



# City of Oceanside

300 North Coast Highway,  
Oceanside, California 92054

## Staff Report

**File #:** 26-1254

**Agenda Date:** 3/11/2026

**Agenda #:** 14.

DATE: March 11, 2026

TO: Honorable Mayor and City Councilmembers

FROM: Public Works Department

**TITLE: ADOPT A RESOLUTION ESTABLISHING A LOADING ZONE ON THE NORTH AND SOUTH SIDE OF SURFRIDER WAY EAST OF THE STRAND**

### **RECOMMENDATION**

Staff recommends that the City Council adopt a resolution establishing a 20-minute loading zone, seven (7) days a week, 24-hours a day, on the north and south sides of Surfrider Way, east of The Strand.

### **BACKGROUND AND ANALYSIS**

Staff have been contacted by a resident requesting additional loading zones on Surfrider Way in proximity to the beach. As shown on the attached Exhibit A, there are currently 20-foot long loading zones on the north side and south side of Surfrider Way, between The Strand and Pacific Street. These existing loading zones are frequently used by residents of the adjacent condominium buildings while unloading and loading personal items, by contractors accessing the properties for maintenance, and by beach visitors dropping off belongings prior to parking elsewhere.

The subject portion of Surfrider Way lies between Pacific Street and The Strand and functions as a 40-foot wide collector roadway. Parking is prohibited on both sides of the street, except for the two designated loading zones.

Establishing two additional loading zones, which serve as extensions to the existing zones, would better accommodate residents, service providers, and beach visitors, while maintaining appropriate parking controls along this segment of Surfrider Way.

### **FISCAL IMPACT**

The installation of two 20-minute loading zone signs is approximately \$700 and will be charged to the Traffic Control System account 640621101.5355, which has an available balance of \$82,435. Therefore, sufficient funds are available.

Description	Approximate Amount	Account	Available Balance
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Signage	\$700	640621101.5355 Street Traffic Control System account	\$82,435
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**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.

Prepared by: Teala Cotter, City Traffic Engineer  
Reviewed by: Hamid Bahadori, Public Works Director  
Submitted by: Jonathan Borrego, City Manager

**Attachments:**

1. Exhibit "A" - Proposed Location Map
2. Resolution