

STAFF REPORT



ITEM NO. 21
CITY OF OCEANSIDE

DATE: December 5, 2007

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **ADOPT A RESOLUTION ESTABLISHING A "NO STOPPING - TOW AWAY" ZONE ON BOTH SIDES OF CROUCH STREET BETWEEN OCEANSIDE BOULEVARD AND CANYON DRIVE**

SYNOPSIS

Staff and the Transportation Commission recommend that the City Council adopt a resolution establishing a "No Stopping - Tow Away" zone on both sides of Crouch Street between Oceanside Boulevard and Canyon Drive.

BACKGROUND

California State law grants broad authority to cities to regulate parking on city streets within their jurisdiction. Staff has received a request from the owner of a proposed commercial office project called "Loma Alta Village" to eliminate the on-street parking on both sides of Crouch Street between Oceanside Boulevard and Canyon Drive. The proposed commercial office project is located at the southwest corner of Crouch Street and Apple Street north of Oceanside Boulevard. This request is made in response to a requirement of the Planning Commission who approved the project on September 24, 2007.

At the Planning Commission hearing, the following condition was approved:

The removal of parking spaces located within the right-of-way of Crouch Street shall be reviewed by the Transportation Commission and approved by the City Council prior to issuance of any construction permit or approval of the final map, whichever comes first. If a parking prohibition is not approved by the City Council, alternative right-of-way designs of Crouch Street, to the satisfaction of the City Engineer and City Planner, shall be reviewed by the Transportation Commission and approved by the City Council prior to issuance of any construction permit or approval of the final map, whichever comes first.

ANALYSIS

The proposed parking prohibition will remove approximately 15 on-street parking spaces now available on the east side of Crouch Street (there is limited off-street

parking for several of the businesses). Crouch Street is currently not wide enough to support parking on the west side (along the project frontage). The proposed project will widen the street approximately 4 to 6 feet, for a minimum width of 40 feet curb-to-curb which will allow two 10-foot travel lanes, a 10-foot two-way-turn lane and two 5-foot bike lanes. Early in the development review stages, staff determined that Crouch Street should be designed as a collector street (40 feet curb-to-curb with a 60-foot right-of-way).

Urban Crossroads, a traffic engineering company, prepared a traffic impact analysis for the proposed Loma Alta Village commercial office development. Based on the results of a roadway analysis on Crouch Street between Oceanside Boulevard and Canyon Drive, a project-related impact was identified for that portion of the roadway.

As a result of the traffic impacts, staff recommended the following traffic improvements for Crouch Street:

- Eliminate on-street parking between Canyon Drive and Oceanside Boulevard.
- Provide on-street bike lanes between Canyon Drive and Oceanside Boulevard.
- Provide a northbound left-turn pocket along Crouch Street at the Loma Alta Village project driveway.
- Provide a two-way left-turn lane between the Loma Alta Village project driveway and Apple Street.
- Provide “Keep Clear” striping in front of the project driveway (staff will review for feasibility).

This striping design plan (Exhibit A) illustrates the proposed roadway improvements. Based on these improvements, traffic flow on Crouch Street is expected to improve. It is estimated that up to a 17 percent increase in capacity would be gained. This estimation is based on a comparison of San Diego County’s capacities for a town collector, which has turn lanes (capacity of 19,000 vehicles per day), versus a light collector that does not have turn lanes (capacity of 16,200 vehicles per day). The existing average daily traffic is approximately 7,500 vehicles. The project will add approximately 800 vehicles per day to Crouch Street.

Staff required the bike lanes on Crouch Street to link the bicycle lanes on Canyon Drive to the bicycle lanes on Oceanside Boulevard. This may also be used by bicyclist commuting to the proposed Sprinter transit station located on Crouch Street.

The City has received a letter from the Loma Alta Neighborhood Association supporting the removal of parking on both sides of Crouch Street (Exhibit E).

The applicant has sent letters to the adjacent businesses informing them of the proposed parking prohibition; a sample letter is attached (Exhibit B). The City has also sent letters to the adjacent businesses and business operators to inform them of the Transportation Commission’s meeting to review removal of parking on Crouch Street between Oceanside Boulevard and Canyon Drive.

FISCAL IMPACT

The cost of striping and installation of "No Parking" signs at this time would be the responsibility of the proposed project.

COMMISSION OR COMMITTEE REPORT

At the October 16, 2007 meeting, the Transportation Commission reviewed and approved the proposed parking prohibition on both sides of Crouch Street between Oceanside Boulevard and Canyon Drive. Two business residents from the east side of Crouch Street opposed the removal of the parking. The Loma Alta Neighborhood Association supports the removal of the parking on Crouch Street.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff and the Transportation Commission recommend that the City Council adopt a resolution establishing a "No Stopping - Tow Away" zone on both sides of Crouch Street between Oceanside Boulevard and Canyon Drive.

PREPARED BY:

SUBMITTED BY:

Gary Pellison

Peter A. Weiss

Paul J. Pace
Transportation Operations Engineer

Peter A. Weiss
City Manager

for

REVIEWED BY:

Michelle Skaggs - Lawrence, Deputy City Manager

Lauren Wasserman, Interim Development Services Director

Scott O. Smith, City Engineer

[Signature]
[Signature]
[Signature]

for

Attachments:

- Exhibit A - Striping Design Plan
- Exhibit B - Sample letter to property owners located on Crouch Street, June 25, 2007
- Exhibit C - Letter from property owner, Frank Brikho, dated July 11, 2007
- Exhibit D - Letter from Loma Alta Neighborhood Association, dated July 30, 2007
- Exhibit E - Letter from Loma Alta Neighborhood Association, dated October 13, 2007

1 RESOLUTION NO.

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE ESTABLISHING CERTAIN TRAFFIC CONTROLS
4 WITHIN THE CITY OF OCEANSIDE

5 ("No Stopping – Tow Away" zone on both sides of Crouch Street between Oceanside
6 Boulevard and Canyon Drive)

7 WHEREAS, the City Council of the City of Oceanside finds the public health, safety,
8 and welfare will be benefited by establishing certain traffic controls on particular streets within
9 the City of Oceanside.

10 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

11 SECTION 1. There is established a "No Stopping – Tow Away" zone on both sides of
12 Crouch Street between Oceanside Boulevard and Canyon Drive.

13 SECTION 2. Staff is directed to affect the foregoing controls as soon as possible.

14 PASSED AND ADOPTED by the City Council of the City of Oceanside, California,
15 this _____ day of _____, 2007, by the following vote:
16

17 AYES:

18 NAYS:

19 ABSENT:

20 ABSTAIN:

21
22 _____
MAYOR OF THE CITY OF OCEANSIDE

23
24 ATTEST:

APPROVED AS TO FORM:

25
26 _____
27 CITY CLERK

28

CITY ATTORNEY

Anthony Badeaux, Principal
tony.badeaux@paladinreg.com

June 27, 2007

The Woodard Family
1533 Glacier Road
Oceanside, CA 92056

Dear Ladies and Gentlemen:

Our company owns the property at 605 Crouch Street in Oceanside, which is across the street from your property. I am writing to inform you that we have submitted plans to develop three office/medical buildings on the site.

We have owned the property since 2005 and have made several submittals to the City of Oceanside in accordance with the applicable ordinances. As a part of this process, we have had several meetings with the neighborhood groups including the Loma Alta Neighborhood Association and the Loma Alta-Mission Park group.

We are finalizing our applications and plan to be heard at the Planning Commission in July or August. I am writing to make sure that you have been, and will be, informed of our development plans.

As part of the traffic study done for our project, several possible recommendations have been made to improve the current traffic flow on Crouch Street and the surrounding streets. One of these is the potential for eliminating some or all of the on-street parking on both sides of Crouch Street, including the frontage of your property and ours. This is intended to improve the traffic circulation on Crouch Street and in the surrounding area.

I want to make sure that you are informed of any changes that could affect your property and to invite you to participate in the public process. If you have any questions or comments, please contact me. I would be happy to meet you personally to discuss any aspect of this with you.

Sincerely,

Anthony Badeaux

July 11, 2007

Exhibit C
Letter of support from property
owner, Frank Brikho, dated July 11, 2007

Mr. Anthony Badeaux
Paladin Real Estate Group, LLC
401 W. A St., Ste. 750
San Diego, CA 92101

Dear Mr. Badeaux :

Thank you for your letter of June 25, 2007. In fact,
we are supportive of your planned project, because we feel
that a new medical service will be very helpful for our
neighborhood, and local community.

We wish you success, and hope you will start building
soon, and please, do not hesitate to ask us for any assistance
that we are able to provide.

Thank you, Dear Sir.

Sincerely,



Frank Brikho

Exhibit D
Letter of support from Loma Alta Neighborhood
Association (LANA) dated July 30, 2007

Sophia Kollias

From: Greg Root [gregroot@cox.net]
Sent: Monday, July 30, 2007 9:22 PM
To: Steve and Valerie Conley; ewburns@fjnlaw.com; Greg DeBerry; Bill Sanford; James Felton; Eva Hocks
Cc: Tony Badeaux
Subject: Focus group findings

On Saturday 07/21/2007 members of the Loma Alta Neighborhood Association Board of Directors met with several individuals from Paladin Partners representing "Loma Alta Village" the commercial project proposed for the 2-acre parcel at the S/W corner of Apple and Crouch Streets, widely referred to as "the red barn property".

This document stands as the initial findings of that focus group but represents only a first step towards an official recommendation (for or against) of the Loma Alta Neighborhood Association in advance of a formal presentation to be held at the upcoming LANA meeting scheduled for August 14.

At that meeting, any LANA members in attendance will be able to vote for or against the project and the outcome of that vote will be put forward to the appropriate City of Oceanside departments to include Planning, Council, etc.

In attendance were Tony Badeaux, and several members of his staff representing Paladin Partners, the Real Estate Group proposing the project, their planner, Lou Lightfoot, Irma Cota representing North County Health Services and Greg Root, Ed Burns, Valerie Conley and Greg DeBerry representing the Loma Alta Neighborhood Board Association Board of Directors and residents Steve Conley and Steve Nelson.

Background:

Paladin Partners have owned the property since October, 2005. Though there have been many failed attempts to develop this property over the years including residential, commercial and mixed-use applications, none have moved forward. The topography of the parcel presents challenges in that the corner property has a significant elevation at the west side and a steep slope on the north and a gradual slop to the entire side fronting Crouch Street.

At an earlier LANA meeting Paladin Partners presented the project in it's first iteration. The project was not well received by most of the LANA group who found the architecture somewhat severe and institutional. Additionally, many group members

8/13/2007

complained about the lack of embellishments and over all flat facades. There were some negative comments regarding North Coast Health Services who propose to purchase one of three available buildings and establish a Primary Medical Care Facility.

Aesthetic improvements:

There have been significant improvements to the project in the latest version. As a result of LANA's suggestions and comments, many aesthetic improvements including parapets, additional slate embellishments, awnings and emphasized wall variations greatly improve the overall look of the project.

Traffic concerns:

Crouch Street will soon carry additional traffic. As the Sprinter Station draws traffic from the north, Crouch, Canyon, Hoover, Barnwell and Foussat will be impacted. Therefore, it is my opinion that a commercial development with limited hours of usage like that found in a Medical Services facility will be an advantage over other commercial usages that might be established on the property.

Additionally, the east side of Crouch will be red curbed as condition of approval. This will preclude any parking on that side of Crouch and force the business owners on that side to provide parking for their clientele. Additionally, a turn lane will be established to allow traffic to flow on Crouch. (A more thorough illustration of this critical aspect is necessary to for complete understanding).

North Coast Health Services (www.nchs-health.org):

There have been some in the neighborhood who have voiced unhappiness at the prospect of a medical care facility that features affordable medical care to individuals and families who might not be able to otherwise afford comprehensive medical care. Their primary patient is comprised of "the working underinsured".

While it's prudent to consider the number of social services in a relatively small radius to the Loma Alta community (County Welfare, WIC, The Bread of Life Ministries, Interfaith, Parole Office, etc.) who operate facilities within two miles of the corner of Crouch and Oceanside Boulevard, I don't think it's reasonable to suggest that this Medical Facility will necessarily negatively impact this community.

An inspection of other NCHS facilities in Oceanside at Mesa and Mission and Cassidy Street at Coast Highway or in Encinitas, Carlsbad and San Marcos reveal clean, well run facilities with no outward signs of attracting undesirable individuals or any other negative aspects.

NCHS will own and maintain the building and hours of operation will be favorable for traffic mitigation.

Summation:

It is significant to note that Paladin Partners has listened to this community and made improvements based upon our suggestions. Now or in the future, there will be a project completed on the parcel. This project represents the best we've seen to date and represents an aggregate enterprise that will not be retail, which I believe is a positive aspect.

North Coast Health Services has agreed to purchase one of three proposed buildings, which means that the project will be occupied immediately. This is another advantage because there will be no time after the project is built without tenants or activity on site.

While traffic on Crouch is destined to increase, this project if properly stipulated and conditioned will ensure red stripping of the curbs to ensure no parked cars. I do not have sufficient information regarding the proposed turn lane on Crouch or other proposed traffic mitigation and will request more information be presented at our August 14, Lana meeting where Paladin will present.

It was strongly suggested that Paladin Partners make a presentation to the Oceanside Blvd. Vision Committee at the earliest opportunity.

Greg

Greg Root

President, Loma Alta Neighborhood Association

404 Hoover Street, Oceanside, CA 92054

760 420 3590

www.lomaalta.org

gregroot@cox.net

L.A.N.A., Committed to the past, present and future of the Loma Alta Community

8/13/2007



October 13, 2007

Oceanside Transportation Commission
Paul Pace, Transportation Engineer
Scott Smith, City Engineer

On behalf of the Loma Alta Neighborhood Association, we urge you to eliminate on-street parking on both sides of Crouch Street between Oceanside Blvd. and Canyon Drive. Additionally, we respectfully request that you move forward with "Alternative 1", which will result in the following improvements: on-street bike lanes, a northbound left turn pocket, a two-way left turn lane and if deemed feasible, "keep clear" striping in front of the project driveway.

We regret any inconvenience this action may cause to those who conduct business on lower Crouch Street and we appreciate the fact that some of those businesses have been there for decades.

However, as plans move forward regarding the proposed improvements to the "Red Barn" property (Loma Alta Village) on the west side of Crouch Street and with the significant anticipated increase in traffic from the soon to open Crouch Street Sprinter Station, these improvements are imperative to create a safe traffic flow, uninhibited by parked cars.

Thank you for your consideration.

Ed Burns, President
Loma Alta Neighborhood Association
www.lomaalta.org
gregroot@lomaalta.org
ewburns@fjnlaw.com

Greg Root, Vice President

L.A.N.A., Committed to the past, present and future of the Loma Alta Community