



CITY ASSET NAMING AND RENAMING POLICY

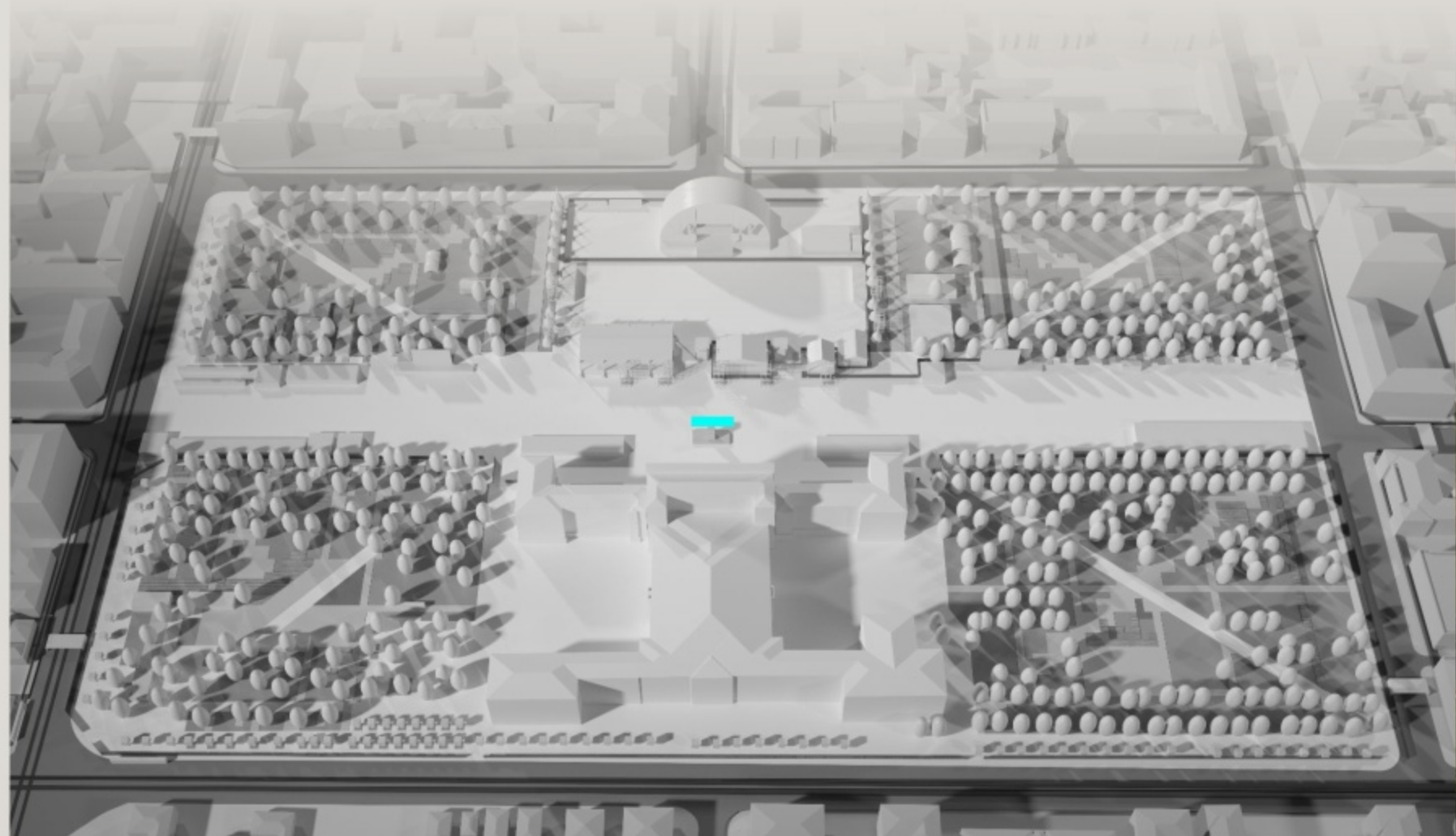
A comprehensive guide for fair and consistent naming and renaming of City assets, ensuring community involvement and respect for historical significance.

INTRODUCTION TO THE ASSET NAMING & RENAMING POLICY



INTRODUCTION TO THE ASSET NAMING & RENAMING POLICY

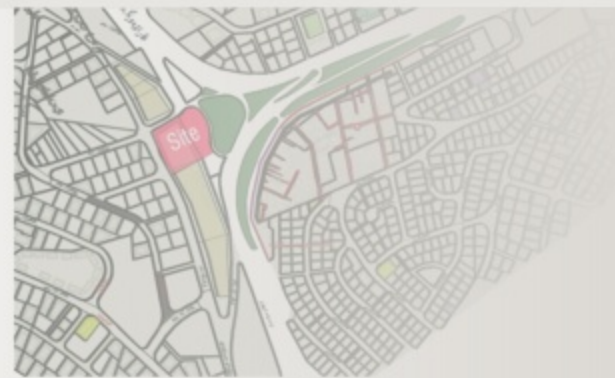
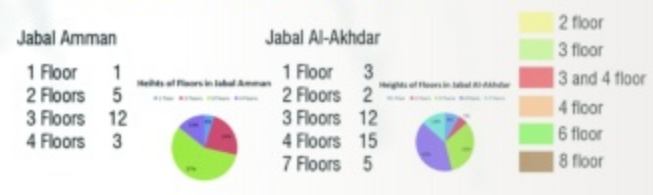
This presentation outlines the policy for naming or renaming City-owned assets, ensuring that the process is carried out with fairness, consistency, and thoughtful consideration. It highlights the key themes and requirements that guide the selection of names for parks, buildings, facilities, and other City-owned properties, promoting community values and public support.



PURPOSE OF THE POLICY

This policy aims to guide the naming or renaming of City-owned assets, ensuring a process that is equitable and considers the community's values. It emphasizes the importance of thoughtful decision-making in honoring the significance of the assets to the public and their history.





Slope Percentage

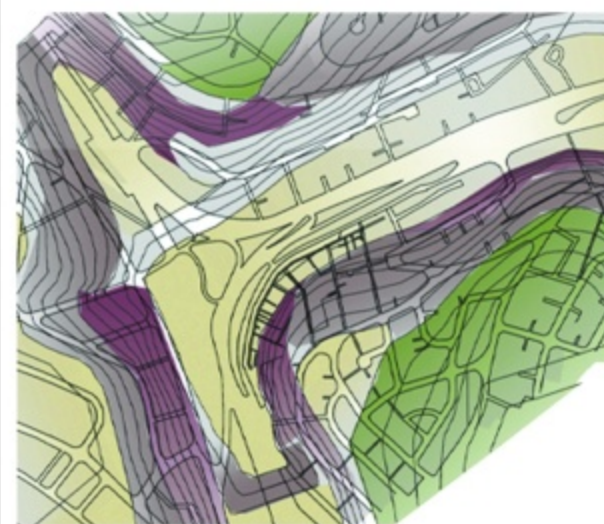


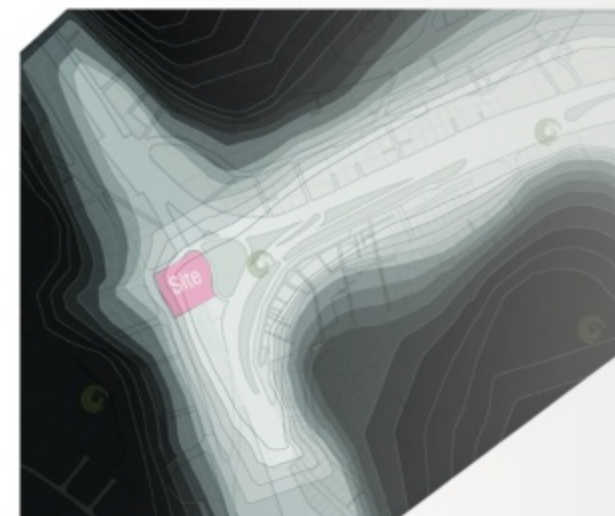
Figure ground



Landuse



Topography



Public/Private Parking

LOCATION-BASED NAMES

Names may reflect natural features, nearby streets, schools, neighborhoods, or geographic identifiers, enhancing local identity and recognition.

IMPORTANT EVENTS, PEOPLE, OR PLACES

Names can recognize historically or culturally significant events, individuals, or groups that are connected to the asset's location, fostering a sense of community pride.

OUTSTANDING INDIVIDUALS

Honoring individuals who have made significant contributions to the City, state, or nation. Naming criteria include a strong positive reputation and being deceased for at least five years.

MAJOR DONATIONS

Naming rights may be granted in recognition of major donations towards construction, land acquisition, or long-term maintenance endowment, reflecting community investment.

THEMED ASSETS

Names may reflect functional themes, such as a historical garden named after specific plant species, adding uniqueness and character to the asset.

NAMING RIGHTS

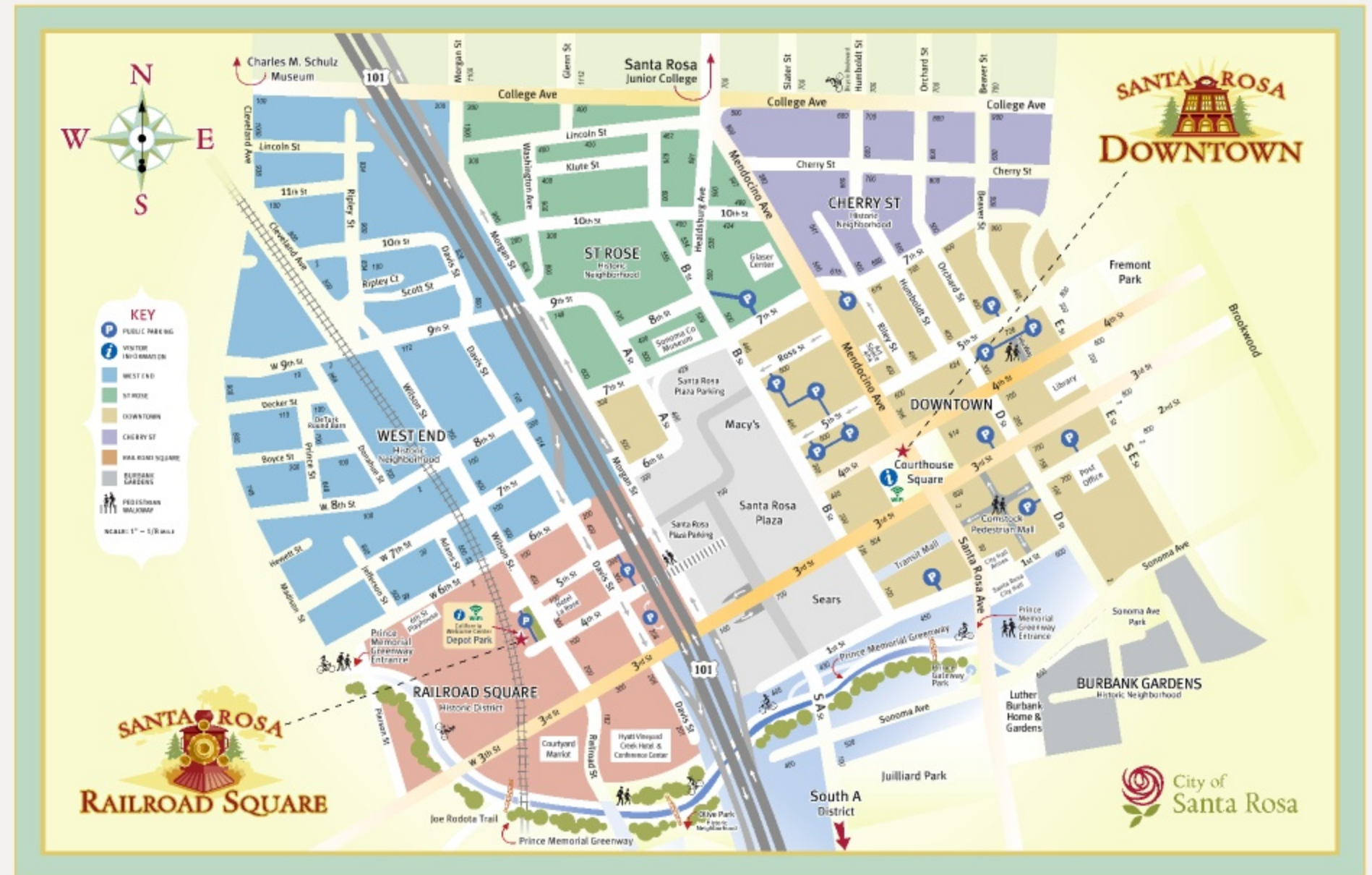
Naming rights are permitted only for Council-designated recreational facilities, involving public solicitation and a naming rights agreement, ensuring transparency and accountability.

Solid and void

THEMES FOR NAME SELECTION

LOCATION-BASED NAMES

Names may reflect natural features, nearby streets, schools, neighborhoods, or geographic identifiers, enhancing local identity and recognition.



IMPORTANT EVENTS, PEOPLE, OR PLACES

Names can recognize historically or culturally significant events, individuals, or groups that are connected to the asset's location, fostering a sense of community pride.



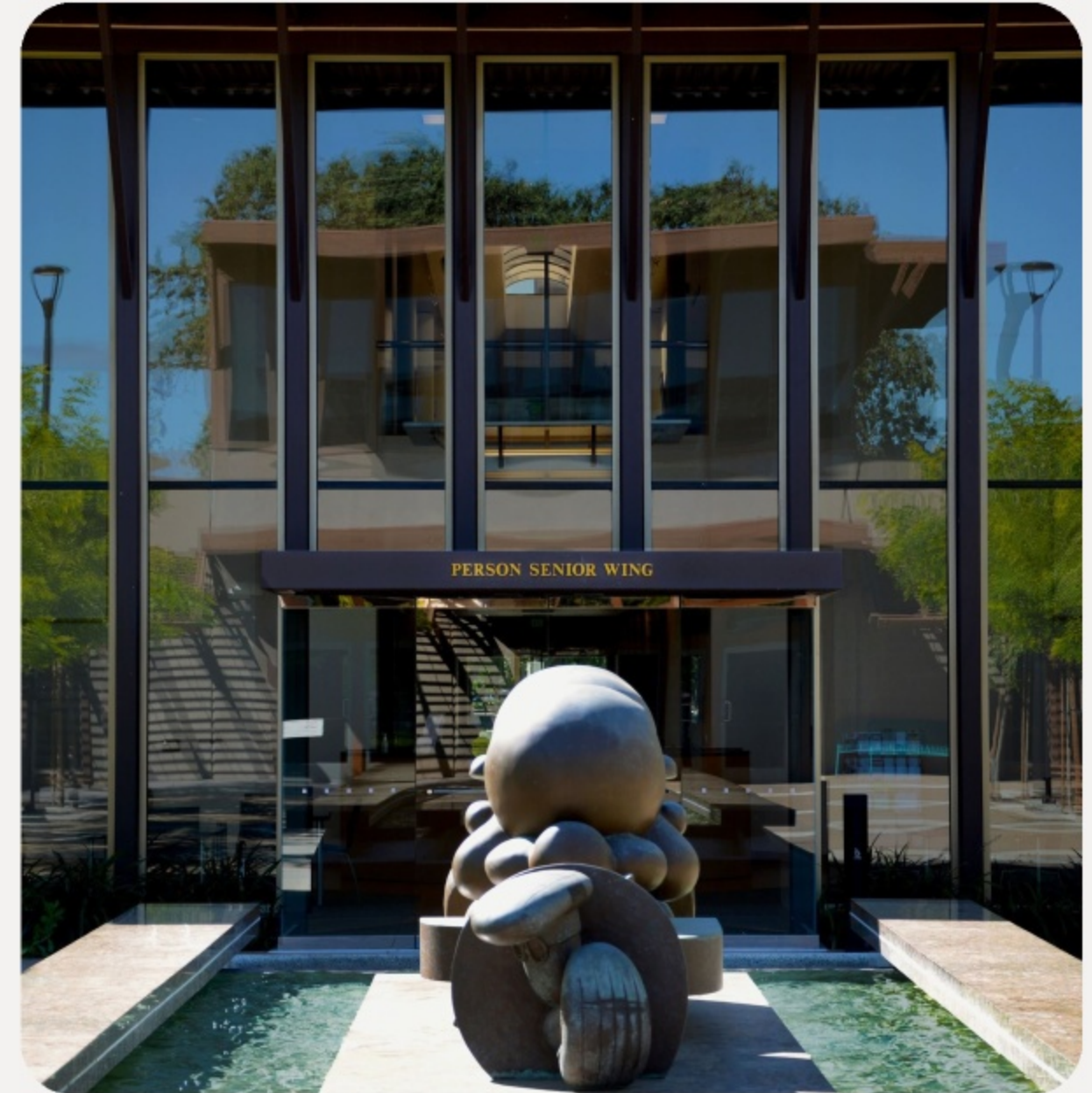
OUTSTANDING INDIVIDUALS

Honoring individuals who have made significant contributions to the City, state, or nation. Naming criteria include a strong, positive reputation and being deceased for at least five years.



MAJOR DONATIONS

Naming rights may be granted in recognition of major donations towards construction, land acquisition, or long-term maintenance endowment, reflecting community investment.



THEMED ASSETS

Names may reflect functional themes, such as a botanical garden named after specific plant species, adding uniqueness and character to the asset.



NAMING RIGHTS

Naming rights are permitted only for Council-designated recreational facilities, involving public solicitation and a naming rights agreement, ensuring transparency and accountability.



LOCATION-BASED NAMES



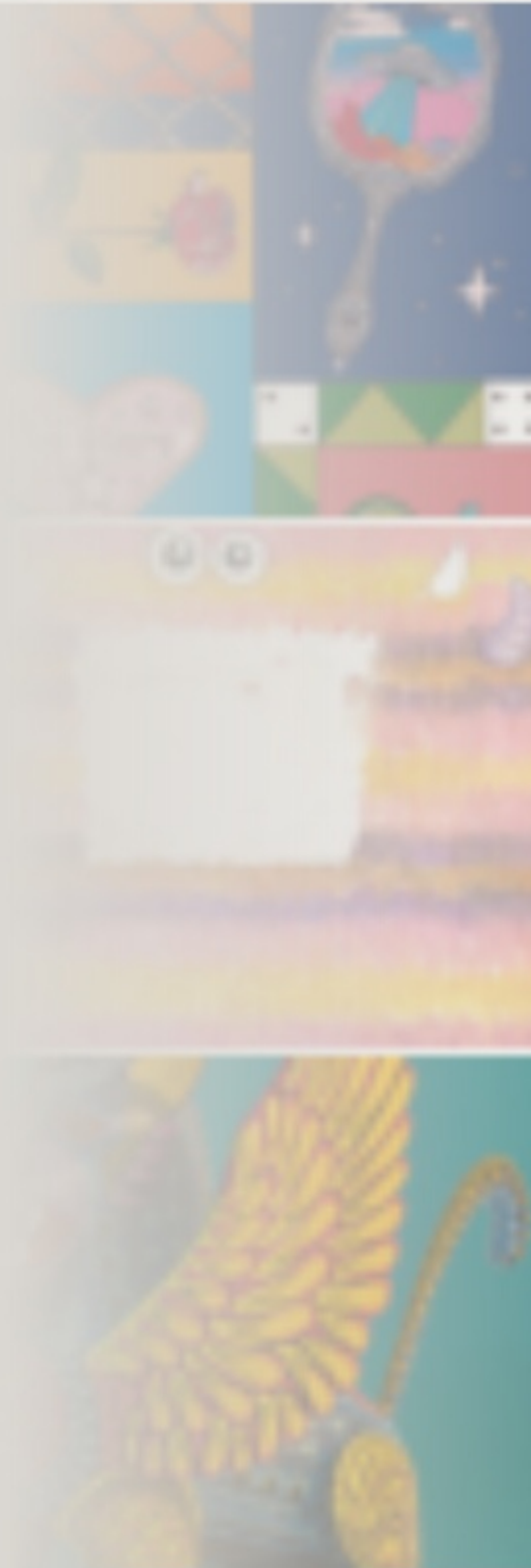
LOCATION-BASED NAMES

When selecting names for City-owned assets, it is essential to consider location-based names that connect the asset to its surroundings. This includes reflection of natural features, such as rivers or mountains, nearby streets, schools, neighborhoods, or other geographic identifiers that enrich the community's identity.



IMPORTANT EVENTS, PEOPLE, OR PLACES

The naming of City assets can serve to honor and recognize historically or culturally significant events, individuals, or groups that have a connection to the specific location of the asset. This approach not only preserves the memory of noteworthy contributions but also enriches the cultural landscape of the community.





SIGNIFICANT CONTRIBUTIONS RECOGNIZED

Names may be selected to honor individuals who have made significant contributions to the City, state, or nation. This recognition underscores the importance of acknowledging those who have impacted the community positively.

CRITERIA FOR HONORING INDIVIDUALS

To maintain the integrity of the naming process, honorees must meet specific criteria. These include having a strong, positive reputation, being deceased for a minimum of five years, and ensuring that no individual is honored more than once through naming.

OUTSTANDING INDIVIDUALS

SIGNIFICANT CONTRIBUTIONS RECOGNIZED

Names may be selected to honor individuals who have made significant contributions to the City, state, or nation. This recognition underscores the importance of acknowledging those who have impacted the community positively.

CRITERIA FOR HONORING INDIVIDUALS

To maintain the integrity of the naming process, honorees must meet specific criteria. These include having a strong, positive reputation, being deceased for a minimum of five years, and ensuring that no individual is honored more than once through naming.



CRITERIA FOR NAMING RIGHTS BASED ON DONATIONS

Naming rights may be granted if a donation meets specific criteria. This includes donating at least 30% of the construction or improvement costs, or providing at least 50% of the land value. Additionally, a donation of a 20-year maintenance endowment that covers at least 50% of the annual operating cost is also eligible for naming rights consideration.



DONATION REQUIREMENTS FOR NAMING RIGHTS

To secure naming rights through donations, donors must sign a Donation Agreement and adhere to the city's criteria for naming after individuals. It is important to note that no permanent corporate logos or advertising will be allowed in conjunction with naming rights.



MAJOR DONATIONS FOR NAMING RIGHTS



CRITERIA FOR NAMING RIGHTS BASED ON DONATIONS

Naming rights may be granted if a donation meets specific criteria. This includes donating at least 30% of the construction or improvement costs, or providing at least 50% of the land value.

Additionally, a donation of a 20-year maintenance endowment that covers at least 50% of the annual operating cost is also eligible for naming rights consideration.



DONATION REQUIREMENTS FOR NAMING RIGHTS

To secure naming rights through donations, donors must sign a Donation Agreement and adhere to the city's criteria for naming after individuals. It is important to note that no permanent corporate logos or advertising will be allowed in conjunction with naming rights.

THEMED ASSETS



THEMED ASSETS


Themed assets are named to reflect their functional characteristics, enhancing the visitor's experience and connection with the space. For example, a botanical garden may be named after specific plant species to emphasize its focus on flora and nature.



NAMING RIGHTS OVERVIEW

Naming rights for City-owned assets are strictly regulated. These rights are exclusively available for recreational facilities designated by the City Council and come with specific requirements such as public solicitation and a formal agreement.





GENERAL NAME REQUIREMENTS



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

PROCESS FOR NAMING OR RENAMING CITY ASSETS



PROCESS FOR NAMING OR RENAMING CITY ASSETS

The process for naming or renaming City-owned assets involves several key steps, ensuring community participation and adherence to established guidelines. This process encompasses application submission, review by the City Manager, and a structured five-step review process by the relevant Boards/Commissions and the City Council, ensuring transparency and public involvement.



WHO CAN APPLY

The application to name or rename a City-owned asset can be submitted by residents, business owners, or property owners of the City. This inclusivity allows a diverse range of voices to participate in the naming process.

WRITTEN EXPLANATION REQUIRED

Each application must include a comprehensive written explanation detailing the reasoning behind the proposed name. This justification is essential for the review process and helps convey the significance of the choice.

LETTERS OF SUPPORT

To support the application, letters of support from the community must be included. These letters can help illustrate public interest and backing for the proposed name change.

COMMUNITY SUPPORT PETITION

A community support petition is essential and must include signatures from at least 1,000 Santa Rosa residents, with specific requirements for who can sign. Due within 60 days of submitting an application, this petition demonstrates broad community backing for the proposed name.



APPLICATION SUBMISSION PROCESS

WHO CAN APPLY

The application to name or rename a City-owned asset can be submitted by residents, business owners, or property owners of the City. This inclusivity allows a diverse range of voices to participate in the naming process.

WRITTEN EXPLANATION REQUIRED

Each application must include a comprehensive written explanation detailing the reasoning behind the proposed name. This justification is essential for the review process and helps convey the significance of the choice.

LETTERS OF SUPPORT

To support the application, letters of support from the community must be included. These letters can help illustrate public interest and backing for the proposed name change.

COMMUNITY SUPPORT PETITION

A community support petition is essential and must include signatures from at least 1,000 Santa Rosa residents, with specific requirements for who can sign. Due within 60 days of submitting an application, this petition demonstrates broad community backing for the proposed name.



CITY MANAGER REVIEW PROCESS

Upon receiving a naming application, the City Manager or their designee conducts a thorough review to ensure all submission criteria are met. This includes assessing the completeness of the application and determining the appropriate Board or Commission for consideration, thereby initiating the formal naming process.

City of
Santa Rosa

CITY MANAGER'S
OFFICE



FIVE-STEP REVIEW PROCESS OVERVIEW

This process guides the naming and renaming of City-owned assets, ensuring community involvement and thorough evaluation.

Step 1 – Board/ Commission Meeting #1

Staff presents asset details and location, discusses naming criteria, and the applicant presents their proposal. If approved, public outreach begins.

Step 2 – Board/ Commission Meeting #2

All names collected from outreach and historical lists are presented, creating a shortlist of names that meet the criteria for further discussion.

Step 3 – Board/ Commission Meeting #3

The Board/Commission selects one or two final name recommendations and may recommend that no name change occur; consultation with affected groups is encouraged.

Step 4 – City Council Meeting (Study Session)

The City Council reviews recommendations, hears public feedback, and may request additional information or research before making a decision.

Step 5 – City Council Public Hearing

A formal public hearing where the City Council makes the final decision to approve or deny the naming proposal based on discussions and feedback.

OPTIONAL PROCESS



Step 1 – Board/ Commission Meeting #1

Staff presents asset details and location, discusses naming criteria, and the applicant presents their proposal. If approved, public outreach begins.

Step 2 – Board/ Commission Meeting #2

All names collected from outreach and historical lists are presented, creating a shortlist of names that meet the criteria for further discussion.

OPTIONAL PROCESS CONSOLIDATION

To enhance efficiency in the naming or renaming process, the City Manager has the authority to combine certain steps of the review process. This consolidation can occur between Steps 2 & 3 and Steps 4 & 5, streamlining the timeline and reducing the overall duration for decision-making while still maintaining the integrity of the review process.



Step 3 – Board/ Commission Meeting #3

The Board/Commission selects one or two final name recommendations and may recommend that no name change occur; consultation with affected groups is encouraged.

Step 4 – City Council Meeting (Study Session)

The City Council reviews recommendations, hears public feedback, and may request additional information or research before making a decision.

Step 5 – City Council Public Hearing

A formal public hearing where the City Council makes the final decision to approve or deny the naming proposal based on discussions and feedback.



FIVE-STEP REVIEW PROCESS OVERVIEW

This process guides the naming and renaming of City-owned assets, ensuring community involvement and thorough evaluation.

Step 1 – Board/ Commission Meeting #1

Staff presents asset details and location, discusses naming criteria, and the applicant presents their proposal. If approved, public outreach begins.

Step 2 – Board/ Commission Meeting #2

All names collected from outreach and historical lists are presented, creating a shortlist of names that meet the criteria for further discussion.

Step 3 – Board/ Commission Meeting #3

The Board/Commission selects one or two final name recommendations and may recommend that no name change occur; consultation with affected groups is encouraged.

Step 4 – City Council Meeting (Study Session)

The City Council reviews recommendations, hears public feedback, and may request additional information or research before making a decision.

Step 5 – City Council Public Hearing

A formal public hearing where the City Council makes the final decision to approve or deny the naming proposal based on discussions and feedback.

OPTIONAL PROCESS



STEP 1: BOARD/ COMMISSION MEETING #1

During the first Board/Commission meeting, staff will provide comprehensive details about the asset, including its location and significance. The naming criteria are thoroughly discussed to ensure all members understand the guidelines, followed by the applicant's presentation of their proposed name and rationale.



STEP 2: BOARD/ COMMISSION MEETING #2

STEP 2: BOARD/ COMMISSION MEETING #2

During this meeting, staff will share the comprehensive list of names gathered from public outreach efforts as well as historical references. Applicants proposing additional names will present at this time.

The Board/Commission will review this information and create a shortlist of names that align with the established naming criteria, ensuring that each proposed name is appropriate and meaningful.



STEP 3: BOARD/ COMMISSION MEETING #3

During this crucial meeting, the Board or Commission evaluates all submitted proposals and community feedback. They will select one or two final name recommendations for consideration, balancing community interests and historical significance, and may also decide that no name change is warranted based on the review process.



STEP 4: CITY COUNCIL MEETING (STUDY SESSION)

STEP 4: CITY COUNCIL MEETING (STUDY SESSION)

In this crucial step, the City Council evaluates the recommendations made by the Board/Commission. They listen to feedback from both the public and the applicant, ensuring that all voices are heard before making a final decision. If further clarification or data is needed, the Council may request additional research to support the decision-making process.



STEP 5: CITY COUNCIL PUBLIC HEARING

The City Council conducts a formal public hearing as the final step in the naming process. During this hearing, the Council considers public input and the recommendations from earlier steps, ultimately deciding whether to approve or deny the proposed naming.



DIVERSE OUTREACH CHANNELS

To ensure community involvement, outreach must utilize various channels beyond traditional notices. This includes leveraging print media to engage local residents through newspapers and flyers, broadcasting information via radio to reach diverse audiences, and utilizing social media platforms to spark discussions and share updates.

TARGETED DIRECT COMMUNICATION

Direct mailers and emails can be used to reach targeted demographics, ensuring that information is readily accessible to those who may not engage through online channels. This direct approach can facilitate personalized communication and encourage participation in the naming process.

ENGAGEMENT THROUGH SURVEYS

Community surveys are essential for gathering feedback and gauging public sentiment on proposed names. These surveys can provide insights into community preferences and ensure that the naming process reflects the values and opinions of the residents.



PUBLIC OUTREACH REQUIREMENTS

DIVERSE OUTREACH CHANNELS

To ensure community involvement, outreach must utilize various channels beyond traditional notices. This includes leveraging print media to engage local residents through newspapers and flyers, broadcasting information via radio to reach diverse audiences, and utilizing social media platforms to spark discussions and share updates.

TARGETED DIRECT COMMUNICATION

Direct mailers and emails can be used to reach targeted demographics, ensuring that information is readily accessible to those who may not engage through online channels. This direct approach can facilitate personalized communication and encourage participation in the naming process.

ENGAGEMENT THROUGH SURVEYS

Community surveys are essential for gathering feedback and gauging public sentiment on proposed names. These surveys can provide insights into community preferences and ensure that the naming process reflects the values and opinions of the residents.

COST RESPONSIBILITIES FOR NAMING



COST RESPONSIBILITIES FOR NAMING

Applicants seeking to name or rename City-owned assets must bear the financial responsibility for any new or replacement signage, plaques, or monuments that reflect the new name.



Additionally, the City Council may waive these costs upon request under certain circumstances, allowing for broader community participation in the naming process.

PROCESS FOR NAMING NEW STREETS

The Planning & Economic Development Department is responsible for the administrative process of naming new public or private streets. This process adheres to the established street naming conventions outlined in the City's design and construction standards, ensuring that naming is consistent and compliant with community guidelines.



PROCESS FOR CEREMONIAL STREET NAMING

PROCESS FOR CEREMONIAL STREET NAMING

The process for ceremonial street naming involves submitting a comprehensive application that includes a map demonstrating whole-block coverage. This includes adhering to public outreach requirements and signage rules to ensure community engagement and awareness.



CONCLUSION AND KEY TAKEAWAYS

The City's naming policy is designed to promote fairness, consistency, and thoughtfulness in the naming and renaming of City-owned assets. By considering themes such as location, historical significance, and community support, the policy fosters a collaborative approach that honors the contributions of individuals and reflects the values of the community.





CITY ASSET NAMING AND RENAMING POLICY

A comprehensive guide for fair and consistent naming and renaming of City assets, ensuring community involvement and respect for historical significance.