



Administrative Regulations

AR 8-7

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's name.
- 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 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.
- 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 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.
- The City Council, in its sole discretion, may:
 - Reject naming or renaming requests or remove existing naming that portrays or includes 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
 - Reserve the right to rename any City asset for any reason, for instance, if the resident, organization, or business for which it is named turns out to be disreputable, becomes disreputable; does not support a strong positive image consistent with the City's goals and values; or does not otherwise support the guidelines stated in this policy.

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).

For property within a designated park space, the City Council will refer such requests to the Parks and Recreation Commission for study and subsequent recommendation to the Government Operations and Efficiency Committee within thirty (30) days of receipt. The Government Operations and Efficiency Committee shall study and consider the recommendation from the Parks and Recreation Commission for recommendation to the City Council. For properties not within park spaces, the City Council will refer the request directly to the Government Operations and Efficiency Committee for study and subsequent recommendation to the City Council.

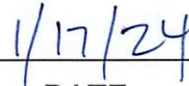
The Government Operations and Efficiency Committee will be expected to forward its recommendation to the City Council, accompanied by relevant testimony and any reports associated with the recommendation, within thirty (30) days of receipt.

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 public may offer testimony. The decision of the City Council will be final.

APPROVED:



CITY MANAGER



DATE