




City Facility Naming Policy

City Council – October 19, 2021



Background

- ▶ February 2021: City Council provided high level input and direction for an updated Policy.
 - ▶ September 2021: Historical Advisory Board, Planning Board and Recreation & Parks Commission reviewing and provided comments.
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Current Facility Naming Policy

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- These Boards/Commissions make a recommendation to City Council who has final authority on naming.
 - Includes very limited direction on a renaming process.
 - Recreation and Parks Commission: parks and recreation facilities
 - Golf Commission: golf facilities
 - Public Utilities Board: Alameda Municipal Power facilities
 - Library Board: Library facilities
 - Housing Commission: Housing Authority facilities
 - Planning Board: Streets and other city facilities



What Has Not Changed from 2016 Policy

- ▶ Planning Board will review street names from developers for new streets as part of subdivision plans which are ultimately approved by City Council.
 - ▶ Requirement that a person be deceased for at least three years to be considered for a facility or street name.
 - ▶ Corporate naming criteria to name a street after a corporation.
 - ▶ Alameda Point streets will reflect WWII naval themes to be consistent with the area's historic district designation.
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Proposed Changes to Policy

- ▶ Focus on values of inclusivity and diversity. Names should intentionally broaden the representation of people in the Alameda community.
- ▶ Focus on local Alameda significance but may reflect California or a national lens as appropriate.
- ▶ Revised HAB's role from keeper of an overall approved name list and instead HAB only recommends names for historic properties.
- ▶ Increased public participation with a four-step process with Boards/Commissions and final approval by City Council.
- ▶ Creates an application process for renaming facilities and streets and requires that the City Council first approve whether a facility/street will or will not be renamed.



Community Input Process – New and Renamed Facilities

- ▶ Four public meetings at a City Board or Commission at which the community can comment and public outreach for name ideas.
- ▶ Extensive outreach for each meeting to encourage public input
- ▶ **Meeting #1:** Presentation on facility and confirm naming criteria
 - ▶ Specifics of facility, location and any identifying features
 - ▶ Confirm name criteria for that facility - Ex: community value, person's name, natural or other theme. Significant community outreach for name ideas based on criteria established
- ▶ **Meeting #2:** Review list of names that meet criteria
 - ▶ Full name list provided of all available names with a shorter list recommended that meets criteria
 - ▶ Board/Commission narrows down to a short list of possible names
- ▶ **Meeting #3:** Recommend a name to City Council
 - ▶ Research and consultation with any affected group is recommended
- ▶ **Meeting #4** City Council determines the final facility name.



Renaming a City Facility

- Renaming Application Process
- Application initiated by the community and includes reasoning for renaming, supporting documents for request, and a petition signed by Alameda residents
 - 500 signatures
 - Streets require petition of 50%+1 of owners on street or 500 signatures
- City Council determines whether City facility is to be renamed or not and if yes, process moves to appropriate board/commission.
 - Same 4-step process is required as previously defined



Questions and Comments

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