

FREMONT AUTO MALL PARTNERSHIP  
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F A C S I M I L E

DATE: June 27, 1991  
TO: Don Lignea  
FROM: Liz Calhoun

NUMBER OF PAGES INCLUDING THIS PAGE: 2

MESSAGE: I just spoke with Martin Boyle, Transportation Director of the City of Fremont. He indicated that Caltrans would allow the stacking of the work Auto Mall on the freeway signs; however the first letters of each word (A & M) would be a maximum of 6" high and the remainder of each word would be 4" high. That would be totally unacceptable to us. The Staff is still recommending the City drop the name of Durham.  
The City Council meeting is next Tuesday July 2, 1991 at 7:00 p.m. in the Council Chambers of City Hall. It is important for every dealer possible to be present and speak. Also please call each councilperson and put pressure on them.

FREEMONT AUTO MALL

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TO: ALL DEALERS  
FROM: Eric Calhoun  
DATE: July 2, 1991  
RE: Street name change

Today I have had two conversations with Roger Shanks of City of Fremont regarding the street name change on tonight's City Council agenda. He indicated that Roger Anderman wanted us to be aware of what was taking place and that the Dealers be present tonight to speak out in our favor. The proposals are:

1. Retain Durham Auto Mall Parkway with the words Auto Mall stacked on top of each other.
2. Retain street name of Auto Mall Parkway west of I880, rename street to Durham Auto Mall Parkway from I880 to I680 and retain Durham Road east of I680.
3. Rename street to Durham Road from I880 to I680 and retain name of Auto Mall Parkway west of I880.

Proposal #1 would have the words Auto Mall stacked to a size of 6" and 4". Visibility would be from a very far distance.

Proposal #2 would allow Auto Mall Parkway to be the primary street on I880 with the 3 approach signs in each direction to be with the name Auto Mall Parkway, and Durham Auto Mall Parkway to be the secondary street with that sign on the side of the offramps only. The approach signs at I680 would read Durham Road and the secondary street signs at the I680 offramps would read Durham Auto Mall Parkway.

Proposal #3 would be almost the same as Proposal #2 except that there would be no Auto Mall references at all on I680.

~~XXXX~~ The Council made it very strong at the last meeting that they wanted to keep the name of Durham in the street name, unfortunately the alternative of the City footing the bill of \$325,000 to change the freeway signs to read Durham Auto Mall Parkway is not even being considered.

Of the three proposals, the Staff is recommending proposal #2. It is by far the best alternative for us. Unfortunately there is not great signage on I680 but there is some. There is always the possibility that we could put pressure in the future to obtain additional signage on I680.

When Roger called the second time, he indicated that this item was being placed on the Consent List and would not require any public input at all unless we did not agree with Proposal #2. After speaking with a few of the Dealers, I feel it is in our best interests to "not rock the boat" and be happy with Proposal #2 and allow the item to proceed as a consent item.

However, there is the possibility that there could be opposition to Proposal #2. If that is the case, there would be a public hearing on the matter tonight and the Dealers must be prepared to speak in favor of signage at I880 and I680.

The consent items are at approximately 7:15 to 7:30 p.m. If this item is pulled from the consent calendar then it would not be heard until approximately 8:15 p.m. because of other items before us. If you live in Fremont, you can see the council meeting on Channel 33. Our item is #5.4 Those of you who can watch the meeting on TV and if we get pulled from the consent calendar, then come down in time to speak on the item during the public hearing. Those of you who cannot watch on TV, it is important for you to either be present yourself, or send a representative, or send me a letter to read on your behalf.

I have included a copy of the Staff Report for your information. If you have any questions, or do not agree with Proposal #2, please give me a call so we may discuss this.

RECOMMENDATION:

1. Hold public hearing.
2. Adopt a Resolution Confirming Diagram and Assessment and Levying Assessment for fiscal year 1991/92 for Fremont Landscaping Assessment District 88, Zones 01, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12, 13 and 14.

5.4 PUBLIC HEARING (PUBLISHED NOTICE) TO CONSIDER A PLANNING COMMISSION REFERRAL OF A PROPOSED STREET NAME CHANGE FROM DURHAM AUTO MALL PARKWAY TO AUTO MALL PARKWAY (CITY OF FREMONT, ST-91-2) (CONTINUED FROM JUNE 18, 1991)

**BACKGROUND:** This item was continued from the City Council meeting of June 18, 1991. At the June 18 meeting, Council indicated its desire to retain both the Durham reference and and "Auto Mall Parkway" in the street name. Council also directed staff to investigate the feasibility of fitting the full street name of "Durham Auto Mall Parkway" on existing sign boards by reducing the letter size of the words "Auto Mall" and printing the words one over the other.

Staff has identified the following three alternatives in response to Council's direction. The cost of each of the alternatives would be about the same, and within the approved budget.

1. Retain Durham Auto Mall Parkway Street Name and Print "Auto" on top of "Mall" on the new sign plates.

The existing letter size for I-880 freeway signing is 16-inch upper case and 12-inch lower case. The installation of "Auto Mall Parkway" sign plates over the existing Durham Road designations would require the lettering on most of the overhead signs to be reduced to 13.3-inch upper case and 10-inch lower case. In order to have a "Durham Auto Mall Pkwy" sign plate with the word "Auto" printed above the word "Mall," six-inch upper case and 4.5-inch lower case letters would have to be used for "Auto Mall." In the case of the signing for "Martin Luther King Jr. Wy" on Route 24 in Oakland, 8-inch upper case and 6-inch lower case lettering were used for printing the word "Martin" over the word "Luther" on the sign plate. City staff has observed the "Martin Luther King Jr. Wy" signs and found the words "Martin Luther" were only visible when staff was very near the signs. The 6-inch and 4.5-inch letters on a "Durham Auto Mall Pkwy" sign plate would mean the words "Auto Mall" would be less visible than the "Martin Luther" portion of the Martin Luther King Jr. Wy sign. Enclosed exhibits show to scale examples of this option.

In order to use the "Auto Mall" designation with the 6 and 4.5-inch letter sizes, approval by a Caltrans Deputy District Director is required. The Deputy District Director has been contacted by staff and has denied approval of the reduced lettering size. It is possible (but not likely) a different decision would be made if a formal written proposal were submitted to Caltrans. The time required for such a process is unknown. The pros and cons of this option are as follows:

a. PRO's

- (1) Retains both "Durham" and "Auto Mall Parkway" in the street name.
- (2) New sign plates fit on existing signs on I-880.
- (3) Permits the installation of "Durham Auto Mall Pkwy" signs on I-680.

**b. CON's**

- (1) The 6-inch upper case and 4.5-inch lower case lettering for "Auto Mall" will be hard to see. (The lettering is comparable to the 6-inch upper case lettering used for street name signs the City installs at signalized intersections.)
- (2) Processing a request to use the reduced letter size could delay the installations of signs until the end of December 1991 or early January 1992.
- (3) Reduced size lettering disapproved by Caltrans.

**2. Rename Durham Auto Mall Parkway west of I-880 to Auto Mall Parkway.**

The street would be designated Durham Road between Mission Boulevard and I-680, Durham Auto Mall Parkway between I-680 and I-880, and Auto Mall Parkway west of I-880. This option would permit the installation of supplemental signs on I-880 reading "Durham Auto Mall Pkwy Next Exit" in each direction in advance of the off-ramp. All other I-880 signing would read "Auto Mall Pkwy." This option would require minimal changes to the signing plans which have been completed by staff and reviewed by Caltrans and would permit the signs to be installed by the end of October 1991. Staff recommends this alternative. The pro's and con's of this option are as follows:

**a. PRO's**

- (1) Retains both the name "Durham" and "Auto Mall Parkway" in the street name east of I-880.
- (2) Permits the installation of "Auto Mall Pkwy" sign plates on existing I-880 signs and the installation of supplemental "Durham Auto Mall Pkwy" signs on I-880.
- (3) Permits the installation of supplemental "Durham Auto Mall Pkwy" signs on I-680.
- (4) Can be accomplished with minimum delay.

**b. CON's**

- (1) Potential for motorist confusion-associated with the use of three street names along the same street.

**3. Rename Durham Auto Mall Parkway between I-680 and I-880 to Durham Road, and west of I-880 to Auto Mall Parkway.**

This option would permit the installation of supplemental signs on I-880 reading "Durham Rd. Next Exit" in each direction in advance of the off-ramp. All other I-880 signing would read "Auto Mall Pkwy." This option would eliminate supplemental "Durham Auto Mall Pkwy" signs on I-680. The elimination of I-680 signing could be mitigated by the installation of advance signing along westbound Durham Road between I-680 and I-880 directing motorists to Auto Mall Parkway. This option would require minimal changes to signing plans which have been completed by staff and reviewed by Caltrans and would permit the signs to be installed by the end of October 1991. The pro's and con's of this option are as follows:

a. PRO's

- (1) Retains the name Durham in the street name east I-880.
- (2) Permits the installation of "Auto Mall Pkwy" sign plates on the existing I-880 signs and the installation of supplemental "Durham Rd" signs on I-880.
- (3) Can be accomplished with minimum delay.

b. CON's

- (1) Eliminates Auto Mall signing on I-880.

**Notification of Sites Abutting Durham Road:** On May 13, 1991, written notification was mailed to property owners and occupants abutting Durham Road to inform them of the proposed street name change. One letter was received protesting the name change. This letter is included in the Council enclosed.

**General Plan Findings:** The proposed street name change alternatives are in conformance with land use and circulation goals and policies in the General Plan. The only General Plan effect will be the changing of maps and text to show the new street name(s).

**Environmental Impact Assessment:** Categorically exempt under Section 15301 of the CEQA Guidelines for the operation, repair, maintenance, or minor alteration of existing public or private structures. This proposal is considered to be classified as a minor alteration to existing highways and streets.

**Planning Commission Action:** On May 23, 1991, the Planning Commission adopted a motion (5-1-0-1) to recommend the renaming of Durham Auto Mall Parkway to Auto Mall Parkway (ST-91-12) to the City Council.

**Notification:** Public hearing notice was published by the Argus on June 8, 1991.

**ENCLOSURES:** Exhibit "A" (site plan showing extent of Durham Auto Mall Parkway); April 24, 1990, City Council Report and Minutes; May 24, 1990, Planning Commission Report and Minutes; July 10, 1990, City Council Report and Minutes; November 6, 1990, City Council Report and Minutes; April 9, 1991, Council Report and Action; Planning Commission Report and Minutes of May 23, 1991; June 18, 1990 City Council report; signing exhibits.

**RECOMMENDATIONS:**

1. Reopen public hearing; close public hearing.
2. Find ST-91-2 is in conformance with the relevant provisions contained in the City's existing General Plan. These provisions include the designations, goals, and policies set forth in the General Plan. The project conforms to the goals and objectives of the Transportation and Circulation section of the General Plan.
3. Adopt resolution changing the name of Durham Auto Mall Parkway to Auto Mall Parkway west of I-880. Direct City Clerk transmit the resolution to the Alameda County Board of Supervisors.