

**CITY OF PACIFIC GROVE, CALIFORNIA  
COUNCIL POLICY**

<b>SUBJECT</b>	<b>POLICY NO.</b>	<b>EFF. DATE</b>	<b>PAGE</b>
Naming Guidelines for City Facilities	100-10	March 7, 2012	1 of 2

**Purpose.** This policy serves to establish guidelines for naming City land and facilities, with the exception of the Museum of Natural History (addressed in Council Policy No. 100-9). This policy replaces Council Policy 000-10 (Dedication of Public City Facilities), which was adopted in 1982.

Naming of City facilities provides the opportunity to: enhance and preserve the City’s heritage; recognize individuals who provided exemplary service to the community; and allow fundraising by recognition of major donors and commercial naming rights.

**General Guidelines**

1. The City encourages the preservation of its heritage, including historical building and place names. Keeping these names is an important part of preservation.
2. City land, facilities and tangible properties are eligible for naming.
3. The City reserves the right to determine how a name is established but, in general, would use the name in formal documents, public communications in print and internet, and/or appropriate signage.

**Heritage Names.** Names can be used that preserve the cultural or historical heritage of the City. This includes distinct geographic, environmental, or developmental features and historical uses of the site or surrounding area.

**Honoree Names.** Names can be used that honor individuals who have made outstanding contributions to the quality of life and well-being of the community.

**Donor Names.** Names can be used to recognize major financial donors to the City. In this instance, donations should be irrevocable. The significance of the named facilities should be in proportion to the donation. A signed donor commitment specifying the facility to be named is recommended. It shall state a length of time the name is to be applied, normally the useable life of the facility before major renovation is required. How donor funds are to be used shall be specified.

**Commercial Naming Rights.** Facility names can be sold to obtain funding for either new or renovated facilities. A contract specifying the purchase price and facility to be named is required. The contract shall specify a length of time, not exceeding 5 years, the name is to be applied. Purchases shall be nonrefundable. Funds obtained shall be applied solely to the named facility unless agreed to in writing by both the City and purchaser.

**Renaming.** Renaming should rarely occur so as to preserve City heritage. However, there may be future unforeseen instances when renaming becomes desirable. A name may be changed if its replacement better reflects the cultural and historical heritage of the City.

Other instances for renaming are:

- The donor commitment or purchase contract has ended;
- The donor or purchaser of naming rights has not fulfilled his/her commitment;
- The City finds that actions or deeds of the donor or purchaser of naming rights would negatively reflect on the City's reputation. In this situation, monies may be refunded

### **Procedure**

1. Naming requests shall be submitted to the City in writing for consideration. Requests can be initiated by any member of the public, City staff, or City committees.
2. Requests for names of land, parks, facilities and major tangible property shall be reviewed by the appropriate board, commission, or committee and City staff and approved by City Council.
3. Requests for names of minor tangible property shall be reviewed by the appropriate board, commission, or committee and City staff. Implementation is at the discretion of the City Manager.

Adopted February 5, 1992—Resolution No. 6237  
Amended March 7, 2012—Resolution No. 12-016