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Moraga Auto Row may be on its way out of town

By Nick Marnell



Everything must go! Photo Nick Marnell

for the principal purpose of advertising or displaying it for sale unless authorized by resolution of the town council."

According to Town Manager Cynthia Battenberg, the town is in the process of issuing warning notices and having them placed on the vehicle windshields in an effort to educate the owners prior to citing them for a violation.

"We're not looking to generate revenue through this," said Police Chief Jon King. Rather, the chief pointed out the problems the auto row may cause, such as preventing those who have a legitimate need for the parking spots from using them, or crimes such as break-ins and auto theft. The auto row is across the street from the Moraga Safeway, where an armed robbery occurred in January.

"You don't want your streets looking like a used car lot," added King, who said that the town is working with legal counsel on the exact wording of the ordinance to make sure it is specific enough as to exact locations.

Larry Yu of Moraga parked his 2003 Mercedes Benz on the lot for five days and said he had about three responses. He said he would not be particularly upset if the town halts the unofficial auto sales program. "I'll just take the car home. Maybe I'll buy an ad in the newspaper," Yu said.

Now there's an advertising strategy whose comeback is long overdue.

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