



**Council Meeting: December 14, 2010**

**SUBJECT: 2010-7850 - Request to Initiate Study to Rename Capella Way to Charlie Olson Way**

**REPORT IN BRIEF**

The Chamber of Commerce is recognizing Charles J. Olson, Jr. (Charlie Olson) for lifetime achievement, contribution, and Sunnyvale Icon and would like to rename a street in his honor. A letter has been submitted by Julia Miller (Attachment A), requesting that the City Council initiate a study to rename the public street Capella Way to Charlie Olson Way. Staff makes no recommendation on whether the City Council should initiate the rename study.

**BACKGROUND**

The original street configuration and street names near Capella Way were changed sometime between 1945 and 1965. Capella Way was named in accordance with the street naming policy (Solar theme).

**EXISTING POLICY**

**Street Naming** The City Council updated the policy on the street naming system in 1962. The city is divided into areas with naming themes (Attachment B). Capella Way is located in an area with north/south streets as “Stars” and east/west streets as “Solar.” Street names are roughly alphabetical from north to south and from west to east. There is a list of pre-approved names for new streets; however other names can be considered, but must first be reviewed by other agencies (Department of Public Safety, County of Santa Clara Communications Department, and Post Office) to determine if there are potential conflicts or confusion with other street names.

**Council Policy 1.1.14** Public and Private Street Rename Process and Criteria (Attachment C). This policy, adopted in 2002, establishes the procedures and criteria to use in evaluating street rename requests. The procedures for renaming a public street roughly parallel the procedures for a General Plan Amendment requiring a two step process: first is City Council initiation (acceptance) of a study, and if initiated the second step is a formal application, study and Council public hearing. The staff review includes coordination with the agencies described above as well as outreach to property owners and tenants in the vicinity.

**Council Policy 7.3.20:** Council Recognition of Individuals, Organizations and/or Events. This policy is designed to establish consistent criteria and procedures for official Council recognition of individuals, organizations, and/or events and to recognize the contributions and donations to the City from individuals, groups and organizations (policy not attached).

### **DISCUSSION**

Don Eagleston, CEO of the Sunnyvale Chamber of Commerce, contacted staff in November 2010 to inquire about the procedures associated with street renaming. The Chamber is giving a “Murphy Award” to Charlie Olson for lifetime achievement and is interested in renaming a street after him. A letter was submitted by Julia Miller requesting that the City Council initiate a street renaming study of Capella Way to Charlie Olson Way.

Capella (part of the Solar theme) is defined as “a giant, yellow binary star, the brightest star in the constellation Auriga.” Capella Way is a two block street in Downtown Sunnyvale one block north of Washington Avenue between Aries Way and Frances Street (see map attached to applicant’s letter, Attachment A). There is currently no development on any of the properties adjacent to Capella. These parcels were part of the former Town and Country Village shopping center. There are two adjacent property owners: Capella Holdings Llc (to the north of Capella) and BRE Properties (to the south of Capella). As part of a study, staff would also contact businesses and residents in the vicinity.

One of the criterion that needs to be considered in street renaming is the potential impact on emergency services through a review of other street names. A more thorough review would be conducted as part of a study; however, a preliminary review shows that there are two streets where some confusion is possible: Charles Street (could be confused with Charlie) and Old San Francisco Road (could be confused with Olson). Staff will review these and other potential conflicts if the study is initiated.

A formal study would also consider potential costs to the City and affected community and consider which costs the applicant should bear. The precedent associated with the rename and connection of the community to the existing name would also be evaluated.

### **FISCAL IMPACT**

The procedures for public street renaming were designed to parallel the process for General Plan Amendments. The Council policy states that the fee for an initiated study will be the same as a General Plan Amendment, which is currently \$4,820. The policy does not specifically state that there is a fee to request the initiation. Per the policy, the applicant/proponent would need to pay the \$4,820 Public Street Rename application fee. The fee is intended to

defray costs associated with staff time to review the appropriateness of the change.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

Staff contacted the representatives of the adjacent property owners: Capella Holdings Llc (Peter Pau) and BRE Properties (Kevin Ma). These owners have indicated to staff they do not have an objection to the study. Staff also contacted the property manager for the JP Morgan Properties office buildings (Stacy Kelsey) and owner of the residential/commercial buildings on Altair Way (Martin [Andy] Kasik), both of whom also indicated no objection to the study.

### **ALTERNATIVES**

1. Initiate a study to rename "Capella Way" to "Charlie Olson Way"
2. Do not initiate a study to rename "Capella Way"

### **RECOMMENDATION**

Staff makes no recommendation on the street rename initiation.

A formal street renaming study would consider all of the criteria in Council Policy (Attachment C) to determine the appropriateness of the proposed public street name.

Reviewed by:

Hanson Hom, Director, Community Development  
Prepared by: Trudi Ryan, Planning Officer

Approved by:

Gary M. Luebbers  
City Manager

**Attachments**

- A. Letter from Julia Miller, dated November 30, 2010, with map of Capella Way
- B. Map showing Sunnyvale Street Name System
- C. Council Policy 1.1.14 (Street Renaming)

November 30, 2010

Hanson Hon  
Director of Community Development  
City of Sunnyvale  
456 West Olive Avenue  
Sunnyvale, CA 94088

**Subject: Request the City Council to Initiate a Study for a Street Name Change – Cappella Way to Charlie Olson Way  
To include on the December 14, 2010 Council Agenda**

A meeting was held on 29 November with the Directors of Public Works, Community Development and Economic Development, the Sunnyvale Chamber of Commerce and myself to discuss the process and necessary fees.

The request will go to the City Council for approval of the Study. After the Council approval and application will be required and a fee of \$4,862.00 which is for a General Plan Amendment.

As the parcels connected to the street name are not occupied and surrounding property owners, listed below, have been contacted by me and do not voice any objections to this change.

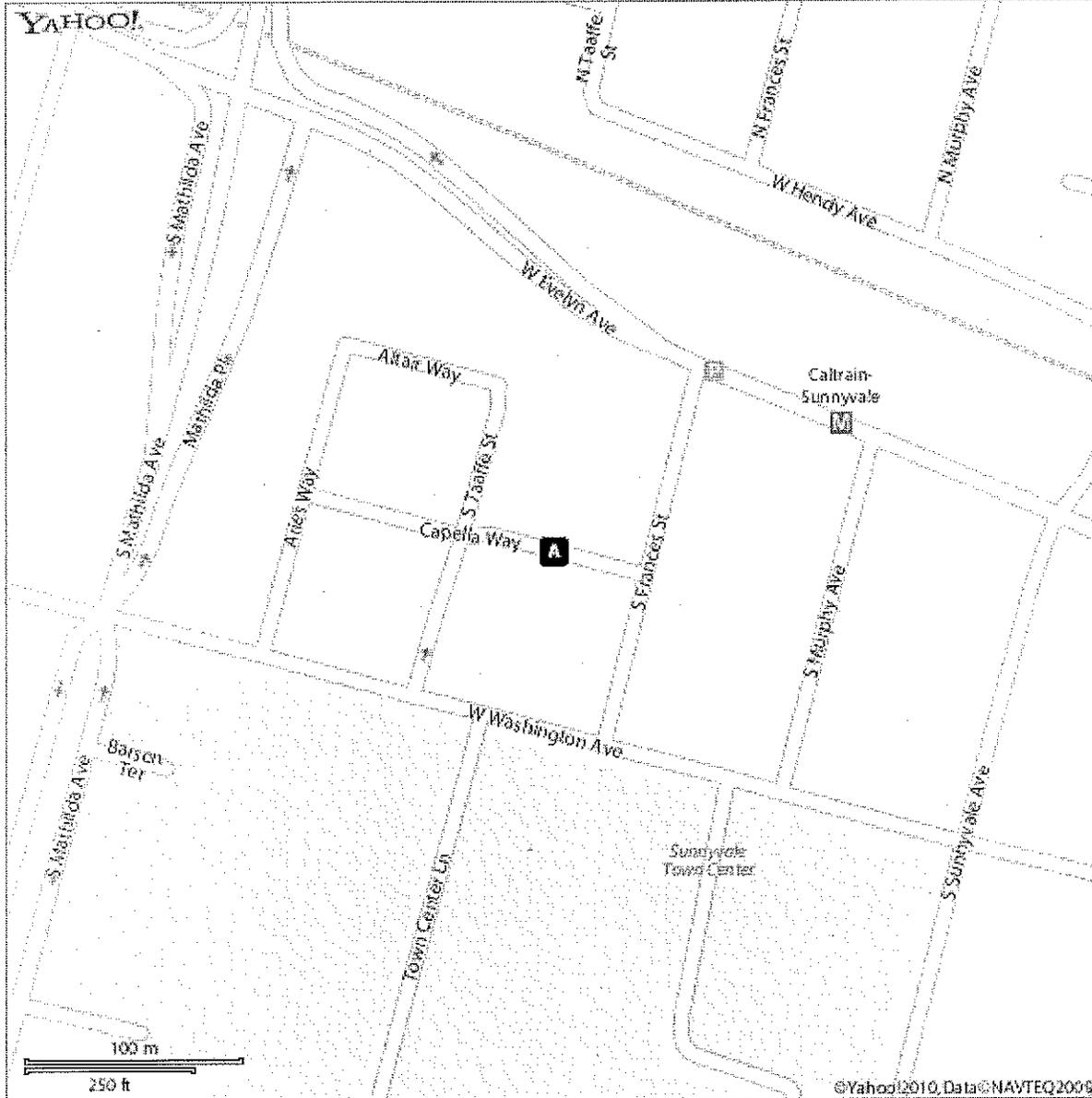
- Peter Paul, Sand Hill Development Company
- Kevin Ma, BRE Properties
- Andy Kasik
- Stacy Kelsey, JP Morgan Properties

The application fee will have to be raised by the community.

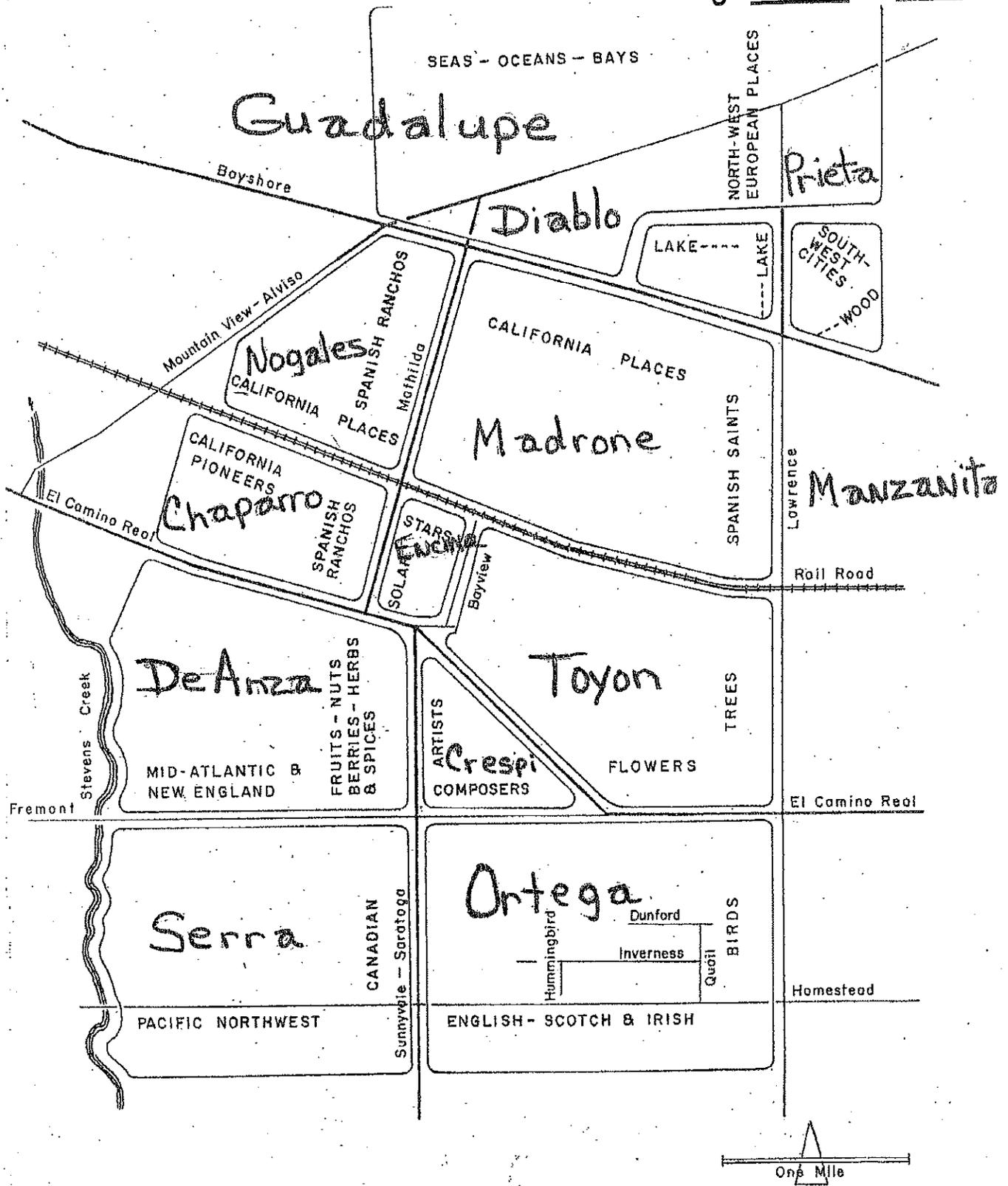
Thank you for your consideration for this request.

Julia Miller  
[Julia@juliamiller.net](mailto:Julia@juliamiller.net)  
408-739-8789

Map of Capella Way, Sunnyvale, CA 94086



When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.



### SUNNYVALE STREET NAME SYSTEM

NAMES OF MINOR STREETS IN EACH AREA ARE IN ALPHABETICAL ORDER FROM NORTH TO SOUTH & FROM WEST TO EAST. FOR EXAMPLE: INVERNESS WAY RUNS IN AN EAST-WEST DIRECTION & IS LOCATED SOUTH OF DUNFORD WAY. QUAIL AVENUE RUNS IN A NORTH-SOUTH DIRECTION & IS LOCATED EAST OF HUMMINGBIRD LANE. MAJOR STREETS SUCH AS FREMONT & MARY AVE. DON'T FIT THE NAME PATTERN BECAUSE THEY ARE LOCATED IN MORE THAN ONE AREA. THIS NAME PATTERN WAS STARTED IN THE MID-1950's; MOST STREETS NAMED BEFORE THEN DON'T FIT THE PATTERN.

## COUNCIL POLICY MANUAL

**Policy 1.1.14 Public and Private Street Rename Process and Criteria****POLICY PURPOSE:**

This policy establishes a process for consideration of a request by a member of the public to rename a public or private street located within the city limits. This policy does not alter the existing street naming policy system. The policy also includes criteria to be used in consideration of requests to rename public or private streets.

**POLICY STATEMENT:**

It is the policy of the City to provide a process for consideration of the renaming of public and private streets located within the City limits. The following provides a procedural and processing format to accomplish the City's policy.

**Process for a Public Street Rename Study**

The street rename process for public streets shall consist of two steps; consideration of the initial request for a street rename study followed by processing of the formal application.

1. Initial request for a public street rename study:
  - A. A public street rename request shall be initiated in writing by one or more resident(s), business owner(s) or tenant(s), or by a home owners association or similar common ownership organization within the City of Sunnyvale, submitted to the Director of Community Development.
  - B. The written request must state the reason the change is being proposed, which street or streets are requested for consideration of a street name change and any proposed new name(s). A street map shall also be provided showing the location of the proposed street name change.
  - C. The Director of Community Development will schedule City Council consideration of the proposed requested street rename. The Director of Community Development shall prepare a staff report providing a brief analysis of the request.
  - D. At a public hearing, Council will, in its sole discretion, determine whether to allow the filing, with fee, of a street rename study.
2. Review of Public Street Formal Application:
  - A. If the request for a street rename study is approved by Council, consideration of the proposed street rename shall be initiated by the filing of a public hearing application (on a form provided by the Director of Community Development) along with payment of the required fee.

## COUNCIL POLICY MANUAL

- B. The required fee shall be the currently applicable Legislative Actions/General Plan Amendments fee at the time the application is filed.
- C. The application filing shall include a statement as to the reason the change is being proposed, which street or streets are requested for consideration of a street name change and any proposed new name. A street map shall be provided showing the location of the proposed street name change.
- D. The Community Development Department shall process the application, and shall be authorized to determine, on a case by case basis, the appropriate scope of public outreach, public notice and neighborhood workshops that a given application may require.
- E. Community Development Department analysis of the rename request will include, at a minimum, consultation with the City's Department of Public Safety, the County of Santa Clara, Communications Department - Technical Services Division and the United States Postal Service.
- F. The Director of Community Development shall prepare a staff report providing a detailed analysis of the request including alternatives.
- G. At a public hearing, Council will approve the requested rename if it can make the finding that it is in the public interest of the City. Council action shall be by resolution.

Process for a Private Street Rename Study

The street rename process for private streets shall consist of the filing and processing of a Miscellaneous Plan Permit.

- A. A private street rename request shall be initiated by the filing of a Miscellaneous Plan Permit Application and fee by at least 50% of property owners (or by a home owners association or similar common ownership organization) whose property is addressed on the private street under consideration to the Director of Community Development.
- B. The required fee shall be the currently applicable Administrative Request/Extension of Time fee at the time of application filing.
- C. The Miscellaneous Plan Permit Application shall include a written project description stating the reason the change is being proposed, which street or streets are requested for consideration of a street name change and any proposed new name. A street map shall be provided showing the location of the proposed street name change.
- D. The Director of Community Development shall process the Miscellaneous Plan Permit Application consistent with Chapter 19.82 of the Sunnyvale Municipal Code.
- E. Appeal of the action taken by the Director of Community Development shall be considered by the City Council.

COUNCIL POLICY MANUAL

Street Rename Criteria

The following criteria shall be used in consideration of public and private street rename requests.

1. Number of Businesses/Residents Directly Affected
  - A. Directly affected: Consideration in this category would focus on the number of properties directly affected; the fewer properties the better.
  - B. Indirectly affected: Properties indirectly affected by the renaming of a street include those which take their address from a street that is accessed or served by the street under consideration. Consideration in this category would focus on the number of properties affected; however, the number of affected properties may be quite large due to the relationship of the street circulation grid.
2. Compatibility with Existing Street Naming System

Consideration of this criteria would include compatibility with the City's existing street naming system.
3. Appropriateness Given Types of Uses Along Subject Street

Consideration of this criterion would insure reasonable compatibility between land use and street name.
4. Recognition of Community Diversity

Consideration of this criterion would endorse evolving community diversity.
5. Recognition of Historical Significance

Consideration of this criterion recognizes the historical significance of existing street names and the importance in recognizing the potential future historical importance to current events and developments.
6. Impacts on Emergency Services

Consideration of this criterion will ensure that replacement names for existing streets will not result in confusion related to efficient access for emergency purposes.
7. Costs

Consideration of this criterion will evaluate fiscal impacts to the City and affected community, and to consider which costs the applicant should bear.
8. Precedent

**COUNCIL POLICY MANUAL**

Consideration of this criterion will determine whether an action to rename a street might establish a desirable or undesirable precedent.

9. Continuity and Stability

Consideration of this criterion will evaluate the affect of a rename request on the public's general connection with the existing name.

10. Length of Street

Consideration of this criterion will review the alternative of renaming sections of the proposed street (as opposed to renaming the entire street) and how the length of such street sections may affect the continuity of the street.

(Adopted: RTC 02-206 (6/4/2002); Amended: RTC 02-206 (6/4/02))

Lead Department: Community Development