



CITY OF SALINAS

COUNCIL STAFF REPORT

DATE: MARCH 6, 2018

DEPARTMENT: PUBLIC WORKS, TRANSPORTATION & TRAFFIC DIVISION

FROM: VICTOR GUTIERREZ, ASSISTANT ENGINEER
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TITLE: 2-HOUR PARKING ZONE REQUEST ALONG 800 BLOCK OF EAST ALISAL STREET

RECOMMENDED MOTION:

A motion to approve a resolution for 2-Hour Parking Zone designations along the 800 Block of East Alisal Street (between North Filice Street and Holaday Avenue).

RECOMMENDATION:

Traffic staff recommends approval of 2-Hour Parking Zone fronting businesses in areas where there is demand and limited off-street parking opportunities. These 2-Hour Parking Zones allow a turnaround of parking spaces for customers to have access to businesses.

BACKGROUND:

Staff received a signed letter of support from the Salinas United Business Association (SUBA) requesting 2-Hour or 90-minute Parking Zone designations along 800 Block of East Alisal Street (between North Filice Street and Holaday Avenue). According to business owners, the lack of off-street parking and vehicles parked in front of their businesses for a long period of time have an adverse effect on their businesses since potential clientele may not find places to park near businesses.

Staff is supportive of these requests and recommends approval of parking restrictions fronting businesses in areas where there is demand and there are 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 letter from Alejandro Chavez, Executive Director of SUBA, included a survey summarizing area businesses opinions on which parking restriction was preferred. According to the survey, 62% of businesses surveyed prefer a 1-hour parking restriction. However, 31% felt that a 90-minutes or even a 120-minute parking restriction is preferred. Staff attended a SUBA Board meeting and received additional input that a longer parking restriction time may be better because

of the variety of businesses along this segment of East Alisal Street may have different demands for customer parking. Staff is recommending 2-hour parking since it provides the longest period for parking desired as expressed by merchants responding to the SUBA survey.

The 2-Hour parking restricted spaces are for the public's use and not restricted for the uses of customers of businesses on the 800 Block of East Alisal Street. Staff supports the requested parking restrictions that serve the businesses and recommends a 2-Hour Parking Zone designations along the northern curblane of the 800 Block of East Alisal Street as shown in the attached Exhibit 1, as it provides a longer period for parking while still encouraging clientele turnover.

Staff noted at the meeting that there is a desire to manage parking demand along the commercial segment of East Alisal Street. It is important to have consistency in parking restrictions along the corridor so that customers visiting the area understand the parking restrictions. It also helps parking enforcement staff if there are consistent parking rules along the corridor. Staff will be working with SUBA and business owners towards consistent and easy to understand parking restrictions that support improving customer access to area businesses.

TRAFFIC AND TRANSPORTATION COMMISSION:

The requested 2-Hour Parking Zone designations was presented to the Traffic and Transportation Commission at its February 2018 meeting.

Business owners from the 800 Block of East Alisal Street attended the Traffic and Transportation Commission Meeting along with the Executive Director of SUBA. There are differing views among businesses on parking restrictions appropriate for the East Alisal Corridor; however, those attending expressed the willingness to work with each other for mutual benefit and support the 2-hour parking restriction. Public Works staff will also provide support for the businesses with parking enforcement to help improve customer access. Area businesses anticipate continuing work with the City to improve customer access, including the management of parking on East Alisal Street.

The Traffic and Transportation Commission voted 6-0 to recommend to the City Council the approval of 2-Hour Parking Zones along the northern curblane of the 800 Block of East Alisal Street (between North Filice Street and Holaday Avenue).

CEQA CONSIDERATION:

The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The designation of the 2-Hour Parking Zones supports Council's initiative of Economic Diversity and Prosperity by making parking adjustments that supports local businesses.

FISCAL AND SUSTAINABILITY IMPACT:

The estimated cost to install signs for the 2-Hour Parking Zone designations is \$300. There are sufficient funds available in the City streets maintenance budget at this time to complete this work.

ATTACHMENTS:

Resolution
Exhibit 1 (Location Map)
SUBA Support Letter