

**TO:** James L. App, City Manager  
**FROM:** Joseph M. Deakin, Public Works Director  
**SUBJECT:** Customer Parking Only (Downtown)  
**DATE:** May 20, 2003

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**NEEDS:** For the City Council to consider a request submitted by Main Street to paint "Customer Parking Only" on selected curbs downtown.

**FACTS:**

1. In September 2002 the Downtown Parking Circulation and Action Plan (study) was published by Kimley-Horn and Associates, Inc. Page 50 of the Study mentions, as a short-term option for increasing parking spaces by painting curbs with "Customer Parking Only" in the downtown.
2. The Main Street Board of Directors voted to recommend painting curbs in selected areas of the downtown with "Customer Parking Only".
3. At the April 25<sup>th</sup> meeting of the Streets and Utilities meeting, Main Street staff offered to plan and pay for painting and maintaining "Customer Parking Only". Main Street staff acknowledges that "Customer Parking Only" is unenforceable.

**ANALYSIS  
AND**

**CONCLUSION:** Painting "Customer Parking Only" on downtown streets needs consideration on two essential points; (1) enforcement and (2) cost. On enforcement, the Main Street Board assumed that the parking restriction is too difficult to enforce and therefore Police enforcement was not expected. It would essentially be an honor system, enforced by merchant employees.

The Main Street Association will coordinate and fund the initial "Customer Only" painting of the curbs as well as the required annual maintenance.

**FISCAL IMPACT:** None

**OPTIONS:**

- a. Approve the Main Street request to paint "Customer Parking Only" on selected curbs downtown.
- b. Amend, modify or reject the above options.