



## Legislation Text

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**File #:** 09-1194, **Version:** 1

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Recommendation to adopt resolution for a street name change from Oregon Avenue to West Coast Choppers Place 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 Council approve the renaming of the section of Oregon Avenue between Anaheim Street and 1st Street to West Coast Choppers Place (Exhibit A - Area map). The name change is intended to recognize the prominence of West Coast Choppers and the positive exposure that the business has brought to the City of Long Beach. In addition, it is intended to acknowledge the entrepreneurial spirit of the owner, Mr. Jesse James, and the ingenuity that he has shown in growing the business from the corner of a small garage to a national brand.

On November 5, 2009, the Planning Commission will conduct a public hearing on the proposal and forward a recommendation to the City Council meeting of November 10, 2009.

Chapter 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, all properties abutting the street targeted for renaming are part of the West Coast Choppers business operation, so no other entity will be impacted.

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (CE 09-087) was issued.

This letter was reviewed by Assistant City Attorney Michael Mais on October 26, 2009 and by Budget and Performance Management Bureau Manager David Wodynski on October 28, 2009.

The Municipal Code requires City Council action within 60 days of action by the Planning Commission, which will take place on November 5, 2009.

The estimated cost to construct and install the new street signs is \$1500 as determined by the Public Works Department. The cost will be covered by the General Fund (GP) in the Public Works (PW) Department.

Approve recommendation.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CHANGING THE NAME OF OREGON AVENUE BETWEEN ANAHEIM STREET AND 12TH STREET TO WEST COAST CHOPPERS PLACE**

CRAIG BECK  
DIRECTOR OF DEVELOPMENT SERVICES

NAME  
TITLE

APPROVED:

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PATRICK H. WEST  
CITY MANAGER