated into the body of this resolution fully.

Section 2. That Policy and Procedure No. 702-7 entitled "Guidelines For Naming Beaches, Parks and Recreation Facilities" attached hereto as Exhibit "A" and fully incorporated herein by this reference is hereby adopted.

Section 3. That this resolution repeals in full and rescinds any other Resolutions or actions in conflict herewith.

Section 4. That the City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

PASSED AND ADOPTED this _____ day of _____, 2024.

ATTEST:

City Clerk of the City of
San Clemente, California

Mayor of the City of San
Clemente, California

STATE OF CALIFORNIA)
 COUNTY OF ORANGE) §
 CITY OF SAN CLEMENTE)

I, LAURA CAMPAGNOLO, City Clerk of the City of San Clemente, California, do hereby certify that Resolution No. 24-38 was adopted at a regular meeting of the City Council of the City of San Clemente held on the _____ day of _____, _____, by the following vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Clemente, California, this _____ day of _____, _____.

 CITY CLERK of the City of
 San Clemente, California

Approved as to form:

 Elizabeth A. Mitchell, City Attorney

Exhibit "A"



POLICY AND PROCEDURE

Subject: Guidelines for Naming Beaches, Parks and Recreation Facilities	Index: Public Service Facilities & Activities Number: 702-7
Effective Date:	Prepared By: Beaches, Parks & Recreation Department
Supersedes: N/A	Approved By:

1.0 PURPOSE:

- 1.1 The purpose of this policy is to establish uniform guidelines for naming beaches, parks, and recreation assets. This policy outlines the criteria, conditions, and procedures that govern naming City assets in order to maintain their integrity, encourage philanthropic giving while acknowledging public investments, and safeguard against unwanted commercialization of City assets.
- 1.2 This procedure applies to all facilities and amenities under the direction of the Beaches, Parks and Recreation (BPR) Department, and the Beaches, Parks and Recreation Commission. For the purpose of this procedure, "naming" is used to identify both the initial naming of new facilities and renaming (changing the name of an existing facility or amenity).
- 1.3 This policy applies to all City-owned facilities, such as parks and trails, and also applies to major amenities within parks or other facilities that may be considered for specific naming, such as a group of ball fields or sports courts.

2.0 ORGANIZATION AFFECTED:

Beaches, Parks & Recreation Department

3.0 REFERENCES:

Policy No. 204-5; Guidelines for the Acceptance of Donations, Sponsorships, & Gifts

4.0 POLICY:

- 4.1 The policy of the City of San Clemente is to reserve the naming of City assets for circumstances that will best serve the City's interests and ensure a worthy and enduring legacy for the City. To this end, the City supports naming requests within the following broad categories:

- 4.1.1 Location: As a general policy, a name should assist the public in identifying its location. The City shall first consider the name of the community area, the names of nearby geographic features, and the names of adjacent schools and streets when it is considering a naming request.
- 4.1.2 Significant Events, People, Places, and Enduring Principles: The history of a major event, place, or person may play an important role in preserving and honoring a community's history, landmarks, or prominent geographical features. The City may name a City asset for a major event, place, or person of social, cultural, or historical significance to the local area when the City asset is associated with or located near the events, people, or places of social, cultural, or historical significance. The relationship of the event, person, or place to the City asset must be demonstrated through research and documentation.
- a. The "People" category is intended to acknowledge individuals who have made substantial contributions to benefit the City, local community, park, or recreation system. Naming a City asset for an outstanding individual is encouraged for those persons whose significance and good reputation have been accepted in the community, or City, and/or have local, state, or national historical significance.
 - b. The "Enduring Principle" category is intended to allow and encourage naming City assets in honor of principles that the City upholds and supports, and recognize principles that may inspire citizens (for example, "Liberty Park").
- 4.1.3 In considering naming a City asset after an individual, priority will be given to those who have made a sustained and lasting contribution to:
- a. The City of San Clemente
 - b. The County of Orange
 - c. The State of California
 - d. The United States of America
- 4.1.4 Major Donations. The City has benefited from the generosity of residents, organizations, and businesses. The significance of funding may warrant acknowledging the funding source by naming a City asset. Naming a City asset for an individual, organization, or business when funding is involved will include a Donation Acceptance Form (see Policy 204-5, Guidelines for the Acceptance of Donations, Sponsorships, and Gifts), along with one or more of the following:

- a. A significant contribution toward the capital construction costs of the facility;
 - b. A deed to the City of land for the majority of the City assets by the donor; and/or
 - c. A 20-year endowment for the continued maintenance and operation of the City asset.
- 4.2 General Provisions: In considering proposals for the naming of a City asset, the City will consider whether the proposed name will:
- a. Engender a strong, positive image, consistent with the City's goals and visions.
 - b. Be appropriate relative to the City asset's location and/or history.
 - c. Incorporate the assigned historic name if the City asset is a designated historical resource listed on the local, state, or national register of historic resources.
 - d. Have historical, cultural, or social significance for future generations.
 - e. Commemorate places, people, or events that are of continued importance to the City, community, region, or state.
 - f. Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the City asset.
 - g. Have broad public support.
 - h. Not result in the excessive commercialization of the City asset(s).
 - i. The City will not permit corporate logos, insignias, or advertising slogans in the permanent naming of a City facility. This does not apply to signage within a park or facility, but, in all cases, excessive commercialization will be avoided.
 - j. When considering the naming of a City asset that includes a business name, naming must be for a defined, contractual period of time.
 - k. All related signage shall comply with the City sign ordinance (see San Clemente Municipal Code, Chapter 17.84, Sign Regulations).
 - l. The City shall retain full editorial control over all related signage, subject to the City's sign ordinance. Any physical form of on-site recognition shall not interfere with visitor use or routine operations. The form of any on-site recognition shall:
 - 1. Be of appropriate size and color, within the design scheme of the facility.
 - 2. Not dominate the sign in terms of scale or color.

3. Not detract from surroundings or any interpretive messages.
 4. Be subject to review and approval by the BPR and Community Development Departments.
- 4.3 Funding Acceptance Criteria. The City may not accept funding, as part of a naming proposal, if accepting the funding would create a conflict of interest, as set forth in the City's documented "Ethical Practice of Government", the State of California Fair Political Practices Commission regulations or other applicable law. The following principles form the basis of the City's consideration of a naming proposal based on funding:
- a. The mission of a funding source must not compete, impair, or conflict with the policies, goals, or operation of the City;
 - b. The funding source must provide a desirable association according to the general provisions of this policy; and
 - c. Naming rights offered are commensurate with the relative value of the funding.

5.0 PROCEDURE:

5.1 Initiating a Naming Proposal:

- 5.1.1 Applicants and proposers shall submit their naming proposal to the BPR Department Director.
- 5.1.2 Written proposals must, at a minimum, include the following:
 - a. The proposed name of the City asset.
 - b. Reasons for the proposed name, including a discussion of the criteria identified in this policy.
 - c. The amount of the donation or funding provided for the City asset, if applicable.
 - d. If proposing to rename a City asset, justification for changing an established name.

5.2 Naming Proposal Review Process:

- 5.2.1 Upon receipt of the naming proposal, the BPR Director shall consider the following items in the review:
 - a. When appropriate, submit the request to the appropriate City staff for a historical review, including the California Historic Resources Inventory Database (CHRID) and the local, state, or National Register of Historic Places. Any on-site recognition shall comply with the US Secretary of the Interior's Standards for the Treatment of Historic Properties.
 - b. Consider the impact of the naming proposal on the community.

- c. Consider the cost of implementation and signage, and identify the funding to cover such costs.
 - 5.2.2 The Department Director will submit the proposal to the City Manager for review and comment.
 - 5.2.3 The Department Director will submit the proposal to the City Attorney for legal review, to include the following:
 - a. Ownership rights, by agreement or by law.
 - b. Adherence to other City policies, as well as any local, state, or federal regulation.
 - 5.2.4 If the applicant's proposal follows the intent of this policy, the Department Director shall present the request to the BPR Commission for its consideration, and request the Commission decide whether to submit the proposal to the City Council.
 - 5.2.5 In all cases, the City Council shall make the final decision regarding naming the City asset, and will be afforded significant latitude as it arrives at a final naming decision.
- 5.3 The City, in its sole discretion, may:
- 5.3.1 Reject naming proposals or remove existing naming that portrays or includes depictions, words, or phrases that are reasonably deemed to be harmful, controversial, or otherwise do not support the guiding principles stated in this policy.
 - 5.3.2 Reserve the right to rename a City asset for any reason, for instance, if the resident, organization, or business for which it is named turns out to be disreputable, becomes disreputable, or does not otherwise support the guiding principles set forth in this policy or for any other reason or no reason.
 - 5.3.3 At times, in order to encourage public engagement and funding, the City may offer the opportunity to name smaller park amenities, such as a single ball field or individual pavers in a plaza. The process and administration for these smaller offerings will be decided on an individual basis by agreement between the BPR Commission and the BPR Department Director.

6.0 DEFINITIONS:

City Facility (included in City Assets): Any part of real property or structure owned by the City or for which naming rights are conferred by agreement, including, but not limited to parks, libraries, Recreational Facilities buildings, parking facilities, interior or ancillary features that are a part of, or within, a larger facility and other City facilities.

Commission: Commission as recognized by the San Clemente Municipal Code.

Department Director: Appointed director of the department that owns the City Asset eligible for naming or renaming. The director may assign this responsibility to other department staff within their delegation of authority.

Donation or gift: A monetary (cash) contribution, endowments, personal property, real property, financial securities, equipment, in-kind goods or services, or any other City Asset that the City has accepted and for which the donor has not received any goods or services in return. For purposes of this Council Policy, the terms “donation” and “gift” shall be synonymous.

Donor: A person or other legal entity that proposes or provides a donation to the City.

Funding Source: The source of funding which can include individuals, nonprofit organizations, and for-profit entities.

Funding: Financial or in-kind resource to provide funding that might result in naming or renaming.

Naming: The selection and approval by the City for the initial naming of a City Asset other than streets within the public right of way.

Renaming: The selection and approval by the City for a new name of an existing City Asset other than streets within the public right of way.

ACTION OF THE PARKS AND RECREATION COMMISSION

CITY OF SAN CLEMENTE

FEBRUARY 10, 1987

SCANNED

A regular meeting of the Parks and Recreation Commission of the City of San Clemente was called to order by Chairperson Wohlfarth at 7:30 p.m. at the Community Center in the Ole Hanson Room, on Tuesday, February 10, 1987.

Addressed to: San Clemente City Council

Re: Procedure for Naming Parks

The Parks and Recreation Commission discussed the recommendation regarding a procedure for naming new parks in San Clemente.

Following discussion, IT WAS MOVED BY COMMISSIONER YEILDING, SECONDED BY COMMISSIONER DOHERTY FOR DISCUSSION PURPOSES, THAT THE PARKS AND RECREATION COMMISSION RECOMMEND TO THE CITY COUNCIL THE ADOPTION OF THE FOLLOWING PARK NAMING PROCEDURES:

THE PROCEDURE FOR NAMING NEW PARKS IN THE CITY SHALL INCLUDE THE FOLLOWING:

A. The submittal of recommended park names for consideration to be received in writing, accompanied by a statement summarizing the justification, to the Parks and Recreation Commission.

B. The Parks and Recreation Commission review of the new park name submittals at a scheduled Commission meeting for the purpose of establishing a formal Commission recommendation to the City Council.

C. City Council action on the final decision to name a new park from the full list of submittals received from the Parks and Recreation Commission.

D. The criteria for park names which may be most appropriate would include but not be limited to historical figures, national and/or military heroes, living or deceased individuals who made significant contributions to the community, local geographic locations, neighborhoods, prominent landmarks, appropriate Spanish language designations, and/or close by schools.

COMMISSIONERS DOHERTY, WOHLFARTH, AND YEILDING VOTED YES; COMMISSIONER MITCHELL VOTED NO. THE ACTION WAS APPROVED (3-1-0).

Parks & Recreation Manager

Chairperson and Commissioner of the
Parks and Recreation Commission

END DOCUMENT