



City of Emeryville

CALIFORNIA

COUNCIL POLICY

C.P. NUMBER: 001

SUBJECT: Naming and Dedication of City Facilities; Bench/Plaque Donation

REFERENCE: N/A

SUPERCEDES: N/A

DATE: Amended February 5, 2019

I. PURPOSE

To define the policies, responsibilities and procedures associated with the donation, naming and dedication of City facilities, including memorial benches and plaques.

DEFINITIONS

1. “Buildings” are City-owned facilities used to conduct City business. Buildings may include, but are not limited to, the Civic Center, City Council Chambers, Senior Center, and the Police Administration Building.
2. “Support Facilities” are City-owned Buildings 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, this Policy also establishes 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, at the City's sole discretion. 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, at the City's sole discretion.
- 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.
- 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 Parks & Recreation Advisory Committee for a recommendation.
 - j. The City Council will approve facility names and/or Monetary donations and be advised of dedication ceremonies. The City Manager or his/her designee will approve the bench/plaque donations.
 - 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.

Bench Donations

1. Types of Bench Donations:

There are two types of park bench donations: 1) a **Memorial Bench**, a new bench with a small plaque identifying an individual honoree; and 2) a **Plaque** identifying an individual honoree that will be installed on an existing bench. An application in writing is required for either donation type.

2. Criteria for a Memorial Bench

An honoree for a Memorial Bench must have been deceased for at least one year prior to application. Only individuals may be honored with a memorial bench; organizations and groups will not be considered.

3. Site:

The Community Services Department will establish a Park Bench Donation Plan showing the approved sites for all bench donations. Some sites may be deemed inappropriate for Memorial Benches.

4. Bench Style:

Once the donation has been received and approved, the Public Works Department will purchase and install the bench, which will be of a style appropriate to its site, as determined by staff. All benches will meet the adopted standards of the City for design, durability, and construction.

5. Bench Plaque:

The City will procure and install a small metal plaque on a Memorial Bench to honor the individual memorialized. The bench plaque should be no larger than 9" x 14" and shall contain no more than 3 lines of text which shall include name of the honoree, dates of birth and death, or dates of Emeryville residency.

The plaque will be securely inset or surface-mounted onto the seat back of the bench by the City.

6. Installation of Bench and Plaque:

The City shall be responsible for bench and plaque installation.

7. Cost of the Bench Donation and Plaque:

The Donor is responsible for all costs associated with the bench donation. The donation amount includes the cost of the Memorial Bench or Plaque (inclusive of tax and shipping), the cost of installation, and an administration fee posted in the Master Fee Schedule to help cover costs of materials and processing.

Approval Process For Bench Donations:

The Community Services Department Director or Designee shall review Bench Donation applications. The Department Director or Designee shall deny applications which do not comply with this policy. Decisions by the Community Services Department to deny a Bench Donation application may be appealed in writing to the City Manager whose decision is final. Appeals must be filed with the City Manager in writing within 10 days of the decision from the Community Services Director. City Manager shall issue a decision within 30 days thereafter.

**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?

For Naming/Dedication of City Facilities Submit form to:

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

For Bench/Plaque Donation Submit form to:

City of Emeryville
Community Services Department
4727 San Pablo Ave, Emeryville, CA 94608
(510) 596-4395