



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 5th Floor

Long Beach, CA 90802

(562) 570-6194

FAX (562) 570-6068

February 2, 2012

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Recommend that the City Council approve a street name change from West Coast Choppers Place to Oregon Avenue for the street section between Anaheim Street and 12th Street. (District 1)

APPLICANT: City of Long Beach
Department of Development Services
333 W. Ocean Boulevard, 5th Floor
Long Beach, CA 90802
(Application No. 0910-10)

DISCUSSION

Staff is requesting that the Planning Commission forward a recommendation to the City Council to rename 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.

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, 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.

If the Planning Commission approves this recommendation, it will be provided to the City Council for their consideration. The City Council may act to change said street name by resolution and direct the Director of Public Works to change such maps and street signs as are necessary.

PUBLIC HEARING NOTICE

Public hearing notices were distributed on January 17, 2012, as required by the Long Beach Municipal Code. As of the preparation of this report, no responses have been received.

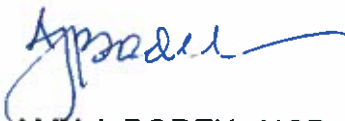
ENVIRONMENTAL REVIEW

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

Respectfully submitted,



DEREK BURNHAM
PLANNING ADMINISTRATOR

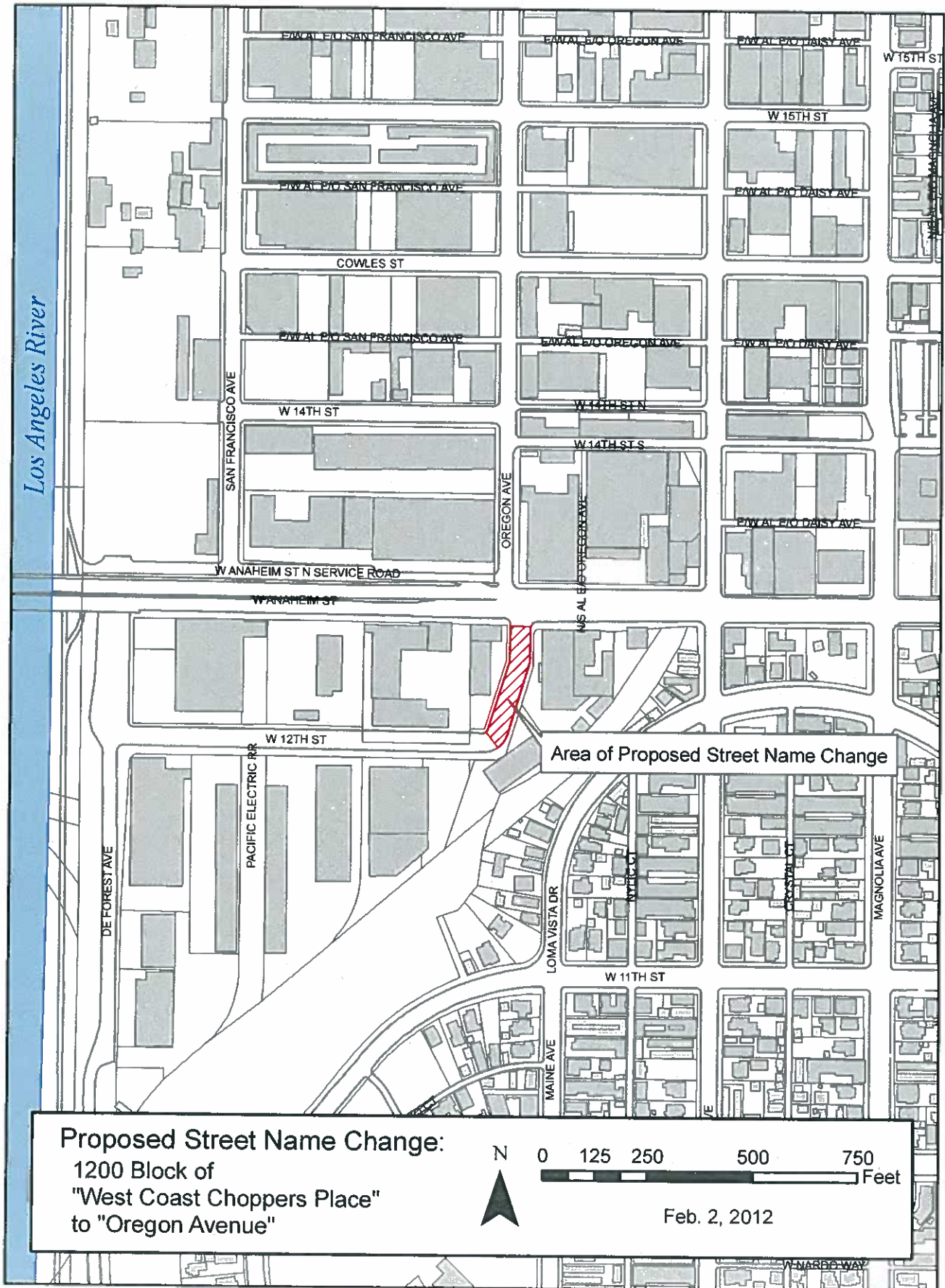


AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

AB:DB:JW

Exhibits

- A. Exhibit A – Area Map
- B. Exhibit B – Categorical Exemption



Proposed Street Name Change:
 1200 Block of
 "West Coast Choppers Place"
 to "Oregon Avenue"

N

0 125 250 500 750 Feet

Feb. 2, 2012



NOTICE of EXEMPTION from CEQA

DEPARTMENT OF DEVELOPMENT SERVICES
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(562) 570-6194 FAX: (562) 570-6068
lbs.longbeach.gov

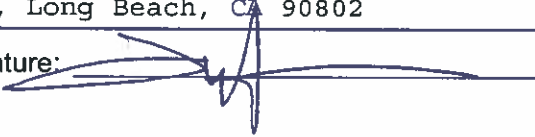
TO: Office of Planning & Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

FROM: Department of Development Services
333 W. Ocean Blvd, 5th Floor
Long Beach, CA 90802

L.A. County Clerk
Environmental Fillings
12400 E. Imperial Hwy. 2nd Floor, Room 2001
Norwalk, CA 90650

Categorical Exemption CE- 12-004

Project Location/Address: West Coast Choppers Place between Anaheim St. and 12th St.
Project/Activity Description: Street name change to revert West Coast Choppers Place to Oregon Avenue for the street section located between Anaheim Street and Oregon Avenue


Public Agency Approving Project: **City of Long Beach, Los Angeles County, California**
Applicant Name: City of Long Beach, Department of Development Services
Mailing Address: 333 W. Ocean Boulevard, 5th Floor, Long Beach, CA 90802
Phone Number: 562-570-6607 Applicant Signature: 

BELOW THIS LINE FOR STAFF USE ONLY

Application Number: 0910-10 Planner's Initials: DL
Required Permits: Street Name Change

THE ABOVE PROJECT HAS BEEN FOUND TO BE EXEMPT FROM CEQA IN ACCORDANCE WITH STATE GUIDELINES SECTION 15301, Class 1, Existing Facilities

Statement of support for this finding: Name change for existing street.

Contact Person: Craig Chaffart Contact Phone: 562-570-6268
Signature:  Date: 1/23/12