



TOWN OF FAIRFAX

STAFF REPORT

December 16, 2020

TO: Mayor and Town Council

FROM: Garrett Toy, Town Manager

SUBJECT: Begin the process to explore the concept of renaming Sir Francis Drake Blvd.

RECOMMENDATION

Receive initial public comment and continue the matter to another meeting.

DISCUSSION

The Town of Fairfax is one of five jurisdictions participating in a discussion about the use of Sir Francis Drake's (SFD) name on the boulevard that traverses east-west across the central part of Marin County. The other jurisdictions through which the road passes are the County of Marin, City of Larkspur, and the Towns of Ross and San Anselmo. Each of the jurisdictions appointed two Councilmembers to the SFD Ad-Hoc Working Group. The Town's Council representatives are Mayor Ackerman and Councilmember Goddard.

Collectively, the ten elected officials have been participating in a series of public forums (i.e., community listening and learning sessions) and three Working Group meetings. At the Council's December 2nd meeting, then-Mayor Goddard and then-Vice Mayor Ackerman reported that the Working Group agreed that members should return to their respective jurisdictions to take up the issue of whether to move forward at the local level with renaming of Sir Francis Drake Blvd. Each jurisdiction should complete its community process and make a final decision no later than March 31. The Members will report back at the Working Group's early April meeting. The Mayor and Vice-Mayor also stated this matter would be scheduled for initial discussion on this evening's agenda.

Please note the request is focused on the concept of changing the name and not selecting a name. The selection of a name would be separate multi-jurisdictional process that would occur after decisions are made regarding the renaming of SFD.

Attached is information compiled by the Working Group regarding research items and potential impacts to the jurisdictions. In summary, the impacts are relatively modest. The postal service reports that it will continue to deliver items for eighteen months, giving most businesses and residents ample opportunity to convert letterhead, business cards, and other identifying items. The County Assessor and Clerk report that they will not require filings to change the name on documents. The information does not evaluate the costs to businesses for changing signage on buildings, vehicles, and/or other items such as printed materials.

FISCAL IMPACT

The cost to change Town street signs is approximately \$2,000 plus a share of the cost to replace signs on Highway 101.

ATTACHMENT

Research and Information

ATTACHMENT A

Research Items for Potential Road Renaming
Compiled for Sir Francis Drake Working Group (fall 2020)

LEGAL REQUIREMENTS FOR AGENCIES

Identify regulatory agencies.

Identify all processes and procedures.

LEGAL REQUIREMENTS FOR PROPERTY OWNERS AND BUSINESSES

Identify processes that are required of property owners to document the address change.

Review impact to legal documents, such as recorded deeds and contracts. Do they have to be amended?

Many contracts have provisions that stipulate communication must be sent to a specific address. Do property owners and businesses need to issue notices to all contract holders about the change?

COST ESTIMATES

How can we estimate and report the cost to each agency?

How can we estimate and report the cost/impact to property owners?

GENERAL QUESTIONS

How many properties are directly affected? Get breakdown of commercial and residential properties for each jurisdiction.

What do property owners need to do on their own accord versus it being done by local agencies?

What happens if the street has different names in different jurisdictions?

Do residents need to change their driver's license before it expires? Do government agencies continue to honor documents such as registrations if they list the old name?

How long does the Post Office honor the old street name?

/

/

/

Information Concerning a Potential Renaming

How many properties are directly affected? Get breakdown of commercial and residential properties for each jurisdiction.

Property Breakdown per Jurisdiction

641 parcels total: Fairfax: 69; Larkspur: 17; Ross: 52; San Anselmo: 153; Unincorporated: 350

Breakdown of Parcels

Fairfax: Commercial – 35, Common – 1, Exemption – 6, Multiple Res – 15, Single Res – 9, Tax Exempt - 2

Larkspur: Commercial – 17

Ross: Exemption – 1, Multi Res – 1, Single Res – 49, Tax Exempt – 1

San Anselmo: Commercial – 44, Exemption – 3, Industrial – 1, Multi Res – 25, Single Fam/Res – 78, Tax Exempt – 2

Unincorporated: Agriculture – 1, Commercial – 49, Exemptions – 12, Mobile Home – 2, Multi Res – 44, Single Fam/Res – 209, Tax Exempt - 28

Legal Requirements for Agencies

California Law

Only state law found is applicable to County roads, not city streets.

California Streets and Highways Code § 970.5. (applicable to County only)

Whenever the board of supervisors or a county officer designated by the board to be in charge of naming county highways finds that a name should be adopted and applied to any county highway, or that the existing name of any county highway should be changed, the board or the designated county officer shall hold a public hearing on the proposed name for, or the change of name of, such highway. Notice of such hearing shall be given by posting notice in at least three public places along the street or streets proposed to be affected, such posting to be complete at least 10 days before the day set for the hearing. At the time set for the hearing or at any time to which the hearing may be continued the board or the designated county officer shall hear and consider proposals to adopt a name for, or change the name of, the highway mentioned in the notice and objections to such proposals. At or after the conclusion of the hearing the board or the designated county officer may adopt a name for, or change the name of, such highway, and upon the adoption or change thereof shall make an order and file said order with the board of supervisors officially designating the name for such highway. Thereafter such highway shall be known by the name so designated.

Many cities adopt procedures that follow Streets and Highways Code § 970.5. San Anselmo is the only city among the four affected jurisdictions that has any sort of policy; this policy appears to have been crafted so that residents have a process to petition for a name change and may not apply to the SFD Blvd discussion.

Regulatory Agencies

Discretion over street names sits with the planning jurisdiction. If the area is serviced by a separate fire protection agency, the planning jurisdiction is required to notify the fire agency.

Caltrans

Larkspur and the County would need to apply to Caltrans for new signs on Highway 101. The County will need to review if there are other Caltrans maintained roadways in West Marin that have wayfinding signs referencing SFD Blvd.

Legal Requirements for Property Owners and Businesses

No government filings would be required of property owners. Assessor and recorder use APNs, not street addresses, to log documents. These offices would record whatever ordinances/resolutions the jurisdictions pass and simply reference them as needed.

Post Office

Jurisdiction notifies USPS of name change, so residents/businesses DO NOT have to notify USPS. After the effective date of the name change, USPS guarantees 18-month “forwarding period” and “forwards” mail the same as if a resident or business filed a change of address. In most cases, after the 18-month period, the local postmaster continues to deliver mail that uses the old address, but this service is not guaranteed. ZIP+4 will not change. If the ZIP+4 is correct on the address label, the mail will be delivered regardless of what street name is on the item.

Most delivery services and internet map programs rely on USPS database and will slowly pick-up the name change.

DMV

It will be advisable for residents to obtain a new driver’s license (and any other form of identification) within 18-months of the effective date of the name change to coincide with the USPS process.

Potential Public Costs Associated with SFD Name Change

STREET SIGNS

	Standard	Traffic Signal
Larkspur	3	0
Ross	8	0
San Anselmo	24	2
Fairfax	19	1

San

Anselmo also has two large directional/wayfinding signs.

Estimated replacement cost (including installation) to replace a standard sign is \$75.

Estimated replacement cost (including installation) to replace signs on traffic signals is \$350

Estimated replacement cost of large roadside signs is \$500.

Larkspur = \$225

Ross = \$600

San Anselmo = \$3,500

Fairfax = \$1,775

Cal Trans

We are discussing process and costs with Caltrans. We believe total cost would run approximately \$25,000 – 30,000.

County of Marin

County has 70 Standard street signs and 14 Traffic Signal signs. Estimated cost would be \$32,000 for the Standard signs and \$16,000 for Traffic Signal signs. Total of \$48,000. Includes materials, fabrication, and installation (traffic control as needed).

Staff Time

Staff efforts can be combined to manage costs. Across all processes, \$50,000 combined cost for all agencies is a reasonable placeholder unless there is some form of legal process or challenge not currently anticipated.

Election Information

The cost for a special, non-statewide election can be estimated \$10/voter for each jurisdiction.

If consolidated with a state-wide/general election, the cost can be estimated \$2/voter for each jurisdiction.

Costs will vary due to variety of factors.