



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JANUARY 15, 2019

FROM: PUBLIC WORKS DEPARTMENT WARD: 1

SUBJECT: REVISION OF 30-MINUTE PARKING ZONE ON MARKET STREET – RESOLUTION

ISSUE:

Revision of the existing 30-minute parking zone on the west side of Market Street between Sixth Street and Mission Inn Avenue along the frontage of the Riverside Food Lab located at 3605 Market Street to change the zone duration from “9:00 a.m. to 5:00 p.m. except Saturday, Sunday, and holidays” to “6:00 a.m. to 10:00 p.m. Daily.”

RECOMMENDATION:

That the City Council adopt a resolution to revise the existing 30-minute parking zone on the west side of Market Street from Sixth Street to Mission Inn Avenue to change the zone duration from “9:00 a.m. to 5:00 p.m. except Saturday, Sunday, and holidays” to “6:00 a.m. to 10:00 p.m. Daily.”

BOARD RECOMMENDATION:

The December 5, 2018 Transportation Board (Board) meeting was cancelled by the Board Chairman due to insufficient agenda items. As a result, to avoid delays in the processing of this request, the item is being brought directly to City Council for consideration.

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 have 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 request from the Riverside Food Lab located at 3605 Market Street to revise the existing 30-minute parking zone at the frontage of their facility along Market Street south of Sixth Street to extend the hours and days the zone is in effect. The Riverside Food Lab indicates that due to the high volume of patrons picking up food and/or drinks from one or more of their 14 eateries, easily accessible short-term parking opportunities for these patrons are now needed during all days and hours of operation.

Expanding the duration of the existing 30-minute parking zone at the frontage of the Riverside Food Lab will provide greater convenient short-term parking options throughout the facility’s business hours better meeting the current needs of the Riverside Food Lab and their patrons. Patrons needing longer-term parking will continue to be served by the existing nearby 90-Minute parking zones on both sides of Sixth Street west of Market Street, on the west side of Market Street north of Sixth Street, and on Fairmount Boulevard between Sixth Street and Mission Inn Avenue as well as the free parking opportunities for the first 90-minutes within adjacent Garage 7.

FISCAL IMPACT:

The cost of sign removal and installation is estimated to be \$132. 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: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

- Attachments:
1. Resolution
 2. Site Map