

TO: James L. App, City Manager
FROM: Ronald Whisenand, Community Development Director
SUBJECT: **Downtown Time Restricted Parking Zones**
DATE: September 21, 2010

Needs: For the City Council to consider a proposal by a downtown merchant for 30-minute parking zones in select downtown locations.

- Facts:**
1. On August 17th, the City received a proposal by downtown merchant Bobbi Conner, and approved by the Paso Robles Mainstreet Board, to designate certain downtown spaces for short-term parking. The purpose of the plan is to provide more parking turnover for shoppers.
 2. The plan (attached) would designate 15 spaces in the downtown for “30 minute time zone.” Designated curbs would be painted green with white stencils; however, no parking signs are suggested. Painting and maintenance of the time zones would be the responsibility of downtown merchants.
 3. Time limit parking would be voluntary, i.e., no police enforcement.

Analysis &

Conclusion: The purpose of the new parking proposal is to address customer parking in the downtown. Parking turnover to aid customers is certainly not a new issue for downtown Paso Robles. The City Council has authorized several studies over the past 10-15 years. Each one has come to the same set of conclusions:

- The City does not have a parking supply problem;
- The problem is parking turnover (where merchants and employees of downtown businesses are parking all day long) and parkers habits (i.e., unwilling to walk more than one block);
- Providing merchant and employee parking out of the downtown core won't be effective without the tools to control and enforce;
- Volunteer efforts have been ineffective; and
- The method to control parking behaviors is to institute a “pay for parking” program.

By way of background, On March 25, 2008, the Council adopted a Downtown Parking Management Plan to address parking turnover and provide a funding source for enforcement and construction of more public parking. The plan, which is to be implemented as part of our Uptown/Town Centre Specific Plan, utilizes a

“pay for parking” strategy to ensure at least 10-15% of parking spaces in each downtown block remain available for users. The plan will accomplish the following:

- Address parking problems by ensuring there will always be adequate parking in the downtown for customers
- Reduce downtown traffic and eliminate the need to circle the downtown searching for available parking
- Direct employees to non-prime parking outside of the downtown core
- Provide a funding source for maintenance and enforcement of the program
- Provide a funding source for the acquisition and construction of additional downtown parking facilities

The plan by Bobbi Conner and Mainstreet could be an interim program until the Council’s Downtown Parking Management Plan is implemented. However, the missing component is enforcement. Timed parking violations require significant time and repeated returns to the Downtown area to check for violations. The Police Department is unable to dedicate police officer time to enforcement of timed parking violations. Therefore, until the City is able to implement the Council approved Parking Management Plan, the proposed short term parking zones must be self enforced by downtown merchants/volunteers.

Policy

Reference: Downtown Parking Management Plan – establishes a “pay-for-parking” program to manage downtown parking.

Fiscal

Impact: As presented, the plan proposes a volunteer effort. Therefore, there is no City expense.

Options:

- a. Defer action until the Town Centre Specific Plan is complete and the City can more fully implement parking management strategies for the downtown.
- b. Approve the interim downtown time restricted parking zones with the understanding that painting, maintenance, and enforcement will be the responsibility of downtown merchants.
- c. Amend, modify or reject the foregoing option.

Attached:

1. Parking Proposal
2. Draft Resolution of Approval



Attachment 1
Conner/Mainstreet
Parking Proposal

Paso Robles Main Street Association

August 10, 2010

TO: Ron Whisenand, Community Development Director
City of Paso Robles

FROM: Paso Robles Main Street Board of Directors

RE: Proposal for Time-Restricted Parking in the Downtown Area

At our August 9th meeting the Main Street Board of Directors voted in support of the attached proposal for time-restricted parking in the downtown. The Board is requesting that you prepare the proposal for submittal to the Paso Robles City Council for their consideration.

If you have any questions or concerns, please contact Norma Moyer at the Main Street office (238-4103) and she will forward them on to the committee chairperson.

Thank you for your assistance in meeting with our committee and for preparing the proposal for submittal to the City Council.

Enclosure: Time-Restricted Green Zone Parking Proposal &
Supporting Documentation

PROPOSAL
Limited Time Parking – Downtown Paso Robles

- ***Which downtown blocks will receive short-term parking spaces?***
(Please see attached map and list of locations) The affected area is between Spring Street on the west, Pine Street on the east, 11th Street to the south and 14th Street to the north. To maintain consistency and visibility, all locations are either on a corner or alley approach.
- ***How many parking spaces will be designated in each block and where will those spaces be located?***
As shown on the attached map, there will be one space per block. Please see attached list for location of spaces.
- ***What time limits will apply?***
A 30-minute time limit will apply to each location.
- ***What signage will be utilized and where will that sign be located?***
No signs are proposed for installation. The painted and stenciled curbs will be utilized to inform the public of the time-restricted parking space.
- ***Who will provide and install signs?***
No signs are proposed for installation.
- ***Who will paint the curbs to denote a time-restricted parking zone?***
The proposal is for the Lion's Club, a volunteer service organization, to do the required painting and stenciling. (The Lion's Club has just completed repainting of all red zones in the downtown area.)
- ***Who will maintain the signs and curb painting?***
The proposal is for the Lion's Club, or another service organization to maintain the curb painting and stenciling.
- ***How will future requests from individual merchants for additional time restricted parking be addressed?***
This proposal encompasses a specific downtown area (see above) and will apply to that area only. Should this proposal be accepted by the City Council, no other time-restricted parking designations would be permitted within this area. Any future requests for time-restricted parking outside of this area would be made on an individual basis to the City of Paso Robles, would not fall under this parking proposal, and would not seek the support of the Main Street Program.
- ***How will users of the parking spaces be monitored and how will violators be handled?***
According to the California Vehicle Code and Driver's Handbook, green zones are for time-limit parking. Compliance will be on an honor basis for those utilizing the space. Enforcement will not be pursued. If non-compliance becomes a significant issue in the future a flyer may be created for placement on the windshield of an offending vehicle requesting the owner to observe the time limitations in the future.



Proposed Green Zone 30 Minute Parking

1. Apropos, 840 11th Street
2. Red Scooter, 1102 Pine Street
3. Once Again Alterations, 945D 12th Street
4. Pan Jewelers, 1224 Pine Street (alley entrance)
5. The Natural Alternative, 1213 Pine Street (alley entrance)
6. A & R, 12th Street (corner 12th and Pine)
7. Mission Community Bank, 1226 Park Street (alley entrance)
8. Space located just east of pkg lot on 12th St next to Marv's Pizza
9. Chamber of Commerce, 1225 Park Street (alley entrance)
10. Two Little Birds Bakery/DiRaimondos Cheese Shop, 822 13th St (alley entrance)
11. Scarlet Skein, 827 13th Street (alley entrance)
12. Paso Robles Furniture, 1336 Park Street (alley entrance)
13. Amsterdam Coffee House, 723 13th Street (corner of 13th & Park)
14. Divine Party, 1335 Park Street
15. Mora's Bakery, 1401 Park Street #101 (alley entrance)



Paso Robles Main Street Association

August 10, 2010

TO: All Downtown Main Street Businesses
FROM: Main Street Board of Directors
RE: Time-Restricted Parking Proposal for the Downtown

The Main Street Board of Directors voted at their August 9th meeting to support the attached Time-Restricted Parking Proposal for the Downtown Main Street area. The proposal will now be forwarded to the City of Paso Robles for consideration and action by the City Council.

Please read the proposal carefully. There are two additional issues the Board would like members to be aware of.

1. The time-restriction placed on the parking spaces with the green painted curbs does not apply to a vehicle displaying a Disabled Persons placard or license plate. The following was taken from the Department of Motor Vehicles website:

Parking privileges for DP placard, DP plates, or DV plates

- Next to a green curb (green curbs indicate limited time parking) for as long as you wish. There is no time limit with a DP placard, DP license plates, or DV license plates.
2. Please note in the last paragraph of the proposal there will be no monitoring or enforcement of the green zones. In a recent e-mail received from the City Manager the following was stated: *Green zones will not be enforced like current red and yellow zones; there was to be volunteer merchant honor system enforcement. There is no police enforcement.* So customers will be on the "honor" system when parking in the green zones. It is hoped that anyone using the time-restricted parking spaces will comply with the 30-minute time limit; merchants should not confront offenders. If you find that compliance becomes an issue, please contact Bobbi Conner (see below).

Again, please read the proposal over and if you have any questions or concerns you can contact Bobbi Conner, Chairperson of the Downtown Green-Zone Parking Committee, at 237-8290 or bc@thenaturalalternative.net.

Attachment: *Time Restricted Parking Proposal & Map*

835 12th Street #D, Paso Robles, CA 93446

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August 9, 2010

TO: Main Street Board of Directors
FROM: Bobbi Conner, Chairman, Downtown Parking Committee
RE: Downtown Time-Limited Parking Proposal

Attached is the proposal for time-limited parking within the downtown. Ron Whisenand's e-mail dated July 7, 2010 outlined the steps required to complete the subject proposal. The original proposal, which was reviewed by your Board on June 15th, has been modified in response to recommendations made by your Board and our subsequent Committee meeting on July 30, 2010.

Pursuant to the original meeting with Police Chief Solomon, Ron Whisenand, Mayor Picanco, Council Member Gilman, and several interested merchants, the following steps were taken:

- On June 7th a notice was sent to all Main Street members regarding the proposed 30-minute time-limit parking. This notice was hand-carried by Main Street block captains to all Main Street businesses requesting support and/or feedback.
- From June 20th to July 9th, I walked from business to business in the downtown core area, explained the proposal, pointed out the locations for the proposed zones on each businesses' block and showed them the map outlining the proposed locations. If the owner was not available, a letter was left for the owner outlining the proposal, and including my contact information.
- An additional email was sent to all members of the Main Street Association on July 2nd explaining the proposal and asking for comments or feedback.
- 81 signatures were received in agreement with the proposal that I had hand carried. Two businesses were not in agreement.
- Two letters of support were received and are attached for your consideration.
- On July 21st I once again hand carried a notice to merchants/property owners notifying them of the "green zone" proposal and asking for input or comment. Both the business owners on the east side of Spring Street and the business owners on the west side of Spring Street have been contacted and have had more than adequate time to reply. No comments have been received as of this date (8/9/10)

I feel all issues as requested by Ron Whisenand in his July 7, 2010 e-mail have been addressed. The downtown merchants are in strong support of this time-limit parking proposal, and it is requested that the Main Street Board support this proposal and forward it to Ron Whisenand for further consideration by the City Council.

RESOLUTION NO. 10-xxx

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES
APPROVING INTERIM DOWNTOWN TIME RESTRICTED PARKING ZONES**

WHEREAS, the City received a proposal by a downtown merchant for 30-minute parking zones in 15 downtown locations; and

WHEREAS, on August 9, 2010, the Paso Robles Mainstreet Board of Directors voted in support of the time restricted parking proposal; and

WHEREAS, downtown merchants have agreed to paint and maintain the selected spaces; and

WHEREAS, there is acceptance by the downtown merchant and Mainstreet that the City has inadequate resources to enforce the time limits and therefore enforcement will be the responsibility of downtown merchants or be non-existent; and

WHEREAS, the City Council held a public meeting on September 21, 2010 to consider the parking proposal and to take public input;

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED, by the City Council of the City of El Paso de Robles that the downtown time restricted parking zones are approved.

BE IT FURTHER RESOLVED AND ORDERED that all expenses associated with installation and maintenance will be the responsibility of the downtown merchants and there will be no enforcement by City staff.

BE IT FURTHER RESOLVED AND ORDERED that the time restricted parking zones can be removed by the City at any time or upon implementation of the City's adopted Downtown Parking Management Plan of 2008.

PASSED AND ADOPTED THIS 21st day of September, 2010 by the following roll call vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk