



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: OCTOBER 12, 2021**

**FROM: PUBLIC WORKS DEPARTMENT      WARD: 3**

**SUBJECT: ESTABLISHMENT OF A TIMED NO PARKING ZONE ON WILDERNESS AVENUE  
– RESOLUTION**

## **ISSUE:**

Establishment of a timed No Parking zone on both sides of Wilderness Avenue from Ed Perkic Street to the northerly terminus.

## **RECOMMENDATION:**

That the City Council approve the establishment of a “No Parking between the hours of 4:00 p.m. to 8:00 a.m. Daily” zone on both sides of Wilderness Avenue from Ed Perkic Street to the northerly terminus.

## **BOARD RECOMMENDATION:**

The Transportation Board (Board) was scheduled to meet and review this proposal on August 4, 2021, however, due to lack of quorum the Board meeting was cancelled. To provide timely service to the businesses located within the impacted segment of Wilderness Avenue, this item is being presented directly to City Council for approval. The Transportation Board Chair was briefed on the plan to process the item expeditiously.

## **BACKGROUND:**

The City works with residents and local businesses to establish various time-restricted parking zones. Time-restricted parking zones are utilized to control parking availability and may help to minimize safety, noise, or other concerns generated by parking during specific times of the day.

The establishment of time-restricted parking zones requires submission of a petition from immediately impacted residents or businesses showing support from a minimum of 75% of tenants or owners for the proposed time-restricted parking zone. Once petition criteria has been met, the proposal is scheduled for consideration by the Transportation Board, who makes recommendations to the City Council regarding the matter.

## **DISCUSSION:**

The Public Works Department received a petition from one-hundred percent (100%) of the two (2) immediately impacted businesses on Wilderness Avenue from Ed Perkic Street to the northerly terminus requesting establishment of a “No Parking between the hours of 4:00 p.m. to 8:00 a.m. Daily” zone within this street segment. Businesses indicate that parking beginning in the early evening hours and extending overnight until early morning hours is unrelated to their business operations and is generating loitering, theft, and vandalism activities on their properties and dumping within the street and public right-of-way areas.

Additionally, the Riverside Police Department has recommended establishment of the proposed Timed No Parking zone to restrict parking to deter illegal activity, loitering, trespassing, theft, illegal dumping, and overnight parking for the intent of accessing the Santa Ana River bottom located to the north of the end of Wilderness Avenue.

## **STRATEGIC PLAN ALIGNMENT:**

The proposed Timed No Parking zone aligns with the City’s Strategic Priorities supporting established goals outlined under **Strategic Priority 6 – Infrastructure, Mobility, and Connectivity**. Additionally, the proposal aligns with the following Cross-Cutting Threads:

1. **Community Trust** – The proposed restriction is the product of a signed petition with 100% concurrence by adjacent property owners.
2. **Equity** – The proposed restriction is intended to deter illegal activity and create a safer environment for all. The restriction is anticipated to have a positive impact both in the immediate restriction vicinity and along the Santa Ana River Trail. Many residents rely on the Santa Ana River Trail for safe non-motorized transportation as an alternative to vehicular travel.
3. **Fiscal Responsibility** – This proposal may reduce costs associated with City Solid Waste crew response to and pick-up of illegally dumped materials within the public street, and public right-of-way area along the northerly segment of Wilderness Avenue as well as decreasing the need for Police Officer patrols and responses to reports of illegal activity, loitering, trespassing, and theft within the street segment and potentially illegal activities within the connecting Santa Ana River bottom area.
4. **Innovation** – The proposed parking restriction is part of a larger set of actions being taken along the Santa Ana River and represents innovative cross-department collaboration.
5. **Sustainability & Resiliency** - The proposed Timed No Parking restriction is anticipated to aid in reducing illegal activity, loitering, trespassing, theft, illegal dumping and deterring access to the Santa Ana River bottom area via Wilderness Avenue, promoting public health and safety.

**FISCAL IMPACT:**

The fiscal impact of this recommendation is estimated to be \$436 for sign fabrication. Funds are budgeted and available in the General Fund, Public Works Street Maintenance, Signing Supplies account number 4110100-424143.

Prepared by: Gilbert Hernandez, Interim Public Works Director  
Certified as to  
availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer  
Approved by: Rafael Guzman, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

**Attachments:**

1. Resolution
2. Site Map
3. Transportation Board Meeting Minutes – August 4, 2021