

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DINA MANIS, ACTING CITY CLERK
SUBJECT: SECOND READING OF ORDINANCE FOR PREFERENTIAL
PARKING AND RESOLUTION FOR ADOPTING REVISED
SCHEDULE OF PARKING USER FEES

AGENDA ACTION: ORDINANCE AND RESOLUTION

RECOMMENDATION

It is recommended by the City Clerk that the Council adopt an ordinance of the Council of the City of Santa Rosa adding Chapter 11-26 to the Santa Rosa City Code, authorizing preferential parking in designated areas of Santa Rosa, introduced at the August 13, 2019, Regular Meeting by a (5-0-2) vote; and by resolution, adopt a revised schedule of parking user fees, adding a permit rate for preferential parking in designated areas of the West End of Santa Rosa, effective October 1, 2019.

EXECUTIVE SUMMARY

This ordinance, introduced at the August 13, 2019, Regular Meeting by a (5-0-2) vote (Council Members Sawyer and Tibbetts absent), adds Chapter 11-26 Preferential Parking to the City Code to establish an on-street employee permit program. This resolution to adopt a revised schedule of parking user fees and adding a permit rate for preferential parking in the designated areas of the West End of Santa Rosa was also presented at the August 13, 2019, Regular Meeting, but no motion was made to move the resolution.

BACKGROUND

In late 2018, the City received a request to install 3-hour time limit parking signs on portions of West 6th Street and on Adams Street, to improve access to parking spaces and create turnover. The City reached out to the adjacent businesses for feedback and received no negative comments. In early 2019, the City installed 3-hour time limit signs on those streets. After a few months, the City began receiving complaints from several businesses located in the vicinity of the newly time restricted area stating that their employees were no longer able to find places to park and requested the City provide a solution to address their needs.

ORDINANCE SECOND READING AND RESOLUTION FOR REVISED PARKING FEES
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PRIOR CITY COUNCIL REVIEW

Both the ordinance and resolution were presented to Council as a Public Hearing at the August 13, 2019 Regular Meeting, but only the ordinance was moved.

ANALYSIS

None.

FISCAL IMPACT

It is expected that 50 – 100 permits will be sold, generating annual revenue of \$15,000 to \$30,000 to the General Fund, which will offset costs to install the new signage and administer the program.

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

Not applicable.

ATTACHMENTS

- Ordinance
- Resolution/Exhibit A (Agreement)

CONTACT

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