

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

SUBJECT ITEM:

Discussion on Changing the Name of Brewster Park

SUMMARY STATEMENT

At the June 5th Park and Recreation Commission Meeting, an item regarding changing the name of Brewster Park was discussed. The Commission requested that staff investigate the cost of the proposed change and bring the information back to the Commission for further discussion.

When the original sign was purchased, it was one of thirteen signs purchased. The cost was approximately \$650 per sign. This cost included all shipping costs. It is estimated that the cost of one new sign for the facility would be between \$700 and \$750. There would be additional costs of staff time to remove the old sign and install the new one as well as the staff time needed to make appropriate changes to all Town information such as forms, brochures etc.

For the discussion, I have attached the Town's Naming of Parks Policy-CS3

Recommended Action:

- (1) Discussion
- (2) Provide direction

Proposed by: Ralph Wright, Community Services Manager

Item Number: 4

T. M. Approval: _____

Budgeted Item Yes No N/A

TITLE: NAMING OF PARKS AND FACILITIES	NO: CS-3
APPROVED BY: Town Council	DATE: 01/08/08

Background

The naming or renaming of parks and recreational facilities is a intricate and often emotional process since assigning a name is a powerful and semi-permanent identity for a public place and/or facility. The naming or renaming of parks and/or recreation facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be a source of confusion to the public. The purpose of this policy is to give guidance to those that have an interest in the naming or renaming of the Town’s parks and/or recreational facilities.

Policy Statement

It is the policy of the Town of Apple Valley to reserve the naming or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the town and ensure a worthy and enduring legacy for the Town’s parks and/or recreational facilities.

To this end, the Town of Apple Valley supports consideration of naming requests within the following categories, and in the priority listed.

1. Geographic location.
2. Unique, significant and/or historical feature or people pertaining to the park/facility site.
3. Outstanding Individuals.
4. Community contributions by individuals.
 - a) If the contribution was to the Town, the contribution must have significant benefit to the community at large.
 - b) If the contribution was to the park/facility site itself, it must represent a majority of the cost involved to build the park/facility.
5. Other events.

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 town.
- Have broad public support.

Renaming an existing park and/or recreational facility

Proposals to rename a park and/or recreation facilities will only be considered when there are compelling reasons and strong public sentiment for doing so.

Procedures and Guidelines

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Town of Apple Valley, Attention: Community Services Manager

Requests should contain the following information at a minimum:

- Name and contact information of the person making the request
- The proposed name.
- Reasons for the proposed name.
- Description/map showing location of proposed 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 established name.

Assessing and approving naming/renaming requests

Upon receipt of a naming request to the Town of Apple Valley, the Community Services Manager will review the request to ensure its adherence to the policies of the Town of Apple Valley and if applicable organize an informational meeting between the requesting party and appropriate town staff to discuss the proposal.

After the informational meeting, the proposal will be taken to the Park and Recreation Commission for review and recommendation. Lastly, the proposal will be taken to the Town Council for review and approval.