

SUBJECT: Introduction of City Council Administrative Policy No. 50-1, Naming/Dedication of City Facilities, and request for City Council discussion and direction

DEPARTMENT: Parks and Recreation

STAFF: E. Harith Aleem, Director of Parks and Recreation
Aaron Wanden, Parks Maintenance Manager

TITLE/RECOMMENDATION

Receive and discuss Council Administrative Policy No. 50- 1, Naming/Dedication of City Facilities, and provide direction to staff regarding any desired clarifications or amendments.

FISCAL IMPACT

Not applicable.

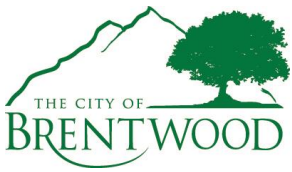
BACKGROUND

The purpose of Policy No. 50-1 is to define the policies, responsibilities, and procedures associated with the naming and dedication of City facilities.

City Council Administrative Policy No. 50- 1 establishes the framework governing the naming and dedication of City Facilities, including Buildings, Park Sites, Recreation Facilities and Amenities, and Support Facilities. The policy outlines the criteria, procedural steps, and administrative responsibilities associated with naming and dedication actions.

The City Council originally adopted Policy No. 50- 1 in 2001 to ensure consistent and transparent procedures for assigning names to municipal facilities and for authorizing dedications in honor or memory of individuals, groups, or organizations. Following nearly two decades of operational experience, staff determined that clarifying updates were necessary to reflect contemporary administrative practices, improve procedural clarity, and align with current organizational structures.

On October 27, 2020, the City Council adopted Resolution No. 2020-134, which formally amended Policy No. 50- 1 in its entirety and replaced it with the updated policy currently in effect. The Resolution affirmed the need for clearer definitions,



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refined naming procedures for various categories of facilities, and updated roles for the Parks & Recreation Commission and City Manager in evaluating naming and dedication proposals. The Resolution was adopted unanimously (5-0) at a regularly scheduled meeting of the City Council.

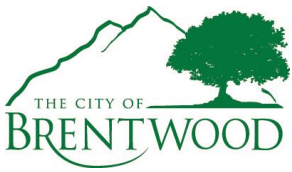
As amended, the policy affirms the City's long-standing practice of naming Facilities in a manner that provides a clear, recognizable point of reference for residents. Geographic naming is prioritized; however, the policy also authorizes consideration of additional factors such as topographical features, prominent vegetation, individuals or organizations with significant community contributions, and historically relevant references.

The policy differentiates between categories of Facilities to ensure the naming process aligns with facility function and community engagement patterns. For Park Sites and Recreation Facilities, the Parks & Recreation Commission generally serves as the initiating body for naming recommendations, subject to confirmation by the City Council. For Buildings and Support Facilities, initiation authority resides with the City Manager or designee, with subsequent confirmation by the Council.

Unless otherwise directed by the City Council, these initiating roles apply. However, the City Council retains discretion to refer renaming matters to the appropriate recommending body or to otherwise modify the naming process.

Naming recommendations advanced by the Parks & Recreation Commission or City Manager or designee are advisory in nature and subject to final approval by the City Council. The City Council retains full discretion to approve, modify, or reject any proposed name and may direct staff or the recommending body to return with alternative options, or may approve an alternative name without returning the matter to the recommending body. Where the City Council does not confirm a proposed name, staff will return with revised naming options consistent with Council direction.

The amended policy provides a structured approach to dedications, establishing the conditions under which Facilities or portions thereof may be dedicated in honor of individuals, groups, or organizations. The policy encourages dedications in the form of physical improvements or enhancements, while also acknowledging ceremonial or commemorative elements such as plaques. Oversight authority for dedications mirrors the naming structure: the Parks & Recreation Commission oversees dedications related to Park Sites and Recreation Facilities, while the City Manager or designee oversees dedications associated with Buildings and Support Facilities. The policy also outlines long-term maintenance, cost responsibilities, and the City's discretion regarding relocation or removal of dedication objects.



The purpose of presenting this item is to introduce Policy No. 50- 1 to the City Council, provide an overview of the policy’s development and current framework, and invite Council discussion regarding potential clarifications or amendments. Staff seeks direction from the City Council on whether additional refinements are desired.

Potential areas for Council consideration may include refinement of naming criteria, clarification of eligibility for honorific naming, standardization of dedication duration, and opportunities to enhance community engagement in the naming process.

CITY COUNCIL STRATEGIC INITIATIVE

Not Applicable.

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

DATE OF NOTICE

Not Applicable.

ENVIRONMENTAL DETERMINATION

Not Applicable.

ALTERNATIVE OPTION(S)

Alternative Options to the Staff Recommendation:

1. Receive and file the report with no changes to Policy No. 50-1.
2. Provide direction to staff to return with specific policy amendments.
3. Refer potential amendments to the Parks & Recreation Commission or City Manager/designee for review and recommendation, as applicable.

ATTACHMENT(S)

1. Previous Action
2. Council/Administrative Policy No. 50-1, Naming/Dedication of City Facilities.
3. Resolution No. 2020-134 (October 27, 2020).
4. City of Brentwood Parks Matrix