



## Legislation Details (With Text)

**File #:** 17-610      **Version:** 2      **Name:**  
**Type:** Resolution      **Status:** Passed  
**File created:** 3/28/2017      **In control:** City Council  
**On agenda:** 4/5/2017      **Final action:** 4/5/2017  
**Title:** City Council consideration to adopt Resolution No. 2017-020, establishing a fee for an application for the honorary naming or renaming of City property.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. RESOLUTION NO. 2017-020 ADOPTING APPLICATION FEE FOR HONORARY NAMING RIGHTS

Date	Ver.	Action By	Action	Result
4/5/2017	2	City Council	adopted	Pass

### AGENDA REPORT REQUEST FOR CITY COUNCIL ACTION

**DATE:** 4/5/2017

**TO:** Honorable Mayor and City Council Members

**FROM:** Library and Recreation Services Department

**SUBJECT:**

City Council consideration to adopt Resolution No. 2017-020, establishing a fee for an application for the honorary naming or renaming of City property.

**RECOMMENDED ACTION:**

That the City Council adopt Resolution No. 2017- 020, establishing a fee for an application for the honorary naming or renaming of City property.

**ANALYSIS:**

At its regular meeting on November 11, 2016, City Council adopted Administrative Policy No. 06400.001 entitled City Property Naming Rights and Honorary Naming. With respect to Honorary Naming, the policy established criteria by which interested parties can request that a City park or other City facility, as well as significant amenities within those parks and facilities, be named or renamed in commemoration of an individual, family, business, non-profit organization, or other community group or organization that has made a significant, positive contribution to the community.

Section 3.3(A)(2) of Administrative Policy No. 06400.001 requires that an “honorary naming application be accompanied by the payment of an application fee in an amount set by a resolution adopted by the City Council.”

City staff estimates that the review and processing of an honorary naming application, including communication with the applicant, coordination with other departments and presentation of the application to City Council will require approximately three hours of staff time. Since the average cost of such staff time is approximately \$131.75 per hour, an application fee of \$350 is recommended to cover a portion of the staff costs.

As noted above, Administrative Policy No. 06400.001 also addresses Naming Rights, which refers to the naming or renaming of City parks or other City facilities, as well as

significant amenities within those parks and facilities, in exchange for financial consideration. The policy does not require that an application fee be adopted or paid for Naming Rights, since there is already a significant monetary contribution being made for such Naming Rights.

**COMMITTEE ACTION:**

No committee action was taken on the resolution.

**STRATEGIC PLAN:**

Not applicable

**FISCAL IMPACT:**

The fees proposed to be established by the attached resolution will offset some of the department’s costs for the application review.

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action simply adopts a fee for processing an application for Honorary Naming of City Facilities and there is no possibility that adopting this Resolution will have a significant effect on the environment.

**PREPARED BY:** DAVID MONTGOMERY-SCOTT, LIBRARY AND RECREATION SERVICES DIRECTOR

**REVIEWED BY:** KIM SITTON, FINANCE MANAGER

**REVIEWED BY:** KERRY D. EDEN, ASSISTANT CITY MANAGER/ADMINISTRATIVE SERVICES DIRECTOR

**SUBMITTED BY:** DARRELL TALBERT, CITY MANAGER