TO:     Honorable Members of the City Council  
FROM:   Mayor Tom Bates, Councilmember Linda Maio, Councilmember Kriss Worthington  
SUBJECT: City of Berkeley Policy for Naming and Renaming Public Facilities  

RECOMMENDATION  
Review the current proposed naming policy and background materials, comment, and adopt a formal policy for the naming and renaming of public facilities.  

FINANCIAL IMPLICATIONS  
Unknown  

BACKGROUND  
In the absence of a formal naming and re-naming policy, the sponsors have met and are proposing a naming and renaming policy for public facilities.  

CONTACT PERSON  
Mayor Tom Bates        510-981-7100  
Councilmember Linda Maio  510-981-7110  
Councilmember Kriss Worthington  510-981-7170  

ATTACHMENTS:  
1. Proposed changes to the City of Berkeley Policy for Naming and Renaming Public Facilities.  
2. Past Proposals from City Commissions to the City Council (Background Information).
CITY OF BERKELEY
POLICY FOR NAMING AND RENAMING PUBLIC FACILITIES

Purpose
To establish a uniform policy regarding the naming and renaming of existing and future parks, streets, pathways and other public facilities.

Objective
A. To ensure that naming public facilities (such as parks, streets, recreation facilities, pathways, open spaces, public building, bridges or other structures) will enhance the values and heritage of the City of Berkeley and will be compatible with community interest.

Section 1 – Lead Commission
The City Council designates the following commissions as the ‘Lead Commissions’ in overseeing, evaluating, and ultimately advising the Council in any naming or renaming of a public facility. The lead commission shall receive and coordinate comment and input from other Commissions and the public as appropriate.

Parks and Recreation Commission – Parks, recreation centers, camps, plazas and public open spaces

Public Works Commission – Public buildings (other than recreation centers), streets and bridges or other structures in the public thoroughfare.

Waterfront Commission – Public facilities within the area of the City known as the Waterfront, as described in BMC 3.36.060.B.

Section 2 – General Policy
A. Newly acquired or developed public facilities shall be named immediately after acquisition or development to ensure appropriate public identity.
B. No public facility may be named for a living person, but this policy can be overridden with a 2/3 vote of the City Council.
C. Public facilities that are renamed must follow the same criteria for naming new facilities. In addition, the historical significance and geographical reference of the established name should be considered when weighing and evaluating any name change.
D. The City encourages the recognition of individuals for their service to the community in ways that include the naming of activities such as athletic events, cultural presentations, or annual festivals, which do not involve the naming or renaming of public facilities.
E. Unless restricted by covenant, facilities named after an individual should not necessarily be considered a perpetual name.
Section 3 – Criteria for Naming of Public Facilities

When considering the naming of a new public facility or an unnamed portion or feature within an already named public facility (such as a room within the facility or a feature within an established park), or, the renaming of an existing public facility the following criteria shall be applied:

A. Public Facilities are generally easier to identify by reference to adjacent street names, distinct geographic or environmental features, or primary use activity. Therefore, the preferred practice is to give City-owned property a name of historical or geographical significance and to retain these names.

B. No public facility may be named for a living person, but this policy can be overridden with a 2/3 vote of the City Council.

C. The naming of a public facility or any parts thereof in recognition of an individual posthumously may only be considered if the individual had a positive effect on the community and has been deceased for more than 1 year.

D. When a public facility provides a specific programmatic activity, it is preferred that the activity (e.g. skateboard park, baseball diamond) be included in the name of the park or facility.

E. When public parks are located adjacent to elementary schools, a name that is the same as the adjacent school shall be considered.

F. When considering the renaming of an existing public facility, in addition to applying criteria A-E above, proper weight should be given to the fact that: a name lends a site or property authenticity and heritage; existing names are presumed to have historic significance; and historic names give a community a sense of place and identity, continuing through time, and increases the sense of neighborhood and belonging.

Section 4 – Naming Standards Involving a Major Contribution

When a person, group or organization requests the naming or renaming of a public facility, all of the following conditions shall be met:

A. An honoree will have made a major contribution towards the acquisition and/or development costs of a public facility or a major contribution to the City.

B. The honoree has a record of outstanding service to their community

C. Conditions of any donation that specifies that name of a public facility, as part of an agreement or deed, must be approved by the City Council, after review by and upon recommendation of the City Manager.

Section 5 – Procedures for Naming or Renaming of Public Facilities

A. Any person or organization may make a written application to the City Manager requesting that a public facility or portion thereof, be named or renamed.

1. Recommendations may also come directly of the City Boards or Commissions, the City Council, or City Staff.
B. The City Manager shall refer the application to the appropriate lead commission as defined in Section 1 of the City’s policy on naming of public facilities, for that commission’s review, facilitation, and recommendation of disposition.
   1. The application shall contain the name or names of the persons or organization making the application and the reason for the requested naming or renaming.

C. The lead commission shall review and consider the application, using the policies and criteria articulated to the City Policy on Naming and Renaming to make a recommendation to Council.
   1. All recommendations or suggestion will be given the same consideration without regard to the source of the nomination.

D. The lead commission shall hold a public hearing and notify the general public of any discussions regarding naming or renaming of a public facility.
   1. Commission action will be taking at the meeting following any public hearing on the naming or renaming.

E. The commission’s recommendation shall be forwarded to Council for final consideration.
ACTION CALENDAR
November 10, 2005

To: Members of the Council Subcommittee on Establishing a Policy for Naming Public Facilities

From: Mayor Tom Bates

Subject: Policy to Name Public Facilities

RECOMMENDATION

Begin discussion of establishing a policy to name public facilities.

BACKGROUND

This subcommittee was established on October 14, 2003 in response to a recommendation of the Parks and Recreation commission to establish a naming policy for public facilities. The Council item from the Parks and Recreation commission is attached.

FINANCIAL IMPLICATIONS

None

CONTACT PERSON

Tom Bates, Mayor Mayor’s Office 981-7100

Attachments:
1: Policy for Naming Public Facilities (CF 127-02)
ACTION CALENDAR
October 14, 2003

To: Honorable Mayor and
   Members of the City Council
From: Steven Weissman, Chair, Parks and Recreation Commission
Subject: Policy for Naming Public Facilities (CF 2002-127)

RECOMMENDATION
Adopt a Resolution approving a policy for the naming and renaming of public facilities.

FISCAL IMPACTS OF RECOMMENDATION
None anticipated.

CURRENT SITUATION AND ITS EFFECTS
On July 23, 2002, Council forwarded three questions back to the Parks & Recreation Commission regarding the proposed Naming Policy. Specifically, the Council took the following action:

Action: Moved, seconded, carried (Worthington/Maio) to send back to the Parks and Recreation Commission with Council’s comments questioning the requirement of financial contributions and to consider other contributions to the community; whether a person needs to be deceased or not; and the prohibition of naming two facilities after the same person.

On August 18, 2003, the Parks & Recreation Commission discussed Council’s questions and took the following action:

Action: Moved, seconded, carried (Thornton/Gurdziel) to return the Naming Policy to Council with the clarifications in the Commission report. (5-1-0-1) (ABSENT: Barrantes)

This report is in response to Council’s July 23, 2003 action.
BACKGROUND
Berkeley is a city that has a long tradition of citizen participation and community activism. The City is fortunate to be the recipient of so much volunteer commitment and generosity. In addition, we have among our residents many writers, poets, artists, musicians, and other creative persons. There are many—both living and dead—who have contributed greatly to our community and to our world. It is natural to want to recognize those who have given their time, energy and money to the City of Berkeley. Requests are periodically received by the City to recognize certain Berkeleyans or, in some cases, national figures, by naming or renaming Berkeley public facilities, such as a building, street, park or other facility. The existing policy on naming parks (Attachment ‘A’) was originally developed and approved by Council in 1973 and amended in 1980 via Resolution No. 50,158-N.S. Since that time, several people have expressed concern that it is ambiguous and not applied in a consistent manner.

Since Council’s request in December 2000, the Parks & Recreation Commission has worked closely with the Waterfront Commission and the Public Works Commission to consider revisions to the Naming Policy. All three Commissions recommended Council adoption of the Naming Policy. The Commissions’ recommendations went to Council in May 2002, and Council took action on July 23, 2002.

RATIONALE FOR RECOMMENDATION
Below are the relevant policies, rationales, and comments related to the questions raised by the City Council:

A. Is a financial contribution required to have a facility named after a person or can other community contributions be considered?

No, a financial contribution is not required. After a person has been deceased for five years, the Naming Policy outlines a process to name or rename a facility for someone who has made contributions to the community.

The Naming Policy establishes a process for the rare occasion that the City is the recipient of a major contribution from a private philanthropist. If a contribution is great, and directly related to a facility or open space, the naming in honor of that philanthropist may be warranted, subject to approval of the Council. The Commission established criteria for meeting these conditions.

Proposed Naming Policy, Section 4 - Naming Standards Involving Capital or Material Contributions

When a person, group, or organization requests the naming or renaming of a public facility, all of the following conditions shall be met:

A. The contribution exceeds sixty percent (60%) of the acquisition and/or development costs of the public facility; and
B. The honoree has a record of outstanding service to their community; and
C. The request for a specific name is made at the time of the donation; and
D. Conditions of any donation that specify the name of a public facility, as part of an agreement or deed, must be approved by the City Council, after review by and upon the recommendation of the City Manager.

* Italics indicate language taken directly from the Naming Policy.
Section 3 of the Naming Policy establishes criteria for Naming of Public Facilities. Section 4 is Naming Standards Involving Capital or Material Contributions. This section spells out that a contribution must exceed 60% of the development costs of the facility and that the proposal must also meet the citizenship criteria outlined in section 3 and must be approved by the City Manager and the City Council.

At the time the Naming Policy was being drafted, certain Council members indicated that they wanted a way to encourage local philanthropy since there are limited funds to acquire new parks and recreation facilities. It is the intent of the Naming Policy that contributions would be for major land acquisitions or other major contributions and would still need to meet all of the criteria identified in the Naming Policy.

The Commissions (Parks & Recreation, Waterfront, and Public Works Commissions) did recognize the need for the City to have a way to acknowledge significant contributions of members of the community. As a result, the Naming Policy encourages the recognition of individuals for their service to the community in other ways, such as by the naming of activities such as athletic events, cultural presentations, or annual festivals, which do not involve the naming or renaming of public facilities. The Policy also includes a provision for naming a facility after an individual when the person has been deceased for five (5) years or longer.

B. Does a person need to be deceased for five years in order for his or her name to be considered for a City facility?

Yes. Many cities require a ten-year period, or more, after a person’s death before considering naming a facility in his or her honor. Time offers perspective for the contribution of a citizen to be determined by a group of commissioners or Council members that succeed the honoree and bring long-term citywide perspective to what otherwise might be emotional and inequitable decisions.

The policy does not prevent so honoring an individual posthumously, but it does allow recognition to be considered in the larger context of the many important contributions made to the community.

C. Should the City prohibit naming more than one facility after the same person?

Yes. The proposed policy prohibits naming more than one facility after the same person unless the two facilities are located near each other.

Section 3D – Criteria for Naming of Public Facilities
If a name is already in use as a public facility, it may not be reused for another facility unless the facilities are contiguous or in close geographic proximity.

This policy is intended to prevent the confusion that inevitably arises when different facilities in different locations are named for the same individual. For example, there are several parks and other facilities named in honor of Dr. Martin Luther King, Jr.:

1. Martin Luther King, Jr. Way (formerly Grove Street)
2. Martin Luther King, Jr. Civic Center Park (AKA Provo Park)
3. King Park and King Junior High School (on Hopkins)
4. King Recreation Center at Grove Park
ALTERNATIVE ACTIONS CONSIDERED
The Commission discussed making alterations to the Naming Policy, but felt that since the proposed policy is the result of many months’ work and the unanimous approval by three commissions (Parks & Recreation, Public Works, and Waterfront), and that any change would require a coordinated review by the three commissions involved, there was no compelling need to make changes at this time.

CONTACT PERSONS
Virginia Vafa, Senior Management Analyst, 981-6707
Deborah Chermin, Parks & Recreation Commission Secretary, 981-6715

Approved:

[Signature]
For
Steven Weissman, Chair, Parks & Recreation Commission

Attachments:
1. Resolution
4. Partial List of Changes of Park Names
RESOLUTION NO.

APPROVING A POLICY FOR THE NAMING AND RENAMING OF PUBLIC FACILITIES

WHEREAS, the existing policy for the naming of parks was reviewed and approved by Council in 1973 and amended in 1980 via Resolution No. 50,158-N.S.; and

WHEREAS, no formal policy currently exists to provide guidance in the naming of other public facilities; and

WHEREAS, the City received several requests each year to name or rename a public facility in honor of an individual; and

WHEREAS, on December 19, 2000, the City Council requested the Parks & Recreation Commission to complete the development of a draft Citywide policy on the naming of public facilities including parks, streets, and public buildings; and

WHEREAS, the Parks & Recreation Commission worked closely with other Commissions to draft a revised policy which was submitted to the Council for consideration on May 28, 2002; and

WHEREAS, on July 23, 2002, the Council sent the policy back to the Parks & Recreation Commission with questions; and

WHEREAS, on August 18, 2003, the Parks & Recreation Commission discussed and responded to the Council’s questions.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Berkeley approves the Policy for Naming and Renaming of Public Facilities (Exhibit A).
CITY OF BERKELEY
POLICY FOR NAMING AND RENAMING PUBLIC FACILITIES

Purpose

To establish a uniform policy regarding the naming and renaming of existing and future parks, streets, pathways and other public facilities.

Objectives

A. To ensure that naming public facilities (such as parks, streets, recreation facilities, pathways, open spaces, and public building, bridges or other structures) will enhance the values and heritage of the City of Berkeley and will be compatible with community interest.

B. To prevent public spaces, such as City facilities and recreation spaces, from being used as memorials to our deceased community members.

Section 1 – Lead Commission
The City Council designates the following Commissions as the “Lead Commission” in overseeing, evaluating and ultimately advising the Council in any naming or renaming of a public facility. The Lead Commission shall receive and coordinate comment and input from other Commissions and the public as appropriate.

Parks & Recreation Commission – Parks, recreation centers, camps, plazas and public open spaces.

Public Works Commission – Public buildings (other than recreation centers), streets and bridges or other structures in the public thoroughfare.

Waterfront Commission – Public facilities within the area of the City known as the Waterfront, as described in BMC 3.36.060.B.

Section 2 – General Policy
A. Newly acquired or developed public facilities shall be named immediately after acquisition or development to ensure appropriate public identity.

B. No public facility shall be named for a living person, unless an individual has donated the site or facility, or a substantial donation has been made by an individual or organization to acquire that facility. (Per Section 4, below.)

C. Public facilities that are renamed must follow the same criteria for naming as for new facilities. In addition, the historical significance and geographical reference of the
established name should be considered when weighing and evaluating any name change.

D. The City encourages the recognition of individuals for their service to the community in ways that include the naming of activities such as athletic events, cultural presentations, or annual festivals, which do not involve the naming or renaming of public facilities.

E. Unless restricted by covenant, facilities named after an individual should not necessarily be considered a perpetual name.

Section 3 – Criteria for Naming of Public Facilities

When considering the naming of a new public facility or an unnamed portion or feature within an already named public facility (such as a room within a facility or a feature within an established park), or, the renaming of an existing public facility, the following criteria shall be applied:

A. Public facilities are generally easier to identify by reference to adjacent street names, distinct geographic or environmental features, or primary use activity. Therefore, the preferred practice is to give City-owned property a name of historical or geographical significance and to retain these names.

B. No public facility may be named for a living person, unless the conditions outlined in Section 4 below are met.

C. The naming of a public facility or any part thereof in recognition of an individual posthumously may only be considered if the individual had a recognized positive effect on the community and has been deceased for more than five (5) years.

D. If a name is already in use as a public facility, it may not be reused for another facility unless the facilities are contiguous or in closed geographic proximity.

E. When a public facility provides a specific programmatic activity, it is preferred that the activity (e.g., skateboard park, baseball diamond) be included in the name of that park or facility.

F. When public parks are located adjacent to elementary schools, a name that is the same as the adjacent school is generally preferable.

G. When considering the renaming of an existing public facility, in addition to applying Criteria A-F above, proper weight should be given to the fact that: a name lends a site or property authenticity and heritage; existing names are presumed to have historic significance; and historic names give a community a sense of place and identity, continuity through time, and increases the sense of neighborhood and belonging.
Section 4 - Naming Standards Involving Capital or Material Contributions
When a person, group or organization requests the naming or renaming of a public facility, all of the following conditions shall be met:

A. The contribution exceed sixty percent (60%) of the acquisition and/or development costs of the public facility; and
B. The honoree has a record of outstanding service to their community; and
C. The request for a specific name is made at the time of the donation; and
D. Conditions of any donation that specifies that name of a public facility, as part of an agreement or deed, must be approved by the City Council, after review by and upon the recommendation of the City Manager.

Section 5 - Procedures for Naming or Renaming of Public Facilities
A. Any person or organization may make a written application to the City Manager requesting that a public facility or portion thereof, be named or renamed.

Recommendations may also come directly from City Boards or Commissions, the City Council or City staff.

B. The City Manager shall refer the application to the appropriate Lead Commission, as defined in Section One of the City's Policy on Naming of Public Facilities, for that Commission's review, facilitation and recommendation of disposition.

The application shall contain the name or names of the persons or organization making the application and the reason for the requested naming or renaming.

C. The Lead Commission shall review and consider the application, using the policies and criteria articulated in the City Policy on Naming and Renaming to make a recommendation to Council.

All recommendations or suggestion will be given the same consideration without regard to the source of the nomination.

D. The Lead Commission shall hold a public hearing and notify the general public of any discussions regarding naming or renaming of a public facility.

Commission action will be taken at the meeting following any public hearing on the naming or renaming.

E. The Commission's recommendation shall be forwarded to Council for final consideration.
Before a park is named, the Recreation Commission shall hold a public hearing for the consideration of proposed names.

1. If there is definite support and no significant objection to a proposed name, that name should be favorably considered.

2. If the park has been donated, or a substantial donation made, with the specification that the park shall be named, such name should be favorably considered.

3. If a name has been given to a park, this should not necessarily be considered a perpetual name unless restricted by covenant.

4. If the neighborhood in which the park is located have recommendations for naming the park, consideration should be given to these recommendations.

5. If the name of the park would assist in identification of the location, due consideration should be given.

6. If an individual's name is considered, such individual should be one who engenders universal good will.

7. If the name under consideration is for a park that will serve the City or the region (as opposed to a neighborhood park), the Commission will hold a public hearing that will be advertised City-wide.

The Recreation Commission has purposely left the guidelines loose to allow a wide spectrum of names reflecting the diversity of choices of the City of Berkeley.

It is the Commission's desire and intent to encourage and promote wide community participation in the naming of Berkeley parks.

amended 3/10/80
Couples sent 4/22/80
To: Recreation Commission

RESOLUTION

No. 50,158 N.S.

Dated April 8, 1980

Adopted by the Council of the City of Berkeley by the following vote:

Ayes: Councilmembers Davis, Dean, Denton, Feller, Fukson, Hone, McDonald, Segesta and President Newport

Noes: None

Absent: None

EUGENE NEWPORT
Mayor and President of the Council

EDYTHE CAMPBELL
City Clerk and Clerk of the Council
ACTION CALENDAR
May 28, 2002

To: Honorable Mayor and
Members of the City Council

From: Parks and Recreation Commission

Subject: POLICY FOR THE NAMING OF PUBLIC FACILITIES – CF-00-266

RECOMMENDATION:

Adopt a Resolution approving the proposed policy for the naming and renaming of public facilities developed by the Parks and Recreation Commission.

BACKGROUND:

On December 19, 2000, Council requested the Parks & Recreation Commission to complete the development of a citywide policy on the naming of public facilities, including parks, streets and public buildings.

Since October of 2001, there has been a moratorium on the naming and renaming of public facilities, pending the approval, by the Council, of a policy for how best to do so prospectively. On January 19, 2002, the Council requested the Parks and Recreation and the Waterfront Commissions to review a proposal to name the new I-80 pedestrian/bicycle/wheelchair overpass in honor of former Assemblyman Bates.

The existing policy on naming of parks (please see Attachment “A”) was developed and approved by Council in 1973 and several people have expressed that it is too ambiguous and not applied in a consistent manner.

The Parks and Recreation Commission has met several times over the past eighteen months to discuss how best to revise the 1973 naming policy. The Commission has worked closely with the Waterfront Commission and the Public Works Commissions.
On February 25, 2002, the Parks Commission (M/S/C: Weissman/Keleman) adopted the following motion:

"The Parks and Recreation Commission recommends that the City Council approve the proposed policy for naming of public facilities, and appoints Vice Chair Keleman to serve as its spokesperson when the item is presented to the Council."

AYES: Barrantes, Gurdziel, Keleman, Smukler, Thornton and Weissman;
NOES: None;
ABSTAIN: None;
ABSENT: Huang, Minasian

Waterfront Commission Action

On March 13, 2002 the Waterfront (M/S/C: Smith/Minasian) adopted the following motion:

"To recommend City Council approval of the policy as amended to include the language "except for those public facilities where the Waterfront Commission is the lead commission" in Section 1 - Parks and Recreation Commission, and Public Works Commission."

AYES: Cobb, Kamen, Kawczynska, Minasian, Perry, Smith and Staneko
NOES: None
ABSTAIN: None
ABSENT: None

Major Points in the Proposal

The Commission believes it has crafted a coherent and consistent policy on naming that confronts the historical and financial realities of administering a city in the modern era. The major points in the proposal include:

- Creation of a uniform and consistent policy, process and guiding criteria, which will be clear to all members of the public. (Previously, charges were raised that the naming policy was unclear and/or applied on a selective basis)

- Reduction of the trend to allow our public spaces to be used as memorials.

- Clearly established lead Commissions, which are responsible for assuring a public process is followed, and standard criteria are applied, when a request for (re)naming is received.

- Establishment of the principle that naming based upon location and/or function is given higher priority than after an individual.
• Limiting the naming of a public facility, in honor of an individual who is still living, to situations where the individual has either donated the site or made a substantial financial contribution to the development of the site.

• Establishing the policy that no public facility may be named for an individual posthumously unless the individual has been deceased for more than five years.

• Policy that if a name is already in use as a public facility, it may not be reused unless the facilities are contiguous or in close geographic proximity.

• Institution of naming standards involving capital or material contributions.

FINANCIAL IMPLICATIONS:

None are foreseen.

CONTACT PERSONS:

Steven Weissman, Chair, Parks and Recreation Commission  654-3316
Gail Keleman, Vice Chair, Parks and Recreation Commission  525-3005

Approved by:

Steven Weissman, Chair, Parks and Recreation Commission
RESOLUTION NO. N.S.

APPROVING A POLICY FOR THE NAMING AND RENAMING OF PUBLIC FACILITIES

WHEREAS, the existing policy for the naming of parks was last reviewed and approved by Council in 1973; and

WHEREAS, no formal policy currently exists to provide guidance in the naming of other public facilities; and

WHEREAS, the City receives several requests each year to name or rename a public facility in honor of an individual; and

WHEREAS, on December 19, 2000, the City Council requested the Parks and Recreation Commission to complete development of a draft Citywide policy on the naming of public facilities, including parks, street and public buildings; and

WHEREAS, the Parks and Recreation Commission worked closely with other Commissions to craft a draft policy, which has been submitted to the Council for consideration.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Berkeley approves the following Policy for Naming and Renaming of Public Facilities.

City of Berkeley - Policy for Naming and Renaming of Public Facilities

Purpose

To establish a uniform policy regarding the naming and renaming of existing and future parks, streets, pathways and other public facilities.

Objectives

A. To ensure that naming public facilities (such as parks, streets, recreation facilities, pathways, open spaces, and public buildings, bridges or other structures) will enhance the values and heritage of the City of Berkeley and will be compatible with community interest.

B. To prevent public spaces, such as City facilities and recreation spaces, from being used as memorials to our deceased community members.
Proposed Policy

Section 1 - Lead Commission

The City Council designates the following Commissions as the “Lead Commission” in
overeseeing, evaluating and ultimately advising the Council in any naming or renaming of a public
facility. The Lead Commission shall receive and coordinate comment and input from other
Commissions and the public as appropriate.

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public open spaces.

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and bridges or other structures in the public thoroughfare.

Waterfront Commission – Public facilities within the area of the City known as the
Waterfront, as described in BMC 3.36.060. B.

Section 2 - General Policy

A. Newly acquired or developed public facilities shall be named immediately after
acquisition or development to ensure appropriate public identity.

B. No public facility shall be named for a living person, unless an individual has donated the
site or facility, or a substantial donation has been made by an individual or organization
to acquire that facility (Per Section 4 below).

C. Public facilities that are renamed must follow the same criteria for naming as for new
facilities. In addition, the historical significance and geographical reference of the
established name should be considered when weighing and evaluating any name change.

D. The City encourages the recognition of individuals for their service to the community in
ways that include the naming of activities such as athletic events, cultural presentations,
or annual festivals, which do not involve the naming or renaming of public facilities.

E. Unless restricted by covenant, facilities named after an individual should not necessarily
be considered a perpetual name.

Section 3 - Criteria for Naming of Public Facilities

When considering the naming of a new public facility or an unnamed portion or feature within an
already named public facility (such as a room within a facility or a feature within an established
park), or, the renaming of an existing public facility, the following criteria shall be applied:
A. Public facilities are generally easier to identify by reference to adjacent street names, distinct geographic or environmental features, or primary use activity. Therefore, the preferred practice is to give City-owned property a name of historical or geographical significance and to retain these names.

B. No public facility may be named for a living person, unless the conditions outlined in Section 4 below are met.

C. The naming of a public facility or any parts thereof in recognition of an individual posthumously may only be considered if the individual had a recognized positive effect on the community and has been deceased for more than five (5) years.

D. If a name is already in use as a public facility, it may not be reused for another facility unless the facilities are contiguous or in close geographic proximity.

E. When a public facility provides a specific programmatic activity, it is preferred that the activity (e.g., skateboard park, baseball diamond) be included in the name of that park or facility.

F. When public parks are located adjacent to elementary schools, a name that is the same as the adjacent school is generally preferable.

G. When considering the renaming of an existing public facility, in addition to applying Criteria A-F above, proper weight should be given to the fact that: a name lends a site or property authenticity and heritage; and existing names are presumed to have historic significance; and historic names give a community a sense of place and identity, continuity through time, and increases the sense of neighborhood and belonging.

Section 4 - Naming Standards Involving Capital or Material Contributions

When a person, group or organization requests the naming or renaming of a public facility, all of the following conditions shall be met:

A. The contribution exceeds sixty percent (60%) of the acquisition and/or development costs of the public facility; and

B. The honoree has a record of outstanding service to their community; and

C. The request for a specific name is made at the time of the donation; and

D. Conditions of any donation that specifies the name of a public facility, as part of an agreement or deed, must be approved by the City Council, after review by and upon the recommendation of the City Manager.
Section 5 - Procedures for Naming or Renaming Public Facilities

A. Any person or organization may make a written application to the City Manager requesting that a public facility or portion thereof, be named or renamed.

Recommendations may also come directly from City Boards or Commission, the City Council or City staff.

B. The City Manager shall refer the application to the appropriate Lead Commission, as defined in Section One of the City’s Policy on Naming of Public Facilities, for that Commission’s review, facilitation and recommendation of disposition.

The application shall contain the name or names of the persons or organization making the application and the reason for the requested naming or renaming.

C. The Lead Commission shall review and consider the application, using the policies and criteria articulated in the City Policy on Naming and Renaming to make a recommendation to Council.

All recommendations or suggestions will be given the same consideration without regard to the source of the nomination.

D. The Lead Commission shall hold a public hearing and notify the general public of any discussions regarding naming or renaming of a public facility

Commission action will be taken at the meeting following any public hearing on the naming or renaming.

E. The Commission’s recommendation shall be forwarded to Council for final consideration.
BERKELEY PARK NAMES
(A Partial List)

Parks Where Names Were Changed

Becky Temko Mini Park. 2424 Roosevelt Street. Original Name: Roosevelt Totlot, built by Flatlands Neighborhood Association, dedicated in 1970. Name changed by the Parks Commission in 1996 in memory of Becky Temko, a former parks commissioner and advocate of Roosevelt Park

Cesar Chavez. Original Name: Northern Waterfront Park. Name changed to Cesar Chavez by the City Council in the 1990s to honor California's labor leader after his death.


George Florence Mini Park. Tenth Street between Allston Way and Addison. Original name: Tenth Street-Addison Park. Name changed 1979 to George Florence, the prior owner of the site.

Greg Brown Mini-Park. 1907 Harmon Street. Original name: Harmon Street Neighborhood Park. Name changed by City Council in 1974 to Greg Brown Memorial Park after a youth who collapsed and died while playing basketball at Berkeley High School

James Kenney Park. Named in 1917 after Berkeley's first fire chief, James Kenney, who served from 1904 until 1916, when he died.

Martin Luther King Jr. Memorial Park. Original name: Civic Center Park (dedicated in 1942). Known informally as Provo Park during the 60s and 70s. Name changed to the Martin Luther King Jr. Memorial Park by the City Council in 1983.
Parts of Parks That Have Been Named
Fielding Fields. Soccer field named for Douglas Fielding, a playing field advocate and former head of Albany-Berkeley Soccer League


Aquatic Park
Bateman Park (at Colby and Prince). Identity of Bateman unknown.
Berkeley Rose Garden
Berkeley Way Mini Park
Cedar-Rose Park
Codornices Park
Contra Costa Rock Park
Cragmont Rock Park
Great Stoneface
Grotto Rock Park
Grove Park
Harrison Park
Haskell-Mabel Mini Park
Indian Rock Park
La Loma Park
Live Oak
Monkey Island
Mortar Rock
Oak Park
Ohlone Park
Prince St. Totlot
San Pablo Park
63rd Street Mini Park
Solano Peralta Plaza
Strawberry Creek
Terrace View
Totland
Parks That Were Donated
Frederick Park. (Arlington Ave. at Yosemite Road) A Gift to the City from Mr. J. F. Hink, 1921.

John Hinkel. 7 acre park, donated by John Hinkel in 1918.

Remillard Park. Keeler Avenue at Poppy Lane. Donated to City by Lillian Remillard Dandini in 1963. Formerly called Pinnacle Rock by residents, the park was named Remillard in memory of Ms. Dandini's father.

School Parks
Columbus School Park
John Muir School
King School
Le Conte
Thousand Oaks School
West Campus Swim Center
Willard Park
Willard Swim Center

Marina Parks
Horseshoe Park
Marina Mall
Cesar Chavez Park
Shorebird Park