



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: SEPTEMBER 27, 2016
FROM: PUBLIC WORKS DEPARTMENT WARD: 1
SUBJECT: ESTABLISHMENT OF PREFERENTIAL PARKING ZONE ON BIRCH STREET – RESOLUTION

ISSUE:

Establish a Preferential Parking Zone (PPZ) on Birch Street from Jurupa Avenue to Maplewood Place.

RECOMMENDATION:

That the City Council adopt a resolution to establish a “2-Hour Parking between the Hours of 8:00 a.m. to 8:00 p.m. Monday through Saturday, with Preferential Permit Parking for residents” Zone on both sides of Birch Street from Jurupa Avenue to Maplewood Place.

BOARD RECOMMENDATION:

On August 3, 2016, the Transportation Board (Board) reviewed this matter; five of nine members were present. The Board unanimously recommended a modified proposal to establish a 2-Hour Preferential Parking Zone on both sides of Birch Street from Jurupa Avenue to Maplewood Place.

BACKGROUND:

The City’s Preferential Parking Program is a neighborhood-driven program which enables eligible residential neighborhoods continually impacted by outside parking sources to pursue establishment of Preferential Parking Zones (PPZ’s). PPZ’s limit the impacts of outside source parking and increase availability of on street parking for residents by providing permits to residents and their guests and requiring that a valid permit be displayed in vehicles parked on street within the PPZ during restricted days and times.

Establishment of a PPZ requires submission of a petition from immediately impacted residents showing support from a minimum of 75% of residents for the proposed PPZ. Once petition criteria has been met, the proposal is scheduled for consideration by the Transportation Board who makes recommendation to the City Council regarding the matter.

DISCUSSION:

The Public Works Department received a petition from 82% of residents on Birch Street requesting establishment of a “30-Minute Parking between the hours of 8:00 a.m. to 8:00 p.m. Monday through Saturday, with Preferential Permit Parking for residents” Zone. Residents indicate that overflow employee and patron parking from nearby businesses located on Jurupa Avenue is limiting on-street parking opportunities for residents and their guests.

Birch Street is located directly across from Magnolia Elementary School and is utilized by parents bringing their children to and from school. In order to limit potential impacts to on-street parking on Birch Street for parents and students parking to access the school, residents are pursuing a PPZ restriction that begins after the school start time of 7:45 a.m. and allows for short-term parking during dismissal. Additionally, the school has the ability to make advance arrangements to temporarily cease enforcement of the PPZ for special events to be held at the school.

On August 3, 2016, the Transportation Board heard public comments regarding the matter from both residents and area business owners. Residents indicated that their primary concern was all day employee parking from the nearby businesses. As a result, to better balance the needs of residents and business patrons of the nearby businesses, the Board recommended changing the duration of the proposed PPZ restriction from 30-Minute to 2-Hour Parking. The newly proposed PPZ would restrict long-term outside parking sources and provide residents and their guests with reasonable access to on-street parking during typical business hours while maintaining short-term 2-Hour parking for Magnolia Elementary School parents and students and nearby business patrons.

FISCAL IMPACT:

The cost of sign installation is estimated to be \$460.00. Funding is available in the existing Public Works Department budget. Additionally, a \$33.00 per application fee is collected upon the issuance of PPZ permits to offset associated administrative costs.

Prepared by: Kris Martinez, Public Works Director
Certified as to
availability of funds: Scott G. Miller, PhD., Chief Financial Officer/City Treasurer
Approved by: Al Zelinka, FAICP, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Resolution
2. Site Map
3. Transportation Board Meeting Minutes – August 3, 2016