

STAFF REPORT



ITEM NO. 11
CITY OF OCEANSIDE

DATE: September 19, 2007
TO: Honorable Mayor and City Councilmembers
FROM: Public Works Department
SUBJECT: **RESOLUTION ESTABLISHING 20-MINUTE LOADING ZONES AT 414 NORTH COAST HIGHWAY AND ON PIER VIEW WAY WEST OF COAST HIGHWAY**

SYNOPSIS

Staff and the Transportation Commission recommend that the City Council adopt a resolution establishing 20-minute loading zones at 414 North Coast Highway and on the south side of Pier View Way adjacent to the alley west of Coast Highway.

BACKGROUND

The City has received a request from the manager of the Goodwill Industries at 414 North Coast Highway (attached) and the operator of the Sunshine Brooks Theatre for loading zones (20-minute yellow zone) adjacent to their businesses.

ANALYSIS

The manager of the Goodwill Industries store is requesting one parking space be designated as a 20-minute yellow loading zone at 414 North Coast Highway to help customers who are utilizing the document destruction drop-off center. The layout of the store and location of amenities does not facilitate loading from the alley. The manager has contacted the adjacent businesses and they do not object to the loading zone and would also be able to use the zone.

The operator of the Sunshine Brooks Theatre is requesting one parking space for the loading of materials and the KOCT van, when needed, on the south side of Pier View Way adjacent to the alley. The theatre uses the loading entrance at various times when preparing for performances.

Both of the proposed loading zone locations were mentioned at the June 5, 2007, meeting of MainStreet and no concerns were noted.

FISCAL IMPACT

The cost of installing the loading zones is approximately \$300 with an increase in annual maintenance of one workhour.

COMMISSION OR COMMITTEE REPORT

At their July 17, 2007, meeting, the Transportation Commission reviewed and approved the proposed loading zones.

CITY ATTORNEY'S ANALYSIS

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

RECOMMENDATION

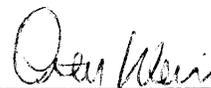
Staff and the Transportation Commission recommend that the City Council adopt a resolution establishing 20-minute loading zones at 414 North Coast Highway and on the south side of Pier View Way adjacent to the alley west of Coast Highway.

PREPARED BY:

SUBMITTED BY:



Paul J. Pace
Transportation Operations Engineer



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Joseph Arranaga, Acting Deputy Public Works Director

Scott O. Smith, City Engineer







Exhibit A: Map
Attachment 1: Request

RESOLUTION NO.

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

("20-Minute Loading Zones")

WHEREAS, based on staff recommendation, this Council finds that public health and safety will be benefited by establishment of certain traffic controls within the City of Oceanside;

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

SECTION 1. There is established a "20-Minute Loading Zone" on the east side of Coast Highway beginning 190 feet north of the centerline of Civic Center Drive and ending 215 feet north of said centerline.

SECTION 2. There is established a "20-Minute Loading Zone" on the south side of Pier View Way beginning 110 feet west of the centerline of Coast Highway and ending 135 feet west of said centerline.

SECTION 3: Staff is directed to effect the foregoing controls as soon as possible.

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

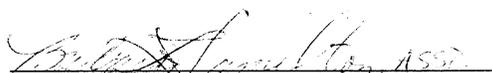
- AYES:
- NAYS:
- ABSENT:
- ABSTAIN:

MAYOR OF THE CITY OF OCEANSIDE

ATTEST:

APPROVED AS TO FORM:

CITY CLERK


CITY ATTORNEY



May 30, 2007

Paul Pace
Transportation Operations Engineer
Transportation Division
Public Works Dept

Dear Paul,

Thank you for meeting with me on 4/6/07 regarding our Document Destruction Drop Off Center in Oceanside.

I have spoken with the Director of the Star Theater, the Owner of Lone Star BBQ, and the Manager of Circle K- none are opposed to the idea of designating a portion of the curb directly in front of our building as a drop off zone (yellow curb).

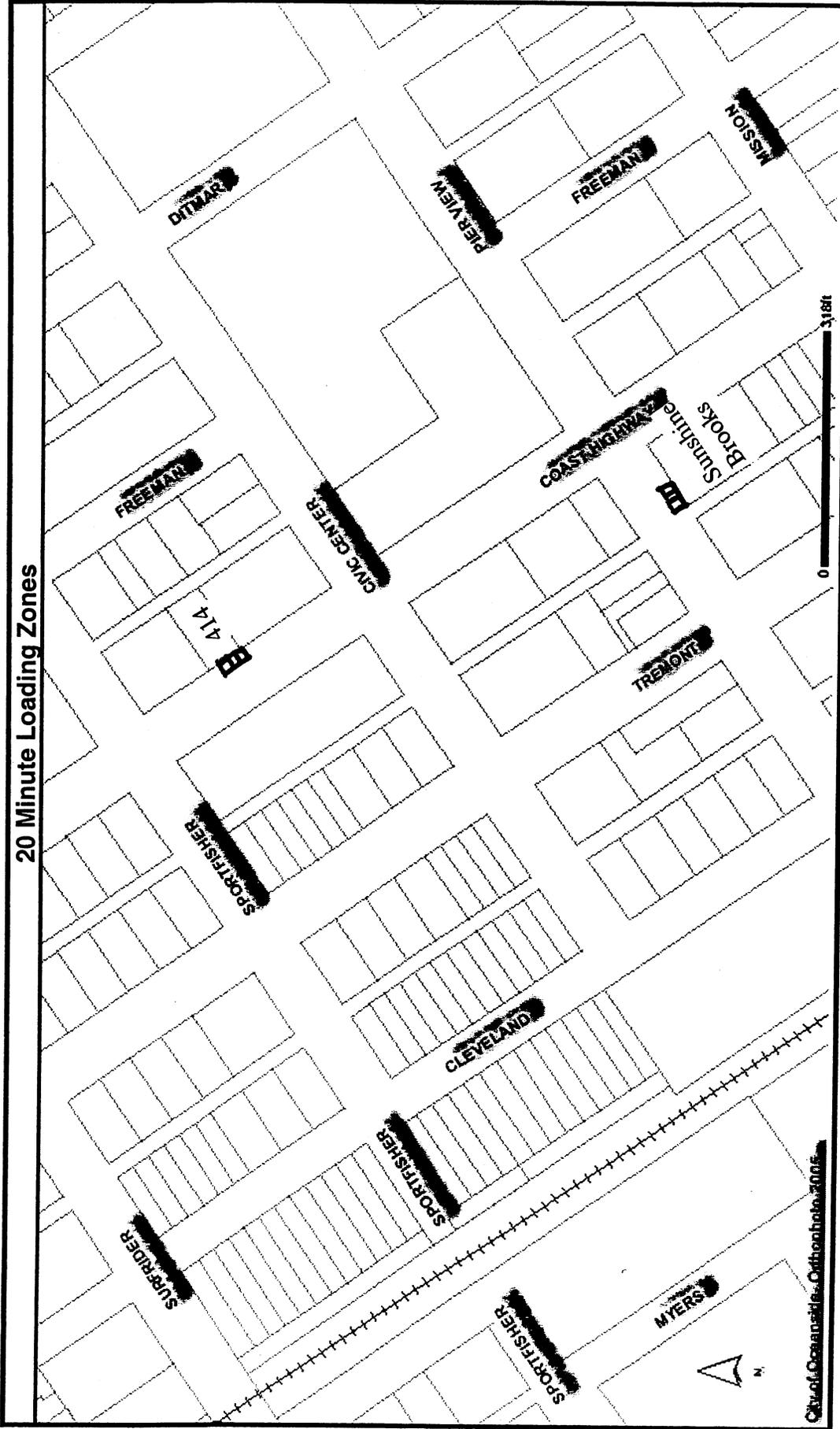
Therefore Goodwill Industries would like to proceed with our request to take this matter before the appropriate committees, beginning with the Main Street Association on June 5th.

Please let me know if there is any formal paperwork that needs to be filled out and thank you for your time.

Sincerely,

Michael Schubert
Administrative Manager
Workforce Development
760-722-8582 ext 12

20 Minute Loading Zones



Proposed 20 Minute Loading Zones