



C I T Y O F  
**RENO**  
Memorandum

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**DATE:** January 15, 2024

**TO:** Mayor and City Council

**THROUGH:** Jackie Bryant, City Manager

**FROM:** Megan Berner, Arts & Culture Manager

**DEPT:** City Manager's Office

**SUBJECT:** Update on Process for Street Naming/Renaming

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This memo is intended to update Council on a process that allows for the addition of historic information to be considered during the street naming/renaming process at the City of Reno. This process proposes mitigation measures when Council is considering removing a historic name during a street renaming, as well as considerations to be made when historical significance is associated with a proposed new street name.

The attached document outlines the process and includes potential costs and timeframes.

## Process for Street Naming/Renaming

### **Purpose**

The process outlined below allows for the addition of historic information to be considered during the street naming/renaming process at the City of Reno and proposes mitigation measures when a historic name is being considered.

### **Timing**

This process would occur after a street name is approved by the Regional Street Naming Committee and before presentation to the Reno City Council.

1. Approval at RSNC
  - a. Approval of naming/renaming at the Regional Street Naming Committee (RSNC)
  - b. The interlocal RSNC approves street names for the region to avoid duplication and ensure names are readable/pronounceable.
2. City Council Adoption
  - a. City of Reno Public Works Department receives street naming/renaming request and prepares staff report with input and feedback from Historic Preservation Staff, on behalf of the Historical Resources Commission, and other Boards/Commissions or City Departments as appropriate.
  - b. Historic Preservation staff provide background research regarding any historical significance of existing street names and can provide historic context in reference to proposed new street names as necessary or relevant.
  - c. RENAMING: If there is historical significance associated with an existing street name, Historic Preservation Staff may provide a recommendation for mitigation of the potential renaming of the historic street name to be included in the staff report to City Council. Staff will determine whether the existing street name is:
    - i. Not Significant
      - The name is not considered to be associated with local history. No mitigation measure is recommended.
    - ii. Significant
      - The name has local historical significance and mitigation measure(s) are recommended.
    - iii. Highly Significant
      - The name is associated with an aspect of local history that is very important or likely to be controversial. Consultation with the Historical Resources Commission and/or other City Boards and Commissions (e.g. Human Rights Commission, Parks and Recreation Commission, etc.) is recommended.

Description	Example	Possible Mitigation Measures
Not Significant	Hawco Court to Clasen Court (Jan 2023)	n/a
Significant	Threlkel Street to Cares Drive (Jan 2024)	Historic Marker at/near the historic street site or at an alternative relevant location. Honorary street name that does not change the official name of the street.
Highly Significant	N Center Street to University Way (Nov 2021)	Consultation with Historical Resources Commission and other Boards/Commissions as necessary to advise City Council. Possible public process to gauge support (e.g. survey, petition)

- d. NAMING: If there is historical significance associated with a proposed new street name or a specific historic context associated with an unnamed street (or alley, etc.), Historic Preservation Staff will provide this information for the staff report to City Council.

**Cost**

Historic Markers cost approximately \$1,500-\$3,000 including design, fabrication, and installation. Honorary street name placards may have a similar cost depending on how much of a street is commemorated with the honorary name. Currently, there is no department in the City of Reno that has funds to cover this cost; additional funding would be necessary.

**Timeline**

No mitigation measures or street renaming will be implemented until after the six-month waiting period pursuant to the RSNC Manual:

Any street name change, when approved by the appropriate governing body, shall become effective following expiration of a six-month period commencing from the date said change was authorized by the governing body, or earlier at the discretion of the governing body.

Property owners, residents, and reviewing agencies shall be notified of the approved change of street name by written notice from the appropriate governing body.