



City of Woodland

REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: October 16, 2007

SUBJECT: County Road 102 Renaming

Report in Brief

The City Council is considering alternative names for County Road 102 in order to provide a “sense of place” that welcomes people to Woodland. In the course of considering alternative names, the City Council has coordinated the process with development projects associated with the area in order to facilitate name recognition that would also support the projects. Through this process, the name of “Gateway Boulevard” has been identified as the best alternative by the City Council sub-committee. The City Council directed staff to provide further research of the cost to complete the renaming and schedule a Public Hearing at a future date to facilitate further consideration of the name change.

Staff recommends that the City Council rename the portion of County Road 102 within the City of Woodland “Gateway Boulevard” and implement the name change through a two-phase or single-phase process as described herein.

Background

In June 2001, Council Member Monroe asked the City to look into renaming County Road 102 for the purpose of creating a name that welcomes people to Woodland, promotes the community, and reflects the heritage and values of the City of Woodland. Based on Council Member Monroe’s request, the City Council considered the renaming issue at its June 5, 2001 regular meeting, formed a sub-committee consisting of former Mayor Borchard and then Vice-Mayor Flory who worked with former Fire Chief Karl Diekman (the Department Director responsible for the street naming program).

After discussing this matter, the sub-committee agreed to defer further consideration until the completion of the Spring Lake Specific Plan. This decision reflected the need to consider potential development of the area that could help identify a “sense of place” as part of the theme of welcoming people to Woodland envisioned by the City Council. On November 16, 2004, the City

Council appointed a second sub-committee consisting of then Mayor Rexroad and Council member Monroe to consider potential names as the Spring Lake Specific Plan neared completion.

The Council sub-committee recommended renaming County Road 102 within Woodland city limits “City of Trees Boulevard” and scheduled the proposed name change for a Public Hearing on January 11, 2005. Following the Public Hearing, the City Council decided against the proposed name and deferred further consideration pending the outcome of a commercial development application for an Auto Mall on the property southeast of the CR 102/I-5 interchange. As the project moved through the application process it was changed to a commercial retail development center and the name of the project was changed to Gateway Center. In recognition of the change, the Council sub-committee forwarded a recommendation to rename County Road 102 “Gateway Boulevard”.

On June 5, 2007, the City Council approved renaming County Road 102 within Woodland city limits as Gateway Boulevard. As required by City policy a public hearing on proposals to change the name of any existing street and notification of all property and business owners along the street must be made within ten (10) days in advance of the public hearing. The portion of County Road 102 proposed to be renamed is from Churchill Downs on the North to County Road 25A on the South. On September 18, 2007, the City Council scheduled October 16, 2007 as the Public Hearing for consideration of the proposed name change.

Discussion

County Road 102 is the first exit from northbound I-5 into Woodland. It is anticipated that the combined impact of the current residential development in the Spring Lake area as well as the commercial development of Gateway Center will generate many new visitors to Woodland. Renaming County Road 102 in order to create an identity and “sense of place” is necessary to welcome the new visitors and encourage their return. Gateway Boulevard would become a destination that would help visitors identify Woodland as a place to shop, dine and conduct business at the new commercial/retail center. In addition, Gateway Boulevard would also help visitors to identify Woodland as a potential place to live as they become aware of the home buying opportunities within the Spring Lake area.

The City Council asked staff to develop alternatives associated with the renaming of County Road 102. One alternative would replace the existing CR 102 signs with signs reading CR 102/Gateway Blvd., which would later be removed and replaced with signs reading only “Gateway Blvd”. This “two-phase” alternative requires the removal and replacement twice to accommodate the renaming. The first phase work could be done with the I-5/CR 102 interchange project. The second phase would require application to Cal Trans for the renaming; if approved the materials would be purchased, and all the work done by Cal Trans and paid for by the City.

The second alternative proposed by Cal Trans Traffic Design staff would permanently replace the existing CR 102 signs with signs reading “Gateway Blvd” and would add a sign in each direction, reading “CR 102, Next Exit”. This “single-phase” alternative can be completed with the I-5/CR 102 project and would not require any additional work to be done by Cal Trans following completion of

the interchange project. Since this alternative will complete installation of the new freeway signs once and as part of the interchange project, there would be a cost savings of approximately 35%.

Staff believes either alternative would work as it would be completed as part of the interchange project. The interchange project will be completed following the opening of the Gateway Center. Both of these projects are highly visible and will generate significant media coverage and public service announcements directed to residents of Woodland, Yolo County and the Sacramento region. The promotion of a new name for County Road 102 within Woodland could be coordinated with the media coverage associated with Gateway Center and the interchange improvements.

Fiscal Impact

The estimated costs associated with the renaming will be between \$50-\$80K depending on whether the signage will be changed on an interim basis from CR 102 to CR 102/Gateway and then permanently changed to Gateway Blvd (two-phase), or simply changed to Gateway Blvd (single-phase).

Alternative 1 (two-phase) Total Cost: \$80,000
Alternative 2 (single-phase) Total Cost: \$50,000

Staff researched the cost estimates in consultation with Cal Trans and a vendor that has completed similar projects. In addition to the freeway signs, the cost estimates include street signs, signal signs and poles for the portion of County Road 102 within city limits. The estimates include removal of existing signs, replacement of new signs and all associated engineering and installation.

Public Contact

On June 5, 2007, the Council set September 18, 2007 as the date for the Public Hearing. At that time this item was deferred pending further research of the costs associated with this project. The Public Hearing was then moved to October 16, 2007, and approximately 32 residents and/or business owners adjacent to County Road 102 were mailed notices of the Public Hearing to be held on this matter. The notified property owners include:

Cal Trans (1)	City of Woodland (3)	Postmaster (2)
Property Owners (19)	County of Yolo (2)	Commercial Properties (5)

Council Committee Recommendation

The sub-committee recommended that the City Council rename County Road 102 “Gateway Boulevard”.

Alternative Courses of Action

1. Rename the portion of County Road 102 within the City of Woodland “Gateway Boulevard”; direct staff to work with Cal Trans to complete the renaming through a “two-phase” process as described herein; and direct staff to identify a source of funds to implement this alternative.
2. Rename the portion of County Road 102 within the City of Woodland “Gateway Boulevard”; direct staff to work with Cal Trans to complete the renaming in a “single-phase” as described herein; and direct staff to identify a source of funds for this alternative.
3. Cease further consideration of renaming County Road 102.
4. Direct staff to work with the Council sub-committee to identify other alternatives to rename County Road 102.

Recommendation for Action

Staff recommends that the City Council approve Alternative No. 1 or Alternative No. 2.

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