



## **NAMING OF FACILITIES**

### **PURPOSE**

To establish the criteria and procedures for the naming of City of Santa Clara (City) buildings and facilities. The policy's overarching objectives are to establish and maintain a system to ensure that decisions on naming opportunities are made in an equitable and consistent manner and that the naming actions maintain current and future alignment with the City's Mission Statement and Code of Ethics and Values.

### **POLICY**

The City Council shall name municipal buildings/facilities in recognition and consideration of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national or worldwide significance
- Honoring the important contributions and accomplishments of individuals from underrepresented communities
- Opportunities to foster a more welcoming, equitable, and inclusive environment as well as to reflect and connect with the City's diverse community
- Geographic location, demographic information, or prominent environmental feature(s) of the area that the building/facility is located
- Naming Rights Agreement: Agreements may provide a financial benefit to the City with sponsorships or naming rights agreements for City-owned facilities which aligns with the City's mission and values.

Naming proposals will require thorough research to ensure alignment with this policy and with the City's Mission Statement and Code of Ethics and Values.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. The process of renaming may be done only after undertaking thorough and comprehensive research and deliberation. Individuals after whom buildings are named, and who later are found to violate the City's Code of Ethics and Values or Mission Statement may have their names removed from the buildings that bear their names.



## **NAMING OF FACILITIES**

### **Naming Proposals**

#### **PROCEDURE**

1. Proposals for naming of municipal buildings or facilities shall be referred to the responsible Department.
2. Upon receipt of a naming or renaming proposal of a City building or facility, the Department Head will review if the proposed name is reflective of at least one of the following criteria:
  - a. An individual, living or deceased, who has made outstanding contributions to the City or Santa Clara community
  - b. An individual, living or deceased, who has made contributions of local, state, national, or worldwide significance
  - c. Honors the most important contributions and accomplishments of individuals from communities underrepresented in the Named City Facilities List.
  - d. Presents an opportunity to foster a more welcoming, equitable, and inclusive environment as well as to reflect and connect with the City's diverse community
  - e. Geographic location and demographic information of the area that the building or facility is located
  - f. Prominent geographic or environmental feature(s) of the area that the building or facility is located

The City will maintain an inventory list of all Santa Clara facilities and buildings that have been named, including any available background of why the name was selected ("Named City Facilities List"). Any naming proposal will be reviewed against the Named City Facilities List to confirm that it is not duplicative of previously approved proposals.

If the naming or renaming proposal is reflective of at least one of the criteria, the Department Head will refer the proposal to the appropriate City Board, Commission, or Committee.

If the naming or renaming proposal is not reflective of at least one of the criteria, the Department head will extend appreciation of input to the proposer and explain City's policy regarding naming of facilities.

3. After the Department Head forwards the proposal, the City Board, Commission, or Committee, shall review all naming proposals at a



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publicly noticed meeting and make a recommendation to the, Governance and Ethics Committee which shall consist of three City Councilmembers appointed by vote of the Council, and the City Manager.

4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and make a recommendation to the City Council for final approval.
5. The City Council shall consider the naming recommendation(s) at a publicly noticed meeting and will have final approval of all naming recommendations.
6. Upon Council approval, the approved naming recommendation shall be added to the Named City Facilities List with all associated information.

### **Renaming Proposals**

The process for renaming existing municipal buildings/facilities will follow the same steps as outlined in this procedure. In addition, it will require the proposer to include any and all research supporting the claim that there has been a violation of the City's Code of Ethics and Values or Mission Statement.

### **References**

*8/2003 City Council approved Policy & Procedure 035 Naming of Facilities*  
*1/2010 Amended Policy & Procedure 035 Naming of Facilities*  
*6/10/2019 Amended and Adopted Resolution 19-8752*  
*10/10/23 Amended and Adopted Resolution 23-9270*

**RESOLUTION NO. 23-9270**

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA,  
AMENDING COUNCIL POLICY 035 ENTITLED “NAMING OF  
FACILITIES”**

**WHEREAS**, the Naming of Facilities policy details the process for the naming of municipal buildings and facilities, and includes the procedure to ensure that it meets the policy requirements;

**WHEREAS**, the amended Naming of Facilities policy details the process for the naming of municipal buildings and facilities, and updates the procedure to expand on criteria and procedures;

**WHEREAS**, the amended policy expands the purpose of the policy to clearly state that naming actions maintain current and future alignment with the City’s Mission Statement and Code of Ethics and Values;

**WHEREAS**, the amended policy expands the criteria for naming proposals to honor the important contributions and accomplishments of individuals from underrepresented communities;

**WHEREAS**, the amended policy presents an opportunity to foster a more welcoming, equitable, and inclusive environment, as well as to reflect and connect with the City’s diverse community;

**WHEREAS**, the amended policy includes maintaining an inventory list of all Santa Clara facilities and buildings that have been named, including any available background of why the name was selected (“Named City Facilities List”); and

**WHEREAS**, amending the policy on naming of facilities and standardized procedure for naming City buildings and facilities, and would bring greater diversity to the naming criteria of buildings and facilities.

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**WHEREAS**, amending the policy on naming of facilities and standardized procedure for naming City buildings and facilities, would bring greater diversity to the naming criteria of buildings and facilities.

**WHEREAS**, Naming Rights Agreement: Agreements may provide a financial benefit to the City with sponsorships or naming rights agreements for City-owned facilities which aligns with the City’s mission and values.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That Resolution No. 19-8752 adopting amended Council Policy 035 (“Naming of Facilities”), attached here as Attachment 1, is hereby repealed in its entirety.

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2. That Council Policy 035 entitled "Naming of Facilities," attached here as Attachment 2, is hereby approved and adopted.

3. Effective date. This resolution shall become effective immediately.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 10<sup>TH</sup> DAY OF OCTOBER, 2023, BY THE FOLLOWING VOTE:

AYES:	COUNCILORS:	Becker, Chahal, Hardy, Jain, Park, and Watanabe, and Mayor Gillmor
NOES:	COUNCILORS:	None
ABSENT:	COUNCILORS:	None
ABSTAINED:	COUNCILORS:	None

ATTEST:   
NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK  
CITY OF SANTA CLARA

Attachments incorporated by reference:  
1. Resolution No. 19-8752  
2. Council Policy 035 entitled "Naming of Facilities"

**RESOLUTION NO. 19-8752**

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA  
AMENDING COUNCIL POLICY 035 ENTITLED "NAMING OF  
FACILITIES"**

**BE IT RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, amending the policy on naming of facilities will establish one standardized procedure for naming City buildings and facilities, and will clarify the naming criteria;

**WHEREAS**, the amended Naming of Facilities policy details the process for the naming of municipal buildings and facilities, and updates the procedure to ensure that it meets the policy requirements; and

**WHEREAS**, the amended Naming of Facilities policy, attached hereto as Attachment 1, provides guidance for the naming of municipal buildings and facilities, establishes a clear and consistent process for evaluating naming criteria, as well as streamlines the procedure for naming facilities.

**NOW THEREFORE, BE IT FURTHER RESOLVED BY THE CITY OF SANTA CLARA AS FOLLOWS:**

1. That the current Council Policy 035 entitled "Naming of Facilities" is hereby rescinded in its entirety.
2. That Council Policy 035 entitled "Naming of Facilities," attached hereto as Attachment 1, is hereby approved and adopted, and the City Manager is directed to number (and renumber, as appropriate) the Council Policy Manual such that they are organized in a logical fashion.

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3. Effective date. This resolution shall become effective immediately

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 4<sup>TH</sup> DAY OF SEPTEMBER, 2019, BY THE FOLLOWING VOTE:


AYES: COUNCILORS: Chahal, Davis, Mahan, O'Neill, and Watanabe and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: Hardy

ABSTAINED: COUNCILORS: None

ATTEST:

  
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NORA PIMENTEL, MMC  
ASSISTANT CITY CLERK CITY OF  
SANTA CLARA

Attachments incorporated by reference:

1. Council Policy 035 entitled "Naming of Facilities"





## **NAMING OF FACILITIES**

### **PURPOSE**

To establish the criteria and procedures for the naming of City of Santa Clara buildings and facilities.

### **POLICY**

The City Council shall name municipal buildings/facilities in recognition of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City of Santa Clara or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national, or worldwide significance
- Geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located

For the purpose of this Policy, the term “facility” shall mean property, other than streets, owned by the City of Santa Clara, portions thereof, and amenities or appurtenances thereto. Examples of a “facility” include: a City park, a meeting room within a City building, a trail, or a park bench.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. A proposal for the renaming of an existing building or facility shall be subject to the same procedure as set forth below for the original naming of the building or facility.

### **PROCEDURE**

1. Proposals for naming of municipal buildings or facilities shall be referred to the responsible Department Head for the facility, detailing consistency with the policy criteria for naming of facilities.
2. Upon receipt of a naming or renaming proposal of a City building or facility, the Department Head will review if the proposed name is in accordance with at least one of the criteria as outlined in this policy:
  - a. An individual, living or deceased, who has made outstanding contributions to the City of Santa Clara or Santa Clara community
  - b. An individual, living or deceased, who has made contributions of local, state, national, or worldwide significance
  - c. Geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located



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If the naming or renaming proposal is reflective of at least one of the criteria, the Department Head will refer the proposal to the City Board, Commission, or Committee responsible for acting in an advisory capacity to the City Council for the building or facility at issue (e.g., a naming proposal for a park facility shall be referred by the Director of Parks and Recreation to the Parks and Recreation Commission).

If the naming or renaming proposal is not reflective of at least one of the criteria, after conferring with the City Manager's Office, the Department Head will express appreciation regarding the naming proposal to the proposer and explain the City's policy and the City's decision to decline the proposal.

3. After the Department Head forwards the proposal, the City Board, Commission, or Committee, shall review all naming proposals at a publicly noticed meeting and make a recommendation to the Governance and Ethics Committee.
4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and deny the recommendation or make a recommendation to the City Council for final approval.
5. The City Council shall consider the naming recommendation at a publicly noticed meeting and will have final approval of all naming recommendations.

In the event the City Council denies a naming proposal, the City Manager's Office will express appreciation regarding the naming proposal to the proposer and explain the City's policy, and the City's decision to decline the proposal.

6. The City Council shall have the sole discretion to decide the naming of a facility.



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Naming proposals will require thorough research to ensure alignment with this policy and with the City's Mission Statement and Code of Ethics and Values.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. The process of renaming may be done only after undertaking thorough and comprehensive research and deliberation. Individuals after whom buildings are named, and who later are found to violate the City's Code of Ethics and Values or Mission Statement may have their names removed from the buildings that bear their names.



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  - f. Prominent geographic or environmental feature(s) of the area that the building or facility is located

The City will maintain an inventory list of all Santa Clara facilities and buildings that have been named, including any available background of why the name was selected ("Named City Facilities List"). Any naming proposal will be reviewed against the Named City Facilities List to confirm that it is not duplicative of previously approved proposals.

If the naming or renaming proposal is reflective of at least one of the criteria, the Department Head will refer the proposal to the appropriate City Board, Commission, or Committee.

If the naming or renaming proposal is not reflective of at least one of the criteria, the Department head will extend appreciation of input to the proposer and explain City's policy regarding naming of facilities.

3. After the Department Head forwards the proposal, the City Board, Commission, or Committee, shall review all naming proposals at a



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publicly noticed meeting and make a recommendation to the, Governance and Ethics Committee which shall consist of three City Councilmembers appointed by vote of the Council, and the City Manager.

4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and make a recommendation to the City Council for final approval.
5. The City Council shall consider the naming recommendation(s) at a publicly noticed meeting and will have final approval of all naming recommendations.
6. Upon Council approval, the approved naming recommendation shall be added to the Named City Facilities List with all associated information.

### **Renaming Proposals**

The process for renaming existing municipal buildings/facilities will follow the same steps as outlined in this procedure. In addition, it will require the proposer to include any and all research supporting the claim that there has been a violation of the City's Code of Ethics and Values or Mission Statement.

### **References**

*08/19/2003 City Council approved Policy & Procedure 035 Naming of Facilities*  
*09/04/2019 Amended and Adopted Resolution 19-8752*  
*10/10/2023 Amended and Adopted Resolution 23-9270*