



## CITY OF COMMERCE AGENDA REPORT

**TO:** Honorable City Council

**Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT:** Fitzgerald Avenue – Rosini Community Survey Results  
Request for Staff Direction

**MEETING DATE:** July 17, 2018

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### **RECOMMENDATION:**

Receive and file this staff report and provide direction and next course of action for Staff regarding the results from the Fitzgerald Avenue – Rosini Community Survey.

### **BACKGROUND:**

Residents living along Fitzgerald Avenue have approached the City to express their concerns regarding alleged nuisance and disturbances to public tranquility, along the streets of Fitzgerald Avenue, Wilma Avenue, Strong Avenue, Everington Street, and Stevens Place. These residents have stated that they believe these nuisances are a result of the business operations of the nearby Steven's Restaurant.

An "ad-hoc" committee was formed in early 2017 to address these issues and concerns, and this committee included members of the community, two Councilmembers, the local business owner, and City support staff. The ad-hoc committee was charged to work cooperatively to find amicable solutions to resolve the community's concerns proactively. The Committee met together on multiple occasions in 2017 to resolve these issues that are of concern to the community. Several studies were also commissioned to properly study and recommend solutions.

In late 2017, mitigation measures were proposed by Staff, which were discussed and by the ad-hoc committee. At some point, the Committee decided that rather than focusing on any one particular solution a "survey" be distributed to the community to gauge the sentiment and concerns of the majority of residents before proceeding on to any permanent solution.

Responses to this survey were collected at two different occasions in order to ascertain a representative sample from the community.

The details regarding this survey are outlined in the following “Analysis” section.

## **ANALYSIS:**

City staff met and discussed with members from the ad-hoc committee several times between the months of March 2017 through November 2017. During the course of these meetings, different analyses were presented, in conjunction to possible remedies.

A list of these remedies or improvements is shown below:

- Maintain “as is” (No changes to be made)
- Install signs (ex., Resident Parking Only) and increase enforcement
- Install a partition (ex., fence) across Fitzgerald Avenue
- Implement permit parking program (may require residents to pay permit parking fees)
- Implement driveway permit parking program (permit to park in front of your residential driveway) during the busiest nights on Wednesdays and Sundays [may require residents to pay permit parking fees]
- Any other actions to be specified by the survey taker

The above list is largely self-explanatory, but with respect to driveway permit parking, Staff analyzed the situation that included “fact finding” trips to the city of Hermosa Beach, in which such driveway permit parking is being implemented. It was found that Commerce and Hermosa Beach are not analogous for the implementation of driveway permit parking due to Commerce’s narrow streets and driveways that make such implementation difficult. Preliminary counts demonstrate that the “yield” from such driveway permit parking will only produce minimal amount of parking spaces at best.

On January 2018, a consensus decision was made to install a “temporary” fence across Fitzgerald Avenue near the alley, south of Stevens Place for a trial period of 30 to 60 days. The purpose of which was to prevent patrons from the nearby restaurant from entering the residential areas and disturbing the public. Subsequently, this action was reversed due to public opinion, after the City Administrator was summoned by residents who opposed or now opposed that solution, respectively.

As a result, City staff and members of the ad-hoc committee recommended that a complete assessment of the residents in the area was needed, so as to chart a course of action that is amenable to the majority of the residents.

Therefore, a Rosini Community Survey (*see Attachment 1*) was developed and distributed to all the residents bordering these streets: Stevens Place, Atlantic Boulevard, Harbor Street, Eastern Avenue, Wilma Avenue, Strong Avenue, Everington Street, and Fitzgerald Avenue.

Staff mailed the survey to all the residents living in the aforementioned streets in April 2018 with an initial deadline of May 10, 2017 that was extended to May 17, 2018. Only 22 households answered the mail-in survey. The results are shown in Attachment 2.

Due to the low turn-out, City staff did a “door-to-door” canvassing on June 2, 2018 in order to elicit more responses as a way to ascertain a more comprehensive survey sample. During this canvassing, 43 out of 68 households responded, and the results are shown in Attachment 2.

Adding the responses from the initial mail-out and with the door-to-door canvassing produces a total response of 65 households (22 from the mail-out plus 43 from the door-to-door canvassing).

The total results from both survey activities: mail-in and door-to-door canvassing produced the following results, also shown in Attachment 2:

- 19 responded **“Maintain AS-IS”** → 29% of respondents
- 17 responded **“Implement permit parking”** → 26% of respondents
- 7 responded **“Implement driveway permit parking”** → 11% of respondents
- 12 responded **“Install signs”** → 18% of respondents
- 1 responded **“Install fence”** → 1.5% of respondents
- 5 responded **“Implement other action”** → 8% of respondents
- 3 households gave vague and unclear responses → 5% of respondents
- 1 household requested potholes in the alley to be repaired → 1.5% of respondents

Judging from the given responses, no option garnered a clear majority, and many of the respondents also gave conflicting responses. City staff carefully tabulated and assessed these results and is shown comprehensively in Attachment 2.

Given the various directions from the responses given by the community, City staff is asking direction for the next course of action.

#### **ALTERNATIVES:**

1. Approve staff recommendation via the community to “maintain as-is”
2. Reject staff recommendation via the community to “maintain as-is”
3. Provide staff with further direction

#### **FISCAL IMPACT:**

No Fiscal Impact. City staff is requesting direction for the next course of action.

## **RELATIONSHIP TO STRATEGIC GOALS:**

This item relates to Council's 2016 Strategic Action Plan's:

### Community Quality of Life

- Guiding Principle 4 to “support and evaluate community services, programs and events that promote healthy and quality lifestyles for our residents. Enhance public safety and social services through innovative programs that meet the needs of the residential and business communities.”

Approved by: Maryam Babaki, P.E., Public Works & Development Services Director

Prepared by: Seung Yang, Deputy Director of Engineering Services

Fiscal Impact reviewed by: Vilko Domic, Director of Finance

Approved as to form by: Norma Copado, City Attorney

Respectfully submitted: Edgar P. Cisneros, City Administrator

## **ATTACHMENTS:**

1. Rosini (Fitzgerald Avenue) Community Survey
2. Rosini Community Survey Results