




POLICY AND PROCEDURE

Subject: Guidelines for Naming Beaches, Parks and Recreation Facilities	Index: Public Service Facilities & Activities Number: 702-7 
Effective Date: March 19, 2024	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.