REQUEST FOR COUNCIL ACTION

CITY COUNCIL MEETING DATE:
SEPTEMBER 17, 2019

TITLE:
APPROVE STREET NAMING NO. 2019-01 TO RENAME A STREET SEGMENT WITHIN THE SANTA ANA AUTO MALL “ROGER PENSKE DRIVE” {STRATEGIC PLAN NO. 5.4}

CITY MANAGER

RECOMMENDED ACTION

Approve Street Naming No. 2019-01 to rename a street segment within the Santa Ana Auto Mall, from Dan Gurney Drive to “Roger Penske Drive.”

PLANNING COMMISSION ACTION

At its regular meeting on August 12, 2019, the Planning Commission by a vote of 6:0 adopted a resolution approving Street Naming No. 2019-01 to rename a street segment within the Santa Ana Auto Mall “Roger Penske Drive.” The Planning Commission made no changes to the recommendation outlined in the attached staff report (Exhibit A).

DISCUSSION

In June 2019, staff received a request to rename a street within the Santa Ana Auto Mall to recognize Roger Penske, a nationally recognized racing legend and owner of several dealerships within the auto mall. The street segment to be renamed “Roger Penske Drive” will commemorate the positive contributions Mr. Penske has made to the City of Santa Ana and the Santa Ana Auto Mall, including the purchase and rehabilitation of seven of the nine dealerships. Most of the purchases were made during the recession that occurred approximately 10 years ago, when Mr. Penske made a commitment to Santa Ana and the auto mall during difficult economic conditions. Since his first purchase, Mr. Penske has invested approximately $70,000,000 on upgrades and improvements to his dealerships, resulting in the employment of over 1,000 individuals and a significant increase in City revenue. These improvements have resulted in the Penske owned Crevier BMW facility being recognized as the top dealership in the Country for the past 4 years.

The proposed renaming of “Roger Penske Drive” will replace an east-west segment of “Dan Gurney Drive.” The north-south segment will continue to be named “Dan Gurney Drive,” in recognition of another nationally recognized racing legend that operates a local automotive facility.
ENVIRONMENTAL IMPACT

This project was reviewed in accordance with the Guidelines for the California Environmental Quality Act. The recommendation is exempt from further review pursuant to Section 15061 (b)(3) under the General Rule Exemption. Environmental Review No. 2019-63 will be filed for this project.

STRATEGIC PLAN ALIGNMENT

Approval of this item supports the City's efforts to meet Goal #5 – Community Health, Livability, Engagement and Sustainability, Objective #4 (support neighborhood vitality and livability).

FISCAL IMPACT

There is no fiscal impact associated with this action.

Minh Thai  
Executive Director  
Planning and Building Agency

VF: S:RFCA\2019\09-17-19\SN 2019-01 RFCA

Exhibit: A. Planning Commission Staff Report
REQUEST FOR
Planning Commission Action

PLANNING COMMISSION MEETING DATE:
AUGUST 12, 2019

TITLE:
STREET NAMING NO. 2019-01 TO RENAME A STREET SEGMENT WITHIN THE SANTA ANA AUTO MALL “ROGER PENSKE DRIVE”

Prepared by Vince Fregoso
Executive Director

RECOMMENDED ACTION
Adopt a resolution approving Street Naming No. 2019-01 to rename a street segment within the Santa Ana Auto Mall “Roger Penske Drive.”

DISCUSSION

In June 2019, staff received a request from a member of Penske Automotive requesting that a street within the Santa Ana Auto Mall be renamed to recognize Roger Penske, owner of seven dealerships within the auto mall and a nationally recognized racing legend. After reviewing the request, staff is proposing that one street segment within the auto mall be renamed from “Dan Gurney Drive” to “Roger Penske Drive.” The renaming is to recognize an individual who has played a significant role in the rehabilitation and growth of the auto mall.

Roger Penske is a businessman and entrepreneur involved in professional auto racing and formerly a professional auto racing driver himself. He is most famous for his ownership of Team Penske Racing, the Penske Corporation and several other automotive-related businesses, including seven of the nine auto dealerships in the Santa Ana Auto Mall. Mr. Penske’s accomplishments include being named Sports Car Club of America Driver of the Year by Sports Illustrated and being inducted into the International Motorsports Hall of Fame, the Motorsports Hall of Fame of America, the Indianapolis Motor Speedway Hall of Fame, the Automotive Hall of Fame and the NASCAR Hall of Fame. As an owner, Mr. Penske was a four-time IndyCar Series Champion and a two-time NASCAR Cup Series Champion. He is the most successful owner in the Indianapolis 500 with 18 victories. Finally, Mr. Penske will be awarded the Presidential Medal of Freedom, the highest civilian award of the United States.

Sections 33-5 and 33-6 of the Santa Ana Municipal Code (SAMC) govern the naming of streets and public facilities, including parks, park playgrounds and other recreational facilities. The code...
includes guidelines for the naming of streets and public facilities and identifies policy guidelines for the naming of streets. In general, the naming of streets should consider:

1. A name which serves to identify the location of the subject area.
2. A name which references the history of the site or area.
3. A name which identifies a person or family which made extraordinary donation of land or funds to promote the improvement of the public facility.
4. A name which recognizes a person or family who made a significant contribution to the well being of the city, including city council, commissioners, officers and employees of the city, but not anyone who currently holds such position.

**Analysis of the Issues**

Based on the guidelines established in the SAMC and in consideration of what would best identify the street, the following analysis was considered for the street renaming:

1. **Existing Name:** Currently, two street segments within the auto mall are identified as "Dan Gurney Drive." One segment traverses north and south and the second segment traversing east and west, with both segments intersecting at Auto Mall Drive (Exhibit 2).

2. **Proposed Name:**
   - "Roger Penske Drive" will replace the east-west segment of "Dan Gurney Drive." The north-south segment will remain "Dan Gurney Drive," in recognition of another nationally recognized individual that operates a local automotive facility.
   - "Roger Penske Drive" commemorates the positive contributions Mr. Penske has made to the City of Santa Ana and the Santa Ana Auto Mall, including the purchase and rehabilitation of seven of the nine dealerships. Most of the purchases were made during the recession that occurred approximately 10 years ago, when Mr. Penske made a commitment to Santa Ana and the auto mall during difficult economic conditions. Since his first purchase, Mr. Penske has invested approximately $70,000,000 on upgrades and improvements to his dealerships, resulting in the employment of over 1,000 individuals and a significant increase in City revenue. Further, these improvements have led to BMW being recognized as the top dealership in the Country for the past 4 years.
   - Roger Penske is nationally known contributor to the automotive industry due to his successes as a race car driver as well as owner of cars in the Indy Racing Series and Stock Car circuit. Due to Mr. Penske's accomplishments, he has been elected to several automotive racing hall of fames.
A street segment within the auto mall will continue to be named "Dan Gurney Drive," in honor of another nationally known racing legend and owner of an automotive racing related business in Santa Ana. Additionally, no businesses will be impacted by the renaming of the street as Volvo Cars Orange County will maintain frontage and will continue to be addressed on Dan Gurney Drive. Based on the above analysis, staff recommends that the Planning Commission approve the renaming of a street segment within the Santa Ana Auto Mall as "Roger Penske Drive."

**CEQA Compliance**

This project was reviewed in accordance with the Guidelines for the California Environmental Quality Act. The recommendation is exempt from further review pursuant to Section 15061 (b)(3) under the General Rule Exemption. Environmental Review No. 2019-63 will be filed for this project.

Vince Fregoso, AICP  
Principal Planner

VF:  
vfreportssf19-01 Roger Penske Drive

Attachments:  
Exhibit 1 – Resolution  
Exhibit 2 – General Vicinity Map
RESOLUTION NO. 2019-xx

A RESOLUTION OF THE PLANNING COMMISSION OF
THE CITY OF SANTA ANA TO CHANGE THE NAME OF A
STREET SEGMENT IN THE SANTA ANA AUTO MALL AS
ROGER PENSKE DRIVE

BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF
SANTA ANA AS FOLLOWS:

Section 1. The Planning Commission of the City of Santa Ana hereby finds,
determines and declares as follows:

A. The City of Santa Ana is requesting approval of Street Naming No. 2019-01
to rename a street segment within the Santa Ana Auto Mall as Roger
Penske Drive.

B. Street Naming No. 2019-01 came before the Planning Commission on
August 12, 2019.

C. Pursuant to sections 33-5 through 33-8 of the Santa Ana Municipal Code
(SAMC), the Planning Commission is the decision making body for the
naming of public streets, subject to confirmation by the City Council.
Further, the policy guidelines in the SAMC pertaining to the naming of
public streets state that a facility may be named if the name serves to
recognize a person who made a distinct, significant contribution to the
well-being of the City.

D. Based on these guidelines, the street name of “Roger Penske Drive” was
selected as the name of a street segment in the Santa Ana Auto Mall in
honor of Roger Penske, owner of seven of the nine dealerships within the
Auto Mall and well-known automotive racing legend. His commitment to
improving the Santa Ana Auto Mall has resulted in major upgrades to all of
his dealerships and a significant increase in City revenue.

Section 2. In accordance with the California Environmental Quality Act the
recommended action is exempt from further review per Section 15061 (b)(3). This
general rule exemption is allowed provided it can be determined with certainty that the
proposed project will not have a significant effect on the environment. As the project
consists of the renaming of a public street, the general rule exemption is applicable.
Categorical Exemption Environmental Review No. 2019-63 will be filed for this project.

Section 3. The Planning Commission of the City of Santa Ana, after conducting
the public hearing, hereby approves Street Naming No. 2019-01 to rename a street
segment within the Santa Ana Auto Mall “Roger Penske Drive.” This decision is based
upon the evidence submitted at the abovesaid hearing, which includes, but is not limited
to: the Request for Planning Commission Action dated August 12, 2019 and exhibits attached thereto; and the public testimony, written and oral, all of which are incorporated herein by this reference.

ADOPTED this 12th day of August, 2019.

Mark McLoughlin
Planning Commission Chairman

APPROVED AS TO FORM:
Sonia R. Carvalho, City Attorney

By: __________________________
Lisa Storck
Assistant City Attorney

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, Sarah Bernal, Recording Secretary, do hereby attest to and certify the attached Resolution No. 2019-xx to be the original resolution adopted by the Planning Commission of the City of Santa Ana on August 12, 2019.

Date: ________________________
Recording Secretary
City of Santa Ana
STREET NAMING NO. 2019-01
DAN GURNEY DRIVE TO ROGER PENSKE DRIVE

EXHIBIT 2 - VICINITY MAP