



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 18, 2025
FROM: PUBLIC WORKS DEPARTMENT WARD: 1
SUBJECT: MAIN STREET – ESTABLISHMENT OF TIMED 30-MINUTE PARKING ZONE - RESOLUTION

ISSUE:

Consider establishment of a timed 30-Minute Parking zone on the west side of Main Street from 585 feet south of Poplar Street to 150 feet southerly thereof.

RECOMMENDATION:

That the City Council adopt a Resolution to establish a “30-Minute Parking between the hours of 7:00 a.m. to 6:00 p.m. Monday through Friday” zone on the west side of Main Street from 585 feet south of Poplar Street to 150 feet southerly thereof.

BOARD RECOMMENDATION:

On October 1, 2025, the Transportation Board (Board) reviewed this matter; six of seven members were present. The Board voted unanimously to recommend approval of the proposed establishment of a “30-Minute Parking between the hours of 7:00 a.m. to 6:00 p.m. Monday through Friday” zone on the west side of Main Street from 585 feet south of Poplar Street to 150 feet southerly thereof.

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 six of seven or eighty-six percent (86%)

of area businesses near 2879 / 2891 Main Street to establish a timed 30-Minute Parking zone on the west side of Main Street from 585 feet south of Poplar Street (just south of the driveway at 2879 Main St) to 150 feet southerly thereof.

The proposed timed 30-Minute Parking zone will encourage more frequent turnover of available on-street parking by creating much needed short-term parking during peak business days and times to better serve area business patrons.

FISCAL IMPACT:

The fiscal impact of this action is for sign installation, which is estimated to be approximately \$500. Sufficient funding is budgeted and available in the General Fund, Public Works Street Maintenance, Signing Supplies account 4110100-424143.

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. Aerial Map
4. Transportation Board Meeting Minutes – October 1, 2025
5. Presentation