

CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO. 13,448

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD  
REVISING THE POLICY AND PROCEDURES FOR STREET NAMING.

WHEREAS, the City Council previously adopted policies and procedures for systematic street naming for public and private streets in the City of Oxnard; and

WHEREAS, these policies and procedures have not been updated since 1987; and

WHEREAS, revising the City's policies on a regular basis is necessary to streamline the development process and respond to changing circumstances in the City, and

WHEREAS, such policy and procedures are not a project for the purposes of the California Environmental Quality Act.

NOW, THEREFORE, the City Council of the City of Oxnard resolves as follows:

That City Council Resolution No. 9311 concerning street name policies is hereby repealed; and the following policies and procedures are hereby adopted for implementation:

CITY OF OXNARD

STREET NAMING COMMITTEE POLICIES

1. *Applicability.* The names of all new public and private streets and the renaming of existing streets in the City shall be consistent with the criteria set forth within this resolution.
2. *Objective.* The overall objective in naming and renaming streets shall be to establish street names within a logical system; with names that are pleasant sounding, easy to spell and pronounce, not confusing; and to provide or maintain an area's character.
3. *General Street Naming Policies.*
  - a. *Type of Name.* A street name shall be able to stand alone, if possible, for ease in alphabetizing and indexing, and not require Plaza de la XXX, Camino XXX, Vista XXX, etc., to make sense.
  - b. *Street Name Type and Length.* Street names shall be chosen which are appropriate for the type and length of the street. For example, a very short street should have a short name to fit on small-scale maps, and a busy thoroughfare should not have a name that would be more appropriate for a rural lane. A street name shall be able to fit in directories without excessive abbreviations.
  - c. *Alphabetical Grid.* New street names and renamed streets shall be assigned alphabetically. This alphabetical system aids residents of Oxnard, visitors, delivery

services, and City departments in locating streets within the City rapidly and efficiently. This system is particularly important for fire and police emergencies. The City shall use the Alphabetic Grid Map maintained by the Planning Division when naming and renaming streets. Such grid map shall be retained for inspection by the Street Naming Committee chair, and updated as necessary by the Geographic Information Systems division staff, as directed by the Street Naming Committee chair.

- d. **Spelling and Pronunciation.** Street names shall be easy to spell and easy to pronounce. This is especially important in an emergency and in residential areas, where children are likely to need assistance.
- e. **Spelling.** Spelling shall be standard American spelling, except for street names in the Northeast community, which shall use standard Spanish spelling. Spelling shall be verified with the proper sources.
- f. **Duplication.** Duplication shall not be permitted within the City limits or in adjacent communities. Similar sounding names shall be considered duplications. Proposed street names shall be checked against a Ventura County street atlas and the City's recent street naming records before proposal to the City Council.
- g. **Unacceptable names include:**
  - (1) New numerical names (except for extensions of existing streets)
  - (2) New letter names (except for extensions of existing streets)
  - (3) Directional names (such as North Street)
  - (4) Unconventionally spelled names

- 4. **Street Name Suffixes.** Street name suffixes shall be substantially descriptive of the street's physical configuration and length. The suffix shall follow the street name (example: Calico Street, not Calle Calico).

The following criteria shall be used for street suffixes:

<b>Street Type</b>	<b>Suffix</b>
Thoroughfare, collector	Boulevard, Parkway, Road, Avenue, or Drive
Local, neighborhood streets	Place, Drive, or Street
Winding or curvilinear streets	Lane, Trail, Way, Loop, or Walk
Cul-de-sac streets	Court, Circle, Square and other suffixes as appropriate

The Street Naming Committee may consider other suffixes that do not conform to these policies.

- 5. **Cul-de-Sac Policies**

- a. Cul-de-sac policies shall apply to paddle, hammerhead and other shapes used for cul-de-sac streets.

- b. A cul-de-sac with three lots or less, or less than 100 feet in length (measured from street center to cul-de-sac center) shall retain the main street name, but have a suffix of court, circle, or other suffix describing a cul-de-sac.
  - c. A cul-de-sac with four lots or more, or at least 100 feet long, or a series of cul-de-sac streets off the same street, shall have separate names from the main street and a suffix consistent with the policies herein.
  - d. A cul-de-sac that extends an existing street will retain the main street's name, suffix, and numbering system.
6. *Street Name Continuity.* The policy of the City is to continue main street names as far as is practical within a quadrant and within the City. To qualify for name continuation, the street must be physically continuous with, and have the same general directional orientation as an existing street. The practice of allowing discontinuous streets with the same street name has led to confusion, threats to public safety, and excessive personnel costs for emergency responses, as in the case of two fire engine companies or police units being dispatched down physically separate streets with the same name in order to respond to an emergency. Street addresses are not always a completely effective indicator for property location on discontinuous streets.
7. *Thematic Street Name Quadrants.* New streets and renamed streets within a quadrant shall be assigned names selected from the appropriate category below, as shown in Exhibit "A." The objective is to provide street names that fit into categories to aid in finding a particular street. The themes help identify the general location of a street within the city, which assists emergency personnel, delivery persons and others within the City. The system is intended to lend identity and character to various areas of the City, and in the case of residential areas, add to the pride of home ownership and neighborhood location.
- a. Del Norte Quadrant
    - (1) Boundaries. The boundaries shall be U. S. Highway 101 on the south, the Santa Clara River on the west, Los Angeles Avenue on the north, and the Oxnard City limits on the east.
    - (2) Theme. Streets within the Del Norte Quadrant shall be assigned geographic place names (such as cities, countries, rivers, valleys, mountains, lakes, parks.).
  - b. Northeast Quadrant
    - (1) Boundaries. The boundaries shall be East Fifth Street on the south, Oxnard Boulevard on the west, U. S. Highway 101 on the north and the City limits on the east.
    - (2) Theme. Streets within the Northeast Quadrant shall be assigned Spanish language names, excluding those properly classified in the other quadrants.

c. Southeast Quadrant

- (1) Boundaries. The boundaries shall be the Pacific Ocean on the south, Saviers Road (and its proposed extension southward to the Pacific Ocean) on the west, East Fifth Street on the north, and the City limits to the east.
- (2) Theme. Streets within the Southeast Quadrant shall be assigned names of notable or historically significant people, including locally famous people, historic pioneer families and explorers.

d. Southwest Quadrant

- (1) Boundaries. The boundaries shall be the Pacific Ocean, City of Port Hueneme, and County of Ventura boundaries on the south; the Pacific Ocean on the west; West Fifth Street to the Edison Canal on the north, and the Edison Canal; Saviers Road and Oxnard Boulevard on the east.
- (2) Theme. Streets within the Southwest Quadrant shall be assigned names related to nautical terms, coastal resorts, islands, ocean-related activities, marine animals, marine plants, and port names.

e. Northwest Quadrant

- (1) Boundaries. The boundaries shall be West Fifth Street on the south (except the area south and west of the Edison Canal), the Pacific Ocean and the Edison Canal on the west, the Santa Clara River and U. S. Highway 101 on the north, and Oxnard Boulevard on the east.
- (2) Theme. Streets within the Northwest Quadrant shall be assigned natural and physical science names. including birds, animals, butterflies, flowers, plants, minerals, and other names related to the natural and physical environment, excluding trees (since many existing streets in the southwest community are named after trees). Other topics within physical science include geology, meteorology, physics, and astronomy.

f. Master-Planned Developments

- (1) Boundaries. The boundaries shall be defined by a specific plan, development plan or planned unit development.
- (2) Theme. Use of a subtheme within a master planned development is encouraged, provided the subtheme substantially relates to the theme of the quadrant within which the development is located.

g. Industrial Streets. Streets in industrial areas shall be assigned names related to high technology, industrial processes, computers, space exploration, inventions, and inventors.

- h. Subthemes. Subthemes are encouraged for streets within a development in a quadrant. provided the subtheme relates to some element of the quadrant's theme (e.g.. a beach resort subtheme for nautical terms and ports).
8. *Procedure for Naming New Streets.* All new public and private streets shall be named concurrently with City Council consideration of a tentative subdivision map or tentative parcel map creating a new street or street segment.

The procedure for naming new streets shall be as follows:

- a. Planning Division staff shall submit the tentative subdivision map to the Street Naming Committee prior to Development Advisory Committee consideration of the map.
- b. The Street Naming Committee chair ("chair") shall inform the applicant of the thematic quadrant within which the subdivision is located, the initial letters with which the street names must begin, and the street name suffixes that may be used. The chair shall request the applicant submit three street names for each street, applying the street naming criteria as specified herein.
- c. After the applicant responds to the request for preferred street names, the Street Naming Committee ("committee") shall review the proposed street names for consistency with the street naming policies. If the applicant does not submit street names within the requested period, the committee shall propose street names consistent with the street naming policies herein.

If the names submitted by the applicant do not conform to the street naming policies, the committee shall propose alternate street names in accordance with this resolution.

- d. The chair shall submit the selected street names to the applicant and City Council for consideration with the tentative subdivision or parcel map.
  - e. *City Council Review of Proposed Street Names.* The City Council shall act upon the proposed street names concurrent with approval of the tentative subdivision or parcel map. If the applicant believes that the street names proposed by the committee are not satisfactory, the applicant may request that the City Council disapprove the recommendation of the committee by submitting an appeal letter to the City Council, for consideration at the public hearing on the tentative subdivision map. The applicant's letter shall be submitted with the required filing fee and other materials required by the Planning Manager, and shall indicate specifically why the applicant does not find the proposed names appropriate, a list of alternate names, why the City Council should choose the alternate names, and how the applicant's preferred names meet the policies herein. In considering the appeal, the City Council is required to make a finding that the applicant's proposed street names could not be detrimental to the health, safety, and welfare of the street's residents, occupants. or visitors.
9. *Street Renaming.* The policy of the City Council is to maintain approved and established street names on inhabited and occupied streets whenever convenient and necessary for the public safety and welfare. The City Council acknowledges that street name changes on

inhabited streets lead to confusion and inconvenience for residents, businesses, emergency personnel, visitors, utilities, service personnel and the U. S. Postal Service. Therefore, the City Council should approve street name changes on inhabited streets only when the applicant can clearly demonstrate that a majority of inhabitants or occupants favor the action or that the name change would improve public safety and welfare. The procedure to rename a street shall be as follows:

- a. **Inhabited and Occupied Streets.** A property owner or resident on a residential street, property owner or business owner on a commercial or industrial street, City staff, or the City Council may request a hearing to rename an inhabited or occupied street. The property owner, resident, business owner or City staff shall submit the appropriate Planning Division application form and adopted filing fee, along with such other application materials as required by the Planning Manager. A property owner, resident or business owner requesting a street name change shall deposit with the Planning Division the funds necessary to purchase the new street signs. The request shall be referred to the committee for a report and recommendation. A public hearing before the City Council shall be held with proper notice of the hearing given to all residents (or occupants, for commercial and industrial streets) and property owners of the street under review. The City Council's decision shall be final. No further request for review on the same matter shall be allowed for one year following the City Council's denial of a street name change, unless the City Council waives the one-year requirement.
- b. **Uninhabited and Unoccupied Streets.** A property owner, City staff or the City Council may request renaming of an uninhabited street. An uninhabited street is one that has not been inhabited by residents or other occupants (such as business owners in an undeveloped commercial, industrial or residential area). The property owner, resident, business owner or City staff shall submit the appropriate Planning Division application form and adopted filing fee, along with such other application materials as required by the Planning Manager. The City Council is not required to conduct a public hearing on the renaming of an uninhabited or unoccupied street.

The City Council, at their discretion, may rename a street, after reviewing a report and recommendation from the committee, following findings of consistency with the policies contained herein.

- c. **City Action Following Street Name Change Approval.** The City Clerk shall notify affected agencies and utilities of the approved street name change and the Public Works Director shall order the new street name signs, subsequently installing the new signs in place of the existing signs.
- d. **Street Name Changes Prior to Final Map Recording.** The Development Services Director may approve changes to a name or names of streets entirely within an undeveloped subdivision or development upon written request of the property owner, if the final map has not yet been recorded, subject to consistency with the policies herein.

10. Street Naming Committee.

- a. The Street Naming Committee ("committee") shall be composed of a representative and an alternate from each of the Fire and Police Departments, the Planning Division, Building and Engineering Division, Geographic Information Systems, and the United States Postal Service. Each committee member shall have one vote.
- b. The Fire Department representative shall be selected by the City Fire Marshal. The Building and Engineering Division representative shall be the staff member responsible for assigning street numbers. The Postal Service member shall be selected by the Oxnard Postmaster. The Planning Division representative shall be selected by the Planning Manager, and designated as the committee chairperson. The Geographic Information System member shall be selected by the Geographic Information System Manager.

11. Exceptions to Street Naming Policies

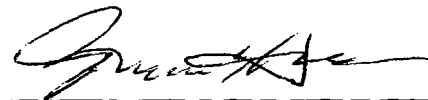
Where the City Council finds that the public interest would be served by naming or renaming a street in a manner otherwise inconsistent with this policy, the Council shall strive to minimize the impact on neighborhood residents (or businesses) and public safety responders. Exceptions are to be made only for extraordinary reasons such as recognition of significant local, regional, or national historic figures.

APPROVED AND ADOPTED this 3rd day of June, 2008, by the following vote:

AYES: Councilmembers Holden, Maulhardt, Zaragoza, Herrera, and Flynn.

NOES: None.

ABSENT: None.



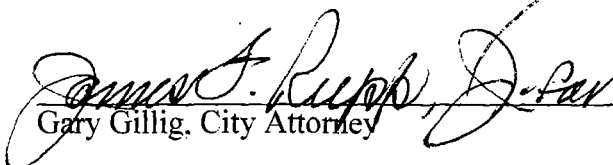
Dr. Thomas E. Holden, Mayor

ATTEST:



Daniel Martinez, City Clerk

APPROVED AS TO FORM:

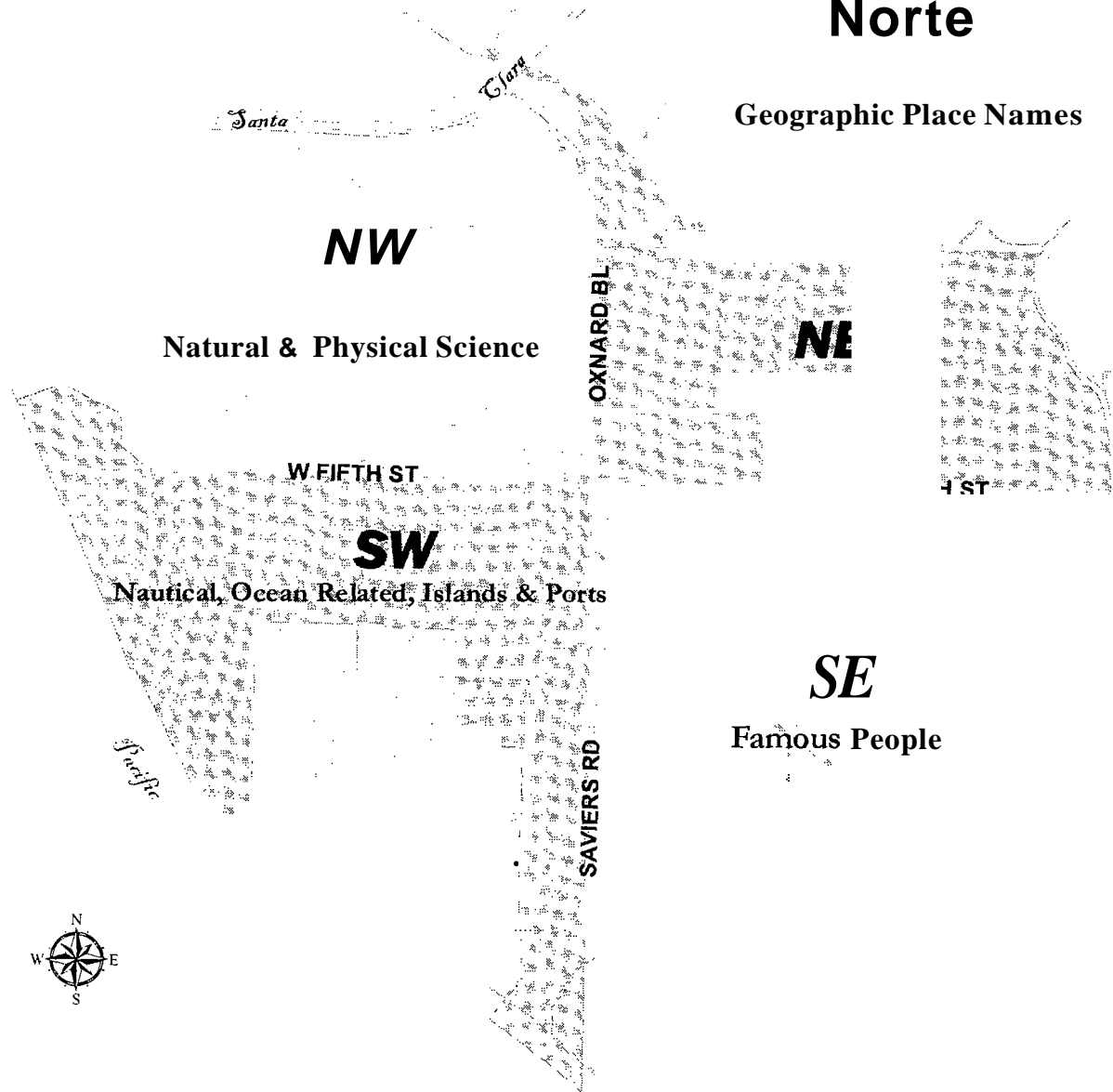


Gary Gillig, City Attorney

# Exhibit A

## Thematic Street Naming System

## Del Norte



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