



# REPORT

## THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

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DATE ISSUED: May 9, 2025

REPORT NO.: 104

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

SUBJECT: Proposed renaming of the Canyonside Recreation Center to Lois J. Mangarelli Recreation Center.

### SUMMARY

Issue – Should the Parks and Recreation Board recommend approval of the proposed renaming of Canyonside Recreation Center to Lois J. Mangarelli Recreation Center?

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. Actions taken and recommendations made by these groups are listed under Discussion below.

October 27, 2023, Bill Diehl sent the Rancho Peñasquitos Recreation Council a letter in support of renaming a recreation facility or park after Lois J. Mangarelli (Attachment A).

On May 1, 2024, the Rancho Peñasquitos Planning Board approved the proposed renaming Canyonside Recreation Center to Lois J. Mangarelli Recreation Center (Attachment B).

November 7, 2024, Fred Mangarelli, Nancee (Mangarelli) Bakken, Fred J. Mangarelli III and Tracey (Mangarelli) Pine wrote a letter in support of renaming Canyonside Recreation Center to Lois J. Mangarelli Recreation Center (Attachment C).

On November 21, 2024, the Rancho Peñasquitos Community Recreation Group approved the recommendation for the proposed renaming of Canyonside Recreation Center to Lois J. Mangarelli Recreation Center (Attachment D).

Fiscal Impact – On March 27, 2025, the Rancho Peñasquitos Community Recreation Group approved \$3,000.00 from the Recreation Center Fund (RCF) for new signage (Attachment E). The remaining cost for the sign(s) will be secured by the Mangarelli Family (Attachment C).

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

The Canyonside Recreation Center is located at 12350 Black Mountain Road in the Rancho Peñasquitos Community. Opened in 1993, this 15,560 square foot facility includes a large gymnasium, one multipurpose room, two meeting rooms, an office, lobby and two upstairs office suites. This center offers a wide range of programs, including but not limited to a gymnastics program with the YMCA, a tiny tot program, art and painting classes, basketball leagues, and a creative writing class.

Lois J. Mangarelli has been a resident of San Diego for 45 years, all of which has been in the Rancho Peñasquitos Community. For 25 years, Ms. Mangarelli volunteered in various capacities with the Parks and Recreation Department most notably as a member of the Rancho Peñasquitos Recreation Council. During that time, she was instrumental in the development of parks, special events, programs, and multiple fundraising efforts in the Rancho Peñasquitos Community.

The Rancho Peñasquitos Community Recreation Group initiated a community input process to propose the renaming of Canyonside Recreation Center in September 2023. On May 1, 2024, the Rancho Peñasquitos Planning Board approved the proposed renaming of the Canyonside Recreation Center to Lois J. Mangarelli Recreation Center. Then on November 21, 2024, the Rancho Peñasquitos Community Recreation Group approved the proposed renaming of Canyonside Recreation Center to Lois J. Mangarelli Recreation Center.

## DISCUSSION

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

1. Location

2. Significant Events, People and Places
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.

Ms. Mangarelli served on the Rancho Peñasquitos Recreation Council (now known as the Rancho Pensquitos Community Recreation Group) for 25 years, from 1983 – 2008. During that time, she held the position of Chair or Vice-Chair for a combined 20 years. Lois was instrumental in the design for many of the Rancho Peñasquitos parks including Canyonside Community Park, Hilltop Community Park, and multiple neighborhood parks and the Rancho Peñasquitos Linear Dog Park.

Ms. Mangerelli helped establish the Rancho Peñasquitos Tennis Center when she recognized a need for increased maintenance and upkeep of the existing tennis courts. She served as President of the Rancho Peñasquitos Tennis Center for two (2) years until she relinquished the role to pursue other ventures.

Recognizing the need for a snack bar at Canyonside Community Park, she initiated a fundraising effort through a “Buy a Brick” program to help build and subsequently operate a snack bar. Once constructed, the Rancho Peñasquitos Recreation Council organized and operated the snack bar for two (2) years until turning it over to the local sports organizations.

Ms. Mangarelli supported the local programs and recreational activities in the Rancho Peñasquitos Community. She was instrumental in establishing the Recreation Council sponsored July 4<sup>th</sup> Fireworks Celebration. She managed the fundraising efforts and worked out the permits with multiple departments and the Poway Unified School District.

Ms. Mangarelli has since retired from her service with the Rancho Peñasquitos Recreation Council, however, her positive impacts are still greatly felt greatly in the Rancho Peñasquitos Community.

This proposed renaming is supported by the Rancho Peñasquitos Planning Board, Rancho Peñasquitos Community Recreation Group, the Mangarelli Family, and Bill Diehl who was the former Chair of the Rancho Peñasquitos Recreation Council.

ALTERNATIVES

1. Do not approve the proposed naming of Canyonside Recreation Center to Lois J. Mangarelli Recreation Center.
2. Recommend an alternative action to the proposed naming of Canyonside Recreation Center to Lois J. Mangarelli Recreation Center.

Respectfully submitted,

*Steve Palle*

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Steve Palle  
Deputy Director  
Community Parks I Division

*Anna Sonnenburg*

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

SP/as

Attachment(s):

- A. Letter of Support from Bill Diehl, Former Chair of Rancho Peñasquitos Recreation Council
- B. Rancho Peñasquitos Planning Board May 22, 2024, Support Letter
- C. Mangarelli Family Letter, Donation listed.
- D. Rancho Peñasquitos Community Recreation Group November 21, 2024, Meeting Minutes
- E. Rancho Peñasquitos Community Recreation Group March 27, 2025, Draft Meeting Minutes
- F. Council Policy 900-20 – Naming of City Assets

cc: Council District 5

27 Oct. 2023

Bill Diehl

3090 Fort Amanda Rd

Lima, Ohio 45805

[wdiehljr@gmail.com](mailto:wdiehljr@gmail.com)

858 395-7409

To Rancho Penasquitos Rec. Council

I support the Naming of a PQ Rec. Facility / Park after Lois Mangarelli, for her many years of service to the PQ community. Lois served for over 30 years on the PQ Rec. Council as member. She served as both Chair and Vice Chair for many years.

She was instrumental in the design of neighborhood and community parks in the PQ, Black Mtn. Ranch and Torrey Highlands communities.

In the 1970's and 80's the Rec. Council started in a beat up old trailer where the Canyonside pump station is today. Lois was there. At that time, there were only two Neighborhood parks in PQ ( Rolling Hills and Twin Trails ).

Thanks to Lois, we now have 3 Community parks 11, Neighborhood parks, a Skate park and a Dog park. Lois spent many hours and years dedicated to the development of these parks.

I believe she deserves recognition for everything she has done, for the communities of PQ, Black Mtn. Ranch and Torrey Highlands, in regard to recreational facilities / parks.

Bill Diehl

## RANCHO PENASQUITOS PLANNING BOARD



Mr. Andy Field, Director  
City of San Diego Parks and Recreation Department  
2125 Park Boulevard, MS 39  
San Diego, CA 92101

May 22, 2024

**RE: Support for Proposal to Rename Canyonside Community Park Recreation Center  
Recommendation of The Rancho Penasquitos Planning Board**

Dear Director Field,

The Rancho Penasquitos Planning Board (RPPB) is an advisor to the City of San Diego on actions that would affect our Rancho Penasquitos community including within our area parks. On May 1st, 2024, the Rancho Penasquitos Planning Board held its monthly, regularly scheduled, public meeting which included an action item to consider support for renaming of the Canyonside Community Park Recreation Center in honor of Lois Mangarelli. A copy of the May 1st RPPB Agenda is attached. The motion passed unanimously, and this letter serves to memorialize our support for the proposed action. We understand that the renaming proposal will need to be approved by the Rancho Penasquitos Community Recreation Group (CRG), the Parks and Recreation Board, and yourself before implementation can occur.

The basis for RPPB's support for the Canyonside Park Recreation Center renaming is that Lois Mangarelli should be recognized for her long-standing and significant record of service to our community. Lois served for 25 years on the Rancho Penasquitos Recreation Council (now CRG) from 1983-2008 with 20 of those years as Chair or Vice-Chair, and was instrumental or a significant participant in the advocacy for and the design and/or implementation of Canyonside and Hilltop Community Parks, many of our neighborhood parks, our dog park, skate park, and community pool at the YMCA. As a Poway Unified School District employee and Chair of the Recreation Council, she worked to implement the joint use agreement for the Black Mountain Middle School gym. At Canyonside Park, she raised money, obtained contractor donations of time and materials to build the snack bar and helped operate the snack bar for several years before sports organizations assumed that responsibility. She also incorporated the Rancho Penasquitos Tennis Center and served as its President for 2 years. Bill Diehl, another long-standing community volunteer and past member of RPPB and the Parks and Recreation Board has strongly endorsed this proposal.

Brian Reschke, Chair  
Rancho Penasquitos Planning Board

Copies to: Mame von Wilpe1t, San Diego City Council, Fifth District  
Alex Davis, Rancho Penasquitos Area Manager, SD Parks and Recreation Dept.  
Steve Palle, Deputy Director, Community Parks I, SD Parks and Recreation Dept.  
Marcella Bothwell, Parks and Recreation Board, Chair  
Steve Leffler, Rancho Penasquitos Community Recreation Group, Chair  
Mike Mangarelli, Family Member, Proponent

## Attachment C

November 7, 2024

To Whom It May Concern:

We, the family of Lois J. Mangarelli, respectfully request the renaming of Canyonside Recreation Center to the Lois J. Mangarelli Recreation Center, in recognition of the devoted and impactful service Lois has provided to the Rancho Penasquitos community.

According to San Diego Policy 900-20, a park may be renamed to honor an outstanding individual who has made substantial contributions benefiting the City, local community, park and recreation system, or public library. The policy further states that renaming a city asset for an outstanding individual is encouraged for those whose significance and good reputation have been accepted by the community.

Over the past several months, we have gathered extensive documentation demonstrating Lois Mangarelli's significant contributions to our community over her 40+ years as a resident of Rancho Penasquitos and her 25 years as the chair and member of the Rancho Penasquitos Recreation Council. Her tireless efforts to enhance access to recreational opportunities for residents are evident throughout the community and continue to positively impact families to this day.

Our proposal has been supported by Mr. Bill Diehl, former Chair of Rancho Penasquitos Recreation Council and Community Recreation Group, the Rancho Penasquitos Planning Board, and the Rancho Penasquitos CRG.

This packet serves as our formal request to advance this proposal and request approval to move forward. In support of this renaming request, the Mangarelli family will donate \$2,000 to the City of San Diego Parks and Recreation Department to assist with the cost of new signage.

Thank you for your consideration.

Sincerely,

Fred J. Mangarelli, Jr.  
Nancee (Mangarelli) Bakken  
Fred J. Mangarelli, III  
Tracy (Mangarelli) Pine

CITY OF SAN DIEGO PARKS AND RECREATION DEPARTMENT

# MEETING MINUTES

## RANCHO PEÑASQUITOS CRG Meeting

Thursday, November 21, 2024-6:30pm

12350 Black Mountain Rd./San Diego, Ca./ 92129/ Game Room

### A. CALL TO ORDER AND INTRODUCTIONS

#### B. Approval of the Minutes- September 26, 2024

Rick Hudson motions to approve, Theresa Gonzaga seconds. The motion passes, 3-0-0.

**C. COMMUNICATIONS** (Limited to 5 minutes per speaker, informational in nature, items not on the agenda. Not to be debated or voted upon at current meeting unless agreed upon by full council).

None.

### D. TREASURER'S REPORT – City Staff

#### Canyonside's Treasurer's Report:

Made:	\$66,728
Spent:	\$24,481
Revenue:	\$42,247
Total:	\$654,011.96

#### Hilltop's Treasurer's Report:

Made:	\$1,175
Spent:	\$0
Revenue:	\$1,175
Total:	\$74,908.07

### E. REQUEST FOR CONTINUANCES

None.

### F. INFORMATION ITEMS

#### 1) Canyonside Tennis Center Expansion Project Status Update

- Nearly complete with multi-disciplinary review. Trying to move access point of storm drain.
- Went over specs of new cages & snack bar with RPLL, PQGSA & SDCC.
- Could take six months to go through GDP amendment.



- 2) Black Mountain Ranch Community Park – Phased Construction Options
  - Preference 1: Artificial turf & grading – User groups would pay difference
  - Preference 2: Grass field & grading – User groups would pay difference
  - Preference 3: Ball field lights & save rest of the money for future field development
  - Preference 4: Ball field lights & comfort station if money can't be saved

#### **G. ACTION ITEMS**

- 1) Motion to withdraw vote on Action item #2 at the May 23, 2024 RPCRG Meeting (renaming of Canyonside Recreation Center to the Lois J. Mangarelli Recreation Center).
  - Peter Stogsdill motions to withdraw his motion. Rick seconds to withdraw his second. Motion passes 3-0-1 (Glenn Hachadorian)
- 2) Motion to rename the Canyonside Recreation Center to the Lois J. Mangarelli Recreation Center.
  - Peter Stogsdill motions to rename the Canyonside Recreation Center the Lois J. Mangarelli Recreation Center. Rick seconds. Motion passes 3-0-1 (Glenn Hachadorian).
- 3) Approval of Canyonside FY26 Budget.
  - Rick Hudson motions to approve the budget, Peter Stogsdill seconds. Motion passes 4-0-0.
- 4) Approval of Hilltop FY26 Budget.
  - Peter Stogsdill motions to approve the budget, Rick Hudson seconds. Motion passes 4-0-0.
- 5) Motion to add Rex Cabanas to RPCRG as an at-large member.
  - Glenn Hachadorian motions to add Rex Cabanas as an at-large member, Theresa seconds. Motion passes 4-0-0.

#### **H. CHAIRPERSON'S REPORT – Steve Leffler**

- Listened in on P&R Board meeting and they talked about restructuring the CPI Area Committee.
- They will be combining CP I. & CP II.
- They may be restructuring CRGs.
- Making changes to the fee schedule to account for inflation.

#### **I. VICE-CHAIR REPORT – Steve Mauch**

No Report.

#### **J. SECRETARY REPORT – Rick Hudson**

No Report.

#### **K. PARKS AND RECREATION STAFF REPORTS**

Jesse DeLille, Center Director III, Canyonside Recreation Center:

- Winter Wonderland is approaching and will be on December 7 at Hilltop from 11:00am – 3:00pm
- Rolling Hills will be getting resurfaced soon.
- We've had some issues with people using illegal lighting to play Pickleball after hours at Views West. The addition of temporary lighting is not allowed.
- Still OCA supervisors at Hilltop

## **L. ORGANIZATION/COMMITTEE REPORTS**

### **1. Community Parks I Area Committee – Glenn Hachadorian**

No Report.

### **2. RPB Basketball – Brian Reschke**

No Report.

### **3. PQ Girls Softball – Steve Mauch**

No Report.

### **4. PQ Town Council – Theresa Gonzaga**

- The Farmer's Market has been well attended. It's every Thursday 4-7pm in the parking lot across from Stater Bros.
- Annual Pickleball Tournament is December 7.
- Cookies with Santa on December 8 in Farmer's Market parking lot.

### **5. RP Little League – Aaron Hurvitz**

No Report.

### **6. Cricket**

No Report.

### **7. Pony/ Colt – Glen Hachadorian**

No Report.

### **8. RP Tennis – Steve Leffler**

- Resurfacing has been completed; it was taken down to the pad because part of the reason it was bubbling was due to so many layers being painted over through the years.

### **9. Pop Warner – Rick Hudson**

- Just finished the season.

### **10. Planning Group – Steve Leffler**

No Report.

### **11. Sprockids**

No Report.

### **12. SDSC– Peter Stogsdill**

No Report.

### **13. YMCA– Diane Wavrik**

No Report.

#### **M. WORKSHOP ITEMS**

None.

#### **N. ADJOURNMENT**

The next regular meeting of the Rancho Peñasquitos Community Recreation Group is scheduled for January 23, 2024 at 6:30pm at the Canyonside Recreation Center.

PLEASE NOTE: If there are any questions regarding this agenda, please contact the Rancho Peñasquitos Area Manager at (858) 538-8132. This information will be made available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral in interpreter for the meeting call staff representative at least five (5) working days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.

CITY OF SAN DIEGO PARKS AND RECREATION DEPARTMENT

# MEETING MINUTES

## RANCHO PEÑASQUITOS CRG Meeting

Thursday, March 27, 2025-6:30pm

12350 Black Mountain Rd./ San Diego, Ca./ 92129/ Game Room

### A. CALL TO ORDER AND INTRODUCTIONS

#### B. Approval of the Minutes- January 23, 2025

Glenn motions to approve, Anita seconds. The motion passes, 4-0-2.

**C. COMMUNICATIONS** (Limited to 5 minutes per speaker, informational in nature, items not on the agenda. Not to be debated or voted upon at current meeting unless agreed upon by full council).

None.

### D. TREASURER'S REPORT – City Staff

#### Canyonside's Treasurer's Report:

No report.

#### Hilltop's Treasurer's Report:

No report.

### E. REQUEST FOR CONTINUANCES

None.

### F. INFORMATION ITEMS

None.

### G. ACTION ITEMS

- 1) Use Canyonside RCF to help cover cost of new signage. – Fred Mangarelli

Fred made a presentation to the RPCRG and provided the update that the Rancho Penasquitos Planning Board approved the renaming of the Canyonside Recreation Center and next in the process is for the Parks & Recreation Board to approve it. For them to approve it, the board members need to see a bid for the signage and confirm there is a source of funding. Fred showed the group visuals of the new signage and plaque and requested from the group \$2,887.00 to help pay for the signage and plaque.

There was some group discussion on the plaque being a new idea. Fred said that it was a newer idea and that as he went through this process a lot of people brought up Bill Diehl and Corey Buckner who spent many years alongside Lois volunteering in the Rancho Penasquitos community and they wanted to find a way to honor them as well.

Steve M. makes the motion to use up to \$3,000.00 on signage and a plaque, Glenn seconds. Motion passes, 6-0-0.

**H. CHAIRPERSON'S REPORT – Steve Leffler**

No report.

**I. VICE-CHAIR REPORT – Steve Mauch**

No report.

**J. SECRETARY REPORT – Rick Hudson**

No report.

**K. PARKS AND RECREATION STAFF REPORTS**

Alex Davis, Area Manager, Rancho Penasquitos:

- We are increasing our fees. There will be a 19.5% increase across the board with a few exceptions. A couple big points are that the increase won't impact youth leagues, but adult leagues will increase to 90% cost recovery.
- The playground equipment has made its way to the contractor, now we are just waiting on scheduling a start date.
- No update on next phase of BMR.
- We are still understaffed but are anticipating movement. Should get a new, full-time Center Director at Hilltop soon.

**L. ORGANIZATION/COMMITTEE REPORTS**

None.

**1. Community Parks I Area Committee – Glenn Hachadorian**

- Mostly discussed how best to distribute the opportunity fund.

**2. RPB Basketball – Brian Reschke**

Absent.

**3. PQ Girls Softball – Steve Mauch**

- Shed at BMR was broken into again, third time it has happened.

**4. PQ Town Council – Theresa Gonzaga**

- PQ Fiesta will be held in the church parking lot across from Stater Bros on May 10.

**5. RP Little League – Aaron Hurvitz**

Absent.

**6. Cricket – Anita Wentworth**

- Hosted a Women's Tournament over Presidents' Day weekend with eight teams playing 10 games. Numbers are up in both leagues.

**7. Pony/ Colt – Glen Hachadorian**

No report.

**8. RP Tennis – Steve Leffler**

- Holding a Junior Tournament in July.

**9. Pop Warner – Rick Hudson**

Absent.

**10. Planning Group – Steve Leffler**

No report.

**11. Sprockids**

Absent.

**12. SDSC- Peter Stogsdill**

No report.

**13. YMCA- Diane Wavrik**

- Rancho Family branch is going under some construction.

**M. WORKSHOP ITEMS**

None.

**N. ADJOURNMENT**

Chairperson Steve L. calls the meeting adjourned at 7:12 pm.

The next regular meeting of the Rancho Peñasquitos Community Recreation Group is scheduled for May 22, 2025 at 6:30pm at the Canyonside Recreation Center.

PLEASE NOTE: If there are any questions regarding this agenda, please contact the Rancho Peñasquitos Area Manager at (858) 538-8132. This information will be made available in alternative formats upon request. To request an agenda in an alternative format, or to request a sign language or oral in interpreter for the meeting call staff representative at least five (5) working days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.

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);

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**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 succeed 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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***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:

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**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:

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

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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