TO:            HONORABLE CITY COUNCIL

FROM:           CITY MANAGER         DEPARTMENT:  PUBLIC WORKS

DATE:           JULY 25, 2005          CMR:329:05

SUBJECT: SIGNAGE PLAN FOR NO PARKING ON SWEEP DAY PROGRAM IN DOWNTOWN NORTH AREA

This is an informational report and no Council action is required.

DISCUSSION
On March 7, 2005, Council approved a program to restrict parking for street sweeping purposes in the area bounded by Palo Alto Avenue, Lytton Avenue, Alma Street and Bryant Street (CMR:165:05). During the trial program, temporary “no parking” signs were placed on trees in the affected area. After the program was approved, a number of residents who live in the area, although in favor of the program, were less favorable about the many signs and poles that would be permanently placed on their streets to indicate the parking restrictions. Canopy, concerned about the welfare of trees, requested that staff review other options for sign placement rather than placing signs on the trees. Staff has attempted to address the needs of both groups. The result is that only one pole-mounted sign will be placed at the entrance to each affected block (as allowed by the California Vehicle Code Section 22507.6), rather than numerous signs on each street (Attachment A). Every effort will be made to use existing infrastructure in order to minimize the visual impact to the area. In the event that the number of signs is not sufficient to garner participation in the no-parking program, staff will re-examine placing more signs along each street in the area. Discussion with concerned parties would be held to determine the least invasive manner with which to place the additional signs.

The permanent signs are scheduled to be in place on September 1, 2005 and in the interim period the temporary no parking signs will remain posted. Outreach to the affected area will include newspaper ads and a direct mailer and will be done prior to the installation of the permanent signs. Once the permanent signs are placed, a one-month grace period will be allowed before enforcement begins. Police Parking Enforcement Officers will be responsible for the enforcement of the signs. Because the signage that is described above is at decreased level in order to meet aesthetic concerns, appeals from citizens who receive tickets and who claim that they did not see the signs will generally still be responsible for compliance and will be held responsible for paying the parking fine.

ATTACHMENTS:
Attachment A:  Map of Affected Area

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