



Meeting Date 1/10/12

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s) _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s) _____	<input checked="" type="checkbox"/> Public Hearing
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Linda Windsor, Associate Planner

Agenda Item No. L-1

Reviewed By: City Manager

City Attorney

Finance

Other (Specify) \_\_\_\_\_

**DATE:** January 10, 2012

**TO:** City Council

**FROM:** Matthew G. Winegar AICP, Director  
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 adopt a resolution to approve 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, only one business (Dollar Tree, which opened October 1, 2011) has a Laurel Street address. The classrooms at Santa Clara High School that are known as "the annex" also have a Laurel Street address (in addition to the school's 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 the following 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 south of Laurel are Maple, Nectarine, Olive and Poplar. Coach C Lane would not fit into the alphabetical grid.
2. Policy 3f does not permit duplicate street names, including those that sound like an existing street name. "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 cell phone 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 concerns with changing one block of Laurel Street to Coach C Lane, stating that street name changes cause confusion for emergency responders, including the City's dispatch center, during the initial time period after the street name change.<sup>1</sup> The other committee members agreed, and stated that introducing a new street name for one block would also be likely to create confusion and inconvenience for residents and visitors in the area, as well as 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 1952, 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 Road and Laurel Street 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

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<sup>1</sup> The Fire Department recently clarified that accurate addressing for buildings on the street is more important than changing the street name.

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. Three ballot responses were received, representing a response rate of 23%. The three ballots received opposed the street renaming. Since the time of this poll, Centerpoint Mall management and Santa Clara High School administration have stated that they have no objection to the proposed name change, changing their previous votes. The ballot responses and other comments received do not show that a majority of the inhabitants and property owners support the proposed street name change.

Staff also provided notice of this proposed street name change to the property owners and businesses along this portion of Laurel Street.

## **ALTERNATIVE**

In the event that the City Council determines that the limited scope of the street name change is appropriate, staff has included a resolution of approval, which includes directing staff to implement the street name change. The name change could be justified because the owners of the two largest properties that would be affected by the name change are not opposed to it.

If the requested street name change is approved, the City would incur labor costs of approximately \$700 to install two hanging signs and 2 street-corner signs. In addition, less quantifiable labor, postage, photocopying, and material costs would be incurred by various departments to update City maps and records, as well to notify outside agencies. The Street Naming Resolution requires the applicant to pay the cost of purchasing the new street name signs, and the current cost of these signs would total \$1300.

In addition, the business owner on Laurel Street would incur costs related to the street name change (such as for advertising and other printed materials).

## **FINANCIAL IMPACT**

None.

Attachment #1 - City Council Resolution

CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD APPROVING A REQUEST TO RENAME THE PORTION OF LAUREL STREET BETWEEN SAVIERS ROAD AND C STREET TO COACH C LANE. FILED BY MOREY NAVARRO, 3601 W HEMLOCK ST, OXNARD, CA 93035.

WHEREAS, the City Council has carefully reviewed the staff report (including review by the Street Naming Committee) regarding the request to rename a portion of Laurel Street to Coach C Lane (PZ 10-650-01) within the Kamala Park Neighborhood, filed by Morey Navarro; and

WHEREAS, the Development Services Department has followed the procedure and policies set forth in City Council Resolution No. 13,448 regarding renaming a street;

WHEREAS, the City Council finds that renaming this portion of Laurel Street is desirable because it would provide appropriate recognition of Coach Lou "C" Cvijanovich for his 42 years of sports coaching at Santa Clara High School; and his contribution to the City of Oxnard's history;

WHEREAS, in accordance with City Council Resolution No. 13,448, the applicant has agreed to purchase the required new street name signs; and

WHEREAS, the City Council finds that renaming this portion of Laurel Street would not unduly inconvenience the public, residents, the school and businesses located along this street, since the adjacent mall and high school are the major property owners adjacent to this portion of the street and they do not object to the name change.

NOW, THEREFORE, the City Council of the City of Oxnard resolves that the request (PZ 10-650-1) to rename the portion of Laurel Street west of Saviers Road and east of C Street to Coach C Lane is hereby approved, as shown on Exhibit "A." This street name change shall become effective immediately. The City Council directs staff to perform the following actions:

1. The City Clerk is hereby authorized and instructed to cause the resolution to be recorded in the office of the Ventura County Recorder;
2. The City Clerk is directed to notify affected City departments, agencies and utilities of the approved street name change;
3. The Public Works Director is directed to obtain new street name signs (at the applicant's expense) and subsequently install such signs for the portion of the street being renamed; and
4. The Planning Division shall notify property owners and residents within 300 feet of the boundaries of the changed portion of the street that the street name has been changed and the effective date of such change.

PASSED AND ADOPTED this 10<sup>th</sup> day of January 2012, by the following vote:

AYES:

NOES:

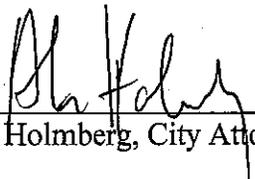
ABSENT:

\_\_\_\_\_  
Dr. Thomas Holden, Mayor

ATTEST:

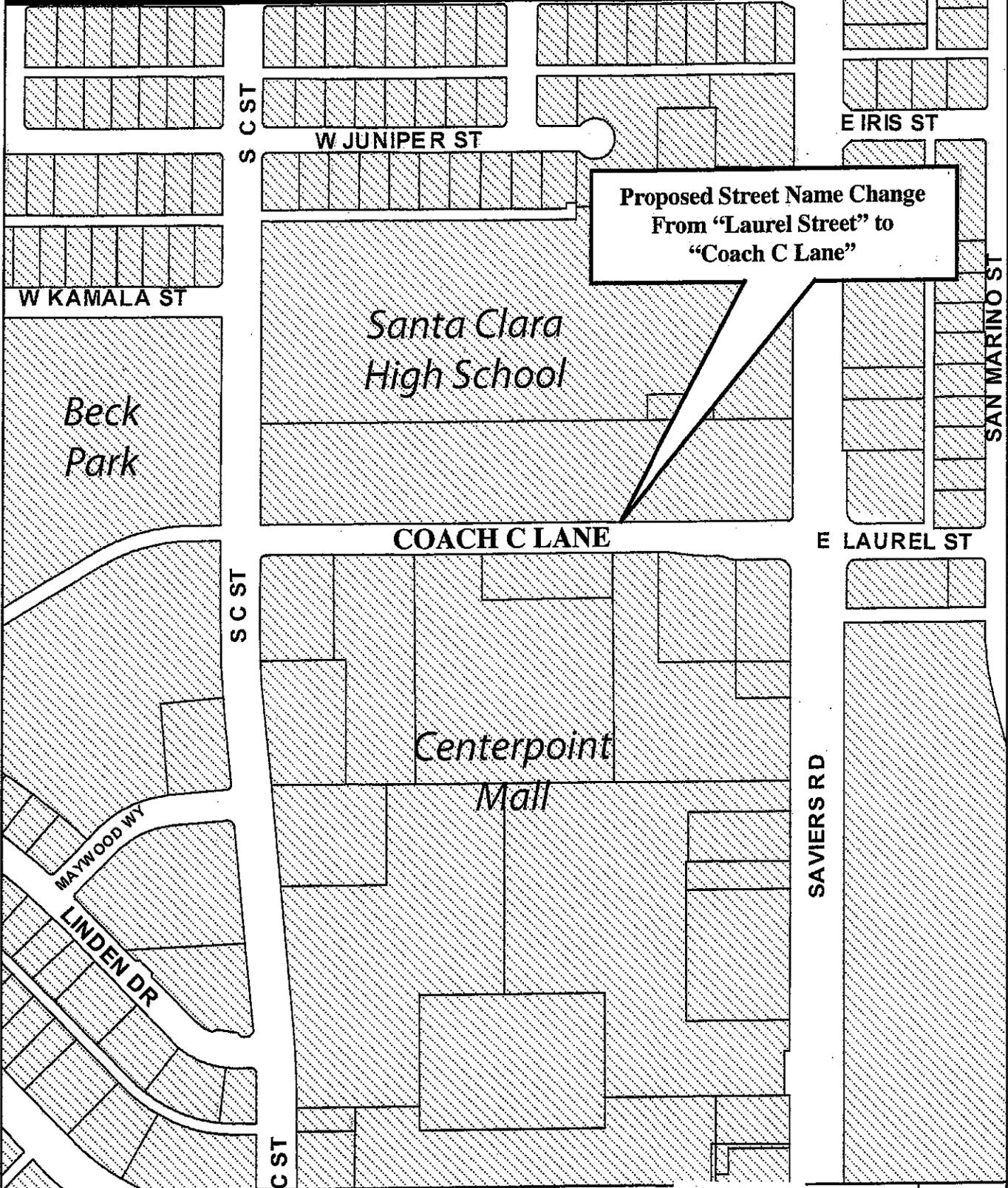
\_\_\_\_\_  
Daniel Martinez, City Clerk

APPROVED AS TO FORM:

  
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Alan Holmberg, City Attorney

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Vicinity Map



Oxnard Planning  
April 13, 2010

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

EXHIBIT     A    



2007 Aerial  
1:2,280