



CITY OF PALM SPRINGS

DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: 13 May 2015

To: Planning Commission

From: Flinn Fagg, AICP
Director of Planning Services

Subject: Director's Business
Street Name Change Applications – Crossley Road, 34th Avenue

At the meeting of 22 April 2015, the Planning Commission directed staff to provide information on the impacts and costs of changing the names of Crossley Road and 34th Avenue. The request to change the name of Crossley Road was the result of a petition submitted by residents to the Planning Commission; the request to change the name of 34th Avenue resulted from discussions at the public hearing for the Vibrante project (3.3745 MAJ), which was approved in December 2014.

The following summary describes the number of property owners impacted by the proposed changes and the approximate costs for replacing street signs. The attached maps show the extent of the areas impacted by the proposed street name changes and provide a list of affected properties.

34th Avenue

- Proposed name: Shore Bridge Road
- Total # of properties addressed on 34th Avenue: 7 properties
- # of developed businesses/residences addressed on 34th Avenue: 0 businesses/residences
- Length of street affected: Approximately 2,225 feet (0.42 miles)
- Total number of street blade signs to be replaced: 4 blade signs
- Total cost to replace signs: Approximately \$2,000.00 (\$500.00 per sign)

Crossley Road

- Proposed name: Lawrence Crossley Road
- Total # of properties addressed on Crossley Road: 26 properties
- # of developed businesses/residences addressed on Crossley Road: 8 properties
- Length of street affected: Approximately 5,340 feet (1.01 miles)

- Total number of street blade signs to be replaced: 4 blade signs, 3 street signs
- Total cost to replace signs: Approximately \$3,500.00 (\$500.00 per sign)

Street Name Change Application Process

Chapter 14.08 of the Palm Springs Municipal Code outlines the submittal requirements, notification requirements, and approval process for Street Name Change applications.

1. Submittal of application signed by the owners of at least 60% of the lineal frontage abutting the street.
2. Submittal of application fee (\$1,647.00 plus cost of changing street signs).
3. Upon determining that the application is complete, the Planning Commission adopts a resolution of intention to change the name and to set a date for a public hearing not less than thirty days from the date of adoption of the resolution.
4. Newspaper publication required 15 days prior to the public hearing.
5. A minimum of three signs posted along the street at least 10 days prior to the public hearing, providing notice of the resolution of intention.
6. The Planning Commission reviews the application and makes a recommendation to City Council.
7. The City Council considers the recommendation of the Planning Commission and public testimony, and takes action on the application.

Section 14.08.110 of the code allows the Planning Commission to waive steps #1 through #6 above, and instead approve a resolution directed to City Council requesting the street name to be changed. City Council may then take such action as it deems appropriate.

While the municipal code allows the Planning Commission to bypass the regular process of notification and hearings, staff would recommend adherence to the public notification and hearing procedures. Resolutions of intention could be prepared for the consideration by the Planning Commission at the meeting of 27 May 2015, with the public hearing to follow at least 30 days later.

34th Avenue Street Name Change



Address List

(All within Vibrante, PDD 328)

- | | |
|---------------------------------|---------------------------------|
| 1. 6536 34 th Avenue | 5. 6512 34 th Avenue |
| 2. 6548 34 th Avenue | 6. 6574 34 th Avenue |
| 3. 6550 34 th Avenue | 7. 6562 34 th Avenue |
| 4. 6524 34 th Avenue | |

Street Signs = 4

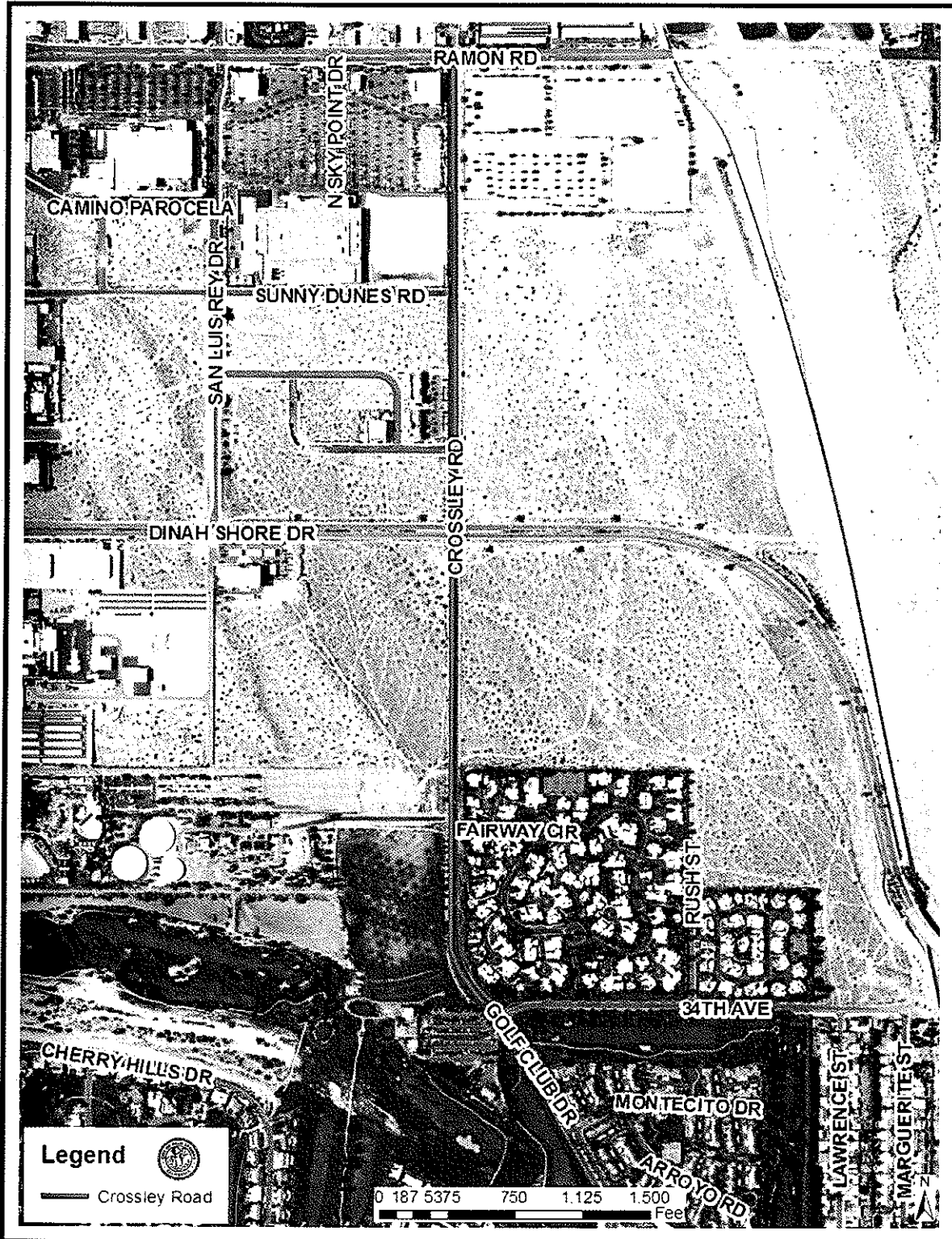
New sign \$350 + plus installation = ~\$500

Approximate cost for four new signs = \$2,000

Crossley Road Street Name Change

North Boundary: Ramon Road

South Boundary: 34th Avenue



Address List

- | | | | |
|---------------------------------------|----------------------------------------|---------------------------------------------------|------------------------------------------------------|
| 1. 701 Crossley Road
(680-170-062) | 8. 907 Crossley Road
(680-562-002) | 15. 927 Crossley Road
(680-562-002) | 22. 1600 Crossley Road
(680-492-029; 680-493-052) |
| 2. 801 Crossley Road
(680-562-015) | 9. 909 Crossley Road
(680-562-002) | 16. 931 Crossley Road
(680-562-001) | 23. 1600 Crossley Road
(680-494-016;680-495-016) |
| 3. 851 Crossley Road
(680-562-003) | 10. 911 Crossley Road
(680-562-002) | 17. 933 Crossley Road
(680-562-001) | 24. 1600 Crossley Road
(680-496-029;680-497-023) |
| 4. 901 Crossley Road
(680-562-002) | 11. 915 Crossley Road
(680-562-002) | 18. 998 Crossley Road
(680-170-021) | 25. 1603 Crossley Road
(680-180-022) |
| 5. 902 Crossley Road
(680-170-041) | 12. 919 Crossley Road
(680-562-002) | 19. 999 Crossley Road
(680-562-017) | 26. 1683 Crossley Road
(680-180-010) |
| 6. 903 Crossley Road
(680-562-002) | 13. 921 Crossley Road
(680-562-001) | 20. 1298 Crossley Road
(680-180-038) | |
| 7. 905 Crossley Road
(680-562-002) | 14. 923 Crossley Road
(680-562-002) | 21. 1600 Crossley Road
(680-491-003; 005; 038) | |

<u>Business Name</u>	<u>Addresses</u>	<u>Owner</u>
All Valley Notary Academy	919 Crossley Road (680-562-002)	Rodolfo Vasquez
Brenda & Pines Pet Palace	923 Crossley Road (680-562-002)	Brenda Cross
DA Computers	915 Crossley Road (680-562-002)	Daniel Algazi
Dance Studio By Andrea	933 Crossley Road (680-562-001)	Andrea Hermosilla
La Perlita Mexican Food	901 Crossley Road (680-562-002)	Angel De La Torre
LV Nails	931 Crossley Road (680-562-001)	Hao Vay
Noia Investments Inc.	919 Crossley Road (680-562-002)	Carolyn Noia
Select Staffing	921 Crossley Road (680-562-001)	Realtime Staffing SVC Inc.

Blade Signs = 4
Street Signs= 3

New sign \$350 + plus installation = ~\$500
Approximate total for 7 new signs = \$3500

Palm Springs Municipal Code

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Title 14 STREETS AND SIDEWALKS**Chapter 14.08 STREET NAME CHANGES**

14.08.010 Petition for initiation of street name change.

Any person may initiate a street name change for any reason consistent with law, by complying with the provisions of this chapter. (Ord. 914 § 10, 1971; prior code § 7601)

14.08.020 Initiation of petition.

A proposed change of street name may be initiated by filing with the planning commission an application in the form prescribed by the director of community development and signed by the owners of at least sixty percent of the lineal frontage abutting the street to be affected. (Prior code § 7611)

14.08.030 Application fee.

The application shall be accompanied by a fee in an amount established by resolution of the city council, in order to defray the costs of publishing, posting, and processing, as hereinafter prescribed. (Ord. 914 § 10, 1971; prior code § 7621)

14.08.040 Director's examination.

The director of community development shall examine the application and determine the sufficiency of same as to the percentage requirement of Section 14.08.020. (Prior code § 7631)

14.08.050 Adoption of resolution of intention.

Upon determination of the sufficiency of the petition, the commission shall adopt a resolution of intention to change name and set a date for public hearing not less than thirty days from the date of adoption of the resolution. (Prior code § 7641)

14.08.060 Publication.

The director of community development shall provide for at least one publication of resolution of intention in a newspaper of general circulation within the city at least fifteen days prior to the hearing date. (Prior code § 7651)

14.08.070 Posting.

The director of community development shall provide for posting copies of the resolution of intention in at least three public places along the street proposed to be affected. The posting shall be completed at least ten days prior to the hearing date. (Prior code § 7661)

14.08.080 Commission hearing.

At the time set for hearing, or at any time to which the hearing may be continued, the commission shall hear and consider proposals to adjust, alter or change the names of the streets mentioned in the resolution, and objections to the proposals. (Prior code § 7671)

14.08.090 Commission recommendation.

At or after the conclusion of the hearing, the commission may make any recommendation to the city council which the commission deems appropriate. In its deliberations the commission shall consider any applicable specific plans in effect pursuant to California Government Code Sections 65450 et seq. (Ord. 914 § 10, 1971; prior code § 7681)

14.08.100 Council action.
