



CITY OF POMONA

COUNCIL REPORT

February 1, 2021

To: Honorable Mayor and Members of the City Council

From: James Makshanoff, City Manager

Submitted By: Rene Guerrero, Public Works Director

SUBJECT: ADOPTION OF A RESOLUTION DESIGNATING NO PARKING AND NO STOPPING ZONES AND DIRECT INSTALLATION OF “NO PARKING / NO STOPPING” SIGNS ALONG HOLT AVENUE FROM GAREY AVENUE TO EAST CITY LIMITS

RECOMMENDATION: It is recommended that the City Council take the following actions:

- 1) Adopt the following Resolution (Attachment No. 1) designating no parking and no stopping zones along Holt Avenue, from Garey Avenue to the East City Limits:

RESOLUTION NO. 2021-06 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA, DESIGNATING NO PARKING AND NO STOPPING ZONES ALONG HOLT AVENUE FROM GAREY AVENUE TO EAST CITY LIMITS; and

- 2) Direct City Staff to install “No Parking / No Stopping” signs along Holt Avenue, from Garey Avenue to the East City Limits.

EXECUTIVE SUMMARY:

In a continued effort to combat human trafficking and related criminal activity along Holt Avenue, adoption of the proposed Resolution will designate no parking and no stopping zones along both sides of Holt Avenue from Garey Avenue to East City Limits, per City of Pomona Municipal Code Section 58-163(b). In addition, City Staff will purchase and install “No Parking / No Stopping” signs, including posts, and hardware required for the proper installation of the signs.

FISCAL IMPACT:

The purchase of necessary materials, including the signs, posts, and miscellaneous hardware items will cost \$10,689.53. Funding for this purchase are available and appropriated in the FY 2020-21 Operating Budgets as shown in the table on the following page:

Description	Account	FY 2020-21 Budget
Measure R	128-2562-52750-00000	\$3,000.00
Measure M	138-2562-52750-00000	\$3,000.00
Asset Forfeiture Account	260-2090-52282-51204	\$4,689.53
Total		\$10,689.53

PREVIOUS RELATED ACTION:

On October 19, 2020, the City Council introduced the first reading for Ordinance No. 4293, adding Section 34-222 to Article V Chapter 34 of the Pomona Municipal Code prohibiting the hourly rentals of hotels and motels within City limits in an effort to combat their use for Human Trafficking and related criminal activity. On November 16, 2020, City Council held the second reading and adoption for Ordinance No. 4293.

DISCUSSION:

In a continued effort to address and mitigate prostitution and human trafficking, the City has taken steps to address these illegal actions taking place along Holt Avenue. With the recent installation of new LED lights on existing street light poles, lighting levels have increased on the roadway and sidewalk area providing a brighter and safer environment for pedestrians, and improved opportunities for law enforcement to observe unlawful activity. The City is now moving forward to install no stopping/parking signs as another layer of enforcement.

Adopting Resolution 2021-06 will essentially prevent stopping or parking along the roadside on Holt Avenue for illegal vehicle activity.

COUNCIL PRIORITIES AND GOALS:

This item supports the following 2019-20 City Council Priorities and Goals: Priority 3 - Safe and Clean Community, Goal N - Take actions to eliminate prostitution, human trafficking, and gang-related violence.

Prepared by:

Arnold E. Dichosa,
City Engineer

ATTACHMENTS:

Attachment No. 1 – Resolution No. 2021-06