



TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council

Date: January 28, 2014

From: Mayor Art Bishop
Council Office

Item No: 5

Subject: NAMING OF YUCCA LOMA BRIDGE

T.M. Approval: _____

Budgeted Item: Yes No N/A

RECOMMENDED ACTION:

Provide direction to staff.

SUMMARY:

At the Town Council Meeting of January 14, 2014, Mayor Bishop requested, with the consensus of the Town Council, that a discussion be held regarding the naming of the Yucca Loma Bridge.

BACKGROUND:

On January 24, 2012, the Town Council unanimously approved the adoption of a Policy for Sponsorship and Naming/Renaming for Town Facilities and Programs. Section 4 of the adopted policy states the following:

Section 4. Naming Criteria

Naming/renaming not associated with a contribution:

The following principles will apply:

1. Geographic location
2. Unique, significant and/or historical feature or people pertaining to the site, or have historical, social or cultural significance for future generations
3. Commemorate places, people or events that are of continued importance to the Town
4. Have broad public support

With the recent ground-breaking for the Yucca Loma Bridge project, several members of the public have expressed a desire to dedicate the bridge to the Veterans. While the naming of the bridge after the Veterans would appear to meet the criteria set forth in Section 4, there may be

additional opportunities along the bridge for dedication to other organizations that the Town Council may deem appropriate and wish to review for consideration.

Although the Town of Apple Valley has an adopted policy on naming criteria, there is no policy established on the solicitation of people, organizations or level of historical significance that would qualify an entity to be entitled to an official dedication on town-owned land.

The long-awaited Yucca Loma Bridge will be the first dedication of its kind in the Town. In order to ensure that every option is reviewed and thoroughly discussed when dedicating the bridge, the Town Council may wish to establish a Yucca Loma Bridge Naming Ad Hoc Committee. This ad hoc, similar to temporary committees previously established by the Town Council such as the "BMX Bike Park Ad Hoc Committee", would be comprised of two Town Council Members and appropriate staff that would review this process using the principles established in the Town's adopted Policies and Procedures. Upon review and determination by the committee, the item will be brought back to the Town Council for further review and approval.

This item will be presented by Mayor Bishop and will provide for the opportunity to present suggestions and/or receive additional input regarding the subject matter.