

NAMING POLICY

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A. Introduction

It is the City of Martinez’s goal to establish a uniform policy to name City facilities, which is broadly defined to include parks, public facilities, monuments or landmarks, parking lots, and entry roads and points to the City. This policy does not cover the naming of new streets that are being considered within the development of new subdivisions, which occurs through the City's planning process and ensures that engineering and public safety criteria are met.

B. Purpose

The purpose of this policy is to establish a criteria and process to guide the naming of City facilities and ensure that names honor places, history, persons, organizations, events, and natural environment that focus on local Martinez significance and may also reflect California or national names when appropriate. It is the policy of City to reflect the principles of diversity, equity, and inclusion in the naming process. All facility names should reflect everyone in the community and intentionally broaden representation.

This policy generally governs the naming of new or unnamed City facilities; however, when renaming a City facility, this policy shall be followed.

C. General Naming Criteria

In selecting the name for a City facility, the following criteria shall be used. Please note the criteria is not listed in any particular order.

1. All names shall reflect diversity, equity and inclusion and represent everyone in the Martinez community. New names should intentionally broaden the representation of people in our community.
2. All names shall first focus on local Martinez significance but names that reflect California or a national lens may be approved if applicable to Martinez by direct or broad association.
3. Geographic location (neighborhood, significant areas, etc.).
4. Park features: Natural or constructed (wildlife, lakes, memorial, etc.).
5. An adjoining subdivision, street, school, or natural feature. No park shall be given the same name as an existing school site or public facility, except where the sites abut one another.
6. A commonly recognized historical event, group, organization or individual (living or deceased).
7. Any individual who provided outstanding accomplishments for the good of the community. Quality of the contribution, length of service, and other factors should be considered.
8. Any individual who provided an exceptional service in the interest of the park system as a whole. When naming a park after a person or group, an in-depth description of the contributions to the City must be provided.
9. An individual (living or deceased) or organization that contributed significantly to the acquisition or development of the facility to be named. Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual or family. City-owned lands or parks shall not be named for

benefactor organizations, groups, or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds.

D. Procedures

The following procedures apply for naming new or unnamed City facilities and for renaming a City facility of a City street. The timeframe for naming a new or unnamed City facility is estimated to take approximately 4-6 months.

1. Process for Naming New or Unnamed City Facility

When a City facility requires naming, the Mayor and City Council shall provide direction to the Parks, Recreation, Marina, and Cultural Commission to carry out a naming process and prepare a name for recommendation to the City Council. Naming a new or unnamed City Facility requires a three-step public meeting process with two Commission meetings and one meeting with City Council, as follows:

a. Step 1 – Commission Meeting #1:

- i. Initial presentation on the City facility, including location, geographical or identifying features, neighborhood features.
- ii. Public outreach initiated with extensive community outreach for name suggestions.
- iii. Name recommendations submitted via application form.

b. Step 2 - Commission Meeting #2:

- i. Submissions are reviewed and vetted by staff to ensure criteria is met.
- ii. Martinez Historical Society ensure historical submissions are accurate. Additional historical experts at the state and national level may be consulted, if needed.
- iii. Staff provide overview of submissions to the commission, including the fiscal impact of renaming.

iv. Discussion and final name choice is determined and recommended to City Council.

c. Step 3 - City Council Meeting

i. The City Council will consider a recommendation from the commission and make the final decision to name a City facility.

2. Public Outreach:

The meeting dates and opportunities for public input should be broadly marketed throughout the community. Examples of public outreach may include: Social media, website posting, newsletters, newspapers, mailers, etc. Public outreach should extend beyond the standard meeting notifications with efforts made to involve a diverse group of stakeholders in the community, including residents who are historically underrepresented in City public discussions.

3. Process for Renaming a City Facility or a City Street

A request to rename a City facility or a street shall be initiated by one or more City resident(s), business owner(s), property owner(s) or renter(s) using a City Facility Renaming Request Application (Application), which would be submitted to the City Manager or the Mayor and the City Council may direct staff to initiate the renaming process.

If submitting an Application, the reasons and/or justifications on why the name should be changed as well as letters of support, articles, documents, and other evidence demonstrating broad-based community support for the Application. The Application must include a petition with at least 300 Martinez resident signatories aged 18 or over. These signatories may be from property owner(s) or renter(s) (electronic petitions accepted). Each petitioner listed must include the person's first and last name, City of Martinez address, phone

number, and signature. For a City street renaming, the Application is required along with the 300 resident signatories noted above and a petition of at least 90% signatories of the resident property owner(s) and business property owner(s) on that street. One signature/vote is allowed per parcel. The City Manager or his/her/their designee then reviews the Application to ensure it is complete and submits the request to City Council. At a public hearing, the City Council reviews and has final authority on whether the City facility or street will be renamed through the three-step public meeting process. For a street renaming, all tenants and owners of the affected street must be noticed of the public hearing. City Council has final authority on new City facility and City street names.