



**Livermore Area  
Recreation & Park District**  
*An independent special district*

Policy No. FAC-08-2101

City of Livermore  
and  
Livermore Area Recreation and Park District

**JOINT POLICY FOR NAMING  
RECREATIONAL AND MUNICIPAL FACILITIES**

<b>PURPOSE OF POLICY</b>	To establish the manner in which new or existing recreational and municipal facilities shall be named
<b>POLICY SUMMARY</b>	This policy articulates the provisions, process, criteria and considerations for naming or dedicating parks, recreation facilities, plazas, municipal facilities and trails.
<b>APPROVAL</b>	Adopted: Board Resolution No. 2101, Feb. 13, 2008 Livermore City Council, Feb. 11, 2008

**I. PURPOSE**

The purpose of this policy is to establish the manner in which new or existing recreational and municipal facilities shall be named.

**II. GENERAL PROVISIONS – NEW FACILITIES OR EXISTING FACILITIES**

It is to the benefit of the City of Livermore (City) and the Livermore Area Recreation and Park District (LARPD) that a name for newly acquired facilities be determined as soon as possible following acquisition, in order to clarify reference to, and identification of, the site for the benefit of the public, the City Council, the LARPD Board, and staff.

When appropriate, a facility may be named in honor of a person, if that person has made a major contribution to the community, the country, the City or the field of recreation and/or parks, or has voluntarily donated the land to the City or LARPD.

In addition to determining the names for facilities, these policies apply to the dedication of portions of facilities, such as trail segments or playgrounds, to a person or entity. A dedication does not change the official name of the larger facility in which it is located.

### **III. NAMING PROCESS**

For any facility covered by this policy that is entirely owned, operated, and maintained by the City, the City Council shall approve all facility names, consistent with this policy.

For any facility covered by this policy that is entirely owned, operated, and maintained by LARPD, the LARPD Board shall approve the facility name, consistent with this policy.

For facilities that are owned, operated or maintained in cooperation between the City and LARPD, either the LARPD Board or the City Council may propose a name for a facility for consideration by the other agency. Upon approval of both agencies, the name shall become official. This same process shall be used to modify the name of an existing facility.

### **IV. GENERAL CRITERIA**

- a. Names should be easy and recognizable references for all residents and visitors.
- b. All signs shall be consistent with the City sign ordinance and design standards. A standardized sign program shall include the same size, same font, and same construction material.
- c. Items that may be dedicated include trails segments, furniture, trees, rest or special stops along the trail.
- d. The proposed policies generally do not include the selling of "naming rights." The exception would be special use park/facilities where there is a significant large facility and there exists an opportunity to recover costs. In such a case, an agreement for selling the naming rights would be negotiated by staff with the final approval by the City Council and/or the LARPD Board in accordance to Section III. The agreement could include, but not be limited to, items such as location, duration of the agreement, design, and renewal options.
- e. Advertising is prohibited unless specifically approved by the City Council and/or the LARPD Board in accordance to Section III.
- f. Historical names may be considered when the name is appropriate to the site.
- g. When a facility, such as a park, is carrying out a particular theme, then that theme may be considered for the facility's name.
- h. Descriptive nomenclature should be included in the name of the facility, such as "Community Park," "Neighborhood Park," "Regional Trail" or "Local Trail."

- i. Specific areas within a facility, such as a play area, ball field, tot lot, or meeting room may be named or dedicated separately after an individual or for a geographical area.
- j. The facility name or dedication may be changed by the City Council and/or the LARPD Board per Section III when community interests and events make such a change desirable.
- k. Developers who either contribute or construct parks and trails are not guaranteed the naming rights.

## **V. Criteria for Parks/Recreational Facilities/Plazas/Municipal Facilities**

Names should relate to at least one of the following criteria:

- a. Events or entities with historical significance or positive influence on the development of the City.
- b. Natural features or plant or animal life indigenous to the area.
- c. Cultural features such as archeological, topographic location, or geographic features.
- d. Individuals, families or organizations, subject to the limitations listed in Section IV above.
- e. The neighborhood in which the park or facility is located.
- f. Any street that borders the facility.

## **VI. Criteria for Trails**

- a. For clarity and continuity, trails that cross jurisdictional boundaries and are identified with a name or code in an adopted Master Trail Plan shall maintain their original names or codes but segments of the trail are allowed to be dedicated. For example the Iron Horse trail may have two segments: Iron Horse trail segment John Smith and Iron Horse Trail segment Jane Doe.
- b. Trails with solely a code designation in an adopted Master Trail Plan shall maintain the original code designation but a trail may be named and segments of the trails are allowed to be dedicated.
- c. Names may relate to geographic location, local natural features, or historical elements, uses or events related to the site.
- d. Trail segments may be dedicated after individuals, families, or organizations, subject to the limitations listed in Section VII below.
- e. Trail segments for dedicating purposes shall not be less than approximately one mile long unless the trail itself is less than a mile in length.
- f. Plaques and signage acknowledging trail dedications shall be of uniform design and shall be pedestrian scale. Plaques shall be no larger than one square feet, supported on a pedestal of stone, wood or other natural material, and approximately 30 inches in height. All signs or plaques shall include a few words explaining the reasons for dedication.

**VII. Considerations and Guidelines for Facilities to be Named or Dedicated for Individuals, Families, or Organizations**

Naming and dedications are a special recognition that is considered for persons deserving exceptional recognition for their unique, substantial or outstanding contributions. If the facility, or a portion thereof, is to be named or dedicated for an individual, family, or organization, they should meet at least one of the following criteria:

- a. Individuals, families, or organizations that have made exceptional contributions to the community, which could include distinguished public service or community activities.
- b. An individual with a direct substantial connection to the facility being named or dedicated, including those whose efforts contributed to the creation of the facility.
- c. Names of historic persons or families that relate to the specific location of the facility or that had a substantial contribution to Livermore's history.

**Additional Considerations:**

- a. Has the nominee already been substantially honored with recognition naming in other places, particularly in Livermore? The City and/or LARPD should endeavor not to duplicate names within its system.
- b. Is the nominee's contribution sufficiently enduring so as to be apparent to future generations?
- c. Did the individual's contribution provide a major benefit to the City and/or LARPD or on a local, regional, state or national scale?

Board Resolution No. 2102  
February 13, 2008

Livermore City Council  
February 11, 2008

**APPROVAL**

  
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Timothy J. Barry  
General Manager

12-18-09  
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Date