



Memorandum

**TO: RULES AND OPEN
GOVERNMENT COMMITTEE**

FROM: Mayor Sam Liccardo
Vice Mayor Chappie
Jones

**SUBJECT: STREET NAMING POLICY
UPDATE**

DATE: August 5, 2020

APPROVED:

DATE: August 5, 2020

RECOMMENDATION

Agendize for City Council discussion an amendment to the City Council Policy on [Street Renaming](#) related to the following provision — Changing the following definition from:

3. “Affected property owners” means property owners and/or occupants and businesses **located along** the street whose name is proposed for change.

To:

3. “Affected property owners” means property owners and/or occupants and businesses **with an address on** the street whose name is proposed for change.

Place the item on the Tuesday, August 11, 2020 Council Agenda for action.

DISCUSSION

The City Council Policy on Street Naming and Renaming was instituted in 1972, and revised in 2008. The policy is necessitated by the often controversial nature of street naming, which is linked to either the cost of changing an address, or the identity associated with a particular name.

Currently, the policy gives equal weight to property owners and businesses regardless of whether they actually front onto the street in question. This means that an owner or proprietor whose property is not directly “affected”, by virtue of them fronting onto an adjacent street, has an equal voice to those who do.

Determining who is affected is important to ensure fairness. If a property backs up to the street being considered for a name change, or has an address on a different street, that parcel should not be included in a vote tally to determine “major” or “minor” status, or ultimately, whether the application should proceed through the process.

However, given the importance of thorough community engagement as we consider applications for renaming streets — regardless of frontage or address — all properties that are “along”, or touch the street should be included in city outreach efforts.