

MEMORANDUM

CITY OF CHINO

PARKS AND RECREATION DEPARTMENT

DATE October 15, 1985

TO: INTERIM CITY MANAGER, MAYOR, AND MEMBERS OF THE CITY COUNCIL
FROM: DIRECTOR OF PARKS AND RECREATION
SUBJECT: RECOMMENDATION FOR NAMING OF PUBLIC RECREATION FACILITIES

In the near future, the City of Chino will be faced with the task of naming public recreation facilities. Carissa and Telephone Parks are close to completion and the future senior citizen center is fast becoming a real possibility. The naming of these public recreation facilities and others in the future must be considered with a general policy to assist with a smooth process. Careful thought should be given to the naming of such facilities since names seldom, if ever change. On September 10th, the Parks and Recreation Commission conducted a workshop (along with other issues) to determine a direction for recommendation to City Council. At the September 23, 1985 regular Commission meeting, it was determined to recommend the following policy for naming of public recreation facilities for City Council adoption.

Parks

The name of the park should enhance the identity of the surrounding area or jurisdiction to be served. A theme can be explored to assist in getting the community involved with the naming of the facilities (i.e., contest). A theme can be taken from the park itself due to an identifiable object (i.e., Walnut Trees, consider naming the park Walnut Grove).

Buildings

Naming of buildings should follow the same policy for naming of parks. The name should describe what the purpose of the building is (i.e., Chino Senior Citizens Center, Chino Multi-purpose Recreation Center, etc.). This will provide for quick identity of the services provided.

Naming Facilities After Individuals

It has been common practice for local government jurisdictions to name facilities after prominent individuals (either living or deceased). This practice has merit but can create problems if not properly administered. The recommendation of the Parks and Recreation Commission is to keep the naming of facilities after a theme and dedicate the facility in the name of an individual. (i.e., Chino Senior Citizens Center dedicated to John Doe. A plaque would be placed on an outside wall with that persons accomplishments. In this way,

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the public can identify with the name (Senior Citizen Center) at the same time an individual is honored (dedicated to). As an example, the Central Park Recreation Center is dedicated to Mr. Levi Dickey.

The Parks and Recreation Commission voted 6-0 (one vacancy) to recommend the above policy for the naming of Public Recreation Facilities. In a very short time, the naming of Telephone and Carissa Parks will become an issue so it is imperative that a set policy be in existence to provide direction.

RECOMMENDATION:

That City Council adopt the above policy for naming public recreation facilities as recommended by the Parks and Recreation Commission.

Sincerely,



Glen Rojas
Director Parks & Recreation
GR:jb