

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Naming of City Facility – 13th Street Bridge
DATE: July 5, 2006

NEEDS: For the City Council to review a request to rename the 13th Street Bridge.

FACTS:

1. The Mayor requests consideration to change the name of the 13th Street Bridge to the Robert Rader Memorial Bridge (Exhibit A).
2. The City Council has a policy governing the naming of City facilities (Exhibit B).
3. The policy provides criteria to guide the election of names for public facilities and a defined process for said consideration.

ANALYSIS &

CONCLUSION: The "Naming of Public Facility" policy was established by the City Council in April of 2005 to guide consideration of certain "exceptional circumstances (*that*) may prompt the City to consider naming a facility in honor of an individual's generosity and contribution to the community." The policy provides criteria ("principles and priorities") for said naming consideration. And, a standard review public review process is provided.

POLICY

REFERENCE: "Naming of Public Facilities" Policy.

FISCAL

IMPACT: None.

OPTIONS:

- A. City Council Determine and Direct the Propriety, and/or Process for Consideration, of the Suggested Renaming.
- B. Amend, Modify, or Reject the Option Above.

Attachments: Exhibit A – 6/22/06 Letter Request
Exhibit B – "Naming Of City Facilities" Policy

June 22, 2006

Request to formally change the name of the 13th Street Bridge to the Robert Rader Memorial Bridge.

Mr. Rader was a decorated WWII Veteran who served with Easy Company, 506th Regiment, 101st^t Airborne. Mr. Rader was with the first group that dropped behind enemy lines on D-Day at Normandy. After he was discharged from the Army after WWII, Mr. Rader became a teacher, here in Paso Robles. For over thirty years he taught school and worked closely with the handicapped.

Mr. Rader represents all that we cherish as Americans: Patriotism, the ability to work hard, get an education and help others to achieve the "American Dream". Mr. Rader willingly put his life on the line to defend these freedoms.

The City of Paso Robles is geographically separated by three major entities: A railroad, a major freeway and the Salinas River. Paso Robles High School is located on the East Side of the River, and the "heart of our city" is located on the West Side. I believe that the 13th Street Corridor is the Bridge that binds this community together...it always has and it always will.

I would respectfully request that Mr. Robert Rader's name be considered by the City Council as the new designation of the 13th Street Bridge. This would serve to honor an incredible American patriot, a teacher, a community leader and bridge the interests of education, community and the veteran's who served this nation.

I respectfully make this request and ask it to be placed on the next City Council Agenda.

Sincerely,
Mayor Frank R. Mecham

FACT SHEET FOR 13TH STREET BRIDGE RENAMING

Mr. Robert J. Rader was born on October 9, 1923 and died on April 5, 1997. Born in Manchester, Ohio he served with the 506th Parachute Infantry Regiment of the 101st Airborne Division, E Company. Among the medals awarded to him were two Bronze Stars, the *Croix de Guerre's* from France and Belgium, and the 101st Airborne Division received a Presidential Distinguished Unit Citation, the first time in the history of the Army that an entire division had been so cited, for its performance at Bastogne. This company was recognized in the book and movie "Band of Brothers.

Upon his honorable discharge from the Army at the end of the war, Mr. Rader used the G.I. Bill to enroll at Cedarville College, a small Baptist college north of Cincinnati. Because of his war experiences and witnessing first-hand the plight of the many young people during the war, he *dedicated his life to helping children* and received his teaching degree and became a *teacher*.

In 1950 he came out to Paso Robles and first taught at the Paso Robles Youth Authority and drove the bus at Lillian Larsen school in San Miguel, and then moved on to Glen Speck Junior High School. For many years he worked two jobs as he was also *assistant manager at the airport* on weekends. He was a *volunteer fireman* at the Sherwood Acres station for ten years and helped fight the Hot Springs Hotel fire in November 1963. He went back to college and received his coaching certificate at Cal Poly and when he moved up to Paso Robles High School he *coached some freshman and J.V. basketball, but it was mainly cross country and track* that he coached for many years. His 1975 team was the first Bearcat cross country team to win the league. He *helped start a new program: "Educationally Handicapped" while at the high school*. In total, he taught school for 30 years of which 25 years were in the Paso Robles school system. Mr. Rader passed away in 1997 and is buried in the Paso Robles cemetery.

NAMING OF PUBLIC FACILITIES

Public facilities are dedicated to the service and enjoyment of all citizens and shall carry designations befitting their intended function and use, origin and/or location. Exceptional circumstances may prompt the City to consider naming a facility in honor of an individual's generosity and contribution to the community. Any such consideration will be pursuant to the following:

Principles and Priorities.

The election of names for public facilities shall conform to the following principles and priorities:

- (a) As a general policy, names which commemorate the culture and history of Paso Robles shall be given first priority.
- (b) The name of an individual shall be considered only if such individual has made a particularly meritorious or financial contribution, over a period of several years, to the general public interest or the interests of the City; or has donated to the City a significant percentage of the land, or cost for development, of a facility. Naming shall be done posthumously only after the third anniversary of their passing.
- (c) Preference may be given to names of long established local usage, and names that lend dignity to the facility to be named.
- (d) Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility.
- (e) Proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility.
- (f) Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.
- (g) Names must be tasteful and non-controversial. The name should be no more than three words preceding the designation (i.e., Park, Building, Room, Field, Complex, etc.).

Contribution Naming Guidelines

The following are guidelines for which a naming opportunity may be extended:

- (a) For all facilities, there shall be a \$500,000 contribution or 10% of total cost, whichever is greater, in either cash or property.
- (b) Projects not budgeted for and for which other funding is not designated may require a 100% contribution in order to be implemented and a naming opportunity considered.

Change of Name

Once established, a name shall not be changed unless, after investigation by the City, the name is found to be inappropriate.

Recommendations of Community Organizations or Citizen Groups

In the selection of names for City-owned facilities the suggestions, comments, and recommendations of community organizations or citizen groups shall be duly considered; provided that such suggestions, comments, and recommendations meet all the provisions of this policy.

Initiation

Any community organization or citizen group may initiate the naming of a City-owned facility by submitting to the City Manager a request for such action and setting forth the proposed name, a description of the facility, and a statement evidencing that the proposed name meets all the provisions of this policy.

Review of Request - Referral

The City Manager shall review all requests to name a City-owned facility and shall refer the request to the Park & Recreation Advisory Committee, and subsequently to a City Council appointed ad hoc committee for consideration. The Park & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall consider the necessity or desirability of naming the facility, and the proposed name and any alternatives. The Parks & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall prepare a recommendation to the full City Council for action, which shall include the name for the facility that is deemed most appropriate in accordance with this policy, and confirming the justification for the selection of the name.

Adopted by City Council 4-19-05