

CITY OF EL CENTRO

POLICY STATEMENT

Policy Statement No: 51
Category:
Subject: Street and Facility Naming Policy

Adopted: August 7, 2002
Revised: June 2, 2010
Distribution:

I Purpose

The purpose of this policy is to establish uniform criteria and procedures, applicable to all persons, groups, firms and agencies, for the permanent naming of a city street name, for changing existing street names, or for adopting a name for a city facility. Streets and facilities should generally be named after people, places and events having made significant impact on the quality of life within the city, and/or events of significance to the city's development.

II Policy

A) Proposed names should generally meet one of the following criteria:

1. to honor and commemorate individuals who have achieved prominence as a result of his or her significant, positive contribution to the United States and/or the local community;
2. to commemorate local history, places, events or culture;
3. to strengthen neighborhood identity; or
4. to recognize native wildlife or natural features related to the City of El Centro.

B) Consideration should be given to names of local areas of historical significance. The following names shall not be used:

1. names of living persons, other than a recognized national figure;
2. duplicative names of streets already existing within the city or the city's sphere of influence;
3. names which are, and could be considered discriminatory or derogatory, or that express a particular political affiliation; and
4. names that could be considered as advertising.

Features within facilities, such as fountains, reflective pools, special rooms, special features or equipment can be dedicated to the memory of individuals meeting the above criteria in Section A by appropriate plaques without actually naming or renaming the facility.

Buildings, parks, or other facilities previously named for individuals shall not be renamed.

III Procedures

A. Naming New Streets

It is the policy of the City of El Centro that all new public and private streets shall be named prior to City Council consideration of a tentative or parcel map creating a new street or street segment. The criteria for naming new streets shall be as follows:

- 1) Consistency in naming shall be maintained within a Subdivision Tract, Planned Development, or other development or geographic area where street name themes currently exist, are planned or are discernible.
- 2) Street names shall remain the same across intersecting streets.
- 3) Street names shall be in compliance with the City's Circulation Element.
- 4) 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 street.
- 5) The number of letters in the street name, including suffix, shall be compatible with the physical limitations of street name signs used in the City.
- 6) Similarly spelled or pronounced street names shall be avoided within the City.
- 7) Spelling and Pronunciations – Street names shall be easy to spell and easy to pronounce.

- 8) Spelling – Spelling shall be standard American Spelling and verified with the proper sources.
- 9) Duplication shall not be permitted within the city limits or in adjacent communities. Similar sounding names shall be considered duplications. Proposed Street names shall be checked against a City/County street atlas before proposal to the City Council.
- 10) Unacceptable names include:
 - a) New numerical names (except for extensions of existing streets);
 - b) New letter names (except for extension of existing streets);
 - c) Directional names (such as North Street).

B. Renaming Inhabited Streets

It is the policy of the City of El Centro to maintain approved and established street names on inhabited streets whenever convenient and necessary for the public safety and welfare. The City Council acknowledges that street name changes on inhabited streets may lead to confusion and inconvenience for residents and existing businesses. Therefore, street name changes on inhabited streets shall be approved only when it can be clearly demonstrated that more than 50% of all property owners, or their authorized designee, within 300 feet of the subject city street favor the action. The application procedure to rename a street shall be as follows:

- 1) Petitioner submits an *Application for Renaming City Streets* to the Planning and Zoning Department.

- 2) The application shall include the following:
 - a) the present official city name of the street
 - b) the proposed new name;
 - c) a street map showing the location of the proposed street name change;
 - d) the name, address and contact information of the person requesting name change;
 - e) a statement of reasons supporting a street name change;
 - f) a petition signed by more than 50% of all affected property owners or their authorized designee, indicating their support of the proposed street renaming. “Affected property owners” means property owners within 300 feet of the street whose name is proposed for change. Property owners shall be determined from the current city real property ad valorem tax roll;
 - g) a non refundable application fee in the amount set by resolution of the City Council.

After receipt of a completed application for a street name change, the Planning Director shall distribute the request to the following departments for input regarding the potential impacts of the name change on the operations of city departments and other affected entities: City Manager, Public Works/Engineering Department, Economic Development, Police Department, Fire Department, and Parks and Recreation Department.

Some of the criteria which shall be used in consideration of public street rename requests are as follows:

- 1) Number of businesses/residents directly affected. Consideration in this category would focus on the number of properties directly affected.
- 2) Recognition of community diversity. Consideration of this criterion would endorse evolving community diversity.
- 3) Recognition of historical significance. Consideration of this criterion recognizes the historical significance of existing street names and the importance of recognizing the potential future historical importance of current events and developments.
- 4) Appropriateness given types of uses along subject street. Consideration of this criterion would ensure reasonable compatibility between land use and street name.
- 5) Impacts on emergency services. Consideration of this criterion will ensure that replacement names for existing streets will not result in confusion related to efficient access for emergency purposes.
- 6) Precedent. Consideration of this criterion will determine whether an action to rename a street might establish a desirable or undesirable precedent.
- 7) Continuity and Stability. Consideration of this criterion will evaluate the affect of a rename request on the public’s general connection with the existing name.

Applications for street name changes which meet the criteria outlined in this policy shall be considered by the Planning Commission for its recommendation. The recommendation of the Planning Commission shall be forwarded to the City Council for final action. A public hearing before the Planning Commission and the City Council shall be held with proper notice of the hearing. Written notice of the public hearing shall be sent to all property owners within 300 feet of

the street whose name is proposed for change, as indicated on the most recently approved ad valorem tax roll, at least ten (10) days prior to the hearing via first-class mail and shall contain the proposed name change and the date and time of the public hearing.

The favorable vote of a majority of the Council members present is required to change the name of the street except as follows: The favorable vote of four-fifths of all members of the City Council is required if a written protest against the street name change has been signed by the owners of at least 20 percent of all lots abutting the street. Written petitions need to be filed with the City Clerk's office before the start of the scheduled public hearing.

Costs of Renaming Street

The costs of making and installing all the necessary signage for the honorary designation shall be paid for by the proponents. The Director of Public Works shall compute the costs of the making and installation of the signs and provide the amount of the costs to the proponents. If the City Council approves the designation, the proponents shall pay the full amount of the costs to the City prior to the making of any of the necessary signs.

C. Facility Naming Procedure

Requests for renaming existing City facilities or naming new City facilities may be initiated by any person or group and submitted to the appropriate Board/Commission or City Council as follows:

Community Services Commission - Parks and recreation facilities.

Library Board – Libraries.

City Council – Other Buildings or Facilities.

The request for renaming existing facilities or naming new facilities must be reviewed by the designated Board/Commission prior to consideration by the City Council. The recommendation by the designated Board/Commission shall be submitted to the City Council for final action. A public hearing before the Board/Commission and/or City Council shall be held with proper notice of the hearing. Written notice of the public hearing shall be sent to all persons requesting such notice at least ten (10) days prior to the hearing via first-class mail and shall contain the proposed name of the existing or new facility and the date and time of the public hearing.

The favorable vote of a simple majority of the Council members present is required to adopt a name of a new facility or to change the name of an existing facility.

All costs associated with a request for renaming a city facility shall be borne by the applicant.



City of El Centro

Application for Naming New or Renaming Existing City Facilities

Name of Person/Group requesting change: _____

Address: _____

Phone Number: _____

E-Mail Address: _____

Location/description of new City facility: _____

Present official City name of existing facility: _____

Proposed name of new or existing facility: _____

Reasons supporting facility name change:

Contributions to the City of El Centro:

Person for whom naming is proposed: _____ Living _____ Deceased

Applicant acknowledges responsibility for cost of replacement signs or new plaques ___ Yes (please initial)

Signature

Date