



PARKS AND RECREATION



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City of Hollister

Policy on Naming or Renaming of City Parks and Facilities



City of Hollister
Parks & Recreation
Department
300 West Street
Hollister, CA, 95023

CITY OF HOLLISTER

PARKS & RECREATION DEPARTMENT

CITY PARK, RECREATIONAL FACILITY, OR SPECIAL FEATURE IN A PARK

NAMING REQUEST FORM

The naming or renaming of City Parks and Facilities is often complex and emotionally evocative since assigning a name is a powerful and permanent identity for the parks and/or facilities. The naming and renaming of parks and/or 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. Therefore, this policy is intended to give guidance to the Governing Body in the decision making of naming or renaming parks and facilities.

The City Council of the City of Hollister has approved through Resolution No. 2021-106, the following criteria for naming and renaming public parks, recreational facilities, or special features in a park:

1. Naming shall begin early in the development and/or acquisition as possible.
2. Names should be appropriate to the park or recreational facility by reflecting the native wildlife, history, flora, geographic area, or natural geologic features related to the Community of Hollister.
3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
4. Areas that can be recognized include: Points of entry, walkways, trails, recreational facilities such as group picnic areas or ball fields, and special features such as benches, trees, or playground equipment.
5. Names which reflect the City's ethnic and cultural diversity are encouraged.
6. Commemorative names honoring individuals or families should be based on the following criteria:
 - a. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Hollister community.
 - b. made lasting and significant contributions to the protection of natural or cultural resources of the City of Hollister;
 - c. made substantial contributions to the betterment of a specific facility, feature or park consistent with the established policy;
 - d. had a positive impact on the lives of Hollister residents;
 - e. has volunteered for ten (10) or more years of service to the community;
 - f. an individual who is to be honored shall be deceased for a minimum period of one (1) year.

Using the above criteria, please complete the information below and submit to the Parks & Recreation Department, located at 300 West Street, Hollister, CA 95023, Office: (831) 636-4390.

NAME OF SUBMITTER: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

PHONE NUMBER: _____

ALTERNATE NUMBER: _____

CATEGORY

1. _____ Geographical Location
2. _____ Historical Features
3. _____ Person who has made a significant contribution
4. _____ Other Relevant Factors

NAMING OR RENAMING OF PUBLIC PARK OR FACILITY

Please write the location or address of the City Park or recreation facility in which you're wanting to name or rename.

Please provide your proposed name of the City Park or public facility.

If the park is named, please provide the current name of the City park or recreation facility.

JUSTIFICATION

Please provide a written justification supporting your proposed park or facility name. Additional pages or supplemental information may be provided on a separate sheet of paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SIGNATURE

Applicant - Printed Name

Applicant – Signature

Date _____

PROCESS

The Parks and Recreation Commission will review all applications. The Commission will then make a recommendation to the City Council. The City Council will make the final approval to the naming or renaming on all City parks recreational facility, or special features in a park.

City of Hollister
POLICY ON NAMING OR RENAMING PARK, RECREATIONAL FACILITY, OR
SPECIAL FEATURE IN A PARK

PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of City parks, recreation facilities, or special feature in a park that are compatible with community interest and will enhance the values and heritage of the City of Hollister.

General:

1. This policy shall establish the guidelines, criteria and process for naming or renaming of parks, recreation facilities, or special feature in a park.
2. Under extraordinary circumstances that would cast a negative image upon the City, any naming of city-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
3. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Hollister should be avoided.
4. Existing names are deemed to have historic recognition. It is the City of Hollister's policy to keep the name of any existing park, special feature in a park, or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.
5. Naming or renaming of City parks, recreation facilities, or special feature in a park shall be made by City Council resolution.
6. All costs including staff time, labor and materials associated with the installation of signs and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

NAMING CRITERIA

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5. Names which reflect the City's ethnic and cultural diversity are encouraged.
6. Commemorative names honoring individuals or families should be based on the following criteria:
 - g. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Hollister community.

- h. made lasting and significant contributions to the protection of natural or cultural resources of the City of Hollister;
- i. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
- j. had a positive impact on the lives of Hollister residents;
- k. has volunteered for ten (10) or more years of service to the community;
- l. an individual who is to be honored shall be deceased for a minimum period of one (1) year.

NAMING PROCEDURE

1. A request shall be submitted in writing on the standard application form.
2. The public will be informed of an applicant's intent to name or rename a park, recreational facility, or special feature in a park through Social Media, emails, newsletters, and public announcements.
 - a. Notice of intent to name or rename a park, recreational facility, or Special feature in a park shall be posted in public places such as Social Media, emails, newsletters, and public announcements and published in the City's paper of record during the same 30-day review period of the City's Commissions.
3. The application will be reviewed for completeness based upon the naming criteria by staff in the Recreation Department. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
4. Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission at a regularly scheduled meeting within a thirty (30) day period.
5. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.