



BPC Policy No. 781

SUBJECT: Naming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets

PURPOSE: This policy establishes guidelines and procedures to address the naming and renaming of San Diego Unified Port District (District) facilities, infrastructure, interior spaces, grounds, locations, and assets in alignment with the District's mission, vision, and goals.

POLICY STATEMENT:

1. It is the policy of the District to name or rename District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets as appropriate in the sole, absolute discretion of the District's Board of Port Commissioners (Board) in alignment with the District's mission, vision, and goals.
2. Naming and renaming may include the placement of commemorative signs or plaques that are consistent with the District's brand and signage plan.
3. District staff shall perform appropriate due diligence into facts and circumstances associated with a proposed naming or renaming because a name forges a permanent link in the public mind between the District and the designated name.
4. General Naming Guidelines:
 - a. The Board has the sole, absolute discretion to name and rename District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets.
 - b. District staff shall present a report to the Board when considering a naming recommendation and renaming existing District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets will be permitted as the Board deems appropriate (see Renaming Section below).
 - c. Non-District logos, brand marks, insignias, or advertising slogans are generally discouraged but may be considered by the Board on a case-by-case basis.
 - d. A name should withstand the test of time. Attention must be given to both the long-term and short-term appropriateness of the name.
 - e. A proposed name may reflect the historical and cultural significance of the relevant Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets and their surroundings, now and for future generations.
 - f. A name may commemorate places, people, or events that are of continued importance to the District, member cities, community, region, or state.

- g. Honoring individuals or families will generally be based on at least one of the following criteria:
 - i. Made lasting and significant impact to the protection of natural or cultural resources of the District.
 - ii. Made substantial impact to the betterment of a specific facility consistent with the established standards for the facility.
 - iii. Be associated with an economic development or redevelopment activity.
 - iv. Had a positive impact on the District, member cities, community, region, or state residents.
 - h. Honoring deceased individuals or families:
 - i. Are typically not considered until the individual has been deceased for at least five (5) years or in instances where there is broad and undisputed community consensus for earlier commemoration; and
 - ii. Favor individuals or families who have had noteworthy and significant impact on the District, member cities, community, region, or state.
 - i. A name should have broad public support.
 - j. A name must not bring notoriety, ill fame, discredit or controversy to the District.
 - k. Names may be representative of native wildlife, history, flora, fauna, geographic area, or natural geologic features related to District tidelands.
 - l. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
 - m. Names which reflect the San Diego region's ethnic and cultural diversity are encouraged.
 - n. Naming after an individual who has served as a District Official or as a District employee typically will only occur after the person has separated from District service and may be based on the following criteria:
 - i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past or future development of District programs or projects.
 - iii. Had exceptionally long tenure with the District..
 - o. Naming or renaming requests that commemorate or depict the following topics are discouraged:
 - i. Names that are duplicative with respect to other existing District assets.
 - ii. Political movements or issues.
5. An applicant may be charged a fee to cover administrative and hard costs for the placement of any commemorative sign or plaque.
 6. The District reserves the right to grant naming rights of District Assets by contractual agreement in exchange for goods, services, or financial contribution.

DEFINITIONS: For the purposes of this Policy, the following terms shall be defined as

follows:

1. District Assets: Any Facility, Grounds, Infrastructure, Interior Spaces or Locations owned, maintained or operated by the District as defined herein.
2. District Facility: A building or other structure owned, operated or maintained by the District.
3. District Official: Commissioner(s) and/or District Employees.
4. Grounds: Exterior spaces surrounding District Facilities or Infrastructure that include but are not necessarily limited to outdoor areas such as District beaches, parks, plazas, gardens, open space, and courtyards.
5. Infrastructure: For the purposes of this policy, District Infrastructure is comprised of but not necessarily limited to physical structures such as buildings, roads, piers, docks, railways, sewers, electrical grids, and telecommunications, including Internet connectivity, and broadband access owned by the District.
6. Interior Spaces: Interior spaces include but are not limited to areas within District Facilities such as foyers, floors, conference rooms, Board rooms, training rooms, offices, laboratories, cafeterias, galleries, studios, lounges, and break rooms.
7. Leaseholds: Any District property governed by a real estate agreement.
8. Locations: Open spaces and public access areas on District owned and operated real property that include but are not limited to District beaches, parks, pathways, boardwalks, and promenades.
9. Naming Rights Agreements: A contractual agreement typically for a defined period of time where a third party provides goods, services, or financial contribution for the inclusion and public display of the third party's name as part of the name of a District Asset.
10. Tidelands: Those areas in the member cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego under the control and jurisdiction of the District and not under lease to private parties. Tidelands shall include without limitation District streets, parking lots, sidewalks, alleys, plazas, parks, piers, beaches, sea walls and open public lands.

EXEMPTIONS: This policy does not address the following list of assets which is not an exhaustive list:

1. Public streets
2. Artwork as governed by Board Policy No. 609, Public Art Programs
3. Leaseholds
4. District Naming Rights Agreements

ADMINISTRATIVE PROCEDURES:

Staff shall develop administrative procedures necessary for implementing the provisions of this policy with the following inclusions:

1. An Administrative Procedure will be developed to document the application process.
2. The application process will ensure adherence to policy purpose, guidelines, and criteria.
3. Due diligence and comprehensive evaluation including cross-departmental committee participation will be included to ensure accuracy and a diversity of perspectives.
4. Legal review by the Office of the General Counsel will be included in any recommendations made to the Board and as needed in the application process.
5. An appropriate level of public outreach and engagement will be included as part of the due diligence and comprehensive evaluation required in the decision-making process.
6. The Administrative Procedure will require approval of any naming or renaming recommendation by the Board at a regular Board meeting.

RENAMING:

While renaming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets is generally discouraged, there are times when renaming may be necessary or desired. For example, renaming may be appropriate to recognize or reflect a new or historic geographic location, a prominent physical or artificial feature, or a historically or culturally significant event or location.

Renaming will follow the same guidelines and criteria as naming any District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets set forth in this policy.

RESOLUTION NUMBER AND DATE: 2025-XX, dated April 15, 2025