



DATE: June 26, 2013

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **RESOLUTION ESTABLISHING A LOADING ZONE ON PIER VIEW WAY ADJACENT TO "ARTIST ALLEY"**

**SYNOPSIS**

Staff recommends that the City Council adopt a resolution to establish a 20-minute loading zone on Pier View Way between Coast Highway and North Freeman Street adjacent to "Artist Alley".

**BACKGROUND**

"Artist Alley" was established as part of a Redevelopment Agency project to encourage artists to locate their businesses within the multi-tenant retail building bounded by Coast Highway, Pier View Way and Mission Avenue. "Artist Alley" is an existing pedestrian-only alley located along the east side of the multi-tenant retail building. Bollards have been installed and red curb has been painted at both entrances to the alley to prevent vehicular access and on-street parking at the alley entrances.

Various businesses currently occupy the multi-tenant retail building, which include art galleries, restaurant, souvenir, clothing, and flower shops. Several of the shops that front the alley are currently vacant.

Staff has received a request from a flower shop owner located in a space that fronts the alley, to establish a loading zone on Pier View Way. Since the alley is not accessible to vehicular traffic, there is need for an area for loading and unloading of products and merchandise to the businesses of the multi-tenant retail building. This amenity could also promote business occupancy for the current vacant shops.

**ANALYSIS**

Vehicle parking for customers and occupants of the multi-tenant retail building/Artist Alley is largely served by existing on-street parallel parking along Mission Avenue, Coast Highway and Pier View Way. There is existing red curb at both entrances to the alley in addition to 100 feet of red curb on Coast Highway for a NCTD Bus Stop and an additional 25 feet of red curb on Mission Avenue for an existing fire hydrant.

The installation of the 20-minute loading zone will result in the loss of two on-street parking spaces on Pier View Way, which is not considered significant.

As such, staff proposes to establish a 20-minute loading zone with 40 feet of yellow curb on Pier View Way just east of the alley entrance as shown in Exhibit A.

**FISCAL IMPACT**

The cost of painting the curb yellow and painting the decal is approximately \$204 with no increase in annual maintenance.

**CITY ATTORNEY'S ANALYSIS**

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

**COMMISSION OR COMMITTEE REPORT**

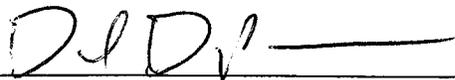
Does not apply.

**RECOMMENDATION**

Staff recommends that the City Council adopt a resolution to establish a 20-minute loading zone on Pier View Way between Coast Highway and North Freeman Street adjacent to "Artist Alley".

PREPARED BY:

SUBMITTED BY:

  
\_\_\_\_\_  
David DiPierro  
City Traffic Engineer

  
\_\_\_\_\_  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

George Buell, Development Services Director

Scott O. Smith, City Engineer

  
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Attachment:

1. Resolution
2. Exhibit A - Map

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 Zone on Pier View Way for Artist Alley)

WHEREAS, based on staff recommendation, this Council finds it is in the public interest to establish a 20-minute loading zone on Pier View Way adjacent to Artist Alley; and

WHEREAS, the development of portions of Pier View Way have reduced on-street parking by two parallel parking space needs; and

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

SECTION 1: There is established the following time limit for a loading zone:

- a. 20-minutes on Pier View Way just east of the alley entrance, beginning 162 feet from centerline of Coast Highway and ending 202 feet from centerline of Coast Highway, effective 6:00 a.m. to 6:00 p.m. except Sundays and holidays unless posted or marked otherwise.

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 \_\_\_\_\_, 2013, by the following vote:

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

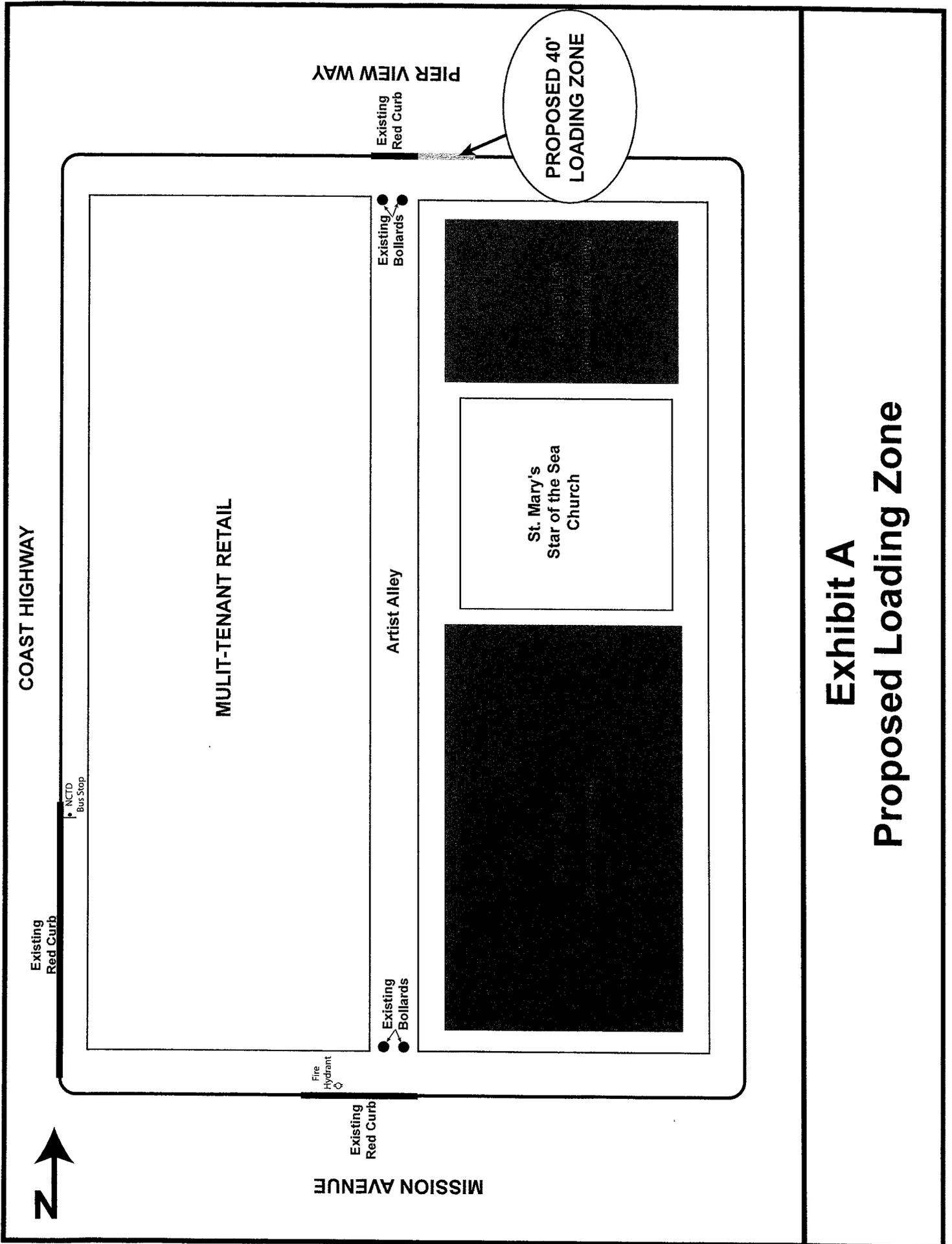
\_\_\_\_\_  
MAYOR OF THE CITY OF OCEANSIDE

ATTEST:

APPROVED AS TO FORM:

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

  
CITY ATTORNEY



# Exhibit A Proposed Loading Zone