

STAFF ANALYSIS

REQUEST

PUBLIC HEARING, City-Initiated Street Name Changes: Pursuant to the City Street Name Change Policy (Resolution 14-11), staff requests Council approval to enact five (5) Street Name Changes throughout the City in effort to improve public safety and avoid potential for misdirection or miscommunication. Renamed streets have been identified in a multi-department effort, including police and fire, to improve street identification.
DISCUSSION AND ACTION.

COUNCIL PRIORITIES AND/OR THEMES ADDRESSED

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

HISTORY

On March 18, 2014, City Council approved a Street Name Change Policy for the City of Maricopa in Resolution No. 14-11. In the policy discussion, it was recognized that emergency service providers would always be given priority. Within the approved policy, it authorizes City-initiated Street Names Changes and outlines public notification processes. Ultimately, the decision whether to change a street name rests with Council's legislative discretion.

On May 5, 2015, City Council moved to initiate the Street Name Change Process for the five (5) instances with confusing names due to similar or same named streets elsewhere in the City. All five (5) instances of Street Name Changes have carried forward to a public hearing and resolutions for discussion and action on July 7, 2015.

PROJECT INFORMATION

City 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 on the next page.

	Street Name Proposed for Change	Street Name to Remain Unchanged
1	<p>W. Ramona St. <i>Location: Santa Rosa Springs Subdivision (the shorter segment)</i></p> <p>Impact: 6 Lots (no homes yet constructed)</p>	<p>W. Ramona St. <i>Location: Santa Rosa Springs Subdivision (the longer segment)</i></p> <p>Comparative Impact: 32 Lots (approx. half constructed)</p>
2	<p>N. Robins Dr. <i>Location: Rancho El Dorado Subdivision</i></p> <p>Impact: 12 Homes</p>	<p>W. Robbins Dr. <i>Location: Homestead Subdivision</i></p> <p>Comparative Impact: 107 Homes</p>
3	<p>W. Orvieto Way <i>Location: Sorrento Subdivision</i></p> <p>Impact: 17 Lots (no homes yet constructed)</p>	<p>W. Oliveto Ave. <i>Location: Sorrento Subdivision (adjacent to Orvieto Way)</i></p> <p>Comparative Impact: 66 Lots (most constructed)</p>
4	<p>N. Caven Dr. <i>Location: Rancho El Dorado Subdivision</i></p> <p>Impact: 27 Homes</p> <p>Business: 1 Active License</p>	<p>W. Caven Dr. <i>Location: Villages at Rancho El Dorado Subdivision</i></p> <p>Comparative Impact: 99 Lots (most constructed)</p>
5	<p>N. Laural Rd. <i>Location: Homestead Subdivision</i></p> <p>Impact: 20 Lots (no homes yet constructed)</p>	<p>N. Lauren Rd. <i>Location: Homestead Subdivision (aligned with Laural Rd)</i></p> <p>Comparative Impact: 47 Lots (mostly constructed)</p>

Staff has considered 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. Additionally, staff considered home-based businesses licensed with the City. One (1) active business license was found in City records on N. Caven Drive. Other impacted Street Name Changes showed no active business licenses during staff's research.

Staff has proposed replacement names for use in the Street Name Change effort. The proposed street names follow industry standard practices. Staff observed other streets of similar alignments within the City, when possible. In instances where a similar street alignment was not found, the proposed street name reflects the theme of existing street names within the community (see table below).

Proposed Street Names and Analysis:

	Street Name Proposed for Change	Proposed Name to Replace Existing
1	W. Ramona St. <i>Location: Santa Rosa Springs Subdivision</i>	W. Rojo St. <i>Location: Santa Rosa Springs Subdivision</i> Analysis: Rojo Street is a pre-existing aligned street
2	N. Robins Dr. <i>Location: Rancho El Dorado Subdivision</i>	N. Falcon Ln. <i>Location: Glennwilde Subdivision</i> Analysis: Falcon Lane is a pre-existing aligned street
3	W. Orvieto Way <i>Location: Sorrento Subdivision</i>	W. Meta Way <i>Location: Does not yet exist</i> Analysis: Meta Way is a newly created street name; it matches existing naming convention (all streets are cities from Southern Italy); a pre-existing alignment was not found
4	N. Caven Dr. <i>Location: Rancho El Dorado Subdivision</i>	N. Braden Rd. <i>Location: Rancho El Dorado Subdivision</i> Analysis: Braden Road is a pre-existing aligned street
5	N. Laural Rd. <i>Location: Homestead Subdivision</i>	N. Lauren Rd. <i>Location: Homestead Subdivision</i> Analysis: Lauren Road is a pre-existing aligned street

Staff was able to identify pre-existing street alignments for four (4) of the five (5) proposed Street Name Changes. The instance number three (3) listed in the table above shows Orvieto Way of the Sorrento Subdivision lacks an existing alignment nearby. In effort to find a suitable replacement name, staff evaluated the naming convention in place for the Sorrento Subdivision street names. The theme of Southern Italy city names became evident. In effort to match the theme, staff identified the city of Meta within Southern Italy and proposes Meta Way as the proposed street name replacement for Orvieto Way. Meta Way was not found to conflict with any other street names.

Public Notification, Participation, and Outreach:

Public notices included four forms of notification: (1) mailed letters, (2) newspaper advertisements, (3) posted signs, and (4) City's website article prominently displayed on the homepage. *Mailed Letters*

Written notice was mailed to all affected property owners within 300 feet of the streets proposed for Street Name Changes. In effort to notify both tenants and property owners, the notices were sent to the physical address and the property owner's address identified in the County's tax records. The mailed notice included dates, times, and locations for the neighborhood meeting and public hearing. Five (5) separate notices were created for each proposed Street Name Change.

Newspaper Advertisements

A public hearing notice was posted in both the Casa Grande Dispatch and Maricopa Monitor. The notice was posted to meet all statutory requirements. The notice included descriptions of each proposed Street Name Change, indicating that each Street Name Change would be considered as separate resolutions.

Posted Signs

Each street had a minimum of one (1) sign posted notifying the immediate neighbors of the proposed Street Name Changes. Signs included dates, times, and locations for both the neighborhood meeting and the public hearing. Signs were posted prominently at the street signs at the intersections. Due to resident presence on N. Robins Drive and N. Caven Drive, one (1) additional sign was placed at locations (making a total of two (2) signs at these locations).

City Website Article

Staff prepared an informational article featured on the City's homepage titled "PROPOSED STREET NAME CHANGES." The article included date, time and location of the public hearing. Additional attachments at the bottom were available as separate downloads. Attachments included: maps of the proposed Street Name Changes along with the conflicting street name to remain, full language of the public hearing notice used in the newspaper, and Resolution 14-11.

Additional Outreach

Staff met with the local Postmaster, David Galbraith, for additional consultation on the potential transition of affected residents. Mr. Galbraith explained that all affected addresses will be linked permanently between the existing and proposed addresses. In the event that the existing addresses change, the new address will continue to receive mail from the old address indefinitely without expiration from the United States Postal Service.

Utility companies were also consulted. All utility representatives all expressed no concern over the proposed Street Name Changes.

Neighborhood Meeting

The neighborhood meeting was held in Council Chambers on June 3, 2015 at 6:00 PM to offer residents an opportunity to hear presentation of the proposed Street Name Changes, express concerns, or ask questions.

One (1) resident attended the meeting. Margaret Montalvo expressed opposition to the proposed Street Name Change to N. Caven Drive in Rancho El Dorado. Her concerns dealt with hassle and cost associated with updating personal documentation that included her address. She expressed she had not found time to generate a full list of all the changes it would require of her if the proposed Street Name Change was approved.

Public Input:

At the time of this report, staff received three (3) comments in opposition to the proposed Street Name Changes:

- Two (2) residents on N. Caven Drive opposed the change.
 - Names: Sharron Murphin (by phone) and Margaret Montalvo (in person)
 - Reasons for opposition:
 - Burden and expense of updating personal information on documents with mailing information, such as driver's license
- One (1) resident on N. Robins Drive opposed the change
 - Name: Glenda Lombardo (by phone)
 - Reasons for opposition:
 - Burden and expense of updating personal information and records, such as purchasing new personal checks and generally being uncomfortable with change

RECOMMENDATION

Move to **Approve the Street Name Changes** as recommended by staff.

Exhibit A – Maps comparing the five (5) instances with street name conflicts (used in Neighborhood Meeting)

Exhibit B – Pictures of signs posted

Exhibit C – Resolution 14-11

Exhibit D – Resolutions for each proposed Street Name Change