



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**July 19, 2022**

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**TOPIC:** Ceremonial Naming of Streets Policy

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**AGENDA TITLE**

Ordinance Amending Chapter 33 of the Santa Ana Municipal Code Related to the Ceremonial Naming of Streets

**RECOMMENDED ACTION**

Approve first reading of an ordinance amending Chapter 33 of the Municipal Code by adding Article XI relating to the ceremonial naming of streets.

**DISCUSSION**

On January 18, 2022, the City Council expressed an interest in recognizing outstanding individuals who have made a significant impact on their community through the commemorative or honorary naming of streets.

To allow for the recognition of individuals and philanthropic organizations that are of particular importance to the City of Santa Ana or have made significant contributions to improving the quality of life in the city, the proposed ordinance (Exhibit 1) amends Section 33 of the Santa Ana Municipal Code by adding Article XI to create regulations allowing the ceremonial naming of streets.

In conjunction with the municipal code amendment, a ceremonial street naming application (Exhibit 2) has been developed, which will be submitted to the Public Works Agency by the applicant, along with the corresponding processing, fabrication, and installation fees. The ordinance allows for certain requirements, such as submittal of an application, notice of application, and program fees to be waived by majority vote of the City Council when the request is initiated by a current councilmember.

The proposed Santa Ana Municipal Code amendments were developed by an Ad Hoc Committee of the Environmental Transportation Advisory Commission (ETAC) composed of ETAC Chair Brian Germain and Commissioners Nathaniel Greensides and Dorian Romero. On March 8, 2022, ETAC voted to approve the proposed amendments and to present them to the City Council for consideration.

On April 28, 2022, the City Council requested updates to the proposed ordinance regarding program fees and the amount of time sign toppers can be in place. The Council also requested information on other municipalities' ceremonial street naming processes. Below is a comparison of different municipalities and the method by which the ceremonial naming of streets is approved.

<b>City</b>	<b>Application Fee</b>	<b>Sign Fabrication and Installation Fee</b>	<b>Submitted By</b>	<b>Approved By</b>
Dallas	Applicant*	Applicant	City Council or residents	City Council
Baltimore	None	Applicant	Residents, with letters of support from ward Council member and Nbhd Assoc.	City Dept. of Trans., ROW Special Events Section, Mayor's Office of Nbhds, PD and FD.
Boston	None	Applicant	Residents, with letter of support from ward Council member	City Council
Houston	None	None	Residents	Planning and Dev. Director, City Council
Milwaukee	Applicant	Applicant	Residents	Citizen advisory committee, City Council
New York	None	Applicant - only for replicas	Residents	Community Board and City Council, Mayor may veto
New Orleans	None	Applicant	Residents	City Council
Phoenix	None	Applicant	Residents	Ward Council member, City Council
San Diego	Applicant **	Applicant**	City Council or residents	City Council

\* Application fee is waived if the applicant is a government agency

\*\*Fees can be waived by City Council

Some cities, such as Palm Desert and Palm Springs, have legally, not ceremonially, named some of their streets in honor of influential founding residents or celebrities with ties to the cities. Therefore, their processes are different than the process for the aforementioned cities.

### **ENVIRONMENTAL IMPACT**

There is no environmental impact is associated with the action.

### **FISCAL IMPACT**

There is no fiscal impact associated with this action.

**EXHIBIT(S)**

1. Ordinance
2. Ceremonial Street Naming Permit Application

Submitted By: Nabil Saba, P.E., Executive Director – Public Works Agency

Approved By: Kristine Ridge, City Manager