

**REPORT TO THE  
CITY COUNCIL**  
*City of Salinas, California*

DATE: June 14, 2016

FROM: Gary Petersen, C. A. E.  
Public Works Director

THROUGH: Robert C. Russell, P. E.  
Deputy Public Works Director/City Engineer

BY: Victor Gutierrez,  
Assistant Engineer/Transportation Division

SUBJECT: **20-MINUTE GREEN ZONE REQUEST AT 349 WILLIAMS RD**

**RECOMMENDATION:**

It is recommended that the City Council adopt a resolution approving four (4) 20-MINUTE GREEN ZONE designations in front of Salmex Bakery located at 349 Williams Rd.

**DISCUSSION:**

Salvador Espinoza, business owner of Salmex Bakery, contacted traffic engineering staff and requested four (4) 20-MINUTE GREEN ZONE designations along his business' frontage on Williams Road and Bellehaven Street. The business address is 349 Williams Road and is located at the corner of Williams Road and Bellehaven Street (see Exhibit 1). According to Mr. Espinoza, his customers visit the store for an average of 20-30 minutes. Additionally, Mr. Espinoza states that vehicles are parked in front of his business for long periods of time and potential clientele cannot find a place to park.

Williams Road, between Grandhaven Street and Bellehaven Street, is a four-lane arterial street with a two way left turn lane. The street is approximately 66 feet wide, from curb face to curb face. Parking is generally permitted on both sides of the street. Bellehaven Street, between Williams Road and 1st Avenue is a local street, which is approximately 34 feet wide (curb face to curb face). Parking is generally permitted on both sides of the street.

Traffic staff recommends approval of green zones along businesses frontages, when requested, in areas where there is demand and limited off-street parking opportunities. Green zones allow a quick turnaround of parking spaces for customers to have access to businesses. The requestor is also aware that the proposed green zones, if approved, are not for the exclusive use of Salmex Bakery. The 20-minute parking restricted spaces are for the general public's use. A field survey confirmed the parking demand in front of the business and that vehicles using the referenced spaces occupy them for several hours.

Parking enforcement is currently done on a complaint basis and responses to parking violations are

a low police priority. A 20-MINUTE GREEN ZONE means no standing or parking for longer than twenty minutes at any time between 7:00 a.m. and 6:00 p.m. of any day except Sundays and holidays.

Thus, staff supports the requested four (4) 20-MINUTE GREEN ZONE designations for Salmex Bakery at 349 Williams Road along the business' frontage on Williams Road and Bellehaven Street.

**TRAFFIC AND TRANSPORTATION COMMISSION RECOMMENDATION:**

Mr. Espinoza spoke at the Traffic and Transportation Commission meeting and presented his parking concerns. He stated that cars are parked along his business' frontage for long periods of time and his customers have a difficult time finding a place to park.

At its meeting of April 14, 2016, the Traffic and Transportation Commission voted (6-0) to recommend City Council approve four (4) 20-MINUTE GREEN ZONE designations for the business tenant located at 349 Williams Road.

**ISSUE:**

Shall City Council adopt a resolution approving four (4) 20-Minute Green Zone along 349 Williams Road frontage on Williams Road and Bellehaven Street as shown on the attached Exhibit 1 and as detailed herein?

**FISCAL IMPACT:**

Salvador Espinoza, business owner of Salmex Bakery has submitted payment for four (4) 20-MINUTE GREEN ZONE designations to cover processing and installation costs.

**TIME CONSIDERATIONS:**

There is no immediate time consideration for this issue, although the applicant and staff desire timely consideration and action on this issue to complete the request.

**ALTERNATIVES:**

1. City council may modify staff's recommendation based on public input/justification; or
2. Not recommend approval of the green zones.

**CITY COUNCIL GOALS:**

This action supports the Council's goals of Economic Diversity and Prosperity by making parking adjustments that support local business.

## **CONCLUSIONS:**

At its meeting of June 14, 2016, the Salinas City Council is requested to adopt a resolution approving four (4) 20-MINUTE GREEN ZONE designation for the business tenant located at 349 Williams Road.

*Distribution:*  
*City Manager*  
*City Attorney*

*Back Up Pages:*  
*Resolution*  
*Exhibit 1*

*I:\PWTra\Reports to Council\20 Min. Green Zones\Green Zone - 323 Williams Road\Green Zones - 323 Williams Road.docx*

RESOLUTION NO. \_\_\_\_\_ (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING FOUR (4) 20-MINUTE GREEN ZONE DESIGNATIONS FOR THE BUSINESS TENANT LOCATED AT 349 WILLIAMS ROAD**

**WHEREAS**, the City received a request from Salvador Espinoza, business owner of Salmex Bakery, located at 349 Williams Road, to install four 20-minute green zones along the business' frontage on Williams Road and Bellehaven Street; and

**WHEREAS**, on April 14, 2015, the Traffic and Transportation Commission voted unanimously (6-0) to approve four (4) 20-minute green zone at 349 Williams Road.

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SALINAS:**

1. That the recitals set forth above are true and correct, and are incorporated herein by reference.
2. **BE IT RESOLVED** that the Salinas City Council hereby amends Resolution No. 6993 (N.C.S.) adopted February 9, 1970, by adding a **TWENTY-MINUTE GREEN ZONE** at the following location:

| <u>ADDRESS</u>    | <u>APPLICANT</u>  | <u>NO. OF ZONES</u> |
|-------------------|-------------------|---------------------|
| 349 Williams Road | Salvador Espinoza | Four (4)            |

**PASSED AND ADOPTED** this 14th day of June, 2016 by the following votes:

**AYES:**

**NOES:**

**ABSENT:**

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Joe Gunter, Mayor

ATTEST:

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Patricia M. Barajas, City Clerk