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Agenda Date: 6/27/2017, Item No. 3

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## Street Renaming Policy Addition

This report requests approval of an addition to the City's street name change policy for existing streets to include a method for changing street names when there is an overriding public interest for a street name deemed by the City Council to be derogatory or offensive based on attributes identified in City Code Section 18-1, which includes race, color, religion, sex, national origin, age, genetic information, marital status, sexual orientation, gender identity or expression, disability, or any other areas identified by the City Council.

Approval also is requested to replace the backlit signs atop the signal poles at Squaw Peak Drive and Lincoln Drive with directional signs to direct the public to Piestewa Peak within the Phoenix Mountain Preserve.

### **THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

#### **Summary**

The current street name change process was approved by the City Council in 2006 and amended in 2012 to increase notification requirements for changes to arterial and collector streets (**Attachment A**). A change to a street name sought by residents requires approval of 75 percent of the affected owners for a change affecting more than 12 properties. For a change affecting 12 or fewer properties, 100 percent of affected owners must approve the change. In either case, the street name change must be approved by the City Council.

The current process does not include a provision for the City Council to consider renaming a street name deemed derogatory or offensive, regardless of whether a designated number of the directly affected property owners support the change. This proposed policy addition would allow the City Council to approve a change to a street name when the name is deemed derogatory or offensive based on race, color, religion, sex, national origin, age, genetic information, marital status, sexual orientation, gender identity or expression, or disability. The proposed list of attributes corresponds to the City of Phoenix civil rights, anti-discrimination ordinance in City Code Section 18-1.

### Current Policy Highlights

- Currently, to request a street name change, an applicant meets with Planning and Development Department (PDD) staff to discuss the application and submittal requirements.
- The application fee must be paid, and PDD staff provides the applicant a list of all affected properties.
- The applicant must show proof that 100 percent of affected property owners have been notified and at least 75 percent must sign a petition in support of the name change (or 100 percent must approve if 12 or fewer properties are affected). There are additional notification-by-mail requirements for the change of an arterial and collector street.
- PDD staff reviews the proposed name for compliance with the Maricopa Association of Governments (MAG) "Address and Street Name Assignment Policy" and forwards the request to the Fire, Police, Street Transportation, and Water Services departments and the United States Postal Service (USPS) for their review and notification.
- If all requirements are met, staff recommends the change for City Council approval.

With a street name change, property owners and residents may need to change addresses with various agencies. Commercial businesses may also have to update permits, licenses, signage, advertisements, or other items. The City must also change street signs, maps, databases, and other records and complete notifications to other agencies.

### Proposed Policy Addition

In cases where a street name may be considered offensive or derogatory based on race, color, religion, sex, national origin, age, genetic information, marital status, sexual orientation, gender identity or expression, or disability, the Mayor or three Council members may request a street name change to the City Manager as the initial step. The request should identify the street name to be changed, explain the derogatory or offensive nature of the existing name, and propose a new street name or options for new names. Following a request as outlined above, an item will be placed on the next available Formal meeting agenda for the Council to consider whether to begin the process. If the Council approves initiation of the process, the following provisions would apply:

- PDD staff will review the proposed name per the current policy and route the request to the Fire, Police, Street Transportation, and Water departments and the USPS for their review and notification. The review includes evaluating the proposed name against the MAG Street Naming Policy. The MAG standards provide a

uniform means of identifying rights-of-way within the county for the provision of emergency services, government record keeping and postal delivery. The standards ensure local governments do not use the same street names on different alignments. The MAG criteria also restrict street name length and number of words, name phonetics, alignment consistency, and other technical considerations. Staff will write a report that includes the results of the review of the proposed name(s), a map of properties impacted, and potential costs to the City for changing City signs and documents.

- The item will be scheduled along with a full staff report for City Council consideration within 90 days of the initial request.
- Since the circumstances of each request would be unique, evaluation of potential cost impacts and proposed methods to offset costs to residents and/or businesses will be included in the staff report for each street name change request under this process. Although a street name change can be an inconvenience to those affected, costs to residents are estimated to be minimal. For example, the cost to replace an Arizona driver's license is \$12. The cost of routine check reorders ranges from \$9 - \$19, however several banks allow the existing checks with the previous street name to be used until the supply is exhausted. Address changes are very common and are frequently set up for free electronic submittal online. Costs to businesses may be more significant, but would vary extensively depending on the type and size of business.
- Staff will examine potential issues related to timing of the change and propose an effective date intended to minimize the impacts on residents and/or businesses.
- Within 21 days of receiving a request for a street name change under this process, the City will mail all abutting property owners and residents a letter including an explanation of the proposed change, a description of the process, a map showing the affected parcels, and City contact information to provide input on the proposal. If the street under consideration for a name change is a collector or arterial street, additional residents and property owners will receive a notification letter per the 2012 street renaming process revision. Any comments submitted to the City regarding the street name change proposal will be included in the staff report for Council review and consideration.
- At least 14 days prior to the Council meeting at which a new name will be considered, the City will mail all abutting property owners and residents a letter including the date and time of the Council meeting at which the name change will be considered.
- City Council options include:
  - \* approval of the change to one of the proposed name options that meet naming

standards;

- \* denial of the proposed change;

- \* or approval of an alternate name that would require further staff review. An alternate name that had not been reviewed would require up to 60 days before City Council action to allow completion of the staff review of the new proposed name.

- \* If approved by Council, the new street name would take effect on the date designated by the City Council.

- \* Any City of Phoenix fees related to changing of a street name under this provision will be waived for affected property owners and/or residents.

- \* The City will notify the USPS, which will update their database to ensure that any mail sent to an address with the previous street name will be delivered to the address under the new street name.

- \* In addition to notifying the Police, Fire, City Clerk, Finance, Law, Neighborhood Services, Planning and Development, Street Transportation, and Water Services departments, the City will notify the Maricopa County Recorder, Maricopa County Assessor, Arizona Public Service, Salt River Project, Southwest Gas, Cox Communications, Century Link, Federal Express, United Parcel Service, and mapping services.

- \* Staff will offer to assist affected individuals as appropriate with any additional notifications or processing of address changes, as requested.

#### Current Street Name Change Request

Mayor Stanton has suggested the names of Squaw Peak Drive and Robert E. Lee Street be changed. If the Council approves the proposed addition to the street renaming policy, changes to the names of Squaw Peak Drive and Robert E. Lee Street may be requested as outlined in the new process, which would then initiate the staff review, notification to property owners and scheduling for future Council action.

The City has received communication from Native American Connections, the Inter Tribal Association of Arizona, and the Phoenix Indian Center requesting the change to the name of Squaw Peak Drive (**Attachment B**). The letter explains that the term "squaw" is considered derogatory toward Native American women and is considered offensive by many Native Americans, as well as non-native members of the community. Many residents of Squaw Peak Drive have signed a petition supporting the existing name of the street (**Attachment C**).

To help address concerns in the near term, it is proposed that the Council approve replacement of the backlit signs atop the signal poles at Squaw Peak Drive and Lincoln Drive with directional signs to direct the public to Piestewa Peak within the

Mountain Preserve. Because the official name of the street would not change with this action, the smaller street marker signs at residential street intersections along the Drive would remain until the street name is changed. The replacement of the backlit signs can be initiated immediately upon approval by the Council.

**Responsible Department**

This item is submitted by Deputy City Manager Mario Paniagua and the Planning and Development and Street Transportation departments.

## Attachment A

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### CITY COUNCIL REPORT

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### CONSENT AGENDA

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TO: Rick Naimark  
Deputy City Manager

AGENDA DATE: June 27, 2006

FROM: Lionel D. Lyons, Director  
Development Services Department

ITEM:6

Ross Blakley, Director  
Street Transportation Department

SUBJECT: STREET NAME CHANGE POLICY

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This report requests City Council approval of a policy to formalize the street name change process for existing streets. This proposed policy specifically applies to street name changes at the request of residents or organizations for non-corrective reasons. The Transportation, Parks and Seniors Subcommittee recommended approval of this item at its meeting on June 8, 2006.

#### THE ISSUE

Until recently, requests to change existing street names for reasons other than correcting erroneously recorded plats were extremely rare. When they do occur, the Development Services Department follows an internal department policy based on compliance with the criteria outlined in the Maricopa Association of Governments "Address and Street Name Assignment Policy" of the Master Street Plan.

Street name change requests have increased in number as well as scope. A City-adopted policy is needed in order to review and approve/disapprove such requests in a methodical and consistent manner. The proposed policy is modeled after other City processes such as traffic mitigation requests and right-of-way abandonment requests. The recommended policy was developed in coordination with the Street Transportation Department. This policy can be implemented within existing budgetary and staffing allocations.

#### OTHER INFORMATION

Changing an existing street name often has a significant financial impact on property owners, tenants and the City. With a street name change, property owners and tenants need to change addresses on their bank accounts, letterhead, business cards, deeds, licenses, permits, and other records. Commercial businesses may also have to change permits, signage, phone book listings and advertisements, State and Federal licenses such as State Liquor Licenses, Federal agency licensing by DEA, ATF, FBI for weapons

and ammunition sales, and FCC licensing for communications. The City must change street signs, maps, databases, and other records. Also, the City of Phoenix has a nationally recognized reputation for ease of navigation, due to the City consistently adhering to the "Grid" system of named and numbered streets as defined in the MAG guidelines.

Many businesses rely on the name recognition of a street for their business name or marketing purposes. In addition, street names have a direct impact on emergency services provided by the Police and Fire Departments as well as by delivery agencies. Delays in these services have significant ramifications to residents and business owners.

Experience has shown that affected property owners strongly resist and are unwilling to change an already named street because of the inconvenience and expense associated with the change. Historically, support for a street name change is most common only if the change is needed to correct errors.

### **Policy Highlights**

To assure all property owners impacted have an opportunity to participate in the review and approval process, the following key components of the process are recommended for existing street name changes:

- Applicant meets with Development Services Department staff to discuss the application and submittal requirements.
- Upon submittal, an application fee must be paid in accordance with the Development Services Department Fee Schedule. Additional fees may be applied later if permit records and sign changes are required.
- The Development Services Department will provide a list of affected property owners to the applicant and direct them to resources indicating tenants on these properties. Copies of Certified Mail receipts must be provided as proof that 100% of affected property owners and tenants have been notified of the proposed name change by the applicant.
- A petition must be submitted with signatures of 75% of the affected property owners in support of the street name change. A threshold of 75% is recommended as it is the same threshold used in other City processes such as the abandonment process. However, if the application affects 12 properties or less, a petition indicating that 100% of the owners are in support of the change is required. A notarized Arizona State "Affidavit of Circulation" will be required to accompany the petition.
- The Development Services Department will review the request. This review will include comments from the Fire, Police, Water, and Street Transportation Departments, the United States Postal Service, and will require compliance with the

criteria outlined in the Maricopa Association of Governments "Address and Street Name Assignment Policy" of the Master Street Name Plan.

- If the application is denied, the customer has the option to file an appeal with applicable fees. This would be a technical appeal heard by the City Manager's representative in the Development Services Department.

#### **RECOMMENDATION**

Staff requests City Council approval of the proposed policy to formalize the street name change process for existing streets. The Transportation, Parks and Seniors Subcommittee recommended approval of this item at its meeting on June 8, 2006.

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**CITY COUNCIL REPORT**

~~CITY CLERK DEPT.~~

**CONSENT AGENDA**

2012 JAN 23 AM 7:52

TO David Krietor  
Deputy City Manager

AGENDA DATE. January 24, 2012

FROM Debra W. Stark  
Planning and Development Director

ITEM 1

SUBJECT STREET NAME CHANGE POLICY REVISIONS

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This report requests that the City Council approve revisions to the Street Name Change Policy. This policy specifically applies to street name changes at the request of residents or organizations for non-corrective reasons. The Transportation, Infrastructure and Sustainability Subcommittee recommended approval on December 2, 2011.

THE ISSUE

As a result of concerns associated with construction of Sonoran Boulevard in north Phoenix, a task force was formed to review the current street renaming process and recommend citywide improvements. The task force convened on August 25, 2011, and a number of adjustments were recommended that will enhance adjacent community notification and feedback opportunities.

A thorough notification process is necessary to ensure that everyone affected by the street name change is aware of the process and understands all the implications of the change. Changing an existing street name often has significant financial impacts on property owners, tenants and the City. With a street name change, property owners and tenants need to change addresses on their bank accounts, letterhead, business cards, deeds, licenses, permits, and other records. Commercial businesses may also have to change permits, signage, phone book listings and advertisements, State and Federal licenses, Federal agency licensing by DEA, ATF, FBI for weapons and ammunition sales, and FCC licensing for communications. The City must change street signs, maps, databases, and other records. In addition, street names have a direct impact on emergency services provided by the Police and Fire Departments as well as by delivery agencies. Delays in these services have significant ramifications to residents and businesses.

OTHER INFORMATION

Staff proposes enhancements to the public notification process for arterial and collector street renaming as recommended by the Street Renaming Task Force. The Task Force was mostly concerned with notification for arterial and collector streets since those larger streets affect more businesses and residents. Following is a description of the current and proposed processes.

### Current Notification Process

A petition must be submitted by the applicant with signatures of 75% of affected property owners, addressed off of the same street, in support of the name change. If the application affects 12 properties or less, a petition indicating that 100% of the owners are in support of the change is required. A notarized Arizona State "Affidavit of Circulation" must accompany the petition. There is currently no difference in the notification process for arterial, collector and local streets.

### Proposed Notification Enhancements

In addition to the current notification process for applicant initiated street renaming for non-corrective reasons, the following notification enhancements are recommended.

#### ***Arterial Streets***

Require a minimum ½ mile notification mailing by applicant to owners, residents and neighborhood associations registered with the City of Phoenix Neighborhood Services Department. A proposal letter must also be mailed by the applicant requesting that Homeowners Associations (HOA) notify their members of the proposed change. A sign (similar to current zoning notification signage) must be posted by the applicant 45 days before City Council approval and at time of mailing. Notification of the name change must be provided to the City of Phoenix Village Planner to be distributed to Village Planning Committee Members via email and/or provided as an information only presentation to the appropriate Village Planning Committee.

#### ***Collector Streets***

Require a minimum 1/8 mile notification mailing by the applicant to owners, residents and neighborhood associations registered with the City of Phoenix Neighborhood Services Department. A proposal letter must also be mailed by the applicant requesting that HOAs notify their members of the proposed change. A sign (similar to current zoning notification signage) must be posted by the applicant 30 days before City Council approval and at time of mailing. Notification of the name change must be provided to the City of Phoenix Village Planner to be distributed to Village Planning Committee Members via email and/or provided as an information only presentation to the appropriate Village Planning Committee.

#### ***Local Streets***

The current notification process for local streets is sufficient, no changes to the current process are proposed.

### RECOMMENDATION

Staff recommends approval of the proposed revisions to the Street Name Change Policy to enhance adjacent community notification and feedback opportunities. The Transportation, Infrastructure and Sustainability Subcommittee recommended approval on December 2, 2011.

## Attachment B

January 9, 2017

Brendan Mahoney  
3315 W. Buckeye Rd. #4  
Phoenix, AZ 85009

Dear Mr. Mahoney,

Native American Connections, the Phoenix Indian Center and the Inter Tribal Association of Arizona along with several other American Indian Organizations are urging the City of Phoenix Human Relations Commission (HRC) to take action to change the name of Squaw Peak Drive.

One only has to look up the definition of "squaw" to see that it is described as a contemptuous term used to refer to a North American Indian woman, especially a wife or girl as derogatory, disparaging and offensive. Whatever the origins of this word, it has come to represent a time and mindset when speaking in a pejorative sense about American Indian women was acceptable. We no longer live in that time. Words matter. Names matter. Consider the fact that derogatory terms for African-Americans, Hispanics and Asians are no longer a part of our polite speech yet the same cannot be said for derogatory terms for American Indians.

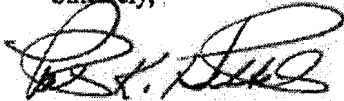
In 2003, when former Governor Janet Napolitano convinced the Arizona State Board on Geographic and Historic Names to rename Squaw Peak to Piestewa Peak, the news was celebrated within the American Indian community and indeed the entire community. And again in 2008, when the U.S. Board on Geographic Names in an 11-2 vote, officially changed the name at the federal level, Indian Country again celebrated. In fact, according to the Arizona Republic newspaper article about the vote, "Nearly 60% of the 1,300 emails, letters and phone calls to the national board favored changing the name from Squaw Peak."

And just recently, the American Indian Community applauds the City of Phoenix Council for taking action and declaring the second Monday in October as "Indigenous Peoples Day".

As a sort of litmus test, try walking into any American Indian organization and mention the word "squaw," and see the shock on people's faces, you will quickly learn that American Indians do not use this word in any context. We respectfully ask that the City of Phoenix not use it in any context as well.

We are particularly grateful to City of Phoenix Mayor Greg Stanton for publicly elevating the issue and stating the need for the change. We thank the HRC for discussing this issue as it relates to cultural sensitivity, but also human sensitivity, in its meetings on Nov. 21, 2016 and Dec. 19, 2016. We encourage you to speak out against a name that demeans American Indian women. Again, we ask that you take action on asking the City of Phoenix to change the name of Squaw Peak Drive.

Sincerely,



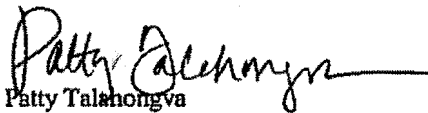
Patti Hibbeler, CEO  
Phoenix Indian Center



Diana Yazzie Devine, CEO  
Native American Connections



Maria Dadgar, Executive Director  
Inter Tribal Association of Arizona



Patty Talahongva  
Community Development Director

## Attachment C



### City of Phoenix

**To:** Mayor and City Council

**Date:** February 22, 2017

**From:** Cris Meyer *CM*  
City Clerk

**Subject:** PETITION RELATING TO RENAMING SQUAW PEAK DRIVE

Attached are copies of a letter and neighborhood petition presented during Citizen Comment at the February 15, 2017 Formal Meeting by Alice Jones conveying to the City Council the desire of these owners to retain the name of their street as Squaw Peak Drive.

Following her comments to the City Council, Ms. Jones decided not to submit the petition at that meeting, stating there were additional owners who wanted to sign the petition. Ms. Jones subsequently submitted the letter and petition to the City Clerk on Friday, February 17, 2017.

The letter and petition do not request action by the City Council. The documents have been filed in official records and copies are being transmitted to you for information.

#### Attachments

ec: Mr. Zuercher  
Mr. Dohoney  
Mr. Paniagua  
Ms. Jonovich  
Ms. Maccarone  
Ms. Parrella  
Mr. Scott  
Mr. Holm  
Mr. Dovalina  
Ms. Erickson

To Phoenix City Council:

I am representing property owners on Squaw Peak Drive in Phoenix.

I have a petition to present to the Phoenix City Council. I mailed a letter to each home asking for a telephone call if the property owner wanted to keep the street name "Squaw Peak Drive." And call they did! Support for the cause was voluntary. There were no calls saying they did not support our cause.

The petition reads:

We the undersigned property owners on Squaw Peak Drive, Phoenix, Arizona hereby affirm our desire to retain our street name. We do not and will not support or agree to the renaming of Squaw Peak Drive.

Each signer will have a copy of this petition.

Because of the renaming issue, we have built a network of concerned, organized and supportive neighbors who are adamant in our desire to retain the street name. Squaw Peak Drive. It is easy to believe that if property owners were offended by the street name, they would not have purchased property in that short distance.

My husband and I took possession of our property on Valentine's Day, 48 years ago. No matter the length of time as home owners on Squaw Peak Drive, the street name is part of our history also and it is our purpose to now be a part of the city's history.

We request notification of any future meeting of the Phoenix City Council in which the subject of Squaw Peak Drive is a topic.

Thank You,



Alice Jones  
602-686-2282

Note:

There might appear to be one discrepancy in the signing. One home faces Squaw Peak Drive and has a house number in the numbering system of the street. However, the legal address is Lincoln Drive. There is no way to drive from Lincoln Drive directly to the home. The street name probably refers to the 1950s when the homebuilder owned the property and wanted home buyers to know the location of their office/show home on that corner. With or without that home in our numbers, we wanted at least 75% of property owners to respond. That seemed to be the magic number and the goal set before the petition was to be signed.

CITY CLERK DEPT  
ELECTIONS DIVISION  
17 FEB 17 PM 3:37

February 10, 2017

PETITION






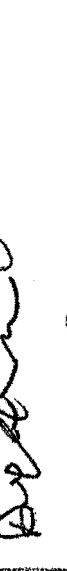

To: Phoenix City Council

CITY CLERK DEPT  
ELECTIONS DIVISION

17 FEB 17 PM 3:37

Whereas: There is an effort by the Phoenix City Council to rename our street.

We the undersigned property owners on Squaw Peak Drive, Phoenix, Arizona hereby affirm our desire to retrain our street name. We do not and will not support or agree to the renaming of Squaw Peak Drive.

Name (Print)	Address (print)	Signature
ANITA K LAI	2401 E SQUAW PEAK DR, PHX	
LINDA A. GRASS	2315 E. Squaw Peak Dr.	
Gloria F. Strickland	2321 E. Squaw Peak Dr.	
Dodie & Jason Oates	2423 E. Squaw Peak Dr.	
John L. McCormick	2415 E Squaw Peak Dr.	
Richard J. Klawitter	2439 E. Squaw Peak Drive	Richard J. Klawitter
ELEANOR CORNELL	2440 <sup>EAST</sup> SQUAW PEAK DRIVE	Eleanor Cornell
Representing the estate of MARJORIE E. MAY DONORS MARK DOUGHERTY	2302 E. Squaw Peak Drive	Christine S. Jewell
LAWRENCE L LINDSTROM	2431 E. Squaw Peak DR	
Ambrose Rojas	2424 E Squaw Peak Dr	

PETITION

CITY CLERK DEPT  
ELECTIONS DIVISION

17 FEB 17 PM 3:37

February 10, 2017

To: Phoenix City Council

Whereas: There is an effort by the Phoenix City Council to rename our street.

We the undersigned property owners on Squaw Peak Drive, Phoenix, Arizona hereby affirm our desire to retrain our street name. We do not and will not support or agree to the renaming of Squaw Peak Drive.

Name (Print)	Address (print)	Signature
<del>DUPLICATE NAME DO PAGE 2 GREGG STRICKLAND</del>	<del>2321 E. SQUAW PEAK DR PHX AZ 85016</del>	<del>[Signature]</del>
Dustin Lanter	2230 E. Lincoln Dr	[Signature]
JULIE SCHWARTZ GEORGE & ALICE JONES	2350 E. SQUAW PEAK DR 2416 E. SQUAW PEAK DR	[Signature]
STEVE ALLARD	2255 E. SQUAW PEAK DR	[Signature]
Marilyn Brooks	2247 E. Squaw Peak Dr	[Signature]