

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

DATE ISSUED: April 5, 2021

REPORT NO.: 101

- ATTENTION: Parks and Recreation Board Agenda of April 15, 2021
- SUBJECT: Naming of trail in Olivia/47<sup>th</sup> Street Canyon from Quince Street to Euclid Avenue: "The Tall Trail" and garden in Olivia Canyon behind City Farmers: "Farmer Bill's Habitat Garden"

#### SUMMARY

<u>Issue</u> – Should the Parks and Recreation Board approve the naming of the trail in Olivia/47<sup>th</sup> Street Canyon from Quince Street to Euclid Avenue: "*The Tall Trail*" and garden in Olivia Canyon behind City Farmers: "*Farmer Bill's Habitat Garden*"

<u>Department's Recommendation</u> – The Department does not take a position on facility naming requests.

<u>Other Recommendations</u> –On April 5, 2021, the City Heights Area Planning Committee voted unanimously to recommend approval of naming the trail and garden after Bill Tall.

<u>Fiscal Impact</u> – None. San Diego Canyonlands will cover all expenses related to signage and naming on City assets.

<u>Water and Energy Conservation Status</u> – The proposed action would not have an impact on any water and energy conservation guidelines contained in Council Policy 200–14.

<u>Environmental</u> – No impact.

#### BACKGROUND

Bill Tall, founder of City Farmers Nursery and Nate's Garden Grill, passed away on January 26, 2021. City Farmers Nursery was founded in 1972 by Mr. Tall and has been family-owned and operated ever since. The nursery is located in City Heights and is adjacent to Olivia Canyon and the Euclid Avenue trailhead. Bill Tall was an important part of the City Heights community.

Bill Tall had long envisioned a native plant garden to be installed in the canyon behind City Farmers and worked with San Diego Canyonlands (SDCL) to make this dream a reality.

Page 2 Naming of Tall Trail and Farmer Bill's Habitat Garden April 5, 2021

Since 2019 SDCL has planted 50+ native plants in the canyon plot with the help of Mr. Tall, City Farmers, and Urban Corps of San Diego County.

Mr. Tall provided a sustained and lasting contribution to the City Heights community. He was beloved by many, and he especially enjoyed Olivia Canyon, which is the urban canyon located off 47<sup>th</sup> Street situated behind his property. Mr. Tall was a supporter of San Diego Canyonlands' (SDCL) work, and he donated time, water, and plants to canyon restoration efforts.

SDCL is proposing for the canyon plot to be officially named "Farmer Bill's Habitat Garden," as well as the trail from Euclid Avenue to Quince Street "The Tall Trail" to honor his legacy (red and yellow on map in Attachment 1).

#### DISCUSSION

The Department received letters of support related to naming both facilities in memory of Mr. Tall from SDCL, City Farmers Nursery, Friends of Olivia Canyon, and the Azalea Park Neighborhood Association and District 9 Councilmember Sean Elo-Rivera. On April 5, 2021, the City Heights Area Planning Committee (CHAPC) voted unanimously to recommend approval of naming the trail and garden after Bill Tall. Letters of support and results of the vote are included as Attachment 2.

The justification for the name is based on the Outstanding Individual criteria identified in the City Policy 900-20, Page 4 (Attachment 3). 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 such as Mr. Tall is encouraged for those persons whose significance and good reputation have been accepted in the community. Given Mr. Tall's prior involvement in Olivia Canyon and City Heights, naming or renaming assets within the canyon would be appropriate under Council Policy 900-20, which notes that naming 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 naming of the trail and garden complies with Park and Recreation Board Policy #1001, "Naming of Parks and Recreation Facilities" (Attachment 4).

Neither of these City assets have an official name at this time. SDCL will continue to maintain the garden and trail under a current license agreement (Attachment 5) with the City, as well with as support from the Olivia Canyon Friends Group.

#### **ALTERNATIVES**

Do not approve the naming of the trail in Olivia/47<sup>th</sup> Street Canyon from Quince Street to Euclid Avenue: "*The Tall Trail*" and garden in Olivia Canyon behind City Farmers: "*Farmer Bill's Habitat Garden*" after Bill Tall.

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Respectfully submitted,

Erika Ferreira Deputy Director, Open Space Division

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Prepared by: Laura Ball Project Officer II, Open Space Division

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- Attachment(s): 1. Aerial Map of Olivia/47<sup>th</sup> Street Canyon proposed trail and garden
  2. Letters of support from San Diego Canyonlands, City Farmers Nursery, and Friends of Olivia Canyon, and the Azalea Park Neighborhood
  Association, and Councilmember Sean Elo-Rivera
  3. City Policy 900-20
  4. Park and Recreation Board Policy #1001 Naming of Parks and Recreation Facilities
  5. License Agreement with San Diego Canyonlands for City Heights Canyons
- cc: Council District 9 Office



Attachment 2



Date: February 20th, 2021

To: Department of Parks and Recreation Andy Field, Director 202 C Street, MS 39 San Diego, CA 92101 (619) 236-6643

From: San Diego Canyonlands 5106 Federal Blvd. #205 San Diego, CA 92105 (619) 546-7707

## Subject: Proposal to Name Trail Segment in 47th St./Olivia Canyon and Canyon Section After Prominent Figure Bill Tall

Please consider formally naming a section of the City Heights Canyons Loop Trail in 47th Street/Olivia Canyon and a section of 47th Street/Olivia Canyon after beloved community member Bill Tall of City Farmers Nursery.

#### a. The proposed name:

- "The Tall Trail" for the trail segment from Quince Street to Euclid Avenue (Figure 1)
- "Farmer Bill's Garden" for the section directly behind City Farmers (Figure 2)

### b. Reasons for the proposed name:

Based on the Outstanding Individual criteria identified in the City Policy 900-20, Page 4.

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 persons 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.

Bill Tall, founder of City Farmers Nursery and Nate's Garden Grill, passed on January 26th, 2021. Mr. Tall provided a sustained and lasting contribution to The City of San Diego neighborhood City Heights. He was beloved by many, and he loved the urban canyon, 47th Street/Olivia, situated behind his property. Mr. Tall was a supporter of San Diego Canyonlands work, and donated time, water, and plants to our efforts. On behalf of San Diego Canyonlands and the City Heights community, we would like to name a segment of the City Heights Canyons Loop Trail and a small section of the canyon behind City Farmers after Bill Tall to honor his legacy.

*c.* The amount of the donation or funding provided for the City Asset, if applicable; San Diego Canyonlands will cover all expenses related to signage and naming on aforementioned City Assets.

*d. Written documentation outlining community support for the proposed name* Three letters of support are attached.

*e. If proposing to rename a City Asset, justification for changing an established name.* Neither of these City Assets have an official name at this time.

Thank you,

Clayton Tschudy Executive Director San Diego Canyonlands clayton@sdcanyonlands.org

### Figure 1. Quince Street to Euclid Avenue



### Figure 2. Canyon Section Behind City Farmers



## **CITY FARMERS NURSERY**



3110 Euclid Avenue • San Diego, CA 92105 • (619)284-6358 Fax (619) 284-6387 License# 555323

February 12th, 2020

Department of Parks and Recreation Andy Field, Director 202 C Street, MS 39 San Diego, CA 92101 (619) 236-664

**Re: Letter of Support** 

To Whom It May Concern,

City Farmers Nursery was founded in 1972 by Bill Tall and has been family-owned and operated ever since. The nursery is located in City Heights and is adjacent to Olivia Canyon and the Euclid Avenue trailhead. Bill Tall was loved by all who knew him and was an important part of the City Heights community. He sadly passed away on January 26th, 2021.

Bill Tall had long envisioned a native plant garden to be installed in the canyon behind City Farmers and worked with San Diego Canyonlands to make this dream a reality. San Diego Canyonlands planted 50+ native plants in the canyon plot with the help of City Farmers and Urban Corps of San Diego County. San Diego Canyonlands are proposing for said canyon plot to be officially named "Farmer Bill's Habitat Garden", as well as the trail from Euclid Avenue to Quince Street "The Tall Trail" to honor his legacy. We at City Farmers Nursery support this proposal.

Sincerely,

Samuel Tall

City Farmers Nursery

Friends of Olivia Canyon

February 2, 2021

To: Department of Parks and Recreation Andy Field, Director 202 C Street, MS 39 San Diego, CA 92101 (619) 236-6643

#### Re: Letter of Support for SDCL Renaming Olivia Canyon Trail and Canyon Garden

Dear Mr. Field,

On behalf of the Olivia Canyon Friends Group, I proudly submit this letter of support for San Diego Canyonlands' request to name a trail and canyon section in Olivia Canyon after Bill Tall. Bill Tall has been an important part of the City Heights community for decades and has always loved and used Olivia Canyon - even when he was a child. Mr. Tall has donated water to our planting efforts in Olivia Canyon and was a longtime supporter of our work. He is very much deserving of having a trail and canyon section named after him to honor his legacy.

Please don't hesitate to reach out with any questions about our work or partnership with San Diego Canyonlands.

Sincerely,

John Hanley

John Hanley Leader Friends of Olivia Canyon 47thstreetcanyon@gmail.com (619) 964-4408



January 10, 2017

To Whom It May Concern:

As Acting President of the Azalea Park Neighborhood Association, I am happy, on behalf of my neighborhood, to support the naming of a section of the City Heights Canyons Loop Trail after a beloved late neighbor and longtime City Heights supporter, Bill Tall of City Farmer's Nursery.

Respectfully,

inda Pennington

Linda Pennington Acting President, Azalea Park Neighborhood Association



#### THE CITY OF SAN DIEGO

### SEAN ELO-RIVERA Councilmember • Ninth District

April 2, 2021

Parks and Recreation Board San Diego, CA 92106

Re: Letter of Support for Naming City Assets After Bill Tall

Dear Parks and Recreation Board,

As the Councilmember for the City of San Diego's Ninth District, I strongly support San Diego Canyonlands' proposal to name a trail and garden in Olivia Canyon after community hero Bill Tall. Mr. Tall was a staple of the City Heights community, founding local landmark City Farmers Nursery in 1972 and continuing to create jobs and provide resources to City Heights ever since. Olivia Canyon was his childhood playground and his name deserves to be remembered in this space.

The trail from Euclid Avenue (near the entrance to City Farmers Nursery) to Quince Street was built by San Diego Canyonlands in 2017 and remains unnamed. The garden that was built along the trail was a vision of Bill Tall's, who wanted native plants planted behind City Farmers Nursery to inspire canyon users to plant native. The garden was built by San Diego Canyonlands in partnership with Urban Corps of San Diego supported by an Opening the Outdoors grant from The San Diego Foundation. This project brought together many stakeholders and partners to transform a degraded portion of Olivia Canyon into a native plant and habitat garden for neighbors to enjoy and learn from.

The open spaces in City Heights have long been neglected and considered dangerous. Through years of hard work by dedicated neighbors and organizations, including Bill Tall and City Farmers Nursery, these areas are now used for hiking and as places to learn about our natural environment. I am proud to support honoring Bill Tall's legacy in City Heights and love for the canyon by naming a trail and habitat garden after him.

Sincerely,

Councilmember Sean Elo-Rivera



CHAPC P.O. Box 5859 City Heights, CA 92165 (619) 266-7161

Date	April	6.	2021
Date	<i>i</i> upin	$\circ$ ,	2021

MEMORANDUM FOR: Kindra Hixson – San Diego Canyon Lands

From:	Committee Chairman Russ Connelly	PC	
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Subject: Renaming requests on Behalf of Bill Tall

CC:

At the April 5, 2021 meeting, a request was made to support the following actions to rename City facilities in honor of Bill Tall:

Trail in the vicinity of 47<sup>th</sup> Street Canyon to be named: "The Tall Trail" Garden on City Open Space behind City Farmers Nursery to be named: "Farmer Bill's Habitat Garden"

The motion was made and seconded to approve the renaming requests. The vote was 18-0-0 with the Chair not voting and the motion passed.

Attachment 3

## 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);

## 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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- 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
- <u>4.</u> <u>Major Donations</u>. 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

### PARK AND RECREATION BOARD POLICY No. 1001

### 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.

SUBSTANTIATION: Park and Recreation Board Minutes of 6/16/83 Park and Recreation Board Minutes of November 15, 2001 Park and Recreation Board Minutes of September 17, 2020