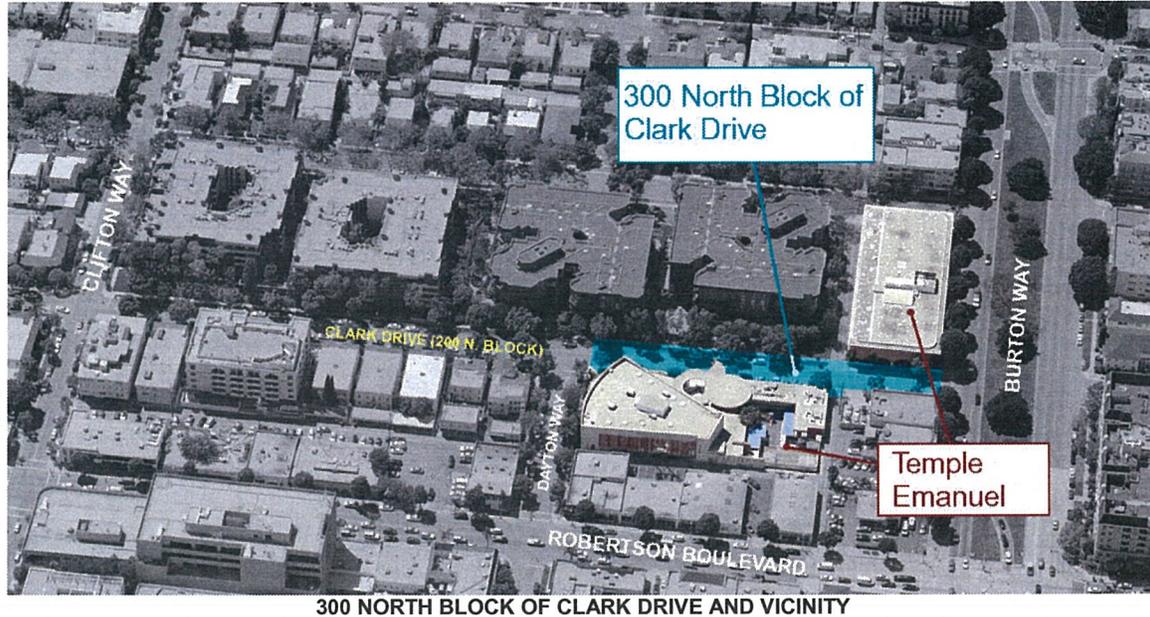


Councilmembers Delshad and Brucker met and conferred with representatives of Temple Emanuel. Support for the proposal was expressed by representatives of the Temple.*



DISCUSSION

The proposal before the City Council is the informal, celebrated designation of the segment of Clark Drive between Dayton Way and Burton Way as Theodor Herzl Place. This would be analogous to the naming of Fred Hayman Place and William Morris Place. William Morris Place in particular retains the officially-designated El Camino street name. The informal designation of a street only warrants a motion and majority approval to direct staff to prepare signage, a proclamation, and any other material in connection with the naming. Street signs are made in-house by the City's Street Maintenance Division.

The only property that fronts on the 300 North Block of Clark Drive is the Temple Emanuel facility on the east side of the street. The Four Seasons

Theodor Herzl (1860-1904) is often considered the father of modern political Zionism. Herzl began his career in the 1880s as a secular, assimilated Viennese Jew, reflecting a perspective that anti-Semitism in Europe could be addressed through assimilation and political engagement. Beginning in the mid 1880s and through the 1890s, he wrote a series of articles, stories, and plays with insights on human destiny and technology and dealing with social issues of the day. It was during the mid 1890s when, working as a correspondent in Paris to the Vienna Neue Freie Presse, that Herzl's views on Europe's anti-Semitism problem shifted toward resettlement. He became an active proponent for a Jewish state during the late 1890s, and his efforts included the establishment of the First Zionist Congress in 1897 and efforts to lobby various monarchs to back the establishment of a Jewish state. Although Jews had long desired to return to a biblical homeland, Herzl is credited with setting in motion concrete steps toward the establishment of a Jewish state.



* One message was received from a resident through the City Website opposing naming the intersection after Theodor Herzl because of the precedent it would set for naming things after people associated with specific denominations in a diverse community.

Condominium (300 N. Swall Drive) is adjacent to Clark Drive on the west, but the dominium relies on Swall Drive for access and mail delivery. Temple Emanuel's tional facility fronts on Burton Way, as does Bay City Kitchen & Appliances (under construction) at the southeast corner of Burton Way and Clark Drive. It should be noted that the informal naming of a street does not, by itself, affect mail delivery.

Further Discussion

It was recommended at the January 12 meeting that City Council should have a broader discussion on street naming policies. Some issues raised at that meeting included:

- Should persons honored by naming be associated with the history of the City?
- Should persons whose significance may be largely associated with certain faiths or cultures be honored through naming?
- In naming streets, it was suggested that City Council needs to be wary of precedents it may be setting.

This matter can be placed on a future study session agenda.

Notification

The matter before the City Council involves a potential informal action which does not require a public hearing. However, as an agendized item at a public meeting, the matter has been publicized in compliance with all City and State public notification requirements.

Environmental Assessment

Informal naming of a street only involves the installation of additional street signs. Such activity is routine in the normal operation of a public street and is therefore categorically exempt[†] under the California Environmental Quality Act.

Alternatives/Options

If the City Council desires to formally rename Clark Drive, the process requires a Planning Commission recommendation. It is important to recognize that the Municipal Code specifically states that, "Any street which is a prolongation or approximately a prolongation of an existing street shall be given the same name..." The renaming of only a portion of Clark Drive would be inconsistent with this provision in the Code. In this regard, Dayton Way at Clark Drive does present an alternative opportunity, because it is interrupted from the rest of Dayton Way by The Four Seasons Condominium on the west, and to the east across Robertson Boulevard, the street is called Colgate Avenue in Los Angeles. There are no addresses on this segment of Dayton Way.

[†] Class 1(c), California Code of Regulations §15301.

FISCAL IMPACT

Proceeding with an informal, celebratory street naming involves 1) creating and installing street signs, 2) preparation of a proclamation, and 3) staffing needed in support of any celebratory event. The exact costs are not known at this time but are anticipated to be very minor and no appropriation is expected to be needed.

Susan Healy Keene, AICP

Approved By

