

Office of the City Engineer

Los Angeles, California

To the Public Works and Gang Reduction Committee

Of the Honorable Council

Of the City of Los Angeles

September 21, 2018

Honorable Members:

C. D. No. 12

SUBJECT:

Roscoe Boulevard from West of Quiet Hills Court to its Westerly Terminus – Name Change to Sterling Ranch Road

RECOMMENDATIONS:

- A. That the name of Roscoe Boulevard from West of Quiet Hills Court to its Westerly Terminus, shown colored red on Exhibit “C”, be changed, and that it be established as Sterling Ranch Road.
- B. That the Council, find that the name change and establishment is exempt from the California Environmental Quality Act of 1970, pursuant to Article III, Class 5 of the City’s Environmental Guidelines.
- C. That the accompanying draft Ordinance effectuating such change and establishment, which has been approved as to form and legality by the City Attorney, be adopted.
- D. That the City Clerk be instructed to transmit the following:
 - 1. A copy of the Ordinance upon publication to the Board of Supervisors of the County of Los Angeles pursuant to Section 34092 of the Government Code.
 - 2. A copy of the City Council’s action on this matter to the Department of Transportation, City-wide Investigation Section, 100 S. Main Street.
- E. That the following be notified of the time and place of the Public Works and Gang Reduction Committee meeting on this matter:

1. Centex Homes
Attn: David Alpern
27101 Puerta Real, Suite 300
Mission Viejo, CA 92691
2. VTN West Inc.
Attn: William Reno
9255 Deering Avenue, Suite 200
Chatsworth, CA 91311
3. Santa Monica Mountains Conservancy
Attn: Paul Edelman
5750 Ramirez Canyon Road
Malibu, CA 90265
4. Alezar Rassibi
8250 Quiet Hills Court
West Hills, CA 91304
5. Council District No. 12
Attn: Hannah Lee, Deputy Chief of Staff
200 N. Spring Street, Room 405
Los Angeles, CA 90012
6. Neal and Marlene Brostoff
8241 Quiet Hills Court
West Hills, CA 91304
7. Anthony Santoro Jr.
8230 Quiet Hills Court
Canoga Park, CA 91304
8. Jay W. Jr. and Helen Griffiths
23778 Burton Street
West Hills, CA 91304
9. Donald and Alice Goldsobel
23781 Burton Street
West Hills, CA 91304
10. Indrani Dey
23777 Burton Street
West Hills, CA 91304
11. Arthur and Lilia Okamura
23771 Burton Street

West Hills, CA 91304

12. West Hills Center Associates
11661 San Vicente Boulevard, No. 305
Los Angeles, CA 90049
13. Anthony Bellissimo
7169 Rockridge Terrace
West Hills, CA 91307
14. A Penta D Properties, LLC
8300 Valley Circle Boulevard
West Hills, CA 91304
15. Elliott and Phylis Shapiro
23766 Nadir Street
West Hills, CA 91304
16. Mary Zamudio
23772 Nadir Street
West Hills, CA 91304
17. Heather Le
8335 Starkland Avenue
West Hills, CA 91304

FISCAL IMPACT STATEMENT:

A fee of \$5,000.00 was collected pursuant to Section 19.6.1 of the Administrative Code.

TRANSMITTAL:

1. Application dated, July 12, 2016, from Centex Homes.
2. Draft of ordinance, in duplicate.
3. Exhibit "C", location map.

DISCUSSION:

The petitioner, Centex Homes, is requesting the City to change the name of Roscoe Boulevard from West of Quiet Hills Court to its Westerly Terminus as shown colored red on the attached Exhibit "C", and to change and establish it as Sterling Ranch Road.

The Street Name Change Application states “The reason the name change/establishment is: Roscoe Blvd. is a very long street and dead-ends within the project boundary. Changing the street name to match the project would create a greater sense of place”.

Roscoe Boulevard is classified as a Boulevard II per Mobility Plan 2035; however, this classification ends at Valley Circle Boulevard. Westerly of Valley Circle Boulevard, the street is classified as a Local Street. The change in width as well as the change in neighborhood character provides a noticeable change in the appearance and alignment of the street. This change creates a natural break which allows for the street name change. Additionally, the applicant has constructed improvements which emphasize the change of the street and create a natural calming effect to reduce travel speeds. Approval of the name change will emphasize the change in type of street thus emphasizing lower and safer traffic in this residential and open space area.

The properties adjoining the portion of Roscoe Boulevard proposed to be changed to Sterling Ranch Road are newly developed with new homes proposed to be built on them.

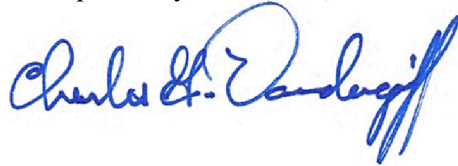
The abutting property owners were notified of the proposal for the name change of Roscoe Boulevard to Sterling Ranch Road.

There was one objection response dated May 12, 2017, from Alezar Rassibi, the owner at 8250 Quiet Hills Court. His objection stated, “Keep the same street name.”

Upon adoption of the Ordinance by the City Council, the adjoining property owners and concerned agencies will be notified of the street name change.

Report prepared by:

Respectfully submitted,



LAND DEVELOPMENT
AND GIS DIVISION

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Bureau of Engineering

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EY/pm
LDG