



City of Emeryville

CALIFORNIA

COUNCIL POLICY

C.P. NUMBER: 001
SUBJECT: Naming/Dedication of City Facilities
REFERENCE: N/A
SUPERCEDES: N/A
DATE: June 7 2016

I. PURPOSE

To define the policies, responsibilities and procedures associated with the naming and dedication of City facilities.

DEFINITIONS

1. "Buildings" are City-owned facilities that house employees or are otherwise used to conduct City business. Buildings may include, but are not limited to, the Civic Center, City Council Chambers, Senior Center, and Police facility.
2. "Support Facilities" are City-owned facilities that are used to support field operations. Support facilities may include, but are not limited to, the corporation yard and pump stations.
3. "Park Sites" are City-owned parks, open space, and trail areas. Park sites include developed and undeveloped park areas and designated open space areas.
4. "Recreation Facilities and Amenities" are facilities/amenities used primarily for recreation and leisure activities, including, but not limited to, athletic fields, tennis/basketball courts, recreation centers, gazebos and meeting rooms.

II. POLICY

1. *General.* The policy of the City is to name facilities in a manner that will provide an easy and recognizable reference for the City's visitors. Therefore, naming options will always consider a name based on the facility's

geographic location. However, the policy also established conditions for the consideration of naming options based on other factors.

2. *Geographic Location.* Whenever possible, all City facilities will be named for their geographic location. The geographic location may be based on the identification of the facility with a specific place, neighborhood, major street, regional area of the City or the City itself if the facility is deemed to serve the entire community.
3. *Other Considerations.* Consideration of names for facilities may also include a prominent form of topography, a prominent plant, bush or tree and historical precedent.

Dedications:

- a. Facilities or portions thereof, may be dedicated in memory of, or in honor of, individuals, groups or organizations. Dedications are encouraged to be in the form of facility improvements or enhancements:
- b. Dedications may be in recognition of an outstanding service, a major donation or contribution to the facility or community.
- c. Dedications may be in memory of someone who has contributed to the facility or community.
- d. Any individual, family, group or organization sponsoring a dedication or memorial must provide sufficient funds to purchase, install, and maintain any plaque or other form of label associated with the recognition. The dedication or memorial may take the form of a ceremony or other testimonial in honor of the person or group in question.
- e. The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surround areas, construction or redesign of a facility, the plaque or dedication object may be relocated. If the plaque or other dedication object cannot continue to be reasonably maintained or after a period of ten years, it may be removed by the City.
- f. If the dedication includes the gift of a tree or other plant the City will provide its regular standard of landscape care for the tree. If the tree does not survive, the City is not obligated to provide a replacement. If the dedication includes the gift of an object (e.g. bench, picnic table, play equipment), the City will provide its regular standard of care and maintenance for the object.

- g. The City will not be responsible for upkeep, repair or replacement of any dedication or memorial plaque whose placement was not sponsored by the City.
- h. Dedication or memorial plaques may not be placed in or on City facilities without written City approval.
- i. The City Council will oversee the provisions of this policy. The City Council may refer naming or dedications to the appropriate Parks & Recreation Advisory Committee for a recommendation.
- j. The City Council will approve facility names and/or dedications and be advised of dedication ceremonies.
- k. Monetary donations from a business/corporation for the right to have their name on a City facility would be considered by the City Council. An example in the Bay Area would be ATT Park in San Francisco. As an example the Council could consider the following:
 - \$1,000,000 10 year naming right
 - \$2,000,000 20 year naming right
 - \$3,000,000 30 year naming right
 - \$4,000,000 40 year naming right
 - \$5,000,000 50 year naming right
- l. The City Council could also consider a naming right in appreciation for a significant donation toward the cost of a major new or renovated City facility.
- m. Subject to any applicable agreement, the City Council may rename or rededicate any facility.

**CITY OF EMERYVILLE
NOMINATION FOR NAMING/DEDICATION OF FACILITIES**

DATE OF NOMINATION: _____
NOMINATOR: _____
ADDRESS: _____
PHONE: _____
RECOMMENDED NAME: _____
RECOMMENDED SITE: _____
IF A FAMILY MEMBER, WHAT IS THE RELATIONSHIP? _____

*Please illustrate below the reasons for your nomination. Please be as complete as possible.
Attach additional pages or supportive materials if needed to clarify the nomination.*

Community-wide activities responsible for:

Local clubs or organizations served:

School attended:

Major benefit(s) to the history of Emeryville:

Why are you nominating this person?

Submit form to: City Council
City of Emeryville
1333 Park Avenue
Emeryville, CA 94608-3517
Phone: (510) 596-4300

RESOLUTION NO. 16-55B

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EMERYVILLE
ESTABLISHING A POLICY FOR NAMING/DEDICATIONS OF CITY FACILITIES**

WHEREAS, it is within the purview of the City Council to establish operating policies for the City of Emeryville; and

WHEREAS, as there are times within a City when citizens' contributions to their fellow citizens make significant impact on the City and its citizens; and

WHEREAS, the City Council desires to be prepared for those instances with a policy and procedure in place; now therefore,

BE IT RESOLVED that the City Council of the City of Emeryville does approve, Exhibit A, the Council Policy 001 Naming/Dedications of City Facilities.

ADOPTED, by the City Council of the City of Emeryville at a regular meeting held Tuesday, June 7, 2016, by the following vote:

AYES: **5** Mayor Martinez, Vice Mayor Donahue, Council Members Asher, Atkin
 and Davis
NAYES: **0**
ABSTAIN: **0**
ABSENT: **0**


MAYOR

ATTEST:

APPROVED AS TO FORM:


CITY CLERK


CITY ATTORNEY