



Legislation Details (With Text)

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Title:	RECOMMENDATION FOR STREET NAME FOR PRIMARY EAST-WEST PUBLIC STREET ON THE FORMER CAL COMPACT LANDFILL SITE, NOW DISTRICT AT SOUTH BAY				
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Attachments:	1. Street Naming SMP 8.1				

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Report to Carson Reclamation Authority

Tuesday, August 06, 2019

Discussion

SUBJECT:

RECOMMENDATION FOR STREET NAME FOR PRIMARY EAST-WEST PUBLIC STREET ON THE FORMER CAL COMPACT LANDFILL SITE, NOW DISTRICT AT SOUTH BAY

I. SUMMARY

The current name for the primary east-west public street in the 157 acre site, the former Cal Compact Landfill, is Stadium Way, named in anticipation of Carson being awarded the right to construct an NFL stadium with the Chargers and the Raiders football teams. The historic name for the street, when it operated as a landfill, was Lenardo Drive. Now that the Los Angeles Premium Outlets is under construction, it is imperative that a name reflecting the site as a retail destination be selected, to allow the developers to begin to use it in their early promotional materials for leasing and for other way-finding.

II. RECOMMENDATION

1. CONSIDER the list of proposed street names for Stadium Way or discuss other appropriate, project-driven names.
2. RECOMMEND to the City Council that they officially rename Stadium Way to the selected name.

1.

III. ALTERNATIVES

1. DECLINE to take action at this time.
2. TAKE another action the Board deems appropriate.

IV. BACKGROUND

The current name for the primary east-west public street in the 157 acre site, the former Cal Compact Landfill, is Stadium Way, named in anticipation of Carson being awarded the right to construct an NFL stadium with the Chargers and the Raiders football teams. The street under consideration was previously named Lenardo Drive when the site operated as the Cal Compact Landfill. It was renamed to Jim Dear Boulevard by the City Council on May 21, 2013. Still, as construction activity on the Los Angeles Premium Outlets began in early 2019, the street needs a real name, largely for the purpose of ordering utility service (SCE transformers, etc.) and tracking building permits, among other things.

The selection of a location- and venue-appropriate name for the street is extremely important to its long-term success. Street names are no longer merely shown in overhead signs hanging from light poles, but become important in geographic mapping systems like Google Maps and Waze and in reinforcing both wayfinding to the site and site branding.

In addition, with the proximity of the site to the 405 Freeway and the direct entrance to the site at the Avalon Boulevard southbound exit, it is likely that the street name could be added to the freeway signage as well, further identifying the overall site and the specific project to the drivers along the freeway. Working with the developers of the Los Angeles Premium Outlets, staff has developed a short list of possible names for the Board to consider:

- Premium Outlets Drive
- Outlets Drive
- Fashion Parkway
- Designer Outlets Drive

Fashion Way is the most general name; Premium Outlets Drive is the most specific. There is no recommendation to name the street after any of the development companies. The Authority Board's action is to consider the merit of the names provided against the criteria described above, and to make a recommendation to the City Council for them to consider. The City previously had a written policy and procedure that was used as a guideline for processing, evaluating, and selecting new street names or changes to existing street names, but that Standard Management Procedure (SMP No. 8.1, Exhibit 1) was suspended by the City Council at the September 6, 2011 City Council meeting because it was deemed to be obsolete and in need of review and update. It was not applied to the request in 2013 to change the name to Jim Dear Boulevard, nor to name it Stadium Way.

No SMP has been developed to replace SMP 8.1.

There are several options that are available to the Board. The Board could recommend one of the names above or another nominated by the Board or the street could remain Stadium Way. The Council may accept the Board's recommendation change it to another name determined by the City Council, perhaps in conjunction with the vertical retail developers. The City Council also has the option to decline to take action, which means the street would retain the name of Stadium Way.

V. FISCAL IMPACT

The cost of changing the street name signs is estimated to be \$800.00.

VI. EXHIBITS

1. Standard Management Procedure No. 8.1: Street Names - Processing and Selection. (pgs. 4-7)

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