



City of Oceanside

300 North Coast Highway,
Oceanside, California 92054

Staff Report

File #: 25-914

Agenda Date: 8/6/2025

Agenda #: 16.

DATE: August 6, 2025

TO: Honorable Mayor and City Councilmembers

FROM: Public Works Department

TITLE: RESOLUTION ESTABLISHING A NO PARKING ZONE ON COAST HIGHWAY NORTH OF PIER VIEW WAY FROM 5AM TO 2PM, THURSDAY ONLY

RECOMMENDATION

Staff recommends that the City Council adopt a resolution establishing a no parking zone on the east side of Coast Highway, just north of Pier View Way, from 5 AM to 2 PM on Thursdays only.

BACKGROUND AND ANALYSIS

On May 1, 2025, the City began utilizing the vehicle barriers procured through implementation of the Street Market Bollards Capital Improvement Program Project, which provide additional security measures at the Farmer's and Sunset markets. Each Thursday, the barriers are deployed from a truck and trailer parked on an adjacent street prior to the start of each market. At the close of each market, the barriers are loaded back onto the trailer for off-site storage at the City Operations Center.

On June 4, 2025, the "No Parking from 5 AM to 2 PM on Thursday" signs were installed to help with the deploying of the new barriers for Thursday's Farmers Market. A memo was provided to the City Council prior to the installation of the signs stating that staff would establish the no parking restriction on the east side of Coast Highway, north of Pier View Way, and follow up with a staff report.

To facilitate safer and more efficient deployment and storage of the metal barriers, staff proposes to implement new parking restrictions that would create a dedicated temporary holding place along a portion of the east side of Coast Highway for the truck and trailer used to deploy the barriers. The restrictions would be in effect every Thursday for a limited period of time. Specifically, signage stating "No Parking, 5AM - 2PM, Thursday" (No Parking) and "City Authorized Only" would be installed on the east side of Coast Highway, just north of Pier View Way.

The "No Parking" area would occupy two to three parking spaces; however, public parking on the west side of Coast Highway would remain unaffected and ample public parking would be available on the remainder of the east side of Coast Highway and surrounding streets.

FISCAL IMPACT

The installation of the no parking sign will cost approximately \$250 and will be charged to the Traffic Control System Account 640621101.5355 which has a balance of \$208,430; therefore, sufficient funds are available.

| Description | Approximate Amount | Account | Available Balance |
|-----------------|--------------------|--|-------------------|
| No Parking sign | \$250 | 640621101.5355 Street Traffic Control System account | \$208,430 |

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. Staff Report
2. Exhibit
3. Resolution