

Monument Installation and Naming/Renaming City Assets FRAMEWORK

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- A. To provide history, context, and rationale for proposed framework

II. Definitions

- A. To build common understanding of terms used within the framework

III. Tenets and Values

- A. To remind all stakeholders about the deep values and tenets that ideally root the City of Chula Vista

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I. Background Statement

On September 28, 2021, the Chula Vista City Council heard public comment from various community members and commissions in order to address the permanent disposition of the Christopher Columbus statue in Discovery Park and the renaming of Discovery Park. Council voted to establish a task force composed of the Human Relations Commission, Parks & Recreation Commission, Cultural Arts Commission, Kumeyaay community, and Sons and Daughters of Italy to address the following items: *Disposition of Christopher Columbus statue; renaming of Discovery Park; identifying replacement artwork; and the development of a framework to guide the city with naming/renaming of City assets and installation of future monuments.* The City of Chula Vista currently does not have a formal policy regarding the naming or renaming of City assets or monument installation. The City, through its departments, and advisory boards and commissions, has followed a number of processes/policies for naming or renaming its parks, libraries and other City Assets.

The Columbus Statue Removal Task Force utilized various steps in order to develop a framework that would provide the City with a clear process for future naming/renaming/monument installation requests while ensuring transparency and allowing for public participation throughout the process. The task force researched similar efforts, discussions, and policies from surrounding cities, as well as other cities within California, and drew upon best practices from each. The task force developed and approved a framework with the purpose of establishing uniform guidelines for the naming and renaming of City assets, as well as to establish criteria and guidelines for the consideration and installation of monuments deemed by the City to be appropriate to serve as the site for the monument.

II. Definitions¹

City Assets

Tangible or intangible items of value that are owned or

¹ Definitions influenced by City of San Diego Council Policy 900-20, Naming of City Assets

created by the City, including but not limited to both City facilities and leaseholds that do not exceed 35 years and/or that confer ownership rights by agreement. This definition does NOT include ARTWORKS, which are city assets under Chula Vista Municipal Code.....

City Facility (included in City Assets)

Any part of real property or structure owned by the City or for which naming rights or monument installation are conferred by agreement, 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.

City Sponsored or Recognized Support Group

May include, but is not limited to: recreation councils, “friends of” organizations, Community Planning Groups, town councils, or similar entities.

Commission

Commission as recognized by the City of Chula Vista City Council and/or City Charter;

Commemoration

refers to specific events on the anniversaries of events designated of importance to the City, typically held annually and often in conjunctions with sites or markers or markers of memorialization.

Department Director

Appointed director of the department that oversees the City Asset eligible for naming, renaming, or monument installation. The director may assign this responsibility to other department staff within their delegation of authority.

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. For purposes of this Council Policy, the terms “donation” and “gift” shall be synonymous.

<i>Donor</i>	A person or other legal entity that proposes or provides a donation to the City.
<i>Donor Acknowledgement</i>	Excluding naming, donor acknowledgement is permanent writing on plaques, walls, stone carvings, pavers, bricks, electronic display, or interpretive signs that are temporary or permanent and are used to recognize the financial contribution of a donor.
<i>Funding</i>	Financial or in-kind resource to provide funding that might result in naming or renaming.
<i>Funding Source</i>	The source of funding which can include individuals, nonprofit organizations, and for-profit entities.
<i>Marker</i>	Permanent writing on plaques, walls, stone carvings, pavers, bricks, electronic display, or interpretive signs that are temporary or permanent and are used to memorialize; also considered a monument
<i>Memorialization</i>	intentional attempt to give importance to particular sites, events, incidents in the historical record of the City through the placement of monuments, plaques, statues or other markers.
<i>Monument</i>	Markers, statues, and other similar permanent installations which are installed on City property with City permission. Monuments may be in various forms including statues, fountains, or gardens among other forms of monuments as determined by the city.
<i>Naming</i>	The selection and approval by the City for the initial naming of a City Asset other than streets within the public right of way.

Non-Profit Organization

A corporation or an association that conducts business for the benefit of the general public without shareholders and without a profit motive.

Public Art

in contrast to the presumed permanence of monuments, this includes more temporary installations wherein aesthetic considerations take precedence over historic significance

Renaming

The selection and approval by the City for a new name of an existing City Asset other than streets within the public right of way.

Sign Ordinance

III. Guiding Principles/Tenets/Values

- ❖ **Process Matters as Much as Outcome:** We aim to take time for quality, move at the speed of trust, and cultivate relationships beyond the life of a single monument. We strive for a powerful final result that is fueled by intentional and iterative processes. We balance urgency and timeliness with purposeful reflection. We work collectively with Kumeyaay communities to review history.
- ❖ **Truth Telling and Accountability:** acknowledging a comprehensive and robust history of our region.

- ❖ **Elimination of Prejudice and Discrimination:** We acknowledge that the historical and contemporary practices of monument installation and the naming/renaming of public assets has created harm and continues to marginalize communities and community members. The installation of monuments and the naming/renaming of city assets must thoroughly vet efforts, donations, and proposals that inflame prejudice and discrimination.
- ❖ **Welcoming City:** We believe that truly welcoming places have intentional, inclusive policies, practices, and norms that enable all residents to live, thrive, and contribute fully.
- ❖ **Public Memory and Memorialization is POWER:** Monuments, naming, and renaming can convey a powerful connection between Chula Vista and its history, and in some instances its future. It is therefore important that the placement of monuments and the naming/renaming of city assets be limited to circumstances of the highest community-wide importance, to maintain the significant difference between commemoration and memorialization.²

IV. Guidelines

Our communities are dynamic as they continue to change in many ways. The ethnic and racial compositions of our communities are an integral part of this change, as we have witnessed shifting community demographics over time. The process of monument installation and the naming/renaming of city assets must engage the concept of permanence in an ever changing society. Therefore monuments and the naming/renaming of city assets should have a broad acceptance in a multicultural society while also considering future generations.

The City may name/rename city assets and/or install or accept City-approved Monuments on City property as a form of “Government Speech” as City recognition of significant events or people or to provide information from the City on topics approved by the City, as set forth below:

- a. The contributions of individuals or groups who made a substantial impact upon the City of Chula Vista:
- b. The history of Chula Vista:

² City of San José, Council Policy 9-14, Monument Policy

- c. Historical or cultural influences on Chula Vista;
- d. Native flora, fauna and wildlife of Chula Vista and the greater South Bay area;
- e. Local innovation or creativity that has contributed to Chula Vista's growth and prosperity; or
- f. Other criteria selected by City Council and set forth in an amendment to this Policy.³

Order of Preference: Monument installation and the naming/renaming of city assets are pursuant to the following guidelines in order of preference:

1. **Geographic Location.** Whenever possible, all City assets will be considered for their geographic location. Creating names and monument installation based on the asset's geographic location should be considered first. The geographic location may be based on the identification of the asset with a specific place, neighborhood, major street, regional area of the City or the City's name if the asset serves the entire community.
2. **Other Considerations.** Consideration of monuments and names may also include a prominent form of topography, prominent flora, and cultural or historical precedent.
3. **Extraordinary Circumstances.** Only under extraordinary circumstances and broad public support will the City consider monument installation and the naming/renaming after a person or group. Monument Installation or an asset may be named in memory, or honor of, an individual or group if it fulfills the criteria outlined in this policy:
 - i. The person or organization made lasting and significant contributions to the protection of natural or cultural resources of the City of Chula Vista; or
 - ii. The person or organization had a significant positive impact on the lives of Chula Vista's residents; or
 - iii. The person or organization offered a lifetime of volunteerism and service to the community;
 - iv. The naming of the person or organization does not result in the excessive commercialization of the City Asset.

A monument that is deemed primarily a "work of art" shall be considered "public art" and abides to public art policy.....

³ The City shall not place monuments on City property which have the purpose of promoting, favoring or inhibiting any religion or which would appear to a reasonable person that the City is promoting, favoring, or opposing a religion.

V. Process and Procedures

Monument Review Process

The City Manager or designee shall provide the initial screening of Monument proposals to determine if the proposed Monument complies with the provisions of this Policy including without limitation, to evaluate the suitability of the proposed Monument site, if any. The City Manager (or designee) shall decide whether to forward the proposal for further review or to decline further City consideration of the proposed Monument based upon considerations consistent with this Policy. If the City Manager's decision is to conduct further review of the proposal, the City Manager or designee, shall refer the proposal to the appropriate department for consultation and the City's commission/s (ie. Parks and Recreation, Cultural Arts, Human Relations) most closely associated with the proposed site and objectives of the Monument. If there is a doubt regarding the appropriate commission, the City Manager shall determine the appropriate commission for review of the proposal. The department shall prepare a report for consideration by the commission, and coordinate with all other departments and commissions that are relevant to the proposed monument. The commission/s shall review the proposed Monument to make an advisory recommendation to the City Manager regarding the Monument based upon the factors set forth in this Policy and the Review Criteria set forth below.

Each Monument applicant or donor shall be informed in writing of their right to appeal the City

Manager's decision in the Monument donation/application materials prepared by the City. If a proponent for a proposed Monument disagrees with the City Manager's decision regarding a proposed Monument, the proponent may submit a written appeal of the City Manager's decision to the City Manager within 30 calendar days of the City Manager's decision. The City Manager and the overseeing commission/s shall evaluate the merits of the appeal and determine whether to forward the appeal to City Council pursuant to the Council meeting rules. City Council shall make a final determination on the approval or denial of the Monument proposal by evaluating (i) the merits of the Monument proposal based upon the criteria set forth in this Policy, (ii) City Manager's reason for denial, (iii) the results of any staff review of the proposal, and (iv) the recommendations of the appropriate City Commission.⁴

Monument Review Criteria

1. A proposed Monument must conform to the approved Government Speech topics and reflect the values and tenets (see page....) . The proposed Monument is not objectionable to the persons or community that the Monument is intended to honor. If through the public outreach process, the City Manager finds that a proposed Monument is a source of substantial dissension or discord within the City, the City Manager shall seek further direction from departments and commissions before making a final determination.
2. A Monument must be made of durable materials, able to withstand the elements for a minimum of 50 years with minimum maintenance, shall be made of materials resistant to vandalism and graffiti as much as is reasonably possible, shall be of a scale, materials, color and style appropriate and consistent with aesthetics of the proposed location of the Monument and such other reasonable factors as City Manager determines.
3. The Monument proposal has been through community outreach conducted by the group or person suggesting that the City install the Monument, and that the installation and maintenance of the Monument is within the priorities of the work plan of the responsible Department. Outreach should inform the community that this Policy only authorizes one Monument to honor a particular event, person or topic.
4. The City may decline to approve or to accept a Monument for any lawful reason.

⁴ City Council shall have final approval of a City project to design and construct a Monument, or to accept a donated Monument.

5. Monument proposals shall be considered by the applicable (or closest applicable) City commission/s and department/s associated with the proposed location for the Monument. That commission shall make a recommendation to the City Manager for approval or disapproval based on consistency with this Policy and as further described in the Review Process. The City Manager may accept or deny the recommendation from the commission as further provided in the review process.
6. The City shall only proceed with the design, fabrication, and installation of a Monument after completion of the review process and the conclusion is to move forward. In reviewing a proposed monument, the relevant Departments, the applicable City Commission and City Manager shall review the proposal based upon the criteria set forth in this Policy

Naming/Renaming Nomination Process

Applicants and proposers (including City Sponsored and/or City Recognized Support Groups) shall submit their naming or renaming proposal to the Department Director depending on asset type. If applicant's proposal follows the intent of this Council Policy, the Department Director shall make a proposal in writing for naming or renaming of a City Asset as follows:

- For library facilities, the Department Director will make the proposal to the
- For parks and recreational facilities, the Department Director will make the proposal to the Park and Recreation Commission.
- For other City Assets, the Department Director will make the proposal to the appropriate Deputy Chief Operating Officer for the City Facility for which the naming or renaming is proposed.

Other City staff may review and provide input on the proposal for naming or renaming. Written proposals must, at a minimum, include the following information:

- The proposed name;
- Reasons for the proposed name, including a discussion of the criteria identified in this policy;
- Written documentation outlining community support for the proposed name;
- If proposing to rename a City Asset, justification for changing an established name.

Naming and Renaming Review Process

1. Upon receipt of a naming or renaming proposal for any City Asset, the Department Director reviewing the naming or renaming proposal shall consider the following items in the review, including but not limited to, the following:

- Submit the proposal to appropriate City historical staff to review the California Historic Resources Inventory Database (CHRID) to determine if the City Asset is a Designated Historical Resources with an assigned historic name;
- Ensure that supporting information has been authenticated;
- If the City Asset is a Designated Historical resource listed on the local, State or National Register of Historic Places, any on-site recognition shall comply with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and shall be reviewed and approved by the City's Historical Resources staff according to those standards;
- Ensure compliance with Charter section (Mandatory Disclosure of Business Interests);
- Consider the impact of the naming or renaming to the community; and
- Consider the cost of implementation and signage, and identify the funding to cover such costs.

The Department Director will submit the proposal to the City Attorney's Office for legal review of the following issues that include, but are not limited to:

- Ownership rights, by agreement or by law; and Adherence to City policies, as well as any local, state, or federal regulation.

For all City Assets other than a library or park that do not involve funding, the Department Director will submit a recommendation to the Assistant Chief Operating Officer, Chief Financial Officer, or Deputy Chief Operating Officer as appropriate for review. The Department Director will submit the proposal for final approval of naming or renaming to the Chief Operating Officer. Prior to approval, City staff will notify the applicable Council District(s) and publish a notice with 30 days for comments by the public that will be taken into consideration by the Department Director following the process outlined herein.

If a naming or renaming request is for a library or park and does not involve funding, then the Parks and Recreation Commission shall hold a public hearing to consider the necessity or desirability of naming the park/facility, and the proposed name and any alternatives. The public hearing will be announced in a local newspaper at least thirty (30) days in advance of the hearing.

The Parks and Recreation Commission shall prepare a recommendation for action by the City Council. The recommendation shall include no more than three (3) names for the facility that the

Commission deemed most appropriate under this policy and the reason for the Commission's selection.

The City Council will review the staff report and the Commission's recommendation and take action. The City Council's selection is final. Non-selected names can be resubmitted for consideration in subsequent years.

Name Change

Once a name has been selected under this policy, it shall not be changed unless, after an investigation and public hearing, the name is found to be inappropriate because it does not fulfill the criteria laid out in this policy. Review of a name selected under this policy shall occur only once a year, per the procedure outlined. A facility's name, once upheld, shall not be reviewed again or changed for fifteen (15) years unless extraordinary circumstances merit, and approval is granted by the City Council.