



Legislation Text

File #: 12-0170, **Version:** 1

Recommendation to adopt resolution for a street name change from West Coast Choppers Place to Oregon Avenue for the street section between Anaheim Street and 12th Street; and authorize City Manager to direct the Public Works Director to change maps and street signs as necessary. (District 1)

Staff is requesting that the City Council approve the renaming of West Coast Choppers Place to Oregon Avenue for the street section between Anaheim Street and 12th Street (Exhibit A - Area map). This name change will reverse the street name change granted in 2009. This item is being requested in view of recent events including the closure of all West Coast Choppers operations in Long Beach.

On February 2, 2012, the Planning Commission conducted a public hearing on the proposal and forwarded a recommendation of approval to City Council to rename West Coast Choppers Place back to Oregon Avenue for the street section between Anaheim Street and 12th Street.

Section 20.36.110 of the Long Beach Municipal Code regulates street names. An existing street name may be changed if it would be beneficial to the neighborhood and would not affect the delivery of City services. This request has been reviewed by the Police Department, Fire Department and Public Works Department, and they expressed no concerns with the proposed street name change. Additionally, there are only three properties that abut the street section targeted for renaming, so any impacts resulting from the change will be minimal. The renaming of the street back to its original designation of Oregon Avenue will provide consistency with the street extension of Oregon Avenue north of Anaheim Street.

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (CE 12-004) was issued.

This matter was reviewed by Assistant City Attorney Michael Mais on February 6, 2012 and by Budget Management Officer Victoria Bell on February 9, 2012.

The Municipal Code requires Council action within 60 days of action by the Planning Commission, which took place on February 2, 2012.

There will be no fiscal impact as a result of the recommendation. Map changes and original sign reinstallation will be performed as part of standard maintenance by staff in the Department of Public Works (PW). There is no local job impact associated with the recommendation.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CHANGING THE NAME OF WEST COAST CHOPPERS PLACE TO OREGON AVENUE.

AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

APPROVED:

PATRICK H. WEST
CITY MANAGER