

**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT**

TO: Parking and Public Improvements Commission

FROM: Marisa Lundstedt, Director of Community Development
Erik Zandvliet T.E., City Traffic Engineer

DATE: February 26, 2015

SUBJECT: Consider a Request to Rename Park Way to Marriott Drive

RECOMMENDATION:

Staff recommends that the Parking and Public Improvements Commission (Commission) approve a motion to recommend the City Council adopt a resolution renaming Park Way to Marriott Drive.

BACKGROUND:

In July 2014, Mr. Jeff Hart, General Manager for the Manhattan Beach Marriott Hotel, requested the City change the name of Park Way to Marriott Way. (Exhibit 1) Mr. Hart stated that at times, visitors may find it difficult to locate the Marriott Hotel and Golf Course. He explained that clear street name signs would serve as wayfinding signs to help direct visitors to the hotel, as well as increase the overall awareness of the Hotel in the City. Mr. Hart stated that the Hotel would pay for all fees and costs related to the street name change.

DISCUSSION:

Park Way is a 40-foot wide local street located in a commercial area between Rosecrans Avenue and Parkview Avenue with a 25mph prima facie speed limit. (Exhibit 2) The street has two lanes in each direction and is approximately 350 feet long. There is a traffic signal at Rosecrans Avenue at the north end of Park Way, and all-way stop signs at Park Way and Parkview Avenue to the south. Park Way is improved with curbs, gutters and sidewalks. Curb parking is prohibited on Park Way. Nash Street forms the north leg at the intersection of Rosecrans Avenue and Park Way and the Marriott Hotel driveway forms the south leg at the intersection of Park Way and Parkview Avenue. (Exhibit 3) There are no properties with Park Way addresses, but two large multi-story buildings with large parking lots are located on both sides of the street. This is the only street segment named Park Way in the City.

The authority to change the name of a local public street resides with the legislative body of the local agency. Government Code Section 34091.1 provides:

Whenever the legislative body finds that a name should be adopted and applied to any city street, or that the existing name of any city street should be changed, the legislative body may adopt a resolution designating a name for, or change the name of, such street.

Government Code Section 34092 states:

Whenever the name of any street, boulevard, park, or place is adopted, established or changed, or any house numbers have been changed on any street, boulevard, park or place, by any city or other authority, the city clerk shall promptly forward a copy of the resolution, order, or other instrument providing for

such new name or change of name or house number to the board of supervisors of the county within which such city is situated.

Streets and Highways Code Section 5026 states:

The legislative body of a county, city or city and county, may by resolution adopt a name for any street, boulevard, park or place which is to be improved under this division, for which a name has not been provided under the provisions of Sections 970.5 and 971, or otherwise, and may by resolution change the name of any street, boulevard, park or place heretofore established; provided further, that a copy of the resolution or order providing for the new name or change of name made by any city shall be promptly forwarded by the city clerk to the clerk of the board of supervisors and county surveyor of the county in which the municipality is situated.

It should be cautioned that public streets are not typically named after an active commercial business, particularly because the name of the business may change over time, and there may be an objection to providing indirect preferential treatment to a particular brand or business. However, wayfinding signs to larger destinations are often posted on public streets to assist unfamiliar drivers with directions, which improve overall traffic safety. Staff believes that the City will derive an overall benefit by the street name change, because the street and hotel will be more readily located, and the current ambiguity of the proper spelling of Park Way will be eliminated. The street would remain a public street. There also no addresses that would need to be changed if the street is renamed again in the future.

This request was circulated to the Public Works, Police, and Fire Departments as well as the Post Office for their comments. None of the departments have objections to the street name change, as long as the City does not incur a cost for the change. In addition, the GIS manager suggested that the name of the street be “Hotel Drive” in case the name of the hotel changes in the future. However, this wording may suggest there are other hotels on that street.

The anticipated costs related to the street name change would be approximately \$4,000, including application fee, noticing, street name sign replacements, and staff time. Marriott Hotel has made an initial deposit of \$1,573 for the preliminary approval process.

Public notices to attend tonight’s Commission meeting were mailed to all properties and businesses south of Rosecrans Avenue and within 500 feet of Park Way.

CONCLUSION:

Staff recommends that the Parking and Public Improvements Commission approve a motion to recommend the City Council adopt a resolution renaming Park Way to Marriott Drive.

Exhibits:

1. Marriott Hotel Request for Street Name Change
2. Location Map
3. Site Photos

Received by
Management Services Dept.

JUL 11 2014

Jeff Hart
Manhattan Beach Marriott
1400 Parkview Avenue
Manhattan Beach, CA 90266
April 28, 2013

City of Manhattan Beach

Mr. Mark Danaj
City Manager
The City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

Dear Mr. Danaj:

Welcome to the beautiful city of Manhattan Beach! I hope you and your family are excited to be here and are able to settle in quickly.

Mark, I was previously working with David Carmany on an issue that I was hoping you might be able to assist with when you get settled. What I stated to David was that as one of the largest tax revenue producing businesses in the city of Manhattan Beach, our hotel is concerned about the lack of visibility and directional way-finding to our business. The hotel and the golf course are a major part of the community and we are continually hearing from our guests that it is difficult to find (or worse yet, they didn't know that we are here in Manhattan Beach).

My request to you is that the city of Manhattan Beach considers changing the existing street sign "Nash/Parkway" to "Nash/Marriott Drive" for the following reasons:

1. It would enable many of our visitors/guests better directional signage to get to the property
2. Currently there is no signage on Rosecrans to direct traffic to the hotel (still working on getting this achieved)
3. There are no businesses to my knowledge with a Parkway address
4. Most importantly, when driving West on Rosecrans the existing signage is incorrect as it reads: "Nash / Parkway" instead of "Parkway / Nash"

Ideally, we would love to have the opportunity to have signage on the corner of Rosecrans and what is now Parkway. I believe that land is privately owned and I am doing some of my own research on that as we speak.

We would work directly with the city and be happy to absorb the expense to make the change in street signage happen. I realize that this request needs to be presented to the city council and if you have any questions, please feel free to contact me directly at 310-939-1420.

Mark, thank you for your consideration and I look forward to meeting you in person soon.

Sincerely,



Jeff Hart
General Manager
Manhattan Beach Marriott

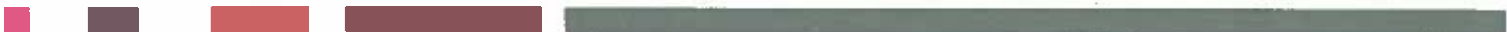


EXHIBIT 2
LOCATION MAP
Park Way Street Name Change

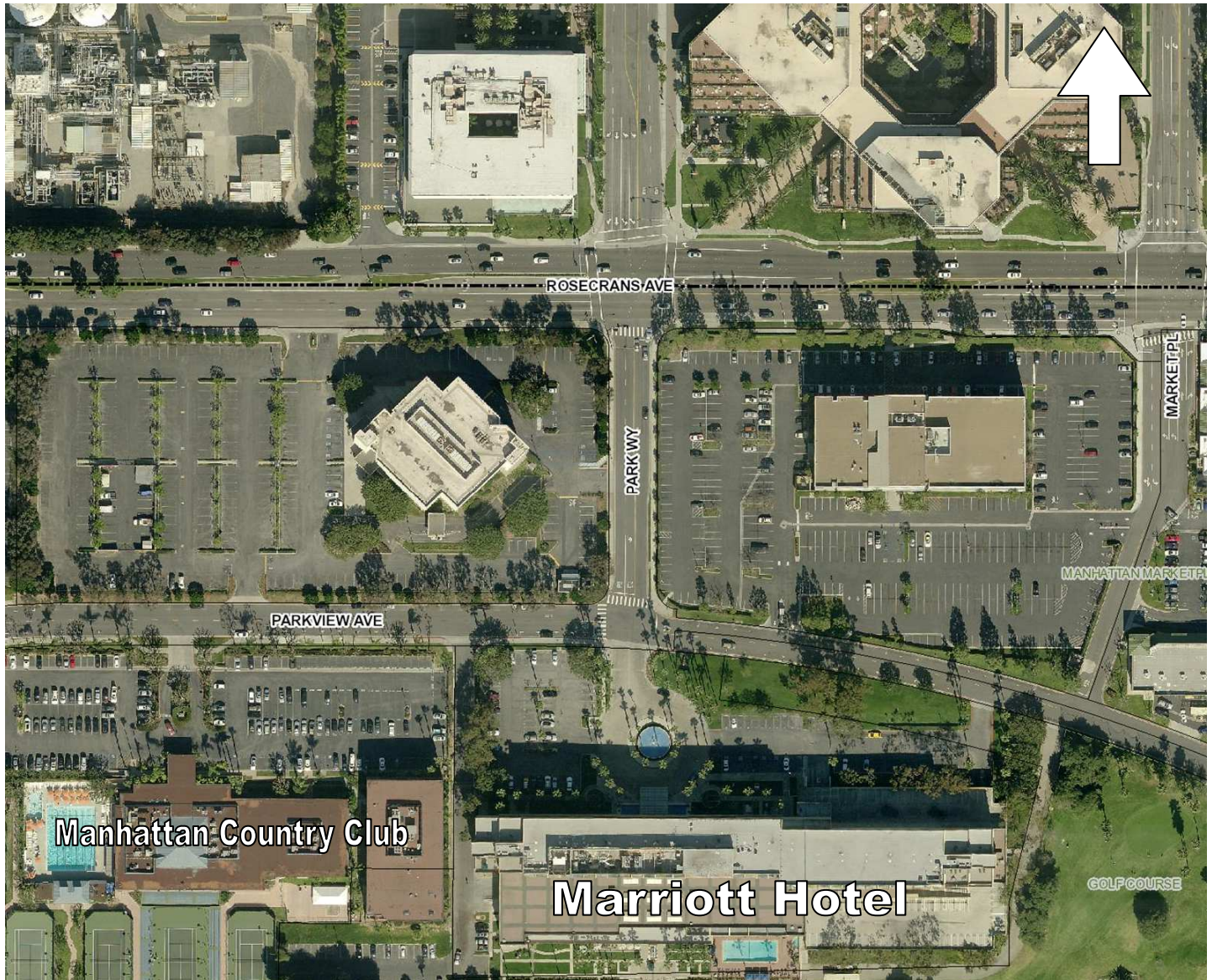


EXHIBIT 3
SITE PHOTOS



Park Way Looking South



Park Way Looking North