

City of Salinas

Policy for the Naming of City Buildings, Facilities and Property

This policy shall establish guidelines and processes for naming or renaming City buildings, facilities and property. At all times, during the naming process, what will best serve the interest of the community and what ensures a worthy and enduring legacy for the community will be considered.

A. General Guidelines.

- 1.) The City Council shall have the final authority to name or rename City buildings, facilities, and property. Names should be unique so as to not be confused with other facilities or properties. The Council has the final authority to revoke or revise an existing City building, facility or property name.
- 2.) Names, if possible, should have geographic, topographic, historical or individual Significance, generally recognized and known throughout the area or when a Contributor has made a significant financial contribution towards the development of the facility.
- 3.) The names of individuals or corporations or groups, such as those that would be detrimental to the mission or image of the City of Salinas, should be avoided.
- 4.) The donation of land, facilities or funds or the acquisition, renovation or maintenance of land or facilities shall not constitute an obligation by the City to name the land and /or facility or portion thereof after an individual, family or organization.
- 5.) Existing names are deemed to have historic significance. It is the City of Salinas's policy to retain the name of any existing City park, building, facility, or other property, particularly one whose name has City or regional significance unless there are compelling reasons to consider such a change. Before changing a name, the City Council will conduct a thorough study. A majority vote of the City Council will be required to effect a name change. Furthermore, the City Council will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major contribution to the City and whose distinctions are as yet unrecognized or when such a person's death marks an event of significance to the City as a whole.
- 6.) All costs, including staff time, labor and material associated with the installation of plaques, monuments, etc., and /or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request. If the City initiates a request, then the City would bear all costs.

- 7.) Any monetary donations will directly benefit (be designated to) the upkeep of the facility or donated item and may not be used for any other purpose.
- 8.) Factors that should be considered in naming buildings, facilities, or properties include:
 - a. Naming shall begin early in the development and /or acquisition of the building, facility, or property.
 - b. Names shall be appropriate to the building, facility or property. For example, the name of a City park might reflect the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to Salinas.
 - c. Names may be from significant historical events, cultural attributes, local landmarks or historical figures, or when a person's death marks an event of significance to the City as a whole.
 - d. Areas that may be recognized include: points of entry, walkways, trails, rooms or patios, group picnic areas, sports fields, and physical features such as valleys, hills, streams, and vista views.
 - e. Names reflecting the City's ethnic and cultural diversity are encouraged. Signage must be in English, but may also be in other languages.
 - f. The City Council reserves the right, as part of a capital campaign, to make appropriate business arrangements in exchange for naming options of City facilities or property.
 - g. A part of the selection process may include, where desirable, a contest or competition involving the entire city in order to obtain suggestions for names to stimulate public interest.
- 9.) The naming of a public facility, or any parts thereof, in recognition of an individual posthumously may only be considered if the individual had a recognized positive effect on the community and has been deceased for more than two (2) years.
- 10.) Donations of memorial benches, trees, drinking fountains, or other objects that will enrich the community are encouraged with the understanding that these items have a useful life and that the City assumes no responsibility for replacement or upkeep. A maintenance endowment may be required.
- 11.) Commemorative plaques may be placed in common areas such as the entrance of the facility and/or public benches. Plaques commemorating individual donations such as trees, horticultural, or plant materials are discouraged. Hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs.

B. The Naming Procedure

- 1.) All requests to the City Council, including those developed by City staff, for naming of city buildings, facilities, or property must be submitted in writing (a

standard application form should be used) to the City Clerk and contain detailed justification for the request.

- 2.) All requests will be given the same consideration without regard to the nomination source. Only one City park or any building, facility or property will be named for any one person, entity, feature or other quality.
- 3.) Completed applications and any supporting documents will be forwarded to the appropriate City Commission at a regularly scheduled meeting within a thirty (30) day period, for review and public hearing before a recommendation is made to Council.
- 4.) After the 30-day review and public comments period, the request will be placed on the agenda for the next regularly scheduled City Council meeting as a noticed public hearing for the City Council's consideration.

DATED: December 6, 2011