



City of Arts & Innovation

# City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: OCTOBER 22, 2019

FROM: NAACP RIVERSIDE BRANCH,      WARD: 1  
OFFICE OF THE MAYOR, AND  
COUNCILMEMBER GARDNER

SUBJECT: RENAMING OF A PORTION OF PROSPECT AVENUE TO WOODIE WAY IN  
HONOR OF THE LATE WAUDIEUR "WOODIE" RUCKER-HUGHES

## **ISSUE:**

Approve renaming a portion of Prospect Avenue, located between Fifteenth Street and Saunders Street, to Woodie Way in honor of the late Waudieur "Woodie" Rucker-Hughes, and authorize the drafting of an ordinance and the funding to change the street signs on this section of the street.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve renaming a portion of Prospect Avenue, located between Fifteenth Street and Saunders Street, to Woodie Way in honor of the late Waudieur Rucker-Hughes;
2. Request the City Attorney to draft an ordinance; and
3. Direct the City Manager, or designee, to identify the funding source and submit to the U.S. Postal Service for review.

## **BACKGROUND:**

The Office of the Mayor received a proposal (Attachment 1) from the NAACP Riverside Branch to rename Prospect Avenue, located between Fifteenth Street and Saunders Street, to Woodie Way in commemoration of Ms. Rucker-Hughes' accomplishments and contributions to the City of Riverside. Ms. Rucker-Hughes was an active member of multiple community commissions, served as president of the NAACP Riverside Branch, and dedicated her life to assisting homeless and foster students in the community.

## **DISCUSSION:**

Upon receipt of the proposal, the Office of the Mayor organized a meeting with the City's Planning Division and the NAACP Riverside Branch to discuss the logistics of changing this particular stretch of Prospect Avenue to Woodie Way. The Planning Division advised that the City's Zoning Code outlines a process by which the public can request a street name change when a street

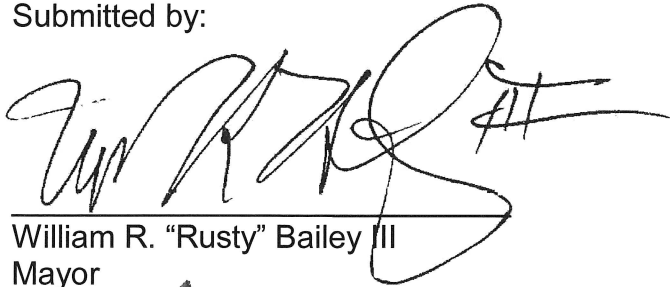
name is confusing or a duplicate, or when it is displeasing to property owners. The purpose of the Zoning Code's street name change process is not for commemorating an individual. The Planning Department advised that a commemorative street name change could be brought to Council directly by the Mayor or a member of City Council, rather than through the process in the Zoning Code. An authorization by the City Council to change a street name would need to be submitted to the U.S. Postal Service for review.

The NAACP Riverside Branch, the Office of the Mayor and Councilmember Gardner agreed that the best approach would be for the Mayor and Councilmember Gardner to bring the street name change request to City Council as a discussion item. The organizations then partnered to speak with interested stakeholders and inform local neighbors about the potential street name change (Attachment 2). None of the surrounding neighbors would need to make any change to their address, and all were neutral or in favor of the change. A follow up letter was also sent out to surrounding neighbors (Attachment 3). Interested stakeholders, including the Chancellor of Riverside City College and the Director of SafeHouse, were strongly in favor of the change.

### **FISCAL IMPACT:**

The fiscal impact of this project is less than \$300 for new signs and installation, plus any charges incurred during the U.S. Postal Service review.

Prepared by: Liz Pinney-Muglia, Assistant to the Mayor  
Submitted by:



William R. "Rusty" Bailey III  
Mayor



Mike Gardner  
Council Member – Ward 1

Approved by:  
Approved as to form: Gary G. Geuss, City Attorney

### **Attachments:**

1. NAACP Letter
2. Waudieur Rucker-Hughes Flyer
3. Letter to Neighbors