

CITY COUNCIL WEEKLY UPDATE

May 7, 2015

Planning

Listed below are the public hearing items that the Planning Commission reviewed and took action on at their meeting on Monday, May 4, 2015.

WESTFIELD CARLSBAD MALL GROUND SIGN – Consideration of a VARIANCE (V14-00002) to allow the construction of a replacement ground sign over 30 feet in height and over 300 square feet in sign area on a 10.42-acre lot located at the northern limit of the Westfield Carlsbad Mall parking lot (APN 165-120-59). ***The Commission approved the project by a 4-2 vote (Scrivener, Martinek – No; Morrissey – Absent) and adopted the resolution. The call for review/appeal period ends on May 14, 2015.***

DISCUSSION ITEMS

- CIP FY 2015 – 2016 – Discussion and approval of proposed Capital Improvement Program (CIP) for FY 2015 – 2016 for the City of Oceanside. ***The Commission discussed and approved the project by a 6-0 vote (Morrissey – Absent).***
- Stringline Regulation for Shoreline Development: ***Discussion occurred; no vote.***
- New Enhanced Notification Policy, Including Implementation: ***Discussion occurred; no vote.***
- Downtown Construction Impacts to Parking Lots; and New Temporary Lots: ***Discussion occurred; no vote.***
- ***Louise Balma was elected as the alternate representative for the Downtown Advisory Committee.***

Engineering

SDG&E is installing new gas lines in the areas of Mainsail Road and at Jibsail Street ([map](#)). Natural gas outages may occur during installation and technicians will be on hand to inspect and re-light gas appliances in the neighborhood. For more information, phone (760) 390-3086.

Traffic

Public Scoping Meeting on College Boulevard Improvement Project from Waring Road to Old Grove Road will be held at the El Corazon Senior Center on Monday, May 11 at 6:00 p.m.

Bike to Work Day is May 15, 2015.

Economic Development

Shop Local Campaign proposal in partnership with MainStreet Oceanside - The concept of a Shop Local Program was approved by the MainStreet Board of Directors on April 28, 2015, and they directed the Promotion Committee to develop a campaign and return with a budget for final approval. However, the Board decided not move forward with an event/promotion in July. Most businesses are impacted in the summer, so it wasn't deemed worthwhile to offer a special/ discount in the busy season.

The Committee discussed launching the campaign on October 15 (Customer Appreciation Day) leading to Shop Small Business Saturday. Businesses experience a reduction in sales after September, so the hope is to energize and improve their economic vitality during the fall and winter.

Also discussed were the logo and concept, which will be presented at the next meeting. The Committee is moving forward with "Shop Eat Local, Oceanside." The website will be purchased soon and the entire City will be able to participate in the campaign. Economic Development staff sits on the Promotion Committee and the Board of Directors and has been participating in the development of the program.

Library

Library Closure May 8 - All Library locations will be closed on May 8 for a staff development day. The Library will reopen for normal business hours on Saturday, May 9.

Quarterly Friends of the Library Big Book Sale - Saturday, May 16 from 10:00 a.m. – 4:00 p.m. at 602 Civic Center Drive. Lots of great items will be on hand, including hard covers, paperbacks, DVDs, CDs and much more. Through their fundraising efforts, the Friends of the Library help to sponsor many of the Library's programs and services, as well as special events throughout the year.

Special Engagement featuring author Melanie Benjamin - Saturday, May 30 at 6:00 p.m. In celebration of the 150th anniversary of Lewis Carroll's classic, *Alice's Adventures in Wonderland*, the Library is pleased to host a special evening with NY Times bestselling author Melanie Benjamin. Benjamin's book, *Alice I Have Been*, examines the relationship between Carroll and Alice Liddell, the inspiration for the beloved classic's title character. Free and open to the public.

Neighborhood Services

Libby Lake Resource Fair at Libby Lake Park on May 16, 2015, from 11:00 a.m. – 2:00 p.m. In preparation of the upcoming summer break, the Libby lake Community Resource Center staff and its partners are hosting a community resource fair with over 30 booths, bounce house, music and food sales. Participating City departments include: Neighborhood Services, Parks & Recreation, Oceanside Police, Fire, Library Bookmobile and various non-profits providing services for youth and families. For questions, please contact Adrian Mendoza at 3340.

Crown Heights Community Festival on May 30, 2015, from 11:00 a.m. – 2:00 p.m. in the Crown Heights neighborhood on Division Street from Center Street to Grant Street. Staff has organized over 30 resource booths, music and performances from various local groups to include a k-9 demonstration from OPD. Food sales will help raise funds for local youth programs serving Crown Heights youth. For questions please contact Louie Chavez at 3601 or Divina Hernandez at 3339.

[Community Events](#)

- May 8 **Exploring Engagement.** 2:00 – 4:00 p.m. Oceanside Museum of Art. [Info](#)
- May 9 **Veteran’s Association of North County Dance.** 7:00 p.m. (760)722-1277.
- May 10 **7th Annual Mother’s Day Fancy Dress Swim.** North side of pier. 9:30 a.m. - 11:30 a.m. (760) 803-0837.
- May 15-17 **Beach Soccer Championships.** 8:00 a.m. – 6:00 p.m. Harbor Beach.
- May 16 **Operation Appreciation.** 11:00 a.m. – 4:00 p.m. Junior Seau Pier Amphitheater. 760-722-1534.
- Jun 3 **Special Olympics Law Enforcement Torch Run.** 9:00 – 9:45 a.m. Passing through Oceanside. (619) 283-6197.
- Jun 4 **Oceanside High School Graduation.** 5:30 – 7:00 p.m. Junior Seau Amphitheater. (760) 901-8217.
- Jun 6 **Beach Fest 2015 – Stand Up for our Oceans.** Harbor Lot 10 and picnic area. 7:00 a.m. – 1:00 p.m. (760) 435-5021.
- Jun 13 **Race Across America & Expo** Pier and Community Center. (720) 381-6053.
- Jun 13 **Holi Festival of Colors.** 11:00 a.m. – 6:00 p.m. Junior Seau Pier Amphitheater. (760) 670-8305
- Jun 14 **Lauren Powers Summer Classic.** Junior Seau Pier Amphitheater. 10:00 a.m. – 4:00 p.m. (949) 302-2833.
- Jun 19 **Concert in the Park.** 5:00 – 8:00 p.m. Rancho Del Oro Park. (760) 435-5041.
- Jun 20 **Movie in the Park.** Begins at dark. Junior Seau Pier Amphitheater. (760) 435-5041.
- Jun 27 **Oceanside Independence Parade.** Coast Highway from Oceanside Boulevard to Civic Center Drive. (760) 754-4512.