

1. 08-13-14 Street Naming Committee Meeting Documents

Documents: [8-13-14 STREET NAMING AGENDA.PDF](#), [8-13-14 STREET NAMING COMMITTEE PACKET.PDF](#)



7351 Rosanna Street, Gilroy CA 95020 (408) 846-0451 Fax (408) 846-0429

Street Naming Committee Meeting Agenda

August 13, 2014 at 9:30 A.M.

PLANNING CONFERENCE ROOM, CITY HALL

7351 Rosanna Street, Gilroy CA

STREET NAMING COMMITTEE MEMBERS:

Mayor Don Gage City Council Representative
Council Member Dion Bracco, City Council Representative
Mayor Pro Tempore Woodward, City Council Representative
Kai Lai, Planning Commission Representative
Tom Howard, Public Member At-large

Comments by the public will be taken on any agenda item before action is taken by the Street Naming Committee. Public testimony is subject to reasonable regulations, including, but not limited to, time restrictions on particular issues and for each individual speaker. Please limit your comments to no more than 3-minutes.

Materials related to an item on this agenda submitted to the Street Naming Committee after distribution of the agenda packet are available for public inspection with the agenda packet in the lobby of Administration at City Hall, 7351 Rosanna Street during normal business hours. These materials are also available with the agenda packet on the City website at www.cityofgilroy.org

In compliance with the American Disabilities Act (ADA), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Planning Division 72 hours prior to the meeting at (408) 846-0451. A sound enhancement system is available in the City Council Chambers.

I. OPEN MEETING

II. REPORT ON POSTING THE AGENDA AND ROLL CALL

III. PRESENTATION BY MEMBERS OF THE PUBLIC: (Three-minute time limit).

This portion of the meeting is reserved for persons desiring to address the Street Naming Committee on matters not on the agenda. The law does not permit Committee action or extended discussion of any item not on the agenda except under special circumstances. If Street Naming Committee action is requested, the Committee may place the matter on a future agenda. All statements that require a response will be referred to staff for reply in writing.

IV. OLD BUSINESS: None

V. NEW BUSINESS:

- A. Consideration of a proposal to rename portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway; rename private street Stutz Way to Auto Mall Drive; and rename private street Bearcat Court to Auto Mall Court. (report attached)
 1. Staff Report: Henry Servin, Transportation Engineer and Melissa Durkin, Planner II
 2. Public Comment
 3. Possible Action: recommend that the city council:
 - A. Initiate public outreach to gauge community acceptance of the proposed street renaming request; and
 - B. Approve, deny, or modify the proposed request to rename portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway; rename private street Stutz Way to Auto Mall Drive, or similar; and rename private street Bearcat Court to Auto Mall Court, or similar.

VI. INFORMATIONAL ITEMS: None

ADJOURNMENT

Know your rights under the Gilroy Open Government Ordinance

Government's duty is to serve the public reaching its decisions in full view of the public. Commissions, task forces, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that the City operations or deliberations are conducted before the people and that the City operations are open to the people's review. For information on your rights under the open Government Ordinance, to receive a free copy of the ordinance, or to report a violation of the Ordinance, contact the open Government Commission staff at (408) 846-0204 or e-mail Shawna.freels@cityofgilroy.org



7351 Rosanna Street, Gilroy CA 95020 (408) 846-0451 Fax (408) 846-0429

Street Naming Committee Meeting Agenda

August 13, 2014 at 9:30 A.M.

PLANNING CONFERENCE ROOM, CITY HALL

7351 Rosanna Street, Gilroy CA

STREET NAMING COMMITTEE MEMBERS:

Mayor Don Gage City Council Representative
Council Member Dion Bracco, City Council Representative
Mayor Pro Tempore Woodward, City Council Representative
Kai Lai, Planning Commission Representative
Tom Howard, Public Member At-large

Comments by the public will be taken on any agenda item before action is taken by the Street Naming Committee. Public testimony is subject to reasonable regulations, including, but not limited to, time restrictions on particular issues and for each individual speaker. Please limit your comments to no more than 3-minutes.

Materials related to an item on this agenda submitted to the Street Naming Committee after distribution of the agenda packet are available for public inspection with the agenda packet in the lobby of Administration at City Hall, 7351 Rosanna Street during normal business hours. These materials are also available with the agenda packet on the City website at www.cityofgilroy.org

In compliance with the American Disabilities Act (ADA), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Planning Division 72 hours prior to the meeting at (408) 846-0451. A sound enhancement system is available in the City Council Chambers.

I. OPEN MEETING

II. REPORT ON POSTING THE AGENDA AND ROLL CALL

III. PRESENTATION BY MEMBERS OF THE PUBLIC: (Three-minute time limit).

This portion of the meeting is reserved for persons desiring to address the Street Naming Committee on matters not on the agenda. The law does not permit Committee action or extended discussion of any item not on the agenda except under special circumstances. If Street Naming Committee action is requested, the Committee may place the matter on a future agenda. All statements that require a response will be referred to staff for reply in writing.

IV. OLD BUSINESS: None

V. NEW BUSINESS:

- A. Consideration of a proposal to rename portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway; rename private street Stutz Way to Auto Mall Drive; and rename private street Bearcat Court to Auto Mall Court. (report attached)
1. Staff Report: Henry Servin, Transportation Engineer and Melissa Durkin, Planner II
 2. Public Comment
 3. Possible Action: recommend that the city council:
 - A. Initiate public outreach to gauge community acceptance of the proposed street renaming request; and
 - B. Approve, deny, or modify the proposed request to rename portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway; rename private street Stutz Way to Auto Mall Drive, or similar; and rename private street Bearcat Court to Auto Mall Court, or similar.

VI. INFORMATIONAL ITEMS: None

ADJOURNMENT

Know your rights under the Gilroy Open Government Ordinance

Government's duty is to serve the public reaching its decisions in full view of the public. Commissions, task forces, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that the City operations or deliberations are conducted before the people and that the City operations are open to the people's review. For information on your rights under the open Government Ordinance, to receive a free copy of the ordinance, or to report a violation of the Ordinance, contact the open Government Commission staff at (408) 846-0204 or e-mail Shawna.freels@cityofgilroy.org



Community Development Department

Kristi A. Abrams
DIRECTOR

7351 Rosanna Street, Gilroy, California 95020-6197
Telephone: (408) 846-0451 Fax: (408) 846-0429
<http://www.cityofgilroy.org>

DATE: August 13, 2014

TO: Street Naming Committee

FROM: Planning Division
Melissa Durkin, Planner II

SUBJECT: Renaming Portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway

Recommendation: It is recommended that the street naming committee, by motion, recommend that the city council:

1. Initiate public outreach to gauge community acceptance of the proposed street renaming request; and
2. Approve, deny, or modify the proposed request to rename portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway; rename private street Stutz Way to Auto Mall Drive, or similar; and rename private street Bearcat Court to Auto Mall Court, or similar.

At their May 8, 2014 meeting, the staff-level street naming task force was unable to recommend approval of the proposed street name change because the proposal conflicts with an adopted street-naming policy. The policy document in question, included as Attachment A-1, is a staff-level policy document that is used to guide street-naming decisions. Specifically, the task force was concerned that the proposed street name changes could be confusing to emergency responders and motorists.

The street naming committee may make an alternate recommendation to the city council if the committee believes that project considerations override the concerns expressed by the street naming task force.

Request: On May 8, 2014, the street naming task force considered the following renaming request:

1. Recommend approval of a street name change of portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway;
2. Recommend approval to rename private street Stutz Way to Auto Mall Drive, or similar; and
3. Recommend approval to rename private street Bearcat Court to Auto Mall Court, or similar.

The details of this proposed request for consideration by the street naming committee are contained within attachment A-2, a staff report dated August 13, 2014.

Background: The street naming task force received an oral staff report concerning the proposed street name changes on May 8, 2014. The task force's discussion focused on conformance with street naming task force policies. The task force found that the proposed name changes do not conform to the following street naming task force policy: "a street name change should occur at all 90 degree turns." The primary purpose of this policy is to ensure that emergency responders can navigate city streets as quickly and efficiently as possible.

The task force expressed concerns that the current Tenth Street would be renamed such that it has three different names within a short distance (Pacheco Pass Highway east of SR 101; Gilroy Auto Mall Parkway west of SR 101 up to Chestnut Street; and Tenth Street west of Chestnut Street) and that Chestnut Street would have two different names (Chestnut Street north of Tenth Street and Gilroy Auto Mall Parkway between Tenth Street and Luchessa Avenue). The task force was particularly concerned that emergency responders and motorists would be confused by the 90-degree turns of the proposed Gilroy Auto Mall Parkway and the abrupt change in street names, particularly along the street now known as Tenth Street. The task force's concern with regard to emergency response personnel is that confusion about addressing could lead to delays in response times. The task force's concern with regard to motorists is that the name changes might confuse motorists and cause difficulty navigating the streets impacted by the name change.

The attached street naming committee staff report provides additional information regarding this application.

Human Resources Impact: Adequate human resources were available to process this project.

Fiscal Impact: Adequate funds were available to process this project.

Attachments:

A-1: "Miscellaneous Street Naming Policies" Document

A-2: Street Naming Committee Staff Report

Miscellaneous Street Naming Policies

Last updated: May 24, 2012

- Private drives less than 150 feet in length or having 6 or fewer homes shall be addressed off the main street
- Short streets should use the ending of “Way” or “Place”
- Longer streets should be “Street”, “Lane”, “Road”, “Drive”
- Major streets should be “Boulevard” or “Avenue”
- All cul-de-sacs shall be “Court”
- A street with two entry points on the same cross street shall be “Circle”
- Short “connecting” streets with no possible building sites should be named the same as the cross street
- A street name change should occur at all 90 degree turns
- Streets with long sweeping curves should have one name
- No symbols, grammatical marks, or diacritical marks (i.e. accents) shall be included in street names
- Alleys receive designated names only when the Post Office delivers mail to buildings addressed off of the alley
- The City should name streets after Gilroy’s “Sister Cities.”



City of Gilroy
PUBLIC WORKS DEPARTMENT
7351 Rosanna Street, Gilroy CA 95020
(408) 846-0451 (408) 846-0429 (fax)
www.cityofgilroy.org

AGENDA DATE: August 13, 2014
TO: Street Naming Committee
FROM: Henry Servin, City Transportation Engineer
SUBJECT: Renaming portions of Tenth and Chestnut Streets to Gilroy Auto Mall Parkway

Recommendation

It is recommended that the Street Naming Committee, by motion, recommend that the city council:

1. After conducting public outreach to gauge community acceptance, as described below, approve a street name change from portions of Tenth Street and from portions of Chestnut Street to Auto Mall Parkway.
2. Approve a name change of private street Stutz Way to Auto Mall Drive, or similar,
3. Approve a name change of private street Bearcat Court to Auto Mall Court, or similar,
4. Approve a special wayfinding sign treatment for the Street Name Sign Changes

Background

The Automobile Dealers of Gilroy and city staff have been in dialogue on means and methods to make the existing auto dealerships along Stutz Way and Bearcat Court more accessible to State Route 101 (SR101) users. One discussion has centered on renaming a portion of Tenth Street between SR 101 and Chestnut Street, a portion of Chestnut Street between Tenth Street and Luchessa Avenue, and the SR 101 interchange into the Gilroy Auto Mall Parkway. To provide easier access, a review of possible changes to Tenth Street and Chestnut Street as well as the signalized intersection at the confluence of the two are in consideration.

Since the Great Recession auto dealers have faced increasing manufacturer pressure to locate near the larger population centers of the urbanized core of counties. While the local dealers are resistive of this generalized school of thought and several promotional and marketing campaigns are underway to bring greater attention to their locations, it is felt by the dealership community that the current condition of adjacent major streets does not promote their location. Further, major automobile manufacturers that provide new vehicles to the Gilroy dealerships are also aware of the condition of the surrounding area and have placed pressure on the local dealers to consider possibly relocating their business to more lucrative locations away from Gilroy.

To stem that notion, the city is considering partnering with Gilroy dealerships to explore infrastructure improvements that would provide easier street access from SR 101 and include possible aesthetic amenities such as landscaped medians and architectural treatments that promote the area as an Auto Mall Parkway. Staff has also been in dialogue with Caltrans to determine what actions would be necessary to change the Tenth Street interchange signs to Gilroy Auto Mall Parkway which will provide greater knowledge of the Gilroy Auto Mall by way of extensive

signage change outs (from 10th Street to Auto Mall Parkway) along Highway 101. This report explores areas for possible direction by City Council.

Discussion

Coordination with Caltrans on Name Change Process

Staff is working with the auto dealers and the California Department of Transportation (Caltrans) to explore renaming the Tenth Street southbound and northbound SR 101 exits to Auto Mall Parkway. Caltrans has established a process to request this change. Generally, Caltrans requires a "you first" action by the applicant city. Gilroy would, by resolution, re-designate portions of Tenth Street and Chestnut Street to "Auto Mall Parkway", and then submit a letter request to the District Director, followed by an encroachment permit request to perform all sign changes along State Route 101. If Caltrans agrees to the change, two funding approaches are available. Under a 120-day process, the City of Gilroy would incur all manufacturing and installation costs to change existing "Tenth Street" freeway exit signage to "Auto Mall Parkway" on SR 101. It is estimated that the sign changes would cost about \$80,000 that would include all sign directions, including a total of four overhead signs, eight pole mounted advance signs and four off-ramp signs.

The other approach would have Caltrans incur all costs but perform the changes at their own schedule. Caltrans is anticipating replacing all freeway overhead signs to a highly retro-reflective micro prismatic sheeting "Type XI" signage standard to reduce night-time lighting costs. The program is slated to being within 16 months, at about the San Francisco County line then proceed south, in stages to their northern and southern SR101 District 4 boundaries. Gilroy is at the southern boundary of the SR 101 District 4 maintenance sphere of influence. Staff estimates Caltrans may take about 24-28 months to arrive at Gilroy and complete this task. Given this approach, Caltrans would coordinate with local jurisdictions, in about a year's time, to review any desired signage changes.

Proposed Changes to City Streets

To comply with the Caltrans process to convert the SR 101 signage, Tenth Street from the SR 101 off-ramps to Chestnut Street, and Chestnut Street from Tenth Street to Luchessa Avenue would be renamed to Gilroy Auto Mall parkway by City Council resolution. These city street name sign changes would be of nominal cost. The city has a process to review street name changes and conduct public outreach in reference to same. To ensure that affected property and business owners have an opportunity to provide input on the proposed name change, staff will hold a public meeting, to which all property owners, tenants, and lessees within a 500-foot radius of the affected streets will be invited. Staff will provide these stakeholders with detailed information of the proposed street name changes, answer questions, and gather comments from the public. The comments will be presented to the city council for consideration as part of their deliberations.

It is unknown, at this point in the consideration, the sentiments of existing businesses about a proposed name change, other than the Auto Dealers, who have expressed enthusiastic support for this effort. Given the expected several-month long process with Caltrans, this period may provide an advantage to give merchants along both streets time to change their marketing information to reflect the proposed Auto Mall Parkway renaming and thus minimize the impact of the street name change. To address any concerns of the business community which may be impacted by the proposed street name changes, two meetings are proposed to be held. Separate notices (hand fliers) for both the meetings are anticipated to be delivered to individual businesses informing them

of the date, time and place of these proposed meetings. Approximately 26 businesses along both Tenth and Chestnut Streets have business address along the proposed street name change corridor. Of those, about 7 of them provide automobile-related services. To facilitate public acceptance of the change, retention of the existing signage, in example "formerly Tenth Street," would be kept alongside the new signs for up to a year after the name change occurs. All emergency services providers, the U.S. Post Office, the California Department of Motor Vehicles, and others would be advised of any proposed street name changes.

Of note, the current street geometrics do not favor easy access to the Auto Dealer area along southbound Chestnut from SR 101. Moderate reconfiguration of Tenth and Chestnut streets and the existing traffic signal would be required to facilitate turning movements. In addition the existing pavement conditions and on-street amenities are somewhat Spartan and would merit increased attention. Certain properties adjacent to Tenth and Chestnut Streets are in various stages of development review and may propose changes to their physical infrastructure. Should some of these properties need improved access to Tenth or Chestnut, it would be timely of the City to seek street right-of-way dedications for the purposes of facilitating greater access to the area. Proposed street changes could include landscaped medians along Tenth and along Chestnut Streets, addition of dual left turn pockets on westbound Tenth onto southbound Chestnut, reconfiguration of the traffic signal at Chestnut and Tenth, and repaving of the streets between SR 101 and the Auto Dealer area. Preliminary cost information is being gathered for these notional changes. Preliminary Engineering and Outreach costs to include street geometrics and median landscaping and other amenities design is approximately \$70,000. It is estimated that the street improvements and landscaped medians would cost approximately \$2 to \$2.5 million, depending on the level of amenities included in a final design. Amenities could include street furniture, ornamentation and median aesthetic treatments as in flag poles and large pilasters visible from SR 101, and lush landscaping that creates an attractive and inviting environment.

Coordination with Gilroy Auto Dealers Association

Staff has met with representatives of all the Auto Dealers in the area of the proposed changes to seek input on the above described notional changes to Tenth and Chestnut Streets. There is whole-hearted support to make the approach streets more attractive to potential and repeat customers and to provide greater ease of access from the State highway to their dealerships. The Auto Dealers have expressed an interest to stay highly engaged in the process, as it develops, and possibly participate as advocates for this proposed change. Before they would commit to any financial resources they would want to see assurances that the City and the State would be willing to deliver the name changes. Financial participation could range from grouped purchases of identity markers, such as tall pilasters or flag poles, to moderate maintenance of landscaping along medians. They also seek design review as they have operational needs that would need to be accommodated, such as off-loading of new vehicles from large trucks, which are best accommodated on street. In a gesture to demonstrate support for this effort, some of the Auto Dealers that currently own the Stutz Way and Bearcat Court private streets would be willing to redesignate their private streets, to "Auto Mall Drive" or similar and Auto Mall Court, or similar, respectively. With Street Naming Committee concurrence, City staff would help facilitate that change.

Conformance with Gilroy Strategic Plan

This agenda item is consistent with the Council's approved Economic Development Strategy to achieve the following goals:

- Increase employment opportunities in Gilroy
- Strengthen and Improve the sales tax base
- Ensure physical infrastructure and systems that promote a positive sense of Gilroy

Human Resources Impact

There are no human resource impacts with this action.

Environmental Determination

The Resolution is not a "project" requiring environmental review under the California Environmental Quality Act (Pub. Resources Code Section 21000 *et seq.*, "CEQA"). Consistent with CEQA Guidelines Section 15378(b) (4),¹ the renaming of a street, ultimately authorized by a Resolution is a governmental administrative activity which will not result in a potentially significant physical impact on the environment.

Financial Impact

There are no budget impacts at this time with this action. City Council has previously approved an initial Budget Amendment in the amount of \$ \$150,000 to fund the above plan and street design.

¹ The CEQA Guidelines are codified at 14 C.C.R. § 15000 *et seq.*

Auto Mall Parkway Zone of Study

