



Smart and Sustainable Corridors Specific Plan

March 13, 2021



Examples of midrise mixed use and standalone residential development

What are your impressions of...

...bulk and scale?

...siting of buildings?

...architectural styles?

...landscaping?

... public realm improvements?



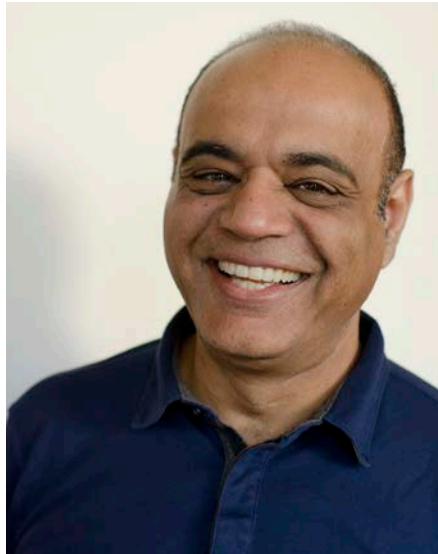
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Dyett & Bhatia



Gabriella Folino
Dyett & Bhatia



Sasha Jovanovic
Chen Ryan



Brad Lents
Spurlock

PUBLIC OUTREACH

- Community meetings (>50)
 - Panel discussions
 - NPA office hours
 - Community workshops
 - Ad hoc meetings
- Online surveys
- Email blasts/social media posts
- One-on-one/small group dialogue
- Over 1,600 community members engaged



OBJECTIVES

1. Outline the purpose and intent of the Smart and Sustainable Corridors Specific Plan
2. Discuss corridor-specific constraints & opportunities
3. Gather community input on existing conditions, ways to revitalize the corridors, potential impacts, and approaches to neighborhood protection and enhancement



AGENDA

1. Background

- Policy Direction
- Key Concepts
- Existing Conditions

2. Polling

3. Discussion

- Four Prompts
- Panel input on recurrent responses

4. Survey



PROTOCOL

1. Be respectful and solution-oriented.
2. Be succinct and on-topic.
3. You're welcome to respond (politely) to comments by others.
4. The Chat transcript will be posted to the project webpage.
5. The post-workshop survey will allow for critique of the workshop format and content.
6. Reach out to City staff if your questions and comments aren't addressed.



SI NECESITA TRADUCCIÓN AL ESPAÑOL

- La ciudad llevará a cabo reuniones específicas de un lugar en español en una fecha posterior.
- Si quiere aprender mas, por favor usar la función “levante la mano.”
- Si se une por teléfono, marque * 9 para levantar la mano.



WHAT IS THE SMART AND SUSTAINABLE CORRIDORS SPECIFIC PLAN (SSCSP)?

- Seeks to facilitate revitalization of major east-west commercial corridors
- Will provide direction on key issues – e.g., accommodating growth, enhancing mobility, protecting the environment, and providing public facilities and services
- Should embody community values and priorities while supporting state/regional goals
- Supported by the Caltrans Sustainable Communities Grant Program
- Informed by the Coast Highway Corridor Study and Incentive District



STATE, REGIONAL, AND LOCAL POLICY DIRECTION

- State legislation and guidelines promoting smart growth, housing, open space and farmland preservation, climate mitigation, environmental justice
- Regional policies promoting alternative transportation
- North County Transit District (NCTD) Land Use Task Force
- GPU, Phase 1 (EDE, ECAE, CAP)
- Coast Hwy Corridor Study/Incentive District
- Oceanside Blvd Corridor Vision Statement



CALIFORNIA
STRATEGIC
GROWTH
COUNCIL



SANDAG'S 5 BIG MOVES

NEXT OS

Enabling
technology



COMPLETE CORRIDORS

Multimodal roads

FLEXIBLE FLEETS

First and last mile
options

TRANSIT LEAP

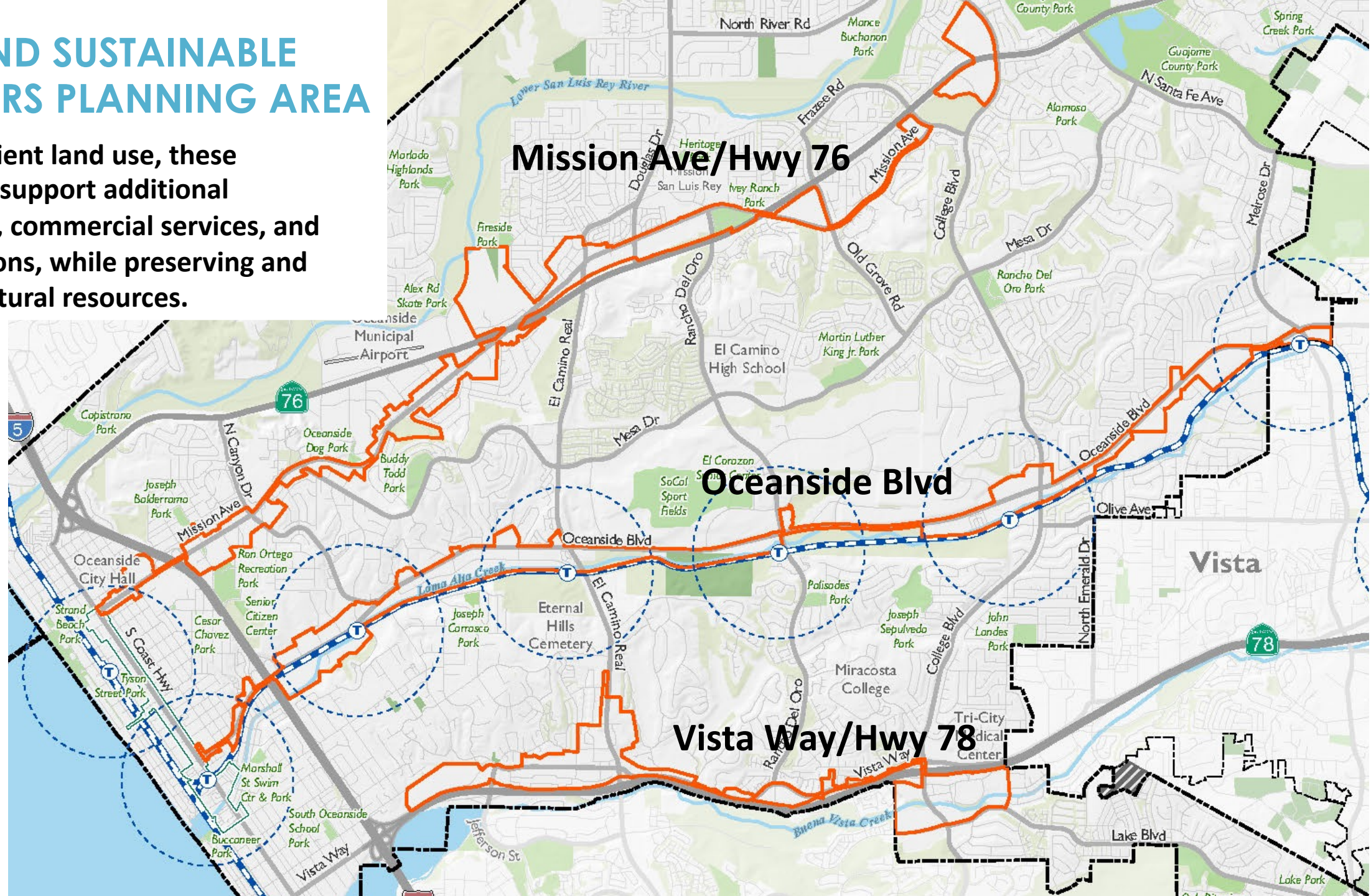
Fast and
flexible transit

MOBILITY HUBS

Connection points

SMART AND SUSTAINABLE CORRIDORS PLANNING AREA

Through efficient land use, these corridors can support additional housing, jobs, commercial services, and mobility options, while preserving and enhancing natural resources.

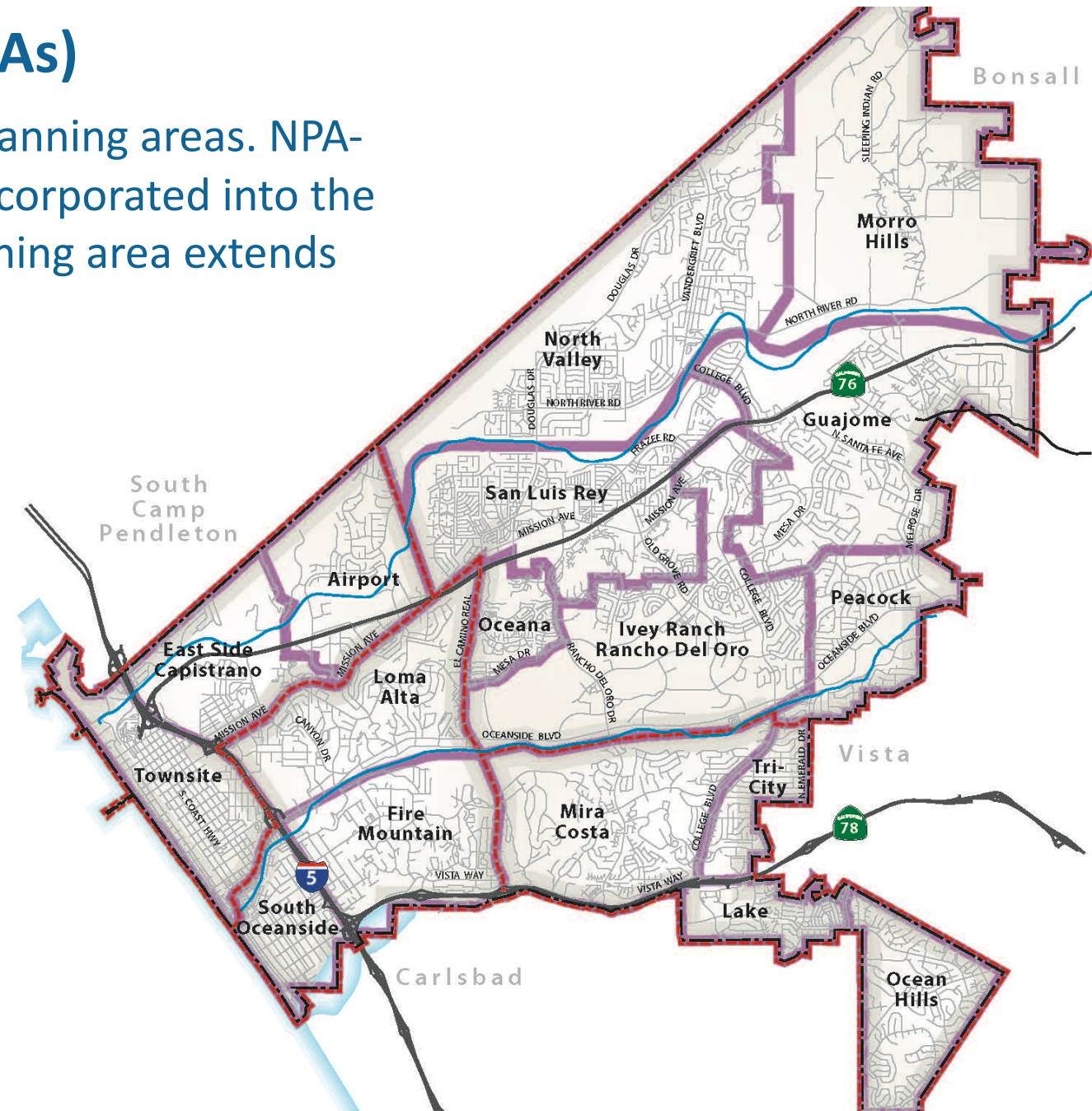


Neighborhood Planning Areas (NPAs)

The City is comprised of 17 neighborhood planning areas. NPA-specific goals, policies, and actions will be incorporated into the updated Land Use Element. The SSCSP planning area extends through most of the NPAs.

NPA priorities that will inform the SSCSP

- Open space preservation/habitat restoration
- Public security and safety in the public realm
- Visual quality
- Pedestrian and bicycle facilities
- Traffic safety
- Additional retail and dining options
- Additional landscaping/tree canopy
- More venues for social gathering
- Solutions for homelessness



ZOOM POLL

QUESTION #1

Do you live, own property, conduct business, or work with a community-based organization (CBO) within a half mile of the corridors?

- Resident
- Property owner
- Employer/employee
- CBO member
- None of the above



ZOOM POLL

QUESTION #2

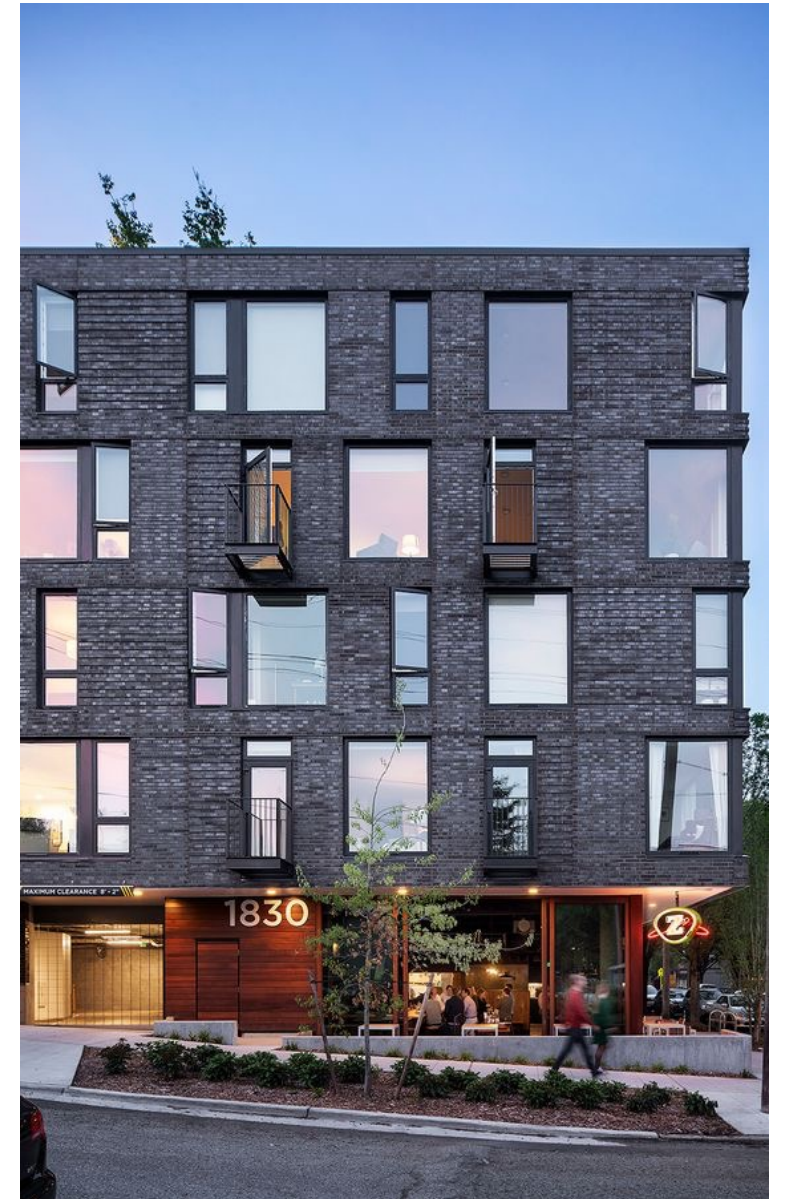
Do you generally agree that the City should accommodate growth through infill and redevelopment rather than through the conversion of open space and agricultural land?

- Yes
- No
- It's complicated



CORRIDOR CONCEPTS

VERTICAL MIXED-USE



VERTICAL MIXED-USE



HORIZONTAL MIXED-USE



HORIZONTAL MIXED-USE



STANDALONE RESIDENTIAL



OFFICE



INDUSTRIAL



PUBLIC REALM – PLAZAS



PUBLIC REALM – LINEAR PARKS



PUBLIC REALM – POCKET PARKS



PUBLIC REALM – PASEOS



STREETSCAPES



ZOOM POLL

QUESTION #4

1. Creating a "sense of place" is typically a key objective of urban design. Which of the following urban design features are most important to you in terms how they contribute to a sense of place?

- Building Design (ex. Mixed Use, Residential, Office, Industrial)
- Public Realm (Plazas, Paseos, Parks)
- Outdoor Venues and Activities
- Streetscapes (Landscaping, paving, etc)
- Signage / Wayfinding
- Lighting



ZOOM POLL

QUESTION #5

The project team recognizes that each of these corridors is unique. Which of the following elements do you consider to be the most essential in distinguishing the corridors from one another?

- Type, quality, and age of existing development
- Mix of Land Uses
- Natural Resources
- Walkability
- Transit Access
- Historic Features



ZOOM POLL

QUESTION #3

Each of these corridors features a watershed. How can the SSCSP support the ecological, scenic, and recreational value of these natural resources?

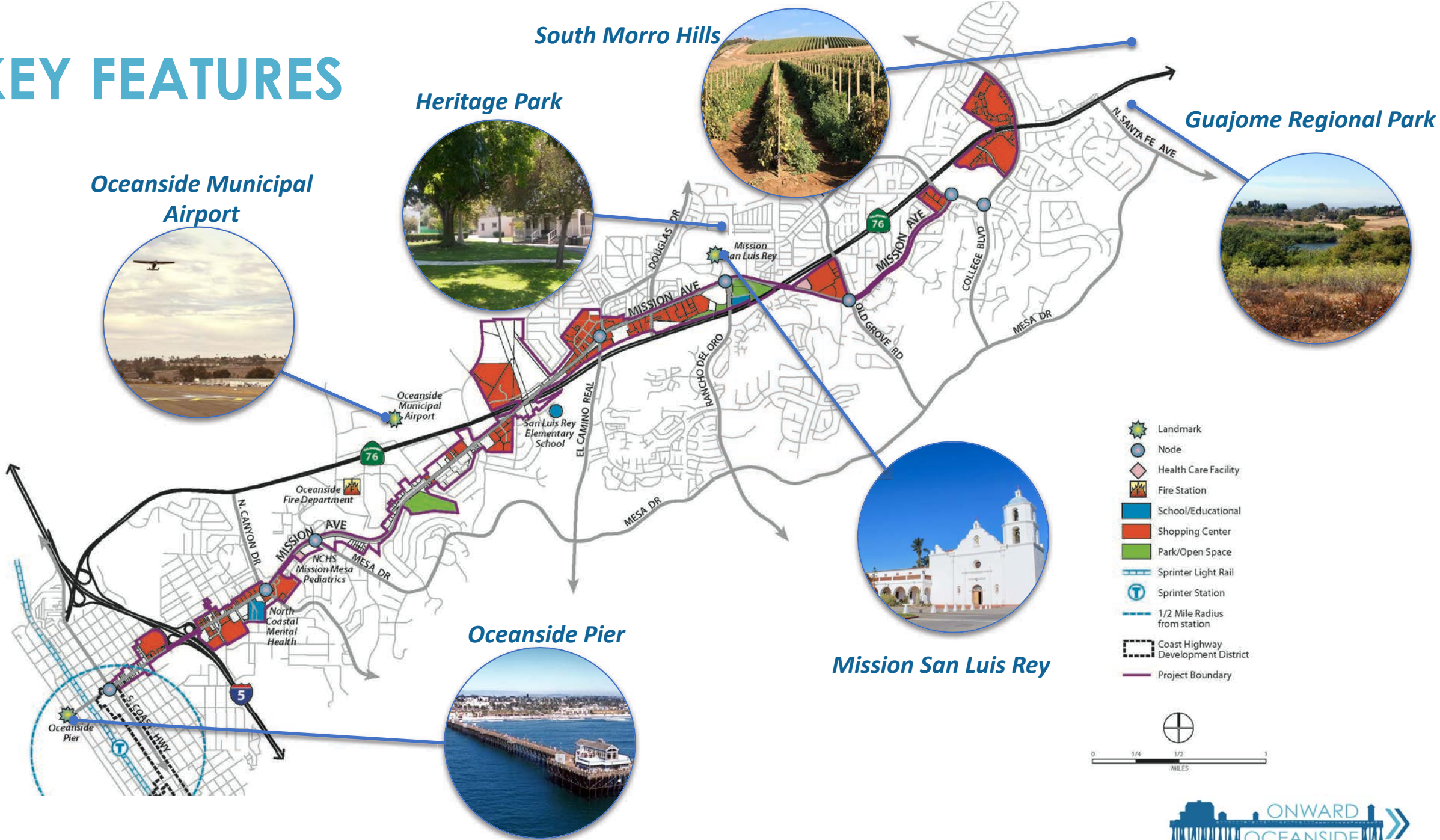
- Encourage conservation & restoration in conjunction with new development
- Facilitate habitat mitigation banking
- Provide public access & educational resources that enhance awareness, appreciation, and stewardship
- Emphasize nature-based approaches to flood management and water quality
- Address homelessness



MISSION AVENUE



KEY FEATURES



Oceanside Municipal Airport



Heritage Park



South Morro Hills



Guajome Regional Park



Oceanside Pier



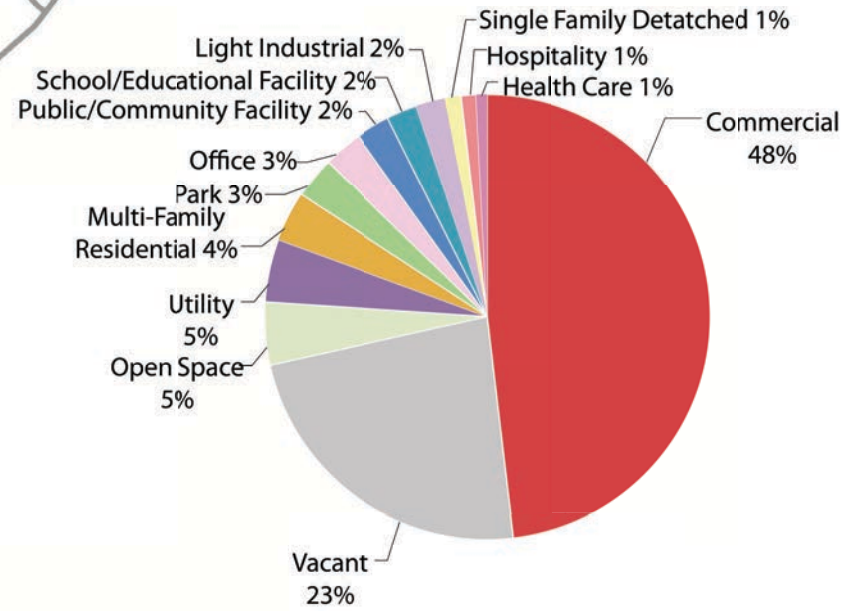
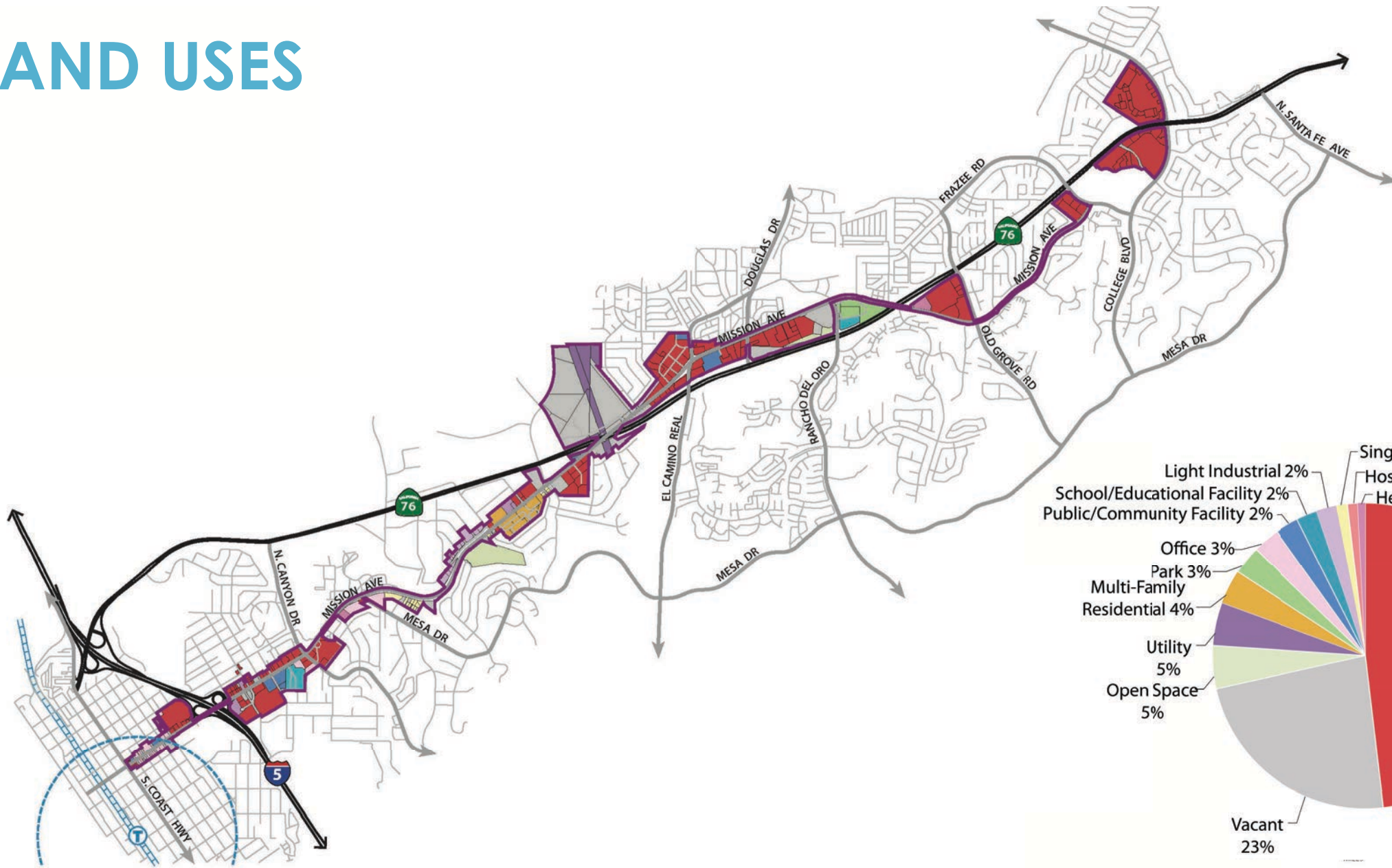
Mission San Luis Rey



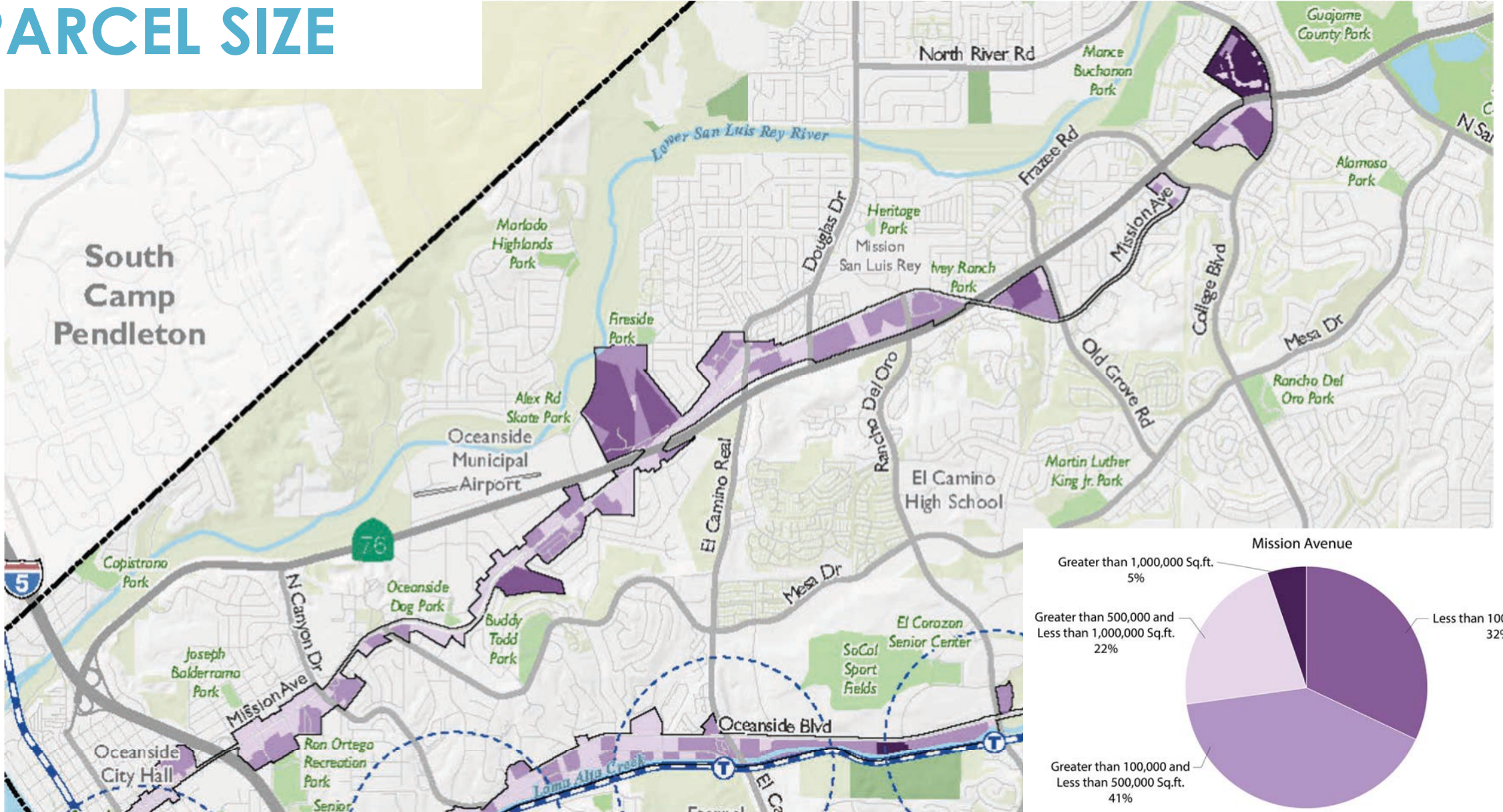
- Landmark
- Node
- Health Care Facility
- Fire Station
- School/Educational
- Shopping Center
- Park/Open Space
- Sprinter Light Rail
- Sprinter Station
- 1/2 Mile Radius from station
- Coast Highway Development District
- Project Boundary



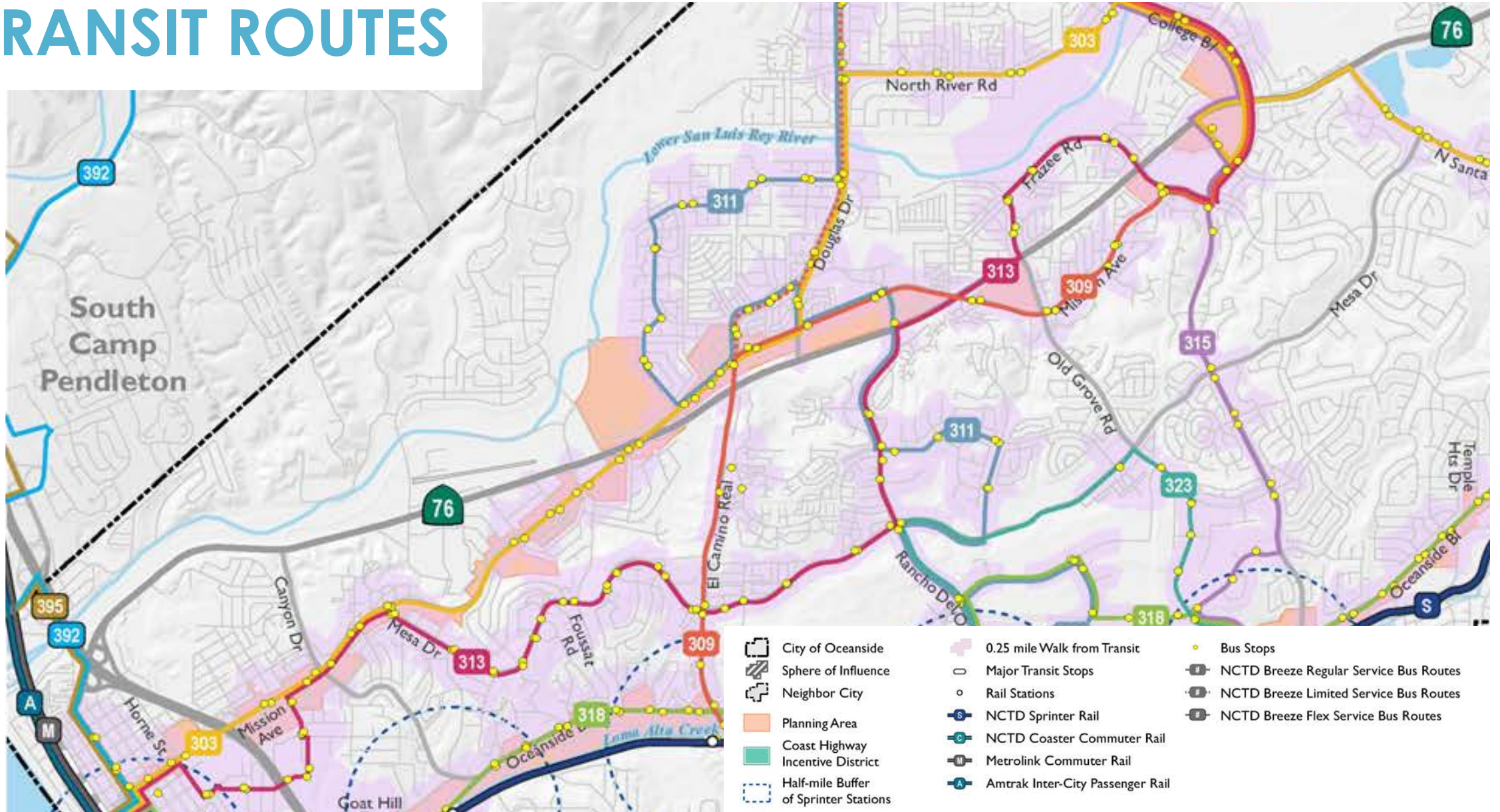
LAND USES



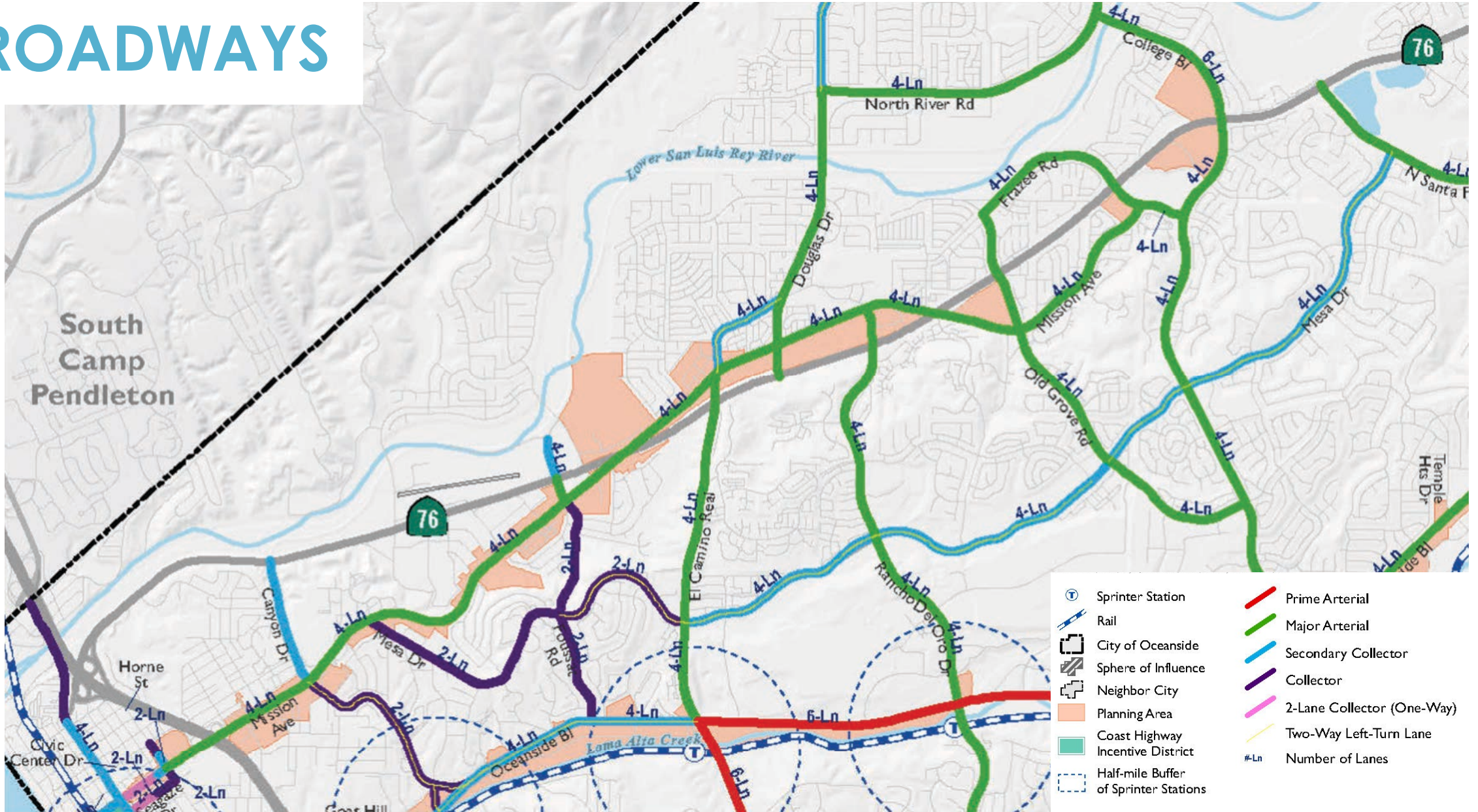
PARCEL SIZE



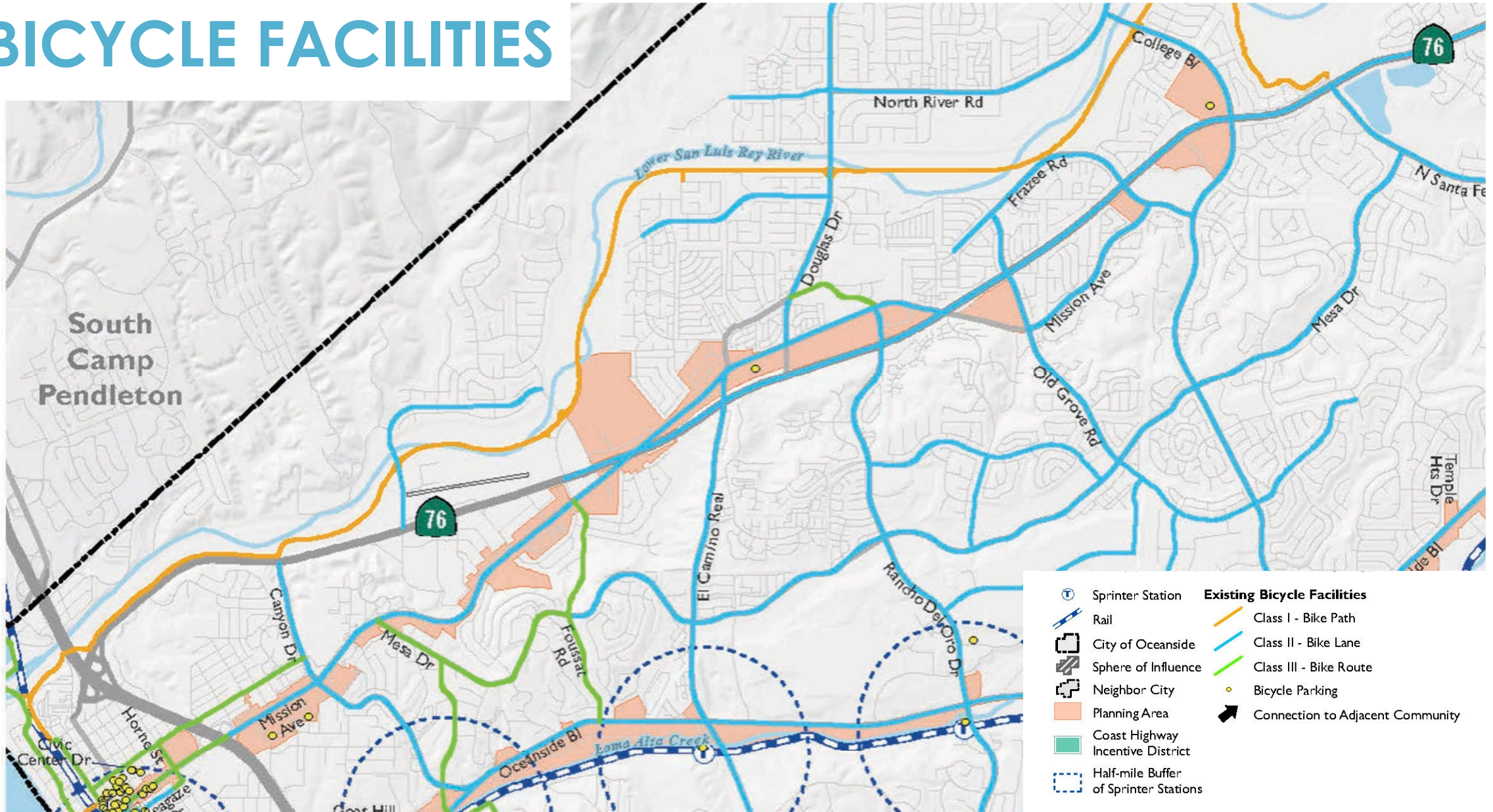
TRANSIT ROUTES



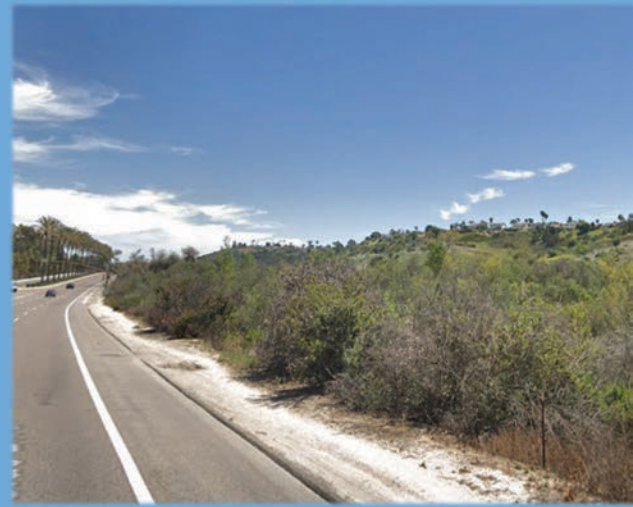
ROADWAYS



BICYCLE FACILITIES



OCEANSIDE BOULEVARD



KEY FEATURES

Goat Hill Park



El Corazon Park



Evergreen Nursery



Loma Alta Creek



Sprinter



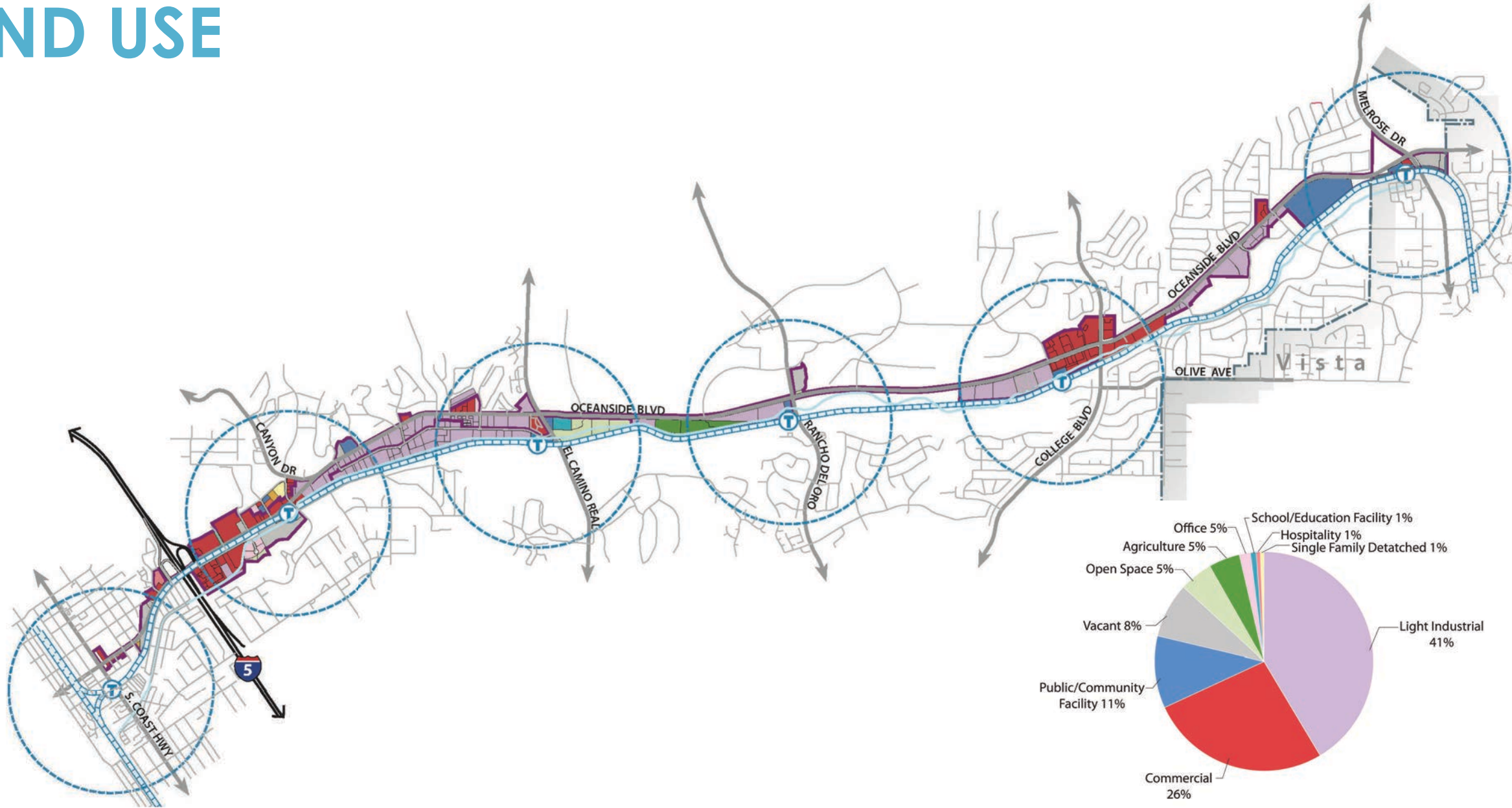
Business / Industrial Parks



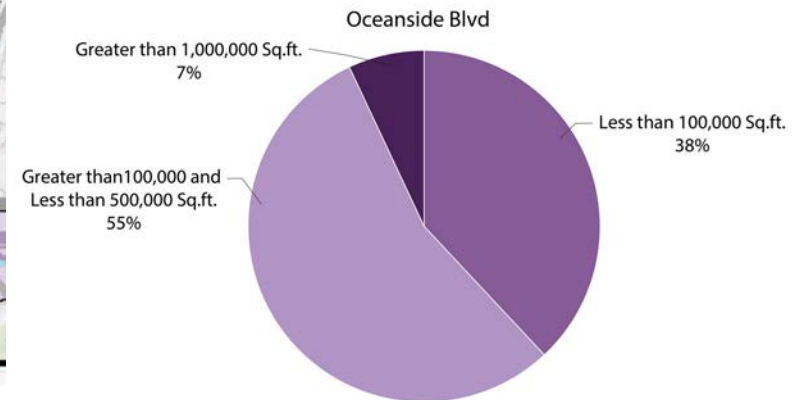
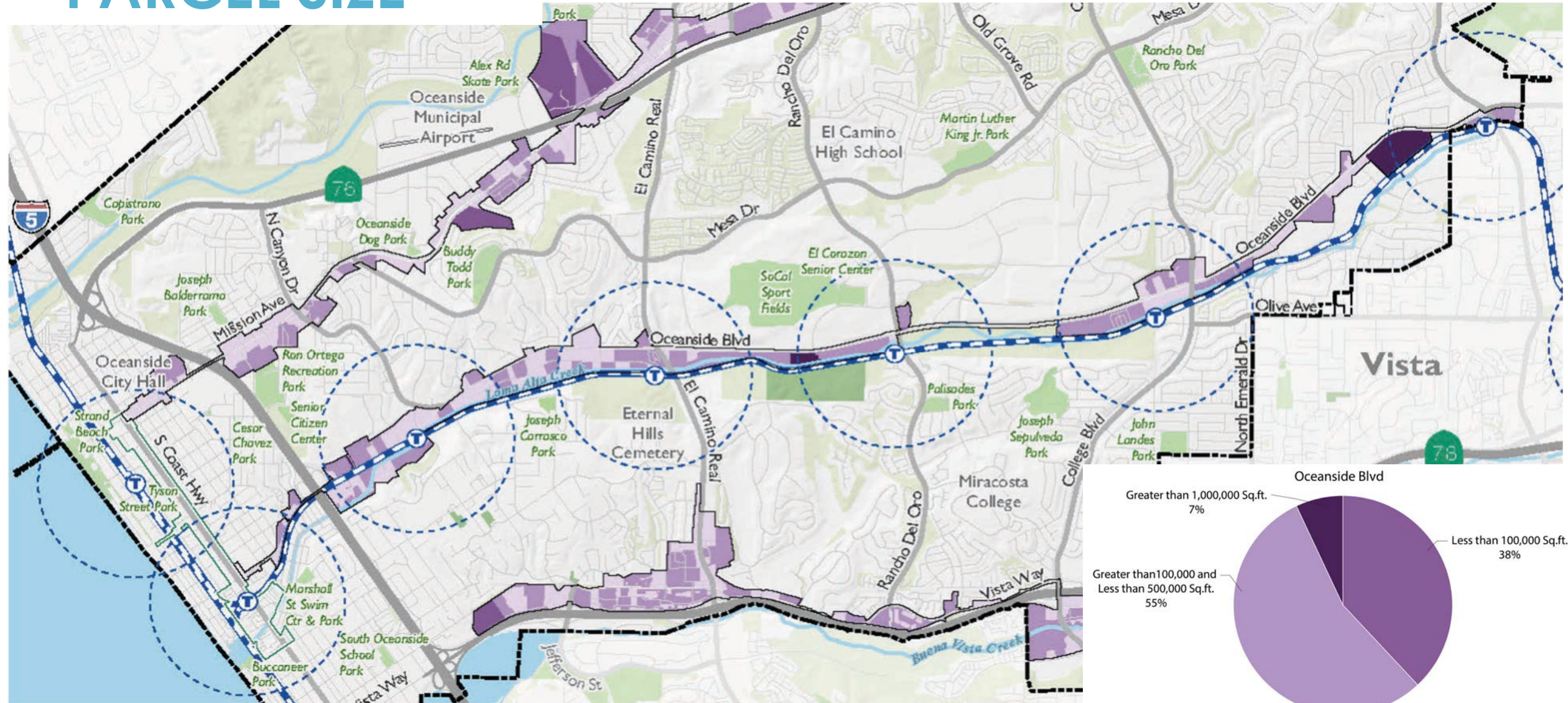
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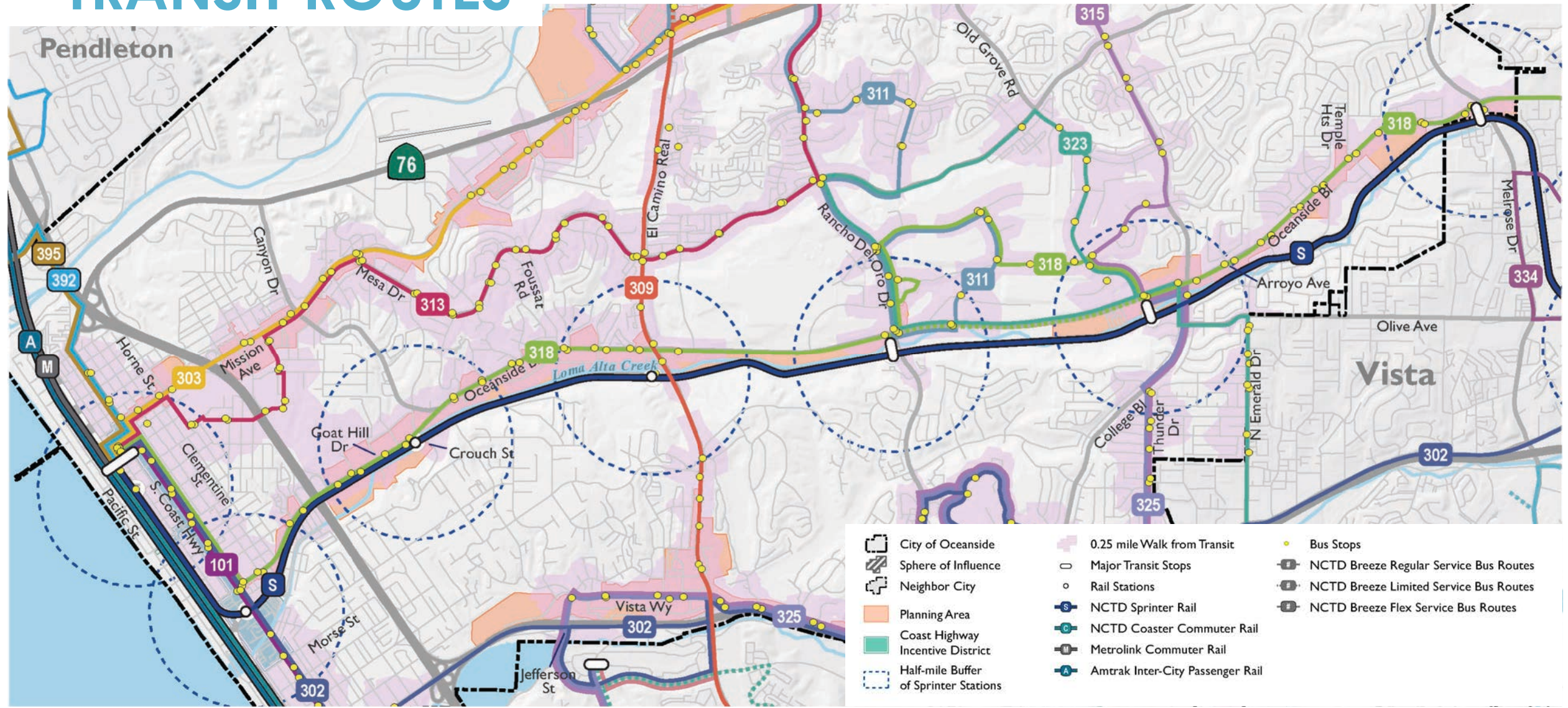
LAND USE



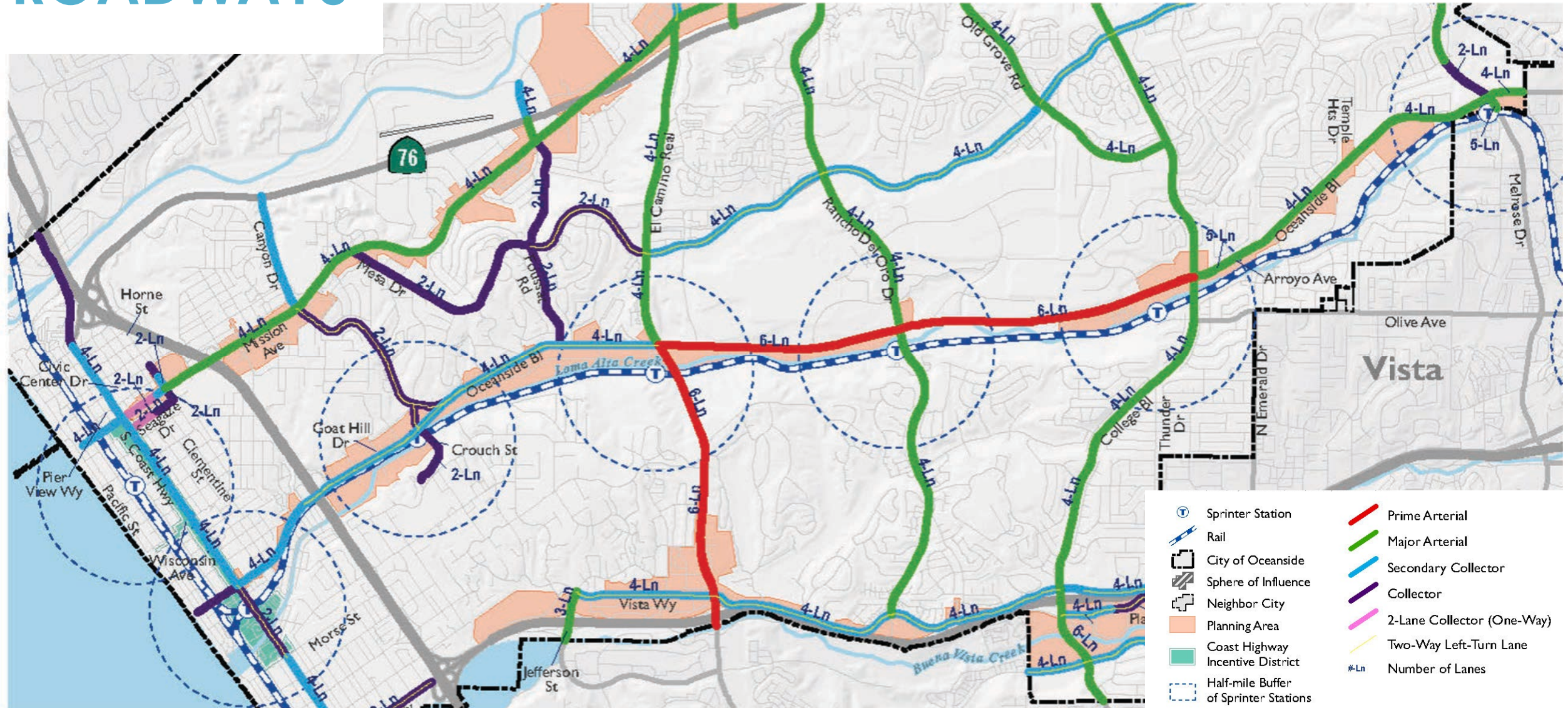
PARCEL SIZE



TRANSIT ROUTES

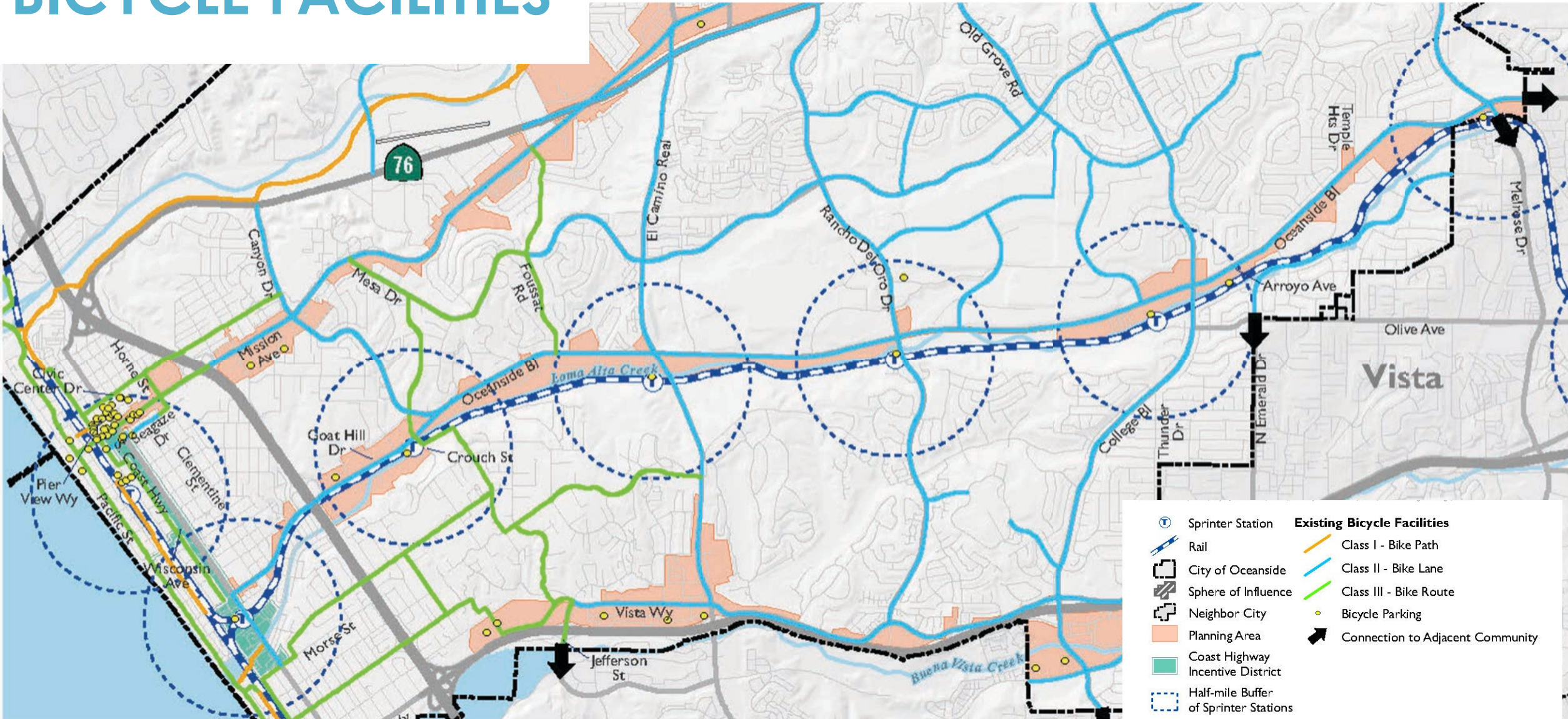


ROADWAYS



- Sprinter Station
- Rail
- City of Oceanside
- Sphere of Influence
- Neighbor City
- Planning Area
- Coast Highway Incentive District
- Half-mile Buffer of Sprinter Stations
- Prime Arterial
- Major Arterial
- Secondary Collector
- Collector
- 2-Lane Collector (One-Way)
- Two-Way Left-Turn Lane
- #Ln Number of Lanes

BICYCLE FACILITIES



VISTA WAY



KEY FEATURES

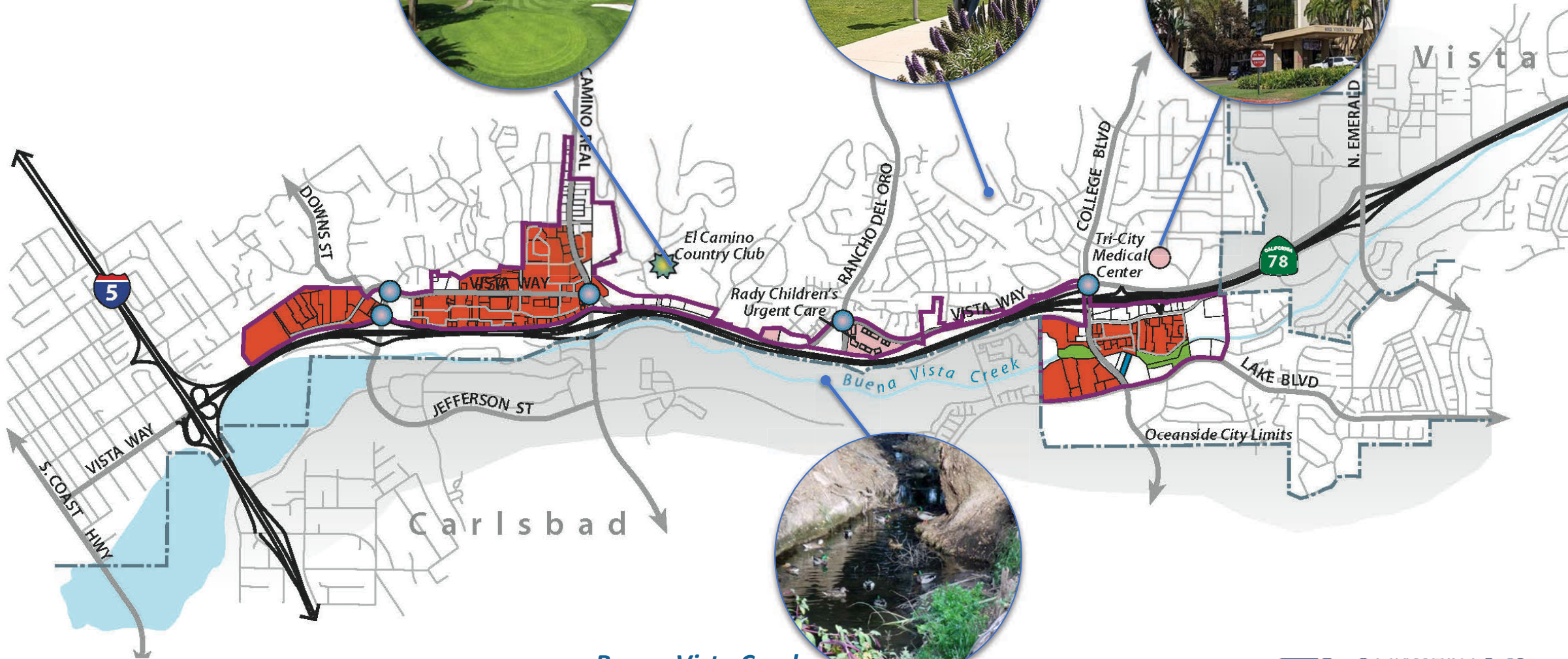
El Camino Country Club



Mira Costa College



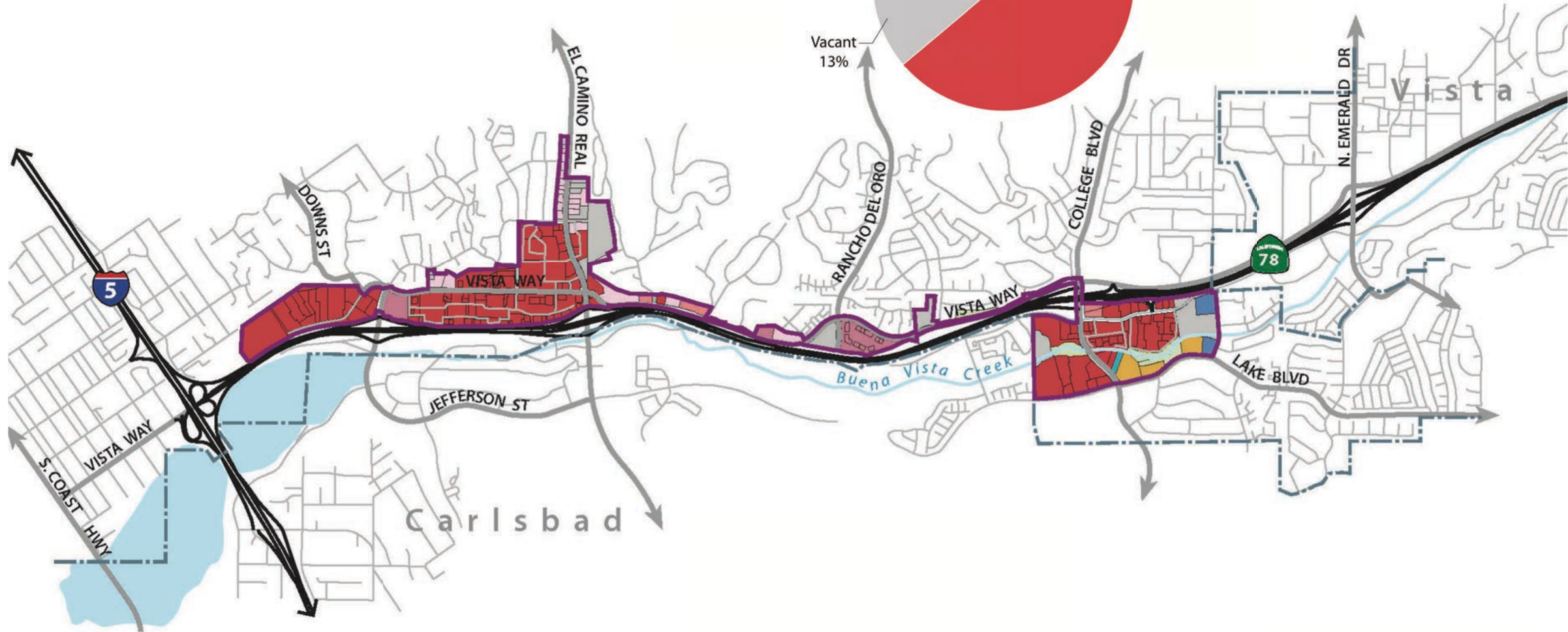
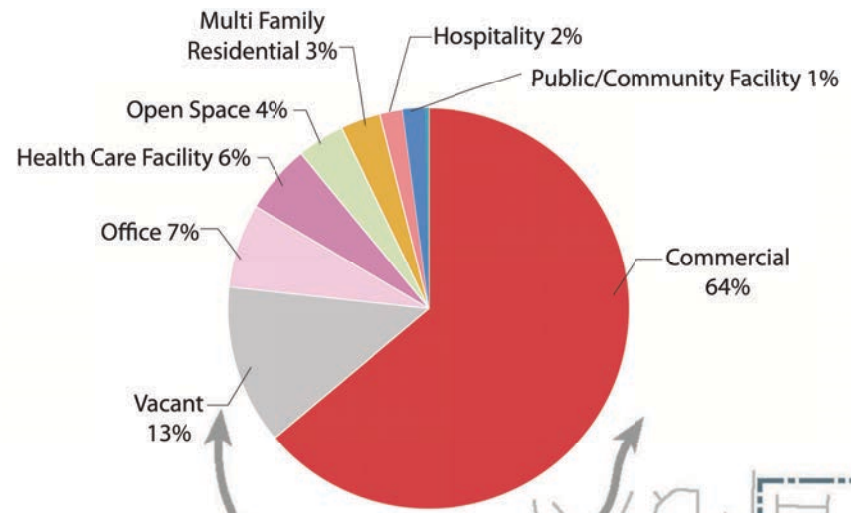
Tri-City Medical Center



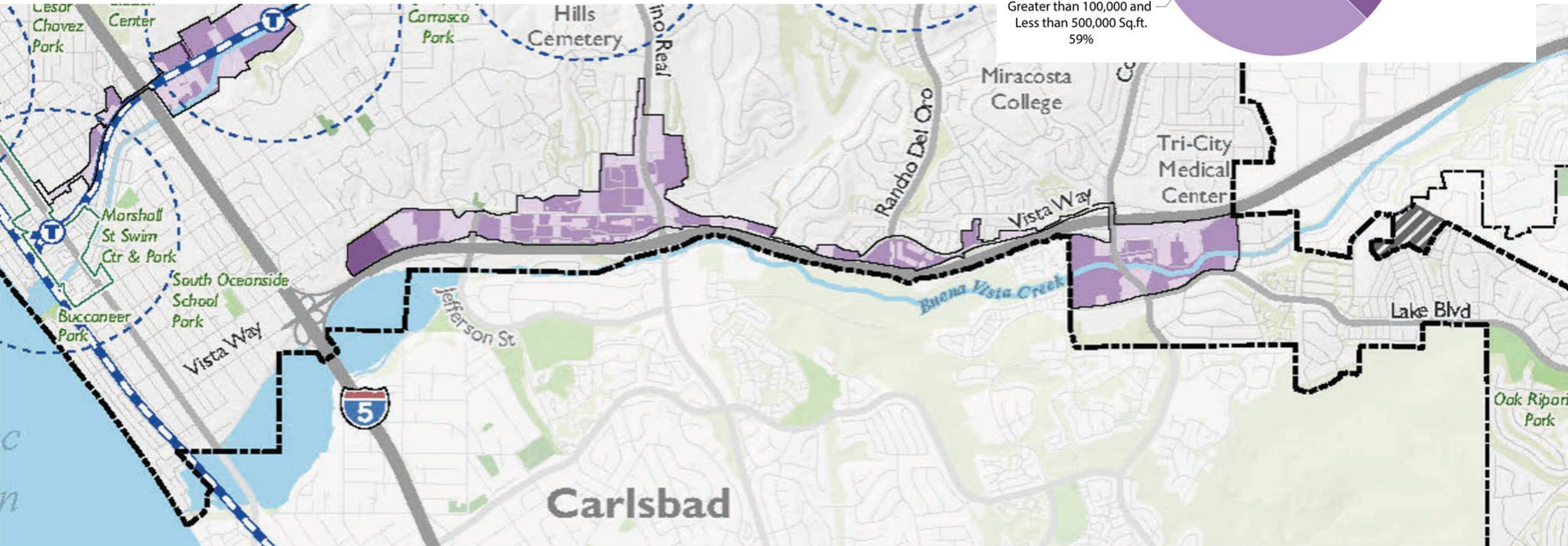
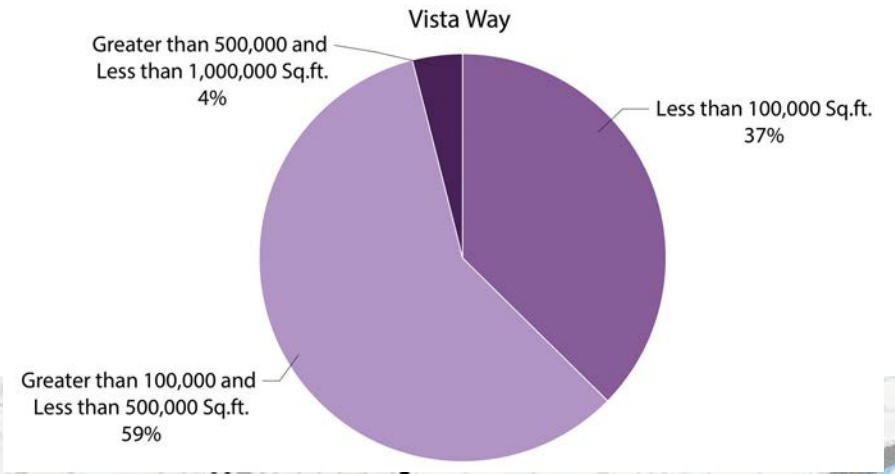
Buena Vista Creek



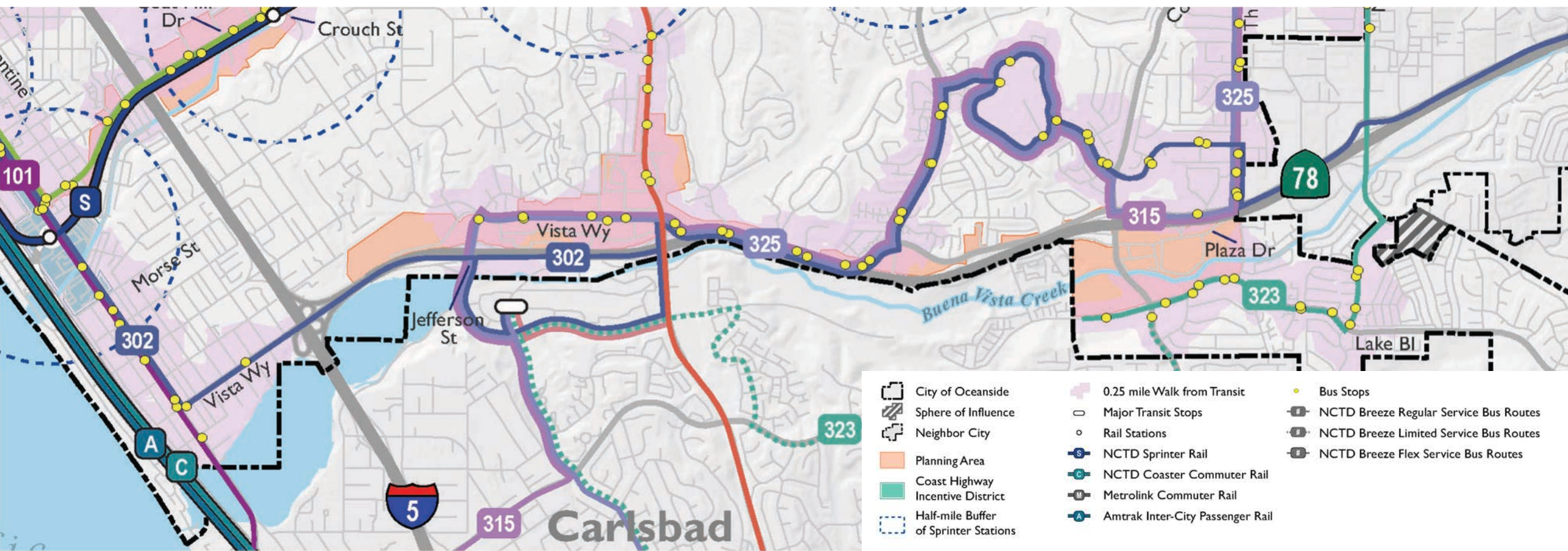
LAND USES



PARCEL SIZE

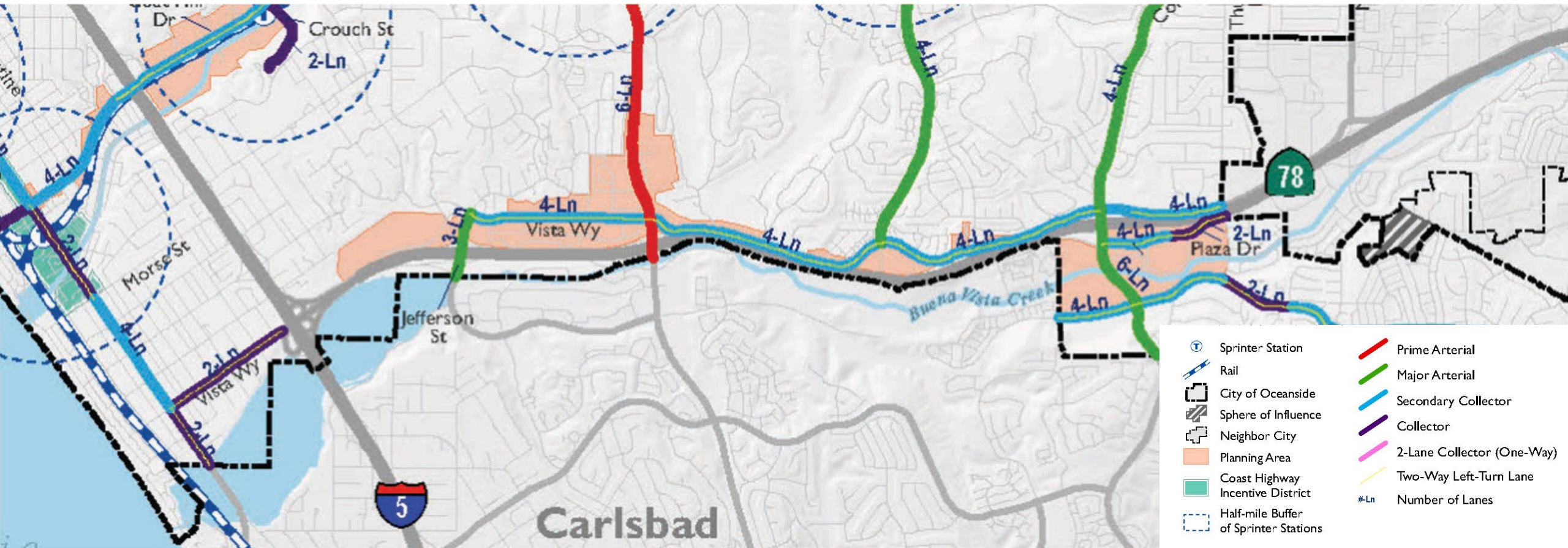


TRANSIT ROUTES

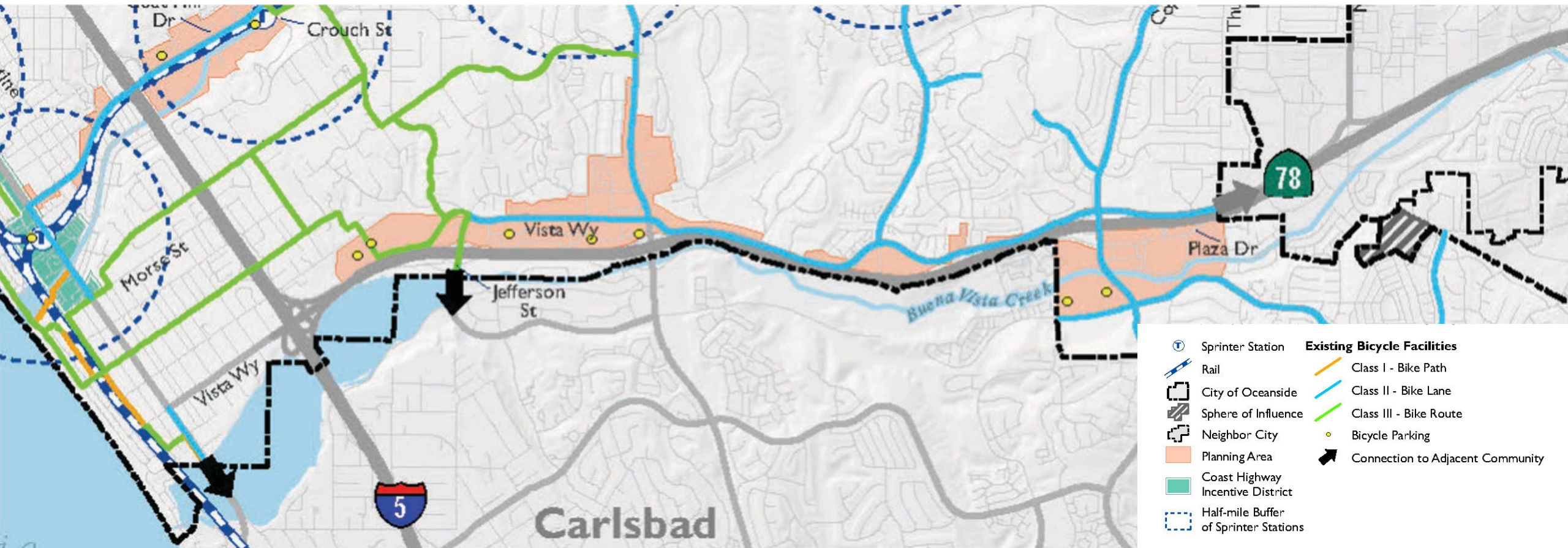


- | | | |
|---------------------------------------|----------------------------------|--|
| City of Oceanside | 0.25 mile Walk from Transit | Bus Stops |
| Sphere of Influence | Major Transit Stops | NCTD Breeze Regular Service Bus Routes |
| Neighbor City | Rail Stations | NCTD Breeze Limited Service Bus Routes |
| Planning Area | NCTD Sprinter Rail | NCTD Breeze Flex Service Bus Routes |
| Coast Highway Incentive District | NCTD Coaster Commuter Rail | |
| Half-mile Buffer of Sprinter Stations | Metrolink Commuter Rail | |
| | Amtrak Inter-City Passenger Rail | |

ROADWAYS



BICYCLE FACILITIES



ZOOM POLL

QUESTION #6

The Corridors Plan seeks to enhance walkability both within the corridors and between the corridors and adjacent neighborhoods. What is the greatest challenge to walkability in those areas with which you are most familiar?

- Topography
- Lack of pedestrian facilities (e.g., sidewalks, trails)
- Roadways and transit lines
- Natural features
- Concerns about personal safety and security
- Lack of visual quality/interest



ZOOM POLL

QUESTION #7

In terms of what revitalization of these corridors can achieve, which of the following benefits do you consider most important?

- Housing opportunities
- Job opportunities
- Safer & more secure public spaces
- Improved visual quality & sense of place
- Better shopping & dining options
- Better pedestrian & bicycle facilities
- More opportunities for social gathering
- More cultural & entertainment venues



DISCUSSION

HOW TO USE MENTIMETER

Go to the link: www.menti.com

Enter the password: 8878 7702

PROMPT #1

LAND USE

What types of housing, commercial venues, and public facilities would you like to see more of within these corridors?

PROMPT #2

VISUAL QUALITY

The Corridors Plan seeks to enhance the visual quality of these corridors. What improvements to visual quality do you want to see?

- Streetscape
- Public Realm
- Architecture

PROMPT #3

MOBILITY

The Corridors Plan seeks to expand mobility options and reduce dependence on the private automobile. How can these corridors better accommodate active transportation, transit, and other sustainable modes of travel?

PROMPT #4

NEIGHBORHOOD PRESERVATION

Increased land use intensity in these corridors could have impacts on adjacent residential areas. A key objective of the Corridors Plan is to minimize such impacts. What potential impacts do you envision, and how do you think these impacts can be minimized?

NEXT STEPS

NEXT STEPS

EXISTING CONDITIONS REPORTS

Q1, 2021

CITYWIDE VISION/GUIDING PRINCIPLES

Q2, 2021

ALTERNATIVES

Q2, 2021

PREFERRED PLAN

Q3, 2021

ENVIRONMENTAL REVIEW

Q4, 2021

Sign up for project updates at www.onwardoceanside.com/subscribe

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Thank you!