



REPORT TO COUNCIL

City of Sacramento

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www.CityofSacramento.org

Staff Report
November 16, 2010

**Honorable Mayor and
Members of the City Council**

Title: Central City Alley Names

Location/Council District: Alleys within the Central City, Council Districts 1, 3, and 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: Emilie Schell, Program Analyst, 808-5908

Presenters: Emilie Schell, Program Analyst

Department: Community Development Department

Division: Planning Division

Organization No: 21001221

Description/Analysis

Issue: On August 11, 2009, City Council adopted Addressing Standards 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; however, recent outreach efforts indicated that using international cities and Sister City names garnered more attention to the alleys, particularly to attract interest for alley activation purposes.

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, but do not provide a clear method for naming alleys within existing development. The Standards do not provide for the consistency that can be achieved from a master list of approved names for a particular area such as the Central City.

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.

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. A theme of International Cities will help to create interest in the Central City alleys.

Environmental Considerations:

California Environmental Quality Act (CEQA): Under the CEQA guidelines, continuing administrative activities do not constitute a project and are therefore exempt from review.

Sustainability Considerations: Not applicable

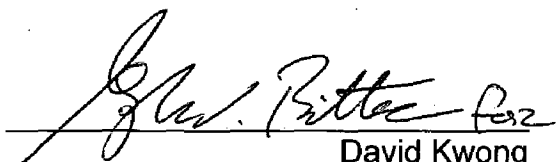
Commission/Committee Action: None

Rationale for Recommendation: Staff recommends amendment of 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 also be better equipped to review and enforce address assignments.

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

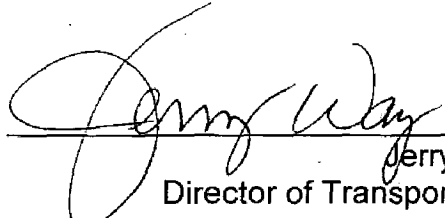
Respectfully Submitted by:



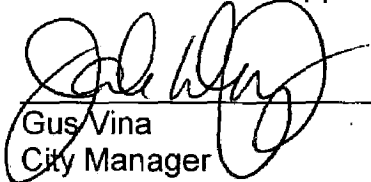
David Kwong
Planning Manager

Approved by:


Max Fernandez
Director of Community Development


Jerry Way
Director of Transportation

Recommendation Approved:


Gus Vina
City Manager

APPROVED AS TO FORM:



CITY ATTORNEY

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Attachment 1- Background

An approved list of names for Sacramento's Central City alleys will promote safety, consistency, and the activation of the alleys. 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 or the HI 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 alley's as new development occurs, and also establish naming conventions for streets and alleys, 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.

The current proposal recommends adopting a master list of approved names for the Central City alleys based on the names of international cities. This list also includes two of Sacramento's Sister Cities: Jinan (China) and Liestal (Switzerland). All of the names on the master list meet the naming conventions in the City Addressing Standards (e.g., Central City alley names must start with the letter of the street directly to the north) and were approved by the City's Department of Transportation and Police Department. Approving a master list of Central City alley names based on a theme will assist in generating interest in the Central City alleys. Many themes were considered for the alleys, including famous people, trees, and historical figures. Outreach efforts determined that international cities would garner the greatest amount of attention for the alleys. Sacramento is California's capital city with a diverse population and draws visitors from all over the world. Having the alleys named after international cities provides recognition to the multitude of influences which enrich Sacramento.

In addition to adopting a master list of alley names, the suffix will be modified from "Alley" to "Row". The suffix of "Alley" can have a negative connotation, and outreach has determined that "Row" is better received. It should be noted that the Police Department prefers the suffix to remain "Alley" as it is more consistent and easily recognizable for emergency services.

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.
- **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 have been assigned official names (Democracy Alley, Merchant Street). 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.
- New Suffix: Finally, the proposed amendments change the suffix for the Central City alleys to "Row."

The approval of a master list of Central City alley names and the associated amendments to the City Addressing Standards will allow staff to be consistent, transparent, and provide a clearly defined process for customers and staff.

Public outreach occurred on two separate occasions, 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.

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.

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 (November 16, 2010)

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 their then existing name.
- 4) The Central City alleys shall end with the suffix Row.

Attachment 3

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 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. The City Council desires to have a comprehensive and consistent addressing system for the Central City alleys and a clear, timely, consistent, and predictable process for naming 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 follow a theme of international cities and Sacramento's Sister Cities, in recognition of Sacramento's diverse population, the multitude of international influences that enrich Sacramento, and Sacramento's draw of visitors from all over the world.

**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 and Alternative 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 and Alternative Alley Names

Exhibit B- Map of Proposed Central City Alley Names

Exhibit A

**City Council Approved Master List of
Central City Alley Names and Alternative Alley Names
(November 16, 2010)**

Approved Central City Alley Names

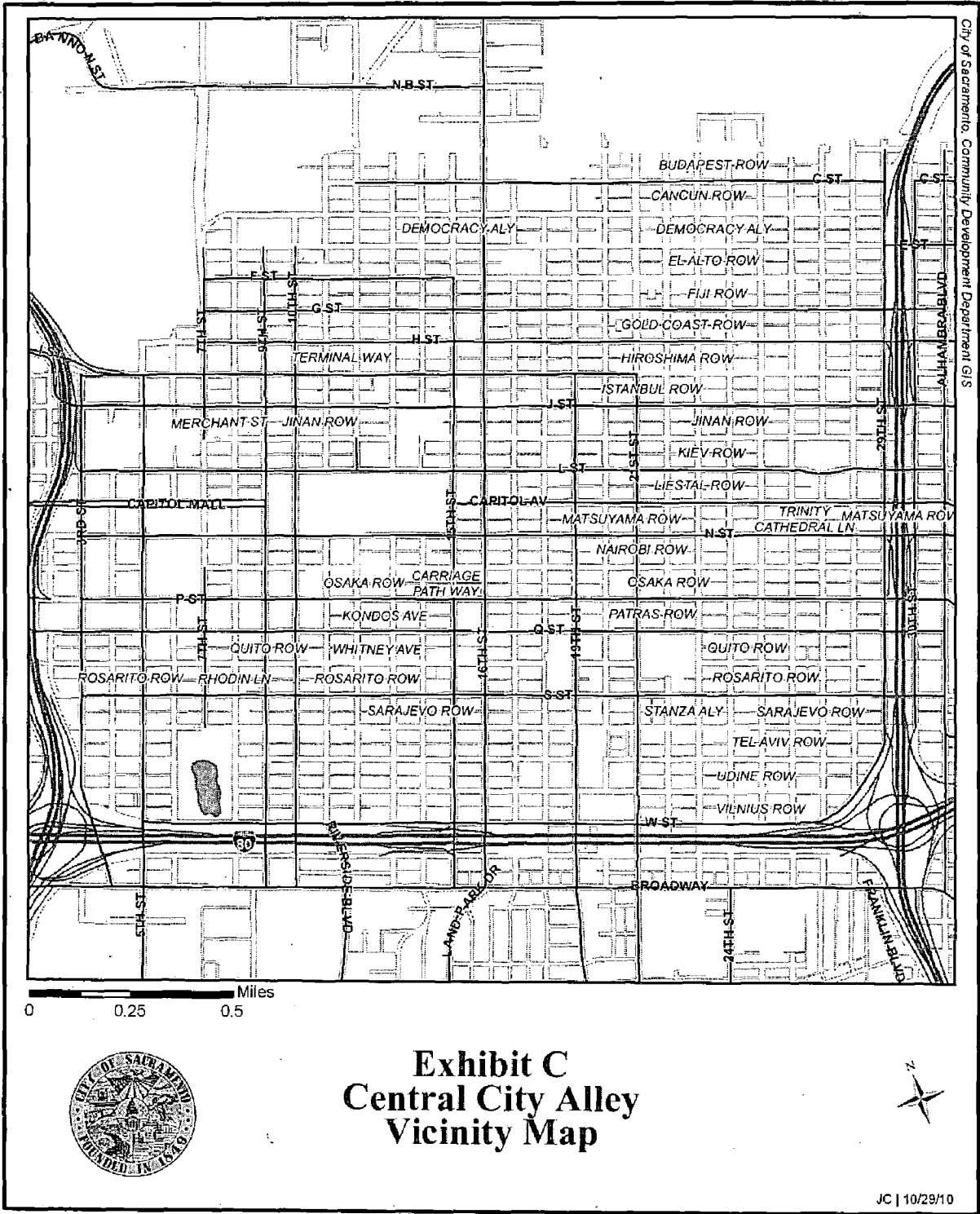
Alley	Name
Between B St. & C St.	Budapest
Between C St. & D St.	Cancun
Between D St. & E St.	Democracy
Between E St. & F St.	El Alto
Between F St. & G St.	Fiji
Between G St. & H St.	Gold Coast
Between H St. & I St. (excluding the 1100 block)	Hiroshima
Between I St. & J St.	Istanbul
Between J St. & K St. (excluding the 700 block)	Jinan
Between K St. & L St.	Kiev
Between L St. & Capitol	Liestal
Between Capital & N St. (excluding the 2600 block)	Matsuyama
Between N St. & O St.	Nairobi
Between O St. & P St. (excluding the 1400 block)	Osaka
Between P St. & Q St. (excluding the 1200 and 1300 block)	Patras
Between Q St. & R St. (excluding the 1200 block)	Quito
Between R St. & S St. (excluding the 700 block)	Rosarito
Between S St. & T St. (excluding the 2200 block)	Sarajevo
Between T St. & U St.	Tel Aviv
Between U St. & V St.	Udine
Between V St. & W St.	Vilnius

Approved Central City Alley Name Alternatives

Alley	Alternate
Between B St. & C St.	Bologna
Between C St. & D St.	Caracas
Between D St. & E St. (excluding the 1400 block)	Denpasar
Between E St. & F St.	El Kubra
Between F St. & G St.	Fukuoka
Between G St. & H St.	Gander
Between H St. & I St. (excluding the 1100 block)	
Between I St. & J St.	Islamabad
Between J St. & K St. (excluding the 700 block)	Jalalabad
Between K St. & L St.	Kathmandu
Between L St. & Capitol	Landeck
Between Capital & N St. (excluding the 2600 block)	Monrovia
Between N St. & O St.	Nagasaki
Between O St. & P St. (excluding the 1400 block)	
Between P St. & Q St. (excluding the 1200 and 1300 block)	
Between Q St. & R St. (excluding the 1200 block)	Quirindi
Between R St. & S St. (excluding the 700 block)	Riyadh
Between S St. & T St. (excluding the 2200 block)	Singapore
Between T St. & U St.	Thessaloniki
Between U St. & V St.	
Between V St. & W St.	Veradero

Exhibit B

Map of Central City Alley Names



City of Sacramento, Community Development Department GIS

Exhibit C
Central City Alley
Vicinity Map



JC | 10/29/10

Attachment 4

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

Section 3. Central City Alleys

For purposes of this Section 3, ~~t~~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 sameAlley 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 their then 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 Row.