

Mission Avenue
Community Comments and team responses
Community Meeting #1
January 7, 2010

Q & A

1. What are the buses going to do?

Provide bus turnout or work with the agency to relocate the buses off Mission Avenue.

2. What is the goal of traffic modification, to produce fewer stops?

It is about a balance; narrowing streets to calm traffic but still allow for enough capacity for the future growth.

3. The models don't seem to represent "real life" because it looks too good, I don't buy it.

The modeling is set up to be optimized, meaning the signalized intersections are set up to operate at an acceptable LOS. LOS is measured by delay, and where most of the delay actually occurs is on the side streets at unsignalized intersections. This delay and queuing of vehicles is shown in the models. At these locations, vehicles have to wait to find a gap in traffic before turning onto Mission Avenue.

4. What is this project trying to accomplish?

The City has an opportunity to revitalize the Mission Avenue corridor which will create a more walkable community, as well as enhance businesses and opportunities for local residents, and create an attractive opportunity for new businesses. The Vision for this project is to develop an environment that makes people want to come to Oceanside to live, play, and work.

5. Will there be additional traffic signals for Alternative 3?

Yes, a traffic signal will be added at Mission & Cleveland, and Seagaze & Clementine.

6. Is anything being done to improve the pedestrian crossing at Ditmar?

Yes, there are bulb-outs proposed as well as enhanced paving/brick pavers. This will shorten the crossing distance for the pedestrian as well as provide a more visibly defined crossing area.

7. How is the transition going to work at the west end for Alternative 3?

It is proposed to be one-way from Horne to Cleveland. Past Cleveland it will open back up to two-way traffic. The traffic traveling eastbound will be forced to either turn right or left at Cleveland. This will allow the overall concept to work with the proposed development planned at the west end.

8. Has there been any thought to including a parking structure?

The City has discussed some concepts, but at this time, it is not being included as a part of the planning for the Mission Avenue corridor. Any future projects that provide parking or a parking structure in the vicinity will synergistically enhance the value of the improvements proposed for the Mission Avenue corridor as well as make the whole downtown more walkable. The City is not planning to add a parking structure to be added with this project.

9. Can we add any improvements to Seagaze for Alternative 3? It seems like we are sending all of the cars out of Oceanside this way and there is nothing for them to see?

These improvements are focused on Mission Avenue particularly east of Coast Highway. Seagaze will be improved with signing, striping, and traffic signal additions/modifications. If funding is available in the future, the City may have an opportunity to expand the improvements.

10. Can we keep the one-way down Mission, but take the people back out along Pier View? It seems this is a more attractive corridor with the Pier, the water features, City Hall, etc.?

This alternative will be discussed with the City as the Alternative is refined. The initial look at this design shows that utilizing Pier View vs. Seagaze would introduce several left-turn conflicts with vehicles and pedestrians at unsignalized intersections. Utilizing Seagaze as a one-way street is helpful in terms of the bus routing from the transit center. The buses can easily navigate their way around town without having to use Mission Avenue, which will keep the exhaust and the noise out of the Mission Avenue corridor.

11. Have you thought about the height of the trees that are planned for the corridor in front of the buildings?

Yes, at a preliminary level. Trees will be integral to the success of the Mission Avenue ambiance. The size, shape and placement of trees is critical in terms of signage visibility. This will be a focus for the next steps of the project and will be presented in our spring meeting with the community.

12. Have you thought about how the height of the trees may impact the visibility of some of the businesses and their signs?

Yes, at a preliminary level. The City is currently in the process of reviewing and revising its signage ordinance for the downtown in order to promote creativity in signage and to facilitate the inclusion of street trees (which is sometimes thought to obstruct signage). This will be a focus for the next steps of the project and will be presented in the spring community meeting.

13. Has any thought been given to improving the alleys along Mission Avenue? If I look at other areas (Santa Barbara) they are very welcoming.

We have proposed to improve some of the alleys along Mission Avenue. As the Alternative is refined, the entire area will be evaluated. The extent of the improvements will be determined by the overall budget of the project.

14. Has the City thought about everything else that is planned for this area: hotel, condos, amphitheater, new restrooms, future businesses?

Yes, the City has provided our team with as much information as possible so we can look at the project holistically. This includes planned or potential future developments in the area based on the City's approved land uses. The traffic capacity analysis has included these developments and is designed for sufficient capacity at build-out in the year 2030.

15. Why was traffic considered first? Why do we need to accommodate all of the cut-through traffic coming off the 5? The creation of our community should take priority over accommodating cut-through traffic.

It is a difficult balance to strike. Mission Avenue is an important connection between the Oceanside community and I-5. It is important that this connection be able to serve the needs of the community now and in the future. Considering the traffic implications helps protect the community from replacing the project in the near future simply because it does not serve the traffic demands of the Community or because it lacks flexibility and cannot be adapted to future usage.

16. How do you plan on handling security... specifically homeless taking over benches, leaving trash, and panhandling?

Planning for defensible space will be a part of the design program. Site furnishing selection, location and height of plant material, lighting and pathway circulation will be integral to maintaining a safe and walkable community and will be addressed in more detail in the upcoming public meetings.

General Comments

- My likes are the bioswales, native plants/trees, traffic calming, and walkability (Chuck Lowery, Chuck@ChuckLowery.net , 760-803-8035)
- Please make sure that the business signs can be seen on the north side of Mission Ave between Tremont and Cleveland.
- Concerned about additional noise produced by brick pavers. Also concerned about exhaust.
- Please increase sidewalk width as opposed to adding additional parking capacity (2 comments)
- Will a gap be provided along Clementine for an exit from the property between Mission & Seagaze and Horne & Clementine?
 - Will be analyzed as we move forward.
- Roundabouts create a community – we don't need to accommodate I-5 traffic.
- A downside of Alternative 3 is that Seagaze Dr is a poor showcase for the city. (2 comments)
- Circulation - Turn to Marina as an exit experience
- Keep lighting clean
- Alternative 3 provides VITAL linkage to businesses east of Coast Hwy. Excellent for visitors, gives them a reason to cross Coast Highway.
- Why don't we just move the Farmers Market – It is transient.

- I want to see the project in a larger context: zoning overlays, TDR, large scale planning for the corridor, pocket parks.
- I hate bicycle racks. Please consider bicycle circulation.
- Option #3. Hurry! When? - An Oceanside proprietor
- Please let me know how you plan to handle the homeless problem... i.e. sleeping on the benches, panhandling, trash.
- I like alternative 3A. Do great landscaping on all the streets. – John Daly
- Great plan. Very positive. It will be important to address the width of the sidewalks. It must be wide enough to be inviting to stroll, to have sidewalk sitting (restaurants) etc.
- The only viable shopping district for the next decade! Please move quickly! Good job! Option 3 is great!
- Has anyone thought of closing Mission Avenue entirely and making a promenade as in Santa Monica? Seagaze and Pier View Way would be either 2-way traffic or one-way each. Better shops, inviting space for walking would occur and upscale shops could be enticed to build here. The hotel traffic would be enhanced by such a project. Openness always is inviting. Joan Brubaker, 1606 Hackamore Rd, Oceanside, 92057
- 1) Reclaimed water/ recycled water use for plants
- 2) Side streets need traffic control
- 3) Benches/seating every 50 feet
- 4) Reverse parking
- 5) Handicapped accessibility by slower speed
- 6) Have Oceanside High load buses on campus at Pirate Way – Jimmy Knott (you have my contact info)
- 7) Problems with legacy (Seniors) with directional traffic – public education and better signage
- 8) Problem at Coast Highway and Horne Street, needs more attention and side streets
- Traffic solutions not entirely handled – not addressed problems on Pacific