



City of Sacramento City Council

915 I Street, Sacramento, CA, 95814
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Meeting Date: 10/11/2011

Report Type: Staff/Discussion

Title: Central City Alley Names

Report ID: 2011-00819

Location: District 4

Recommendation: Adopt 1) a Resolution amending the City of Sacramento addressing Standards relating to naming the Central City alleys, and 2) a Resolution approving a master list of names for the Central City alleys.

Contact: Stacia Cosgrove, Senior Planner, (916) 808-7110, Community Development Department

Presenter: Stacia Cosgrove, Senior Planner, (916) 808-7110, Community Development Department

Department: Community Development Dept

Division: Planning

Dept ID: 21001221

Attachments:

- 1-Description/Analysis
- 2-Background
- 3-Resolution1-Alley Standards
- 4-Exhibit A-Resolution 1
- 5-Resolution 2-Alley Names
- 6-Exhibit A-Resolution 2
- 7-Exhibit B-Resolution 2
- 8-Redlined Alley Standards.

City Attorney Review

Approved as to Form
Sabina D. Gilbert
10/3/2011 4:59:23 PM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Russell Fehr
9/26/2011 5:59:20 PM

Approvals/Acknowledgements

Department Director or Designee: Max Fernandez - 9/30/2011 2:56:48 PM



Description/Analysis

Issue: On August 11, 2009, City Council adopted Addressing Standards (Resolution 2009-518) that included standards and protocols for naming alleys. On that same date, the City Council heard a report on alley activation strategies. The City Council provided comments and direction to staff to continue working on alley activation strategies, including specific names for the Central City alleys. Consistent with those recommendations, staff is bringing back to Council a master list of names for the Central City alleys that have been reviewed and approved by the City's Department of Transportation and Police Department for consistency with the approved Addressing Standards.

Staff originally received direction to review alley names using historical context. In order to identify qualified names for each applicable letter of the alphabet (B-V), staff has expanded the name search to include Sacramento's Sister Cities and other names commonly associated with Sacramento's character as a Central Valley city.

The City's Addressing Standards were developed and adopted to establish and maintain a comprehensive and consistent addressing system. A consistent addressing system for the Central City alleys will protect public health and safety by enabling a quicker response time for emergency services, expediting postal and general delivery services, providing more efficient delivery of City services, and providing efficient delivery of information to outside agencies. The current alley naming conventions are identified in Chapter 3 of the Addressing Standards. These standards provide a process for names to be created and assigned to alleys as development occurs. Staff proposes to amend the Addressing Standards to clarify the alley naming process, including how to treat alleys within existing development.

Once a master list of names is adopted, alley street signs will be applied to individual alley segments as development occurs on that segment that requires an address. The cost of installing the sign will be paid by the developer or individual making the new address request; existing residents with alley addresses will not be asked to pay for new alley street signs. After a new address is assigned, the City's typical procedure is to notify a standard list of stakeholders, including the United States Postal Service, the Sacramento County Assessor, Sacramento Municipal Utility District (SMUD), Pacific Gas and Electric (PG&E), the property owner, and internal City service departments.

Policy Considerations: The proposed master list of Central City alley names is in accordance with the adopted City of Sacramento Addressing Standards and has been approved by public safety and transportation departments.

Staff recommends approval of the Central City Alley Names and the associated amendments to the Addressing Standards to increase public safety and the efficiency of providing City services. Approval of the names and associated amendments will also decrease issues with sending and receiving correspondence and save staff time through a more streamlined and consistent process. The "Sacramento-related" theme will help to create interest in the Central City alleys.

Environmental Considerations: The Environmental Services Manager has determined that establishing alley names and amending the Addressing Standards is exempt from the requirements of the California Environmental Quality Act (CEQA), pursuant to Section 15061(b)(3) of the CEQA

Guidelines. Exemption 15061(b)(3) consists of an activity covered by the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: Staff recommends establishing standard names for Central City alleys and an amendment to the Addressing Standards to increase public safety and the efficiency of providing City services to Central City alley addresses.

Financial Considerations: Staff anticipates a reduction in the amount of staff time spent on address related work due to the clarification provided by a master list of names and the amendments to the Addressing Standards. Upon adoption of the Central City alley names and the amendments of the Addressing Standards, staff will be better equipped to review and enforce address assignments. Staff also anticipates that established alley names will save time and increase predictability for new Central City alley residences and businesses as they are established.

Emerging Small Business Development (ESBD): There are no goods or services being purchased under this report.



Background

An approved list of names for Sacramento’s Central City alleys will promote safety, consistency, and could potential help activate the alleys in a positive way by establishing a sense of place. Sacramento’s alleys are unique from standard city streets in that they were not named as they were developed. Many of the Central City alleys currently use descriptive addresses such as, “the alley between E and F Street.” or the “H-I alley”. This can be very confusing for public safety, the post office, and the residents.

In August of 2009, the City Council adopted the City Addressing Standards. These Standards set forth the process for naming streets and alleys as new development occurs, and also established naming conventions, including special rules for Central City alleys. The current standards only provide for names being assigned to the Central City alleys as development occurs on them. This leaves Central City alleys with existing development with unclear names and no well defined process for naming them in a comprehensive and consistent manner.

Current Proposal: The current proposal recommends adopting a master list of approved names for the Central City alleys based on the names that are related to Sacramento’s history and character. This list also includes one of Sacramento’s Sister Cities: Liestal (Switzerland). All of the names on the master list meet the naming conventions in the City Addressing Standards and were approved by the City’s Department of Transportation and Police Department.

Naming conventions include:

1. Street/Alley names may not be duplicates of a name found elsewhere in Sacramento County;
2. The use of similar sounding street names is not permitted;
3. Names must not be difficult to pronounce, be hyphenated, or include non-alphanumeric characters such as apostrophes;
4. Street/Alley names may not exceed 13 characters, including spaces.

Approving a master list of Central City alley names based on local themes will assist in generating interest in the Central City alleys. Many names were considered for the alleys; ultimately, the final list represents the best effort to identify names that are recognizable, accessible, and that meet street naming criteria. The suffix of “Alley” is easily recognizable for emergency responders.

Amendment to the Addressing Standards: The approval of a master of list of Central City alley names requires that the Addressing Standards be amended as follows:

- Boundary of Central City Alley Area: The proposed amendments modify the Central City alley area by expressly excluding Old Sacramento and adjusting the southern boundary of the area from Broadway to Highway 50. Old Sacramento alleys are not included because they already have names. There is an existing alley between X Street and Broadway that is named Yale Street and Quinn Avenue on several segments. Staff was unable to identify a name that began with the letter “X” that met the addressing naming conventions and will continue to work with stakeholders to identify an appropriate name to bring forward.
- Master List of Central City Alley Names: The proposed amendments authorize the City Council to adopt a master list of names for Central City alleys.
- Existing Names of Central City Alleys Remain Unchanged But Not Extended: There are a handful of alley blocks in the Central City that were assigned official names (Democracy Alley, Merchant Street) many years ago. Under the current Addressing Standards, existing Central City alley names that begin with the appropriate letter corresponding to their location shall be extended throughout the entire alley (3rd Street to 30th Street). The amendment removes this requirement and provides for the remaining portion of the alley to be named per the master list, thereby leaving the existing names of those few alleys unchanged.

Public outreach included two meetings on March 25, 2009 and April 2, 2009. Two hundred and seventeen residents, businesses, stakeholders, and neighborhood associates were noticed by mail and an additional fifty e-mail notifications were sent out. Staff members from all applicable departments were present to answer questions and take suggestions. Concern was voiced from members of the public who had existing alley addresses and names and would not like them changed. The Addressing Standards provide that all existing alley names may remain for the blocks where they already occur.

In preparation for the October 11, 2011, City Council hearing, public notices were mailed to each alley address in the Central City, all Central City neighborhood and business groups, and email notifications were sent to established community lists.

The proposed alley names and the system specified in the Addressing Standards promote citywide safety. The naming and numbering conventions for the Central City Alleys are in accordance with the Addressing Standards. The naming process is clear, timely, consistent, and predictable.



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RESOLUTION NO.

Adopted by the Sacramento City Council

AMENDMENT TO THE CITY OF SACRAMENTO ADDRESSING STANDARDS RELATING TO THE NAMING OF THE CENTRAL CITY ALLEYS

BACKGROUND

- A. On August 11, 2009, the City Council adopted the City of Sacramento Addressing Standards by Resolution No. 2009-518.
- B. The Addressing Standards include procedures for naming streets and alleys at the time of new development when street names and addresses are typically assigned.
- C. Sacramento's Central City is unique in being mostly developed but with a system of alleys that never have been formally named.
- D. Amendments to the Addressing Standards are needed to provide a clear and predictable process to name the Central City alleys.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Council hereby amends Section 3 of Chapter 3 of the City of Sacramento Addressing Standards as set forth in Exhibit A.
- Section 2. Exhibit A is a part of this Resolution.

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- Exhibit A Amendment to Section 3 of Chapter 3 of the City of Sacramento Addressing Standards

Exhibit A
Amendment to Section 3 of Chapter 3 of the
City of Sacramento Addressing Standards
(October 11, 2011)

Section 3. Central City Alleys

For purposes of this Section 3, the Central City encompasses the area bounded by Interstate 5 to the west, Highway 50 to the south, B Street to the north, and Alhambra Boulevard to the east. In the Central City, ninety-five (95) percent of the alleys run parallel to the lettered street names in an east-west direction. The alleys extend from 3rd street through to 30th Street. The selection of names for these alleys must adhere to the following guidelines as well as the street naming conventions and processes described in Chapter 2, *Street Names for Public, Private Roads, Driveways, and Alleys* and Chapter 3, *Naming Public and Private Alleys*, of this document. The following guidelines shall apply only to the naming of Central City alleys. Where the following guidelines conflict with any other provision of these Addressing Standards, the following guidelines shall govern:

- 1) To establish a comprehensive and consistent addressing system in the Central City, the City Council may approve a master list of names (including alternate names) for the Central City alleys. If the City Council approves such a master list of alley names, all alley names and alley name changes shall conform to the master list, except as provided in subsection 3, below
- 2) Any new alley names shall begin with the letter of the adjacent, northern-most lettered street to which they are parallel. For instance, the alley between B and C Street shall begin with the letter B, the alley between C and D Street shall begin with the letter C, etc.
- 3) Alley blocks that have been named prior to the approval of a master list of Central City alley names (i.e. Democracy Alley, Merchant Street) may retain the existing name.
- 4) The Central City alleys shall end with the suffix Alley.



RESOLUTION NO.

Adopted by the Sacramento City Council

CITY OF SACRAMENTO MASTER LIST OF CENTRAL CITY ALLEY NAMES

BACKGROUND

- A. On August 11, 2009, the City Council adopted the City of Sacramento Addressing Standards by Resolution No. 2009-518.
- B. The Addressing Standards originally included only procedures for naming streets and alleys at the time of new development when street names and addresses are typically assigned. The Addressing Standards have been amended to include a procedure for naming the City's historic and unique Central City alleys that exist in an area that is mostly developed.
- C. Sacramento's Central City contains a unique system of alleys that never have been formally named. The City Council desires to have a comprehensive and consistent addressing system for the Central City alleys. For this reason, on August 11, 2009, the City Council also directed staff to develop a master list of names for the Central City alleys consistent with the Addressing Standards and approved by the City's Department of Transportation and Police Department. Staff has prepared such a master list and has presented the list to the City Council for consideration.
- D. The City Council also desires that the Central City alley names relate to Sacramento's history and character and to the multitude of influences that enrich Sacramento.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Council hereby adopts the Master List of Central City Alley Names, as set forth in Exhibit A.
- Section 2. The City Council hereby directs staff to name the Central City alleys consistent with the Master List of Central City Alley Names.
- Section 3. Exhibits A and B are part of this Resolution.

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Exhibit A- Approved Alley Names

Exhibit B- Map of Proposed Central City Alley Names



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Exhibit A

City Council Approved Master List of Central City Alley Names (October 11, 2011)

Alley	Name
Between B St & C St	Blues Alley
Between C St & D St	Chinatown Alley
Between D St & E St (excluding the 14 th block)	Democracy Alley
Between E St & F St	Eggplant Alley
Between F St & G St	Fat Alley
Between G St & H St	Government Alley
Between H St & I St (excluding the 11 th block)	Historic Alley
Between I St & J St	Improv Alley
Between J St & K St (excluding the 7 th block)	Jazz Alley
Between K St & L St	Kayak Alley
Between L St & Capitol	Liestal Alley
Between Capital & N St (excluding the 26 th block)	Matsui Alley
Between N St & O St	Neighbors Alley
Between O St & P St (excluding the 14 th block)	Opera Alley
Between P St & Q St (excluding the 12 th & 13 th block)	Powerhouse Alley
Between Q St & R St (excluding the 12 th block)	Quill Alley
Between R St & S St (excluding the 7 th block)	Rice Alley
Between S St & T St (excluding the 22 nd block)	Solons Alley
Between T St & U St	Tomato Alley
Between U St & V St	Uptown Alley
Between V St & W St	Victorian Alley

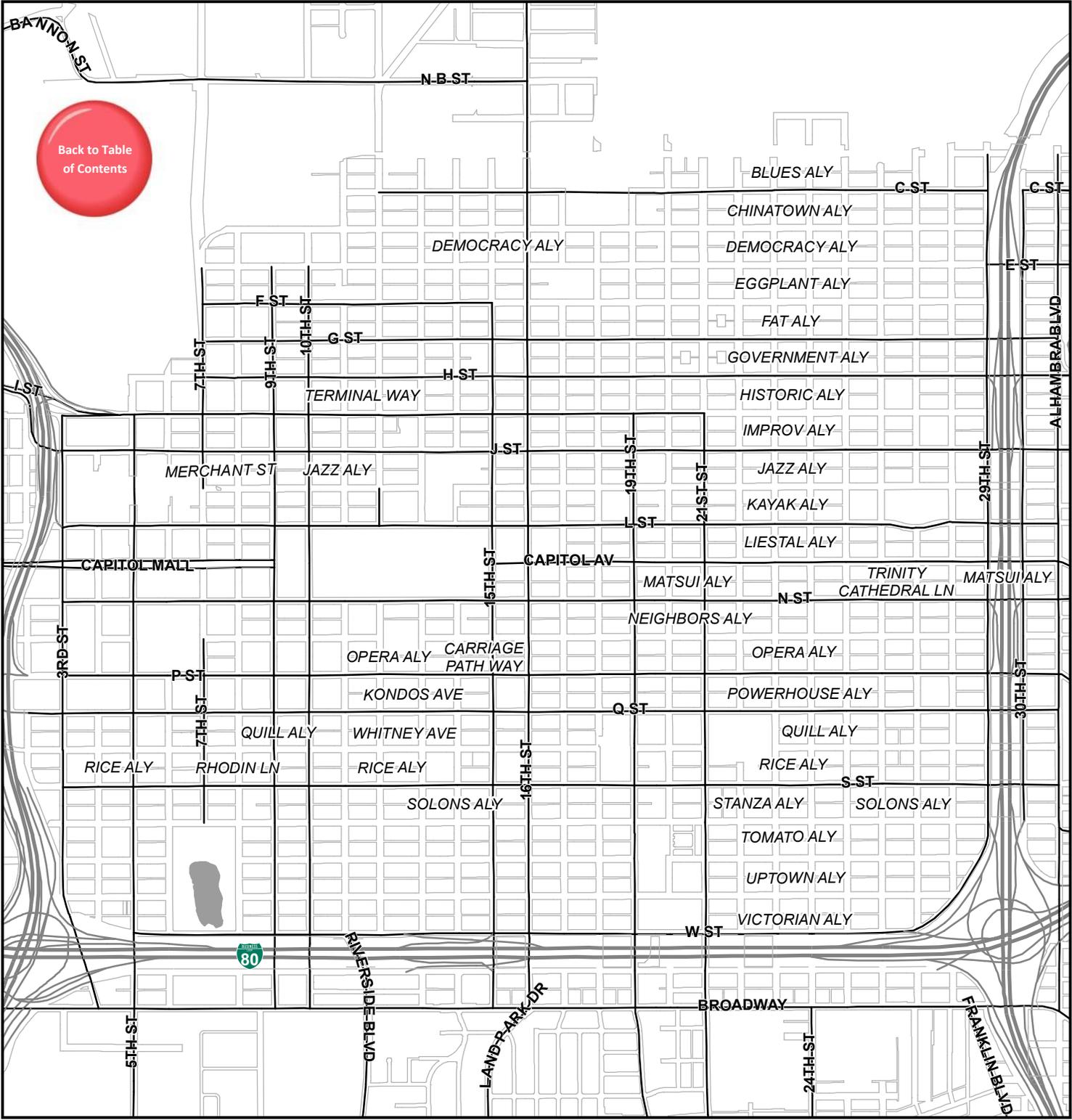


Exhibit C Central City Alley Vicinity Map



**Amendment to Section 3 of Chapter 3 of the
City of Sacramento Addressing Standards
~~(November 16, 2010)~~
(Redlined)**

Section 3. Central City Alleys

For the purposes of this Section 3, ~~the~~ the Central City encompasses the area bounded by ~~the Sacramento River/Interstate 5~~ to the west, ~~Broadway Highway 50~~ to the south, B Street to the north, and Alhambra Boulevard to the east. In the Central City, ninety-five (95) percent of the alleys run parallel to the lettered street names in an east-west direction. The alleys extend from 3rd street through to 30th Street. The selection of names for these alleys must adhere to the following guidelines ~~as well as the~~ and follow the approved street naming conventions and processes described in Chapter 2, ~~of this document~~ *Street Names for Public, Private Roads, ~~and~~ Driveways, ~~and~~ Alleys and Chapter 3, *Naming Public and Private Alleys*, of this document. The following guidelines shall apply only to the naming of Central City alleys. Where the following guidelines conflict with any other provision of these Addressing Standards, the following guidelines shall govern:*

- 1) To establish a comprehensive and consistent addressing system in the Central City, the City Council may approve a master list of names (including alternate names) for the Central City alleys. If the City Council approves such a master list of alley names, all alley names and alley name changes shall conform to the master list, except as provided subsection 3, below
- 12) Any new alley names shall begin with the letter of the adjacent, northern-most lettered street to which they are parallel. For instance, the alley between B and C Street shall begin with the letter B, the alley between C and D Street shall begin with the letter C, etc.
- 23) Existing alley names will remain the same. Alley blocks that have been named prior to the approval of a master list of Central City alley names (i.e. Democracy Alley, Merchant Street) may retain the existing name only where already occurring. ~~If an existing alley name meets these standards, that name shall be extended throughout the entire alley.~~
- 4) The Central City alleys shall end with the suffix Alley.