

**STAFF REPORT**  
**City of Lancaster, California**

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Date: February 27, 2007

To: Mayor Hearn and City Council Members

From: Lyle W. Norton, Director, Parks, Recreation and Arts

Subject: **City of Lancaster Facility Naming Policy**

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**Recommendation:**

Approve the City of Lancaster Facility Naming Policy.

**Fiscal Impact:**

Minor fiscal impacts to cover costs associated with public notices, copying costs, etc.

**Background:**

The City of Lancaster recognizes that features throughout the City are a valuable reflection of the history of our City and its changing face. The policy outlined below is proposed to accommodate the desire for commemorative naming and renaming, where warranted while supporting primary community values.

It is therefore, the policy of the City of Lancaster to consider naming proposals, seek citizen input, and formally decide on proposed names or renaming of City facilities within established criteria. The purpose of this document is to establish definitive policies, procedures and responsibilities governing the naming and renaming of City facilities, equipment and furnishings primarily related to existing and future parks, features and/or community facilities. These policies are here forth developed to encourage and permit uniformity and objectivity in the decision making process.

In addition to a geographic location or landmark, City facilities may also be named in honor of individuals or community organizations that have made exceptional contributions to the City and demonstrated commitment to public service as an elected official or community volunteer. This policy requires a definitive connection between the individual or organization and the facility that will carry the name. Additionally, proposals found to be in conflict with existing facility names on site, will not be considered.

The naming of new facilities will be done through a community outreach process that provides opportunity for Lancaster's residents to provide suggestions and input. The City will publicize the naming opportunity broadly. Individuals and organizations are encouraged to forward proposed names to the Department of Parks, Recreation and Arts at anytime for inclusion on the master list for future consideration. Nominations shall be submitted to the PRA Director on the

appropriate application. The PRA Director will make an initial assessment of feasibility and compliance with the City's naming policy.

The following guidelines will serve as policy for the naming of City facilities:

- The City will not consider names that commemorate living persons or those deceased less than five years. Exceptions to the naming criteria can be approved by the City Council if an occasion to recognize the outstanding contributions of a living person is determined.
- The person honored should have either some direct or long term association with the facility or area and made significant contribution to the location's development.
- Difficult to use in written or spoken form or cumbersome names generally will not be approved by the City. Community parks and facilities should be named in a manner that will provide an easy and recognizable reference.
- Name changes to existing names should not be made without a compelling reason. Renaming requests will be considered to eliminate particular naming problems as in cases involving derogatory names, name duplication and names originally authorized on the basis of incorrect information.

When it is appropriate, the City will publicize the naming opportunity throughout the community. All proposals should clearly identify the facility, the reason for naming the feature and include required evidence supporting the proposal. Each proposal shall include evidence of local support through letters, public endorsements, newspaper clippings, etc.

Upon receipt of a proposal acceptable to policy standards, the PRA Director shall cause the notice of intent to be published at least twice, at least five days apart, in a newspaper of general circulation in the City. The notice shall specify a period of not less than 30 days from the first publication date to receive public comment as well as alternative applications. At the end of the 30 day period, the original application, all comments and alternative applications will be forwarded to the Director for consideration. Upon review, the Director shall consider the application(s) and forward a recommendation to the City Council. The City Council shall then review and consider the recommendation at a public meeting. The City Council is responsible for final approval of the application by a majority vote.

This policy also governs procedures for naming rights policy agreement where an individual or organization provides cash sponsorship for naming rights of a particular facility for a designated period of time.

Future amendments to this policy must be approved by the City Council.