



AGENCY: City Council  
MEETING DATE: September 23, 2019  
DEPARTMENT: Comm. Dev  
PRESENTED BY: JGonzalez  
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## AGENDA ITEM SUMMARY

### **TITLE:**

**Receive Report and Consider Assigning a Permanent Name for an Unnamed Road Currently Known as "Frontage Road"**

### **ISSUE:**

There are four parcels along an unnamed road West of Highway 1, which runs north to south from the south side of the Noyo Bridge to Ocean View Drive. This street is referred to as "Frontage Road." When you GPS any of these four parcels, they show up with South Main Street addresses. This can be misleading and cause confusion as a wide range of public entities use street names and numbers to locate properties, including: emergency services; postal and delivery services; service deliveries like power, telephone and water; and the public.

### **ANALYSIS:**

Staff took into consideration Municipal Code Section 12.12.020(B), which states that the address coordinator shall make sure that all new street or road names avoid duplication and do not sound like existing road names in the City and outlying areas. The City of Fort Bragg does not have an official Frontage Road, this road is adjacent to the highway and therefore the name of Frontage Road would be appropriate.

### **RECOMMENDED ACTION:**

1. Officially name the road known as "Frontage Road" or;
2. Direct staff to compile a revised list of street name proposals.

### **ALTERNATIVE ACTION(S):**

1. Deny proposed name and utilize one of the existing approved names (attached) for the unnamed road; or
2. Select other themes and develop a new list of street names; and proceed with naming the street at a future date.

### **FISCAL IMPACT:**

The fiscal impact of officially naming this road would be the cost of the street sign and the installation labor, under \$500 from account 110-4840-0375.

### **CONSISTENCY:**

This name assignment is consistent with the City's Municipal Code (FBMC 12.12.030 (D) Street Naming Procedure). Suggested names were previously approved by past City Council. Upon selection of a name by the City Council thereafter, the street or road will be officially known by the selected name.

**IMPLEMENTATION/TIMEFRAMES:**

After the Council selects and approves a name for the road, the new addresses would be assigned immediately to all of the parcels and Public Works would receive the work orders to do the signage.

**ATTACHMENTS:**

1. Photo of the street in question
2. List of previously approved street names

**NOTIFICATION:**

None.