



Board Agenda Item 6

DATE: April 11, 2023

TO: Board of Supervisors

SUBMITTED BY: Supervisor Brian Pacheco and Supervisor Steve Brandau

SUBJECT: Adopt Resolution opposing the City of Fresno's Renaming Project

RECOMMENDED ACTION(S):

Adopt Resolution opposing the City of Fresno's Renaming Project of East Kings Canyon Road, East Ventura Avenue, and West California Avenue to "Cesar Chavez Boulevard" and reject the City's request to effectuate the change within County jurisdiction along the Renaming Project.

The City of Fresno (City) passed Resolution No. 2022-053 (Resolution) at their March 9, 2023 City Council meeting that directed their Administration to begin the process of changing the name of East Kings Canyon Road, East Ventura Avenue and Temperance Ave to "Cesar Chavez Boulevard" (Renaming Project).

The County of Fresno (County) opposes the City's Renaming Project and will deny the City's request to rename any of the forementioned streets that fall under the County Jurisdiction.

ALTERNATIVE ACTION(S):

There is no viable alternative action.

FISCAL IMPACT:

No increase in Net County Cost associated with the recommended action.

DISCUSSION:

The City of Fresno passed a Resolution to begin the process of renaming a 10.25-mile portion of Kings Canyon Road, Ventura Street, and California Avenue to "Cesar Chavez Boulevard" within the City Limits. The City also indicated that it would be notifying the Fresno County Board of Supervisors of the Renaming Project and requesting to effectuate the change within County Jurisdiction as well.

The County opposes the name change due to the historic importance of each street rename request. Kings Canyon Road is of special significance in that it is the only route named for the national park and serves as the City's "gateway" to the park. Similarly, California Avenue is valued as a landmark within Fresno's oldest African-American neighborhood.

Furthermore, The County of Fresno Emergency Services Division is concerned that these street name changes could affect the timely response of emergency calls for service. Both residents and visitors to the area may not know of the street name change and could give incorrect information as to the location of an emergency. The result could be a delay in the arrival of first responder personnel.

The City's proposed name change comes with major protest from many of the residents, businesses and community leaders who were excluded from the City's planning process, despite Fresno City Council's direction to create a public and transparent planning process. The City also failed to update or include County staff in the planning process, even after requests for input.

Those residents have since made their voices heard to the Fresno City Council who approved the name change plan despite the public protest. Those residents also reached out to the Board of Supervisors asking them to preserve the naming of California Avenue and Kings Canyon Road within the county's jurisdiction. Attachment A reflects County Portions of California, Ventura, and Kings Canyon (Attachment A).

ATTACHMENTS INCLUDED AND/OR ON FILE:

Attachment A
Resolution

CAO ANALYST:

Salvador Espino