

OCEANSIDE COAST HIGHWAY CORRIDOR STUDY



Welcome to the Community Open House!
Tonight's meeting is an open house format and
we invite you to visit all stations.

Station #1

PowerPoint Theater –
Project Overview

Station #2

Coast Highway Vision and
Strategic Plan – The
Foundation for the Overlay

Station #3

Quality Design – Through
Urban and Architectural
Standards

Station #4

Key Changes to Development
Standards

Station #5

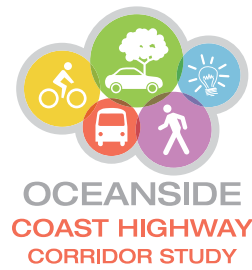
Residential Density Bonus for
Nodes and Public Benefits

Station #6

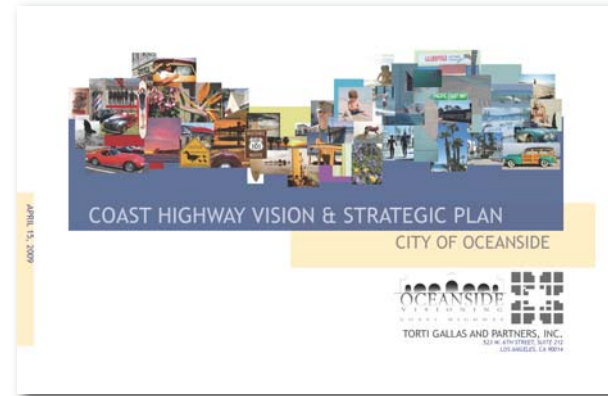
Parking

Station #7

Corridor Study



COAST HIGHWAY VISION AND STRATEGIC PLAN - THE FOUNDATION FOR THE OVERLAY



The Coast Highway Vision and Strategic Plan was adopted in 2009 and was the culmination of a year-long effort between the City, residents, and stakeholders and intended to serve as a blueprint for the revitalization and enhancement of the Coast Highway corridor. Through a master design vision, a series of implementation strategies, and a set of design guidelines, the Plan fosters high-quality design and stimulates economic investment by defining the framework and goals for future development.



Some of the key issues identified during the Coast Highway Vision and Strategic Plan process were the need to:

- Create more distinct planning areas and facilitate the creation of vibrant community places and tourist destinations;
- Promote high quality urban and architectural design and variability of building massing and heights;
- Enhance connectivity by capitalizing on transportation/mobility options and rationalizing parking;
- Create a more visually appealing and environmentally sustainable streetscape;
- Stimulate revitalization and the redevelopment of underutilized properties in the Corridor;
- Promote a preservation ethic that encourages and supports the preservation of Oceanside's historical heritage and resources to the extent possible.

Nodes (Oceanside Transit Center, Sprinter Station, South "O")

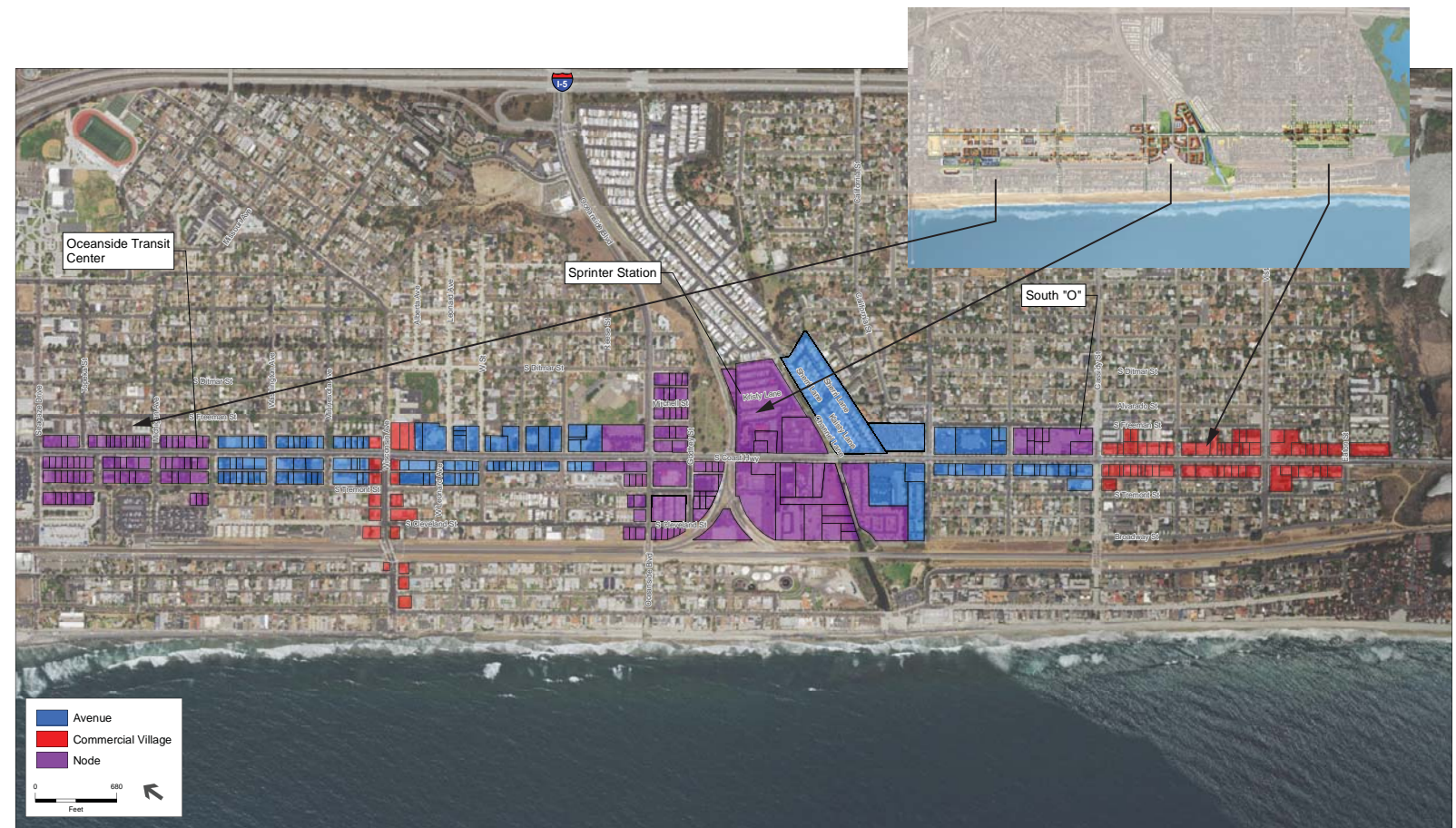
Distinctive activity areas that are urbane and town-like, with wide sidewalks and bulb outs at intersections, mixed-use buildings fronting the sidewalk, and uses that are pedestrian rather than auto-oriented.

Avenues

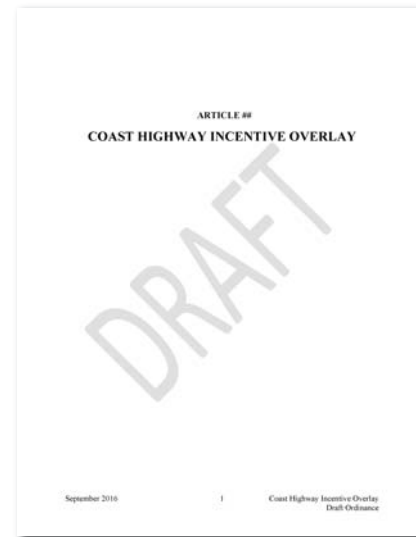
Avenue segments are less urbane and incorporate center medians, wide front yards, larger multi-family residential uses, and may accommodate the auto-oriented uses that were historically hosted along Coast Highway.

Commercial Villages

Retail/mixed-use "Main street" areas that serve the adjacent coastal neighborhoods and reflect a traditional "beach community" character.



QUALITY DESIGN - THROUGH URBAN AND ARCHITECTURAL STANDARDS



The Urban and Architectural Standards included in the Overlay translate the goals and policies of the Coast Highway Vision Plan into objective and measurable standards, including design standards to help clarify the intention of the Plan. Together, the Urban and Architectural Standards will ensure that new development in the private realm exhibits the highest standard of urban design, architecture, and landscaping while also addressing the uniqueness of the various subareas located along Coast Highway.

Building Type Standards

Building Type Standards include facade, massing, and green space requirements as well as type-specific frontage and height standards.



Frontage Standards

Frontage Standards provide direction in shaping the appropriate building-to-street relationship by addressing glazing at the ground floor, frontage types and entries.



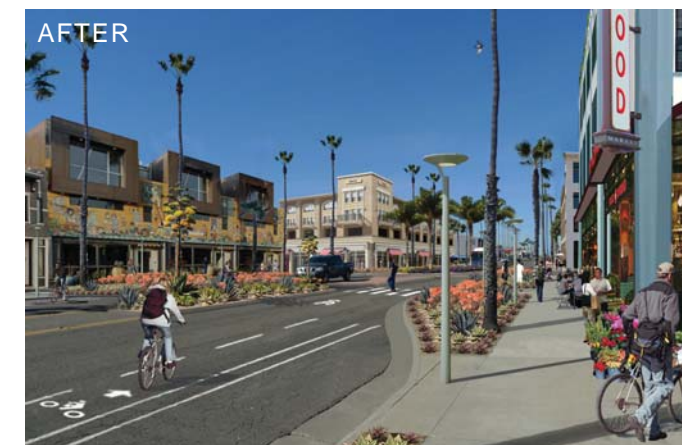
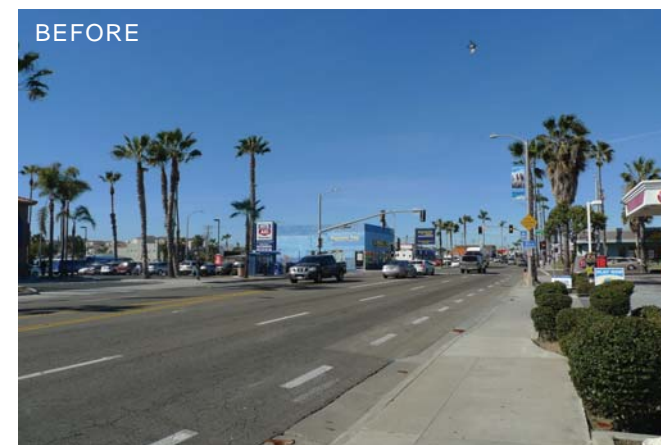
General Design Standards

Coast Highway's Design Standards are intended to promote active building frontages to create a more attractive and inviting public realm that upholds architectural design excellence.



Other key elements of the Urban and Architectural Standards include:

- Setback Plan
 - This plan establishes unique minimum and maximum setbacks along primary frontages for the different planning areas.
 - Buildings are set closest to the street in the Nodes and setback slightly for the Commercial Villages. Slightly larger setbacks are required for the Avenues.
- Urban Standards by Subarea
 - The Overlay distinguishes between building types, frontage types, maximum building height and minimum frontage occupancy allowed within each planning area.
 - The Nodes allow larger-scale buildings, increased heights and greater frontage occupancy than the Avenues and Commercial Villages.



The photo simulation above shows the envisioned transformation of Coast Highway within a node area.

KEY CHANGES TO DEVELOPMENT STANDARDS

What is unique about the Overlay's Development Review Process?

- Creation of a minor development review (administrative approval with appeal) and major development review process (Planning Commission)
- Expand opportunities for minor review and streamline development approval by creating new objective standards:
 - New or redevelopment with 43 dwelling units per acre or less or developments with no residential component would be subject to minor review
 - New or redevelopment in Nodes above 43 dwelling units per acre would be subject to major review

What are the key land use changes?

- Providing incentives for redevelopment of Nodes in exchange for public benefits
- Encouraging developments in the Nodes and Commercial Villages to have a mix of uses on a single property, such as a mix of commercial, office, and residential land uses
- Increasing the types of residential homes that can be built (townhouses, live-work)
- Encouraging residential-only buildings in the Avenues
- Increasing the types of tourism-related uses (recreational facilities, lodging, and fine art and performance art facilities) and allowing them throughout the Overlay

Will there be changes to building height?



- Current standards generally allow up to 45 feet (in most of the study area) and increased height with a Conditional Use Permit in all zones
- Overlay requires height averaging to create variation in height and massing
- Result is an increase in average building height to 55 feet in Nodes
- Some allowances for portions of buildings up to 65 feet in the Nodes

How will parking standards change?



- New parking strategies will assure adequate parking is available
- Parking requirement calculations for residential units are based on square footage of habitable space instead of the number of bedrooms
- All non-residential land uses have to meet the same parking requirement instead of a different standard for each type of land use (for example, restaurants and banks have to meet the same parking standard in the overlay)
- Shared parking, off-site parking, and in-lieu parking fees are encouraged and can be used to satisfy 100 percent of the minimum parking requirements
- Mixed-use residential will be subject to current parking standards

SUMMARY OF OVERLAY INCENTIVES TO REVITALIZE AND ENHANCE COAST HIGHWAY



	NODE <small>(Oceanside Transit Center, Sprinter Station, South "O")</small>	AVENUE	COMMERCIAL VILLAGE
Streamlined development plan review with objective standards <small>(more City Planner/Administrative review vs. Planning Commission)</small>	YES	YES	YES
More uses permitted by right <small>(more City Planner/Administrative review, fewer CUPs required)</small>	YES	YES	YES
Stand-alone residential allowed by right	NO	YES	NO
Increased building height in exchange for public benefit	Average can be 55 feet <small>(with portions as tall as 65 feet)</small>	NO	NO
Residential density bonus in exchange for public benefit	Residential density can exceed 43 du/acre up to 65 du/acre in exchange for public benefits	NO	NO

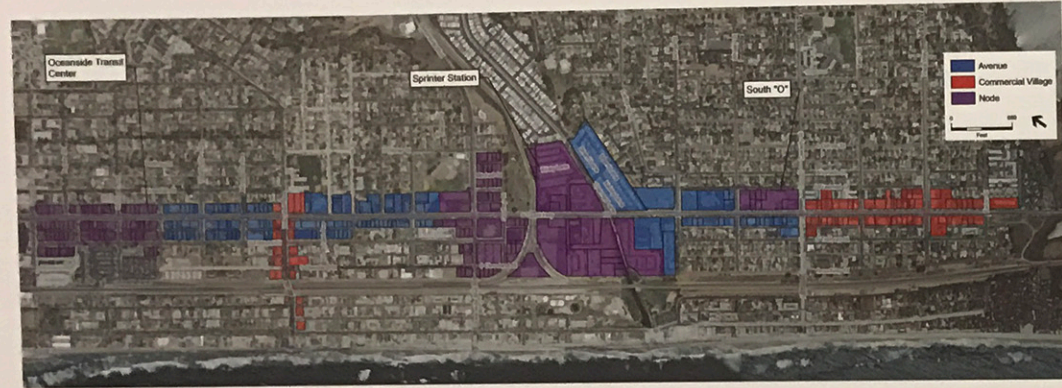
NOTES: Parking - parking standards are simplified and some are reduced, with adequate parking assured via parking strategies
 Shared parking and in-lieu parking fees can be used to satisfy 100 percent of the minimum parking requirements
 (current parking standards allow for joint use for up 50 percent and does not stipulate in-lieu fees as an option)

RESIDENTIAL DENSITY BONUS IN NODES AND PUBLIC BENEFITS

CROSS WALK @ CREEK
+ MIDBLOCK
CROSSINGS ON THE
DOT

Purpose:

Provide an additional incentive for developers to concentrate development in the nodal areas and contribute to revitalization of the Corridor.



What is the incentive?

Developers may build additional residential units in the Nodes above the base residential density of 43 dwelling units per acre in exchange for one or more public benefits.



Up to a maximum of
65 dwelling units/acre

What are the public benefits?

PUBLIC IMPROVEMENT FEE

- A per-unit fee that will be set and adjusted by the City Council.
- The fee could contribute to streetscape improvements such as street trees, curbs and sidewalks, lights, roadway and utility improvements, public parking facilities, outdoor public plazas and park space.

PUBLIC PARKING

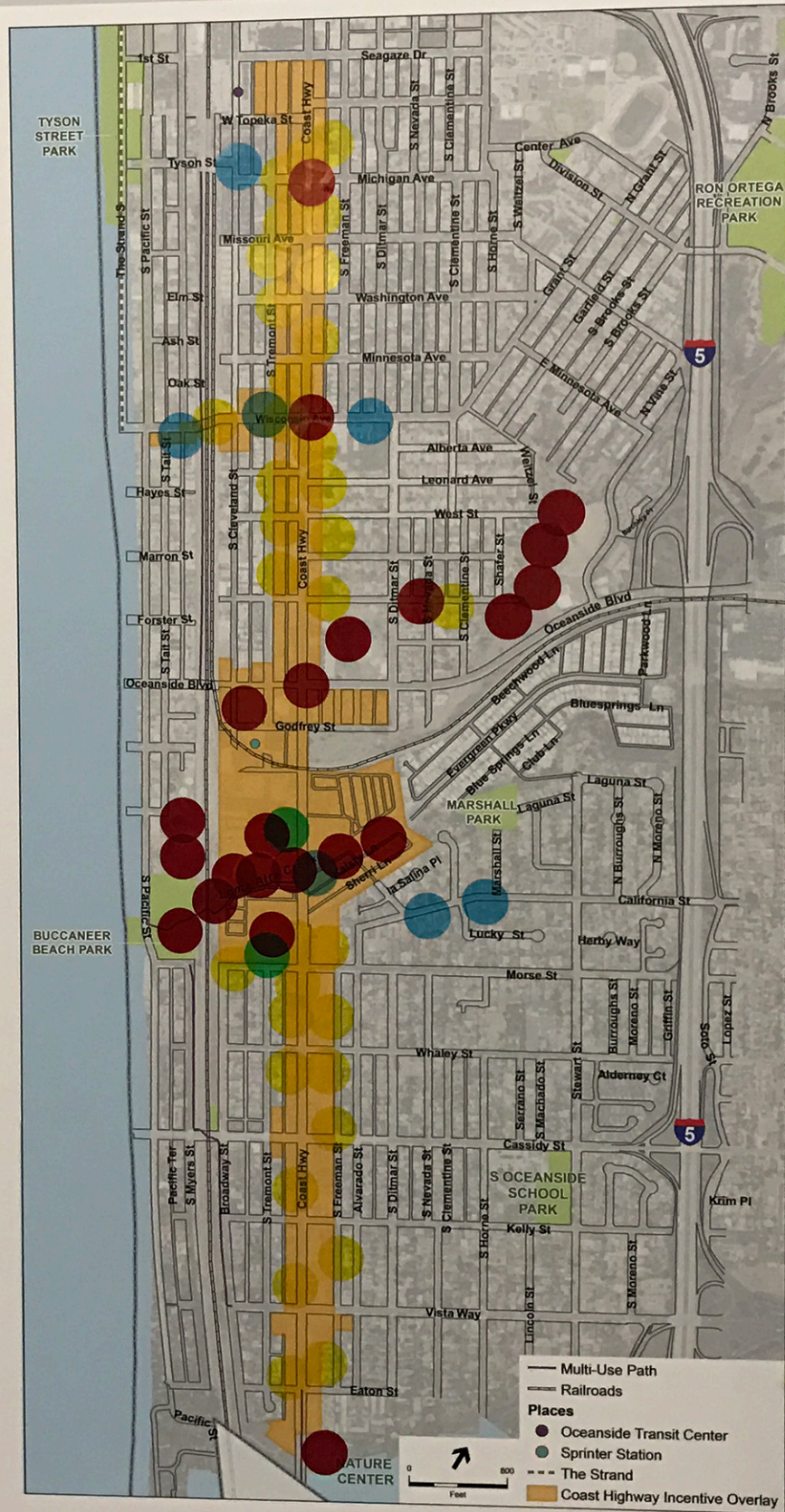
- Around 1 parking space per bonus unit
- Total number of public parking spaces must equal at least 10% of the total minimum parking required

PUBLIC OPEN SPACE

- 200 square feet of public open space per bonus unit
- Public open space must be a minimum of 1,000 square feet in size
- Ground level and directly accessible from the street/sidewalk
- Open from 6:00AM – 10:00PM without charge

INCREASED COMMERCIAL FLOOR AREA

- 250 square feet of ground floor commercial space per bonus unit
- Minimum 2,500 square feet for properties less than 1 acre in size
- Minimum 5,000 square feet for properties 1 acre and greater in size



Tell us what you think....

Where would you prioritize public improvements in the Corridor?

(Use dots to identify where the City should consider public improvements)

- Municipal Parking Facility
- Street Trees
- Public plaza/park space
- Sidewalk improvements

Are there are other public benefits that should be considered?

(Please use sticky notes to add your comments)

The dip needs to be 2 lanes as it is.

cross walk @ coast Hwy + creek

Avenues must be very low height + zoning with lots of landscaping

Maintain 2 lanes + lane through the Dip - please!

Sidewalks must be set back from roads

NEED Residential parking permit for South o Neighborhood

Sidewalks below in Nodes landscape in Avenues

NO ROAD DIET South of Oceanside Blvd

The Dip must remain one lane each way turn lane adequate for lanes

Wider sidewalks at Mission west of theater one needed

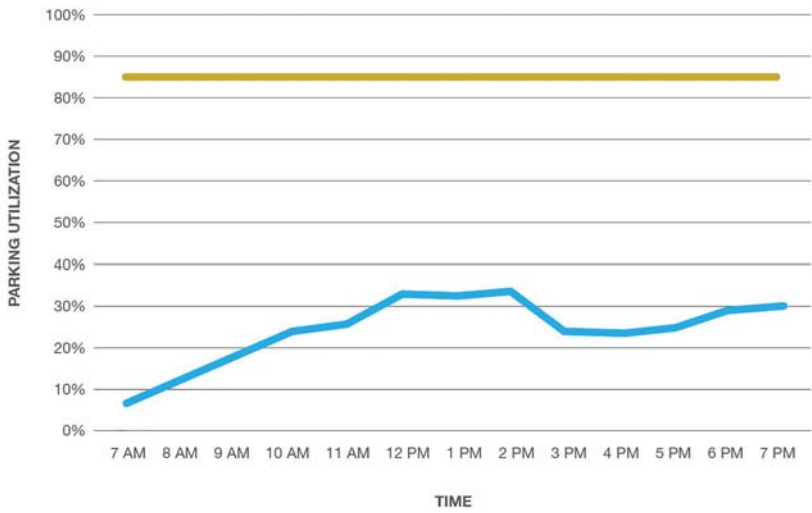
+ INCREASED GROUND FLOOR COMMERCIAL SPACE + PUBLIC OPEN SPACE AT MAJOR INTERSECTIONS

road diet in south o crosswalk mid block between miss + oceanside dip crosswalk mid block between miss + oceanside dip

PARKING

Existing On-Street Parking Supply and Demand

Current on-street parking demand is being met by available supply



Street Segment	Value	Weekend Occupancy	Weekday Occupancy
Harbor to Civic Center	% Occupied	33%	8%
Civic Center to Michigan	% Occupied	54%	40%
Michigan to Oceanside	% Occupied	42%	29%
Oceanside to Eaton	% Occupied	43%	47%
Total	% Occupied	42%	30%

Future On-Street Parking Supply and Demand

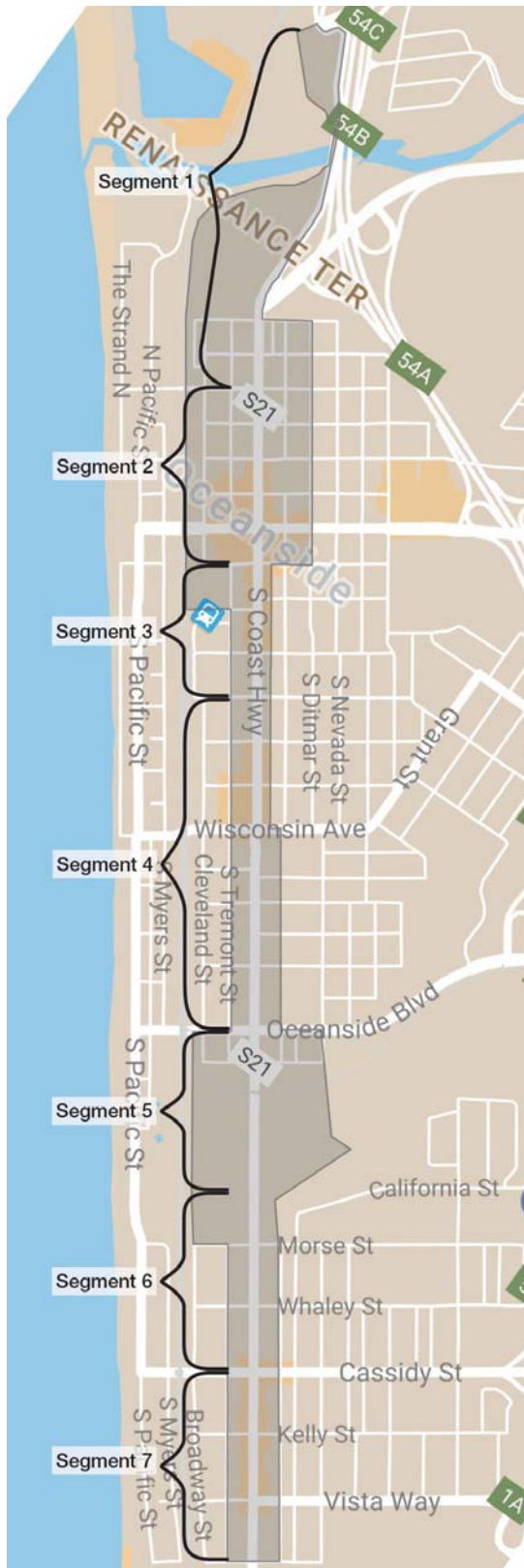
- The City studied the future public parking demand throughout the seven street segments of Coast Highway
- This included an evaluation of the peak weekday and peak weekend parking demand
- For all seven street segments, the weekend presented the highest parking demand
- This table presents the weekend parking demand, which is considered the highest demand scenario for parking in 2035

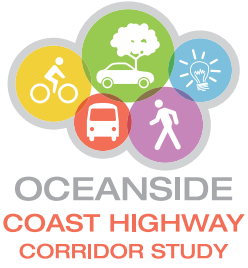
Street Segment	2035 Future On/off Street Parking Capacity	2035 Weekend Parking Demand	2035 Parking Availability
(Segment 1) Harbor Drive to Surfrider Way	78	114	-36
(Segment 2) Surfrider Way to Seagaze Drive	1697	506	1191
(Segment 3) Seagaze Drive to Missouri Avenue	70	139	-69
(Segment 4) Missouri Avenue to Oceanside Boulevard	175	316	-141
(Segment 5) Oceanside Boulevard to Loma Alta Creek	73	118	-45
(Segment 6) Loma Alta Creek to Cassidy Street	90	224	-134
(Segment 7) Cassidy Street to Eaton Street	33	205	-172
Total	2216	1622	594

Recommended Parking Strategies

Adequate parking will be assured through implementing some or all of the recommended parking strategies

Strategy	Applicable Segments						
	1	2	3	4	5	6	7
1. Decrease Parking Requirements	X	X	X	X	X	X	X
2. Parking Pricing		X					X
3. In-Lieu Parking Fees		X	X		X		
4. "Unbundle" Parking Costs	X	X	X	X	X	X	X
5. Universal Transit Passes		X	X		X		
6. Shared Parking	X	X	X	X	X	X	X
7. Off Site Parking (Private Agreement)	X	X	X	X	X	X	X
8. Off Site Parking (Public Agreement)			X	X	X		
9. Summer Beach Parking Management	X	X	X				X
10. Wayfinding and Signage	X	X	X	X	X	X	X
11. Truck and Trailer Parking Management	X						
12. New Off-Street Public Parking Lots			X	X	X		
13. Local Circulator		X	X	X			





CORRIDOR STUDY

Work Completed

- 5 public workshops on the Coast Highway Corridor Study
- 4 meetings with the Steering Committee on the Coast Highway Corridor Study
- Coast Highway Corridor Study Market Analysis
- Traffic Study
- Parking Study
- Selection of a preferred roadway alternative
- Notice of Preparation for the EIR and EIR Scoping Session
- EIR technical studies (air quality, biology, cultural resources, aesthetics, geology, hazardous materials, noise, utilities, population and housing, cumulative impacts)
- Incentive Zoning Feasibility Analysis
- Developer Forum on zoning incentives



Work In Process

- Draft Coast Highway Development Incentive Overlay
- Draft EIR for public review
- 30% Engineering Design
- Phased Implementation Plan
- Finance Strategy

Schedule

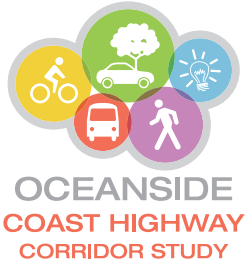
Draft Overlay and General Plan Amendment Available for Public Review – **March 2017**

Publication of Public Review Draft EIR – **March 2017**

Draft EIR Review Period – **March to April 2017**

Publication of Final EIR – **Summer 2017**

City Council Consideration of EIR, Overlay and General Plan Amendment – **Summer 2017**



ROADWAY ALTERNATIVES STUDIED

Three roadway alternatives were studied, they include:

- **No Project**

Four-lanes throughout the Coast Highway Corridor
(maintain existing traffic signals and roadway geometry)

- **Project**

Two-lanes throughout Coast Highway Corridor
(with roundabouts and traffic signals)

- **Project with Alternative**

Two-lanes on Coast Highway between Harbor Drive and Oceanside Boulevard with roundabouts and traffic signals, and four lanes from Oceanside Boulevard to south city limits

(no change to roadway geometry and intersection controls south of Oceanside Boulevard)