

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

DATE: June 17, 2014

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

THROUGH: Robert C. Russell, P. E.  
City Engineer

BY: Victor Gutierrez,  
Junior Engineer

SUBJECT: **2-HOUR PARKING ZONES REQUEST AT HOLADAY AVENUE**

**RECOMMENDATION:**

It is recommended that the City Council adopt a resolution approving two 2-hour parking zones designation along Holaday Avenue at 901 East Alisal Street.

**DISCUSSION:**

Manuel Marroquin, owner of Trujillo Tax Services, Inc. contacted staff and requested two 2-hour parking zones along the business's side street frontage on Holaday Street. The business address is 901 East Alisal Street and is located at the corner of East Alisal Street and Holaday Avenue (see attached Exhibit 1). Holaday Avenue, extends from East Street to East Alisal Street, is a two-lane local street, which is generally 44 feet wide (curb face to curb face). This street is approximately 220 feet long and parking is generally permitted on both sides of the street. According to Mr. Marroquin the 2-hour parking zones along the store's frontage would provide convenient parking for customers as well as create parking turnover during business hours. The City's Traffic Engineering staff contacted the Salinas United Business Association (SUBA) executive director Jose Martinez-Saldana to discuss parking request along Holaday Avenue and at other locations within the SUBA area. Mr. Saldana agreed and supported the requested 2-hour parking zones.

Traffic staff typically supports approval of time limited parking zones fronting businesses in areas where there is demand and limited off-street parking opportunities during business hours. Time limited parking zones allow a reasonable turnaround of parking spaces for customers to have access to businesses. The requestor is also aware that the proposed zones, if approved, are not for the exclusive use of the requestor. The 2-hour parking restricted spaces are for the general public's use.

A catering truck (El Volcan) currently occupies these spaces pursuant to a City-issued permit between the hours of 3:00 P.M. and 3:00 A.M. This catering truck may still operate in the restricted parking zone after the hours of enforcement (8:00 a.m. to 6:00 p.m.). Additionally, the catering truck could

operate in two hour increments in order to comply with the parking restriction, or could arrive at 4:00 P.M. and stay until 3:00 A.M. (the time allowed on their vendor permit).

City staff met with Jose Urtiz, Berenice Gonzalez and Sergio H. Parra, owners of El Volcan and their attorney. Both Jose and Berenice have concerns with the 2-hour parking zone designations since they operate their catering truck at this location. During the meeting, staff clarified that the parking restriction was not intended to relocate and/or restrict their ability to operate their catering business at this location. El Volcan would be able to continue operating at this location as long as they comply with the parking restriction and their vendor permit regulations.

The City Council's approval of the requested parking restrictions is categorically exempt under CEQA Guidelines Section 15301(c).

**ISSUE:**

Shall City Council adopt a resolution approving two (2) 2-hour parking zone designations along Holaday Avenue (located at 901 East Alisal Street) as shown on exhibit 1 and as detailed herein?

**TRAFFIC COMMISSION RECOMMENDATIONS:**

At its meeting of April 11, 2013, Traffic and Transportation Commission unanimously recommended approval by a 5-0 vote of the two (2) 2-hour parking zone designations along the Holaday Avenue frontage (901 E Alisal St).

**FISCAL IMPACT:**

There are sufficient funds available at this time to complete said work.

**TIME CONSIDERATIONS:**

There is no immediate time consideration for this issue, although staff desires timely consideration to address the concerns raised in the request for the parking designations.

**ALTERNATIVES/IMPLICATIONS:**

Deny the request. This will leave the situation as it currently exists, but does not address the concerns of the petitioning business.

**CITY COUNCIL GOALS:**

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

**CONCLUSIONS:**

At its meeting of June 17, 2014 Salinas City Council is requested to adopt a resolution approving two (2) 2-hour parking zone designations along Trujillo Tax Services, Inc.'s Holaday Avenue frontage (located at 901 East Alisal Street) as shown on exhibit 1 and as detailed herein.

Distribution:  
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Back Up Pages:  
Resolution  
Exhibit 1—Aerial Map  
Request Application

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

**A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING TWO 2-HOUR  
PARKING ZONES DESIGNATION ALONG HOLADAY AVENUE AT 901 EAST ALISAL  
STREET**

**WHEREAS**, the City received a request from Manuel Marroquin, owner of Trujillo Tax Services, Inc. to designate two 2-hour parking zones along the business's side street frontage on Holaday Street. The business address is 901 East Alisal Street and is located at the corner of East Alisal Street and Holaday Avenue; and

**WHEREAS**, on April 8, 2014 the Traffic and Transportation Commission unanimously recommended approval by a 5-0 vote of two (2) 2-hour parking zone designations along the Holaday Avenue frontage (located at 901 East Alisal Street).

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

1. The recitals set forth above are true and correct, and are incorporated herein by reference.
2. Resolution No. 8120 (N.C.S.), adopted May 29, 1973, LIMITING PARKING TO TWO HOUR, is hereby amended to ADD the following:

<b>STREET</b>	<b>Side(S)</b>	<b>LIMITS</b>
Holaday Avenue	Easterly Curbline	Along the easterly curbline of Holaday Avenue between points 50 feet and 98 feet north of the northerly curbline of East Alisal Street

**PASSED AND ADOPTED** this 17th day of June 2014, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

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Joe Gunter, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk