



**OFFICE OF COUNCILMEMBER MYRTLE COLE
FOURTH COUNCIL DISTRICT**

EXECUTIVE SUMMARY

Date: January 27, 2016

Originating Department: Council District 4

Subject: Proposed Honorary Street Naming Program

Council District(s): All

Contact/Phone Number: Mathew Gordon (619) 236-6646 /Pamela Ison (619) 236-6701

DESCRIPTIVE SUMMARY OF ITEM:

This item is a proposed amendment to the San Diego Municipal Code establishing criteria to honor an individual and/or organization. The purpose is to honor an individual and/or organization that has gone far beyond what was or could have been expected in contributing to the quality of life of San Diego and its diverse communities. This includes prominent figures that have made a positive impact on the City's history. This amendment will provide the City Council the direct authority to bestow the honor and streamline the process for deserving individuals.

SUMMARY OF ITEM BACKGROUND:

Article 5, Division 11 Section 125.1101 of the San Diego Municipal Code (SDMC) addresses the procedures for naming or renaming public streets and other rights-of-way. This Division establishes the careful selection of names for public streets and other rights-of-way to protect the public health, safety and welfare in consideration of the multi-agency computer aided dispatch service for police, fire and paramedic vehicles and the policies and procedures of the United States Postal Service. It is the intent that the City avoids duplication and confusing similarity between public street signs and rights-of-way within the City. The proposed amendment will need no tracking system as it will not change any existing *public* street(s) and other rights-of-way due to the "honorary" status. The street(s) will be evaluated for any existing honorary signs by the appropriate department. The proposed amendment will comply with Article 2, Division 12 of the SDMC regarding sign regulations.

Examples of Honorary Street Name Signs

Most honorary street name signs are either mounted below the primary street name sign, or alternatively they are a single freestanding sign installed at a mid-way point along a particular street segment. The signs usually have a distinct design and contrasting colors to distinguish them from the permanent/primary street name signs.

Criteria

Recognizing that a large number of honorary street names may diminish the distinction bestowed upon the honorees, the following criteria will be used in bestowing an honorary name on a street:

- Evidence of support by community members and/or community based organizations that are geographically relevant. (*Letters of Support, Petitions, etc.*)
- Statement demonstrating why the proposed honoree is historically or culturally significant.
- Map showing the exact geographic limits of the Honorary Street (no longer than a one-block radius)

Individuals considered for honoring must meet the following criteria (unless waived by a majority vote of the City Council):

- Deceased for at least five years before being proposed for an Honorary Street name;
- San Diego City residents or natives or individuals of particular importance to the City of San Diego;
- Of enduring or lasting interest to large segments of the City's population that have undertaken an act or acts of enduring or lasting interest to their community; and
- Whose importance to the city or whose enduring interest is a result of exemplary acts or achievements which reflect positively on the City.

Organizations considered for honoring must meet the following criteria (unless waived by a majority vote of the City Council):

- Of particular importance to the city of San Diego;
- Of enduring or lasting interest to large segments of the city's population that have undertaken acts of enduring or lasting interest;
- In continuous operation for at least 25 years;
- Whose importance to the city or whose enduring interest is a result of exemplary acts or achievements which reflect positively on the city.

FISCAL CONSIDERATIONS:

The cost to install honorary signs on both ends of the street (no longer than a one-block radius) will be the responsibility of the sponsoring Council District Office. The approximate cost of a street sign installation ranges between \$120-\$283.

STAFF RECOMMENDATION:

Recommend approval of the Honorary Street Naming Program and request that Council District 4 Staff work with the City Attorney's Office, Mayor's Office and the appropriate City Departments to develop an Ordinance for Council consideration.