



City of Hermosa Beach

1315 Valley Drive
Hermosa Beach, CA 90254
310.318.0239



MUNICIPAL NAMING, MONUMENT AND SPONSORSHIP POLICY GUIDE

PUBLIC FACILITIES + OUTDOOR SPACES

MONUMENTS, STATUES + PUBLIC ART

EVENT + ACTIVITY SPONSORSHIP

Updated September 21, 2021

TABLE OF CONTENTS

Purpose	1
General Information	1
Definitions	1
Naming of Public Facilities + Outdoor Space	3
Purpose.....	3
Guiding Principles.....	3
Guidelines	4
Review Procedure	4
Qualifying Names and Criteria	5
Renaming	6
Monuments, Statues + Public Art	7
Purpose.....	7
Guiding Principles.....	7
Guidelines	8
Review Procedure	8
Signage	9
Municipal Naming, Monument and Sponsorship Quick Glance	11

PURPOSE

The purpose of this policy is to establish criteria and formal procedures for consideration of the naming of public facilities and outdoor space; the placement of Monuments or Statues, public art, and memorial park benches; and event and activity Sponsorships for the purpose of recognizing individuals, groups or organization that have made a significant contribution to the City of Hermosa Beach. This policy shall guide the City Council in its approval of these recognition opportunities to ensure a thorough and formal review of each request.

These guidelines are recommended and not intended to be prescriptive. This policy outlines criteria, conditions and procedures in order to maintain integrity, encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of City Assets. Consideration will include the specific name(s) of public facilities and outdoor space; the specific placement of Statues and/or Monuments on City-owned land; Sponsorship opportunities; and the duration of each of these relationships.

GENERAL INFORMATION

DEFINITIONS

The following definitions will apply for the purpose of this policy:

City Assets: Tangible or intangible items of value that are owned or created by the City including but not limited to both City facilities and City-owned land.

City Facility (included in City Assets): Any part of real property or structure owned by the City including, but not limited to parks, libraries, Recreational Facilities buildings, parking facilities, interior or ancillary features that are a part of, or within, a larger facility and other City facilities.

Civic Organizations: any local service club or association not organized for profit but operated exclusively for education or charitable purposes.

Commission: Commission as defined by the Hermosa Beach Municipal Code Chapters 2.28; 2.32; 2.76 and 2.80.

Donation or Gift: A monetary (cash) contribution, endowments, personal property, real property, financial securities, equipment, in-kind goods or services, or any other City Asset that the City has accepted and for which the Donor has not received any goods or services in return.

Donor: A person or other legal entity that proposes or provides a Donation to the City.

Funding: Financial or in-kind resource to provide Funding that might result in Naming or Renaming.

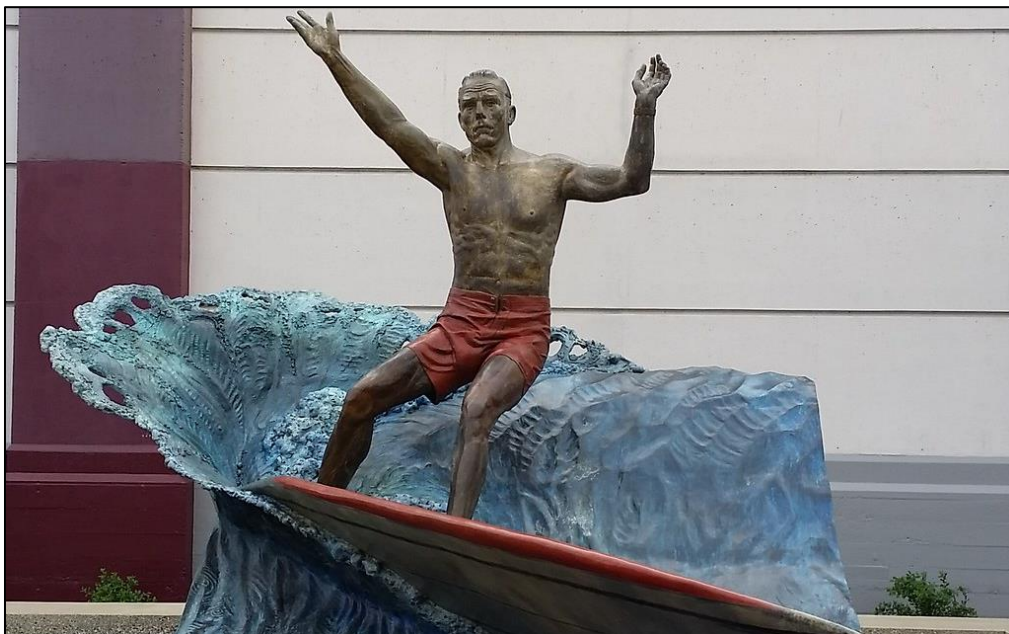
Naming: The selection and approval by the city for the initial Naming of a City Asset within the public right of way.

Monument or Statue: a structure erected to commemorate a famous or notable person or event.

Renaming: The selection and approval by the City for a new name of an existing City Asset.

Sign Ordinance: The City's sign regulations contained in the Hermosa Beach Municipal Code Chapter 17.50.

Sponsorship: A contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a city service, program, event, activity or sub-component of a City Asset and/or rights for the inclusion and public display of the third party's name as part of the name of a city service, program, event, activity or sub-component of a City Asset.



NAMING OF PUBLIC FACILITIES + OUTDOOR SPACE

Purpose

To establish formal policies as a guide to the City Council in considering appropriate names for city-owned land, buildings, and facilities (City Asset); whether, and under what circumstances, such land, building, and facilities should be named or renamed in honor of an individual; and the duration of Naming rights of City-owned land, buildings, and facilities.

This policy is in place to ensure the following:

- The Naming of public facilities and outdoor space enhances a sense of community within the city.
- Parks and recreational areas are easily identified and located.
- Names given are consistent with the values and characteristics of the City of Hermosa Beach.
- Assure the quality of the title/name, so that it will serve the purpose of the city in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the area affected; and
- Encourage and recognize the dedication of lands, or Donations by individuals or groups.

Guiding Principles

In considering proposals for the Naming or Renaming of a city-owned public facility or outdoor space, the city will consider whether the proposed name will:

- Engender a strong positive image consistent with the city's goals and values;
- Be appropriate relative to the City Asset's location and/or history;
- Have historical, cultural, or social significance for future generations;
- Commemorate places, people, or events that are of continued importance to the city, community, region, or state;
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the City Asset;
- Names that have recognizable geographic, topographic, or historical significance associated with Hermosa Beach. In assessing this type of name, the City Council will take into consideration the recommendations from different bodies such as the Planning Commission or the Hermosa Beach Historical Society.
- Have broad public support; and
- Not result in the excessive commercialization of the City Asset.

Guidelines

The City Council will consider requests for the Naming of public facilities and outdoor space whether submitted by City Council members, city staff, city agencies, Civic Organizations, or by members of the community.

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 Hermosa 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. In assessing this honor, the City Council will take into consideration the recommendations from different bodies such as the applicable City Commission(s) or local interest groups.

City-owned land, buildings and facilities may be named after individuals or families who have donated the land or funds for a capital project, particularly if such Naming is set forth as a condition of the Donation. Additionally, the City Council may approve the Naming of city-owned land, buildings or facilities based on an organization or individual's monetary contribution to the city for that purpose. The funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of the contribution. The duration of the name is on a case-by-case basis at the discretion of the City Council unless otherwise set forth as a condition of the contribution approved by the Council.

The names of city-owned land, buildings and facilities shall not normally be named in honor of individuals when they have previously been named for another individual. However, if the Council deems it appropriate, they may vary from the guideline on a case-by-case basis.

When appropriate, parks, trails and facilities can be named after predominant geographical or physical features of the land. These may include natural features or man-made features. Different sections of public facilities and outdoor space may carry names that differ from that of the overall park or facility. This may include the Naming of individual items in a park or facility such as a meeting room. However, the guidelines outlined in this guide shall still apply in the selection and adoption of the name.

Review Procedure

Consideration of requests for the Naming of public facilities and outdoor space will include the following:

1. **Submittal Request.** Letter requests for Naming of City-owned land, buildings and facilities shall be filed with the City Clerk. Letters shall include clear justification for the request including qualifying information, as outlined below.

2. **Sub-committee Review.** Upon review by the City Manager and if the request warrants further investigation, the request will be presented to the City Council to consider designating a sub-committee consisting of two (2) City Council Members to provide a detailed analysis and recommendation. The Council may also direct any applicable Commission to also create a sub-committee to further assist in the review.
3. **Sub-committee(s) Recommendation.** The sub-committee(s) will present their recommendations to the applicable body followed by the City Council for a formal review. If the Sub-committee recommends approval, it will also provide a written statement to be preserved as to who the individual is/was and why the naming is taking place.
4. **City Council Review.** The City Council will make its determination as to the Naming or Renaming of City-owned land, buildings, and facilities at regularly scheduled meetings. The decision of the City Council will be final.
 - a. In the case the request is denied by the Council, no further action is taken.
 - b. If the request is approved, staff will begin implementing the Naming of the public facility or outdoor space through execution of a formal agreement.

Qualifying Names and Criteria

The review and selection of names will follow an extensive and exhaustive review of several factors. The following will be considered as part of this review:

- Geographical location of the facility or outdoor space including descriptive names.
- An outstanding feature of the area (i.e. hill, vegetation).
- Commonly recognized subjects of historical significance such as an event, person, group, culture, or place.
- A person or group who significantly contributed to the acquisition or development of the park/facility.
- An individual who provided an exceptional service in the interest of the park system as a whole or for the community as a whole.
- A person whose contribution or significant Gift is of a most extraordinary nature.
- Parks and facilities that are donated to the city can be named by deed restriction by the Donor.

Additionally, Naming may be considered based on the provision of significant Funding that underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that enable the City to acquire, maintain, and/or improve City Assets. This may include monetary Gifts and/or grants that leverage federal, state and local Funding for such projects or complete Donation of land.

Renaming

The intent of Naming a public facility or outdoor space is intended for permanent recognition. Therefore, the Renaming of parks and facilities is strongly discouraged. Requests for the Renaming or removal of the name of an already named public facility or outdoor space will be subject to the most careful examination so as not to diminish the original justification for the name or discount the value of the prior contributors. ~~Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate and falls outside of the time period agreed upon at the time the name was adopted.~~ Notwithstanding the preceding language, and unless restricted by an agreement with a Donor, City Council has complete discretion to remove a name or rename a property



MONUMENTS, STATUES + PUBLIC ART



Purpose

To establish formal policies as a guide to the City Council in considering the placement of a Monument, Statue or public art on city-owned land including city facilities and outdoor spaces; whether and under what circumstances a desired location would be best suited for the placement of a Statue, Monument and/or public art in honor of an individual or family; and the duration of this placement of a Statue, Monument and/or public art.

Memorial park benches are not included as part of this policy. These are administered by the Public Works Department and should be contacted directly for further details. The Community Development Department oversees placement of Monuments, Statues and public art on private property.

Guiding Principles

In considering proposals for the placement of a Monument, Statue or public art on city-owned land including City facilities and outdoor spaces, the city will evaluate whether the Monument or public art piece:

- Engenders a strong positive image consistent with the city's goals and values;
- Have historical, cultural, or social significance for future generations;
- Commemorate places, people, or events that are of continued importance to the city, community, region, state, or nation;
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the City Asset;
- The location of the Monument, Statue or public art piece is significant in some measurable way to the individual or image depicted;
- The individual or image depicted in the art piece have recognizable geographic, topographic, or historical significance associated with Hermosa Beach. In assessing this type of name, the City Council will take into consideration the recommendations from different bodies such as the Planning Commission or the Hermosa Beach Historical Society.
- Have broad public support; and
- Not result in the excessive commercialization of the City Asset.

Guidelines

The City Council will consider placement of Statues, Monuments or public art whether submitted by City Council members, city staff, city agencies, Civic Organizations, or by members of the community.

Placement of a Statue, Monument or public art should have recognizable geographic, topographic, or historical significance associated with Hermosa Beach. In assessing this placement location, the City Council will take into consideration the recommendations from different bodies such as the applicable City Commission(s) or local interest groups. Placement may be in honor of persons who have served the nation, the State of California and/or the City of Hermosa 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.

Placement of a Statue, Monument or public art in honor of a deceased person shall generally not take place until after a minimum of one-year waiting period unless the City Council determines that there are overriding considerations 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 some type of waiting period to ensure that an individual's accomplishments or contributions will stand the test of time; and that a decision shall not be made on an emotional basis immediately following a person's death.

A Statue and/or Monument 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. The City Council may approve the placement of a Statue and/or Monument based on an organization or individual's monetary contribution to the city for that purpose. The funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of the contribution. The duration of the name is on a case-by-case basis at the discretion of the City Council unless otherwise set forth as a condition of the contribution approved by the Council.

Review Procedure

Consideration of requests for the placement of a Monument, Statue or public art on city-owned land including city facilities and outdoor spaces will include the following:

1. **Submittal of Request.** Letter requests for Naming of City-owned land, buildings and facilities shall be filed with the City Clerk. Letters shall include clear justification for the request including qualifying information, as outlined below.
2. **Sub-committee Review.** Upon review by the City Manager and if the request warrants further investigation, ~~the request~~it will be presented to the City Council to consider designating a sub-committee consisting of two (2) City Council Members to provide a detailed analysis and recommendation. The Council may also direct any applicable Commission to also create a sub-committee to further assist in the review.
3. **Sub-committee(s) Recommendation.** The sub-committee(s) will present their recommendations to the applicable body followed by the City Council for a formal review. If the Sub-committee recommends approval, it will also provide a written statement to be preserved as to who the individual is/was and why the naming is taking place.
4. **City Council Review.** The City Council will make its determination as to the placement of a Statue, Monument or public art on city-owned land including city facilities and outdoor spaces at regularly scheduled meetings. The decision of the City Council will be final.
 - a. In the case the request is denied by the Council, no further action is taken.
 - b. If the request is approved, staff will begin implementing the Naming of the public facility or outdoor space through execution of a formal agreement.

Signage

Donor or Naming acknowledgement is permitted but must be approved by the City Council prior to installation. This approval will include review of the size, subject matter, overall sign design, materials, location and placement. Signage shall comply with the Sign Ordinance (HBMC 17.50) and adhere to the City's official logo and branding guidelines. Additionally, the following criteria must also be followed:

- Any physical form of recognition shall not interfere with visitor use or routine operations.
- The form of any on-site recognition shall:
 - Be of appropriate size and color within the design scheme of the facility, Monument, Statue or public art piece;
 - Not dominate the sign in terms of scale or color; and

- Not detract from surroundings or any interpretive messages.

The use of corporate logos and insignias on recognition signs will be considered by the City Council for formal approval prior to installation.



Clark Field

Municipal Naming, Monument and Sponsorship Quick Glance

	APPROVAL
NAMING OF PUBLIC FACILITIES AND OUTDOOR SPACES	City Council retains sole authority to name City-owned land, buildings, and facilities.
PLACEMENT OF MONUMENTS, STATUES, OR PUBLIC ART	City Council retains sole authority to allow installation of a Monument, Statue or public art to honor or memorialize a person or family or to celebrate the culture of the community.
SPONSORSHIP OF CITY EVENT OR ACTIVITY	The City Manager retains authority to allow for the Sponsorship of city operated programs. If deemed necessary by the City Manager, the sponsorship opportunity would be taken to the City Council for final approval.
MEMORIAL BENCH DONATION PROGRAM	The Public Works department accepts, reviews and administers Memorial Bench Donation requests.