



City of Carson

Report to Mayor and City Council

September 20, 2011
New Business Consent

**SUBJECT: CONSIDERATION OF THE PUBLIC WORKS COMMISSION'S
RECOMMENDATION TO CHANGE THE NAME OF LENARDO DRIVE TO JIM
DEAR BOULEVARD**

Submitted by M. Victor Rollinger
Development Services General Manager

Approved by Clifford W. Graves
Interim City Manager

I. SUMMARY

A request was received from a citizen of Carson for the city to consider changing the name of Lenardo Drive to Jim Dear Boulevard. Lenardo Drive is a street that extends easterly, from Main Street to Avalon Boulevard, through the development area called the Boulevards at South Bay. Although Lenardo Drive is currently gated and closed to public traffic, it will eventually become the primary road through the proposed development. This issue was addressed by the Public Works Commission on September 12, 2011, and the commission approved the request for the street name change and directed the recommendation to the City Council. The packet of information that was presented to the Public Works Commission is attached (Exhibit No. 1).

II. RECOMMENDATION

TAKE the following actions:

1. DIRECT staff to solicit input from appropriate city divisions, interested parties, and affected agencies regarding the Public Works Commission's recommendation to change the name of Lenardo Drive to Jim Dear Boulevard.
2. REFER the issue to the Planning Commission and report the findings back to the City Council within two months.

III. ALTERNATIVES

TAKE one of the following actions:

1. DENY the request to change the name of Lenardo Drive to Jim Dear Boulevard.
2. TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The City of Carson previously had a written policy and procedure that was used as a guideline for processing, evaluating, and selecting new street names or changes to existing street names. That Standard Management Procedure (SMP No. 8.1) was suspended by the City Council at the September 6, 2011 meeting because it was deemed to be obsolete and in need of review and updating. Therefore, it is no longer applicable to this request to change the name of Lenardo Drive to Jim Dear Boulevard.

One of the policies outlined in the suspended SMP is that street name proposals must be submitted to various agencies so that they would be provided an opportunity to review and comment on the street name proposal. Included among these agencies are the City of Carson Planning Division, the Los Angeles County Fire Department, the U.S. Post Office, etc. Even though the SMP has been suspended, such agencies should continue to be included in the street name process to guard against the possibility of creating safety issues or confusion. It is recommended, therefore, that input be solicited from the appropriate internal city divisions (i.e., Planning and Engineering), interested outside parties (e.g., LNR Property Corporation), and affected agencies (e.g., Fire Department, Sheriff's Department, and Post Office). The street name request would then be referred to the Planning Commission for further consideration.

Lenardo Drive from Main Street to Avalon Boulevard only extends through the Boulevards at South Bay property, which is currently undergoing remediation for the future development project. The proposed street name change would not, therefore, affect any current businesses or residents.

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Packet of information presented to the Public Works Commission. (pgs. 4-8)

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Prepared by: Richard Garland, Traffic Engineer

TO:Rev010511

Reviewed by:

| | |
|--------------------------------------|-----------------------------|
| City Clerk | <u>City Treasurer</u> |
| <u>Administrative Services</u> | <u>Development Services</u> |
| <u>Economic Development Services</u> | <u>Public Services</u> |

Action taken by City Council

Date _____ Action _____

**PUBLIC WORKS COMMISSION
STAFF REPORT**

September 12, 2011

TO: PUBLIC WORKS COMMISSION

**FROM: M. VICTOR ROLLINGER, GENERAL MANAGER
DEVELOPMENT SERVICES GROUP**

BY: RICHARD GARLAND, TRAFFIC ENGINEER

**SUBJECT: REQUEST TO CHANGE THE NAME OF LENARDO DRIVE TO JIM
DEAR BOULEVARD**

I. SUMMARY

A request was received from a citizen of Carson for the City to consider changing the name of Lenardo Drive to Jim Dear Boulevard. Lenardo Drive is a street that extends easterly from Main Street through the development area called The Boulevards at South Bay (see Exhibit No. 1, Location Map). Although Lenardo Drive is currently gated and closed to public traffic, it will eventually become the primary road through the proposed development. The reasons for the request are stated in the attached letter dated September 7, 2011 (Exhibit No. 2).

II. RECOMMENDATION

TAKE one of the following actions:

1. Approve the request to change the name of Lenardo Drive to Jim Dear Boulevard and refer the recommendation to the City Council after receiving input from affected agencies such as the Planning Division, the Fire Department, the Sheriff's Department, and the Post Office.
2. Deny the request to change the name of Lenardo Drive to Jim Dear Boulevard.

III. ALTERNATIVES

TAKE one of the following actions:

1. Postpone the decision regarding this street name change until such time that a new Standard Management Procedure (SMP) is developed regarding the City of Carson's policies for evaluating and selecting street names.
2. Take another action that the Public Works Commission deems appropriate.

EXHIBIT NO. 01



IV. BACKGROUND

The City of Carson previously had a written policy and procedure that was used as a guideline for processing, evaluating, and selecting new street names or changes to existing street names. That Standard Management Procedure (SMP No. 8.1) was recently suspended by the City Council because it was deemed to be obsolete and in need of review and updating. It is no longer applicable, therefore, to the request to change the name of Lenardo Drive to Jim Dear Boulevard.

One of the policies outlined in the suspended SMP is that street name proposals must be submitted to various agencies so that they would be provided an opportunity to review and comment on the street name proposal. Included among these agencies are the City of Carson Planning Division, the Fire Department, and the U.S. Post Office. Even though the SMP has been suspended, these agencies should continue to be included in the street name process to guard against the possibility of creating safety issues or confusion. If the Public Works Commission approves the request to change the street name to Jim Dear Boulevard, it is recommended that input be solicited from these agencies prior to sending the request to the City Council.

As Lenardo Drive begins at its intersection with Main Street and extends only through The Boulevards at South Bay property, which is currently undergoing remediation for the future development project, the proposed street name change would not affect any current businesses or residents.

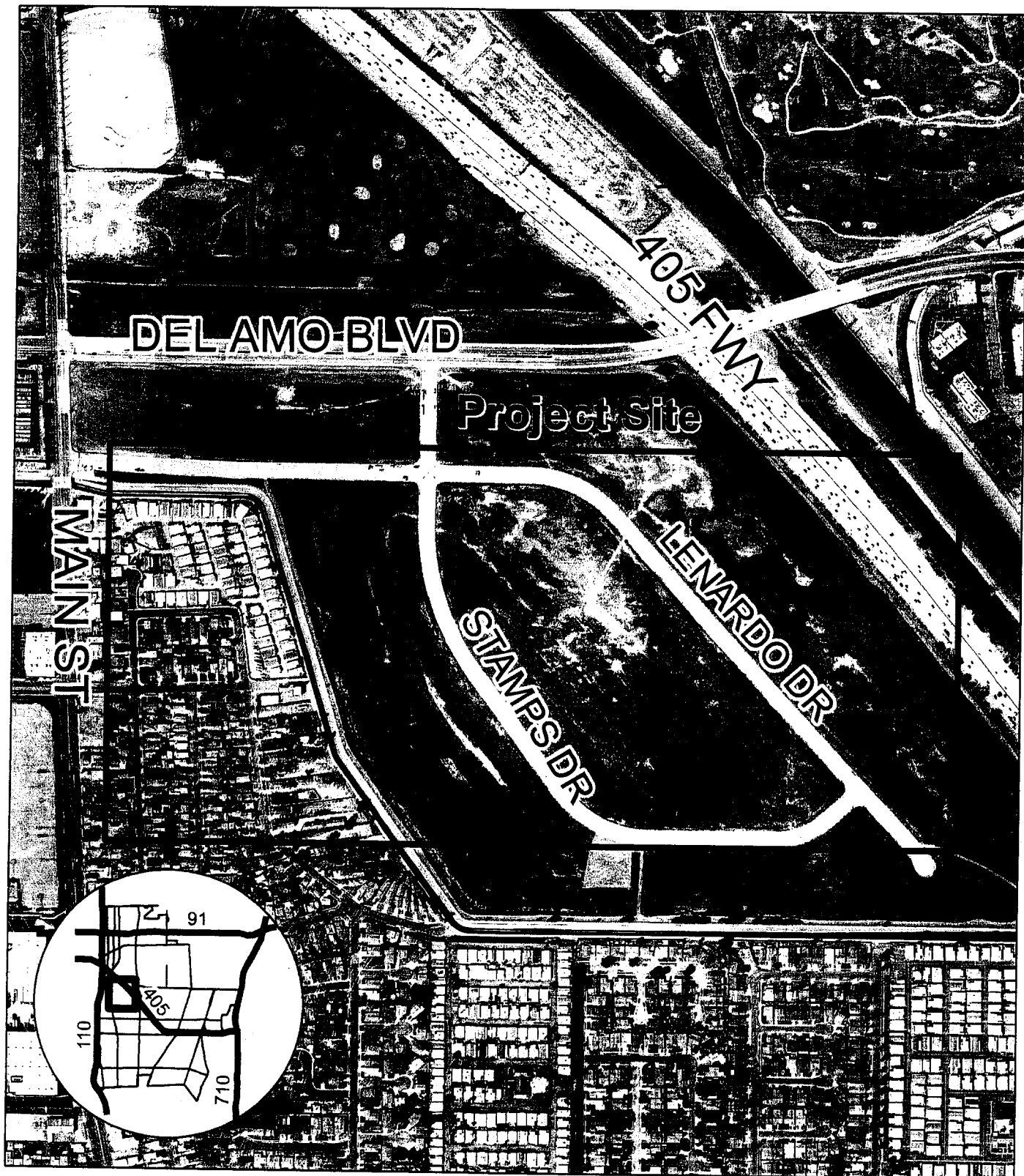
V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Vicinity map
2. Letter from Mr. Harris dated September 7, 2011.





Location Map
Request for Street Name Change
Existing Street Name: Lenardo Drive (in Boulevards at South Bay)
Proposed Street Name: Jim Dear Boulevard

EXHIBIT NO. 1

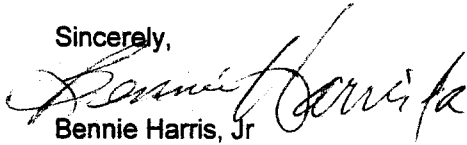


PUBLIC WORK'S MANAGER,
September 7, 2011

RE: **Carson Street Name Change Request:**

My name is Bennie Harris, Jr and I reside at 1818 Abila Street in Carson, CA 90745. For many years I have observed, Mayor Jim Dear promoted unity, dignity and integrity among all citizens within and outside of the city. Mayor Dear has earned the reputation as an aggressive policy maker who takes difficult issues and gets results for Carson residents. He has worked hard to promote economic development and at the same time increase the quality of life for Carson residents. For example, economic development projects have taken off and new businesses are coming to Carson. As Carson slogan goes..."Carson Future Unlimited." Therefore, it's befitting that the street named "LENARDO DRIVE" BE CHANGED TO "JIM DEAR BLVD"

Sincerely,


Bennie Harris, Jr



September 12, 2011

Public Works Commission
City of Carson
701 E. Carson St.
Carson, CA 90745

Re: Request to change the name of Lenardo Drive to Jim Dear Boulevard

Dear Public Works Commissioners:

We recognize and appreciate Mayor Dear's support of the Boulevards at South Bay project as well as his vision and dedication to the City of Carson. However, the preference of Carson Marketplace LLC is to follow a typical course in naming major arterials serving larger developments, which is to go through a process of developing potential names, determining the marketing/branding strength of the names, and selecting a name that will be embraced by the community and help to brand the development.

Given that the process to select a street name has not yet been completed, Carson Marketplace LLC respectfully requests that the City of Carson postpone this action so that we can ensure the name selected for the primary thoroughfare within the Boulevards at South Bay project will advance the branding and draw of this important project.

Respectfully,



Lang Cottrell
Vice President
Carson Marketplace, LLC

Cc: Steve Hopkins, Hopkins Real Estate Group
Cliff Graves, City of Carson
Victor Rollinger, City of Carson
Richard Garland, City of Carson

