

REPORT

To the Honorable Mayor and City Council
From the City Manager

October 13, 2003

Subject

Suspension of enforcement of maximum parking periods and meter rates in certain areas of downtown during the holiday season.

Recommendation

Pursuant to Redwood City Municipal Code Section 20.133, by motion, suspend enforcement of those sections of Redwood City Municipal Code (Article VII, Chapter 20, Division 4—Parking Meters Generally) regulating on-street, 2-hour maximum parking periods and meter rates for those areas lying within the downtown area as described below, for the period of Thanksgiving 2003 to New Year's Day 2004.

Background

Since November of 1998, the City Council has annually adopted a motion to suspend parking meter fees in certain areas of the downtown for a specified period of time. This practice has been carried out over the holiday season from Thanksgiving through New Year's Day to encourage people to support downtown restaurants and merchants. This has been well received by the merchants and their customers.

In 2001, the practice was codified by the addition of Section 20.133 to the Redwood City Municipal Code, authorizing the temporary suspension of maximum parking periods and meter rates for "...celebration of holiday seasons and any such other activity or purpose as the City Council in its sole discretion shall determine."

The on-street 2-hour parking meters are typically bagged with a notice that indicates parking will be free for two hours—parking for longer than two hours would be prohibited and would result in a citation. If approved, approximately 250 meters would be bagged on the blocks adjacent to Broadway (one block in either direction) from Main to El Camino Real as follows:

- Broadway, from El Camino to Main
- Main, from Marshall to Middlefield
- Jefferson, from Marshall to Middlefield
- Middlefield, from Marshall to Main
- Hamilton, from Marshall to Winslow
- Winslow, from Marshall to Middlefield
- Marshall, from Arguello to Winslow
- Perry, from Brewster to Broadway
- California, from Winklebleck to Broadway

Only 2-hour meters are affected and there would be no change to the parking fees in the public parking lots.


7.1-J2

Alternative

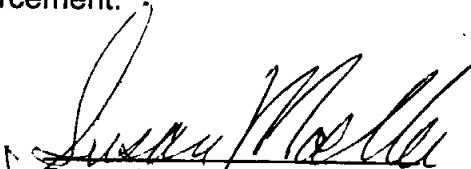
Do not suspend the parking enforcement for the specified periods.

Fiscal Impact


Approximately \$6,000 to \$9,000 in revenue would be lost by this action. There will be an additional cost in parking enforcement.



Dan Zack
Downtown Development
Coordinator



Bruce Liedstrand
Community Development
Director



Ed Everett
City Manager

Attachments: Map of the Downtown area



CITY OF REDWOOD CITY
DOWNTOWN AREA MAP

Area of Free On-Street Holiday Parking

