Oceanside Transit Center Redevelopment

February 1, 2024









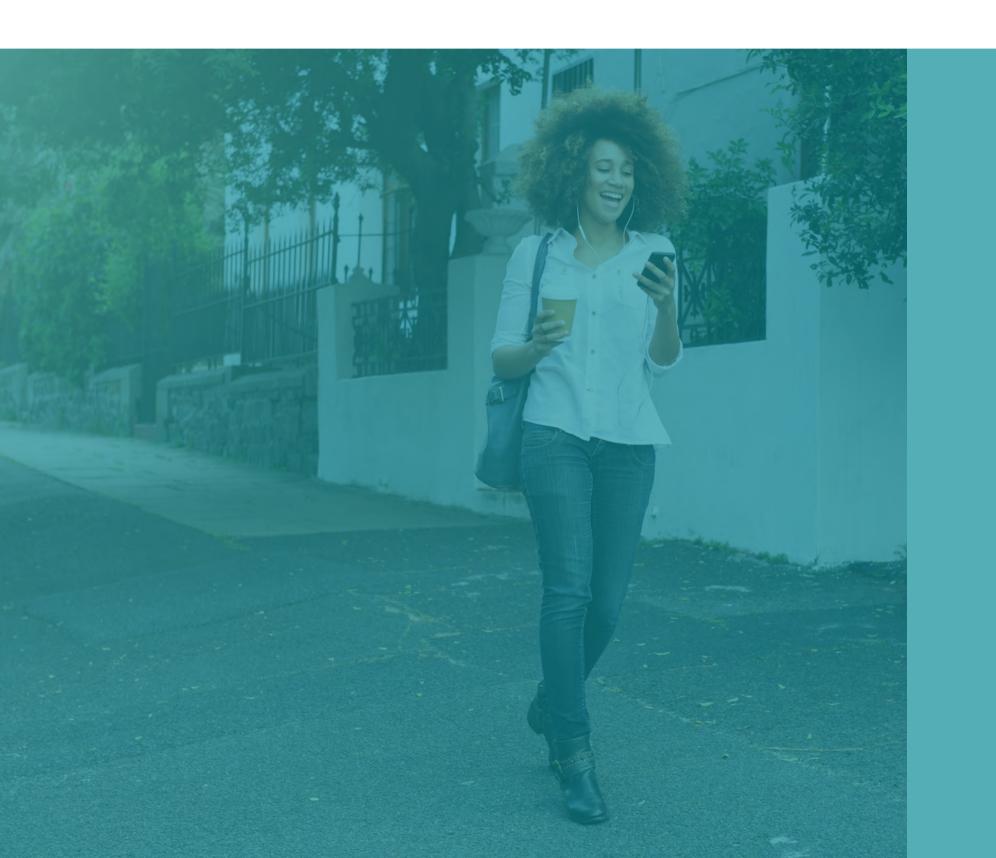






Oceanside Transit Center Redevelopment

February 1, 2024



Meeting Format:

Project overview

Gateway Signage

Plaza Tower

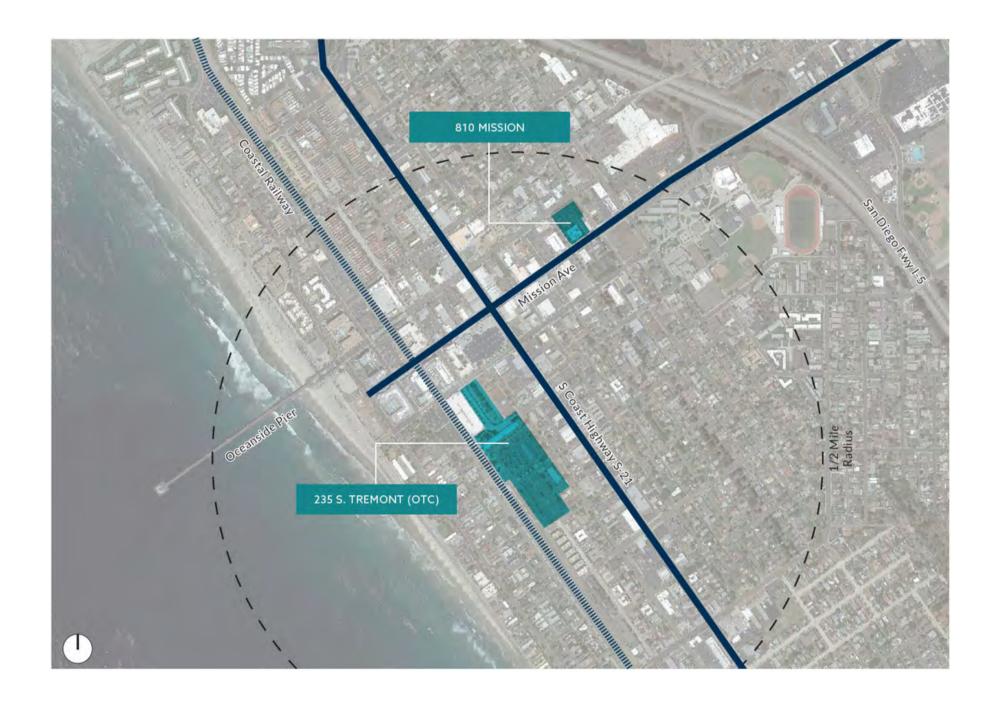
Customer Service Center

Summary and Next Steps

Q & A

Community Context

The project is based on a thorough review of the site constraints and opportunities, and mindful of the surrounding uses.







Existing Condition: OTC at 235 S. Tremont



Community Context

The project is based on a thorough review of the site constraints and opportunities, and mindful of the surrounding uses.



The NCTD offices will be relocated from their current location at 810 Mission Avenue to the new OTC at 235 S.

Tremont. As a result, the Mission site will also be redeveloped to create additional mixed-income housing opportunities.





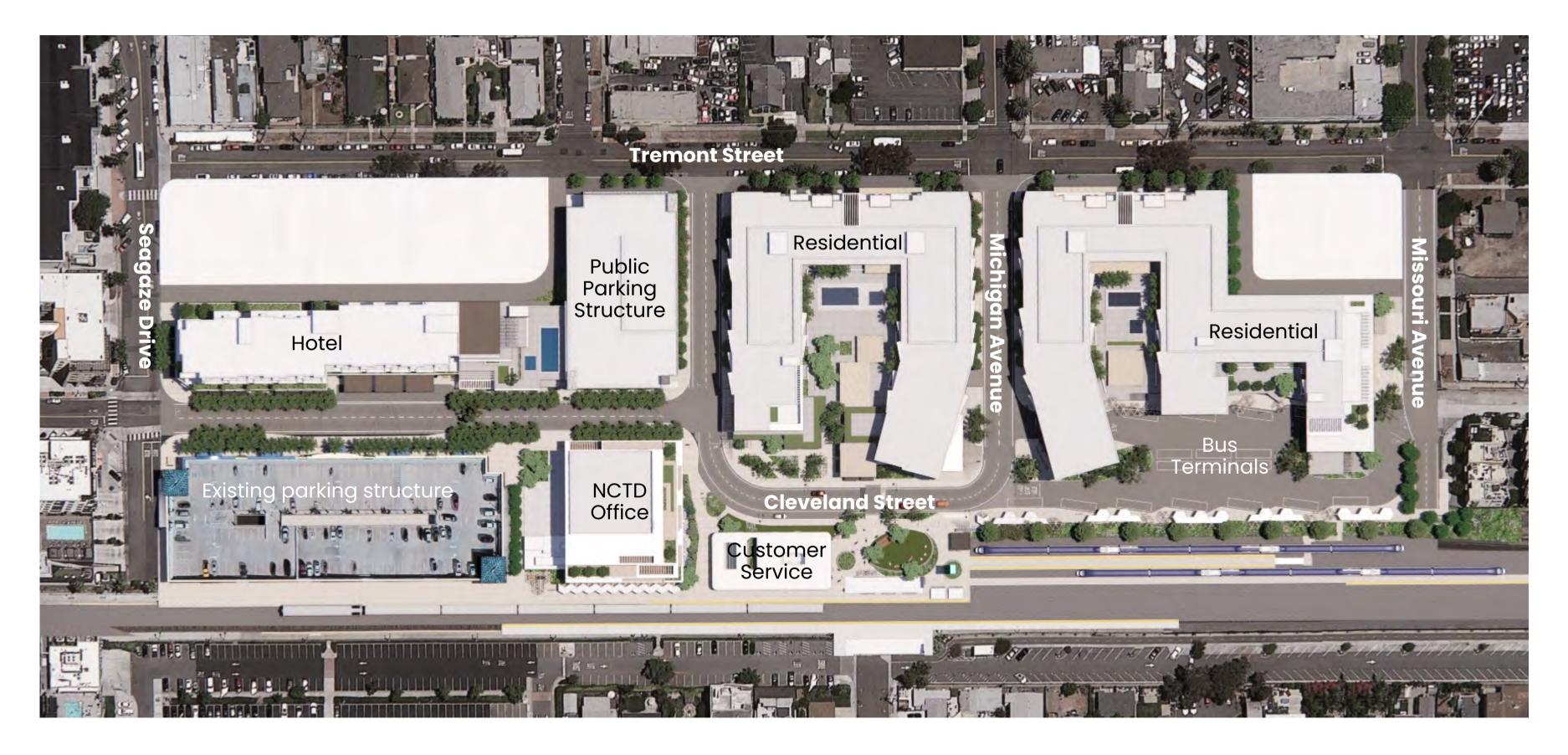
Existing Condition: OTC at 235 S. Tremont







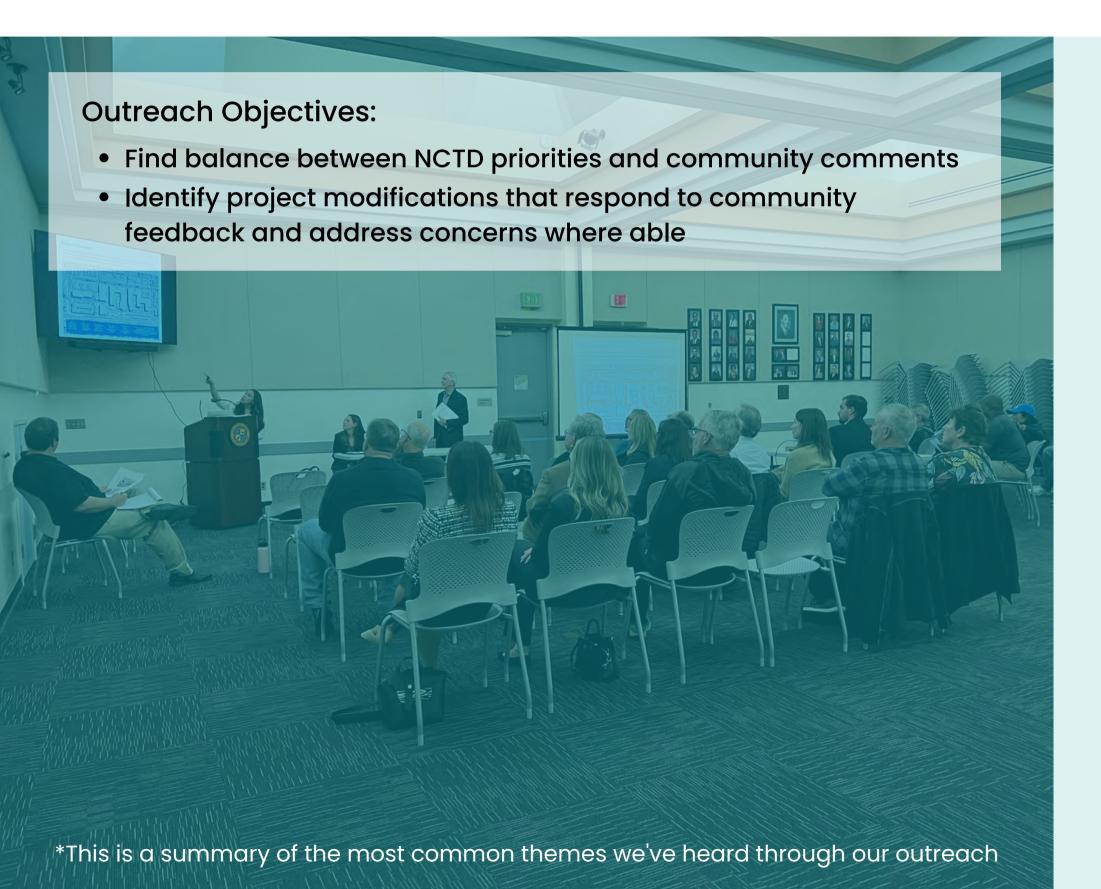
Revitalized Oceanside Transit Center







Community Responsive Planning



What we've heard:

Transit Operations

- "Uniquely Oceanside" Sense of arrival
- Traditional terminal experience
- Parking management
- Concerns over relocation of bus operations

Enhanced Community Character

- Consistency with Downtown, Activation of street frontage
- Public art
- Native Landscaping
 - Green screening
 - Tremont beautification

Circulation

- Easy multi-modal navigation and circulation
- Mobility elements to support active transportation
- Requests for offsite traffic calming

Wayfinding + Public Art



Goals Met:

Enhance transit experience
Easy multi-modal circulation
Enhanced Community Character
Create a sense of arrival

4/26/23 Recap

Plans for a comprehensive wayfinding and signage program are in process.

The signage program will be enhanced with public art to create a unique sense of place.

Signage Categories:

- Gateway Signage
- Tower
- Project ID
- Building ID
- Public Art
- Vehicular Wayfinding
- Parking
- Ped & Bike

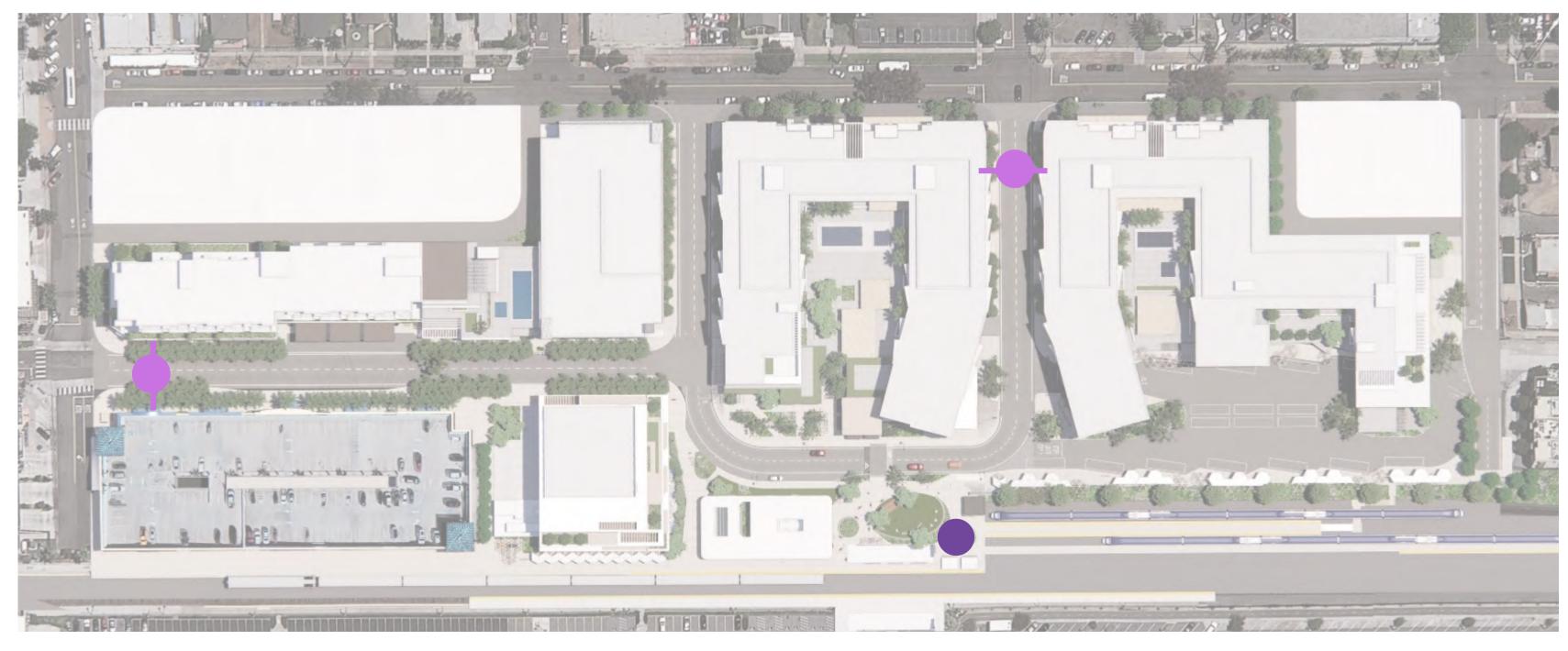


Based on draft signage concepts. Subject to change.

Entryway Monumentation

Gateway Signage

Tower



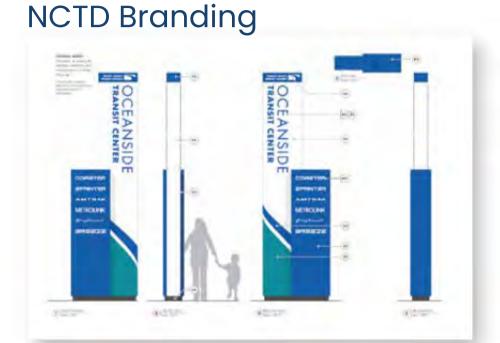
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Entryway Monumentation

Historical Reference Images

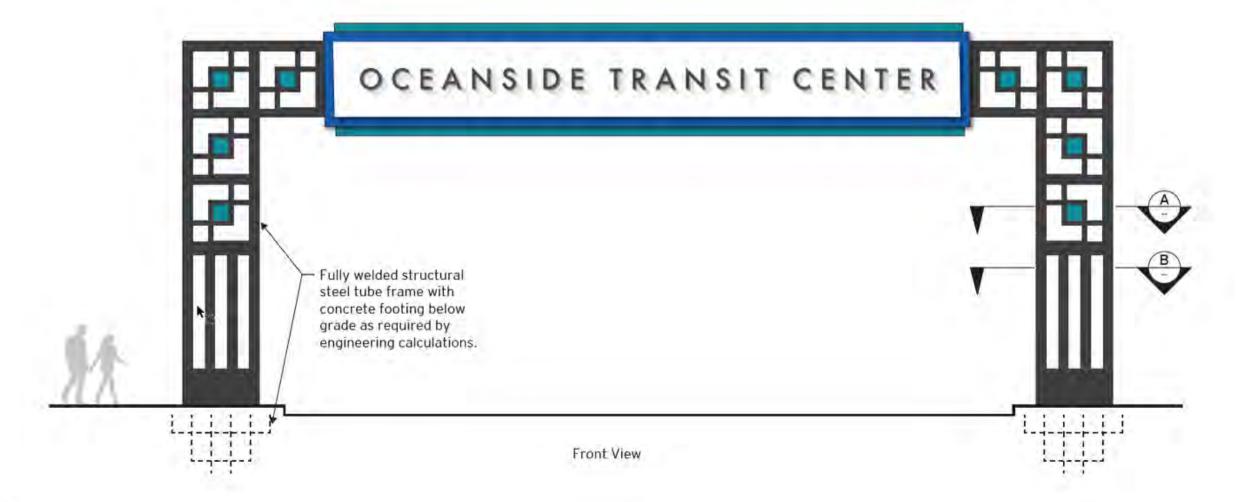






Key Map





Gateway Objectives:

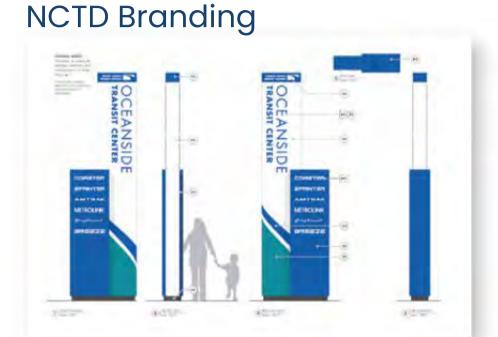
- Align with NCTD transit operations signage
- Create a sense of arrival
- Timeless
- Enhance community character
- * Draft concept. Subject to change.

Entryway Monumentation

Historical Reference Images

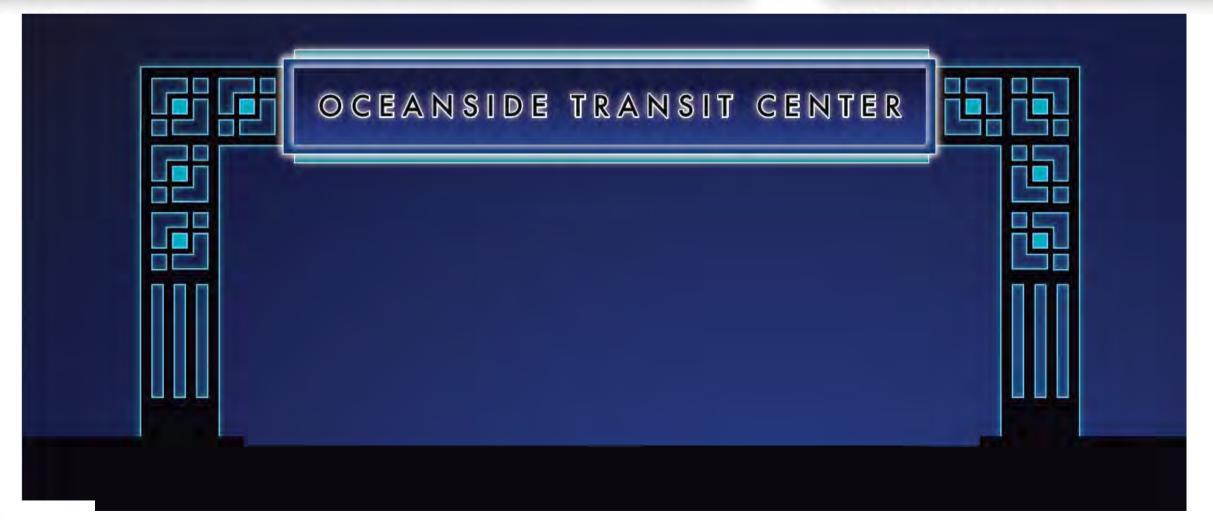






Key Map





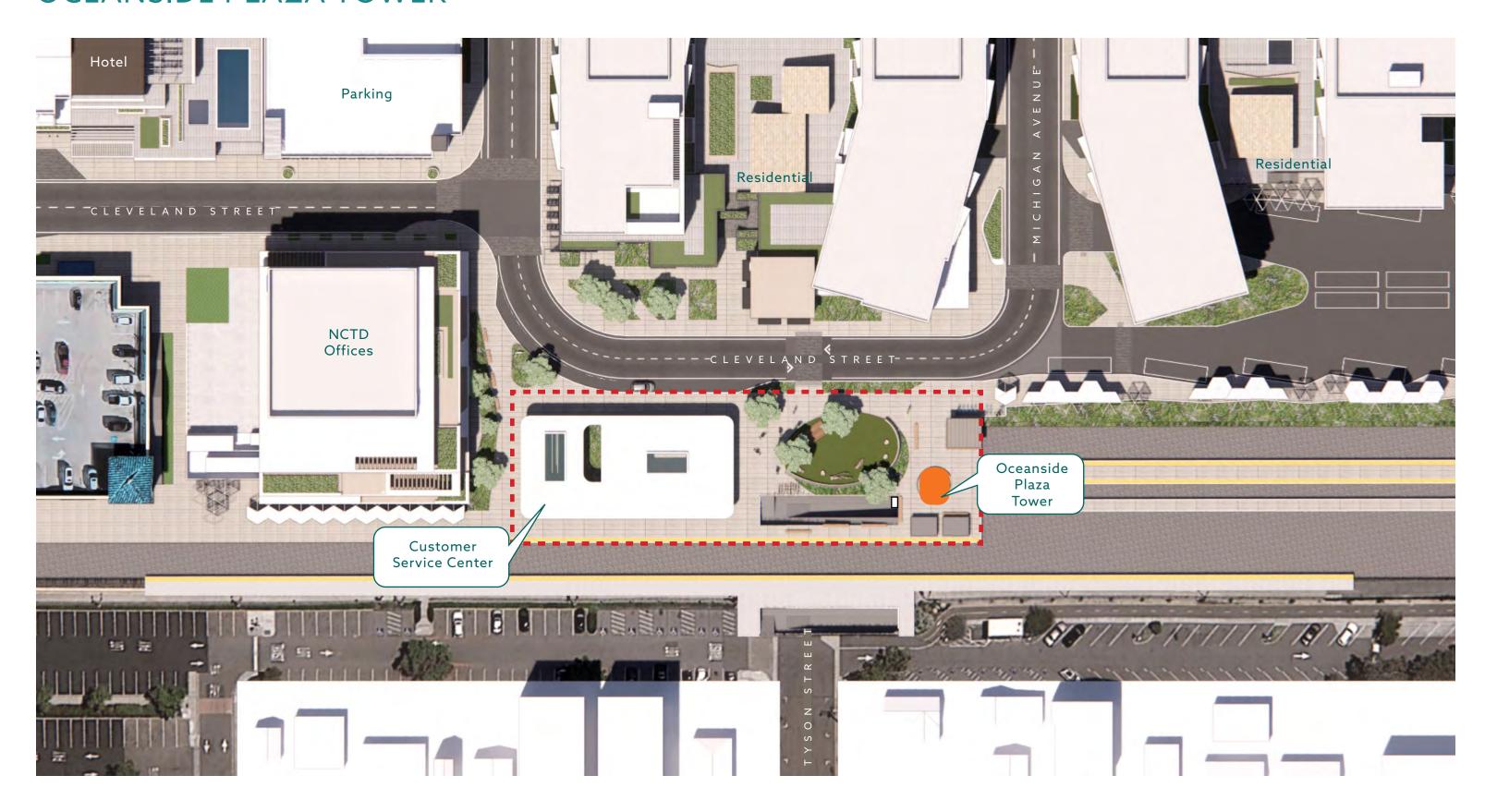
Gateway Objectives:

- Align with NCTD transit operations signage
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- Enhance community character

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OCEANSIDE PLAZA TOWER

CONCEPT PLANOCEANSIDE PLAZA TOWER



DESIGN VISION & GOALSOCEANSIDE PLAZA TOWER

- An Oceanside Placemaking Identity
- An Omni-Directional Landmark
- A Day-To-Evening Oceanside Beacon





EXISTING

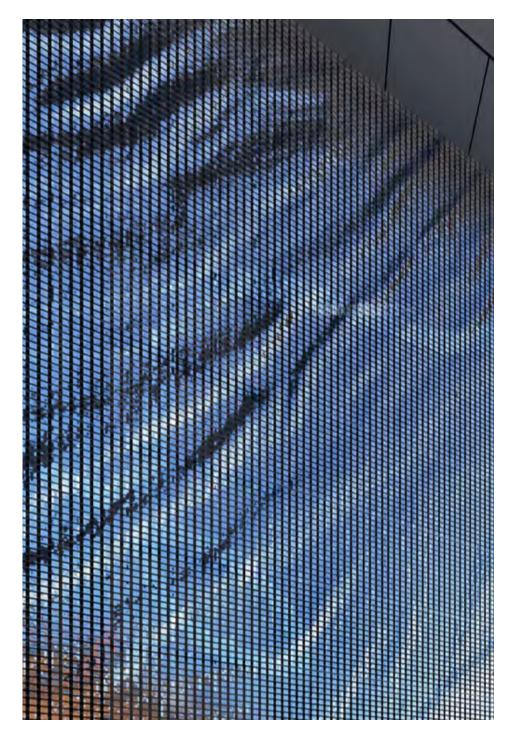
PROPOSED

VISION 1 | BEACON RE-ENVISIONING THE PLAZA TOWER

- Dynamic form inspired by transit locomotion movements and contextual pedestrian flows
- Timeless daytime monument transforms into a night-time Beacon glow







^{*} Inspirational imagery for discussion purposes only. Subject to design and review

VISION 2 | COMMUNITY ART SCULPTURE RE-ENVISIONING THE PLAZA TOWER

- A community art fingerprint that's iconic to Oceanside
- Inspired by the play of light and shadows and reflections from Oceanside







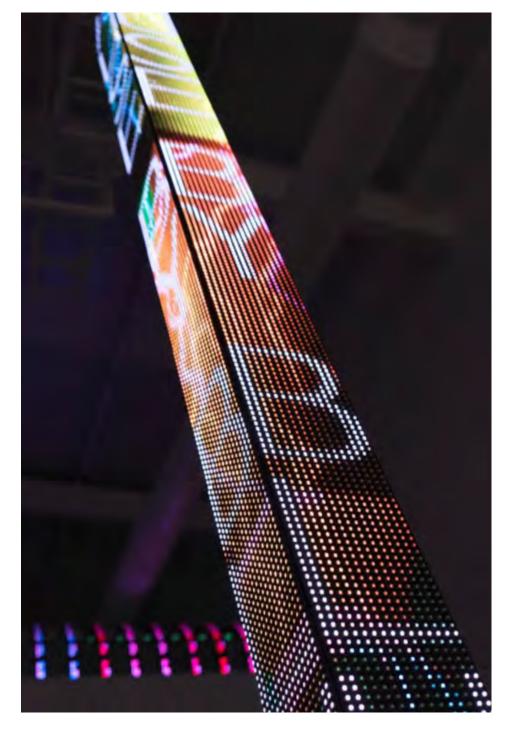
^{*} Inspirational imagery for discussion purposes only. Subject to design and review

VISION 3 | DIGITIZED LANDMARK RE-ENVISIONING THE PLAZA TOWER

- Sculptural movement inspired by transit and locomotion
- Integration of moving informational digital graphics







^{*} Inspirational imagery for discussion purposes only. Subject to design and review

Enhancing the Transit Experience

Re-envisioning the Plaza Tower

POLL #1: Which is your favorite tower vision?

Vision 1: Beacon



Vision 2: Community Art Sculpture





Vision 3: Digitized Landmark



^{*} Inspirational imagery for discussion purposes only. Subject to design and review

Enhancing the Transit Experience

Re-envisioning the Plaza Tower

POLL #1: Which is your favorite tower vision?







CUSTOMER SERVICE CENTER

Enhancing the Transit Experience

Reimagining the Customer Service Center

4/26/23 Recap







In response to community feedback, the customer service center has been relocated to a stand-alone facility in the heart of the Station Plaza.



Enhancing the Transit Experience

Reimagining the Customer Service Center

Objectives:

- Streamline operations and improve customer experience
- Create a sense of arrival that is uniquely Oceanside
- Maintain location in heart of master plan
- Increase visibility
- Respond to community feedback

DESIGN ELEMENTS

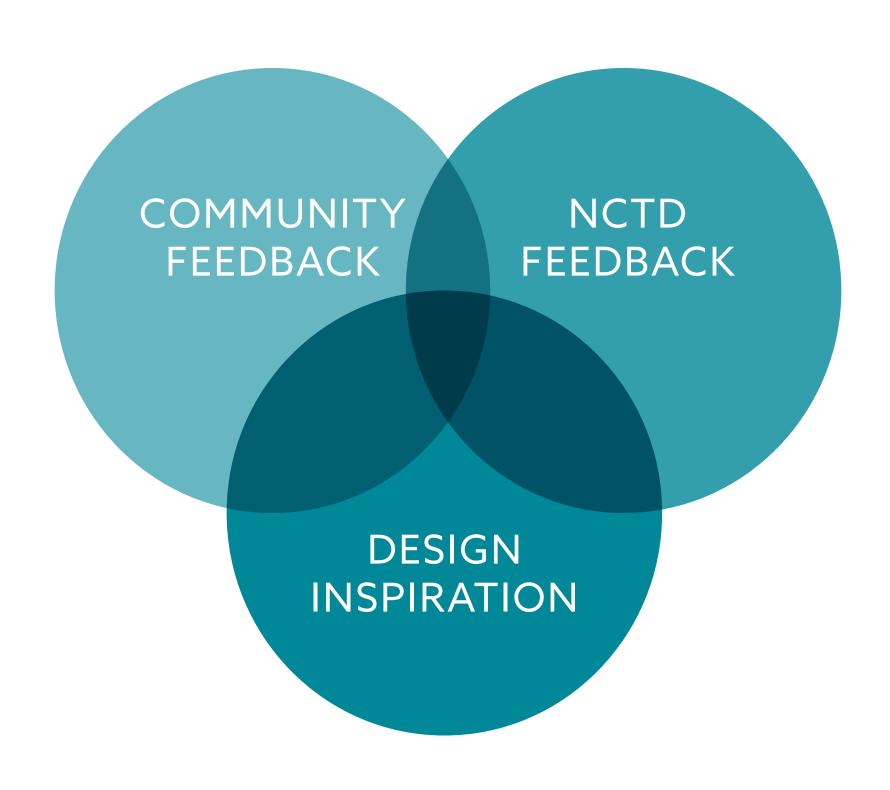
On April 26, 2023, members of the community provided input on what design elements they were most interested in.







THREE DESIGN PARAMETERS

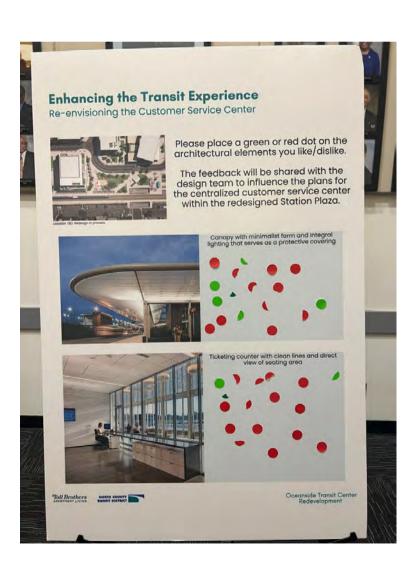


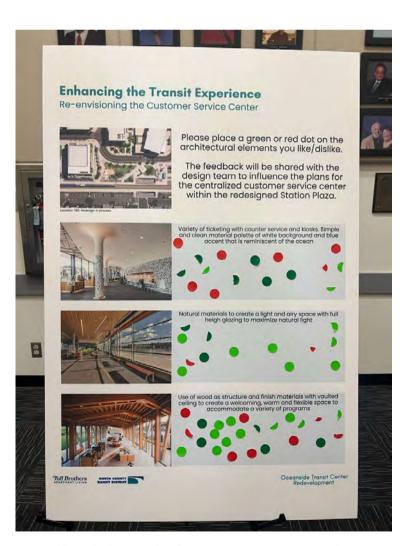
Enhancing the Transit Experience

Reimagining the Customer Service Center

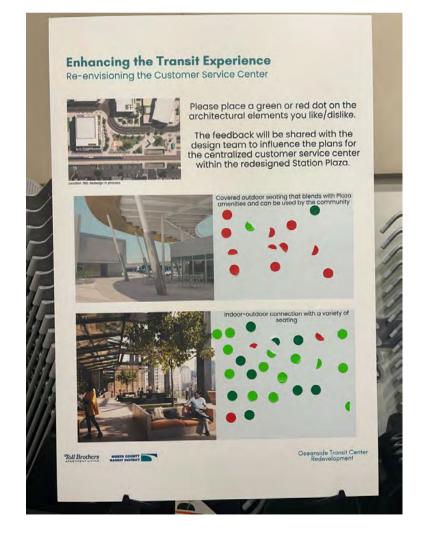
DESIGN ELEMENTS

- Natural Light
- Roof Lines
- Raw and Natural Materials
- Indoor/Outdoor Experience
- Visibility Welcoming Entrance
- Security









Feedback boards from 4/26/23 Aesthetics meeting





FEEDBACK RECEIVED SEPTEMBER 2023



DESIGN ELEMENTS UNDER CONSIDERATION



DESIGN INSPIRATION



CONCEPT PLANCUSTOMER SERVICE CENTER



CUSTOMER SERVICE CENTER

OPTION 1

OPTION 1CUSTOMER SERVICE CENTER



Conceptual rendering. Subject to further design, review and discussion.

OPTION 1CUSTOMER SERVICE CENTER



Conceptual rendering. Subject to further design, review and discussion.

CUSTOMER SERVICE CENTER

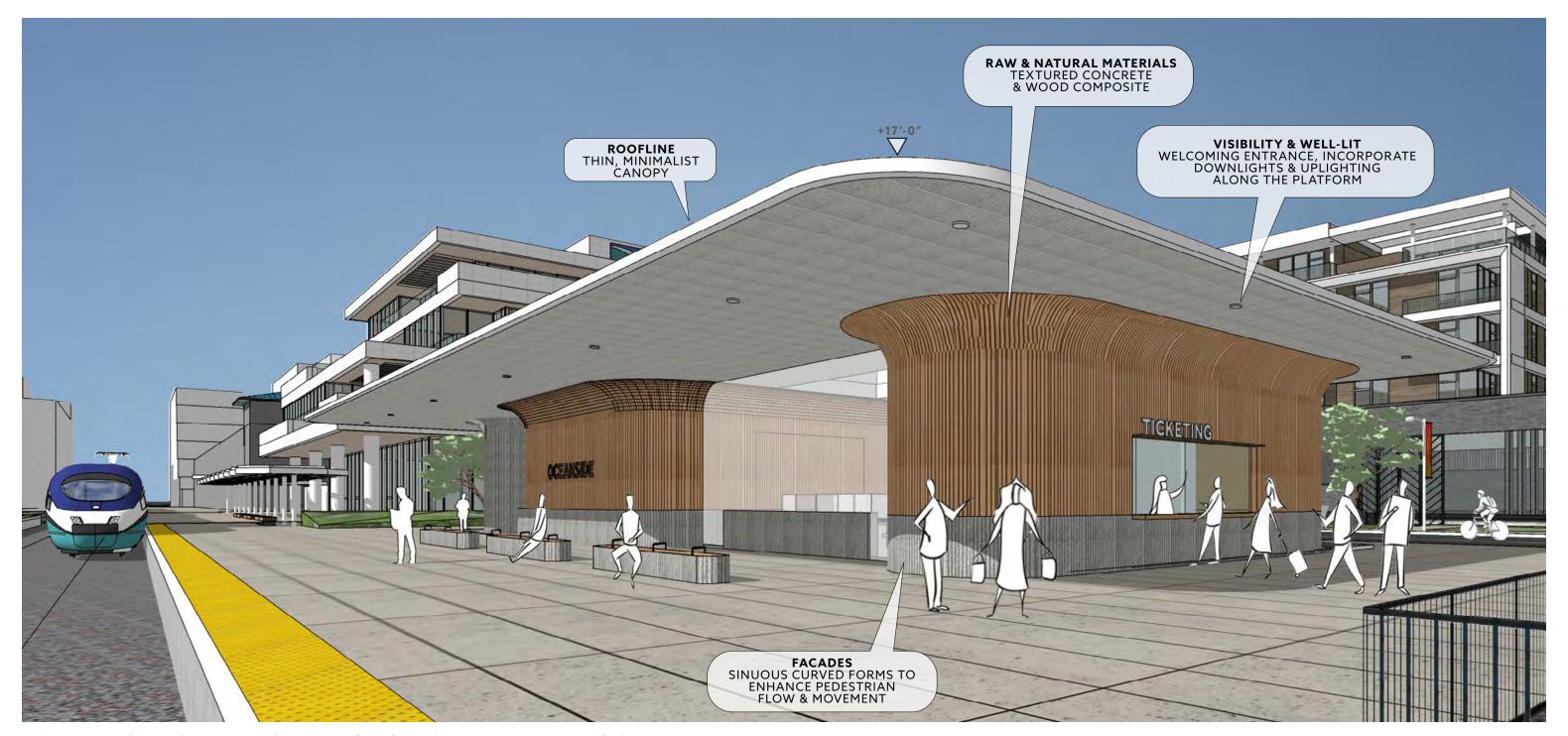
OPTION 2

OPTION 2CUSTOMER SERVICE CENTER



Conceptual rendering. Subject to further design, review and discussion.

OPTION 2CUSTOMER SERVICE CENTER



Conceptual rendering. Subject to further design, review and discussion.

CUSTOMER SERVICE CENTER

OPTION 3

OPTION 3CUSTOMER SERVICE CENTER



Conceptual rendering. Subject to further design, review and discussion.

OPTION 3CUSTOMER SERVICE CENTER



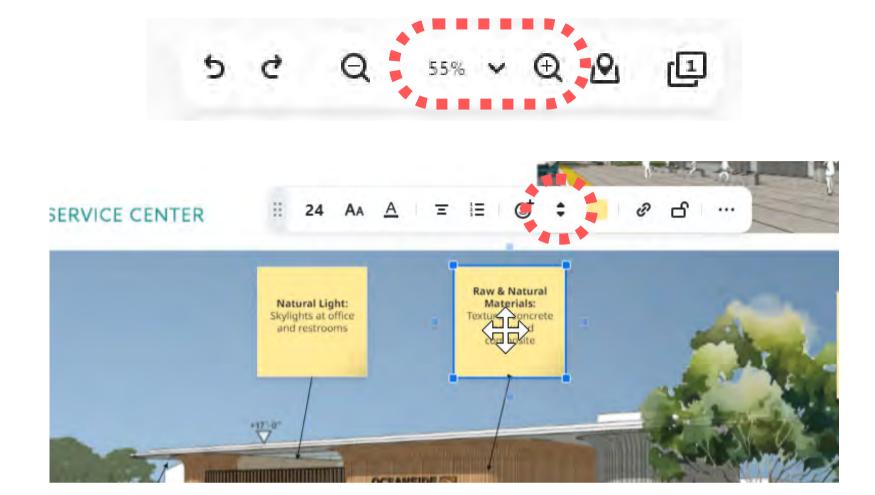
Conceptual rendering. Subject to further design, review and discussion.

Enhancing the Transit Experience

Reimagining the Customer Service Center

Tips for sharing your feedback:

- Be sure to zoom in
- Use the tool bar to vote on the components you like/dislike
- Use the sticky note feature to add comments/questions about the designs







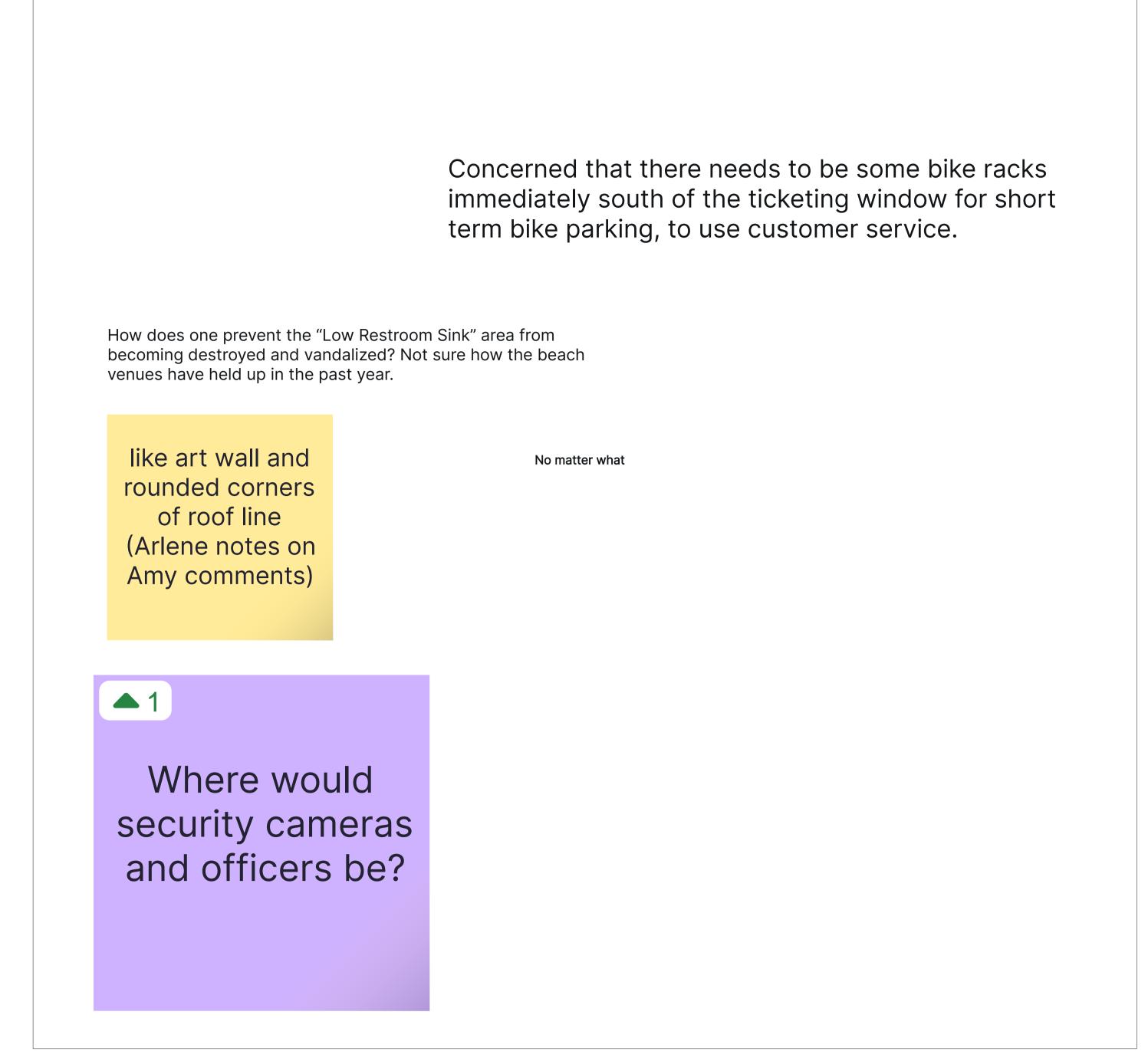
Seating built into building forms is nice.

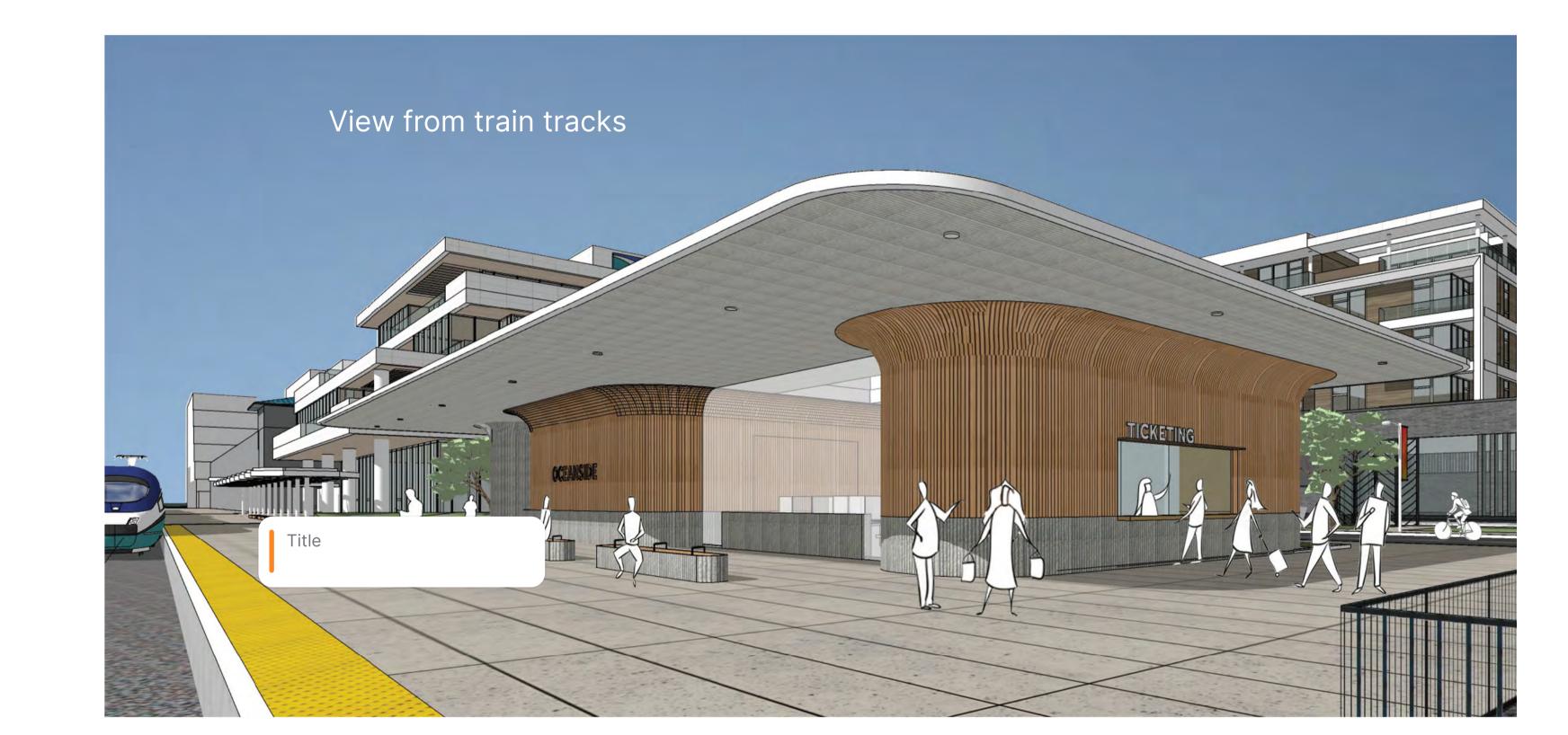


OPTION 1 CUSTOMER SERVICE CENTER



GENERAL COMMENTS





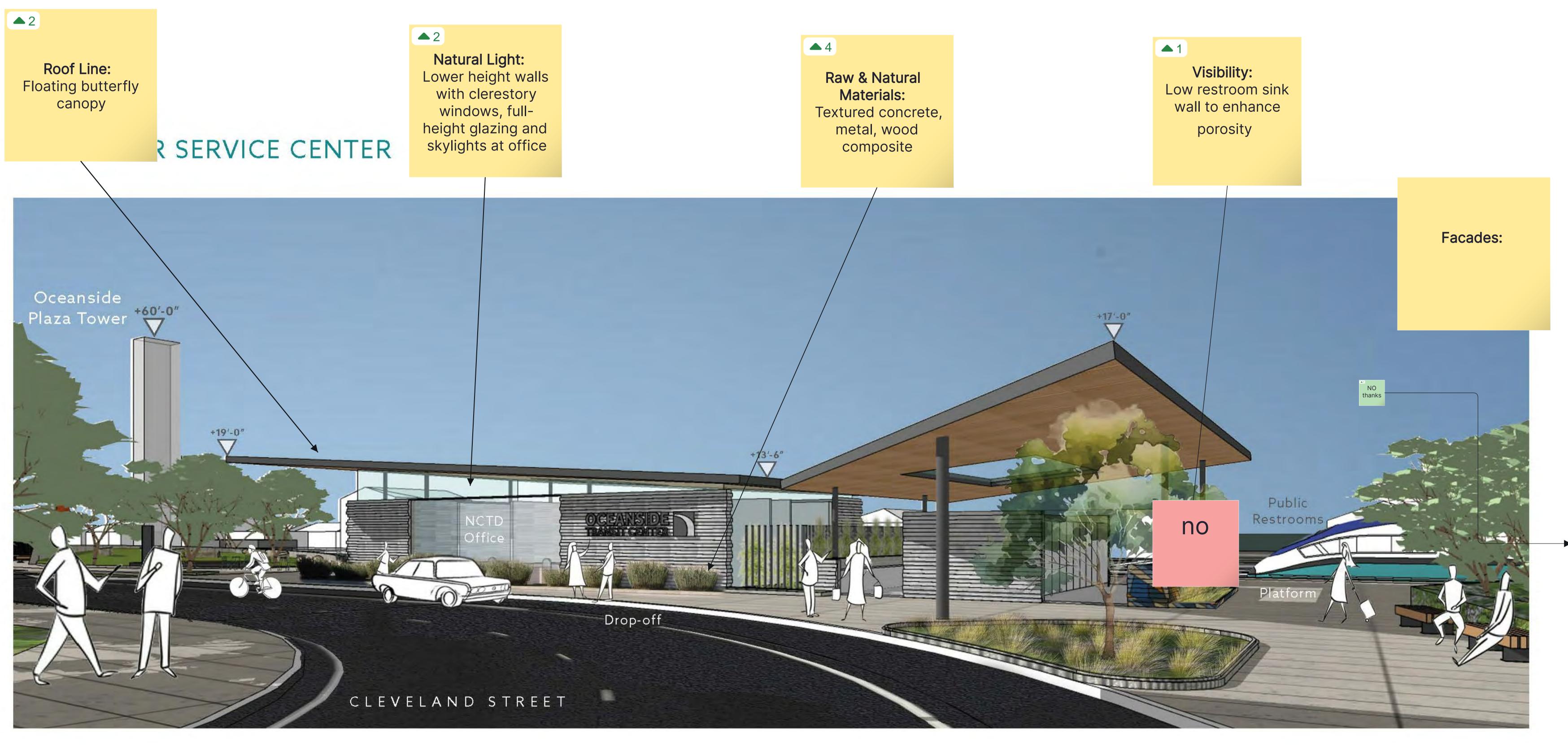


GENERAL COMMENTS

Use the "Sticky Note" feature to add questions or general comments about concept 2

I'm sorry that I'm not able to use the sticky notes (I have a bad connection), but I like the third option with the textured concrete that reflects the texture of sand after waves have run over it, but not sure about the mid-century roof. Maybe use the horizontal texture with the option 2 to combine it with the wood? - Kelly C





GENERAL COMMENTS

Use the "Sticky Note" feature to add questions or general comments about concept 2

Enhancing the Transit Experience

Reimagining the Customer Service Center

POLL #2: Which is your favorite CSC concept?

Concept 1





Concept 2





Concept 3





* Poll results from 2/1/24 to be used as part of discussion, review and design process

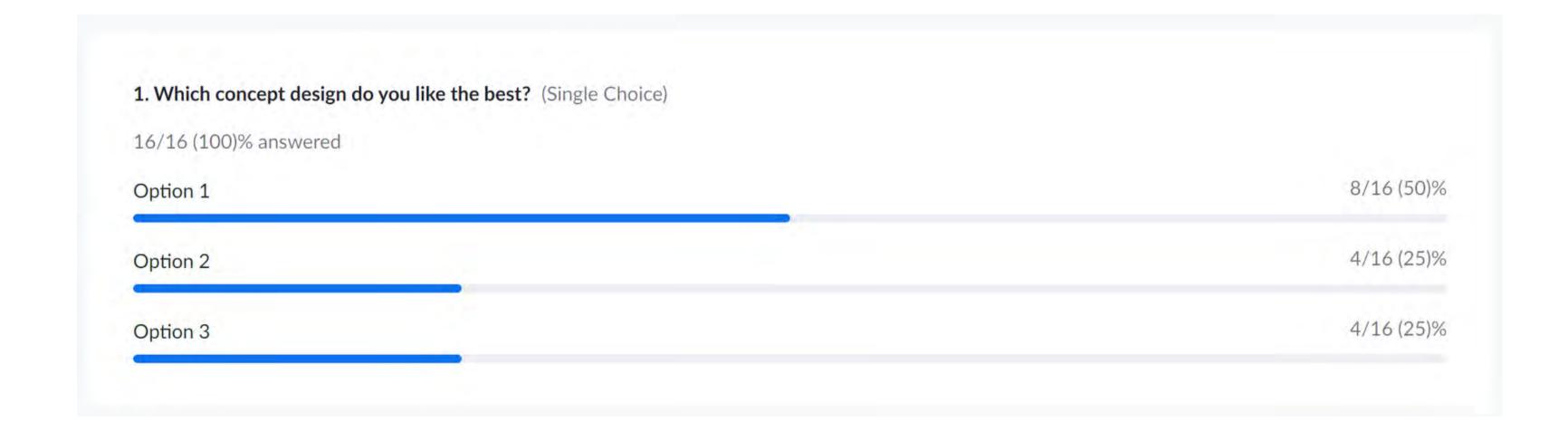




Enhancing the Transit Experience

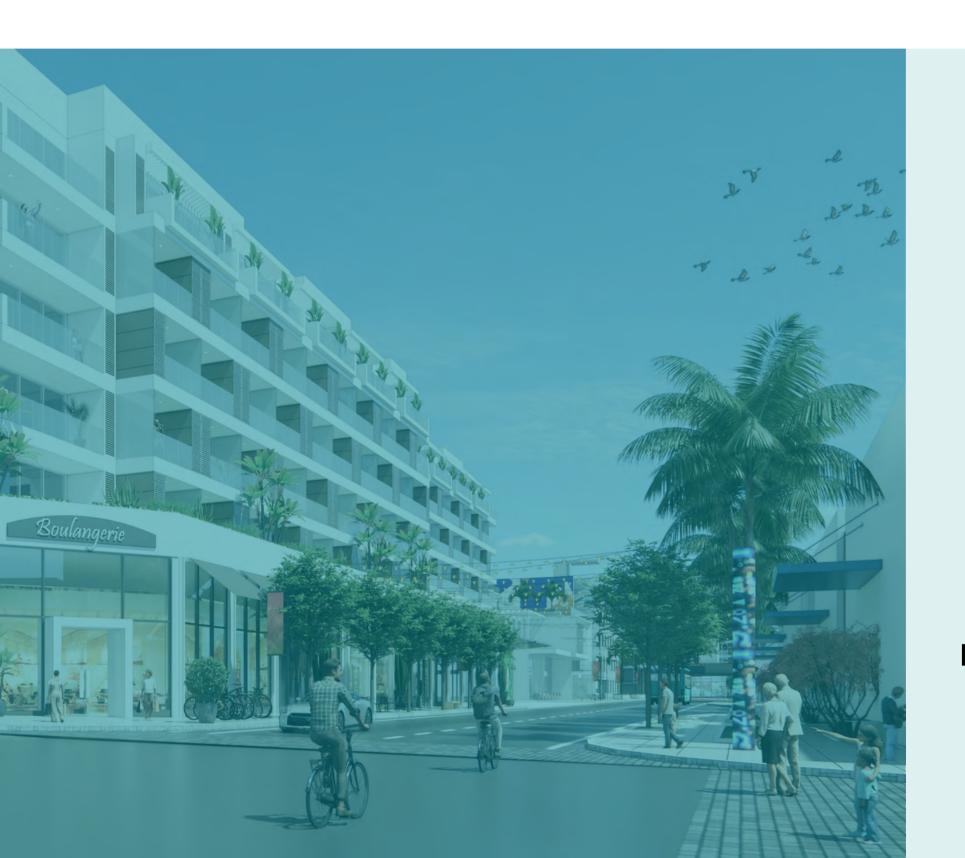
Reimagining the Customer Service Center

POLL #2: Which is your favorite CSC concept?





Summary and Next Steps



- Creates a vibrant and engaging hub that draws people in, increases ridership and improves efficiency.
- Aligns with city objectives and Incorporates mobility elements that encourage alternative modes of transportation.
- Responds to community feedback through project modifications. Additional modifications are still being studied.

Next Steps:

- Aggregate feedback and present findings
- Public Circulation of DEIR

Project Milestones

In 2016, the NCTD Board of Directors adopted a policy that would pursue development of some of its real estate holdings. The redevelopments are intended to reduce automobile reliance, increase transit ridership, and create jobs and affordable housing.

Proposal Review Process 2020 Planning and Design 2021

Application Submittal Aug. 2022 Community Engagement Begins

Refine Vision

Amend
Application
(As Needed)

CEQA Scoping
Period
1/13 - 2/13/23

Transit + Mobility
Part 1
2/22/23

Transit + Mobility
Part 2
3/16/23

Aesthetics 4/26/23

Small Business 6/13/23

Tourism 9/8/23

Architecture 2/1/24

Public Review of DEIR
Spring 2024

Respond to Comments

Oceanside
Planning
Commission

Oceanside City Council

CA Coastal Commission

CEQA Environmental Review

Opportunity for public comment



