



DATE: April 20, 2011

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **PLANS AND SPECIFICATIONS FOR THE SHADOWRIDGE DRIVE
RADAR FEEDBACK SIGN PROJECT**

SYNOPSIS

Staff recommends that the City Council approve the plans and specifications for the Shadowridge Drive Radar Feedback Sign project to be located north of Via Cabrillo, facing southbound traffic; and authorize the City Engineer to call for bids.

BACKGROUND

City staff has received many complaints over the years about vehicular speeding on Shadowridge Drive at Ocean Hills Drive. Traffic-calming measures were completed which included striping a white-edge line, striping an acceleration lane for drivers pulling out from Ocean Hills Drive, installing larger speed limit signs, and installing raised delineators.

Ocean Hills Country Club is a senior community. Residents can access the community through two gates: the front gate is on Leisure Village Way and the back gate is on Ocean Hills Drive. Approximately 2,600 vehicles in a 24-hour period use the back entrance into the senior community.

ANALYSIS

Shadowridge Drive is classified as a collector street on the City's Circulation Element and is a two-lane road that has an average daily traffic of approximately 6,800 vehicles. There is a white edge-line striped on a majority of Shadowridge Drive between Cannon Road and the City limits. There is a 35-mile-per-hour posted speed-limit sign for northbound and southbound traffic. Shadowridge Drive is a connection between the City of Oceanside and the City of Vista. There have been no reported traffic collisions between January 1, 2008, and February 1, 2011, along this stretch of Shadowridge Drive. The radar feedback sign will be installed on Shadowridge Drive north of Via Cabrillo as shown on Exhibit A.

With the measures that City staff has taken to help residents enter and exit Ocean Hills Senior Community, there are still concerns of vehicular speeding and tailgating on Shadowridge Drive. Staff evaluated various solutions to address the residents' concerns, and due to the existing conditions, it was concluded that installing a radar feedback sign would be the best solution. The homeowners' association was informed of the proposed radar feedback sign installation on Shadowridge Drive and they are in support of staff's recommendation.

The City has installed other radar feedback signs within the City at locations such as Lake Boulevard and Vista Way as a traffic-calming device. The radar feedback sign is a permanent installation to inform and increase drivers' awareness of their speed. A posted speed-limit sign will be installed under the radar feedback sign.

The radar feedback sign will detect the fastest and lowest speed of each passing vehicle via radar. Staff can then download the data and analyze how many vehicles increased, decreased, or maintained their speed while traveling through the radar zone.

The anticipated schedule for the project is as follows:

Bid Opening..... May 2011
Award of Contract.....July 2011
Start Construction.....July 2011
Construction Completion...August 2011

The plans and specifications are available for review in the City Engineer's Office.

FISCAL IMPACT

The funding source is TransNet and the FY 2010-2011 CIP budget for Neighborhood Traffic Improvements is approximately \$209,896, account number 902523100212. The estimated total cost of this project, which includes administration, inspection, project management, and contingency is approximately \$18,000.

INSURANCE REQUIREMENT

The City's standard insurance requirements will be met.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

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

RECOMMENDATION

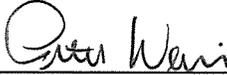
Staff recommends that the City Council approve the plans and specifications for the Shadowridge Drive Radar Feedback Sign project to be located north of Via Cabrillo, facing southbound traffic; and authorize the City Engineer to call for bids.

PREPARED BY:

SUBMITTED BY:



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REVIEWED BY:

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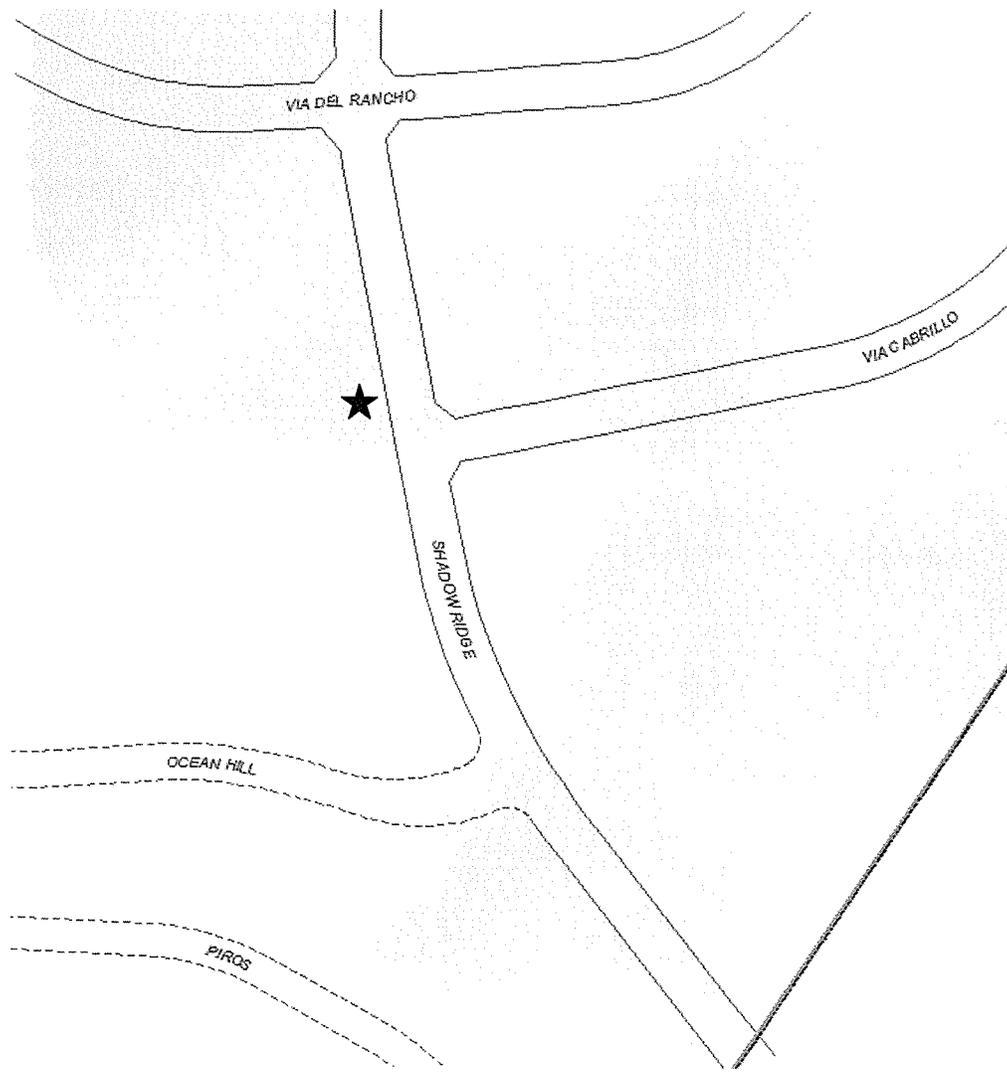


Teri Ferro, Financial Services Director



Attachments:

Exhibit A (Location Map)



★ = Proposed locations of radar feedback sign to be located on existing street light pole



PROJECT

Proposed Location for Radar Feedback Sign on Shadowridge Drive

EXHIBIT
A