



City of Arts & Innovation

Transportation Board

TO: TRANSPORTATION BOARD

DATE: OCTOBER 1, 2025

FROM: PUBLIC WORKS DEPARTMENT

WARD: 1

SUBJECT: MAIN STREET – ESTABLISHMENT OF TIMED 30-MINUTE PARKING ZONE

ISSUE:

Consideration of 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 Transportation Board recommend that the City Council approve 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 in close proximity to 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 needed short-term parking during peak business days and times to better serve area business patrons.

FISCAL IMPACT:

The cost of sign installation is estimated to be \$500. Funding is available in the existing Public Works Department budget, 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

Attachments:

1. Site Map
2. Aerial Map
3. Presentation