



Agenda Item C.2
DISCUSSION/ACTION ITEM
Meeting Date: November 4, 2025

TO: Mayor and Councilmembers

SUBMITTED BY: Jaime Valdez, Assistant City Manager

PREPARED BY: Blake Markum, Management Analyst

SUBJECT: Dissolution of the Standing Naming Committee and Adoption of an Updated City of Goleta Naming Policy

RECOMMENDATION:

Adopt Resolution No. 25-__ entitled, "A Resolution of the City Council of the City of Goleta, California, Repealing Resolution Nos. 10-43 and 10-54 and Adopting a Revised City of Goleta Naming Policy."

BACKGROUND:

The City's Standing Naming Committee ("Committee") was established by Resolution No. 10-43 and consists of two members of the City Council and two city residents appointed to one-year terms by the Mayor and ratified by the City Council. The Committee serves in an advisory capacity to the City Council and considers requests for the naming or re-naming of City parks, park facilities, open spaces and City buildings.

Since its formation in 2010, the Committee considered three requests for the naming of a City park, park facility, park amenity or open space.

On September 24, 2018, the Committee convened to consider the naming of a new park in Old Town Goleta. The Committee initially reviewed 341 contest entries for the naming of the park before forwarding a short list of names to the Parks and Recreation Commission for consideration. The Parks and Recreation Commission reviewed the shortlist and returned a recommendation to name the park "Esperanza Park" to the Committee. On October 8, 2018, the Committee reviewed the Parks and Recreation Commission's recommendation and discussed the other names on the shortlist. The Committee also received numerous public comments in person and in writing supporting the naming of the park "Jonny D. Wallis Neighborhood Park." The Committee's final recommendation was to name the park in honor of Jonny D. Wallis. On October 16, 2018, the City Council approved this recommendation.

On September 2, 2021, the Committee considered naming recommendations for the monarch butterfly recreation amenity that was to be installed at Berkeley Park. The Committee's decision was split between the public members who selected "Milkweed" as their preferred name, and the Councilmembers who selected "Margaret." The Committee's recommendation was scheduled for consideration by the City Council on September 21, 2021, and October 5, 2021, but was tabled. On October 19, 2021, the Council chose the name "Mariposa ('ayatulutul)" for the monarch butterfly feature at the park.

On April 22, 2024, the Committee met to consider the naming of Potter's Point at Ellwood Mesa/Sperling Preserve Open Space. The Committee recommended approval of the naming of Potter's Point. On May 7, 2024, the City Council approved the Committee's recommendation.

In summary, the Committee has convened three times to discuss requests for naming a City park, facility, amenity, or open space. On the first occasion, the Committee recommended a name based on public comment, not based on the initial naming request. On the second occasion, the Committee's decision was split, and the Council ultimately chose to select a name that the Committee had not recommended. In the final occasion, the Council chose to support the Committee's recommendation. Ultimately, while the Committee is meant to act in an advisory capacity to the Council, their recommendations have historically not always been followed.

The City of Goleta Parks and Facilities Naming Policy ("Naming Policy") was established by Resolution No. 10-54. The policy is split into two main sections – one part which provides guidelines and procedures for the naming of City parks, park amenities, park facilities and City buildings, and another part which provides procedures for the placement of dedications, commemorative objects, plaques, or markers in parks, open spaces, parkways, and other portions of the public right-of-way. This latter section of the Naming Policy governs the City's commemorative bench program. The bench program is meant to provide opportunities to commemorate a loved one by placing a bench and plaque at a City park. Due to limited space at the City's parks, however, most requests to place a bench can no longer be accommodated.

At the September 7, 2021, City Council meeting, the Council directed staff to review the City's existing Naming Policy. The item was added to the City Manager Office's work program.

DISCUSSION:

The purpose of this item is to modernize the City's process for reviewing naming proposals for City parks and facilities. Staff recommend dissolving the Standing Naming Committee and updating the procedures for handling requests to name or rename City parks, open spaces, park amenities, park facilities and City buildings ("parks and facilities") going forward. The proposed revisions maintain public transparency and Council oversight while improving administrative efficiency.

Each of the City's past naming opportunities included significant staff time and effort and multiple public meetings to solicit input on proposed names. In addition, since the two city residents appointed by the Mayor and ratified by the Council serve one-year terms to consider a specific naming request, staff must prepare and bring forward the ratification item to the City Council, necessitating additional staff time. Since the ultimate decision of the Council has not historically aligned with the recommendation of the Committee, the level of effort required to form and bring an item to the Committee does not always yield results.

While the Committee is meant to allow for consideration of naming requests in a public forum, staff also recognizes that the Council as a whole has a desire to provide input on naming decisions. Staff is also conscious of the need to preserve the opportunity for the public to provide input on naming recommendations before they reach the full Council for adoption. Under the proposed process, staff recommends that naming opportunities be brought to the appropriate City Commission for consideration before they reach the Council. Under this approach, the naming request would be directed to the appropriate City Commission at the City Manager's discretion. For example, if someone requests to name a park amenity, the request would be directed to the Parks and Recreation Commission for their input before being sent to the Council for an ultimate decision. This will allow Commission members with subject matter interest and expertise to provide input and for the public to comment on naming requests. This will also lessen the impact on staff time and effort by leveraging the City's existing advisory bodies, and mitigate the need to appoint and onboard Committee members for specific naming requests.

Updating the City's Naming Policy also provides an opportunity to re-envision how the City manages dedications and commemorative objects. The current commemorative bench program is no longer sustainable due to the limited number of appropriate locations available in City parks and open spaces. Over the last five years, staff have received approximately ten commemorative bench requests, of which only one has been approved. Therefore, staff recommend removing the sections regarding dedications and commemorative objects from the Naming Policy. Instead, staff propose a reimagined and revised policy and program to be incorporated into a future City sponsorship policy, where individuals and organizations could sponsor the placement of an approved object. Staff are currently working on updating the City's existing Donation and Gift Policy, which will be expanded to include sponsorships and re-titled as the Donation, Sponsorship and Gift Policy. Staff plan to bring that updated policy to the City Council for consideration in Spring 2026.

Staff have updated the City's Naming Policy based on this recommendation to dissolve the Naming Standing Committee. Staff have also updated the policy to provide additional clarity and guidance regarding the naming and renaming of City parks and facilities. The revised policy removes outdated sections related to dedications and commemorative objects and provides clearer guidance on how naming requests will be reviewed and approved. A redline version of the proposed changes is provided in Attachment 1 and the clean version of the updated policy is included as Exhibit A to Attachment 2.

FISCAL IMPACTS:

Dissolving the Standing Naming Committee may result in minor cost savings for the City, as staff will no longer need to provide administrative support for Committee meetings or prepare separate Council items for Committee appointments. Going forward, naming opportunities would be reviewed by the City's established Boards and Commissions for a recommendation to the City Council. Since naming opportunities are uncommon, these cost savings are expected to be minimal.

Removal of the commemorative bench program will temporarily eliminate the associated user fee deposit, which currently requires an initial \$1,600 deposit per bench to begin the process. The City's User Fee Schedule will be updated during the next annual user fee update to reflect this change. However, any future sponsorship opportunities incorporated into the forthcoming Donation, Sponsorship and Gift Policy are expected to include full cost recovery for the placement, ongoing maintenance, and replacement of approved items.

ALTERNATIVES:

The City Council is under no obligation to update the City's Naming Policy at this time. The Council may choose to reject some or all of the proposed changes, or direct staff to make additional changes to the revised policy. If directed to make further changes, staff will return to the City Council with an updated policy for Council consideration and approval.

LEGAL REVIEW BY: Isaac Rosen, City Attorney

APPROVED BY: Robert Nisbet, City Manager

1. City of Goleta Naming Policy (Redline)
2. Resolution No. 25-__ "A Resolution of the City Council of the City of Goleta, California, Repealing Resolution Nos. 10-43 and 10-54 and Adopting a Revised City of Goleta Naming Policy"

Exhibit A: City of Goleta Naming Policy

ATTACHMENT 1

City of Goleta Naming Policy (Redline)



CITY OF GOLETA
~~PARKS AND FACILITIES~~ NAMING POLICY

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Section I. Purpose and Application

- A. Purpose: To provide guidelines and procedures [to the Goleta City Council \(“Council”\) and City staff](#) for the naming of City parks, [open spaces](#), park amenities, park facilities and City buildings ([“parks and facilities”](#)), ~~as well as the placement of dedications, commemorative objects, plaques or markers in parks, open spaces, parkways or other portions of the public right-of-way.~~
- ~~B. Application: This policy has been created to guide the City Council and City staff in taking action concerning requests to name City parks, park amenities, park facilities and City buildings, as well as requests for the placement of plaques, markers, dedications and commemorative objects in parks, open spaces or in the public right-of-way.~~
- [C.B.](#) Nothing in this policy is intended to create, foster or allow parks, open spaces, parkways or other portions of the public right-of-way to become a public forum for private content speech. By requiring all naming actions and placement of plaques, markers, dedications and commemorative objects to conform to this policy, it is the intent of the City Council to exercise full

jurisdiction over speech in such forum and to determine that it is consistent with ~~and meets the needs of the community and services a public purpose~~the guidelines and criteria established in this policy.

- C. This ~~process policy~~ does not apply to the naming of streets which will continue to be processed through the Planning and Environmental Services Department in coordination with the Santa Barbara County Fire Department. Furthermore, this policy does not apply to development projects on private property which are named by the project applicant.
- D. This policy should be read and understood as complementary to the City's Donation Policy, or any successor policy adopted by the City Council that governs donations, sponsorships, and gifts. -
- D.E. No part of this policy shall conflict with any City ordinance, code, the City's General Plan, or other laws or regulations. In the event of a conflict, the provisions of the City's ordinances, codes, or other applicable laws and regulations shall take precedence over this policy.

Section II. Authority

- A. The policies contained herein are adopted by resolution of the ~~Goleta City Council ("Council")~~, and as such may be changed or amended only by Council action.
- ~~B.~~ ~~The City Council shall have the final authority to approve names of parks and facilities of parks, City building, park and recreation facilities and, park amenities, and City buildings. City staff in the Community Services Public Works Department shall have the final authority to approve the placement of dedications, commemorative objects, plaques or markers.~~
- B.
- C. The City's Boards and Commissions shall act in an advisory capacity by reviewing requests for the naming of parks and facilities to ensure compliance with the terms of this policy and making naming recommendations to the Council for approval.
- C.D. The City Council's Naming Committee ("Committee") is hereby tasked with reviewing requests for the naming of parks, park facilities, park amenities and City buildings to ensure compliance with the terms of this policy and making naming recommendations to the Council for approval. The City Manager shall have the authority to route naming or renaming requests to the appropriate City Board or Commission based on his or her own discretion and the content of the request.
- D. Public Works Director shall have the final authority to approve the placement of dedications or commemorative objects such as benches,

plaques markers, trees or other landscaping taking into consideration applicable state, federal and local requirements such as the Americans with Disabilities Act/Title 24, City's Zoning Code, City engineering standards, etc.

Section III. Definitions

As used in this policy, the following words shall have the meaning supplied in this section:

- A. **Parks:** Real Property owned and managed by the City, used for public recreation purposes, and including developed and undeveloped park areas and designated open space areas.
- B. **City Buildings:** Buildings under the control of the City used to conduct City business. Buildings may include, but are not limited to, City Hall, the Corporation Yard and the Goleta Valley Library.
- C. **Park and Recreation Facilities and Amenities:** City ~~Owned~~owned facilities/amenities that may be located within a park or part of a facility. These include, but are not limited to, athletic fields, meeting rooms, picnic shelters, ball diamonds, tennis and basketball courts, ~~and~~ playground equipment, bike paths and trails. Recreation Amenities shall not include dedications or commemorative objects such as benches, plaques markers, trees or other landscaping.

Section IV. Policy

~~A. The following criteria shall be used in the naming or renaming of parks, City buildings and park-s and recreation facilities and amenities.~~

A. General

1. Suggested names may be submitted by members of the public (whether individuals, groups, or organizations), City staff, or members of the City Council.

4.2. The City Council will give all recommendations the same consideration and evaluate the merit of each suggested naming opportunity according to the criteria outlined in this policy.

2.3. The City Council finds public involvement essential in considering naming of public lands and facilities. -It is the intent of this policy that opportunity for citizen-community input at a City Council meeting is provided prior to approval of recommendations for City Council consideration.

3.4. The creation of new names where old names have common community usage is discouraged.

4.5. Unless the City Council designates an alternate period, any approved names shall be valid for 10 years.

B. Naming Criteria

It is suggested the selection of names for city parks and facilities conform to the following criteria, principles, policies, and priorities:

~~2. The City Council will evaluate the merit of each suggested naming opportunity according to criteria outlined in this policy. Existing or current names of sites within the City need not be changed.~~

1. The policy of the City is to name parks, City buildings, and parks and recreational facilities and amenities in a manner that willNames should provide an easy and recognizable reference to the City and be compatible with the area in which they are located.

3.2. ~~Therefore,~~ it is recommended that naming options be taken from the following:

- a. Geographical or natural features which heighten a sense of area identity.
- b. Significant historical references or local historical figures.
- c. Endemic cultural or wildlife features.

- d. Major facility donors, whether individuals or organizations.
 - e. Individuals or organizations who have made significant service contributions to the community.
 - f. A person who died in the line of duty serving the City of Goleta or the United States of America or died while performing a heroic act.
 - e. ~~Other criteria that City Council may establish for a particular City buildings, park and recreational facilities and amenities~~ park or facility.
 - g.
3. Names must be appropriate, consistent with and meet the needs of the community and serve a public purpose.
 4. Names must be tasteful and non-controversial.
 5. Names with connotations which are determined by the City Council to be derogatory or offensive shall not be permitted.
 6. Names shall not promote or refer to political organizations, political issues, religious affiliations, cannabis, illicit drugs, alcohol or tobacco products.
 7. For name that reference individuals or organizations
 - a. The City will obtain approval from a living individual who is being recommended for a naming in their honor.
 - The City will obtain approval from family members of deceased individuals recommended for a naming in their honor. For purposes of this requirement, family is defined as the next of kin as demonstrated by documentation as accepted by the City Attorney and approval is defined as unanimous written consent.
 - f.a. ~~Other criteria that City Council may establish for particular City buildings, park and recreational facilities and amenities.~~
 - No part of this policy shall conflict with any City General Plan policy, ordinance, code or other laws or regulations.
 - g.b. ~~Council must determine that names are appropriate, consistent with and meet the needs of the community and serve a public purpose. Therefore, names must be tasteful and non-controversial. Names with connotations which are determined by the City Council to be derogatory or offensive and names that promote or refer to political organizations, issues or religious affiliations~~ political organizations, political issues, religious affiliations, cannabis and illicit drugs, alcohol or tobacco products

~~will not be permitted because they are deemed to be inappropriate, inconsistent with community needs and serve no public purpose.~~

B.C. Fundraising Campaigns:

The naming of City parks, ~~park and recreation~~ facilities ~~and amenities, open spaces or City buildings~~ in association with fundraising campaigns may be considered under the following conditions:

- ~~1.~~ Organizations affiliated with the City that desire to raise funds for a City- sponsored project must receive a recommendation from the ~~Naming Committee~~appropriate City Board or Commission and receive final approval from the City Council prior to attaching naming opportunities to the fundraising campaign.

2.1.

- ~~3.~~ Organizations conducting fundraising campaigns with approved associated naming opportunities must immediately notify the City Clerk when a naming proposal is under consideration in order to facilitate the review of the proposal by the ~~Naming Committee~~appropriate City Board or Commission and the City Council.

2.

- ~~4.3.~~ Fundraising campaigns must comply with the requirements of this policy and the City's Donation and Gift Policy (or any successor policy), and all other applicable City policies and procedures.

Section V. Procedure

~~Nomination Process for Naming/Renaming of Parks, City Buildings and Recreation Park and Recreation Facilities and Amenities:~~

All requests ~~to the Naming Committee and City Council~~for the naming or renaming of City parks and facilities, including those developed by City ~~staff or Redevelopment Agency Staff~~staff for naming opportunities, must be submitted to the ~~office~~Office of the City Clerk and contain detailed justification for the request.

1. The detailed request must provide the minimum ~~of~~ information contained on the form included in this policy.
2. Written submissions should contain the following:
 - a. Name and contact information of the nominating individual/group/organization

- b. The recommended park or facility name
- a.c. An explanation of why the name should be considered
3. TThe he City Clerk will transmit the form and supporting documents to the City Manager's Office. Community ServicesPublic Works Director or his/her designee for review.
4. Based on the content of the request, the City Manager will determine the appropriate Board or Commission Community ServicesPublic Works staff Director to review the request, and will then forward the form and supporting documents to the Board or Commission's Naming Committeeedepartment liaison for review.
- 2.5. The department liaison will prepare the request and other supporting documents for the Board or Commission's review at a regular meeting of that Board or Commission.
- 3.6. After action has been taken on the nomination by the Naming Committee, tThe Board or Commission's recommendation will be sent back to the City Clerk to be placed on the City Council agenda for their consideration.
7. The City Clerk will notify the petitioner-requestor of the date for Council consideration and/or the subsequent action taken by Citythe Council.

Naming or Renaming of Parks, City Buildings, and Park and Recreation Facilities and Amenities after Individuals or Organizations:

The naming in honor of individuals (deceased or living) or community organizations may be considered using the following criteria:

Naming may be in recognition of outstanding service, a donation, or a contribution to the facility or community.

Naming may be in the name of a person who died in the line of duty serving the City of Goleta or the United States of America, or died while performing a heroic act (example: saving the life of another person).

Satisfying one or more of the eligibility criteria listed above does not assure approval of any naming recommendation. Recommendations must be appropriate, consistent with and meet the needs of the community and serve a public purpose.

~~The City will obtain approval from a living individual who is being recommended for a naming in their honor.~~

~~The City will obtain approval from family members of deceased individuals recommended for a naming in their honor. For purposes of this requirement, family is defined as next of kin as demonstrated by documentation as accepted by the City Attorney and approval is defined as unanimous written consent.~~

~~The City will obtain written approval from the governing body of any active organization recommended for a naming in its honor.~~

Placement of Dedications or Commemorative Objects, Plaques and Markers,:

~~A. In addition to the naming opportunities described above, the City may recognize individuals, either deceased or living, or organizations, active or non-active, by the placement of a dedication or commemorative objects (such as public benches, rocks, flagpoles, sculptures, trees etc.), plaques or markers in public facilities, parks, open spaces, parkways or other portions of the public right-of-way, provided such recognition is appropriate, consistent with and meets the needs of the community and serves a public purpose. The approval, placement and identification of these dedications will be at the discretion of the Community ServicesPublic Works Department staffDirector. Approval is subject to the following guidelines and conditions:~~

~~1. Dedications or, commemorative objects, plaques or markers may not be placed in or on City facilities or the public right-of-way without the Community ServicesPublic Works Director Department approval. The location, size and type of these items require approval by the designated Community ServicesPublic Works Directorstaff. Upon the receipt of a request for the placement of a dedication or commemorative object, plaque or marker in a City park, open space or other portion of the public right-of-way, the Community ServicesPublic Works Department Director will review the request to ensure that it can be accommodated in a way that provides some public purpose, meets the intended use of the proposed location in a manner that does not mar the appearance or function of the requested location, or cause or contribute to an overabundance of items in the immediate area. The timing of review and placement of the dedications or commemorative objects will depend on the Public Works Director's determination of staff capacity to complete such work.—~~

~~2. Financial Responsibility for the cost of permitting, purchase,~~

~~installation, and maintenance of any dedication or commemorative recognition object and/or associated plaque or other form of label associated with the object must be borne by the requesting party. Such dedication or commemorative objects and plaques must not pose a financial burden on City resources for their maintenance, upkeep, repair or replacement. The Community ServicesPublic Works Department Directorepartment may accept the transfer ofwill be responsible for the purchase, installation, and maintenance of dedication or commemorative objects recognition items and plaques, provided that sufficient funds for these activities are provided to the City by the requesting party. In either case, applicants must enter into a service agreement with the City which specifies:~~

- ~~3. The cost of the recognition object and/or plaque, and whether the applicant or the City will purchase the object and/or plaque;~~
- ~~4. The costs associated with the installation of the object and/or plaque, and whether the applicant or the City will conduct the installation;~~
- ~~5. The costs associated with the ongoing maintenance of the object and/or plaque, and whether the City or the applicant will perform maintenance of the object and plaque;~~
- ~~— The City will not be responsible for maintenance, upkeep, repair or replacement of any dedication or commemorative object if the placement of the item(s) was not approved by the Citythe City did not approve the placement of the item(s). The City may immediately remove any dedication or commemorative object placed without approval by the City.~~
- ~~6. The dedication or commemorative object will have a lifespan of 10 years; City will make reasonable efforts to provide an option to the requesting party to renew the dedication with a new fee and replacement object, or City can re-sell that location.~~
- ~~7. For a period of 10 years Tthe City will make every effort to preserve any dedication or commemorative object plaque or other object placed with the approval of the City. If necessary, due to repair of surrounding areas, construction or redesign of a facility, the plaque or dedication or commemorative object may be relocated. If the dedication or commemorative plaque or other recognition object cannot continue to be reasonably maintained or poses a public nuisance or hazard, it may be removed by the City.~~
- ~~8. The City reserves the right to reject any request for a dedication or~~

~~recognition object placement upon determination that it is part of an organized fund raising effort or commercial venture.~~

~~The City reserves the right to reject any request for dedication or commemorative objects that is inconsistent with other adopted City plans included, including but not limited to the City of Goleta Municipal Code.~~

~~9. If the dedication includes the gift of an object (e.g., bench, picnic table, play equipment), the City will provide its regular standard of care and maintenance for the object. If the object is damaged due to vandalism, becomes unusable due to age, wear and tear, natural events or is stolen, the City is not obligated to replace or repair the object. Any object that poses a public nuisance or hazard may instead be immediately removed by the City. The City may immediately remove any object that poses a public nuisance or hazard.~~

~~10. Plaques and markers Dedication or commemorative objects must be designed to blend with or complement the existing City Park or facility. Markers or plaques must be made of bronze or any other material which has been pre-approved by Community Services Public Works staff Director. The wording on plaques or markers must conform to the standardized format provided in Exhibit C of this policy.~~

~~11. Naming proposals that promote political organizations, religious affiliations, and alcohol or tobacco products will not be considered.~~

~~No part of this policy shall conflict with any City ordinance, code or other laws or regulations.~~

~~Names must be tasteful and non-controversial. Names with connotations which are determined by the City Council to be derogatory or offensive shall not be considered.~~

~~**B. Request Process for Placement of Dedications or, Commemorative Objects, Plaques or Markers:**~~

~~1. Working in cooperation with the Community Services Public Works Department Director, individuals, groups, and organizations interested in proposing to place a dedication or commemorative or plaque, marker or object in any park area or facility must do so in writing. Requests shall be presented to the City Clerk for consideration by Community Services Public Works staff Director.~~

~~2. At a minimum, the attached form must be completed. The inclusion of additional supporting information (photos, brochures, area map,~~

drawings, etc.) is recommended.

3. ~~Community Services~~Public Works staff ~~Director~~Department will act on each request made, and if approved, will coordinate with the applicant on the installation of the dedication or commemorative plaque, marker or other object.
4. If a request for placement of a dedication or commemorative object, plaque or marker is denied by the ~~Community Services~~Public Works ~~Department~~Director or the ~~Public Works~~ Director denies a request for placement of a dedication or commemorative object, the decision may be appealed to the City Manager or designee by filing a written request for a hearing within 10 working days of the issuance of the denial. The City Manager or designee shall set a hearing date and provide the requesting party with at least 10 working days' notice prior to the hearing. The hearing shall be held within 60 calendar days of the receipt of the request. The applicant shall have the right to be present at the hearing, review the ~~Community Services~~Public Works staff ~~Director~~Director's arguments against their request, and present arguments in support of their request their own arguments in support of it. The City Manager or designee shall issue a decision within 30 calendar days of the hearing date. The decision of the City Manager or designee shall be final.

Section VI. Temporary Memorials and Shrines

~~In some instances, residents have taken it upon themselves to construct temporary memorials within the public right-of-way to honor deceased family members or friends. These types of installations are subject to different considerations than the City sponsored naming or dedication initiatives previously outlined in this policy. These memorials are not formally recognized by the City, the Council, or staff.~~The City, the Council, or staff do not formally recognize these memorials.

~~Since commemorating a loved one is a deeply personal thing, the City desires to accommodate the City's residents, and allow creativity with sensitivity and tact, while maintaining the safety of all residents and the aesthetic integrity of neighborhoods and public spaces. This section pertains only to City maintained~~City-maintained medians, parks, and right-of-ways, and not to the use of private property. ~~Under no circumstances may anything be constructed within 100 feet of a blind corner.~~

A. Safety and Aesthetic Concerns:

~~Since creation of a shrine is generally done following a loss, the City recognizes the social and community value of such a construction;~~

~~Accumulation of personal items (for memorials and shrines) within public spaces can cause safety and access issues; it can also create debris and litter within the public right-of-way. Without these guidelines and on-going maintenance, these memorials and shrines may become visual distractions to motorists, potential visual blight to the immediate neighborhood, and can become a public nuisance.~~

~~Therefore, memorials and shrines permitted under this policy include only those following a loss of a loved one. Under all other circumstances, personal or commercial items, signs, or personal effects are not appropriate and are prohibited within City medians, parks, or rights-of-ways.~~

~~All memorials and shrines must be placed in a manner that does not cause visual obstructions or other safety concerns. If, in the determination of the Public Works Director, a memorial or shrine presents a safety concern or obstruction, the City may remove it immediately.~~

~~Under no circumstances may anything be constructed within 100 feet of a blind corner.~~

~~B.~~

~~C. Thirty-Day Courtesy:~~

~~The City will permit memorials and shrines to exist in or adjacent to the public right-of-way for a period of thirty (30) days from the date of a significant accident or loss, provided they do not create a safety hazard in the sole and exclusive discretion of City StaffPublic Works Director. City Staff will not remove personal items from the location with the exception of:~~

~~— Safety hazards.~~

~~1. Obstruction of traffic lines of sight.~~

~~2. Dead or dying flowers.~~

~~3. Dead or dying plants (with or without vases).~~

~~4. Debris and trash.~~

~~— Deflated balloons.~~

~~5. Candles, open flames or anything approximating the look of an open flame.~~

~~These items may be removed at the discretion of the City. The City is not~~

~~responsible for maintaining items in the right-of-way. Furthermore, memorials or shrines dedicated to animals will not be permitted.~~

~~D. Removal:~~

~~Following the thirty (30) day period, all materials will be removed by City personnel. The City may grant an exception for an indefinite time for one single identifying commemorative item such as a photograph, small sign, or other symbolic item provided it is small and tasteful, does not present a distraction, or pose a safety hazard.~~

~~One Year Accommodation:~~

~~Prior approval from the City must be obtained for an exceptional item and the item may remain at the location for no more than one (1) year from the date of the incident. If the item remains unclaimed after three hundred sixty five days, City personnel will make it available to the owners in accordance with the provisions outlined in the following section of this policy. The City retains full discretion as to the appropriateness of the item, which will be determined in part by but not limited to:~~

- ~~1. Size.~~
- ~~2. Placement or arrangement.~~
- ~~3. Visual impact.~~
- ~~4. Potential to distract motorists or pedestrians and promote an unsafe environment.~~

~~E. Retrieval:~~

~~All non-perishable personal items will be made available to family members upon removal and will be held by the City's Public Works Division for up to thirty (30) days following removal. The City assumes no responsibility and is not liable for lost, damaged, or stolen items that were left in the median or public right-of-way; additionally, the City does not assure or left in the median or public right-of-way. Additionally, the City does not guarantee the safe transport or storage of items once they are removed and in City custody.~~

Section VII. Amendments

Amendment of this policy may be made from time to time by action of the City Council.

Section VII/VIII. Inquiries

Inquiries regarding this policy may be directed to the City Clerk's office in person or by phone at 805-961-7500, by email at cityclerkgroup@cityofgoleta.gov, or by mail at the following address:

City of Goleta
Attn: City Clerk's Office
130 Cremona Dr
Goleta, CA 93117
~~Inquiries regarding this policy may be directed to the City Clerk's office in person or by phone at 805-961-7500.~~

APPENDIX A: Naming Request Form



CITY OF GOLETA
~~PARKS AND FACILITIES NAMING POLICY~~
REQUEST FORM

Please type or print clearly in ink and return to:

City Clerk's Office, City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

I. Date of Submittal: _____

II. Request type:-

☐ Naming/renaming of a City park or open space

☐ Naming/renaming of a City park amenity

☐ Naming/renaming of a City building/facility

III. Existing Name of Park or Facility (if applicable): _____

IV. Location of park or facility recommended for naming/renaming:

☐ ~~Naming of Park or Building for an Individual~~

☐ ~~Naming of a Park or Building for an Organization~~

~~Nominated Name/Organization:~~ _____

~~III.V.~~ Recommended Name of Facility: _____

~~IV.~~ Location of building or park recommended for naming/renaming:

~~V.~~VI. Explanation of why this individual/organization name should be considered.
(This information will be used ~~by City Staff and the Naming Committee~~ to determine the basis for their recommendation to the City Council). Use additional paper if necessary.

VII. Name of Individual of Organization Submitting Naming Request:

Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

~~VI.~~ Individual of Organization Submitting Naming or Memorial Request:

Address: _____

City, State, Zip: _____

Telephone: _____

FOR CITY USE ONLY

City Staff Review Complete Yes ☐ No ☐

Board/Naming CommitteeCommission Recommendation:

Date of Meeting: _____ Approved ☐ Declined ☐

City Council Action Date: _____

Final Action:

Approved ☐ Declined ☐





~~CITY OF GOLETA~~
~~REQUEST FOR PLACEMENT OF A DEDICATION,~~
~~COMMEMORATIVE OBJECT, PLAQUE OR MARKER~~

~~Please type or print clearly in ink and return to:~~

~~_____ City Clerk's Office, City of Goleta~~
~~_____ 130 Cremona Drive, Suite B~~
~~_____ Goleta, CA 93117~~

~~I. _____ Date of Submittal: _____~~

~~II. _____ Request type~~

- ~~☐ _____ Placement of a Dedication or Commemorative Object~~
~~☐ _____ Placement of a Plaque or Marker~~

~~III. _____ Nominated Name/Organization: _____~~

~~IV. _____ Location of proposed dedication, dedication, memorial, plaque or marker:~~

~~_____~~
~~_____~~
~~_____~~

~~V. _____ Explanation of how the individual or organization is to be honored/commemorated. Indicate the specific desired location. Please include any photos, drawings or specification of the desired item.~~

~~_____~~
~~_____~~
~~_____~~

VI. ~~Individual or Organization Submitting Dedication or Commemoration Request:~~

Address: _____

City, State, Zip: _____

Telephone: _____

City Staff Review Complete _____ Yes _____ ☐ No _____
_____ ☐

Installation Approval Status: _____ Approved _____ ☐ Declined _____
_____ ☐

Date of Approval: _____

EXHIBIT C

SAMPLE WORKING FOR COMMEMORATIVE
PLAQUES AND MARKERS

"THIS (insert type of commemorative item) IS IN HONOR OF

(Name of Honoree)

DEDICATED BY

(Name Group or Individual)

(Date of Dedication)"

ATTACHMENT 2

Resolution No. 25-__ “A Resolution of the City Council of the City of Goleta, California,
Repealing Resolution Nos. 10-43 and 10-54 and Adopting a Revised City of Goleta
Naming Policy”

RESOLUTION NO. 25-__

**A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF GOLETA, CALIFORNIA, REPEALING
RESOLUTION NOS. 10-43 AND 10-54 AND
ADOPTING A REVISED CITY OF GOLETA NAMING
POLICY**

WHEREAS, on September 7, 2010, the City Council adopted Resolution No. 10-43 establishing a Standing Naming Committee; and

WHEREAS, on November 15, 2010, the City Council adopted the City's Parks and Facilities Naming Policy via Resolution No. 10-54; and

WHEREAS, after a comprehensive review of the Parks and Facilities Naming Policy by City staff, the City Council desires to dissolve the Standing Naming Committee, to repeal the Parks and Facilities Naming Policy, and to replace the policy with the revised City of Goleta Naming Policy in Exhibit A attached herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF GOLETA, AS FOLLOWS:**

SECTION 1

Resolution No. 10-43 establishing the Standing Naming Committee is hereby repealed.

SECTION 2

Resolution No. 10-54 adopting the Parks and Facilities Naming Policy is hereby repealed.

SECTION 3

The City of Goleta Naming Policy contained in Exhibit A is hereby approved and adopted.

SECTION 4

The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

PASSED, APPROVED AND ADOPTED this ____ day of ____ 2025.

PAULA PEROTTE
MAYOR

ATTEST:

APPROVED AS TO FORM:

DEBORAH S. LOPEZ
CITY CLERK

ISAAC ROSEN
CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF SANTA BARBARA) ss.
CITY OF GOLETA)

I, DEBORAH S. LOPEZ, City Clerk of the City of Goleta, California, DO
HEREBY CERTIFY that the foregoing Resolution No. 25-__ was duly adopted by
the City Council of the City of Goleta at a regular meeting held on the __ day of __,
2025 by the following roll call vote of the City Council:

AYES:

NOES:

ABSENT:

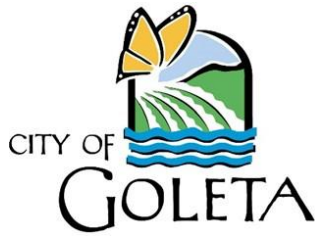
ABSTENTIONS:

(SEAL)

DEBORAH S. LOPEZ
CITY CLERK

ATTACHMENT 2 – EXHIBIT A

City of Goleta Naming Policy



CITY OF GOLETA NAMING POLICY

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Section I. Purpose and Application

- A. Purpose: To provide guidelines and procedures to the Goleta City Council (“Council”) and City staff for the naming of City parks, open spaces, park amenities, park facilities and City buildings (“parks and facilities”).
- B. Nothing in this policy is intended to create, foster or allow parks, open spaces, parkways or other portions of the public right-of-way to become a public forum for private content speech. By requiring all naming actions to conform to this policy, it is the intent of the City Council to exercise full jurisdiction over speech in such forum and to determine that it is consistent with the guidelines and criteria established in this policy.
- C. This policy does not apply to the naming of streets which will continue to be processed through the Planning and Environmental Services Department in coordination with the Santa Barbara County Fire Department. Furthermore, this policy does not apply to development projects on private property which are named by the project applicant.
- D. This policy should be read and understood as complementary to the City’s Donation and Gift Policy, or any successor policy adopted by the City

Council that governs donations, sponsorships, and gifts.

- E. No part of this policy shall conflict with any City ordinance, code, the City's General Plan, or other laws or regulations. In the event of a conflict, the provisions of the City's ordinances, codes, or other applicable laws and regulations shall take precedence over this policy.

Section II. Authority

- A. The policies contained herein are adopted by resolution of the Council, and as such may be changed or amended only by Council action.
- B. The City Council shall have the final authority to approve names of parks and facilities.
- C. The City's Boards and Commissions shall act in an advisory capacity by reviewing requests for the naming of parks and facilities to ensure compliance with the terms of this policy and making naming recommendations to the Council for approval.
- D. The City Manager shall have the authority to route naming or renaming requests to the appropriate City Board or Commission based on his or her own discretion and the content of the request.

Section III. Definitions

As used in this policy, the following words shall have the meaning supplied in this section:

- A. **Parks:** Real Property owned and managed by the City, used for public recreation purposes, and including developed and undeveloped park areas and designated open space areas.
- B. **City Buildings:** Buildings under the control of the City used to conduct City business. Buildings may include, but are not limited to, City Hall, the Corporation Yard and the Goleta Valley Library.
- C. **Park and Recreation Facilities and Amenities:** City owned facilities/amenities that may be located within a park or part of a facility. These include, but are not limited to, athletic fields, meeting rooms, picnic shelters, ball diamonds, tennis and basketball courts, playground equipment, bike paths and trails. Recreation Amenities shall not include dedications or commemorative objects such as benches, plaques markers, trees or other landscaping.

Section IV. Policy

A. General

1. Suggested names may be submitted by members of the public (whether individuals, groups, or organizations), City staff, or members of the City Council.
2. The City Council will give all recommendations the same consideration and evaluate the merit of each suggested naming opportunity according to the criteria outlined in this policy.
3. The City Council finds public involvement essential in considering naming of public lands and facilities. It is the intent of this policy that opportunity for community input at a City Council meeting is provided prior to approval of recommendations for City Council consideration.
4. The creation of new names where old names have common community usage is discouraged.
5. Unless the City Council designates an alternate period, any approved names shall be valid for 10 years.

B. Naming Criteria

It is suggested the selection of names for city parks and facilities conform to the following criteria, principles, policies, and priorities:

1. Names should provide an easy and recognizable reference to the City and be compatible with the area in which they are located.
2. It is recommended that naming options be taken from the following:
 - a. Geographical or natural features which heighten a sense of area identity.
 - b. Significant historical references or local historical figures.
 - c. Endemic cultural or wildlife features.
 - d. Major facility donors, whether individuals or organizations.
 - e. Individuals or organizations who have made significant service contributions to the community.
 - f. A person who died in the line of duty serving the City of Goleta or the United States of America or died while performing a heroic act.
 - g. Other criteria that City Council may establish for particular City buildings, park and recreational facilities and amenities.
3. Names must be appropriate, consistent with and meet the needs of

the community and serve a public purpose.

4. Names must be tasteful and non-controversial.
5. Names with connotations which are determined by the City Council to be derogatory or offensive shall not be permitted.
6. Names shall not promote or refer to political organizations, political issues, religious affiliations, cannabis, illicit drugs, alcohol or tobacco products.
7. For names that reference individuals or organizations:
 - a. The City will obtain approval from a living individual who is being recommended for a naming in their honor.
 - b. The City will obtain approval from family members of deceased individuals recommended for a naming in their honor. For purposes of this requirement, family is defined as the next of kin as demonstrated by documentation as accepted by the City Attorney and approval is defined as unanimous written consent.

C. Fundraising Campaigns

The naming of City parks and facilities in association with fundraising campaigns may be considered under the following conditions:

1. Organizations affiliated with the City that desire to raise funds for a City sponsored project must receive a recommendation from the appropriate City Board or Commission and receive final approval from the City Council prior to attaching naming opportunities to the fundraising campaign.
2. Organizations conducting fundraising campaigns with approved associated naming opportunities must immediately notify the City Clerk when a naming proposal is under consideration in order to facilitate the review of the proposal by the appropriate City Board or Commission and the City Council.

Section V. Procedure

All requests for the naming or renaming of City parks and facilities, including those developed by City staff for naming opportunities, must be submitted to the Office of the City Clerk and contain detailed justification for the request.

1. The detailed request must provide the minimum information contained on the form included in this policy.
2. Written submissions should contain the following:
 - a. Name and contact information of the nominating individual/group/organization

- b. The recommended park or facility name
 - c. An explanation of why the name should be considered
- 3. The City Clerk will transmit the form and supporting documents to the City Manager's Office.
- 4. Based on the content of the request, the City Manager will determine the appropriate Board or Commission to review the request, and will then forward the form and supporting documents to the Board or Commission's department liaison.
- 5. The department liaison will prepare the request and other supporting documents for the Board or Commission's review at a regular meeting of that Board or Commission.
- 6. The Board or Commission's recommendation will be sent back to the City Clerk to be placed on the City Council agenda for their consideration.
- 7. The City Clerk will notify the requestor of the date for Council consideration and/or the subsequent action taken by the Council.

Section VI. Amendments

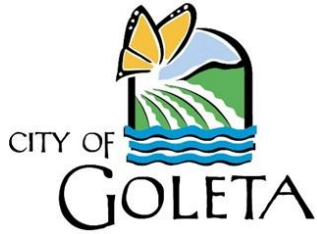
Amendment of this policy may be made from time to time by action of the City Council.

Section VII. Inquiries

Inquiries regarding this policy may be directed to the City Clerk's office in person or by phone at 805-961-7500, by email at cityclerkgroup@cityofgoleta.gov, or by mail at the following address:

City of Goleta
Attn: City Clerk's Office
130 Cremona Dr
Goleta, CA 93117

APPENDIX A: Naming Request Form



**CITY OF GOLETA
NAMING REQUEST FORM**

Please type or print clearly in ink and return to:

City Clerk's Office, City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

- I. Date of Submittal: _____
- II. Request type:
- ☐ Naming/renaming of a City park or open space
 - ☐ Naming/renaming of a City park amenity
 - ☐ Naming/renaming of a City building/facility
- III. Existing Name of Park or Facility (if applicable): _____
- IV. Location of park or facility recommended for naming/renaming:
- _____
- V. Recommended Name: _____
- VI. Explanation of why this name should be considered. (This information will be used to determine the basis for their recommendation to the City Council). Use additional paper if necessary.
- _____
- _____
- _____

VII. Name of Individual of Organization Submitting Naming Request:

Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____

FOR CITY USE ONLY

City Staff Review Complete Yes ☐ No ☐

Board/Commission Recommendation:

Date of Meeting: _____ Approved ☐ Declined ☐

City Council Action Date: _____

Final Action:

Approved ☐ Declined ☐