

## RESOLUTION NO. 2018-107

### A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK, CALIFORNIA, ADOPTING A FACILITY AND PARK NAMING AND PARK AMENITY DONATION POLICY

**WHEREAS**, the City of Rohnert Park has a history of naming parks and facilities based on geographic location; and

**WHEREAS**, the City also has a history of naming parks and facilities to commemorate individuals, living and deceased, who have made significant contributions to the City; and

**WHEREAS**, the City has a history of accepting park amenity donations in the form of benches, trees, bricks or other amenities which meet the need of the park; and

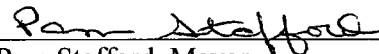
**WHEREAS**, the City desires to implement a Facility and Park Naming and Park Amenity Donation Policy ("Policy") which will provide a guideline for determining requirements for naming new parks and facilities and renaming existing parks and facilities; and

**WHEREAS**, the Policy establishes uniform guidelines and requirements for the naming of parks and facilities in commemoration of individual or families, living or deceased.

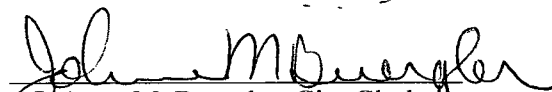
**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Rohnert Park that hereby adopts the attached Facility and Park Naming and Park Amenity Donation Policy.

**DULY AND REGULARLY ADOPTED** this 14<sup>th</sup> day of August, 2018.

**CITY OF ROHNERT PARK**

  
Pam Stafford, Mayor

**ATTEST:**

  
JoAnne M. Buergler, City Clerk

Attachment: Facility and Park Naming and Park Amenity Donation Policy

AHANOTU: Aye BELFORTE: Aye MACKENZIE: Aye CALLINAN: Absent STAFFORD: Aye  
AYES: ( 4 ) NOES: ( 0 ) ABSENT: ( 1 ) ABSTAIN: ( 0 )

## CITY OF ROHNERT PARK

## CITY COUNCIL POLICY



SUBJECT	POLICY NO.	RESO NO	EFF. DATE	PAGE 1 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

**1. PURPOSE**

The purpose of the Facility and Park Naming Policy and Park Amenities Donation Policy ("Policy") is to define the policies, procedures and responsibilities associated with the naming of City parks, facilities, and major amenities, and the conditions for acceptance of donated park amenities. Establishing this Policy will:

1. Provide a structure to review and accept or decline public requests for the naming of parks, facilities and major amenities.
2. Allow and acknowledge the public for donations of park improvement amenities

**2. DEFINITIONS**

For the purpose of this Policy, the following definitions are used:

**City:** City of Rohnert Park.

**Facilities:** City owned buildings and other constructed improvements or property fixtures that are used to provide services to the public or used to conduct City business

**Parks:** City owned parks, open space and trail areas. Park sites include developed and undeveloped park areas and designated open space.

**Major Amenity:** A substantial amenity within a park or facility, such as a ball field, pool, meeting room, or multi-purpose room

**Donated Improvement Amenity:** A tangible item that is installed in a facility or park, pursuant to a donation made in accordance with the requirements this Policy, to add aesthetic value, improved functionality, or accommodations that provide additional ease of use for the public. Examples of donated improvement amenities include, but are not limited to, park benches, bike racks, trees, and picnic tables.

**3. POLICY**

- 3.1 **General.** The policy of the City is to name parks, facilities, and major amenities in a manner that will provide an easy and recognizable reference for the City's residents and visitors. Therefore, naming options will always consider a name based on geographic location. However, the policy also establishes conditions for the consideration of naming options based on other factors. The policy also established conditions for members of the public to donate park improvement amenities in honor or memory of individuals.

## CITY OF ROHNERT PARK

## CITY COUNCIL POLICY



SUBJECT	POLICY NO	RESO NO	EFF DATE	PAGE 2 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

### 3.2 Naming Facilities, Parks, and Major Amenities.

**3.2.1 Naming New Facilities and Parks.** Whenever possible, all new City facilities and parks will be named for their geographic location. The geographic location is based upon Section letter, major street, landmark or prominent type of foliage/tree. However, facilities and parks may be named after an individual or family if the requirements of section 3.2.4 are met.

**3.2.2 Re-Naming Established Facilities and Parks.** In general, existing facilities and park names shall not be changed in order to preserve historical significance and recognition. However, existing facilities and parks may be renamed after an individual or family if the requirements of section 3.2.4 are met. Facilities and parks already named after an individual or family cannot be renamed after another individual or family except for good cause as determined by the City Council, which shall include situations where the individual or family that the facility or park is named after falls out of good legal, ethical or moral standing within the community.

**3.2.3 Naming of a Major Amenity.** Major Amenities should be named based on the identification of the function of the major amenity. Major amenities may be named or renamed after an individual or family if the requirements of section 3.2.4 are met, provided that the name of the major amenity also identifies the function of the major amenity. In general, existing names of major amenities shall not be changed in order to preserve historical significance and recognition. Major amenities already named after an individual or family cannot be renamed after another individual or family except for good cause as determined by the City Council.

**3.2.4 Naming a Facility, Park or Major Amenity in Honor or Memory of an Individual/Family.** City facilities, parks, and major amenities may be named after persons living or deceased. The naming of new or renaming of existing facilities, parks, or major amenities to commemorate an individual or family may be considered when the individual or family has made exceptional contributions to the City, including one or more of the following:

- A. Significant land or financial gifts of 50% or more of the property value and/or the remaining capital costs of the life of the park, facility, or major amenity as determined by the Community Services Director;
- B. Public service as an elected or appointed officer in the amount of 20 or more years;
- C. Public service as a community volunteer for the amount of 20 or more years;

## CITY OF ROHNERT PARK

## CITY COUNCIL POLICY



SUBJECT	POLICY NO	RESO NO	EFF DATE	PAGE 3 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

D. Deceased in the line of duty as part of service to the City.

3.2.5 **Memorial Plaques.** In the event that a facility, park, or major amenity is named or renamed to commemorate an individual or family, a memorial plaque may be placed on, in or around the facility, park, or major amenity at the expense of the City with no more than 150 words detailing the significant contributions made by the individual or family being honored. The memorial plaque will meet the requirements set forth in sections 3.3.2 to 3.3.5.

### 3.3 Donated Improvement Amenities

3.3.1 **Acceptance of Donated Improvement Amenities.** The City may accept a donated improvement amenity subject to the conditions in this Section 3.3. In order to accept a donated improvement amenity, the proposed donated improvement amenity must meet a need of the park, not interfere with the intended current or future use of the park, and not require the relocation of other equipment, infrastructure, or other amenities in order to accommodate the proposed donated improvement amenity, and the donor must provide for the cost of maintaining the donated improvement amenity over the expected life cycle. Donors of donated improvement amenities shall be acknowledged only in accordance with this Policy. All donated improvement amenities become property of the City.

3.3.2 **Acquisition.** The City and the community have an interest in ensuring that park elements purchased and installed be of high quality related to style, appearance, durability, and ease of maintenance. The City staff will be responsible for the acquisition, purchase and installation of donated improvement amenities.

3.3.3 **Appearance and Aesthetics.** The City and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Donated improvement amenities and/or their associated donation acknowledgements should reflect the character of the park or facility. All park elements will be installed in such a manner that will not substantially change the character of a park or its intended use.

3.3.4 **Maintenance.** Donated improvement amenities, and/or their associated donation acknowledgements, become City property. The City shall make best efforts to maintain the donated improvement amenity, but shall have no duty to maintain the donated improvement amenities for the entire expected life cycle of the donation or beyond. If current contact information is on file,

## CITY OF ROHNERT PARK

## CITY COUNCIL POLICY



SUBJECT	POLICY NO	RESO NO	EFF DATE	PAGE 4 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

the City will attempt to notify the donor at the expiration of the original life cycle

**3.3.5 Repair.** The City has an interest in ensuring that all park elements remain in good repair. In addition, the public has an interest in ensuring that the short and long-term repair costs are reasonable. Repair parts and materials must be readily available. Donated improvement amenities must be of high quality to ensure a long life, be resistant to the elements, wear and tear, and to acts of vandalism.

**3.3.6 Cost.** The City has an interest in ensuring that the donor covers the full-cost of the purchase, installation, and maintenance during the expected life cycle of donated improvement amenities. Consequently, the City may request as a condition of accepting the donation, that the donor cover anticipated ongoing maintenance of donated improvement amenities during their life expectancy, as determined by the Community Services Director. The schedule of life cycle costs for donated improvement amenities shall be maintained by the Community Services Director and adjusted periodically to reflect inflation.

**3.3.7 Donation Acknowledgements/Memorial Plaques on Donated Improvement Amenities.** Acknowledgements or memorial plaques will be utilized only for donations of benches, picnic tables, and large play structures. Donation acknowledgements and memorial plaques, as approved by the City, are to be directly affixed to the donation and are to be purchased through the City. Donation acknowledgements/memorial plaques will be of a standard size (2.5 inches by 6 inches) and material established by the City of Rohnert Park. The Community Services Department will approve all text for donation acknowledgements/memorial plaques and will purchase these items from a City-approved vendor to ensure highest quality, life, and durability. Acknowledgements and/or memorial plaques are limited to a maximum of three lines, and donors may choose from the following three acknowledgement/memorial options: "Donated by \_\_\_\_\_," "In memory of \_\_\_\_\_," or "Dedicated to \_\_\_\_\_," or "In Celebration of \_\_\_\_\_," or "In Recognition of \_\_\_\_\_."

**3.3.8 Additional Donations/Requests:** Should an individual or family request additional acknowledgement not addressed in this policy, a request to the City in writing may be submitted. The request will be reviewed by staff, the Parks and Recreation Commission and, if approved by the Parks and Recreation Commission, a formal recommendation will be submitted to City Council for consideration.

## CITY OF ROHNERT PARK

## CITY COUNCIL POLICY



SUBJECT	POLICY NO.	RESO NO	EFF DATE	PAGE 5 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

3.3.9 **Installation:** Installation of donated park elements, including the donor acknowledgement/memorial plaques, will be completed by City personnel. The installation will be scheduled at the time and date as determined by the Community Services Department so as to not unnecessarily interfere with routine park and facility maintenance.

3 3 10 **Removal or Relocation.** All donated improvement amenities, including any acknowledgments or memorial plaques, shall be subject to removal or relocation if, in the discretion of the City, they interfere with site safety or maintenance, or if removal or relocation is necessary to accommodate construction activities. Such action may be taken without notification to the donor. At the end of the anticipated life-cycle of any donated improvement amenities, the City may also remove the donated improvement amenity without further notice to the donor. If current contact information is on file, the City shall attempt to contact the donor at the end of the anticipated life cycle of the donated improvement amenity and allow the original donor an opportunity to provide for a renewal donation of an equivalent new donated improvement amenity. The City may seek an alternate donor should the original donor not provide a renewal donation, or if the City is unable to locate the original donor.

#### 4 APPLICATION PROCESS

4 2 To request the naming or re-naming of a City facility, park, or major amenity, an application must be submitted to the Community Services Department. Community Services Staff will determine eligibility based on the criteria set forth in this policy. If eligible, based on City Council Protocols, the following process will take place:

4.2.1 The request will be submitted to the appropriate commission, board or committee for public hearing.

4.2.2 If after the public hearing the commission, board or committee recommends the naming or renaming of the City facility, park or major amenity to the City Council, the City Council will hold a public hearing prior to taking action on the request.

4 3 To donate a park improvement amenity, an application must be submitted to the Community Services Department. Community Services Staff will review

CITY OF ROHNERT PARK  
**CITY COUNCIL POLICY**



SUBJECT	POLICY NO	RESO NO	EFF DATE	PAGE 6 OF 4
CITY OF ROHNERT PARK FACILITY AND PARK NAMING POLICY AND PARK AMENITY DONATION POLICY	ASSIGNED BY DEPUTY CITY CLERK			

the application and determine eligibility based on the criteria set forth in this policy.