



Office of the Mayor

CONSENT CALENDAR

April 1, 2014

TO: Members of the City Council

FROM: Mayor Tom Bates

SUBJECT: Conversion of Loading Zones on Telegraph Avenue between Bancroft Avenue and Dwight Way into Regular Metered Parking with Morning Commercial-Loading Hours

RECOMMENDATION:

The City Manager should examine the costs and time associated with yellow-zone conversion and present to the City Council a cost and implementation plan including recommended hours for restricted commercial loading.

FISCAL IMPLICATIONS OF RECOMMENDATION:

Staff time required for analysis as well as the cost of payment-machine installation and parking enforcement, which may be offset by future revenue generated from the new, metered parking spaces.

BACKGROUND:

The City Council adopted the Southside Plan on September 27, 2011 with a set of goals which includes “enhanc[ing] the commercial district so that it better meets the needs of the wide variety of users who frequent the neighborhood.” In the Economic Development Element of the Southside Plan it states that the policies and objectives outlined are to “enhance the district so that it proves adequate and convenient short-term parking for customers, employers, visitors, and vendors.” The City has also recently undertaken a parking price strategy to increase parking turnover to drive more customers to local businesses through goBerkeley.

Currently, parking in the Telegraph C-T Zone is very limited. Telegraph Avenue between Bancroft and Dwight Way is exclusively yellow-curbed commercial loading zones or red-curbed bus stops, aside from one green-curbed limited-time parking space near the Dwight-Telegraph intersection. These yellow zones are enforced from 7 am to 6 pm.

Many merchants rely on people who drive to the Avenue and state that the fact that that is no parking on Telegraph hurts their businesses and discourages customers from visiting Telegraph. To further the goals of the Southside Plan and to alleviate the real or perceived parking shortage, these current yellow zones should be converted into

parking spaces that are loading zones between certain morning hours and regular metered parking the rest of the day and night. Businesses would still be permitted to load and unload during the morning hours, when traffic and business is much lighter. Allowing these spaces to be used as parking spots for customers would alleviate some of the shortage, encourage increased business, and augment the efforts of the goBerkeley program.

Removing the large trucks that come to load and unload during peak business hours would also have other benefits. Limiting loading times will make the Avenue less visually cluttered as trucks would be limited to certain morning hours, leaving unobstructed views of the storefronts across the Avenue. It would also make it safer for bikers and drivers who sometimes find lanes blocked by double-parked commercial loading and unloading activities.

CONTACT PERSON:

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