

RESOLUTION NO. 2025-_____

A RESOLUTION OF THE LODI CITY COUNCIL DIRECTING THE ACTING CITY
MANAGER TO TEMPORARILY INCREASE THE TIME LIMIT FROM 90-MINUTE
TO 4-HOUR PARKING WITHOUT PENALTY FOR THE 2024 WINTER HOLIDAY
IN DOWNTOWN LODI TO ENCOURAGE RESIDENTS AND VISITORS TO VISIT
AND BUY FROM LOCAL RETAILERS AND DOWNTOWN BUSINESSES

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WHEREAS, the City of Lodi ("City") desires to promote goodwill between the City, residents, visitors, and merchants over the winter holiday season; and

WHEREAS, other nearby cities with active downtown retailers, including Sacramento, have historically designated free, non-time constrained holiday parking zones to encourage residents and holiday visitors to shop, dine, and enjoy events; and

WHEREAS, the City of Lodi currently posts a 90-minute time limit on street parking in the Downtown Mixed Use Zoning District ("Downtown"); and

WHEREAS, the City Council Strategic Vision prioritizes Downtown Lodi with the goal of realizing a lively mixed use, walkable commercial Downtown district; and

WHEREAS, the studies show that local small business shopping generates approximately \$68 of economic contribution for every \$100 spent; and

WHEREAS, Downtown retailers are often classified as local and small businesses; and

WHEREAS, the peak holiday shopping season falls between the day after Thanksgiving (Black Friday) through December 25th of each year; and

WHEREAS, Downtown merchants voiced their support for increasing the allotted time posted for parking in the Downtown district during the winter holiday season; and

WHEREAS, the City of Lodi realizes a financial benefit from sales taxes generated by residents and visitors shopping locally and at Downtown businesses; and

WHEREAS, the City Council desires to reduce parking restrictions in the Downtown district to encourage residents and visitors to shop local, and buy from the Downtown businesses by staying longer, walking through the Downtown district, and patronizing more stores during the peak holiday shopping season.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby direct the Acting City Manager to temporarily modify parking enforcement to increase the time limit from 90-minute to 4-hour parking without penalty for the 2025 winter holiday season in the Lodi Downtown district. This Resolution shall take effective the day after Thanksgiving (November 27, 2025), and it will remain in effect through December 25, 2025.

Dated: October 1, 2025

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I hereby certify that Resolution No. 2025-_____ was passed and adopted by the City Council of the City of Lodi in a regular meeting held October 1, 2025 by the following vote:

AYES: COUNCIL MEMBERS –

NOES: COUNCIL MEMBERS –

ABSENT: COUNCIL MEMBERS –

ABSTAIN: COUNCIL MEMBERS –

OLIVIA NASHED
City Clerk

2025-_____