

**Switzer, Donna**

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**From:** Jordan Kloos <jordan@ayolighting.com>  
**Sent:** Sunday, May 19, 2024 2:47 PM  
**To:** CITY COUNCIL (INCL. CMO STAFF)  
**Cc:** supplementalcomm@surfcity-hb.org  
**Subject:** Potential Commerce Lane street name change

To the council of the wonderful city of Huntington Beach,

It has recently come to my attention that there is a proposal for a potential street name change for Commerce Lane, where our business resides. Naturally, I am opposed to such a measure – Not only for the incredible inconvenience and associative costs, but just for the integrity of such a wonderful city. I have known Huntington Beach since I was a very young kid, having my grandparents living here most of my life. I have also resided in the city for a number of years and truly appreciate the unassuming nature of its culture. I believe it is a mistake to start renaming anything in honor of anyone, especially when it simply relates to money and not some incredible act of heroism, selflessness, kindness, etc. If the Laird family / industry wishes to help open a new business park and have the business park or a street within named for their contributions, whatever they may be, I have no qualms about that. However, simply because one has engaged financially with the city in whatever way, political or simple donations, in no way should constitute a name change. I love this city and believe that it should not sell its integrity for a few dollars... or a few million. Money is not that which is significant in life... It is character, honor, good deeds that should be recognized.

If I am mistaken in my understanding that it is because of the Laird family's financial contributions driving the name change, my apologies. Nevertheless, I still oppose such a measure for the aforementioned reasons. It is wonderful that the Laird business has been as successful as it has been and that it does take interest in its respective community. However, a street name change is not warranted and should not even be considered given the obvious undue burdens that would place on every other affected business, not to mention deviating from the business park's street naming construct.

Thank you very much for taking the time to read my email.  
Here's to a great future in one of the best cities in the country.

Sincerely,

**Jordan Kloos**  
CEO/CCO  
[www.ayolighting.com](http://www.ayolighting.com)  
c: 714.222.6618  
o: 714.200.1322



**SUPPLEMENTAL  
COMMUNICATION**

Meeting Date: 5/21/24

Agenda Item No.: 17(24-391)

City of Huntington Beach  
2000 Main Street  
Huntington Beach, CA 92648

To: City Council  
From: Affected Property and Business Owners

Re: **Objection to Renaming of Commerce Lane to Ed Laird Lane**

The affected property and business owners of Commerce Lane hereby submit the following petition in objection to the requested action to rename Commerce Lane to Ed Laird Lane, which is being submitted for resolution to the City Manager on or around May 21, 2024.

The proposed street name change creates an undue burden on the affected property owners and fails to comply with and/or is inconsistent with City Spec 409 and/or other regulations and/or ordinances governing street name changes in the City of Huntington Beach. Renaming Commerce Lane will create substantial administrative, logistical, and business costs on property owners in the area. There is no legitimate or compelling government interest or necessity to warrant imposing this burden on the affected property and business owners. Commerce Lane is part of an industrial complex with community pride that has generated substantial consumer name recognition and goodwill that will be lost because of this renaming. Finally, while affected property and business owners have concerns over creating an official affiliation with Mr. Laird, other less intrusive and less costly means are available to recognize Mr. Laird. On these grounds the affected property and business owners object to the proposed name change and ask the City Council to deny the requested action.

Affected property and business owners also request that the City Council inquire from the requesting parties the following: (1) what support or approval has requesting parties received from property and business owners affected by the street renaming; (2) has the City or requesting parties projected the financial impact the renaming will have on businesses and property owners on Commerce Lane; and, (3) Is there any plan for reimbursing consequential expenses that will be incurred as a result of the street renaming.


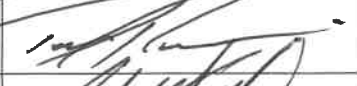


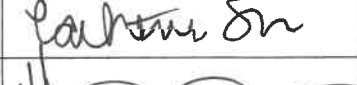

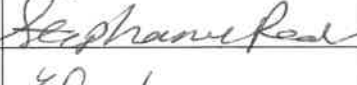



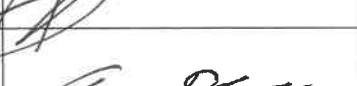
Enclosed herein is the petition signed by affected property and business owners objecting to the proposed street renaming.

Sincerely,  
Affected Property and Business Owners

CC: Gracey Van Der Mark, Mayor  
Pat Burns, Mayor Pro Tem  
Tony Stickland, Council Member

PETITION OF AFFECTED PROPERTY & BUSINESS OWNERS

OBJECTING TO RENAMING OF COMMERCE LANE TO ED LAIRD LANE

Name	Address	Signature
Parker Andrews	15552 Commerce Lane	
1 DAVID RUDSILL	15602 Commerce Lane	
<del>RAFERAL SCIANI MANICA</del>	15673 Commerce Ln 5601 Research Dr	
STBUE SMITH	<del>15673</del>	
Catherine Smith	15555 Commerce Lane	
MARK WOODWARD	15506 Commerce Lane	
Stephanie Reed	15526 Commerce Lane	
Chris Reed	15546 Commerce Lane	
Ted Reed	15516 Commerce Lane	
JORDAN KLOSS	15572 Commerce Lane	
Bryan Bridges	15635 Commerce Lane	
ANTHONY DECHELLIS	15645 Commerce Lane	