

Subject: Policy for Monuments on City Parks and Facilities	Number: 6-27
	Date Issued: September 17, 2013 Date Revised:
Responsible Department: City Manager's Office	Approved: 

Purpose

To establish criteria and guidelines for the consideration and installation of monuments outdoors in parks or plazas deemed by the City to be appropriate to serve as the site for a monument. In doing so, the City recognizes the following considerations:

- Monuments can convey a connection between the City of Fresno and its history.
- And, it is important that monument placement be limited to circumstances of the highest community-wide importance and to minimize conflicts with the active and variable use of public spaces.

Notwithstanding the foregoing, the City may decide, in its sole discretion, to reject a proposal for a monument and/or may determine the appropriate site for any and all monuments.

Definition

“Monuments” are markers, statues and other similar permanent installations, which are installed by the City on City property, or which are accepted by the City and installed on City property with the City’s permission. Monuments may be in various forms, including statues, fountains, gardens or other forms of monuments as deemed acceptable by the City.

All monuments must be of City-approved materials, size, design and specifications, with a goal toward simplifying their review and long-term care.

Administration

The City Manager may approve or deny monument proposals and may enact administrative guidelines and procedures to implement this policy, including, without limitation, designation of locations deemed amendable to monuments. The City Manager shall also designate the lead Department for monuments located on City property.

Notwithstanding that certain City property is operated or managed by a private operator pursuant to an agreement, the evaluator of the monument and the final decision makers shall be the City and not the private operator or manager.

Review Process

The City Manager or his/her 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 consideration of the monument, based upon considerations consistent with this policy. The City shall have final approval of all monument project design, construction or to accept a donated monument.

All required environmental review shall be approved by the City's Development and Resource Management Department prior to the City committing to installing a monument. The monument shall be consistent with adopted City master plans unless those plans are amended as a part of the review process.

Review Criteria

A proposed 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 reasonably possible, shall be of a scale, materials, color and style appropriate and consistent with aesthetics of the proposed location and other reasonable factors as the City Manager determines.

The City may decline to approve or accept a monument for any lawful reason.

Procedures

In reviewing a proposed monument, the City Manager shall review the proposal based upon the criteria set forth in this policy, including the following:

- A. Whether the person, group or event being memorialized deemed by the City to have made a significant enough contribution to merit a Monument of the scale, cost and visibility of the proposed Monument.
- B. The Monument does not duplicate existing Monument themes. Multiple monuments for similar or related groups shall be avoided.
- C. 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. The Community outreach should be consistent with the outreach conducted for similar City projects.

- D. 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 dissention or discord within the City, the City Manager shall seek further direction from the Mayor/Council before making a final determination.
- E. The proposed site in the park or plaza for the Monument is related to the underlying purpose of the Monument or the site in the park or plaza has been designated in a master plan or other approval of City Council or City Manager as a particularly appropriate site for a proposed Monument.
- F. The Monument has been designed by or under the direct supervision of a qualified professional in the art or design field, and is able to provide a quality, scale and character commensurate with the location, circulation and use patterns of the City property.

Qualified professionals include registered architects, engineers, landscape architects, and artists who can demonstrate professional recognition in the form of public commissions or permanent public installations. The City may solicit input from art and design professionals such as artists, architects, landscape architects, planners or urban designers in making this determination. Monuments shall not displace the intended function or use of said property, as articulated in adopted master plans or similar City documents.

- G. There is a committed and verifiable funding source for the review, design, fabrication, installation and maintenance of the Monument before proceeding to incur City costs and staff time.

Suggestions that the City recognize a significant event, person or other approved topic by means of a Monument, will be more favorably received if the advocates for the Monument provide the City with funds that cover the cost of review, design, fabrication and installation and an adequate endowment to cover the cost of the Monument's maintenance as determined by the City.

While less desirable, the City may consider accepting an agreement from a group to maintain a Monument in perpetuity and in accordance to City standards rather than a cash endowment; however, this will require the City to incur additional effort and cost. In any Monument maintenance agreement, the City will require an up-front endowment or deposit to cover at least one year's maintenance of the Monument to protect the City

against future default. Notwithstanding the City's decision to enter into a maintenance agreement, the Monument remains City property and the City may remove the Monument at any time and for any reason.

The following additional criteria and factors shall be considered in evaluating a site (which must be within a park or a plaza) for a proposed Monument:

- Due to the unique features, limited capacity and uses of Eaton Plaza, Shinzen Friendship Gardens, and other similar facilities will not be considered for use as monument sites. Streets and other public rights-of-way also shall not be considered for use as monument sites, except to honor City employees who have died in the line of duty, as further provided below.
- Monuments may be considered in Neighborhood Parks of more than five acres. Monuments in Neighborhood Parks should have a connection to the neighborhood through history, individual or group contributions and accomplishments, or similar factors.

PUBLIC RIGHT OF WAY

The public right-of-way shall not be considered as a site for Monuments, except that the City may honor City employees who die or have died in the line of duty while serving the City, by placing a memorial plaque at or near the location of each employee's death. The City Manager or designee may authorize the installation of memorial plaques in the public right-of-way to commemorate City employees who have died in the line of duty while serving the City if each of the following conditions exists:

1. The property owner adjacent to the location of the proposed memorial plaque has been consulted on the placement of the memorial. In the event the property owner does not agree to the proposed location, the City will attempt to locate a nearby alternative location
2. The memorial plaque must be flat and level with the sidewalk, and placed behind the curb.
3. The memorial place must not interfere with the public use of the sidewalk or right-of-way area.

OTHER POLICIES

This policy does not cover temporary installations on City property, nor does this Policy limit the City's ability to place signage or plaques on City property to provide donor or sponsor recognition, public information regarding a City project, or to place historical markers or to provide other information to the public. City Departments may enact administrative guidelines regarding plaques or signage for donor or sponsor recognition.