

PARK AND RECREATION BOARD POLICY No. 1001

DRAFT September 2020

SUBJECT: Naming of Parks and Park Facilities

DEFINITIONS: Park or Park Facility – Any part of real property or structure owned by the City, including but not limited to, park, recreation building, parking facility, interior or ancillary feature that is part of or within a larger facility such as aquatic facility or feature, amphitheater, ball field, boat ramp, camping area, club house, comfort station, disc golf course, dog off leash area, fishing pier, gymnasium, horse corral, kitchen, meeting room, natural feature, nature center, outdoor athletic court, park road, picnic shelter, playground, pump track, ranger station, scoreboard, senior center, skate park, tot lot, and weight/fitness room.

Advisory Group – Any park advisory body established by San Diego Council Policy 700-42, including Community Recreation Advisory Groups (CRG's)). For certain parks as established in San Diego Municipal Code, the Advisory Group may be the Balboa Park Committee, Mission Bay Park Committee, Municipal Golf Committee, or an advisory group approved under a Joint Exercise of Powers Agreement.

Advocate – Individual or group of people who are leading the effort to name or rename a Park or Park Facility.

Written Package – Collection of materials that includes the proposed name and justification for a new name that is consistent with this Policy and San Diego Council Policy 900-20, any funding associated with the name change, and any other documentation as further set forth in this Policy.

BACKGROUND: The public occasionally suggests that a Parks or Park Facility be named or re-named in honor of persons living or deceased.

This Park and Recreation Board Policy was developed in conjunction with Council Policy 900-20 "Naming of City Assets" for naming of a Park or Park Facility.

PURPOSE: The purpose of this policy is to establish uniform guidelines and provide a systematic procedure for the naming of a Parks or Park Facility.

POLICY: As a general policy, a Park or Park Facility should be named to identify its location, such as the name of the community area, the names of nearby geographic features, the names of adjacent schools and street names. A Park or Park Facility may also be named for individuals, living or deceased, who are of historical significance to the local area or who have made major contributions to the Park or Park Facility, as further set forth in San Diego Council Policy 900-20. A Park facility is more appropriate for naming after an individual than a Park.

Renaming a Park or Park Facility on behalf of a person, when it is already named on behalf of a person, should only be undertaken with the utmost consideration. Every attempt should be made to contact the person or heirs of the person for whom the Park or Park Facility is currently named, to allow them to present their views verbally, or in writing, at a public meeting.

PROCEDURE: 1) An Advocate recommending an initial naming or a renaming of a Park or Park Facility shall work with Parks and Recreation Department staff to prepare the Written Package for community consideration. At a minimum, a Written Package must include the following information consistent with San Diego Council Policy 900-20:

- The proposed name;
- Reasons for the proposed name, including discussion of criteria identified in this Policy and San Diego Council Policy 900-20;
- The amount of any donations or funding associated with the proposed name or renaming, if applicable;
- Any written documentation outlining support for the proposed name by members of the community; and
- If the proposal is to rename a Park or Park Facility, justification for changing an established name.

2) Once the Written Package is completed, the Advocate shall seek approval from the local community planning group and appropriate community non-profit organizations such as town councils, community councils, and/or appropriate community or neighborhood associations.

3) If the proposed name or renaming is for a Park or Park Facility located on school district property, the Advocate shall contact the

applicable school district to confirm in writing their proposal complies with all school district requirements for naming or renaming.

4) The Advocate shall contact the chair of the applicable Advisory Group within the geographical boundary of the Park or Park Facility proposed for naming or renaming. Upon receipt of the Written Package, the Advisory Group shall hold a public meeting to review the naming or renaming proposal to the Park or Park Facility.

5) The Advisory Group shall make a recommendation on the proposed naming or renaming. Parks and Recreation Department staff will forward this recommendation to the applicable second-level advisory group (such as an Area Committee), if any, or directly to the Park and Recreation Board.

6) If applicable, the Area Committee will hold a public meeting to review and recommend the naming or renaming of the Park or Park Facility to the Park and Recreation Board.

7) The Park and Recreation Board shall hold a public meeting to review and recommend the naming or renaming to the Park or Park Facility. The Park and Recreation Board will submit its recommendation to the Parks and Recreation Director.

8) The Park and Recreation Board determination will be the final recommendation to the Parks and Recreation Director or designee on all Park or Park Facility naming or renaming.

9) The Parks and Recreation Director or designee will consider the "Naming or Renaming Review Process" as defined in [Council Policy 900-20, Procedures, Section B-1], when making his or her final decision on the submittal of all Park or Park Facility naming or renaming proposals for final approval in accordance with the review process set forth in San Diego Council Policy 900-20.

10) Park naming or renaming approved by the City will be final and cannot be revisited or changed for a period of five years unless determined to be inappropriate as noted in #12, below.

11) The Advocate shall be fully responsible for all associated costs of the Park or Park Facility naming or renaming, including and not limited to, costs of signage and installation, unless specific funding is identified through other methods.

12) The City may reject naming or renaming proposals or remove an existing naming that portrays or includes depictions, words, or phrases that the City reasonably deems to be harmful, controversial, or otherwise does not support the guiding principles stated in this policy or in Council Policy 900-20.

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