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**STAFF REPORT**

**CASE NUMBERS: ADD26-01**

<b>To:</b>	Honorable Mayor and City Council
<b>Through:</b>	Rodolfo Lopez, Development Services Director
<b>From:</b>	Rick Williams, Planning and Zoning Division Manager
<b>Meeting Date:</b>	May 19, 2026

**REQUEST**

**PUBLIC HEARING: RES26-09, Street Name Change, W. Cesar Chavez Lane:** A request by the City of Maricopa, pursuant to the City’s Street Naming and Addressing Procedures (SNAP), to approve a street name change for W. Cesar Chavez Lane, located within the Mixed-Use Heritage Redevelopment District. **DISCUSSION AND ACTION.**

**PRIORITIES CONSIDERED**

- Economic Development
- Safe and Livable Community
- Well Planned Quality Growth and Development

**PROJECT LOCATION**



**DETAILS OF THE REQUEST**

On April 7, 2026, pursuant to the City’s approved SNAP procedures, Mayor and Council directed staff to initiate a street name change for W. Cesar Chavez Lane, which is located in the Mixed-Use

Heritage District Redevelopment District. Per SNAP requirements, any proposed street name change requires specific public notification requirements to be met. Those requirements include: site postings at the affected area, mailed notification of the proposed street name change and public hearing dates to affected property owners, and a newspaper advertisement with the date, time, and location of the public hearings. All notice materials shall be posted or mailed at least fifteen (15) days prior to the City Council Meeting. Refer to Exhibit B, Public Participation Report, for a detailed accounting of the public outreach process.

## **PUBLIC PARTICIPATION**

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As a result of the Mayor and Council direction on April 7, 2026, staff initiated the public notification requirements per the SNAP procedures as follows:

### **SNAP Requirements**

- April 13, 2026 – Sign postings installed at the east and west ends of W. Cesar Chavez Lane
- April 22, 2026 – Notice of the proposed street name change was mailed to all property owners adjacent to W. Cesar Chavez Lane. Additionally, all property owners within the neighborhood were notified as well.
- April 30, 2026 – Newspaper advertisement published in the Casa Grande Dispatch.

**\*\*All notices were place or mailed more than fifteen (15) days prior to the Council Date.\*\***

Although it is staff's courtesy to post an additional notice in the local newspaper, the Maricopa Monitor, the publishing dates for the newspaper did not align with the project's timeline, resulting in staff not posting a notice with the publication.

### **Additional Community Outreach**

In addition to the SNAP notification requirements, on Monday, April 20, 2026, staff initiated a neighborhood canvassing plan. Three teams, comprised of staff (one member of the team being bilingual) from the Development Services Department, canvassed the neighborhood, knocking on doors, and soliciting community feedback. In total, twenty-seven (27) homes were visited by staff, which provided an opportunity for staff to directly engage nine (9) different homeowners. For homeowners who were not at home, a postcard was placed on the door, which included City of Maricopa branding, written in English and Spanish, and included staff contact information. Listed below is a summary of feedback from the nine (9) individuals who provided direct feedback:

- Four (4) respondents were in-favor of no street name change at all.
- Four (4) respondents had no opinion on the proposed street name change.
- One (1) respondent was in favor of naming the street after himself.

### **Council Meeting – April 7, 2026**

One member of the community spoke about the Cesar Chavez Lane at the April 7 Council meeting that initiated the request. The resident suggested the name should be changed and to either "Herencia Lane" or "Veterans Way" to better reflect community values.

### **Additional Correspondence**

At the time of writing this report, staff received a phone call recommendation from one resident in the neighborhood proposing Paradise Lane because it is pleasant-sounding.

## **ANALYSIS**

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As a result of Mayor and Council direction on April 7, 2026, staff initiated a street name change for

W. Cesar Chavez Lane. In accordance with the City’s approved SNAP requirements, staff posted signs at the east and west entrances of the subject site, notified in writing all residents adjacent to the subject site and property owners within the neighborhood boundaries of the proposed name change and future Council date, and placed a newspaper ad in the Casa Grande Dispatch notifying the general public of the proposed street name change and the future Council date. In addition, staff canvased the area knocking on doors and soliciting additional community input. As outlined above, the steps taken by staff exceed SNAP noticing requirements. That being said, there are additional SNAP notification requirements post Council action.

While staff was canvasing the neighborhood for public input, one of the respondents suggested naming the street after himself. Staff is not considering this recommendation because it could lead to future negative connotations with the street name.

Having completed the SNAP requirements to date, Mayor and Council may consider one of the following actions:

- Option 1: Take no action
- Option 2: Consider a recommended name from the public outreach process:
  - o Herencia Lane
  - o Veterans Way
  - o Paradise Lane
- Option 3: Revert W. Cesar Chavez Lane to its previous street name, Arizona Avenue.
- Option 4: Choose another name.

## **RECOMMENDATION**

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Staff recommends Mayor and Council approve **Resolution 26-09**, approving a street name change based on one of the recommended options for W. Cesar Chavez Lane in accordance with the City of Maricopa’s, Street Naming and Addressing Procedures (SNAP).

Exhibit A – RES26-09

Exhibit B – Public Participation Report

--End of Staff Report--