

City Asset Naming Application

The City of Santa Rosa Policy 000-XX requires submittal of an application and supporting documents to request naming or renaming of a City Asset.

Please return this application and supporting documentation to the City Manager's Office at 100 Santa Rosa Avenue Room 10, Santa Rosa, CA 95404 or CMOffice@srcity.org.

CURRENT NAME OF FACILITY BEING REQUESTED FOR RENAMING: [Click or tap here to enter text.](#)

☐ Not currently named or Unknown

APPLICANT INFORMATION

CONTACT PERSON: [Click or tap here to enter text.](#)

ADDRESS: [Click or tap here to enter text.](#)

CITY: [Click or tap here to enter text.](#) **STATE:** [Click or tap here to enter text.](#) **ZIP:** [Click or tap here to enter text.](#)

EMAIL ADDRESS: [Click or tap here to enter text.](#)

PRIMARY PHONE: [Click or tap here to enter text.](#)

SECONDARY PHONE: [Click or tap here to enter text.](#)

REASON AND/OR JUSTIFICATION FOR THE RENAMING REQUEST (MAY BE INCLUDED ON SEPARATE DOCUMENT)

Naming Criteria (check the box representing the most relevant criteria justifying the request.)

- ☐ **Location** – adjacent community areas, nearby geographic features, schools or streets
- ☐ **Significant Events, People and Places** – major event, place, or person to preserve and honor a community's history, landmarks, or prominent geographical feature
- ☐ **Outstanding Individual** – individuals who have made substantial community contributions
- ☐ **Major Donation** – substantial financial generosity of a resident, organization, or business
- ☐ **Themed Asset**
- ☐ **Naming Rights**

Reason and/or Justification

[Click or tap here to enter text.](#)

PLEASE INCLUDE THE FOLLOWING SUPPORTING DOCUMENTS

City Asset Naming Application

☐ Letters of support, articles, documents and/or other evidence describing the reason for the request and demonstrating broad-based community support for the renaming application.

City Asset naming or renaming

☐ Petition with at least 500 City of Santa Rosa resident signatories (printed copy of electronic petitions accepted). Each petitioner listed must include at least the person's name, City of Santa Rosa residential address and signature.

Street naming, renaming or ceremonial applications shall include:

☐ 50% + 1 of resident and business property owners on the road segment included in the application