

Appendix E

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PARKS AND FACILITIES NAMING POLICY

1. General Conditions and Exclusions

- Naming that promotes unhealthy lifestyles, including but not limited to alcohol or tobacco use will not be considered.
- Naming that promotes any political organization will not be considered.
- Re-naming of City facilities is strongly discouraged and can only be considered when compelling circumstances exist.

2. Geographical Location, Historical Designation & Designated Facility Function

- First preference is to provide easy and recognizable reference for City residents based on the location and the designation function of the park or facility.
- If a park site or facility is located next to a school and the school has been officially named, it may bear the same name. If the school has not been named, the City shall work with the School District on a mutually agreed upon name.
- If the park site or facility is near a geographical landmark it may be named for that landmark if it is not adjacent to a school site.
- A park or facility may be named for an adjacent street or commemorative event if it is not located next to a school site or significant geological or historic element.
- If the park site or facility is near a historical site or landmark, it may be named for that site.
- A park site, facility or amenities may be named after individuals or organizations if they have contributed significantly to the development of the park, amenity, general park system or other City project or program.

3. Termination of Naming Rights

Due to the high profile nature of public facilities, diligence and discretion must be exercised in their naming. Significant review and higher standard of care will be applied in the use of a name of an individual, organization or business. The City reserves the right to reject any sponsor request or naming request at any time during the approval process. The City Council may remove a name from a park, open space, trail, building, or portion thereof, structure, equipment or furnishing when deemed by the City council to be in the best interest of the City.

The City Council reserves the right to suspend the use of a Commemorative Name or terminate a Sponsor Agreement in the case of circumstances involving fraud, poor moral character, criminal activity or other actions which would reflect poorly on the reputation, image or good-will of the City. Additionally, should a corporate entity cease to exist, their naming rights may be terminated.

D. NAMING DESIGNATIONS – COMMEMORATIVE AND SPONSORSHIPS

Individuals, families, organizations or businesses recognized shall be defined as either a Commemorative designation (for outstanding civic contributions) or Sponsorship designation (in exchange for financial contribution). City Hall is excluded from either Commemorative or Sponsorship naming opportunities. Existing parks or facilities with a Commemorative name are excluded from Sponsorship naming, however, amenities at existing parks or facilities may be considered.

1. Commemorative Naming

- Honorarium/Memorial – includes the use of a name of an individual, family or organization (not associated with Sponsorship Agreements) for the purpose of recognizing distinguished and significant contributions to the community that resulted in positive, lasting impacts. Preference is that Commemorative Naming be done in conjunction with Geographical and Functional Naming.
- Commemorative Naming shall be done in a manner that insures that there is broad support for the naming and a general knowledge that the contributions of the individual, family or organization are extraordinary. Extreme care and diligence must be exercised in application of this policy to insure that the selection of honorees will withstand the test of time.
- Nominees for Commemorative Naming (individuals, families and organizations) are subject to background investigations to ascertain and affirm that their character represents the integrity and service to the community that warrants such a privilege.
- See Policy Section on Elected Officials for clarification of Commemorative Naming involving individuals serving in an elected office capacity.

2. Sponsorship Naming Rights

Sponsorship Naming Rights includes naming in exchange for a significant donation from a business, organization or individual to recognize philanthropic support, whether through an affiliate non-profit Foundation or through the City. In evaluating Sponsorship Naming Rights associated with an approved fundraising campaign, the following guidelines are to be adhered to:

- The City may enter into agreements with non-profits that allow the organization to solicit contributions towards construction or operation of a City park or facility. Organizations affiliated with the City that desire to raise funds for a City sponsored project must receive City Council approval prior to soliciting naming opportunities.
- The non-profits may assist the City in negotiating terms of the gift. Staff will prepare a recommendation to the appropriate commission who will make a final recommendation to the City Council.

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- Sponsors will be required to enter into a Sponsorship Agreement with the City and appropriate Foundation establishing terms and conditions, payment schedules, donor status and recognition levels, duration of naming and termination of rights.
 - Sponsorships will not be considered from any donor whose purpose or conduct would reasonably demean the reputation, image or good-will of the City.
 - Potential sponsorships will be evaluated in terms of their possible negative impact on soliciting and obtaining additional sponsors in the future. Sponsors should not be considered if such approval would likely result in a significant reduction in future sponsors.
 - Sponsorships, and wording on donor recognition/individual appeal plaques, will not be considered which could place the staff, Foundations, City Council or the City in any potential or perceived conflict of interest.
 - Sponsorships will only be approved with corporations, organizations or individuals who wish to contribute, based solely on their support of the mission and objectives of the City. While acknowledgement of the sponsor's official business, name and/or affiliation is important for positive appreciation, the donor recognition program, including wording used on donor recognition/individual appeal plaques, shall not be allowed for marketing or advertisement of specific product, projects or campaigns.
 - See Policy Section on Elected Officials for clarification of Sponsorship Naming involving individuals serving in an elected office capacity.

3. Dedications/Memorials

In addition to the naming of public facilities by using the criteria established, the City can provide for the recognition of individuals, either deceased or living, or organizations, active or non, by the placement of memorial objects (symbols); such as living trees, public benches, rocks, memorial flagpoles, sculptures, etc., in public facilities, on public lands or parks. The approval, placement, and identification of these dedications will be at the discretion of the City. Approval is subject to the following guidelines and conditions.

- Dedication or memorial plaques may not be placed in or on City facilities without City approval.
- The City will not be responsible for upkeep, repair or replacement of any dedication or memorial plaque whose placement was not sponsored by the City.
- Facilities or portions thereof may be dedicated in memory, or honor of, individuals, groups or organizations. Dedications are encouraged to be in the form of facility improvements or enhancements.

- Dedication may be in recognition of an outstanding service, a donation or contribution to the facility or community.
- Dedication may be in memory of someone who has contributed to the facility or community.
- Any individual, family, group or organization sponsoring a dedication or memorial must provide sufficient funds to purchase, install, and maintain any plaque or other form of label associated with the recognition.
- The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surrounding arena, construction or redesign of a facility, the plaque or dedication object may be relocated. If the plaque or other dedication object cannot continue to be reasonably maintained or after a period of ten (10) years, it may be removed by the City.
- If the dedication includes the gift of a tree or other plant the City will provide its regular standard of landscape care for the tree. If the tree does not survive, the City is not obligated to provide a replacement. If the dedication includes the gift of an object (e.g. bench, picnic table, play equipment), the City will provide its regular standard of care and maintenance for the object. If the object is damaged due to vandalism, becomes unusable due to age, wear and tear, or is stolen, the City is not obligated to replace or repair the object.

4. Plaques, markers, and memorials

Plaques, Markers and Memorials that are requested to be located on City Property, a City Facility or on any City Premises, must follow the guidelines set below:

- Must be in accordance with City Standards. The location, size and writing on plaques require approval by the designated City Staff.
- Designed to blend with the compliment of the existing Park or Facility.
- Must be made of bronze or any other pre-approved material by the City of Upland.
- Each plaque, marker or memorial request will be reviewed by the Public Works Director prior to submission to the City.

E. GUIDELINES ASSOCIATED WITH FUNDRAISING CAMPAIGNS

The naming of facilities in association with fundraising campaigns may be considered under the following conditions:

1. Organizations affiliated with the City that desire to raise funds for a city-sponsored project must receive a recommendation from the City and receive final approval from the City prior to attaching naming opportunities to the fundraising campaign.

2. Organizations conducting fundraising campaigns with naming opportunities attached must immediately notify City staff when a naming proposal is under consideration in order to facilitate and administrative review.
3. Naming proposals that promote alcohol, tobacco products or political organizations will not be considered.
4. Acceptance of a naming proposal by an organization conducting a fundraising campaign must be considered "conditional pending" until a review and recommendation by the City Manager and FINAL approval by the City.

F. COMMEMORATIVE OR SPONSORSHIP NAMING INVOLVING ELECTED OFFICIALS

Extreme care is to be used in consideration of naming a public park or facility in recognition of elected public officials.

1. Commemorative Naming Guidelines for Elected Officials

To be considered for Commemorative Naming of a park, facility, or amenity in the name of a Federal, State, or Local elected official for their contributions associated with their elected office, the individual must not have served in elected office for which they are being recognized for at least one year. Exceptions are at the discretion of the City Council and will only be considered when extenuating circumstances exists.

2. Sponsorship Naming Guidelines for Elected Officials

For the purposes of recognizing a financial contribution through a negotiated sponsor agreement through an approved fundraising campaign, a building, room or amenity may bear the name of an elected official if specific conditions are met, including approval of a formal written agreement outlining the terms and conditions of the Naming Rights. The individual must not have served in the elected office from which they assisted with the financial contribution for at least one year. Final approval is at the discretion of the City Council.

G. RENAMING PARKS/FACILITIES

The renaming of parks and facilities will be strongly discouraged and can only be initiated upon City Council approval. If considered, critical examination will be conducted to insure that renaming the park or facility will not diminish the original justification for the name or the prior contributors. Renaming must be accompanied by a petition from the park or facility users as well as the residents surrounding the area.

Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming.

Parks and facilities named after individuals shall never be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.

H. NOMINATION PROCESS

All requests to the City, including those developed by City or Agency Staff for naming of City lands and facilities, must be submitted to the office of the City Clerk and contain detailed justification for the request.

1. The detailed request will provide the minimum of information contained on the form attached.
2. The City Clerk will transmit the form and supporting documents to the City for review. If applicable, a public meeting as outlined in this policy, will take place before a recommendation is made to the City.
3. After action has been taken on the nomination by the appropriate department, the recommendation will be sent back to the City Clerk to be placed on the City Council agenda.
4. The Clerk will notify the petitioner of the date for Council consideration and/or the subsequent action by City Council.
5. This process does not apply to the naming of streets which will continue to be processed through the Development Services Department-Planning Division.

I. PROCEDURE

1. All proposals should clearly identify the facility, the reason for naming the feature, and include required evidence supporting the proposal.
2. A proposal to commemorate an individual should contain evidence of local support for the name and its application. Such evidence may be in the form of letters from local residents and administrative agency personnel and/or petitions containing original signatures of local citizens. Evidence may also be in the form of newspaper clippings of articles and letters to the editor showing public awareness and endorsement of the proposed name.
3. Applications that are determined to be incomplete, without sufficient documentation, or otherwise inconsistent with the City's policy will be returned to the applicant with a letter stating the reasons for rejection. The applicant may resubmit the name request with new or additional information that brings the request to compliance with the City's policy. The standard approval process will ensue.
4. Difficult to use in written or spoken form or cumbersome names generally will not be approved by the City. Parks, features, and community recreation centers should be named in a manner that will provide an easy and recognizable reference.
5. This policy may be amended by the City upon approval by the City Council.

J. APPROVAL PROCESS

Initiation of naming can occur at the Department level or by a member of the community. City staff may solicit community input for the naming of a public facility or commence an ad hoc committee for a planned project. Naming opportunity recommendations shall be forwarded for approval to the City Council from the City Manager via the appropriate Department, Board, Committee or Commission. Depending upon the park or facility being considered for naming, the following guidelines apply:

1. Park or Recreational Facility or Amenity

- General naming or Commemorative naming opportunities for parks and recreational or cultural facilities shall be researched by the Community Services Department. The Department will forward a recommendation to the City Manager. The City Manager will forward a final recommendation to the City Council for approval and adoption of resolution.

2. Library Facility or Amenity

- General naming or Commemorative naming opportunities for library facilities shall be researched by the Library Services Division and taken for review to the Library Board. The Library Board will forward a recommendation to the City Manager. The City Manager will forward a final recommendation to the City Council for approval and adoption of resolution.

3. Other Facilities or Amenities

- General naming opportunities for other facilities shall be reviewed by the appropriate Department and forwarded to the City Manager. The City Manager will forward a final recommendation to the City Council for approval and adoption of resolution.

4. Sponsorship Naming Rights

- Sponsorship naming rights for parks and facilities shall be solicited and negotiated by the City Manager's office and forwarded to the City Council for final approval.



THE CITY OF
UPLAND THANKS
YOU FOR YOUR
GENEROUS
DONATIONS!