



Agenda Report

December 13, 2010

TO: Honorable Mayor and City Council
FROM: Department of Public Works
SUBJECT: STREET NAME CHANGE - MERCANTILE PLACE EAST OF RAYMOND AVENUE TO PLOTKIN ALLEY

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed street name change from Mercantile Place east of Raymond Avenue to Plotkin Alley is categorically exempt from the California Environmental Quality Act (CEQA) under section 15061(b)(3), general rule that CEQA only applies to projects which have the potential for causing a significant effect on the environment; and
2. Adopt a resolution changing the name of the portion of Mercantile Place east of Raymond Avenue to Plotkin Alley.

BACKGROUND:

A formal request was submitted by the Old Pasadena Management District on September 24, 2010 requesting that the City rename the portion of Mercantile Place east of Raymond Avenue to "Plotkin Alley" in honor of James Plotkin for his many contributions to the betterment of Old Pasadena. Most notably he was a founding member of the Pasadena Central Improvement Association in the early 1980's, the precursor to the Old Pasadena Business and Professional Association. Additionally, over the years James Plotkin has participated as a member or board member in a number of Pasadena-based organizations including the Heart of Pasadena Association, as an Advisory Board Member of Pasadena Beautiful, Pasadena Heritage, Pasadena Center Operating Company, Pasadena Chamber of Commerce, and Pasadena Museum of History.

The street name change has been reviewed by the United States Post Office and the Police and Fire Departments, and does not present any operational problems. Public notices announcing the public hearing were posted along Mercantile Place, sent to affected property owners, and posted at City Hall and local public libraries.

COUNCIL POLICY CONSIDERATION:

James Plotkin has been a community leader in the revitalization of Old Pasadena as evidenced in his contributions to the Old Pasadena Streetscapes and Alley Walkways Plan adopted by City Council on July 24, 1995. His dedication and work helped further the City Council's goals to improve, maintain and enhance public facilities and infrastructure and support and to promote the quality of life and the local economy.

The City's procedure for street name changes is consistent with the requirements of Chapter 2 of Division 2, Section 970.5 of the California Streets and Highways Code.

ENVIRONMENTAL ANALYSIS:

The proposed street name change from Mercantile Place to Plotkin Alley is categorically exempt from the California Environmental Quality Act (CEQA) under section 15061(b)(3). Section 15061 sets forth the general rule that CEQA only applies to projects which have the potential for causing a significant effect on the environment. No construction is proposed with the project.

FISCAL IMPACT:

The cost to purchase and install the street name sign and associated plaque is estimated at \$2,500. Sufficient funding in the form of Old Pasadena Redevelopment – Tax Increment Funds is available in the Capital Improvement Program Budget Account 73935 (Old Pasadena Streetscapes and Alley Walkway Improvements).

Respectfully submitted,



MARTIN PASTUCHA

Director

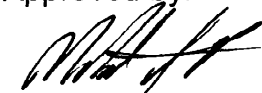
Department of Public Works

Prepared by:



Richard K. Yee, Principal Engineer

Approved by:



MICHAEL J. BECK

City Manager

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
CHANGING THE NAME OF MERCANTILE PLACE TO PLOTKIN ALLEY**

WHEREAS, a request was submitted to the Department of Public Works of the City by the Old Pasadena Management District for the City to rename a portion of "Mercantile Place", which extends from Raymond Avenue east to the Los Angeles County Metropolitan Transportation Authority (LACMTA) right-of-way to "Plotkin Alley" to recognize the achievements of James Plotkin; and

WHEREAS, United States Post Office, the Pasadena Police Department, and the Pasadena Fire Department have been notified and have no objection to the street name change; and

WHEREAS, public notices were posted along Mercantile Place and sent to affected property owners and posted at City Hall and local public libraries; and

WHEREAS, pursuant to the requirements of Chapter 2 of Division 2, Section 970.5 of the California Streets and Highways Code, a public hearing was held to consider the proposed street name change and notice given prior to the public hearing.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Pasadena as follows:

1. That the public street in the City of Pasadena known as "Mercantile Place" from Raymond Avenue east to the LACMTA right-of-way is hereby changed to and hereafter shall be known as "Plotkin Alley".

Adopted at the regular meeting of the City Council of the City of Pasadena on the

_____ day of _____, 2010, by the following vote:

AYES:


NOES:

ABSENT:

ABSTAIN:

MARK JOMSKY, City Clerk

Approved as to form:



Frank Rhemrev
Assistant City Attorney

Jomsky, Mark

From: Burke Farrar [burkefarrar@earthlink.net]
Sent: Thursday, December 09, 2010 11:17 AM
To: Bogaard, Bill; Madison, Steve; Haderlein, Steve; Margaret McAustin; Holden, Chris; district1; Tornek, Terry; Gordo, Victor
Cc: Jim Plotkin; Jomsky, Mark; Steve Mulheim
Subject: Plotkin Alley

Hi,

I will be attending Monday's celebration of the service that Jim Plotkin has made on behalf of Old Pasadena. I don't plan to speak as I'm sure that the City Council doesn't really need convincing to honor Jim by naming the alley that runs behind two of his buildings on his behalf. As many of you know, I have advocated that the City should do something to recognize the many years of service to the community that Jim has provided. Whoever came up with the truly brilliant idea of naming Plotkin Alley should be congratulated. Not only does the alley name provide a lasting memorial to Jim, but it also acknowledges his committed service to the Old Pasadena Streetscape and Alley Plan.

Thank you for ding this.

Burke

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