



Information Item

Date: March 8, 2011

To: Mayor and City Council
From: Barbara Stinchfield, Director, Community & Cultural Services Department
Subject: Process for Establishing Names for New Civic Center Parks

Introduction

This report provides an overview of the process to be used to develop and recommend names to the City Council for new parks in the Santa Monica Civic Center.

Discussion

The Civic Center Specific Plan (CCSP), adopted by City Council in June 2005, identifies a number of future parks in the Santa Monica Civic Center area. In the CCSP the 1-acre park directly in front of City Hall is referred to as “Town Square” and the 6-acre future park site located on across Main Street, extending to Ocean Avenue is called “Palisades Garden Walk”. These two parks are currently being designed through an extensive community engagement process led by James Corner Field Operations. The City Council reviewed and approved the Concept Design Plans for both parks on [October 12, 2010](#) and Schematic Design on [December 14, 2010](#). Design Development plans are scheduled to be presented to the City Council in June 2011.

On [July 9, 2002](#) Council adopted a policy for naming City-owned land, buildings and facilities and established formal guidelines and a procedure for considering appropriate names (Attachment A). Under the policy, the Recreation and Parks Commission is tasked with receiving input and formulating recommendations for park names.

On [October 24, 2006](#) the City Council used the policy to review recommendations in naming Airport and Euclid Parks. For those parks, well-publicized on-line and mailed surveys elicited 81 to 119 different names. The Commission took public comment at its meeting and consolidated the public's suggestions into six possible names for Euclid Park and one for Airport Park for consideration by City Council.

During the November 13, 2010 Schematic Design Community Workshop for the two new Civic Center parks, park names were solicited via a written survey which then was posted on-line for a period of one month. A total of 109 surveys were completed which produced a list of potential names.

The public input process for park names will continue. During the next Community Workshop (Design Development) on February 26, 2011, participants will be asked to review and respond to the list of suggested names, and make suggestions about the current list and any additional ideas. An on-line survey will follow the meeting.

The results of the two meetings and surveys will be presented to the Recreation and Parks Commission at a public meeting where members of the public will be welcome to give additional input. The Commission will be asked to evaluate survey results and comments and recommend names to the City Council who will select the final names for the two parks.

The staff report to the City Council for approval of the design for the parks will also provide a comprehensive record of the process used to name the parks and list suggestions and recommendations. Should persons, organization, events or features be referenced in the names, staff will include background information to aid the Council in its deliberation.

Prepared by: Karen Ginsberg, Assistant Director, Community & Cultural Services

Attachment A: Summary of Naming Guidelines

Attachment A

Summary of Naming Guidelines

Adopted July 9, 2002

In naming public land and buildings, the City Council and its advisory bodies shall consider the following:

- Incorporating “Santa Monica” in the name where it is important for civic or other reasons for a building or facility to be identified with the City;
- Recognizing geographic, topographic or historical features or events associated with Santa Monica;
- Commemorating persons who have served the City in an exceptional manner;
- Commemorating persons who have served the state, nation, or world in an exceptional manner and who have an association with the City;
- Commemorating persons who have served the state, nation, or world in an exceptional or distinguished manner where the contribution is of such major significance that a local association pales in importance;
- Commemorating individuals who have made important donations of land, funds or materials, equipment and/or facilities; and
- Avoiding recognition of those whose contribution has been appropriately recognized in other city venues or by other means.

The City Council will not name any buildings, land or facilities after current office holders.