

POLICY FOR THE NAMING, DEDICATION, AND SPONSORSHIP OF CITY FACILITIES AND ACCEPTANCE OF DONATIONS

POLICY PURPOSE

This Policy establishes a process and criteria for the consideration of requests by City of Vacaville resident(s), business owner(s) or property owner(s) for the naming or renaming of City facilities.

POLICY STATEMENT

It is the policy of the City to provide a process for consideration of the naming and renaming of City facilities located within and without the City limits. In general, named facilities should only be renamed in exceptional circumstances. In addition, the following names should be avoided:

- Cumbersome, corrupted or modified names, profane, discriminatory or derogatory names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Names that cause confusion due to duplication or that sound too similar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, pornography, and/or other practices considered unsuitable or inappropriate.
- Names of appointed or elected local officials currently in office or current City employees.
- The re-use of former facility names other than for a reconstruction of the same facility in the same location.
- Names that would result in the overt commercialization of City facilities.

Names should not be overly recognized, either within the City or region. Only one facility, park, or street may be named in honor of an individual.

Renaming a facility, however, is appropriate when:

- The criteria set forth in Section III of this Policy are met;
- There is a valid reason for renaming the facility; and
- An appropriate level of community support exists.

The type, size, font, and placement of plaques, monuments and signs installed or placed at City facilities shall be at the sole discretion of the City. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative renaming of a facility, will be borne by the individual, group, or organization requesting the name change, if any .

Plaques, benches, trees, and other donated objects are not intended to be a place of worship or an official gathering place.

It is the further policy of the City to accept the donation of equipment and materials and the dedication of property to the City in accordance with the process and criteria set forth in this Policy. When acknowledging such donation or dedication, the dedication language shall conform to the naming criteria set forth above.

I. Process for Naming/Renaming Parks and Recreation Facilities.

- A. Naming New Parks and Recreation Facilities.** Parks and recreation facilities are those facilities that would fall under the purview of the City's Community Services Commission ("Commission") as described in Section 2.34.030 of the Vacaville Municipal Code. The process for naming new parks and recreation facilities is as follows:

1. Facilities shall be named at least thirty (30) days before the facility is open for use by the general public.
2. The Commission shall create a Naming Committee of the Commission ("Committee"), which will develop a "Facilities Naming List" of suitable names solicited from the public and other sources. The Committee shall periodically review the list and solicit additional names for inclusion on the list as deemed necessary or advisable by the Committee. The Facilities Naming List will not expire, but may be amended or expanded from time to time as deemed necessary by the Committee.
3. A request for the initial naming of a new facility shall be screened by the Committee, which will then present a list of three (3) or more suggested names to the Commission together with the reason(s) for the recommendation. The Commission shall consider the recommendation and, thereafter, forward its list of recommended names to the City Council for the Council's consideration and final action. The list shall be prioritized and include not less than three proposed (3) names.
4. Upon receipt of the Commission's list of recommended names, the City Council shall either select a name or remand the list back to the Commission for further review and consideration.
5. If all City park and recreation facilities have been previously named and the City Council determines that a deserving or outstanding individual or group should be honored or recognized, the process for naming or renaming a portion of a City park or recreation facility specified in Section I.C, below, may be used to honor or recognize such individual or group.
6. It is not necessary that every City park or recreation facility have a name. Further, such facilities should not be named to honor or recognize an individual or group unless the City Council determines that it is appropriate to honor or recognize a deserving or outstanding group or individual for their actions and/or service.

B. Renaming Existing Parks and Recreation Facilities. The process for renaming an existing named park or recreation facility shall be as follows:

1. A request to rename a City park or recreation facility may be initiated by one (1) or more City resident(s), business owner(s), property owner(s), or City staff using the Commemorative Dedication and Names Application ("Application"), which shall be submitted to the Director of Community Services ("Director"). The Application shall include letters of support, articles, documents, and other evidence demonstrating broad-based community support for the Application.
2. The Application shall identify the City park or recreation facility, state the reason(s) for the proposed name change, and specify the proposed new name(s), if any.
3. The Director and City staff will review the Application and determine if it is consistent with this Policy. If consistent, the Application will be forwarded with a staff report to the Commission for review and consideration.
4. Applications that are determined by the Director to be incomplete, without sufficient support, or that are otherwise inconsistent with this Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time with new or additional information to correct the insufficiencies identified by the Director.

5. The Commission shall review the Application and staff report submitted by the Director and shall make a recommendation to the City Council to approve, modify, or deny the Application together with the reasons therefor.
6. All decisions with respect to the renaming of a City park or recreation facility will be at the discretion of the City Council, which shall determine whether a City park or recreation facility or portion thereof should be renamed.

C. Naming/Renaming Portions of a City Park or Recreation Facility. The process for naming or renaming an area within an existing named park or recreation facility shall be as follows:

1. The process specified in Subsection I.B, above, shall be followed.
2. Areas within a City park or recreation facility may be named or renamed in honor of a deserving or outstanding individual, group, or organization. In selecting such individuals, groups, or organizations, the criteria specified in Section III of this Policy, entitled "Criteria to be Used in Naming All City Facilities," shall be followed.
3. Names of individuals, civic, fraternal, veterans, or other groups who have donated land, money, property, or equipment to the City may be considered for area dedications under the provisions of Section IV of this Policy, entitled "Donations and Sponsorships."
4. Plaques or other appropriate types of markers may be used when a park or an area within a park is named or renamed. Memorials depicting an individual's, group's, or organization's accomplishments may be marked with plaques.
5. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative naming/renaming of an area within a park will be borne by the individual, group, or organization requesting the name.

II. Process for the Naming/Renaming of City Facilities Other Than Parks and Recreation Facilities.

The process for naming or renaming a public facility other than a City park or recreation facility shall be as follows:

- A. Application.** A request to name or rename a public facility may be initiated by one (1) or more City resident(s), business owner(s), property owner(s) or City staff using the Application, which shall be submitted to the City Manager's Office. The Application shall include letters of support, articles, and other evidence demonstrating broad-based community support for the Application.
- B. Contents of Application.** The Application shall identify the City facility, state the reason(s) for the proposed name or name change, and specify the proposed name(s), if any.
- C. Review of Application.** The City Manager and City staff shall review the Application and determine if it is consistent with this Policy. If consistent, the Application will be forwarded with a staff report to the City Council for review and consideration.
- D. Incomplete or Inconsistent Applications.** Applications that are determined by the City Manager to be incomplete, without sufficient support, or that are otherwise inconsistent with this Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time

with new or additional information to correct the insufficiencies identified by the City Manager.

- E. Review by City Council.** The City Council shall review the Application and staff report submitted by the City Manager for its review and consideration. All decisions with respect to the naming or renaming of a City facility will be at the sole discretion of the City Council, which shall determine whether a City facility or portion thereof should be named or renamed.
- F. Naming Criteria for City Facilities Other than Parks and Recreation Facilities.** The City Council may elect to name or rename an area of a City facility as follows.
1. Areas within a City facility may be named or renamed in honor of a deserving or outstanding individual, group, or organization. In selecting such individuals, groups, or organizations, the criteria specified in Section III of this Policy, entitled "Criteria to be Used in Naming All City Facilities," shall be followed.
 2. Names of individuals, civic, fraternal, veterans, or other groups who have donated land, money, property, or equipment to the City may be considered for area dedications under the provisions of Section IV of this Policy, entitled "Donations and Sponsorships."
 3. Plaques or other appropriate types of markers may be used when a facility or an area within a City facility is named or renamed. Memorials depicting an individual's, group's, or organization's accomplishments may be marked with plaques.
 4. The costs of plaques, monuments, and replacement of signs resulting from, or done in conjunction with the dedication or commemorative naming/renaming of a facility or area will be borne by the individual, group, or organization requesting the name.

III. Naming Criteria for All City Facilities.

Priorities to be considered in naming all City facilities, including parks and recreation facilities (in order of importance) shall be as follows:

- A. Historic Names.** Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to Vacaville's own history.
- B. Places and Feature Names.**
1. **Recognizable area or neighborhood, e.g. "Browns Valley area."** Names that aid in locating a facility are acceptable. If the facility is located on a park or school site, the facility need not share the name of the park or school site.
 2. **Assumed Names.** Assumed names should be used only if the area has been known by that assumed name for an extended period of time, e.g. the "Fairmont" area. The existing name of a facility should not be changed merely for the sake of change.
 3. **Theme Names.** If a facility is located in an area with a specific theme, due consideration should be given to that theme.
 4. **Natural Phenomena.** Natural phenomena, such as rivers, creeks, and terrain.
 5. **Horticultural Features.** Horticultural features characteristic of a particular area.
 6. **Combination of Horticultural and Place.**

C. **Individuals, Groups, or Organizations.** The following criteria will be used in evaluating the use of names of persons (whether living or deceased), groups, and organizations.

1. **General Criteria.** Names of persons, groups, or organizations having a longstanding affiliation with the City of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - a. Enhanced the quality of life and well-being of City residents;
 - b. Contributed to the preservation of the City's history or culture;
 - c. Made exemplary or meritorious contributions to the City or its residents; or
 - d. Contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the City or community.
2. **Deceased Persons.** To be considered for a naming opportunity, the individual must have been deceased for at least three (3) years. Such individuals may include:
 - a. Historic persons.
 - b. National and/or local heroes. Those who have given outstanding service to mankind or who have worked over and above any ordinary interest level. A resident of Vacaville who has attained local, state, or national recognition for parks and recreation work or work in the areas of public safety or public health, as appropriate to the facility, would be highly acceptable.
3. **Living Persons.** Facilities may be named after living persons only after a study has been completed relative to the individual's background and qualifications pursuant to the criteria set forth in Subsection III.C.1, above.
4. **Groups and Organizations.** Facilities may be named after groups or organizations pursuant to the criteria set forth in Subsection III.C.1, above.

IV. **Donations and Sponsorships.**

A. **Acceptability of Donations.** Individuals, groups, organizations, associations, companies, or businesses may choose to offer a donation of land, equipment, materials, or funding to the City, earmarked for special projects. Such projects may include, but are not limited to, the development of a park or the purchase of scoreboards, display cases, benches, and trees.

Appropriate City staff will review the acceptability of any donation and determine if the benefits to be derived warrant acceptance of the donation. Criteria for evaluation include consideration of any immediate or initial expenditure required of the City in order to accept the donation, the potential and extent of the City's obligation to maintain the property or item donated, and the community benefit to be derived from the donation. Donation of an item may also be required to include funding for its installation and maintenance as determined by the appropriate City Department.

The appropriate City department director shall consider the desirability or need for the property or item to be donated. Consideration shall include an analysis of the make, model, and proposed location of the item or equipment to be donated. Donations of materials, equipment, or funding up to a value of ten thousand dollars (\$10,000) may be approved and accepted by the director of the appropriate City department pursuant to this policy, subject to the City Manager's prior consent.

Proposed donations having a value in excess of ten thousand dollars (\$10,000) shall be forwarded to the City Council for consideration and acceptance. If accepted, donations of land to be used for the development of parks or recreation facilities will be referred to the Community Services Commission for design considerations.

Donations involving modifications to existing City facilities that will have a significant visual, functional, or land use impact may, at the City Manager's discretion, be referred to the Director of Community Development for a report on such impacts and a recommended course of action, if any.

The City will assume ownership, control, and maintenance of any donated property or item unless the conditions of acceptance, as determined by the City, provides otherwise. The City shall not be obligated to repair or replace any donated property or item that is damaged or destroyed for any reason, such as by vandalism or theft or, in the case of live plants, if they die. Further, unless the conditions of acceptance, as determined by the City, provide otherwise, the City will decide when changes shall be made to any City facility, with no assurance that a donated item will be retained. The City reserves the right to remove and/or relocate any donated item at any time. However, if a donated item(s) needs to be removed, the City will make every reasonable attempt to relocate the item(s), if a need for such item(s) exists at another City facility. The City will attempt to notify the donor of any changes as they occur.

B. Naming Opportunities.

City facilities may be named in honor of an individual, group, organization, association, company, or business that has been instrumental in acquiring sites either by donation of land or money (enough to purchase the entire site) or who has donated the amount of land or money needed to complete development of a site. A lesser donation may be honored by an "area" dedication (see Subsection I.C, above). A land developer's donation may similarly be honored by an "area" dedication. However, the developer's name (or the developer's business name) shall not be used in the naming of any City park or recreational facility.

In the case of a donation of materials, equipment, or funds having a value of \$10,000 or less, the City department director accepting the donation shall obtain approval from the City Manager before naming an area or portion of a City facility in honor of the donor in accordance with the processes set forth in this Policy. The offer and acceptance of a donation does not necessarily ensure or confer upon such donor a naming opportunity.

Commemorative opportunities may from time to time be offered by the City, such as the placement of a plaque on a bench for which the donor sponsored the purchase. The administrative cost of providing a naming opportunity is substantial; therefore, a naming opportunity for donations or financial contributions unrelated to commemorative opportunities offered by the City will only be considered where the value of the contribution is \$500 or greater.

C. Donation Procedure.

1. The donor shall complete and submit a Donation and Sponsorship Application to the City Manager's Office. Applications shall be considered on a first-come, first-served basis.
2. The City Manager's Office will forward the Application to the appropriate City department.
3. The department will determine if the proposed donation is acceptable, with the approval of the City Manager, and shall notify the donor of the department's decision or recommendation, as the case may be. If a donation is approved

and accepted as provided in this Policy, City staff will arrange for the installation and any ongoing maintenance of any donated item.

3. If applicable, the applicant will indicate its preference for a proposed name, together with the background information supporting such name.
4. If the proposed name is that of a group, organization, association, company, or business, the background information shall include information regarding applicant's purpose, mission, and community involvement supporting the sponsorship request. If the proposed name is that of an individual, the background information shall include information demonstrating the individual's good character, personal achievements, contributions to the community, and/or efforts towards enrichment of the City or its residents.
5. The appropriate City department director will review the applicant's request and determine if the application complies with this Policy and any other City policies, rules, or regulations.
6. The director may propose alternate names. Once approved by the director and the City Manager, the application will be final or, as otherwise required under this Policy, forwarded to the City Council for its review and consideration.
7. The City Clerk shall maintain a written record of all donations and sponsorships.

The City reserves the right to reject any offer of donation if, upon review, acceptance of the donation is determined not to be in the best interest of the City.

V. Special Events/Promotions

In the case of special events where donations or sponsorship of that event is provided by a corporate or organizational sponsor, such donor or sponsor may, at the discretion of the appropriate City department director, be recognized through the display of the donor or sponsor's logotypes and/or names on event material(s). Such donation or sponsorship by a donor or sponsor shall not entitle that donor or sponsor to any special privileges.