



## Agenda Report

19-551

Agenda Date: 7/15/2019

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### REPORT TO GOVERNANCE AND ETHICS COMMITTEE

#### **SUBJECT**

Review Council Policy 035 on Naming of Facilities for Possible Recommendation to City Council

#### **BACKGROUND**

At the March 5, 2018 Ad Hoc Facilities Naming and Honorary Recognition Committee meeting, the Committee directed staff to review Council Policy 035 Naming of Facilities (Attachment 1) with a focus on the naming criteria (e.g., what the geographic area criteria entailed) and how the procedure of naming City facilities is documented to ensure that policy requirements are met.

At the October 11, 2018 Ad Hoc Facilities Naming and Honorary Recognition Committee meeting, the Committee had a discussion on Council Policy 035 Naming of Facilities, and reviewed staff's suggestions to clarify naming requirements and streamline the process of naming facilities. By Committee consensus, Council Policy 035 Naming of Facilities was referred back to staff for revision.

At the February 5, 2019 City Council meeting, the Council approved the council committee restructuring proposal which consolidated committees. The Governance Committee, Ethics Committee, Ad Hoc Facilities Naming and Honorary Recognition Committee, and the Council Goal Setting Committee were combined into one committee now called the Governance and Ethics Committee.

#### **DISCUSSION**

The amended policy (Attachment 2) clarifies the naming criteria requirements and establishes a procedure to streamline the naming of City facilities including the requirement that proposals for naming of municipal buildings or facilities shall detail consistency with the policy criteria for naming of facilities. The amended policy has also been revised to include the Governance and Ethics Committee in the procedure instead of the former Ad Hoc Facilities Naming and Honorary Recognition Committee.

**Naming Criteria:** The current policy language states that the City Council may name facilities in recognition of individual contributions to the community, or the "geographic area in which the municipal building/facility is located." The amended policy clarifies the naming criteria by stating that the City Council may name facilities in recognition of the "geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located."

**Naming of Facilities Process:** The current policy includes two different review processes depending on the board, commission, or committee originating the naming recommendation. In the amended policy, staff has updated the procedure to establish one review process for all naming proposals and to make the process consistent and more effective.

Proposals for naming municipal buildings or facilities are now referred to the responsible Department for the facility detailing consistency with the policy criteria for naming of facilities. The Department Head will then review if the proposed name is reflective of at least one of the naming criteria, and if so, the Department head will forward the proposal to the applicable board, commission, or committee. If the naming or renaming proposal is not reflective of at least one of the criteria, after conferring with the City Manager's Office, the Department Head will express appreciation regarding the naming proposal to the proposer and explain the City's decision. Next, the board, commission, or committee will review the naming proposal at a publicly noticed meeting and make a recommendation to the Governance and Ethics Committee. The Governance and Ethics Committee will review the naming recommendation and deny the recommendation or make a recommendation to the City Council for final approval. The City Council will consider the naming recommendation and will have final approval of all naming recommendations.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

### **FISCAL IMPACT**

There is no fiscal impact to the City other than staff time.

### **COORDINATION**

This report was coordinated with the City Attorney's Office.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

### **RECOMMENDATION**

That the Governance and Ethics Committee recommend that the City Council adopt a Resolution to amend the Council Policy on Naming of Facilities.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

### **ATTACHMENTS**

1. Council Policy 035 Naming of Facilities
2. Amended Council Policy 035 Naming of Facilities (Redline)
3. Amended Council Policy 035 Naming of Facilities (Clean)
4. Resolution to Amend Council Policy 035 Naming of Facilities

City of Santa Clara  
Policy and Procedure Manual



## NAMING OF FACILITIES

### *POLICY*

The City Council shall name municipal buildings/facilities in recognition of the following:

- ◆ Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- ◆ Individuals, living or deceased, who have made contributions of local, state, national or worldwide significance
- ◆ The geographic area in which the municipal building/facility is located

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. This policy does not change the existing procedures for Facility Naming recommendations from City Commissions. Under current practice, Parks and Recreation Commission, Youth Commission, Board of Library Trustees, and Cultural Advisory Commission make recommendations to the City Council for names of facilities relating to their respective Commissions. In addition, the Historical and Landmarks Commission, is responsible for recommendations on naming of streets and historical facilities.

### *PROCEDURE*

1. Proposals for naming of facilities shall be referred to the Council Ad Hoc Facilities Naming Committee, which shall consist of three City Council Members appointed by vote of the Council, and the City Manager. Meetings of the Ad Hoc Committee shall be open to the public.
2. The Ad Hoc Committee shall review all naming proposals, with the exception of naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission, and make a recommendation to the City Council. Naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission



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shall go directly to the City Council. The City Council at its discretion can choose to refer these naming proposals to the Ad Hoc Committee.

3. The City Council shall have final approval of all naming recommendations.

*Reference: City Council-approved policy dated August 2003*



## NAMING OF FACILITIES

### **PURPOSE**

To establish the criteria and procedures for the naming of City of Santa Clara buildings and facilities.

### **POLICY**

The City Council shall name municipal buildings/facilities in recognition of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national, or worldwide significance
- The geographic area in which the municipal building/facility is located  
Geographic location, or prominent environmental feature(s), or  
historical significance, of the area that the building/facility is located

For the purpose of this Policy, the term “facility” shall mean property, other than streets, owned by the City of Santa Clara, portions thereof, and amenities or appurtenances thereto. Examples of a “facility” include: a City park, a meeting room within a City building, a trail, or a park bench.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. A proposal for the renaming of an existing building or facility shall be subject to the same procedure as set forth below for the original naming of the building or facility.

~~This policy does not change the existing procedures for Facility Naming recommendations from City Commissions. Under current practice, Parks and Recreation Commission, Youth Commission, Board of Library Trustees, and Cultural Advisory Commission make recommendations to the City Council for names of facilities relating to their respective Commissions. In addition, the Historical and Landmarks Commission, is responsible for recommendations on naming of streets and historical facilities.~~

### **PROCEDURE**

1. Proposals for naming of municipal buildings or facilities shall be referred to the responsible Department Head for the facility, detailing consistency with the policy criteria for naming of facilities. ~~Council Ad Hoc Facilities Naming Committee, which shall consist of three City Council Members appointed by vote of the Council, and the City~~



## NAMING OF FACILITIES

~~Manager. Meetings of the Ad Hoc Committee shall be open to the public.~~

2. Upon receipt of a naming or renaming proposal of a City building or facility, the Department Head will review if the proposed name is reflective of in accordance with at least one of the following criteria as outlined in this policy:
  - a. An individual, living or deceased, who has made outstanding contributions to the City of Santa Clara or Santa Clara community
  - b. An individual, living or deceased, who has made contributions of local, state, national, or worldwide significance
  - c. Geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located

If the naming or renaming proposal is reflective of at least one of the criteria, the Department Head will refer the proposal to the appropriate City Board, Commission, or Committee responsible for acting in an advisory capacity to the City Council for the building or facility at issue (e.g., a naming proposal for a park facility shall be referred by the Director of Parks and Recreation to the Parks and Recreation Commission).

If the naming or renaming proposal is not reflective of at least one of the criteria, after conferring with the City Manager's Office, the Department Head will ~~explain~~ express appreciation of input regarding the naming proposal to the proposer and explain the City's policy and the City's decision to decline the proposal. ~~regarding naming of facilities.~~

3. After the Department Head forwards the proposal, ~~t~~The Ad Hoc Committee-City Board, Commission, or Committee, shall review all naming proposals at a publicly noticed meeting, with the exception of naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission, and make a recommendation to the City Council. Governance and Ethics Committee which shall consist of three City Council Members appointed by vote of the Council, and the City Manager.
4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and deny the recommendation or make a recommendation to the City Council for



## **NAMING OF FACILITIES**

final approval.

5. The City Council shall consider the naming recommendation at a publicly noticed meeting and will have final approval of all naming recommendations—.

—In the event the City Council denies a naming proposal, the City Manager's Office will express appreciation regarding the naming proposal to the proposer and explain the City's policy, and the City's decision to decline the proposal.

~~Naming proposals from the Parks and Recreation Commission and the Historical and Landmarks Commission shall go directly to the City Council. The City Council at its discretion can choose to refer these naming proposals to the Ad Hoc Committee.~~

4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting, and make a recommendation to the City Council for final approval.

5. The City Council shall consider the naming recommendation(s) at a publicly noticed meeting, and will have final approval of all naming recommendations.

***Reference: ~~City Council-approved policy dated August 2003~~***



## NAMING OF FACILITIES

### **PURPOSE**

To establish the criteria and procedures for the naming of City of Santa Clara buildings and facilities.

### **POLICY**

The City Council shall name municipal buildings/facilities in recognition of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national, or worldwide significance
- Geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located

For the purpose of this Policy, the term “facility” shall mean property, other than streets, owned by the City of Santa Clara, portions thereof, and amenities or appurtenances thereto. Examples of a “facility” include: a City park, a meeting room within a City building, a trail, or a park bench.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. A proposal for the renaming of an existing building or facility shall be subject to the same procedure as set forth below for the original naming of the building or facility.

### **PROCEDURE**

1. Proposals for naming of municipal buildings or facilities shall be referred to the responsible Department Head for the facility, detailing consistency with the policy criteria for naming of facilities.
2. Upon receipt of a naming or renaming proposal of a City building or facility, the Department Head will review if the proposed name is in accordance with at least one of the criteria as outlined in this policy:
  - a. An individual, living or deceased, who has made outstanding contributions to the City of Santa Clara or Santa Clara community
  - b. An individual, living or deceased, who has made contributions of local, state, national, or worldwide significance
  - c. Geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located

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## **NAMING OF FACILITIES**

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If the naming or renaming proposal is not reflective of at least one of the criteria, after conferring with the City Manager's Office, the Department Head will express appreciation regarding the naming proposal to the proposer and explain the City's policy and the City's decision to decline the proposal.

3. After the Department Head forwards the proposal, the City Board, Commission, or Committee, shall review all naming proposals at a publicly noticed meeting and make a recommendation to the Governance and Ethics Committee.
  4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and deny the recommendation or make a recommendation to the City Council for final approval.
  5. The City Council shall consider the naming recommendation at a publicly noticed meeting and will have final approval of all naming recommendations.
- In the event the City Council denies a naming proposal, the City Manager's Office will express appreciation regarding the naming proposal to the proposer and explain the City's policy, and the City's decision to decline the proposal.

## RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
AMENDING COUNCIL POLICY 035 ENTITLED "NAMING OF  
FACILITIES"**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, amending the policy on naming of facilities will establish one standardized procedure for naming City buildings and facilities, and will clarify the naming criteria;

**WHEREAS**, the amended Naming of Facilities policy details the process for the naming of municipal buildings and facilities, and updates the procedure to ensure that it meets the policy requirements;

**WHEREAS**, the amended Naming of Facilities policy, attached hereto as Attachment 1, provides guidance for the naming of municipal buildings and facilities, establishes a clear and consistent process for evaluating naming criteria, as well as streamlines the procedure for naming facilities.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS  
FOLLOWS:**

1. That Council Policy 035 entitled "Naming of Facilities," attached hereto as Attachment 1, is hereby approved and adopted, and the City Manager is directed to number (and renumber, as appropriate) the Council Policy Manual such that they are organized in a logical fashion.
2. That Council Policy 035 entitled "Naming of Facilities" is hereby rescinded in its entirety.
3. Effective date. This resolution shall become effective immediately

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE \_\_\_\_ DAY OF \_\_\_\_\_, 2019, BY THE FOLLOWING VOTE:

AYES: COUNCILORS:

NOES: COUNCILORS:

ABSENT: COUNCILORS:

ABSTAINED: COUNCILORS:

ATTEST: \_\_\_\_\_  
NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference:

1. Council Policy 035 entitled "Naming of Facilities"