


ITEM NO.	4b(1)
MEETING DATE	3-11-08
APPROVED BY	
STAFF AUTHOR	
PLANNING MANAGER	

CITY OF REDDING

REPORT TO THE PLANNING COMMISSION

DATE: March 3, 2008

CODE: S-070-230

FROM: Development Services Department

SUBJECT: Proposed Name Change to the Portion of Auditorium Drive Between its Intersection at Park Marina Drive/Butte Street on the South Side of State Route 44 and the Sundial Bridge

RECOMMENDATIONS

It is recommended that the Planning Commission recommend approval of the proposed street name change and forward the matter to the City Council for consideration.

BACKGROUND

In October 2007, the City Council directed staff to pursue a name change of a portion of Auditorium Drive to the name, Sundial Bridge Drive. The name change would apply to that section of Auditorium Drive located between its intersection with Park Marina Drive/Butte Street on the south side of State Route 44 (SR 44) and the Sundial Bridge. The portion of Auditorium Drive that branches west just north of the SR 44 ramps would remain Auditorium Drive. The attached map illustrates the section of the street under consideration. City Council direction was prompted by an effort to better identify the location of the Sundial Bridge for tourists and the traveling public in general.

The main considerations during this process involved contacting potentially affected agencies and property owners to determine the concerns of the proposed street name change. The agencies affected are those that have responsibilities involving addressing, such as public safety departments, the United States Post Office, and Shascom. Staff expanded the typical notification boundaries to include both property owners along the section of road to be renamed and nearby property owners who could also be affected by the change.

During the comment period, staff received no comments from the public. Representatives of Turtle Bay, the Shasta County Department of Resource Management, Shascom, Caltrans, the Convention Center and Visitors Bureau, the Redding Police Department, and other City Departments have all endorsed the proposed name change and indicated that the change will not adversely affect their operations. As part of this effort, Caltrans has indicated that it will provide staff to install a series of wayfinding signs along SR 44 between Interstate 5 and the Sundial Bridge off-ramp to identify the new street name and further aid travelers in locating the Sundial Bridge.

ISSUES

Does the Planning Commission wish to forward a recommendation of approval of the street name change to the City Council? Redding Municipal Code Section 17.34.020 requires name changes to be considered by the City Council after a public hearing conducted by the Planning Commission.

ALTERNATIVES

1. Recommend approval of the name change as discussed above and forward consideration to the City Council.
2. Take no action regarding the proposed name change of Auditorium Drive. Redding Municipal Code Section 17.34.020 states that failure to forward the matter to the City Council within 60 days shall be deemed a denial of the proposed name change.
3. Redding Municipal Code Section 17.34.020 also allows the Planning Commission to recommend other names to the City Council than the name originally considered.

CONCLUSIONS/RECOMMENDATION

The proposed name change would aid in better identifying the location of the Sundial Bridge. This community benefit and the lack of any opposition have led staff to recommend approval of the name change.

ATTACHMENTS

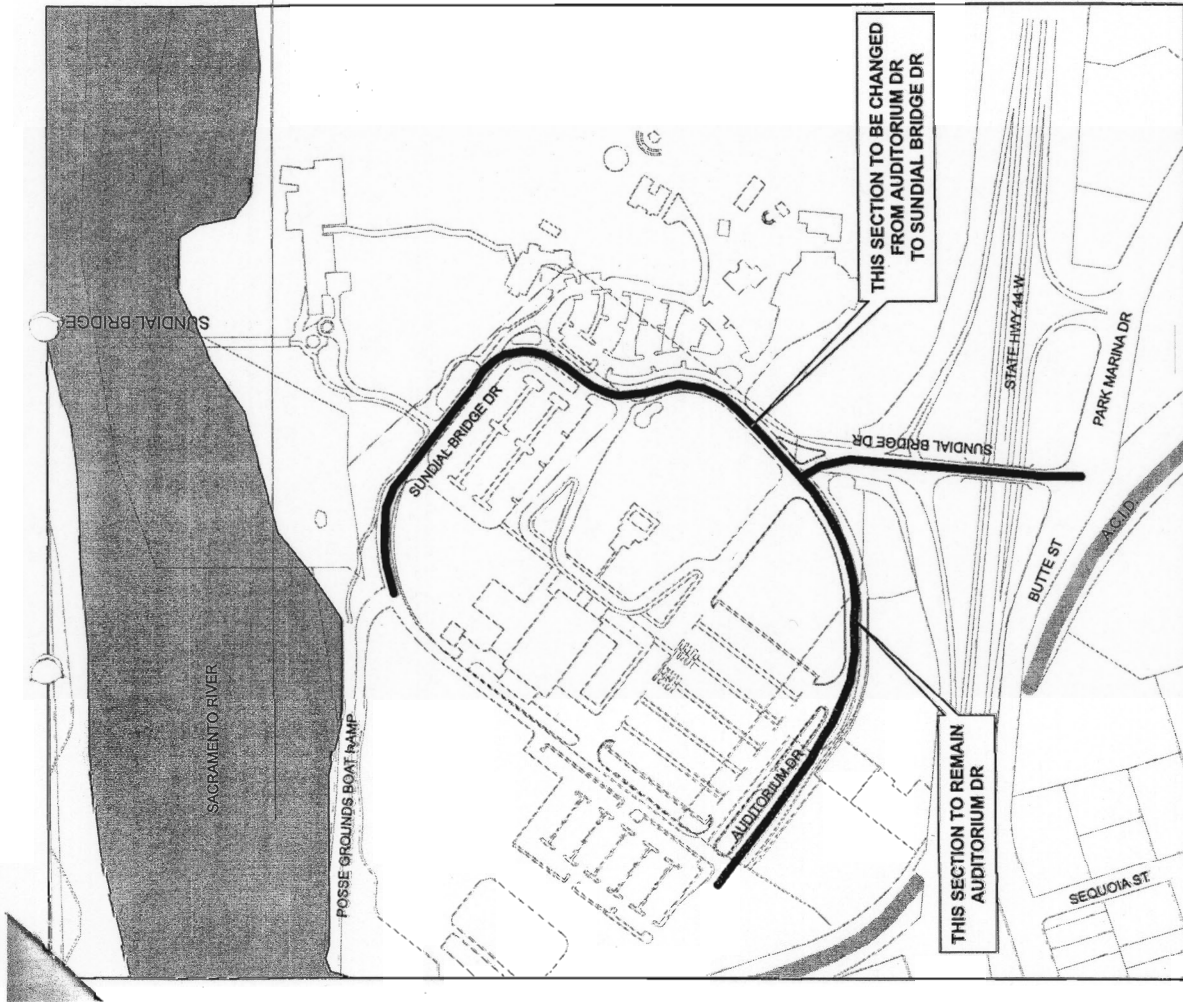
- A. Location map
- B. Notification area map

JK:el

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c: Gerry Kersten, Support Services Director

AUDITORIUM DRIVE RENAMING - NOTIFICATION



ITEM 4b(1)
ATTACHMENT B

Tuesday, March 04, 2008 3:28 PM

<p>GIS DIVISION DEVELOPMENT SERVICES DEPARTMENT DATE PRODUCED: NOVEMBER 28, 2007 0 100 200 Feet</p>	<p>LOCATION MAP</p>		<p>MTG. DATE: <u>3/11/08</u></p>
	<p>AUDITORIUM DRIVE RENAMING</p>		<p>ITEM: <u>4b(1)</u> ATTACHMENT: <u>A</u></p>
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