



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: May 9, 2025

REPORT NO.: 103

ATTENTION: Parks and Recreation Board
Agenda of May 15, 2025

SUBJECT: Proposed renaming of the North Clairemont Community Park to Officer Austin Machitar Memorial Park.

SUMMARY

Issue – Should the Parks and Recreation Board recommend approval of the proposed renaming of North Clairemont Community Park to Officer Austin Machitar Memorial Park?

Department Recommendation – Existing City policy indicates that the Department does not take a position on facility naming requests.

Other Recommendations – The following groups have reviewed and considered the proposed renaming. Action taken and recommendations made by these groups are listed under Discussion below.

On February 19, 2025, the Greater North Clairemont Community Recreation Group (CRG) was presented with an information item on the renaming of the North Clairemont Community Park and Recreation Center. Multiple options were presented and discussed (Attachment A).

On March 18, 2025, the Clairemont Community Planning Group approved the proposed renaming of North Clairemont Community Park to Officer Austin Machitar Memorial Park (Attachment B).

On April 3, 2025, Jennifer Campbell, Councilmember, Council District 2, sent Mayor Todd Gloria, a letter of support for the proposed renaming of North Clairemont Community Park to Officer Austin Machitar Memorial Park (Attachment C).

On April 15, 2025, the San Diego Police Officers Association Inc. sent the San Diego Parks and Recreation Board a letter of support of renaming North Clairemont Community Park to Officer Austin Machitar Memorial Park (Attachment D).

On April 16, 2025, the Greater North Clairemont Community Recreation Group approved the proposed renaming of the North Clairemont Community Park to Officer Austin Machitar Memorial Park (Attachment E).

On May 2, 2025, the Clairemont Town Council sent the San Diego Parks and Recreation Board a letter of support for the proposed renaming of North Clairemont Community Park to Officer Austin Machitar Memorial Park (Attachment F).

Fiscal Impact – No impact

Water and Energy Conservation Status – This proposed action would not have an impact on water and energy conservation guidelines contained in Council Policy 200-14.

Climate Action Plan (CAP) Impact – Not applicable

Strategic/Tactical Equity Plan Impact – Meets Goal 4 of the TEP: Cultivate a diverse, equitable and inclusive environment for employees and the public.

Environmental – This activity is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15060(c)(2) as the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment.

BACKGROUND

North Clairemont Community Park, opened in 1960, is located at 4421 Bannock Ave, just south of Genesee Avenue and Clairemont Mesa Boulevard. This park features a variety of amenities, including the North Clairemont Recreation Center, the Cathy Hopper Clairemont Friendship Center, a playground, basketball and tennis courts, a lighted multipurpose field, and a passive use area for relaxation and casual activities. In addition to its facilities, the park serves as a hub for community engagement, hosting a variety of activities such as special events, carnivals, flag football, soccer, and strength and endurance training programs.

Officer Austin Machitar served the San Diego Police Department for over 5 years. Officer Machitar joined the Department in 2019 and was assigned to patrol in the Northern Division, which serves the Clairemont Community. He served as a Field Training Officer and took an active role in recruiting new officers. Officer Machitar tragically lost his life in the line of duty on August 26, 2024.

DISCUSSION

City Council Policy 900-20 address the Naming of City Assets (Attachment G).

1. Location
2. Significant Events, People and Places

May 9, 2025

3. Outstanding Individuals
4. Major Donations

Category 3 – Outstanding Individuals. This category is designed to acknowledge individuals who have made substantial contributions to benefit the City, local community, park and recreation system, or public library. Naming or renaming a City Asset for an outstanding individual is encouraged for those person's whose significance and good reputation have been accepted in the community, City and/or State/National history. If it is not appropriate to name the larger City Asset after an individual, then naming or renaming can be subordinate to the name of the larger City Asset or the City may name an area or portion of the City Asset after an individual, including but not limited to a meeting room, structure, fountain, or garden.

The renaming process was introduced by Mayor Todd Gloria to honor Officer Austin Machitar for his dedication to making the City of San Diego a safer place for all. In consultation with his family, the North Clairemont Community Park was chosen given the proximity to the accident and his service to the Clairemont Community and Northern Division.

The Office of Mayor Todd Gloria initiated the community input processes and proposed the renaming of North Clairemont Community Park and Recreation Center in February 2025, at the Greater North Clairemont Community Recreation Group (Attachment A). Following the presentation to this group, the item was presented at the Clairemont Town Council on March 6, 2025. The proposed renaming was then presented and approved by the Clairemont Community Planning Group on March 18, 2025 (Attachment B) and subsequently approved by the Greater North Clairemont Community Recreation Group on April 16, 2025 (Attachment E).

The proposed renaming was supported by the following groups and individuals: Greater North Clairemont Community Recreation Group, Clairemont Community Planning Group, Councilmember Jennifer Campbell of the Second District, the San Diego Police Officers Association Inc, and the Clairemont Town Council.

ALTERNATIVES

1. Do not approve the proposed naming of North Clairemont Community Park to Officer Austin Machitar Memorial Park.
2. Recommend an alternative action to the proposed naming of North Clairemont Community Park to Officer Austin Machitar Memorial Park.

Respectfully submitted,

Steve Palle

Steve Palle
Deputy Director
Community Parks I Division

Anna Sonnenburg

Prepared by:
Anna Sonnenburg, District Manager
Community Parks I Division

SP/as

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Proposed Renaming of North Clairemont Community Park to Officer Austin Machitar
Memorial Park

May 9, 2025

Attachment(s):

- A. Clairemont Community Recreation Group, Feb 19, 2025, Minutes
- B. Clairemont Community Planning, Motion of Action
- C. Letter of Support from Councilmember Jennifer Campbell, Council District 2
- D. Letter of Support from the San Diego Police Officers Association Inc.
- E. Clairemont Community Recreation Group, April 16, 2025, Draft Minutes
- F. Letter of Support from Clairemont Town Council Board
- G. Council Policy 900-20 – Naming of City Assets

cc: Council District 2 Office

City of San Diego
Greater North Clairemont Parks and Recreation Advisory Group
Minutes
February 19, 2025

Meeting Location:
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117

Mailing Address:
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117

Members Present

Dave Pursel, Chairperson
Roger Otterson, Vice Chairperson
Vacant, Treasurer
Dennis Power, Clairemont Hilltoppers
Judey Petix, Secretary
Jean Hollowell, Member at Large
Mohammad Rashid, Cadman Dog Park, Member at large

Guests

John McKaveney, Chief Operations of Albion Soccer Club
Shannon Scoggins, COSD
Emily Piatanesi, Mayor's Office
Ian Grooms, Clairemont Planning Group

Absent

Michael Segal, Cadman Dog Park, Member at Large

City Staff Present

Hannah Turner, Area Manager
Richard Crider, Recreation Center Director III
Troy Daluz, Recreation Center Director I

CALL TO ORDER – The meeting was called to order by Chairperson Dave Pursel at 6:31 PM.

ADOPTION OF AGENDA

1. Adoption of the agenda February 19, 2025

MOTION:

MOVED/SECONDED

Mr. Otterson/ Ms. Pettix

A motion was made by Mr. Otterson and seconded by Mr. Pettix as presented. The motion was approved with 4 ayes, 0 nays.

APPROVAL OF MINUTES

2. Approval of the minutes for January 15, 2025

MOTION: MOVED/SECONDED Mr. Otterson/Mr. Power

Mr. Otterson noted that Dennis Power name needs to be corrected on the minutes. Mr. John McKaveny mentioned in page two, his name needs to be corrected. He also mentions that he is not the Board President of Hickman Youth Athletic Association, he is Chief Operations of Albion Soccer Club. A motion was made by Mr. Otterson and seconded by Mr. Powers to approve the January 15, 2025, meeting minutes with correction. The motion was approved with 4 ayes, 0 nays.

ACTION ITEM

John McKaveny of Albion Soccer Club updated the committee of their plans of artificial turfing four total fields at Hickman. He notes that Albion will oversee maintenance of the fields. Judey Pettix questioned the lining of fields. John answers that the fields will be lined and painted with washable coloring.

3. Add two artificial turf fields to the northeast corner of Hickman.

MOTION: MOVED/SECONDED Mr. Otterson/Mr. Power

A motion was made by Mr. Otterson and seconded by Mr. Power. The motion was approved with 4 ayes, 0 nays.

INFORMATION ITEM (1)

The advisory group is introduced to Emily Piatanesi from the Mayor's Office. A PowerPoint is presented regarding the renaming of North Clairemont Recreation Center. The family and Mayor would like to commemorate Austin Machitar, who passed away on-duty as a Police Officer for The City of San Diego. Ideas, as presented, for renaming were Officer Austin Machitar Memorial Community Park; Officer Austin Machitar Memorial Recreation Center; Officer Austin Machitar Memorial Park and Recreation Center. Funding will not come from The City of San Diego, but the POA (Police Officers Association) will source funding. Mr. Otterson proceeded to recognize the tragedy while also expressing concern for taking Clairemont out of the name for families and patrons. Emily suggested adding Clairemont to the sign. Ms. Pettix also recognized the tragedy of the Officer while also sharing concern of the tagging that takes place in the Clairemont area. The committee raised a concern with the importance of keeping Clairemont in the name so patrons don't get confused and not recognize the business with the Clairemont name. Mr. Otterson proposed a plaque inside the recreation center to commemorate him. Emily will get back to the group regarding action items to CRG.

INFORMATION ITEM (2)

The CRG is introduced to Shannon Scoggins, a liaison for The City of San Diego and the School District. We are given a map to Cadman Elementary Joint Use fields. There are areas that are marked in red that signifies the areas that the school district will now secure during school hours. This will ensure the safety of the children. The walkway will be closed and path to Cadman Recreation Center will not be accessible. She mentions that the DG parking lot will be added to the Joint Use in the future. Mr. Otterson notes that this will help with dogs off-leash and inquired if dog could be prohibited from all athletic fields. Shannon gives further information stating that to prohibit dogs, it would require a change to the municipal code.

INFORMATION ITEM (3)

Area Manager, Hannah Turner presents to the CRG that North Clairemont Recreation Center has a significant number of teams for their basketball league. Normally, NCRC is open on Wednesdays from 12:00pm-8:00pm. However, they have been remaining open an extra hour and closing at 9:00pm due to practices and games to facilitate the number of teams they have. This will be a permanent change and will not change during the seasons. Richard Crider mentions that staffing may be impacted. The proposed time will be 1:00pm-9:00pm on Wednesdays. This will be an action item in the future.

REQUEST FOR CONTINUANCE

Cadman Recreation Center is looking to replace or fix the picnic tables. The CRG asked Hannah Turner about the progress on the picnic tables. Hannah Turner and Anna Sonnenburg are in the process of figuring out a solution to this ongoing issue.

COMMUNICATIONS

The CRG is introduced to Ian Grooms who is part of the Clairemont Planning Group. He presents his support for the renaming of North Clairemont Recreation Center. He gives the group a list of various locations that have supported various first responders who have had their names commemorated at different sites.

RECREATION CENTER DIRECTOR'S REPORT

Recreation Center Director I, Troy Daluz, reported the following for Cadman Recreation Center: He is preparing for the event of an opening day at the park for their local little league, Clairemont Hilltoppers Little League. He is setting up an appointment with TreeBeard to get rid of dead tree near storm drain. Cadman will be having their Spring Egg Hunt on April 5th in conjunct with South Clairemont Recreation Center. He also reports that volunteer groups consisting of parents from Little League have been beautifying Cadman around the fields.

Recreation Center Director III, Richard Crider, reported the following for North Clairemont Recreation Center: The current winter season of basketball is finishing up which has been the biggest league yet with 31 teams. The next volleyball league had sold out in five minutes. Their Spring Egg Hunt will take place on April 19th. He also noted that the carnival will take place next month.

TREASURER'S REPORT

Cadman Recreation Center has \$34,440.28.

North Clairemont recreation Center has \$212,415.22. Richard noted that he spent \$16,000 on new lights.

COMMUNICATIONS

Dennis Power mentioned that Clairemont Hilltoppers Little League has over 400 participants and is looking for more fields. The CRG mentioned that Olive Grove will be available next year.

AREA MANAGER'S REPORT

Area Manager, Hannah Turner is welcomed back to the CRG committee. She states that she is catching up on what she has missed during her time off. She will come back with a report on the next CRG meeting.

CHAIRPERSON'S REPORT


Chairperson Dave Pursel noted that the Area Meeting is continuing to go significantly well. Noting the importance of the new website.

ADJOURNMENT – The meeting was adjourned at 7:50 PM.

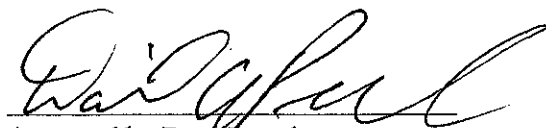
Next Meeting: Wednesday, April 16, 2025, at 6:30 PM
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117


Respectfully Submitted by Troy Daluz, Recreation Center Director I

4/16/25
Date



Reviewed by Hannah Turner
Area Manager

4/16/25
Date


Approved by Dave Pursel
Chairperson

4-16-25
Date

Click here to complete and submit this form online

Page 3	City of San Diego • Information Bulletin 620	May 2020
	City of San Diego Development Services	Community Planning Committee Distribution Form
Project Name: <u>Proposal to Rename North Clairemont Park</u>		Project Number: <u>N/A</u>
Community: <u>Clairemont Mesa</u>		
<p>For project scope and contact information (project manager and applicant), log into OpenDSD at https://aca.accela.com/SANDIEGO.</p> <p>Select "Search for Project Status" and input the Project Number to access project information.</p>		
<input checked="" type="checkbox"/> Vote to Approve <u>Motion to Rename North Clairemont Community Park to officer Austin Machitar</u> <input type="checkbox"/> Vote to Approve with Conditions Listed Below <input type="checkbox"/> Vote to Approve with Non-Binding Recommendations Listed Below <input type="checkbox"/> Vote to Deny <u>Memorial Park, in accordance with the Clairemont Town Council's Recommendation</u>		
# of Members Yes <u>5</u>	# of Members No <u>0</u>	# of Members Abstain <u>0</u>
Conditions or Recommendations: <u>N/A</u>		
<input type="checkbox"/> No Action (Please specify, e.g., Need further Information, Split vote, Lack of quorum, etc.)		
NAME: <u>Ian Grooms</u>		
TITLE: <u>Vice Chair</u>		DATE: <u>March 18, 2025</u>
<p><i>Attach additional pages if necessary (maximum 3 attachments).</i></p>		

Visit our web site at www.sandiego.gov/development-services.

Upon request, this information is available in alternative formats for persons with disabilities.

DS-5620 (08-18) ONLINE FORM



THE CITY OF SAN DIEGO
COUNCILMEMBER JENNIFER CAMPBELL
SECOND DISTRICT

April 3, 2025

Mayor Todd Gloria
City of San Diego
202 C Street
San Diego, CA 92101

Dear Mayor Todd Gloria,

As the Councilmember representing the Second Council District in the City of San Diego, I support your effort to rename the North Clairemont Community Park to Officer Austin Machitar Memorial Park. Officer Machitar tragically lost his life in the line of duty on August 26, 2024, in Clairemont. He honorably served the San Diego Police Department's Northern Division for over five years. Officer Machitar served as a Field Training Officer and assisted with the recruitment of new officers by participating in recruitment videos and photoshoots for the Police Department. Most importantly, he worked hard every day to ensure our communities in Northern Division were safe.

With that, once again I want to extend my strong support for the renaming of the North Clairemont Community Park to Officer Austin Machitar Memorial Park. I believe this is a great way to honor Officer Machitar and his selfless commitment to making Clairemont and the City of San Diego a safer place for everyone. Officer Machitar is a community hero and is absolutely deserving of this wonderful honor.

Sincerely,

A handwritten signature in blue ink that reads "Jennifer Campbell".

Jennifer Campbell
Councilmember, Second District



SAN DIEGO POLICE OFFICERS ASSOCIATION INC.

8388 VICKERS STREET, SAN DIEGO, CALIFORNIA 92111-2109
(858) 573-1199 • FAX (858) 573-1574

April 15, 2025

Jared Wilson
President

Jeremy Huff
Vice President

Adam Devor
Secretary

Joe Clark
Treasurer

Directors:

Nick Nguyen

David Peplowski

David Ramirez

Dean Thomas

Jared Thompson

San Diego Parks and Recreation Board
Balboa Park Club Ballroom
2135 Pan American Way
San Diego, CA 92101

Dear San Diego Parks and Recreation Board:

On behalf of the San Diego Police Officers Association, we express our strong support for renaming North Clairemont Community Park as the "Officer Austin Machitar Memorial Park."

Officer Machitar dedicated his life to protecting and serving the Clairemont community with unwavering courage and integrity. His sacrifice reflected his deep commitment to justice and safety. We believe this gesture will serve as a meaningful tribute, and an expression of gratitude, to an officer whose service and tragic death in the line of duty have profoundly impacted our community.

Our organization is committed to participate in funding the materials needed to complete this renaming process.

The San Diego Police Officers Association supports the Mayor's Office initiative to honor Officer Machitar through the renaming of North Clairemont Community Park.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Jared Thompson', is located below the 'Sincerely,' text.

Jared Thompson
Director, San Diego Police Officers Association

City of San Diego
Greater North Clairemont Community Recreation Group
Minutes
April 16, 2025

Meeting Location:
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117

Mailing Address:
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117

Members Present

Dave Pursel, Chairperson
Roger Otterson, Vice Chairperson
Vacant, Treasurer
Mohammad Rashid, Cadman Dog Park, Member at large
Michael Segal, Cadman Dog Park, Member at Large

Guests

Randy Reyes, Office of Mayor Todd Gloria

Absent

Dennis Power, Clairemont Hilltoppers
Judey Petix, Secretary
Jean Hollowell, Member at Large
Troy Daluz, Recreation Center Director I

City Staff Present

Hannah Turner, Area Manager
Lauren Davis (Turner), Aging Recreation Specialist
Richard Crider, Recreation Center Director III

CALL TO ORDER – The meeting was called to order by Chairperson Dave Pursel at 6:33 PM.

ADOPTION OF AGENDA

1. Adoption of the agenda April 16, 2025

MOTION:

MOVED/SECONDED

Mr. Otterson/ Mr. Segal

A motion was made by Mr. Otterson and seconded by Mr. Segal to adopt the agenda as presented.
The motion was approved with 3 ayes, 0 nays.

APPROVAL OF MINUTES

2. Approval of the minutes for February 19, 2025

MOTION: MOVED/SECONDED Mr. Otterson/Mr. Segal

A motion was made by Mr. Otterson and seconded by Mr. Segal to approve the February 19, 2025; meeting minutes as presented. The motion was approved with 3 ayes, 0 nays.

REQUEST FOR CONTINUANCE

NONE

INFORMATION ITEM

NONE

COMMUNICATIONS

Are we going to be able to close off half of the Dog Park at Cadman Recreation Center to reseed?
Can we get some big rocks or plant some trees to divert the E-Bike from coming into the Dog Park?

CHAIRPERSON'S REPORT

Chairperson Dave Pursel attended the Area Meeting where they gave out a timeline to get the Bi-Laws done for all Advisory Groups.

TREASURER'S REPORT

Cadman Recreation Center has \$34,687.28.
North Clairemont recreation Center has \$207,270.22.

RECREATION CENTER DIRECTOR'S REPORT

Recreation Center Director III, Richard Crider, reported the following for North Clairemont Recreation Center: Our Spring Egg Hunt will take place this weekend April 19th from 9:00 – 11:00am.

CATHY HOPPER SENIOR CENTER REPORT

We have a rotation staff working the center. We are working on more advertising to the community. Currently we have around 250 seniors a week participating in exercise classes, bingo, and art classes.

AREA MANAGER'S REPORT

Area Manager Hannah Turner reported the following: We have two new District Managers Jerry Abbott and Cris Anzcua and a new Recreation Center Director II at the South Clairemont Recreation Center his name is James De Simone.

I will be attending the Clairemont Gardner Tour on May 3 to pass out flyers and meet the public.

Olive Grove Park is still under construction until the Fall and Whitman Joint Use Park just open to the public on Monday, April 21. Alcott Joint use Park will be going under renovation on May 12.

The City Mayors budget was released yesterday and looking to cut Recreation Hours and Assistant Center Directors.

ACTION ITEM

1. North Clairemont Recreation Center hours of operations change on Wednesday to 1:00pm to 9:00pm.

MOTION: MOVED/SECONDED Mr. Otterson/Mr. Rashid

A motion was made by Mr. Otterson and seconded by Mr. Rashid to approve the hours of operation change on Wednesdays to 1:00pm to 9:00pm. The motion was approved with 3 ayes, 0 nays.

2. Officer Austin Machitar Memorial Park renaming for North Clairemont Community Park

MOTION: MOVED/SECONDED Mr. Segal/Mr. Rashid

A motion was made by Mr. Segal and seconded by Mr. Rashid to approve the name change from North Clairemont Community Park to Officer Austin Machitar Memorial Park. The motion was approved with 3 ayes, 0 nays.

Comments The Mayor is working with the San Diego Police Officers Association to provide funding for this project.

They are looking to have this project done by August 26, 2025.

ADJOURNMENT – The meeting was adjourned at 7:23 PM.

Next Meeting: Wednesday, May 21, 2025, at 6:30 PM
North Clairemont Recreation Center
4421 Bannock Ave.
San Diego, CA 92117

Respectfully Submitted by Richard Crider
Recreation Center Director III

Date

Reviewed by Hannah Turner
Area Manager

Date

Approved by Dave Pursel
Chairperson

Date



May 2, 2025

Dear City of San Diego Parks and Recreation Board,

The Clairemont Town Council Board and membership would like to formally express our full support for the renaming of North Clairemont Community Park to **Officer Austin Machitar Memorial Park** to honor Officer Austin Machitar, who tragically lost his life in the line of duty on August 26, 2024, at 30-years-old.

Officer Machitar was assigned to the Northern Division, where he protected our Clairemont community and ultimately where he ended his watch. On the night of his death, Officer Machitar and his partner were responding to a high-risk traffic situation involving a suspect fleeing at dangerous speeds. The suspect struck Officer Machitar's patrol vehicle, resulting in his death and the critical injury of his partner. The loss of Officer Machitar continues to affect the Clairemont community, as well as the broader San Diego law enforcement family.

Officer Machitar exemplified the highest values of public service and deserves a permanent place of honor in the community he protected. Renaming the park would provide a lasting tribute to Officer Machitar for his service and dedication to our neighborhoods.

We wholeheartedly support this renaming request in memoriam of Officer Austin Machitar.

Sincerely,

Nicole Crosby, President, on behalf of the the Clairemont Town Council Board

President Nicole Crosby
Vice President Carrie Munson
Secretary Fernand Kuhr
Treasurer Julie Vaickus

Sgt. At Arms Don Krupp
Director West Pete Whitby
Director Central Rudy Orozco
Director South Lynn Haims

Director East Anthony Martin
Director at Large Judith Muños
Director at Large Joe Sopher
Director at Large Jack Vellis

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

SUBJECT: NAMING OF CITY ASSETS

POLICY NO.: 900-20

EFFECTIVE DATE: April 13, 2017

BACKGROUND:

The City, through its departments, and advisory boards and commissions, has followed a number of processes/policies for *naming* or *renaming* its parks, libraries and other *City Assets*. Generally, these policies provide for the *naming* or *renaming* requests based on (1) the location of the *City Asset*, (2) the identity of an individual of historical significance to the local area, or (3) the identity of an individual or entity whose contributions to the City and/or the community supports the request. From time to time, the City has also named *City Assets* after a person or entity who has provided significant financial support for the *City Asset* being named.

The City wishes to replace any existing *naming* or *renaming* policies with one comprehensive citywide policy, as follows:

PURPOSE:

The purpose of this policy is to establish uniform guidelines for *naming* and *renaming* of *City Assets*.

This policy outlines the criteria, conditions, and procedures that govern *naming* and *renaming* of *City Assets* in order to maintain their integrity, to encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of *City Assets*.

This policy does not apply to:

1. Marketing Partnerships entered into under Council Policy 000-40, except that consideration should be given to Guiding Principles, Section C (Funding Criteria) below in regards to them;
2. The *naming* of public streets addressed in Chapter 12, Article 5, Division 11 of the San Diego Municipal Code (SDMC);

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

3. Artworks, which are exempt from this Council Policy. Artworks are defined and governed by San Diego Municipal Code 26.0701 et seq.;
4. Public safety-related *City Assets*;
5. Council Policy 100-02 (Donation Acceptance);
6. *Donor Acknowledgement*; and
7. Council Policy 200-10 (Honorary Street Names).

DEFINITIONS

For the purpose of this policy, the following definitions apply:

Board: Board as recognized by the San Diego Municipal Code (SDMC) and/or City Charter.

City Assets: Tangible or intangible items of value that are owned or created by the City, including but not limited to both *City facilities* and leaseholds that do not exceed 35 years and/or that confer ownership rights by agreement. This definition does not include Artworks, which are city assets under San Diego Municipal Code 26.0701 et seq.

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.

City Sponsored or Recognized Support Group: May include, but is not limited to: recreation councils, “friends of” organizations, Community Planning Groups, town councils, or similar entities.

Commission: Commission as recognized by the SDMC and/or City Charter;

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.

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COUNCIL POLICY

CURRENT

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.

Donor Acknowledgement: Excluding *naming*, donor acknowledgement is permanent writing on plaques, walls, stone carvings, pavers, bricks, electronic display, or interpretive signs that are temporary or permanent and are used to recognize the financial contribution of a *donor*.

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

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

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.

Non-profit Organization: A corporation or an association that conducts business for the benefit of the general public without shareholders and without a profit motive.

Recreational Facility (included in City Assets): Major structures such as community centers, aquatic facilities, picnic shelters/pavilions, athletic courts, and fields.

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.

Sign Ordinance: The City’s sign regulations contained in SDMC §§ 142.1201 – 142.1292.

POLICY:

The policy of the City is to reserve *naming* or *renaming* 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* or *renaming* requests within the following broad categories:

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

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/renaming* request.
2. Significant Events, People, and Places. The history of a major event, place, or person may play an important role to preserve and honor 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.
3. Outstanding Individuals. This category is designed to acknowledge individuals who have made substantial contributions to benefit the City, local community, park and recreation system, or public library. Naming or renaming a *City Asset* for an outstanding individual is encouraged for those person's whose significance and good reputation have been accepted in the community, City and/or State/National history. If it is not appropriate to name the larger *City Asset* after an individual, then naming or renaming can be subordinate to the name of the larger *City Asset* or the City may name an area or portion of the *City Asset* after an individual, including but not limited to a meeting room, structure, fountain, or garden.

In considering the *naming* or *renaming* of a *City Asset* after an individual, priority will be given to those who made a sustained and lasting contribution to:

- a. The City of San Diego
- b. The State of California
- c. The United States of America

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* through *naming* or *renaming*.
 - a. The threshold for *naming* or *renaming* a *City Asset* for an individual, organization, or business when *funding* is involved should include a *donation* agreement and one or more of the following:

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- i. A significant contribution towards the capital construction costs of the structure;
 - ii. A deed to the City of land for the majority of the *City Asset* by the *donor*; and/or
 - iii. A twenty-year endowment for the continued maintenance and operations of the *City Asset*.
- b. *Donors* seeking *naming* or *renaming* rights for major *donations* with respect to an individual should use the guidelines for Outstanding Individuals above.

GUIDING PRINCIPLES

A. General Provisions

- 1. In considering proposals for the *naming* or *renaming* 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 values;
 - 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; and
 - h. Not result in the excessive commercialization of the *City Asset*.

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2. The City will not permit corporate logos, insignias, or advertising slogans in a permanent naming or renaming of a City facility.
 3. A park or library's official documented name should not include the name of a corporation or business. If an organization or foundation's name consists of one or more individuals' names, then the guidelines for Outstanding Individual *naming* should be utilized.
 4. When considering the *naming* or *renaming* of a *City Asset* (excluding official documented names of parks and libraries) that includes a business name, *naming* or *renaming* must be for a defined contractual period of time with regard to the life of the *City Asset*.
 5. All related signage shall comply with the *Sign Ordinance*.
 6. The City shall retain full editorial control over all related signage subject to the *Sign Ordinance* and adhere to the below criteria.
 - a. Any physical form of on-site recognition shall not interfere with visitor use or routine operations.
 - b. The form of any on-site recognition shall:
 - i. Be of appropriate size and color within the design scheme of the facility;
 - ii. Not dominate the sign in terms of scale or color;
 - iii. Not detract from surroundings or any interpretive messages; and
 - iv. Be subject to review and approval by the *Department Director*.
- B. Funding Acceptance Criteria.* The City may not accept *funding* as part of a *naming* or *renaming* proposal that would create any conflict of interest, as set forth in the City's Ethics Ordinance (Chapter 2, Article 7, Division 35 of the SDMC) and the Fair Political Practices Commission regulations (Title 2 of the California Code of Regulations, sections 18110 – 18997). The following principles form the basis of the City's consideration of *naming* or *renaming* proposals based on *funding* of a *City Asset*:

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1. The mission of a *Funding Source* must not compete, impair or conflict with the policies, goals or operations of the City;
2. The *funding source* must provide a desirable association according to the Guiding Principles under this Policy; and
3. *Naming* or *renaming* rights offered are commensurate with the relative value of the *funding*.

PROCEDURES

A. *Naming* or *Renaming* Application Process

1. Applicants and proposers (including *City Sponsored* and/or *City Recognized Support Groups*) shall submit their *naming* or *renaming* proposal to the *Department Director* depending on asset type.
2. If applicant's proposal follows the intent of this Council Policy, the *Department Director* shall make a proposal in writing for *naming* or *renaming* of a *City Asset* as follows:
 - a. For library facilities, the *Department Director* will make the proposal to the Board of Library Commissioners.
 - b. For parks and *recreational facilities*, the *Department Director* will make the proposal to the Park and Recreation Board.
 - c. For other *City Assets*, the *Department Director* will make the proposal to the appropriate Deputy Chief Operating Officer for the City Facility for which the *naming* or *renaming* is proposed.
 - d. Other City staff may review and provide input on the proposal for *naming* or *renaming*.
3. Written proposals must, at a minimum, include the following information:
 - a. The proposed name;
 - b. Reasons for the proposed name, including a discussion of the criteria identified in this policy;

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- c. The amount of the *donation* or *funding* provided for the *City Asset*, if applicable;
- d. Written documentation outlining community support for the proposed name; and
- e. If proposing to *rename* a *City Asset*, justification for changing an established name.

B. Naming and Renaming Review Process

1. Upon receipt of a *naming* or *renaming* proposal for any *City Asset*, the *Department Director* reviewing the *naming* or *renaming* proposal shall consider the following items in the review, including but not limited to, the following:
 - a. Submit the proposal to appropriate City historical staff to review the California Historic Resources Inventory Database (CHRID) to determine if the *City Asset* is a Designated Historical Resources with an assigned historic name;
 - b. Ensure that supporting information has been authenticated;
 - c. If the *City Asset* is a Designated Historical resource listed on the local, State or National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Historical Resources staff according to those standards;
 - d. Ensure compliance with Charter section 225 (Mandatory Disclosure of Business Interests);
 - e. Consider the impact of the *naming* or *renaming* to the community; and
 - f. Consider the cost of implementation and signage, and identify the *funding* to cover such costs.
2. The *Department Director* will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:
 - a. Ownership rights, by agreement or by law; and

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- b. Adherence to City policies, such as the San Diego Charter and SDMC, as well as any local, state, or federal regulation.
3. For all *City Assets* other than a library or park that do not involve *funding*, the *Department Director* will submit a recommendation to the Assistant Chief Operating Officer, Chief Financial Officer, or Deputy Chief Operating Officer as appropriate for review. The *Department Director* will submit the proposal for final approval of *naming* or *renaming* to the Chief Operating Officer. Prior to approval, City staff will notify the applicable Council District(s) and publish a notice with 30 days for comments by the public that will be taken into consideration by the Department Director following the process outlined herein.

If a *naming* or *renaming* request is for a library or park and does not involve *funding*, then the *Department Director* will advise the applicable board or commission who will invite comments from relevant community groups or associations.

C. The City, in its sole discretion, may:

1. Reject *naming* or *renaming* proposals or remove existing *naming* that portray or include depictions, words, or phrases that the City reasonably deems to be harmful, controversial or otherwise do not support the guiding principles stated in this policy; and
2. Reserve the right to rename any *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.

FUNDRAISING GUIDELINES

From time to time, the City may receive offers for outside support groups to identify donors to fundraise for specific *City Assets* in exchange for *naming* rights. *City Sponsored or Recognized Support Groups* intending to fundraise (excluding *Donor Acknowledgement* programs) for multiple *naming* rights or major projects must take the following steps:

1. Develop recommendations for *naming* opportunities with gift levels prior to receiving gifts and offering *naming* rights to prospective donors.

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2. Draft and submit recommended *naming* opportunities with gift levels to the *Department Director* for review.
3. Upon receipt of recommended naming opportunities with gift levels, the *Department Director* reviewing the *recommendation* will consider the following items in the review, including, but not limited to, the following:
 - a. Submit the request to appropriate City historical staff to review the City's CHRID to determine if the *City Asset* is a Designated Historical Resource with an assigned historic name;
 - b. Ensure that supporting information has been authenticated;
 - c. If the *City Asset* is a Designated Historical Resource listed on the local, State or National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Historical Resources staff according to those standards;
 - d. Ensure compliance with Charter section 225 (Mandatory Disclosure of Business Interests);
 - e. Consider the community impact;
 - f. Consider the impact of the *donation* or *funding* to the completion of a project, if applicable; and
 - g. Consider the cost of implementation and signage, and identify the *funding* to cover such costs.
4. The *Department Director* will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:
 - a. Ownership rights, by agreement or by law; and
 - b. Adherence to City policies, such as the San Diego Charter and SDMC, as well as any local, state, or federal regulation.
5. Upon completion of the above steps, the *Department Director* will work with the City Attorney to prepare a draft agreement with the *City Sponsored or Recognized Support Group*.

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6. Upon approval by the *Department Director*, the *City Sponsored or Recognized Support Group* will submit the recommended *naming* or *renaming* opportunities with gift levels and draft agreement to the corresponding board or commission.
7. Upon approval by the board or commission, the *Department Director* will submit the final draft recommendation on the *naming* or *renaming* opportunities with gift levels along with the draft agreement to the City Council for final approval. Only after City Council approval may the *City Sponsored or Recognized Support Groups* begin soliciting and accepting donations for *naming* or *renaming* rights.
8. No final commitment to name a *City Asset* or portion thereof shall be made to a potential donor without the final approval by the *Department Director* and Assistant Chief Operating Officer or Chief Operating Officer. *Naming* or *renaming* rights that include *funding* will have final approval by City Council.

HISTORY:

“Naming of City Assets”

Adopted by Resolution R-311043 – 04/13/2017