



City Asset Naming and Renaming

Internal Review & Decision-making Process

5/7/2026

City Manager's Office

Luke Faser – Administrative Analyst
Emily Ander – Assistant Parks Planner

Objectives

- Provide an overview of the *City Asset Naming & Renaming* policy
- Clarify Roles, handoffs, and timelines
- Standardize materials, status updates, and records management
- Improve operational efficiency and transparency



Policy Purpose

The City Asset Naming & Renaming policy provides an equitable process for Santa Rosa residents, property owners, and business owners to ensure City Asset names reflect the community.



Support City values



Emphasize community diversity



Fit location or history



Respect historic landmark names



Cultural or historical significance



Long-term symbolic value

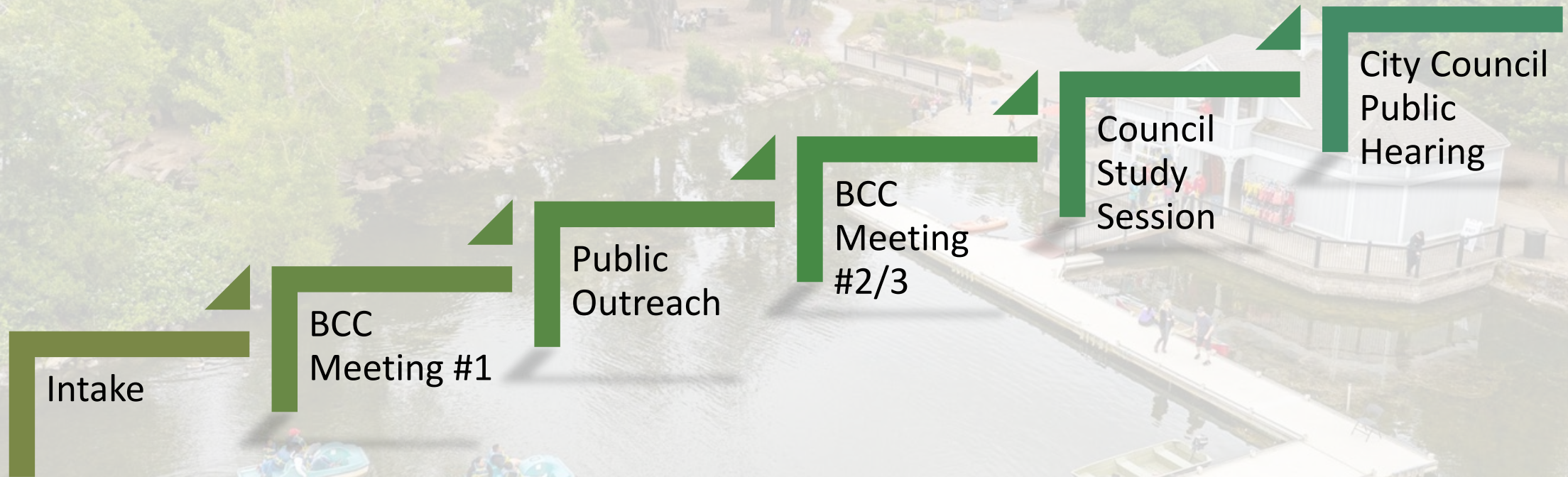


Broad public support



Avoid excessive commercialization

Workflow Snapshot



Roles Overview

City Manager's Office

Application & Petition Review

BCC Assignment

Applicant & Internal Communication

Staff Liaison

Schedule Meetings
1-3

Coordinate Applicant Materials

Draft Staff Reports

Provides Status Updates

Community Engagement

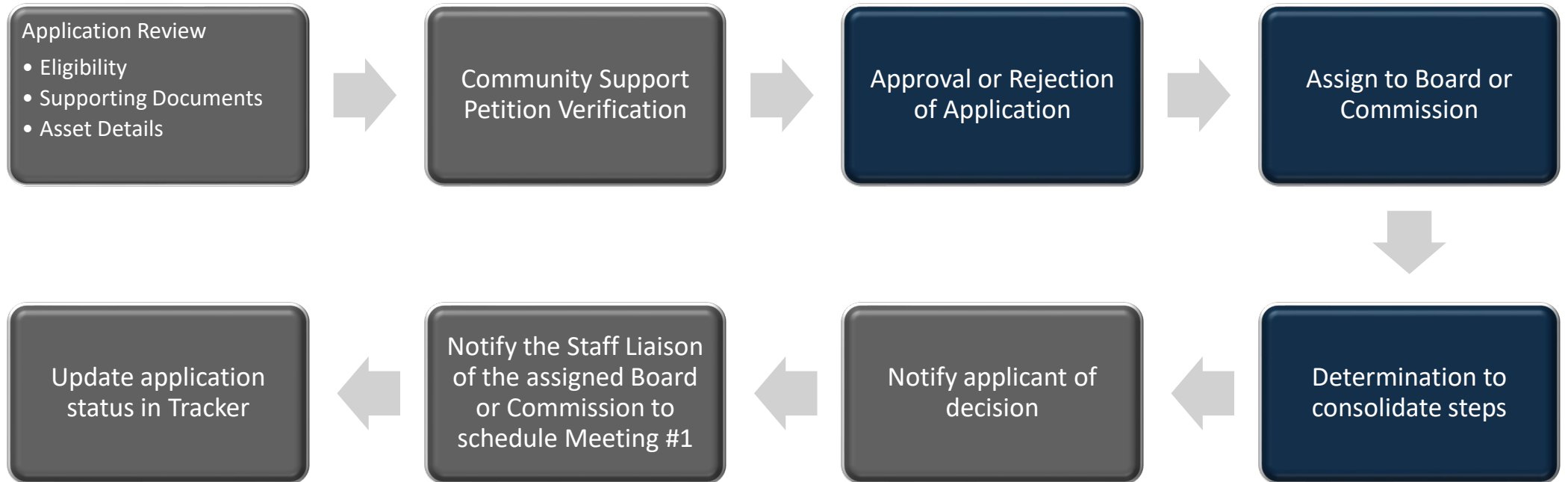
Conducts Public Survey

Alternative Naming Guidance

Provides Status Updates

Application Intake

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- BCC Chair



Meeting #1 Preparation & Execution

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- BCC Chair



Public Outreach

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- BCC Chair



Meeting #2 Preparation & Execution

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- BCC Chair



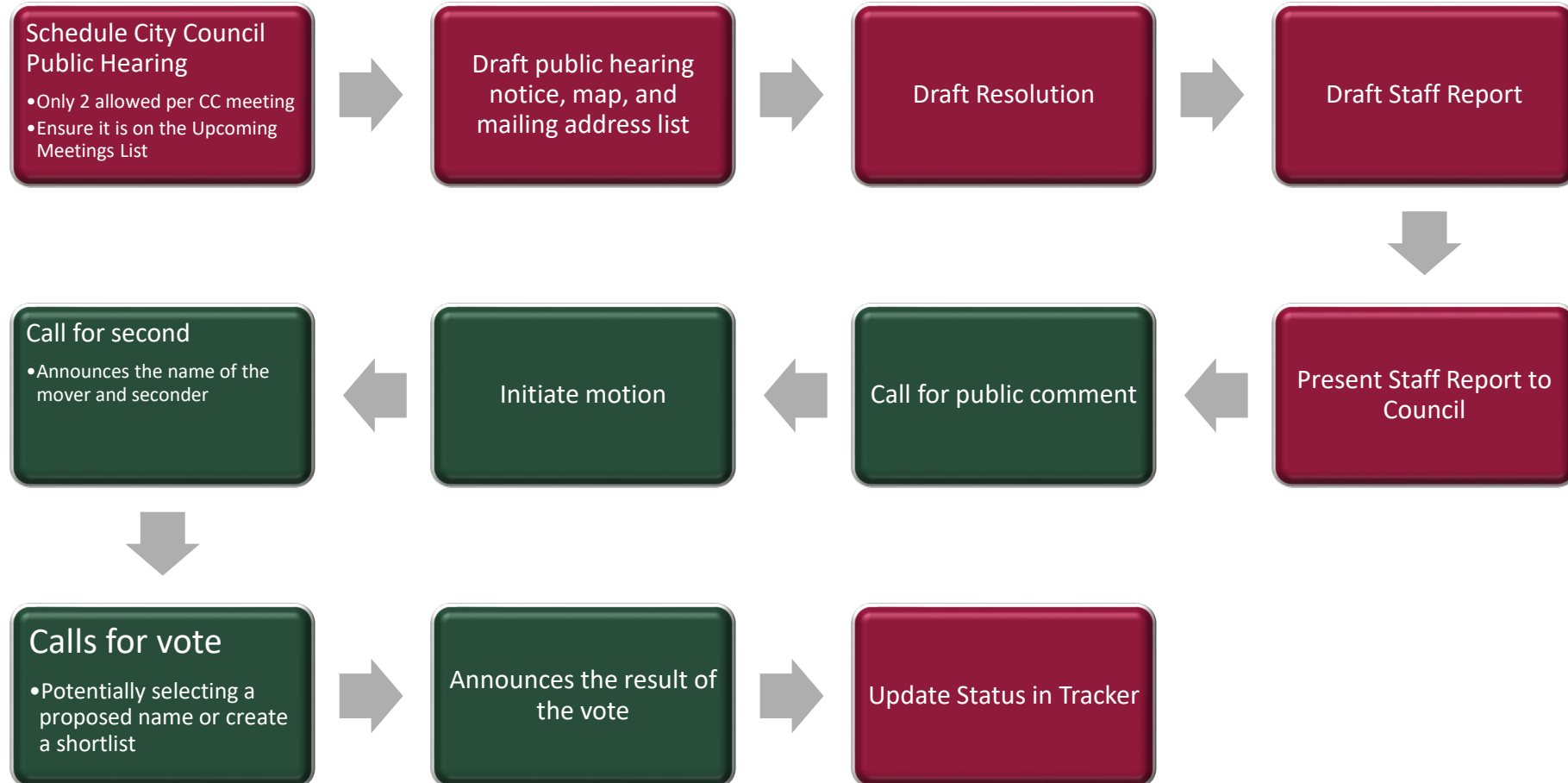
Council Study Session

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- BCC Chair



City Council Public Hearing

- CMO Staff
- City Manager
- Applicant
- Community Engagement Staff
- Staff Liaison
- Mayor



Resources

[City Asset Naming and Renaming page](#)

Provides a centralized collection of the related policies, procedures, and application materials.

www.srcity.org/4305/City-Asset-Naming-and-Renaming

City Asset Naming and Renaming

Residents, business owners, and property owners may submit an application to name or rename existing City-owned buildings, parks, facilities, and more to reflect the community's cultural and historic values.

Guidelines

To ensure the process is carried out **thoughtfully** and **equitably** the City established City Council Policy 000-75 which can be found here:

[CITY ASSET NAMING AND RENAMING POLICY](#)

How to Apply

To get started, please review our [City Asset Naming and Renaming: Applicant Guide & Packet](#)

Inside you will find helpful **resources** to help you prepare an application that is impactful, focused, and supported by the community.

To learn more, review our comprehensive guide below





Questions?