

File No. 110968 Committee Item No. 2
 Board Item No. 3

COMMITTEE/BOARD OF SUPERVISORS
 AGENDA PACKET CONTENTS LIST

Committee: Land Use and Economic Development Date October 17, 2011

Board of Supervisors Meeting Date October 25, 2011

Cmte Board

- | | | |
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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Department of Public Works Investigation Report, dtd 10/5/11</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Department of Public Works Response, dtd 9/21/11</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Fire Department Response, dtd 9/26/11</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Municipal Transportation Agency Response, dtd 10/3/11</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Response, dtd 10/7/11</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Hearing Notice</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
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Completed by: Alisa Miller Date October 14, 2011
 Completed by: Alisa Miller Date October 17, 2011

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
 The complete document can be found in the file.

1 [Changing the Street Name of a Portion of La Playa to Great Highway]

2
3 **Resolution authorizing a street name change on a portion of La Playa Street between**
4 **Lawton Street and Kirkham Street to "Great Highway" to correct a discrepancy in dual**
5 **street names and eliminate confusion in delivering public services.**

6
7 WHEREAS, Residents have brought to the City's attention the problems stemming
8 from dual street names on the 1500 block of La Playa Street and Great Highway, between
9 Lawton and Kirkham Streets. The problems include disruptions to mail and billing services,
10 among other inconveniences in public services; and

11 WHEREAS, The Department of Public Works, in full compliance with its regulations on
12 street name changes, conducted its investigation on a street name change for La Playa Street
13 between March 1 and March 31, 2011. Results of such investigation are on file with the Clerk
14 of the Board of Supervisors in File No. 110968, and are incorporated herein by
15 reference; and

16 WHEREAS, The Department of Public Works, on behalf of the City, properly posted the
17 street area subject to this street name change for the specified time period in compliance with
18 California Streets and Highways Code Section 970.5; now, therefore, be it

19 RESOLVED, That consistent with Public Works Code Sections 423, California
20 Government Code Section 34091.1 and California Streets and Highways Code Sections
21 970.5 and 5026, the San Francisco Board of Supervisors hereby changes the name of La
22 Playa Street between Lawton Street and Kirkham Street to "Great Highway" to correct the
23 discrepancy in dual street names; and, be it

24 FURTHER RESOLVED, That the Board of Supervisors, in accordance with
25 Transportation Code Section 2.2, directs the Municipal Transportation Agency to prepare

1 street signs indicating both the new and former names of the street, with the new name "Great
2 Highway" in large letters, and the old name "La Playa" in smaller letters above or beneath the
3 new name; and, be it

4 FURTHER RESOLVED, That in adopting this legislation, the Board of Supervisors
5 does not intend to effectuate any change in City department jurisdictional control over the
6 subject portion of La Playa Street to be known as Great Highway; and, be it

7 FURTHER RESOLVED, That the Board of Supervisors directs the Clerk of the Board
8 to promptly forward a copy of this Resolution to the County Surveyor in accordance with
9 California Streets and Highways Code Section 5026.



Edwin M. Lee, Mayor
Mohammed Nuru, Interim Director

San Francisco Department of Public Works
Office of the Deputy Director for Design & Construction
Bureau of Street Use and Mapping
875 Stevenson Street, Room 460
San Francisco, CA 94103
(415) 554-5810 # www.sfdpw.org



Jerry Sanguinetti, Manager

TO: FILE

FROM: Jerry Sanguinetti
Manager, Bureau of Street Use and Mapping

DATE: October 5, 2011

SUBJECT: Proposed Street Renaming
Portion of La Playa Street, between Kirkham and Lawton, as Great Highway
Results of Investigation

- By letter dated March 1, 2011, the Department of Public Works informed property owners and residents on the 1500 Block of La Playa Street, between Kirkham and Lawton Street, that it was undertaking investigation into a street name discrepancy for subject street and describing the formal process to be undertaken if it were decided to pursue renaming the street segment to "Great Highway", including a public hearing.
- 128 letters were mailed and it was requested that property owners and residents provide input by no later than March 31, 2011.
- 2 letters to residents were returned by the U. S. Postal Service as "Refused; No Forwarding Address"
- 3 reply letters been received to date, in support of the renaming
- No letters in opposition have been received.

Attachments:

1. Sample Letter to Property Owners
2. Sample Letter to Residents
3. U.S. Postal Service return envelopes
4. Letters from Public (3)



Making San Francisco a beautiful, livable, vibrant, and sustainable city.



Edwin M. Lee, Mayor
Edward D. Reiskin, Director



Phone: (415) 554-5810
Fax: (415) 554-5843
www.sfgov.org/dpw

Department of Public Works
Bureau of Street-Use and Mapping
875 Stevenson Street, Room 460
San Francisco, CA 94103

Fuad S. Sweiss, PE, PLS
City Engineer & Deputy Director of Engineering

Jerry Sanguinetti
Bureau Manager

March 1, 2011

<Property Owner's Name>
<Address>
<City, State Zip Code>

RE: Street Name Discrepancy on the 1500 block of Great Highway/La Playa, between Kirkham and Lawton

Dear <Property Owner>:

As many of you are aware, there is a discrepancy in the street name on your block, which has created concerns from residents. Specifically, residents have expressed problems with receiving mail through the U.S. Postal Service as well as other agencies and organizations.

To address this issue, the Department of Public Works is investigating options for correcting the street name discrepancy and to have all properties on the 1500 block be part of "Great Highway". At the request of Supervisor Carmen Chu's Office, we are writing to provide you with a brief overview of the process that will be undertaken in considering this action and to inform you about how you can provide your feedback.

Prior to a decision by the Board of Supervisors and final approval:

- The Department of Public Works (DPW) will gather comments from concerned affected property owners about the proposed street renaming. Your comments will be presented to the Board of Supervisors for their review.
- DPW will also get input from the San Francisco Municipal Transportation Authority, San Francisco Police Department and San Francisco Fire Department regarding the proposed street name correction.
- The Board of Supervisors, usually the Land Use and Economic Development Committee, will hold a public hearing to obtain input from the public.
- At least 10 days prior to the hearing, DPW will post notices on the street informing you of the date, time and location of the hearing and information about how you can provide your feedback in writing or in person during the hearing.
- A public notice of the hearing will be published in the San Francisco Chronicle.
- At the public hearing, the public will be allowed to comment in person about the proposal. Comments are typically restricted to a few minutes.
- The Board Committee will either vote to move the item forward to the full Board of Supervisors for review and possible adoption, or decide to continue the public hearing to solicit additional information, or provide more time for public comment and review.
- If the proposal moves to the full Board of Supervisors and the Board votes to approve the resolution to rename the street, the Mayor will also review and sign the resolution.

- Once approved by the Board of Supervisors and the Mayor, street signs containing both names will be installed temporarily for five years to facilitate the transition. At the end of five years, the street sign will reflect the final name, "Great Highway."

Although the public hearing to begin evaluation of the street renaming is not yet scheduled, we request your input on this matter and request that you submit your comments in writing by no later than March 31, 2011

The Department of Public Works welcomes input from both property owners and tenants who may be impacted.

To provide your input, write to us at the following address:

Department of Public Works
Bureau of Street Use and Mapping
875 Stevenson Street, Suite 460
San Francisco, CA 94107
Attn: La Playa Street Renaming Proposal

If you have questions about the process, please call us at 554-5810.

Please note that this letter is intended to inform you of the process. An additional formal hearing notification will be mailed to all property owners following this letter, which will provide you with the date, time and location of a public hearing at City Hall. There will also be a notification posting on the street poles at least 10 days prior to the hearing and through advertisement in the San Francisco Chronicle and Examiner. If you are unable to attend the hearing, please provide written comment to the address provided above.

Sincerely,

Jerry Sanguinetti

Jerry Sanguinetti
Bureau Manager



Edwin M. Lee, Mayor
Edward D. Reiskin, Director



Phone: (415) 554-5810
Fax: (415) 554-5843
www.sfgov.org/dpw

Department of Public Works
Bureau of Street-Use and Mapping
875 Stevenson Street, Room 460
San Francisco, CA 94103

Fuad S. Sweiss, PE, PLS
City Engineer & Deputy Director of Engineering

Jerry Sanguinetti
Bureau Manager

March 1, 2011

Resident
<Address>
<City, State Zip Code>

RE: Street Name Discrepancy on the 1500 Block of Great Highway/La Playa, between Kirkham and Lawton

Dear Resident:

As many of you are aware, there is a discrepancy in the street name on your block, which has created concerns from residents. Specifically, residents have expressed problems with receiving mail through the U.S. Postal Service as well as other agencies and organizations.

To address this issue, the Department of Public Works is investigating options for correcting the street name discrepancy and to have all properties on the 1500 block be part of "Great Highway". At the request of Supervisor Carmen Chu's Office, we are writing to provide you with a brief overview of the process that will be undertaken in considering this action and to inform you about how you can provide your feedback.

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Although the public hearing to begin evaluation of the street renaming is not yet scheduled, we request your input on this matter and request that you submit your comments in writing by no later than March 31, 2011.

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To provide your input, write to us at the following address:

Department of Public Works
Bureau of Street Use and Mapping
875 Stevenson Street, Suite 460
San Francisco, CA 94107
Attn: La Playa Street Renaming Proposal

If you have questions about the process, please call us at 554-5810.

Please note that this letter is intended to inform you of the process. An additional formal hearing notification will be mailed to all property owners following this letter, which will provide you with the date, time and location of a public hearing at City Hall. There will also be a notification posting on the street poles at least 10 days prior to the hearing and through advertisement in the San Francisco Chronicle and Examiner. If you are unable to attend the hearing, please provide written comment to the address provided above.

Sincerely,

Jerry Sanguinetti

Jerry Sanguinetti
Bureau Manager

REC'D MAR 29 2011

Sheila Ganz
1546 Great Highway #44
San Francisco, CA 94122
(415) 564-3691

March 10, 2011

Jerry Sanguinetti, Bureau Manager
Department of Public Works
Bureau of Street Use and Mapping
875 Stevenson Street, Suite 460
San Francisco, CA 94107
Attn: La Playa Street Renaming Proposal

Re: Street Name Discrepancy on the 1500 Block of Great Highway/La Playa,
between Kirkham and Lawton

Dear Mr. Sanguinetti,

As a 20 year resident of 1546 Great Highway #44, San Francisco, I am writing to strongly urge you to correct the street name. The discrepancy with my street address "Great Highway" being changed to "La Playa" has caused me to not get my mail and other confusions.

Just this week, I ordered a new cell phone over the phone. Everything went through and then the next day, I received an email telling me that my order was cancelled. There was no specific reason given, so I called. It took me an hour and a half, with being on hold and talking to 5 different people before I was given the reason my order was cancelled. I had given the wrong street address to what they had on file. The person who took the order did not tell me.

Then because my order was cancelled, I had to go to the phone store in person and get the new phone. This transaction took over an hour.

I have also had problems when ordering on the internet. Some months ago, I ordered a plane ticket online and typed in my address and hit return "Great Highway" automatically changed to "La Playa." At some point this might cause other problems, because all of my IDs say "Great Highway."

This kind of discrepancy is aggravating and big waste of time. It has to stop! Please restore the correct name on the 1500 block of "Great Highway" now. Thank you.

Sincerely,

Sheila Ganz

Department of Public Works
Bureau of Street Use and Mapping
875 Stevenson St., Suite #460
San Francisco, Ca 94107

RECEIVED
BUREAU OF STREET USE & MAPPING

MAR 31 2011

DEPT. OF PUBLIC WORKS

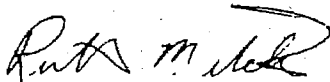
3/30/11

To Whom It May Concern:

As I once again for perhaps the five hundredth time explain why my address is 1576 Great Highway and not 1576 La Playa, I am just so frustrated. If you stand in front of my home as I have for nearly two decades one can see by looking south that there is no reason for the street name to change at the corner of Lawton and Great Highway. There is no curve, medium or extra lanes that would indicate a new street. Turning one's head or what the heck, maybe walking on down the street one sees that the situation is quite different at the corner of Kirkham and Great Highway. At La Playa, the street curves and obviously becomes two streets the one Great Highway the other La Playa. Now I know it may seem a little simplistic to actually look at the geography one is discussing when one can go to old documents and computer databases, but I would ask that we do exactly that because that is what the city did when putting up street signs and determining what to write on notices posted on our block.

This whole thing began when the USPS installed a new zip code database, we began getting mail for La Playa...at first I thought I could merely call and inform the post office that the street was in fact Great Highway. I did so and didn't think any more about it until I and every other person in my building received a letter from the post office threatening to discontinue mail delivery of any items addressed to Great Highway after ninety days. Imagine my surprise, this person not only did not care that I was being inconvenienced every time I needed to use a credit card online and in many other ways...no the USPS had decided that not only were they not going to simply have a data entry person make the correction, they were going to re-name one of the most famous streets in San Francisco. It has continued to amaze me as this has gone on. The only person who has ever been helpful or indeed human throughout this is Carman Chu. It is my hope that the Board of Supervisors will follow her lead in helping me and my neighbors end this long running Monty Pythonesque comedy...Please call it Great Highway, it always has been.

Thank you. Ruth Mitchell



Department of Public Works
Bureau of Street Use and Mapping
875 Stevenson Street, Suite 460
San Francisco, Ca 94107

RECEIVED
BUREAU OF STREET USE & MAPPING

3-30-11

MAR 31 2011

DEPT OF PUBLIC WORKS

To the San Francisco Department of Public Works,

Thank you for giving the residents of the 1500 block of Great Highway an opportunity to "address" this issue. My family and I have lived at 1576 Great Highway since 1988, 23 years. To clarify here at the outset, there has never been confusion as to the name of our street, or where our homes were located. It has always been known as "Great Highway" throughout the years.

About two years ago, when we started receiving mail, generally computer-generated junk mail addressed "1576 La Playa", we thought it was an odd coincidence and strange mistake by the postal carrier. But as the "oddity" continued, it has grown into a frustratingly substantial problem that has included both financial and legal issues. Multiple conflicting address identifiers have created unnecessary and difficult problems, such as processing personal loans, confirming credit, ordering on-line, etc.; anything and everything dealing with personal identification. All of this because of a mistake made on an assessor's map years ago - a mistake that continues to cause these identity related problems to this day. A mistake being unduly perpetuated.

In early attempts to rectify the situation with the USPS, their original response to our problem was a literal threat - to stop delivery of all mail addressed to "Great Highway" and force us to accept an arbitrary street name change. Their attitude if not obnoxious was priceless, that we had simply on a whim decided to identify our street as "Great Highway". Thanks again to Supervisor Chu for intervening on our behalf to confirm with the post office that the residents do in fact know the addresses of their own homes and hadn't begun some sort of re-naming revolution...

Their next response was thoughtless and sad. The attitude then was, that it would be easier for a city block worth of people to go about changing their lives, licenses, credit, business, etc., than to approach the city about a solution that would help the residents. The expectation of that large tedious, unnecessary effort of citizens versus the few keystrokes it took a data entry employee a few seconds to make. Disappointing.

This issue is mistakenly couched as a "longstanding discrepancy". As stated above, prior to two years ago, there had never been any confusion as to the name of this block; it has always, historically been "Great Highway". No one would understand what was meant if you mentioned street name confusion. The only real confusion as to our street name is with the USPS' computer zip code database. There is no record of confusion or debate; confusion was only introduced with the use of the new database.

Let me add what I think are a few pertinent points. Assessors' maps from the turn of the 19th century, when our neighborhood was still referred to as "Carville" have the block labeled as "Great Highway". In fact, early in the century, a "La Playa" street south

of Golden Gate Park ends with Judah Street as its southern terminus. San Francisco maps and city guides through the 20th century make no confusion about the difference between the 1500 block of Great Highway and the nearby La Playa Street. Maps and guides label the 1500 block of Great Highway as exactly that – “Great Highway”.

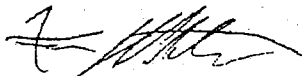
There has never been a recorded, formal, official re-naming of our block from “Great Highway” to “La Playa” by the city. I assume that post office zip code computer protocols don’t take precedence over such city government business. And I reiterate, there has been no confusion, no “La Playa issue” until the post office ran with the map error two years ago.

The concrete imprints placed in the sidewalk by Public Works have always appeared as “Great Highway” at both the Kirkham and Lawton ends of the block, as well as “Great Highway” street signs. The concrete imprint at the contested Great Highway/Kirkham corner is many years old – defying any conception of long standing mix-up. And only until early last year was a La Playa sign put up alongside an existing Great Highway street sign at the north end of the block.

La Playa street comes to an end, its south terminus being the cross street of Kirkham. Physically, Great Highway continues northbound to Lincoln Street, while La Playa branches off from Great Highway, as well going northbound to Lincoln. At the Kirkham intersection northbound, there is a physical island separation between Great Highway and La Playa, identifying separate streets. This coincides with the separation of the 1400 block of La Playa from the 1400 block of Great Highway. But once past the cross street of Kirkham southbound, there is no physical island separation, no parallel rows of homes, simply painted lines that guide merging and separating traffic. There is no spurious “merging streets” confusion. To look out of our window, you would see no difference in our block from the view you would get between Lawton and Moraga, Moraga and Noriega, and so on along Great Highway. To stand in the middle of the street and look north and south provides a geographic obviousness that this block offers no remarkable distinctions that would lead one to believe that it is anything but the Great Highway.

As a native San Franciscan and amateur historian of the area, I can report an historical romance and cache to the street known as Great Highway. It is also the home we have known for so many years. It is important once and for all to end the perpetuation of this error that has unnecessarily introduced the “La Playa” confusion and burden into our lives.

Thank you for your consideration,



Frank Mitchell
1576 Great Highway #305
San Francisco, Ca 94122
415-661-9104



Office of the Director
1 Dr. Carlton B. Goodlett Place, City Hall, Room 348
San Francisco, CA 94102
(415) 554-6920 www.sfdpw.org

Edwin M. Lee, Mayor
Mohammed Nuru, Interim Director



September 21, 2011

Office of the Clerk of the Board
Board of Supervisors
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 SEP 22 PM 1:58
BY *BR*

Attention: Alisa Miller
Clerk, Land Use and Development Committee

Subject: File No. 110968
Legislation Introduced Street Name Change

Dear Ms. Miller:

I am responding to your memorandum of September 19, 2011 requesting comments on the proposal to rename a portion of La Playa Street, between Lawton and Kirkham, to "Great Highway".

The Department of Public Works confirms that we do not take issue with the proposed renaming of the street. If you have any questions, please do not hesitate to contact us.

Sincerely,

Mohammed Nuru,
Interim Director
Department of Public Works



JOANNE HAYES-WHITE
CHIEF OF DEPARTMENT



EDWIN M. LEE
MAYOR

SAN FRANCISCO FIRE DEPARTMENT
CITY AND COUNTY OF SAN FRANCISCO

September 26, 2011

Alisa Miller
Clerk, Land Use and Economic Development Committee
Board of Supervisors
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Re: File 110968

Dear Ms. Miller,

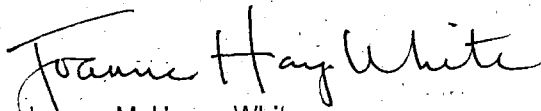
I have reviewed your correspondence dated September 19, 2011 regarding Supervisor Carmen Chu's resolution proposing to change the name of a portion of La Playa Street, between Lawton Street and Kirkham Street, to "Great Highway".

The San Francisco Fire Department has no objections to the proposal and is in support of Supervisor Chu's resolution.

When the resolution is passed, my recommendation is that the Department of Emergency Management be contacted in order for the street name change to be entered into the Computer Assisted Dispatch (CAD) system.

If I can provide additional information regarding this issue, please do not hesitate to contact me at (415) 558-3401.

Very truly yours,


Joanne M. Hayes-White
Chief of Department

cc: Supervisor Carmen Chu, Board of Supervisors

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 SEP 29 PM 3:05
BY *RC*



RE: Referral: BOS File No. 110968
Olea, Ricardo to: 'Alisa Miller'
Cc: "Yee, Bond", "Martinsen, Janet"

10/03/2011 04:13 PM

Alissa – SFMTA doesn't have any concerns with this proposal. We will do the street signage change should it be approved by the Board of Supervisors. The signage change is minimal and can be done with existing budget resources.

Thanks,
Ricardo Olea
City Traffic Engineer
SFMTA

From: Alisa Miller [mailto:Alisa.Miller@sfgov.org]
Sent: Monday, September 19, 2011 4:15 PM
To: Nuru, Mohammed; Yee, Bond; Suhr, Greg; Hayes-White, Joanne
Cc: Rodgers, AnMarie; Moy, Barbara; Martinsen, Janet; Olea, Ricardo
Subject: Referral: BOS File No. 110968

Attached please find a referral for BOS File No. 110968 (Street Name Change, La Playa to "Great Highway"), which is being forwarded to your department for an official response. Proposed legislation that changes the street name requires a recommendation from the Department of Public Works, MTA, SFPD, and SFFD.

The Land Use and Economic Development Committee is expected to consider this matter in October 2011 once all your responses are received. Please forward them to me for inclusion in the file and/or let me know when I can expect to receive it.

Thank you in advance.

Alisa Miller
Assistant Clerk
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102
Phone: (415) 554-4447 | Fax: (415) 554-5163
alisa.miller@sfgov.org | www.sfbos.org

Complete a Board of Supervisors Customer Satisfaction form by clicking the link below.
<http://www.sfbos.org/index.aspx?page=104>



EDWIN M. LEE
MAYOR

POLICE DEPARTMENT
CITY AND COUNTY OF SAN FRANCISCO

THOMAS J. CAHILL HALL OF JUSTICE
850 BRYANT STREET
SAN FRANCISCO, CALIFORNIA 94103-4603



GREGORY P. SUHR
CHIEF OF POLICE

October 7, 2011

Ms. Alisa Miller, Clerk
Land Use & Economic Development Committee
Board of Supervisors
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco CA 94102-4694

Dear Ms. Miller:

RE: Legislation Introduced:
File No. 110968 – Street Name Change

In response to the above request, Taraval Captain Curtis Lum sent an email to approximately 1500 residents in the affected area seeking input, issues and/or concerns about the suggested name change.

To date, there have been four responses; three against and one in favor. One of those against the name change is employed as a dispatcher for a private ambulance company. The concern is there will be three parallel highways in the same vicinity with very similar names; Great Highway, Lower Great Highway, and Upper Great Highway, which may lead to confusion during emergencies which could possibly result in an increase in response times.

However, it is the opinion of the San Francisco Police Department that the name change will not increase confusion; therefore, there is no objection on the part of the Police Department.

If I can be of further assistance, please contact my office.

Sincerely,

GREGORY P. SUHR
Chief of Police

/cf

RECEIVED
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2011 OCT 14 AM 9:34
all

File 110968

BOS-11

page

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2011 OCT 13 PM 3:41

MARTA LUTZ

1556 GREAT HIGHWAY #20
SF CA 94122

DEAR ANGELA CALVILLO,

My FAMILY HAS OWNED THIS BUILDING AT 1556 GREAT HIGHWAY SINCE 1963. I HAVE LIVED HERE SINCE 1995 AND HAVE ALWAYS KNOWN THIS ADDRESS TO BE 'GREAT HIGHWAY.'

MILITARY! My CALIFORNIA DRIVERS LICENSE, UNITED STATES PASSPORT, BANK ACCOUNTS, MAGAZINE SUBSCRIPTION AND PERSONAL CORRESPONDENCE HAVE ALWAYS USED 'GREAT HIGHWAY' FOR MY ADDRESS.

WHEN THE UNITED STATES POSTAL SERVICE CHANGED MY STREET ADDRESS A NUMBER OF YEARS AGO, WITHOUT NOTIFYING ME, CHAOS ENSUED. REAMS OF EXTRA JUNK MAIL WERE SENT TO ME FROM BUSINESSES, NON PROFITS, POLITICIANS, CATALOGUES, CREDIT CARD AND BANKING INSTITUTIONS. MY OWN BANK SENT ME OFFERS FOR NEW SERVICES TO MARTA LUTZ ON LA PLAYA. I HAVE SPENT HOURS, IF NOT DAYS, ON THE PHONE OVER THE LAST FEW YEARS TRYING TO SORT OUT THIS MESS.

I DID NOT CHANGE MY ADDRESS, MY NEIGHBOURS DID NOT CHANGE THEIR ADDRESSES, EVEN THE CITY OF SAN FRANCISCO DID NOT CHANGE OUR ADDRESS!

THIS HAS BEEN A YEARS LONG INCONVENIENCE AND IRRITATION TO ME. AS A NATIVE SAN FRANCISCAN WITH A LIFETIME CONNECTION TO THE GREAT HIGHWAY I ASK YOUR COMMITTEE TO RESTORE OUR ADDRESS, CORRECTLY, TO THE GREAT HIGHWAY.

Thank you!

60 Marta Lutz

File 110968
c page, SvpCh

October 9, 2011

Angela Calvillo, Clerk of the Board
Room 244, City Hall
1 Dr. Carlton Goodlett Place
San Francisco, CA 94102

Subject: File No. 110968. Resolution authorizing a street name change on a portion of La Playa Street between Lawton Street and Kirkham Street to "Great Highway" to correct a discrepancy in dual street names and eliminate confusion in delivering public services.

Written comment from Ellen Koivisto:

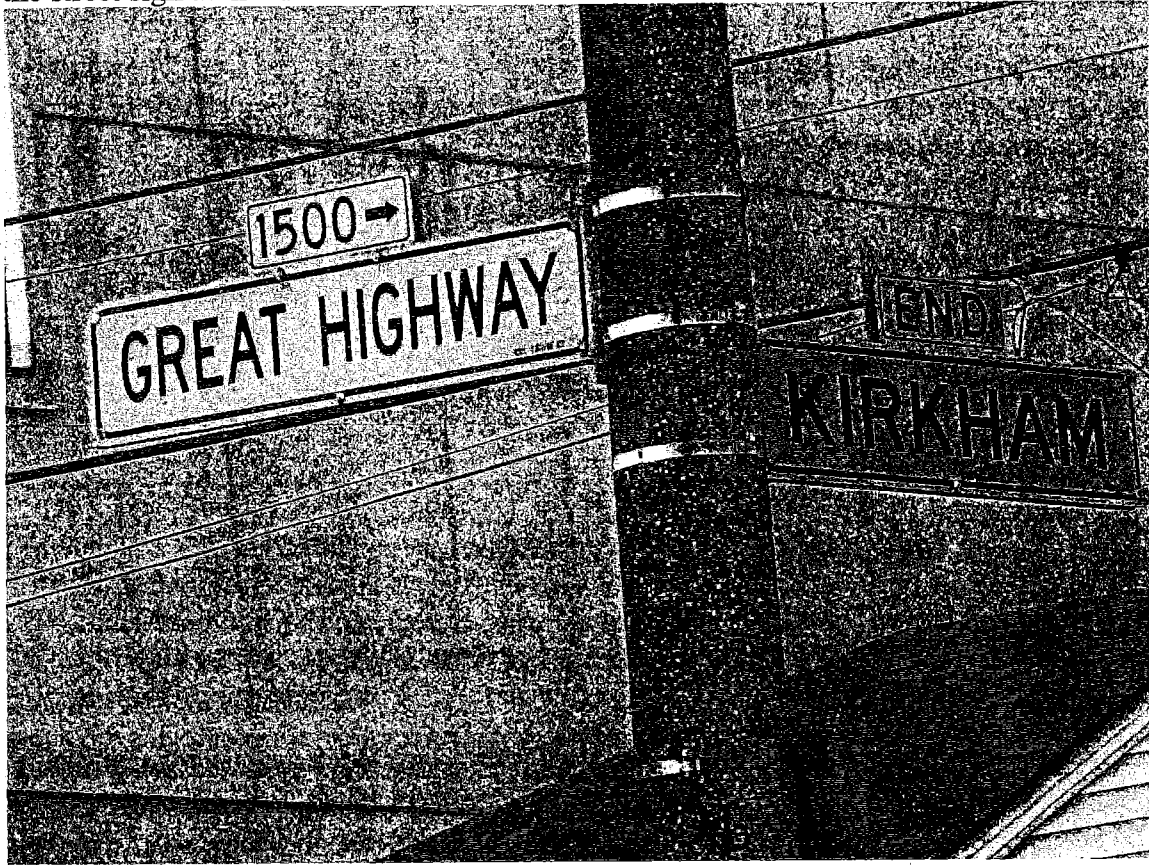
The building that I live in, 1556 Great Highway, has been on Great Highway since the 1960's for certain (as testified to by the owner, Freda Lutz at 650/873-7887). When we moved in twenty years ago, our lease said Great Highway (Gaetani Realty, ref. Noel at 668-1202), all our utilities and phone hook-up were Great Highway, and so all our personal and business information was changed to Great Highway, too: medical insurance, credit cards, etc.

Then suddenly, in 2008 and without any warning whatsoever, the postal service decided to change our block to La Playa without telling anyone. Suddenly, our junk mail was addressed to La Playa, and people weren't getting packages they'd ordered for Great Highway. This, despite a postal service address code affixed to the front door of our building (that they subsequently tore off after I sent in letters of complaint about the address change):

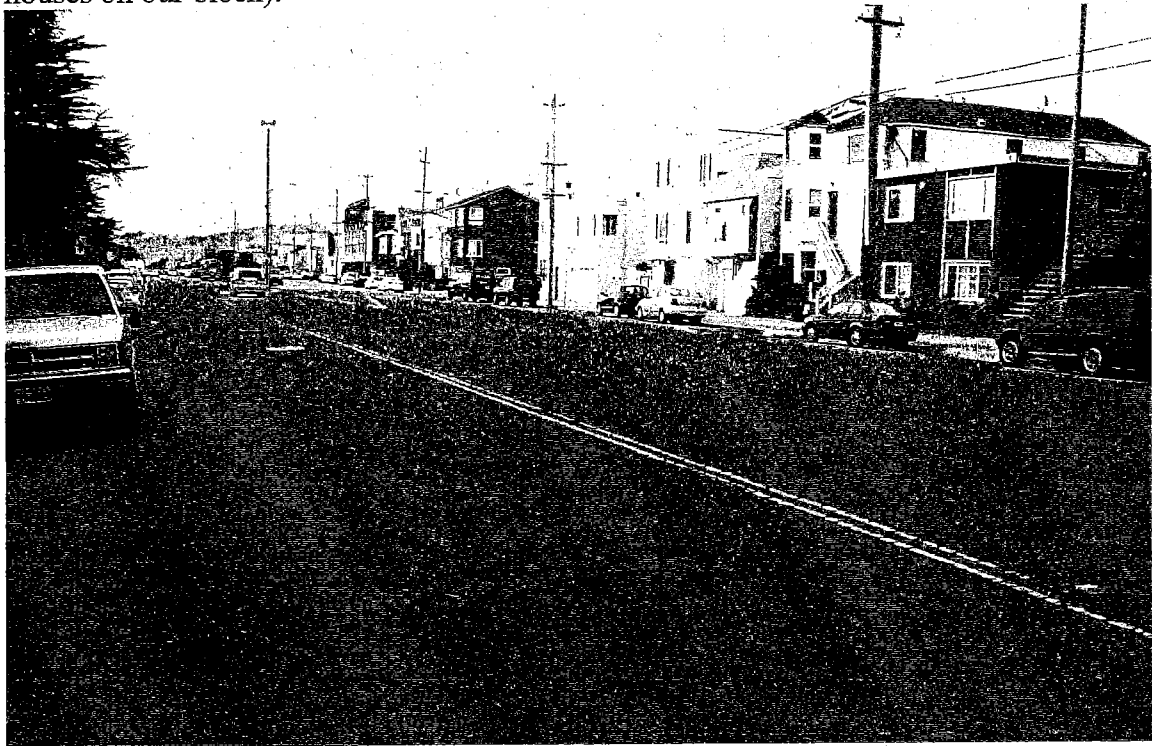


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the street sign at the end of the block:



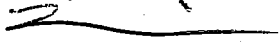
the physical realities of the block (where La Playa merges into Great Highway within two houses on our block):



and the decades of it being Great Highway.

This has created a terrible situation for the residents here and, given that this block has approximately 100 rental units on it, this situation affects a large number of people. Therefore I strongly urge you to finally, legally, assign us the name we've had all along – Great Highway – and right the record for all of us.

Thank you,


Ellen Koivisto
1556 Great Hwy #101
SF, CA 94122
415/564-0706
offstage@earthlink.net

Board of Supervisors of the City and County of San Francisco
Land Use & Economic Development Committee
1 Dr. Carlton B. Goodlett Place,
Room 244
San Francisco, CA 94102-5227

Regarding:

File No. 110968. Resolution authorizing a street name change on a portion of La Playa Street between Lawton Street and Kirkham Street to "Great Highway" to correct a discrepancy in dual street names and eliminate confusion in delivering public services.

My name is Raymond Stuart, I am a retired C&C of S.F. Medical Social Worker and I have resided at 1556 Great Highway (La Playa) since September of 1989. This address is located on the block that is being considered for an official name change to "Great Highway". Until March of 2008 all of my mail was delivered to that address on the "Great Highway".

I strongly support the Land Use & Economic Development Committee authorization of the proposed change in naming of the street between Lawton Street and Kirkham Street to "Great Highway".

I submit the following reasons for my support of that change and would hope that those reasons are also found to be compelling by the Land Use & Economic Development Committee to authorize the name change:

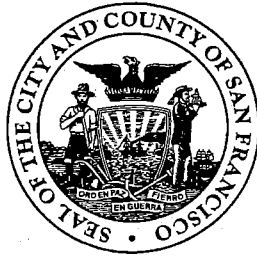
1. A long-term precedent has been established by the U. S. Postal Service regarding delivery of mail to the "Great Highway" addresses on that block (as well as PG&E, and AT&T both at billing to that address)
2. The USPS changing the mailing address to "La Playa" will create confusion amongst those who mail to those addresses (note: USPS has agreed to mail to both street name addresses until the issue is settled)
3. Changing the address will create an environment ripe for identity theft opportunities

4. C&C of S.F. street signs and embossed sidewalk signs clearly indicate that the C&C of S.F. recognizes the street portion in question as "Great Highway"
5. There is no compelling need for the USPS to change the mailing address to "La Playa" i.e., there is no need to "fix something that is not broken"
6. The USPS's need to update their computer system is not compelling reason to disrupt the lives of S.F. residents, create opportunities for identity theft or ignore precedent. The USPS can just as easily update their computer data base with the name "Great Highway".

I thank you very much for your attention in this important matter.

Sincerely,
Raymond Stuart
1556 Great Highway #207
San Francisco, CA 94122

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

NOTICE OF PUBLIC HEARING

BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO

LAND USE & ECONOMIC DEVELOPMENT COMMITTEE

NOTICE IS HEREBY GIVEN THAT the Land Use and Economic Development Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

- Date:** Monday, October 17, 2011
- Time:** 1:00 p.m.
- Location:** Committee Room 263 located at City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA
- Subject:** File No. 110968. Resolution authorizing a street name change on a portion of La Playa Street between Lawton Street and Kirkham Street to "Great Highway" to correct a discrepancy in dual street names and eliminate confusion in delivering public services.

In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on these matters may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public records in these matters, and shall be brought to the attention of the Members of the Committee. Written comments should be addressed to Angela Calvillo, Clerk of the Board, Room 244, City Hall, 1 Dr. Carlton Goodlett Place, San Francisco, 94102. Information relating to this matter is available in the Office of the Clerk of the Board and agenda information relating to this matter will be available for public review on Friday, October 14, 2011.

A handwritten signature in black ink, appearing to read "Angela Calvillo".

Angela Calvillo, Clerk of the Board

POSTED/MAILED: October 7, 2011

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 544-5227

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2011 OCT - 7 AM 11:53

Legislative File No. 110968

Description of Items:

October 17, 2011 @ 1:00 p.m. Land Use and Economic Development Committee

Resolution authorizing a street name change on a portion of La Playa Street between Lawton Street and Kirkham Street to "Great Highway" to correct a discrepancy in dual street names and eliminate confusion in delivering public services.

I, Alisa Miller, an employee of the Office of the Clerk of the Board Supervisors, mailed the above described document(s) by depositing the sealed items with the United States Postal Service (USPS) with the postage fully prepaid as follows:

Date: October 7, 2011

Time: 11:44 a.m.

USPS Location: Fox Plaza

Mailbox/Mailslot Pick-Up Times (if applicable): 4:00 p.m.

Signature: Alisa Miller

Instructions: Upon completion, original must be filed in the above referenced file.



Edwin M. Lee, Mayor
Mohammed Nuru, Interim Director

Office of the Deputy Director for Design & Construction
Bureau of Street Use and Mapping
875 Stevenson Street, Room 460
San Francisco, CA 94106
(415) 554-5810 www.sfdpw.org



Jerry Sanguinetti, Manager

I, Tony Botts state:

That acting under and by the direction of the Director of Public Works of the City and County of San Francisco, State of California, I did, on the 5th day of OCTOBER, 2011, conspicuously post along the line of the proposed Street Renaming on La Playa Street between Lawton and Kirkham Streets at points not more than three hundred (300) feet in distance apart, notices, not less than three in all, of the hearing of the Board of Supervisors Land Use and Economic Development Committee on the proposed Street Renaming, and that the within is a full, true and correct copy of each of said notices so posted as aforesaid.

I declare under penalty of perjury that the foregoing is true and correct.

Executed at San Francisco, California on 5th day of OCTOBER, 2011.

Signed: Tony Botts





Edwin M. Lee, Mayor
Mohammed Nuru, Interim Director



Phone: (415) 554-5827
Fax: (415) 554-5324

www.sfdpw.org
Subdivision.Mapping@sfdpw.org

Department of Public Works
Bureau of Street-Use and Mapping
875 Stevenson Street, Room 410
San Francisco, CA 94103

Bruce R. Storrs, City and County Surveyor

NOTICE OF HEARING STREET NAME CHANGE

PUBLIC NOTICE IS HEREBY GIVEN THAT THE LAND USE AND ECONOMIC DEVELOPMENT COMMITTEE OF THE BOARD OF SUPERVISORS, CITY AND COUNTY OF SAN FRANCISCO, WILL HOLD A HEARING TO CONSIDER THE PROPOSED RENAMING OF A PORTION OF LAPLAYA STREET, BETWEEN LAWTON STREET AND KIRKHAM STREET, AS GREAT HIGHWAY.

A COMMITTEE HEARING WILL BE HELD ON MONDAY, OCTOBER 17, 2011, AT 1:00 P.M. IN ROOM 263 CITY HALL, 1 CARLTON B. GOODLETT PLACE, SAN FRANCISCO TO CONSIDER PUBLIC TESTIMONY, REGARDING THIS PROPOSED ACTION.

COMMENTS MAY BE FILED, IN WRITING, WITH THE BOARD OF SUPERVISORS, CITY HALL, 1 CARLTON B. GOODLETT PLACE, ROOM 244, SAN FRANCISCO CA. 94102, BEFORE 5:00 P.M. ON FRIDAY, OCTOBER 14, 2011, OR MAY BE MADE ORALLY DURING THE PUBLIC HEARING.

BOARD OF SUPERVISORS
Of the City and County of San Francisco

A handwritten signature in black ink, appearing to read "Bruce Storrs", written over a horizontal line.

Bruce Storrs
City and County Surveyor

IMPROVING THE QUALITY OF LIFE IN SAN FRANCISCO

Customer Service

Teamwork

Continuous Improvement

