

CITY COUNCIL WEEKLY UPDATE

June 20, 2019

PLANNING

Listed below are the public hearing items that the Planning Commission will review at their meeting on Monday, June 24, 2019.

LOMA ALTA 10 TIME EXTENSION – Consideration of a TIME EXTENSION (EXT19-00001) for a previously approved TENTATIVE MAP (T15-00003), DEVELOPMENT PLAN (D15-00003), and CONDITIONAL USE PERMIT (CUP15-00002) to allow a thirteen (13) lot subdivision and development of ten (10) single-family homes on a vacant 4.10-acre parcel (A.P.N. 149-010-28). The subject property is located on the west side of Loma Alta Drive between Walsh Street and Mesa Drive in the Loma Alta neighborhood planning area. ***Staff is recommending approval.***

WINESTOCK PARCEL MAP – Consideration of a PARCEL MAP (P15-00002) to subdivide a 20-acre parcel (APN 122-100-12) into two parcels for conveyance purposes only. The project site is located at 665 Sleeping Indian Road. ***Staff is recommending approval.***

ENGINEERING

Rancho Hermosa Neighborhood Improvements - Traffic signal work at Rancho Del Oro/San Ramon Drive intersection is still on target for completion by the end of the calendar year. However, due to contracting requirements and the long lead time needed for the manufacturing of traffic signal poles, there is a possibility that the project may be completed during the first quarter of 2020. However, staff is doing everything possible to keep to the initial target date.

Roadway rehabilitation work in the neighborhood is expected to commence in Spring 2020. This start date is driven by contracting requirements, the need to coordinate with the Regional Water Quality Control Board and winter weather delays.

PUBLIC WORKS

Lot 23 Development – The developer continues working towards completion of the parking structure and commercial/residential project. The parking structure is not anticipated to open by July 4th weekend, but soon after. The parking lot will open as a pay lot and the five pay stations are ready to be delivered and installed by City staff once it's feasible to do so.

El Corazon Specific Plan Sign Program – There is a public meeting scheduled from 5:00 to 7:00 p.m. on Tuesday June 25, 2019, at the El Corazon Senior Center to present the design standard guidelines for the El Corazon Specific Plan Sign Program. The presentation includes the latest version of the sign designs as reflected by the requests made by the public during the original design charrette as well as the changes requested by the public, El Corazon Standing Committee, Planning Commission, and City staff over the past year of the public collaborative design process.

El Corazon Aquatics Center Remedial Grading - The remedial grading work continues for the Aquatics Center site. Over the next month or so the earthen berm that separates the So Cal Sports Complex from the site will be removed as part of the remedial grading process. The earthen berm will be reestablished as part of the finished product.



ECONOMIC DEVELOPMENT

Hire Local Incentive - At their June 11, 2019 meeting, the Economic Development Commission (EDC) reviewed research and survey results and provided advice and direction in the development of a Hire Local Incentive program. Generally, the EDC felt that investing in training for Oceanside residents in partnership with Mira Costa College would be an effective way to help Oceanside residents obtain better jobs, and to help local employers find qualified employees. The survey results showed that companies are optimistic about their business outlook with about 43% planning to hire, 52% remaining stable and one company expecting to reduce employment. 75% of survey respondents reported difficulty finding employees with the skills and training to fill openings, however almost all respondents (92%) indicated that they would be interested in an incentive to hire Oceanside residents. In terms of incentive amount, input ranged from \$500 to \$7,500 with the most common responses being \$500 and \$2,500. Staff will be reaching out to Mira Costa College regarding partnership opportunities and will take all of this information into consideration in formulating a recommendation to Council at the August 7, 2019 Council meeting.

Leases Signed to Fill Vacant Grocery Stores - **Aldi** has leased a portion of the former Ralph's at 4251 Oceanside Blvd. The building is being divided into multi-tenant space and the landlord has several prospects to fill the balance of the space. And across College to the west, **88 Ranch Market** has leased the former Fresh & Easy building at 4131 Oceanside Blvd. Aldi has submitted for permits and hopes to be open by November. 88 Ranch Market has not started the tenant improvement process and we don't have a timeline for when they expect to open.

FIRE

Wireless Emergency Alert System Test - On June 27, 2019 at approximately 11:00 a.m., there will be a countywide test of the Wireless Emergency Alert System. Cell phone users within the County will receive a notification from the County similar to what is received when an Amber Alert or Severe Weather Warning is sent out. County OES is partnering with USGS (US Geological Survey) and Cal OES to conduct this test of the earthquake early warning system. The purpose is to gather data and assess the latency in the Wireless Emergency Alert System as it relates to earthquake warnings. However, they will also gain valuable information about the system that will be informative for other emergencies. The text of the test message that will appear on mobile devices will read: "TEST of the CA Earthquake Warning System. No action required. THIS IS A TEST." More information can be found here:

<https://www.countynewscenter.com/county-to-use-wireless-emergency-alert-to-test-earthquake-warning/>

Fire Explorers - On June 8, 2019 seven Oceanside Fire Explorers proudly graduated from the North Zone Fire Explorer Academy. There were a total of 42 Explorer participants representing the cities of Carlsbad, Escondido, North County Fire Protection District and the City of Oceanside. The Academy is held every other Saturday for eight meetings. These all-day sessions require 100% attendance in order to graduate. This is the second year that the OFD Explorers have participated in the Academy. Several of the Oceanside graduates were recognized for their academic and physical performance. To date, the OFD Fire Explorers have 24 active members.

FINANCIAL SERVICES/CODE ENFORCEMENT

Shopping Cart Ordinance Update –Council adopted an ordinance on August 8, 2018 and it became effective January 1, 2019. The purpose of the ordinance was to reduce blight and the prevalence of stolen or abandoned shopping carts throughout the City. The ordinance requires businesses to have a plan to keep carts on their sites (i.e. employ a locking mechanism) or contract with a retrieval service. The Business License Inspector visited all Oceanside stores with shopping carts. There are currently five remaining stores out of 79 that are not in compliance. The remaining non-compliant stores include Best Buy, Party City, Staples, and 99 Cents Only. Compliance date for citations issued is June 25.

COMMUNITY EVENTS

- Jun 20** **For the Love of Literacy Event.** 11:30-1:30 p.m. Libby Lake Park. (760) 435-5597
- Jun 21** **Concert in the Park – Greg Douglass Band.** 5:00-8:30 p.m. Rancho Del Oro Park. (760) 435-5041.
- Jun 22-23** **Oceanside High School All Class Reunion.** 10:00 a.m. – 4:00 p.m. 760-473-8242.

- Jun 26** **Switchfoot Summer Getaway.** 9:00 a.m. – 1:00 p.m. Junior Seau Beach Community Center. (281-850-3566).
- Jun 26** **For the Love of Literacy Event.** 11:30-1:30 p.m. Crown Heights Resource Center. (760) 435-5597.
- Jun 27** **North County All Elected Official Reception.** 3:00-5:00 p.m. MiraCosta College - San Elijo Campus. [Info](#)
- Jun 29** **Oceanside Independence Parade.** Coast Hwy. 10:00 a.m. – 12:30 p.m. (760) 754-4512.
- Jul 3** **Fireworks Display.** Rancho Del Oro & Ocean Ranch. 5:30-9:30 p.m. (760) 435-5215.
- Jul 6** **Samoan Cultural Festival.** 10:00 a.m. – 6:00 p.m. Civic Center. (760) 435-5551.
- Jul 7** **Concert in the Park-Justin Werner and Robert Parker.** 4:00-6:00 p.m. Heritage Park. (760) 435-5041.
- Jul 10** **For the Love of Literacy Event.** 11:30-1:30 p.m. Landes Park. (760) 435-5597
- Jul 15** **For the Love of Literacy Event.** 11:30-1:30 p.m. Balderrama Park. (760) 435-5597
- Jul 19** **Concert in the Park – The Mar Dels.** 5:00-8:30 p.m. Rancho Del Oro Park. (760) 435-5041.
- Jul 21** **Concert in the Park - Julian Roal Band & Jason Lohrke.** 4:00-6:00 p.m. Heritage Park. (760) 435-5041.
- Jul 27** **Oceanside Museum of Art Gala.** 6:00-11:00 p.m. [Info](#)
- Aug 10-11** **So Cal Cup.** 8:00 a.m. – 9:00 p.m. Buchanan Park. (760) 415-5982.
- Aug 16** **Soccer Club of Oceanside Opening Day.** 4:30-9:30 p.m. Buchanan Park. (760) 207-0264.