



CITY OF OCEANSIDE

NOVEMBER 2020

ONWARD OCEANSIDE: PANEL DISCUSSIONS



Prepared for



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ONWARD OCEANSIDE: PANEL DISCUSSIONS

In support of the second phase of the City of Oceanside General Plan Update, the City of Oceanside hosted focused panel discussions on the various components of this complex and multifaceted project. The panels were comprised of state, regional, and local experts on land use, mobility, housing, conservation and open space, community facilities, and safety. They were intended to generate ideas that can be shared with stakeholders to initiate and guide the public outreach process. The City held 16 panel meetings between September 23 and October 15, 2020. The summary below describes key themes emerging from each of the panel topic areas. Detailed notes and separate summaries for other panels, including non-residential property owners in the corridors and youth, can be found in the following pages of this document.

LAND USE PANELS

Land use touches upon almost all aspects of planning; thus, topical discussions were varied. Some of the key themes included:

Development Possibilities in the Corridors

Several of the principal potential reuse opportunities in Oceanside are on aging retail centers along the corridors, for which a Specific Plan is being prepared. Several of these sites could be repurposed for housing or for mixed-use development. “Experiential retail”—typically outdoor, amenitized environments with strong public realm, where shopper would like to hang out as well—rather than simply utilitarian retail were also expressed as possibilities. Parking can be tricky and can be challenging, with uncertainty about the extent to which it would be needed in the future.

Need for Flexibility

The global pandemic has accelerated many of the emerging trends in commerce and employment such as remote work and online shopping. With this top of mind for several panelists, one of the common themes to emerge was the concept of flexibility. For example, several panelists noted that the desirability of traditional commercial retail is waning, with retail footprints decreasing and some retailers shifting their focus to online operations. The flexibility of mixed-use development, particularly horizontal mixed use with a range of office, residential, and retail space, was suggested as a way for formerly retail-only spaces to remain relevant, as vertical mixed-use could remain challenging in many parts of Oceanside due to financial feasibility.

For other commercial space, flexibility in type of product and design requirements were emphasized. When discussing office space, panelists recommended a variation of office arrangements, including coworking spaces, mid-tier office centers, and lab spaces, though campuses were perceived as being more difficult to accommodate because of lack of suitable sites and competition with more established North County markets.



Need for Industrial Land Conservation

In addition to the continued need for industrial land in Oceanside evidenced over the past several years, panelists acknowledged that industrial, warehouse, and distribution uses are even in higher demand in Oceanside given distribution needs for online shopping; for these sites, flexibility in design requirements, such as slightly higher allowable building heights, can help. Since there are competing demands from more economically viable land uses, future industrial use locations should be considered strategically. Some industrial property owners located between Oceanside Boulevard and the Sprinter line would like to industrial uses retained and protected from potential increases in residential uses around the stations.

Housing Development: Greater Variation in Densities, and Development Standards and Review Process Changes to Help Lower Construction Costs

Like in many other cities in the San Diego region, higher construction costs have slowed residential development in Oceanside. Panelist input on factors making higher density residential development prohibitively expensive tended to align with two themes: cost of parking, including structured and podium parking; and aspects of the development process, including a need for a range of amenities, and the City's lengthy and sometimes unpredictable approval process.

Parking Costs

Panelists suggested a range of strategies to address parking costs, including creating and preserving municipal parking lots, allowing complementary uses to share parking, allowing tandem spaces to be counted as two parking spaces, implementing consistent parking standards across the city, establishing maximum parking requirements and eliminating minimums, creating parking permit zones, and establishing a parking overlay district in higher density walkable areas such as the downtown. Panelists contended a better understanding of demand for parking in semi-urban areas is needed.

Densities and Parcel Assembly

Recommendations for City actions that could facilitate residential development included exploration of a greater housing density range that aligns with market demand. For example, the market supports higher densities west of I-5. It was suggested that the City could also help developers assemble land or offer incentives for small parcel consolidation or offer density bonuses or relaxed amenities standards to offset cost.

Review Process

Panelists noted that certain aspects of the City's review process can add time and cost to development. Suggested improvements to the city development process included making development approvable *by-right* (meaning a permitted use is not subject to special or "discretionary" review and approval); a more transparent and navigable review process; reduced development processing times and clearer requirements; earlier staff communication; and improved zoning standards that reduce *variances* (a request to deviate from current zoning



requirements). The panelists offered mixed opinions on benefits of form-based codes (standards that emphasize physical form over land use) for Oceanside.

MOBILITY PANELS

Many stakeholders recognized that the development pattern of Oceanside today, especially east of I-5, makes routine walking and biking difficult because of the distances between destinations: between neighborhoods and services, neighborhoods and recreation facilities, and neighborhoods and downtown or the ocean. Panelist input focused on two major themes, including creating more and better bicycle and pedestrian connections between destinations, and incentivizing other modes of transportation beyond the car.

New Trails

Several panelists emphasized promotion and improvement of Oceanside's trail system as a key aspect of an active mobility network, including the Inland Rail Trail and Coastal Rail Trail. These trails offer major opportunities for longer-distance connectivity, and the Inland Rail Trail, in particular, represents an alternative to Oceanside Boulevard and a way to provide connectivity to the rest of North County along the Highway 78 corridor.

Bicycle and Pedestrian Comfort and Safety Improvements

Increasing bicycle and pedestrian comfort and safety was another major theme. Street crossings and high traffic represent major barriers to active transportation comfort and safety. Many Oceanside cyclists do not feel comfortable riding in bike lanes and prefer sidewalks and trails. Safety concerns have also been reported about the Transportation Center, which is not easily accessible to pedestrians. Other stakeholders with an eye to equal access noted that consideration of comfort and safety also includes equity concerns, including an understanding of what populations may rely on walking and biking to reach certain destinations (for example, farmworkers in South Morro Hills.)

Encourage Shifts Away from Private Car Use

Beyond bicycle and pedestrian infrastructure network improvements, panelists also emphasized ways to encourage shifts away from private vehicle use. This includes expanding transit infrastructure, reducing parking requirements, gas taxes, transportation demand management programs, flex lanes, and incentivizing solar power installations or electric vehicle (EV) infrastructure. It was noted gas station owners have expressed interest in installing EV infrastructure but need support from the City.

Intelligent Transportation Management

Panelists stressed the importance of understanding baseline and future conditions as a foundation for crafting mobility policy. Contributors to roadway inefficiencies, such as intersection design, school-related congestion, and individual travel behaviors will be important to analyze—some panelists estimated roadway efficiency could improve by 20 to 25 percent with the implementation of relatively simple solutions such as signal coordination, data collection, transit improvements, or



adding medians. Panelists also noted that events such as the pandemic demonstrate the changeability of travel behavior and complicate short- and long-term predictions. For example, while telecommuting may increase and reduce vehicle miles traveled, some people might be less comfortable taking public transit and instead might rely on single occupancy vehicles.

HOUSING PANELS

One of the key goals for the Oceanside's Housing Element is to promote a greater mix of housing types that meet people's needs, preferences, and incomes. Also driving the City's housing strategy is the City's legal obligation to meet and plan for its regional share of housing units needed and affordable at various income levels, called its Regional Housing Needs Allocation (RHNA). Simultaneously, the City must balance dwindling availability of land available for residential development, meeting climate change goals by reducing time people's time spent in the car and avoiding any negative effects on existing neighborhoods associated with new growth. Panelists provided critical insight on where this new housing should go, and what challenges the City faces in promoting more affordable housing.

Link High Density Housing to Transit

Panelists noted that higher density housing and transit go hand in hand – based on the state's goals, it is easier to raise money for projects close to transit and active transportation infrastructure. This co-location also helps the City address its Affirmatively Furthering Fair Housing (AFFH) goals, a new requirement in California housing elements that shows how the City is proactively addressing segregation and locating affordable housing in amenity-rich areas, as well as reducing greenhouse gas emissions.

Though Oceanside has several significant transit amenities like the Sprinter Station, most housing is not well-connected to the network, and most people still drive to get to their destination. Demonstration of adequate transit and ridership is important because the State currently includes these as criteria for funding, credits and subsidies, an essential part of financing affordable housing. Because of this, the San Diego region does not score as well as projects in the Bay Area and Los Angeles regions with higher transit ridership.

Vertical Mixed Use Can Be Challenging, Especially for Affordable Housing

While prior land use panelists discussed the possibility of providing housing in mixed-use redevelopment of underperforming commercial centers, some housing panelists noted that it is difficult for housing developers, especially affordable housing developers, to make commercial development work in a project. Panelists reiterated that a more effective strategy is to offer flexibility in mixed-use developments, such as horizontal mixed use districts (where there are multiple uses on a block, for instance) rather than requiring mixed use parcels (known as vertical mixed use.)

Mobile Homes and ADUs

Panelists also discussed two other sources of affordable housing in Oceanside: mobile home communities and accessory dwelling units. Oceanside has a large mobile home community that



could be supported by several targeted state and local programs. However, mobile home residents are vulnerable to getting priced out when developers offer more for land. A community land trust may help preserve affordability, as would policies within the Housing Element to support aging mobile homes that are not up to code. Promoting ADUs is another way to address housing affordability and support a variety of family living situations, but panelists noted implementation barriers such as high upfront cost. Community colleges could be partners in providing student housing, as students represent a demographic that is experiencing increasing housing insecurity.

SAFETY PANELS

As a coastal community in California, Oceanside is affected by several types of natural hazards, including sea level rise and coastal storms, fire threats, earthquakes, and others. Panel discussion focused on tools and strategies to adequately plan for and allocate resources to address safety.

Tools and Collaboration to Plan for Safety

Panelists noted that several tools are available for assessing local hazards that can provide up-to-date information on risk and vulnerability, and that these tools should be integrated and used to define a systematic, comprehensive framework for hazard planning efforts. Emphasizing the regional nature of hazard planning, panelists encouraged the City to remain engaged in coordination efforts at local, regional, and state levels, especially in the development of the Local Hazards Mitigation Plan and Local Coastal Program.

Fire Planning

Panelists explained that State-defined Very High Fire Hazard Zones will be expanding in the future as the State builds in wind movement criteria. The City should use resources provided by the California Office of Planning and Research, the Board of Forestry, and CalFire to understand and plan for the nature of the fire risks in Oceanside.

OPEN SPACE AND CONSERVATION PANELS

The City of Oceanside has a wealth of natural resources, including important biotic communities and sensitive plant and wildlife species. Open space and conservation areas serve important ecological and recreational functions in the city, and goals for their preservation and management must also be balanced with new city growth. Some of the main topics discussed in the Open Space and Conservation panels included habitat management and preservation, balancing the multiple functions of open space as land for public recreation and potential habitat for sensitive species, and preserving agricultural land.

Use Ecological Planning Techniques

Panelists noted that preservation of natural buffers, creeks, wetlands, and habitat areas can capture and transform pollutants and provide spaces for passive recreation. Floodplain and wetlands



restoration can also reduce flooding and encourage infiltration. These ecosystem functions will become increasingly valuable as climate change leads to changes in precipitation and flooding patterns. However, there may be a tradeoff between preserving creek riparian habitats and using them as a source of flood control.

Open Space Maintenance

Several panelists described challenges to maintaining conserved land, including finding funds for management programs, finding additional land to conserve, addressing maintenance challenges with smaller and more dispersed conservation sites, and improving coordination among land managers. One potential solution includes land bank development (a market enterprise that offers landowners incentives to protect species and their habitat by selling habitat or species credits to parties who need to compensate for adverse impacts to these species). Discussions are beginning with City leaders and SANDAG to find a regional funding source that would be available to jurisdictions to help plan for the care of open space and implement multispecies planning efforts. The City is seeking opportunities for improvements in wildlife planning through increased coordination with SANDAG and property owners to identify which lands are in management, management responsibility, and which pieces could be combined for acquisition and mitigation.

Open Space Conservation and Maintenance Concerns

Another emerging theme included balancing recreation and human activity with open space preservation. Though open space can serve recreational purpose, it is important to consider which uses, such as dog walking or bike riding, could potentially affect habitats. For example, trails should be designed in a way that does not disturb habitat for sensitive plant and animal species. Other human-activity related issues, including homelessness, trespassing, and fire risk are major concerns for conservancy management, especially for preserves in urbanized areas.

COMMUNITY FACILITIES PANELS

Oceanside's Community Facilities panels included discussions about educational and cultural resources, opportunities, and challenges, as well as the future of infrastructure and public services planning.

Need for Additional Recreational Opportunities

Opportunities for increased recreational activities and programming were emphasized by several panelists. Some schools within the Oceanside Unified School District (OUSD) have been closed due to low enrollment, and the district is interested in promoting alternative and collaborative uses for some of these facilities. The district's empty lots and amphitheater have been suggested as potential sites for some of this activity. Other possibilities for expansion of recreational activities could occur at El Corazon and through programming opportunities at parks, such as art programs, placemaking, etc.



Connectivity and Safety

In addition to these expanded services, panelists also acknowledged the importance of connectivity for students. Several routes to school, particularly near freeway crossings, are unsafe for students, and a Safe Routes to School program was recommended to improve these connections. Lower income families could be supported with improved wi-fi connectivity, especially as students attend online classes during the pandemic.

Infrastructure Planning to Meet Future Needs

Oceanside's infrastructure will also need to accommodate new city growth. For water, stormwater, and sewer infrastructure planning, understanding where development is likely to occur and at what intensity helps the City time upsize of water and sewer infrastructure, determine connection fees, and plan for impacts on drainage and streets. Additional efforts to plan for other services, such as fire services and coastal facilities, will also be occurring in the future.

Panelists described how clear delineation of city responsibilities versus developer responsibilities for landscaping maintenance, wet infrastructure (including water, stormwater, and sewage systems), and roadway quality can help the City maintain balanced budgets and adequate staff capacity. Potential sources for infrastructure funding and maintenance include enhanced infrastructure financing districts (EIFDs), development impact fees, and Assessment and Business Improvement Districts.

URBAN DESIGN PANELS

The panel discussion on urban design considerations focused primarily on the three corridors targeted for the Smart and Sustainable Corridors Specific Plan. Currently built as low-rise shopping centers with wide roads unfriendly to pedestrians, panelists suggested ways to create a better mix of housing, businesses, and public spaces, accessible by transit, bike, and pedestrians.

Standards to Support Higher Density Development

Achieving higher densities to support transit and retail would be critical to the urban design success of these corridors. Panelists discussed the importance of having high-enough height limits, as 30-foot height limits (that are currently in place) essentially freeze development and make higher-quality design difficult. Approaches such as graduated height limits, implementing context zones, allowing developers to trade heights, and deliberately setting low height limits to incentivize the use of affordable housing and parking bonuses.

Designing Streets to Be Connectors and Serve as Community Spines

Discussion also centered on connections and the roadway network, and how it could support urban design and programming goals. I-5 is a major barrier for Oceanside; the impacts of this and similar barriers could be mitigated by improving the public right-of-way, such as by providing bike lanes and trail access. The River Trail could connect South Morro Hills to Downtown and could have trail-fronting businesses along it. The secondary street network will be vital to creating a human



scale for these corridors, and could create neighborhood-scale streets, have main street character, and be pedestrian-oriented, with plazas and gathering spaces. “Complete Streets” (which accommodate a variety of travel modes) were also described as an effective social justice tool.

Placemaking

Panelists also discussed placemaking goals. Regarding public space programming, panelists discussed using Business Improvement Districts (BIDs) as flexible tools that can be used to support social justice causes, such as childcare, and to program public and private spaces a variety of community activities and destinations. To facilitate this type of activity, the City could work with BIDs so that each event would not require a use permit.

Additionally, the passage of a “placemaking ordinance” could allow a plaza or pedestrian area to take over parking spaces with temporary outdoor seating areas, programmed by a BID or a local business or community group. Activated ground floors will be critical to the corridors’ urban design success; however, given existing retail challenges even before the COVID-19 pandemic, ground floors must be able to accommodate other uses in addition to retail and restaurants. One potential alternative use could be co-working spaces with large windows, a successful approach to using underutilized retail spaces elsewhere. Building design should enable flexibility over the life of the building, and generally, ground floors should be porous and embrace outdoor activity.



Onward Oceanside: Discussion Panel Notes

DATE: 10/1/2020, 10am

TOPIC AREA: LAND USE ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Jonathan Borrego, City of Oceanside
- Rajeev Bhatia, Dyett & Bhatia
- Gabriella Folino, Dyett & Bhatia

PARTICIPANTS

Name	Organization
Brian Rupp	Shopoff Realty Investments
Haley Wonsley	Intesa Communications Group
Jessica Cassolato	Trammel Crow – townhomes to high rises – own
Richard Hamm	Pelican Communities
Sean Santa Cruz	Hallmark Communities – built in Oceanside, 8 projects
John Seymour	NatCore
Ann Gunter	Lightfoot Planning
Howard Jacobs	GK Asset Management
Joe Oftelie	Warmington – Residential
Michael Finn	National Renaissance - affordable housing
Yael Suneson	Wood Partners – 309 units, 5400sf retail

TOPIC AREAS

Parcel Size

- On Coast Highway and in some portions of other commercial corridors, parcel sizes are relatively small. The viability of redevelopment and infill often depends on property assemblage, but assemblage can be very difficult. The City should explore ways to support property assemblage.
- The City needs to look at ownership patterns along Coast Highway and determine where near-term property assemblage is possible.
- The City should consider offering density incentives for assemblage, such as higher density. It is difficult to achieve maximum allowable density on small properties.

- The City should consider land banking.

Retail

- There is more commercial zoning in the City than there is demand for commercial uses. Consequently, many businesses cannot achieve enough market share to survive. This has led to low-quality retail spaces in certain areas. The City should identify where in its commercial corridors retail can thrive and allow other areas to accommodate standalone residential and other uses.
- The City experiences significant retail leakage – in other words, many Oceanside residents go to other communities for commercial goods and services. The City needs to better understand what motivates residents to go elsewhere to shop. Are they drawn by higher-quality retail environments? Is it more convenient for some residents? Are they seeking out services that aren't offered in Oceanside? How can the City have both a glut of commercial zoning and significant retail leakage?
- The City needs to promote higher quality retail environments – where shoppers can have a comfortable and enjoyable experience.
- The City should consider facilitating retail and other commercial uses at “nodal” areas within the commercial corridors (e.g., major intersections).

Density / Parking

- The City has lifted density maximums for mixed-use development in the downtown area. This strategy might be appropriate elsewhere.
- Parking requirements often drive density. Creative solutions to parking can allow for more density where appropriate. Subterranean and structured parking is very expensive; higher density allowances can make these forms of parking more viable.
- The City should consider implementing shared “district” parking, which could be funded through parking in-lieu fees from new development. Parking overlay districts could provide for more efficient use of parking resources.
- Many mixed-use projects in Santa Monica are served by off-site structured parking. Requiring that every private development provide on-site parking is not feasible.

Infrastructure

- In the Corridors Plan, the City should identify infrastructure improvements that can incentivize infill and redevelopment. The City should explore creative ways to fund these improvements.

Development Review Process

- The review process needs to be more consistent and predictable. The City should ensure that comments and requirements are established early in the review process, and that late comments and requirements are minimized.
- The City should work with the Coastal Commission to come to terms on a more streamlined review process (e.g., ministerial approvals). The LCP Update provides an opportunity to do so.

- The City needs to make it easier for prospective developers to navigate the review process. The steps in the review process should be clearly outlined. Online materials should be easier to find and understand. DSD webpages should provide contact information for staff involved in the review process.

Form Based Code - Design Guidelines

- Design guidelines should not be too prescriptive; they should allow for creative approaches to meeting basic principles. Design guidelines should acknowledge possible site constraints (e.g., small parcel size).
- Form based codes must be mindful of financial feasibility and avoid requiring prohibitively expensive design elements.
- Most developers will create high quality design without design guidelines or form based codes.

Other

- There is a lot of competition for developable land, resulting in high prices and limited opportunities for assemblage.

Market Demand

- Market demand will constantly shift.
- Master plans that will allow for flexibility for rent and sale.
- Newport Beach has produced 1,200 rentals units through a density bonus program.
- It's difficult to say if for-sale or rental housing is easier to finance and build.
- The South Morro Hills area can accommodate new single-family development. There are few remaining opportunities for single-family housing elsewhere in the City.
- The City benefits from a mix of owner-occupied and rental housing.

Users

- Urban infill rental product – mixed use area is attractive to younger people.
- Young families usually want to move to single family neighborhoods.
- Older empty nesters often want to go back to smaller dwellings.
- Many people will accept smaller and less amenitized housing if it is located in a vibrant area that allows for outdoor activities and a wide range of shopping and dining opportunities. Such environments can support micro-units. This type of housing could work in the downtown area.

Development Review Process

- Developers have better access to financing when the review process is consistent, transparent, and streamlined.
- A ministerial review and approval process eliminates NIMBYism as an issue.

- The City should consider eliminating density maximums and focusing instead on building form and function.

Financing

- For-sale tends to be built in phases, while rental units tend to come on line all at once.
- Cost is not driven by tenure (for-sale or rental) but rather the form and quality of the product.
- It would be helpful to developers if impact fees could be paid prior to certificate of occupancy, rather than prior to issuance of building permits.
- Inclusionary housing requirements for market-rate housing development increase the cost of housing for others. If the City wants affordable housing, it should provide financial incentives that help to offset the cost of subsidized units – e.g., reduced processing costs, waiver of off-site improvement requirements, land at reduced cost.

Parking

- Parking guidelines – align with affordable housing requirements.
- Allow for reduced parking when parking studies show parking demand will be less than the minimum required supply.
- Complementary uses (such as office and retail) can share parking. There are ways to provide for shared parking while securing adequate parking for residents (e.g., gating systems).
- The City should allow tandem parking.
- The City has different parking standards for different areas. While it might make sense to have different parking standards for urban, suburban, and rural settings, current parking standards don't follow this logic.
- Allow developers to decide how much parking their projects need. In general, developers don't want to under-park their projects, as this impacts their ability to finance and market them.
- The City should create parking maximums instead parking minimums.
- Most future development in urbanized areas will be screened out of SB 743 VMT requirements.
- The City must balance resident concerns about potential spillover parking in their neighborhoods with the prospect of less parking demand in the years ahead (due to ride-hailing, micro-transit, improved walkability, autonomous vehicles, etc.).
- Concerns about spillover parking can be addressed through the establishment of parking permit districts.

Ground Floor Spaces in Mixed-Use Developments

- Ground floor spaces in mixed-used developments should be designed to accommodate a wide range of potential uses, as it is highly likely that uses will change over time.



- In areas of Newport Beach not amenable to retail, ground floor spaces were converted to residential units.
- When there is no demand for retail, do not try to force it into the mix.
- Ground floor space should be divisible into any number of smaller spaces.
- Trash disposal facilities and other site and building features should be designed to accommodate a wide range of uses.
- In Santa Monica, a lot of ground floor space sat vacant for years. Flexibility with ground floor space can be established through an empty retail ordinance.



Onward Oceanside: Discussion Panel Notes

DATE: 10/1/2020, 1PM

TOPIC AREA: LAND USE ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Jeff Hunt, City of Oceanside
- Michelle Geller, City of Oceanside
- Rajeev Bhatia, Dyett & Bhatia
- Gabriella Folino, Dyett & Bhatia

PARTICIPANTS

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Jeff Abramson	Lee Associates
Melanie Haynes	Cushman Wakefield
Matt Davis	Cushman Wakefield
Terry Jackson	Cushman Wakefield
John Hickman	Newmark-Merrill

TOPIC AREAS

Development

- There are three areas in Oceanside in which to focus future commercial and industrial development:
 - Downtown (service related) – 2,000sf and down due to parking restrictions, medical services
 - El Camino Real – standard types of office – 5,000sf 10,000sf

- RDO area and along Interstate 76
- COVID has not had a significant impact on demand for commercial/industrial space.
- 2204 El Camino Real is a potential site for future housing development.
- To accommodate demand for industrial uses, the City would need to allow such uses to locate in commercial zoning districts.
- Work/live buildings are viable for the Downtown District.
- Hotels downtown and along the 101 corridor are creating a lot of attention. – In 3 to 5 years, Oceanside will be the hotspot.
- With limited land available for development, the City needs to consider highest and best use.

Office

- Creative offices (open floor plans, collaborative work stations, employee amenities) are interested in Oceanside and the surrounding cities (e.g., start-ups, Warner Brothers). While these types of office uses are commonly in a campus environment, more urban space may be attractive to some companies if the surrounding area has appeal.
- Coworking spaces (e.g., WeWork) are growing in popularity. 501 Mission could accommodate a coworking operation, though parking is a constraint, cool vibe is important of the downtown
- Mid-tier office centers/B and C office types are viable.
- Campuses are more difficult to accommodate in Oceanside. Carlsbad was an attractive place for Office campuses. Carlsbad is now experiencing some vacancy in business park areas.
- Equipped lab spaces are in high demand.

Industrial

- Industrial uses are generally not great for the local tax base, but there is high demand for it in Oceanside.
- There is demand for 30,000-40,000sf industrial spaces.
- Two-story construction and mezzanine space is not popular. Prospective buyers and tenants prefer open vertical clear space, with minimum height of 36 feet.
- The Cedros Design Center is an example of an interesting mix of commercial and light industrial uses.
- Downtown Del Mar is a cautionary example of a bad retail environment created by outdated planning.
- The City needs to accommodate the transition of failed retail to other uses.
- Many online retailers want to have brick and mortar presence.
- Oceanside has done a good job of accommodating restaurants with alcohol service, brew pubs, etc.

General Plan

- General Plan policies should allow for the repurposing of buildings.
- General Plan zoning designations do not always match market demand.
- Industrial areas should generally be reserved for industrial uses.
- General Plans must be *general* to provide flexibility in the face of unanticipated changes.
- The City needs to create zoning policies and guidelines that accord with market demand.
- Zoning documents 30 years ago focused on what was not allowed (typically a very short list of prohibited uses). Zoning that tries to be too inclusive (attempting to identify all permitted uses) becomes outdated and rigid over time.
- As an alternative to prescriptive land use standards, the City could consider an impact matrix and performance standards.
- COVID reminds us of the importance of adaptability.
- Given the shortage of developable land, the City needs to allow and encourage highest and best use.

Experimental Retail

- Experiential retail does not really exist in Oceanside, in part because there are few sites large enough to accommodate it.
- Creative concepts are being implemented in San Diego, Escondido.
- Experimental retail is expensive to do – COVID also eliminated some of the concepts.
- Assembly of land is a problem; the City should explore ways to facilitate land aggregation.

Traditional Shopping Center

- It's expensive to activate these areas.
- Gathering spaces help to energize shopping areas but COVID has made.
- There will be increasingly less demand for traditional brick and mortar retail over time.
- The movie theater at College and 76 is likely going away. What are the adaptive reuse possibilities?
- The footprint of retail is decreasing (e.g., from 80,000sf to 18-22,000sf for Bed Bath and Beyond).
- As more retail goes online, more space will be need for shipping facilities.
- 75%-80% of land is dedicated to parking in many shopping centers.
- Big Box users have more restrictions. They want their own parking. Some retailers are more progressive.
- Replacing retail with mixed use is a major undertaking. Horizontal mixed use is easier and more leasable.
- Park 101 Carlsbad includes a good mix of uses that draw people to that area.



- Shopping centers need to create outdoor areas for entertainment and dining.

Mixed Use

- Vertical mixed use needs density and transit.
- Horizontal mixed use has much more potential.
- Integrating office and residential in with ground floor retail is also an option.



Onward Oceanside: Discussion Panel Notes

DATE: 10/1/2020, 3PM

TOPIC AREA: LAND USE ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, Oceanside
- Rajeev Bhatia, Dyett & Bhatia
- Gabriella Folino, Dyett & Bhatia

PARTICIPANTS

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Mike McSweeney	BIA
Mor Shilon	UCSD
Tait Galloway	City of San Diego
Chris Clark	ULI, Rick Engineering
Matt Sirianni	ULI, Finance Equity
Sam Jammal	Camp Pendleton
Kyle Krahel	Planning Commission
Louise Balma	Planning Commission
Curt Busk	Planning Commission

TOPIC AREAS

Community Engagement

- Begin the outreach process by soliciting input on community values, and only then discuss state and regional priorities.
- Planners and other local government actors need to engage local stakeholders on the ways in which state and regional priorities will impact the community and individual neighborhoods.
- As part of the GPU, the project team needs to show the community what a sustainable community will look like through illustrative renderings and precedent images. The City should be thoughtful and consistent in how it defines “sustainability.”

- The key is to clearly communicate the risks to the community of not addressing growth and change in sustainable ways. While habits are hard to break, the City needs to show how some habits are counterproductive and potentially destructive.
- The public outreach process provides an opportunity to educate community members on state and regional priorities and their implications.

Financial

- Some projects have up to four funding streams; it's important for planners and others in local government to understand how projects get funded.
- Sustainability is becoming more marketable – e.g., consumers are finding value in walkability, energy efficiency, etc.
- Planners need to work with developers to identify and, to the extent feasible, offset the costs associated with new state mandates related to renewable energy, energy efficiency, VMT reduction, etc. The cost of building materials and construction continues to rise.
- The City should provide flexibility in how new development complies with new standards (e.g., allowing for off-site implementation of renewable energy, EV charging).

Process

- The City should emphasize the environmental benefits of updating the General Plan – e.g., improved air and water quality, GHG emissions reduction, habitat preservation. These benefits contribute to quality of life.
- The City should look for opportunities to reduce processing time, CEQA review, etc. for projects that further the City's long-term vision.

Housing

- The County went from 40,000 to 9,200 housing units being built with a 55% drop-in permit activity.
- The City lifted maximum density allowances for mixed-use projects in the downtown area. However, it often does not pencil out for developers to go above 20 units per acre, due to the high cost of subterranean/structured parking, etc.
- Many consumers are seeking high-amenity, resort-style living.

Parking / Transit

- We need to redouble our efforts to get people out of cars.
- Developers passed on Blocks 5 and 20 in the downtown because they could not make the parking work.
- 27 units to an acre – beyond that parking and construction really jump up in costs.
- Market will drive parking ratios – SD developers are building parking at .9 per unit – some developers build more and some build less.
- A shared parking strategy could be implemented with the City's parking lots and garages. The City should explore a district parking program with parking in-lieu fees.

AHAC program

- Five affordable housing projects were submitted, but none scored well enough to be funded.
- The program is revising eligibility criteria, removing transit scoring from GHG score, to be more reflective of where we are due to the pandemic.

Fires

- Fire has no boundaries - Camp Pendleton has fires every day in the impact areas.
- A wildfire guide coming out by OPR will address land use adjacencies and climate change.
- Fire regulations by the board of forestry –comprehensive approach to fire risk assessments.
- Cal Fire will also add wind to the mapping early next year. Everyone at the local level is waiting for the mapping.
- Wildfire prevention and suppression needs to be addressed at the regional level.
- Longer term implications – Bob Lighter is a good resource.
- Planners need to look at other data sources to assess risk associated with climate change.

Mobility

- Mobility Hub Areas – SANDAG- <https://www.sdforward.com/mobility-planning/mobilityhubs>.
- What amenities need to be introduced into the corridors to promote transit use?

What more can the City do to better leverage the OTC?



Onward Oceanside: Discussion Panel Notes

DATE: 09/22/2020

TOPIC AREA: MOBILITY- COMPLETE STREETS AND ACTIVE TRANSPORTATION

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Teala Cotter, Transportation Engineer, City of Oceanside
- Tam Tran, City of Oceanside
- Jeff Hunt, City of Oceanside
- Monique Chen, Chen Ryan
- Andrew Prescott, Chen Ryan
- Jean Crowther, Alta
- Kristin Haukom, Alta

PARTICIPANTS

Name	Organization
Lolly Sangster	City of Carlsbad
Jeff Ryan	NCTD
Tom Lichterman	Oceanside Bike Ped Committee
Danielle Berger	Circulate San Diego
Jolene Hayes	Fehr & Peers

TOPIC AREAS

Trails and Active Transportation Communities

- Three major trail projects are seen as the biggest opportunities: 1) Inland Rail Trail (SANDAG program has been completed in all cities east of Oceanside, but it stops at the Oceanside boundary); 2) the Coastal Rail Trail- includes gaps near Loma Alta Creek, and a project is underway in design for a bridge and connecting pieces for the northern and southern trail; and 3) Oceanside Blvd- need for major safety improvements.
- Trail support is necessary for alternate means of transportation. There is a desire to explore where else can they go and be better connected.
 - Funds needed for comprehensive trails plan.
- Inland Rail Trail presents opportunity for alternate means from Oceanside Blvd and a way to provide connectivity to rest of north county along 78 corridor.

- Look at improvements in terms of longer distance connectivity as opposed to snippets. These longer distance pathways are the biggest opportunities for more active transportation users and include rail trails, Oceanside Blvd, and Hwy 76 corridor.
- San Luis Rey and Coastal Rail Trail already connect and touch destinations, and the Inland Rail Trail is also planned to link key destinations. These will be some of the most comfortable pathways.

Right of Way

- Options for current ROW improvements include a road diet, or lane diet. There is desire to create buffers on roads.
- Reallocating space- part of it is not thinking about adding into constrained space, but how are we moving people in corridor in a way that aligns with desired outcomes, and reallocate in way that makes it worth people's use.
- Need for an expanded palette of facility types. Connections on either side of right of way can be a barrier. Have tried to approach complete streets improvements on Coast highway with that in mind.
- Oceanside has one of most robust transit centers, but it is seemingly inaccessible. Great amenities- bike friendly city, but accessing amenities from certain neighborhoods is very difficult.

Increasing Trips/Service

- Dynamic between transportation and everyday functional trips needs to be understood. One way would be to identify percentage of local vehicle trips that could lend themselves to active transportation as an alternative.
- Two factors in determining demand/: User willingness (safety, comfort, etc.) and availability- destination and orientation.
- Surplus analysis- A study of 15 min radii around retail centers/markets could serve as a workaround in ascertaining demand for local nodes, as well as consideration of sales leakage data.
- Economic nodal analysis can show where are 15 min walksheds in nodes in isolated areas. Economic nodes and concentration of economic activity could be one way to determine potential for short range trips.

Safety and Bicycle/Pedestrian Comfort

- Street crossings, high traffic, and high risk roads are major barriers.
- On Van Der Griff- back land of Pendleton feels unsafe for bikers trying to access San Luis Rey Trail, many reroute/drive down to access the rail trail. We have great trails and a lot of density back there (Arrowood)- How can we make it feel safer?
- Bicyclist comfort- there is a very small percentage of cyclists who are professional and gung-ho. A majority prefer to be on sidewalk and trail.
- The Transportation Center itself feels unsafe- no comfortable access by foot. Pedestrian comfort- consider women's perspectives for safety.



- Homeless population and encampments on trails is a safety issue.
- Improving Safe Routes to school is a desired goal.
- Understanding how bicyclists and pedestrians “visualize” their environments are important: can pedestrian see bikes, can they see shops, etc. Infrastructure can fit where it most makes sense/in pockets where we can see improvement.

Social Equity

- “Isolated communities” can mean either geographic or socioeconomic isolation. Often, ped and bike friendly development is oriented toward serving upper middle class communities. Though low-income communities depend most on equitable access.
- North River Farm road- agriculture workers could be using it for access, but the hill and high speed limits are constraints that could be addressed in SMH mobility element.

Technology

- Bicycle-detecting technology is another issue of note.
- Two primitive features- density of use, bike counters at College Avenue trailhead. Technology considerations include where bicycles should stand in the left turn pocket, where bicycles should trigger a left turn using metal loops, and video functions.
- Goals and policies on smart technologies (e.g., reactive pavements) could be other options.
- Geography and topography, dispersed land uses are also major barriers.



Onward Oceanside: Discussion Panel Notes

DATE: 09/22/2020, 3PM

TOPIC AREA: MOBILITY- ROADWAY CAPACITY AND EFFICIENCY

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Teala Cotter, Transportation Engineer, City of Oceanside
- Howard LaGrange, City of Oceanside
- Tam Tran, City of Oceanside
- Jeff Hunt, City of Oceanside
- Hamid Bahadori, City of Oceanside
- Gabriella Folino, Dyett & Bhatia
- Monique Chen, Chen Ryan
- Phuong Nguyen, Chen Ryan
- Jean Crowther, Alta
- Kristin Haukom, Alta

PARTICIPANTS

Name	Organization
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Maurice Eaton	Caltrans
Jolene Hayes	Fehr & Peers
Joaquin Ortega	SANDAG
Mike Calandra	SANDAG
John Harris	iCommute

TOPIC AREAS

Challenges to Assessing Level of Service

- LOS analysis may not always match the on-field reality.
- LOS is a snapshot in time.
- The best of the transportation models would be +/- 20% inaccurate.
- Most cases we will be under capacity.
- SB743 has not really changed anything – still uses the same methodology.
- May lose capacity as we incorporate active transportation.

- Seasonal fluctuations
- Biggest challenge – snapshot in time for data, level of accuracy of data.
- North River Farms development – 560 units, a lot of development on that side of the river.
- LOS is just one way to understand how roads are performing.

Tools to Measure Level of Service

- Pilot road diet segment
- Coast Highway – lane configuration change, reduce number of lanes.
- More permanent data collection device would provide more accuracy. Data collection should be 24/7/365.
- City of Oceanside has a bluetooth reader which measures how long trips takes and how fast the vehicle is traveling – the Bluetooth readers are located around the Coast Highway and near the downtown area, mostly along Coast Highway, College and Vista Way, and Oceanside Blvd.
- SANDAG – region wide database
- Oceanside has 9 permanent pedestrian and bike counters – also a component of SANDAG.
- SMH plan – it would be great to get counters at 3 crossings over the river, especially if Melrose bridge does not happen – emergency access is important.

Transportation Vision

- What do we want our community to look like? – conducive to people visiting.
- Discuss with management and council what Oceanside’s overall transportation system goals are and what policies are needed to achieve the goals.

Curbside Management

- Walkability; roundabouts are not great for peds and bikes.
- Pay attention to loading – curbside management.

Contributors to Roadway Inefficiency

- Lots of intersections
- Funding restrictions
- Smart operations – need for well coordinated signals, collect data etc.
- Providing spaces for buses, potentially moving the bus stops.
- Adding medians
- Could increase 20-25% with minor shifts.
- Travel habit, travel behaviors – for example driving the speed limit in the fast lane.
- Autonomous vehicles will solve the problems – increase capacity 20-25% - take the drivers out.



- Schools – lots of congestion – bus issue.
- Curb to curb analysis – striping – minor edits within the existing roadway.
- Multi-modal transportation – We need to think of this question holistically.
- San Diego has a pavement rehabilitation program – surfacing and repurposing – dedicated to bike plans.
- Vision Zero would be good to have as a regional strategy. Circulate San Diego could be a partner on that.

Suitable VMT Reduction Strategies

- TDM programs – suburban communities – carpool and vanpool programs – SANDAG subsidies, Typically done through employers, majority are during peak times and single occupancy vehicles.
- Circulation – long range – would be good to take a look at the work Stack Engineering is currently completing for Oceanside.
- Land Use Diversity in relation to reducing VMT. Increasing retail, schools, recreation and employment in every neighborhood you will reduce VMT.
- Difficult to place retail where they are not sure they are going to make it.
- Retail leakage – retail market is slowing down.
- With the change of economy the roads were not designed for this – pandemic shift- no more commuting.
- Remote commuting – SANDAG
- Pandemic is a short period in time – data collected in the last 6 months not very useful.
- Effects of pandemic based on travel – challenging to understand what data we can rely on.
- Trends will change – more people will work from home in the future.
- COVID has meant that single occupancy vehicles are more prevalent – less lyfts, ubers etc.
- Unemployment coming back but it may only be that people are working 2 to 3 days a week. Many households doing whatever they can to hold on right now. Difficult to know behavior changes are permanent vs temporary?

Onward Oceanside: Discussion Panel Notes

DATE: 10/06/2020

TOPIC AREA: MOBILITY ELEMENT, TECHNOLOGIES

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Hamid Bahadori, City of Oceanside
- Gabriella Folino, Dyett & Bhatia
- Jonathan Borrego, City of Oceanside
- Teala Cotter, City of Oceanside
- Tam Tran, City of Oceanside
- Howard LaGrange, City of Oceanside
- Monique Chen, Chen Ryan
- Kristen O’Toole, Alta

PARTICIPANTS

Name	Organization
Lolly Sangster	TDM Program, City of Carlsbad
Katie Persons	NCTD
Robert Calix	NCTD
Susan Freedman	Clean Transportation, SANDAG
Jolene Hayes	Fehr & Peers
Robert Hubbard	Cisco
Rick Azer	Black and Veatch
Alyssa Muto	Smart City, City of San Diego
Andrew Prescott	Chen Ryan
Kevin Wood	Center for Sustainable Energy
Michael Kenney	Traffic Engineer, McCain

TOPIC AREAS

Technology

- Transit priority – Oceanside should consider technology for traffic signals to turn green as transit approaches the transit signals – get from point A to point B faster.
- DSOC Technologies provide bus driver with information on timing of signals – this can be funded by the City or automakers – Cities that don’t have the funding may look to the automakers.

- CB to X and DSOC – Cisco is using both technologies – This includes cellular information, pedestrian detection, basic safety messages, and pedestrian safety message protocols.
- Next Operating System (OS) – It is a digital platform that uses technology and data to connect and manage different modes of transportation – passenger vehicles, buses, ride-sharing vehicles, delivery trucks, autonomous vehicles, bikes and scooters, and more – to improve overall efficiency and accessibility for people and goods to move throughout the region. –Holistic view across the county - trying to make sure the system operates as one organism between cities.
- ELD Data - An ELD records date, time, location information, engine hours, vehicle miles, and driver and motor carrier identification information - trucks are already using this – biggest hurdle is incorporating data that is already there.
- Green Wave –at a given speed a bike will pass through all green lights - first popularized in Europe, now also on Wells Street, Chicago - <https://chi.streetsblog.org/2015/06/19/surfing-the-green-wave-cdot-pilots-bike-friendly-signal-timing-on-wells/>
- SANDAG guidelines technologies that would allow for sharing across agencies.
- Traffic signals – need to build the foundation for when the technologies are implemented.

Data

- Diversity of technology challenges are not as difficult as one may think - standard by DOT that you have to use –The challenge is how do you mix the data together and create a predictive analysis? – How do I use data in to solve problems?
- Tons of data already exists - How can we capture data and use the data now?
- Data scientists are expensive for most companies to have on staff.

Organizations

- SANTAC– regional people get together to discuss transportation issues holistically.

Funding

- Funding to pay for technologies – challenged to even do what was done in the 60's - 129 traffic signals in Oceanside.
- Raise importance of this issue in front of City councils “can’t be left behind” - seek grants from outside sources.
- Need funding for staffing and maintenance as well.
- Funding opportunities for public/private partnerships

Other

- Oceanside is in the process of creating a technology audit.
- Oceanside must focus on capital improvements – first priority is repairing what is already there.
- Policies are particularly important – modeling data will only get you to the status quo.

- Role of city within the Region – Oceanside is a perfect scale for innovation – more nimble than a big city.
- Technology is national in scale – what you develop along the way can be layered upon in the future.
- How can we partner with the larger region?

Other Modes of Transportation

- Encourage mode shift – how to shift modes of transportation with ease.
- Shift in mode is not just mobility, it relates to land use composition.
- Oceanside must focus on capital improvements – first priority is repairing what is already there.
- Policies are particularly important – modeling data will only get you to the status quo.
- Team needs to be planners and engineers.
- Mobility as a service - cubic – one complete package to shift modes.
- SD has micro transit everywhere.
- Show how appealing it is – financial component.
- Pay once concept – day pass multi modes of transit – cubic system – early next year “in it” include app as part of the system.
- 24 gas stations in oceanside – not many fast charging or electric charging in oceanside – no plan for the infrastructure – market driven need – requirements in future developments.
- Oceanside approved 3 new gas stations recently with no charging stations.
- Carlsbad only that has adopted more charging in new development.
- Gas tax – state and SANDAG will have to figure it out.
- Gas station some do want to include charging stations – push in general plan.
- Parking – fees for parking
- Fee less for electric vehicles
- Flex lanes San Diego – near term high frequency transit – evolve with technology needs.
- Land use – how we can use existing technology in new ways – move away from pedestrian counts -land use that promotes (safety, equity and health), helped the state where to focus investment.
- Oceanside can become an EV ready community – GOBiz came up with – Oceanside is in the Yellow – electrify America and others are looking at this map to determine where to invest – industry looks at this.
- Hydrogen fueling stations and its potential – is this region suited for the it? – moving towards a cleaner hydrogen future – various pathways to hydrogen – Shell is investing in hydrogen and electric vehicle charging.



General Plan Update Panels:
Mobility, Meeting 3

- Localized onsite redundant power – solar – if grid goes down – and because its expensive.
- Gas station – franchises in gas stations – looking for vehicle charging stations opportunities – need to contact them.
- Digital divide – corridors could be fiber lines – point of presents – intersections .



Onward Oceanside: Discussion Panel Notes

DATE: 09/23/2020, 10AM

TOPIC AREA: HOUSING ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Rob Dmohowski, City of Oceanside
- Russ Cunningham, City of Oceanside
- Gabriella Folino, Dyett & Bhatia
- Veronica Tam, Tam & Associates

PARTICIPANTS

Name	Organization
Andrew Malick	Multi-family & Mixed-use Developer
Mary Jane Jagodzinski	Community Housing Works
Ninia Hammond	Integral Communities
Dan Neibaum	Lightfoot Planning

TOPIC AREAS

Financing

- Affordable housing is driven by the finance – State, County and Local gap finance.
- Patchwork of funding is available including tax credits and bonds.
- Regulations are changing more frequently than they have historically.
- Raise capital if you build workforce housing near transit.
- Bonds, tax credits have their own rules – proximity to schools, transit etc.
- Oceanside, County and State money running out.
- Supportive housing requires services with some considerable costs for such. That requires income subsidy vouchers, etc. to pencil if you're paying \$5k-10k/year per person needing intensive special needs. All people at 30% AMI are not necessarily special needs, much of state MHP is slated towards special needs.
- Difficult to find permanent source for housing or issue bonds. The city does have some responsibility to make sure sites that are appropriate to be built for affordable housing, as a mix of sites is needed to support affordable housing.

- E-W corridor. It is not competitive for us to win grants. They are rewarding communities with more developed infrastructure (Bay Area and LA win out because of more frequent transit – they can show more GHG emission reductions.)

Construction Costs

- Parking needs to be reduced to lower overall construction costs.
- Developers struggle to be able to build higher density projects due to cost of construction.
- North-south corridors should be added to the SSCSP – Russ even though SW corridors are not in the corridors plan they will be evaluated in the General Plan Update.
- Low parking ratios are key for development to pencil out.
- Eliminating parking minimum along corridors would lower construction costs.
- SANDAG vision shifts from a highway infrastructure to transit infrastructure – need to adapt an urban mindset of how people move around.
- Let the market decide on parking ratios.
- Market supports higher density in walkable areas, especially west of the 5.
- Large surface parking lots and retail areas are opportunities.
- The market is becoming more amendable to smaller units, as walkability is more important than space in North Park. The average unit size in the National City project is 380sf.

Transit

- Higher density developments should be placed near transit.
- East west transit is not competitive enough to win financing. Well-developed infrastructure is needed, with 10-15-minute headways.
- Improvements and density around transit to improve headways, as well as encouraging bus stops.
- North South bus opportunities exist because of greater density near transit.
- Easier to raise financing for projects close to transit for workforce housing. Maximizing the opportunity for Mixed Use housing along transit stops is huge opportunity.

Density

- Most new developments are Type 5 or Type 3. Podium structures should be avoided due to the cost of construction.
- Parking ratios and density are related – parking ratios are linked to transit and affordable housing.
- For higher density to pencil the developers cannot build subterranean parking.
- For mixed use zones to be feasible the density needs to be higher.
- Bike trail + transit additions/improvements represent an opportunity to create denser urban development.
- Horizontal mixed use in outer areas of the City farther from transit.

- Helps to have a picture of an existing project of a case study.
- Case-by-case upzoning of mobile home parks: large source of Naturally Occurring Affordable Housing (NOAH) for low income residents, though displacement has political issues. Agree from a land use perspective, but we also need to plan for naturally occurring affordable housing that is not subsidized.
- San Luis Rey bike trail, with transit, could go higher in density. It's adjacency to bus lines, walkability and bikability make it an ideal location.

Retail / Mixed-Use

- Commercial unit sizes are shrinking (400sf retail storefronts) – small scale retail more interest for the pedestrian.
- Commercial sizes have shifted dramatically.
- We have too much retail in this country – some changes are pre-COVID.

“WeWork” Type spaces

- Coworking spaces for a more independent and transient workforce.
- CoWorking as a requirement to fulfill the amenities requirements.

Other Thoughts on Infill

- Add some north-south corridors as well. East-west only is restrictive.
- Flood Zone is a big problem – expensive – raise above the flood zone – near the airport - Mission Cove.
- Flood zone is a big problem. 138 – 150 units. Had to import a lot of dirt. Federal agencies would not accept – either ongoing flood insurance or raise the dirt.
- Coastal Process – not worth it.
- Few developers have budget is entitlement process – by right process is essential.
- COVID – knowledge-based works are going more suburban.
- Not sure if we are moving to a new paradigm with COVID. People are going more suburban. Affordable housing serves workers who need to go to their jobs. Oceanside has a transit hub. Would love to go high, but there is no money to necessarily fund it.

Improvements to Development Review Process

- Meeting with staff early on to understand what they want on the site.
- Like/Kind provision needs to be modified– good to show flexibility.
- Reference San Diego municipal code.
- Discretionary process has barriers.
- Design review committees – built environment will have both – City needs to give up control.
- Coastal Commission process – if affordable requirements are met should be able to streamline process.



- Form based codes are the way to go or layout expectations in advance.
- Supportive housing requires services with some considerable costs for such. That requires income subsidy vouchers, etc. to pencil those if you are paying \$5k-10k/year per person needing intensive special needs. All people at 30%AMI are not necessarily special needs, much of state MHP is slated towards special needs.
- Don't understand the coastal process. Want by right. Can't do anything discretionary or do an "entitlement process".
- Improving some zoning standards – so variances are not needed. For medium to higher density, make expectations clear in advance.



Onward Oceanside: Discussion Panel Notes

DATE: 09/23/2020, 2PM

TOPIC AREA: HOUSING ELEMENT

CITY STAFF/CONSULTANTS PRESENT:

- Rob Dmohowski, City of Oceanside
- Russ Cunningham, City of Oceanside
- Angie Hanifin, City of Oceanside
- Alison Moore, Dyett & Bhatia
- Veronica Tam, Tam & Associates

PARTICIPANTS:

Name	Organization
Filipa Rios	Interfaith Services
Bob Prath	Volunteer AARP Livable Communities
Jon Lewis	Interfaith Services
Laura Nunn	SDHF
Inez Williams	Chair of Housing Commission

TOPIC AREAS

Mobile Homes

- Oceanside has a large mobile home community and several state and local programs to support sustainable living.
- Desire for the Housing Element to support aging mobile homes that are not up to code.
- Mobile home dwellers are getting priced out when developers offer more for land.
- Community land trust format can help preserve affordability.

ADUs

- ADUs are an option to address housing affordability, support a variety of family types/structures/needs, and address future concerns such as COVID.
- Challenges in addressing accessibility features of ADUs (grab bars, reinforcements, etc.)
- ADU financing is a challenge- cost (200-300K for a unit) can be prohibitive. A city will usually see more applications than constructed units.
 - Some banks are now lending on prospective rents.
- Community examples of ADU success:

- Los Angeles- went from 0 to 15K ADUs
- Portland- subsidizes ADU construction
- Pima County, AZ
- Culver City- offers money from Assessors in exchange for deed restrictions. High ADU fees, but developers can get a 90% reduction if there's a 10-year affordability covenant.
 - Gap financing also available

Affordable Housing

- Like many CA communities, Oceanside has a lack of affordable housing.
- Affordable housing is built using in-lieu inclusionary fees- 1 participant supported increasing fee.
 - Recent project on Mission Avenue- 248 units, serves seniors veterans, etc.
- High rents- Some senior housing is now at an unaffordable \$1,500 a unit. 2 participants mentioned need for renter supports/policies to address rising rents.
- 100% affordable- typical challenge is funding in general, including availability of state funding (cornerstone of many 100% affordable applications). Local gap financing and in-lieu fees provide local funding sources.
- Other local sources:
 - Dedication of former redevelopment dollars back to housing
- To create housing supportive environment, Oceanside should fully implement state laws:
 - AB 1486- State surplus land (including excess sites city owns) must be prioritized for open space and affordable housing. Land cost is a major hurdle for affordable projects.
 - State density bonus law in mixed income projects- AB 2345 expands the state bonus to reflect densities in San Diego; allows bonuses up to 50%.
 - TCAC mapping tool helps to identify high resources communities and support AFFH goals, a new requirement of Housing Elements.
- Clients with Housing Choice vouchers- finding someone who will rent to them is sometimes a challenge, despite new laws- in addition to landlord education, the main challenge is monitoring and enforcement.

Special Needs Groups

- Special needs groups that are very underserved:
 - Veterans (some have vouchers)
 - foster youth (north county),
 - College students: community college students, Cal State and Paloma face housing issues and food insecurity).
 - Retired professors and students- Berkeley is a good model program for student and professor housing. Mira Costa college- wanted to have student housing on campus, but

this was a challenge because it is difficult to find usable public funds due to stringent criteria.

- There have been recent changes to redefine students as low income if they meet rigorous criteria. Colleges need to be part of these solutions for students and faculty/staff housing.
- Community colleges that are providing housing include College of the Canyon, Southgate, and larger community colleges, especially those with a large population of non-driving international students.
- Transitional-aged young people (early 20s) may not be able to afford to live here on their own.

Homelessness

- Oceanside's homeless outreach team has a main goal of getting people into permanent housing. There are some homeless programs.
- Motel conversions/SROs were proposed as an option.
 - Project Homekey- City decided it was not a good fit for Oceanside because they don't have enough properties.

Commercial and Mixed Use Challenges

- "Expiring asphalt"- Could be an opportunity to turn underutilized commercial districts into mixed use "villages" with the right zoning.
- Complexity of commercial districts can be a deterrent to affordable developers.
 - Difficult to require affordable housing developers to build commercial
 - Better to offer flexibility in mixed use zones, such as horizontal mixed use districts rather than requiring mixed use parcels.
 - Desire to use underutilized commercial as incubator spaces
 - Overlay areas could be another approach

Other Housing Element Requests

- Desire for housing element to address affirmatively furthering fair housing (AFFH) goals, including overcoming patterns of segregation and housing near transit.

Onward Oceanside: Discussion Panel Notes

DATE: 09/24/2020, 3:30PM

TOPIC AREA: SAFETY ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Rajeev Bhatia, Dyett & Bhatia
- Jossie Ivanov, Dyett & Bhatia
- Lori Spar, RECON

PARTICIPANTS

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Serena Cheung	FEMA
Emma Reed	FEMA
Antoinette Stein	FEMA
Mira Hahn	FEMA
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Brian Barkley and	CalFire
Victoria LaMar-Haas	Cal OES
Andrew Guatelli	GeoSoils
Tory Walker	Tory Walker Engineering
Phil Buccola	Buccola Engineering
Aaron Holloway	GHD
Phil Rosenberg	Consulting Engineer
Larry Taylor	Taylor Group
Rupert Adams	Geocon
David Parsons	City of Oceanside
Jim Knowlton	City of Oceanside
Victor Velasco	City of Oceanside

TOPIC AREAS

Methods and Tools for Assessing Risk and Vulnerability

- Hazard mapping requirement from CalOES and FEMA: HAZIS tool overlays potential areas of hazard within planning area, plus population density, to show risk of different hazards.

- Geotech, seismic. 1974 based study. Since then there have been advances. Tsunami inundation maps. CGS has ground-shaking maps, e.g. Need to be incorporated. New hazards or new-newly defined hazards. What most cities are missing are formal, refined guidelines for development. Updating what we have to modern standards. CGS has document Note 52 on how to go about doing it.
- CalOES has been working on local mitigation. The Local Hazard Mitigation Plan is a compilation of top hazards in the State, including the required ones for Safety Element. The hazard mitigation plan and vulnerability analysis should be incorporated into the safety element – opens doors to more state money after a disaster. FEMA has a step-by-step prescribed mitigation planning. But a LHMP includes only natural disasters, not other types of disasters.
- FEMA: FIRM Dec. 2019; pretty recent data. Also recommend connecting with Brian Thomas, City floodplain administrator.
- We need to have more detailed information, including for floodplain mapping. Get FEMA funding to do better mapping.
- Make sure to evaluate risks to infrastructure that is meant to mitigate hazards
- Wind data is currently being added to CalFire maps (there have been COVID-related delays with releasing these updated maps. High fire severity maps are expected early to mid-next year. When new maps come out, there will be areas not previously identified as wildfire risk areas due to wind mapping. City can make development more restrictive based on fire zones.

Determining Risk and Vulnerability

- Oceanside doesn't have enough information for the safety element – big tables, listing hazards with big numbers, don't tell the probabilities of different hazards. The City knows that there are many vulnerabilities but does not necessarily have the tools for determining relative vulnerability and prioritizing investment among risk areas. How do we make decisions about risk and risk tolerance, and what is most important to prioritize?
- It's important to work with OPR and CalOES before starting with Board of Forestry. We will check with OPR to make sure all boxes are checked before we go through the process.
- Henshaw Dam, by order of State legislature, needs an updated dam breach analysis. Should be a 100-year study. The more we can understand, the better we can make realistic decisions with limited resources. The actual dam inundation floodplain, by the time it gets to Oceanside, would be very close to a 100-year floodplain.
- Out-of-date information affects how fire and emergency responders can respond and plan.
- The City lacks a cohesive approach: The Local Hazard Mitigation Plan has not been well connected to changes in City code or GP.

Improve Coordination at State, Local, and Regional Levels

- The City of Oceanside has been involved in the Local Hazards Mitigation Plan (LHMP) in the past, but the process has been paused. They are planning to do outreach to re-engage. Coordination will happen through this process. Coordinate with CalOES and FEMA, including trainings, and link to funding sources.



General Plan Update Panels:
Safety

- Have a hazards seminar to work with Scripps oceanography – all these things are encompassed with the LHMP. The County can help be conduit with the State – work with multijurisdictional perspective. Could do orientation for staff training with LHMP updated, allow it to inform Safety element. Check out 2018 LHMP plan with Oceanside annex, and use it as a starting place for updating the GP.
- A water engineer was recently awarded contract to work on SLR river, but County turned it down. Perhaps it could be resurrected to get more information; there was interagency funding.
- Make sure not to underrepresent coastal issues. Make sure ongoing studies for chronic erosion and other coastal issues are represented, and mitigation actions look at these.

Screenshots of the chat window:

Zoom Group Chat

From **Rajeev Bhatia** to **Everyone**:
General Plan website <https://onwardoceanside.com> 03:33 PM

From **phillip rosenberg** to **Everyone**:
Engineering Geologist and Hydrogeologist, not Engineer. Sorry 03:37 PM

From **Antoinette Stein** to **Everyone**:
audio is cutting out 03:41 PM

From **Lori Spar** to Me: (Privately)
Hi Jossie. Can you send me a copy of this figure? lspar@reconenvironmental.com. Thank you :) 03:48 PM

From **Lori Spar** to Me: (Privately)
Thank you! 03:53 PM

From **David Parso...** to **Everyone**:
Agreeing with Mr. Taylor, since the Safety Element is so old, it follows that we don't have a process. Regarding fire department input into development, admittedly, our approach is piecemeal and somewhat ad-hoc. 03:56 PM

From **Brian Barkley** to **Everyone**:
I second that 03:59 PM

From **Ryan DeHart** to **Everyone**:
https://www.sandiegocounty.gov/oes/emergency_management/oes_jl_mitplan.html
Above is to the most recent approved 2018 MJHMP: Oceanside's annex is an individual link. 04:05 PM

From **Serena Cheung** to **Everyone**:
To download community's Flood Insurance Study and Flood Insurance Rate Map: <https://msc.fema.gov/portal/home>
To view flood map on the National Flood Hazard Layer: <https://hazards-fema.maps.arcgis.com/apps/webappviewer/index.html?id=8b0adb51996444d4879338b5529aa9cd> 04:08 PM

also legislation that ties into these plans. Just let us know.

From **David Parso...** to **Everyone**:
The fire department provided the staff report and presentation to council for adoption of the HMP. We are the EM group lead for the City, however it is one of many programs we administer. I believe we can improve the connection between these documents, programs, and how they are actually applied through this update. 04:09 PM

From **Brian Barkley** to **Everyone**:
Serena, do you have one for fire? 04:09 PM

From **Serena Cheung** to **Everyone**:
Brian, not that I'm aware of 04:10 PM

From **David Parso...** to **Everyone**:
Brian, what is the latest time estimate for the new hazard maps? 04:12 PM

From **Victoria LaMar-Ha...** to **Everyone**:
Contact at the Governor's Office of Planning and Research in charge of Safety Element Updates and legislation affecting Safety element updates: Erik de Kok, AICP
Program Manager, Planning and Community Development
Governor's Office of Planning and Research (OPR)
D: 916-557-4711
erik.dekok@opr.ca.gov 04:14 PM



Onward Oceanside: Discussion Panel Notes

DATE: 09/29/2020, 10AM

TOPIC AREA: CONSERVATION AND OPEN SPACE: WATER, WATERSHEDS AND HABITAT

CITY STAFF/CONSULTANTS PRESENT

- Stefanie Cervantes, City of Oceanside
- Russ Cunningham, City of Oceanside
- Jeff Hunt, City of Oceanside
- Jossie Ivanov, Dyett & Bhatia
- Lori Spar, RECON

PARTICIPANTS

Name	Organization
Justin Gamble	City of Oceanside
Cari Dale	Water Utilities – Oceanside
Mark Stadler	IRWM Program Manager
Rosalyn Prickett	Woodard & Curran
Joel Gerwien	State Coastal Conservancy
Victor Velasco	City of Oceanside – Engineering

TOPIC AREAS

Water Supply

- Effects of climate change – what that will do to water supply and stormwater runoff.
- Cost and regulatory constraints will be challenges for City water supply going forward. Challenge to permit some of these projects. It's important to align actions in the GP with project goals.
- Regulatory agencies aren't as interested in big City policies if they're not reflected in individual projects.
- Very difficult to access funding.
- In Oceanside, we're lucky to have the San Luis Rey aquifer, which will help with supply.

Stormwater

- Stormwater capture can refer to both aquifer recharge and capture of rainwater to use it (cisterns, etc.) There has been little State guidance on suitable stormwater and reuse.

- Projects can range from simple LID projects to more centralized facilities to capture riverflows and divert it into a treatment facility. Reducing impervious surfaces could be a good strategy to help replenish aquifer.
- Structures that would need to be constructed would need to be significant. Large tennis court-size detention basins would have more of an effect.
- Multiple swales vs. just one big facility – multiple problems with hydromodification and flood control. When you have one general bioswale – you can do more with one big swale with one big project than with a lot of small projects. More efficient if you have the space. The same for any kind of development, and you can treat for water quality, hydromod compliance, control for ensuring runoff controlled before/after development. Required to have certain amount of freeboard You lose a lot of space when you have multiple small bioswales.
- Surface water quality: capture and infiltration or treatment required for new development. Can design to get multiple benefits. Water must be treated to maximum extent possible to a cost and feasibility standard.

Habitat Preservation and Water Quality

- Any places to preserve natural buffers, wetland, and buffers for habitat can capture and transform pollutants. Include both passive recreation for community plus water quality. Can be a double-edged sword having habitat and open space, with increased risk for illegal activities from homeless camps, trash, feces.
- Reduce pollutants with sustainable landscapes.
- 503D listings in City of Oceanside – best available technologies would be in line with goals we are trying to achieve. The list is based on water quality data collected over the years. Major drivers from NPDES permits are phosphoric, benthic community effects – invertebrates that live in the water – look at the organisms as an indicator of water health. Found to be degraded in SLR and Loma Alta Creek. State Water Board says this is due to historic hydromodification.
- Habitat restoration and preservation is one tool to address non-point source pollution, including bacteria in the river, which impacts tourism due to beach closures.

Major point sources of pollution:

- Existing data is looking at what comes out of storm drains, so not looking so much at agriculture or homeless encampments. Lots of the unstudied pollutants are coming from residential lands, and pollutants from agriculture. City is working with the water board to coordinate efforts with agriculture businesses to quantify pollution from agriculture zone.
- Regional monitoring and assessment reports data available at regional scale
- Cost – habitat and conservation projects can tap into State and local funding. Lots of special status species found in SLR River, conservation agencies may be very interested in funding projects for riparian habitats.

Flooding and Wetlands

- Floodplain and wetlands restoration have a big benefit for flooding, encouraging infiltration, controlling peak runoff flows. Good to keep climate change in mind and predictions that we will look at more variability and higher frequency of intense storm events with greater risk of flooding.
- The availability of imported water will also impact the availability of imported supply. From every perspective, the way that precipitation will fall will all be impacted by climate change.
- Woodard & Curran is currently developing the urban water management plan, updated every 5 years. In the plan, will look at variability from climate change, look at drought possibilities, how to constrain demands to reflect supply constraints. Plan for potential impacts. Associated with that, the conservation master plan reflects the steps the City will take to constrain demand, including community outreach and City regulations.
- With most creeks and channels in hard infrastructure, restoring creeks and channels would help with water quality and habitat. Constant give and take between keeping a channel healthy and managing increasing storm flows (sediment dredging, channel restoration, invasive species management).
- Regulatory constraints from regional board and fish and game to effectively manage those channels – huge issue to effectively convey water flows away from urbanized areas. Prevailing emphasis has been on habitat only to the detriment of ability to be able to function as a flood conveyance waterway. There has to be a balance between moving water and ensuring that there is habitat and water supply benefits. Regulatory agencies have lost sight of the fact that channels need to convey water away during flooding.
- We're entering a new phase in California's hydrology, but permitting has yet to catch up.
- Big flood events may hurt habitats, too, even though the regulations are intended to protect the habitat. Specifically, current maintenance agreement with Fish and Wildlife and regional board – hand tools only allowed for maintenance. Necessitates use of larger equipment to clear brush. Not allowed to remove any trees or brush over 6 feet or removing sediment with hand tools. Maintenance requirements are on the City of Carlsbad – they've been working for years to try to get different maintenance requirements.
- PW does not have a regional maintenance permit. Seek some form of regulatory approval to establish maintenance and monitoring program. City of Vista has a natural channels permit with Army Corp. Would need to get an associated permit from CDFW.
- Concern about cost with a flood management project – when projects provide multiple benefits they are more cost effective. Traditional flood control projects didn't consider effects on habitat.

Land use and development policies

- There is a document of compiled model general plan policies – Rosalyn will share document created earlier.
- Landscaping standards already in the City's ordinance should eliminate runoff into habitat and minimize water use.

- Many other districts have funded public flood control through a stormwater utility. Directly calculated from impervious surface. Assessment goes into special district fund that is used for funding maintenance and capital projects. Huge amount of public outreach that has to go into how funds are spent. Precedent for applying this to existing development? City of San Clemente put it to a vote on a ballot – through prop 218 – Pacific Grove did it too. Heavily driven by median HH income and political party preference for cities that have successfully implemented a stormwater utility for existing development.
- Prioritization list for stormwater projects – redevelopment has different criteria. List of priority projects for City projects if funding becomes available – two projects detention basins at Lomo del Oro and along Loma Alta Creek and El Camino Real. Going to modify the outlet with hopes to mitigate lower storm events. Those two projects are being studied now.
- Riparian zones and flood zones should take into account latest possible mapping for climate change, including new FEMA maps. Water conservation landscaping guidelines – invasive species can establish along waterways. Important to address somewhere – land use and development policies could be a good place to address these concerns.

CHAT NOTES

- 10:11:43 From Joel Gerwein : I think Rosalyn and Jeff didn't introduce themselves.
- 10:12:03 From Rosalyn Prickett : Wanted to say hello - perhaps I missed roll call. This is Rosalyn Prickett, Woodard & Curran. I work with the City on multiple water resources planning efforts.
- 10:14:54 From Cari Dale : Jeff- your audio is breaking up a lot
- 10:15:12 From Victor Velasco : I hear it breaking out a lot
- 10:26:57 From Mark Stadler (he/him/his) : I can't find where I can "raise my hand."
- 10:27:37 From Stefanie Cervantes : go to the participants tab and it should be at the corner
- 10:28:04 From Mark Stadler (he/him/his) : Ahhh. Thank you.
- 10:28:20 From Joel Gerwein : I think you captured everything I would say on that question as well. Sometimes public access helps to reduce illegal encampments.
- 10:28:26 From Cari Dale : Mark, click on participants at the bottom. there should be a participant list that pops up with a "raise hand" icon
- 10:28:32 From Justin Gamble : Thanks Joel
- 10:46:00 From Joel Gerwein : One type of program that can be helpful is encouraging landscaping that reduces water use- xeriscaping especially with natives. Can also reduce fertilizer



and pesticide use which can benefit water quality as well as water supply. Does the City have a program like that?

10:47:11 From Rosalyn Prickett : Yes - this is the "sustainable landscapes" type program that I mentioned previously. That effort was led by County of San Diego.

10:48:29 From Mark Stadler (he/him/his) : A sustainable landscapes program also often involves reducing or trying to eliminate runoff from the property.

10:57:14 From Joel Gerwein : But you'd also have to get an associated permit from CDFW, right?

10:57:35 From Justin Gamble : yes likely - streambed alteration

10:58:30 From Cari Dale : Good comment Mark

11:06:32 From Rosalyn Prickett : I need to drop off a bit early. I will send over the IRWM Planning Study, along with the Sustainable Landscapes program info. Thanks for including me in this workshop!

11:13:07 From Joel Gerwein : Gotta go. Sorry.

11:13:19 From Justin Gamble : See ya Joel!

11:16:37 From Victor Velasco : thank you

Onward Oceanside: Discussion Panel Notes

DATE: 09/29/2020, 1 PM

TOPIC AREA: CONSERVATION AND OPEN SPACE: HABITAT PRESERVATION

CITY STAFF/CONSULTANTS PRESENT

- Stefanie Cervantes, City of Oceanside
- Russ Cunningham, City of Oceanside
- Jeff Hunt, City of Oceanside
- Alison Moore, Dyett & Bhatia
- Lori Spar, RECON

PARTICIPANTS

Name	Organization
Janet Struckrath	FWS
Lauren Welch	Urban Corps of San Diego County
Markus Spiegelberg	Center for Natural Lands Management
Karla Standridge	Fallbrook Land Conservancy
Don Scoles	SD Habitat Conservancy
Jennifer Turner	CA Wildlife
David Meyer	CA Wildlife
Melanie Burlaza	CA Wildlife
David Zoutendyk	FWS

TOPIC AREAS

Federal and State Policies

- If there are federally listed species, will need to be aware of the State and Federal Endangered Species Act.
- Jurisdictional Delineation of Waters
- Correspond with trustee agencies/organizations under CEQA
- Be aware of policies related to wildlife corridor planning zones in the Subarea Plan
- If there is a federal nexus, such as with the Army Corps of Engineers, it would be recommended to do Section 7 coordination to process endangered species incidental take permits.
- Would recommend any project with a federally listed species conduct a section 7 Individual Habitat Conservation Plan (HCP).

- Individual HCPs usually take 1-3 years.
- Some applicants can receive help to minimize the potential for a take and avoid an HCP; a low-effect HCP is also an option. Any controversial site would require a full individual HCP because they have to go through the public register for public comment.

Improved Coordination

- Desire to know where patterns of conservation and development will occur, as outlined in the draft Subarea Plan.
- Smaller, noncontiguous parcels make management difficult and expensive.
- While state or federal funds are available to purchase lands, they are not available to manage them.
- Desire to find ways to conserve additional land or find land managers, particularly for those on adjacent properties. Don't want to lose opportunities because we assume there isn't an alternative.
- The City could help in identifying willing sellers.
- Request for information on what lands are in management, and who is doing management-could help facilitate other projects. Relative costs could be decreased if they knew staff were close by.
- The City has been sending projects ahead of time to CA Wildlife; helps Wildlife know what's coming, and helps City know what comments will probably be provided.
- At least 3-4 projects in the pipeline in wildlife corridor planning zone- Ocean Point condos (gnatcatchers); Weiss property, small property north of 78. Land swap occurring at Rio Rockwell.
- Request for City to reach out to elected officials who engage with SANDAG to express support for regional funding source.
- City can identify where reserves are in Oceanside, and look at what pieces could be combined for acquisition and mitigation.
- Acquisition and mitigation funds: mitigation can't be used as a match for getting grant, but could be used to get property acquired.

Prioritization in Development Review

- The best habitat often occurs on milder slopes where people want to build, and we don't want to have a taking.
- Try to keep to ratios in corridors planning.
- To the extent possible, the City should push applicants to mitigate and offset impacts in a way that helps city toward building out the plan.
- Important to know where impacts will be and how many acres of each habitat type will be affected.
- Should have mitigation opportunities already planned.

Smaller Parcel Management

- Smaller parcels are often perceived as more difficult to manage. It depends on the nature of habitat on the site—it becomes expensive because the denominator is low.
- Challenges for maintenance- if you only show up to manage a site once a year, it will get destroyed.
- Developing a bank is a tool we could try to apply to extent that you can assemble adjacent parcels and grow the ‘land pie’ so it is easier/cost effective to manage.
- State-enacted legislation on banking is not cheap and not easily applied.
- In-lieu habitat fees could be one funding option.
- Could do a cost estimate for 20 half acre parcels and do an in-lieu fee. This could disperse the cost and the city could collect money in the interim.
- Question about whether assessment would be standardized or site by site: would need to include taxes, easements, and consideration of long-term viability.
- Process: start with the property and review in terms of regional context. One would want it to be ecologically viable and important in the region.
- Conservation agencies don’t always do studies of their own.
- Point raised that it’s not just about what’s there now, but what could potentially be there in future- always uncertainty if there is a new listed species. Need to think 10 years into the future how we could manage in perpetuity.
- Key is developing management plan that accounts for potential impacts and securing an endowment with enough funds for ongoing management in perpetuity.
- Land surrounded by other open space is easier to manage, especially through a wildlife corridor planning zone.
- Challenging to accomplish conservation of small parcels to allow for “stepping stone” corridor (surrounded by development)
- Facilitating small parcels- bank, 3rd party, some other mechanism, funding and possibilities there.

Conservation Challenges

- Cost is a factor for many jurisdictions. Discussions are beginning with city leaders and SANDAG to find a regional funding source that would be available to jurisdictions to help plan for the care of open space and implement multispecies planning efforts.
- Some organizations have money to deal with local invasive species; regional money can help.
- The City could host manager meetings with neighbors/private property owners to help to find economies of scale for management and coordinate efforts.
- Funding for management needed, not just purchase.

Homelessness and Trespassing

- Homelessness, trespassing, and fire risk are major issues for conservancy management, especially for preserves in urbanized areas
- Coordination is a challenge in addressing homelessness- need to have homelessness outreach, police, fire department, and rangers coordinated.
- Need to have laws ready so they can be enforced.
- Need to educate private property owners about homelessness issues and staff on hand to address it/point person to coordinate (a homelessness outreach team is more appropriate to address issues than a nonprofit wildlife biologist)
- Need to educate neighbors about open space preserve maintenance.
- One example of a centralized coordination effort is the Carlsbad HMP program.
- No known language or funding at state level for homelessness management.
- Some panelists had done consultation with certain requirements for federal action/agencies. The Army Corps has responsibility to enforce required actions.
- Done consultation that has certain requirements, fed action agency army corps has responsibility to enforce required actions. These projects provide funding for management.
- SANDAG's transfer program could provide money to try to target problem areas, such as unauthorized activities. Strength is more in setting up management plan (more of oversight role)
- Opportunities to apply for grants to receive some of that money. Grants given to city of San Diego to help enforce recreational use on Del Mar Mesa. Happy to help with preparation of those types of grants.
- Fencing and "eyes on the creek" could potentially help; "Friends of the Trail" groups could be one group to loop in.
- Lemming up trees, no amenities helps to prevent encampment

Recreational Uses

- Types of uses that are a no go in these areas? What are rec uses the city should just say no to? How can city facilitate ability to introduce rec uses into existing preserves?
- Recreational uses should be determined project by project through entitlement approval process (not after the fact).
- At outset, identify any appropriate uses like trails- conservation agencies would want to see a trail plan and agree to appropriate level and of use.
- When talking about trails, avoid sensitive resources.
- Priority is protecting sensitive resources (compatible use; passive recreation are usually what is acceptable)
- Passive use is harder to identify now: used to include bike use, but that's being challenged by mountain bike community and e-bikes
- Motorized vehicle not compatible use in preserves.



General Plan Update Panels:
Conservation and Open Space, Meeting 2

- Volume of people is another concern- no public access could be one option, no dogs allowed on preserves- very hard to enforce.
- Recreational uses should not be allowed unless preserve is constantly patrolled.



Onward Oceanside: Discussion Panel Notes

DATE: 10/6/2020, 10AM

TOPIC AREA: OPEN SPACE AND CULTURAL RESOURCES

CITY STAFF/CONSULTANTS PRESENT

- Stefanie Cervantes, City of Oceanside
- Russ Cunningham, City of Oceanside
- Shannon Vitale, City of Oceanside
- Cheryl Coffin, City of Oceanside
- Jeff Hunt, City of Oceanside
- Alison Moore, Dyett & Bhatia
- Eileen Magno, Heritage
- Erin David, Alta
- Kristin O’Toole, Alta

PARTICIPANTS

Name	Organization
Joan Herskowitz	Audubon Buena Vista
Dianne Nygaard	Preserve Calavera
Joan Bockman	Audubon Buena Vista
Natalie Shapiro	Buena Vista Audubon Society
Hannah Gbeh	Farm Bureau
Colin Lee	Camp Pendleton
Kyle Smith	Camp Pendleton

TOPIC AREAS

Camp Pendleton Habitat

- Camp Pendleton’s natural surroundings provide realistic opportunities for training and they also must meet obligations under Sites Act for camp conservation goals. Camp Pendleton’s Integrated Natural Resources Management (INRM) Plan outlines conservation and stewardship goals as well as regional coordination efforts.
- Land is a core block that benefits Orange County plan and creates linkages to Cleveland National Forest. San Luis Rey is another resource- insects, knowing what response plans are for that. Endangered species program- revealing ways to look at species that would be potential for down- or de-listing.

- Desire to reduce endangered species impacts on training on base- better for Camp and species. De-listing species is a priority for the base; focusing on Least Bell's Virio. Seeks to Coordinate with Oceanside for conservation activities with goal of de- or downlisting.
- Pendleton is looking at impacts on borders and acquisitions- key thing that participants on base. Funding for acquisition for managing lands is critical. One area that will take complex planning work will be setting up mitigation banks, and agencies could be helpful in supporting them (conservation and for GHG sequestration).
 - Concern about de-listing- San Luis Rey river dredging- largest take of endangered species in CA. Much opposition to de-listing of Least Bell's Virio. Need to uncover how to mitigate with less impacts.
- Pendleton- Oceanside is not part of 7-city Multihabitat Conservation Plan; desire for more coordination.

Homelessness

- Mauro Preserve, Camp Pendleton, and San Luis Rey have problems with homeless encampments and motorcycles.
 - Put fence up on city land and going into camp Pendleton, but that becomes a problem for any open space management for habitat and fire threats. Oceanside has one police officer who is responsive to motorcycle issues but has limited capacity.
- Homeless camps by San Luis Rey- Flycatcher eggs were trampled and destroyed. One possibility is wildlife cameras.
- Increased problems with coliform bacteria in water- homeless periodically cause problems in watershed—there are handwashing stations but no portapotties.
- Action item- more city police or partnership with state for rangers or involvement of a homeless outreach team. Rangers could help with other trespassing issues.
- Need to move people experiencing homelessness out of open space/riverbeds and into housing, both from conservation and humanitarian perspective.

Need for Funding

- Need to find funding for invasive weeds on surrounding city land that are not managed.
- Funding for MHCP and regional funding source that was supposed to bring mitigation up to standard of MHCP was supposed to have been adopted in 2008 and has yet to be adopted. Need to support getting that funding on board.
- Oceanside is not eligible for some funding because it does not have an approved/adopted Conservation plan. One option for funding is to work with nonprofits- limited but some grant funding available, can leverage money together. Example: Section 6 funding with Carlsbad- adopted subarea plans, can secure funding from state for land acquisition.

Plant Management

- Need to weed out non-native species around Camp Pendleton sign on I-5; it's in the middle of habitat. Coordination with the Native Plant society could help.

- Plant management- Need to change management methods to remove blooms and start taking down seed bank.
- Buena vista lagoon is flooded— families are being turned away from its use because of need for plant removal.

Balancing Recreation with Habitat Preservation on Reserves

- A hard-line preserve should be maintained as such; passive uses could make preserved habitat land uninhabitable. Other uses need to be considered in terms of impacts.
- Eyes on the habitat preserve, and value of casual surveillance in addressing homelessness issue.
- Signage and enforcement needed. Working with group to make trails better, could be part of trail network.
- Waterways need trail plan- The 3 major waterways plus Garrison could have trails up and down, including feeders like Stations of the Cross or the Rosecrucians.
- When land is set aside by preserve, trails need to be designed by biologists so habitat is not disturbed. People should be educated about staying on trails. Need to balance public open space and preserve habitat, as well as land management. Example: area that the Army Corps managed east of Andy Morro nature preserve is not appropriate or safe for people to walk.

Improving Development Review Process

- What's critical is to build into the development review process certain thresholds and ordinances so they become enforceable.
- Need solid regulations that reduce impacts of development on habitat; can't just be guidelines. Biological buffers are used by wildlife, so buffer can't just be looked at as area that protect it- animals use it.
- San Luis Rey River is major habitat. The conservation element needs focus on major wildlife corridors in the city. It is frustrating to see projects being approved by the city that would have an impact on the future of an endangered species.
- Linking the Conservation element to the North County multispecies habitat plan would be excellent.

Agricultural Land

- Agriculture and open space are not the same thing- they are different in terms of their function and value. Agriculture benefits include carbon sequestering, aesthetic value, and wildlife.
- Need to be clear that function of agriculture land is to be cultivated to grow crops. Clarify that ag lands are only viable when they are allowed to cultivate.
- Important to consider economic viability.
- County program- ag easements on properties. Easement granted for long term preservation in perpetuity as agriculture land in exchange for tax break. In Oceanside, there are a substantial number of property owners that want to see land maintained only for agriculture.

- In climate crisis where we seek local carbon sequestration mitigation banks, the agriculture community provides important opportunities to do that.
 - Hard to find locations to plant trees, but the agriculture community that is struggling for viability and able to provide those sequestration banks can be an option. Currently, developers are purchasing offsets in non-local locations.
- Making sure that when we say we've preserving farmland, we are promoting new rootstock in the ground.
- Climate action- pilot carbon farming program in SMH- no details on that yet
- Oceanside makes it easier to farm (ex: recycled water program). Need new rootstock to get carbon offset.
- Runoff and pesticides are heavily regulated under regional water quality control board. Some current farms are not in compliance.
 - Anybody who sells farm goods commercially- required to comply with ag order- can comply by yourself or opt into 3rd party group. Farm bureau runs 501(c)5 to help growers comply with water regulations. Farmers must conduct inspections of own property quarterly. Farm bureau does quarterly, annual, and 5 year bioassessment analysis. Existing efforts are sufficient; only need to make sure they're in compliance with the existing law.

CHAT NOTES

- 10:20:12 From Joan Bockman : The BVAS reserve is called Mauro Reserve. Morro Hills is to the East. Unfortunate that they are similar sounds.
- 10:33:47 From Colin Lee : Again, I don't know how to raise hand in zoom... Regarding San Diego MHCP, military lands were removed from the planning area in 1994. I'm not sure of the circumstances behind that, but C. Pendleton continues to coordinate planning efforts to maintain linkages across planning boundaries. Similar with a North County MHCP, we would be interested in coordinating with Oceanside and others to formalize this plan, since these plans help justify our off-base land conservation and acquisitions.
- 10:34:12 From Diane Nygaard : Rio Rockwell is not being done consistently with the draft SAP- it does not help when the city does not support where there is payment being made to the city by the developer.
- 10:44:25 From Coffin : Public Works has been working with BVA in managing the berm at the lagoon
- 10:49:59 From Natalie : The berm is not being managed. Public Works does not remove it when the trail is flooded. We have unsuccessfully tried to convince Public Works to do so.
- 10:50:12 From Joan Bockman : We are BVA and we do not have a plan from the City other than waiting for Coast Hwy to flood. That is way too late for our trail.

- 10:51:08 From Natalie : Public Works removes the berm only when the Coast Hwy is at risk of flooding. BVA (myself and Joan B) has talked with Public Works many times about this.
- 10:52:34 From Joan Bockman : Our trail users were actually asked to stop calling the City about it.
- 10:54:25 From Joan Bockman : For Ag lands we need to support the work being done by South Morro Hills and stop the Integral project. We are actively encouraging all citizens to vote No on L.
- 10:57:49 From Joan Bockman : I have restored 3 historic homes. Two were designated by the City, we went through the process for the third (newest historic home in O'side). We should codify the approach to historic preservation for our historic neighborhoods. There is rule about historic person, event or architecture. We could codify preserving the street frontage of the buildings for private land so that the community still gets the benefit while the owner has more flexibility in the process. The study alone was thousands of dollars. Most homeowners won't do that and we lose our history.
- 10:58:28 From ccoffin : It is deeply unfortunate for the trails to be flooded and certainly not the wish of Public Works for them to be so. The city has historically regulated the berm in order for it to breach naturally, and to remove the berm now would cause lagoon water to negatively impact the beach
- 10:59:38 From Natalie : BVA understands the dilemma and will keep working with the City for a solution.
- 11:03:40 From Diane Nygaard : There are two regional efforts underway to help with this: Epi c project with the SDF, and the SANDAG energy working group that are looking into regional sequestration projects- and the value of this in terms of GHG .
- 11:05:18 From Diane Nygaard : These projects would include tree cover as part of what they are evaluating- results are supposed to be available in the spring.
- 11:08:19 From Joan Bockman : I would assume neighbors are a problem for farmers. Lots of issues because they may not know the rules and what the farmers are meeting. How can we keep the oversight so that rules are followed but remove the uninformed hassles they have to deal with?
- 11:12:07 From Joan Bockman : FYI - the photo behind me is land my family owns in New Mexico. It is a conservation easement development named Deer Canyon. Cattle are run on the land to manage it using the bunching method to simulate statistically rare stampede effects that have been shown to stimulate habitat health and native grass growth. We also have lots of desert land that you may have seen on Breaking Bad (hope not, but we don't know).
- 11:14:20 From Alison Moore, Dyett & Bhatia : <https://www.cdfa.ca.gov/healthsoils/>
- 11:14:55 From Joan Bockman : Mary Matava is a soils expert who can give talks. The City can take advantage of this.



General Plan Update Panels:
Conservation and Open Space, Meeting 3

- 11:15:54 From Alison Moore, Dyett & Bhatia : Here's the link to register for updates: <https://onwardoceanside.com/subscribe>
- 11:15:59 From Hannah Gbeh : Mary is great, she is the Farm Bureau 2nd Vice President.



Onward Oceanside: Discussion Panel Notes

DATE: 09/29/2020, 3PM

TOPIC AREA: CONSERVATION AND OPEN SPACE/ COMMUNITY FACILITIES ELEMENT

CITY STAFF/CONSULTANTS PRESENT

- Shannon Vitale, City of Oceanside
- Stefanie Cervantes, City of Oceanside
- Vicki Gutierrez, City of Oceanside
- Mark Olson, Parks and Rec, City of Oceanside
- Nathan Mertz, Public Works, City of Oceanside
- Russ Cunningham, City of Oceanside
- Gabriella Folino, Dyett & Bhatia
- Paul Marra, KMA
- Michael Tactay, KMA

PARTICIPANTS

Name	Organization
Kelyn Hsu	Parks and Rec Committee Member
Jonathan Fohrman	Art Commission Member / Mira Costa College
CJ DiMento	Library Division Manager
Bradley Penner	Library Division Manager

TOPIC AREAS

Expanding Recreational Activities

- Land Acquisition at El Corazon – the park with other uses can be a challenge because they have different goals.
- Important to understand the City's goals.
-

Bookmobiles / Oceanside Library

- Bookmobiles visit the parks on a weekly basis.

- Program is just rolling out – Marshal Street Park and John Landes Park (higher turnout) are the initial parks for the program – The program will expand to other areas.
- John Landes is a priority
- All students have a library account. Bookmobile at more of the schools would be ideal.

Other Programing Opportunities for the Parks

- Holistic programming for the parks – physical and mental health.
- Art programs are needed in the parks.
- With COVID – parks offer opportunities to have events in the park, but social distancing still needs to be in place.
- The City provides equipment and supplies to various parks that do not have access to recreational centers.
- Diversity of events
- Challenge with children not in school
- Arts bus to bring the arts to the various centers.
- Access – cultural programs should promote cultural diversity and be accessible to everyone in the city.
- Creative placemaking is important.
- Arts are a potential tool – support equity and access and development potential of the area.

Schools

- School sites – The City has joint use agreements with Oceanside and Vista School Districts. The City used to have more access to school's facilities. Due to security with modernization, as long as there is a student on campus no outside entity can run a program on campus. The joint use agreement needs to be updated. Kids are on campus until 6pm and the facilities would ideally be used by others from 3-6pm.
- Variety of community events have occurred on school campuses, including arts events.

Maintenance Challenges

- Most maintenance comes from the general fund – first to get cut.
- Grants do not pay for maintenance.
- San Luis Rey River –The army corps is building the project and turning it over to the city. It is completely funded by the General Fund. The costs will continue to grow due to removing invasive species.
- Challenge – staffing, contracting support staffing, a lot of old facilities.
- Parks Masterplan – looking inward on what we have – renovations to existing facilities – how to upgrade in a cost-efficient manner.
- Largescale facelifts should be done through a capital replacement project – smaller scale can be done.

- Some playground are over 20 years old.
- Playgrounds need more funding. In the past, the City, used development impact fees.
- Pier 1986/87 – replace all utilities on the pier – from the General Fund and Measure X Sales tax
- Priority - taking care of what we have.

Enhanced Infrastructure Financing Districts (EIFDs)

- Revenue is based net tax increment from an increase in property tax that can be used to pay for infrastructure projects. Net tax increment is the difference between existing and projected future development.
- Can be used to fund public infrastructure and facilities (highways, sewage treatment, parks, open space, libraries, etc.)
- Works best on greenfield development or improved properties with a low assessed value (ripe for redevelopment).
- Works best when other taxing agencies participate, particularly the County.
- Examples: City of Oceanside - EIFD feasibility analysis being conducted for El Corazon; EIFD adopted in the City of San Diego for the Otay Mesa Community Plan Area.

Other Finance Mechanisms

- Development Impact Fees (DIFs) – eligible uses include public facilities such as parks, library, roads, fire facilities, etc.
- Various type of Assessment Districts and Business Improvement Districts [BIDs] – State enabled; voter approval required; depending on the type of district, can be used for capital improvements and/or operating expenses; eligible uses may include roads/streets, water/sewer, flood control, landscaping, security, marketing and promotions, capital improvements, etc.
- State grants and non-profit foundations
- Borrow from other franchise funds controlled by City – appropriate for conservation and open space
- Developers who incur off-site habitat conservation mitigation requirements when developing elsewhere in the County.
- Public Private Partnerships (P3s) with developers
- Exactions/reimbursement agreements, including operating and maintenance agreements
- Citywide Community Facilities District (CFD) to raise funds for enhanced municipal services, particularly public safety.
- Tourist/visitor destinations such as Downtown and El Corazon
- Surcharge on parking facilities – for reinvestment in the public realm.

User Fees



General Plan Update Panels:
COSE/CFE Joint Meeting

- Depending on group – youth based non-profits assist with the maintenance in exchange for not having fees.
- All groups pay for the lights
- Adult sport groups rent the field
- Revenue – depends on the group – nonprofit recover less for profit 100% cost recovery.
- Depends on the user group and what tier they may fall under.

Challenges / Tips to Reach Minority Communities

- Reach out through book mobiles – staff bilingual – shopping center, parks etc – libraries trusted institutional – supportive of being part of information gathering or input.
- Study consider resource centers and shape of those facilities – tend to forget these facilities and should be reflective and up to date.



Onward Oceanside: Stakeholder Interview Notes

DATE: 09/30/2020, 10AM

TOPIC AREA: COMMUNITY PROGRAMS AND FACILITIES

CITY STAFF/CONSULTANTS PRESENT

- Shannon Vitale, City of Oceanside
- Russ Cunningham, City of Oceanside
- Alison Moore, Dyett & Bhatia

PARTICIPANTS

Name	Organization
Dr. Julie Vitale	Oceanside Unified School District (OUSD)
Dr. Shannon Soto	OUSD Facilities Director
Renee Fernandez	OUSD Facilities Program Coordinator
Maria Mingalone	Oceanside Museum of Art Executive Director
CJ DiMento	City of Oceanside Library Division Manager
Sherry Crosby	City of Oceanside Library Director
Brad Penner	City of Oceanside Library Division Manager
Christopher (CJ) Palmer	City of Oceanside Neighborhood Services Program Specialist
Jonathan Fohrman	Mira Costa College/Oceanside Arts Commission Dean
Dieter Swank	OUSD student services
Nannette Stam	Vista Community Clinic
Danica Reed	On behalf of John Lofman- facilities operations and transportation
Mark Olson	City of Oceanside Parks and Recreation Division

TOPIC AREAS

School Facilities

- OUSD has another bond on the ballot, Prop W. Several schools need remodernization, and a few are being closed due to declining enrollment, a trend occurring throughout the county.
- A few of these school properties (Ocean Shores, school near sinkhole, Pacifica) are for sale. The district seeks to take care of assets on hand and right-size the district.
- City has option to purchase school properties at fair market value. School sites may provide opportunities for new housing.

- Maintaining school facilities is not the City responsibility's but City can work with school districts.

Connections and Safety

- Access to school campuses needs improvements.
- Connections to schools could be improved from safety standpoint, including crossing Mission Avenue or other areas where freeway entrances are.
- District is working with city engineers on Safe Routes to School and with CalTrans on traffic ideas.
- Proposed improvements for pedestrian safety include traffic calming measures, speed reduction, crossing beacons, raised crosswalks

Facilities/Program Access

- Meeting students where they are has been effective. Examples: middle schoolers at Vista CC. Could use more space where students are congregating; community sites do fill up.
- More central locations for students to engage in programs would be beneficial.

Wifi and Connectivity

- OUSD is working with families on reduced cost Cox service and distributing hot spots; however, these are temporary. Desire to have more spaces available to meet families where they are.
- The district won't have money to do that after CARES runs out. Would target lower income households.
- Wifi permissions- connecting with students and classes is important.
- Questions arose about who is responsible for broadband infrastructure- many facilities are doing more virtual programming and lack appropriate internet speeds; costly to upgrade Cox.

School property management

- Asset management is directed by the Board of Education based on staff recommendation. Board authorizes asset management (7-11 committee); the group evaluates current properties to make recommendation if property is no longer of need for educational purposes.
- Board can accept rec. puts to govt entities at fair market value. If they choose that it is not property of interest, it follows tiered system. Board is apprised and then last stage- open public interest.
- Recent state law that speaks to recent state property and how it can be disposed.
- The City could bid on school sites to repurpose for more centralized facilities. School property is open to public groups/entities first.

Joint utilization of schools and facilities programming

- Have 2 active bookmobiles- those are visiting resource centers and parks; support children on daily basis.
- For senior services, there is excitement about about multigenerational events and communication, especially with technology.
- High school community service- requirements of older students, love idea of connecting high schoolers with senior populations.

Partnerships/Improving Awareness of Programs and Facilities

- Interest in leveraging partnerships for smart infrastructure
- Example of Pittsfield: schools were also community centers that provided enhanced curriculum. Funds from businesses supported programming; close district coordination before and after school time.
 - Corporations that adopted schools, those companies helped to support/fund needs of school.
 - Capacity issue- can't make program/campaign for people to be more aware. How do we promote and leverage value of partnerships so others can be more involved?
 - How do we scale? Models may exist already that are effective. Funding for formal evaluator to do programming in partnership with school and library. Getting data and outcomes are helpful.
 - Collaborative events and initiatives- Days of art, art contest, arts master plan- opportunity for cultural festival. When entities collaborate, it creates opportunities for awareness to promote and publicize different opportunities.
 - Example: Arts prize in grand rapids Michigan- city becomes gallery.
 - Museum and fire station 1- had started discussion with architecture firm
 - One way to improve access is through public art programs to enhance cityscape and building community.
 - Empty lot- does it have to be sold or could it be asset? Public spaces are amazing things.
 - Amphitheater- valuable and could be used for more robust activities.

CHAT NOTES

- From Nannette Stamm - VCC to Everyone: 10:41 AM
- A similar concern has also been brought up by residents in Crown Heights.
- From dieter.swank OUSD to Everyone: 10:49 AM
- OUSD has worked closely with the City and residents in Crown Heights as well.
- From Jonathan Fohrman to Everyone: 11:07 AM
- I don't think I can be any more enthusiastic about the Seau Amphitheater and what an incredible asset it is and an opportunity for ongoing cultural programming!
- From CJ DiMento to Everyone: 11:07 AM
- i agree it's accessibility is key to the community

Onward Oceanside: Discussion Panel Notes

DATE: 10/15/2020

TOPIC AREA: COMMUNITY FACILITIES- INFRASTRUCTURE

CITY STAFF/CONSULTANTS PRESENT

- Shannon Vitale, City of Oceanside
- Russ Cunningham, City of Oceanside
- Jeff Hunt, City of Oceanside
- Alison Moore, Dyett & Bhatia
- Russ Bergholz, Dudek
- Michael Tactay, KMA

PARTICIPANTS

Name	Organization
Ted Schiafone	City of Oceanside Smallcraft Harbor District
Brian Thomas	Oceanside Engineering
Lindsay Leahy	Oceanside Water Utilities
Sarah Davis	Oceanside Water Utilities
Rick Robinson	Oceanside Fire Chief
Nathan Mertz	Oceanside Public Works
Michael Strizic	Oceanside Engineering- Stormwater
Mabel Uyeda	Oceanside Water Utilities
Dave Toschak	Oceanside Engineering

TOPIC AREAS

Water and Sewer Infrastructure Planning

- Infill property, depending on density, could trigger upsizing of water and sewer. The Water Utilities department uses fair share costs with developers unless it is a larger area where several other projects could be impacted, or where we're rezoning that would require a major upsize. Most water and sewer mains are at capacity and new development often triggers upsizing.
 - Thresholds are triggered based on criteria in design manual. Depending on size on development, can determine fair share or if development would pay for entire costs.
 - Sewer master plan serves as an initial guide. Modeling tends to look at an average range, but it's possible to model maximum density if needed.

- A typical buy-in fee accounts for improvements identified in the Water and Sewer Master Plans, which accounts for population growth to forecast water demands.
- The new Water Master Plan will take into account new state regulations around water usage.
- The increment between current zoning and new development determines capacity buy-in fee.
- Any draft rezoning/development estimates, especially in housing element, would be helpful as Water Master Plan is updated.
- For areas that have not been developed, the Master Plan uses current designations—for example, parcels designated as residential would already be included in what demands and flows are.

Infrastructure Timing and Phasing

- Timing and phasing of how developers pay: North River Farms is one area where development is just on outskirts on where existing sewer ends. Result of development potential would cause need for upsizing downstream infrastructure and associated cost built into connection fee associated with development. Knowing how much development might occur ahead of time and associated cost can help Utilities determine the connection fee. The City could also put a reimbursement system in place if the system gets built first.
- Utilities is trying to catch up on existing capacity needs-- infill projects are now triggering upsizing pipes that have already been completed. Adding an additional project can make us as a department need to hurry up and get project done or get into reimbursement agreement with contractor (for sewer).
- Developers proceed with upfront construction and the City reimburses them. This can impact developers' construction and project expenses. It puts stress on the City's capital program/forces reprioritization because they have to accommodate the developer.
- The need for planning/understanding larger-picture development transcends not just water and sewer, but drainage and streets (for example, the pavement management system). For example, on the Carmax site, the street already had improvements made, but it now needs to be redone to allow for a stronger structural section for car carriers.

Stormwater

- Stormwater is addressed site-by-site. Only sites with challenges will be those with a high groundwater table, or where a site is large enough to necessitate BMPs.
- Master Plan of Drainage 2013- addresses needed storm drain improvements that do not take into account near-term development.
- Sites can do offsite drainage if they can prove downstream structures are suitable. The City has an internal policy to have developers do "net neutral discharge" Sites must capture and treat more stormwater onsite unless they could prove downstream or receiving system is adequate. If it isn't, the developer can participate either through in lieu fees or upgrade the system to point where it's not compromised It is usually less expensive to mitigate on site.

- Desire to know where drainage systems are not at capacity- some small pipes could already be at that threshold.

City Responsibility

- Maintenance and development of new assets can add strain to City budgets and staff capacity.
- Developers are supposed to assume maintenance of median and parkway landscaping, but many do not fulfill obligations.
- Street tree inventory (over 60k city-owned trees): budget for maintenance comes from the gas tax. Longer term maintenance is the property owner's responsibility.
- Putting impetus/responsibility on developer will help City budget.
- Improving roads- from delivered public asset, public works maintains that until life expectancy. From there, engineering would come in with interim slurry or overlay after street has exceeded life expectancy.
- A developer must compare streets to the current pavement management condition index.
- Landscaping and recycled water challenges: Property owner must pay the meter- difficult if private development is in the City right of way/median. In the future, the City will need to balance expansion of recycled water with responsibility for payment for landscape maintenance.

Funding Mechanisms

- Types of funding mechanisms:
 - Special assessment- Mello Roos, CFD. Might be limitations to getting landowners on board to form this or voting to approve special assessment districts.
 - Tax increment- enhanced infrastructure financing districts, community revitalization investment areas- takes increment from new development and using funds to bond against to provide infrastructure.
 - Development impact fees, reimbursement, development agreements, and value capture.
 - I-bank, SCIP (statewide community infrastructure program)
- Water utilities is currently using reimbursement agreements where the developer will design and construct infra, and then city would reimburse them whatever is upside of fair share. May use special assessment district for South Morro Hills or North River Farms to upsize sewer.

State is putting out rigorous enough standards for water efficiency that are already far from existing conditions. Since the drought, there hasn't been as much City growth as expected-- this doesn't mean usage is decreasing, rather, it is not increasing as much as expected.

Green infrastructure

- Desire for trees that are lower maintenance/lower cost and at a more appropriate pedestrian scale, as maintenance budgets tend to get cut first. Could revisit City tree list.
- Replacing palm trees with trees that provide larger tree canopy. Palm trees have expensive maintenance costs and removing palms could save the City money.
- GP Element should highlight solar panels on City property.

Fire Stations

- Existing stations:
 - Fire station 1 being replaced and will add more personnel.
 - Station 3- remodeling (caught fire). Station may have to move.
 - Station 8 has a permanent location identified across from Kaiser clinic.
 - Anecdotally, Stations 3 and 4 are impacted by traffic congestion.
 - Focus on updating/renovating existing Fire Stations to accommodate more staff and equipment.
- A standard of cover study- a comprehensive look at all aspects of fire dept delivery service and growth potential- was last conducted in 2008. The study called for buildout of 10 fires stations in the city (there are currently 8).
- Additional resources needed generated by demand (staff, equipment) could be accommodated in existing stations.
- Fire and emergency- The OPTICON traffic signal system is approaching the end of its life cycle and will need to be replaced soon.

Harbor

- Major study approved and consultant will go through underwater and aboveground to determine lifespan and maintenance plan. Harbor will need major overhaul in 12-15 years. A Harbor master plan should be ready in approximately 12 mos.

Pier

- Moved from abridged maintenance to replacement/headquarters upgrade and replacement project, including a lifeguard headquarters. The replacement project will take approximately 1.5 years for design and securing funding and approximately 2 years to construction.
- Public works looking at upgrading water, sewer, and electrical utilities on pier simultaneously.

Bandshell and Beach

- RFP just went out; a design and evaluation contract is due to Council in December.

Bridges

- Current funding programs only allow addressing current capacity.



General Plan Update Panels:
Community Facilities, Meeting 2

- The Douglas bridge was identified in the 2030 Circulation element but would have to increase capacity of all of Douglas Drive from 76 to North River Road and beyond.
- Another bridge coming in at Melrose could be another way out of the North River farms development, but there hasn't been formal Council direction.

Onward Oceanside: Discussion Panel Notes

DATE: 10/15/2020

TOPIC AREA: URBAN DESIGN

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Jossie Ivanov, Dyett & Bhatia

PARTICIPANTS

Name	Organization
Howard Blackson	
Alan Loomis	Placeworks
Elizabeth Ocampo	M.W. Steele Group
Diego Velasco	City Thinkers / Urban Land Institute
Stephan Svete	Rincon Consultants
Neal Payton	Torti Gallas and Partners

TOPIC AREAS

Higher Densities

- Openness to change tends to vary by age group in some places, with younger people often being more pro-growth. Older residents often see increased densities as a threat.
- There is sometimes a racial split on the issue of open space preservation versus housing production, with minorities being more open to housing growth.
- It’s not uncommon for those who otherwise espouse conservative, free-market values to call for strong local government intervention on land use.
- The RHNA process provides elected officials with political cover to allow density increases.
- YIMBY groups are becoming more organized – more housing activists are pointing to housing as an equity issue. YIMBYs tend to be younger residents.
- The City should take a sequential approach to discussions of urban design with the community: begin with a conversation on the elements of the public realm, move to placemaking principles, then consider streetscape design and building design/ architecture. Community members may be more receptive to increased building heights if there is adequate discussion of placemaking, streetscape design, architecture, and public amenities.

- The City should consider online community engagement tools that illustrate different scenarios on opportunity sites. In outreach activities, allow community members to select opportunity sites where additional intensity/density can be located. Conduct interactive exercises to see how densities can add up to meet RHNA requirements and other goals. Such activities provide the chance to emphasize that we're in this together.

Zoning and Height Limits

- The City needs to be very mindful of how height limits affect density, the viability of mixed-use development, and architectural quality. Current commercial zoning standards allow for at least 45 feet and four stories, with additional height and story count allowed through various processes.
- Developers can take advantage of state density bonus and other state provisions to achieve greater building height than that allowed under local zoning standards.
- The City should consider allowing the transfer of building height allowances across properties (transfer of development rights). Such a program could be more applicable to older north-south corridors, where there is a greater variety of land uses and development types.
- Older zoning tools will lead to same suburban context – need innovative newer approaches to using zoning tools.
- Graduated height limits can help on specific locations. There are some pretty large parcels along the corridors. Graduated height limits could be perfect for infill development in older shopping centers.

Street Network and Trail Connections

- How do you weave a secondary street network to create neighborhood scale streets in this very coarse grid? Or a secondary cycle street?
- A secondary street network should have a main street character and be pedestrian-oriented. It's unlikely that major transportation corridors will ever be very nice for pedestrians.
- The City must address major east-west barriers to active transportation and a consistent urban fabric – for example, I-5 is a major barrier for pedestrians and cyclists. Such barriers can be address by focusing on public ROW improvements – for example, there are opportunities for Class 1 – take first ¼ mile with rail + trail. The City should pursue grant funding to incrementally rebalance transportation modes.
- Complete streets are the best social justice tool over which a City has control. Complete streets provide for more equity access. Complete streets provide for access, recreation, and social interaction all at once.
- Businesses can open storefronts on recreational trails, which can promote economic development.
- Oceanside Blvd is a traditional auto corridor, which makes multimodal improvements difficult. The City should look to Loma Alta Creek for opportunities to separate active transportation facilities from the corridor.

- The San Luis Rey River Trail could easily connect SMH to downtown.
- The City should identify nodes within the suburban fabric that can serve as centers of commerce, employment, and pedestrian activity.
- Corridors cannot be treated monolithically – each is very unique and has its own context.
- Don't focus on street hierarchies and nomenclature; focus instead on connectivity and multimodal improvements.
- Consider how redevelopment of the transit center can provide an example for redevelopment in other areas of the City.
- The Mission Ave/Seagaze Drive one-way couplet has been very successful; look for opportunities to replicate this

Programming and BIDs

- To address funding and marketing challenges, the City should be thinking about 21st century maintenance improvement districts (BIDs). These districts can provide a wide range of benefits, including social justice elements like childcare.
- Downtown Santa Monica has the largest BID in the state in terms of revenue.
- The City can transition from all retail corridors to corridors that provide both public and private goods and services. BIDs should be empowered to program public and private spaces to attract people. Retail is not the attractor that it once was. Bringing people into downtown requires a wide range of community events – maker markets, farmers markets, pet adoption fairs. BIDs need to be nimble and not burdened by onerous permit processes.
- BIDs can partner with the City to program and manage events that generate commerce, physical activity, and social interaction.

Retail and Ground Floor Activation

- What are you doing with the ground floor of anything fronting the corridor? COVID is accelerating the loss of brick and mortar retail. There are many ways to activate ground floor spaces other than retail/restaurant. Design ground floor spaces to allow for a wide range of uses over the lifespan of the building.
- Many of us are working at home, and some people are living and working in crammed apartment spaces. The City should allow live/work spaces on the ground floor of mixed-use buildings. It's better to have something than nothing in these spaces. There is a market for this now. Now there are a lot of people who will be working from home at least part of the time. Live/work is an especially good option on minor streets that have been over-retailed.
- There may be a trend toward smaller retail, which ground floor space should be flexible enough to accommodate.
- More people are embracing indoor/outdoor spaces. Ground floor space shouldn't be just be walled off from the public realm by a solid storefront; it should be more porous, to allow for flex indoor/outdoor spaces. New development should embrace and provide for outdoor living.

- The City should be open to ground floor spaces serving as communal work space for residents of mixed-use buildings.

Placemaking

- The COVID situation had gotten cities more on their toes – expediting processes for placemaking.
- Things can happen faster if things can be implemented more easily. City of San Diego has placemaking ordinance that allows you to establish a plaza or ped area to take over parking space with temporary outdoor seating area. (temporary - was only for 5 years). As we think of complete streets, as we do road diets, think of ways to make improvements permanently. Make application process easier and allow improvements to happen permanently.
- With Covid, tactical urbanism has never been more in play. Now there are instant parklets! Can't imagine we will ever go back because it's too nice. We have learned a lot about how good things can be. Granted, these are streets that were nice before. A six-lane arterial would be a different story.
- Is there a way to tame major arterials? Use front of street-adjacent parking lots to create and expand pedestrian amenities. The City should look at examples like Esplanade in Chico or Octavia Blvd in San Francisco.
- Each corridor has its own character. The City should not take a one-size-fits-all approach to the Corridor Plan.
- The City could consider a placemaking ordinance that requires certain public realm improvements in conjunction with new development.

MEETING CHAT

- 13:10:08 From Howard Blackson, AVRVP : A good example of policies is North Park's Community Plan Urban Design Element: https://www.sandiego.gov/sites/default/files/4_urban_design_np_november_0.pdf
- 13:10:56 From Howard Blackson, AVRVP : This image was forged with local 'preservationist' who wanted to protect their homes 20-feet from the lot layer on major corridors.
- 13:12:04 From Howard Blackson, AVRVP : (I can't upload the image! It's on page 78 in the link above)
- 13:13:40 From Howard Blackson, AVRVP : We borrowed/stole from these City of Toronto mid-rise standards: <https://www.toronto.ca/city-government/planning-development/official-plan-guidelines/design-guidelines/mid-rise-buildings/>
- 13:23:52 From Howard Blackson, AVRVP : <https://www.hklaw.com/en/insights/publications/2017/09/california-governor-signs-into-law-major-reforms-t>
- 14:18:27 From Howard Blackson : <https://www.cnu.org/what-we-do/build-great-places/lancaster-boulevard>
- 14:19:22 From Howard Blackson : <https://www.cnu.org/what-we-do/build-great-places/bagby-street>



General Plan Update Panels:
Urban Design

- 14:19:40 From Howard Blackson : <https://www.cnu.org/what-we-do/build-great-places/envision-broadway>
- 14:21:35 From Stephen Svete : Jeff and others: Take a look at the retrofit of Pier Avenue in Hermosa Beach. It already had a lot going for it in terms of topography and views to the ocean, but the ped space is vastly improved and may have features that could be applied to the downtown Oceanside part of the corridors....
- 14:24:30 From Stephen Svete : Great to meet all of you. Hope we can continue the discussions!

Onward Oceanside: Youth Panel Discussion Notes

DATE: 10/21/2020, 12:30PM

TOPIC: YOUTH PERSPECTIVES ON OCEANSIDE'S FUTURE

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Alison Moore, Dyett & Bhatia
- Hazel O'Neil, Dyett & Bhatia

A discussion panel with Oceanside Unified School District high school students was held to understand youth priorities and vision for the future. After a brief staff presentation on planning/zoning and the Onward Oceanside project, students discussed several questions related to the General Plan elements in small breakout groups. The following key takeaways were reported back to the larger group:

- One of the main themes across all discussion groups was concern for safety. Many students perceived parks and other areas in the public realm as being unsafe. Contributing factors included presence of people experiencing homelessness in parks. It was noted that the historic association of Oceanside parks and illicit activity could be preventing people from using parks despite continuously decreasing citywide crime rates. Students noted that park amenities and programming could help; if there were more activities to draw people to these spaces, they may be more likely to form more positive associations and increase natural public surveillance.
- Students noted that some areas of Oceanside could be revitalized. There was mixed opinion about where new housing should go: some students thought downtown Oceanside would be more appropriate because there is more foot traffic; others thought west of I-5 would be better to protect coastal resources. It was acknowledged that certain services and amenities could be better distributed throughout the city.
- Students expressed desire for a variety of housing types to meet people's preferences and needs, including multi-family and single-family homes. Several emphasized environmental considerations in light of climate change, such as "green" building practices, or housing close to jobs, retail, and other types of land uses supporting daily living to reduce greenhouse gas emissions.

TOPIC AREAS

Community Facilities

- Some of Oceanside's parks and open spaces do not feel safe and seem underutilized. For example, the San Luis Rey river is a great natural asset, but there are several homeless encampments. Some students were surprised to find out that Oceanside has 32 parks.

Students suggested creative solutions for addressing homelessness and improving safety, such as creating security or maintenance jobs for unhoused individuals. Other recommendations included call phones (like on college campuses) for help, improvements to make parks more accessible and inviting by design, and promotion of park programming through raising awareness, banners, events, group organization, and social media (including Instagram, Twitter, and Snapchat.)

- Students would like to see more swimming pools.

Mobility

- Students desired more bike trails, especially since more people want to take advantage of the outdoors in pandemic times.
- More streetlights and public restrooms would improve safety and comfort in getting around.
- Students emphasized ensuring destinations in Oceanside are accessible to all kinds of mobility choices, including walking, biking, and driving. Shorter distances between destinations can help reduce greenhouse gas.
- Some of Oceanside's existing bike lanes are narrow and make it difficult to travel. Libraries and parks are sometimes far from where people live.
- Some students encouraged better design of bus stops and amenities to make public transit more attractive. For example, one student lived on Vista Way and know of only one bench between El Camino and College Avenue.

Land Use

- Green construction standards and practices should be included in new buildings.
- Students felt farmland in Oceanside should be protected and valued. Several expressed interest in vertical farming, raising awareness about farming in Oceanside and getting the community more involved, and using farming as a way to combat climate change.
- Students noted that people who live in certain areas that will experience change should be included in decision-making processes, such as landowners in South Morro Hills.
- Preservation of open space and greenery was also noted as a priority.

Housing

- Some students expressed a preference for multifamily apartment buildings; others desired smaller single-family homes.
 - It was noted that smaller homes can be more affordable by design.
 - Some students suggested renovating apartments in the Tri-City area.
 - Apartment dwellers wanted to see outdated apartment buildings remodeled and stronger tenant protections provided. For example, landlords should not be able to make tenants pay for maintenance.
 - Apartments should be in neighborhoods that have activities for kids and should provide room for play and social interaction.



General Plan Update Panels:
Youth

- Homes should be built close to daily necessities, like schools, gas stations, etc., and should be affordable.
- Suggested areas for new housing included the area near the baseball stadium, near the coast (as there is foot traffic and existing services), inland (so as to preserve the coastland), and the Tri-City area. Students did not feel housing was appropriate in farming areas.
- Students expressed desire to see more green homes and architecture with a net-positive footprint. It was noted that citizens should have a choice of alternative forms of energy that is cleaner and more affordable.



Onward Oceanside: Non-Residential Property Owner Forums Summary

DATE: 10/28/2020; 10/29/2020

CITY STAFF/CONSULTANTS PRESENT

- Russ Cunningham, City of Oceanside
- Gabriella Folino, Dyett & Bhatia
- Alison Moore, Dyett & Bhatia
- Rajeev Bhatia, Dyett & Bhatia

PARTICIPANTS

Name	Property/Affiliation
MISSION AVE/HIGHWAY 76	
Debra Hilsabeck	DC's Bar, Liquor Store, and lot at corner of Brooks and
Jack Feller	City Councilmember
Erich Corduan	Homeowners association
Denise Saiz	Resident
Charles Main	North County Transit District
Lauren Colvin	ARO Partners
Teri Sowel	Ocean Ranch Real Estate
Doug Hogan	Mision Square
Kyle Krahel-Frolander	N/A
Jeff Ryan	North County Transit District
John Belanich	Heslin Holdings
Sandy C	N/A
Ronald Perlman	Mission Square
Barbara Johnson	N/A
Pam Starkweather	N/A
OCEANSIDE BLVD	
Rajesh Patel	Quality Inn / 3170 Vista Way
Ryley Webb	Pacifica Companies

Gina Sharpe	N/A
Jamie Looney	Loma Alta Station
Thomas Weese	South of Sprinter Station
Arnold Veldkamp	Superior Ready Mix Concrete
Haley Wonsley	Various locations
Joshua Shelton	Frasier Farms Market Center
Kimberly Roach	Vista Del Oro
Joan Bockman	King of Kings Lutheran
Corbin Smith	McKenna Boiler
Brian Caster	A-1 Self Storage
VISTA WAY/HIGHWAY 78	
Gary Lawrence	Rancho Del Oro
Susie Coker	N/A
Dave Ferguson	Lounsbery Ferguson Altona & Peak
Rajesh Patel	Quality Inn / 3170 Vista Way
Bret Bernard	Milan Capital Management/Camino Town and Country
Jeff Ryan	NCTD
Mark Wendel	KIMCO
Qantas Corman	Pacific Coast Plaza
Barbara Johnson	Coastal Surgeons

Three forums with non-residential property owners—one for each of the three major corridors—were held by the Onward Oceanside team to understand current challenges property owners are facing, what long term visions for their properties might be, and if there was interest in pursuing mixed-use development to foster corridor revitalization and better enable the City to meet its housing needs.

Key takeaways are as follows:

- There is variation in how well commercial properties are currently performing – most report that businesses and tenancies have been stable, with long leases in place, while some reported tenant delinquencies and vacancies related to the pandemic.
- While virtually all owners are interested in the possibility of housing on their sites, the timing for this varies dramatically – some retail centers or other commercial property owners have invested significantly in recent years on renovations or have long-term leases in place, precluding redevelopment or residential uses for another ten to 15 years. Some

- property owners with vacancies or unrealized projects are eager to proceed with residential/mixed-use development as soon as allowable.
- Almost all commercial property owners anticipate continued commercial uses on their properties mixed with residential uses rather than exclusively residential uses. Several are supportive of maintaining retail frontages along the corridors.
 - Several property owners expressed desire for greater flexibility for an array of permitted uses, and some are frustrated with the City's lengthy approval processes and need for additional studies, such as for traffic, prior to approval.
 - Property owners generally support the Specific Plan process – they would like the plan to provide greater certainty in terms of permitted uses and densities/building heights, help implement needed infrastructure improvements, and enable faster approval for projects that are in compliance with the Specific Plan.

Highlights of discussions from each corridor panel follow:

MISSION AVENUE/HIGHWAY 76 PANEL

Commercial Properties

- Many commercial centers in Oceanside have existing tenants with longer-term leases, potentially tying up sites for 10 or 15 years. While there is interest in housing and mixed-use development, in most cases, this will likely not happen within the next 8-10 years.
- Even if housing were allowed, several property owners are interested in maintaining retail frontage along Mission Avenue, and developing housing in an integrated fashion behind it.
- Larger tenants (e.g., grocery stores) have continued to do well through the pandemic, but some smaller tenants are having problems.
- Some Oceanside residents expressed a desire to avoid strip mall-type development and instead focus on something that attracts people to spend money in Oceanside. The Specific Plan's goal of adding more housing can help to provide more market demand to support a greater variety of retail establishments, restaurants, entertainment venues, and other neighborhood-serving uses.
- Some commercial property owners seek to expand experiential retail opportunities (i.e., shopping and dining venues that allow for social interaction, recreation, entertainment, cultural enrichment, enjoyment of scenic resources, etc.). It's unlikely that experiential retail venues will materialize without increased market demand occasioned by new housing within the corridor.

Mixed Use

- Several property owners are supportive of mixed-use development on their sites, but not within the next 10+ years.
- Some property owners closer to downtown were supportive of vertical mixed use, especially targeting young people, empty-nesters, and those who prefer public transit and active transportation.

Parking

- Opinions on parking were mixed. Some believe no parking requirements could create potential issues for adjacent properties and neighborhoods. Others expressed support for shared parking, such as allowing individual properties to “trade” parking allocation. It was recognized that demand for parking and mobility choices will not change overnight.
- Because of potential shifts in parking needs brought about by technological and economic changes (e.g., less auto ownership, autonomous vehicles, micro-transit), some property owners stated that they would not feel comfortable undertaking development beyond what would be accommodated by their current parking supply.

Public Transit

- The North County Transit District (NCTD) is monitoring the City’s forward planning efforts and is prepared to modify transit service to align with changes in land use. Bus routes and headways can be adjusted in response to changing demand. The City will continue to coordinate with NCTD on complete streets improvements and other efforts that may impact NCTD service.

OCEANSIDE BOULEVARD PANEL

Industry Trends

- Industrial property owners do not want to see industrial uses around them change to housing, which could create land use conflicts/compatibility issues.
- While there is some church turnover occurring, as more people attend larger stadium-style congregations, it is unlikely that sites currently accommodating churches will be available for redevelopment or adaptive reuse in the near future. Smaller churches tend to switch hands and become startup churches.
- Retail operators are generally interested in maintaining existing operations for as long as they remain viable, though there is interest in mixed use/housing development by some developers, particularly those with property near a Sprinter station.
- One commercial property has lost several retail tenants due to COVID challenges.
- Expansion of medical facilities in the corridors could help to contribute to both access to healthcare and economic development.

Entitlement Process

- Some property owners noted that it has been historically difficult to do something with a property that “touches the city’s right-of-way.” In particular, high auto traffic generating uses such as gas stations and car washes were cited as examples where the City sought more detailed traffic analysis, making approval processes longer and more uncertain. To encourage developers to pursue housing, the City needs to bring more efficiency and certainty to the development review process.
- Property owners would like to see the City approve zoning-compliant projects at a staff level, without public hearings, as happens in many other communities in San Diego County. They would also like to see a more straightforward, predictable, and expeditious review process, as well as greater clarity regarding what can be approved by-right. Property

owners would like the City to do a better job of making the development community aware of new policies and standards.

- One commercial property owner expressed desire to see the City allow more commercial uses by-right while expediting the review process for uses requiring conditional use permits and other entitlements, particularly given the currently challenging COVID situation. The two example uses cited were massage parlors and cigar bars. This flexibility would help to reduce vacancy rates.

Infrastructure/Amenities

- There is general concern about safety and security in the corridor. Some property owners feel the need to provide extra security, the cost of which gets passed on to tenants.
- Infrastructure improvements – e.g., street improvements, utility upgrades, flood mitigation would help to relieve property owners and developers of costs that are often prohibitive.

VISTA WAY/HIGHWAY 78 PANEL

Existing Commercial Centers

- Several commercial property owners would be interested in longer-term mixed-use development, but several had just undertaken major renovations or signed long term leases.
 - One property owner expressed concerns about tenants’ financial health if the pandemic continues. If there were a large number of vacancies, mixed-use development could be an option.
 - Another property owner noted that their property’s current office land use designation was untenable in a glut of commercially-zoned land and wanted to explore residential uses.

Mixed Use

- There was general agreement that vibrancy can be created through mixed use – more homes can support more retail, and more retail draws people to live, work, and visit.

Development Insights/Need for Flexibility

- One participant noted that the City should be proactively flexible in terms of standards, such as allowing for conversion of office space to residential.
- The City needs to provide clarity on allowable building heights.
- Developers want to see flexibility, but also clarity.
- Need for opportunities and incentives in processing, including reduction of impact fees, to offset costs.
- There is a perception that the market for residential and commercial is different on either side of Vista Way; the south side (closer to Carlsbad/higher incomes) can command higher rents. Lower rents on the north side of the corridor make mixed-use development less viable.
- The City needs to understand the appropriate density at which housing and mixed-use projects can be profitably developed. The City should establish minimum and maximum



density allowances. The City is exploring increasing the density allowance for mixed use development in the corridor.

- The City needs to ensure that conditions of approval do not change between project entitlement and building and grading permit review. New and modified conditions create hardships for developers and undermine the City's credibility with the development community.

Affordable Housing

- Economic viability is a concern for affordable housing. The City will be analyzing if changes to minimum unit size and amenitization might help development pencil. Working with businesses to providing workforce housing may also be an option.
- More flexible ADU standards have resulted in a significant increase in ADU development. ADUs could support single-family homeowners who seek to downsize.

Trends in Commercial

- The future of retail is hard to know, especially given trends toward online shopping and distribution.
- The amenities within a retail development are important. Faced with competition from online commerce, there is now a need to create experiences for shoppers and diners in brick-and-mortar commercial venues. By bring more market demand for experiential retail, mixed use development helps to helps to create vibrancy.
- Retailers are finding ways to be more efficient – some are doing the same amount of sales in a quarter of the store square footage. Some retailers could use help in determining how to sublease or relocate.
- Last-mile logistics centers, grocery stores, and housing with desirable retail/entertainment may be what is popular in the future.