STAFF REPORT

CITY OF OCEANSIDE

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DATE: October 3, 2012

TO: Honorable Mayor and City Council Members

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FROM: City Manager Department

SUBJECT: **ADOPTION OF A RESOLUTION APPROVING AN EXTENSION OF THE STREET CLOSURE HOURS FOR THE NO-PARKING/TOW-AWAY ZONES FOR THE SUNSET MARKET FROM 10:00 P.M. TO 11:00 P.M., FOR THAT AREA LOCATED ON PIER VIEW WAY, FROM NORTH COAST HIGHWAY TO CLEVELAND STREET AND TREMONT STREET, FROM MISSION AVENUE TO CIVIC CENTER DRIVE**

SYNOPSIS

Staff recommends that the City Council adopt a resolution approving the extension of the street closure hours for the No-Parking/tow-Away zones for the Sunset Market from 10:00 p.m. to 11:00 p.m., for that area located on Pier View Way, from North Coast Highway to Cleveland Street and Tremont Street, from Mission Avenue to Civic Center Drive.

BACKGROUND

MainStreet program began in 2000. Since that time, MainStreet Oceanside (MSO) has provided many vital functions for the City. Currently, the City has agreements for MainStreet to manage the following activities: Daytime Market, Sunset Market, Beach Services and the Directional Signage.

MainStreet still maintains a presence in the downtown and will continue to be a point of contact for merchants, residents and visitors. They also continue to produce a monthly newsletter and conduct monthly meetings.

ANALYSIS

The Sunset Market was originally approved in March and opened in August 2007. The Redevelopment Agency assisted fiscally with startup costs; however, MSO has not received any additional subsidy from the Agency. The market has become highly successful bringing over 7,000 people during the peak season every Thursday night to the Downtown area.

MainStreet Oceanside has been re-investing proceeds from the Sunset Market to support economic redevelopment in the downtown area by starting several new programs over the past few years which includes the following:

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- Downtown Courtesy Crew spent 600 man hours and collected 2 tons of trash, 15,000 cigarette butts, removed 1,000+ posters & stickers, reported 20+ incidents of major (large scale) graffiti and removed 100+ incidents of minor graffiti
- Produced Oceanside's Independence Day Parade
- Promoted downtown special events including Race Across America, Bike The Coast and Ironman
- $1,000 sponsorship of a recycle bin at the beach
- $500 sponsorship of the 911 Remembrance Ceremonies
- Installed and maintained pet waste bag dispenser in downtown
- Installed holiday flowers in light pole baskets in downtown
- Installed holiday banners in the Sunset Market venue

In addition, they have established a comprehensive communications strategy which includes a published print newsletter promoting downtown businesses and activities - mailed to 2,000 downtown residents and businesses, "Discover Downtown" a television show in collaboration with KOCT, blogging, social media and website.

The Sunset Market directly supports the community in many ways which are as follows:

- Providing weekly booth space reserved for Oceanside Unified School District at no charge;
- Annual Public Safety Night which gives City departments an opportunity to interface with Oceanside residents;
- Periodic Candidate/Ballot Issue Nights, 501(c3) non-profit groups receive a discounted rate on booth space subsidized by MainStreet;
- Hospitality Night for downtown hotel managers and staff members.

Over the last few years, MSO has found it more difficult to clear out the crowds, clean the streets and allow adequate time for the venders to leave safely before 10:00 p.m. In order to ensure public safety, the MainStreet staff does not allow any vehicles to enter into the venue until 10:30 p.m. to 10:45 p.m. The Police Department has raised concerns regarding this issue because vehicles have attempted to enter the closed streets to park near the bars. Since the current resolution for the street closure is only until 10:00 p.m., staff is recommending extending the street closure for one (1) additional hour to 11:00 p.m.

FISCAL IMPACT

MainStreet will be paying for the swapping out of the old signage; therefore, there will be no cost to the City.

None

INSURANCE REQUIREMENTS

The City's standard insurance requirements will be met. MainStreet Oceanside has provided proof of insurance for Workers' Compensation, General Liability and Property Damage and Directors and Officers coverage. All policies name the City as additionally insured. Proof of insurance for any special events will be provided as required for each individual event.

COMMISSION/COMMITTEE REPORT

The Downtown Advisory Committee approved this recommendation at its September 26, 2012 meeting.

CITY ATTORNEY ANALYSIS

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

RECOMMENDATION

Staff recommends that the City Council adopt a resolution approving the extension of the street closure hours extending the time frame for the No-Parking/tow-Away zones for the Sunset Market from 10:00 p.m. to 11:00 p.m., for that area located on Pier View Way from North Coast Highway to Cleveland Street and Tremont Street from Mission Avenue to Civic Center Drive.

PREPARED BY:

Kathy Baker
Downtown Development Manager

SUBMITTED BY:

Peter Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

EXHIBITS/ATTACHMENTS

1. Resolution