



AGENDA

CITY OF SEASIDE
PARKS AND RECREATION
ART AND HISTORY COMMISSIONS

JOINT SPECIAL MEETING
VIRTUAL ONLY
Monday, June 28, 2021
5:30 PM

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

REMOTE PUBLIC COMMENTS To make a public comment, the following options are available:

- Before the Meeting via Email: Written comments can be emailed to dmeewis@ci.seaside.ca.us Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment)". Written comments must be received by 4:00 p.m. on the day of the meeting. All submitted comments will be provided to the Commissions for consideration and compiled as part of the record.
- During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones (on the phone, press *6). You will have up to 3 minutes to provide your comments, with time set by the discretion of the Mayor. ***Please note, written comments will not be read but will be included in the final record.***

VIRTUAL MEETING ACCESS

This meeting can be watched via:

The City of Seaside Recreation You Tube channel: [bit.ly/seasiderecyoutube](https://www.youtube.com/channel/UCqzBqZldXSEFhSENMcVYUT09)

Or by joining the Zoom webinar link:

<https://us02web.zoom.us/j/85661569643?pwd=S2s3S0lqbzBGZldXSEFhSENMcVYUT09>

Or call in phone number: 669 900 9128

Passcode: 575235

Zoom Webinar ID: 856 6156 9643

1. **CALL TO ORDER**

PARKS AND RECREATION

Franco Pacheco
Bobby Maxwell
Rich Cadigan
James White

Chair
Vice Chair
Commissioner
Commissioner

Alicia Louise Gaines-Lynch
Willie Gray
Dianne Nielson
Chris Moulton
Robert Daniels

Commissioner
Commissioner
Commissioner
Commissioner
Commissioner

ART AND HISTORY

Hamish Tyler
Emerson Brown
Steven Russell
Yolette Merritt
Janie Silveria
Francoise Avery

Chair
Vice Chair
Commissioner
Commissioner
Commissioner
Commissioner

2. BUSINESS ITEMS

A. REVIEW APPLICATION FOR NAMING OF PARKS, STREETS, CITY OWNED BUILDING AND RECREATIONAL FACILITIES FOR NAMING A STREET AFTER FORMER CITY OF SEASIDE CITY MANGER, TIM BROWN, AND MAKE RECOMMENDATION TO THE CITY COUNCIL

3. ADJOURNMENT

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:

<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



CITY OF SEASIDE STAFF REPORT

Item No.: 2.A.

TO: Parks and Recreation Commission

FROM: Craig Malin, City Manager

BY: Dan Meewis, Recreation Director
Ashley Collick, Assistant City Manager

DATE: June 28, 2021

SUBJECT: REVIEW APPLICATION FOR NAMING OF PARKS, STREETS, CITY OWNED BUILDING AND RECREATIONAL FACILITIES FOR NAMING A STREET AFTER FORMER CITY OF SEASIDE CITY MANGER, TIM BROWN, AND MAKE RECOMMENDATION TO THE CITY COUNCIL

RECOMMENDATION

Review and discuss the policy and application received for "Naming of parks ,Streets, City Owned Building and Recreational Facilities for naming a street after former City of Seaside City Manger, Tim Brown. The application provides details on why the request to name the street after the former City Manager should be considered and recommended to the City Council for approval.

BACKGROUND

In January of 2021 the Recreation Department received a inquiry about the process for naming a street after former City Manager, Tim Brown. Staff provided the potential applicant with the policy and application at that time. On April 1st the department received the completed application from the applicant. After staff reviewed the application there was some needed information in order for the application to be completed. In the policy under section IV. Naming Procedure item D it states "Completed applications will be forward concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period." and item E states "Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions".

Since the commissions are on a quarterly schedule, the 30 day review and public noticing period was missed for their regularly scheduled meetings for May. However, an item was placed on each commission's agenda to approved a date to hold a Joint Special Meeting on Monday June 28, 2021. The thirty (30) day noticing period started on Tuesday May 25, 2021. Based on the application it has been determined it does meet the requirements set forth in the policy.

FISCAL IMPACT

There is no fiscal impact with this item as it is only to provide direction to staff.

ATTACHMENTS

1. Street Naming Application - Tim Brown
-

Reviewed for Submission to the City Council by:



Craig Malin, City Manager

City of Seaside
PARK, RECREATIONAL FACILITY, CITY-OWNED BUILDING AND STREET
NAMING POLICY

I. PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of City-owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the City of Seaside.

II. GENERAL :

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of city-owned facilities.
- B. The City Council shall have the final authority to name and rename City parks, recreational facilities, city-owned buildings, streets and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the City, any naming of city-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Seaside should be avoided.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization.
- F. Existing names are deemed to have historic recognition. It is the City of Seaside's policy to keep the name of any existing park, city-owned buildings, or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a unanimous vote of the City Council. Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.
- G. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (4 to 1) of the City Council and a required minimum of 2/3 of the affected property owners (as shown on the latest Monterey County Tax Roll) written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.

- H. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- I. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

III. NAMING CRITERIA

A. PARKS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES:

1. Naming shall begin early in the development and/or acquisition as possible.
2. Names should be appropriate to the park, city-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the Community of Seaside.
3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
4. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a city-owned building, recreational facilities such as group picnic areas or ball fields, and physical features such as valley, hills, streams or vista views.
5. Names which reflect the City's ethnic and cultural diversity are encouraged. Signage shall be in English.
6. Commemorative names honoring individuals or families should be based on the following criteria:
 - a. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - b. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - c. made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside;
 - d. be associated to an economic development or redevelopment activity;
 - e. had a positive impact on the lives of Seaside's residents;
 - f. has volunteered for ten (10) or more years of service to the community;
 - g. an individual who is to be honored shall be deceased for a minimum period of three (3) years.

B. STREETS:

1. Names shall be unique, easily discernable, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
2. North and South thoroughfares shall be called streets, and East and West thoroughfares shall be called avenues or boulevards.

3. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the City of Seaside.
4. Names with the same theme (i.e. flowers, states) are suggested for naming streets in an entire subdivision, as a means of general identification.
5. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
6. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
7. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, approved by the City Council. The street names are adopted by the City when the final subdivision map for the development is recorded.

C. COMMEMORATIVE STREETS NAMES AND PLAQUES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed beneath the existing street name signage. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas such as the entrance columns of City Hall and public benches. In recognition of individuals that should be honored for their accomplishments and contribution to the city, a community COLUMN OF HONOR is to be established at City Hall on the entrance columns of the building. The COLUMN OF HONOR will be a permanent honor, consisting of a marker describing the honorees accomplishments, placed on a bronze plaque. Recognition will be made either at a City Council Meeting or at a special ceremony at the COLUMN OF HONOR. The applicant or sponsoring group/organization will be responsible for the cost of the plaque. If a special recognition ceremony is requested, the applicant may be charged for the cost.
3. Criteria for commemorative street names and plaques are as follows:
 - a. Names honoring **individuals (posthumously)**, groups, or families should be based on the following criteria:
 - i. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - ii. made substantial contributions to the betterment of the City of Seaside which has positively impacted the lives of citizens of the City of Seaside,
 - iii. be associated to an economic development or redevelopment activity in fulfillment of the City's mission;
 - iv. commemorates a significant historical event;

- v. contributed outstanding civic service to the City for a minimum period of ten (10) years;
 - vi. an individual who is to be honored shall be deceased for a minimum period of three (3) years.
- b. Names of **living persons** shall be considered only under the following circumstances:
- i. The honoree contributed half or more of the cost of a major facility;
 - ii. The honoree initiated or contributed major time to the establishment of the city project;
 - iii. The overwhelming belief (public opinion) that the honoree would be likely be honored of that facility posthumously;
 - iv. No other individual now living has, or is likely to have, greater public support for being honored;
 - v. The honoree has given extraordinary service to the City and to the community;
 - vi. The honoree has attained national or international prominence and achievement.
-  c. Naming after an individual who has served as a **City Official** or as a **City employee** shall occur after the person has separated from City service and should be based on the following criteria:
- i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past and future development of programs, projects, or facilities in the City of Seaside.
 - iii. Made significant volunteer contributions to the community outside the scope of their job.
 - iv. Had exceptionally long tenure with the City of Seaside; a minimum of ten (10) years.
 - v. Significant public support for a memorial to the city official or city employee on the occasion of their death or retirement.

IV. NAMING PROCEDURE

- A. A request shall be submitted in writing on the standard application form. Fees associated with administrative and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted city's Fees & Charges Schedule. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Seaside community.

- C. The application will be reviewed for completeness based upon the naming criteria by staff in the Resource Management Services Department. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period.
- E. Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions.
- F. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.

City of Seaside
Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Applicant's Name: Shelley M. Brown (on behalf of Tim Brown)

Mailing Address: 1635 E. OCEAN Blvd. #3F
Long Beach, CA. 90802

E-mail: shelleybrown13@gmail.com Phone: 310-714-3158

☐ Park Location _____

Recreational

☐ Facility Location _____

☒ Commemorative

☒ Street Name Location TBD

☒ Street Location TBD One of the new streets located at the Black Horse Bayonet Golf Course.

City-owned

☐ Building Location _____

☐ COLUMN OF
HONOR

Yes No

☐ ☒ Honoree Name, if yes, please complete the following page.

Does this pertain to only a portion of the site or facility? _____

If yes, portion suggested for naming: _____

Shelley M. Brown
Signature

2-16-21
Date

Shelley M. Brown
Print Name

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes



No



Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.

If yes please
explain:

SEE ATTACHED - #1

Yes



No



Has made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility, or to the City of Seaside which has positively impacted the lives of citizens.

If yes please
explain:

SEE ATTACHED - #2

Yes



No



Has made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.

If yes please
explain:

Yes



No



Is associated with an economic development or redevelopment activity that meets the Mission of the City of Seaside and improves the quality of life for its residents.

If yes please
explain:

SEE ATTACHED - #3

Yes



No



Commemorates a significant historical event.

If yes please
explain:

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes

☐

No

☒

The name preserves the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

If yes please
explain:

Yes

☐

No

☒

The land, facility, or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

If yes please
explain:

Yes

☐

No

☒

An in-kind contribution or service of major and lasting significance was made to the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

If yes please
explain:

Yes

☐

No

☒

The name recognizes a benefactor organization, group or business that contributed to the site or facility.

If yes please
explain:

Yes

☐

No

☒

The name commemorates a significant historical figure.

If yes please
explain:

JUSTIFICATION:

Please provide written justification supporting your proposed naming of a city owned facility or provide additional comments related to this application. Attach additional pages or supplemental information, if applicable.

SEE ATTACHED - #4

Please attach petitions and/or letters of support from City community groups and organizations.

If you have any questions, please call the Resource Management Services Department at (831) 899-6825.

Please return completed application to:

City of Seaside
Resource Management Services Department
440 Harcourt Avenue
Seaside, CA 93955

FAX: (831) 899- 6211

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities - (Attachments)

#1. While City Manager of Seaside, my father (Tim Brown) led a team that procured 4,000 acres of Federal properties under the Fort Ord reuse authority; and it earned them a presidential citation from Bill Clinton, for land use planning to convert a military installation for civilian use.

This victory made it possible for Seaside to protect one of the greatest natural and cultural resources any city has - it's land.

#2. Don Jordan and my father (Tim Brown) made dozens of trips to Washington to lobby local representatives in Congress and the Clinton administration to give Seaside its share of land, including the golf courses and development rights from the Army property in order to begin the process of economic recovery after the closure of Fort Ord.

This brought about much growth and job opportunities for the City, and continues to have a positive impact upon the area; and the lives of the citizens who live there.

#3. Under the leadership of then-Rep. Leon Panetta, the Fort Ord Reuse Authority (FORA) was formed in 1994. One of the most important components of the Fort Ord Reuse Plan included the creation of a new California State University campus. To quote my father, "As [Seaside] adjusts to the loss of Fort Ord, it has the responsibility to plan for the future with the transition to an educational community base with the opening of the new university campus. The location of (Seaside) as the gateway to the Monterey Peninsula puts the city in an ideal situation to capitalize on the economic development of the area."

My father (Tim Brown) not only played a major role in the development of that new California State University campus (which is now Cal State Monterey Bay), but he, together with then-Mayor Don Jordan, was responsible for the acquisition of Bayonet and Blackhorse golf courses from the army; as well as a number of development projects such as the construction of the 225-room Embassy Suites Hotel in October 1996. It had taken 20 years to finish the project, and my father was very proud that the project was completed during his time as City Manager.

These accomplishments (along with many others) not only meet the economic and redevelopment Mission of the City of Seaside, but they have improved the quality of life for its residents.

#4. I believe the City of Seaside should name a street in honor of my father Tim Brown, who served as City Manager from June 1994 to November 1998, for the positive and lasting impact he's made upon the city.

My father, who passed away in November 2011, would have been 75 this year (October 22nd), and this honor would have meant so much to him. He loved Seaside more than anything, and hated that he had to walk away when he did. There was so much more that he wanted to do; so much more that he wanted to accomplish for the city.

Although he had his fair share of critics, I think Mayor Felix Bachofner, who was a planning commissioner during my father's time with the city, said it best, "Part of the reason [my dad] was controversial was because there was just a lot of political controversy at the time. We had different visions, but he did a number of things that did benefit the city." [Source: Monterey Herald] Published Nov. 16th, 2011| Updated: Sept. 11th, 2018] Looking back now, I think many people would agree.

My father dedicated his life to public service, and over the years his work benefited a lot of Cities. But the work he was most proud of, was the work he did while serving as City Manager for the City of Seaside.

Please help me and my family commemorate my father's 75th birthday (10-22-21); and the 10 year anniversary of his death (11-4-21), by naming a street, park, or public building after him. It would mean so much to us to be able to honor him in this way because he was not only a great City Manager, he was also a great Dad, Husband, Brother, Grandfather, Son, Uncle, and Friend to all that knew him.

In short, Tim Brown was a great man, who deserves to be publicly recognized for his commitment; hard work; and dedication to the advancement and improvement of the City of Seaside.