

PLANNING COMMISSION STAFF REPORT



September 28, 2022

ITEM TITLE

Consideration of an application to rename Showroom Place to District Place within the District at Eastlake

Location: The project is located at 850, 851, 871, 881, and 891 Showroom Place, within the District at Eastlake, known as “Eastlake Business Center.”

Environmental Notice: The activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act (CEQA) State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

Recommended Action

Adopt a Resolution recommending that the City Council approve the requested street name change from Showroom Place to District Place.

SUMMARY

Mike and Kellie Vogt (the “Applicant”) request approval of a street name change from Showroom Place to District Place within the District at Eastlake, known as “Eastlake Business Center.”

HOUSING IMPACT STATEMENT

N/A

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed activity for compliance with CEQA and has determined that the activity is not a “Project” as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, no environmental review is required.

DISCUSSION

In 2008 when the Eastlake Design Center was developed, Girard Place was changed to Showroom Place to reflect the tenant mix. At that time, it was anchored by large furniture stores: Ashely Furniture, Basset, Lane Furniture, Caldera Spas, Patio Source and other similar type furniture stores.

In the 2000's when the recession hit and the demand for home furnishing plummeted, Mike Vogt along with the city rezoned Eastlake Design District to accommodate a different tenant mix. The Applicant changed the name from Eastlake Design District to the District at Eastlake (the "District"). Since then, the tenant mix reflects family entertainment. Current tenants of the District at Eastlake are Speed Circuit, Play City Skyzone, local restaurants, workout facilities and entertainment venues. A Marriot branded hotel is breaking ground across the street from the District.

The Applicant provided a listing of the current tenants and business owners approvals for the street name change from Showroom Place to District Place. This is provided as Attachment 3. Attachment 4 provides a map of the parcels located on Showroom Place and a listing of the current tenants and business owners.

CONCLUSION

Staff recommends that the Planning Commission adopt a Resolution recommending City Council approval of the proposed street name change from Showroom Place to District Place.

DECISION-MAKER CONFLICT

Staff has reviewed the property holdings of the Planning Commission members and has found no property holdings within 1,000 feet of the boundaries of the property which is the subject of this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, section 18702.2(a)(7) or (8), for purposes of the Political Reform Act (Cal. Gov't Code §87100, *et seq.*).

Staff is not independently aware and has not been informed by any Planning Commission member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

FISCAL IMPACT

There are no current year or ongoing fiscal impacts to the General Fund or Development Services Fund as a result of this action. All costs incurred processing this application are borne by the Applicant.

ATTACHMENTS

1. Location Map
2. Draft Planning Commission Resolution
3. Owners and Tenants approvals of the name change
4. Owners and Tenants Site Map

*Staff Contact: Boushra Salem, Principal Civil Engineer, Development Services Department
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