



STAFF REPORT 7/15/2020

TO: Planning Commission Chair and Commissioners

FROM: Luis Lopez, Development Services Director

SUBJECT: Consideration to add a street name for a new public loop street to be created for Lot Line Adjustment No. 2018-02 for the Sunline Transit Hub/ Pueblo Viejo Villas Transit-Oriented Development Site. City-Initiated.

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission approve a new street name for the new loop street between 4th Street and Cesar Chavez Street, as “Mario Lazcano Court” or “Mario Lazcano Place” for the Pueblo Viejo Villas Transit-Oriented Development.

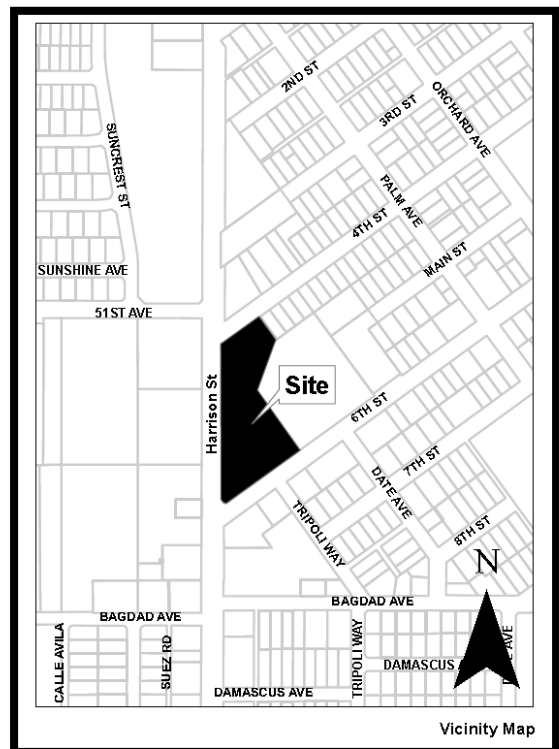
BACKGROUND:

This item was continued from the May 20, 2020 Planning Commission meeting, and staff was directed to conduct a community survey for street name suggestions.

The Pueblo Viejo Villas Transit-Oriented Development will be under construction in the coming weeks at the northeast corner of Cesar Chavez Street and 6th Street as shown on the vicinity map shown to the right.

The project includes construction of the 105 multifamily apartments, with 3,000 square feet of commercial and a Transit Hub for the Sunline Transit Agency. The Transit Hub property will be owned by the City of Coachella.

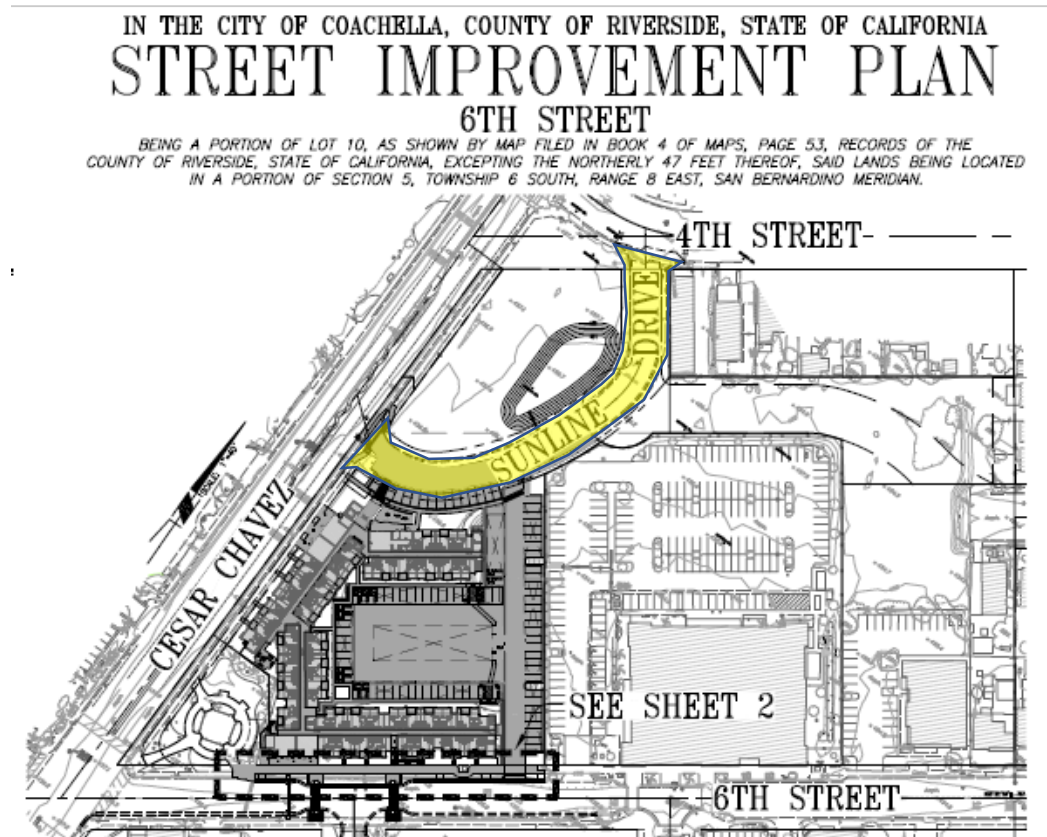
The City Engineer authorized a Lot Line Adjustment (LLA 2018-02) that created the alignment for a new loop street that would provide the main entrance from Cesar Chavez Street and 4th Street into the Transit Hub and the Pueblo Viejo Villas development. A “street dedication” instrument is forthcoming and



will be recorded to create this as a public street, and the Planning Commission must authorize the street name for this new street.

DISCUSSION/ANALYSIS:

The exhibit below shows the street improvement plans and a “highlighted” area where the location of the new loop street is proposed.



The Transit Hub will be located at the southeast corner of 4th Street and Cesar Chavez Street. The loop street would be designed as a one-way street, with an entrance from 4th Street and an exit (right-turn only) onto Cesar Chavez Street providing ingress and egress of transit bus traffic and resident access into the apartment carports and public parking along the north side of the apartments. The City is in final negotiations with the landowner to purchase the Transit Hub Parcel and the parcel on the north side of the DPSS Building where a pedestrian path will be constructed.

For purposes of addressing buildings or utility boxes along the new loop street, the City’s street-naming policy attempts to standardize the Riverside County addressing system by using the “street” designator for north-south streets and the “avenue” or “drive” designator for east-west streets. Short streets or loop streets can use a “court” or “place” designator because they may have either a north-south address or an east-west address. Because this street is a loop that has both a

north-south orientation and an east-west orientation, the designator should be something other than “Drive”.

UPDATE:

Staff recently uploaded a survey to the City’s Facebook webpage, and solicited new street names from the public for the new street. The survey was advertised to be from June 16, 2020 to July 5, 2020 with instructions to e-mail the suggested street name.

The following is a summary of the street names that were submitted by e-mail to the City, along with the total votes for each street name.

SUNLINE TRANSIT HUB E-MAILED STREET NAME SUGGESTIONS	
<i>Street Name</i>	<i>Number of Votes</i>
Mario Lazcano	29
Plan De Ayala	1
Dahlia	1
Agave	1
Soleado	1
Beam	1
Spar	1
Transit Walkway	1
Lee Espinoza	1
Dolores Huerta	1
Enedina Rapan	1

In addition to the above street names which were received by e-mail correspondence, staff reviewed the City of Coachella Facebook page comments regarding this topic on July 7, 2020 where the public had posted comments that included suggestions for the following street names:

- Mario Lazcano (30 votes)*
- Chris Romero (6 votes)*
- Dolores Huerta (1 vote)*
- Cally Ramos (1 vote)*
- Transportation (1 vote)*
- Ride (1)*
- All Coachella (1 vote)*

Some of the Facebook posts may have been repeats from the email list. However, the overwhelming support for the new street name is “Mario Lazcano” (29 e-mailed votes and 30

Facebook posts) with second-place support for the street to be named “Chris Romero” (6 Facebook posts). A third-place suggestion was made for “Dolores Huerta” (One e-mailed vote and one Facebook post).

Mr. Lazcano was a popular immigration rights and social justice activist from Coachella who passed away in June 2020. Ms. Chris Romero was a popular Coachella Valley Chamber of Commerce volunteer and youth activist from Coachella who passed away in January 2016. Dolores Huerta is a labor leader and human rights activist from Northern California that co-founded the United Farmworkers union with Cesar Chavez and has had a presence in Coachella’s farmworker activism.

ALTERNATIVES:

1. Approve the loop street name as “Mario Lazcano Court” or “Chris Romero Court”.
2. Approve the loop street name as “Mario Lazcano Place” or “Chris Romero Place”.
3. Approve a different name for the loop street based on the suggestions submitted.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative No. 1 or 2 as noted above.