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October 16, 2017 10:34:24 AM PDT

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ADMINISTRATIVE POLICIES AND PROCEDURES

SUBJECT: PROCEDURES FOR NAMING CITY PARKS, RECREATION AREAS, AND FACILITIES AND REDEVELOPMENT AGENCY FACILITIES

EFFECTIVE : July 7, 2003

Supersedes: Policy for Naming Parks 2/96

Purpose:

The purpose of this policy is to provide uniform guidelines for the determination of names for parks and public facilities acquired, built, established, or installed by the City of Merced and/or the Merced Redevelopment Agency.

Objectives:

1. Ensure that parks, recreational areas, and facilities and Redevelopment Agency facilities are easily identified and located.
2. Ensure that names designated for parks, recreational areas and facilities and Redevelopment Agency 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 and Redevelopment Agency facilities.
4. Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

Definition:

Parks, recreation areas, and facilities and Redevelopment Agency facilities includes all property assets under the City's ownership and control; including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

Criteria:

The policy of the City of Merced is to name parks, recreation areas, and facilities and Redevelopment Agency facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environment, civics and service unique to the community of Merced. The following criteria shall be used in determining the appropriateness of the naming designation:

1. Geographic location (neighborhood, significant areas, etc.).
2. Natural features.
3. A person (living or deceased) with historical or cultural significance.
4. A person/ group (living or deceased), with feature particularly identified with the land or facility.

Standards

1. The process to name parks, recreation areas, and facilities and Redevelopment Agency facilities shall not begin until after the City has acquired title to the land and/or formally accepted the dedication.
2. Conditions of property donation as agreed upon by the donor and the City shall be honored regarding the naming of the parks, recreation areas, and facilities and Redevelopment Agency facilities subject to these adopted policies.
3. Names that are similar to existing parks, properties or facilities in the City system (or other systems in the metro area) should not be considered in order to minimize confusion.
4. The City reserves the right to change the name of any City/Redevelopment Agency facility to maintain consistency with these policies.

Procedure:

Naming of City parks, recreation areas, and facilities and Redevelopment Agency facilities:

1. A request for naming of a park, recreational area, or facility and Redevelopment Agency facility shall be submitted in writing. Voice mail and emails will not be accepted.
2. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy.

3. When naming after a person or persons, the application will describe the contributions to the City of Merced. Written documentation of approval by next of kin of person to be honored (if available/possible) is required as part of the proposal.
4. A request for naming of parks, recreation areas, and facilities and Redevelopment Agency facilities shall be submitted in writing to the Director of Parks and Community Services. The Recreation and Park Commission and two appointed City Council members shall review all written requests for naming of parks, recreation areas or facilities or Redevelopment Agency facilities as the Selection Committee.
5. A request for naming other City/Redevelopment Agency Facilities shall be submitted to Department Head of the lead City department involved with the project. Two City Council members, the City Manager, and a maximum of three (3) other members shall form the Selection Committee to review all requests for naming all other City/Redevelopment Agency facilities.
6. City staff shall review the written proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding the request to the Recreation and Parks Commission and/or the Selection Committee of City Council members, City Manager, and other members. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
7. The Recreation and Parks Commission/Selection Committee (s) will offer the opportunity for public input on the proposed naming at a published public hearing.
8. The Recreation and Parks Commission/Selection Committee (s) shall forward their recommendation (s) to the City Council for the final decision.
9. The Recreation and Parks Commission/Selection Committee can initiate the naming process without a public request and whenever deemed necessary and/or in the best interest of the City of Merced; following the established criteria.

Standards for Renaming of City Parks, Recreation Areas and Facilities or Redevelopment Agency Facilities

1. Renaming of parks, recreation areas, and facilities and Redevelopment Agency facilities carries with it a much greater burden of process compared to the initial naming. Tradition and continuity of name and community

identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

2. A request for renaming of a park, recreational area, or facility or Redevelopment Agency facility shall be submitted in writing to the Parks and Community Services Department or the specific Department Head of the lead City department involved with the project.
3. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the City. A written documentation approval by the next of kin of the person to be honored (if available/possible) is required as part of the proposal.
4. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Recreation and Parks Commission/Selection Committee(s). If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
5. The recognized Neighborhood Association will be notified of the proposal when the Recreation and Parks Department and/or other City Departments receive a complete application.
6. The Recreation and Parks Commission/Selection Committee(s) will offer the opportunity for public input on the proposed naming at a published public hearing.
7. The Recreation and Parks Commission/Selection Committee(s) shall forward their recommendation(s) to City Council for final decision.
8. Upon adoption of this policy, all naming proposals previously submitted and recommended for reconsideration by the City Council, shall be resubmitted on the new approved form. City staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

Reviewed and Approved:



James G. Marshall, City Manager

APPLICATION FOR PARKS, RECREATION AREAS AND FACILITIES AND REDEVELOPMENT AGENCY FACILITY NAMING

As a policy, parks, recreation areas, and facilities and Redevelopment Agency facilities shall be named in accordance with geographical, historical or ecological features indigenous to the park site or to the immediate vicinity of the site. Parks, recreation areas, and facilities and Redevelopment Agency facilities may be named for an individual (s) under the following conditions:

- 1. Where the individual has made a significant gift of land to the City of Merced and/or the Redevelopment Agency, or**
- 2. In memoriam for an individual who has made a significant contribution to the City of Merced/Redevelopment Agency.**

Recreational facilities or resource management areas within a park may be named for a corporation or an individual, living or deceased, who:

- 1. Has made a significant contribution to the protection of natural, cultural, or horticultural resources of the City of Merced, or**
- 2. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Merced, or**
- 3. Has made significant contributions to the betterment of a specific park, consistent with the established criteria and standards for the designated facility.**

In support of this policy, nominations for naming parks, recreational areas, and facilities and Redevelopment Agency facilities, shall be evaluated on the basis of the above criteria and upon appropriate documentation.

Person making nomination:(required) _____

Address:(required) _____

Contact Phone Number:(required) _____

E-mail:(not required) _____

Suggested Name:(required) _____

Biographical Information: (Explain)

Civic Involvement: (Explain)

Connection to Facility: (Please explain in depth)

Reason for Nomination: (Required)

Additional Comments: (required)

Date received By City staff: _____

Reviewed by: _____

Approved by: (Department Head) _____

Submit to City Council for Direction: _____

Date scheduled for review by Selection Committee: _____

Date person submitting nomination notified: _____

**ADDITIONAL INFORMATION
MAY BE ATTACHED**

EVALUATION SHEET

Name of City Facility: _____

Suggested Name: _____

City Department/Selection Committee: _____

Date of Review: _____

1. Rate significant gift of land to the City (✓)

Significant	Moderate	Minor	No Gift
()	()	()	()

2. Rate significant contribution to the City (✓)

Significant	Moderate	Minor	No Contribution
()	()	()	()

3. Rate significant contribution to protect natural cultural, or horticultural resources of the City of Merced (✓)

Significant	Moderate	Minor	No Contribution
()	()	()	()

4. Rate substantial contribution to the advancement of appropriate types of recreational opportunities within the City of Merced (✓)

Significant	Moderate	Minor	No Contribution
()	()	()	()

5. Rate significant contribution to the betterment of a specific park or City facility consistent with the established criteria and standards for the designated facility classification (✓)

Significant	Moderate	Minor	No Contribution
()	()	()	()

In support of this policy, nominations for naming City and Redevelopment Facilities or resource management areas shall be evaluated on the basis of the above criteria and upon appropriate documentation.