

**RESOLUTION NO. 2015-33**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, ESTABLISHING A PARKS & FACILITIES NAMING POLICY FOR THE CITY OF PALM DESERT.**

**WHEREAS**, the City Council of the City of Palm Desert, California, did on the 14<sup>th</sup> day of May 2015, did consider a request by the CITY OF PALM DESERT for approval to establish a Parks and Facilities naming policy, as identified on Exhibit "A; and

**WHEREAS**, said City Council did find the following facts and reasons to exist to approve said request:

1. The City has studied naming policies for parks and governmental facilities in the region and found the proposed policy to be appropriate. The proposed policy balances the desires of the City to provide naming or sponsorship opportunities with the values of the community.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Palm Desert, California, as follows:

1. That the above recitations are true and correct and constitute the findings of the City Council in this case.
2. That the City Council does hereby establish a Parks Naming Policy as identified on Exhibit "A" of this resolution.

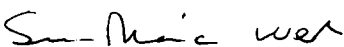
**PASSED, APPROVED AND ADOPTED** at a regular meeting of the Palm Desert City Council, held on this 14<sup>th</sup> day of May 2015, by the following vote, to wit:

**AYES: HARNIK, JONATHAN, TANNER, and WEBER**

**NOES: SPIEGEL**

**ABSENT: NONE**

**ABSTAIN: NONE**

  
\_\_\_\_\_  
Susan Marie Weber, Mayor

ATTEST:

  
\_\_\_\_\_  
RACHELLE D. KLASSEN, CITY CLERK  
CITY OF PALM DESERT, CALIFORNIA

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**EXHIBIT "A"**

***Parks Naming Policy: Naming/Renaming of Parks/Recreational and other City Facilities.***

**Background:**

The purpose of this policy is to provide guidance to those who have an interest in naming and/or renaming of the City's parks and/or recreational facilities.

The naming or renaming of parks and recreational facilities is complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity of a public place and/or facility. The naming and renaming of parks and recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature.

Renaming of existing parks is discouraged due to excessive/constant name changing can be a source of confusion to the public.

**Naming Principles:**

Facilities which may be named include buildings, centers, parks, open spaces, or any other recreational facility or amenity observed by the Parks and Recreation Commission and/or City Council.

Facilities may be named for:

1. A distinct geographic, environmental or developmental feature.
2. A neighborhood, community, or access street.
3. A name of historical significance of the facility.
4. A reflection of the ethnic diversity of the community.
5. An individual or family who has contributed significantly to the community or the facility.
6. A significant individual donor or corporate entity. Such donations can add considerable value to the City's parks and recreation and therefore will be considered.
  - Donation requests should not result in the undue commercialization of a park facility or amenity.

**Naming for Major Donations:** As a guideline, the threshold for considering the naming of a facility will include one or more of the following:

1. Land for the majority of the park was deeded to the City.

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2. Contribution of a minimum of 50% of the capital expense associated with development of the facility or amenity.
3. Contribution of an endowment equal to a minimum of 20-years of maintenance and repair as calculated by the City. The naming right shall end at the conclusion of the agreed up endowment period.
4. Short term sponsorships and naming opportunities can be considered on a case by case basis utilizing the procedures set forth in this policy.

### **Naming Policy Procedure:**

1. Naming recommendations can be made by submitting a written request to the City Manager's Office.
2. The City Manager and appropriate staff members will review the proposed name to ensure it is consistent with the principles set forth in this policy.
3. The Parks and Recreation Commission will review proposals and make a recommendation to the City Council based on the request.
4. The naming proposal will be presented to the City Council for final review and approval. For naming of facilities that have a significant interest citywide, the Council may appoint a working group of council members, commissioners and/or community members to further review a naming request.

### **Terms and Conditions:**

1. The City reserves the right to approve appropriate signage consistent with the City's signage policies.
2. All operations and maintenance of parks and facilities is to remain under the direction of the City and in accordance with our standards. Naming/sponsorships shall not imply any ownership of City facilities.
3. City reserves the right to change or delete a naming in its absolute discretion.