

Downtown Monterey Road Traffic Calming Working Group Meeting #1 September 24, 2021

Meeting Objectives

- A. Review and understand project goals, timeline, and scope
- B. Review Working Group process and community engagement objectives
- C. Establish ground rules
- D. Review results from business survey and business walk
- E. Review findings of block-by-block conditions
- F. Discuss policy considerations

Background

May 19, 2021, the City Council approved moving forward with the first step in implementing the Lane Reduction Program and associated Place-Branding and Beautification effort. The Lane Reduction Project should improve accessibility, increase safety, create additional space for community members, and businesses. The Place-Branding and Beautification Project should use trees, planters, and other elements to support beautification and consistency throughout the Downtown, in conjunction, or separate from the parklets. Here is the [link](#) to the staff report, presentation, and background documents. The design recommendations will be brought to the City Council on November 3, 2021, and will include feedback and guidance from the Working Group and a variety of community workshops.

In August 2021, City staff sent an on-line survey to the downtown business owners and operators to better understand their business needs around parklets, parking and loading zones. In late August and early September, City staff conducted a business walk over the course of several days along Monterey Road to personally talk to businesses owners and operators as a follow-up to the on-line survey. This direct contact provided additional information on specific locations for desired parklets, parking, loading zones, signage, and other amenities.

Survey & Business Walk Findings

Loading and Unloading: As it relates to receiving deliveries of products and supplies, business owners do not necessarily see a parking problem for delivery vehicles, nor do they believe their deliveries are impeding the flow of traffic. However, they do support the creation of designated loading/unloading zones in the downtown area. These loading zones could be located on side streets in the areas where rear parking lot access is not available. While conducting the business walk, City staff did observe delivery vehicles double-parked both on Monterey Rd and 3rd St, impeding the normal flow of traffic.

Short-term parking: Prior to COVID, take-out order and food delivery service was already becoming an increasing part of the restaurant business. Over the course of the last 18-months, many businesses have experienced significant increases in take-out orders and delivery. To support business and community with this shift of consumer behavior, the creation of short-term, 15–20-minute, parking spots located throughout the downtown to provide parking for those picking-up to-go orders was recommended. Many restaurants that are in strip malls or shopping centers have designated parking for pick-up of take-out orders.

Other: While we did not gather data on traffic calming or lane reduction, we did receive many comments on the need/desire to slow down traffic in the downtown area with more enforcement. We also heard feedback that retail businesses need more support and/or a stronger shop local program.

Policy Considerations

After reviewing and discussing the business survey and business walk findings with City engineering staff, walking the Monterey Rd. corridor again, and laying-out a very rough set of parameters, the following policy considerations should be discussed.

- Creation of short-term parking to support increased take-out order at restaurants and retail
- Placement of short-term parking
- Best use of Monterey Road parking spaces to benefit community, business, and interface of bike lane cross-over
- Creation of delivery zones and times
- Creation of loading zones to support business operations in strategic locations
- Elimination of driveway access along Monterey Rd. to improve safety
- Creation of additional accessible parking spaces
- Other?