

# *City of Brisbane*

## *Agenda Report*

To: City Council via City Manager

From: Stuart Schillinger, Administrative Services Director

Subject: Establishing a Policy to Name Parks and Recreation Facilities within the City of Brisbane

Date: July 14, 2016

### **Purpose:**

Name City Parks and Recreation facilities and areas which create a sense of community for the users and the residents as a whole.

### **Recommendation:**

Review the attached proposed policy by the Parks and Recreation Commission and make any necessary changes prior to adopting.

### **Background:**

The City recently completed the refurbishing the Skateboard Park located across from the Community Park. At the time the Park was completed a resident presented a potential name of the skateboard park to the City Council. Staff looked for the method which could be used to name City Parks and Recreation Facilities and found none existed. Staff brought this issue to the Parks and Recreation Commission who reviewed potential policies in one of their subcommittees. The subcommittee presented a proposed policy to the full Commission who reviewed and slightly revised it prior to recommending it to City Council.

### **Discussion:**

The policy states only parks, recreational facilities, or areas newly built or modified after 2015 fall under the proposed policy. The Parks and Recreation Commission did not want to change names of existing parks and recreational facilities which have a strong community identity.

There are 5 objectives the Policy is attempting to meet. They are:

1. Ensure that parks, recreational facilities, and areas are easily identified and located.
2. Ensure that given names to parks, recreational facilities and areas are consistent with the values and character of the community.
3. Encourage public participation in the naming of parks, recreational facilities, and areas.
4. Encourage and recognize the dedication of lands, or donations by individuals or groups.

5. Engender significant ties of friendship and mutual recognition and support within the Community and with those outside the Community.

The criteria which the Commission recommends the City use in naming are:

- Geographic location
- Street names
- A person or place of historical or cultural significance
- A person, group, or feature particularly identified with the park, recreational facility, or area.
- Fauna and/or flora located on San Bruno Mountain.

The Commission wanted to make sure the objectives and criteria would provide a park, recreational facility or area a name which the community as a whole could support and was reflective of the values of the community. They also wanted to make sure that it would provide a level of encouragement if someone wanted to donate money to a much needed facility or park.

The procedure calls for a naming committee to be made of representatives of the Parks and Recreation Commission and the City Council. In the Commission's case this would likely be the infrastructure subcommittee. The Council could choose either the Parks and Recreation liaison subcommittee or the Infrastructure subcommittee, or create a new subcommittee entirely. This joint committee would solicit names from the users of the park, recreational facility or area and the community at large. The committee would review the names giving greater weight to the users of the park, facility or area. The Committee would recommend at least one but no more than three names to the Commission. The Commission would review the list and recommend its preferred name to the Council. The Council would either approve the name or request additional appropriate names from the Commission.

#### **Fiscal Impact:**

There is no direct financial impact to City for naming a park, recreational facility or area. However, there may be a cost to placing the name on a plaque or sign. Additionally, if people would like to make a donation to the City being able to have a name significant to the donor might encourage future donations.

#### **Measure of Success**

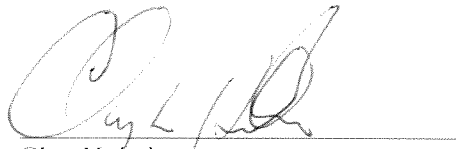
Parks, recreational facilities and areas are given names which the Community thinks are reflective of their values and provides a sense of place to the park or facility named.

#### **Attachments:**

Parks and Recreation Commission's proposed naming policy and procedure.



Stuart Schillinger  
Administrative Services Director



Clay Holstine  
City Manager

## Naming of Parks and Recreational Facilities

### Purpose:

This policy will provide guidance for naming parks and recreational areas and facilities. The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of parks, recreational areas and facilities owned and/or operated by the City of Brisbane. Selections should attempt to induce a dynamic community impact, be relevant to the park or facility, create a cohesive theme, promote education, lift the mind and reflect the history of our community.

### Objectives:

Ensure that parks, recreational facilities, and areas are easily identified and located.

Ensure that given names to parks, recreational facilities and areas are consistent with the values and character of the community.

Encourage public participation in the naming of parks, recreational facilities, and areas.

Encourage and recognize the dedication of lands, or donations by individuals or groups.

Engender significant ties of friendship and mutual recognition and support within the Community and with those outside the Community.

### Definition:

Parks, recreational facilities, and areas which are subject to this policy are those that have been built after 2015 and are managed by the Parks and Recreation Department. The City Council can decide on other City facilities or older parks, recreation facilities, or areas that come under this policy.

### Criteria:

The criteria for naming a park, recreational facility or area are as follows:

- Geographic location
- Street names
- A person or place of historical or cultural significance
- A person, group, or feature particularly identified with the park, recreational facility, or area.
- Fauna and/or flora located on San Bruno Mountain.

### Procedure:

1. The City will create a Park, recreational facility, and area naming committee consisting of representatives of the Parks and Recreation Commission and the City Council.

2. The Committee will solicit for the park, recreational facility, or area name from its users and Community members at-large.
3. The Committee will review the proposed names giving a greater consideration to those who use or will use the park, facility, or area.
4. The Committee will recommend at least one and no more than three names to the Parks and Recreation Commission. The Committee will forward this list of names together with the reason(s) for the recommendation(s).
5. The Commission will recommend a name to the City Council for approval with the reason for the selection.
6. The City Council will approve the name or request the Commission to provide additional appropriate names.