CITY OF WEST DES MOINES
STAFF REPORT COMMUNICATION

Meeting Date: April 17, 2023

ITEM: Policy Amendment for Administrative Policy 5-10: Honorary Roadway Naming and Addressing

Resolution: Adoption of Policy Amendments for Honorary Roadway Naming and Addressing

Background:

Over the years, City staff has received requests to honorarily name roadways for individuals who have made a significant contribution to the City of West Des Moines. In response to these requests, the City adopted an Honorary Roadway Naming Policy. Staff is recommending minor amendments to the policy to clearly define length requirements, signage location, and provide a public notice to property owners abutting the roadway segment.

Staff Review & Comment:

- *History:* On April 18, 2022, the City Council approved amendments to the Policy for Roadway Naming and Addressing. The amendments included the addition of an Honorary Roadway Naming Policy. In the fall of 2022, the City received two resident applications for honorary roadway naming. One of the applications requested the honorary naming of Maple Street from 1st to 14th Street. After reviewing the policy language, it revealed ambiguity in the maximum allowed roadway segment length to be honorarily named. Staff met to discuss the policy to resolve this ambiguity and to provide for more transparency. Several policy amendments were recommended to allow for more clarity.

- *Public Safety Subcommittee:* On April 7, 2023, staff presented a draft of the suggested amendments to the Honorary Roadway Policy to the Public Safety Subcommittee for review. After discussing the changes and answering several questions, the Subcommittee was supportive the amendments (See bold text identifying the amendments).

- *Amendments*: The following amendments are proposed:
  - Adds language to specify the roadway segment to be honorarily named shall generally begin at a roadway designated as a collector or higher designated street. The policy also provides that multiple segments may be combined if it is determined the impact of the individual(s) encompassed a larger area and may be up to an approximate mile in total length.
  - Clarification on the total number of signs to be placed along the roadway segment to be honorarily named.
  - Replaces the requirement for consent of 40% of the properties abutting the roadway to be honorarily named with a notice to be mailed to all abutting property owners notifying them of the opportunity to provide public comment on the application at either the Public Services Subcommittee or City Council meeting at which the application will be considered.

- *Review Process*: Since Public Services staff will be responsible for the manufacturing of and erecting of the signs, any application for an honorary roadway naming will be presented to the Public Services Subcommittee for recommendation to the City Council. At least thirty

days prior to the meeting, Public Services staff will notify property owners which abut the roadway segment to be honorarily named of the meeting.

Outstanding Issues: There are no outstanding issues.

Recommendation: Approve and adopt revised Roadway Naming and Addressing Guidelines to include amendments to the Honorary Roadway Naming as presented.

Lead Staff Member: Audrey Kennis, Director of Diversity, Equity, and Inclusion

Approval Meeting Dates:

Public Safety Commission	April 7, 2023
City Council	April 17, 2023

Staff Report Reviews:

City Council	☒ Director ☐ Appropriations/Finance	☒ Legal Department ☒ Agenda Acceptance

Publications (if applicable)

Published In:	n/a
Date(s) Published	n/a
Date(s) of Mailed Notices	

Council Subcommittee Review (if applicable)

Committee	Public Safety
Date Reviewed	04/07/2023
Recommendation	☒ Yes ☐ No ☐ Split

RESOLUTION

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST DES MOINES, IOWA APPROVING AND AMENDING POLICY FOR THE NAMING OF ROADWAYS AND ADDRESSING

WHEREAS, the City of West Des Moines designates roadway names and assigns address numbers to residential dwellings, principal buildings, and businesses in order to assist emergency services agencies in the timely and efficient provision of services and aid residents and visitors in wayfinding; and

WHEREAS, for consistency, the City desires to establish guidelines for the naming of roadways and assignment of numbers for properties within the city's corporate limits.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WEST DES MOINES approves and adopts the amendments to guidelines provided in the Roadway Naming and Addressing Administrative Policy as identified in Exhibit "A" (April 2023 update).

Passed and approved by the City Council on the 17th day of April, 2023.

_____

Russ Trimble, Mayor

ATTEST:

_____

Ryan T. Jacobson, City Clerk

I HEREBY CERTIFY that the foregoing resolution was duly adopted by the City Council of the City of West Des Moines, Iowa, at a regular meeting held on April 17, 2023, by the following vote.

Exhibit "A"

CITY OF WEST DES MOINES
ADMINISTRATIVE POLICY 5-10

(PART OF) ROADWAY NAMING & ADDRESSING

3.6 **Honorary Naming**: Opportunity to honor former residents that have made demonstrable and positive contributions to the city during the honoree's lifetime.

3.6.1 Demonstrable and positive contributions shall be measured by:

3.6.1.1 The importance of the honoree's actions at the time.

3.6.1.2 The historical and/or cultural influence of the honoree's actions.

3.6.1.3 The number of individuals positively affected by the honoree's actions.

3.6.1.4 The duration of the consequences resulting from the honoree's actions.

3.6.1.5 The honoree's notoriety within the community.

3.6.1.6 Other clearly identifiable contributions compatible with the community's interests and reflective of the values of the city.

3.6.2 Only individuals shall be honored. Honorary roadways shall not be utilized as a means of advertising and therefore may not reflect a business name or association.

3.6.3 Unless otherwise reduced by the City Council, honoree shall have lived in the City of West Des Moines for a minimum of twenty (20) years.

3.6.4 Honoree may be alive or deceased.

3.6.5 Honorary roadway name under this section does not change the official roadway name or address of structures located along the roadway. (Honorary roadway naming that does change the official street name is included in section 3.7.)

3.6.6 Honorary roadway name shall not conflict with the City's addressing policy.

3.6.7 Honorary roadway name signs shall not have duplicate or similar sounding names either phonetically or in spelling to any other existing honorary or official roadway name within the City of West Des Moines or any community for which the City handles E911 dispatch.

3.6.8 No honorary roadway shall be designated with a title or prefix unless it is deemed necessary to distinguish two or more people with the same name.

3.6.9 The use of roadway suffixes identified within section 3.2.3.19 within these guidelines shall be discouraged.

3.6.10 Honorary naming shall only be allowed for roadways designated as a minor collector or local roadway: honorary naming shall not be allowed for roadways designated as an arterial or major collector.

3.6.11 There shall be a clear connection between the individual to be honored and the roadway or roadway segment to be honorarily named (i.e., lived on the segment).

3.6.12 The roadway segment to be honorarily named shall be continuous with no gaps or breaks in the roadway due to intervening structures or facilities (i.e., park, school, undeveloped ground, etc.) and **generally shall begin at a roadway designated as a collector or higher designated street and end at the next roadway designated as a collector or higher designated street. Multiple segments may be combined if**

it is determined that the impact of the individual being honored encompassed a larger area. The total length of the roadway segment may be up to approximately one (1) mile in length.

3.6.13 Honorary roadway signs shall:

3.6.13.1 Be a 12"x18" rectangle: may be mounted either horizontal or vertical as determined by City so as to create most legible sign possible.

3.6.13.2 Consist of a brown blade with white lettering.

3.6.13.3 Include "Honorary Roadway" at the top or bottom of the sign in a smaller font than honoree's name.

3.6.13.4 Signs shall generally be placed midblock of the beginning block and ending block of the approved roadway segment and, **if the segment is longer than a half (1/2) mile, an additional pair of signs will be placed per the direction of the Subcommittee in a location along the approved roadway segment.** Signs shall be so located to be viewable to both directions of traffic.

3.6.14 Application & Approval Process:

3.6.14.1 A naming request shall only be considered upon submittal of a complete application to the Public Services Department.

3.6.14.2 An honorary roadway name application may be submitted by any individual.

3.6.14.3 Review of the naming request and application shall be by the following in the following order:

3.6.14.3.1 First: A check by the Addressing Administrator of the city's addressing database for duplication to any official roadway name within the City of West Des Moines or any community for which the city handles E911 dispatch.

3.6.14.3.2 Second: Review by all City Emergency Response Agencies for potential confusion with a historically known, commonly known or nickname of an existing roadway within the city or any community or area in which the city may assist in response.

3.6.14.3.3 Third: Review of the application by the Public Services City Council Subcommittee for demonstrable and positive contributions per 3.6.1.1 – 3.6.1.6 of these guidelines and all other required application information or documents.

To allow opportunity for public comment in support or against the request, no less than thirty (30) days prior to the Subcommittee meeting date, Public Services staff shall mail notice of the Subcommittee meeting date, time and place to all property owners addressed immediately adjacent to the roadway segment subject of the honorary naming request.

~~**The Subcommittee shall notify all property owners adjacent to the roadway subject to the honorary naming request of the Public Services Subcommittee meeting date to allow opportunity for public comment in support**~~

~~**or against the request.**~~

If the application is deemed justified, the Subcommittee shall:

3.6.14.3.3.1 Determine the roadway segment to be honorarily named.

3.6.14.3.3.2 Determine the number and location of signs to be erected.

3.6.14.3.3.3 Make a recommendation to the City Council whether to accept or deny the request.

3.6.14.3.4 The City Council shall consider a naming request as a **New Business agenda** item at a regularly scheduled meeting. No publication or mail notice to abutting property owners of the City Council meeting date to consider the honorary roadway naming request shall be required.

3.6.14.3.4.1 City Council approval shall be by simple majority of members present at the meeting.

3.6.14.3.4.2 City Council approval shall be by resolution.

3.6.14.3.4.3 The decision to allow an honorary roadway naming is under the full discretion of the City Council. ~~**Consent of 40% of property owners abutting a roadway does not guarantee Council approval of the honorary naming.**~~

3.6.14.3.4.4 An honorary roadway sign may be revoked at the discretion of the City Council.

3.6.14.4 The City's Public Service Department shall procure and install the signs. The City shall be responsible for all costs related to the production and erection of the signs.

3.6.14.5 Signs shall be displayed for ten (10) years. New signs shall automatically be manufactured and erected unless a new request for honorary naming of the designated roadway segment is made; or the original applicant or family member of the honored individual requests to discontinue the naming.

3.6.14.5.1 Upon removal, the sign shall be made available to the individual that submitted the Honorary Roadway Name application, or another relative to the honoree.