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3 **RESOLUTION 2018-08**
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5 **A RESOLUTION OF THE CITY OF LINCOLN CITY ESTABLISHING A POLICY FOR**
6 **NAMING / RENAMING OF PARKS AND RECREATIONAL FACILITIES AND**
7 **ESTABLISHING A POLICY FOR COMMEMORATIVE ITEMS.**
8

9 **WHEREAS**, ORS 226.400 expressly provides for the location and construction of
10 memorials, monuments and buildings in City parks, including siting of veterans and
11 pioneer memorials; and

12 **WHEREAS**, Lincoln City Municipal Code Section 12.16.090 provides for delegation to
13 the Parks Director to accept donation of City Standard items. The Code also sets forth
14 criteria for donations of non-standard items (e.g. durable, safe, not result in a lien,
15 furthers the public interest); and

16 **WHEREAS**, with the recent hiring of the new Parks and Recreation Director, the Council
17 identified a need to formalize a set of guiding principles and parameters for memorials
18 and for the naming rights of Park and Recreation properties; and

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20 **WHEREAS**, citizens have helped create a vision for the Lincoln City Parks & Recreation
21 included in the 2016 Parks & Recreation System Plan; and

22
23 **WHEREAS**, memorial gifts and naming opportunities provide Lincoln City Parks &
24 Recreation with additional resources to accomplish the vision outlined in System Plan;
25 and

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27 **WHEREAS**, these policies, attached as Exhibits A, and B herein, will serve as a guideline
28 for development of future commemorative memorial, gift and naming opportunities;
29 and

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31 **NOW THEREFORE, BE IT RESOLVED**, by the City Council of the City of Lincoln
32 City, that pursuant to Lincoln City Municipal Code, the Council accepts and approves the
33 new policies for commemorative items and naming opportunities attached hereto and
34 incorporated herein as Exhibits A and B.

35
36 **BE IT FURTHER RESOLVED**, by the City Council of the City of Lincoln City, that:


1 Violation of the Rules of Conduct in LCMC 12.18.060 or the Supplemental Rules
2 attached hereto constitutes an offense against the City and is punishable as a Class A
3 Civil Infraction as provided in Chapter 1.16 LCMC; and
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6 PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF LINCOLN CITY THIS
7 11TH DAY OF JUNE, 2018.
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11
12 DON WILLIAMS, MAYOR
13

14 ATTEST:
15

16 
17 _____
18 CATHY STEERE, CITY RECORDER
19 CITY RECORDER
20

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22 **Exhibit A – Commemorative Item Policy**

23 **Exhibit B – Naming/Renaming of Parks and Recreational Facilities Policy**
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Exhibit A

POLICY NAME: Commemorative Items in Parks

Policy Category: Parks & Recreation/ Planning/Development

Date Reviewed:

Date Adopted:

Contact Person: Jeanne Sprague

Position: Parks & Recreation Director

Authorized By:

Position:

Introduction

Over the years many people have turned to Lincoln City's parks to find comfort and remember joyous occasions in their lives. As loved ones pass on, people frequently look to the beauty of Lincoln City's Parks and request permission to personalize certain spaces that they can visit over the years.

The intent of this policy is to provide people with an opportunity to commemorate or honor family, friends or events in one of Lincoln City's parks. This policy works in conjunction with Lincoln City Parks and Recreation's 'Naming/Renaming of Parks, Recreational Facilities and/or Features' Policy.

Purpose:

- To establish funding requirements and recognition standards for commemorative donations to Lincoln City Parks and Recreation.
- To reserve the right for City of Lincoln City Parks and Recreation to decide on type, location and acceptance of commemorative donations.

RELATED POLICIES AND ORDINANCES

- Policy for Naming/Renaming of Parks, Recreational Facilities and/or Features
- 2.06.090 Gifts Ordinance
- 12.16.090 Donations of Functional Items and Volunteer Projects Ordinance, A and B

LCP&R Cost:

Cost for memorial items are based on actual cost of the item, installation and basic maintenance. Every fiscal year, the Parks & Recreation Director will update the list of city standard memorial items and their related costs. The following costs are based on a relatively flat and easily accessible site. A site assessment prior to donation will be completed to determine the true cost of bench installation.

List of city standard commemorative items:

- Concrete benches or Water (drinking) fountains: Each bench or fountain will come with an engraved bronze plaque that can be personalized with the name of the donor/ person to be honored. Cost of benches/fountains are \$3,000 for waterfront locations, \$2,500 for non-waterfront locations. Duration of bench/fountain memorial is 10 years, with a 1st opportunity to re-apply for the memorial.
- Brick pavers: Each paver can be engraved with the donor/ person to be honored, unless otherwise noted. The cost for the engraved brick and its installation is \$150.

- Trees or Flower Beds: Each tree or flower bed will have a small, personalized plaque placed next to it with the name of the donor/ person to be honored.. Cost of tree or flower bed is \$350, and covers a 3-year period.
- Other park amenities not listed: Amenities including sculptures, interpretive signage, bike racks, or other suitable items may be arranged on an individual basis with the Parks and Recreation Director. These projects vary in size, cost, and availability of sites. Requests will be handled individually and gifts will include item costs and maintenance fee.
- There are a few unusual situations where a different item standard has already been established at the park site. In these situations, the Parks & Recreation Director will determine the most appropriate standard and costs.

Process for Review

Review of memorial items application is by the sole discretion of the Parks & Recreation Director, after review and recommendation by the Parks and Recreation Board (Ordinance 12.16.090). The Parks & Recreation Director, or staff directed by Director, connects with the donor to identify a specific location. LCP&R Maintenance and Recreation staff will then review the site and make a recommendation to the Director. If at any point the application or site is found to be unacceptable, this process starts over.

Plaques

Donors are responsible for any repair or replacement costs of the plaque. The plaque will be installed by LCP&R. Plaques are bronze and include 3” brass all-thread lugs with brass nuts. Plaques are no larger than 5” x 8”. Text should be the name of the donor/ person to be honored. LCP&R must approve final wording before the order is submitted.

Payment

The donor can send a check to:

Lincoln City Parks and Recreation, Commemorative Item Program, PO Box 50, Lincoln City, OR, 97367.

A receipt will be sent to the donor for tax purposes.

Installation will not occur immediately but will reflect the payment made to the City (e.g. waterfront or non-waterfront). City reserves the right to install such donated standard or non-standard item when installation is appropriate. Timeframes run from installation.

Installation of the Commemorative Item

The commemorative item will be ordered once payment is received. When the item has been received and installation scheduled, the donor will be informed of the estimated installation date. This can take several months after the receipt of the payment. Installation will be coordinated with donor’s schedule whenever possible.

Exhibit B

POLICY NAME: Naming/Renaming of Parks, Recreational Facilities and/or Features

Policy Category: Parks & Recreation/ Planning/Development

Date Reviewed:

Date Adopted:

Contact Person: Jeanne Sprague

Position: Parks & Recreation Director

Authorized By:

Position:

Introduction

The naming or renaming of parks and recreational facilities is complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the City's parks and/or recreational facilities.

Policy Statement

It is the policy of Lincoln City Parks and Recreation to reserve the name or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the city and ensure a worthy and enduring legacy for the City's park and recreation system. To this end, Lincoln City Parks and Recreation supports consideration of naming requests within the following broad categories:

Historic Events, People, and Places

The history of a major event, place or person may play an important role in the naming or renaming of a park as communities often wish to preserve and honor the history of a city, its founders, other historical figures, its Native American heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming of parks.

Outstanding Individuals

The City has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City and the development and management of the City's park and recreation system.

Major Gifts

Over the years, Lincoln City and the Lincoln City Parks and Recreation have benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration being given to requests from either the donor or another party to acknowledge such a gift by naming.

RELATED POLICIES

- Policy for Commemorative Items
- 2.06.090 Appointive Bodies Ordinance - Gifts

Definitions

Naming: the permanent name assigned by City Council via an ordinance to a given park or recreational facility.

Parks: all traditionally designed parks, gardens, natural open spaces, and specialized parks under the stewardship of Lincoln City Parks and Recreation.

Recreational facilities: major structures such as community centers, swimming pools, pavilions, tennis courts, sports fields, and fountains located within lands under the stewardship of Lincoln City Parks and Recreation.

Donations: a donation of property, goods or cash generally with no expectation of return. If the gift is contingent upon a special request, it is made subject to "condition."

Guiding Principles

General Principles

In considering proposals for the naming or renaming of a park and/or recreational facility, the following general principles will be taken into account either collectively or individually.

When naming a new park and/or recreational facility, the proposed name will:

- Engender a strong positive image
- Be appropriate having regard to the parks/recreational facility's location and/or history
- Have historical, cultural or social significance for future generations
- Commemorate places, people or events that are of continued importance to the city, region, state, and/or nation
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the park and/or recreational facility
- Have broad public support
- Shall not result in the commercialization of the park and/or recreational facility if it accompanies a corporate gift

Renaming a park and/or recreational facility

Proposals to rename parks and/or recreational facilities whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

Naming/renaming parks and/or recreational facilities for Outstanding Individuals

Naming or renaming a park and/or recreational facility for an outstanding individual is encouraged only for those who have been deceased for at least three years (this provision can be waived at Council's directive) and where that person's significance and good reputation have been accepted in the City's, State's and/or Nation's history.

In considering the naming/renaming of a park and/or recreational facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to

- Lincoln City's park and recreation system
- The City of Lincoln City
- The State of Oregon
- The Nation

The naming of a park and/or recreational facility after people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event has lessened within the community.

Naming/renaming for Historic Events, People, and Places

When a park and/or recreational facility is associated with or located near events, people, and places of historic, cultural or social significance, consideration will be given to naming that park and/or recreational facility after such events, people, and places. In considering such proposals, the relationship of the event, person or place to the park and/or recreational facility must be demonstrated through research and documentation.

Naming for Major Donations

From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. On such occasions, recognition of this donation by naming a new park and/or recreation facility in honor of or at the request of the donor will be considered.

As a guideline, the threshold for considering the naming of a park and/or recreational facility will include one or more of the following:

- Land for the majority of the park was deeded to the city.
- Contribution of a minimum of 60% of the capital construction costs associated with developing the park/recreational facility.
- Provision of a minimum 20-year endowment for the continued maintenance and/or programming of the park/recreational facility.

Donors do not acquire naming rights, even for major donations. The City Council reserves the right to reject proposed donations dictating the name of the facility or park or property. The City prefers to commemorate donations with a suitable plaque acknowledging the donation rather than renaming. Individuals seeking to make a donation with the hope to have the facility named for an individual donor (or to honor someone) will be encouraged to follow the principles that apply to naming a park for an outstanding person. Exceptions to this will be considered on their own merits. Lincoln City Parks and Recreation reserves the right to rename any park and/or recreational facility if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way. Naming parks and/or recreational facilities with a company name is discouraged. The name of the donor or person to be honored is the only text to be included in any Park or facility name.

Other Considerations

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted; under these circumstances such names should be different to the park name to avoid user confusion.

All signs that indicate the name of a park and/or recreational facility shall comply with Lincoln City's graphic and design standards. Specialized naming signage will not be permitted.

Naming Text

As Lincoln City Parks and Recreation operates a large and diverse park system, it is important that the naming text assist in communicating the type of development and use. Therefore, the following terms will be applied as part of the naming process:

- **"Park"** applies to all parks that have been or will be developed primarily for recreational purposes. Such parks usually involve a high degree of landscape and recreational facility development.
- **"Open Space"** applies to all parks where the primary purpose is the conservation of the natural environment. Such parks generally will have little or no development.

REVIEW PROCESS: Procedures & Guidelines

These procedures and guidelines have been established to ensure that the naming or renaming of parks and/or recreational facilities is approached in a consistent manner.

Requests for naming/renaming of parks and/or recreational facilities

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Director of Lincoln City Parks and Recreation.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- Description/map showing location and boundaries of the park
- If proposing to name a facility within a park, include a description/map showing the location of the facility.

- If proposing to rename a park or facility, include justification for changing an established name
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

Assessing and approving naming/renaming requests

Upon receipt of a naming request by Lincoln City Parks and Recreation, each proposal will then be considered by the Director of Lincoln City Parks and Recreation or his/her representative, members of the Lincoln City Parks and Recreation Board (a recommending body), City Manager or his/her representative, and final approval by City Council. Assessment includes:

- Review of the proposed request for its adherence to the policies of Lincoln City Parks and Recreation.
- Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
- Take into consideration the comments of the relevant neighborhood association(s) or wards.
- The Parks and Recreation Director, Board and City Manager will then present a recommendation to the City Council who may either accept or reject any proposal.