RESOLUTION NO. 2024-9370

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, CALIFORNIA, ADOPTING AN UPDATED POLICY FOR THE NAMING OF MUNICIPAL FACILITIES

WHEREAS, the City of San Marcos ("City") recognizes the importance of establishing guidelines for the naming of municipal facilities, including parks, recreational facilities, and other structural and land areas owned by the City; and

WHEREAS, the City is frequently approached to consider naming facilities in recognition of achievements by individuals or organizations, which can enhance community pride and identity; and

WHEREAS, it is deemed appropriate to provide a structured policy for the naming of municipal facilities to ensure transparency and consistency in the decision-making process.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of San Marcos approves and adopts the updated policy for the naming of municipal facilities, which provides guidelines for selecting names for parks, recreational facilities, and other areas owned by the City. The policy allows applications for naming to be submitted to the Parks & Recreation Department for preparation and review by the Parks & Recreation Commission, with recommendations forwarded to the City Council for action. Naming criteria include significant contributions by individuals or organizations, geographical and historical relevance, and community representation. Proposals must include justification, documentation of community support, and details of any associated funding or legal considerations. The City retains the right to determine signage and design elements, ensuring no corporate logos or excessive commercialization are involved.

PASSED, APPROVED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS at a regular meeting held on the 12th day of November 2024, by the following roll call vote:

AYES: COUNCILMEMBERS: JENKINS, MUSGROVE, NUÑEZ, SANNELLA, JONES

NOES: COUNCILMEMBERS: NONE

ABSENT: COUNCILMEMBERS: NONE

Rebecca D. Jones, Mayor
City of San Marcos

ATTEST:

Phillip Scollick, City Clerk
City of San Marcos

Subject: Naming of Municipal Facilities

Purpose: To provide guidelines for the selection of names for all municipal facilities, including parks, recreational facilities, amenities within those facilities, and other structural and land areas owned by the City of San Marcos ("Municipal Facilities").

Background: The City is frequently approached to consider recognizing various achievements by individuals or groups. Most of these achievements can and should be accomplished by written or verbal recognition. With respect to significant Municipal Facilities, occasional permanent recognition may be appropriate.

Policy: It is the policy of the City Council that applications for the naming of Municipal Facilities may be submitted to the Parks & Recreation Department to prepare the same for consideration by the Parks & Recreation Commission and, if and as recommended by said Commission, forwarded to the City Council for action and on such request at a duly noticed public meeting. The following is a non-exclusive list of criteria to be considered for naming facilities:

A) Specific Amenities within Municipal Facilities:
   1. A name of an individual may be used if that individual has:
      a. Contributed significantly to the quality of life in San Marcos and has been a San Marcos resident. The nature of the contribution, length of service, and associated factors should be considered.
      b. Provided a substantial donation towards the cost of construction of a park facility or maintenance of said facility.
   2. An organization name may be considered for association with an amenity within a Municipal Facility if the organization provides a substantial donation and/or property towards acquisition, construction, or maintenance of the Municipal Facility and would provide a desirable association for the City, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of the site, or planning, development, construction, or renovation of the Municipal Facility in question. Notwithstanding the foregoing, donation of land or resources shall not create an obligation by the City to name the Municipal Facility itself and/or the land upon which it sits, after an individual or family; additionally. this section A.2. relates to the factors for consideration of naming amenities within such Municipal Facilities.
   3. A geographic location (neighborhood, street, natural feature, significant areas, etc.).

B) Municipal Facilities (Parks, Recreational Facilities, etc.)

1. An identifiable geographic, topographic, or historical location or feature.
2. A name that provides a link with our municipal heritage.
3. A name of an individual who has served the City, the State of California, and/or the nation in an exceptional and distinguished manner, where such action is deemed warranted by a contribution or service which is deemed to be of major significance.
4. Names shall represent broad community principles which engender a strong positive image consistent with the values, character, and heritage of the City.
5. Generally, a name will not be considered if it is already in use and assigned to land, buildings, or facilities within the City or elsewhere, or would result in the excessive commercialization of the Municipal Facility.

C) Signage and Recognition

1. In all cases, the City retains the right to determine the scope, extent, size, color, design, and content of any signage or other similar recognition for any recognition deemed appropriate under this Policy, which shall conform to applicable provisions of the City's Municipal Code.
2. No corporate logos, insignias, or advertising slogans will be permitted with respect to the naming or re-naming of a Municipal Facility.

D) Proposals

1. All naming proposals for Municipal Facilities will include the proposed name and the reasons for the same, including a discussion of the criteria set forth in this Policy, and documentation, if any, regarding community support for the proposed name.
2. If the proposal is to re-name a Municipal Facility, the proposal must include justification for changing the established name.
3. The amount of funding or donation provided for the Municipal Facility or component thereof, if any, shall be provided with any naming or re-naming proposal.
4. Any potential legal issues with respect to the proposal and/or proposed name should be identified so they may be addressed as part of the review process.
5. City staff and the City Attorney's Office will determine whether an agreement is necessary or desirable with respect to the proposed naming or re-naming of a Municipal Facility.