

# CITY OF PETALUMA - PARKS AND RECREATION

## COMMEMORATIVE BENCH SPONSORSHIP PROGRAM

### DESCRIPTION

#### 1. INTRODUCTION

The City of Petaluma wishes to adopt a uniform policy for accepting charitable sponsorships to replace existing benches within city parks, along trails, or public facilities. Providing individuals and organizations an opportunity to commemorate a person, celebrate an occasion, or express appreciation for parks provides the residents of Petaluma a public benefit as well as supports the beautification and accessibility of public spaces.



The Commemorative Bench Sponsorship Program serves to provide guidance and consistency to those interested in sponsoring a park bench in matters pertaining to bench standards, locations, length of terms, sponsorship costs, plaques, and the application process.

#### 2. PROGRAM OBJECTIVES

- 2.1. Factors to consider when dedicating park benches include the environmental impacts, intended use of the site, geographic location, public value, and long-term care and maintenance.
- 2.2. The City of Petaluma is responsible for maintaining and replacing public park amenities within 47 developed parks and over 480 acres of open space. A significant gap exists between the funding available to repair and replace existing park benches to keep up with demand. The purpose of such sponsorships is to increase the City's ability to provide for park benches by increasing the replacement schedule beyond the level of service that can be funded within the operating budget.
- 2.3. The Parks and Recreation Department seeks to identify and prioritize park benches in need of replacement through a commemorative bench sponsorships program where individuals, foundations, corporations, nonprofit organizations, service clubs and other entities adopt a park bench through an agreement of terms.
- 2.4. At this time, it is the Parks and Recreation Departments policy not to fulfill requests for new park benches in locations that would require the construction of new concrete foundations.
- 2.5. Bench donations commemorating commercial products, political parties, activist groups, or non-profit corporations involved in lobbying at any level of government, for profit corporations, or memorials containing endorsements of products or services, or that otherwise may be construed to be advertising or commercial promotion are prohibited.

### 3. LOCATION OF COMMEMORATIVE BENCHS

- 3.1. The Parks Manager or her/his designee determines park benches in need of replacement and suitable for sponsorship. Once a bench is identified for sponsorship, their locations will be included on a replacement list kept by the Department of Parks and Recreation.
- 3.2. Park and public benches should only be located in areas where they will serve as an appropriate resting place rather than serve as the focal point of an area. Bench locations should offer a comfortable place to enjoy the natural and historical features in the area or park.
- 3.3. The City of Petaluma retains the right to relocate a commemorative park bench at any time. If the bench needs to be relocated, the Parks and Recreation Department will attempt to contact the donor to discuss an alternate location. The Department will make the final determination for the bench's location.

### 4. PARK BENCH STANDARDS

- 4.1. The sizes and styles of benches should be standardized throughout the park system to the extent possible, to reduce costs associated with obtaining and/or maintaining a large stock of diverse replacement parts or hardware.
- 4.2. Two standard park bench models available for sponsorship were selected based on their maximum longevity, environmental considerations, aesthetics, and maintenance liability. Both standards are constructed using recycled plastic with powder coated cast aluminum frames and stainless steel hardware. The standard park benches are represented below although exact models may be subject to change.



STANDARD #1: Modern, Armless



STANDARD #2: Regal, Arms

- 4.3. Standard park benches are 6 feet in length and may be surface mounted or installed inground depending on the location.
- 4.4. When a park site and/or recreation facility is carrying out a particular theme, or is intended for specific use, the theme or use may be considered for the selection of an alternate park bench.

## **5. COMMEMORATIVE PLAQUE STANDARDS**

- 5.1. The recognition will be regulated, styled, and handled in a tasteful and consistent manner, as determined by the Department of Parks and Recreation.
- 5.2. The plaque associated with a bench is symbolic of the sponsorship and does not entitle the donor to ownership of the furniture. Painting, staining or lacquering the benches is prohibited. All park benches are maintained by Parks Maintenance Staff or qualified contractors.
- 5.3. If the plaque is damaged or vandalized, City staff will give the donor the option to purchase a new plaque.
- 5.4. The standard plaque shall be approximately 5.75” x 7.75” in size, composed of cast brass material with a horizontal orientation and up to 3 lines of text. Plaques should be surface mounted. The cost of purchase and installation has been included in the sponsorship costs outlined in section 6.
- 5.5. The commemorative plaque is not intended as a memorial marker and may not include birth and death dates or years. Messages should be simple statements recalling the event or person(s) recognized.

## **6. COST AND LENGTH OF TERMS**

- 6.1. Complete funding for the sponsorship must be processed before orders are to be placed and installation is scheduled.
  - 6.1.1. \$2,100 = New park bench sponsorship.
  - 6.1.2. \$2,100- \$3,500 = New park bench and repairs to concrete foundation if applicable.
  - 6.1.3. \*All bench sponsorship costs are adjusted periodically based on increases in the Consumer Price Index (CPI). All costs are subject to City Council approval as part of the City Fee Schedule.
- 6.2. The sponsorship period will last 10 years from the date of installation. During that time, the City of Petaluma Parks and Recreation Department guarantees maintenance of the bench by Parks Maintenance staff or qualified sub-contractors as well as the cost of repair or replacement during that time.
- 6.3. After the 10-year sponsorship period, the sponsored bench may be available for renewal with the first right of refusal given to the original sponsor. If the current sponsor chooses not to renew the sponsorship, the bench may be rededicated or removed.
- 6.4. Petaluma will not be held responsible if the contact information on file is outdated and the original donor cannot be contacted.

## 7. STIPULATIONS AND CONDITIONS

- 7.1. The mission of a sponsor in purchasing a park bench should not be in conflict with the mission of the City or the Parks and Recreation Department. Commemorations should provide a positive and desirable image to the community. Therefore, recognition of an entity engaged in the marketing, development or distribution of products deemed in conflict with the City's goals and mission is prohibited.
- 7.2. The City reserves the right in all situations to revoke the name of any individual or organization commemorated on a plaque should said name be determined to have acquired a negative connotation or definition.

## 8. PROCESS FOR COMMEMORATING A PARK BENCH

- 8.1. The Commemorative Bench Sponsorship Program Description and Application are available for download on the City of Petaluma's Parks and Recreation Department website.  
(<https://cityofpetaluma.org/commemorative-bench-sponsorship-program>)
  - 8.1.1. Download and read the Commemorative Bench Sponsorship Program Description.
  - 8.1.2. Download and complete the Commemorative Bench Sponsorship Application.  
Completed applications should be emailed to [parksnrec@cityofpetaluma.org](mailto:parksnrec@cityofpetaluma.org).
  - 8.1.3. Parks and Recreation Staff will be in contact with you.

**Please note that no agreement is finalized without written approval from the Parks and Facilities Maintenance Manager or her/his designee.**