

CITY OF ALAMEDA RESOLUTION NO. 15148

APPROVING THE CONSOLIDATION OF THE 1998 "CORPORATE ADDRESS DESIGNATION POLICY FOR PUBLIC OR PRIVATE STREETS" WITH THE 2007 "POLICY FOR NAMING CITY PROPERTY, FACILITIES AND STREETS"

WHEREAS, in 1998 the City Council adopted the Corporate Address Designation Policy for Public or Private Streets as an economic development incentive to attract corporate businesses to locate in Alameda; and

WHEREAS, in 2007 the City Council adopted the Policy for Naming City Property, Facilities and Streets, which combined the separate Street Naming Policy and Facilities Naming Policy in effect at the time but kept the corporate addressing provisions as a separate policy; and

WHEREAS, the Planning Board held a public hearing on April 25, 2016, to consider integrating the two policies above, at which time all materials submitted and all comments made by all parties regarding this request were considered, and recommended the City Council approve the street renaming.

NOW, THEREFORE BE IT RESOLVED, on May 17, 2016 the City Council considered the request, all public testimony, and all pertinent documents and reports concern the integration of the two policies attached hereto as Exhibit A and incorporated herein by reference.

BE IT FURTHER RESOLVED, the City Council finds this project exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b), as it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

BE IT FURTHER RESOLVED, that the City Council of the City of Alameda hereby approves consolidating the Corporate Address Designation Policy for Public or Private Streets with the Policy for Naming City Property, Facilities and Streets.

City of Alameda
California

**POLICY FOR NAMING CITY PROPERTY, FACILITIES
AND STREETS**

INTRODUCTION:

It is the City of Alameda's goal to establish a uniform policy to name City facilities and portions thereof, including but not limited to: Parks and Park facilities, Golf Complex, Alameda Municipal Power & ~~Telecom~~ facilities, Libraries, Housing Authority facilities, fire stations, City Hall, Police Department facilities, parking lots, ferry terminals, City streets and entryways to the City.

PURPOSE:

The purpose of this policy is to honor persons, organizations, places and/or events in the history of the City by naming City facilities after them. This process acknowledges and memorializes ~~a specific person or event~~ those honored and enhances the value and heritage of the City.

PROCEDURES:

A) Responsibility of Boards and Commissions

Boards and Commissions represent the community, and they have direct responsibility for various City facilities as prescribed in the City Charter and Alameda Municipal Code. It shall be the responsibility of the following Boards and Commissions to review the list of street and facility names annually and provide additions or deletions to the Historical Advisory Board. The Boards and Commissions most closely related to these facilities will, upon request from the City Council, make recommendations for potential names and the City Council will grant final approval.

Recreation Commission - City Parks, Swim Centers, Boat Ramps, and Associated Facilities

Golf Commission - Golf Complex and Associated Facilities

Public Utilities Board - Alameda Municipal Power & ~~Telecom~~ Facilities

Library Board - Libraries

Housing Commission - Housing Authority Facilities*

Planning Board - Streets and all other City facilities not listed above

*The Housing Authority of the City of Alameda is a separate legal entity from the City of Alameda. As such, the Authority Board will take action in lieu of the City Council in naming Housing Authority facilities.

B) Process for Naming City Property or Facility

Groups from within the community and individuals may make a recommendation to the Board or Commission at the time consideration is given to naming a facility and may initiate such action. The Board or Commission will then forward their recommendation to the City Council. If a facility does not have a connection to a Board or Commission, the Planning Board will be the body that recommends a name to the City Council.

The City Council will consider a recommendation from a Board or Commission and make the final decision to name a City property or facility at a public meeting in order to receive comments in an open forum.

C) Process for Naming City Streets

The Historical Advisory Board ~~will continue to~~ shall maintain the List of Street and Facility Names, including available names and those that have been used. Additions or deletions to the list shall be recommended by the appropriate board or commission based on written documentation of the historic importance of the name in Alameda history and as outlined in this policy. Only names that appear on the List of Street and Facility Names shall be utilized for the naming of new streets or renaming of existing streets. The Planning Board shall approve names for new streets.

CRITERIA: In selecting the name for a City property, facility or street, the following criteria shall be used:

1. A name that reflects the location of the facility by geographic area;
2. A name that reflects the history of a facility such as the family name of the builder, developer or person who may have donated the land when the individual has been deceased a minimum of three years;
3. A name that recognizes a significant contributor to the advancement of the City, such as a former Mayor, Councilmember, Board or Commission Member, officers or employees of the City, or member of the community when the individual has been deceased a minimum of three years;
4. A name that recognizes the donor of a significant gift of land or funds for a City facility.
5. A name that is listed on the List of Street and Facility Names of the City of Alameda.

6. Only one name shall be used for each property or facility and all its various components.
7. Corporate Address Designations, as follows:

A corporate address designation may be approved for a street in those instances where the corporate campus which the street serves is larger than one acre encompassing at least two buildings in a commercial area. Criteria for the use of a corporate street name are:

- a. The Planning Board shall review specific street names making street name recommendations to the City Council. The City Council will make the final decision to approve the use of a particular street name ensuring that it is appropriate and that it would not compromise the City's ability to provide swift emergency response.
- b. The roadway to be named must be developed as a street. The street to be named must be full radius return and be acceptable as a street under City design standards for sidewalks curbs and intersection configuration.
- c. The street to be named must be located in an area of the City designated in the General Plan as Community Commercial Office Business Park Mixed Use or General Industry on corporate property greater than one acre in size with two or more corporate buildings on site.
- d. The name to be used must be distinct from all other street names used in the City of Alameda to eliminate possible confusion during an emergency response.
- e. The only buildings to be addressed from the named street which is under the full control of said corporation shall be those which are owned or leased long term and are used for the operation of the corporation for which the street is named. In general buildings shall be addressed from the street which they face main entrance. All addressing must be approved by the City's Building Official.
- f. To aid in emergency response the type and location of all street signs used on the street shall meet City standards and specifications. All street signs shall be installed and maintained by the property owner of record.
- g. In the event of the disappearance of the corporation for which the street is named the street name shall remain in force until such time as the new property owner of record takes all necessary actions to rename the street subject to the approval of the Planning Board and City Council. All costs associated with renaming such a street shall be borne by the

new property owner of record including the payment of all appropriate processing fees under the Master Fee Resolution.

- h. The street to be named shall otherwise comply with the City's street naming regulations as set out in AMC Section 13-25 and this Street Naming Policy.

NAMING STREETS:

General Considerations for Naming Streets:

1. Priority shall be given to utilizing street names that represent persons, places or events associated with the historical development of the City of Alameda.
2. Where feasible and appropriate, historic street names shall be chosen which directly relate to that portion of the City in which the street to be named is located.
3. Consistency in naming shall be maintained within a Subdivision Tract, Planned Development, or other development or geographic area where street names themes currently exist, are planned or are discernible.
4. Street names shall remain the same across intersecting streets and throughout the length of the street.
5. The use of the same name but different suffices for adjacent streets shall be avoided, with the exception of a small court or cul-de-sac adjacent to a main road. For example, Brighton Court off Brighton Road.
6. A street name shall not intersect another street name at more than one location. The use of circle or loop as a suffix is not encouraged except under limited, specific design situations.
7. Similarly spelled or pronounced street names shall be avoided within the City.
8. The number of letters in the street name, including suffix, shall not exceed twenty (20) characters and spaces in conformance with the 911 Emergency Communication Center system.

Designation:

1. In general, street names should include a suffix, such as those following, to clearly indicate that it is part of the vehicular circulation system and to minimize the possibility of confusion with development or project place names. Names lacking such suffix or ending in such words as Harbor, Isle, or Point are not encouraged, except to retain the continuity of established naming schemes. Names utilizing terms from other languages such as Embarcadero, Camino, Via and other non-typical names shall be considered individually for

appropriateness, merit, and general conformance to this policy.

2. Cul-de-sac or short dead-end streets
 - a. Court
 - b. Place
 - c. Terrace
 - d. Square
3. Short connecting streets generally less than 1,000 feet in length.
 - a. Lane
4. Curvilinear streets, generally through or connecting and of higher capacity.
 - a. Drive
 - b. Way
 - c. Parkway
 - d. Boulevard
5. Street running diagonally to an established grid system
 - a. Road
 - b. Way
6. Generally north-south grid streets.
 - a. Street
7. Generally east-west streets.
 - a. Avenue

D) Renaming City Property, Facilities and Streets

Should the City contemplate renaming a City property or facility, a comprehensive study shall be conducted to determine how the existing name was conceived, including an assessment of the impacts to the original honoree on renaming the facility, and the impact on the adjacent neighborhoods should the property be renamed. The appropriate Board or Commission shall review the study prior to making a recommendation to the City Council. At that time, it will be at the discretion of the City Council whether or not to rename a City property or facility.

Any change to an existing street name, which would affect the addressing of any existing business or residence, shall require City Council in addition to Planning Board approval.

I, the undersigned, hereby certify that the foregoing Resolution was duly and regularly adopted and passed by the Council of the City of Alameda in a regular meeting assembled on the 17th day of May, 2016, by the following vote to wit:

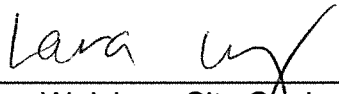
AYES: Councilmembers Daysog, Ezzy Ashcraft, Oddie and Mayor Spencer – 4.

NOES: None.

ABSENT: Vice Mayor Matarrese – 1.

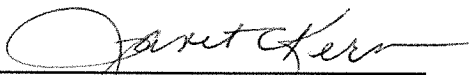
ABSTENTIONS: None.

IN WITNESS, WHEREOF, I have hereunto set my hand and affixed the official seal of said City this 18th day of May, 2016.



Lara Weisiger, City Clerk
City of Alameda

APPROVED AS TO FORM:



Janet C. Kern, City Attorney
City of Alameda