



CITY OF MOUNTAIN VIEW

MEMORANDUM

City Manager's Office

DATE: April 17, 2018

TO: Council Procedures Committee

FROM: Kimberly S. Thomas, Assistant to the City Manager

VIA: Daniel H. Rich, City Manager

SUBJECT: **Consideration of Updates to City Naming Policies – Council Policy K-17: Naming of City Parks and Other City Facilities**

BACKGROUND

This item was referred to the Council Procedures Committee (CPC) from the Council on February 13, 2018, as part of the already-begun review of Policy K-17 that was incorporated into CPC topics for this year. The referral was to review the existing policy, with a request to look at the issue of smaller recognitions (such as the plaque on a chair, room naming, etc.) and staff had already begun a review of the in memoriam requirements.

ANALYSIS

Staff reviewed existing policies for background and context. The existing Council Policy K-17 has been most recently updated on March 4, 2014, at the time the associated policy for Sponsorship was adopted (Attachment 1). The policy offers overall clear direction for the naming of City parks and recreation facilities and City buildings, structure, room, or other nonpark or recreation facilities.

The policy lacks defined smaller options such as a plaque on a table, desk, or chair within a room, for example. It also has a five-year requirement for in memoriam recognitions that has been an area of interest to review. The policy includes the option for requests for City buildings, structures, rooms, or other recreation facilities that are not addressed in the policy which may be considered and acted on by the City Council. The aim of any further revision would be to offer more defined, smaller options and consider a review of the in memoriam timeframe requirements and associated time frames.

For consideration of revisions, staff conducted a review and survey of other cities’ policies and guidelines, and looked at a review of any applicable operational issues. Staff surveyed the Town of Los Gatos, as well as Cities of Milpitas, San Jose, Santa Clara, Gilroy, Los Altos, and Palo Alto. Several cities had naming policies or similar guidelines relating to naming of a City facility in memoriam. The following table presents those findings:

City	Naming Policy	Naming of a City Facility in Memoriam	Designated Purpose	No. of Years Deceased	Types of Recognition	Requirements/ Criteria	Procedures
Los Gatos	Yes	Yes	To establish a policy for naming Town-owned facilities, other than streets	N/A	Town-owned facilities	An extreme close connection between the history of the facility itself and the person after whom the facility is to be named	When such requests are received from groups or individuals it will be incumbent upon the nominators to show the connection between the individual they wish to honor and the facility to be named
Milpitas	Yes	Yes	To create a uniform policy that describes guidelines and processes for naming City streets, parks, and other facilities	N/A	City streets, parks, or facility	A significant impact in the community and/or in development of the street, park, facility; An acquisition or development of the park or facility to be named	The Facilities Naming Subcommittee, (or other subcommittee appointed by the City Council) shall evaluate names of City streets, parks and facilities, and shall make recommendations to the City Council

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City	Naming Policy	Naming of a City Facility in Memoriam	Designated Purpose	No. of Years Deceased	Types of Recognition	Requirements/ Criteria	Procedures
San Jose	Yes	Yes	To establish Council policy regarding the determination of names to be given to City-owned land and facilities that are not City streets	5	Public land and facilities such as entire parks	A significant contribution to San Jose, the State, the nation, or the world	All requests to City Council, including those developed by City or Agency Staff, for naming or renaming of City-owned lands and facilities must be submitted to the City Clerk and contain detailed justification for the request, except for names that are put forward at the public hearings held by the applicable Commission, Council Committee, or City Council
				N/A	An improvement located on identifiable City property such as a wall on a park, a plaza in front of a City building, a trail located along City property, an interior room or rooms in a building	N/A	The naming of interior rooms of City-owned facilities, smaller areas within a park, and other “amenities” on City-owned land will not be required to follow this Policy but may be named subject to the City Manager’s approval

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City	Naming Policy	Naming of a City Facility in Memoriam	Designated Purpose	No. of Years Deceased	Types of Recognition	Requirements/ Criteria	Procedures
Santa Clara	Yes	Yes	N/A	N/A	Municipal buildings/facilities	An outstanding contribution to the City of Santa Clara or Santa Clara community, State, national, or worldwide significance	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
Gilroy	Yes	Yes	To provide consistency in the evaluation of dedication and naming requests and to ensure that this honor is bestowed to individuals in an equitable manner and based on common criteria	5	A physical feature such as buildings, site furnishings, benches, trees, drinking fountains, monuments intended to honor a deceased person	A distinct and significant contribution to the City of Gilroy	The recommended name will be forwarded to the City Council for their review and consideration
Los Altos	Yes	Yes	N/A	25	Public streets, parks and other public facilities	An unusually outstanding public service contribution	Street, park or other public facility names may be approved by the City Council at a public hearing

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Palo Alto	Yes	Yes	To ensure that City-owned land and facilities, when named for individuals, are persons who have made significant contributions or performed services deemed to have been a major importance to the community	N/A	City-owned land and facilities	Names honoring individuals or families, other than those or recognized historic importance, must be supported by compelling reasons	<p>Requests concerning a name to be given to the City-owned land or facility shall be made in writing on approved suggestion form from the City Clerk to the Historical Association to the appropriate commission or committee whose sphere of influence is most closely associated with the facility in question;</p> <p>The commission or committee shall conduct a public hearing and shall forward its recommendation to the City Council</p>
				N/A	Places within City-owned land or facilities such as a room or a patio within a building or a trail or athletic field within a park	N/A	City Manager or his/her designee's approval subject to final approval by the City Council via the consent calendar

Different requirements/criteria for facilities to be named after an individual with final approval from the City Council include an extreme close connection with the facility, a significant impact in development of the facility, an outstanding contribution to the community, and a minimum number of years that an individual has been deceased. The cities of San Jose and Palo Alto allow places and amenities such as interior rooms within City-owned land and facilities to be named subject to approval of the City Manager or his/her designee. Typically in Mountain View, conference rooms in new facilities are named by staff.

POLICY OPTIONS

Staff presents a few possible policy options to consider that are based on the survey research. The options can be taken alone, or together implemented to address goals.

1. **Update the Policy for Specific Smaller Recognitions:**
 - a. Such as places within City-owned land or facilities that are structural (patio, gardens, etc.) or other structural element (flagpoles, daises, etc.).
 - b. Or movable structures such as site furnishings (tables, chairs, podiums, etc.).
 - c. Provide broader authority for general amenities on City-owned land or facilities.
2. **Update the Memorial Requirements:** The Committee may wish to consider updating the memorial requirement to less than five years and have the ability to recognize a living person in rare circumstances for smaller recognitions.
3. **Procedures for Requests:** Requests for recognition and naming would continue to be submitted in writing to the City Council Procedures Committee for review. However, the Committee may wish to consider providing some delegation of authority for smaller recognitions to the Committee, or the City Manager or his/her designee. Requests may also require further consideration if there are budgetary impacts associated with the recognition.

RECOMMENDATION

Discuss and provide staff direction whether changes to the existing naming policy for City parks and other City facilities should be considered for further action. Depending on the Committee's direction, staff will take applicable recommendations directly to the Council.

KST/2/MGR
609-04-17-18M-E

Attachment: 1. Council Policy K-17: Naming of City Parks and Other City Facilities