

**REPORT TO THE  
TRAFFIC & TRANSPORTATION COMMISSION**  
*City of Salinas, California*

DATE: October 13, 2016

FROM: Victor Gutierrez, Assistant Engineer

THRU: Frank Aguayo P.E.  
Acting Deputy Public Works Director/City Engineer

SUBJECT: **20-MINUTE GREEN ZONE REQUEST AT 607 EAST MARKET STREET**

**RECOMMENDATION:**

Traffic Staff requests that the Traffic and Transportation Commission consider recommending approval of two (2) 20-Minute Green Zone designation for the business located at 607 East Market Street.

**DISCUSSION:**

Pablo Espinoza, business/property owner of Espinoza Furniture, contacted staff and requested two (2) 20-Minute Green Zone along the business' frontage on 607 East Market Street. The business is located at the corner of Carr Avenue and East Market Street (see Exhibit 1). According to Pablo Espinoza, his customers visit the store for an average of 20-60 minutes.

E Market Street, between Carr Avenue and North Pearl Street, is a four-lane arterial street. The street is approximately 64 feet wide, from curb face to curb face. Parking is generally permitted on both sides of the street.

Traffic Division staff surveyed the site and found that this business has 11 off-street parking stalls. Typically, staff recommends approval of green zones fronting businesses 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. However, in this case the business has adequate off-street parking to serve its customers. Traffic staff spoke to the store's manager who said that the parking spaces are not often not available for any customers during business hours because they are used by employees of other businesses. Furthermore, nearby businesses also have on-site parking but are choosing to have employees park on the street. Occasionally, larger trucks take the parking on the street and blocks the view of their business for an entire day. In addition, the store manager says that customers from adjacent businesses use their parking lot and they have allowed it. They want to make the parking spaces in front of their businesses be available for customers, theirs or other businesses' customers.

Thus, staff requests Traffic and Transportation Commission to consider recommending to City Council two (2) 20-Minute Green Zones along the business's frontage at 607 East Market Street.

The requestor is also aware that the proposed green zones, if approved, are not for the exclusive use of the requestor. The 20-minute parking restricted spaces are for the general public's use. Enforcement is generally done on a complaint basis and responses to violations are a low police priority.

**ISSUE:**

Shall the Traffic and Transportation Commission recommend City Council approval of two (2) 20-Minute Green Zone along the business' frontage at 607 East Market Street as shown on the attached Exhibit 1 and as detailed herein?

**FISCAL IMPACT:**

Pablo Espinoza, business/property owner of Espinoza Furniture has submitted payment for two (2) 20-Minute Green Zone 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.

**ALTERNATIVES:**

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

**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 October 13, 2016, the Traffic and Transportation Commission is requested to recommend City Council approve two (2) 20-Minute Green Zone along 607 E Market Street.

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*Back Up Pages:*  
*Exhibit 1(Location Map)*  
*Special Curb Parking Zone Application*