

City of Riverside
NAMING OF CITY ASSETS POLICY
Approved by the City Council on XX

BACKGROUND:

The City of Riverside has historically followed various policies and processes for the naming or renaming of its land, buildings, facilities, and other City Assets. Generally, these policies provide for the naming of City Assets based on 1) neighborhood, geographic identification, topographic figures, or cultural or historical significance associated with Riverside; 2) commemorating individuals who have served the City in an exceptional manner, or a person of national prominence or historic interest who has supported or contributed to the development or betterment of the community; and 3) commemorating individuals or organizations that have made significant land and/or financial contributions for the acquisition and/or development of the City Asset being named.

The City wishes to replace any existing naming or renaming policies with the following comprehensive citywide policy.

PURPOSE:

The purpose of this policy is to establish uniform guidelines for the naming and renaming of City Assets. This policy outlines the criteria, guidelines, and procedures that govern naming and renaming of City Assets in order to maintain their integrity, encourage philanthropic giving, and safeguard against the over commercialization of City Assets.

This policy does not apply to:

1. Corporate Partnerships entered into under the Corporate Partnership Policy adopted by City Council on May 5, 2020;
2. Administration Manual Policy Number 06.011.00 (Minor Donation Acceptance)
3. The naming of public streets addressed in Chapter 19, Article 9 of the Riverside Municipal Code;

DEFINITIONS

For the purpose of this policy, the following definitions apply:

1. City Assets: Tangible or intangible items of value that are owned or created by the City of Riverside, including but not limited to City Facilities, programs, objects, displays, technology and collections.
2. City Facility: Any part of real property or structures owned by the City of Riverside, including but not limited to land, parks, libraries, museums, recreational facilities, convention center, airport, parking facilities, interior or ancillary features that are a part of, or within, a larger facility, and other City properties and structures.
3. City Support Group: May include, but is not limited to foundations, "friends of" organizations, community groups, or other similar organizations.
4. Donation or gift: A monetary contribution, endowments, personal property, real property, securities, equipment, in-kind goods or services, or any other tangible or intangible item of value the City has accepted and for which the donor has not received any goods or services in return.

5. Donor: A person or other legal entity that proposes or provides a donation to the City.
6. Funding Source: The source of funding, which can include individuals, nonprofit organizations, and for-profit entities.
7. Naming: The selection and approval by the City for the initial naming of a City Asset other than streets within the public right-of-way.
8. Renaming: The selection and approval by the City for a new name of an existing City Asset other than streets within the public right-of-way.

POLICY:

A. CRITERIA

The naming or renaming of City Assets shall be reserved for circumstances that will best serve the City of Riverside's interests and ensure a worthy and enduring legacy for the City. Requests for naming or renaming of City Assets will be considered within the following broad categories:

1. *Location.* The name of a City Asset should assist the public in identifying its location. When considering a naming or renaming request, the City shall consider the name of the neighborhood, geographic identification, topographic features, and the names of adjacent streets.
2. *Historical or Cultural Significance.* The history of a major event, place, or person may play an important role to preserve and honor the community's history, landmarks, or culture. The City may name a City Asset for a major event, place, or person of social, cultural or historical significance to the local area when the City Asset is associated with or located near the events, people, or places of social, cultural or historical significance. The relationship of the event, person, or place to the City Asset must be demonstrated through research and documentation.
3. *Outstanding Individuals.* This category is designed to commemorate individuals who have served the City in an exceptional manner with such honor bestowed posthumously, except in cases deemed extraordinary. The person must be an outstanding, long-time City leader or a person of state or national prominence who has supported or contributed to the development or betterment of the community.
4. *Major Donations.* The City has benefited from donations provided through the generosity of residents, organizations, and businesses. The significance of the donation may warrant acknowledging the Donor through naming or renaming.
 - a. The threshold for naming or renaming a City Asset for an individual, organization, or business when a major donation is involved should include a Naming Rights Agreement and one or more of the following:
 - i. A significant contribution toward the costs of acquiring, building, or renovating a City Asset, generally not less than 25 percent of the value of the property or improvements;
 - ii. A deed of land to the City for the construction or expansion of the City Asset; and/or
 - iii. An endowment for the long-term continued maintenance and operations of the City Asset, generally not less than 25 percent of the operating cost over the term of the Naming Rights Agreement.

B. GUIDELINES

1. General Provisions:

- a. In considering proposals for the naming or renaming of a City Asset, the City Council and its advisory boards and commissions shall consider whether the proposed name will:
 - i. Engender a strong positive image consistent with the City's goals and values;
 - ii. Be appropriate relative to the City Asset's location and/or history;
 - iii. Incorporate the assigned historic name if the City Asset is a designated historical resource listed as a local or state landmark, or is listed on the National Register of Historic Places;
 - iv. Maintain its significance for future generations;
 - v. Commemorate places, people, or events that are of continued importance to the City, community, region, or state;
 - vi. Have broad public support; and
 - vii. Not result in the excessive commercialization of the City.
- b. All related signage and recognition associated with the naming of a City Asset shall comply with the City's General Sign Provisions per the Riverside Municipal Code.
- c. The City shall retain full editorial control over all related signage. The form of any on-site recognition shall:
 - i. Not interfere with visitor use or routine operations;
 - ii. Be of appropriate size and color within the design scheme of the facility;
 - iii. Not dominate the sign in terms of scale or color;
 - iv. Not detract from surroundings or any interpretive messages; and
 - v. Be subject to review and approval by the Department Director, the City Planner and the City Manager, or his designee.

2. Major Donation Acceptance Criteria. The City may not accept a major donation as part of a naming or renaming proposal that would create any conflict of interest. The following principles form the basis of the City's consideration of naming or renaming proposals based on a major donation or gift:

- a. The mission of a Donor must not compete, impair, or conflict with the policies, goals, or values of the City;
- b. The Donor must provide a desirable association to the City Asset according to the Guidelines under this policy; and
- c. Naming or renaming rights offered are commensurate with the relative value of the funding.

3. The City, in its sole discretion, may:

- a. Reject naming or renaming proposals or remove existing naming that portray or include depictions, words, or phrases that the City reasonably deems to be harmful, controversial, or otherwise do not support the guidelines stated in this policy; and

- b. Reserve the right to rename any City Asset if the individual, organization, or business for which it the City Asset is named is convicted of a felony, is deemed by the City to have become disreputable in another manner, or does not otherwise support the guidelines set forth in this Policy.

C. PROCEDURES

1. Naming or Renaming Application and Review Process

- a. Applicants and proposers shall submit their naming or renaming proposal to the appropriate Department Director overseeing the asset type.
- b. Written proposals must, at a minimum, include the following information:
 - i. The proposed name of the City Asset;
 - ii. Justification for the proposed name, including a discussion of the criteria identified in this policy;
 - iii. Written approval by next of kin to be honored, if applicable;
 - iv. The amount of the donation provided for the City Asset, if applicable; and
 - v. Written documentation outlining community support for the proposed name.
- c. Upon receipt of a naming or renaming proposal for a City Asset, the Department Director shall incorporate the following items in their review, including but not limited to:
 - i. Submit the proposal to appropriate City Planning staff to determine if the City Asset is a designated historical resource with an assigned historic name;
 - ii. If the City Asset is a designated historical resource listed as a local or state landmark or on the National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Planning staff and the Cultural Heritage Board, if required, according to those standards;
 - iii. Consider the impact the naming or renaming of the City Asset will have on the community; and
 - iv. Consider the cost of implementation and signage and identify the funding to cover such costs.
- d. The Department Director will submit the proposal to the City Manager, or his designee, for review and approval.
- e. The Department Director will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:
 - i. Ownership rights, by agreement or by law;
 - ii. Conflicts of interest between the City and the applicant; and
 - iii. Adherence to City policies, such as the City of Riverside Charter and Riverside Municipal Code as well as any local, state, or federal regulations.

- f. If the applicant's proposal follows the intent of this Policy, the City Attorney's Office shall draft a Naming Rights Agreement based on the terms in the proposal for review and consideration as follows:
 - i. For library facilities, the Department Director will submit the proposal to the Board of Library Trustees.
 - ii. For parks and recreational facilities, the Department Director will submit the proposal to the Park and Recreation Commission.
 - iii. For museum facilities, the Department Director will submit the proposal to the Museum Board.
 - iv. For other City Assets, the Department Director will submit the proposal to the appropriate board or commission for the City Asset for which the naming or renaming is proposed, if applicable.
- g. The board or commission will offer the opportunity for public input on the proposed naming or renaming of the City Asset.
- h. The board or commission shall forward their recommendation on the naming or renaming opportunities to the City Council for final approval.

D. FUNDRAISING GUIDELINES

From time to time, the City may receive offers for outside support groups to fundraise for specific City Assets in exchange for naming rights. City Support Groups intending to fundraise for naming rights or major projects must take the following steps:

1. Develop recommendations for naming opportunities with gift levels prior to receiving gifts and offering naming rights to prospective donors.
2. Draft and submit recommended naming opportunities with gift levels to the Department Director for review. Such gift levels will be commensurate with the value of the City Asset as determined across all City departments.
3. Upon receipt of recommended naming opportunities with gift levels, the Department Director will follow the steps outlined in Procedures section of this policy for review of naming or renaming proposals.
4. Upon completion of the above steps, the Department Director will work with the City Attorney to prepare a draft agreement with the City Support Group.
5. Upon approval by the Department Director, the City Support Group will submit the recommended naming or renaming opportunities with gift levels and draft agreement to the corresponding board or commission.
6. Upon approval by the board or commission, the Department Director will submit the final draft recommendation on the naming or renaming opportunities with gift levels along with the draft agreement to the City Council for final approval. Only after City Council approval may the City Sponsored or Recognized Support Groups begin soliciting and accepting donations for naming or renaming rights.

7. No final commitment to name a City Asset or portion thereof shall be made to a potential donor without the final approval by the Department Director. Naming or renaming rights that include funding will have final approval by City Council.

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