



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
December 6, 2022

TOPIC: Resolution Authorizing Ceremonial Street Naming

AGENDA TITLE

Adopt a Resolution Authorizing Ceremonial Street Naming (General Fund)

RECOMMENDED ACTION

1. Adopt a resolution authorizing the ceremonial street naming of Helen M. Shipp Way, along Willits Street from Fairview Street to Bristol Street, and the ceremonial naming of the intersection of Willits Street and Raitt Street to Black History Square.
2. Direct staff to install a certain number of ceremonial signs to be approved for the stretch along Willits Street from Fairview Street to Bristol Street.

DISCUSSION

On August 2, 2022, the City Council adopted Ordinance No. NS 3024 to recognize outstanding individuals who have made a significant impact on their community through the commemorative or honorary naming of streets or intersections.

In accordance with the ordinance, Councilmember Hernandez initiated a request to honor Helen M. Shipp. Helen M. Shipp and her family legacy has made a profound and lasting cultural impact on the neighborhood they called home, the City of Santa Ana, for over five generations by creating community events for African American culture to thrive in and advance equality for all. Historically, our Black History Month celebration, along with the Black History Parades within the city, stem directly from Helen M. Shipp. It began small, with no more than eight family members near the intersection of Raitt Street and Willits Street. Due to her advocacy for the African American community to be recognized for their significance within the city and the impact it created for African Americans living in Santa Ana, the parade grew to upwards of 20,000 in attendance.

The Ceremonial "Helen M. Shipp Way" signs are proposed to be installed along Willits Street from Fairview Street to Bristol Street. In addition, the intersection of Raitt Street and Willits Street is proposed to be designated with "Black History Square" ceremonial signs. Exhibit 1 shows the proposed sample signs. Exhibit 2 shows three signage location options with the number of signs ranging from 7 to 14 signs. Staff requests that the City

Council provide direction on which option to select for the number of signs to be installed. Below are the options and corresponding cost:

Option No.	Number of Signs*	Cost
1	5+2	\$5,467
2	7+2	\$7,029
3	12+2	\$10,934

* Helen Shipp plus Black History Square

The ordinance requires a resolution for the approval of the ceremonial sign (Exhibit 3). Additionally, the ordinance allows for certain requirements, such as notice of application and program fees to be waived by majority vote of the City Council when the request is initiated by a current Council member. Approval of this resolution includes waiving the ceremonial street name installation fees in the amount not to exceed the cost shown for each option in the table above.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with the action.

FISCAL IMPACT

The total amount of funds needed is based on the option selected by the City Council. A total amount not to exceed of \$10,934 is needed for the production and installation of up to 12 Ceremonial Street signs and 2 Black History Square signs. Funds are available in Account No. 01104012-62300.

Fiscal Year	Accounting Unit- Account No.	Fund Description	Accounting Unit - Account Description	Amount
2022-23	01104012-62300	General Fund-City Council Legislative	Contract Services- Professional	\$10,934
Total				\$10,934

EXHIBIT(S)

1. Ceremonial Street Signs for Helen Shipp and Black History Square
2. Signage Location Maps (Options 1-3)
3. Resolution

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

Approved By: Kristine Ridge, City Manager