



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Review the Proposed Streets, Parks and Facilities Naming Policy, the current City Naming Lists, Authorize the Process for naming McCandless Park and Provide Feedback to Staff
Category:	Community Services and Sustainable Infrastructure
Meeting Date:	3/1/2022
Staff Contact:	Renee Lorentzen, Recreation and Community Services Director, 408-586-3409
Recommendation:	<ol style="list-style-type: none"> 1. Review the Proposed Streets, Parks and Facilities Naming Policy and Provide Feedback to Staff. 2. Review City Naming Lists and Provide Feedback to Staff. 3. Authorize Staff to begin process for naming McCandless Park.

Background:

On April 21, 2006, the City Council adopted Standard Operating Procedures (SOP) for naming City streets, parks and facilities through Council Subcommittee recommendation and Council action. After naming several streets and facilities, the Council at that time discontinued the subcommittee. On January 7, 2016, the then City Council established a Streets, Parks and Facilities Naming Subcommittee that made recommendations to the existing Naming Policy, the Naming Lists, and naming several City streets, parks and facilities. This Subcommittee met through November 8, 2017.

On February 26, 2019, City Council sunset the Streets, Parks and Facilities Naming Subcommittee and directed staff to assign naming recommendations for streets to the Planning Commission and for parks and facilities to the Parks, Recreation and Cultural Resources Commission. Based on the City Council direction and the input from the previous Naming Subcommittee, staff is bringing forward an updated policy in the new City Council Policy format for naming streets, parks and facilities.

This staff report was scheduled to be heard on the February 15, 2022 City Council meeting and deferred to the March 1, 2022 City Council meeting.

Analysis:

This staff report provides a summary of the attached draft City Streets, Parks and Facilities Naming Policy (Policy), discusses the current naming list and provides the information regarding the naming of McCandless Park.

Draft Policy Summary

Below, please find highlights of the Policy from the Purpose, Policy, and Procedure sections.

The Purpose of the Policy is to establish the guidelines, criteria and processes for naming City streets, parks and other facilities.

For naming of facilities, the draft Policy requires that

- The Planning Commission shall evaluate names of City streets and shall make recommendations to the City Council.
- The Parks, Recreation and Cultural Resources Commission shall evaluate names of City parks and facilities and shall make recommendations to the City Council.
- Naming recommendations are made from City established and City Council approved Naming Lists.

- The Policy does not prohibit the duplicative use of a name on a street, park or facility, but does not allow duplication within an asset type such as street, park or facility.

The draft Policy also allows for the consideration to rename a City asset per the policy statement as follows:

A deliberative process by City staff will be conducted to ensure that renaming of a street, park and facility will not diminish the original justification for the name or the prior contributors. Parks and facilities named after individuals shall not be changed unless it is found that because of the individual’s character the continued use of their name would not be in the best interest of the community. Parks that have been named by deed restriction shall not be considered for renaming.

Further, the policy recommends that when naming parks and facilities near schools that the naming effort is coordinated with the Milpitas Unified School District when possible.

The draft Policy identifies criteria and guiding factors for naming or renaming a street, park or facility as follows:

1. Neighborhood or geographical identification, such as street, school, or other descriptive names;
2. Natural or geological features of the area;
3. Historical or cultural significance: the name of a historical figure can be considered if the figure had a significant and extraordinary historical influence on the area, state, national or international level;
4. The name of any person or family that has made a significant impact in the community and/or in development of the street, park, facility;
5. An individual or organization that contributed significantly to the acquisition or development of the park or facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or facility. (Naming rights are not guaranteed if the donation is a dedication as required by the subdivision.
6. The articulated preference of residents of the neighborhood surrounding the street, park, facility;
7. A name should represent community values and consider future generations and ethnic diversity; If the name of an individual or family is to be considered, the use of such name shall have the approval of the individual (or his/her surviving family) or family when reasonably possible.
8. Avoid confusing or similar sounding names. (Public Safety Dispatch test)
9. Avoid changing street names along any continuous alignment. (Continuity test)

The draft Policy procedures implement the policy statements such as maintaining Naming Lists, the recommendation process from the Planning and Parks and Recreation and Cultural Resources Commission, and the steps for renaming streets, parks or facilities.

Naming Lists

The City currently has three (3) naming lists (attached) covering three naming categories with approved naming areas (streets, parks and/or facilities). Those lists are:

Naming List Category	Approved Naming Area
California Native Plants, Flowers, Trees	Streets
U.S. Presidents	Streets, Parks
Influential People	Streets, Parks
Milpitas Historical Names	Streets, Parks, Facilities

Naming lists were last updated in 2017. Feedback from the City Council on the lists is requested, including new names to add to the existing lists or creating additional lists through new Naming criteria genres.

Naming of McCandless Park

The new City park on McCandless Drive is anticipated to have a partial opening of its playgrounds, picnic areas, and community garden in late summer or early fall of 2022. This 4-acre park, adjacent to the new Mabel Mattos Elementary School, will also have in later park development phases, dog park areas, and lit field for sports use. This park is not currently named. Signage for the park requires ordering by early spring 2022 so that it can be installed before the park opens.

To keep with the park project timeline, staff is seeking the approval of City Council to move forward with the

process to name the park based on the Naming Policy feedback received at this meeting.

Next Steps

After receiving Council input, staff will return with a final Policy no later than the second Council meeting in March.

Fiscal Impact:

There is no fiscal impact associated with this item.

California Environmental Quality Act:

By the definition provided in the CEQA Guidelines Section 15378, this action does not qualify as a “project” for the purpose of CEQA as this action has no potential to result in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

Recommendation:

1. Review the Proposed Streets, Parks and Facilities Naming Policy and Provide Feedback to Staff.
2. Review City Naming Lists and Provide Feedback to Staff.
3. Authorize Staff to begin process for naming McCandless Park.

Attachments:

1. Proposed Streets, Parks, and Facilities Naming Policy
2. City Naming Lists – President List
3. City Naming Lists – Milpitas Historical Names
4. City Naming Lists – California Native Plant, Flower, Tree