SUBJECT: 2011-7118 - Request to Rename Capella Way to Charlie Olson Way

REPORT IN BRIEF
A formal request has been submitted by Julia Miller, (Attachment B), requesting that the City Council rename the public street Capella Way to Charlie Olson Way. The City Council initiated the study and requested staff to also evaluate Olson Way as a potential street name. The City Council is not precluded by City policy to consider either name, and staff does not have a recommendation on which name is more appropriate.

BACKGROUND
The City Council considered the request to initiate the renaming of Capella Way on December 14, 2010 and moved to initiate the renaming request with a vote of 6 – 0, with Councilmember Swegles absent. Staff was directed to evaluate both Charlie Olson Way and Olson Way.

EXISTING POLICY
Street Naming Policy. The City’s current policy for a street naming system was adopted in 1962. The city is divided into areas with naming themes (Attachment C). Capella Way is located in an area with north/south streets as “Stars” and east/west streets as “Solar.” Capella is defined as “a giant, yellow binary star, the brightest star in the constellation Auriga.” 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 U. S. 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. This policy, adopted in 2002, establishes the procedures and the criteria for evaluating street rename requests (Attachment D). 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 of a study (completed on December 14, 2010) and 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. The policy further states that the Council
will evaluate the fiscal costs for changing the existing signs and to consider
which costs the applicant should bear.

**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**

**Affected Businesses and Residents**

Capella Way is a two block street in Downtown Sunnyvale one block north of
Washington Avenue between Aries Way and Frances Street (see map,
Attachment A). Capella Way runs through the former Town and Country
Village, which has since been demolished. There is currently no development
on any of the properties adjacent to Capella Way. The two adjacent property
owners are: Capella Holdings LLC (to the north of Capella Way) and BRE
Properties (to the south of Capella Way).

Since the street has vacant land on both sides, there will be minimal impacts
for the property owners. However, there are adjacent businesses and
residences that may use Capella Way as a point of reference for directions. The
requested name change would have minimal impacts on those businesses and
residents. These businesses and residents have been provided notification of
the proposed name change and will be notified of the effective date of the name
change if approved by the City Council.

**Department and Agency Review**

Review and comment by the Department of Public Safety, County of Santa
Clara Communications Department, and Post Office are required as part of the
review and analysis. The following comments were provided by each:

- Department of Public Safety reviewed the proposed change with dispatch
to determine if the name change would result in potential conflicts with
other similar street names. One potential conflict could occur with Olson
Drive, located in San Jose, if Olson Way was chosen by the Council.
Confusion may occur when cellular phone calls are routed through 911.
The Department of Public Safety recommends the use of Charlie Olson
Way, to minimize confusion in emergency situations.
• County of Santa Clara Communication Department did not see any conflicts with either name proposed. They requested to be notified once a decision has been made.

• The Post Master, John Silbeberg, for the local Post Office reviewed the proposed change and noted that they would prefer Olson Way since there is a Charles Avenue located in close proximity.

• Staff also contacted the Sunnyvale Historical Society to gather information about the Olson Family (see below). The Society was aware of the upcoming request to change the street name to Charlie Olson Way. Ms. Jeanine Staneck noted that there are many streets in Sunnyvale that are named for families or notable people in Sunnyvale’s history. However, the street names are usually either only the last name of the family or only the first name of the person, some examples include:
  - Murphy Avenue – Named after Martin Murphy Jr.
  - Carroll Street – Named after Marry Ann Murphy Carroll
  - Taaffe Street – Named after Elizabeth Murphy Taaffe
  - Crossman Avenue – Named after Walter E Crossman
  - Arques Avenue - Helen Murphy Arques
  - Maude Avenue – Named after daughter of Helen Murphy Arques
  - Mathilda Avenue - Named after daughter of Elizabeth Murphy Taaffe

**Historical Significance: The Olson Family**

Carl and Hannah Olson began their life in Sunnyvale in the early 1900’s with their son Ruel Charles Olson and daughter Elsie Olson. Carl Olson had purchased five acres after seeing Walter Crossman’s advertisement for new development in Sunnyvale. Shortly thereafter, the Olson’s began their life in Sunnyvale. Mr. Olson began planting his first cherry orchard in 1902 and expanded the size of his farm over the next twenty years. Mrs. Olson began selling cherries at their fruit stand on El Camino Real in 1913. While the Olson family waited for their first crops to produce, they sold pints and quarts of milk door to door. Future generations of the family carried on the tradition of farming, packing and selling fruit.

Carl’s son Ruel provided assistance at the farm during the summer months and eventually began working at the farm full time at the age of 14. He brought new technology to the farm that enhanced irrigation, harvesting and processing. Ruel Olson married Rose Zammar in 1933 and they had three children Jeanette Louise, Charles John (Charlie) and Yvonne Elsie. All three children worked on the farm and the land was later divided among the children upon the deaths of Ruel and Rose.
The family continued to farm the land as long as they could. As time passed, the existing farm areas were sold off to be redeveloped. Some of these developments contain remnants of Sunnyvale’s farming heritage such as the Apricot Pit (apartments) and Cherry Orchard (retail center). There is still a fruit stand on El Camino Real and is run by Deborah Olson, daughter of Charles (Charlie) John Olson.

Charlie Olson, son of Ruel Olson, attended Sunnyvale Elementary School, Fremont High School, Hartnell Junior College in Salinas and the University of Denver. Charlie attended college on a football scholarship and loved the competitiveness of the game. He came back to Sunnyvale to manage the family’s farm after a foot injury playing pro football in Canada. As redevelopment around the area occurred, he saw the opportunity to continue the farming heritage through collaboration with the City and he now farms the Apricot orchard behind the Community Center and the remaining Cherry orchard next to Las Palmas Park. Charlie has been an active member of the Fremont High School Alumni Association and a generous and dedicated community member.

Compatibility with Street Naming System
As indicated above, Capella Way is a north/south street and the naming theme is “Stars”. The proposed name of Charlie Olson Way is not consistent with the street theme for the area; however, the use of Charlie Olson Way would be alphabetical (replacing Capella Way).

Other items for consideration include the current status of street name lengths within the City. Typically, streets contain two words; the actual name and street type. A minimal number of streets within the City contain two or more words including the street type (e.g. Way, Avenue, Court). Based on the street name database (for public streets only) there are approximately 1,400 street names within the City. Approximately 82 (6%) contain three words including street type and 3 (.2%) contain more than three words. Examples of streets with three or more words include the following:

- Old Mountain View Alviso Road
- Old San Francisco Road
- Rio De Los Molinos

Council Policy 1.1.14
The adopted City Council Policy contains several criteria which are intended to be used when evaluating a proposed street renaming. The responses to the criteria have been included (Attachment A). Overall, the proposed name change would have minimal impacts on surrounding properties and businesses and there are not any conflicts with Emergency Services.
FISCAL IMPACT
The Council policy states that the Council may evaluate the fiscal impacts resulting from a proposed street name change and consider which costs the applicant should bear. The proposed request was reviewed by the Public Works Department and it was estimated that the fees to replace the street corner signs would be $102.00. There are currently three hour restricted signs located on Capella Way, which contain the street name. Requiring replacement of these signs would be wasteful since they will ultimately be replaced with no parking signs once the Town and Country site is redeveloped. Staff has proposed that the street name be covered with a small plaque with the new name for the interim. The estimated cost for this would be $100.00. Installation of the signs and correction of the three hour parking restricted signs will be $80.00. The total fees associated with the requested renaming will be $282.00. The applicant has indicated that the fundraising has ended and is requesting that the City absorb these costs.

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 during the initiation request in December and they indicated to staff they did not have an objection to the study. All adjacent property owners and businesses have been notified of the requested street name change.

ALTERNATIVES
1. Approve the requested street name change renaming “Capella Way” to “Charlie Olson Way.”
2. Approve the requested street name change renaming “Capella Way” to “Olson Way.”
3. Determine which costs the applicant should bear, if the Council decides to rename the street.
4. Deny the requested street name change.
RECOMMENDATION
Staff makes no recommendation on street renaming.

Reviewed by:

Hanson Hom, Director, Community Development
Prepared by: Shaunn Mendrin, Senior Planner
Reviewed by: Trudi Ryan, Planning Officer

Reviewed by:

Marvin Rose, Director, Public Works

Approved by:

Gary M. Luebbers
City Manager

Attachments
A.  City Council Policy 1.1.14; Street Renaming Criteria
B.  Letter from Julia Miller
C.  Map showing Sunnyvale Street Name System
D.  Council Policy 1.1.14 (Street Renaming)
STREET RENAMING CRITERIA

Criteria

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.

      *Those properties directly affected by the requested renaming are currently vacant and will result in minimal impacts (other than the property owners updating their own records).*

   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.

      *Those properties indirectly affected by the requested renaming may be the Kasik property or possibly businesses located with the Mozart buildings. Impacts to these properties should be minimal as Capella Way may be a point of reference for access. These properties have been notified of the requested change. If approved, all directly and indirectly affected properties will be notified of the anticipated effective date.*

2. Compatibility with Existing Street Naming System

   *The area of Capella Way is north/south street and the naming theme is “Stars” and are generally in alphabetical order. The proposed name of Charlie Olson Way is not consistent with street theme for the area, however, the use of Charlie Olson Way would be alphabetical.*

3. Appropriateness Given Types of Uses Along Subject Street

   *The adjacent properties are currently vacant on Capella Way. However the allowed uses will be residential on the south side of Capella Way. The proposed uses on the north side of Capella Way have been proposed to date. It is anticipated that it will be a mix of residential and commercial. The use of Charlie Olson Way is compatible with residential and commercial uses.*

4. Recognition of Community Diversity

   *The proposed renaming of Capella Way to Charlie Olson Way recognizes the City’s diversity from its agricultural founding and a specific family member who has contributed to the community.*
5. Recognition of Historical Significance

The proposed renaming of Capella Way recognizes the importance of a member of the Olson family and his role as an important community member.

6. Impacts on Emergency Services

The proposed renaming has been reviewed by the Department of Public Safety and the County of Santa Clara, Communications Department and each found the proposed renaming to Charlie Olson Way to be acceptable.

7. Costs

The proposed renaming will cost $282.00 to replace the existing street signs, covers for the 3 hour restricted parking signs and labor. The associated costs are fairly minimal.

8. Precedent

The proposed renaming to Charlie Olson Way would result in a street name recognition that is different than what has occurred in the past. As noted by the Sunnyvale Historical Society, street names for families are typically by the last name and for people it is typically the first name. The proposed renaming is not typical. However, the proposed existing street is fairly short in distance, which does make it unique. In addition, there are no businesses or residents currently located on either side of the street.

9. Continuity and Stability

The Olson name is one that Sunnyvale residents are generally familiar with, especially long-time residents. The existing CJ Olson fruit stand on El Camino also helps to retain a link the name. Charlie stills works on the existing Apricot orchard by the Community Center and he still tends the Cherry Orchard adjacent to Las Palmas Park. Charlie is still connected to the community and its history.

10. Length of Street

As noted above, the existing street is a short street located in the downtown area. The renaming of the entire street does not pose any problems.
March 31, 2011

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

Subject: Request the City Council to Approve the Street Name Change: Cappella Way to Charlie Olson Way

At the December 14th Council meeting approval was given to study the subject street name change. The General Plan amendment application fee of $4,862 was raised within the community and paid at the formal application submittal. Olson family members were not involved.

The surrounding land parcel owners were contacted before the application fee fund raising started, and no opposition to the request was voiced. In addition, the appropriate agencies were notified and there was no opposition.

City staff has indicated that the City Council may consider imposing additional fees, not discussed in any meeting prior or after the December meeting. The costs are estimated at $285 for 6 new street name signs and covering the existing street name on the 3 hour restricted parking signs, and installation. My fund raising is complete. I feel the parking sign fees are not part of the request. These signs will be removed when the empty parcels are developed, as then there will be no parking on the street.

The Olson family came to Sunnyvale in 1899 (Charlie’s grand parents) and they lived on Taaffe and McKinley, now the Target Store. In approximately 1930 Charlie’s parents, Ruel and Rose purchased 15 additional acres on El Camino and Mathilda where the Cherry Orchard Center now stands. His mother started the current CJ Olson Cherry Stand. Mr. Olson tends the cities 10 acres of apricots and the remaining cherry orchard on Sunnyvale-Saratoga Road. He is a graduate of Fremont High School (1952) and an active member of the Alumni Association. As a side note, in 1983, he helped to put Sunnyvale on the map by starting the Sunnyvale State University. Charles J. Olson is an extremely generous and dedicated community member and very deserving of this recognition.

Thank you for your consideration for this request. It is sincerely appreciated.

Julia Miller, Former Sunnyvale Mayor
Julia@juliamiller.net, 408-739-8789
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 FORM

SUBJECT: 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 format 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.

Initial request for a public street rename study:

A. A public street rename request shall be initiated in writing from one or more resident(s), business owner or tenant (or by a home owners association or similar common ownership organization) within the City of Sunnyvale 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.

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.

B. The required fee shall be the Legislative Actions/General Plan Amendments fee current 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 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 from 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 Administrative Request/Extension of Time fee current 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.

STREET RENAME CRITERIA

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

NUMBER OF BUSINESSES/RESIDENTS AFFECTED

- Directly affected

Consideration in this category would focus on the number of properties directly affected; the fewer properties the better.

- 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.

COMPATIBILITY WITH EXISTING STREET NAMING SYSTEM

Consideration of this criteria would include compatibility with the City’s existing street naming system.

APPROPRIATENESS GIVEN TYPES OF USES ALONG SUBJECT STREET
Consideration of this criteria would insure reasonable compatibility between land use and street name.

RECOGNITION OF COMMUNITY DIVERSITY

Consideration of this criteria would endorse evolving community diversity.

RECOGNITION OF HISTORICAL SIGNIFICANCE

Consideration of this criteria recognizes the historical significance of existing street names and the importance in recognizing the potential future historical importance to current events and developments.

IMPACTS ON EMERGENCY SERVICES

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

COSTS

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

PRECEDENT

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

Report to Council No:

Approved by Council on:

City Clerk Certification:
To: Mayor Hamilton and City Council  

From: Julia E. Miller  

Subj: GENERAL PLAN AMENDMENT, AUTHORIZED STUDY: TO RENAME CAPELLA WAY TO CHARLIE OLSON WAY  

April 14, 2011  

This project started in 2010 with an idea and conversation to honor Charlie Olson. A suggestion was to have a street named after Charlie, and his fore bearers, as long time Sunnyvale orchardists, business owners and residents. This would be a prestigious acknowledgement of the family. With the demolition of Town and Country this idea is almost to fruition.

A poll was taken of the surrounding property owners, the city manager, mayor, department heads and business leaders. No opposition was voiced. On December 14, 2010 Council approved a study to start the process. Over seventy-five individuals and businesses donated the funds for the General Plan amendment fee, which showed strong support and enthusiasm for the re-naming.

I have attached six pages of notes, in a collage, that were included with the donations I received. Clearly, there is enormous community solidarity and an abundance of generosity.

Thank you for your support of this project “Charlie Olson Way”. It is welcomed and very much appreciated.

Julia E. Miller  
Former Mayor
Hi Julia,

Thank you for your efforts to honor Charlie Olson.

Enclosed please find a check of $ towards the naming of his street.

Thank you,

Valerie Steffen

attached is my contribution for the charlie olson way

Valerie Steffen

Charl - Olson Way

Jerry & Andrew Hitchman
Les Gabe

Sylvia Kallberg Walker
Class of "53"
Fremont High
Springfield, MO

Hope this little bit helps!
From the desk of... 1/23/11

JERRY SCOTT

Julia —
We are life long friends of Charlie and classmates from Fremont '52.
Thank you for your efforts towards this much deserved recognition.

Jerry & Dolores Scott

Dear Julia,

Enclosed is cheque for $ to honor Charlie Olson by naming a street for him.

Sincerely,

Jim Choate

It costs so little to teach a child to love, and so much to teach him to hate.

—Fyodor Dostoevsky
Dear Ms. Miller,

I am so pleased to hear about Charlie Olson being recognized and honored as a FHS’s distinguished alumnus at the annual Sunnyvale City of Council Murphy Awards. Enclosed you find my contribution toward off-setting the cost of renaming of Capella Way to Charlie Olson Way.

I have known Charlie since kindergarten. Charlie not only contributes to Fremont High School and the Sunnyvale Community but has always been a caring friend to those of us that know him. Charlie has never forgotten those that befriended him or his “roots” … he is there for many. The world has been a better place for many of us because of him.

I hope you made your quota for the offset, if not completely, I hope the City of Sunnyvale will approve of the change anyway and accept what you are able to present them for this tribute.

Yours Truly,

Victoria “Vicki” (Balga) Wright
Julia Miller

Enclosed is a small contribution for the Charlie Olson street from my sister and me - #6075.

Haruko Hiroshima Brandon
Class 8 '52
Now in TX

Georgia Hiroshima Nakano
Class 8 '53

Hope this helps. I do have a Sunnyvale State University sweater!

Thank you -

Georgia Nakano

Sunyside, CA 96087

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TO: Julia Miller  
Sunnyvale, CA 94087

SUBJECT: Olson street name change.

Here's my check for the Charlie Olson street re-naming project

Len

Hi,

Please let me know how all this turns out.

Thanks,

Ed & Mary Darme
San Jose, CA

Julia -

Glad to help

Dave

Kirk

class of "53"
For Charles Olson Way application fee, 1/11/11

For Charles Olson Way application fee, 1/11/11

Dear Julia,

I received an e-mail from Sue Larson, from the Fremont Alumni Association that you are heading up a drive to recognize Charlie Olson’s leadership in the Sunnyvale community by renaming a street after him.

Good For You! Here’s to help get it done.

Irene and I lived in Sunnyvale for over 30 years and our two daughters graduated from Sunnyvale High. I worked in the Fremont District for 25 years and was Principal at Fremont for eleven of them. We retired here in Ramona in 1980; but we always remember the good times we lived on Eaglewood Ave.

Sincerely,

Ralph & Irene Kling
Daughters JoAnn & Janet

Ramona, CA 92065-5600

January 22, 2011