



# REPORT

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

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DATE ISSUED: September 17, 2020 REPORT NO. 102

ATTENTION: Park and Recreation Board  
Agenda of September 17, 2020

SUBJECT: Park and Recreation Board Policy 1001 - Naming of Parks and Park  
Facilities

### SUMMARY

Should the Park and Recreation Board approve the recommendation to revise and replace Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities?

#### Director's Recommendation

Approve the recommended revised Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities.

#### Fiscal Impact

None with this action.

#### Water and Energy Conservation Status

Not applicable.

#### Environmental

The proposed Board Policy will not result in any direct or reasonably foreseeable indirect physical changes in the environment and is therefore not subject to CEQA pursuant to State CEQA Guidelines Section 15060(c)(2).

### BACKGROUND

On November 15, 2001, the Park and Recreation Board (Board) adopted Board Policy 1001 - Naming of Parks and Park Facilities (see Attachment 1). This policy outlines the process by which parks, open spaces, and recreational amenities could be named or renamed. The City Council adopted Council Policy 900-20, Naming of City Assets, on April 13, 2017 (see Attachment 2).

Due to inherent differences between Board Policy 1001 and Council Policy 900-20 and due to concerns about the level of public input needed to make changes to established park names, Parks and Recreation Department (Department) staff prepared a draft revised Board Policy 1001 (see Attachment 3) for Board consideration.

## DISCUSSION

Department staff recommends revising Board Policy 1001 - Naming of Parks and Park Facilities by making the following modifications:

- Clearly define what a park or park facility is, identify appropriate advisory groups, define the entity advocating for the park naming or renaming, and clarify written package for submission by the advocate to the Department
- Guide the Board on what should be considered when naming or renaming a park:
  - Identify its location, such as the name of the community area, the names of nearby geographic features, and the names of adjacent schools and street names
  - A park may also be named for individuals, living or deceased, who are of historical significance to the local area/community or who have made major contributions to the park or amenities within that park
  - Depictions, words, or phrases within a proposed park name that are reasonably deemed to be harmful, controversial, or otherwise do not support the guiding principles may be rejected from consideration
- Provide a procedure for ensuring Advocates have undertaken adequate public input and that both the Advisory Group and Board have adequate assurance that the proposal has been fully vetted:
  - The written package must include:
    - The proposed new park name
    - Reasons for the proposed new park name including how the proposed new park name complies and conforms with Board Policy 1001 and Council Policy 900-20
    - For existing parks, justification for changing an established name
    - Written documentation outlining support for the proposed name by members of the community
    - The amount of any donations or funding associated with the proposed name or renaming (if applicable)
  - Outreach by the Advocate to the community (at their own cost) includes:
    - Local community planning group
    - Appropriate community non-profit organizations such as town councils, community councils, and/or appropriate community or neighborhood associations
  - Role of appropriate Advisory Group (often a Department-recognized community recreation group, board or committee, task force, or other advisory body) includes:
    - Advisory Group issues public noticing of proposed new park name via its meeting agenda
    - Advisory Group holds public meeting to discuss proposal
    - Action by Advisory Group to endorse or reject proposed new park name
    - Area Committee may consider proposed new park name when applicable
  - Role of Board
    - Board issues public noticing of proposed new park name via its meeting agenda
    - Board holds public meeting to discuss proposal
    - Action by Board to endorse or reject proposed new park name

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- Department Director will process final Board recommendation
- Draft revised Board Policy 1001 places a five-year limitation between efforts to name or rename a particular park or park amenity

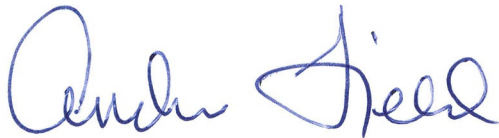
#### RECOMMENDATIONS

The Department recommends the Board adopt the revised Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities.

#### ALTERNATIVES

1. Recommend modifications to provisions of the draft revised Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities.
2. Do not approve Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities.

Respectfully submitted,



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Andrew Field  
Director  
Parks and Recreation Department

#### Attachments:

1. Existing Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities - November 15, 2001
2. Council Policy 900-20, Naming of City Assets, on April 13, 2017
3. Draft Revised Park and Recreation Board Policy 1001 - Naming of Parks and Park Facilities - November 15, 2001