

**CITY OF SEASIDE
PARK, RECREATIONAL FACILITY, CITY-OWNED BUILDING
AND STREET NAMING POLICY**

I. PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of City-owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the City of Seaside.

II. GENERAL:

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of city-owned facilities.
- B. The City Council shall have the final authority to name and rename City parks, recreational facilities, city-owned buildings, streets and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the City, any naming of city-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Seaside should be avoided.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization.
- F. Existing names are deemed to have historic recognition. It is the City of Seaside's policy to keep the name of any existing park, city-owned buildings, or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a unanimous vote of the City Council. Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.

- G. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (4 to 1) of the City Council and a required minimum of 2/3 of the affected property owners (as shown on the latest Monterey County Tax Roll) written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.
- H. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- I. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

III. NAMING CRITERIA

A. PARKS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES:

- 1. Naming shall begin early in the development and/or acquisition as possible.
- 2. Names should be appropriate to the park, city-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the Community of Seaside.
- 3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
- 4. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a city-owned building, recreational facilities such as group picnic areas or ball fields, and physical features such as valley, hills, streams or vista views.
- 5. Names which reflect the City's ethnic and cultural diversity are encouraged. Signage shall be in English.
- 6. Commemorative names honoring individuals or families should be based on the following criteria:
 - a. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - b. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - c. made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside;
 - d. be associated to an economic development or redevelopment activity;

- e. had a positive impact on the lives of Seaside's residents;
- f. has volunteered for ten (10) or more years of service to the community;
- g. an individual who is to be honored shall be deceased for a minimum period of three (3) years.

B. STREETS:

1. Names shall be unique, easily discernable, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
2. North and South thoroughfares shall be called streets, and East and West thoroughfares shall be called avenues or boulevards.
3. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the City of Seaside.
4. Names with the same theme (i.e. flowers, states) are suggested for naming streets in an entire subdivision, as a means of general identification.
5. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
6. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
7. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, approved by the City Council. The street names are adopted by the City when the final subdivision map for the development is recorded.

C. COMMEMORATIVE STREETS NAMES AND PLAQUES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed beneath the existing street name signage. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas such as the entrance columns of City Hall and public benches. In recognition of individuals that should be honored for their accomplishments and contribution to the city, a community COLUMN OF HONOR is to be established at City Hall on the entrance columns of the building. The COLUMN OF HONOR will be a permanent honor, consisting of a marker

describing the honorees accomplishments, placed on a bronze plaque. Recognition will be made either at a City Council Meeting or at a special ceremony at the COLUMN OF HONOR. The applicant or sponsoring group/organization will be responsible for the cost of the plaque. If a special recognition ceremony is requested, the applicant may be charged for the cost.

3. Criteria for commemorative street names and plaques are as follows:
 - a. Names honoring **individuals (posthumously)**, groups, or families should be based on the following criteria:
 - i. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - ii. made substantial contributions to the betterment of the City of Seaside which has positively impacted the lives of citizens of the City of Seaside,
 - iii. be associated to an economic development or redevelopment activity in fulfillment of the City's mission;
 - iv. commemorates a significant historical event;
 - v. contributed outstanding civic service to the City for a minimum period of ten (10) years;
 - vi. an individual who is to be honored shall be deceased for a minimum period of three (3) years.
 - b. Names of **living persons** shall be considered only under the following circumstances:
 - i. The honoree contributed half or more of the cost of a major facility;
 - ii. The honoree initiated or contributed major time to the establishment of the city project;
 - iii. The overwhelming belief (public opinion) that the honoree would be likely be honored of that facility posthumously;
 - iv. No other individual now living has, or is likely to have, greater public support for being honored;
 - v. The honoree has given extraordinary service to the City and to the community;
 - vi. The honoree has attained national or international prominence and achievement.
 - c. Naming after an individual who has served as a **City Official** or as a **City employee** shall occur after the person has separated from City service and should be based on the following criteria:
 - i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past and future development of programs, projects, or facilities in the City of Seaside.

- iii. Made significant volunteer contributions to the community outside the scope of their job.
- iv. Had exceptionally long tenure with the City of Seaside; a minimum of ten (10) years.
- v. Significant public support for a memorial to the city official or city employee on the occasion of their death or retirement.

IV. NAMING PROCEDURE

- A. A request shall be submitted in writing on the standard application form. Fees associated with administrative and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted city's Fees & Charges Schedule. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Seaside community.
- C. The application will be reviewed for completeness based upon the naming criteria by staff in the Resource Management Services Department. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period.
- E. Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions.
- F. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.

CITY OF SEASIDE
APPLICATION FOR NAMING OF PARKS, STREETS, CITY OWNED BUILDINGS
AND RECREATIONAL FACILITIES

Applicant's Name: _____

Mailing Address: _____

E-mail: _____ Phone: _____

Park Location _____

Recreational Facility Location _____

Commemorative Street Name Location _____

Street Location _____

City-owned Building Location _____

COLUMN OF HONOR

Yes No

 Honoree Name, if yes, please complete the following page.

Does this pertain to only a portion of the site or facility? _____

If yes, portion suggested for naming: _____

Signature

Date

Print Name

CITY OF SEASIDE
APPLICATION FOR NAMING OF PARKS, STREETS, CITY OWNED
BUILDINGS AND RECREATIONAL FACILITIES

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No
 Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.

If yes please explain: _____

Yes No
 Has made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility, or to the City of Seaside which has positively impacted the lives of citizens.

If yes please explain: _____

Yes No
 Has made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.

If yes please explain: _____

Yes No
 Is associated with an economic development or redevelopment activity that meets the Mission of the City of Seaside and improves the quality of life for its residents.

If yes please explain: _____

Yes No
 Commemorates a significant historical event.

If yes please explain: _____

CITY OF SEASIDE
APPLICATION FOR NAMING OF PARKS, STREETS, CITY OWNED
BUILDINGS AND RECREATIONAL FACILITIES

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No
 The name preserves the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

If yes please explain: _____

Yes No
 The land, facility, or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

If yes please explain: _____

Yes No
 An in-kind contribution or service of major and lasting significance was made to the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

If yes please explain: _____

Yes No
 The name recognizes a benefactor organization, group or business that contributed to the site or facility.

If yes please explain: _____

Yes No
 The name commemorates a significant historical figure.

If yes please explain: _____

JUSTIFICATION:

Please provide written justification supporting your proposed naming of a city owned facility or provide additional comments related to this application. Attach additional pages or supplemental information, if applicable.

Please attach petitions and/or letters of support from City community groups and organizations.

If you have any questions, please call the Resource Management Services Department at (831) 899-6825.

Please return completed application to:

City of Seaside
Resource Management Services Department
440 Harcourt Avenue
Seaside, CA 93955

FAX: (831) 899-6211