

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: KIM NADEAU, PARKING MANAGER  
FINANCE DEPARTMENT  
KEVIN BUCHANAN, ADMINISTRATIVE ANALYST  
FINANCE DEPARTMENT  
SUBJECT: PETITION TO ESTABLISH THE WEST END RESIDENTIAL  
PERMIT PARKING ZONE

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve the petition to establish the West End Residential Permit Parking Zone.

---

EXECUTIVE SUMMARY

The Finance Department has received a petition from residents of the 500 and 600 blocks of Jefferson Street, the 00 and 100 blocks of West 7<sup>th</sup> Street, and the 600 block of Madison Street. Residents from these blocks are requesting the creation of the West End Residential Permit Parking Zone, with restrictions limiting on-street parking to two (2) hours, Monday through Saturday, between the hours of 9:00 a.m. and 6:00 p.m.

BACKGROUND

Santa Rosa City Code 11-44.050 establishes that neighborhoods impacted by non-resident parking may submit a petition to the City Council to have their area added to the Residential Permit Parking Program ("Program"). The 500 and 600 blocks of Jefferson Street, the 00 and 100 blocks of West 7<sup>th</sup> Street, and the 600 block of Madison Street have submitted a petition to be included in the Program. The Program was established to provide on-street parking relief in the form of time limited parking in neighborhoods being impacted by a high volume of non-resident parkers who are attracted to that particular area; such as Santa Rosa Junior College, the Fairgrounds, Memorial Hospital, and the periphery of downtown Santa Rosa. Residential units within the designated permit area are eligible for permits which exempt them from the posted on-street time limits.

PRIOR CITY COUNCIL REVIEW

Not applicable

ANALYSIS

The petition for application to the Program exceeds the City's requirement of 60% support from residential units in the proposed area. Eighty percent (80%) of residential units on the 500 block of Jefferson (4 of 5), 100% of residential units on the 600 block of Jefferson (3 of 3), 71% of residential units on the 00 block of W 7th Street (5 of 7), 71% of residential units on the 100 block of W 7th (17 of 24), and 100% of residential units on the 600 block of Madison (4 of 4) are in support. Exhibit A shows the proposed area to be included into the West End Residential Permit Parking Zone.

The area requested for inclusion in the Program is in close proximity to Railroad Square and the downtown SMART train station and is experiencing spill over parking impacts which make it difficult for residents to park near their homes.

A neighborhood meeting was held on August 20, 2019 to discuss the parking concerns of residents on these blocks, describe the pros and cons of inclusion in the Program, and assess neighborhood support for the request. Fifteen people were in attendance of which seven were residents of the proposed permit zone. All of these residents favored moving forward with the petition request.

Jefferson and West 7<sup>th</sup> Streets are adjacent to the Employee Preferential Permit area which established several blocks in the West End neighborhood as 3-hour timed parking and allows local businesses in the area to purchase permits for employees to park in excess of the posted time restrictions. Since the neighborhood is contiguous to an area currently patrolled by parking enforcement personnel additional staffing is not expected to be required.

FISCAL IMPACT

It is estimated it will cost approximately \$7,000 to purchase and install the necessary signage. The revenue source is the Parking Fund. It is estimated approximately 40 permits will be issued in West End Residential Permit Zone which will generate \$800 per year in revenue. The Parking Fund is reimbursed from the General Fund for expenditures related to Parking Enforcement, including Residential Permit Zone expenditures.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

As per City Code Section 11-44.050 (C), notice of the public hearing was posted 10 days prior to the hearing on all blocks proposed to be included in the residential permit parking zone. Additionally, notice was published in the Press Democrat.

ATTACHMENTS

- Resolution/Exhibit A

CONTACT

Kim Nadeau, Parking Manager, Finance Department, [knadeau@srcity.org](mailto:knadeau@srcity.org),  
707-543-3464

Kevin Buchanan, Administrative Analyst, Finance Department, [kbuchanan@srcity.org](mailto:kbuchanan@srcity.org),  
707-543-4338