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DATE: January 16, 2012  
TO: Honorable Mayor and City Council Members  
FROM: City Manager Department  
SUBJECT: **ADOPTION OF A RESOLUTION APPROVING TIME AND TRAFFIC CHANGES FOR BOTH THE THURSDAY MORNING DAYTIME AND THURSDAY EVENING SUNSET MARKETS**

**SYNOPSIS**

Staff recommends that the City Council adopt a resolution approving the following:

1. The traffic control plan for the Day Time Market (there is no "formal" approval of the current traffic control plan for the Day Time Market);
2. An extension of the street closure hours for the Sunset Market for the no-parking/tow-away zones from 10:00 p.m. to 11:00 p.m.;
3. The traffic control plan for the temporary alley closures of a portion of two alleys located between North Coast Highway and North Cleveland Street; and Pier View Way and Civic Center Drive; and
4. Temporary closure of the southbound lane of Cleveland Street to through traffic from Civic Center Drive to Mission Avenue.

**BACKGROUND**

Since 2000, the MainStreet program has been in continuous operation in Downtown Oceanside. MainStreet Oceanside (MSO) has provided many vital functions in the Downtown Area including the operation of both the Daytime and Sunset Markets every Thursday. In addition, the City has several agreements with MSO including Beach Services, Directional Signage, and both markets.

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 has been in continuous operation since its opening in August of 2007. The Redevelopment Agency originally assisted fiscally with the 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.

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 vendors to leave safely before 10:00 p.m. In order to ensure public safety, the MainStreet staff does not allow vehicles to enter into the venue until 10:30 p.m. The Oceanside Police Department (OPD) has raised concerns regarding this issue because drivers 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.

MSO would like to have the ability to control access to two alleys during market nights for security purposes. MSO is proposing to have temporary gates installed in the two alleys located between North Coast Highway and Cleveland Streets, and Pier View Way and Civic Center Drive, during the Sunset Market (see attached exhibit 4). The "temporary" gates will be removed at the close of the Sunset Market. Both the Police and the Fire Departments have reviewed the traffic control plan and have concluded that the temporary gates will not create any public safety issues during the operation of the market.

On December 12, 2012, MSO sent letters to all of the affected businesses (total of 22 businesses) notifying them of the proposed changes (see attachment). In addition, members of the MSO staff have also visited and talked with said businesses about the proposed changes.

During the peak Sunset Market months (Memorial Day through Labor Day), North Cleveland Street between Civic Center Drive and Mission Avenue becomes very congested with both pedestrians and vehicles. Staff is concerned for pedestrian safety as they walk from several public parking lots in the area to access the Sunset Market. Last summer, MSO implemented a traffic control plan that closed the southbound lane of Cleveland Street from Civic Center Drive to Mission Avenue during periods of very high pedestrian crossing. Due to pedestrian safety concerns, MSO would like the ability to continue implementing this plan during times of high pedestrian traffic and/or special events at the market. The City traffic division has reviewed and approved this traffic control plan (see exhibit 4). MSO has provided notice of their proposed changes to all of the businesses located within the Sunset Market Area.

### **FISCAL IMPACT**

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

## **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**

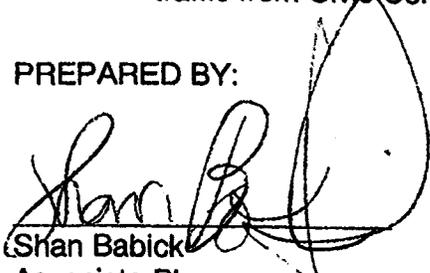
The referenced documents have been reviewed by the City Attorney and approved as to form.

**RECOMMENDATION**

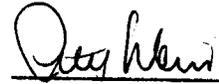
Staff recommends that the City Council adopt a resolution approving the following:

1. The traffic control plan for the Day Time Market (there is no "formal" approval of the current traffic control plan for the Day Time Market);
2. An extension of the street closure hours for the Sunset Market for the no-parking/tow-away zones from 10:00 p.m. to 11:00 p.m.;
3. The traffic control plan for the temporary alley closures of a portion of two alleys located between North Coast Highway and North Cleveland Street, and Pier View Way and Civic Center Drive; and
4. Temporary closure of the southbound lane of Cleveland Street to through traffic from Civic Center Drive to Mission Avenue.

PREPARED BY:

  
Shan Babick  
Associate Planner

SUBMITTED BY:

  
Peter Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager  
Frank McCoy, Police Chief, *Captain Frank McCoy on behalf of Chief McCoy*  
Darryl Hebert, Fire Chief  
George Buell, Development Services Director  
David DiPierro, City Traffic Engineer  
John Helmer, Interim Downtown Development Manager



**EXHIBITS/ATTACHMENTS**

1. Resolution- Day Time Market
2. Resolution- Night Time Market
3. Current Sunset Market Plan
4. Proposed Sunset Market Plan
5. Morning Farmers Market Plan
6. Main Street Oceanside Letter dated October 23, 2012
7. Main Street Oceanside Letter dated December 12, 2012

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 Parking / Tow Away – Thursdays 5 a.m. to 2 p.m.” zone)

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

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

9 SECTION 1. There is established a “No Parking / Tow Away Zone – Thursdays 5 a.m. to  
10 2 p.m.” zone on the both sides of Pier View Way between Coast Highway and Ditmar Street.

11 SECTION 2: The traffic control plan, attached as Exhibit “5”, is approved.

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

13 PASSED AND ADOPTED by the City Council of the City of Oceanside, California, this\_  
14 \_\_\_\_\_ day of January, 2013, by the following vote:

15 AYES:

16 NAYS:

17 ABSENT:

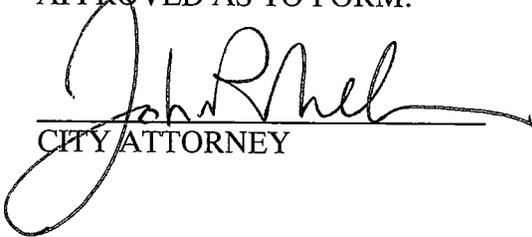
18 ABSTAIN:

19 \_\_\_\_\_  
MAYOR OF THE CITY OF OCEANSIDE

20 ATTEST:

21 APPROVED AS TO FORM:

22 \_\_\_\_\_  
23 CITY CLERK

24   
25 \_\_\_\_\_  
26 CITY ATTORNEY

27  
28



1 RESOLUTION NO. \_\_\_\_\_

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

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

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

8 SECTION 1. There is established a "No Parking / Tow Away Zone – Thursdays 2 p.m.  
9 to 11 p.m." zone on the both sides of Pier View Way between Coast Highway and Cleveland  
10 Street, and the both sides of Tremont Street between Mission Avenue and Civic Center Drive.

11 SECTION 2: There is established a "No Parking / Tow Away Zone – Thursdays  
12 2 p.m. to 11 p.m." zone in the public parking lots located on southeast corner of Civic Center  
13 Drive and Tremont Street (Lot 34) and the southeast corner of Pier View Way and Tremont  
14 Street (Lot 35).

15 SECTION 3: Pier View Way between Coast Highway and Cleveland Street, and Tremont  
16 Street between Mission Avenue and Civic Center Drive shall be closed each Thursday from 2  
17 p.m. to 11 p.m. for the Farmers Market.

18 SECTION 4: Extend the street closure hours for the Sunset Market for the no-  
19 parking/tow away zones from 10:00 p.m. to 11:00 p.m.

20 SECTION 5: Implement the traffic control plan as attached as Exhibit "4", during Sunset  
21 Market street closure hours.

22 SECTION 6: Implement the alley closures as attached as Exhibit "4", during Sunset  
23 Market street closure hours.

24 SECTION 7: Implement traffic control plan for the lane closure of Cleveland Street  
25 during Sunset Market special events, during peak seasons or when warranted as attached as  
26 Exhibit "4".

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SECTION 8: Staff is directed to affect the foregoing controls as soon as possible.

PASSED AND ADOPTED by the City Council of the City of Oceanside, California, this day of \_\_\_\_\_, 2013, by the following vote:

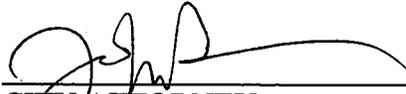
AYES:  
NAYS:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
MAYOR OF THE CITY OF OCEANSIDE

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
CITY CLERK

  
\_\_\_\_\_  
CITY ATTORNEY

# SUNSET MARKET TRAFFIC CONTROL - STANDARD PLAN

STREET CLOSURE: PIER VIEW WAY BETWEEN COAST HIGHWAY AND CLEVELAND STREET, TREMONT STREET BETWEEN CIVIC CENTER DRIVE AND MISSION AVENUE

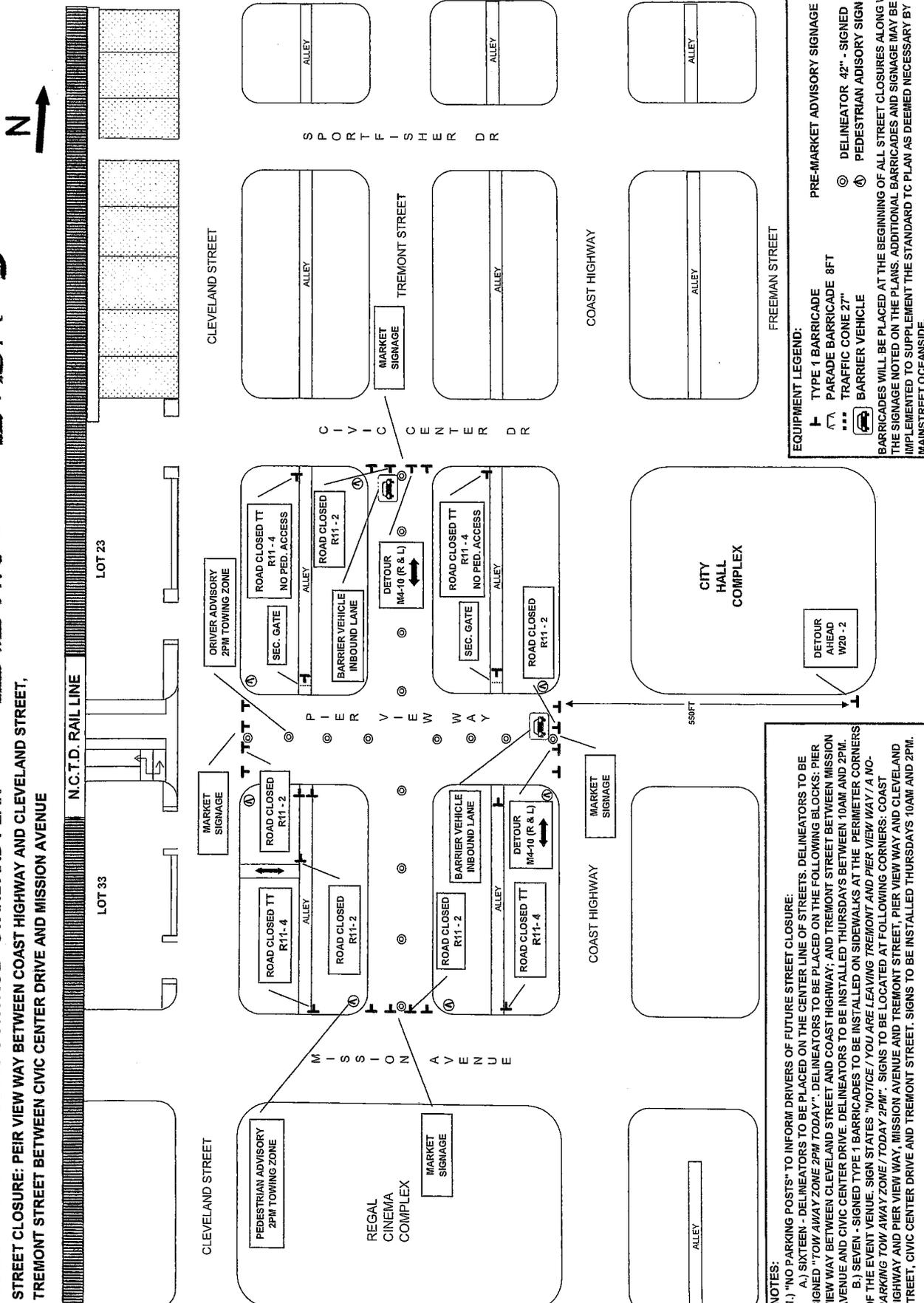
EXISTING

Exhibit 'B'

ATTENTION: KIM HEIM  
760-754-4512 / OFF  
760-754-4547 / FAX

## SUNSET MARKET TRAFFIC CONTROL PLAN

Approved 12/6/12  
701 MISSION AVENUE  
OCEANSIDE, CA 92054  
MAIN STREET OCEANSIDE INC.



- EQUIPMENT LEGEND:**
- ☐ TYPE 1 BARRICADE
  - ▤ PARADE BARRICADE 8FT
  - ⊙ TRAFFIC CONE 27"
  - 🚗 BARRIER VEHICLE
- PRE-MARKET ADVISORY SIGNAGE:**
- Ⓢ DELINEATOR 42" - SIGNED
  - Ⓣ PEDESTRIAN ADVISORY SIGN
- BARRICADES WILL BE PLACED AT THE BEGINNING OF ALL STREET CLOSURES ALONG WITH THE SIGNAGE NOTED ON THE PLANS. ADDITIONAL BARRICADES AND SIGNAGE MAY BE IMPLEMENTED TO SUPPLEMENT THE STANDARD TC PLAN AS DEEMED NECESSARY BY MAINSTREET OCEANSIDE.

**NOTES:**

- 1.) "NO PARKING POSTS" TO INFORM DRIVERS OF FUTURE STREET CLOSURE.
  - A.) SIXTEEN - DELINEATORS TO BE PLACED ON THE CENTER LINE OF STREETS. DELINEATORS TO BE SIGNED "TOW AWAY ZONE 2PM TODAY". DELINEATORS TO BE PLACED ON THE FOLLOWING BLOCKS: PIER VIEW WAY BETWEEN CLEVELAND STREET AND COAST HIGHWAY, AND TREMONT STREET BETWEEN MISSION AVENUE AND CIVIC CENTER DRIVE. DELINEATORS TO BE INSTALLED THURSDAYS BETWEEN 10AM AND 2PM.
  - B.) SEVEN - SIGNED TYPE 1 BARRICADES TO BE INSTALLED ON SIDEWALKS AT THE PERIMETER CORNERS OF THE EVENT VENUE. SIGN STATES "NOTICE / YOU ARE LEAVING TREMONT AND PIER VIEW WAY / A NO-PARKING TOW AWAY ZONE / TODAY 2PM". SIGNS TO BE LOCATED AT FOLLOWING CORNERS: COAST HIGHWAY AND PIER VIEW WAY, MISSION AVENUE AND TREMONT STREET, PIER VIEW WAY AND CLEVELAND STREET, CIVIC CENTER DRIVE AND TREMONT STREET. SIGNS TO BE INSTALLED THURSDAYS 10AM AND 2PM.



**SUNSET MARKET TRAFFIC CONTROL PLAN**

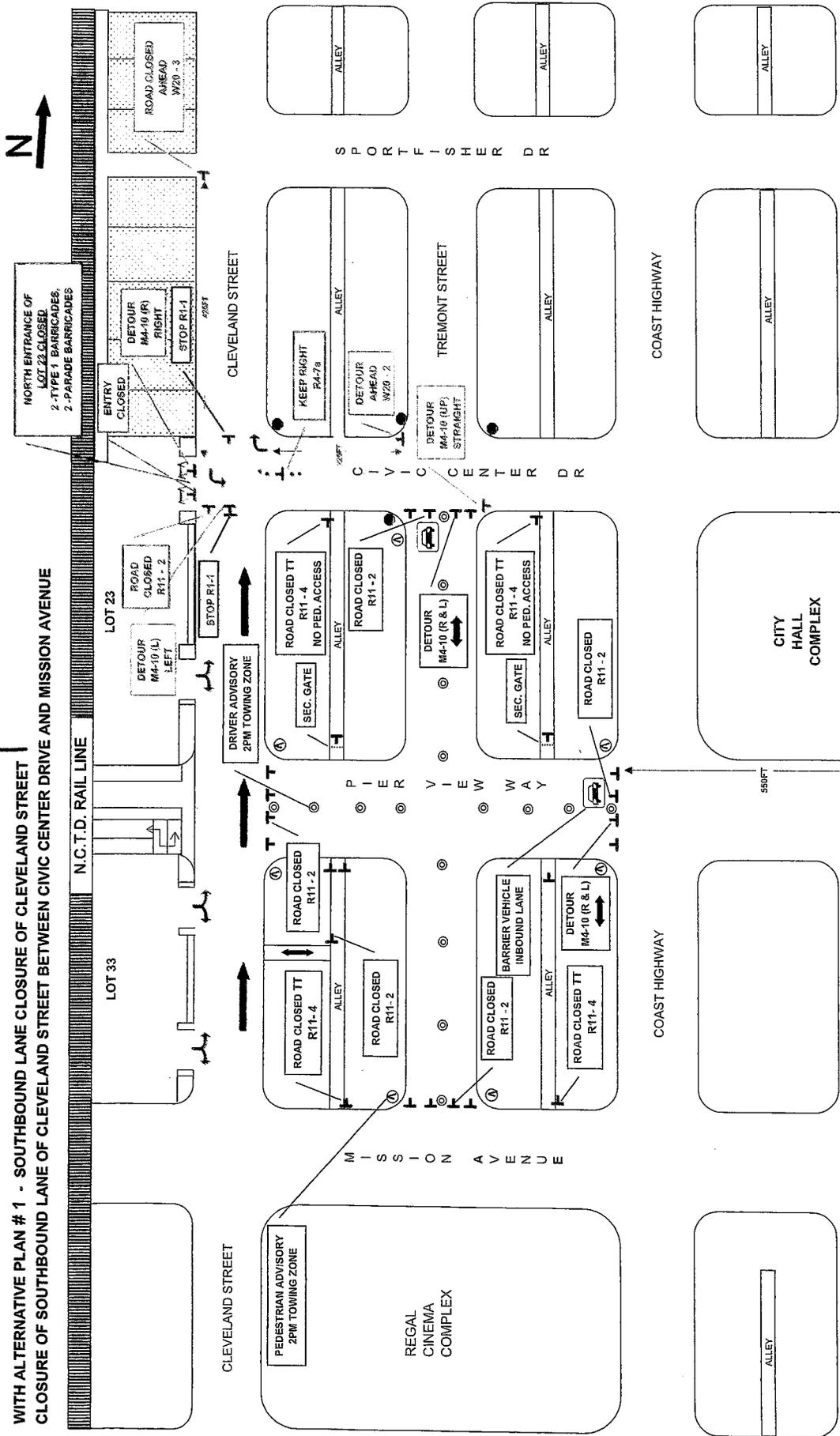
*Proposed Exhibit 4*

WITH ALTERNATIVE PLAN # 1 - SOUTHBOUND LANE CLOSURE OF CLEVELAND STREET  
 CLOSURE OF SOUTHBOUND LANE OF CLEVELAND STREET BETWEEN CIVIC CENTER DRIVE AND MISSION AVENUE

ATTENTION: KIM HEIM  
 760-754-4512 / OFF  
 760-754-4547 / FAX

**SUNSET MARKET TRAFFIC CONTROL PLAN**

Approved 12/6/12  
 MAIN STREET OCEANSIDE INC.  
 701 MISSION AVENUE  
 OCEANSIDE, CA 92054



**EQUIPMENT LEGEND:**

- TYPE 1 BARRICADE
- PARADE BARRICADE 8FT
- TRAFFIC CONE 27"
- BARRIER VEHICLE

**PRE-MARKET ADVISORY SIGNAGE:**

- DELINEATOR 42" - SIGNED
- PEDESTRIAN ADVISORY SIGN

BARRICADES WILL BE PLACED AT THE BEGINNING OF ALL STREET CLOSURES ALONG WITH THE SIGNAGE NOTED ON THE PLANS. ADDITIONAL BARRICADES AND SIGNAGE MAY BE IMPLEMENTED TO SUPPLEMENT THE STANDARD TC PLAN AS DEEMED NECESSARY BY MAINSTREET OCEANSIDE.

**NOTES:**

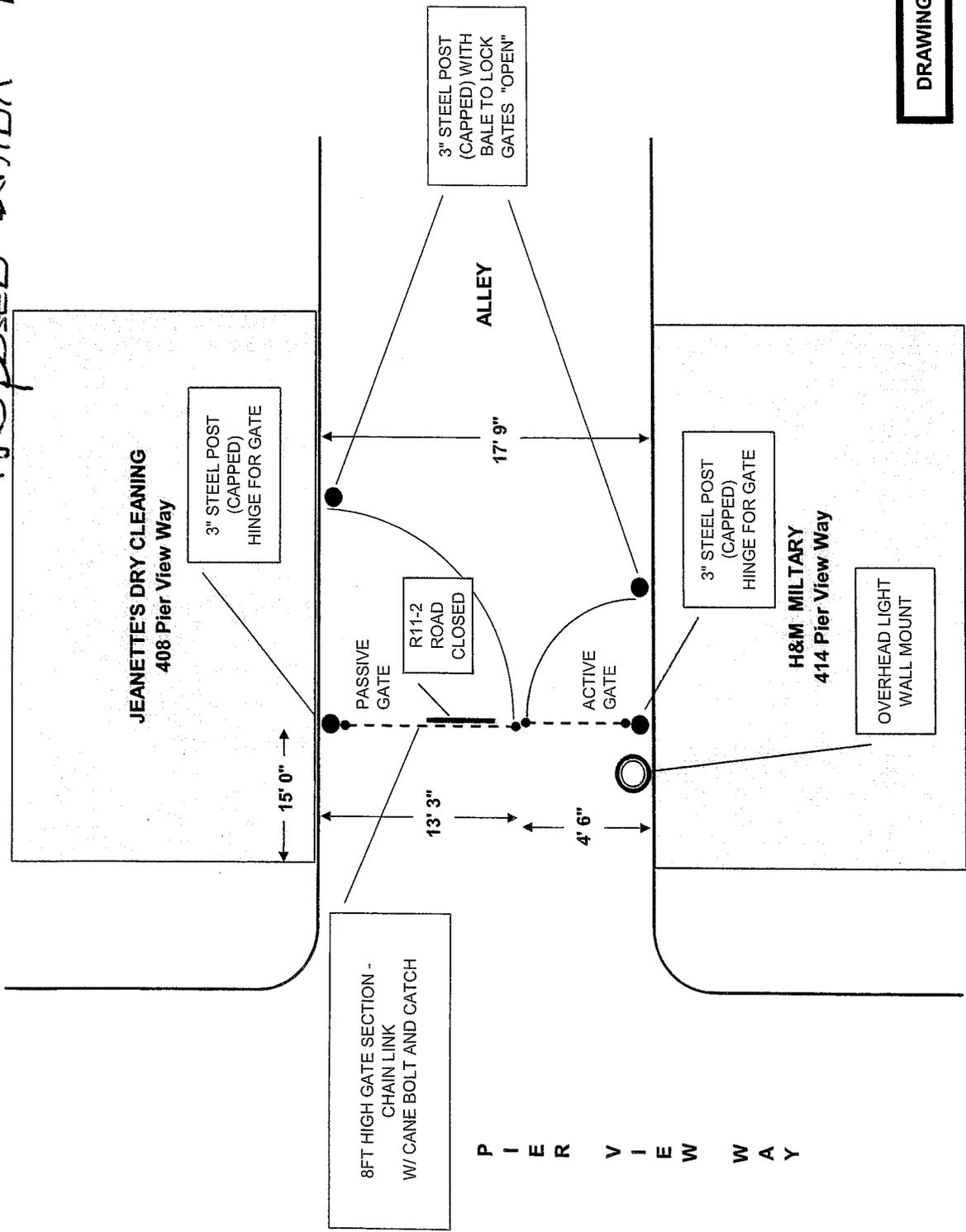
- 1.) SIGNAGE IN BLACK INDICATES STANDARD WEEKLY TRAFFIC CONTROL PLAN.
- 2.) SIGNAGE IN COLOR INDICATES EQUIPMENT ASSOCIATED WITH ALTERNATIVE PLAN # 1.
- 3.) ALTERNATE # 1 PLAN TO BE IMPLEMENTED ONLY ON AN "AS-NEEDED" BASIS DUE TO CONGESTION.
- 4.) ALL PRE-VENT DRIVER AND PEDESTRIAN SIGNAGE REQUIREMENTS APPLY (SEE STANDARD TC PLAN)



ALLEY GATE DETAIL - H&M MILITARY 400 BLOCK PIER VIEW WAY

Proposed Exhibit "4"

@BCL@3405A2A4.xis



Approved  
12/16/12  
T. G.

DRAWING NOT TO SCALE

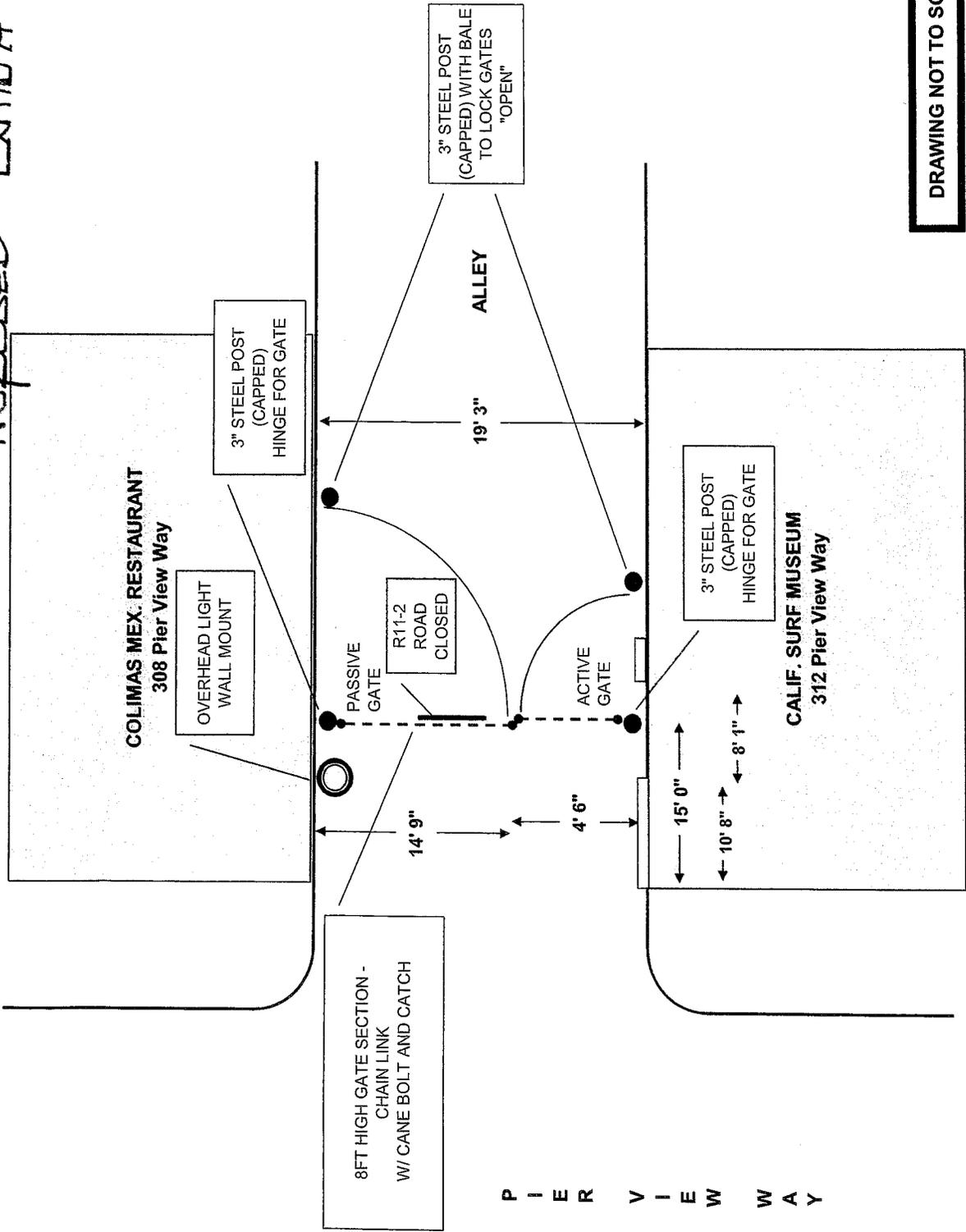


Exhibit 4

Proposed

ALLEY GATE DETAIL - CALIF. SURF MUSEUM 300 BLOCK PIER VIEW WAY

Approved  
12/6/12  
[Signature]



DRAWING NOT TO SCALE

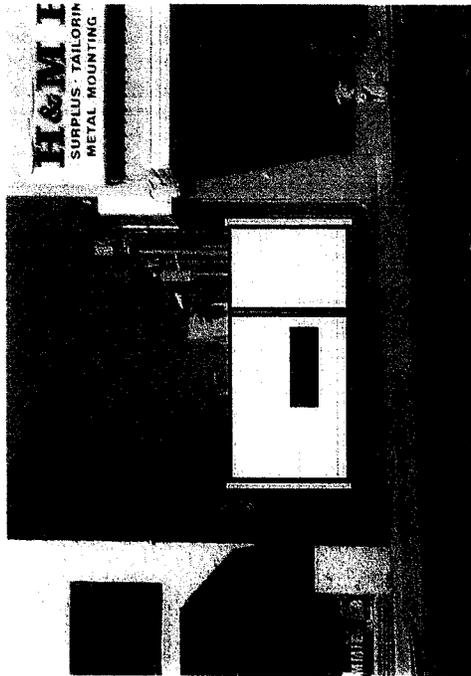
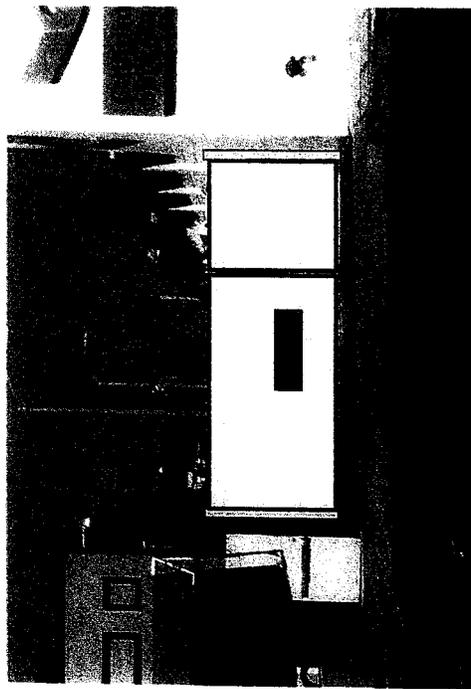


Propose

Exhibit "4"

ALLEY GATES

CALIFORNIA SURF MUSEUM



Approved  
12/6/12  
T. Giff



# MORNING FARMER'S MARKET TRAFFIC CONTROL PLAN

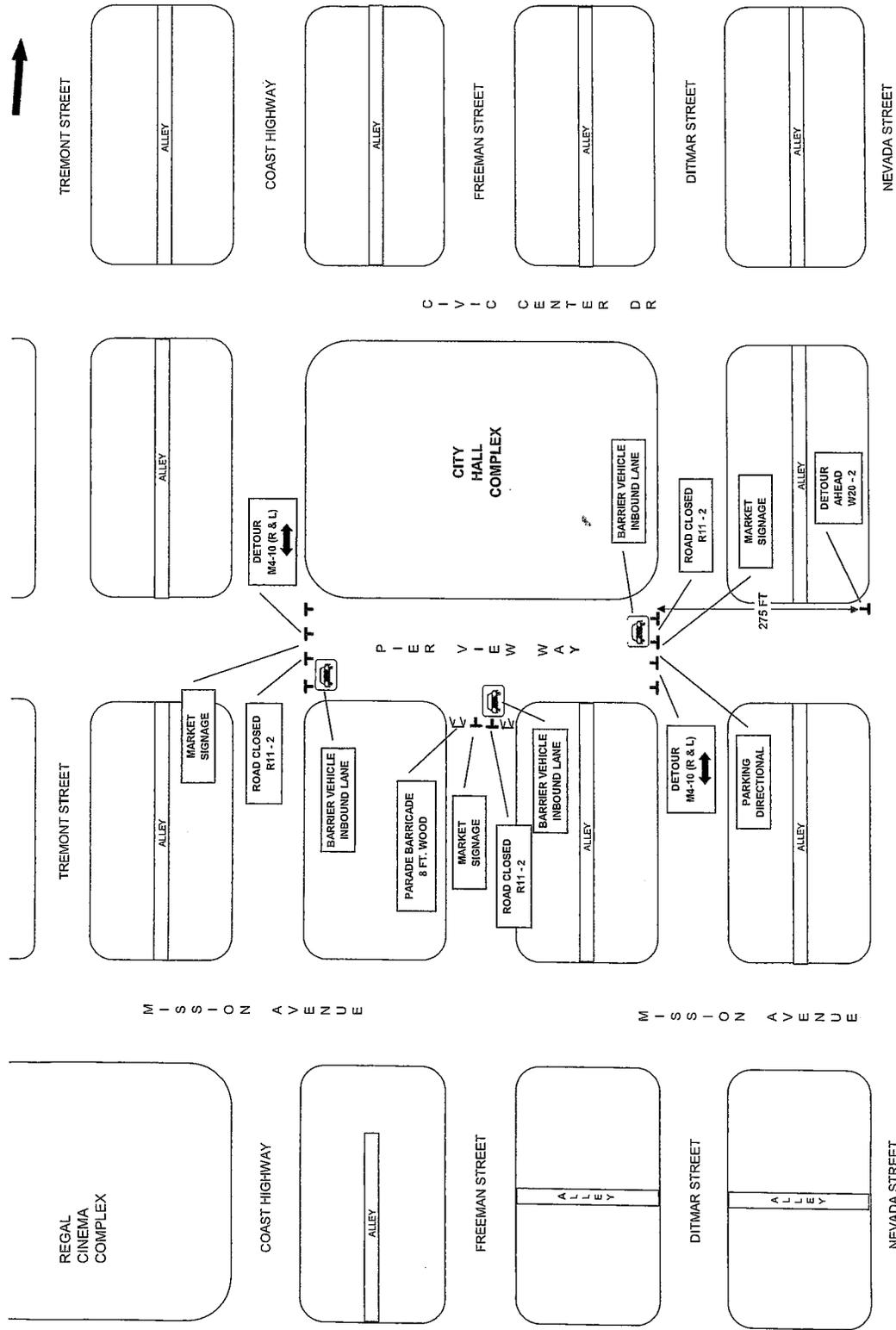
Exhibit 5

STREET CLOSURE: PIER VIEW WAY BETWEEN COAST HIGHWAY AND DITMAR STREET

ATTENTION: KIM HEIM  
760-754-4512 / OFF  
760-754-4547 / FAX

## MORNING FARMER'S MARKET TRAFFIC CONTROL PLAN

MAIN STREET OCEANSIDE INC.  
701 MISSION AVENUE  
OCEANSIDE, CA 92054



Approved  
12/6/12  
T. ELL

**EQUIPMENT LEGEND:**  
 TYPE 1 BARRICADE  
 PARADE BARRICADE 8FT BARRIER VEHICLE  
 BARRICADES WILL BE PLACED AT THE BEGINNING OF ALL STREET CLOSURES ALONG WITH THE SIGNAGE NOTED ON THE PLANS. ADDITIONAL BARRICADES AND SIGNAGE MAY BE IMPLEMENTED TO SUPPLEMENT THE STANDARD TO PLAN AS DEEMED NECESSARY BY MAINSTREET OCEANSIDE.

**NOTES:**  
 1.) STREET CLOSURE IS WEEKLY, THURSDAYS 6AM - 2PM  
 2.) PARKING DIRECTIONAL SIGNAGE DIRECTS VEHICLES TO CITY HALL PARKING FACILITY



Exhibit C



*Dedicated to preserving, promoting and revitalizing Downtown Oceanside*

October 23, 2012

Kathy Brann  
Downtown Development Manager  
City of Oceanside  
300 N. Coast Hwy.  
Oceanside, CA 92054

Re: Alley Gates / Sunset Market Venue

Kathy:

MSO is requesting City approval to install a set of temporary swinging gates in two alley ways adjacent to the Sunset Market.

Background:

There are two sections of alley that front on the Sunset Market Venue which have access off the east side of Pier View Way. These alleys have presented numerous security problems over the last 5 years for the Sunset Market. The alleys are adjacent to Colima's restaurant and H&M Military. These alleys are poorly illuminated and serve as a routine location for youths to loiter at. As a consequence, there have also been numerous fights in these locations and the alleys have served as a convenient path of escape for shoplifters and trouble makers.

In a discussion concerning a wide range of security issues associated with the Market, a suggestion by OPD surfaced where retractable (or swinging) chain link gates could be utilized to "close off" alley access to the Market venue. OPD's recommendation was to severely limit any space for loitering and eliminate the public's ability to enter and exit from the adjoining neighborhoods. MSO staff evaluated the benefits of this suggestion and agreed with OPD's conclusions.

MSO staff has conferred with each of the property owners / tenants adjacent to these alleys and discussed the security concerns as well as the proposed gate solution. Each owner / tenant agreed with the need for additional security and supported the gate plan idea. Owners / tenants were consulted on exact gate placement issues and how it may effect daily operations for delivery and vehicle traffic. These comments were incorporated into the design and planning.

OPD and OFD were both consulted for their input as well. Their comments were incorporated into these plans.

701 Mission Avenue  
Oceanside, California 92054  
Ph: 760-754-4512 Fax: 760-754-4547 E-Mail: [mainsto@pacbell.net](mailto:mainsto@pacbell.net)  
Web: [www.ms oceanside.com](http://www.ms oceanside.com)



Exhibit "7"



*Dedicated to preserving, promoting and revitalizing Downtown Oceanside*

December 12, 2012

To: Downtown Business and Property Owners

Re: Adjustment of Thursday No Parking times at Sunset Market Venue  
200 & 300 block North Tremont Street / 300 & 400 block Pier View Way

The Sunset Market has recently completed 5 years of operation. On occasion, the public has questioned why the Thursday No Parking signs state 2pm – 10pm and the streets do not open for public parking until 11pm. Under the terms of agreement for the operation of the Sunset Market, MainStreet is required to close the Market at 9pm and then vacate the vendors. We are also required to sweep the streets and sidewalks of all debris – ensuring the public spaces are clean and safe. These tasks require 2 hours to complete and the streets routinely open at 11pm.

To assist the visitors to our downtown and eliminate any confusion, MainStreet has requested that the City adjust the Thursday No Parking time and signage from 2pm – 10pm to 2pm – 11pm. This adjustment of the Thursday No Parking times will not result in any change to the Thursday operations you have all become accustomed to.

Thank you for your continued cooperation.

Rick Wright  
Executive Director

701 Mission Avenue  
Oceanside, California 92054  
Ph: 760-754-4512 Fax: 760-754-4547 E-Mail: [mainsto@pacbell.net](mailto:mainsto@pacbell.net)  
Web: [www.msoceanside.com](http://www.msoceanside.com)



## SUNSET MARKET / No Parking Times Revision - "Notice" Distribution List

### TREMONT STREET FRONTAGE

Long Boarder Restaurant 400 Mission Avenue

Cabo Grill 212 N. Tremont

Stone Brewery Tasting Room 310 N. Tremont

Ranch & Sea Realty 316 Mission Avenue

North Star Agency 205 N. Tremont

Haunted Head Saloon 207 N. Tremont

La Casa Pizza 209 N. Tremont

M&H Barber Shop 211 N. Tremont

Dorothy's Military Shop 213 N. Tremont

Tremont Street Grill 311 N. Tremont

### PIER VIEW WAY FRONTAGE

Pier View Way Coffee 300 Pier View Way

Colimas Mexican Food 308 Pier View Way



CA Surf Museum	312 Pier View Way
Romantix	316 Pier View Way
Bubble Tea	318 Pier View Way
GI Joe's Military Surplus / ABC Laundry	404 Pier View Way
Fire Water Saloon	406 Pier View Way
Esquire Barber Shop	412 Pier View Way
H&M Military Shop	301 N. Coast Highway
Pier View Pub	301 Pier View Way
Beachcomber Barber Shop	309 Pier View Way
Petite Madeline Bakery	223 N. Coast Highway

