City of Arts & Innovation

City Council Memorandum

TO: **HONORABLE MAYOR AND CITY COUNCIL** **DATE: JUNE 24, 2025**

FROM: **PUBLIC WORKS DEPARTMENT** **WARD: 1**

SUBJECT: **MARKET STREET AND SECOND STREET REMOVAL OF A SEGMENT OF TIMED 2-HOUR PARKING ZONE AND ESTABLISHMENT OF TIMED 20-MINUTE PARKING ZONES - RESOLUTION**

ISSUES:

Consideration of: 1) removal of a segment of the existing timed 2-Hour Parking zone on the west side of Market Street from 30 feet south of Second Street to 50 feet southerly of and establishment of a timed 20-Minute Parking zone within the same segment; and 2) removal of the existing yellow curb commercial loading zone on the south side of Second Street from 55 feet west of Market Street to 42 feet westerly thereof and establishment of a timed 20-Minute Parking zone within the same segment.

RECOMMENDATIONS:

That the City Council:

1. Adopt a Resolution to remove a segment of the existing "2-Hour Parking between the hours of 9:00 a.m. to 6:00 p.m., except Sunday and holidays" zone on the west side of Market Street from 30 feet south of Second Street to 50 feet southerly of; establish a "20-Minute Parking between the hours of 9:00 a.m. to 6:00 p.m., except Sunday and holidays" zone within the same segment; and revise the original Master Parking Schedule to change the boundaries of the remaining timed 2-Hour Parking zone on the west side of Market Street from "Second Street to Fifth Street" to "50 feet south of Second Street to Fifth Street"; and

2. Establish a "20-Minute Parking between the hours of 9:00 a.m. to 6:00 p.m., except Sunday and holidays" zone on the south side of Second Street from 55 feet west of Market Street to 42 feet westerly thereof.

BOARD RECOMMENDATION:

On April 2, 2025, the Transportation Board (Board) reviewed this matter; six of six members were present. The Board voted unanimously to recommend approval of the proposed parking

modifications at the intersection of Market Street and Second Street.

BACKGROUND:

The City works with local businesses to establish various time-limited parking zones to provide short-term parking opportunities and ensure the turnover 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 the minimum petition requirements have been satisfied, the proposal is scheduled for consideration by the Transportation Board who makes a recommendation to the City Council regarding the matter.

DISCUSSION:

The Public Works Department received a petition from four of five or eighty percent (80%) area businesses in close proximity to the Riverside Market located at 3225 Market Street Suite #105 to remove the segment of the existing timed 2-Hour Parking zone on the west side of Market Street just south of Second Street within the first marked parking stall and establish a timed 20-Minute Parking zone within the same segment. Additionally, the Public Works Department received a petition from five of six or eighty-three percent (83%) of area businesses in close proximity to the Riverside Market and the Centerpointe Luxury Apartments located at 3145 Market Street to remove the existing yellow curb commercial loading zone on the south side of Second Street from 55 feet west of Market Street to 42 feet westerly thereof and establish a timed 20-Minute Parking zone within the same segment.

The proposed timed 20-Minute Parking zones will encourage more frequent turnover of vehicles parked on-street and better serve patrons of the Riverside Market. The Riverside Market's owner indicates that the yellow curb commercial loading zone currently in place on the south side of Second Street is not utilized by businesses within the shopping center who use the rear parking lot for loading/unloading purposes and removal of the commercial loading zone and establishment of two marked parking stalls subject to timed 20-Minute Parking restriction will make better use of the space and create needed short-term parking in close proximity to the market. For consistency with the existing adopted and posted timed 2-Hour Parking zones, the proposed timed 20-Minute Parking zones would be in effect during peak business hours between 9:00 a.m. and 6:00 p.m. except Sunday and holidays.

STRATEGIC PLAN ALIGNMENT:

This proposal is in keeping with **Strategic Priority 2 – Community Well-Being** and **Goal 2.4** – Support programs and innovations that enhance community safety, encourage neighborhood engagement, and build public trust. Additionally, the proposal relates to the cross-cutting threads as demonstrated below:

1. **Community Trust** - This project is directly responsive to business petitions requesting removal of a segment of the existing timed 2-Hour Parking zone on the west side of

Market Street just south of Second Street and establishment of a timed 20-Minute Parking zone within the same segment and requesting establishment of a timed 20-Minute Parking zone on the south side of Second Street from 55 feet west of Market Street to 42 feet westerly thereof.

2. **Equity** - The proposed 20-Minute Parking zones adjacent to the Riverside Market serve patrons better by increasing the turnover of available on-street parking at these locations and were supported by businesses near the market.

3. **Fiscal Responsibility** - Relocation and revision of existing timed 2-Hour Parking zone and installation of timed 20-Minute Parking zone signage is performed by our Streets Division crews with nominal associated costs.

4. **Innovation** - This project is neutral towards this cross-cutting thread.

5. **Sustainability & Resiliency** - This project is neutral towards this cross-cutting thread.

FISCAL IMPACT:

The total fiscal impact of this report is the cost of sign removal and installation which is estimated to be $500. Funding is budgeted and available in the General Fund, Streets Maintenance Division, Signing Supplies account number 4110100-424143 to cover this cost.

Prepared by:	Philip Nitollama, City Traffic Engineer
Approved by:	Gilbert Hernandez, Director of Public Works Department
Certified as to Availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim, City Attorney

Attachments:

1. Resolution
2. Site Map
3. Transportation Board Meeting Minutes – April 2, 2025
4. Presentation