DATE: June 19, 2019

TO: Mayor and City Council

APPROVED BY: David B. Dale, City Manager

PREPARED BY: Gonzalo C. Gerardo, Police Chief

SUBJECT: Second Reading and Adoption of Ordinance No. 1201 – An Ordinance of the City Council of the City of Calexico, California Amending Chapter 10.24 of the Calexico Municipal Code Pertaining to the Parking Ordinance

Recommendation:


Background:

The City of Calexico Police Department received a petition signed by fifty-seven businesses on Imperial Avenue, and around its vicinity requesting for a two-hour parking limit on Imperial Avenue and side streets. The Calexico Police Department monitored the request for over three months, and it determined that there was a need to modify the City Ordinance regarding the parking.

The Calexico Police Department, while reviewing the Ordinance, noticed that some of the streets and new routes along Cesar Chavez Boulevard also needed to be updated. The Calexico Police Department recommends the following changes after City Council approval.

Discussion & Analysis:

The modification to the Ordinance enforces a two-hour parking time limit on Imperial Avenue from Fourth Street Northbound to State Route 98, two-hour parking time limit from 1-99 blocks of East/West Third Street, East/West Fourth Street, West Fifth Street, East/West Sixth Street, East/West Seventh Street and, West Sherman Street.
This Ordinance also deletes the River Road name and changes it to its current of Cesar Chavez Boulevard. The Ordinance modifies areas of Cesar Chavez Boulevard from West Second Street to State Route 98 as follows:

No Parking Northbound Cesar Chavez Boulevard, from West Second Street to State Route 98 and Southbound Cesar Chavez Boulevard from Lincoln Street to West Second Street.

The Ordinance modifies the No Parking on West Second Street from Imperial Avenue, West to Grand Plaza Way along both North and Sound curb edges.

First reading of the ordinance was introduced to the Council at the regular meeting of June 19, 2019.

Fiscal Impact:

Unknown Possible Revenues Due to Fines Collected on 2-hour parking violations.

Unknown expenditures for marking and updating of new street signs.

Funds: Gas Tax Fund 231.

Coordinated With:

City Manager’s Office.
City Attorney’s Office.
City Public Works Department.

Attachment(s):


2. Petition from Business Owners.
ORDINANCE NO. 1201

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CALEXICO, CALIFORNIA AMENDING CHAPTER 10.24 OF THE CALEXICO MUNICIPAL CODE PERTAINING TO THE PARKING ORDINANCE

WHEREAS, the City of Calexico, California (the "City") is a municipal corporation, duly organized under the constitution and laws of the State of California.

WHEREAS, the City has reviewed its policies regarding parking and has determined that changed conditions exist and that those changes should be enacted; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CALEXICO, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. Recitals. The City Council hereby finds that the foregoing recitals are true and correct and are incorporated herein as substantive findings of this ordinance.

SECTION 2. Amendment to Section 10.24.020, of Chapter 10.24 of the Calexico Municipal Code. Section 10.24.020 is hereby amended in their entirety, with additional underlined text and deleted stricken text as follows:

"10.24.020 - Stopping or parking—Imperial Avenue.

A. It is unlawful for the operator of a vehicle to stop or park such vehicle, except when necessary to avoid conflict with other traffic or in compliance with the directions of a police officer, in any place described in this subsection:

On the east and west side of Imperial Avenue (State Highway), from the International Border to the south curb of Birch Street in the city of Calexico, county of Imperial unless allowed under section 10.24.110.

B. The city manager of the city shall erect such signs and paint curb markings as may be necessary to carry out the provisions of this section."

SECTION 3. Amendment to Section 10.24.090, of Chapter 10.24 of the Calexico Municipal Code. Section 10.24.090 is hereby amended in their entirety, with additional underlined text and deleted stricken text as follows:

"10.24.090 - No-parking zones.

A. The operator of a vehicle shall not park such vehicle at any time in any of the following places;

1. Along the south side of First Street at any point west of the intersection of First Street and Heffernan Avenue in the city of Calexico, county of Imperial, state of California, except for the purpose of loading or unloading passengers or goods;
2. On the south side of First Street between Hefferman Avenue and Heber Avenue, subject to the exceptions and restrictions imposed by Sections 10.24.030 and 10.24.050;

3. Along the north side of Highway 98, also known as Birch Street in the city, at any location from the easterly city limit line to the westerly city limit line with the exception of the area in front of the United States Post Office. This is from the westerly boundary of Ollie Street, approximately two hundred eighty feet to the westerly boundary of the United States Post Office property;

4. Along the south side of Highway 98, also known as Birch Street in the city, at any location from the easterly city limit to the westerly city limit line;

5. On the east side of Imperial Avenue between Second Street and Third Street in the city;

6. Along Imperial Avenue within forty feet of the stop signs located at the intersections of Grant Avenue and Imperial Avenue, all in the city of Calexico, county of Imperial, state of California.

7. Northbound Cesar Chavez Boulevard from Second Street to State Route 98 and Southbound Cesar Chavez Boulevard from Lincoln Street to Second Street.

8. Westbound and Eastbound Second Street from Imperial Avenue to Gran Plaza Way.

B. Curb markings shall be painted as may be necessary to carry out the provisions of this section.”

SECTION 4. Amendment to Section 10.24.110 of Chapter 10.24 of the Calexico Municipal Code. Section 10.24.110 is hereby amended in their entirety, with additional underlined text and deleted stricken text as follows:


The operator of a vehicle shall not park such vehicle for longer than two hours between the hours of eight a.m. and six p.m. on any day except Sundays and holidays upon any of the following streets:

A. Second Street, from Imperial Avenue to the west city limits;

B. River Road from Second Street to Fifth Street. Northbound Imperial Avenue to Eighth Street, Southbound Imperial Avenue to Sherman Street to Third Street and all intersections associated with these Streets;

C. West side of Emerson Street, from Fourth Street to Sixth Street.”

SECTION 5. Effective Date. This Ordinance shall take effect thirty (30) days after its adoption.

SECTION 6. Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this Ordinance, or any part thereof is for any reason held to be unconstitutional, such decision shall not affect the validity of the remaining portion of this Ordinance or any part thereof. The City Council hereby declares that it would have passed section, subsection, subdivision, paragraph, sentence, clause or phrase thereof, irrespective of the
fact that any one or more section, subsection, subdivision, paragraph, sentence, clause or phrase be declared unconstitutional.

SECTION 7. Certification. The City Clerk shall certify the passage of this Ordinance and shall cause the same to be entered in the book of original ordinances of said City; shall make a minute passage and adoption thereof in the records of the meeting at which time the same is passed and adopted; and shall, within fifteen (15) days after the passage and adoption thereof, cause the same to be published as required by law, in a local newspaper of general circulation and which is hereby designated for that purpose.

SECTION 8. CEQA. The City Council finds that pursuant to CEQA and the State CEQA Guidelines, no further environmental review is required prior to the adoption of the proposed amendments to Chapter 10.24 of the Calexico Municipal Code. Specifically, the City Council finds that the subject Municipal Code Amendment is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2), 15060(c)(3) and 15061(b)(3). The activity is not subject to CEQA because it will not result in a direct or reasonably foreseeable indirect physical change in the environment; the activity is not a project as defined in Section 15378, and the activity is covered by the general rule that CEQA applies only to projects, which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment, the activity is not subject to CEQA.

THIS ORDINANCE IS PASSED, APPROVED, AND APPROVED at a regular meeting of the City Council of the City of Calexico this 3rd day of July 2019.

Lewis Pacheco, Mayor

ATTEST:

Gabriela T. Garcia, City Clerk

APPROVED AS TO FORM:

Carlos Campos, City Attorney

81211.10063/32114638.2
City of Calexico and CALTRANS

We, the undersigned business owners on Imperial Avenue in Calexico respectfully ask that the City of Calexico and CALTRANS allow limited two-hour parking on the west and east sides of the street. The current lack of parking available to our customers coupled with the inability to allow customers to access our businesses is the reasoning behind our request.

Your prompt action is appreciated.

<table>
<thead>
<tr>
<th>Business name</th>
<th>Flores Tax Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>14 E 2nd St, Calexico, CA</td>
</tr>
<tr>
<td>Contact</td>
<td>Hilda Flores</td>
</tr>
<tr>
<td>Phone number</td>
<td>(626) 357-6694</td>
</tr>
<tr>
<td>Owner/Manager</td>
<td>Hilda Flores</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:flores.taxsvc@yahoo.com">flores.taxsvc@yahoo.com</a></td>
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<tr>
<th>Business name</th>
<th>Cintoran Tax &amp; Business Inc</th>
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<tbody>
<tr>
<td>Address</td>
<td>12 E 2nd St, Calexico, CA 92231</td>
</tr>
<tr>
<td>Contact</td>
<td>Jesus Cintoran</td>
</tr>
<tr>
<td>Phone number</td>
<td>(909) 357-7016</td>
</tr>
<tr>
<td>Owner/Manager</td>
<td>Manager</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:CintoranJ@Hotmail.com">CintoranJ@Hotmail.com</a></td>
</tr>
<tr>
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City of Calexico and CALTRANS

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<table>
<thead>
<tr>
<th>Business name</th>
<th>Casa de Cambio Estrella</th>
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<tbody>
<tr>
<td>Address</td>
<td>16 2da St.</td>
</tr>
<tr>
<td>Contact</td>
<td></td>
</tr>
<tr>
<td>Phone number</td>
<td>760-357-0292</td>
</tr>
<tr>
<td>Owner/Manager</td>
<td>Martha Estrella</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Signatory</td>
<td>Maria Estrella</td>
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<tr>
<th>Business name</th>
<th>Auto Internacional Inc.</th>
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</thead>
<tbody>
<tr>
<td>Address</td>
<td>544 Imperial Ave</td>
</tr>
<tr>
<td>Contact</td>
<td>Mario Zoraya</td>
</tr>
<tr>
<td>Phone number</td>
<td>760-768-0460</td>
</tr>
<tr>
<td>Owner/Manager</td>
<td>Mario Zoraya</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Signatory</td>
<td></td>
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</tbody>
</table>
Business name: Fallas Paredes
Address: 34E Second St.
Contact: Manbel
Phone number: (760) 3560544
Owner/Manager: Manager
Email: manbel.132@yahoo.com
Signatory: Manbel AE

Business name: Golden Bode Inc dba 1001 Novelties
Address: 201 Imperial Ave.
Contact: Alicia
Phone number: 760-357-88-x
Owner/Manager: Supervisor
Email: goldenbode@sbcglobal.net
Signatory: Alicia Pacheco

Business name: Mariella’s Furniture
Address: 220 Imperial Av.
Contact: Minervia
Phone number: (760) 8905947
Owner/Manager: Sales
Email:
Signatory: [Signature]
City of Calexico and CALTRANS

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Business name: Soco Market 75
Address: 250 S. Imperial Ave
Contact: Juan Arez
Phone number: 760-357-4213
Owner/Manager: Juan Arez
Email: Soco75@thesoco.com
Signatory: [Signature]

Business name: Soco Market 76
Address: 240 S. Imperial Ave
Contact: Juan Arez
Phone number: 760-357-1078
Owner/Manager: Juan Arez
Email: Soco76@thesoco.com
Signatory: [Signature]
Business name: Filco 695 S. Imperial AU
Address: 324 S. Imperial AU
Contact: Jessica Goodwin
Phone number: 760-768-2099
Owner/Manager: Jessica Goodwin
Email: abc.filco@gmail.com
Signatory: Goodwin

Business name: ABC Casa de Campo
Address: 324 S. Imperial AU
Contact: Jessica Goodwin
Phone number: 760-768-2099
Owner/Manager: Jessica Goodwin
Email: abc.filco@gmail.com
Signatory: Goodwin

Business name: Pep Boys
Address: 400 Imperial Ave
Contact: Victor Lei
Phone number: 760-357-4968
Owner/Manager: Manager
Email: victor.lei1980@gmail.com
Signatory: [Signature]
Business name: O'Reilly Auto Pals
Address: 315 Imperial Ave, Calexico, CA
Contact: Timo Kallen
Phone number: 660-357-6349
Owner/Manager: Timo Kallen
Email: 
Signatory: 

Business name: Tenda Chili
Address: 534 S Imperial Ave, Calexico, CA
Contact: Ken Louie
Phone number: 660-357-1731
Owner/Manager: Ken Louie
Email: 
Signatory: 

Business name: Casa de Cambio Iban's
Address: 403 S Imperial Ave Calexico CA
Contact: Margarita Reyn
Phone number: 760-357-5080
Owner/Manager: Iban Lee
Email: 
Signatory: 

Business name: Caluco Martial Arts Academy
Address: 403 Imperial Ave.
Contact: Alex Lee
Phone number: 760-768-1117
Owner/Manager: Alex Lee
Email: leecmas@hormil.com
Signatory: [Signature]

Business name: Casa de Caluco
Address: 403 Imperial Ave.
Contact: Ivan Lee
Phone number: 760) 562-5239
Owner/Manager: Owner Ivan
Email: lee-ivan@yahoo.com
Signatory: [Signature]

Business name: La Quinta
Address: 501 Imperial Ave., California 92231
Contact: Beatri Roman
Phone number: 760-768-0303 ext. 221
Owner/Manager: Beatri Roman
Email: b.roman@ecalifornia.com
Signatory: Beatri Roman
Business name: Preo Gas Station
Address: 444 Imperial Av.
Contact: Alberto Roman
Phone number: 760-765-6721
Owner/Manager: Western Ref. Co.
Email: 
Signatory: 

Business name: Antunez Shell
Address: 500 S Imperial Ave Calexico
Contact: Carlos A Vera
Phone number: (760) 357-3341
Owner/Manager: Carlos A Vera
Email: antunes shell@hotmail.com
Signatory: Carlos A Vera

Business name: Viva Viva Chiwa Food Truck
Address: 528 Imperial St.
Contact: Johnny Wung
Phone number: 760-357-6000
Owner/Manager: 
Email: 
Signatory: 
Business name: Mora Angélica Carter
Address: 5355 Imperial Ave
Contact: Mari Angélica Carter
Phone number: 760-671-6767
Owner/Manager: Mari Angélica Carter
Email:
Signatory:

Business name: Paris Furniture
Address: 6325 S Imperial
Contact: Buya
Phone number: 760 890 07 35
Owner/Manager: Mike Hamad
Email: bestboy4@gmail.com
Signatory:

Business name: Verdugo Money Exch.
Address: 6440 Imperial Suite 1
Contact: Dalia Flores
Phone number: 760 693 06 07
Owner/Manager: Dalia Flores
Email: dalia-flores@hotmail.com
Signatory: Dalia Flores
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Business name: Emanuel Barber Shop
Address: 640 Imperial St. #2
Contact: Luis Manuel Gonzalez
Phone number: 760-768-0345
Owner/Manager: Luis Manuel Gonzalez
Email: 
Signatory: Luis Gonzalez

Business name: McDonald's
Address: 722 S. Imperial Ave, Calexico CA
Contact: Jose Leon / Emmanuel Leon
Phone number: (760) 357-1378
Owner/Manager: Jose Leon
Email: 
Signatory: [Signature]
Business name: Fly Document
Address: [Redacted]
Contact: [Redacted]
Phone number: [Redacted]

Business name: Cali Smoke Shop
Address: 22 W 7th St.
Contact: Wendy Cardenas
Phone number: (760) 618-9299

Business name: Ace Cash Express Inc
Address: 22 W 7th St.
Contact: Carmen Medina
Phone number: 760) 357-8604

Email
Signatory
City of Calexico and CALTRANS

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Business name  Jack in the box
Address  703 Imperial Ave  Calexico  (6 9223)
Contact
Phone number  (760) 357-4711
Owner/Manager  Yeciva Garcia
Email
Signatory  Yeciva Garcia

Business name  Selecto Tax Inc
Address  717 S Imperial Ave
Contact
Phone number  760 357 8778
Owner/Manager  Alma Nallely Perez
Email  nallelyperez800@gmail.com
Signatory  Nallely Perez
Business name: GTH Money Exch.
Address: 728 Imperial Ave #2
Contact: Felicia Aracon
Phone number: (760) 357-3662
Owner/Manager: Owner
Email: Owner
Signatory: [Signature]

Business name: MJT Property Investments LLC
Address: 722 S Imperial Ave #1
Contact: Silvia Rood/6682
Phone number: (760) 357-0387
Owner/Manager: Manager
Email: CBRECLX2 @ GMAIL.COM
Signatory: [Signature]

Business name: CBLE Property Management
Address: [Redacted]
Contact: Jose Rood/6682
Phone number: [Redacted]
Owner/Manager: Manager
Email: CBRECLX @ NORMAL.COM
Signatory: [Signature]
<table>
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<tr>
<th>Business name</th>
<th>Address</th>
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<th>Phone number</th>
<th>Owner/Manager</th>
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<th>Signatory</th>
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<tr>
<td>Casa de Cambio</td>
<td>Imperial Ave</td>
<td></td>
<td>360-357-9578</td>
<td>Ana Coomes</td>
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<td>Ana Coomes</td>
</tr>
<tr>
<td>Econhardware</td>
<td>725 Imperial Ave</td>
<td>Daniel Navarro</td>
<td>760-351-6666</td>
<td></td>
<td><a href="mailto:econhardware@yahoo.com">econhardware@yahoo.com</a></td>
<td></td>
</tr>
<tr>
<td>Saldos Luz</td>
<td>735 S Imperial Ave</td>
<td>Daniel Avila</td>
<td>(760) 695-3487</td>
<td></td>
<td><a href="mailto:danielaavila@hotmail.com">danielaavila@hotmail.com</a></td>
<td>Daniel Avila</td>
</tr>
</tbody>
</table>
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Business name: Casa de Cambio Econ
Address: 725 Imperial Ave
Contact
Phone number: (760) 357-6666 - Ext. 3
Owner/Manager: Leticia Callegos
Email
Signatory: Leticia Callegos

Business name: VIP Store
Address: 501 Imperial Ave
Contact
Phone number: 760-357-668-3552
Owner/Manager: Hui C. Lim
Email
Signatory: Hui C. Lim
Business name: Auto Depot
Address: 747 Imperial
Contact:
Phone number: 760-540-4685
Owner/Manager: Diego González
Email: dgonza238@gmail.com
Signatory: Diego González

Business name: Rosa Barbers
Address: 801 Imperial Ave
Contact: Rosa
Phone number: 760-357-3271
Owner/Manager: Rosa
Email:
Signatory:

Business name: Checkmate
Address: 825 S. Imperial
Contact: Judith Anderson
Phone number: 760-768-3666
Owner/Manager: Manager
Email: mgr894@callcheckmate.com
Signatory: Judith Anderson
Business name: HS Cars
Address: 818 Imperial Ave, CA 92231
Contact: Jorge Maldonado
Phone number: 760-357-9033
Owner/Manager: Ben Maldonado
Email: HScars818@gmail.com
Signatory: [Signature]

Business name: USA
Address: 8241 Imperial Ave, CA 92231
Contact: Sandra Luna
Phone number: (760) 768-8631
Owner/Manager: Dux Lopez
Email: Sluna@carz80@gmail.com
Signatory: [Signature]

Business name: Kimura Money Exchange
Address: 840 Imperial Ave
Contact: Rebecca Villalobos
Phone number: 760-357-4776
Owner/Manager: Rebecca Villalobos
Email: beckyvillalobos@hotmail.com
Signatory: [Signature]
Business name: Casa de Cambio Centenario
Address: 845 S Imperial
Contact: 
Phone number: 760-618-9268
Owner/Manager: Juan Wones
Email: 
Signatory: Oscar Juan

Business name: MTV Shop
Address: 901 S Imperial St
Contact: 760-618-9340
Phone number: Danny MT
Owner/Manager: Owner
Email: 
Signatory: 

Business name: D's Furniture
Address: 919 S. Ave Imperial
Contact: Rosa M. (Manager)
Phone number: 1760)604-9943
Owner/Manager: 
Email: Dsensacionfurniture@gmail.com
Signatory: Rosa M. (Manager)
Business name: Allstate Insurance
Address: 906 S. Imperial Ave
Contact: Dora Pugnaire
Phone number: (714) 357-7774
Owner/Manager: Dora Pugnaire
Email:
Signatory: Dora Pugnaire

Business name: Metro by T-Mobile
Address: 906 S. Imperial Ave
Contact: Carina Trinidad
Phone number: (760) 890-5679
Owner/Manager: Carina Trinidad
Email:
Signatory: Carina Trinidad

Business name: Air Force Air
Address: 928 S. Imperial Ave
Contact: Carmen
Phone number: (760) 357-5155
Owner/Manager: Carmen
Email: jcarmencha@gmail.com
Signatory: [Signature]
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Business name: El Batman Arces
Address: 928 S. Imperial Ave # B
Contact: Veronica Escobar
Phone number: (760) 455-1329
Owner/Manager
Email
Signatory

Business name: SoCo Group
Address: 240 Imperial Ave Calexico CA
Contact: Veronica Dryer
Phone number: (760) 357-1079
Owner/Manager
Email
Signatory
Business name: Boost Mobile
Address: 937 S. Imperial Ave.
Contact: 760-556-3333
Phone number: 760-556-3333
Owner/Manager: Jose Quintana
Email: jose.quintana@flatwireless.com
Signatory: [Signature]

Business name: The Crossing Barber Shop
Address: 943 N. Imperial Ave.
Contact: (760) 540-5800
Phone number: [Blank]
Owner/Manager: Tina Villarreal
Email: tv-villarreal@hotmail.com
Signatory: Tina Villarreal

Business name: Boreasasto
Address: 1003 Imperial Ave.
Contact: Hector Chavez
Phone number: 760-693-9204
Owner/Manager: Owner
Email: hectorchavez@hotmail.com
Signatory: [Signature]
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<table>
<thead>
<tr>
<th>Business name</th>
<th>Esques Realty</th>
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</thead>
<tbody>
<tr>
<td>Address</td>
<td>943 Imperial Ave, Ste 50</td>
</tr>
<tr>
<td>Contact</td>
<td>Marek Ressew</td>
</tr>
<tr>
<td>Phone number</td>
<td>761-562-3299</td>
</tr>
<tr>
<td>Owner/Manager</td>
<td></td>
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<td>Address</td>
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<td>Contact</td>
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<td>Phone number</td>
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<tr>
<td>Owner/Manager</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:brendacortez@stcglobal.net">brendacortez@stcglobal.net</a></td>
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<tr>
<td>Signatory</td>
<td>Brenda Cato</td>
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