



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: SEE BELOW

DATE: November 21, 2011

Approved

Date

11/30/11

COUNCIL DISTRICT: 3
SNI AREA: N/A

SUBJECT: ST11-001. STREET RENAMING TO CHANGE A PORTION OF OLD BAYSHORE HIGHWAY, LOCATED SOUTH OF HIGHWAY 101 BETWEEN AIRPORT DRIVEWAY AND N. FOURTH STREET, TO MATRIX BOULEVARD.

RECOMMENDATION

Planning staff recommends that Council adopt a resolution approving the proposed street renaming of a portion of Old Bayshore Highway to Matrix Boulevard.

OUTCOME

Adoption of a resolution approving the street renaming of a portion of Old Bayshore Highway to Matrix Boulevard.

BACKGROUND

Highway 101 between San José and San Francisco is known as Bayshore Freeway, but was called Bayshore Highway when it was originally built as a surface road. As the road became more heavily travelled, this segment was upgraded to a freeway by the late 1950s. The street name Old Bayshore Highway was created during this time when the freeway expansion re-routed a portion of Bayshore Highway to its existing alignment as Highway 101. Old Bayshore Highway is currently a five-lane public street between Airport Parkway and N. First Street and a three-lane street between N. First Street and N. Fourth Street. This portion of Old Bayshore Highway is also an off-ramp from southbound Highway 101 east of Airport Parkway and an on-ramp to southbound Highway 101 west of N. Fourth Street.



The applicant, Airport Parkway Two, LLC, wishes to re-name a portion of Old Bayshore Highway to Matrix Boulevard. The applicant is concerned that the current street name, Old Bayshore Highway, is not conducive to promoting the new cardroom, Casino M8trix, or a future hotel project. The applicant indicates that the proposed street name, Matrix Boulevard, lends itself to the image of the new development, helps with marketing efforts, and is important to the guest experience. Additionally, the applicant believes the name “Matrix” is a technology term that ties into Silicon Valley and the street redesignation to “boulevard” fosters an image of a pedestrian-friendly street for people to gather and meet for shopping, dining, and entertainment, while the current “highway” designation conjures an image of a more auto dominated locale.

The portion of Old Bayshore Highway located north of Highway 101 is not proposed for street renaming.

ANALYSIS

The renaming of a portion of Old Bayshore Highway to Matrix Boulevard is consistent with Council Policy 6-5: *Street Naming and Renaming*, in that the process outlined for renaming a minor street was followed. Staff is recommending approval because the renaming supports economic development by improving the image of the street from a cardroom and hotel perspective.

City Council Policy 6-5: *Street Naming and Renaming* separates out renaming of major rights of way and minor rights of way. The proposed street renaming qualifies as renaming of a minor right of way, because the renaming would affect no more than 20 parcels. Including the property owned by the applicant, only five parcels abut the affected street segment. While the project qualifies as a minor right of way renaming, the applicant followed some of the more stringent procedures for the renaming of a major right of way. Specifically, each of the property owners abutting the affected street segment provided the applicant with a signed letter of support for the proposed name change.

This renaming will not affect the current address of any owners or occupants located on Old Bayshore Highway between Airport Parkway and N. Fourth Street except for the applicant, who is currently addressed at 1887 Old Bayshore Highway. Although this portion of Old Bayshore Highway has a direct off-ramp from southbound Highway 101, the street renaming will not affect Highway 101 exit signs because the off-ramp sign is labeled as "Brokaw Road" and "First Street," not "Old Bayshore Highway."

Renaming the street to a name that is directly affiliated with a commercial establishment could have additional consequences in the future. If the cardroom changes its name for any reason, it could result in a future request for another street renaming. In addition, although there are no other businesses addressed off this portion of Old Bayshore Boulevard, future development would be addressed off this street segment. Specifically, redevelopment of the hotel on the south side of Old Bayshore Highway between North First and North Fourth streets would likely result in new addresses using this street name.

Despite the concerns related to choosing a street name affiliated with a specific commercial establishment, due to the support of other property owners, and the minimal impact in the future, Planning staff recommends the City Council adopt a resolution approving the proposed street renaming

POLICY ALTERNATIVES

Alternative: The Council could deny the proposed Street Renaming application, which would maintain the street name Old Bayshore Highway.

Pros: No change to the existing street name would occur and the existing address would remain the same.

Cons: The current street name would not satisfy the desire of the applicant to rename the street to improve its image from a marketing perspective.

Reason for not recommending: Staff is not supportive of this alternative for the following reasons:

1. This affected segment of Old Bayshore Boulevard is located in a street portion in which no other businesses except for the applicant would be affected by this street renaming at this time.

2. The renaming would lessen the confusion for local emergency communications in that Old Bayshore Highway would only remain north of Highway 101 instead of north and south of Highway 101, even though both segments are not directly connected.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

For renaming of minor rights of way, the Street Renaming Policy (Council Policy 6-5) leaves the need for a community meeting to the discretion of the Director of Planning, Building, and Code Enforcement. The Policy is intended to provide additional outreach to nearby homeowners and/or businesses that would have their addresses impacted. In this instance, the street renaming will not affect any nearby residents or business located south of Highway 101 between Airport Parkway and N. Fourth Street because none have an Old Bayshore Highway street address except for the applicant.

Prior to submitting the application for the proposed street renaming, the applicant went door-to-door to reach out to owners and occupants located along the street segment to be renamed. The applicant hand delivered a community meeting notice to all owners and occupants along the street segment to be renamed. On November 1, 2011, the applicant held a community meeting to consider the proposed street renaming. Planning staff attended this community meeting, and no members of the public attended the community meeting.

In accordance with Council Policy 6-30, Public Outreach Policy, a hearing notice of the proposed change was mailed to all owners and occupants within a 500-foot radius of the subject street renaming. This staff report is also posted on the City's website, and staff has been available to respond to questions from the public.

COORDINATION

This project was coordinated with the Building Division, Police Department, Fire Department, Santa Clara County Communications, and the United States Postal Service.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan policies and City Council approved policies.

COST SUMMARY/IMPLICATIONS

The developer will be required to fund the street sign installation; there are no cost implications to the City of San José.

CEQA

CEQA: Exempt.

/s/
JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Joseph Horwedel at 408-535-7900.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JOSÉ RENAMING OLD BAYSHORE HIGHWAY, LOCATED SOUTH OF HIGHWAY 101 BETWEEN AIRPORT PARKWAY AND N. FOURTH STREET, TO MATRIX BOULEVARD.

WHEREAS, the applicant, Airport Parkway Two, LLC, is requesting the renaming of a portion of Old Bayshore Highway, located south of Highway 101 between Airport Parkway and N. Fourth Street, be renamed, as follows: Matrix Boulevard; and

WHEREAS, said street is constructed; and

WHEREAS, this change would be consistent with the Council Policy 6-5, and will promote the welfare and general convenience of the community; and

WHEREAS, the Director of Planning, Building and Code Enforcement has determined that this proposed action is exempt from the provisions of the California Environmental Quality Act of 1970, as amended, which determination has not been protested nor appealed.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSÉ:

SECTION 1. Pursuant to the provisions of Section 3409.1 of the Government Code of the State of California, this Council does hereby find and determine that a portion of Old Bayshore Highway, located south of Highway 101 between Airport Parkway and N. Fourth Street, be renamed, as: "Matrix Boulevard" located in the City of San José, that said street should be named, and that said City Council does hereby name said street effective December 13, 2011.

SECTION 2. The City Clerk is hereby directed to deliver a copy of this resolution to the Board of Supervisors of the County of Santa Clara.

ADOPTED this 13th day of December 2011, by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

CHUCK REED
Mayor

ATTEST:

DENNIS HAWKINS
City Clerk