

NAMING CITY-OWNED LAND AND FACILITIES

POLICY STATEMENT

The purpose of this policy is to ensure that City-owned land and facilities, when named for individuals, are persons who have made significant contributions or performed services deemed to have been of major importance to the community.

This policy establishes uniform procedures for the naming of City-owned land and facilities as set forth by Council Resolution No. 6211, approved on December 12, 1983, and revised by Council on April 12, 2004. The policy is applicable to new and existing City-owned land and facilities.

The policy provides a mechanism for citizens to suggest names which they believe should be considered for new City facilities or land acquisitions and for the renaming of existing facilities and lands. The policy also establishes criteria which will guide the Historical Association and the appropriate City Commission or Committee in recommending names to the Council for approval.

Naming and renaming City-owned land and facilities shall be the responsibility of the City Council. However, places within City-owned land or facilities, such as a room or patio within a building or a trail or athletic field within a park, which do not require formal dedication by the City Council, may be named by the City Manager or his/her designee, subject to final approval by the City Council via the consent calendar.

This process does not apply to the naming of streets which will continue to be processed through the Planning and Community Environment Department (Policy and Procedure 1-16: Naming of City Streets). The naming of a street may be considered an appropriate alternative means of honoring an individual.

The City Council has determined that significant individual, family or foundation contributions to the construction/renovation of City facilities can be recognized through the naming of said facilities after these groups. This document outlines the procedure to be followed when a fund-raising group or board, with the approval of the City Council, embarks upon a capital campaign for the purpose of securing private funds for the acquisition of land, renovation/expansion of an existing building, or the construction of a new facility, and wishes to offer naming opportunities in recognition of significant donations of money or land. The City Council has determined that significant contributions from corporations or corporate foundations to capital campaigns will not be accepted in exchange for the ability to name entire facilities in recognition of these corporate entities. However, the City Council has agreed to allow naming recognition of corporate or commercial entities in facility interiors or on sub-facilities as described in this policy.

Business logos associated with any benefactor seeking naming rights shall not be allowed on any City owned land, facility, building or sub-facility under this policy.

The City may remove any business name from a City facility or property if the business declares bankruptcy and goes out of business. The City may remove any individual name from a City facility or property if the person is convicted of a felony or other crime of moral turpitude. If a name is removed under this provision, the City shall not be required to return the donation.

SECTION 1: PROCEDURE FOR NAMING NEW FACILITIES OR CITY-OWNED LANDS

In cases involving a major capital fundraising campaign, there will be a separate and different procedure from the one outlined below. Section 3 below on “Naming Recognition for Capital Campaigns” further outlines this process.

A. Responsibility of the Project Manager

Implementation of this policy is the responsibility of the department in which the project to be named is managed. In the instance of a new City-owned land or facility, the project manager should incorporate the process for naming into the project schedule so the naming is accomplished in a timely manner.

1. Requests concerning a name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk.

a. The project manager should alert the City Clerk when to expect the submission of names and the anticipated time frame for the naming process.

b. The project manager may submit suggested names on an approved suggestion form on behalf of staff or citizens who have been involved in the project development.

c. In some instances, it may be appropriate to actively solicit suggestions and, in those cases, the project manager should specify a time frame for submissions and method of notification.

d. All submittals, whether from an individual or an organization, must include the name and address of the submitter. No anonymous submittals will be accepted.

e. All suggestions will be given the same consideration without regard to the nomination source.

2. The project manager is responsible for conveying the name suggestion forms from the City Clerk to the Palo Alto Historical Association and presenting the recommendations from the Historical Association to the appropriate commission or committee whose sphere of influence is most closely associated with the facility in question. The Parks and Recreation Commission shall review name suggestions for acquired land to be dedicated as a park, recreational facilities, community centers and interpretive centers. The Library

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Advisory Commission shall review name suggestions for library facilities. The Public Art Commission shall review name suggestions for art facilities. The Policy and Services Committee shall review name suggestions for police, fire or utility facilities as well as major civic complexes.

- a. The Historical Association may also originate suggestions for names or provide suggestions for appropriate alternatives as part of its recommendations.
- b. The project manager shall assure that adequate time is allowed for the Historical Association and the appropriate commission or committee to evaluate the recommended names.
- c. The Historical Association shall determine if the suggested names meet the criteria of appropriate significance, and shall submit the recommendations to the appropriate commission or committee together with the rationale for the recommendations. The response from the Historical Association shall acknowledge all the names that are submitted, but recommend only those which it feels meet the criteria and warrant serious consideration.

B. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the recommended names meet the criteria of appropriate significance, select recommendation(s) provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge all of the recommended names together with their evaluation, but present only the name(s) which it feels best meets the criteria and merits serious consideration by the City Council.
2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference prepared by the Palo Alto Historical Association for the name, a copy of the name suggestion form, and minutes of the Commission meeting when the recommendation was discussed.

C. Criteria

The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name should, if possible, have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.

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2. Acknowledgement of contributions: Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual, family, or individual/family foundation. City-owned lands, parks, or entire facilities shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds. In cases involving a major capital fundraising campaign, see Section 3 below – Naming Recognition for Capital Campaigns.
3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.
4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.
5. The City encourages naming which reflects the City's ethnic and cultural diversity.
6. No City-owned land or facility shall be named after a seated elected or appointed official.
7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual's normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.
8. When naming sub-facilities or interior spaces, such as rooms or playgrounds, after corporate or commercial entities or foundations, these entities must abide by the City's anti-discrimination policy.

D. Council Action

1. The recommendations received from the Historical Association and the commission or committee shall be placed on the Council agenda for final approval.
2. Action by the Council shall be by Council Resolution.

E. Follow-up to Selection of the Name

1. The above-described process for selecting an appropriate name should precede the preparation of a park dedication ordinance.

2. Subsequent to approval by the City Council, the name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

F. Naming Places Within City-owned Land or Facilities

In the case of places within City-owned land or facilities, where the policy does not require a Council resolution, responsibility for requesting Council approval of the new name shall reside with the department head who manages the land or facility.

Ideally, the naming of features within a park and specific trails or facilities within open space lands will occur during the master plan or site plan process.

Names within parks should be appropriate to the park by reflecting the expression of the place (topography, geology, natural features), flora and fauna, or history of the area.

In advance of the naming, the department head shall send a memorandum to the City Manager advising of the proposed action and requesting approval. The City Manager will then seek approval of the name from the City Council via the consent calendar.

SECTION 2: PROCEDURE FOR RENAMING EXISTING FACILITIES OR CITY-OWNED LANDS

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

A. Renaming Suggestions

1. All requests concerning a new name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk. The suggestion must detail how the proposed name change is consistent with the criteria, the purpose of the name change, and how the new name is directly associated with the land or facility.
2. All submittals, whether from an individual, organization or City staff, must include the name and address or the submitter. No anonymous submittals will be accepted.
3. The City Council shall initiate the renaming process by referral of the public or staff request to the commission or committee whose sphere of influence is most closely associated with the facility in question. Council can also initiate the renaming of lands or a facility without a public request whenever deemed necessary or in the best interest of the City of Palo Alto, following established criteria. Once the referral is made by the City

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Council to a specific commission or committee, the commission or committee will await comment and evaluation of the new name from the Palo Alto Historical Association.

B. Responsibility of the Project Manager

1. The City Clerk is responsible for conveying the name suggestion form(s) received by the deadline to the Project Manager, who will be responsible for forwarding to the Palo Alto Historical Association and then transmitting the recommendation(s) from the Palo Alto Historical Association to the appropriate commission or committee as outlined in Section A above.

2. The recognized neighborhood association in the vicinity of the land or facility will be notified of the proposed name change at the time the reviewing commission or committee receives the report from the Historical Association.

C. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the suggested name(s) meet the criteria of appropriate significance, select recommendation(s) from the names provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge any recommended names together with its evaluation, but present only the name or names which it feels best meets the criteria and merits serious consideration by the Council.

2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference for the name or names, together with a copy of the name suggestion form.

D. Criteria

Each application for renaming a city park or facility must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or
2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or
3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

E. Council Action

1. The recommendations received from the Palo Alto Historical Association and commission or committee shall be submitted for Council approval.
2. Action by the Council shall be by Council Resolution.

F. Follow-up to Selection of Name

1. Subsequent to approval by the City Council, the new name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

NOTE: Questions and/or clarification of this policy should be directed to the City Manager's Office.

SECTION 3: PROCEDURE FOR OFFERING NAMING RECOGNITION FOR SIGNIFICANT DONATIONS TO CAPITAL FUNDRAISING CAMPAIGNS

This section applies to any organized fundraising initiated by the City, a Board/Commission or other group whose sole purpose is to support City programs and operations in support of the renovation/expansion of an existing building, the construction of a new facility, the acquisition of a building/land, or the furnishings, fixtures and equipment in said facilities.

A. Responsibility of the staff liaison to the Board, Commission, Task Force or group conducting the Capital Campaign

Implementation of this policy is the responsibility of department in which the project to be acquired/constructed/renovated is managed. A staff liaison appointed to work with the board/committee will guide them through the process and manage appropriate contacts with other departments as necessary during the acquisition, design and construction process. This will ensure that appropriate information and materials are provided to the group and that opportunities and expectations are clear, understandable, and feasible within the framework of the project.

B. When a Capital Campaign is initiated by the City, a Commission or other group whose sole purpose is to support City programs and operations, accommodations to the procedures outlined in Sections 1 and 2 shall be made as follows:

- a. The organizing body may meet and discuss preliminary plans with the City's liaison, Department Head and the City Attorney's office in order to facilitate any "silent" fundraising period.
- b. The organizing body shall request authorization from the City Council for a Naming Recognition Plan in support of a specific project. They shall provide the following information in their request:

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- i. Name of the organizing body;
 - ii. Purpose of the campaign;
 - iii. Monetary goal of the campaign;
 - iv. Expected term of the campaign;
 - v. Plan for naming recognition including a schedule of naming opportunities and associated gift levels
 - vi. Maintenance/replacement of naming recognition items – City staff shall work with the organizing body to ensure that the plan includes acknowledgement of the maintenance responsibilities associated with any naming recognition items within the facility.
 - c. Once the Naming Recognition Schedule has been approved by the City Council, the fund-raising body shall have the authority to proceed with making commitments for naming opportunities with potential donors subject to final Council review.
 - d. The naming of a facility or sub-facility will not occur until the pledged donation is received.
 - e. Consistent with the Gifts to the City policy, all gifts paid directly to the City shall be duly reported to the Administrative Services Department (ASD) Director and recognized appropriately in accordance with that policy (Policies and Procedures 1-18). If a donation was given anonymously, the donor's identity shall be protected to the extent possible.
 - f. Under this procedure, the organizing body must present a final report to the City Council for approval, detailing the funds received and any naming opportunities granted, along with a timeline for the completion of the recognition. The group may also come to the Council at any time during the capital campaign for approval of one or more naming recognition items. All naming recognition must be adopted by resolution of the City Council. The City Manager or designee can also request that any donations and associated naming recognitions be brought to the City Council at an earlier point in the capital campaign for approval.
- C. The one exception to this procedure shall be for the naming of an entire building as recognition for a significant monetary or land contribution. If a fund-raising group secures a donation significant enough to warrant naming the entire facility in recognition of that individual, family or foundation, this should be presented directly to the City Council for approval separately and as soon as possible after this type of donation is secured. As part of this approval process, the Council may solicit input from the Palo Alto Historical Association or the appropriate board/commission. Consistent with the policy statement, the City will not recognize significant corporate donations by naming an entire facility in honor of these entities.
- D. In cases of major building reconfigurations or disasters that destroy or damage portions of the building, the City reserves the right to remove and not replace naming recognitions. However, the City will consider the original donation intent in these instances and make accommodations as feasible.



APPLICATION FOR NAMING OR RENAMING CITY-OWNED LANDS OR FACILITIES

Naming objectives:

- 1. Ensure that parks, recreational areas and facilities are easily identified and located.*
- 2. Ensure that names designated for parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.*
- 3. Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.*
- 4. Encourage the donation of land, funds for land acquisition or development by individuals and groups.*

Criteria for naming new facilities or parks:

The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name shall have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.
2. Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual or family. City-owned lands or parks shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds.
3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.
4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.
5. The City encourages naming which reflects the City's ethnic and cultural diversity.
6. No City-owned land or facility shall be named after a seated elected or appointed official.
7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual's normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.
8. When naming sub-facilities, such as rooms or playgrounds, after corporate or commercial entities or foundations, these entities must abide by the City's anti-discrimination policy.

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Criteria for renaming existing facilities of parks:

Each application for renaming a city park or facility must meet the criteria listed above, but meeting all criteria does not ensure renaming.

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or
2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or
3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

Suggestions for naming or renaming City-owned lands or facilities shall be evaluated on the basis of the above criteria and upon appropriate documentation.

Person making the name suggestion (required):

Address (required): _____

Contact phone number (required): _____

E-mail (not required): _____

Location of site or facility to be named: _____

Suggested name (required): _____

Biographical information: (Explain) _____

Civic involvement: (Explain) _____
