Administrative Regulations

Number AR8-7
Issue 2

Subject: Policy and Procedures for the Naming of City-owned Land, Buildings, and Facilities

I. Purpose

To establish formal policies as a guide to the City Council in considering (1) appropriate names for City-owned land, buildings, and facilities; and (2) whether, and under what circumstances, such land, buildings. and facilities should be named or renamed in honor of individuals.

II. Scope

This regulation is applicable to all City departments and offices responsible directly to the City Manager. It is also requested that elective offices and other independent offices and departments of the City comply with these procedures in the interest of administrative uniformity.

III. Policy

In determining the names to be given to City-owned land, buildings, and facilities, the City Council will give particular consideration to the following policy guidelines:

- Names incorporating the name of LONG BEACH where it is deemed important for civic or other reasons for a building or facility to be identified with the City.
- Names which have recognized geographic, topographic or historical significance associated with Long Beach. In assessing this type of name, the City Council will be guided by recommendations from such bodies as the Planning Commission, the Cultural Heritage Commission and the Long Beach Historical Society.
- City-owned land, buildings, and facilities may be named after individuals or families who have donated the land or funds for the capital project, particularly if such naming is set forth as a condition of the donation.

- City-owned land, buildings and facilities may be named in honor of persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional and distinguished manner; and where such action is warranted by a contribution or service, which is deemed to be of major significance.

- City-owned land, buildings and facilities will not normally be named after living persons unless the City Council deems it appropriate to take such action on the basis of a significant contribution, monetary or otherwise, which warrants a deviation from this policy guideline.

- The naming of City-owned land, buildings, and facilities in honor of deceased persons shall generally not take place until one year after their deaths, unless the City Council determines that there are overriding considerations for deviating from this policy guideline. This particular policy guideline is not intended in any way to reflect on the merits of any deceased individual who may have been a prominent civic leader. However, it is felt appropriate to establish such a waiting period to ensure that an individual's accomplishments or contributions will stand the test of time; and that decisions shall not be made on an emotional basis immediately following a person's death.

- The names of City-owned land, buildings, and facilities shall not be named in honor of individuals when they have previously been named for other individuals

- Wherever possible, names considered should not be those that have been overly recognized in the past.

- Names will be considered by the City Council, whether submitted by staff, City agencies, civic organizations, and/or the general public. The selection process may include, where deemed appropriate, a contest or competition, if it is felt that such an alternative would promote greater community-wide interest and participation.

IV. Procedure

Requests for naming or renaming of City-owned land, buildings, and facilities shall be filed with the City Clerk for transmittal to the City Council.

Requests for naming or renaming of City-owned land, buildings, and facilities shall be submitted in writing, accompanied by a statement summarizing the justification for the recommended name(s).

The City Council shall refer all such requests to its Housing and Neighborhoods Committee for study and subsequent recommendation to City Council. At the same time, the City Council will refer such requests to staff and/or concerned advisory

bodies for any input that would be of assistance to the Housing and Neighborhoods Committee and, ultimately, the City Council, in reaching a final determination.

Staff and/or concerned advisory bodies will be expected to submit their evaluation and recommendation to the Housing and Neighborhoods Committee within thirty (30) days following receipt of a request by the City Council.

Upon completion of its deliberations at a public hearing, the Housing and Neighborhoods Committee will forward its recommendation to City Council, accompanied by relevant testimony taken at the committee's public hearing, as well as the reports of staff and any concerned advisory bodies.

The City Council will make its determination as to the naming or renaming of City-owned land, buildings, and facilities at a regularly scheduled meeting of the City Council at which staff, representatives of advisory bodies and civic organizations, and the general public may offer testimony. The decision of the City Council will be final.

APPROVED:

CITY MANAGER

6/23/17
DATE