



OCEANSIDE
COAST HIGHWAY
CORRIDOR STUDY

Community Open House

Draft Development Incentive Overlay



Coast Highway Corridor Study
Community Open House – Draft Development Incentive Overlay

1.17.2017

Welcome!

- Welcome to the Coast Highway Corridor Community Open House
- The purpose of this open house is to give you an overview of the Coast Highway Development Incentive Overlay
- The Overlay is a compilation of **voluntary** zoning standards that will incentivize and guide the redevelopment of underutilized properties along the Coast Highway corridor.
- This 5-minute presentation presents the key aspects of the Overlay

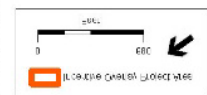
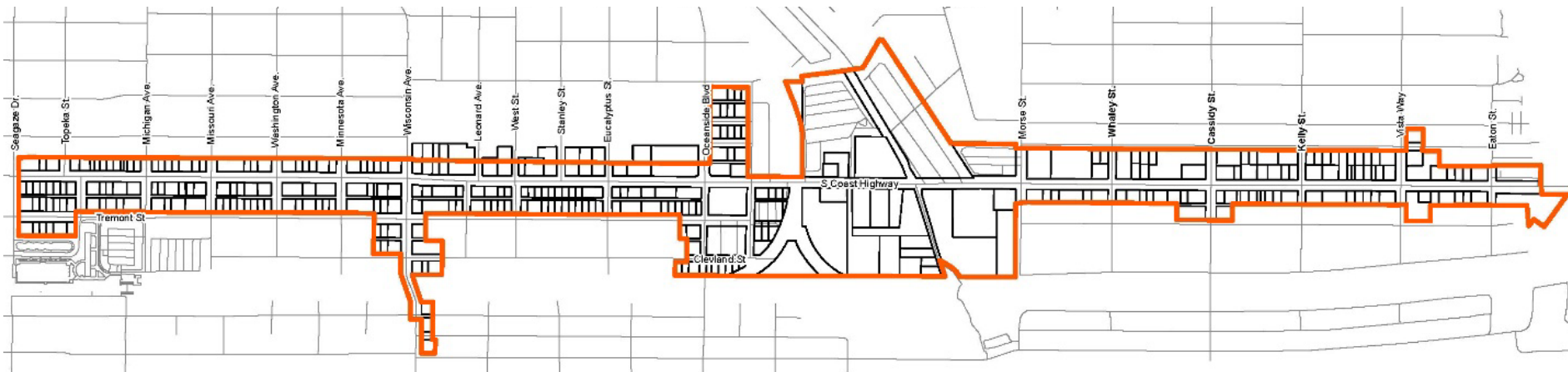
Open House Format

Throughout the room are seven stations to provide information on the Development Incentive Overlay and related components. You are encouraged to visit all stations.

- Station #1** PowerPoint Theater (*You are Here*)
- 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

Location and Area Description

- The Development Incentive Overlay spans about two miles along the Coast Highway corridor.
- The Overlay applies to the areas along Coast Highway from Seagaze Drive to the north and just south of Eaton Street to the south.
- It captures parcels along the Coast Highway that lend themselves to the intent of the Overlay.



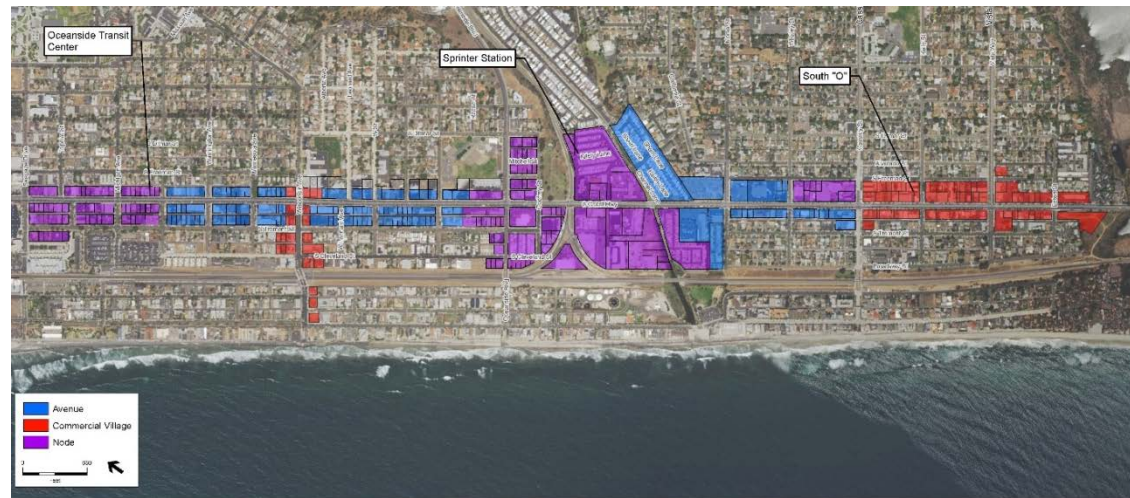
Purpose and Intent

- The Overlay is a compilation of voluntary zoning standards intended to streamline the permit review process and offer zoning concessions in exchange for public benefits.
- The Overlay will encourage sustainable and high-quality development by establishing:
 - ✓ land use standards
 - ✓ parking standards
 - ✓ urban and architectural standards
- The Overlay will implement policy recommendations identified in the adopted 2009 Coast Highway Vision and Strategic Plan in concert with Coast Highway complete street improvements.

Overlay Implementation Will

Create Distinct “Planning Areas” including:

- ***Transit-oriented Mixed-use “Nodes”*** with greater concentration of businesses, employment areas, and supporting housing
- ***Retail and Commercial Mixed-Use “Commercial Villages”*** in South Oceanside and along Wisconsin Avenue that are more neighborhood-oriented
- ***Less Urban, Lower-Intensity “Avenues”*** that are more residentially-oriented and provide a transition and connection between the nodes and commercial villages



Overlay Implementation (*Continued*)

The Overlay will also:

- ***Promote high quality urban and architectural design*** with different building styles, massing and heights
- ***Create vibrant*** community places and tourist destinations
- ***Encourage redevelopment of private property*** with development incentives in exchange for community benefits
- ***Treat Coast Highway as a complete, multi-modal street*** that is safe, accessible, attractive, and engaging for users of all ages and abilities
- ***Regulate building orientation, pedestrian and vehicular access, retail floor-to-ceiling heights, blank walls, window glazing*** to create human-scaled ground-floor building frontages that provide visual interest



How Does the Overlay Incentivize Development?

- Streamlines the development review process
- Expands uses allowed by right, including allowing stand-alone residential uses in the Avenue planning areas
- Allows for density increases and additional building height in exchange for public benefits
- Reforms parking standards and provides options for meeting these standards



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**

Contact Information

- Project Contact: John Amberson
JAmberson@ci.oceanside.ca.us
- To receive project updates sign-up
at: CoastHighway@ArellanoAssociates.com

The End

Thank you for watching!

Please visit the project stations throughout the room for more information. If you would like more information on the Coast Highway Corridor Study, please watch the short video.

City staff and project consultants are available to answer your questions.