



CITY OF LONG BEACH

R-15

DEPARTMENT OF DEVELOPMENT SERVICES

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

November 10, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

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

DISCUSSION

Staff is requesting Council approve the renaming of the section of Oregon Avenue between Anaheim Street and 12th 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.

TIMING CONSIDERATIONS

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

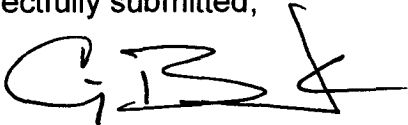
FISCAL IMPACT

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.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CRAIG BECK
DIRECTOR OF DEVELOPMENT SERVICES

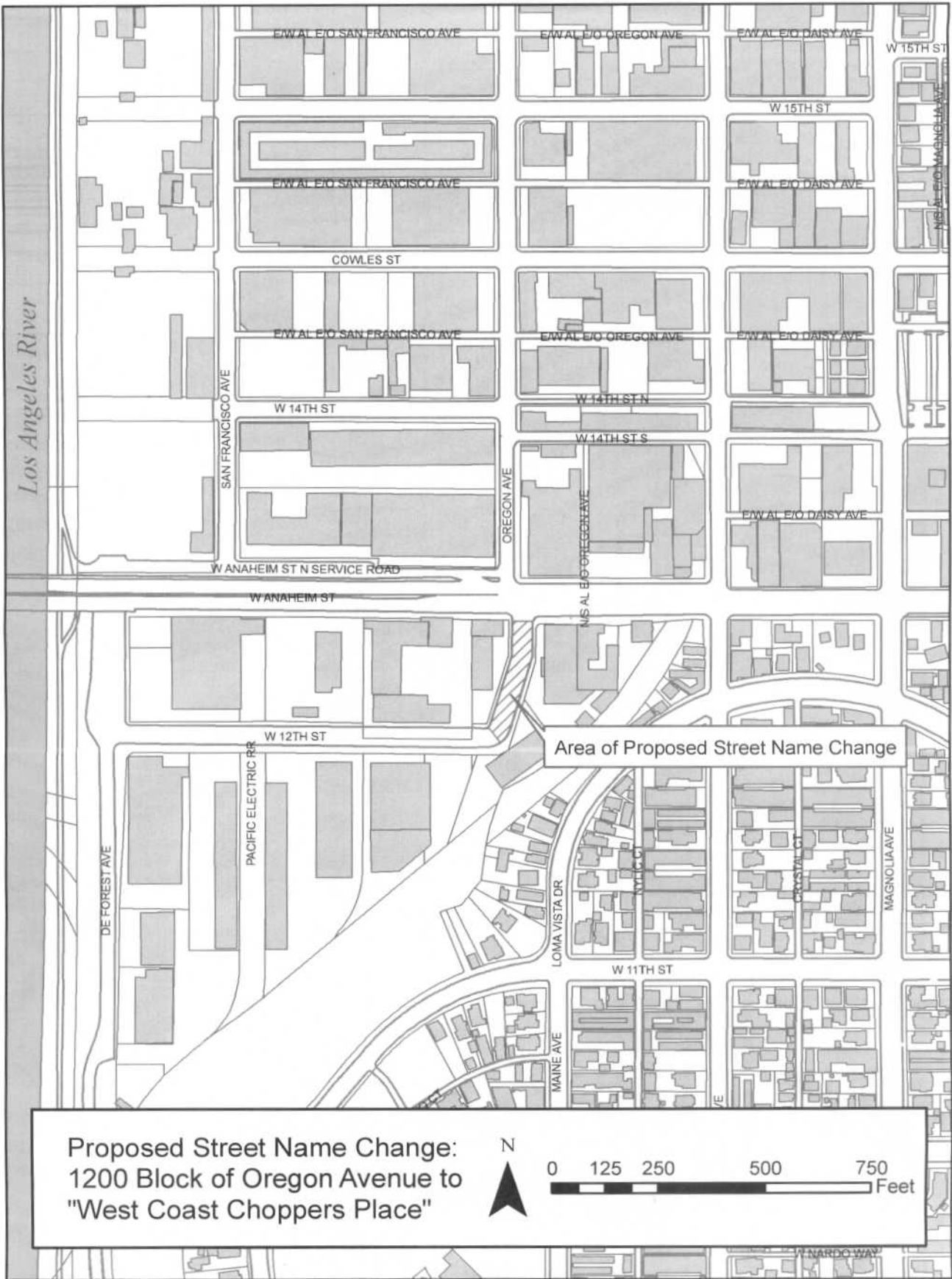
APPROVED:


PATRICK H. WEST
CITY MANAGER

CB:DB:JW
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Attachments: Exhibit A – Area Map
City Council Resolution

Los Angeles River



Area of Proposed Street Name Change

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

N

0 125 250 500 750 Feet

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

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RESOLUTION NO.

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

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

Section 1. The name of the Oregon Street between Anaheim Street and
12th Street shall be officially changed to West Coast Choppers Place.

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.

I hereby certify that the foregoing resolution was adopted by the City
Council of the City of Long Beach at its meeting of _____, 2009, by the

1 following vote:

2

3 Ayes: Councilmembers: _____

4 _____

5 _____

6 _____

7 Noes: Councilmembers: _____

8 _____

9 Absent: Councilmembers: _____

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13 _____

City Clerk

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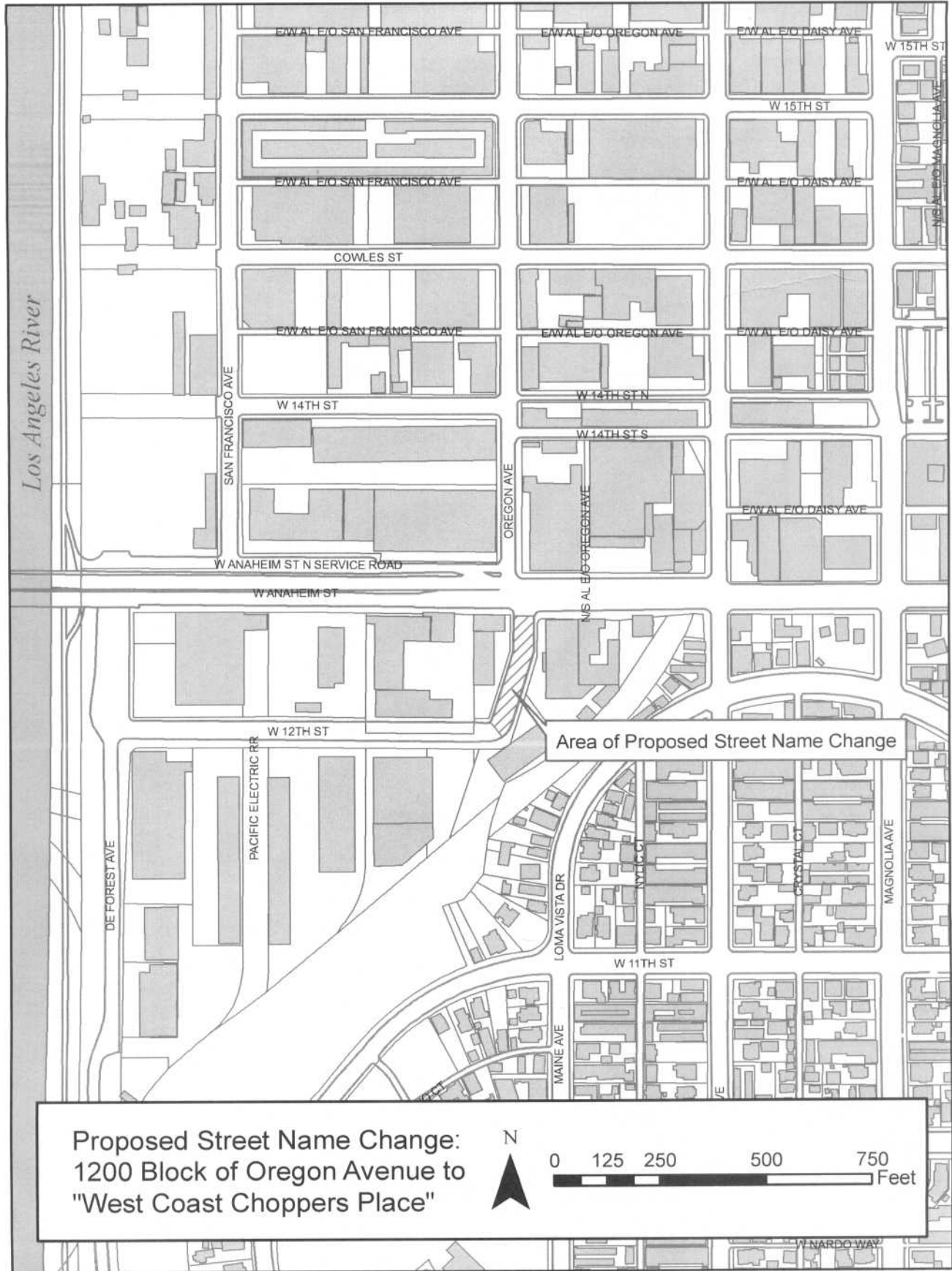
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Proposed Street Name Change:
 1200 Block of Oregon Avenue to
 "West Coast Choppers Place"

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 0 125 250 500 750 Feet

Exhibit "A"