



# County of Santa Cruz

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## PARKS, OPEN SPACE & CULTURAL SERVICES

979 17th AVENUE, SANTA CRUZ, CA 95062  
(831) 454-7900 FAX: (831) 454-7940 TDD: (831) 454-7978

BARRY C. SAMUEL, DIRECTOR

September 24, 1999

AGENDA: October 5, 1999

### BOARD OF SUPERVISORS

County of Santa Cruz

701 Ocean Street

Santa Cruz, CA 95060

### SUBJECT: PARK NAMING POLICY

Dear Members of the Board:

On May 25, 1999, your Board directed the Parks Commission to review the Park Naming Policy and return to your Board with its recommendations with regard to any modifications to the policy.

The Parks Commission has reviewed the current Park Naming Policy and has suggested several changes to the policy (see Attachment A). The most significant of the changes are that:

All park names and identification of park areas be referred to the Parks Commission for review and recommendation to the Board of Supervisors for their approval;

The naming process be separate from the master plan process;

Any signs or plaques which will be used to identify a park/facility which deviate from the Parks Department signage standards, be reviewed for approval by the Parks Commission.

In addition, the Parks Commission is suggesting that the criteria for naming a park be modified to include:

Persons with historical relevance to the County;

An individual or family who have made a distinct, significant contribution to the well-being of the County, or made an extraordinary donation of land or funds.

Due consideration will be afforded to other serious suggestions which are not covered in the list of criteria.

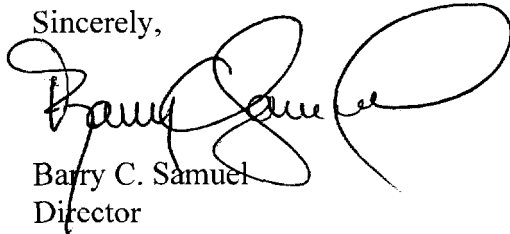
*The Mission of the Santa Cruz County Department of Parks, Open Space and Cultural Services is to provide safe, well designed, and maintained parks and a wide variety of recreational and cultural opportunities for our diverse community.*

BOARD OF SUPERVISORS  
PARK NAMING POLICY

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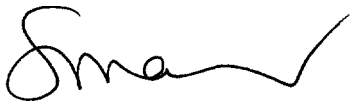
It is therefore RECOMMENDED that your Board adopt the revised Park Naming Policy (Attachment A), and that all park name issues be referred to the Parks Commission prior to being considered by your Board.

Sincerely,



Barry C. Samuel  
Director

RECOMMENDED:



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SUSAN A. MAURIELLO  
County Administrative Officer

ATTACHMENT: Attachment A

cc: County Counsel, CAO, Parks Commission, Arts Commission,  
Historical Preservation Commission, POSCS

**PARK NAMING POLICY**

It shall be County policy ~~to establish that all~~ park names and identification of park areas, ~~utilizing shall be referred to the Parks Commission for review and recommendation to the Board of Sunervisors for its approval. The park naming procedure shall be guided by the following principles:~~

A. **Park and Recreation Commission Recommendations**

The Park and Recreation Commission will be guided by the following ~~policies when considering proposals for a park facility:~~

1. Parks staff will prepare a park name recommendation ~~which will be restricted to the geographical features or historical events criteria only~~ based upon criteria listed below.
2. Community groups or individuals may submit a ~~written~~ proposal using any of the ~~three priority approved~~ criteria. All proposals will be forwarded to the Commission for their its consideration.
3. The Parks Commission shall hold a public hearing as part of the nroces for determining the name of a park/facility or nortion thereof prior to making; its recommendation to the Board of Sunervisors.
4. The Commission will make a name recommendation to the Board of Supervisors for each ~~NEW~~ park, ~~concurrent with, but~~ in a separate action from, the Master Plan approval.
5. Signs or plaques used to identify the park/facility must blend with and complement the existing Parks Deuartment signage. Any deviation from the Parks Department signage standards shall be reviewed for auuroval by the Parks Commission.

B. **Criteria**

Preference in name selection for any park and/or facility or portion thereof will be given to a name that relates to the following criteria ~~listed in order of priority:~~

1. Geographical location or feature - relating to the street or community the park is located in, or a recognized and well-known ~~topographical~~ feature of the area.
2. Historical feature - relating to an event, era or person of historical ~~significance~~ relevance which will have lasting ~~interest~~ significance to the public throughout the life of the park.
3. Individual or family - a name which recognizes a person or family who made a distinct. significant contribution to the well-being of the Countv or made an extraordinary donation of land or funds.

Due consideration will be afforded to other serious suggestions which are not included in the above listed criteria.

~~Partial~~ A donation of land or funds for park purposes shall not constitute an obligation by the County to name the park or any portion thereof after a family or individual.