

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

DATE: February 7, 2017

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

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

BY: Victor Gutierrez,
Assistant Engineer

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

RECOMMENDATION:

It is recommended that the City Council approve a resolution for two (2) 20-Minute Green Zone designations 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 Zones 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 on-street parking spaces are not often available for any customers during business hours because they are used by employees of the nearby businesses. Furthermore, he stated that 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.

Traffic staff provided Notices to surrounding parcels including businesses and did not receive any

objecting feedback. Staff concludes that there is high parking demand for employees in the area. The requested 2 stalls for 20-minute parking provides convenient parking for potential customers who may not find parking easily.

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.

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

TRAFFIC AND TRANSPORTATION COMMISSION RECOMMENDATION:

At its meeting of October 13, 2016, the Traffic and Transportation Commission voted (4-0) to recommend City Council approve two (2) 20-Minute Green Zone designations for the business located at 607 East Market Street.

ISSUE:

Shall City Council approve a Resolution for two (2) 20-Minute Green Zones 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 Zones 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:

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 a local business.

CONCLUSIONS:

At its meeting of February 7, 2017, the Salinas City Council is requested to adopt a resolution approving two (2) 20-Minute Green Zones along 607 E Market Street.

*Back Up Pages:
Resolution
Exhibit 1*

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RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING TWO (2) 20-MINUTE GREEN ZONE DESIGNATION FOR THE BUSINESS LOCATED AT 607 EAST MARKET STREET

WHEREAS, the City received a request from Pablo Espinoza, business/property owner of Espinoza Furniture, located at 607 East Market Street, to install two (2) 20-Minute Green Zones along the business' frontage on 607 East Market Street; and

WHEREAS, on October 13, 2016, the Traffic and Transportation Commission voted unanimously (4-0) to approve two (2) 20-Minute Green Zones at 607 East Market Street.

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>
607 East Market Street	Pablo Espinoza	Two (2)

PASSED AND ADOPTED this 7th day of February 2017 by the following votes:

AYES:

NOES:

ABSENT:

APPROVED:

Joe Gunter, Mayor

ATTEST:

Patricia M. Barajas, City Clerk