



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

November 5, 2009

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Approve recommendation and refer to the City Council for a Street Name Change from Oregon Avenue to West Coast Choppers Place for the street section between Anaheim Street and 12th Street. (District 1)

APPLICANT: City of Long Beach
Department of Development Services
333 W. Ocean Blvd., 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 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.

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.

After the Planning Commission forwards a recommendation, 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.

CHAIR AND PLANNING COMMISSIONERS

Application No. 0910-10

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PUBLIC HEARING NOTICE

Public hearing notices were distributed on October 21, 2009, 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 09-087) was issued for the proposed project (Exhibit B – Categorical Exemption).

Respectfully submitted,

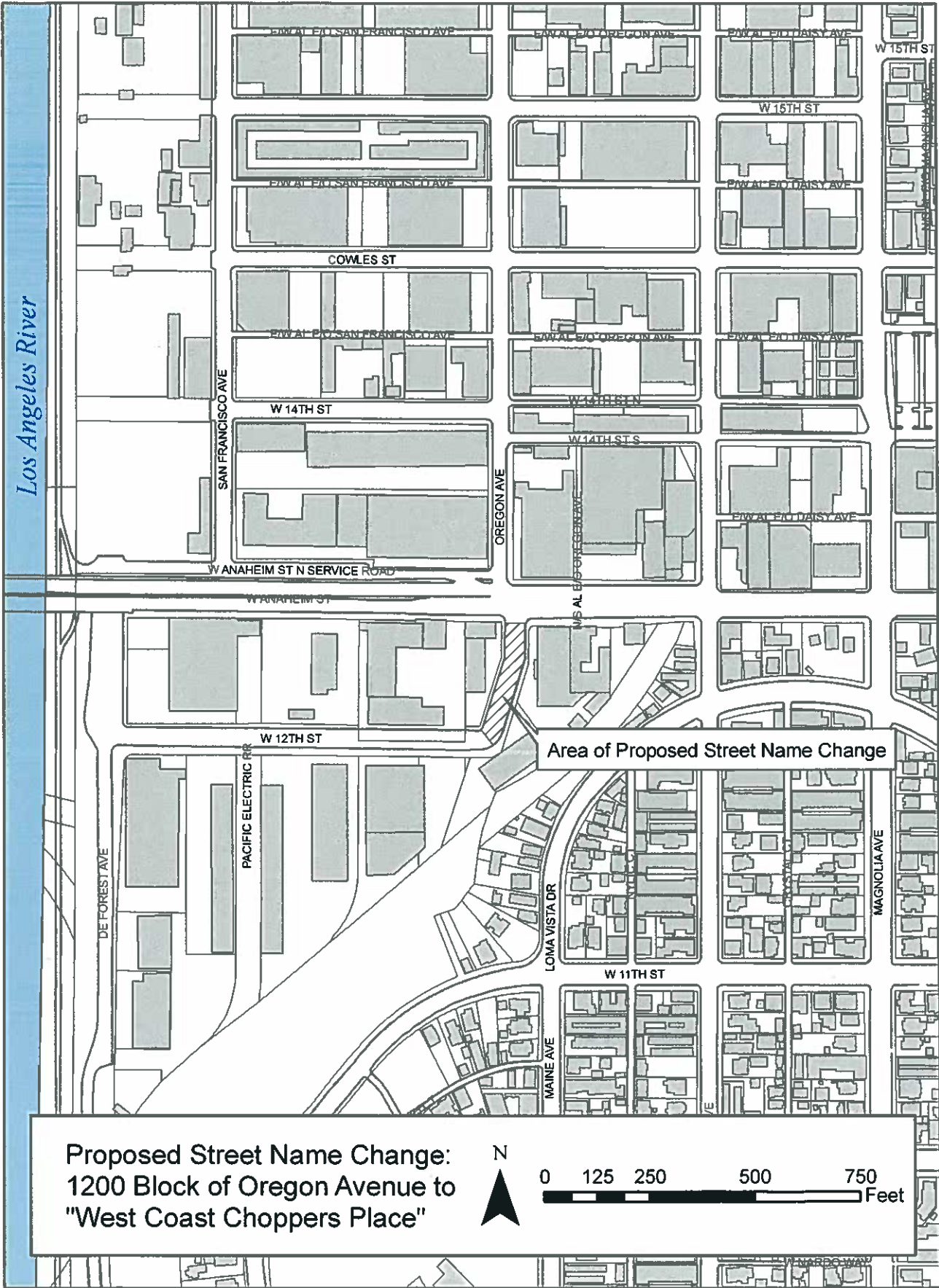


CRAIG BECK
DIRECTOR OF DEVELOPMENT SERVICES

CB:DB:JW

Exhibits

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



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





CITY OF LONG BEACH NOTICE OF EXEMPTION

DEPARTMENT OF DEVELOPMENT SERVICES
333 W. OCEAN BLVD., 5TH FLOOR, LONG BEACH, CA 90802
(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- 09-087

Project Location/Address: Oregon Avenue between Anaheim Street and 12th Street

Project/Activity Description: _____

Street name change for the section of Oregon Avenue between Anaheim Street and 12th Street from Oregon Avenue to West Coast Choppers Place.

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 Blvd. 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: JM

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 Chaffant

Contact Phone: 562-570-6368

Signature: 

Date: 10/2/09