



REPORT TO THE PLANNING COMMISSION

AGENDA ITEM NO. VIII-A
COMMISSION MEETING 11/28/12

November 28, 2012

FROM: MIKE SANCHEZ, Planning Manager
Development & Resource Management Department

APPROVED BY

DEPARTMENT DIRECTOR 11.28.12

THROUGH: SOPHIA PAGOULATOS, Supervising Planner
Development Services Division

BY: ISRAEL TREJO, Planner
Development Services Division

SUBJECT: CONSIDERATION OF A REQUEST TO RENAME NORTH BRYAN AVENUE, FROM WEST ALLUVIAL AVENUE TO APPROXIMATELY 800' SOUTHEAST OF NORTH CRESTA AVENUE, TO NORTH RIVERSIDE DRIVE; THE SUBJECT LOCATION IS GENERALLY BOUNDED BY THE SAN JOAQUIN RIVER TO THE NORTH AND THE VETERANS BOULEVARD ALIGNMENT TO THE SOUTH (APPROXIMATELY 800' SOUTHEAST OF NORTH CRESTA AVENUE)

RECOMMENDATION

Upon consideration of staff evaluation, it can be concluded that proposed Street Name Change Application No. SNC-12-001 is appropriate for the project site. Therefore, staff recommends the Planning Commission take the following actions:

1. RECOMMEND APPROVAL to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-12-001 dated November 21, 2012.
2. RECOMMEND APPROVAL to the City Council of Street Name Change Application No. SNC-12-001 to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive, as shown on attached Exhibit A.

EXECUTIVE SUMMARY

The City of Fresno, Public Works Department, has filed the subject application which is a request to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive. The subject street location is generally bounded by the San Joaquin River to the north and the Veterans Boulevard street alignment to the south (approximately 800' southeast of North Cresta Avenue). The development of Veterans Boulevard is causing the need for the subject application. Veterans Boulevard, which will begin at West Herndon Avenue and continue southwesterly to south of West Shaw Avenue, will intersect with North Bryan Avenue in two locations. In order to prevent the confusion and uncertainty associated with having two Veterans Boulevard and North Bryan Avenue intersections, the subject application has been filed.

PROJECT INFORMATION

PROJECT	Street Name Change Application No. SNC-12-001 is a request to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive (see Exhibit A)
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APPLICANT	The City of Fresno, Public Works Department
LOCATION	The area generally bounded by the San Joaquin River to the north and the Veterans Boulevard alignment to the south (approximately 800' southeast of North Cresta Avenue) (Council District 2, Councilmember Borgeas)
SITE SIZE	Approximately 1 mile of public right-of-way
LAND USE	Existing - Public street Proposed - Public street
ENVIRONMENTAL FINDING	No Possibility of Significant Adverse Effect dated November 21, 2012
STREET NAME COMMITTEE FINDING	The application will remove the confusion and uncertainty associated with having two Veterans Boulevard and North Bryan Avenue intersections
STAFF RECOMMENDATION	Approve the street name change from North Bryan Avenue to North Riverside Drive (see Exhibit A)

ENVIRONMENTAL FINDING

An environmental assessment was prepared for this project in accordance with the requirements of the California Environmental Quality Act (CEQA) Guidelines. This process included the distribution of the project proposal for comment from other responsible or affected agencies and interested organizations.

Environmental Assessment No. SNC-12-001, resulting in a finding of No Possibility of Significant Adverse Effect, was prepared on November 21, 2012. That assessment found that the street name change request was subject to the provisions of Section 15061 of the CEQA guidelines. Section 15061 of the CEQA guideline provides for the exemption of any project which will clearly have no significant effects on the environment.

BACKGROUND / ANALYSIS

The City of Fresno, Public Works Department, has filed the subject application which is a request to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive. The subject street location is generally bounded by the San Joaquin River to the north and the Veterans Boulevard street alignment to the south (approximately 800' southeast of North Cresta Avenue). If approved, North Riverside Drive is proposed to terminate at the future North Riverside Drive and Veterans Boulevard intersection; West Bullard Avenue (which will continue easterly) will be the street name on the east side of said intersection.

North Bryan Avenue begins near the San Joaquin River and continues south to the end of the city limits. The development of Veterans Boulevard is causing the need for the subject application. Veterans Boulevard, which will begin at West Herndon Avenue and continue southwesterly to south of West Shaw Avenue, will intersect with North Bryan Avenue in two locations (see Exhibit A). In order to prevent this from occurring, the subject application has been filed. Various issues could arise with having two intersections with the same street names, including causing confusion and uncertainty for motorists and

increasing response times for emergency responders. If approved, the subject application would eliminate the confusion and uncertainty with having two Veterans Boulevard and North Bryan Avenue intersections.

There are several properties that abut North Bryan Avenue at the subject location, however, there is only one location that currently utilizes a North Bryan Avenue address for receiving U.S. mail; this one property is the Riverside Golf Course. If the subject application is approved, Riverside Golf Course will need to change to a North Riverside Drive address.

Vesting Tentative Tract Map No. 5358/UGM, which not been recorded, will, if developed, have lots that front onto North Bryan Avenue. Since no building permits have been applied for the any lots within this tract, none of these lots will be required to change their mailing address.

The El Paseo shopping center, located at the southwest corner of West Herndon and North Bryan Avenues, fronts onto North Bryan Avenue. Target has submitted building plans to construct a Target store at El Paseo. A phone call was made to a representative for Target to explain the subject application. Target is not in opposition to the proposed street name change.

Safety

During the review of the subject application, staff consulted with various city departments and other agencies, including, the Fire, Public Works and Public Utilities Departments and the United States Postal Service. As noted above, Veterans Boulevard, which will begin at West Herndon Avenue and continue southwesterly to south of West Shaw Avenue, will intersect with North Bryan Avenue in two locations (see Exhibit A). Various issues could arise with having two intersections with the same street names, including causing confusion and uncertainty for motorists and increasing response times for emergency responders. If approved, the subject application would eliminate the confusion and uncertainty with having two Veterans Boulevard and North Bryan Avenue intersections.

NOTICE OF PLANNING COMMISSION MEETING

The Development and Resource Management Department mailed notices of this Planning Commission hearing to surrounding property owners within 350 feet of the subject property (Exhibit B).

CONCLUSION / RECOMMENDATION

Pursuant to the requirements of Article 11 of Chapter 12 of the Fresno Municipal Code, "Street Name Procedure", and subject to the analysis noted above, staff has determined that the proposed street name change will eliminate anticipated confusion and uncertainty with a future street intersection within the city. Therefore, staff recommends that the Fresno City Planning Commission:

1. RECOMMEND APPROVAL to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-12-001 dated November 21, 2012.
2. RECOMMEND APPROVAL to the City Council of Street Name Change Application No. SNC-12-001 to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive, as shown on attached Exhibit A.

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Attachments: Exhibit A, map depicting Street Name Change proposal
 Exhibit B, map showing property owners receiving notification of hearing
 2012 Aerial Photograph
 Environmental Assessment No. SNC-12-001, dated November 21, 2012

**CITY OF FRESNO
NO POSSIBILITY OF SIGNIFICANT ADVERSE EFFECT
ENVIRONMENTAL ASSESSMENT NO. SNC-12-001**

APPLICANT: The City of Fresno, Public Works Department
2600 Fresno Street
Fresno, CA 93721

PROJECT LOCATION: North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive. The subject street location is generally bounded by the San Joaquin River to the north and the Veterans Boulevard alignment to the south (approximately 800' southeast of North Cresta Avenue)

PROJECT DESCRIPTION: The applicant proposes to rename North Bryan Avenue, from West Alluvial Avenue south to approximately 800' southeast of North Cresta Avenue, to North Riverside Drive

This project is exempt under Section 15061 (B) (3) of the California Environmental Quality Act (CEQA) Guidelines. None of the exceptions to Categorical Exemptions set forth in the CEQA Guidelines, section 15300.2 apply to this project.

EXPLANATION: The State Guidelines for the implementation of the California Environmental Quality Act provide for the exemption of projects which will clearly have no significant effect on the environment. More specifically, Section 15061 (B) (3) of the CEQA Guidelines states: "...CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA."

It has been determined that the above-referenced project falls within the purview of Section 15061 (b) (3) and is, therefore, exempt from CEQA.

Date: November 21, 2012

Prepared By: Israel Trejo, Planner

Submitted By


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