

SUBJECT:
Street Naming Policy

POLICY NUMBER 300-26
ADOPTED 7-5-12

It is the policy of the City Council that requests to name streets or to change the name of a previously existing street shall be reviewed by City Staff and approved by the City Council.

Background

Due to the number of streets existing and planned throughout the City of Oceanside, the Development Services Department determined that it was in the public's interest to adopt a policy for naming or changing a previously approved street name, according to authority given in State of California Government Code Section 3409.1.1. All street names must be reviewed by the City Planner, City Engineer, and Fire Chief prior to consideration by the City Council. To ensure conflicts do not arise by the changing of a street name, the proper public noticing to all members of the public affected by the street name change and staff review is necessary.

PURPOSE

To establish a policy ensuring a uniform system for naming and/or changing a street name in the City of Oceanside. All street names shall be appropriate in context and shall not be similar to or the same as other streets within the City of Oceanside.

POLICY

1. All proposed street names and name changes (public and private streets) shall conform to the authorized street designation list (Exhibit A) of this policy.
2. All streets with an approved subdivision shall have a common street name theme that relates to the subdivision, historic nature of the area or neighborhood, character, and numbering sequence (i.e., 1st, 2nd, 3rd Street).
3. All proposed building numbers shall conform to the general system for numbering buildings provided in the Planning Address Assignment Policy.

PROCEDURES

1. All street name and re-naming requests shall be submitted to the City of Oceanside Planning Division with the required application and fees paid.
2. The application for street name assignment shall be filled out and a list of alternative names, as well as the proposed names, shall be submitted with the application for submittal to the Planning Department. (See Exhibit B)
3. In all cases, street names shall be consistent with the Council Policy. No street names will be approved that use the main name more than once. Example: If

there is an Oceanside Boulevard, there cannot be an Oceanside Street, Way, Court, Lane, Drive, Circle, etc.

4. Street names within the City of Oceanside must be limited to a total of 16 letters and spaces to allow the names to be placed on a typical street sign.
5. Short streets, cul-de-sac streets, and wide streets shall have shortened names to facilitate placing their names on maps and plans. Names are limited to no more than ten letters and spaces.
6. Streets that change directions approximately 90 degrees between intersecting streets should have a different street name.
7. Street name changes may be requested by any of the following:
 - a. A letter from a private individual or body to the City Planner, City Manager, or City Council must be submitted.
 - b. Resolution of intention or letter from the City of Oceanside Planning Commission.
 - c. In all cases, it shall be the duty of the Planning Division to prepare a report discussing the justification for such a change or recommendation for the replacement of a street name and discussing the effects of the changes on other City streets and the neighborhood.
 - d. Without the following procedures required by this policy, the City Council may directly approve a street name change when such is due to overriding economic or social considerations.
8. Any approved change to a street name by the City Council shall be recorded with the San Diego County Assessor Office and reflected on the assessor parcel map.
9. A notice to all owners and occupants residing and/or owning property on the subject street that would be affected by the street name change will be mailed out at least two weeks before the City Council Hearing Date. The applicant shall provide a list of all owners and occupants who reside and/or own property on or immediately adjacent to the street in question with the street name application.

AUTHORIZED STREET NAMING POLICY

Type of Street	Authorized Name(s) Spanish Equivalent	Remarks
Arterials with 126' of right-of-way (R/W)	Boulevard or Highway	Through streets of major importance, 126 or more feet in width running in any direction, should be limited to major thoroughfares which are to have tree-planted parkways.
Streets that have 60 feet to 102 feet of right-of-way	N-S Direction: Street (Calle) N-S Direction: Drive (Paseo) E-W Direction: Avenue (Avenida) E-W Direction: Road (Camino)	Generally Straight Generally Curvilinear Generally Straight Generally Curvilinear
Residential Cul-de-Sac Street (56') O.K. for Industrial too	N-S Direction: Place (Sitio) E-W Direction: Court (Corte)	
Residential Loop Street (56') O.K. for Industrial too	Circle (Circulo) Loop	
Hillside Street (40' R/W or more)	Lane	Similar to drives but of lesser importance and/or shorten in length
	Way (via)	Short, narrow street route to or between specific location(s)
	Terrace (Terrazza)	This area commonly flows towards a slope
	Grade (Grado)	Steep Slope areas
	View (Vista)	View Street

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Development Service Department
PLANNING DIVISION
300 North Coast Highway
Oceanside, California 92054-2885
(760) 435-3520

Exhibit B

**APPLICATION FOR STREET NAME ASSIGNMENT OR STREET NAME
CHANGE**

1. Project Name: _____
2. Applicant: _____
3. Address: _____

4. Contact Person: _____
5. Phone Number: _____
6. Proposed Use: _____
7. Are the Streets: Public: () Private: () or Combination ().
8. Desired Street Names:

A.	K.
B.	L.
C.	M.
D.	N.
E.	O.
F.	P.
G.	Q.
H.	R.
I.	S.
J.	T.
9. List Alternates:

10. Attach Site Plan.

Date received: _____

Assigned to: _____

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**DIRECTIONS FOR FILLING IN THE APPLICATION FOR
STREET NAME ASSIGNMENT**

The Planning Division maintains a list of street-naming policies. These policies should be reviewed prior to submitting an application for street names. A copy of these policies should be attached to this application, if not, please request a copy from the Planning Division.

1. Project Name: Indicate the name of the project. Preference for all subdivisions is to indicate both the marketing as well as the approved tentative map name.
2. Applicant: Indicate your company's name.
3. Address: Indicate your company's address.
4. Contact Person: List your name or a person who can be contacted if there are any questions. All correspondence will be addressed to the contact person in care of the company's name and address listed above.
5. Phone Number: Indicate the contact person's phone number.
6. Proposed Use: Indicate the type of land use (e.g., single-family detached or attached subdivision, condominium or an apartment project, commercial or industrial park).
7. Are the Streets: Indicate whether or not the streets are public, private or combination. Private Streets must be designated as a "WAY", or "LANE", if it is a Mobile Home or Manufactured Housing Park.
8. Desired Street Names: Indicate the desired street name. Refer to street name policies for the use of the designation (i.e., street, drive, road and court, etc.).
9. Alternates: Indicate alternate names in case any of the desired names are eliminated. Note: It is highly recommended that you submit a list of alternates. You could experience a delay in processing if there is a need to resubmit additional street names.
10. Attach Site Plan: Provide a site plan of the subdivision. The site plan needs to be on an 8½" x 11" standard sheet of paper. The plan needs to show the street configuration. For all corner lots, indicate the direction in which the unit obtains its access. A copy of

either a Thomas Brothers Map or a vicinity map shall also be included, showing the location of the project with respect to the surrounding neighborhood.

11. The fee is \$121.00 per street name assignment.

If you have any questions, contact the Planning Department for assistance, telephone number (760) 435-3520.

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STREET NAMING POLICIES

These policies are subject to change and revision:

1. Length of Street name: The length of a street name shall not be more than 16 characters including one space and two words (the length does not include the designator; e.g., "Street", "Drive", "Road" and "Way", etc.)
2. Designator Policy: When a street name is proposed it shall be given a "designator" which corresponds to certain physical and functional characteristics of the thoroughfare. The following are the only designators which are used within the City of Oceanside:

PUBLIC STREETS

- A. AVENUE: To be used on streets classified above secondary arterial. Do not use on residential streets.
- B. BOULEVARD: Same as "Avenue".
- C. CIRCLE: Use only on streets which are half-circle shaped and have both ends intersection with another street.
- D. STREET: To be used for streets ranging from secondary arterial to local, also may be used for larger streets. Do not use on cul-de-sac or circles.
- E. DRIVE: Same as "Street", except shall not be used on streets larger than secondary arterial.
- F. ROAD: Should be used on streets classified between secondary arterial and collector, preferably in rural areas.
- G. COURT: Use only for cul-de-sac streets.
- H. AVENIDA: To be used on streets classified between secondary arterial and collector.
- I. CALLE: Same as "Drive".

J. CORTE: Same as "Court" or "Circle".

PRIVATE STREETS

K. WAY: Use for all private streets, except in mobile home parks.

L. LANE: Use on private streets in mobile home parks only.

3. Spanish and non-English names: Any proposed Spanish or non-English street name shall be reviewed for correct usage and spelling.
4. Short cul-de-sac configurations shall not be separately designated.
5. Thoroughfares that make 90 degree bends and are not intersecting with other streets shall not constitute a change requiring a new street name.
6. Any street name that is similar in spelling and/or pronunciation to another street or may be deemed to be offensive, will be eliminated. The public's safety, health and welfare must be observed at all times. The decision to eliminate a street name is not appealable.
7. Any existing and/or previously approved street name(s) that serves an adjacent subdivision and would also provide a continuous transition into the new project shall be maintained.
8. The use of a theme (e.g., trees, flowers and states, etc.) for the assignment of street names is encouraged. However, if there is an existing project using the same theme concept, it will be acceptable.
9. Procedures: The following street naming procedure shall be followed.

The applicant shall complete the application, submit the site plan map and pay the appropriate fee to the Planning Division. The Planning Division shall review the application for completeness and transmit a list ("Proposed Street Names") to the following City Departments and/or Divisions: Engineering (Subdivision and Traffic Engineer); Public Works; Fire Prevention; Police Dispatcher and Water Billing. A list shall also be sent to the Postmaster. Each Department/Division and the Postmaster shall have four weeks to review the proposed street names and return their comments back to the Planning Division. Once the comments have been received the Planning Division shall send a final transmittal ("Reserved Street Names") with the approved street names to all interested parties. These street names shall be reserved to the assigned project.

If you have questions regarding these street-naming policies contact the Planning Division at (760) 435-3520. 300 North Coast Highway.