

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JASON NUTT, ASSISTANT CITY MANAGER  
SUBJECT: CITY ASSET NAMING AND RENAMING POLICY

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by resolution, adopt Council Policy Number 000-XX titled, "City Asset Naming and Renaming Policy" and rescind Council Policy 000-25 titled, "Park Naming Policy and Procedure."

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EXECUTIVE SUMMARY

The purpose of this policy is to establish uniform guidelines for naming and renaming of City of Santa Rosa (City) Assets. This policy is crafted to ensure that naming and renaming of City Assets reflect the City's rich historic and cultural values including the diversity, equity and inclusion for all community members and visitors. City Asset names should primarily honor places, history, persons, organizations, events and the natural environment with a focus on local significance and may also reflect California or national names when appropriate. If adopted, this policy will replace Council Policy 000-25, titled "Park Naming Policy and Procedure."

BACKGROUND

Over the past decade, both council and community members have inquired about changing or altering names of existing City Assets including streets, parks and buildings. While some policy and guidelines exist, specifically relating to parks and recreation facilities, the City does not have a comprehensive policy or guidance document for other city assets. This has resulted in staff's inability to respond to those requests.

The City Council adopted Policy 000-25 titled "Park Naming Policy and Procedure" (Attachment 1) on November 14, 1989, and made subsequent amendments on December 6, 1994, December 23, 1997, and May 16, 2000. That policy created a methodology and process for selecting names for unnamed City parks and recreation facilities. Policy 000-25 does include some language associated with changing a park or

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recreation facility name; however, doesn't provide clear guidance on the methodology for the process.

In an effort to create a comprehensive naming and renaming policy, this proposed policy will incorporate Policy 000-25 and provide the council, community and staff clear guidelines for responding to requests associated with any City Asset.

### PRIOR CITY COUNCIL REVIEW

The City Council adopted Policy 000-25 titled "Park Naming Policy and Procedure" on November 14, 1989, and made subsequent amendments on December 6, 1994, December 23, 1997, and May 16, 2000.

### ANALYSIS

Staff researched and identified a number of naming and renaming policies utilized by other agencies and pulled key information to develop the proposed comprehensive policy. Since the council has received and initiated a variety of naming and renaming requests, incorporating a wide variety of assets under a single policy seemed appropriate and consistent with other agencies. Based on past practice, staff is presenting this as a policy to be adopted by resolution rather than an ordinance amending the City Code. Some municipalities have created specific Code language to guide both internal and external requests.

The policy Includes the following Sections:

1. Policy
2. Definitions
3. Policy
  - 3.1. General Naming Criteria
  - 3.2. General Naming Provisions
4. Responsibility of Boards and Commissions
5. Process for Naming New, Unnamed or Renaming Existing City Assets
6. Process for Naming New City Streets
7. Ceremonial Street Naming
8. Memorial Recognitions
9. Removal of a Name

The draft policy was circulated to all departments for feedback. Planning and Economic Development recognized that the process for naming new city streets is already covered under an administrative review process during the entitlement process with naming convention included in the Street Design and Construction Standards. In that regard, Section 6 directs readers back to the Department.

In addition, the Recreation and Parks Department expressed interest in addressing requests for incorporating names on assets as memorials. Due to maintenance challenges, the Department has been denying requests for naming designated or

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donated assets as memorials. While the draft policy does provide specific guidance on how Outstanding Individuals can be acknowledged through naming or renaming, it also describes how Memorial Recognitions will be handled. These specific sections have been drafted to support concerns around dedicated memorials and provide a process for evaluating requests.

Lastly, several departments wanted to ensure that there was a process for naming or renaming unique assets, which resulted in the addition of criteria associated with Themed Assets and where dedicated Naming Rights could be beneficial through an agreement.

Rather than creation of a new subcommittee, board or commission to review naming and renaming requests, staff is recommending that existing boards and commissions assume the responsibility based on their area of focus and make a recommendation to council consistent for approval through the outlined procedure.

- Design Review Board/Cultural Heritage Board: Building and facilities of historical significance.
- Board of Public Utilities: Facilities acquired, operated and maintained by the Santa Rosa Water Department
- Board of Parks and Recreation: Recreation facilities, fields, community centers, pool, and themed assets.
- Community Advisory Board: Ceremonial street designations
- Sonoma County Library: Libraries

The application process and review procedure will involve submittal of a City Asset Naming Application (Attachment 2) outlining the specific request, rationale, location and community support. Applications will be reviewed by the assigned Board or Commission through a three-step process:

1. Initial application and request presentation where applicability and conformance to the policy criteria are reviewed. Public outreach will be conducted incorporating the request and feedback.
2. Review the original request, additional feedback from the public outreach and discuss the final naming recommendations.
3. Make a naming or renaming recommendation to the Council.

Council will then review the application, request and Board/Commission recommendation, conduct a noticed public hearing and make a final recommendation.

### FISCAL IMPACT

The adoption of this policy would not, in and of itself, result in any cost to the General Fund; however, naming or renaming requests may result in General Fund expenditures

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through a specific project fund. Provisions exist within the policy to recover the cost of installation, materials and administration for specific types of requests.

### ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the proposed action is not a “project” subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

Each request will be evaluated for compliance with CEQA and requirements applied at the time of project approval.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Attachment 1 – Council Policy 000-25, “Park Naming Policy and Procedure”
- Attachment 2 – Draft City Asset Naming Application
- Resolution / Exhibit A – Council Policy 000-XX, “City Asset Naming and Renaming Policy”

### PRESENTER

Jason Nutt, Assistant City Manager