



Agenda Item B.2
DISCUSSION/ACTION ITEM
Meeting Date: March 3, 2009

TO: Mayor and Councilmembers
FROM: Dan Singer, City Manager
CONTACT: Kirsten Z. Deshler, Public Information Officer
SUBJECT: Discussion on City of Goleta Naming Policy

RECOMMENDATION:

- A. Provide direction to staff on the creation of a naming policy and process for parks, facilities, streets and other municipal property.
- B. Authorize the re-naming of the “Optimist Grove” at the Lake Los Carneros to the “Al Turnbull Optimists Grove”.

BACKGROUND:

In early 2007, as part of the strategic planning process, the Council indicated its interest in the creation of a naming policy; however, given the many priorities facing the Council, it did not rise to the top of the priority list and thus, was not added as an “objective” under the City’s Strategic Plan.

From time to time requests are made for naming of public facilities, streets, etc. and absence of a policy, the Council has been able to defer some of those requests.

DISCUSSION:

This past year, as a part of the Council's Community Grant Program, Council approved a grant in the amount of \$1,000 for the replacement of an existing older County sign for the Optimist Grove which is located in Lake Los Carneros Open Space. The grant was for the replacement of the sign and the re-naming of the grove from the Optimist Grove to the Al Turnbull Optimists Grove. The application was submitted by Goleta Valley Beautiful (GVB), with matching funds from the Optimists and GVB.

Al Turnbull played a major role in the initial establishment and ongoing maintenance of the grove. It was Mr. Turnbull who in 1989 negotiated the original

agreement with Santa Barbara County Parks and Recreation for the County to designate one acre of Lake Los Carneros Open Space for the Optimist Grove. The Optimists and Goleta Valley Beautiful recognized 90 individuals and local institutions with oak trees planted in their honor. Over the years, Al has been the driving force in organizing Honor Tree plantings and ceremonies. Mr. Turnbull has been a member of GVB Board of Directors for 20 years and a member of the Optimists Club even longer.

Absent a naming policy/procedure, and as a result of the Council's authorization of funds to replace the sign and re-name the grove, staff disbursed the \$1,000 and the sign was designed and constructed and is now ready for an official unveiling (Attachment 1 is a rendering of the actual sign).

Through this process, it became clear that the Council never explicitly approved the re-naming of the grove; hence staff has brought this matter and the question of a naming policy before you for consideration.

Many communities are faced with the challenge of naming streets, public spaces, and facilities after notable community members who have in some significant way contributed to the community. Often the requests are done posthumously and surround sensitive and emotional issues. As a result, various communities have attempted to address these issues with the establishment of standards or processes. Some cities even have established policies about what can and cannot be named, what justifies a naming and who might qualify for such an occasion. Goleta's policy and process could take numerous forms, therefore, should the Council wish to move forward with this matter, staff would suggest returning with samples from other cities and key issues that need to be discussed before a policy can be formed.

Finally, with regard to the GVB request, it is important to note that the grove was first named by the Santa Barbara County Board of Supervisors in 1989 as a recommendation from the Parks Commission. In the Lake Los Carneros Master Plan, this area was called, "the Oak Grove" according to former Parks Director Mike Pahos. Mr. Turnbull and the Optimist Club expressed interest to the Parks Department in donating oak trees to the site and calling the grove, "the Optimist Grove."

Attachment 2 to this report is the County Park Commission policy, "Naming of Parks and Facilities within Parks, Park Naming Policy," which was adopted April 10, 1986. In it there is a provision which allows the "names of park features such as meadows, groves...to be named for major facility donors." Mr. Pahos indicated that the neighbors around Lake Los Carneros were consulted and were in favor of re-naming the grove to "the Optimist Grove."

While there is no official City Policy on the naming of parks and facilities as yet, the County policy does provide precedent and direction that would be consistent in re-naming the Optimist Grove to the Al Turnbull Optimist Grove.

FISCAL IMPACTS:

There are no additional costs associated with re-naming the grove. No additional funds have been requested.

The only other costs would be the normal costs of staff time in researching and developing naming policy recommendations for future Council action.

ALTERNATIVE:

Council may choose to defer action on the re-naming request until a policy can be drafted, brought before the Council, and adopted. In addition Council may choose to reject the re-naming of the grove at this time. Taking such action would involve the loss of \$1,000 in City funds and approximately \$1,700 in donations collected and expended by GVB and the Optimist Club.

Submitted By:

Reviewed By:

Approved By:

Kirsten Z. Deshler
Public Information Officer

Michelle Greene
Administrative Services
Director

Daniel Singer
City Manager

ATTACHMENTS:

1. Rendering of Optimist Grove Sign
2. Santa Barbara County Park Commission Naming Policy

ATTACHMENT 1

Rendering of Optimist Grove Sign

66.76 in



24.63 in

66.76 in



24.63 in

SIGN*A*RAMA
 WHERE THE WORLD GOES FOR SIGNS

5959 HOLLISTER AVE., SUITE B
 GOLETA, CA 93117
 PH: (805) 681-7446 FAX: (805) 681-7070

- APPROVED
- APPROVED WITH CHANGES
- NEW PROOF NEEDED

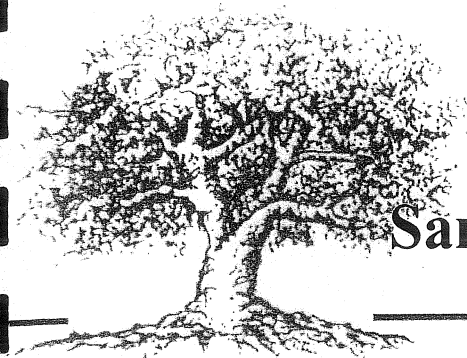
This layout design is submitted for your review & approval. Customer has sole responsibility of making sure that all layout, fonts and spelling are accurate. Once proof has been approved production will proceed forward. Sign A Rama accepts no responsibility for errors caught after production has started.

This design is an exclusive property of SIGN-A-RAMA. It may NOT be reproduced, copied, exhibited or utilized for any purpose, in part or whole by any individual inside or outside without written consent of SIGN-A-RAMA.

Signature _____ / _____ Date

ATTACHMENT 2

Santa Barbara County Park Commission Naming Policy



Santa Barbara County Park Commission

NAMING OF PARKS AND FACILITIES WITHIN PARKS PARK NAMING POLICY

Approved by County Park Commission 4/10/86

1. The names of parks are confirmed by the Board of Supervisors with advice from the Park Commission and Parks' staff. Names of parks to be recommended to the Board may be taken from the following:
 - Geographical features (Toro Canyon Park, Los Alamos Park);
 - Significant historical references (Waller Park, Santa Ynez Park);
 - Endemic cultural or wildlife features, with names related (Chumash history or gray whales, Nojoqui Falls);
 - Whole donors (Stow Grove Park, Manning Park).

2. Names of park features such as meadows, groves, streams, picnic areas and playgrounds are given by the Park Commission. Features or areas in parks may be named for:
 - Geographical, historical or natural features which heighten a sense of area identity;
 - Major facility donors, even if only partial donors (the Lion's Club playground);
 - Local historical figures whose standing can be confirmed by independent historical sources.

3. The following practices are discouraged:
 - The creation of new names where old names have frequent community usage,
 - Naming according to a creed of limited or controversial following;
 - Naming for living person;
 - Naming for former employees.

Naming of park facilities after living persons and former employees is discouraged. In lieu of naming existing facilities, the Park Commission will accept benches, trees, flagpoles, art works or other appropriate memorials to deceased persons on behalf of the County and permit memorial plaques approved by the Commission to be placed on them. Following are approved policies relating to site amenity donations and memorial plaques.



Santa Barbara County Park Commission

SITE AMENITY DONATIONS

Donations of benches, tables, artworks, flagpoles, etc. from service organizations or individuals are encouraged. The Park Commission, with staff recommendation, shall determine the acceptability and appropriateness of each item donated and the suitability of the proposed location for installation.



Santa Barbara County Park Commission

TREE DONATION POLICY

Approved by County Park Commission 12/14/88

1. A minimum donation of \$50.00 will be required to purchase a quality tree of adequate size to survive. Park Department reserves the right to specify the type of tree to be selected for planting.
2. A permanent record of the donation will be kept at the park headquarters rather than on a plaque at the site.
3. Locations for tree planting will be decided on a case by case basis, based on Park Commission and Director's recommendation.
4. Only legal tender, cash or checks, will be accepted as a gift for trees.
5. Donors will be notified when and where trees have been planted.
6. A donor certificate will be issued confirming the donation.



Santa Barbara County Park Commission

MEMORIAL AND RECOGNITION PLAQUES

Requests for plaques designating a donation either memorial or in recognition shall be reviewed by the Park Commission. Once the request has been evaluated, the Park Commission, with staff recommendation, will assess the plaque for context, size and appropriateness prior to installation.