

STAFF REPORT

To: Honorable Mayor and City Council
 City Manager Gregory Rose

From: Ryan Wozniak, Planner

Through: Dana Burkhardt, Interim Director of Development Services

Date: May 5, 2015

RE: Proposed City-Initiation of street name changes, five (5) instances

REQUEST

City-Initiated Street Name Changes: Pursuant to the City Street Name Change Policy (Resolution 14-11), staff seeks Council initiation of a multiple-department effort, including emergency responders, to pursue five (5) street name changes throughout the City in effort to improve public safety and avoid potential for misdirection. Renamed streets are intended to improve street identification and avoid similar sounding names with the potential for confusion or miscommunication.

COUNCIL PRIORITIES AND/OR THEMES ADDRESSED

- Public Safety
- Transportation
- Quality of Life
- Managing the Future

PROJECT INFORMATION

Staff, including police and fire, has identified five (5) street names recommended for change, all of which are local streets in residential communities. The identified street name changes are listed below.

| | Street Name #1 | Street Name #2 |
|---|---|--|
| 1 | W. Ramona St. <i>Location: Santa Rosa Springs Subdivision (the shorter segment)</i> | W. Ramona St. <i>Location: Santa Rosa Springs Subdivision (the longer segment)</i> |
| 2 | N. Robins Dr. <i>Location: Rancho El Dorado Subdivision</i> | W. Robbins Dr. <i>Location: Homestead Subdivision</i> |

| | Street Name #1 | Street Name #2 |
|---|--|--|
| 3 | W. Orvieto Way <i>Location: Sorrento Subdivision</i> | W. Oliveto Ave. <i>Location: Sorrento Subdivision</i> (adjacent to Oviesto Way) |
| 4 | N. Caven Dr. <i>Location: Rancho El Dorado Subdivision</i> | W. Caven Dr. <i>Location: Villages at Rancho El Dorado Subdivision</i> |
| 5 | N. Laural Rd. <i>Location: Homestead Subdivision</i> | N. Lauren Rd. <i>Location: Homestead Subdivision</i> (aligned with Laural Rd) |

All the streets identified serve only residential properties. Staff will consider a number of elements when identifying the streets proposed for a change of name. For instance, the number of mailing addresses impacted by the street name change is one consideration.

Staff will identify replacement names for use in the street name change effort. The forthcoming proposed street names will follow industry standard practices of observing other streets of similar alignments within the City, when possible. In instances where a similar street alignment is not found, the proposed street name reflects the theme of existing street names within the community. Furthermore, staff will circulate petitions to affected property owners to identify appropriate street names.

With Council approval, staff will move forward with the street name change effort as prescribed by the Street Name Change Policy.

Notification Plan:

Preparation for thoroughly notifying affected property owners includes mailed petitions to the affected property owners, including HOAs, seeking support of the proposed street name changes. Staff will work to mitigate potential conflicts should they arise. Public hearing notifications and meeting dates will be scheduled after consensus is reached from the affected property owners.

RECOMMENDATION

Move to **Initiate the Street Name Change Process** as recommended by staff.