



STAFF REPORT
11/6/2019

TO: Planning Commission Chair and Commissioners

FROM: Luis Lopez, Development Services Director

SUBJECT: Consideration to name a private street (Frida Way) for the access road located on the west side of Van Buren Street, ¼ mile north of Avenue 52, providing access into Coral Mountain Academy School.

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission approve a new street name, "Frida Way", for the private cul-de-sac roadway at the entrance into Coral Mountain Academy School, located on the west side of Van Buren Street, ¼ mile north of Avenue 52.

BACKGROUND AND DISCUSSION:

On October 23, 2019 the City Council directed staff to name the private road "Frida Way" on the west side of Van Buren Street, where the City recently installed a new traffic signal at the access road into the existing elementary school. The existing private access road has a cul-de-sac at the western terminus and provides access into the school parking lot and rear service road.

The proposed name, "Frida Way," was submitted to the City by Mr. Manuel Arriaga as one of several suggested names inspired by Ms. Frida Arriaga, his daughter and former student from Coral Mountain Academy who organized a campaign to get City sponsorship for the installation of the traffic signal. Staff will submit the proposed street name to the Riverside County 9-1-1 Coordinator for review, to screen for potential duplication or conflicts with Riverside County street names. However, a quick search indicates that there are no streets with similar names in the Coachella Valley or immediate area and staff does not anticipate any conflicts.

ALTERNATIVES:

1. Approve the street name "Frida Way."
2. Continue consideration of street name "Jones Court."
3. Deny street name and suggest a different name.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative 1 above.