Smart Growth Incentive Program
Planning Grant Application
for
Oceanside Boulevard Corridor

Submitted to: SANDAG
401 B Street #800
San Diego, CA 92101
Attn: Stephan Vance

Submitted by: City of Oceanside
Development Services Department
300 North Coast Highway
Contact: Jerry Hittleman 760-435-3525

February 6, 2009
Cover Image: Computer enhanced photograph by Steve Price, Urban Advantage.

This is one of a series of images selected by the Oceanside Boulevard Taskforce to represent the proposed look, feel and functionality of the future corridor.
February 6, 2009

Mr. Stephan Vance  
Senior Regional Planner  
San Diego Association of Governments  
401 B Street  
San Diego, CA 92101

RE: SGIP Planning Grant for Oceanside Boulevard Corridor

Dear Steve,

The City of Oceanside appreciates the opportunity to submit this grant proposal in support of City efforts to revitalize the Oceanside Boulevard Corridor. The planning effort is part of the City’s ongoing commitment to the principles of smart growth especially in TOD opportunity areas near existing transit stations. This important planning initiative would also implement SANDAG’s recommendations for the Crouch Street Sprinter Station.

This application is being submitted in conjunction with another planning grant request for a Parking Demand Management Plan within the Coast Highway Corridor. The two corridors contain three Smart Growth Opportunity Areas (SGOAs) that are linked by multiple transit modes. Both planning areas have benefited by extensive public participation, laying the ground work for the next phase of planning and implementation.

We are very excited about the transit-oriented development potential of these areas, and look forward to working with SANDAG to implement the vision plans for these areas.

Sincerely,

Jerry Hitlteman  
City Planner
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SECTION I
SGIP Planning Grant Application
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Smart Growth Incentive Program
PLANNING GRANTS Application

Project Title: Oceanside Boulevard Corridor Specific Plan and EIR

Sponsoring Jurisdiction: City of Oceanside

Application Checklist

- Eight hard copies and one CD of the complete SGIP application (including all attachments)
- Completed application form
- Resolution or minute order authorizing the application
- Vicinity maps showing plan area, land developments related to the projects, and local/regional street, bicycle, transit, and highway facilities within and near the project area
- Documentation of support for the project from community groups or individuals (recommended but not required)
- Aerial photo and other photographs depicting existing conditions
- Use-it-or-Lose-it Policy and Program Implementation and Oversight Requirements have been read

Person Authorized to Submit Application:

I certify that I have reviewed the TransNet Smart Growth Incentive Program Guidelines and the information submitted in this application is accurate and in accordance with these guidelines.

Greg Konar, Konar Associates
Name

Principal
Title

Signature

February 6, 2009
Date
Project Summary
This project summary may not exceed one page in length.

Project Title: Oceanside Boulevard Corridor Specific Plan and EIR

Exact Project Location: Oceanside Boulevard between I-5 and Crouch Street
(i.e. University Avenue between Georgia Street and Boundary Street, or the intersection of Washington Street and Goldfinch Street)

Project Description: In one paragraph, briefly describe the project goals, location, scope, and elements to be funded by the SGIP planning funds.

With the recent opening of the North County Transit District’s Sprinter rail service, the entire Oceanside Boulevard (OB) corridor is receiving significant attention as a location for new and infill development. In response the City of Oceanside initiated a multiphase planning process to revitalize the Oceanside Boulevard Corridor. The proposed project is for the preparation of a Specific Plan and Program Level EIR for the western portion of the OB corridor between I-5 and Crouch Street. The goal of the Specific Plan is to guide the transformation the OB corridor from its current state as an auto-oriented strip commercial area to the “well-planned, beautiful, safe, prosperous, and environmentally friendly place” described in the OBC Vision Statement. The specific plan will establish a road-map to implement the vision over multiple market cycles and address developer/investor concerns regarding “adjacency predictability.” A major component of the OBC Specific Plan will be the creation of a mixed-use, transit-oriented development at the Crouch Street Sprinter Station (SGOA OC-3). Shea Properties, which controls land in this area, is committed to participate fully in the specific plan process and to create a catalytic demonstration project within the site they own. The mixed-use concept will be extended an additional ½ mile to the west to create a “smart growth” gateway to the SANDAG designated community center area.

SGIP Funds Request: $160,000

Matching Funds: $769,000 (includes $129,000 in staff oversight & project management)

Total Project Cost: $929,000

Sponsoring Jurisdiction: City of Oceanside

Primary Contact Person: Jerry Hittleman

Title: City Planner

Street Address: 300 North Coast Highway

City and Zip Code: Oceanside, CA 92054

Phone: 760-435-3525

Fax: 760-754-2958

E-mail Address: JHittleman@ci.oceanside.ca.us

Other Project Partners: None

Smart Growth Opportunity Area Identifier: OC-3 Oceanside, Crouch Street SPRINTER Station
(i.e. CV 3 Palomar Gateway at Palomar Street and Industrial Boulevard; see http://www.sandag.org/smartgrowth to confirm location)
Project Description

The Specific Plan boundary is located along the western reach of the Oceanside Boulevard Corridor between Interstate 5 and Crouch Street (see attached exhibit). The larger corridor area from I-5 to El Camino Real is currently characterized by a wide variety of land uses including retail businesses of all descriptions, multifamily and single-family housing (including a mobile home community), social service agencies, child care providers and other businesses engaged in manufacturing, storage, construction, recycling and waste disposal. Land uses within the project area are predominantly auto-oriented commercial, with residential north of the Crouch Street intersection and some office uses to the west of the station.

The North County Transit District’s Sprinter rail service runs the entire length of the project area with a station stop at Crouch Street. An approximately 12-acre site located adjacent to the train station is controlled by Shea Properties which has an interest in providing a transit oriented residential development pursuant to the adoption of the Specific Plan. A 75-acre City-owned parcel located immediately adjacent to the north edge of the project area is the current site of City Center Golf Course. The City of Oceanside is now considering alternatives for the CCGC site as part of a separate process. The project area abuts an existing freeway interchange at Oceanside Boulevard that is due to be enlarged as part of Caltran’s plan to widen the I-5 freeway. A proposed freeway ramp alteration is expected to include a “direct access ramp” bringing access for carpoolers to the corridor via a new link to State Tree Street, paralleling the southern edge of the Center City Golf course site.

The Specific Plan is a necessary step to bring about the envisioned transformation of the project area from its current auto-oriented use into a transit-oriented development centered on the Crouch Street Sprinter Station. The Specific Plan will include changes to land-use types and/or intensities, new development standards, transportation system improvements, public facility improvements and potential changes to residential settlement patterns, block structure and configuration, definition of appropriate building types, streetscape character and configuration, landscape character and enhancement of existing stream bed, parking provision/policies and circulation/access within its boundaries.

Specific project objectives include the following:

- Provide for a new, more fine-grained mix of residential and commercial land uses that deliver a wide variety of housing options, tenure types and densities.
- Enhance the public realm in all of its forms including parks, squares, greenbelts and streets that are detailed as much for citizen interaction and enjoyment as they are for vehicular circulation.
- Address key design objective including traditional neighborhood design, smart growth, and green building concepts (per US Green Building Council’s draft LEED ND standards).
- Lower overall parking requirements due to greater use of shared parking, fine-grained mixing of land uses in proximity, and proper access to, and detailing of, public transit facilities.
- Define regional serving and neighborhood commercial sites that are seamlessly embedded into, and supportive of adjacent housing areas, both new and existing.
- Provide “destination quality” retail areas resulting from an enhanced public realm and coordinated retail planning.
- Deliver “signature” workplaces that compete favorably with more conventional office campus environments by delivering a richer and more authentic palette of uses in proximity.
- Propose street, alley and pedestrian/bikeway improvements that increase the permeability of the existing street network, calm through traffic, and support walking, bicycling, safe routes to schools and use of public transit.
- Enhance and/or reconfigure existing Loma Alta Creek to be more consistent with character example selected by Vision Task Force members.
- Identify improvements to water, sewer, storm drain and utility systems necessary to serve the study area.

All plan objectives are consistent with Smart Growth principles and the Vision for the Oceanside Boulevard Corridor articulated by the OBC Vision Task Force. Additionally, the entire planning area is within a transit-rich area creating numerous opportunities for “transit priority projects” under SB 375.
1. Development Potential of Proposed Planning Effort Area, 1 page max.

The proposed planning initiative addresses a classic smart growth opportunity by taking advantage of the new Sprinter commuter rail line to achieve a fundamental transformation of one section of the Oceanside Corridor. This opportunity is reflected in the SANDAG Smart Growth Opportunity Area (SGOA) located within the plan area. **The plan area is accessible by a variety of transportation modes including rail, bus, automobile, bicycle and walking.** Oceanside Boulevard which runs the length of the corridor will be transformed into a more pedestrian oriented street. The City is already committed to begin streetscape and landscaping improvements along Oceanside Boulevard (from I-5 to Crouch Street) to enhance the pedestrian environment and reduce traffic speeds.

The Crouch Street Sprinter Station is ideally located to stimulate mixed-use/transit oriented development within easy walking distance of the transit station. **New development will be oriented to the transit station by design, ensuring strong physical connectivity.** Transportation opportunities will be further enhanced by the proposed Loma Alta Creek open space and trail corridor that also runs the full length of the planning area. **The Creekside trail will support SANDAGs efforts to provide a rail trail within the Sprinter right-of-way eventually linking the City of Escondido with downtown Oceanside and the Coastal Rail Trail.** Water, sewer, and storm-water drainage infrastructure are available to serve new development. Sustainable infrastructure improvements needed to support new smart growth will be identified in the Specific Plan, including a potential enhancement/reconfiguration of Loma Alta Creek.

The commercial property owner outreach and market assessment for the larger Oceanside Boulevard Corridor study area (from I-1 to El Camino Real) noted that Oceanside Boulevard has always played an important role in terms of providing access for commerce and industry between Interstate 5 and the City’s “interior” districts to the east; but the corridor’s importance to regional access was further enhanced when the Sprinter commuter rail line opened in the Spring of 2008. This train represents a tremendous opportunity for the Corridor, and for the City of Oceanside, with the market potential for residential being greatest near the Crouch Street station and to the west towards I-5. Over time, the Sprinter will likely catalyze more intensive development around the station areas and increase property values in the corridor.

**A major residential/mixed-use developer has expressed interest in building multi-family rental housing on the Weese property (the largest vacant parcel in the plan area).** A development that yields between 250-400 units could provide the critical mass necessary to be transformative to the area and thus “model” economic success for future developers. Development of the North County Transit District surface park-and-ride lot at the Crouch Street Station is another future possibility. Although the parcel is not large, it is strategically located between the Crouch Street Station and the Weese property and could be used to leverage more effective development of both parcels as a possible joint development, if both property owners are so inclined. The envisioned transformation is contingent on the adoption of the Specific Plan which will help to define the intensification opportunities for other landowners as well as third-party developers. Longer term, additional opportunity for infill development is evident in the substantial number of underutilized surface parking lots and adjoining commercial strip centers all along Oceanside Boulevard.

**As a designated SGOA “community center” the land use intensity target for the Crouch Street TOD area is approximately 20-45+ dwelling units per acre within a ¼ mile radius of the transit station.** Over time and through a phased development plan, the Crouch Street SGOA has the capacity to meet or exceed these density targets as a significant amount of vacant or underutilized land is available. The planning effort will support this level of development by creating new development regulations which allow residential development and mixed-uses in the SCOA at the appropriate densities. Presently, the Sprinter station is surrounded by commercial zones which do not permit residential and mixed-use development “as-of-right”. Current setback requirements, FAR limits, maximum coverage requirements, height limitations and parking requirements detract from the public realm and prevent the type of mixed-use development and pedestrian friendly development envisioned for the planning area.
2. Project Objectives, 1 page max.

Key objectives or policy steps identified in the Task Force Vision for the Oceanside Boulevard Corridor include:

1) Develop a master plan that reflects the vision for the Oceanside Boulevard corridor in an inclusive, comprehensive, and deliberate fashion,

2) Develop new areas and the retrofit of existing ones to offer quality services including shopping, restaurants and a mix of uses – such as residential, commercial, and promote vibrant activities on the Boulevard corridor,

3) Design the corridor to provide sidewalks, paths, and a variety of public open space spaces encouraging walking and biking throughout the area and creating attractive and continuous pedestrian and bicycle connections,

4) Landscape and beautify the entire length of the corridor emphasizing the use of native trees as the primary street tree, incorporating drought tolerant plants and placing utilities underground,

5) Make the Loma Alta creek an integral part of the Oceanside Boulevard corridor plan; the core of an open space and trail system that connects the Oceanside Boulevard corridor to the ocean; and

6) Beautify the Sprinter corridor, minimize noise, and reduce the barrier between the North and South side of the rail line while enhancing and emphasizing quality public spaces.

The policy steps were created and refined from ideas and comments made at several community workshops. Collectively they support a genuine smart-growth concept that envisions a major transformation of the Oceanside Boulevard Corridor from its present auto-orientated design to a compact, pedestrian oriented, mixed use, transit oriented community centered at the Crouch Street Sprinter Station with supporting mixed-use development in the Gateway approach from I-5.

Another key project objective is to: facilitate project approvals within the Oceanside Boulevard corridor by initiating a Program Level EIR.

The policy steps promote smart growth because they support a human-scale built environment that brings uniqueness and identity to the public realm. Smart growth is also supported by promoting vertical mixed-use development around the transit station, by embracing a strong pedestrian orientation, with narrower street scales, pathway and trail connectivity, bike access, removal of pedestrian barriers, provision of quality public spaces, integration with the natural systems (Loma Alta Creek) and a strong emphasis on sustainable design.

The plan will dramatically increase smart growth transportation and housing choices by allowing new higher density residential development and mixed-use development to be built in proximity to the Crouch Street Sprinter Station. Presently, residential and mixed-use development is not permitted by-right in the commercial zones surrounding the Crouch Street Sprinter Station.

The development of a residential base will support new pedestrian oriented commercial development allowing residents an opportunity to walk to nearby shops, personal services and restaurants. The Loma Alta Creek Corridor, which passes through the Crouch Street TOD, will offer regional trail connectivity to the ocean and coastal rail trail. Other transportation options include, trolley, bus, and biking. Significant development in the project area will be within ½ mile of the Sprinter Station which connects to employment and shopping centers in Eastern Oceanside, Downtown Oceanside, Vista, San Marcos, and Escondido. The Downtown Oceanside Sprinter Station is within walking distance of the Oceanside Transit Center which offers the Coaster, Metrolink, and Amtrak rail service and numerous bus lines.
3. Proposed Method of Meeting Project Objectives, 2 pages max.

In meeting the project objectives, the proposed scope of work builds upon and continues the collaborative planning process that began with the appointment of the 15-member OCB Vision Task Force in early 2007. Over a nine-month period the task-force process produced a clear vision statement for the corridor and a list of policy steps to guide its transformation. The vision was illustrated by visuals drawn from other locations. In November 2007 the City Council accepted the final report of the Oceanside Boulevard Vision Task Force and directed staff to “work with property owners in the corridor to create a ‘partnership’ in support of the master planning effort.” After issuing an RFP in January 2008, a consultant team (Strategic Economics/CitiVenture Associates) was retained by the City to guide the outreach process and explore the market potentials within the corridor. This phase of the process culminated with the preparation of the “Oceanside Boulevard Vision, Facilitation of Commercial Property Owner Outreach” report. In December 2008 the City Council authorized staff to move forward with preparation of a Specific Plan and EIR for the western segment of Oceanside Boulevard Corridor between the Crouch Street Sprinter Station area and Interstate 5.

The planning steps embodied in the project scope of work (see table below) will continue the spirit of broad public outreach and engagement begun with the Vision Statement and Property Owner Outreach. The RFP and consultant selection process has already begun and should be completed by June, 2009.

Phase One (Analysis). The analysis phase will involve an analysis of existing planning documentation, land use, urban form, and transportation issues that affect the study area. It will require the consultant to perform a 2-3 day visit to Oceanside for stakeholder interviews and on-site analysis. The initial visit and analysis provides an opportunity for the consultant to gather information and gain a greater understanding the unique qualities, constraints and opportunities that exist with the Oceanside Boulevard Corridor study area.

Phase Two (The Charrette). The Charrette phase involves preparing for, hosting and facilitating an intensive public involvement design process for the project area. The consultant team will structure a series of public workshops to quickly engage the community in expressing their concerns, core values, current ideas and desired outcomes. This approach provides a collaborative forum to bring all parties together and focus on a common goal. The hand-on nature of the design workshops and the opportunity to interact with others who hold differing perspectives allows issues to be identified and resolved. In addition, the workshops provide an educational opportunity for all participants. The format of the charrette will be tailored to obtain the best possible community input and resulting work products.

Phase Three (Work-Product Completion). The draft concepts begun during the charrette will be further refined to illustrate the community’s long-term vision for the Oceanside Boulevard Corridor. Graphics and text will fully explain features of the proposed plan including the mix of uses, building types, densities, and streetscape details. Illustrative plans of “demonstration project(s) scenarios will show specific possibilities for near-term development. Illustrations, implementation strategies, and plan documentation are among the principal work products.

Phase Four (Review and Presentation). The review and presentation phase involves submitting the draft Specific Plan and Development Regulations to the City and community for public review and comment. The project coordinator will compile all City comments and submit a merged set to the consultant. The consultant will then present the draft documents of the Oceanside Boulevard Plan to City staff, City Council, and the community. Comments will again be compiled and the consultant will revise the Draft Plan and Development Regulations and will submit the Specific Plan and Development Regulations to the City of Oceanside for final review. The final review process will involve several Planning Commission and City Council public hearings leading to final adopting of the Specific Plan.
Phase Five (EIR Coordination). This phase includes coordination and informational support to the designated EIR consultant. The EIR process will be guided by a separate scope of work that includes a scoping meeting and the preparation of up to three screencheck drafts and a Draft EIR and final EIR. The EIR process may overlap some of the planning phases.

The planning process reflected in the scope of work will ensure that all project objectives will be addressed. During the charrette and throughout the plan development process the consultant and staff will refer extensively to the SANDAG Smart Growth Design Guidelines and utilize smart-growth visualization tools where appropriate. The public outreach will be further enhanced by the posting of planning process information, planning documents, and visual simulations on a project website linked to the City of Oceanside website.

4. Implementation, ½ page max.

The Specific Plan will be accompanied by a program level master EIR which should greatly reduce the need for project level environmental review for future projects. Additionally, the development approval process will be designed to allow ministerial approvals for most projects. No major environmental issues are anticipated that would threaten to delay or prevent successful implementation of the project. By contrast, the “no project” alternative, with the corridor’s present auto orientation, large surface parking lots, high traffic/VMT generation and neglect of existing environmental amenities such as Loma Alta creek is not environmentally sustainable and would ignore the smart-growth opportunities presented by Sprinter station.

With the acceptance of the Oceanside Boulevard Vision and the Commercial Property Owner Outreach/Market Conditions Study, the momentum for timely change in the project area has already been set into motion. A Specific Plan is needed to replace the existing zoning ordinances with new smart growth regulatory tools that promote the public realm and permit new residential and mixed-use development at appropriate densities to support a walkable commercial center. The specific tools will be evaluated and identified in the course of the Specific Plan process but may include form-based codes or similar design oriented approaches. The Specific Plan is needed to create a road map for the development of a thriving transit oriented commercial center that will take several market cycles to complete. Implementation will begin almost immediately, however, as the new regulations will allow a proposed residential project to be built near the Crouch Street Sprinter Station. It is anticipated that this project will become a catalyst for other residential and mixed-use projects in the vicinity of the Sprinter Station. As the residential base develops it will support new commercial development and community amenities within walking distance of homes and transit.
5. Evidence of Local Commitment and Community Support, 1 page max.

Evidence of local commitment and community support includes the following:

- In 2007 the City of Oceanside initiated a multiphase planning process to revitalize the Oceanside Boulevard Corridor, beginning with the appointment of a task force to prepare a corridor vision statement. The work of the Vision Task Force demonstrated a sincere desire to improve the area and laid the foundation for further planning efforts.

- In 2008, the City hired Strategic Economics/CitiVenture to conduct a commercial property owner outreach and prepare a development strategy for the corridor revitalization. The study identified the market potential within the Specific Plan area.

- The City’s commitment is evidenced by the City Council’s acceptance of the Vision Statement and Property Owner Outreach/Market Potential Study and the budgeting of $320,000 of City funds for the Specific Plan and EIR effort.

- The City’s commitment is also evidenced by capital projects to provide pedestrian access improvements to the Sprinter Station at Crouch Street and to provide landscaping/streetscape improvements along Oceanside Boulevard from Crouch Street to Interstate 5. The improvement consists of a five-foot-wide sidewalk and landscaping improvements along the south side of Oceanside Boulevard from I-5 to the Crouch Street Sprinter Station at a total estimated cost of $400,000. (If scheduling allows these improvements will be coordinated with the specific plan recommendations.)

- Developer interest is evidenced by Shea Properties’ commitment of $320,000 in matching funds for the preparation of the Specific Plan.

- During the public review process numerous comments were received in support of the project by task force members and citizens. These included positive testimony about the quality of the process.

- The collaborative approach to the planning of the study area is captured in the attached submission to the 2008 Helen Putnam Awards Program.

- The City’s commitment to Smart Growth concepts is evidence by its Downtown redevelopment efforts north and west of the Oceanside Transit Center and the preparation of the Coast Highway Vision and Strategic Plan which incorporates two SANDAG SGOAs – the Oceanside Transit Center and the Oceanside Boulevard Sprinter Station.
6. *Matching Funds*

In the table below, please list the sources and amounts of any and all approved matching funds. Matching funds may include in-kind staff costs associated with project oversight, up to 10 percent of the total project cost.

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
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<tr>
<td>City of Oceanside</td>
<td>$ 320,000</td>
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<tr>
<td>Shea Properties</td>
<td>$ 320,000</td>
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<tr>
<td>Staff Oversight &amp; Project Management (13.9 %)</td>
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## Scope of Work and Project Schedule

<table>
<thead>
<tr>
<th>Phases/Tasks</th>
<th>Dates</th>
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<tbody>
<tr>
<td>- Issue RFP</td>
<td></td>
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<tr>
<td>- RFP Due</td>
<td></td>
</tr>
<tr>
<td>- Committee selection/review – Interview finalist</td>
<td></td>
</tr>
<tr>
<td>- Finalize contract/scope of work</td>
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<tr>
<td>- City Council award of contract - Acceptance of property owner funds</td>
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<tr>
<td><strong>Phase 1. Analysis (Consultant)</strong></td>
<td>July 1, 2009</td>
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<tr>
<td>- Task 1.01, Review of Relevant Information</td>
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<tr>
<td>- Task 1.02, Site Visit (Includes: Interviews and Meetings, Urban Design and Land Use Analysis, Kick-Off Press Conference, and Community Visioning Meeting.)</td>
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<td>- Task 1.03, Transportation Analysis</td>
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<tr>
<td>- Task 1.04, Preliminary Economic and Market Analysis</td>
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<td>- Task 1.06, City of Oceanside Website</td>
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<tr>
<td><strong>Phase 2. The Charrette (Consultant)</strong></td>
<td>September 2009</td>
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<tr>
<td>- Task 2.01, Design the Charrette Format</td>
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<td>- Task 2.02, Generate Base Maps</td>
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<td>- Task 2.03, Manage Public Outreach</td>
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<td>- Task 2.04, Hold Charrette (5-7 days)</td>
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<tr>
<td><strong>Phase 3. Work Product Completion (Consultant)</strong></td>
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<tr>
<td>- Task 3.01, Refine the Illustrative Master Plan</td>
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<td>- Task 3.02, Create a Specific Plan Report</td>
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<td><strong>Phase 4. Review and Presentation (Consultant)</strong></td>
<td>May 2010</td>
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<td>- Task 4.01, Review the Draft Specific Plan</td>
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<td>- Task 4.02, Presentations</td>
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<td><strong>Phase 5. EIR Preparation (Consultant)</strong></td>
<td>(Overlaps w/ Plan Phases)</td>
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<tr>
<td>EIR Scoping Meeting</td>
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<tr>
<td>EIR Draft Released for Public Review</td>
<td>May 2010</td>
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<td>EIR Comments; Final Responses Prepared</td>
<td>September 2010</td>
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<td>Public Hearings at City Council – Adoption of Specific Plan and EIR</td>
<td>January 2011</td>
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Project Budget

The project budget should provide costs for the tasks outlined above in the Scope of Work.

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<td>RFP/Consultant Selection (included in staff oversight below)</td>
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<td><strong>Total Consultant Costs</strong></td>
<td>$ 800,000</td>
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<td><strong>Staff Oversight (for entire project)</strong></td>
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<td><strong>Total</strong></td>
<td>$ 929,000</td>
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Total consultant costs include Phases 1-4 and EIR Preparation.

Project Revenues (funding sources)

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<th>Year 2</th>
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<td>$ 640,000</td>
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<td>State</td>
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<td>Federal</td>
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<td>$ 0</td>
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<td>In Kind (staff oversight &amp; project mgt.)</td>
<td>$ 64,500</td>
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Maximum Amount of SANDAG Participation: $160,000/$929,000 = 17.2
SECTION II
Resolution
CITY OF OCEANSIDE

DEPARTMENT OF THE CITY CLERK
BARBARA RIEGEL WAYNE

CERTIFICATION

STATE OF CALIFORNIA )
COUNTY OF SAN DIEGO )
CITY OF OCEANSIDE )

I, BARBARA RIEGEL WAYNE, City Clerk of the City of Oceanside, hereby certify that the foregoing is a true and correct copy of Resolution No. 09-R0052-1 dated January 21, 2009 and adopted by the Oceanside City Council.

[Signature]
Barbara Riegel Wayne, City Clerk
City of Oceanside, California

Dated: Jan 26, 2009
RESOLUTION NO. 09-R0052-1

A RESOLUTION OF THE CITY OF OCEANSIDE
AUTHORIZING THE FILING OF AN APPLICATION FOR
SMART GROWTH INCENTIVE PROGRAM FUNDS
THROUGH THE SAN DIEGO ASSOCIATION OF
GOVERNMENTS (SANDAG) FOR THE CROUCH STREET
SPRINTER STATION IMPROVEMENTS AND
BEAUTIFICATION OF OCEANSIDE BOULEVARD, COAST
HIGHWAY MASTER PLAN AND OCEANSIDE BOULEVARD
MASTER PLAN AND STATING THE ASSURANCE THAT
THE CITY OF OCEANSIDE WILL COMPLETE THE
PROJECTS

WHEREAS, $10 million of TransNet Smart Growth Incentive Program (SGIP) funds
are available to local jurisdictions in Fiscal Years 2009-2010; and

WHEREAS, the City of Oceanside wishes to receive $800,000 for the following
projects: Crouch Street Sprinter Station Improvements and Beautification of Oceanside
Boulevard Improvements, Coast Highway Master Plan and Oceanside Boulevard Master Plan; and

WHEREAS, that the City of Oceanside understands that the TransNet Smart Growth
Incentive Program funding is fixed at the programmed amount, and therefore any cost increase
cannot be expected to be funded through the SGIP program; and

WHEREAS, that the City of Oceanside understands that the TransNet funding through
the SGIP program shall not be used to replace other private developer funding that has been or
will be committed for any project; and

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

///////////////
1. That City of Oceanside is authorized to submit an application to the San Diego Association of Governments (SANDAG) for SGIP funding in the amount of $800,000 for the Crouch Street Sprinter Station Improvements and the Beautification of Oceanside Boulevard, Coast Highway Master Plan and Oceanside Boulevard Master Plan.

   BE IT FURTHER RESOLVED that a copy of this resolution will be transmitted to SANDAG.

   PASSED AND ADOPTED by the City Council of the City of Oceanside 21st day of January 2009 by the following vote:

   AYES: WOOD, CHAVEZ, FELLER, KERN, SANCHEZ

   NAYS: NONE

   ABSENT: NONE

   ABSTAIN: NONE

   Mayor of the City of Oceanside

   ATTEST:

   City Clerk

   APPROVED AS TO FORM:

   OFFICE OF THE CITY ATTORNEY

   by

   City Attorney

Resolution No. 09-0052-1
DATE: January 21, 2009

TO: Honorable Mayor and City Council Members
Chairman and Members of the Community Development Commission

FROM: Economic and Community Development Department

SUBJECT: ADOPTION OF A RESOLUTION AUTHORIZING THE FILING OF AN APPLICATION FOR THE SMART GROWTH INCENTIVE PROGRAM FUNDS THROUGH THE SAN DIEGO ASSOCIATION OF GOVERNMENTS (SANDAG) FOR THE MISSION AVENUE IMPROVEMENTS, CROUCH STREET SPRINTER IMPROVEMENTS AND BEAUTIFICATION OF OCEANSIDE BOULEVARD, COAST HIGHWAY MASTER PLANNING, OCEANSIDE BOULEVARD MASTER PLANNING AND COASTAL RAIL TRAIL PHASE II PROJECTS AND STATING THE CITY’S ASSURANCE TO COMPLETE THE PROJECTS

SYNOPSIS

Staff recommends that the City Council and the Community Development Commission adopt resolution(s) authorizing the filing of an application for the Smart Growth Incentive Program Funds through SANDAG.

BACKGROUND

Starting in 2009, the Smart Growth Incentive Program (SGIP) will award two percent of the annual TransNet funding (approximately $5 million in FY 2009) for the next 40 years to local governments through a competitive grant program to fund transportation-related infrastructure improvements and planning activities that will help better coordinate transportation and land use in the San Diego region. This program was developed based on the SANDAG Pilot Smart Growth Incentive Program approved in 2005.

The TransNet-funded SGIP funds transportation and transportation-related infrastructure improvements and planning efforts that support smart growth development. The program funds two grant types: capital projects and planning projects.

The goal of the TransNet SGIP is to fund public infrastructure projects and planning activities that will support compact, mixed use development focused around public transit and increase housing and transportation choices. The projects funded under this program will serve as models for how infrastructure and planning can make smart growth an asset to communities in a variety of settings. Projects should help attract private investment to build projects that create great places with the support of SANDAG funds.
ANALYSIS

The City is seeking matching grant funds from the TransNet SGIP for the following five projects:

- Mission Avenue Improvement Project (located within Redevelopment Project Area);
- Coastal Rail Trail Phase II (located in the City and within the Redevelopment Project Area);
- Crouch Street Sprinter Station Improvements and Oceanside Boulevard Beautification;
- Master Planning Coast Highway
- Master Planning Oceanside Boulevard

Mission Avenue Improvement Project: The project consists of infrastructure and street improvements for Mission Avenue from Horne Street to Coast Highway as recommended by the Downtown Walkable Communities Plan. These street improvements will include the modification of one traffic signal (Ditmar Street), bulb-outs, landscaping, canopy trees, directional signage, art element and street furniture. Staff estimates the total cost of the Mission Avenue Improvement Project at $2 million ($600,000 for design and $1.4 million for construction).

Coastal Rail Trail Phase II: The Coastal Rail Trail is a proposed 44-mile long regional bicycle and pedestrian pathway/trail that will extend from Oceanside to downtown San Diego. The Phase I portion of the trail which extends from Vista Way to Oceanside Boulevard is complete. Phase II portion of the Coastal Rail Trail extends from Oceanside Boulevard to Neptune Way. Staff estimates the total costs of the Coastal Rail Trail Phase II project at $600,000 ($150,000 for design and $450,000 for construction).

Crouch Street Sprinter Station Improvement & Oceanside Blvd Beautification: The proposed project consists of pedestrian access improvements to the Sprinter Station located at Crouch Street and for street improvements along the Oceanside Boulevard corridor from I-5 to Crouch Street. The improvement consists of a five-foot-wide meandering sidewalk and landscaping improvements along the south side of Oceanside Boulevard from I-5 to the Crouch Street Sprinter Station. Staff estimates the total cost of the Sprinter Station Project at $400,000 ($100,000 for design and $300,000 for construction).

Coast Highway Master Planning: The proposed project consists of a parking and transportation demand management study and land use (General Plan, Local Coastal Plan and Zoning Ordinance) amendments to implement Smart Growth along the Coast Highway mixed use transit corridor. Staff estimates the total cost of this planning effort at $240,000.
**Oceanside Boulevard Master Planning:** The proposed project consists of a Specific Plan and associated environmental documentation (EIR) to implement transit oriented Smart Growth development along Oceanside Boulevard from Interstate 5 to El Camino Real. A total of $640,000 is currently allocated to this effort through the City’s General Fund and private contributions. Staff estimates the total cost of this planning effort at $800,000, therefore, the request is in the amount of $160,000.

Staff estimates that the total costs of all five projects is $4 million, therefore, staff will be seeking a total of $1.9 million in matching grant funds for all of these projects.

In conclusion, staff believes that all five of these projects qualify for the TransNet SGIP fund.

**COMMISSION OR COMMITTEE REPORTS**

The Redevelopment Advisory Committee (RAC) reviewed the request on January 12, 2009 and the results will presented orally to the Commission.

**FISCAL IMPACT**

The Mission Avenue Improvement project financing will be from the Capital Improvement Budget for Walkable Communities (Account # 591-848886) and the Coastal Rail Trail financing will be from the Tyson-Wisconsin Parking Lots (Account # 591-878870). The Crouch Street Improvements and Beautification of Oceanside Boulevard will be from the Oceanside Boulevard Gateway CIP (Account # 581-417821) and the Oceanside Boulevard and Coast Highway Master Planning will be from the Advance Planning (Account # 101-454702).

**CITY ATTORNEY’S ANALYSIS**

The resolution has been reviewed and approved as to form by the City Attorney.
RECOMMENDATION

Staff recommends that the City Council and Commission adopt the resolutions authorizing the filing of an application for the Smart Growth Incentive Program Funds through SANDAG.

PREPARED BY:  
Shan M. Babick  
Associate Planner

SUBMITTED BY:  
Peter A. Weiss  
City Manager

REVIEWED BY:  
Michelle Skaggs Lawrence, Deputy City Manager  
Jane McVey, Economic and Community Development Director  
Kathy Baker, Redevelopment Manager  
Teri Ferro, Financial Services Director  
George Buell, Development Services Director

EXHIBITS/ATTACHMENTS
1. CDC Resolution  
2. City Council Resolution
SECTION III

Vicinity Maps and Existing Conditions
The new Sprinter rail line between Oceanside and Escondido serves the study area from the Crouch Street Sprinter Station (close-up view above, and below). The station is adjacent to a vacant 12-acre property to the south (below, foreground). Existing auto-oriented commercial development (below) on the north side of Oceanside Boulevard is expected to give way, over time, to more pedestrian-oriented, mixed-use development. Oceanside’s Center City golf course can also be seen (below, left side, in the distance). The golf course site is currently under review by the City as a location for possible future development.
Strip retail establishments line the north side of Oceanside Boulevard (above). Such properties are characterized by relatively low-intensity land uses. The current character is in conflict with the Task Force’s stated Vision of a walkable, transit-oriented community focus. Loma Alta Creek (below) currently exists in a partially channelized configuration. Task force members expressed a desire to reclaim the creek as a natural amenity that will also include an adjacent trail connecting inland areas with the Coastal Rail Trail.
The Vision process included two large public meetings. Small groups of citizens (above) consider the defining features of the existing corridor in a “good places / bad places” exercise. A spokesperson for each sub-group reports back to the full group (below) to share, compare and refine ideas. Staff observed a high level of consensus among stakeholders. Comments and observations from the public meetings were further refined by the Task Force to become the basis for the Vision Statement.
SECTION IV
Vision Statement
The vision is for a beautiful and sustainable creek along a vibrant and prosperous corridor.

The Oceanside Boulevard corridor becomes a well-planned, beautiful, safe, prosperous, and environmentally friendly place that defines the character of our community. It is landscaped predominantly with native plants; offers quality services including shopping, restaurants and a mix of other uses; serves a diverse population; welcomes residents and visitors as the entryway to the community; is rich in public art; supports a variety of activities that benefit the local economy; enables the easy movement of people, vehicles, and transit; embraces the Loma Alta Creek as the core of its open space and trail system; is sustainable; and includes high quality areas differentiated by character, topography and history.

Steps to a Well Planned Corridor:

1. Develop a master plan that reflects the vision for Oceanside Boulevard in an inclusive, comprehensive, and deliberate fashion.
2. Seek a plan and policies that will decrease the concentration of social service providers in the Oceanside Boulevard corridor and share them with the rest of the city.
3. Develop new areas and retrofit existing ones to offer quality services including shopping, restaurants and a mix of uses – such as residential, commercial, and entertainment – that serve a diverse population and promote vibrant activities on the corridor.
4. Design the corridor to provide sidewalks, paths, and a variety of public open spaces encouraging walking and biking throughout the area and creating attractive and continuous pedestrian and bicycle connections.

5. Change the Oceanside Boulevard corridor into distinctive high quality areas and places differentiated by character, topography, and history.

Steps to a Beautiful Corridor:

1. Landscape and beautify the entire length of the corridor emphasizing the use of native trees as the primary street tree, incorporating drought tolerant plants and placing utilities underground.

2. Promote and enable high quality design, signage, and public art to transform the current appearance of the Oceanside Boulevard corridor and create welcoming entryways to the community.
3. Create a unique sense of place by embracing Loma Alta Creek as the theme for the valley with signs, landscapes, and places that reinforce that theme.

**Steps to a Safe and Efficient Corridor:**

1. Beautify the Sprinter corridor, minimize noise, and reduce the barrier between the North and South side of the rail line while enhancing and emphasizing quality public spaces.
2. Introduce traffic management techniques to improve traffic flow, manage intersections, separate through- and local-traffic, and streamline turns on Oceanside Boulevard and surrounding streets.
3. Study and evaluate the traffic implications of new development including the transportation impacts of the Sprinter line on intersecting roads.

**Steps to a Prosperous Corridor:**

1. Actively recruit new businesses that better fit with the physical, social, and environmental vision of the corridor, phasing out incompatible uses and providing incentives for retention and relocation of businesses.
2. Promote economic development in the Oceanside Boulevard corridor in a way that carefully balances goals of revenue generation and job creation with quality of life.
3. Enable the vision to pay for itself.
4. Develop a plan to aggressively recruit high paying jobs.

Steps to an Environmentally Sustainable Corridor:

1. Make the Loma Alta creek an integral part of the Oceanside Boulevard plan: the core of an open space and trail system that connects Oceanside Boulevard to the ocean.
2. Rejuvenate the Loma Alta creek and restore native plants in the creek bed.
3. Implement the vision for the Oceanside Boulevard corridor with standards that support sustainability, reduce energy and water use, and encourage the use of renewable or recycled materials for public and private developments.
SECTION V
Community Support
February 4, 2009

Grants Committee
San Diego Association of Governments
San Diego California

Dear Members of the Grants Committee,

This letter is in support of the planning efforts of the City of Oceanside for the Oceanside Boulevard Corridor. Planning for this area is vital to the City’s economic, social, and environmental health.

The planning process for the Oceanside Boulevard Corridor has been initiated and a Vision Master Planning Effort completed. Funds for the completion of a master plan for the area are needed.

The vision planning effort began with the selection of Gianni Longo of ACP Visioning and Planning to guide the process and create a document that would present the ideas and view points of the community. I was a member of a fifteen person task force, representing a broad range of interests in the community. The Task force met over an eight month period developing principles, selecting appropriate images for the corridor, facilitating two public workshops, and establishing appropriate policies for future planning.

Mr. Longo and his team did an outstanding job in establishing a truly participatory planning process. The results are wide community support and a feeling of hope for an area that has been largely ignored.

Funding for the completion of the planning for the Oceanside Boulevard Corridor will greatly benefit all members of our community. We appreciate your consideration.

Cordially,

Dennis Martinek

Dennis Martinek, Past Chair
City of Oceanside Planning Commission
As an Oceanside native, business owner, and local real estate investor, I have found my recent experience with the Oceanside Boulevard Vision Task Force to be positive. Our months-long project was guided by Peter Katz, Oceanside City Planner. Prior to that visioning process, I had read about and viewed many Smart Growth projects throughout Southern California, but only as an interested party, never as a person who had any input.

The gathering of a group of community residents and leaders was a brilliant idea. Though we were from various backgrounds and a wide range of economic situations, we were all interested in the goal. In addition to our own more-than-monthly meetings, we held public meetings which were attended by well over four hundred residents. These meetings proceeded in a workshop manner and were directed by Gianni Longo, our excellent consultant from the East Coast. Mr. Longo brought the process to us and we moved through it with tangible results.

More recently, a different section of Oceanside was studied. The Coast Highway Vision & Strategic Plan is a result of a far-reaching view of our future coastal corridor. The study was held over a two week period and used the "charrette" group process as hosted by Torti Gallas Consulting. Residents were encouraged to bring their ideas to a variety of meetings which were included in daily summary statements and actual drawings. I received and reviewed the massive print summary of the work and have viewed it as a member of the Oceanside Arts Commission. The entire Commission discussed the results and made suggestions to City staff regarding any additions or changes.

I believe the process of including resident input into staff- or consultant-driven visioning projects is guaranteed to give a positive result. Not only are the citizens empowered to express their needs, but the City saves significant time and money by having the original draft proposal "pre-screened" by the public. Lawsuits and hurt feelings are easily avoided, and projects can move ahead more easily.

Such streamlining of the planning process is the future of our local development. I believe the implementation of Smart Growth practices in Oceanside will contribute significantly to livability and sustainability in the not-too-distant future. I hope SANDAG will support these proposals and practices as they apply to Oceanside, and will work with City Staff to assure that citizen involvement is a priority.

Thank you.

Charles O. Lowery, Jr.
PO Box 950
Oceanside CA
92049
To Whom It May Concern: 2/2/09

I am a member of the Oceanside Boulevard Task Force. As a long time resident, former Planning Commissioner, Neighborhood Association Board Member and parent, I was impressed with the process and the consultant used by the City of Oceanside to create the Oceanside Boulevard Vision. The five neighborhoods most affected by the visioning effort were well represented. Business owners and employees of less desirable uses were in attendance as well as those owning more desirable businesses. Everyone voiced concerns in sometimes difficult but ultimately fruitful discussions.

In the beginning, I had a clear bias that the vision should be Loma Alta Creek running through the valley with the development and residents fitting into that theme. The public workshops consisted of large groups of residents and business people. During these meetings, the consultant led the group through a process that identified special places, problems and opportunities. I was happy to see that the creek did in fact emerge as a major asset and theme. Leading the group in this way brought everyone to a more consistent conclusion about the development of the boulevard. Green spaces were identified as well as higher density more urban spaces. The vision so far represents a unified approach that meets many needs.

I have no illusions that the process moving forward will be smooth and unanimous. The difficult work of defining the details of height, density and scale will result in many disagreements. With the leadership that has been shown up to this point, I am confident we can get to a superior plan with all stakeholders on board.

Please support this effort. As we found in the first phase, using top-notch consultants results in a successful process. Please help us get that talent for the next phase of this project.

Regards,

Joan Bockman

1017 Alberta Ave

Oceanside, CA
Oceanside Boulevard Vision Task Force

A submission to the 2008 Helen Putnam Awards Program
Category: Planning and Environmental Quality

The Challenge

Suburban communities throughout California are running out of large, easily developed tracts of land. Increasingly local government planners and private sector builders and developers are looking to “infill” sites in already urbanized areas as the best places for future growth to occur. Such places offer the advantage of existing infrastructure, transit service and a base of nearby residents to support new businesses. From a sustainability standpoint it makes more sense to build in locations where existing low-density uses no longer serve the needs of the community, and are giving way to more intensive forms of development. Building at higher densities, particularly with a fine-grained mix of land uses creates more “destinations” within proximity of homes so that people can walk, bicycle or take public transit short distances, rather than drive, to meet their daily needs.

But while approaches such as infill development and “smart growth” are popular among planners, they can be a difficult sell to citizens, especially when new development is near existing stable neighborhoods. A common reaction of property owners in such places is to reject density, fearing crowding, increased traffic congestion and strains on existing services and infrastructure. With greater knowledge of innovative design approaches, citizens learn that high-quality development can be a win/win for neighbors, developers and local government.

The project study area, a 2-mile section of the Oceanside Boulevard corridor running east/west between Interstate-5 and El Camino Real, offers a near textbook example of an aging auto-oriented suburban area that’s ready for new life as a pedestrian-friendly mixed use community. Mostly built in the 1950s, 60s and 70s, the study area contains a mix of retail businesses, small office buildings, apartment buildings, single family residences, and a range of industrial uses. Loma Alta Creek runs through the corridor; it’s channelized in some locations, and flows freely in other places.

One exciting recent addition to Oceanside Boulevard is the Sprinter, a state-of-the-art rail-transit service that runs on existing freight rail tracks in the corridor. The train service stops at 15 locations along its 22-mile run between Oceanside and Escondido. The Crouch Street station is located near the largest unbuilt land parcel within the project study area. This adjacency bodes well for future development that is tailored to the needs of transit riders. Two other stops along the Sprinter line serve college campuses: California State University, San Marcos and Palomar College; Oceanside’s MiraCosta College is just a mile away from the line. Frequent bus service connects it to the College Boulevard Sprinter Station.

The challenge of redevelopment within the study area is exacerbated by a settlement pattern and topography more typical of older industrial towns: Parcels within the valley closest to Oceanside
Boulevard contain a diversity of commercial land uses, while the hilltops are predominantly residential, consisting of single-family homes with a few pockets of multi-family buildings. Recently conflicts between industrial uses within the corridor and the residences that overlook them have flared. The City Council’s consideration of a concrete plant within the industrial core prompted intense debate about the future of the area.

The Solution

Seeking a more collaborative approach to the planning of the study area, Oceanside’s City Council appointed a 15-member citizen task force in February 2007 to provide input to staff and the City Council as it considered possible development approaches for the corridor. The role of the Task Force was to serve as the stewards of the public’s vision of the corridor. Although the task force learned about current planning proposals and issues as part of its research, the group did not have any direct responsibility for current planning matters.

Gianni Longo, of New York City-based ACP Visioning and Planning, worked closely with staff to craft and facilitate a public outreach program that would foster broad public “ownership” of the vision. Because the budget was limited, staff and consultant sought to define the vision in words and pictures, rather than attempting to create an elaborate physical plan or “map.” Without sufficient budget to retain the full complement of specialized consultants such as traffic, economics, and environmental, staff felt that this approach would be preferable to producing a plan that was not fully resolved, and thus would not be defensible in the light of intense public scrutiny. A more complete and comprehensive “specific plan” would be created in a future phase of work, once there was broad buy-in of the task force’s Vision.

Two public workshops were held as part of the Vision process. The first, in July 2007, sought input regarding development and conservation possibilities for the area. A range of interactive exercises helped to draw out participant’s concerns and core values concerning their community. A second workshop, held in September 2007, provided a further opportunity to gain feedback on the task force’s vision as it was coming into focus. Both meetings were well attended, with over 100 people at the first session, and an estimated 90 people at the second.

In the course of its work, the task force convened several smaller public meetings. Audience members included a range of stakeholders such as major commercial property owners, nearby residents and representatives of the local transit agency. The group’s work product included a Vision Statement (enclosed) that describes the future corridor along with a set of recommended steps to achieve the Vision. In addition, the task force selected a series of images from other places to literally illustrate the Vision. The final images, further edited down and ranked by community members at the second public workshop, convey a clear impression of the future character and functionality of the corridor. All the materials mentioned above can be viewed and downloaded from the city’s web site (www.ci.oceanside.ca.us/obv).
The Results

After nine meetings over a six month period, the task force reached almost total consensus. The group’s recommendations were presented at a City Council workshop in November of 2007. The outcome of that meeting included acceptance of the Task Force’s recommendations with minor changes, mostly related to technical aspects of implementation. The final report, reflecting Council’s input, will inform the programming of future steps leading toward a specific plan for the area. Council directed staff to develop such a plan, consistent with the recommendations of the Task Force. Furthermore, Council authorized staff to meet with property owners in the corridor to enlist their financial support of the next stages of the planning process.

As of this writing, staff has selected a consultant to facilitate its outreach to corridor property owners. Initial discussions with several owners indicate that there is strong interest in revitalizing the corridor.

By developing a plan with the active participation of property owners, there is greater assurance that a future outcome will be consistent with market trends, and will therefore more likely to be implemented in the near term. And by linking development plans to a Vision originated by citizens, there is greater expectation of public support once the plan is presented for review by decision-making bodies.

Because of the city’s extensive public outreach, there is now broad support for development in the corridor that is consistent with the Vision. Assuming that future phases of work proceed in a timely manner, there is an expectation that the good will generated in this initial effort will help to advance project approvals as the Vision moves through stages of planning, design and implementation. Most important, this positive experience will serve as a model for future planning efforts in Oceanside that engage citizens at the beginning of the process and keep them involved on an ongoing basis.

The corridor Vision Statement reflects the values and aspirations of Task Force members and nearby residents:

“The Oceanside Boulevard corridor becomes a well-planned, beautiful, safe, prosperous, and environmentally-friendly place that defines the character of our community. It is landscaped predominantly with native plants; offers quality services including shopping, restaurants and a mix of other uses; serves a diverse population; welcomes residents and visitors as the entryway to the community; supports a variety of activities that benefit the local economy; enables the easy movement of people, vehicles, and transit; embraces the Loma Alta Creek as the core of its open space and trail system; is sustainable; and includes high quality areas differentiated by character, topography and history.”