

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER
FINANCE DEPARTMENT
SUBJECT: PREFERENTIAL PARKING PERMIT PROGRAM

AGENDA ACTION: ORDINANCE AND RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council: 1) introduce an ordinance adding Chapter 11-26 Preferential Parking to the City Code, to establish an on-street employee permit program; and 2) by resolution, adopt the revised Schedule of Parking User Fees.

EXECUTIVE SUMMARY

Parking has become constrained on certain streets in the West End making it difficult for residents, employees and customers to find parking. Some business owners have asked the City to offer preferential parking permits that would allow employees of eligible businesses to park on the street in designated areas, beyond the posted time limit.

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.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

Time restricted parking, coupled with parking permits that allow the parker to park beyond the posted time limit, is an effective tool to manage parking that has become constrained by spillover parking from adjacent areas. This strategy is commonly used in residential areas that are impacted by high demand adjacent uses, such as schools or hospitals. It can also be used effectively in commercial areas that are similarly being impacted by spillover parking.

The attached West End Map indicates the areas of West 6th Street and Adams Street that have recently added 3-hour time limit signs, and the areas that are proposed for additional time limit signs. Prior to the installation of the time restrictions, this area was fully occupied by vehicles that primarily parked all day without moving. Since the installation of the time restrictions, former all-day parkers on West 6th Street and Adams Street are now parking farther west on West 6th Street and on West 7th Street. This shift in parking is impacting employees and residents who park in the area, while leaving the time restricted parking on West 6th often underutilized.

Parking staff have conducted three outreach meetings with West End stakeholders, including two public meetings held at the DeTurk Round Barn, and one meeting with resident and merchant representatives. Staff recommends expanding the 3-hour time limit restrictions to West 7th Street between Western Farm Center and Wilson Street, on the southside of West 8th Street between Donahue Street and Wilson Street, on the southside of West 6th Street from Jefferson Street to Pierson Street, and on 6th Street adjacent to Tee Vax and the Redwood Gospel Mission.

Permits will be made available to eligible businesses located within a 200-foot radius of one of the blocks specified above, at a cost of \$25 per month per permit. The permits will allow eligible businesses to obtain permits for their employees to park in these designated areas beyond the posted time limit. The designated areas are adjacent to commercial uses and will not allow permit parking in front of residential parcels. The time limits will deter long term spillover parking from adjacent areas, while providing parking for immediate area businesses and preserving parking for residents.

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

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environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – West End map
- Resolution/Exhibit A – Proposed Schedule of Parking User Fees
- Ordinance Summary
- Ordinance

CONTACT

Kim Nadeau, Parking Manager, Finance Department, knadeau@srcity.org, 707-543-3464