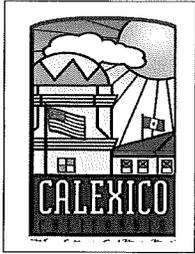


**AGENDA
ITEM**

11



CITY COUNCIL AGENDA STAFF REPORT

DATE: June 19, 2019

TO: Mayor and City Council

APPROVED BY: David B. Dale, City Manager *DD*

PREPARED BY: Gonzalo C. Gerardo, Police Chief *GM*

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:

Conduct second reading and adopt by title only of Ordinance No. 1201 - An Ordinance Amending Chapter 10.24 of the Calexico Municipal Code Pertaining to the Parking Ordinance.

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):

1. Ordinance No. 1201 - An Ordinance Amending Chapter 10.24 of the Calexico Municipal Code Pertaining to the Parking Ordinance.
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 Heffernan 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:

“10.24.110 - Parking—Two-hour limit—Streets designated.

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

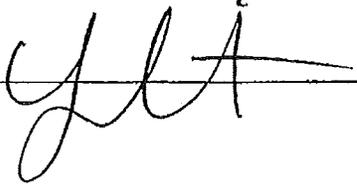
City of Calexico and CALTRANS

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.

Business name Flores Tax Service ①
Address 14 E 2nd ST. Calexico CA
Contact Hilda Flores
Phone number (760) 357-6694
Owner/Manager Hilda Flores
Email floreservices@yahoo.com
Signatory 

Business name CINTORAS TAX & BUSINESS INC.
Address 12 E 2ND ST, CALEXICO, CA 92231
Contact JESUS CINTORA ②
Phone number (760) 357-7016
Owner/Manager MANAGER
Email CINTORAS@HOTMAIL.COM
Signatory 

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Business name Casa de Cambio Estrella (3)
Address 16 2da st.
Contact _____
Phone number 760 357-0292

Owner/Manager Martha Estrella
Email _____
Signatory Martha Estrella

Business name Auto International Inc (4)
Address 546 Imperial Ave
Contact Mario Zoraya
Phone number 760 768 04 60
Owner/Manager Mario Zoraya
Email _____
Signatory ~~Mario Zoraya~~

Business name Fallas Paredes
Address 34E Second St
Contact Maribel
Phone number (760) 3560544
Owner/Manager Manager
Email maribel.1324@yahoo.com
Signatory [Signature]

⑤

Business name Golden Border Inc dba 1001 Novelties
Address 201 Imperial Ave.
Contact Alicia
Phone number 760-357-888
Owner/Manager Supervisor
Email ~~alicia~~ goldenborder@sbcglobal.net
Signatory [Signature]

⑥

Business name Maricella's Furniture
Address 229 Imperial Av.
Contact Minerva
Phone number (760) 8905997
Owner/Manager Sales
Email _____
Signatory [Signature]

⑦

City of Calexico and CALTRANS

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Your prompt action is appreciated.

Business name Soco Market 75
Address 250 S. Imp Ave
Contact Juan Arce
Phone number 760-357-4213
Owner/Manager Juan Arce
Email Soco75@theSocogroup.com
Signatory J A

8

Business name Soco Market 76
Address 940 S. Imp Ave
Contact Juan Arce
Phone number 760-357-1075
Owner/Manager Juan Arce
Email Soco76@theSocogroup.com
Signatory J A

9

Business name Filco Gas Station
Address 324 S. Imperial Ave
Contact Jessica Goodwin
Phone number 760) 768-2099
Owner/Manager Jessica Goodwin
Email abc.filco@gmail.com
Signatory J Goodwin

(10)

Business name abc casa de campo
Address 324 S. Imperial Ave
Contact Jessica Goodwin
Phone number 760) 768-2099
Owner/Manager Jessica Goodwin
Email abc.filco@gmail.com
Signatory J Goodwin

(11)

Business name Pep boys
Address 400 Imperial Ave
Contact Victor Leu
Phone number 760 357 4966
Owner/Manager manager
Email Victor Leu 1980@hotmail.com
Signatory [Signature]

(12)

Business name O'Reilly Auto Parts

Address 315 Imperial Ave. Calexico, CA

(13)

Contact Timo Kallen

Phone number 760-357-6349

Owner/Manager Timo Kallen

Email _____

Signatory _____

Business name TIENKA CASH

Address 234 S. IMPERIAL AVE, CALEXICO, CA

(14)

Contact KEN LOUIE

Phone number 760 357-6731

Owner/Manager KEN LOUIE

Email [Signature]

Signatory _____

Business name Casa de Cambio Thai

Address 403 S. Imperial Ave Calexico Ca

(15)

Contact Margaret Lynn

Phone number (760) 357-5080

Owner/Manager Thon Lee

Email _____

Signatory [Signature]

Business name CALIFORNIA MARTIAL ARTS ACADEMY

Address 403 IMPERIAL AVE

Contact Alex Lee

Phone number 760 768 1117

Owner/Manager Alex Lee

Email LEEEMAS@HOTMAIL.COM

Signatory 

(16)

Business name CASA DE CUBO TIBAN

Address 403 Imperial Ave.

Contact Tiban Lee

Phone number 760) 562-5239

Owner/Manager Owner Tiban

Email lee-tiban@yahoo.com

Signatory 

(17)

Business name LA Quinta

Address 501 Imperial ave. Calexico CA 92231

Contact Beatriz Roman

Phone number 760-768-0303 ext. 221

Owner/Manager Beatriz Roman

Email b.roman@econcentro.com

Signatory Beatriz Roman

(18)

Business name ARCO GAS STATION
Address 444 IMPERIAL AV.
Contact ALBERTO BUCENA
Phone number 760 768 8721
Owner/Manager WESTERN REP. CO.
Email _____
Signatory [Signature]

(19)

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

(20)

Business name Yim Yim Chinese Food Inc
Address 528 Imperial Ave
Contact JOHNNY WONG
Phone number 700-357-6000
Owner/Manager [Signature]
Email Johnny@yimyimchinesefoodinc.com
Signatory [Signature]

(21)

Business name Maria Angelica Carter

(22)

Address 534 Imperial Ave

Contact Maria Angelica Carter

Phone number 760-671-2224

Owner/Manager Maria Angelica Carter

Email _____

Signatory [Signature]

Business name Paris Furniture

(23)

Address 632 S Imperial

Contact Reyna

Phone number 760 890 0735

Owner/Manager Mike Hamad

Email bestbuyft@gmail.com

Signatory [Signature]

Business name Verdugo Money Exek.

(24)

Address 6400 Imperial suite 1

Contact Dalia Flores

Phone number 760 455 1627

Owner/Manager Owner

Email dalia_g_flores@hotmail.com

Signatory [Signature]

City of Calexico and CALTRANS

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Your prompt action is appreciated.

Business name Emmanuel Barber Shop
Address 640 Imperial St #2
Contact Luis Manuel Gonzalez
Phone number 760-768-0345
Owner/Manager Luis Manuel Gonzalez
Email _____
Signatory Luis Manuel Gonzalez

(25)

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 Rafaela M Brunstein

(26)

Business name Mr Decomant

(27)

Address [Redacted]

Contact Clara

Phone number [Redacted]

Owner/Manager [Redacted]

Email [Redacted]

Signatory Lee

Business name Cali Smoke Shop.

(28)

Address 22 W. 7th St.

Contact Wendy Cardenas

Phone number (710) 618-9299

Owner/Manager [Redacted]

Email [Redacted]

Signatory Wendy

Business name Ace Cash Express Inc

(29)

Address 22 W 7th St.

Contact Carmen Medina

Phone number 710) 357-8604

Owner/Manager [Redacted]

Email [Redacted]

Signatory Carmen Medina

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Business name Jack in the box
Address 703 Imperial Av Calexico (b) 92231
Contact _____
Phone number (760) 357-4711
Owner/Manager Genara Pariza
Email _____
Signatory Genara Pariza

(30)

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 Alma Nallely Perez

(31)

Business name GA MONEY ELCH.

(32)

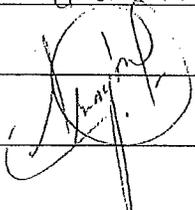
Address 722 IMPERIAL AVE #2

Contact OFELIA JARCON

Phone number 760) 357-3662

Owner/Manager OWNER

Email _____

Signatory 

Business name MJE PROPERTY INVESTMENTS LLC

(33)

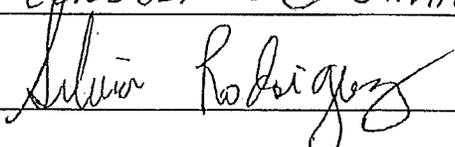
Address 722 S IMPERIAL AVE 'STE 1

Contact SILVIA RODRIGUEZ

Phone number (760) 357-0387

Owner/Manager MANAGER

Email CBRECLXSR@GMAIL.COM

Signatory 

Business name CBRE PROPERTY MANAGEMENT

(34)

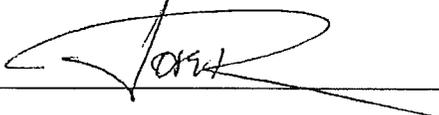
Address 

Contact JOSE RODRIGUEZ

Phone number 

Owner/Manager MANAGER

Email CBRECLX@HOTMAIL.COM

Signatory 

Business name CASA DE CAMBIO LA MEJOR (35)

Address IMPERIAL AV 723

Contact _____

Phone number 760 357 9573

Owner/Manager CANA COMER

Email _____

Signatory Cana Co.

Business name ECON HARDWARE

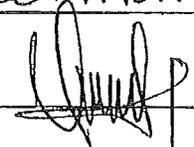
Address 725 IMPERIAL AVE CALEXICO CA 9223 (36)

Contact DANIEL NAVARRO

Phone number 760 357 6666

Owner/Manager _____

Email econhardware@yahoo.com

Signatory 

Business name Saldos Luz (37)

Address 735 S Imperial Ave. Calexico CA 92231

Contact Daniel Avila

Phone number (760) 693-3487

Owner/Manager _____

Email danielavilab@hotmail.com

Signatory Daniel Avila

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Your prompt action is appreciated.

Business name Casa de Cambio Econ

(38)

Address 725 Imperial Ave

Contact _____

Phone number (760) 357-6666 - Ext 3

Owner/Manager Leticia Gallegos

Email _____

Signatory Leticia Gallegos

Business name vip store

(39)

Address 501 Imperial ave

Contact _____

Phone number 760-357 168-3152

Owner/Manager Hui C. Lim

Email _____

Signatory Hui C. Lim

Business name Auto Depot

(40)

Address 747 Imperial

Contact _____

Phone number 760 540-4685

Owner/Manager Diego Gonzalez

Email dgonza238@gmail.com

Signatory Diego Gonzalez

Business name Rosa Camba

(42)

Address 801 Imperial Ave

Contact Rosa

Phone number 1760 357-3271

Owner/Manager Rosa Jimenez

Email _____

Signatory Rosa Jimenez

Business name Checkmate

(42)

Address 825 S. Imperial

Contact Judith Anderson

Phone number 760.768-3666

Owner/Manager manages

Email mgr894@callcheckmate.com

Signatory Judith Anderson

Business name HSCars

Address 818 Imperial Ave Ca 92231

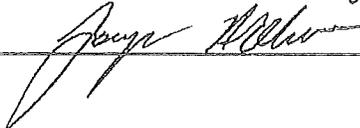
(43)

Contact Jorge Maldonado

Phone number 760-357-4033

Owner/Manager Ben Maldonado

Email HScars818@gmail.com

Signatory 

Business name USIA

Address 824 Imperial ave. CA. 92231

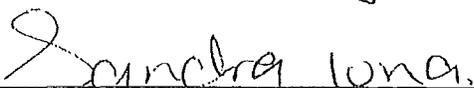
(44)

Contact Sandra Luna

Phone number (760) 768-8631

Owner/Manager Dox Lopez

Email Sluna@vareza80@gmail.com

Signatory 

Business name Kimura Money Exchange

(45)

Address 840 Imperial ave

Contact Rebeca Villalobos

Phone number 760-357-4776

Owner/Manager Rebeca Villalobos

Email beckyvillalobos@hotmail.com

Signatory 

Business name CASA DE CAMBIO CENTENARIO

Address 845 S IMPERIAL

(96)

Contact _____

Phone number 760 618 9268

Owner/Manager JUAN WONG

Email _____

Signatory Oscar Suato

Business name MTZ SHOP

Address 901 S Imperial st

(47)

Contact 760-618-9340

Phone number Danny MTC

Owner/Manager owner

Email _____

Signatory [Signature]

Business name D's Furniture

Address 919 S. Ave Imperial

(48)

Contact Rosa M. Quatita

Phone number (760) 604-9943

Owner/Manager _____

Email dsensacionfurniture@gmail.com

Signatory Rosa M. Quatita

Business name Allstate Insurance
Address 906 S Imperial Ave
Contact Dora Plancarte
Phone number (760) 357-7774
Owner/Manager Dora Plancarte
Email _____
Signatory Dora Plancarte

(49)

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

(50)

Business name Air Force Air
Address 928 S. Imperial Ave.
Contact Carmen
Phone number (760) 357 5155
Owner/Manager Carmen
Email j.carmencharo@gmail.com
Signatory [Signature]

(51)

City of Calexico and CALTRANS

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Your prompt action is appreciated.

Business name El Butanan Audio (52)
Address 928 S. Imperial Ave #B
Contact Armen Escoto
Phone number (760) 455 1329
Owner/Manager [Signature]
Email _____
Signatory [Signature]

Business name Soco Group (53)
Address 240 Imperial Ave Calexico CA.
Contact Veronica Pryor
Phone number (760) 357 1079
Owner/Manager _____
Email _____
Signatory [Signature]

Business name Boost Mobile.

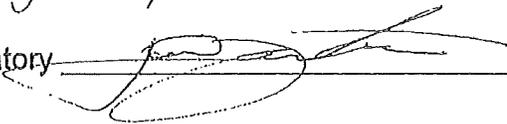
Address 937 S. Imperial Ave.

Contact 760 556 3333

Phone number 760 556 3333

Owner/Manager Jose Quintana

Email jose.quintana@flatwireless.com

Signatory 

54

Business name THE CROSSING BARBER SHOP

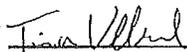
Address 943 N. IMPERIAL AVE.

Contact (760) 540-5006

Phone number _____

Owner/Manager TINA VILLARREAL

Email TG.VILLARREAL@HOTMAIL.COM

Signatory 

55

Business name BOREA AUTO

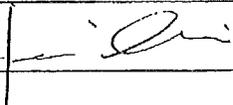
Address 1003 IMPERIAL AVE

Contact HECTOR CHAVEZ

Phone number 760-693-9204

Owner/Manager OWNER.

Email HECTOR CHAVEZ@HOTMAIL.COM.

Signatory 

56

Esquivel Realty

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.

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Your prompt action is appreciated.

Business name Esquivel Realty (57)
Address 943 Imperial Ave, Ste 100
Contact Mark A Esquivel
Phone number 761-562-3797
Owner/Manager _____
Email _____
Signatory [Signature]

Business name Lorenz Insure (58)
Address [Redacted]
Contact _____
Phone number [Redacted]
Owner/Manager _____
Email brendacortez@sbcglobal.net
Signatory Brenda Cortez