

CITY OF YUBA CITY
STAFF REPORT

Date: September 21, 2021

To: Honorable Mayor & Members of the City Council

From: Community Services Department

Presentation By: Brad McIntire, Community Services Director

Subject: Park and Facility Naming Policy

Recommendation: Adopt a Resolution and policy that establishes criteria for the consideration of naming future City Parks and Facilities.

Fiscal Impact: No fiscal impact

Purpose:

To establish a consistent approach to be followed for the naming of future City Parks and City Facilities.

Background:

Recently, Council has expressed interest in a written policy to help guide staff for the naming of future parks. Historically, City Parks have been named by geography (Feather River Parkway was named for being adjacent to the Feather River), street names where the park is located (Greenwood Park, which was named for being adjacent to the street Greenwood Way), and individuals who have made significant contributions to our community (Blackburn-Talley Sports Complex, which was name after a Sutter County Deputy and Undersheriff who served our community and ultimately lost their lives while on duty).

Analysis:

Staff researched cities statewide along with more local cities including the City of Folsom, City of West Sacramento, City of Folsom, and the City of Redding. The proposed policy is recommended based on being consistent with the naming of past City Parks, creating logical names by referencing geography, and recognizing important contributions to our community.

Currently, there are no City Facilities that are named. However, this policy allows for the process if or when there is a desire to do so.

Alternatives:

- Do not adopt the policy. If this alternative is chosen, there will be no guidelines or restrictions in place.
- Provide staff with direction to revise the proposed policy.

Recommendation:

To adopt a resolution and policy that establishes criteria for the consideration of naming future

City Parks and Facilities.

Fiscal Impact: No fiscal impact

Attachments:

1. Resolution
 - Exhibit A - Park/Facility Naming Policy

Prepared By:

Submitted By:

/s/ Brad McIntire

Brad McIntire
Community Services Director

/s/ Dave Vaughn

Dave Vaughn
City Manager

Reviewed By:

City Attorney

[SLC by email](#)

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
APPROVING THE CITY PARK AND FACILITY NAMING POLICY**

WHEREAS, the City recognizes the importance of creating a quality of life for City residents through the development of parks; and

WHEREAS, establishing criteria for the consideration of naming future City Parks and Facilities that is transparent; and

WHEREAS, the criteria for naming a park or facility is based on street names, geographical area, historical significance, individuals or organizations; and

WHEREAS, exclusions to naming of parks or facility would be promoting of alcohol, tobacco products, political organizations; and

WHEREAS, established City parks will not be available for renaming rights unless extraordinary circumstances that would cast a negative image upon the City.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Yuba City as follows:

The City Council adopts the “City Parks and Naming Policy” attached hereto as Exhibit “A.”

The foregoing Resolution of the City Council of the City of Yuba City was duly introduced, passed and adopted at a regular meeting thereof held on the 21st day of September 2021.

AYES:

NOES:

ABSENT:

Marc Boomgarden, Mayor

ATTEST:

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM:

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

Exhibit A: City Park and Facility Naming Policy

EXHIBIT A

CRITERIA:

- A. Individuals
 - i. Deceased at least three (3) years.
 - ii. Died in the line of duty serving our community or the United States.
 - iii. Made extraordinary lasting and significant contributions to the City of Yuba City, the region, State of California, or the United States of America. Died while performing a heroic act (e.g., saving the life of another person).
 - iv. Made significant donations/contributions to the City of Yuba City, resulting in acquisition of property, buildings, or specifically to a new park.
 - v. Individuals will not be considered that could cast a negative image upon the City.
 - vi. Individual was a resident of the City of Yuba City for over 20 years.
 - vii. Individual has made exceptional contributions to the City of Yuba City including one or more of the following: financial gifts, public service or committed to a long-term sponsorship agreement.
 - viii. A background check, paid by the applicant, will be required for any individuals after whom a park will be named.

- B. Organizations
 - i. Organization has made exceptional contributions to the City of Yuba City including one or more of the following: financial gifts, public service or long-term sponsorship agreements.

EXCLUSIONS:

- 1) Naming proposals that promote alcohol, tobacco products or political organizations will not be considered.
- 2) Established Parks will not be available for renaming rights.
- 3) Under extraordinary circumstances that would cast a negative image upon the City, any of the City recognitions may be revoked at the discretion of the City Council.

SIGNS:

A sign identifying the park is the standard form of recognition. Signs will comply with the current park signage standards and will be provided by the City.