



CITY OF MARTINEZ

PARKS, RECREATION, MARINA & CULTURAL  
COMMISSION

DATE: June 15, 2010  
TO: Parks, Recreation, Marina & Cultural Commission  
FROM: Mitch Austin, Recreation Manager  
Naomi Mosser, Administrative Services Intern  
SUBJECT: Park, Recreation Area and Facilities Naming Policy

Recommendation

Discuss, provide feedback, and recommend approval of the proposed City of Martinez Parks, Recreation Area, and Facilities Naming Policy.

Background and Analysis

The City currently has one unnamed park area. The Recreation and Community Services Division refers to the area as the Alhambra Avenue Pocket or Alhambra Avenue Park. Until recently, it was known as the pipe yard or the city storage yard. It was built as part of the Intermodal (train station) project around 2001.

The City of Martinez has sixteen named parks (see Attachment 1). Six of the sixteen parks are named after former Martinez residents. The other ten parks are named after geographic attributes or areas. The last park facility the City named was the Brandon Borman Courage Field in 1997. Citizen requests to City Staff and Parks and Recreation Commission members prompted the City Council to re-name the Mountain View Park ball field to Brandon Borman Courage Field to honor the community's efforts to raise funds for Brandon's medical care during his fight against cancer.

Currently the City of Martinez does not have a formal policy for naming its parks, recreation areas, and facilities. Under the proposed policy shown in Attachment 2, there will be two processes for naming or renaming parks:

- 1) Naming a new park via Park Planning Process: This process will be used to name parks, recreation areas, and facilities under construction.
- 2) Naming via City Council: This process will be used to name unnamed parks, recreation areas and facilities or rename name parks, recreation areas, and facilities.

The City Council and/or the PRMCC will offer the opportunity for public input on the proposed naming. The City Council will make the final decision regarding the name of all parks, recreation areas and facilities.

Naming via Park Planning Process

Under the Park Planning Process, the Martinez Park, Recreation, Marina, & Cultural Commission (PRMCC) will initiate the park naming process during the construction phase. The PRMCC will approve an outreach program to ensure that the appropriate individuals and/or groups are contacted for naming ideas. Ideas will be submitted using an application form (see Attachment 3). The PRMCC will make a recommendation and submit all naming ideas to the City Council for final approval and adoption.

### Naming and Unnamed Park or Renaming a Park

This process will be used to name parks, recreation areas and facilities already constructed, but lacking a name, and for renaming parks, recreation areas, and facilities. If the facility is unnamed, the naming process and all requests will go directly to the PRMCC. If a request is being made to rename a facility, the request will go directly to the City Council for potential delegation to PRMCC. Any Martinez resident or City official may submit a name or renaming request. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

### Conclusion

In the absence of naming suggestions, the PRMCC will use the criteria stated in this policy to determine a name to recommend to the City Council. The City Council is the final authority for approval and adoption of all park naming.

### Attachments

Attachment 1: Martinez Parks Namesakes

Attachment 2: Martinez Park, Recreation Area and Facility Naming Policy

Attachment 3: Name Recommendation Form

**Attachment 1: City of Martinez Parks, Recreation Areas, and Facilities**

<u>Park</u>	<u>Name Sake</u>
Cappy Ricks Park	Local Politician
Ferry Point Picnic Area	Physical Attribute
Foothills Park	Physical Attribute
Golden Hills Park	Physical Attribute
Hidden Lakes Park	Physical Attribute
Hidden Valley Park	Physical Attribute
Highland Avenue Park	Street Name
Holiday Highlands Park	Geography
John Muir Park	Park on school property/Famous Conservationist
Morello Park	School
Mountain View Park - Brandon Borman Courage Field w/in Mountain View Park	Homeowners' Association - Local Youth
Rankin Park	Local Sheriff
Nancy Boyd Park	Local Resident – first Peace Corps volunteer killed in service
Plaza Ignacio Park	Original Martinez land grant holder
Susana Street Park	Ignacio's daughter
Waterfront Park	Physical attribute

# **CITY OF MARTINEZ**

## **PARKS, RECREATION AREAS, and FACILITIES NAMING POLICY**

### POLICY

The purpose of City of Martinez's policy is to name parks, recreation areas, and facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environmental, civics and service unique to the Martinez community.

### OBJECTIVES

- a. Ensure that given names to parks, recreational areas, and facilities are consistent with the values and character of the area, neighborhood, and community at large.
- b. Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
- c. Establish a clear and consistent process to facilitate the naming of City parks, recreation areas, and facilities.

### DEFINITION

Parks, recreation areas and facilities – includes all property assets under the City's ownership and the Parks and Recreation Division's control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

### CRITERIA

- a. Parks and park facilities that are donated to the City can be named by deed restriction by the donor. Conditions of property donation, as agreed upon by the donor and the City, shall be honored over all other criteria.
- b. The following criteria shall be used in determining the appropriateness of the naming designation:
  - 1) Geographic location (neighborhood, significant areas, etc.)
  - 2) Park features: Natural or constructed (wildlife, lakes, memorial, etc.)
  - 3) An adjoining subdivision, street, school, or natural feature. No park shall be given the same name as an existing school site or public facility, except where the sites abut one another.
  - 4) A commonly recognized historical event, group, organization or individual (living or deceased).
  - 5) An individual (living or deceased) or organization that contributed significantly to the acquisition or development of the facility to be named.
  - 6) Any individual who provided outstanding accomplishments for the good of the community. Quality of the contribution and length of service should be considered.
  - 7) Any individual who provided an exceptional service in the interest of the park system as a whole.
- c. Names that are similar to existing parks, properties or facilities in the City system (or other systems in the area) should not be considered in order to minimize confusion.

- d. The City Council reserves the right to change the name to maintain consistency with these policies.

## PROCEDURE

There are two processes for naming parks. Ultimately the City Council approves all name recommendations for naming or renaming parks, recreation areas and facilities.

1. Naming a New Park via Park Planning Process. This process will be used to name parks, recreation areas and facilities under construction. This process should begin during the construction phase of new facilities and be completed no later than two months before the facility's dedication to ensure adequate time for signage construction, publicity, etc.

- a. The PRMCC will develop an outreach program to ensure that appropriate individuals and/or groups are contacted for naming ideas. The outreach may include use of media, ads in local newspaper, contacting appropriate community groups, and/or notifying those who have participated in community meetings relating to the development and or acquisition of the park site.
  - 1) Park, recreational area, or facility name suggestions shall be submitted in writing to the Martinez Park, Recreation, Marina, & Cultural Commission (PRMCC), through the Parks and Recreation Division.
- b. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe the contributions to the City. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the PRMC.
- c. The PRMCC will offer the opportunity for public input on the proposed naming.
- d. The PRMCC shall forward their recommendation to City Council for final decision.
- e. In the absence of any naming requests, the PRMCC shall adhere to criteria stated in this policy in recommending a name.

2. Renaming or Naming Existing Parks This process will be used to name unnamed parks, recreation areas and facilities or for renaming parks, recreation areas and facilities.

### *Naming Existing Unnamed Park, Recreation Area and Facility*

- a. b. A request for naming an unnamed park, recreation area, or facility shall be submitted in writing to the PRMCC. Any Martinez resident or City official may submit a naming request.
- b. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the City. Written documentation approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the

stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the City Council. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

- c. The City Council will offer the opportunity for public input on the proposed naming.
- d. The City Council can initiate the naming process whenever deemed necessary and/or in the best interest of the City.
- e. In the absence of any naming requests, the City Council shall adhere to criteria stated in this policy in recommending a name.

*Renaming a Park, Recreation Area and Facility*

- a. Shall be directed to the City Council to determine if a change of name will be considered by the Council.
  - a. If the Council does want to consider a name change then 2.a of the policy will be adhered to and the naming efforts redirected to the PRMCC.
  - b. If the Council does not want to entertain a name change then the request would be denied and no further action is taken to change the name of the park.



## **CITY OF MARTINEZ**

## **PARKS, RECREATION, MARINA & CULTURAL COMMISSION**

**FROM:** City of Martinez Residents  
**TO:** Parks, Recreation, Marina & Cultural Commission  
**SUBJECT:** Recommendation Form for Naming or Renaming Parks

1. This form will be used to request a name for Park, Recreation Area, or Facility. Submit this form to the Recreation and Community Services Division staff. The name recommendation may be reviewed by the Martinez Park, Recreation, Marina, & Cultural Commission (PRMCC) and/or City Council. All name recommendations must adhere to the criteria stated in the City of Martinez Park, Recreational Area, and Facilities Naming Policy. A copy of the policy can be obtained from the City's Recreation and Community Services Division.
2. Name recommendations will be solicited from the City of Martinez City Council and/or from the PRMCC. Name recommendations will be accepted under two circumstances: 1) naming a newly constructed park, or 2) naming an unnamed park area or renaming an area:
3. The following criteria shall be used in determining the appropriateness of the naming designation:
  - 1) Geographic location (neighborhood, significant areas, etc.)
  - 2) Park features: Natural or constructed (wildlife, lakes, memorial, etc.)
  - 3) An adjoining subdivision, street, school, or natural feature. No park shall be given the same name as an existing school site or public facility, except where the sites abut one another.
  - 4) A commonly recognized historical event, group, organization or individual (living or deceased).
  - 5) An individual (living or deceased) or organization that contributed significantly to the acquisition or development of the facility to be named.
  - 6) Any individual who provided outstanding accomplishments for the good of the community. Quality of the contribution and length of service should be considered.
  - 7) Any individual who provided an exceptional service in the interest of the park system as a whole.

When naming a park after a person or group, please provide an in-depth description of the contributions to the City. If you are submitting a name change, please include the reason for the change and how the proposed name change is consistent with the above criteria. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.

4. A City Staff person will contact regarding the public review and approval process that applies to your request.
5. It is strongly recommended to plan to attend the public meeting(s) at which your request will be reviewed for approval.

Thank you for your submission.

**City of Martinez**  
**Application for Naming Parks, Recreation Areas, and Facilities**

1. Location of Park, Recreation Area, or Facility to be named or renamed \_\_\_\_\_

1a. If a renaming recommendation, reason for name change: \_\_\_\_\_

2. Person/organization suggesting the name: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_

3. Proposed name: \_\_\_\_\_

a. This name qualifies under criteria (select one):

- Geographic Location
- Park Feature
- Adjoining street, subdivision, school, feature
- Commonly recognized historical event, group, individual, or organization
- Individual/organization that contributed significantly to the acquisition or development of the area
- individual who provided outstanding accomplishments for the good of the community

4. Explanation/justification for name: (may attach additional sheets)

a. If a person, include biographical information, civic involvement, connection to facility, and reason for nomination:

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b. If not a person, include reason for nomination:

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5. Additional comments