Meeting Date 5/18/10

ACTION	TYPE OF ITEM
☐ Approved Recommendation	☐ Info/Consent
☐ Ord. No(s). _____	☐ Report
☐ Res. No(s). _____	☑ Public Hearing
☐ Other _____	☐ Other _____

Prepared By: Linda Windsor, Associate Planner LW Agenda Item No. L-1

Reviewed By: City Manager City Attorney SMF Finance Other *(Specify)*

DATE: May 7, 2010

TO: City Council

FROM: Susan L. Martin AICP, Planning Manager
Development Services Department

SUBJECT: **Request to rename a portion of Laurel Street to Coach C Lane (PZ No. 10-650-1). Filed by Morey Navarro.**

RECOMMENDATION

That City Council deny a request to change the street name of a portion of Laurel Street (between Saviers Road and C Street) to Coach C Lane.

DISCUSSION

Morey Navarro, an Oxnard resident, has requested the City rename a portion of Laurel Street to Coach C Lane. Specifically, Mr. Navarro requested that the block of Laurel Street between the south side of Santa Clara High School and the north side of the Centerpoint Mall be changed to honor Coach Lou Cvijanovich, who was a sports coach for 42 years at Santa Clara High School.

This portion of Laurel Street is one block long (Attachment #1). Santa Clara High School, Saint Anthony's School, and the Centerpoint Mall are along this portion of Laurel Street. Within Centerpoint Mall, one business currently has a Laurel Street address, and new buildings approved for construction as part of Centerpoint Mall's master plan will have Laurel Street addresses. Santa Clara High School also has a Laurel Street address (in addition to their main address on Saviers Road). From this block, Laurel Street continues eastward for three blocks on the east side of Saviers Road. Moving west, the street ends at C Street and then resumes for three blocks between K Street and M Street.

In accordance with the City's Street Naming Policies (City Council Resolution No. 13,448), the Street Naming Committee reviewed this proposal on March 2, 2010. The Street Naming Committee members represent the Fire and Police Departments, Planning Division, Building and Engineering, Geographic Information Services, and the US Postal Service. The Committee as a group does not support this request because it contradicts a number of adopted street naming and renaming policies:

1. Policy 3c requires new and renamed streets to be assigned alphabetically. The streets to the north of Laurel are Guava, Hemlock, Iris, Juniper and Kamala, and the streets are Maple, Nectarine, Olive and Poplar south of Laurel. Coach C Lane would not fit into the alphabetical grid or theme.
2. Policy 3f does not permit duplicate street names. "Coach C Lane" would be confusing because it intersects with C Street, creating two intersecting streets with names that are almost the same. In addition, Coach C Lane sounds similar to Sealane Way (in Oxnard Shores), which can lead to confusion and misdirection in telephone situations.
3. Policy 3g prohibits new street names with single letters.
4. Policy 4, specifies that the "Lane" street name suffix be used for winding or curvilinear streets, which Laurel Street is not.
5. Renaming a street for one block is inconsistent with Policy 6, which requires continuation of street names on continuous streets that have the same general orientation. This policy specifies that discontinuous street names "... has led to confusion, threats to public safety and excessive personnel costs for emergency responses."
6. Finally, Policy 7 establishes "Thematic Street Name Quadrants," to assist in finding a particular street. The streets in this area of the City were named after trees and plants. Coach C Lane is not consistent with this subtheme.

These policies combine to provide a sense of order and assistance to emergency responders, residents and visitors.

The Fire and Police Department representatives on the Street Naming Committee expressed serious concerns with changing one block of Laurel Street to Coach C Lane, stating that changing the name of a continuous street from one block to the next block (and back again) causes confusion for emergency responders. The other committee members agreed, and stated that introducing a new street name in this manner would also be likely to create confusion and inconvenience for residents and visitors in the area and difficulties for the postal service, delivery persons, utilities and other service providers. Santa Clara High School has been at the corner of Saviers Road and Laurel Street since 1981, when it was moved from downtown Oxnard to this location. Similarly, CenterPoint Mall and Island Plaza (formerly Twin Centers), are known to be located on Saviers Road, between Channel Islands Boulevard and Laurel Street. With the new street name, people providing directions to their school or business would tell people that the school or business is located on Saviers and Laurel or Coach C Lane.

After the Street Naming Committee meeting, the Committee Chair notified the applicant of the committee's recommendation, and the applicant requested continuation of the process.

The Street Naming Policies require that the City Council hold a public hearing with proper notice to property owners and occupants of the street. The Policies further state that the City Council may approve renaming an inhabited street only if "a majority of inhabitants favor the action or that the name change would improve public safety and welfare," (Street Naming Policies, Section 9). This portion of Laurel Street is considered to be "inhabited" since businesses and two schools have addresses on Laurel Street.

The Street Naming Committee sent a ballot letter to each occupant and property owner on Laurel Street or adjacent to this block of Laurel Street to determine if they were in favor or opposed to the change. Eleven ballots were mailed on March 27, 2010. As of April 12, 2010, three ballot responses were received, representing a response rate of 23%. The three ballots received (from the manager and owners of CenterPoint Mall and the owner of the schools) opposed the street renaming. The ballot responses, do not show that a majority of the inhabitants and property owners support the proposed street name change. Therefore, the Street Naming Committee recommends the City Council deny the requested street renaming, in accordance with Resolution No. 13,448.

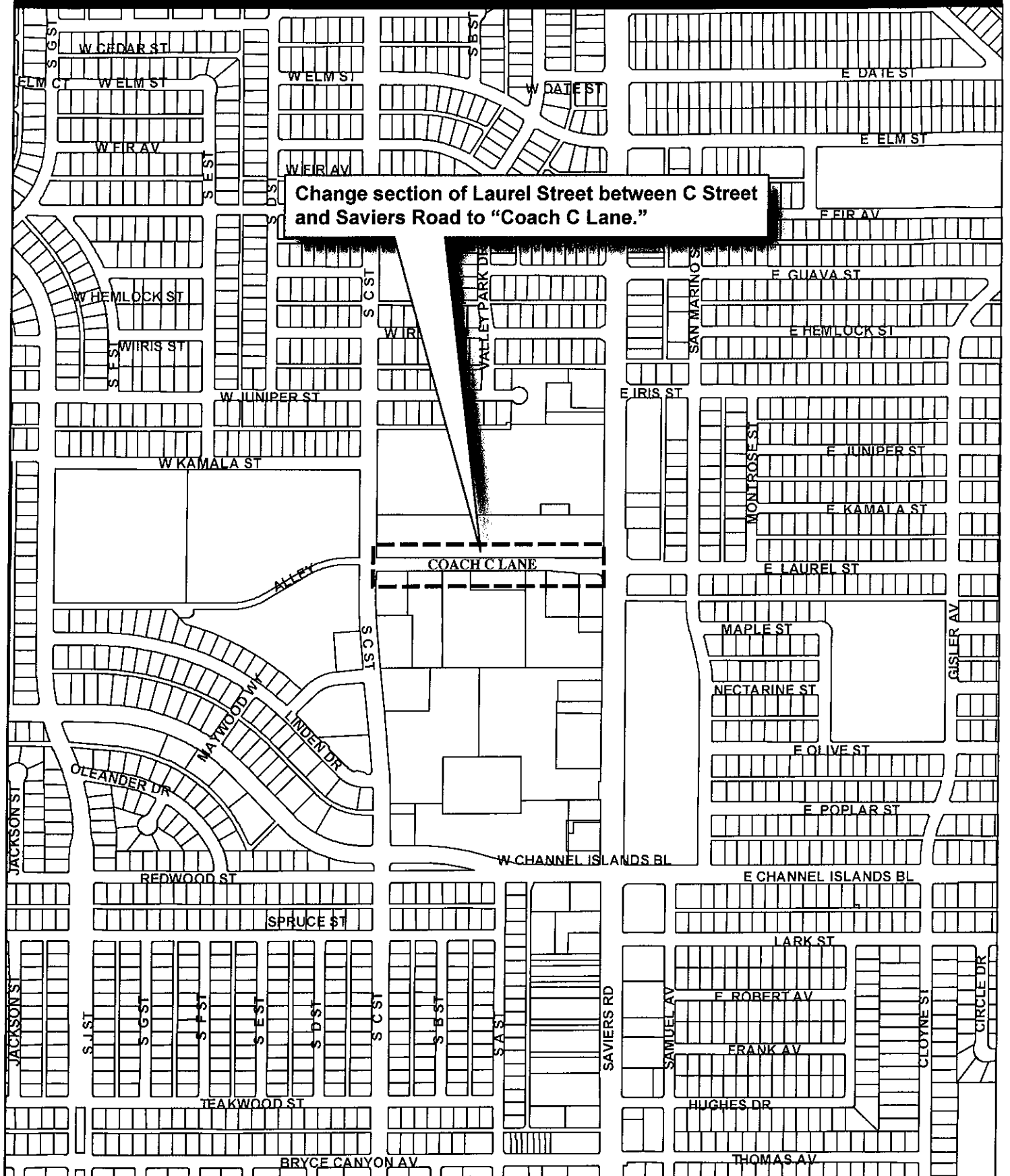
FINANCIAL IMPACT

None

Attachment #1 - Location Map

G:\PLNG\Linda\Street Naming\Renaming\Laurel to Coach C\AICoacCLnNmChg.doc

Vicinity Map



Oxnard Planning
May 6, 2010

PZ 10-650-01
Location: Laurel Street Between C Street and Saviers Road

ATTACHMENT # 1
PAGE 1 OF 1