

TOWN OF FAIRFAX

STAFF REPORT

TO: Mayor, Members of the Town Council **DATE:** June 20, 2012

FROM: Michael Rock, Town Manager
Judy Anderson, Town Clerk

SUBJECT: Adoption of Resolution No. 12-38, a Resolution of the Town Council of the Town of Fairfax approving the closure of Bolinas Road for a "Streets for People" event scheduled for Sunday, August 26, 2012

Recommendation

Approve the event and adopt the resolution to authorize the street closure as presented, with the costs and the liability to be borne by the Town with the stipulation that a plan for the event will be submitted to and approved by the Fire Marshal prior to the event.

Discussion

The Public Works crew will have to install "No Parking" signs on Pacheco, Napa, Dominga and Sherman 24 hours prior to the street closure, but could do this during their regular working hours.

Fire Code requires that a 20-foot fire lane be maintained throughout the event. The fire lane width may be reduced on a case by case basis with approval of the Fire Marshal. The Fire Department is requesting that a map of the event be submitted to them for approval if there is going to be encroachment on the roadway with tables and other fixtures.

The Fire Chief and the Police Chief will be at the meeting to answer questions about the impact on emergency response during the event.

Fiscal Impact

Cost of 2 extra officers for traffic control, approximately \$720; DPW overtime to be determined

Attachments:

Resolution No. 12-38 (with wording changed since 6-6-12 meeting)
Report from Vice Mayor Reed
"Streets for People" flyer
Chamber of Commerce Letter of Support for the event

AGENDA ITEM # 3

RESOLUTION NO. 12-38

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX AUTHORIZING
TEMPORARY CLOSURE OF BOLINAS ROAD FROM BROADWAY TO ELSIE LANE
TO ALLOW A TOWN SPONSORED CELEBRATION OF DOWNTOWN EVENT,
"STREETS FOR PEOPLE," ON SUNDAY, AUGUST 26, 2012**

WHEREAS, a new event is being planned to support the businesses in Downtown Fairfax, and to celebrate localism, art, and non-motorized transportation; and

WHEREAS, a group of citizens, with the help of the Fairfax Chamber of Commerce, has been meeting to organize and gain support for a community building event that celebrates businesses on Bolinas Road, the surrounding Downtown, Bicycles and Pedestrians, and the ability to shop locally and enjoy our Downtown area; and

WHEREAS, the Fairfax General Plan supports the exploration of the ramifications of a temporary street closure on this section of Bolinas Road which will be evaluated as part of this event; and

WHEREAS, Pedestrian oriented events with cars excluded from downtown streets in other cities have often resulted in an increase in business revenues, sometimes doubling and, in one case, increasing 500%; and

WHEREAS, an increase in the vitality of local business benefits the citizens of Fairfax, both directly from the availability of locally made goods, and indirectly through the increase in sales tax revenues; and

WHEREAS, there has been an increase in the number of young families in Fairfax, families who use bicycles and strollers on narrow sidewalks on Bolinas Road, who will have better access during this event; and

WHEREAS, a plan will be submitted to and approved by the Ross Valley Fire Chief indicating the location of the required 14-foot fire lane the length of the closed portion of Bolinas Road to remain available for the duration of the event; and

WHEREAS, the event, a celebration of downtown Fairfax, currently termed "Streets for People," will be held on Bolinas Road, portions of Mono Avenue, and the Mono parking lot ; and

WHEREAS, the Chief of Police is authorized to eliminate parking on adjacent streets as necessary to facilitate the flow of traffic; and

WHEREAS, the Street Festival will be held on August 26, 2012, from Noon until 4:00 p.m.; and

WHEREAS, temporary closure of certain streets is necessary in order to safely facilitate the street festival, and for traffic control during the event, and for setting up and closing down the event;

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Fairfax to temporarily close the following streets or portions thereof from 11 a.m. until 5 p.m.:

Bolinas Road between Broadway and Elsie, the Mono parking lot, and a portion of Mono Avenue West of Bolinas Road for bicycle parking.

The foregoing Resolution was adopted at an Adjourned Meeting of the Town Council of the Town of Fairfax held in said Town on the 20th day of June, 2012, by the following vote, to wit:

AYES:
NOES:
ABSENT:

PAM HARTWELL-HERRERO, MAYOR

Attest:

.....

Town Clerk

To: The Town Council
From: John Reed, Vice Mayor
Date: June 6, 2012

Adoption of Resolution No. 12-38, A Resolution of the Town Council of the Town of Fairfax approving the closure of Bolinas road for a “Streets for People” event scheduled for Sunday, August 26, 2012

On Sunday, August 26th, 2012 an ad hoc group consisting of the Chamber, various local businesses, local organizations, and individuals, would like to close the main downtown section of Bolinas Road between Broadway and Elsie for a local celebration of businesses, citizens, art, and non motorized transportation. This will be a family friendly event that includes a mandala street painting, parklet demo, bike demo, free haircuts for kids, and an opportunity for local businesses to show the local residents what they offer. It will be a great opportunity to promote local organizations and actions in our community in a safe and fun way. Closing this section of Bolinas has long been talked about and so this festival will also help determine what detrimental or positive impacts might be achieved by doing a project like this.

Attachment: Resolution No. 12-38 approving the road closure

“ Streets for People ”

Streets for People is a half-day event which will close **Bolinas Road** to cars from Broadway to Elsie Lane and create a large temporary public space in which people may safely enjoy the downtown.

Studies around the world and in local California towns like Truckee, CA, with a population similar to Fairfax, and where traffic is a serious concern, have shown an increase in retail sales and a revived spirit of community during similar events.

Please join **Sustainable Fairfax, the Town of Fairfax, and the Chamber Of Commerce** for our first celebration of “Streets for People”.

****Sunday, August 26th 12:00- 4:00 p.m.**

****Free “back to school” haircuts**

****Street Mandala - see: cityrepair.org**

“Italian” street painting

****Free Mini-bicycle tune ups for back to school**

****Space for retailers to place tables in front of their stores to display their wares and guide people inside.**

****Cafe tables in the street**

****Acoustic local musicians**

****Creative RE-USE corner**

**** Parklett Demo**

This is not a festival with tents and vendors but a celebration of the unique qualities which make Fairfax the place where we all want to live!

****This is an open invitation to all Fairfax businesses and merchants. If your store is not on Bolinas Road, and you would like to take part, please contact the Chamber to help make a way for you to participate.**

Chamber Rep: Wendy Baker - wendy.fairfaxchamber@gmail.com 415-459-6232

Project Coordinator: Renee Goddard – si22ng@gmail.com 415-497-5134



FAIRFAX CHAMBER OF COMMERCE

June 6, 2012

Mayor Pam Hartwell-Herrero
Vice-Mayor John Reed
Councilmember Larry Bragman
Councilmember Ryan O'Neil
Councilmember David Weinsoff

BOARD OF DIRECTORS

David Smadbeck
Co-President

Marcella Ramos
Co-President
Treasurer

Suzanne Schneider
Secretary

Matthew Edwards

Morgan Hall

Kiki La Porta

Andrew Maley

Joe McWilliams

Richard Pedemonte

Mark Squire

Wendy Baker
Executive Director

Dear Mayor and Councilmembers:

We are enthusiastic about the "Streets for People" event planned for August 26th. This event is a great way to bring people to downtown businesses while providing a chance for pedestrians to enjoy the use of the street without interference from cars. The shops and restaurants want and need foot traffic, especially since the Good Earth relocated.

Fairfax provides the perfect setting for a street closure patterned after street events taking place nationally and even internationally. As a smaller community of only 7000 people, we believe that a street closure event can be handled more easily here than in other larger communities because there is less bureaucracy and less space to manage.

Fairfax has led the way for the past several decades in innovative ways to bring the community together for the greater good of the Town. An active community translates into public service, volunteering and support of voting measures that bring funding to the town.

To offset costs, the Chamber is hoping to host a beer booth. This would be similar to the Town Picnic's and would follow other Town precedents as well.

Both citizens and shop owners have great passion for this event and want to help. Our volunteer pool is growing daily. We will have two information lines available throughout the day for any questions or issues that arise. We ask that you consider the above factors and adopt resolution 12-38.

Sincerely,

David Smadbeck, Co-President
Fairfax Chamber of Commerce

AGENDA ITEM # 22