

# CITY OF LONG BEACH

**C-5**

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 4<sup>th</sup> Floor Long Beach, CA 90802 (562) 570-5237 Fax: (562) 570-6205

March 6, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the Resolution for a Street Name Change from West Coast Choppers Place to Oregon Avenue for the street section between Anaheim Street and 12<sup>th</sup> Street; and

Authorize the City Manager to direct the Public Works Director to change maps and street signs as necessary. (District 1)

## DISCUSSION

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 12<sup>th</sup> 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 12<sup>th</sup> 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.

TIMING CONSIDERATIONS

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

FISCAL IMPACT

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.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

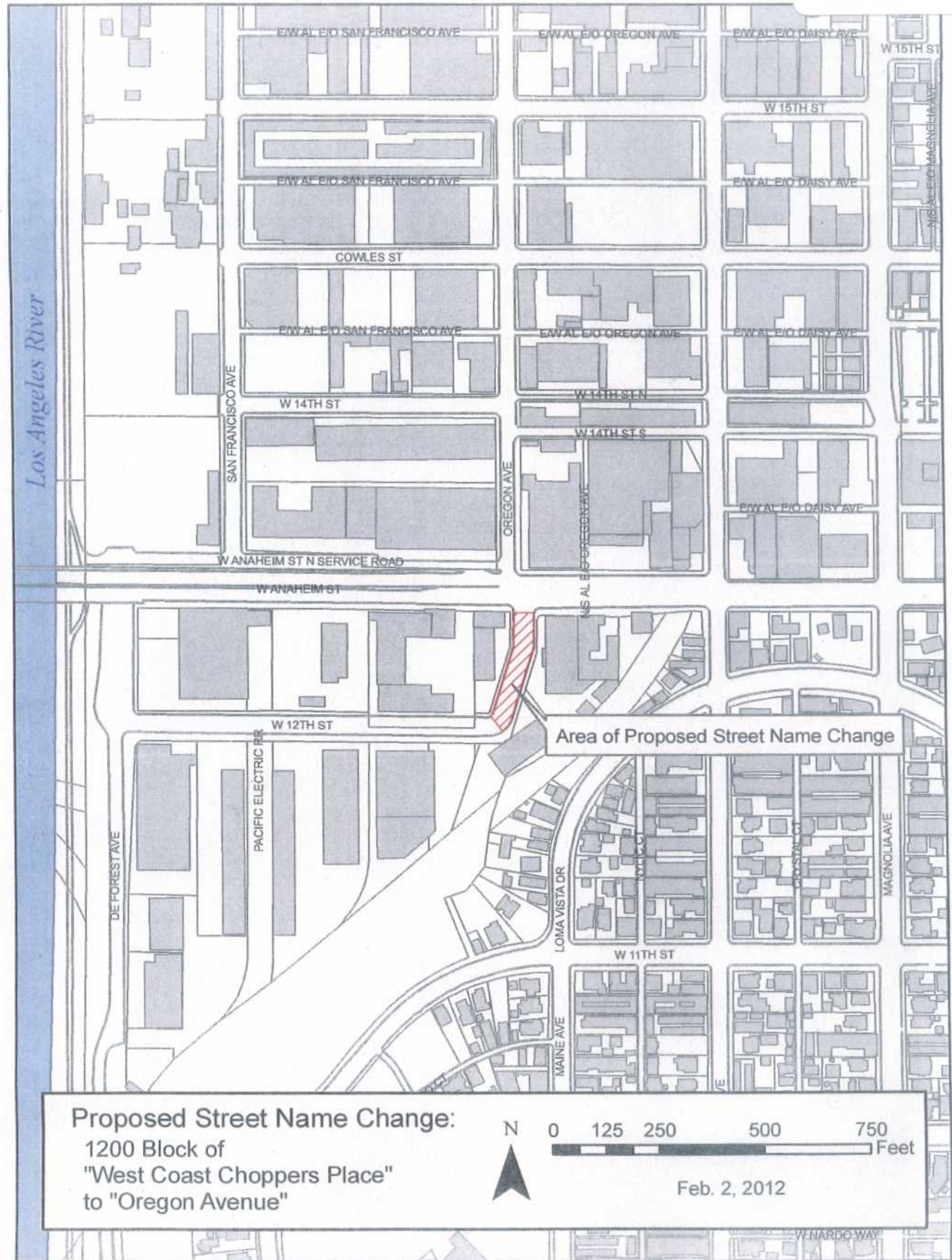
AJB:DB:JW  
P:\Planning\City Council Items (Pending)\Council Letters\2012\2012-03-06\DS-StreetNameChangeWestCoastChoppers v4.doc

Attachments: Exhibit A – Area Map  
City Council Resolution

APPROVED:



PATRICK H. WEST  
CITY MANAGER



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

N

0 125 250 500 750 Feet

Feb. 2, 2012

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

RESOLUTION NO.

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

The City Council of the City of Long Beach resolves as follows:

Section 1. The name of West Coast Choppers Place shall be officially  
changed to Oregon Avenue.

The portion of the street or public way involved is shown on the attached  
diagram, marked Exhibit "A" and by this reference made a part hereof.

Section 2. The City Clerk shall record this resolution with the Los  
Angeles County Registrar/Recorder and shall transmit certified copies of this resolution to  
the following agencies: Los Angeles County Board of Supervisors, Los Angeles County  
Clerk, Los Angeles County Registrar of Voters, Los Angeles County Assessor, and Los  
Angeles County Surveyor. In addition, certified copies of the resolution shall be sent to  
the Postmaster of the City of Long Beach and to the State Board of Equalization,  
Sacramento, California.

Section 3. This resolution shall take effect immediately upon its adoption  
by the City Council, and the City Clerk shall certify the vote adopting this resolution.

//

//

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

I hereby certify that the foregoing resolution was adopted by the City Council of the  
City of Long Beach at its meeting of \_\_\_\_\_, 2012, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664



