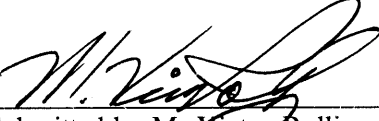


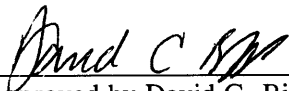


City of Carson Report to Mayor and City Council

October 4, 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 David C. Biggs
City Manager

I. SUMMARY

This item was continued from the September 20, 2011 City Council meeting.

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.

At the September 20, 2011 City Council meeting, it was requested that information be provided regarding the steps that were taken to name the Del Amo bridge over the I-405 freeway the Kay Calas Bridge. The bridge renaming was suggested by a resident (Mary Anne O'Neal) during oral communications at the April 1, 2003 City Council meeting (Exhibit No. 2). It was then approved by the City Council at the April 15, 2003 meeting (Exhibit No. 3).

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Packet of information presented to the Public Works Commission. (pgs. 4-8)
2. Minutes, April 1, 2003, Oral Communications. (pg. 9)
3. Minutes and staff report, April 15, 2003, Item No. 18. (pgs. 10-12)

\\Carson_nas\devsvrs\ENGINEERING DIVISION\Agenda1\2011\10-04-11 CC Street Name Jim Dear Blvd.docx

Prepared by: Richard Garland, Traffic Engineer

TO:Rev091911

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development	Public Services

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:

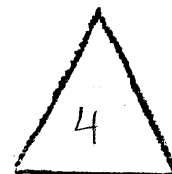
1. Approve the request to change the name of Lenardo Drive to Jim Dear Boulevard and refer the recommendation to the City Council after receiving input from affected agencies such as the Planning Division, the Fire Department, the Sheriff's Department, and the Post Office.
2. Deny the request to change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

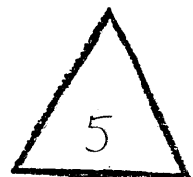
As Lenardo Drive begins at its intersection with Main Street and extends only through The Boulevards at South Bay property, which is currently undergoing remediation for the future development project, the proposed street name change would not affect any current businesses or residents.

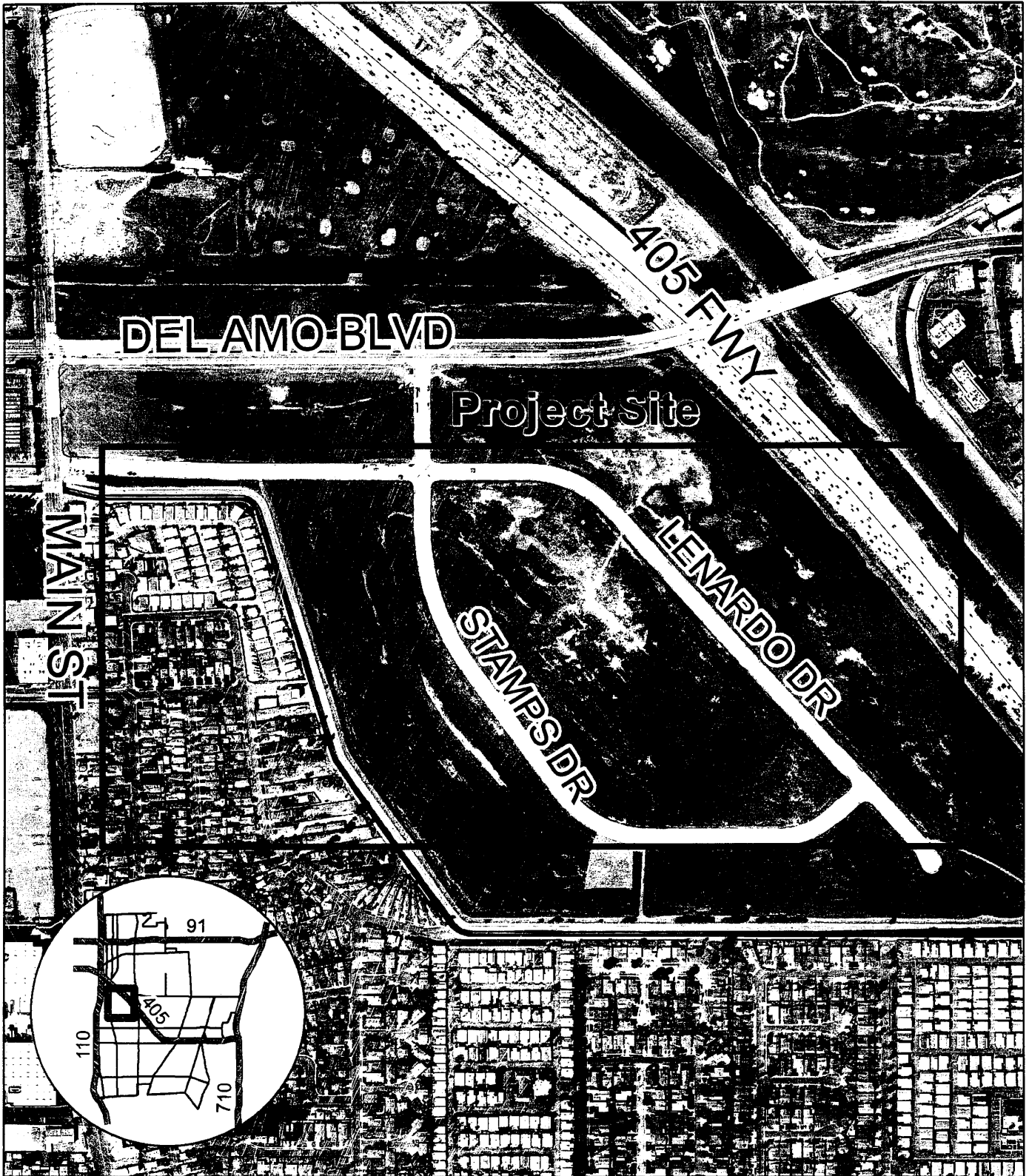
V. FISCAL IMPACT

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

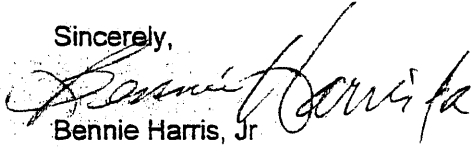


PUBLIC WORK'S MANAGER,
September 7, 2011

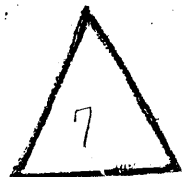
RE: Carson Street Name Change Request:

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.

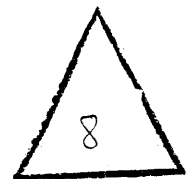
Given that the process to select a street name has not yet been completed, Carson Marketplace LLC respectfully requests that the City of Carson postpone this action so that we can ensure the name selected for the primary thoroughfare within the Boulevards at South Bay project will advance the branding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



ORAL COMMUNICATIONS – MEMBERS OF THE PUBLIC

This is the appropriate time for members of the general public to address those matters under the jurisdiction of the Council/Agency, and not on the posted Agenda. Any person wishing to address the Council/Agency is requested to complete a Speaker Form, available on the podium in the Council Chambers. TESTIMONY WILL BE LIMITED TO THREE MINUTES PER PERSON. Under the provisions of the Brown Act, no action can be taken on these items, and there can be no discussion of the items, other than to place it on the agenda for a future meeting.

Nathaniel (Nate) Riddick, 2723 Monroe, Carson, California 90810, thanked the City Council for allowing him to attend the National Parks and Recreation Legislative Session held in Washington, D.C., in February. He reported that he had information to provide to each member of the City Council and discussed some of the highlights of the conference. He referred to the action taken regarding Council Item No. 13 and reported that health fairs contributed to keeping Americans happy.

Mike Gipson, 17502 Sudbury Court, Carson, California 90746, representing UTLA, reported that since the mobilization of UTLA, the Governor granted a stay not to shift state funding of Early Childhood Education Centers away from local school districts to the counties. He thanked the City Council on behalf of 48,000 teachers of Los Angeles for considering the opposition to Governor Davis' proposal.

Marvin Clayton, Executive Director, Carson Apollo West Carson Players, 426 W. Carson, Street, Carson, California 90745, urged the City Council to revisit the fireworks ordinance because it was becoming more expensive for the non-profit organizations to run a fireworks stand. He felt that it was a good program, but it was not fair to the non-profit organizations, especially since the fireworks companies were still getting most of the money.

Mayor/Chairman/President Sweeney requested that Mr. Clayton submit his comments in writing.

Mary Anne O'Neal, 16211 Visalia, Carson, California 90746, thanked City Manager Groomes and staff for keeping in touch with Congress to have the \$140,000 presented to the Joseph B. O'Neal Stroke Center. She referred to the city ordinance that prohibits the naming of any project for anyone until the person was deceased and requested reconsideration of that ordinance. She then suggested that the City Council consider naming the Del Amo Bridge as the Del Amo-Kay Calas Bridge.

Ray Winbush, 19018 S. Tillman Avenue, Carson, California 90746, paid tribute to Mayor Sweeney, the greatest mayor in the State of California and to all of the new Council Members. He expressed his appreciation for the Job Fair conducted today and commended the participating residents and staff members. He hoped that the Home Depot Center would hire Carson's young adults and offer training.

EXHIBIT NO. 02



ITEM NO. (18) NAMING OF DEL AMO BOULEVARD OVERCROSSING AT I-405 (CITY MANAGER)

Public Comments

Mary Anne O'Neal, 16211 Visalia Avenue, Carson, California 90746, reiterated her suggestion offered at the last meeting that the City Council name the Del Amo Boulevard Overcrossing at I-405 as the "Del Amo-Kay Calas Bridge."

Tommie Williams, 1886 Kamm Street, Carson, California 90746, urged the City Council to follow the existing policy/procedure regarding street name processing and selection that requires a person to be deceased.

Nancy Severtson, 22618 Island Avenue, Carson, California 90745, reiterated her opinion to name the bridge after Kay Calas.

RECOMMENDATION for the City Council:

1. **CONSIDER** options and **PROVIDE** direction.

ACTION: It was moved that the Del Amo Boulevard Overcrossing at I-405 be named the Kay A. Calas Bridge on motion of Dear, seconded by Raber and carried by the following vote:

Ayes:	Council Members:	Sweeney, Dear, Santarina, and Raber
Noes:	Council Members:	None
Abstain:	Council Members:	Calas
Absent:	Council Members:	None

Mayor Pro Tem Calas stated that she was very honored and, the good Lord willing, she would be here to cross the bridge.

Council Member Raber stated that she was happy that the bridge would be named after Mayor Pro Tem Calas, She added that Vincent Thomas was living when the bridge was named after him.

Council Member Dear felt that everyone should thank Mayor Pro Tem Calas for all of the work that she did for years and years and because it was she who made sure that this bridge was built to serve the City of Carson.

Council Member Santarina stated that he was the one who requested that this item be placed on this evening's agenda and expressed his appreciation to his colleagues and to the public for supporting Mayor Pro Tem Calas.

Mayor Sweeney stated that he had made the comment two years ago at the groundbreaking ceremony, and he was gratified to see this item come full circle.

EXHIBIT NO. 03

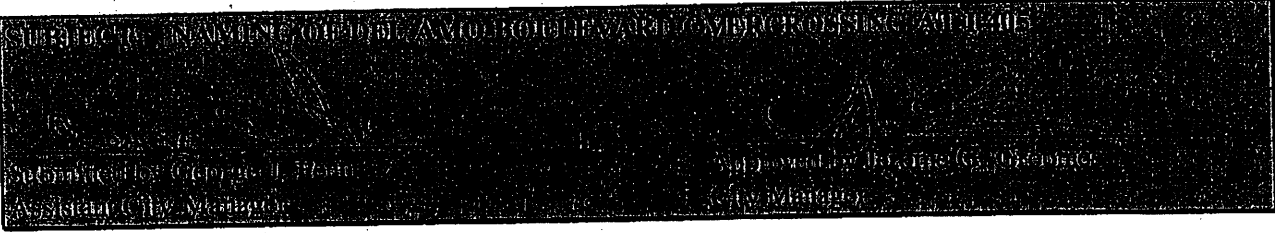




City of Carson

Report to Mayor and City Council

April 15, 2003
New Business Discussion



I. SUMMARY

This item is on the agenda at the request of Council Member Elito M. Santarina.

The grand opening ceremony for the Del Amo Bridget Overpass is scheduled for Saturday, May 17, 2003. The Council is requested to consider options and provide direction regarding naming of the bridge.

II. RECOMMENDATION

CONSIDER options and **PROVIDE** direction.

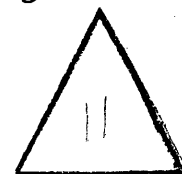
III. ALTERNATIVES

The City Council may take an action deemed appropriate.

IV. BACKGROUND

The Del Amo Boulevard Overcrossing at I-405 consists of a bridge spanning the San Diego Freeway; the City of Los Angeles Department of Water and Power right-of-way; the Dominguez Channel and roadway on a portion of the Victoria Golf Course. The project will eliminate the gap in Del Amo Boulevard, between Stamps Drive and Avalon Boulevard.

The construction of the Del Amo Overpass is a significant multi-agency project involving participants on Federal, state and local levels. This bridge will eliminate traffic congestion, and provide an important transportation link for the community. The grand opening of the Del Amo Boulevard Overcrossing is scheduled for May 17, 2003 after eight years of project design and construction.



Council Member Santarina requests that the City Council consider naming the bridge and provide appropriate direction to staff.

V. FISCAL IMPACT

None with this recommendation.

VI. EXHIBITS

None.

Prepared by: Linda F. Mann

Approved by: _____
Assistant City Manager

sf:Rev061902

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development Services	Public Services

Action taken by City Council	
Date _____	Action _____

