

City of Oakland
Agenda Report

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2003 JUN 12 PM 2:29

To: Chairperson Ignacio De La Fuente and
Members of the Rules Committee
From: City Council Legislative Analyst
Date: June 26, 2003

Re: **A REVIEW OF THE CITY'S CURRENT STREET AND FACILITY
RE-NAMING PROCESS AND A RECOMMENDATION TO ADOPT
A NEW POLICY AND PROCEDURES FOR A COMMEMORATIVE
STREET NAMING PROGRAM TO HONOR OAKLAND'S
OUTSTANDING CITIZENS**

SUMMARY

This report summarizes the current street and facility renaming process, recommends new criteria for street renaming and outlines three alternatives to street and facility renaming to honor Oakland's outstanding citizens. The three alternatives include the establishment of: 1) City Squares; 2) Commemorative Boulevards or Ways; and 3) a "Walk of Fame". All three options would require a new implementation process and procedures that include review by the Landmarks Board. Staff is requesting that the City Council adopt the new implementation process and procedures and select the "Commemorative Boulevards and Ways" alternative. There is no fiscal impact to the City.

BACKGROUND

On September 24, 2002, the City Council placed a moratorium on street and facility renaming to allow staff to review the existing policies and return to the City Council with recommendations to improve the process and develop options that would preserve the city's street grid system and prevent the renaming of facilities dedicated to bygone benefactors.

Current Street Renaming Process

The City's current street-renaming process is established in an Engineering Services Division procedures directive dated December 15, 1995. The directive states that a Coordinating Committee made up of representatives from Public Works, Planning and Building, the Police and Fire departments will review the renaming request to consider: how the change would affect traffic flow and emergency access; if the name change would create undue hardship to residents or businesses on the street; if the new name would create confusion; if the re-naming will disrupt the sequential numbering of streets;

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~~RULES & LEGISLATION
CMTE - JUN 26 2003~~

how many businesses or blocks would be affected; and to verify that the name does not already exist.

The only legal requirement for street name changes is the adoption of a resolution by the City Council and that the City Clerk forward a copy to the County. The same directive also establishes the following guidelines for considering the request:

- The individual whose name is to be honored must be deceased.
- The applicant for the name change must be able to clearly provide evidence that the individual has made a significant contribution to the community.
- The applicant must be willing and able to bear the financial responsibility related to the street name change.

If the applicant meets the guidelines and the Coordinating Committee tentatively approves the request, the applicant is required to submit a petition with at least 67% support for the renaming by affected property owners and tenants. Upon submission of a qualifying petition, staff schedules a public hearing before the City Council and prepares a resolution for Council adoption.

Current Facility Naming and Renaming Process

The City's facility naming and renaming policy is outlined in Resolution No. 65024 dated 12/1/97. Naming and renaming requests for buildings City wide are made to the Rules and Legislation Committee, except for park and recreation facilities, which are first reviewed by the Parks and Recreation Advisory Committee and then forwarded to the Rules and Legislation Committee.

The following criteria for naming public facilities is established in Resolution No. 65024 for the Rules and Legislation Committee's consideration:

- a) a geographical area of the City or a significant historical event;
- b) an individual philanthropist, family, or estate name;
- c) unique or civic circumstances;
- d) memorialization of a living person, only under special circumstances as follows:
 - the honoree contributed half or more of the cost of a major facility;
 - the honoree initiated or contributed major time to the establishment of the project;
 - overwhelming belief (public opinion) that the designee would probably be honored for that facility posthumously;
 - if no other individual now living has, or is likely to have, greater public support for being honored at this specific site;
 - the honoree has given extra-ordinancy service to the City or the community;
 - the honoree has attained national or international prominence and achievement.

The following provision is stated in the same resolution for re-naming facilities:

"Further, facilities named for a specific individual should rarely be renamed, although the City council could be flexible renaming facilities originally named for geographical areas, etc."

KEY ISSUES AND IMPACTS

Street and facility naming is a tradition adopted by many cities to honor local or national individuals who have had a significant impact on the local community. Acknowledging individuals for their contributions to a community is a valuable tradition that defines a city's culture and imparts civic pride in residents. However, renaming streets may have the following problems:

- the applicant must receive the approval of 67% of residents, businesses and tenants residing on the street, many of them may not have any previous history with the honoree and therefore reluctant to sign the petition;
- businesses must bear the cost of reprinting stationary and other business materials;
- residents must notify creditors and other personal contacts of change;
- the City's numeric street grid system may be compromised.

The dedication and naming of city facilities to honor of individuals who served a pivotal role in the facilities development is common, also. Although existing City policies discourage the practice of renaming city facilities, there may be times when a community feels that renaming a facility is the only viable alternative to conspicuously pay tribute to an individual.

This report outlines three options for establishing a new policy and tradition in Oakland that will prominently honor it's outstanding citizens.

1. City Squares

A City Square is a designation established at the intersection of two city streets. The "Square" is dedicated to an individual by posting a sign at one of the prominent corners or on a median strip bearing the honoree's name. The sign would read "John Doe Square" and include the City's oak tree logo. The existing street names forming the intersection would not be impacted.

The "City Square" concept has been a City of Boston tradition for many years.

Attachment A includes rough drawings of sign prototypes that can be utilized for the designation of "City Squares". The cost of manufacturing the signs in house and installation is approximately \$550.00.

2. City Boulevards or Ways

Boulevards and Ways are commemorative designations given to streets. The commemorative street sign, distinguished by a specific color and perhaps the oak tree

logo, is placed just above the existing street name. The sign would read "Jane Doe Way" or "John Doe Boulevard".

The designation of Boulevards and Ways honoring outstanding citizens is a popular practice in New York City and the City of Chicago.

The cost of manufacturing and installing a commemorative street name sign is approximately \$200.

3. Walk of Fame

Lake Merritt is one of Oakland's most distinguished features and truly the jewel of the City. Its beauty and location in the heart of the City make it a natural site for including a tribute to Oakland's benefactors. Individuals would be commemorated by embedding a bronze plaque into the sidewalk along the outside perimeter of the lake. The plaque would bear the name of the individual with a brief description of their contribution or association and the city logo. An alternative location could begin at the foot of Broadway at Embarcadero, just outside Jack London Square.

This practice is similar to the "Mother's Walk" established in the Rose Garden and Hollywood's "Walk of Stars".

The cost of the plaque and installation is approximately \$ 900.

Proposed New Process

Revised Street Renaming Criteria

The City Council should retain the flexibility to rename streets by its own motion. The following is a set of criteria for a new street renaming policy.

- The City Council may, by its own motion, elect to rename a street after an individual, event or city activity based on the following criteria:
 1. The individual has positively impacted the lives of a nation or the world;
 2. The name change is related to an economic development or redevelopment activity;
 3. The renaming commemorates a significant historical event.

Recognition of Oakland's Outstanding Citizens

The following process and procedures are recommended to implement either of the alternatives described above for a commemorative program to recognize outstanding citizens:.

- Designate the Landmarks Board as the decision making body. (This will require amending the ordinance establishing the Landmarks Board to delegate the decision making authority.)
- Retain the guidelines established by the Council in 1996 for street renaming to evaluate applications.
 1. The individual who is to be honored must be deceased.
 2. The applicant requesting the honorary designation must be able to provide clear evidence, that the individual has made a significant contribution to the economic vitality or quality of life in the Oakland community. Testimony from no less than (3) three community based organizations and (10) ten unrelated individuals must be received.
 3. The applicant must pay for the fees associated with administrative and hard costs of the sign or plaque placement.
- The Landmarks Board will notice a hearing to review the request and receive sufficient evidence and testimony from no less than (3) three community based organizations and (10) ten unrelated individuals to support the designation.
- The Public Works Agency will be responsible for the manufacture and placement of the sign or plaque.
- The applicant is responsible for the purchase, cost of installation and replacement of the sign or plaque..

The life of a commemorative sign may be eight to ten years. After that time, it begins to lose it's reflectivity, becomes dull and should be replaced. Signs that are damaged, vandalized or worn will be removed by the City. It is the applicants responsibility to replace a sign.

- A one time non-refundable application fee will be charged to the applicant in addition to the cost of the sign/plaque and installation. The application fee should be determined by staff and cover the cost of staff time.

Facility Renaming

The policy established in City Council Resolution No. 65024 adequately protects facilities named for a specific individual and does not require modification.

Promotional Opportunities

Last year, staff received a grant to produce an "Oakland Walking Map". The map depicts parks, neighborhoods, civic destinations, points of interest, etc. City Ways, City Places

or the "Walk of Fame" locations could easily be incorporated into future maps developed to promote Oakland. The locations could potentially be incorporated into Oakland's walking tours as well.

The Landmarks Board may want to consider establishing a record containing the names of the honorees, their picture and a description of their contribution. The record could be made available to the public either on line or published on a periodic basis.

FISCAL IMPACT

There would be no cost to the City. The applicant will pay for the sign and installation in addition to an administrative fee.

RECOMMENDATION

Staff recommends that the City Council adopt the new criteria for street renaming and implement the new policy for designating Commemorative Boulevards and Ways. The Commemorative Boulevards and Ways option will allow the community to pay tribute to leaders in their own neighborhood's and prominently display the honoree's name on streets that may have been impossible to rename under the current system.

Respectfully submitted,



Lupe Valdez

City Council Legislative Analyst

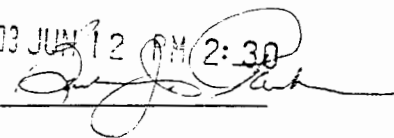
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OAKLAND CITY COUNCIL

FILED
OFFICE OF THE CITY CLERK
OAKLAND

RESOLUTION NO. _____ C.M.S.

2003 JUN 12 PM 2:30



A RESOLUTION ESTABLISHING A POLICY AND PROCEDURES FOR A COMMEMORATIVE STREET NAMING PROGRAM

WHEREAS, civic involvement enhances the quality of life in a community; and

WHEREAS, cities rely heavily on the contributions made by citizens in the form of volunteerism, leadership and financial support, and

WHEREAS, the City Council acknowledges the value of citizens who devote their time, energy and money to improving the quality of life for Oakland residents.

WHEREAS, acknowledging individuals for their contributions to the community establishes valuable traditions and promotes civic pride, and

WHEREAS, the City Council wishes to establish a policy and procedures for a commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland; and

WHEREAS, under the new program, public streets will receive a commemorative Boulevard or Way designation in honor of the outstanding citizen; now there fore be it

RESOLVED, that the City Council establishes the following process and procedures for designating commemorative Boulevards and Ways in the City of Oakland.

- The Landmarks Board shall review and approve qualifying requests for commemorative street name designations.
- Applications shall be reviewed for the following criteria:
 1. The individual who is to be honored must be deceased.
 2. The applicant requesting the honorary designation must be able to provide clear evidence, that the individual has made a significant contribution to the economic vitality or quality of life in the Oakland community. Testimony from no less than (3) three community based organizations and (10) ten unrelated individuals supporting the nomination must be received.
 3. The applicant must pay for the fees associated with administrative and hard costs of the sign or plaque placement.

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- The Landmarks Board will notice a hearing to review the request and receive sufficient evidence and testimony from no less than (3) three community based organizations and (10) ten unrelated individuals in support of the designation.
- The Public Works Agency will be responsible for the manufacture and placement of the sign or plaque.
- The applicant shall be responsible for administrative fees and the purchase, cost of installation and replacement of the sign.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 19____

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, DE LA FUENTE, NADEL, QUAN, REID, WAN

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

CEDA FLOYD
City Clerk and Clerk of the Council
Of the City of Oakland, California

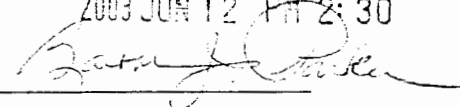
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OAKLAND CITY COUNCIL

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OAKLAND

RESOLUTION NO. _____ C.M.S.

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A RESOLUTION ESTABLISHING CRITERIA FOR PUBLIC STREET RENAMING

WHEREAS, the City's street renaming policy was established in an Engineering Services Directive dated December 15, 1995 and officially adopted by motion of the City Council on January 16, 1996; and

WHEREAS, the Council wishes to establish new criteria for the renaming of public streets; now therefore be it

RESOLVED: that the City Council may, by its own motion, consider the renaming of a public street as a tribute to an individual, or as a result of a significant event or activity, if the following criteria is met:

1. The individual has positively impacted the lives of a nation or the world;
2. The name change is related to an economic development or redevelopment activity;
3. The renaming commemorates a significant historical event.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 19____

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, DE LA FUENTE, NADEL, QUAN, REID, WAN

NOES-

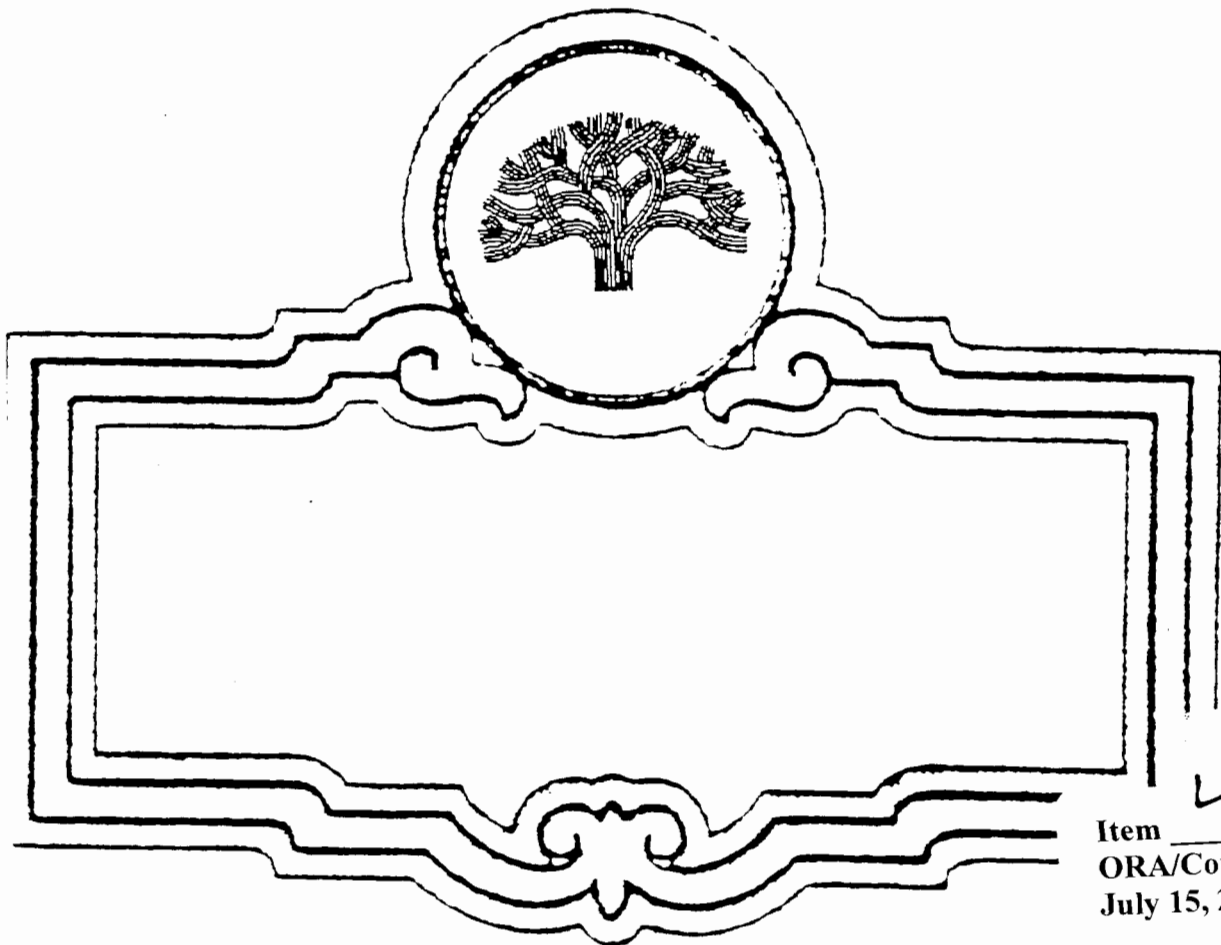
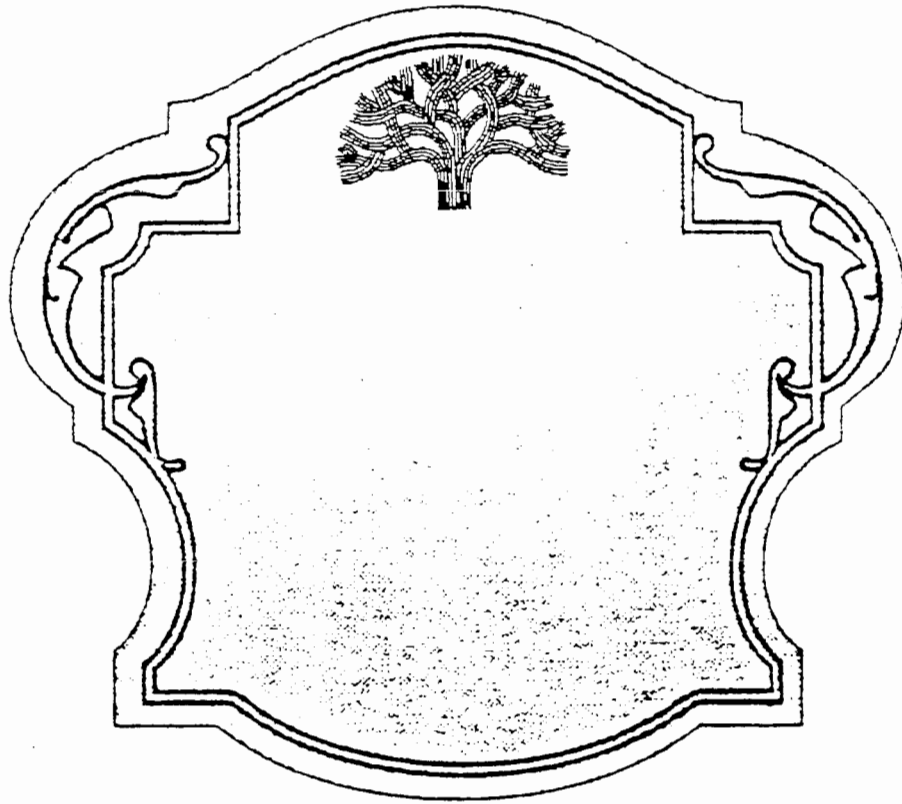
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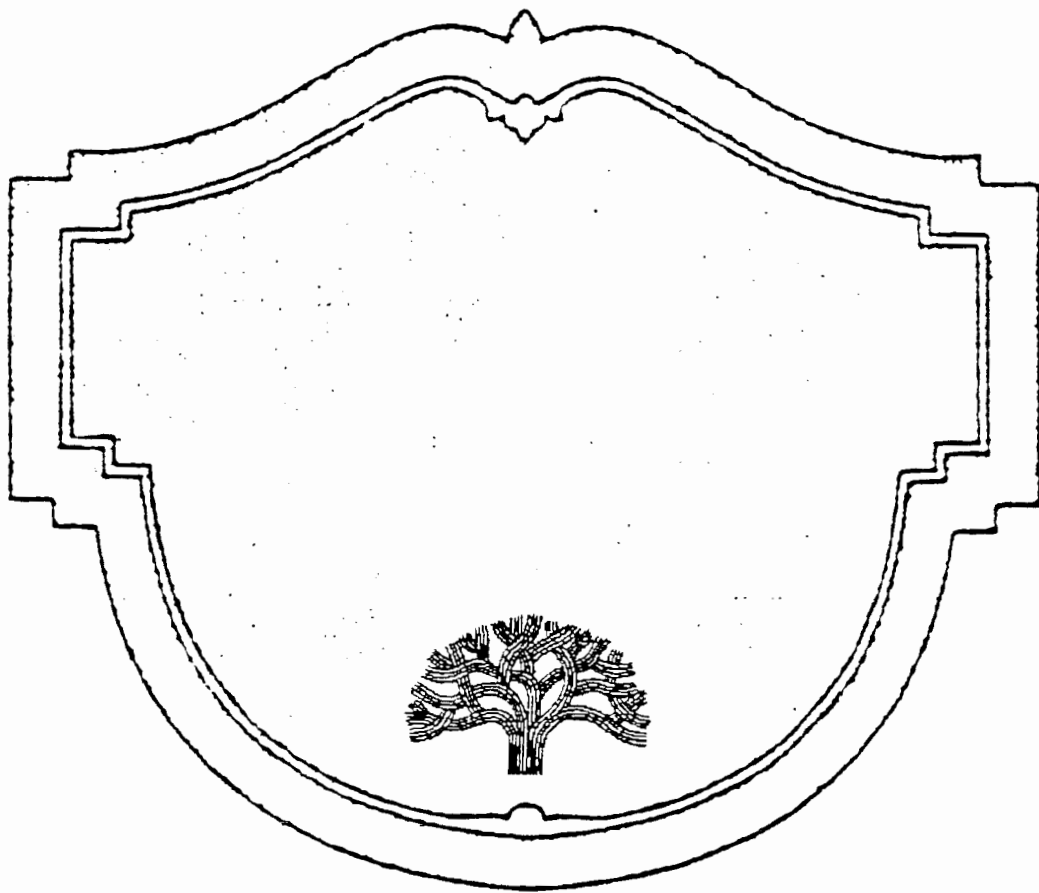
ATTEST: _____
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City Clerk and Cle
Of the City of Oak

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CITY OF OAKLAND

Agenda Report

TO: City Manager
ATTN: Craig G. Kocian
FROM: Office of Planning and Building
DATE: January 16, 1996

RE: INFORMATIONAL REPORT ON STREET NAME CHANGE PROCEDURE

BACKGROUND

At the October 17, 1995 Public Works Committee meeting, staff was directed to review the City's street name change procedure.

This report was prepared to clarify the City's procedure in processing requests for street name changes. Government Code Sections 34091.1 and 34092 provide the legal requirements for a street name change. Those Code sections only require that the legislative body adopt a resolution that changes the name of the street and that the City Clerk forward a copy of the resolution to the County. It does not provide specifics on the procedure to be applied. In the absence of procedural requirements in the Code, the Office of Planning and Building developed a procedure which is summarized below for use by staff as a guideline in processing requests originating from the public for street name changes. Our department has included steps which were deemed appropriate to provide sufficient opportunity for comment from affected properties and enable staff to determine the prevailing response to the proposed street name change. The procedure also aims at assuring notification of all agencies, utility companies and other interested parties of the name change.

In summary, the current procedure for processing street name change requests from the public is as follows:

1. Applicant discusses the request with City staff.
2. Interdepartment Development Coordinating Committee reviews the proposal.
3. Applicant submits petition with written request.
4. Staff sends notice to affected property owners to solicit their comments.
5. City holds a public meeting. (Councilmember for the district is notified of the public meeting.)

6. Resolution of Intention to Council to rename street and set public hearing date.*
7. Public hearing.
8. Council approves or denies the name change.

* (Although specific requirements for the percentage of support or opposition was not included in our procedural guidelines, a tally of the returned responses to our notification is included in our staff report to City Council for their use in making the decision to approve or deny the street name change.)


We have canvassed other municipalities in the Bay Area to determine what procedures they follow in effecting a street name change. The municipalities that were canvassed include the City of Hayward, San Jose, Fremont, San Francisco, Sunnyvale, Daly City and Alameda County. In general, their procedures are similar to ours with variations in the extent and method of soliciting comments from affected properties prior to the public hearing stage. Some cities require petitions; others simply require a letter requesting the name change. Typically, in other municipalities canvassed, no public meeting is held.

At the October 17, 1995 Public Works Committee meeting, it was also suggested that staff investigate using a different procedure such as that which is used for speed bump requests. Requests for speed bump installations are required to include a petition signed by residents within the block, with at least 67% support for the request. Traffic Engineering staff of the Office of Public Works then conducts an evaluation of the feasibility of installing a speed bump. Staff then sends a letter to the petitioners' contact person advising him/her of the decision. If installation is approved, the letter advises the contact person that the street will be added to the list and the approximate date that the speed bump will be installed. When the design is completed, a notice is sent to the petitioners' contact person and to the property owners abutting the proposed speed bump location to solicit their comments. In conclusion, the speed bump process does not seem to be as comprehensive as the street name change procedure in the extent of public notification and opportunity for public comment.

RECOMMENDATION

The City's street name change procedure appears to be the most extensive of all cities surveyed. It is recommended that the current procedure be amended to include staff notification of tenants and property owners and that the applicant/originator of the name change request be required to submit a petition with at

least 67% support for the proposal by affected property owners and tenants. All other provisions of the current process should remain in effect to insure ample opportunities for public notification and comment. The attached street name change procedure has been amended to include these recommendations.


Shirley Stubblefield
Interim Director

Attachment

APPROVED AND FORWARDED TO
THE PUBLIC WORKS COMMITTEE

Office of the City Manager

262

STREET NAME CHANGE

OVERVIEW

Occasionally, a community or neighborhood may wish to change the name of a public or private street. Requests for street name changes are coordinated through OPB Building Services.

Each request for a street name change is reviewed by a Coordinating Committee consisted of representatives from the Office of Planning and Building, the Office of Public Works, the Oakland Fire Department, and the Oakland Police Department. The committee considers such questions as:

- Is there a street which already bears the requested name?
- How would the change affect traffic flow and emergency access?
- Will the name change create an undue hardship on residents and businesses on the street?
- Will the proposed name cause confusion?
- Will the proposal disrupt sequential numbering of streets?
- How many businesses are affected? How many blocks are affected?

Requirements for street name changes are addressed in Government Code Sections 34091.1 and 34092. The only legal requirement is that name changes be adopted by resolution by City Council and that the City Clerk forward a copy of the resolution to the County. However, the following guidelines and procedures are to be followed to process a request from the public for a street name change.

GUIDELINES

Many times, such a change is requested to honor an individual who has made a significant impact on the quality of life within the City of Oakland. Requests to rename a street to honor an individual must meet certain parameters of the City. These parameters are provided only as a guideline. Requests for street names which may be outside of these parameters will still be considered by the Coordinating Committee. These parameters are:

- The individual whose name is to be honored may not be a living individual.

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GUIDELINES (con't)

- The applicant(s) for the name change must be able to clearly provide evidence that the individual has made a significant contribution to the community.
- The applicant(s) must be willing and able to bear the financial responsibility related to the street name change.

Street renaming may have numerous expenses which include staff time and materials to notify property owners, tenants, and public agencies, compile and document all public comments, schedule a public hearing, notify the property owners, tenants and public agencies of the City Council action, fabricate and install the street signs, and change all applicable City maps, files, records and documents.

PROCEDURES

The following procedures should be followed when applying for a street name change:

<u>Who</u>	<u>Action</u>
Applicant	1. Contact the Engineering Services Manager by phone or letter requesting the street name change.
Engineering Services Mgr.	2. Discuss potential expenses with the applicant, then present the request at the next Coordinating Committee meeting.
Coordinating Committee	3. Evaluate the request relative to traffic flow, emergency access, and general feasibility.
Engineering Services Mgr.	4. Contact the applicant regarding the committee's conclusion.
Applicant	5. If the committee approved for the request to proceed, prepare a letter officially requesting the name change. The letter should include the existing street name, the proposed name, and a biography of the individual to be honored (if applicable). Address the letter to:

Engineering Services Manager
 OPB/Building Services
 1300 Broadway, 6th Floor
 Oakland, CA 94612

ENGINEERING SERVICES

STREETS

PROCEDURES (cont'd)

<u>Who</u>	<u>Action</u>
Applicant	6. Accompany the letter with a petition signed by affected property owners and tenants. (The proposal must be supported by at least 67% of affected property owners and tenants.) A Street Name Change Application fee as determined from the City's current <u>Master Fee Schedule</u> must be submitted at this time. (Only the application fee is due at this time. Cost of street sign fabrication and installation will be charged to the applicant at the conclusion of the process.)
Engineering Services Mgr.	7. Assign the name change project to an engineer.
Engineer	8. Prepare a letter to the property owners and tenants with addresses on the street and the applicable public agencies notifying them of the proposed street name change and requesting their comments within two weeks. Comments are to be made on the original form sent by the City. Use of duplicate forms will not be allowed.
Applicant/Engineering Services	9. Hold a workshop in the community to get comments in support or opposition to name change. Contact district Councilmember notifying him/her of the community meeting.
Engineer	10. Prepare a Staff Report and Resolution of Intention setting the date, time, and place for a public hearing on the matter. Schedule the Resolution of Intention on the next available Public Works Committee Agenda. (Staff report should include a summary of support and opposition expressed at the community workshop).
Public Works Committee	11. Consider proposal for street name change and forward to City Committee Council for action.
City Council	12. Review the Resolution of Intention and vote to either adopt or reject it.

PROCEDURES (cont'd)

<u>Who</u>	<u>Action</u>
Engineer	13. If Resolution of Intention is adopted, prepare and schedule Resolution and public hearing to change street name on the next available Council Agenda and post a notice in the neighborhood advising of public hearing.
City Council	14. Review Resolution to change the name of the street (normally occurs two weeks after the Resolution of Intention is adopted), and hold a public hearing.
Engineer	15. Contact the applicant regarding the Council's decision.
	16. Arrange for the purchase of materials, fabrication, and installation of the new street signs with the Traffic Engineering Division. Obtain an estimate of cost and time in which new signs will be installed and notify applicant.
Applicant	17. Submit check payable to the City of Oakland to cover cost of new street name signs.
Engineer	18. Send letter to Engineering Information, OPD, OFD, utility companies, public agencies, post office, map companies, and all property owners and tenants on affected street notifying them of the street name change.
City Clerk	19. Record a certified copy of Resolution renaming the street with the County Recorder's office.

OAKLAND CITY COUNCIL
RESOLUTION No. 65024 C. M. S.

INTRODUCED BY COUNCILMEMBER _____

[Handwritten signature]

RESOLUTION APPROVING AND ADOPTING A PROCEDURE
FOR DESIGNATING OFFICIAL NAMES FOR MUNICIPAL
(PUBLIC) FACILITIES IN THE CITY OF OAKLAND

WHEREAS, the City Council Rules and Procedures/Legislative Committee of the City of Oakland has conducted a review of the procedure by which the City Council selects appropriate names for municipal facilities in the City of Oakland, other than Parks and Recreation facilities; and

WHEREAS, the City Council has directed that an official procedure be established for designating official names for public facilities in the City of Oakland; now, therefore, be it

RESOLVED: That the City Council herewith approves and adopts the following procedure for naming public facilities in the City of Oakland:

1. Any individual or entity may initiate a proposal to name or rename a public facility in the City of Oakland.
2. All requests for naming and renaming public facilities in the City of Oakland shall be transmitted to the Rules and Procedures/Legislative Committee, including requests by:
 - (a) individuals and public officials;
 - (b) clubs, civic groups, or neighborhood organizations;
 - (c) public agencies or governmental entities.
3. Any request to name or rename park and recreation facilities shall be referred to, or may be initiated by, the Oakland Parks and Recreation Advisory Commission (OPRAC). The recommendation of the OPRAC shall be referred to the Rules and Procedures/Legislative Committee.
4. The Rules and Procedures/Legislative Committee shall review all requests and recommend an appropriate name to the City Council. Special consideration will be rendered based upon the following criteria:
 - (a) a geographical area of the City or a significant historical event;
 - (b) an individual philanthropist, family, or estate name;
 - (c) unique or civic circumstances;

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To	<i>Lupe Valdez</i>	From	<i>Mary Perini</i>		
Co./Dept.		Co.	OPR		
Phone #		Phone #	3092		
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(d) memorialization of a living person, only under special circumstances as follows:

- ° the honoree contributed half or more of the cost of a major facility;
- ° the honoree initiated or contributed major time to the establishment of the project;
- ° overwhelming belief (public opinion) that the designee would probably be honored for that facility post-humously;
- ° if no other individual now living has, or is likely to have, greater public support for being honored at this specific site;
- ° the honoree has given extraordinary service to the City or the community;
- ° the honoree has attained national or international prominence and achievement.

Upon approval, the City shall limit its recognition of an honoree to one facility or portion thereof. Further, facilities named for a specific individual should rarely be renamed, although the City Council could be flexible in renaming facilities originally named for geographical areas, etc. A public hearing shall be conducted by the City Council prior to the official designation of any name for a public facility.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 1 1987, 19


PASSED BY THE FOLLOWING VOTE:
BASKELL

AYES— BAZILE, CANNON, ~~BURSON~~, GILMORE, MCORE, OGAWA, RILES, SPEES, and PRESIDENT WILSON , - 8

NOES— NONE

ABSENT— CANNON, - 1

ABSTENTION— NONE

ATTEST: 
ARRECE JAMESON
City Clerk and Clerk of the Council
of the City of Oakland, California

OAKLAND CITY COUNCIL

AUG 5 1977

RESOLUTION No. 56600 C.M.S.

Resolution

INTRODUCED BY COUNCILMAN _____

JAF:am

1/11

RESOLUTION APPROVING AND ADOPTING
A PROCEDURE FOR DESIGNATING OFFICIAL
NAMES FOR PARK AND RECREATION
FACILITIES IN THE CITY OF OAKLAND.

WHEREAS, the Parks and Recreation Advisory Commission of the City of Oakland has conducted a review of the procedure by which the Commission recommends appropriate names for new park and recreation facilities in the City of Oakland; and

WHEREAS, the Parks and Recreation Advisory Commission has recommended to the City Council that an official procedure be established for designating official names for park and recreation facilities in the City of Oakland; now, therefore, be it

RESOLVED: That the City Council herewith approves and adopts the following procedure for naming park and recreation facilities in the City of Oakland:

1. All requests for names received by the City of Oakland from the public shall be transmitted to the Parks and Recreation Advisory Commission, including requests by:
 - (a) individuals and public officials;
 - (b) clubs, groups or neighborhood organizations;
 - (c) public bodies or governmental entities.
2. The Parks and Recreation Advisory Commission shall review all requests and recommend an appropriate name to the City Council. Special considerations during review by the Commission shall include:
 - (a) a geographical area of the city or a significant historical event;
 - (b) an individual philanthropist, family or estate name;
 - (c) unique or civic circumstances;
 - (d) memorialization of a living person, only under special circumstances.
3. The City Council shall designate the official name of the park or recreation facility.

I certify that the foregoing is a full, true and correct copy of the resolution passed by the City Council of the City of Oakland, California, on August 2, 1977.

Secretary

00-248

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