



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: FEBRUARY 14, 2017**  
**FROM: PUBLIC WORKS DEPARTMENT      WARD: 5**  
**SUBJECT: REMOVAL OF 2-HOUR PARKING ZONE AND ESTABLISHMENT OF 1-HOUR PARKING ZONE ON MAGNOLIA AVENUE – RESOLUTION**

## **ISSUES:**

Remove the existing 2-Hour Parking Zone on the south side of Magnolia Avenue from Van Buren Boulevard to east of Farnham Place and establish a 1-Hour Parking Zone on the south side of Magnolia Avenue from Van Buren Boulevard to 150 feet east of Farnham Place.

## **RECOMMENDATIONS:**

That the City Council adopt a resolution to:

1. Remove the existing “2-Hour Parking between the hours of 9:00 a.m. to 6:00 p.m. Monday through Friday, except holidays” zone on the south side of Magnolia Avenue from Van Buren Boulevard to east of Farnham Place; and,
2. Establish a “1-Hour Parking between the hours of 9:00 a.m. to 6:00 p.m. Monday through Friday, except holidays” zone on the south side of Magnolia Avenue from Van Buren Boulevard to 150 feet east of Farnham Place.

## **BOARD RECOMMENDATIONS:**

On December 7, 2016, the Transportation Board (Board) reviewed this matter; seven of seven members were present. The Board unanimously recommended removal of the existing 2-Hour Parking Zone and establishment of the proposed 1-Hour Parking Zone on the designated segments of the south side of Magnolia Avenue.

## **BACKGROUND:**

The City works with local businesses to establish various time limited parking zones to provide short-term parking opportunities and ensure turn-over of available on-street parking spaces to promote area business patronization. Time limited parking zones help to minimize long-term parking which may reduce access to convenient parking for patrons during peak business hours.

Establishment of time limited parking zones requires submission of a petition from immediately impacted businesses showing support from a minimum of 75% of tenants or owners for the proposed time limited parking zone. 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 showing support from 79% of the tenants or owners of the existing commercial parcels located on the south side of Magnolia Avenue from Van Buren Boulevard to east of Farnham Place requesting removal of the existing 2-Hour Parking Zone and establishment of a 1-Hour Parking Zone to better serve the short-term parking needs of the area businesses.

Businesses indicate that the existing 2-Hour Parking Zone does not provide sufficient turn-over of on-street parking limiting access for patrons. Businesses believe that reducing the time frame allowed for on-street parking at the front of their store fronts from two hours to one hour will allow ample time for patronizing the area businesses and will encourage increased consumer visits.

### **FISCAL IMPACT:**

The cost of sign removal and installation is estimated to be \$275. Funding is available in the existing Public Works Department budget, Signing Supplies account number 4110100-424143, to cover this cost.

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 – December 7, 2016