



## NAMING OF **CITY STREETS, PARKS AND OTHER** FACILITIES

### **PURPOSE**

To establish the criteria and procedures for the naming of City of Santa Clara (City) **streets, parks,** and other facilities. The policy's objectives are to establish and maintain a system to ensure that decisions on naming opportunities are made in an equitable and consistent manner and that the naming actions maintain current and future alignment with the City's Mission Statement and Code of Ethics and Values.

### **POLICY**

#### **Commemorative Naming of Facilities, Parks and Streets**

The City Council shall have the sole and final authority to approve names of City streets, parks, and other facilities.

The selection of commemorative names must be done in a manner that ensures that there is broad based support for the naming and general acknowledgement that the individual being honored has made outstanding contributions to the community.

The naming of Santa Clara streets, parks and other facilities will be determined with consideration of one or more of the following criteria:

1. Geographic location, demographic information, or prominent environmental feature(s) of the area that the building/facility is located shall be considered.
2. Consideration of names with common or historical usage.
3. Individuals living or deceased, who have made outstanding contributions to the City of Santa Clara community or of regional state or international significance.
4. The contribution of the individual/organization being honored must have demonstrated outstanding achievements, contributions, and/or enrichment of the City of Santa Clara community. The contribution of the person/organization being honored must have extraordinary, significant, and unique, setting this individual/organization apart from others who contributed to the community. This may be evident by documented history of the individual's/organization's contributions or receipt of recognitions and awards.
5. The individual being honored by the dedication or naming had a direct and long-term association with the feature or facility such as:
  - a. Developer of the designated feature



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- b. Donor of the land to the City of Santa Clara
- c. Person who played a large part in protecting the land or feature for public benefit
- d. Person who played a large part in providing community services through the feature or facility

Where applicable, permission will be sought from the honored individual's surviving family, preferably, next of kin.

- 6. Honoring the important contributions and accomplishments of individuals from underrepresented communities
- 7. Opportunities to foster a more welcoming, equitable, and inclusive environment as well as to reflect and connect with the City's diverse community
- 8. Naming Rights Agreement: Agreements may provide a financial benefit to the City with sponsorships or naming rights agreements for City-owned facilities which aligns with the City's mission and values.
- 9. ~~If negotiated or otherwise required as a condition of property donation or deed, a naming requirement for a park or facility on such property shall be honored, although a geographic or characteristic name is preferred.~~ **[Proposed to remove: This section is already addressed as a current process subject to Council approval for donations.]**
- 10. Names that are similar to existing streets, parks, and facilities or properties in the area should be avoided in order to minimize confusion.
- 11. The City should avoid changing street names along any continuous alignment.

**Approved List of Names for City Facilities, Parks & Streets:** The Historical and Landmarks Commission maintains a list of approved names for streets. The list may be used for consideration of naming proposals for City facilities, parks and streets. Additional names not on the list may also be considered. This list shall be updated and approved by the City Council on an annual basis or as needed.

### **Renaming Process for Streets, Parks and Facilities**

The renaming of existing municipal facilities shall be discouraged and shall occur only under extraordinary circumstances, after undertaking thorough



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and comprehensive research and deliberation. Individuals after whom buildings are named, and who later are found to violate the City's Code of Ethics and Values or Mission Statement may have their names removed from the buildings that bear their names.

The process for renaming existing municipal facilities will follow the same steps as outlined in this procedure. Where a name is proposed to be removed or replaced the proposer should include any and all research supporting any claim that party whose name is to be removed or replaced has violated the City's Code of Ethics and Values or Mission Statement.

### PROCEDURE

#### Naming Proposals

Naming proposals will require thorough research to ensure alignment with this policy and with the City's Mission Statement and Code of Ethics and Values.

#### In General

1. All naming and/or renaming of a facility will be implemented by City Council Resolution.
2. Although the City will have final decision-making authority on any names selected, public input will be received, and other names may be proposed and requested to be considered by the City Council.
3. Should this policy or the implementation hereof conflict with any City Ordinance, Code, or other laws and regulations, the respective City Ordinance, Code, or other laws and regulations shall prevail.

#### Naming of Parks & Recreation Facilities:

The naming of new parks and recreation facilities may include a community outreach process via the Parks & Recreation Commission, that provides the opportunity for the public to provide suggestions and input based on the criteria outlined in the policy.

1. Nominations for names may be submitted to the Parks & Recreation Commission for review and recommendation by members of the public.
2. The Parks & Recreation Commission may refer to the approved HLC names inventory list.
3. The Parks & Recreation Commission will provide at least two and no more than three options for naming recommendations.



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4. Names provided by the Parks & Recreation Commission will be considered for review and recommended to the Governance and Ethics Committee.
5. Choosing from the names recommended by the Parks & Recreation Commission, the Governance and Ethics Committee will make final recommendation(s) on naming of facilities to the City Council to be considered at a publicly noticed meeting.

### **Naming of Streets & Other City Facilities:**

The naming of new streets and other City facilities (non-Parks & Recreation) may include a community outreach process via the Historical and Landmarks Commission, that provides the opportunity for the public to provide suggestions and input based on the criteria outlined in the policy.

1. Nominations may be submitted to the Historical and Landmarks Commission for streets for review and recommendation by the public.
2. The Commission may refer to the list of approved names from the HLC inventory list. The Commission will provide at least two and no more than three options for naming recommendations.
3. Nominations for names may be submitted to the Historical and Landmarks Commission for review and recommendation by members of the public.
4. Names provided by the Historical and Landmarks Commission for other facilities (will be considered for review and recommended to the Governance and Ethics Committee.
5. Choosing among the names recommended by the HLC, the Governance and Ethics Committee will make final recommendation(s) on naming of other facilities to the City Council to be considered at a publicly noticed meeting.

### **Exceptions for Unique Instances for Naming:**

#### **Expedited Situations:**

Under circumstances, where an expedited naming process is necessary or appropriate, nominations may be proposed by City staff or members of



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the public for City parks, facilities, or streets to the City Manager's Office for consideration and approval by the City Manager.

**Other Areas Within Facilities:** For the naming of areas within City facilities which are primarily used by City employees (e.g. conference rooms, break rooms), the City Manager has the discretion for naming these areas based on special and unique circumstances (e.g. honoring employees). Areas within City facilities that are primarily forward facing (e.g., community rooms) shall follow the process for the naming of facilities generally. In addition, furniture or equipment (e.g. bookshelf) may be named by the respective City department.

### **Council Policy 030:**

A written request by City Councilmembers through Council Policy 030 ("Adding an Item to an Agenda") may be submitted. Nominations in compliance with this policy will be recommended to the City Council to be considered at a publicly noticed meeting.

### **Citywide Inventory List**

The City will maintain an inventory list of all Santa Clara **streets, parks** and facilities that have been named, including any available background of why the name was selected ("Named City Facilities List"). Any naming proposal will be reviewed against the Named City Facilities List to confirm that it is not duplicative of previously approved proposals.

### **References**

8/2003      *City Council approved Policy & Procedure 035 Naming of Facilities*  
1/2010      *Amended Policy & Procedure 035 Naming of Facilities*  
6/10/2019 *Amended and Adopted Resolution 19-8752*  
10/10/23   *Amended and Adopted Resolution 23-9270*  
*City Code 2.120.100 Historical and Landmarks Commission*