

RESOLUTION 2022-52

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
NEEDLES, CALIFORNIA, ESTABLISHING A POLICY
NAMING/RENAMING OF CITY-OWNED LAND,
BUILDINGS, AND FACILITIES**

WHEREAS, On June 14, 2022, City Council requested City Staff look into a policy to name/rename City-owned Land, Buildings, and Facilities; and

WHEREAS, the City would like to establish a Policy Naming/Renaming of City-owned Land, Buildings, and Facilities; and

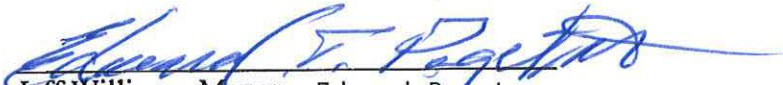
**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF NEEDLES
DOES HEREBY RESOLVE, DECLARE AND DETERMINE AS FOLLOWS:**

Section 1. The text of the Policy is attached as Exhibit A.

The City Clerk shall certify as to the adoption of this Resolution and shall cause the same to be processed in the manner required by law.

PASSED, ADOPTED, AND APPROVED, this 28 day of June 2022, by the following vote:

AYES: Council Members Campbell, Evans, Merritt, Belt and Longacre
NOES: None
ABSENT: Mayor Williams
ABSTAIN: None


~~Jeff Williams~~, Mayor Edward Paget
Vice

ATTEST:


Dale Jones, City Clerk

APPROVED AS TO FORM:


John O. Pinkney, City Attorney

Exhibit A
Text of the Naming/Renaming of City-owned land, buildings, and facilities.

POLICY TITLE NAMING OF CITY PARKS, FACILITIES AND FACILITY AMENITIES

POLICY STATEMENT:

This policy intends to address the following naming situations:

1. The opening or reopening of parks, facilities, and facility amenities
2. Providing recognition of financial contributions
3. Honoring individuals or organizations in recognition of their significant contributions to the community.

The criteria for naming will include the following:

1. The person or organization has a longstanding affiliation with the City
2. The name provides a sense of place, reflecting the geographic location, community, neighborhood or street where the park, facility or amenity is located
3. The name recognizes the historical significance of the area or reflects unique characteristics of the site
4. The names of persons, organizations, corporations, foundations or families will be considered when they have made a significant contribution to the City by:
 - a. Enhancing the quality of life and well-being of the City
 - b. Contributing to the historical or cultural preservation of the City
 - c. Contributing toward the acquisition, development or conveyance of land or building
 - d. Making exemplary or meritorious contributions to the City
5. If named in memorial, the individual must be deceased at least one (1) year and/or have made a significant contribution to the community in terms of improvement of quality of life.

Names will not be chosen that:

1. Cause confusion due to duplication or names sounding similar to existing locations within the City of Needles.
2. Are the name of persons or companies whose business is substantially derived from the sale of alcohol, tobacco, cannabis, firearms and/or pornography
3. Are discriminatory or derogatory considering race, gender, creed, religious or political affiliation, or other similar factors.

Where the naming opportunity is the result of a financial contribution, the following factors must be considered:

1. The significance of the contribution made, relative to the construction and/or operating costs of the parks, facilities, and amenities within those facilities
2. The cost of establishing the naming option (costs to be determined by the responsible Department on an individual basis).

The duration of naming rights of parks, facilities, and amenities within those facilities shall be decided on a case-by-case basis.

Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signs, rebuilding community recognition and updating records (i.e. letterhead, databases, and promotional materials).

The City Council may initiate the name of a City-owned land, buildings and facilities. Requests by individuals for naming or renaming of City-owned land, buildings and facilities shall be filed with the City Clerk for transmittal to the Mayor in *writing*, accompanied by a statement summarizing the justification for the recommended name(s).

The *City* Council will make its determination as to the naming or renaming of City-owned land, buildings and facilities at a regularly scheduled meeting. The decision of the City Council will be final.