
# COAST HIGHWAY VISION & STRATEGIC PLAN

## CITY OF OCEANSIDE

APRIL 15, 2009

OCEANSIDE VISIONING COAST HIGHWAY

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# EXECUTIVE SUMMARY

The Coast Highway Vision Plan is an advisory document that should be used to guide future development within the subject Planning Area and should be considered as part of any pertinent future changes to the General Plan, Local Coastal Plan, zoning ordinance, and new city policies.

The Vision Plan is 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.

The Plan's objectives are to:

- Reflect the Oceanside Identity ("Brand") of economic and cultural diversity, coastal character, civic-minded tourism, artistic & artful and environmentally conscious community
- Promote environmentally and economically sustainable smart growth - transit, pedestrian, bicycle, multi-genarational-friendly infill development
- Enable corridor development by optimizing urban connectivity, capitalizing on transportation/ mobility options and rationalizing parking
- Maintain adequate regulatory flexibility to accommodate the community's emerging needs and safeguard the future prosperity of the reinvented district from economic market fluctuations
- Promote high quality urban and architectural design, sustainable development, synergistic land uses and enhancement of environmental resources through incentives
- Promote a preservation ethic that encourages and supports the preservation of Oceanside's historical heritage and resources to the extent possible.

Coast Highway, which runs north-south through Oceanside a few blocks east of the beach and the railroad tracks is currently used as a local auto-oriented corridor, as well as a pass-through arterial for traffic from Interstate 5. The Plan re-envisions the historic Highway and its surroundings, based on Livable Communities and Smart Growth principles and transforms it into a pedestrian-friendly and transit-oriented place that attracts both visitors and residents.

The Vision Plan accomplishes this by introducing a series of activity areas, or 'Nodes,' along Coast Highway that are connected by generously-landscaped 'Avenue' segments. The Nodes are urbane and town-like, with wide sidewalks and bulb outs at corners, mixed-use buildings adjacent to the sidewalk, and uses that are pedestrian- rather than auto-oriented.

Each of the four Nodes has a unique identity, whether as an entertainment, culture, and hospitality gateway in North Oceanside, a transit-oriented mixed-use center at both the Sprinter Station and the Oceanside Transit Center, or a neighborhood-serving retail street in South Oceanside.

Unlike the Node areas, the design of the Avenue segments is less urbane and incorporates a center median, wide front yards, larger multi-family residential uses, and may accommodate the auto-oriented uses that were historically hosted along Coast Highway.

In addition to the Nodes and Avenue areas, the Plan creates a new District, the "Arts, Technology, and Environment District," and preserves an existing residential neighborhood - Seaside. The Arts, Technology, and Environment District emphasizes the City's identity as an eclectic and creative community and affirms the City's commitment to fostering innovative and arts-related businesses. The Seaside neighborhood, just east of Coast Highway is sensitively preserved in recognition of this Area's contribution to Oceanside's unique identity as a beach community.

The Vision Plan focuses on creating a place that is:

- Human-scaled and pedestrian-oriented
- Diverse in its options for housing, recreation, transportation, and employment
- Mixed-use
- Full of vibrant and unique public spaces that are truly "Oceanside"
- In harmony with the natural environment
- Focused on the long-term economic viability of the community

To implement the Coast Highway vision, the Plan offers a three-pronged approach:

- *Catalytic Policy Initiatives* - five key efforts the City should consider in order to lay the ground work for the future development and revitalization of the Planning Area. The initiatives include promoting mixed-use, reforming parking regulations, adopting quality of life performance standards, implementing a Transferable Development Rights program for building height, and introducing a comprehensive Incentives Program to reward development projects that are in keeping with the City's vision.
- *Catalytic Projects* - five site-specific conceptual plans and programs at key locations in the Planning Area. The five projects include a Main Street / hospitality gateway area in North Oceanside, transit-oriented-developments at the two existing transit stations, an infill block site along Coast Highway, and a mixed-use resort along Loma Alta Creek.
- *Action Items* - a series of actions and associated estimated costs, responsible parties, funding sources, and potential timeframes for items necessary to implement the vision.

*BEFORE*

*AFTER*

*The 'before' and 'after' photo simulations (above) show how the Plan envisions the re-configuration of Coast Highway within a 'Node' area.*

# 1 INTRODUCTION

# PROJECT DESCRIPTION

# INTRODUCTION

## *Plan Purpose*

The purpose and goal of the master planning process is to **enhance and revitalize** Coast Highway in Oceanside. To that end, the Coast Highway Vision and Strategic Plan serves as the blueprint for future growth within the corridor and associated Planning Areas, fosters high quality design, and seeks to stimulate economic investment by defining the framework for future development and eliminating unpredictably in the development process.

## *Background and Overview*

The City of Oceanside is located 35 miles north of San Diego and 75 miles south of Los Angeles, with a population of approximately 180,000 residents. Oceanside is a sunny, California coastal community with a mild climate that makes the City a desirable place to live - and quite a popular place to visit. The City's wide beaches, pier, excellent surf, Harbor, San Luis Rey Mission, outdoor recreational opportunities, and nearby Camp Pendleton Marine Corps Base attract both visitors and residents.

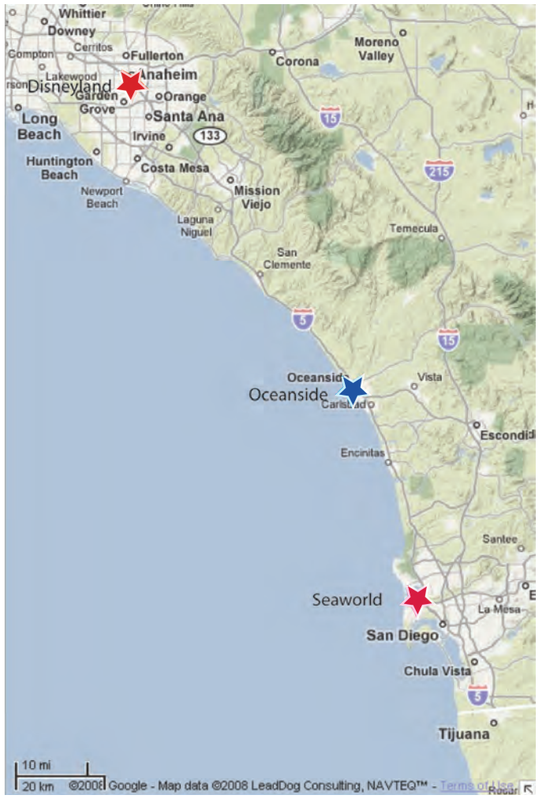
The centerpiece of the project Planning Area, the Coast Highway, also known as "U.S. Historic Route 101", or "Hill Street", runs north-south through the City a few blocks east of the beach and the railroad tracks. The highway is currently used as a local corridor, as well as a pass-through arterial by Interstate 5 traffic.

The roadway was paved in 1918 and officially commissioned as one of the original U.S. highways in the late 1920's. Through the 1920's, 30's and 40's, the car culture phenomenon encouraged the expansion of auto-related businesses along Hill Street, lining its frontage with service stations, car dealerships, and auto supply stores, along with hotels and restaurants that served travelers that were making their way through Oceanside. Today, Coast Highway is still lined by a significant number of car-oriented and drive-through uses, many of which retain a mid-20th century aesthetic and are in need of revitalization.

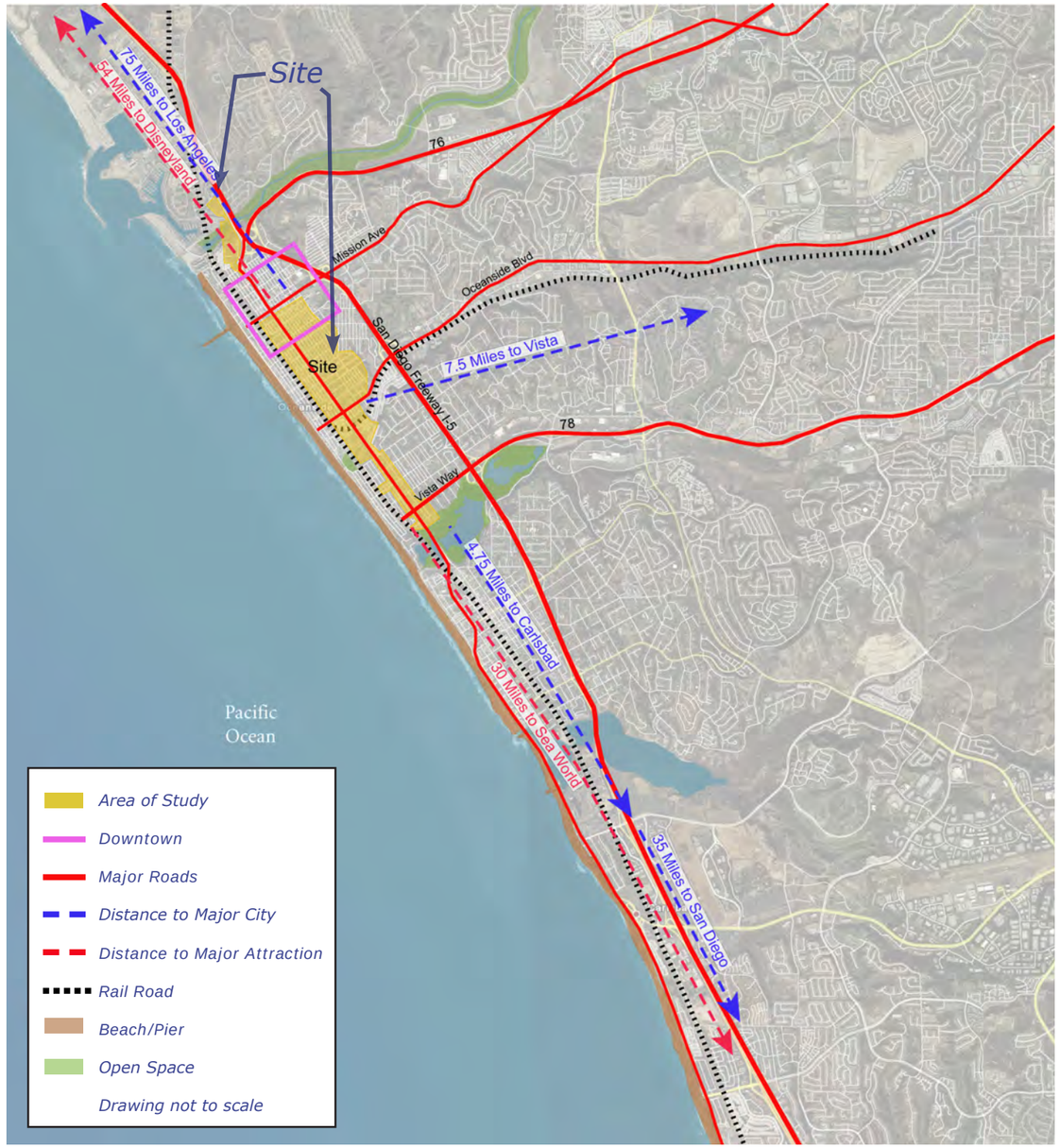
In July 2007, recognizing the eminent need to guide the future growth and development along Oceanside's iconic coastal corridor in a positive manner, the City Council assigned top priority to the Coast Highway master planning effort. In April 2008, the Council directed the preparation of the Coast Highway Vision and Strategic Plan.

## *Plan Concepts and Strategy for Revitalization*

The Coast Highway Vision Plan is based on a set of Livable Communities and Smart Growth principles that have produced vibrant and economically successful communities throughout the world. The Plan provides a multi-pronged implementation strategy of planwide initiatives, as well as specific actions for short and long-term physical enhancements. Together the underlying principles and implementation strategy work to preserve existing residential areas, enhance existing commercial areas, weave arts, technology, and the environment into the fabric of the community, and leverage the amenities of transit and water access that the City of Oceanside possesses.




*The blue star shows the City of Oceanside - almost equidistant from Disneyland to the north and Sea World in the south (red stars) - two major tourist destinations.*




*The map above shows the Strategic Planning Area for Coast Highway Vision Plan. The site is highlighted in yellow - west of the San Diego Freeway (I-5).*

# INTRODUCTION, CONTINUED

The illustrative Vision Plan:

- Alternates pedestrian-oriented mixed-use nodes with less urbane, generously landscaped boulevard segments along Coast Highway
- Accommodates a variety of commercial and residential uses - horizontal and vertical mixed uses at variable building heights
- Establishes a series of unique community and visitor areas (gateways, destinations, neighborhoods) that add to the eclectic land use and building mix of the Highway and adjoining neighborhoods
- Weaves arts, technology, and environment into the community fabric
- Promotes civic tourism
- Contributes to the economic and environmentally-sustainable revitalization of Coast Highway
- Promotes a preservation ethic through infill development

## *Planwide Principles*

The Plan is based on nationally recognized Livable Communities principles and regionally-endorsed Smart Growth principles, which are:

**Livable Communities Principles**

- Human-scale development
- Diversity and choices in housing, recreation and employment
- Mixed-use development
- Infill and revitalization of existing urban centers
- Diversity in transportation options
- Vibrant public spaces
- Community identity, “sense of place”
- Balance of nature and development to protect environmental resources
- Conservation of essential landscapes (open space, wildlife habitat etc.)
- Design excellence as the foundation of successful and health communities

**Smart Growth Principles (SANDAG)**

- Human-scale built environments that create uniqueness and identity
- Vertically and horizontally mixed development with vertical mixed-use located near transit stops
- Robust transportation choices that work with Oceanside’s Smart Growth Opportunity Areas (SGOA)
- Strong pedestrian orientation: network of streets and pedestrian paths, narrower street scales, special designs to facilitate pedestrian crossing at intersections, pedestrian priority
- Bike access/locker facilities and park-n-ride facilities woven in human scale design
- Transit stations(s) located centrally within main activity area(s)
- Transit user amenities located adjacent to stations (e.g. child care facilities, coffee bars, dry cleaning drop-off)
- Nearby recreational facilities and public plazas

## *Relationship to Other Regulatory Documents*

The Vision Plan is an advisory document that should be used to guide future development in the area and should be considered as part of any future changes to the General Plan, Local Coastal Plan and zoning ordinance, as well as new city policies to achieve the Vision set forth in this document.

## *Project Area Boundaries*

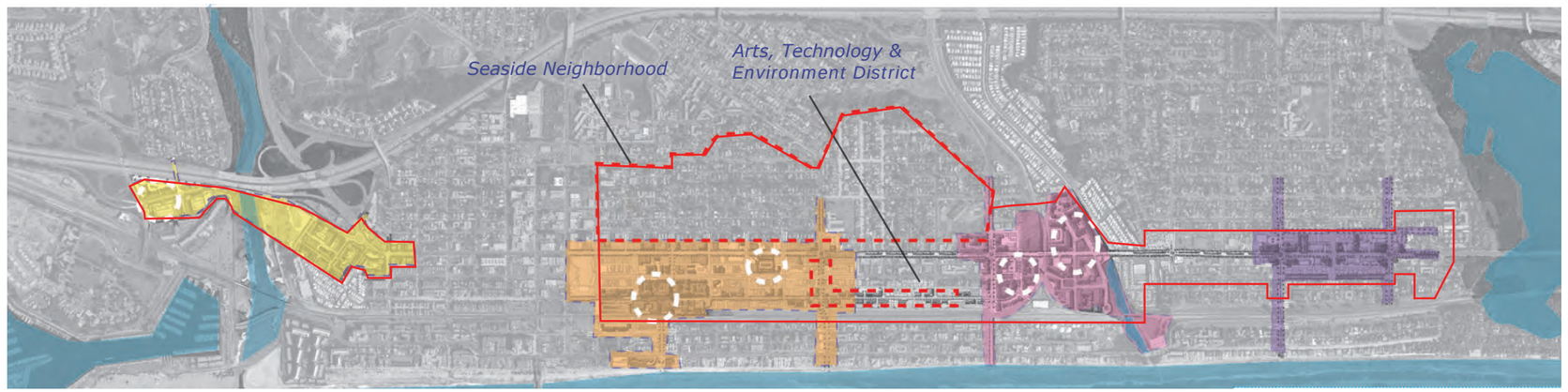
The Coast Highway project encompasses approximately 485 acres of land, a three-mile stretch of the Coast Highway from Harbor Drive in the north to the Buena Vista Lagoon in the south. It is divided into three Planning Areas the North Coast Highway area around the San Luis Rey river, stretching from Harbor Drive to Windward Street; the Mid Coast Highway Area, between Seagaze Drive and Oceanside Boulevard; and the South Coast Highway area from Oceanside Boulevard to the Buena Vista Lagoon. The aforementioned planning areas are further defined by four “nodes” which are:

- Las Ramblas North ‘O’ Node
- Oceanside Transit Center Node
- Sprinter Station Node
- South ‘O’ Village Node

The Mid Coast Highway planning area also includes an existing residential neighborhood to the east of Coast Highway and a new special district west of Coast Highway which are referenced as:

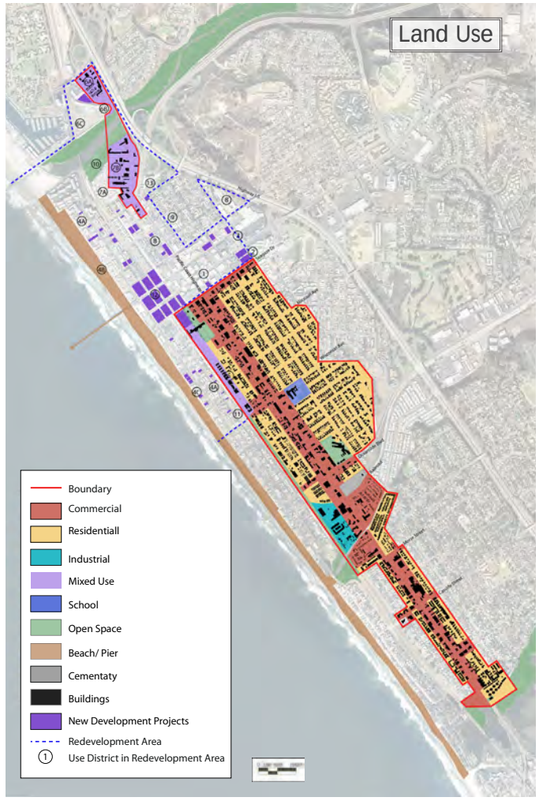
- The Arts, Technology & Environment District
- The Seaside Neighborhood

*Initial concepts for Coast Highway Vision Plan drawn during community charrettes.*




*The nodes, districts, catalytic sites, and neighborhoods in the Planning Area.*

# PLANNING ANALYSIS*

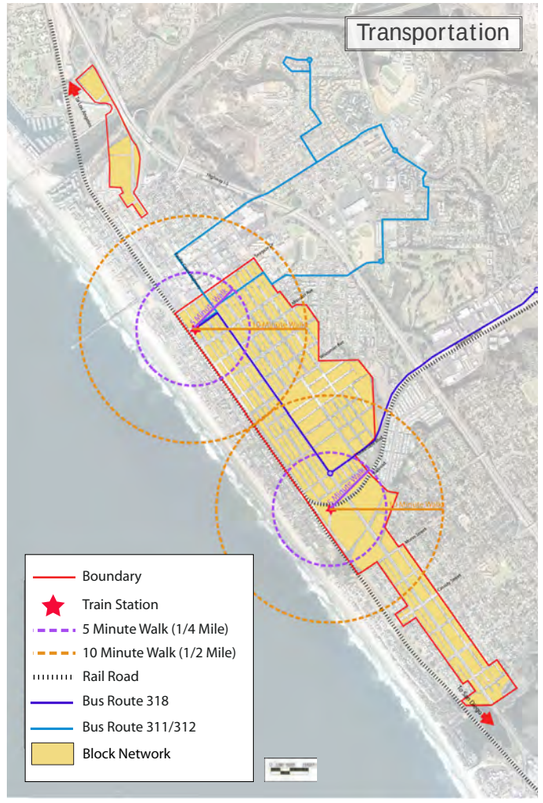



## *Land Use*

Most of the land in the Planning Area along Coast Highway is zoned for commercial use. Residential zoning flanks the Coast Highway to the east and west. A small amount of land designated for industrial uses exists near the Sprinter Station and is primarily occupied by small-scale warehouses and trade stockrooms. Auto-oriented uses are ubiquitous along the Coast Highway. Within the City's Redevelopment Area, mixed-use developments already exist or are planned for the near future.

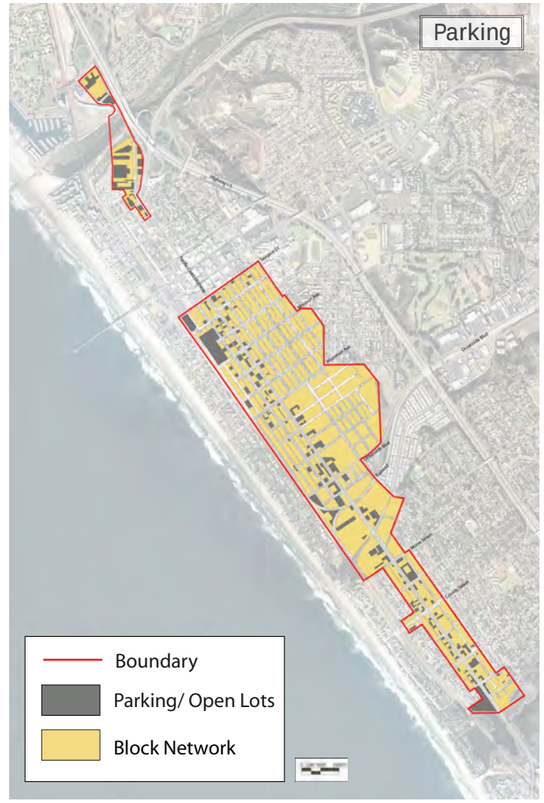

## *Open Space*

Existing green and open space within and near the Planning Area consist of the beach along its western edge of the Planning Area, the Harbor and San Luis Rey River in north Oceanside, the Loma Alta Creek, and Buena Vista Lagoon in south Oceanside. None of the City's 30 existing parks are within the Planning Area. The beach is an important amenity to the City.




## *Transportation*

Coast Highway is a heavily traveled automobile corridor and historic route that links the coastal neighborhoods of the City to Orange and Los Angeles County, via Interstate 5 to the north and San Diego and other coastal cities to the south. The primary mode of transportation for Oceanside residents is the automobile. However, there are two bus lines that serve the Mid Coast segment of the Planning Area, but do not extend to the southern and northern area. Oceanside is a major hub for rail transit. The Oceanside Transit Center and Sprinter Station provide rail connections to Los Angeles, downtown San Diego, San Marcos and Escondido. Transit-oriented development has increased in recent years as transit and walkability have become more of a priority for the City. Most of the Planning Area is within a 10-minute walk to the beach.




## *Parking*

Most of the existing private commercial parking in the Planning Area is comprised of small parking lots along Coast Highway. Many residents and businesses in Oceanside perceive that there is a lack of parking. Feedback indicates that the City's required parking ratios hamper redevelopment because it is difficult to find enough room to accommodate parking on parcels along the Highway. Within the Mid and South segment of the Planning Area, on-street parking is free, but is regulated by time limits in the retail areas along Coast Highway. Metered, on-street parking is available in the area near the beach immediately to the west of the Planning Area.

**Note: Full scale diagrams are available for view at the Development Services Department.*

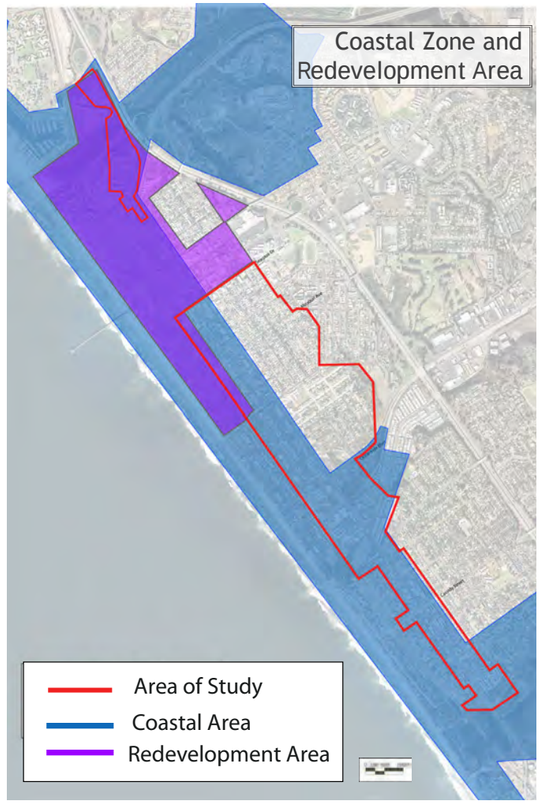
# PLANNING ANALYSIS, CONTINUED*


## *Building and Texture*

Oceanside's building stock is multi-textured as evident in the graphic above, which shows the size, grain, and patterns of buildings in the Planning Area. In residential areas, most of the buildings are small, built close together in square blocks with a similar size, shape, and setback. These areas were built in the 1950's and 60's as part of the post-WWII boom of suburban development. In contrast, along Coast Highway - the buildings are of different shapes and sizes with irregular setbacks, which often do not correspond to the fine grain of the residential areas. The buildings in the North Coast Highway Planning Area have the least defined block and building pattern.

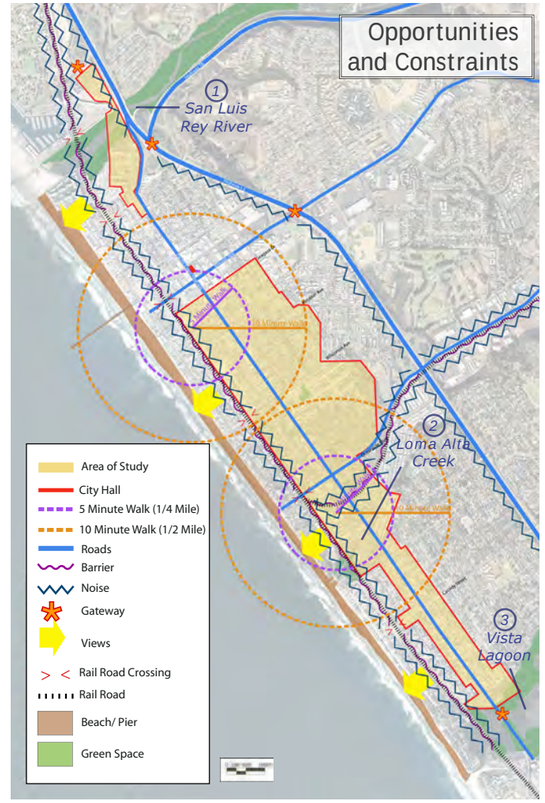

## *Block Network*

Most of the Planning Area has a well-defined geometric street grid, as shown by the size and shapes of blocks above. The North Coast Highway area has an irregular street grid and massive blocks. Design interventions for this area focus on creating a more walkable street grid by breaking up mega-blocks into smaller blocks and encouraging more human-scale development. The Mid- and South Coast Highway areas have regular street grids with almost identical blocks - mirroring the tight and fine grain of the homes in the residential area to the east. The blocks shift into a less regular pattern around the industrial areas near the Sprinter Station. Here, the blocks are bulky and large with few east/west connections, making this area less walkable and amenable to human-scale development as the area's original design centered around rail transit and auto mobility.




## *Coastal Zone and Redevelopment Area*

The blue area (above) shows the land that is governed by the City's Local Coastal Plan. Some of this area overlaps with Oceanside's 365 acre Redevelopment Area (in purple) and portions of the Vision Plan area (outlined in red). Oceanside's Coastal Zone runs along the coast and reaches the Loma Alta Creek and the San Luis Rey River. The local Coastal Plan and Redevelopment Area are of particular importance for the Vision and Strategic Plan as they both have specific guidelines for development.




## *Opportunities and Constraints*

There are four "gateways" to the Planning Area, three of which are located near the Interstate; the fourth gateway is from the south, near the lagoon. The two train stations offer the potential for transit-oriented development and/or pedestrian-focused districts. Coast Highway and the railroad tracks present challenges to revitalization due to noise, pollution, and negative aesthetics. They also present physical barriers for pedestrians and cars. The three green "fingers" that extend east-west, including the San Luis Rey River, the Loma Alta Creek, and the Buena Vista Lagoon (from north to south), are great community assets and should be respected and enhanced.

**Note: Full scale diagrams are available for view at the Development Services Department.*

# PLANNING ANALYSIS, CONTINUED

## *Transportation Conditions Summary*

The City of Oceanside is located at the junction of major north-south and east-west transportation corridors, making it accessible via the highway and public transportation from the greater San Diego and Los Angeles Metropolitan Areas. This section summarizes the current conditions of these regional multi-modal transportation corridors, as well as the local bus services, and street and parking conditions within the Planning Area. For a more detailed inventory of existing transportation and parking related conditions, refer to the "Coast Highway Vision & Strategic Plan: Existing Conditions Report (2008)."

The northern part of the Planning Area includes the area one block west of the Coast Highway, between Windward Way and Harbor Drive, and several parcels situated to the east of Coast Highway between Route 76, and I-5. This section of Coast Highway has two lanes in each direction between Windward Way and Neptune Way and narrows to one lane in each direction north of Costa Pacific Way. The right-of-way width in this section of Coast Highway varies from 40' in the north, to 90' near Route 76 intersection.

The southern Planning Area includes the area one to two blocks west and two to six blocks east of Coast Highway, between Seagaze Drive and the Buena Vista Lagoon. This section of Coast Highway has two lanes in each direction and carries approximately 11,000 to 14,000 cars per day in each direction. Major cross-streets include Wisconsin Avenue, Oceanside Boulevard, and Cassidy Street, all of which cross the railroad tracks located five blocks to the west of Coast Highway. These streets provide access to the beach and oceanfront homes. Wisconsin Avenue has an 80' right-of-way with one travel lane in each direction, plus parking, sidewalks and planter strips on either side. It carries approximately 4,000 to 6,000 vehicles per day. Oceanside Boulevard carries approximately 5,000 vehicles per day in a 50' right-of-way to the west of Coast Highway. To the east, this key route carries approximately 15,000-16,000 vehicles per day in an 80' right-of-way with two lanes in each direction, plus bike lanes and sidewalks. Cassidy Street carries approximately 9,000 vehicles per day to the east of the railroad tracks and has a consistent 80' right-of-way, with one travel lane in each direction, plus parking, wide sidewalks, and planter strips on both sides.

The Planning Area has several points of access to major state and interstate highways. Travelers going north on I-5 can access the Interstate at Route 76, Mission Avenue, Oceanside Boulevard, and Vista Way. Traffic heading south of I-5 can access the highway at Harbor Drive, Route 76, Mission Avenue, Oceanside Boulevard and Cassidy Street. Route 76, which terminates at Coast Highway in the Northern section of the Planning Area, is a four-lane, divided highway. This route also provides access to San Luis Rey and the Escondido Freeway (I-15) at Pala Mesa Village. Vista Way, which runs east/west in the southern part of the Planning Area, becomes a limited-access highway (Route 78) to the East of I-5 and provides access to San Marcos, the City of Escondido, and beyond.

The Oceanside Transit Center, located in the Mid Coast Highway Planning Area, west of S. Cleveland Street, between Michigan Avenue and Topeka Street, is a hub for rail and bus transit in northwest San Diego County. Metro Link commuter trains provide seven daily round-trips to Los Angeles' Union Station and four daily round-trips to Riverside and the Inland Empire. The Transit Center is also the terminus of the Coaster commuter train, which provides 15 daily round-trips to San Diego, and the newly-opened Sprinter Rail line, which provides two round-trips per hour (from 5:00 am to 9:00 pm) to Escondido (Sprinter trains make one additional stop in the Planning Area at Witherby Street and S. Tremont St). The Amtrak Pacific Surfliner provides an additional 16 daily trips between San Diego and Los Angeles, including four that extend along the Central Coast to Paso Robles. The Oceanside Transit Center is also a transfer point for bus passengers, as it is served by local and regional MTS and NCTD Breeze bus routes and Greyhound inter-city buses.

## *Existing Building Typologies*

Housing stock off Coast Highway consists of: two to five-story residential buildings (near downtown), narrow two- and three-story townhomes (west of Coast Highway), smaller duplex units, detached single family homes and bungalows (east of Coast Highway) and mobile homes in gated and non-gated communities in the North, Mid, and South Coast Highway areas. Retail and commercial development along the corridor include bigger buildings of approximately 10,000 square feet surrounded by parking, drive-through chain restaurants, strip malls, motel and courtyard development, as well as low rise shops with minimal setbacks in a traditional "Main Street" configuration. Most commercial buildings are relatively low, usually only one to two stories with visible parking lots surrounding the buildings.



APARTMENTS


TOWNHOUSE


DUPLEX


SINGLE FAMILY


MOBILE HOME

BOX DEVELOPMENT


AUTOMOBILE


DRIVE THRU


COURTYARD


LOW RISE

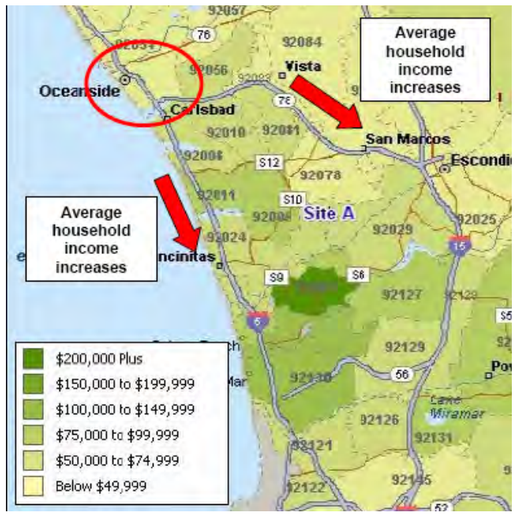
*Photos show Oceanside Marina and Coast Highway "Historic Route" sign, as well as the variety of building types along the Cost Highway (residential, top row and commercial, bottom row).*

# MARKET ASSESSMENT SUMMARY

Real estate advisory firm, RCLCo and hotel advisory firm, PKF, were engaged to provide baseline market analysis and general development recommendations for residential, office, hotel, and retail land uses as part of the visioning and design process. The full study titled "Market Assessment of Development Opportunities in Coast Highway Area" published August 25, 2008, is available for review at the Development Services Department. As markets are constantly changing, it should be noted that the subject study as well as the following study summary is based on economic data prior to August, 2008.

The objectives of the market study were to:

- Assess the economic development character and trends in the Coast Highway area
- Determine the regional economic growth factors influencing future development in the local Oceanside market area and Coast Highway area
- Conduct a market assessment to identify development opportunities within the local market area for each candidate land use, defined as residential, retail, hotel, and office
- Share market opportunities with the design team to inform the master planning effort



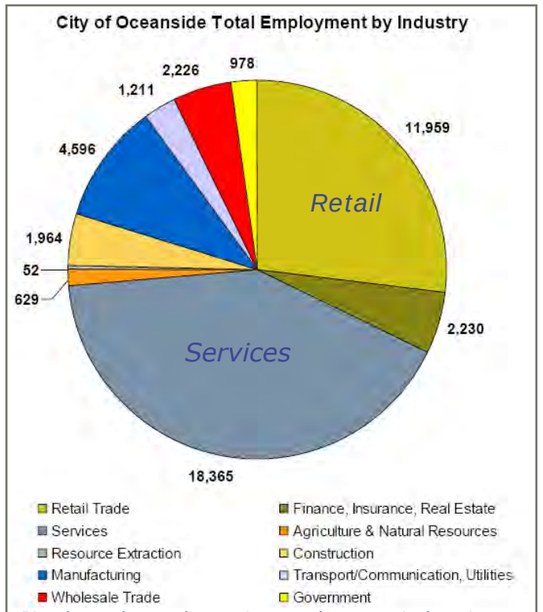

*Map shows average household income increasing to the south and east of Oceanside, showing a greater distribution of wealth outside the City limits.*

## *Economic Context*

The City of Oceanside's economic context within the region sets the framework for the analysis of real estate development in the Coast Highway area.

The large amount of open space at Camp Pendleton to the north of the City, makes Oceanside both a well-defined "Gateway to San Diego County" and an "end of the line" location. Oceanside's position at the northern periphery of San Diego County has historically limited development of major employment centers, which has in turn led to relatively lower land values, home values, and lease rates. Oceanside has excellent freeway and rail access for commuters, but has historically experienced little traffic terminating in the city.

In terms of the job employment market, the City of Oceanside currently is a net exporter of jobs, primarily to other employment cores in San Diego County (see table, right). Approximately 26,000 jobs would need to be added to the City to achieve a ratio similar to that of the County. Oceanside also currently has a higher proportion of lower-wage industries compared to San Diego County. Services and retail trade are the dominant employment sectors in the City.




*Pie chart shows the major employment industries in Oceanside, illustrating that over 1/3rd of all jobs come from services and another 25% come from retail.*

| Employment Statistics, City of Oceanside | |
|---|---|
| Jobs: | 44,210 |
| Households: | 63,601 |
| Jobs-to-Households Ratio | 0.70 |
| | |
| San Diego County Jobs-to-Households Ratio | 1.6 |

*Table compares jobs to housing balance between Oceanside and San Diego County.*

The Coast Highway Planning Area population has historically grown at a much slower rate than the City itself or San Diego County. Similarly, the area's median and average incomes are significantly lower than the City's and San Diego County's. Without continued major efforts to revitalize and reposition it, the Coast Highway area's projected growth in both population and income would remain relatively flat, and the area's share of the city population is expected to decrease through 2012.

## *Development Opportunities*

Oceanside's economic challenges, largely framed by its geographic context, have the potential to become true opportunities for the Coast Highway Planning Area. Oceanside, in general, has become a "high quality, low cost" place to live and do business in San Diego County. Lower land values in the area allow developers to deliver real estate improvements at lower prices, which means that a broader range of households and businesses can afford to live and/or work in Oceanside, as compared to other beach-oriented locations.

As the City of Oceanside pursues a redevelopment strategy for the Coast Highway area that is tied to market trends, it can leverage its comparative advantages over time to compete regionally for development, whether residential or commercial. Targeting those land uses that make sense in a market context is an important component of a long-term strategy to build the city's tax base. Even those land uses (such as residential) that have relatively little (or even negative) fiscal impact may produce higher value for the city over the long-term as they generate complementary land uses (notably retail and office).

Redevelopment and value creation in the Coast Highway Planning Area therefore depends on a cyclical relationship between city improvements, household growth, and job growth. The Planning Area has become more attractive to new residents and hotel guests in recent years as the City has invested heavily in streetscape improvements, crime and nuisance reduction, economic development, and rail and street infrastructure.

Given Oceanside's current context within the larger San Diego County economy, residential and hospitality uses are seen as having the greatest opportunity for near-term success. Household (residential) and tourism (hospitality) growth in the larger Coast Highway Planning Area are therefore the likely impetuses for long-term value creation in the area.

As the City continues to invest in revitalization of the Coast Highway, local-serving jobs (dentists, accountants, etc.) and retail (grocery, coffee shops, cafes, etc.) are expected to follow in response to the increased demand from household and tourism growth. As the area continues to grow, it may begin to attract some "export" jobs (those that bring new capital to the region, rather than simply shifting ownership of existing capital among locals), particularly in more "creative" industries such as design and media companies. Destination retail options, such as high-quality boutiques and dining could also move to the area, following the improved household and employment base.

The initial demand for high quality, relatively lower- cost housing and hospitality options therefore likely leads to stronger commercial real estate performance and by extension increases in overall property values and tax base for the City.

## *For-Sale Residential*

Current market conditions have stalled the area's limited for-sale projects, though for-sale housing demand will likely return as the residential market emerges from the severe downtown (2010 or 2011). The Planning Area's uniquely broad spectrum of housing prices could capture significant housing demand when the market returns, especially as the area continues to revitalize.

In the near term (two to five years), the Coast Highway Planning Area should continue to represent a value alternative for households looking for affordable coastal living in San Diego County. Annual demand likely exists

# MARKET ASSESSMENT SUMMARY, CONTINUED

for 25 to 30 single-family detached homes and 75 to 85 attached units (townhomes or condominiums) in the near term. Product offerings should vary in prices and sizes: single-family homes should range from 2,000 to 2,500 square feet with an average price of $754,000 ($335 per square foot); townhomes should range in size from 1,200 to 1,800 square feet and with an average price of $547,500 ($365 per square foot); and condominiums should range in size from 800 to 1,200 square feet with an average price of $400,000 (approximately $400 per square foot). New construction should continue to feature the relatively higher level of execution shown by active projects in the area in order to support repositioning efforts in the area.

Though Oceanside will likely continue to remain a great value relative to more established locations, prices and volume have significant room to grow, and potentially will, as the region grows. In the long term, annual demand will likely increase to 30 to 35 single-family detached units and 85 to 95 attached units. Although the Coast Highway Planning Area will likely remain a value alternative to other coastal cities, prices should be able to return to a 5% discount relative to Carlsbad, as seen in 2000 to 2003, and levels of execution should continue to increase as the Coast Highway Area improves.

### *Rental Residential*

New rental apartments are absent from the Coast Highway Planning Area (except for one new live-work project), which may present a market price gap between the current apartment options and for-sale housing. Existing apartments in the area are older and experience low rents but high occupancies. Pent-up demand therefore may exist for higher-quality, new luxury apartments with monthly rents above existing projects but lower than monthly mortgage payments for entry-level for-sale homes.

Strong occupancies, moderate rent growth, and lack of new supply suggest a near-term opportunity to develop new, high-quality rental apartments in the area today, which could bring active and higher-income households to the area and lay the groundwork for future development opportunities. Apartment development could play an important role in an opening phase of a catalyst project, with additional development opportunities at a range of rent levels benefiting from the emerging transit-oriented development (TOD) environment.

In the near-term, annual demand exists for approximately 80 to 90 new rental units that range from 700 to 1,200 square feet with an average lease rate of $1,490 per month ($1.65 per square foot). New development should have a strong focus on one- and two-bedroom units, and execution levels should exceed current market expectations to attract higher-income households to the Coast Highway Area.

Demand will likely increase to between 90 and 105 units per year in the long term. Overall pricing will increase in conjunction with further development in the Coast Highway Planning Area and should shrink the location discount relative to Carlsbad. As with the for-sale product, the level of execution should continue to increase as the Coast Highway Area continues to revitalize and improve in the area.

### *Office*

Though office development should be a necessary component of the Coast Highway redevelopment, recent office development and current performance (based on vacancy rates and lease rates) in San Diego County and Oceanside suggest that office development opportunities will be very limited in the near term. Current low occupancy rates at newer/proposed office buildings coupled with Oceanside's 540,000 square feet of office space in the pipeline argue that the market will need time to absorb current space before new buildings can be added. Considering current vacancy levels and not considering proposed projects, the City of Oceanside has approximately three years worth of office supply. Most projected demand may be captured by the vacant space or by projects already in the development pipeline.

For the medium- to long-term, office development opportunities in Oceanside will arise from regional and local employment growth. Oceanside's office development has captured, and will likely continue to capture, a share of San Diego County's broader economic growth by providing a high-quality, lower-cost alternative for growing economic sectors. Most of this office and industrial development opportunity is expected to continue to seek large parcels with ample parking, as they have historically, therefore likely bypassing the Coast Highway Planning Area.

The subject of the Coast Highway Planning Area's continued revitalization and growth will likely enhance its attractiveness to more local-serving office uses (lawyers, accountants) as well as companies desiring a more vibrant, mixed-use environment. Our estimates suggest the potential exists to develop 100,000 square feet of office by 2015, and an additional 130,000 square feet by 2020. In the near-term, new office development should expect lease rates between $1.80 and $2.00 per square foot, which will likely increase as the Coast Highway Area continues to redevelop.

### *Retail*

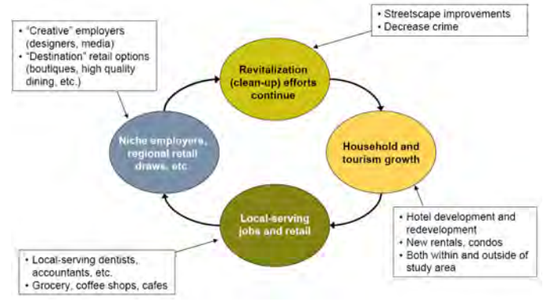
Analysis suggests that retail demand in the City of Oceanside (from local households, tourists, employees, etc.) is not entirely met by existing retail supply in Oceanside, and therefore flows to neighboring communities. Of interest is that nearby Carlsbad currently imports approximately 20 times more retail dollars than Oceanside. The potential therefore likely exists to develop some new retail within the City.

Considering its "downtown" location, retail in the Coast Highway Planning Area is also likely under-performing relative to expectations. We estimate that retail sales in the Coast Highway area basically meet projected demand from local households – local sales revenues equal local household expenditures – suggesting an under-utilized "downtown" that does not attract sufficient spending from outside sources (e.g., daytime employees, tourists, commuters, etc.). Rents average $1.24 per square foot with 58% occupancy in the project area, while Carlsbad rents average $3.02 with a 96% occupancy rate, further highlighting the area's room for improvement.

Two potential responses to this situation exist. First, the City could encourage development of new retail within the City or the Coast Highway Planning Area in order to attempt to capture retail sales currently leaking to other jurisdictions. This seems to have been Oceanside's recent approach, as 222,000 square feet of retail has been built since 1999, with another 1.03 million square feet approved and in the pipeline. However, the generally lackluster performance of newly built retail

| ASSESSMENT CATEGORY | LAND USE: FOR-SALE RESIDENTIAL | RENTAL RESIDENTIAL | RETAIL | OFFICE |
|---|---|---|---|---|
| Summary: | | | | |
| **Near-Term Opportunity (~1-5 years)** | Demand will return as the residential market emerges from the severe downturn (2010 or 2011). A value play in the near-term. | Strong occupancies, moderate rent growth, and lack of new supply suggest a near-term opportunity to develop luxury apartments – likely as an opening phase in a catalyst project. | Limited retail opportunities in the near-term as the market is nearly adequately supplied; planning should focus on preparing future opportunities. | While an important component of a long-term Coast Highway Area, office development may face challenges in the short-term due to high vacancies and projects in the pipeline. |
| **Long-Term Opportunity (~5+ years)** | Though Oceanside will likely continue to remain a value relative to more established locations, it has significant room to grow, and potentially will, as the region grows. | Additional development opportunities at a range of rent levels should benefit from the emerging TOD environment. | With growth of households (and incomes) and tourists in the area, new retail becomes possible and eventually supports higher positioning for all land uses. | Successful revitalization and introduction of residential and retail uses, in addition to absorption of current supply, will enhance the attractiveness of likely local-serving and niche office development in the study area. |

*This table shows short- and long-term real estate opportunities according to land use designation.*



# MARKET ASSESSMENT SUMMARY, CONTINUED

and the amount already in the pipeline, coupled with Oceanside's non-central location relative to neighboring communities, provide concerns about the market feasibility of building more retail.

The second approach to developing additional retail is to grow the retail base of Oceanside and the Coast Highway Planning Area by growing the demand, e.g., capturing new spending from households, tourists, and employees. As our analysis has identified opportunities to bring new, higher income households and tourists to the Coast Highway Planning Area in the relatively near-term, which will in turn support new retail growth in the area, we believe this strategy should support increased retail development in the planning area.

Our estimates suggest that the potential exists to develop 32,000 square feet of retail space by 2015 and an additional 24,000 square feet of retail by 2020. In the near term, new retail developments are expected to achieve lease rates between $2.50 and $3.00 per square foot. As the area continues to improve, rates are expected to increase accordingly.

## *Hotels*

As part of the first community charrette, consultants RCLCo and PKF analyzed the North Coast Planning Area's market opportunities to develop a hospitality/tourism destination that would boost the economy of Oceanside and improve recreational and leisure options for visitors and locals alike.

Current market conditions support the development of new hotels in the North Coast Highway area. PKF's analysis on the current supply of visitor serving uses showed that three hotels: the Residence Inn Oceanside, Hampton Inn Carlsbad, and Homewood Suites Carlsbad, which opened in 2007, resulted in a supply increase of 5.4% that year. At the same time, the number of occupied rooms have grown steadily over the past five years, increasing by 48%, higher than the rate at which supply grew. In this same time period, market occupancy ranged from 79.3% to 83.2%, further signifying a very robust hotel market.

Current hotel development in the North Coast Highway area primarily consists of highway-oriented limited service hotels, reflecting the predominant site conditions (proximity to the highway, lack of beach frontage, etc.) that will continue to exist. In fact, 91%, or 503 hotel rooms of the total coastal accommodations in Oceanside, are currently affordable (with rates under $100). Low cost hotels offer fewer services, which generate fewer jobs and less tax revenue, not to mention shorter stays when compared to a resort or high-end hotel. Based on current site and market conditions, PKF finds that a wider range of future hotel development is possible, and should be: 1) primarily highway-oriented, 2) secondarily leisure-oriented, and 3) in terms of quality, focused on limited service, select service, mid-scale extended stay or upscale extended stay hotels.

These types of hotel products are in line with market expectations and would help move the North Coast Highway area closer to its potential. The current predominant hotel standard in the area generally has few "multiplier" effects in terms of jobs and services, and therefore tax revenues. Attracting a higher quality project with leisure potential could help establish the North Coast Highway area as more of a destination, rather than a stay over for tourists passing through the area. Also, because it is located at an Interstate 5 off ramp, the North Coast Highway area has the potential to act as an attractive gateway to the City.

Importantly, new hotel development in the North Coast Planning Area likely depends on the previous or concurrent redevelopment of the surrounding area.

PKF recommends the following types and brands of hotels as appropriate for the North Coast Highway area:

- Limited Service
  - » Hampton Inn by Hilton, Springhill Suites and Fairfield Inn by Marriott, and Holiday Inn Express by Intercontinental or comparable.
- Select Service
  - » Hyatt Place by Hyatt, Courtyard by Marriott, Hilton, Garden Inn by Hilton, aloft by W, Cambria Suites by Choice Hotels, Hotel Indigo by Intercontinental Hotels or comparable.
- Mid-Scale Extended Stay
  - » TownePlace Suites by Marriott, Candlewood Suites by Marriott, Extended Stay America or comparable.
- Up-Scale Extended Stay
  - » Residence Inn by Marriott, Homewood Suites by Hilton, Element by Westin, Hyatt Summerfield Suites, Staybridge Suites.

*The photo collage to the right gives a sense of the various typologies of hotels and their size, shape, and scale. Not all typologies are applicable to Oceanside. Mid-scale hotels represents a good development option for the North Coast Highway Planning Area.*

# VISION
# THE PROCESS

# VISION PLAN PROCESS

The Coast Highway Vision and Strategic Plan is the culmination of a year-long effort between the City, residents, and stakeholders. In May of 2008, the City of Oceanside hired Torti Gallas and Partners, Inc., an Urban Design, Planning and Architecture firm to lead the Visioning Process. The Torti Gallas team included RCLCo, a market analysis firm and Nelson Nygaard, transportation and parking specialists. The process consisted of three phases:

- Pre-charrette discovery and outreach
- Community design charrettes
- Post-charrette communication and development

**1. Pre-Charrette Discovery and Outreach**
Phase 1 of the process involved site visits, field assessment, document review, precedent research, planning analysis, stakeholder interviews, multi-media outreach, and preparation of a comprehensive set of analysis exhibits.

**2. Community Design Charrettes**
Phase 2 involved intense public engagement through two week-long design "charrettes." During the charrettes, Torti Gallas transformed the Civic Center community meeting rooms at the downtown library into an on-site urban design studio where citizens, designers, and stakeholders were invited to communicate and collaborate in the creation of the Vision Plan. The design team presented diagrams, photo montages, presentations, and precedent images to community participants, and led design sessions and meetings. The two charrettes offered the unique advantage of providing immediate community feedback to the designers and gave all participants the opportunity to be co-authors of the Coast Highway Vision and Strategic Plan.

**3. Post Charrette Communication**
Phase 3 included a presentation of the conceptual vision plan to experts in the development field during a developers forum to ensure that the plan was realistic and implementable. Comments gathered at the development forum are exhibited on page 16. The plan was also presented and reviewed by City Commissions and Committees prior to its consideration by the City Council.


*Illustration shows the "Oceanside Urban Plan" from 1930, conceptualized by modernist Architect Irving Gill. The drawing depicts Oceanside as a gridded city with systematic blocks, grand tree-lined boulevards, gardens, and notable, tall buildings - which stand out as landmarks.*

*The design team working on community design proposals (left) and presenting initial concepts to the public during the charrette (above).*

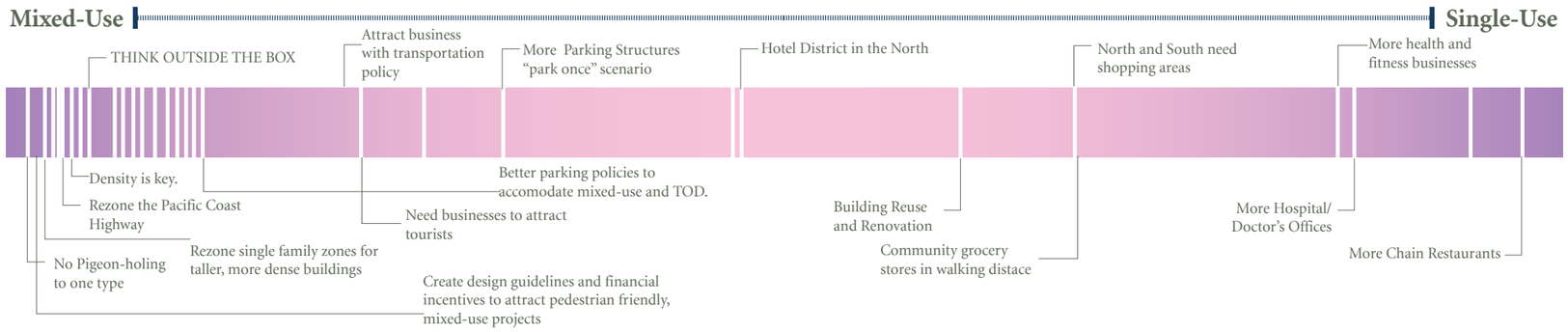
# PRE-CHARRETTE

Prior to the two design charrettes, the design team conducted over 50 informal interviews with stakeholders, city officials, City Council members, neighborhood associations, business owners, and residents. The spectrum to the right illustrates the feedback received during these meetings, which was further substantiated during the charrettes.

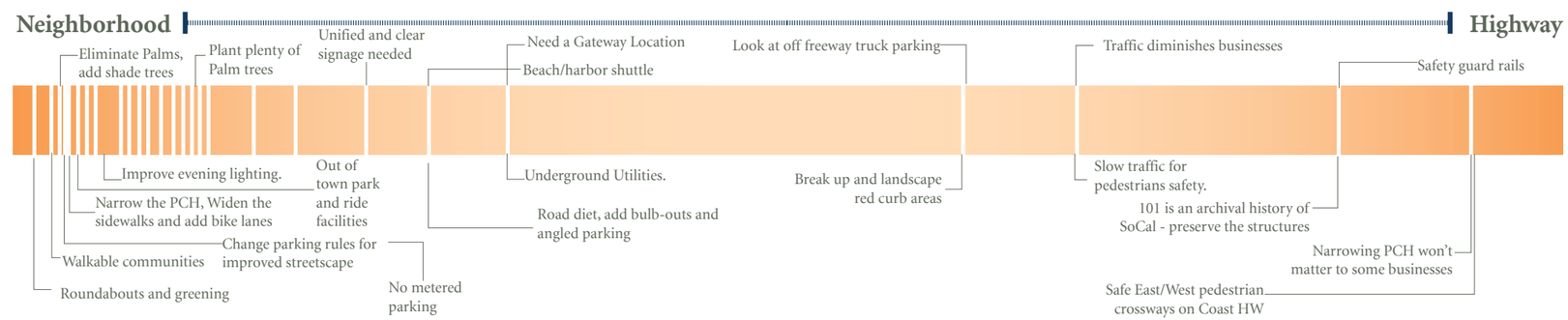
In general, the input received from community participants and stakeholders favored change and improvements to the Coast Highway Planning Area. Opinions on how, where, and the degree of development, however, varied among participants. Many comments focused on the need for a greater variety of businesses and amenities located within walkable or transit-accessible areas. Safety and aesthetics along the Coast Highway were also a major concern for the community, as were parking, economic incentives for development, and needed urban design improvements to streets within the Planning Area. Additionally, establishing an appropriate building height while protecting views and enhancing the eclectic and funky character of the City, was of concern.

*The diagrams (right) show the spectrum of public opinions and ideas that were shared during the vision process.*

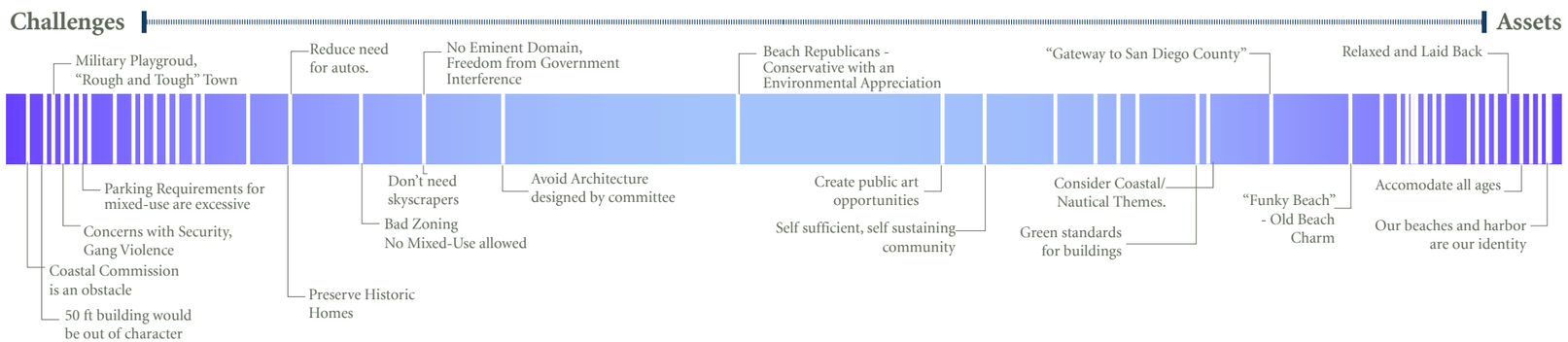
## Use Types



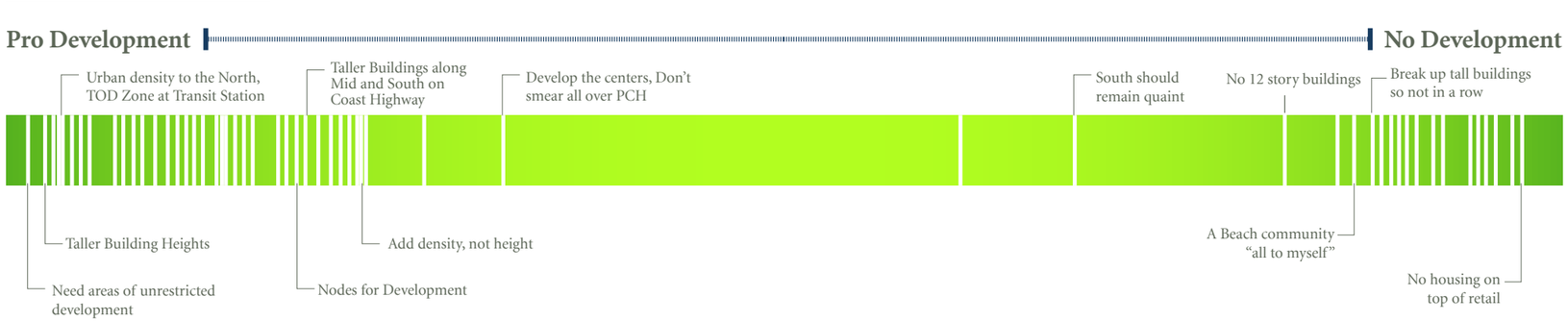

## Streetscapes



## Identity




## Density




*The diagrams (left) show the spectrum of public opinions and ideas that were shared during the vision process.*

# CHARRETTE 1: NORTH COAST

The first charrette was held from July 28 to August 1, 2008, and focused primarily on the North Coast Highway area. Design concepts during the charrette emphasized:

- Creating an identity for the area
- Enhancing the open space possibilities of the San Luis Rey River and encouraging sustainable development strategies
- Introducing visitor-serving uses
- Linking the area to downtown Oceanside and the Harbor
- Leveraging the area's location, while mitigating the negative consequences of being adjacent to the Interstate
- Replacing under-utilized parking areas and vacant lots with infill projects
- Making the area more walkable with a more defined street grid

The diagram (far right) emphasizes potential development opportunities and constraints in the North Coast Area. The diagram (next page) inventories land use acreage in the North Coast area, as well as the number of existing hotel rooms. This analysis shows that there is a lack of permanent residential uses; only 0.47 acres within the Planning Area are used for mobile homes. In contrast, there is an excess of budget hotel rooms (408) due to the area's proximity to and visibility from the Interstate. There is relatively little retail and commercial space (0.92 acres and 2.25 acres, respectively), compared to an excessive amount of space for parking (9.42 acres), which leaves the area feeling somewhat vacant and deserted.

Compared to other parts of the City and the Planning Area, there is a large amount of open space (4.5 acres) adjacent to the North Coast Planning Area that provides great opportunities for recreational use, as well as the potential for increased property values for current and future residents in the area. Currently, access to the green space surrounding the River is limited.

For greater discussion of economic conditions and development potential of the North Coast Area, see "Market Assessment Summary", page 10.

*Sketches show initial conceptual ideas for developing the North Coast as an entertainment/hospitality destination.*

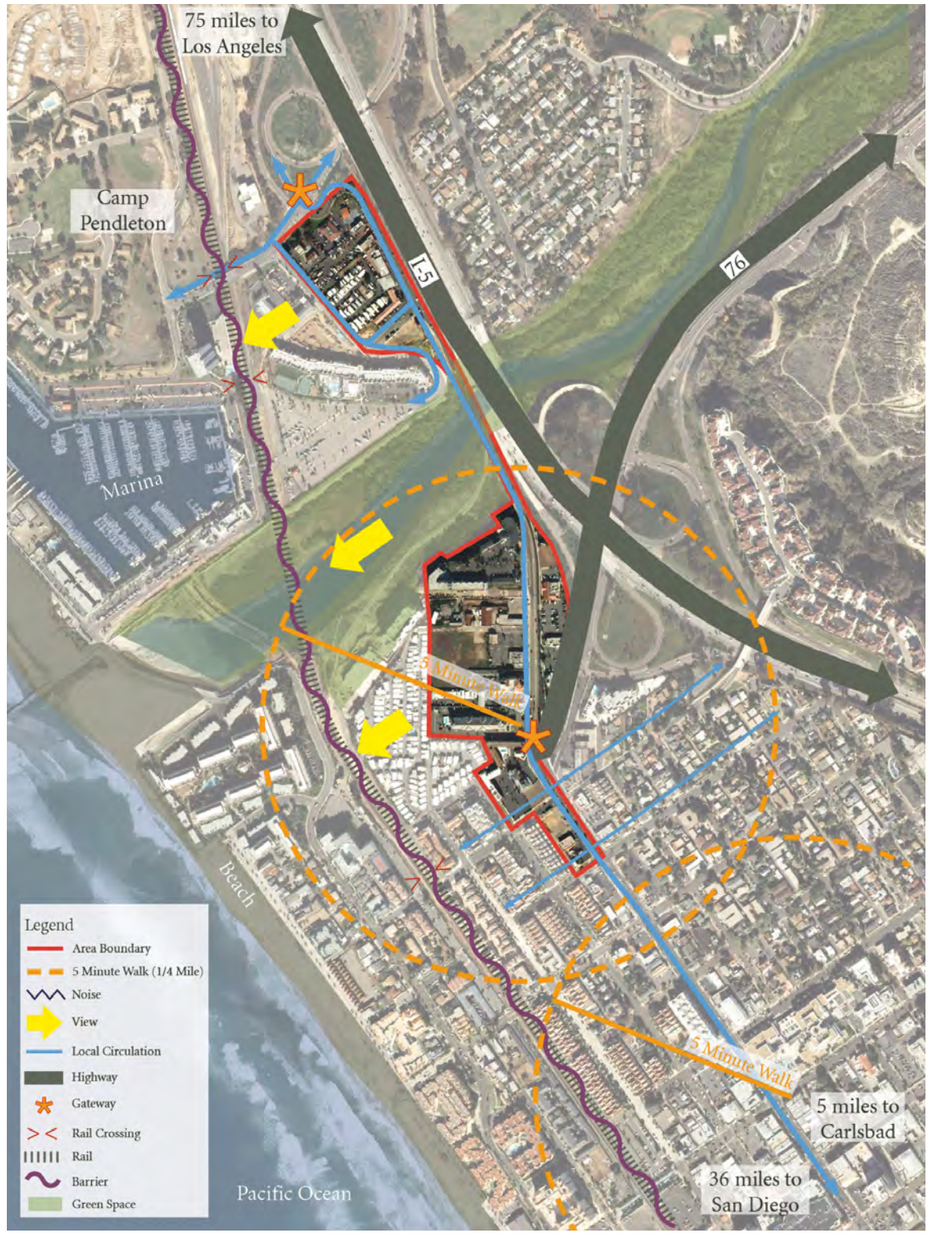



*Diagram shows opportunities and constraints in the North Coast Highway area. Sketches (left) show preliminary concepts from the charrette.*

# CHARRETTE 1: NORTH COAST, CONTINUED

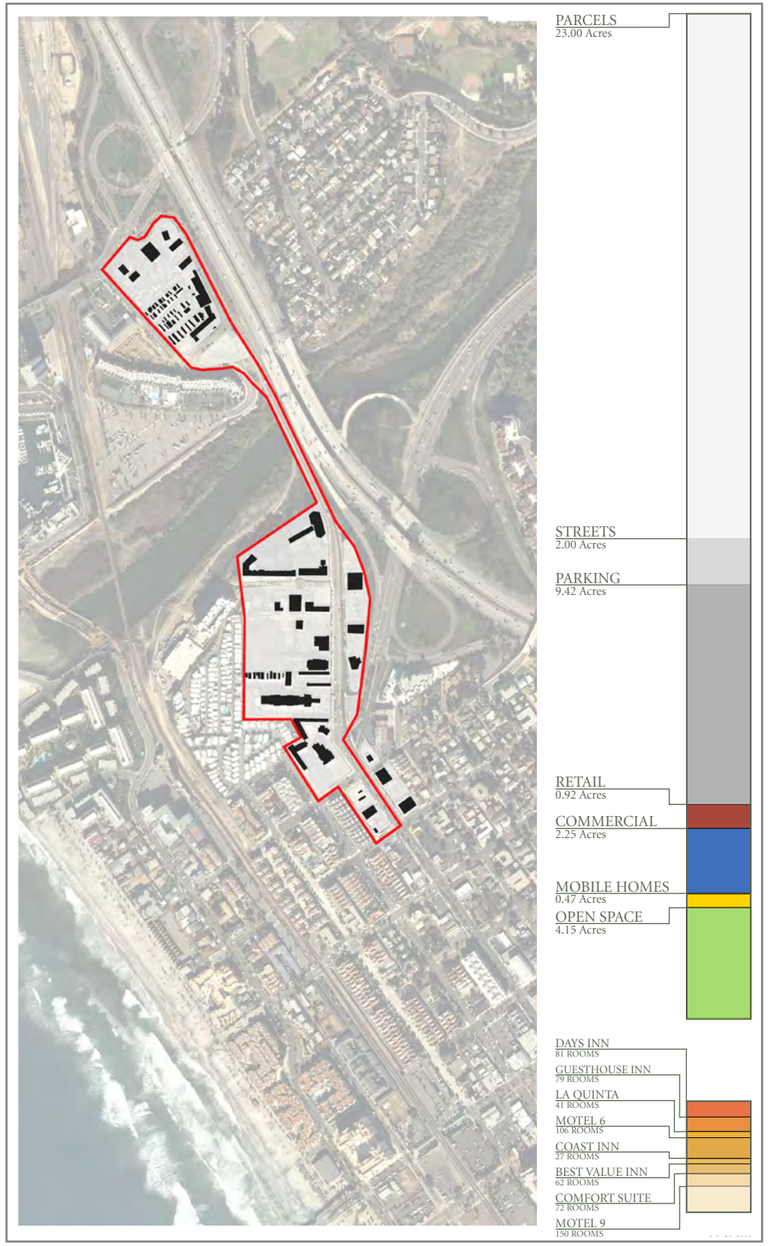
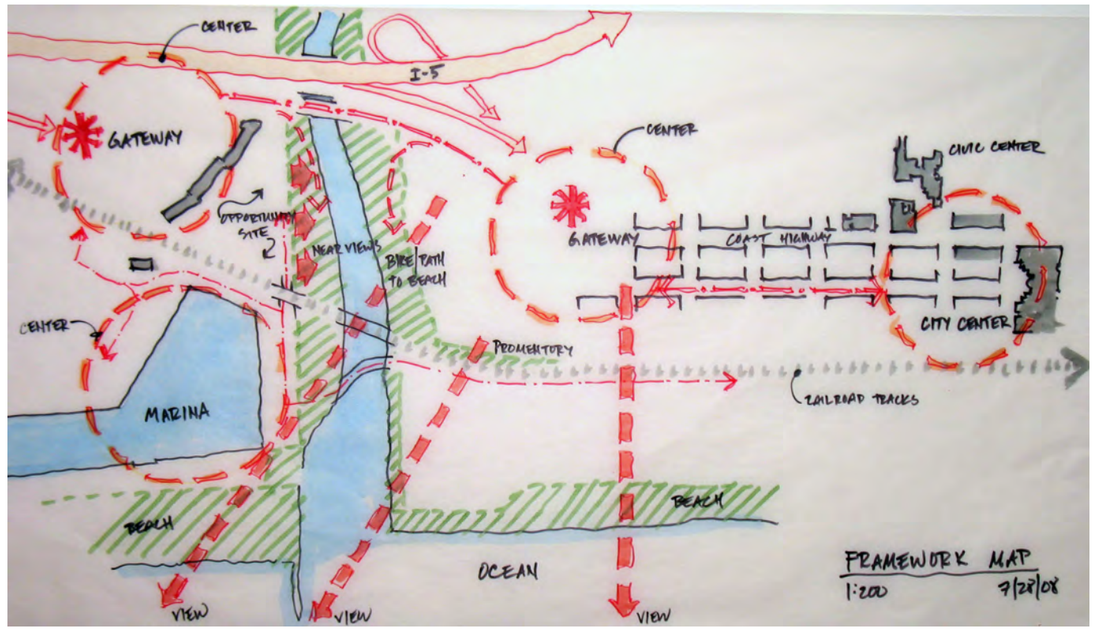



*Diagram shows land uses in the North Coast area.*





*Images show initial conceptual ideas for the North Coast area, drawn during the first charrette envisioning the area as a gateway to Oceanside.*

# CHARRETTE 2: MID & SOUTH COAST

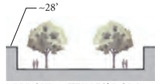
The second charrette, which took place August 25 to 29, 2008, focused on the Mid and South Coast areas. Design concepts during the charrette attempted to:

- Break down the 2 mile stretch of Coast Highway into walkable areas to create a series of commercial/ retail-oriented nodes
- Design the corridor to be a pedestrian-friendly street rather than a highway that primarily serves as a conveyor of traffic
- Enhance the areas around the transit stations to support transit-oriented development
- Introduce better landscaping with wider sidewalks
- Conceptualize new parking regulations that are more pedestrian-focused
- Highlight certain east-west streets as important view corridors and connections to the beach across the railroad tracks
- Mitigate the negative effects of the railroad tracks (noise, vibration, visual barrier)
- Improve bicycle safety and access
- Preserve and develop the eclectic local character of the City

## *Corridor Plan*

On average, the length of a successful Main Street is between three blocks to a quarter mile. The set of diagrams to the right, was used during the visioning process to compare the right-of-ways and lengths of several well known “Main Streets” in walkable, vibrant communities around the U.S. This comparison indicates that the Coast Highway section within the study area is far longer than any of the “Main Streets “or boulevards. The successful Third Street Promenade in Santa Monica is only 2000 feet in length less than half a mile. Palo Alto’s University Avenue is just over ½ mile and yet is still three times shorter than the Coast Highway segment in the Planning Area, which is two miles. This street comparison study helped inform the design process, which led to the concept of a series of activity nodes (see charrette drawing, left) to break the long corridor.

### COAST HIGHWAY, VISION PLAN AREA, OCEANSIDE, CA

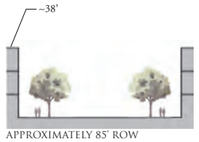



APPROXIMATELY 70' ROW


APPROXIMATELY 2 MILES

*Segment (above) is far longer than other walkable main street districts at approximately 2 miles.*

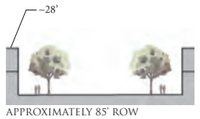
### UNIVERSITY AVE, PALO ALTO, CA




APPROXIMATELY 85' ROW


APPROXIMATELY 3000'

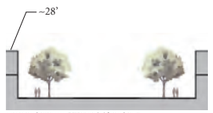
### DOWNTOWN COAST HIGHWAY, OCEANSIDE, CA




APPROXIMATELY 85' ROW


APPROXIMATELY 2400'

### THIRD STREET PROMENADE, SANTA MONICA, CA


APPROXIMATELY 90' ROW


APPROXIMATELY 2000'

### LINCOLN ROAD MALL, MIAMI, FL



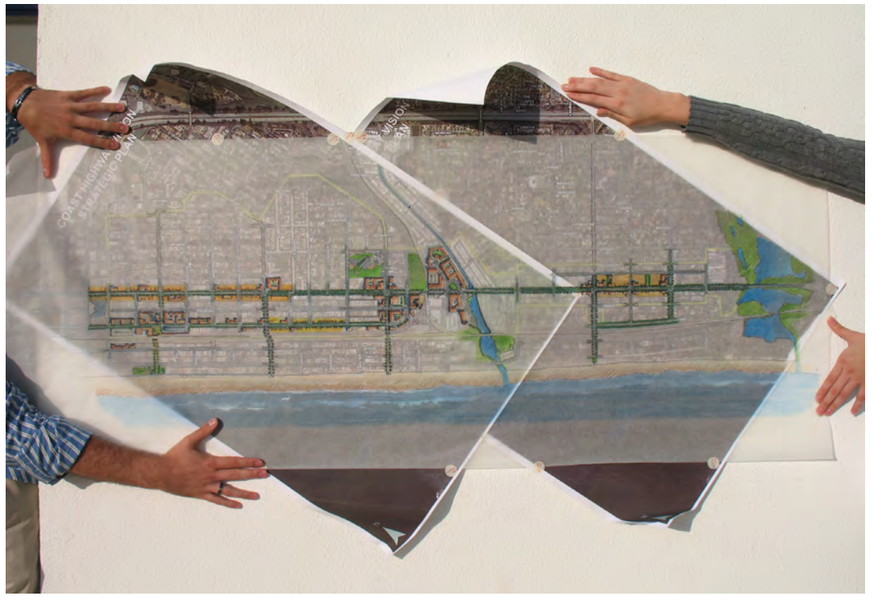
APPROXIMATELY 95' ROW


APPROXIMATELY 1800'

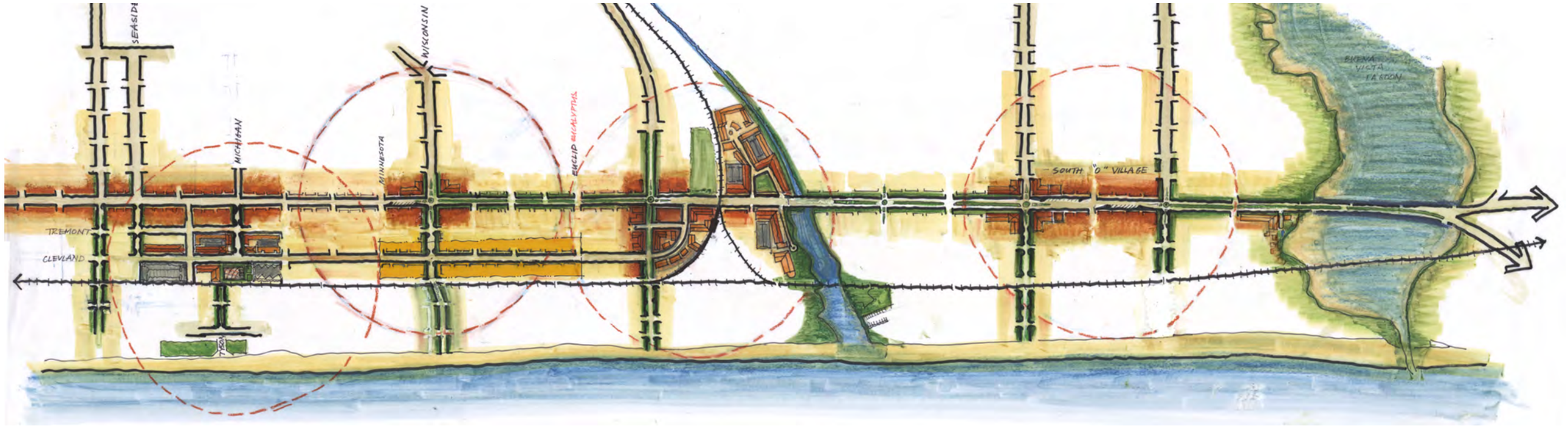
*Analysis shows how the Coast Highway contrasts with walkable districts in terms of its length and right of way.*

*Design team members during community charrette.*

# CHARRETTE 2: MID & SOUTH COAST, CONTINUED



*Photos taken during charrette show design team conceptualizing and refining ideas discussed during public visioning process.*




*Initial conceptual sketch shows Coast Highway broken into nodes as design strategy for creating walkable districts. Plan was further refined. See Vision Plan for final illustrative of nodes and districts.*

# POST-CHARRETTE

Following the charrette and as part of the strategic plan and visioning exercise, the design team held a Developers Forum with a group of experts in the development field to solicit their input and assure that the draft charrette Vision Plan was balanced and realistic. The panel members included: Tom Weigel, John Erskine, Shaheen Sadeghi, Bruce D'Eliscu, and Steve Fink. In general, panel members expressed their support for the Plan and indicated that the Plan would: a) fulfill an existing need in communicating the type of development Oceanside wants, and b) set forth needed policies to create a vibrant, economically robust, walkable City. Their comments are summarized below.

**REGULATIONS AND POLICIES**

- **Build reputation as 'developer-friendly' City with quality standards**
- **Raise the bar - create design guidelines for developers to deliver desired development**
- **Consider land assembly as a tool to spur development**

**BUILT ENVIRONMENT**

- **Create rules to control community character, building quality and land uses**
- **Avoid "mixed-up" uses where one use does not relate to the next**
- **Do not create more disposable housing**
- **Create high quality development**
- **Take control of downtown retail through market positioning**
- **Provide solid blocks of an employment base to support hotels**
- **Capitalize on the Harbor**
- **Develop more boutique retail and restaurants**
- **Take back for the community with jobs and bed tax from hotels**

**CONSUMER/COMMUNITY IDENTITY**

- **Create lifestyle that allows you to experience Oceanside at a slower pace**
- **Become 'Green' City**
- **Create a sense of place**
- **Allow community to grow over time**
- **Shift from consumerism and materialism to environmentalism**
- **Community in search of quality - not more quantity**
- **Community - Culture - Commerce - Consciousness**

TRANSPORTATION AND PARKING

- **Build more small parking structures close to shopping destinations**
- **Provide incentives**
- **Urban connectivity**
- **Connect town with trolley**
- **Parking is the key issue to address**

# VISION
# ILLUSTRATIVE PLAN

# VISION STATEMENT

## OBJECTIVES

As part of a comprehensive, bold and compelling vision that seeks to revitalize Coast Highway, the corridor is transformed into Oceanside's foremost gathering place - a first class address to live, work, play and visit. Reborn as a great urban space with a memorable sequence of authentic and vibrant community places and tourist destinations where a mix of uses converge, Coast Highway, celebrates and reflects the City's ocean-side location, culture, diversity, community spirit and prospers.

**PLANWIDE OBJECTIVES:**

- Reflect the Oceanside Identity ("Brand") of economic and cultural diversity, coastal character, civic-minded tourism, artistic & artful and environmentally conscious community
- Promote environmentally and economically sustainable smart growth - transit, pedestrian, bicycle, multi-genarational-friendly infill development
- Enable corridor development by optimizing urban connectivity, capitalizing on transportation/mobility options and rationalizing parking
- Maintain adequate regulatory flexibility to accommodate the community's emerging needs and safeguard the future prosperity of the reinvented district from economic market fluctuations
- Promote high quality urban and architectural design, sustainable development, synergistic land uses and enhancement of environmental resources through incentives
- Promote a preservation ethic that encourages and supports the preservation of Oceanside's historical heritage and resources to the extent possible

# COAST HIGHWAY VISION PLAN

NORTH AREA

MID COAST AREA


*In this diagram and the maps that follow, north is to the left, south to the right.*

## FORM AND CHARACTER

The Vision Plan for Coast Highway unites the corridor through a series of pedestrian-oriented activity centers or “nodes,” connected together by beautifully-landscaped avenue segments. As it passes through Oceanside, Coast Highway is no longer a monotonous highway strip of scattered auto-oriented development, rather it is a vital corridor that links a sequence of new neighborhoods providing pedestrian-oriented amenities. The Plan emphasizes community connectivity with new streets to re-establish the urban street grid, new pedestrian connections over Interstate 5 and the railroad tracks towards the beach, and new public access to, and revitalization of the Loma Alta Creek. Special attention is paid to assuring the accessibility of the two transit stations: the Oceanside Transit Center and the Sprinter Station, which become focal points for transit-oriented development.

The Plan is transit-, pedestrian-, and bicycle-oriented with enhancement and development of the areas surrounding the two transit stations and new bicycle lanes along the length of Coast Highway as well as on supporting streets. The Plan prioritizes: pedestrian mobility, safety, and comfort with large sidewalks and reduced right-of-way widths; corner sidewalk “bulb-outs” that make crossing the street easier; traffic calming measures such as roundabouts; new landscaping; and streets that are activated with pedestrian-oriented uses on the ground floor.

Parking is re-configured so that it is behind buildings - within blocks - to further encourage urban growth patterns that are pedestrian- and transit-oriented. New parking regulations such as reduced required parking ratios near the train stations and shared parking districts stimulate development and help define the City as transit-supportive.

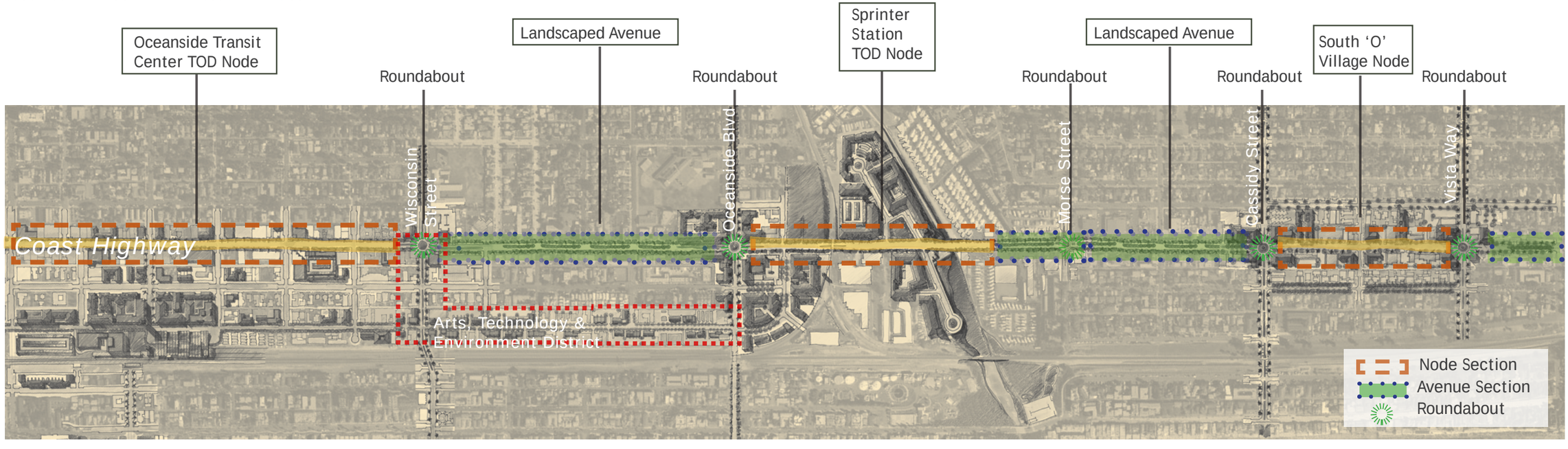
The new neighborhood districts, or ‘nodes’ along Coast Highway include:

- An Entertainment and Hospitality Gateway Area (1) in North Oceanside that leverages its location near the Interstate, the Oceanside Harbor, and the San Luis Rey River
- Two transit-oriented mixed-use areas around the train stations (2) and (3)
- A two-block retail / mixed-use “Main Street” area in “South ‘O’” (4)

The Plan emphasizes creativity and local flair and strives to maintain Oceanside’s identity as a quirky historic coastal community. An “Arts Bridge” across the San Luis Rey River, the Arts, Technology, and Environment District, and a public art program at the Sprinter station are the artistic hallmarks of the Plan. The existing Seaside neighborhood, east of Coast Highway is preserved and enhanced through design guidelines that honor Oceanside’s coastal context.

The Vision Plan includes development plans for five catalytic sites that can spur economic development along Coast Highway. Conceptual scenarios for the 5 catalytic sites are included in the Implementation Strategy section of this document.

# COAST HIGHWAY CORRIDOR




## *VISION/OBJECTIVES*

The Vision Plan for Coast Highway recognizes the public right-of-way space (the roadway, sidewalks, and tree planting areas) as the fundamental component of the public realm. The design of the public right-of-way profoundly influences not just citizens' ability to travel through a place, but also the economic viability of businesses and the community's quality of life. This Plan encourages mobility in a holistic sense: as a means of achieving broader community goals of livability, environmental sustainability, and economic development. As such the Plan envisions Coast Highway and key east/west streets within the Planning Area as a shared public space that is friendly to pedestrians and cyclists while accommodating transit riders and automobile traffic at a safe speed.

## *OPPORTUNITIES*

+ Coast Highway is publicly-owned and under City control
+ Heavily traveled route brings many potential visitors to area
+ Coast Highway is historic
+ Surface parking lots and vacant parcels offer infill opportunities
+ Finely-grained street grid in most of the Planning Area

## *CONSTRAINTS*

- Wide travel lanes cater to speeding motorists
- Drivers use Coast Highway as bypass for I-5
- Narrow sidewalks in some places
- Signage and street furnishings are automobile-scaled
- Lack of trees and landscaping
- Auto-oriented street design with parking in front
- No bike lanes
- Limited crosswalks

## *PLAN*

The Plan offers two alternatives for the street design of Coast Highway, Alternative 1: Maintain existing conditions and Alternative 2: Preferred re-configuration.

**Alternative 1: Maintains Existing Street-section Design**

- Preserves Coast Highway largely as is, maintaining the current number of lanes and street dimensions, while making streetscape suggestions for better landscaping and lighting along the sidewalks
- Maintains existing travel capacity of the street but does not achieve the optimum level of livability or smart growth development principles

**Alternative 2 (Preferred): Re-configures Right-of-Way**

- Re-configures Coast Highway into two street typologies: the 'Node' and the 'Avenue'
- Transforms Coast Highway into a street that better serves the needs of local residents, creating a setting that allows pedestrian-oriented retail businesses to thrive, and thus is less accommodating to long-distance motorists
- Features modern roundabouts at major intersections, one travel lane in each direction, and either a landscaped median or turn lanes (as needed) to handle the traffic volumes seen along Coast Highway (20-25,000 vehicles per day)

**The Nodes**

Because Coast Highway is over three miles long within the Planning Area, the Vision Plan seeks to segment the highway into a series of walkable mixed use, vibrant centers or "nodes" where there is a greater concentration of businesses and retail uses.

These centers are planned with ground floor shops facing the street, wide sidewalks, a street tree canopy, safe crossings and slow-moving traffic, which are necessary to sustain sidewalk dining, street front retail and a lively pedestrian "scene." Auto entrances are confined, whenever possible to the side or back of the lot, off of Coast Highway, to allow for greater pedestrian safety and enjoyment.

The essential features of the urbane and town-like 'nodes' include the following:

- Wide sidewalks
- Buildings built to back of sidewalk
- No auto-oriented uses
- No industrial uses
- Mixed-use

## *PLAN CONTINUED*

The street section in the nodes includes the following:

- One travel lane and parking lane in each direction
- Turn lanes where needed
- Bicycle lane (both directions)
- Expanded sidewalk width
- Curb extensions (bulbouts) at intersections (to reduce pedestrian crossing distances)
- Roundabouts at major intersections

**The Avenue**

For areas between nodes, the Vision Plan recommends the 'Avenue' design. In contrast to the nodes, the avenue areas are intended to be less "urbane" and of lower intensity/density. These sections of Coast Highway are envisioned to be greener and more expansive than the compact, tightly framed design of the "node" areas.

The essential features of the Avenue include the following:

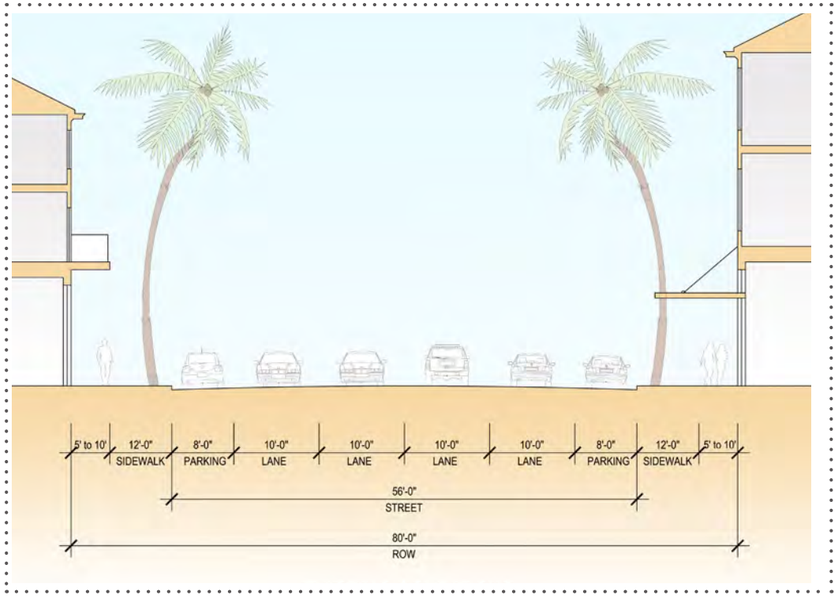
- Center median
- Green edges
- Wide front yards
- Auto-oriented uses allowed
- No industrial uses
- Multi-family residential allowed

The street section in the avenues includes the following:

- One travel lane and parking in each direction
- A landscaped central median, with turn pockets where required
- Bicycle lanes
- Tree-lined parkways between sidewalk and curb
- Curb bulbouts at key intersections (to reduce pedestrian crossing distances)
- Roundabouts at major intersections at edges of nodes

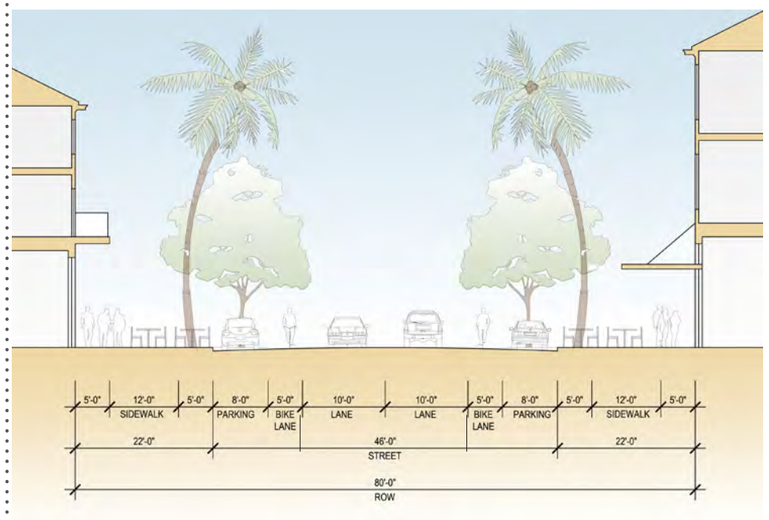
The Appendix provides information on roundabouts and medians. To further evaluate and develop the street designs in this chapter, a detailed traffic analysis will be necessary.

*Alternative 1: Maintains Existing Street Section Design*

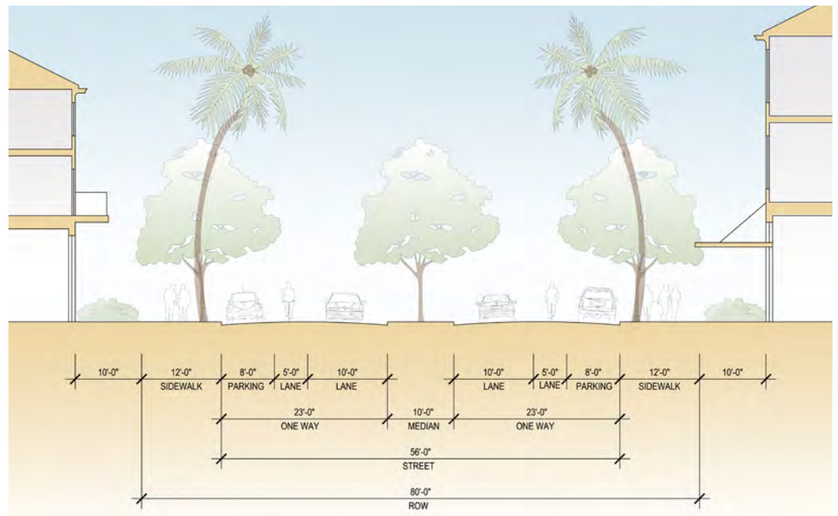



*Alternative 2: Preferred, Re-configures Coast Highway Right-of-way*

*The Node*




*The Avenue*




*Photos of landscaped medians and roundabouts appropriate for a revitalized Coast Highway.*

# COAST HIGHWAY CORRIDOR, CONTINUED

The photo simulations to the right show two sample segments of Coast Highway that have been re-configured as nodes, consistent with the Preferred Alternative. These images are intended to show how typical infill improvements can occur incrementally, improving the corridor with new development and streetscape changes.

Streetscape improvements include:

- Introducing shade trees, interspersed within Oceanside's trademark tall palms
- Adding "bulb outs" at corners to extend the sidewalk. This makes crossing the Coast Highway less daunting and shortens the length of the crosswalk. It also prioritizes pedestrian mobility and safety, rather than the swift movement of passing vehicles.
- Introducing street furniture (benches, trash cans, sidewalk lighting, planters, bike racks, etc.)
- Adding a bike lane
- Developing vacant parcels and surface parking lots along the corridor with mixed-use buildings to activate the street-scene. Detailed upper stories (e.g. balconies, overhangs, awnings, hanging signs, etc.) offer texture and color to the street.

### *Existing Conditions (Level 0)*

The street currently has four lanes of traffic and a center turn lane, relatively narrow sidewalks, and a smattering of retail and commercial uses. Tall, thin palm trees line Coast Highway which give it special character but do not provide shade or texture for pedestrians. Low-rise development with varying setbacks gives the street a somewhat undefined street wall.

### *Level 1 Improvements*

Street enhancements include the addition of a crosswalk, sidewalk extension bulb outs for pedestrians, planters, seating, and shade trees. These simple initial modifications create a pedestrian-friendly streetscape, one that will attract people and businesses.

### *Level 2 Improvements*

Infill development helps to create a more activated public realm. Features like awnings, overhanging signs, architectural elements that are compatible with the Oceanside aesthetic, and large store windows enhance the street scene.

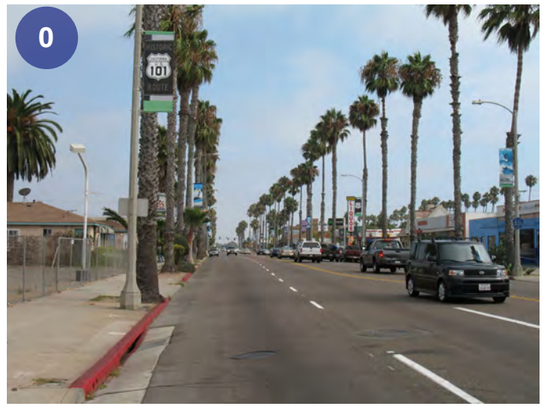
### *Level 3 Improvements*

Continuing infill development of similar height and scale gives pedestrians and visitors a greater sense of street enclosure and greater access to businesses.

### *Level 4 Improvements*

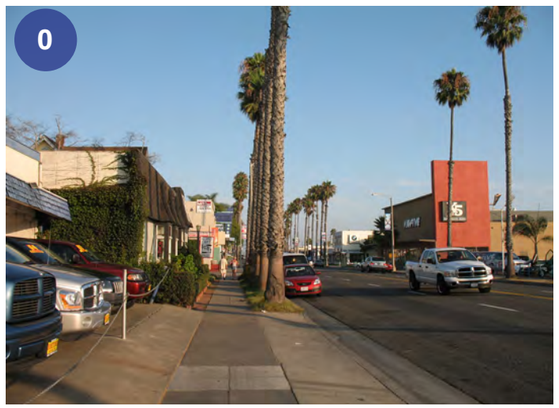
The Coast Highway's full transformation includes improvements such as street cafes, benches, a bike lane to encourage alternative transportation, and a "road diet" that eliminates two lanes of traffic so that cars and trucks move through the area at a slower, safer pace. A widened sidewalk allows for the street to function as an "outdoor room." Pedestrian activity increases and some auto-oriented entrances and spaces are relocated to side streets, behind buildings, and to locations along the Avenue segments of the Coast Highway. Human-scale building design with plenty of windows and architectural elements add texture and richness to the environment.

### *Coast Highway, South Coast*





### *Coast Highway, Mid Coast*





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# LAS RAMBLAS NORTH ‘O’: HOSPITALITY/ENTERTAINMENT NODE

## *VISION/OBJECTIVES*

The Las Ramblas North ‘O’ node is envisioned as a unique mixed-use community destination that serves as a gateway to the City. It accommodates hospitality and entertainment uses and promotes low impact development and sustainable design. The node includes a series of promenades inspired by Barcelona’s Las Ramblas, redevelops under-utilized land, strengthens development potential, and creates a “destination” in North Oceanside that will serve both visitors and residents. For this area, the Plan targets a land use intensity 30-50+ employees per acre in accordance with SANDAG’s thresholds for smart growth

## *OPPORTUNITIES*

+ Location off Interstate 5 (between Disneyland and Sea World and near Lego Land) is a logical stop-off point for visitors, with great visibility from the Interstate
+ Harbor and River adjacencies offer great potential as draws for tourists and residents
+ Under-utilized parking lots and vacant parcels create opportunities for infill development

## *CONSTRAINTS*

- Disconnected from the rest of Oceanside
- Irregular parcels, large blocks, and awkward street grid, particularly south of the River
- Noise, pollution, congestion from Interstate 5
- Expansive parking lots hinder walkability and community connectivity
- Lacking identity

## *PLAN*

As the gateway to Oceanside, Las Ramblas North ‘O’ incorporates artful entry signage where Coast Highway meets the Interstate. Coast Highway, is transformed into an “Arts Bridge” as it passes over the river with vertical artistic elements that catch the eye, but do not obstruct the view of the ocean from I-5. The bridge accommodates a widened sidewalk promenade with special paving that carry both bicycle and pedestrian traffic.

The Plan calms entering traffic and congestion with a new roundabout in the existing right-of-way, where Interstate 5 interfaces with the Coast Highway. Crosswalks at the roundabout are set back from the intersection so that pedestrians can safely cross the street and two travel lanes in each direction assure that traffic flows smoothly.

Development in the node takes place on existing surface parking lots and empty parcels both north and south of the river, and includes a mix of visitor-serving uses, entertainment, retail, restaurants, and hotels. Development is low-impact; it incorporates sustainable building practices and uses green roofs and permeable paved surfaces. New street trees and landscape strips south of the river pull the vegetation and natural amenity of the river into the urban realm.

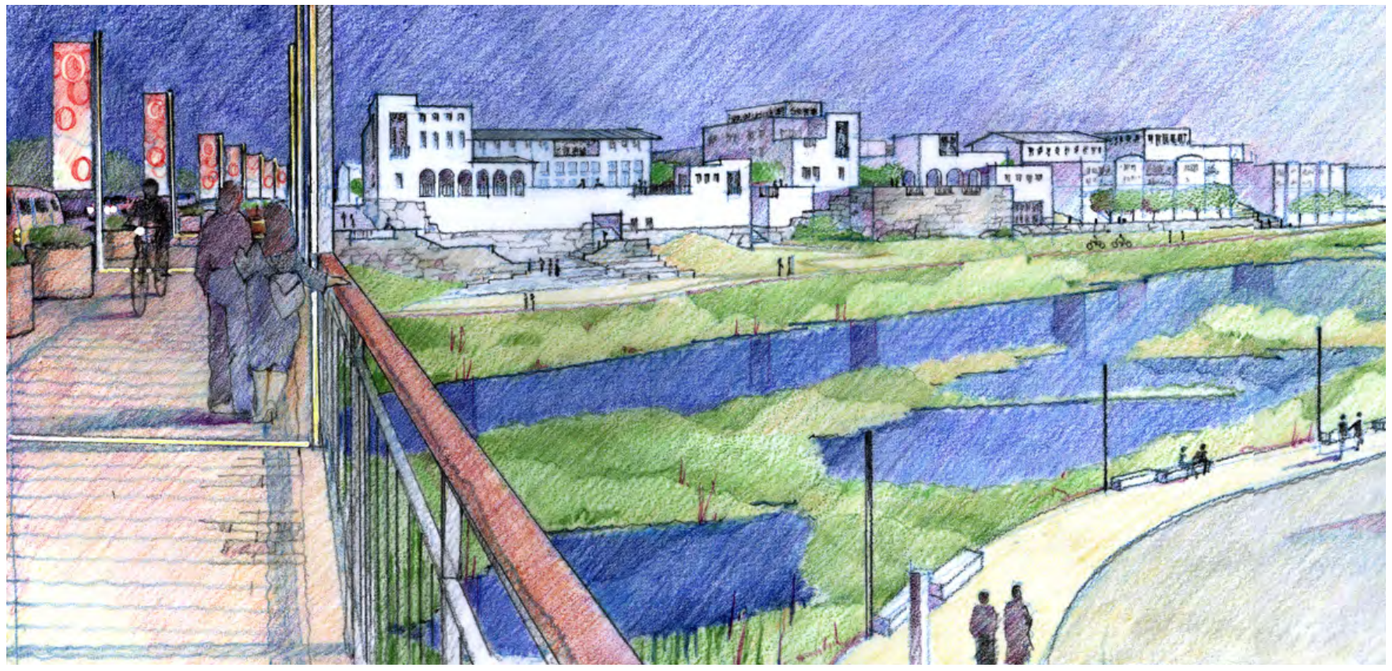

*Las Ramblas North ‘O’ Alternative 2, Illustrative Plan.*

## *PLAN CONTINUED*

North of the river, Coast Highway is realigned so that it is pulled back from the Interstate. This allows for pedestrian-oriented development along both sides of the street to accommodate an entertainment/restaurant row district, based on a "Main Street" or "Las Ramblas" design concept. Parking is placed behind buildings so that there is minimal impact to the public realm.

The Las Ramblas North 'O' gateway catalytic site in this node (shown on the illustrative plan, opposite page) is discussed in greater detail in Chapter 4.


*Main Street promenades as envisioned for North 'O' with retail, restaurants, and entertainment.*



*Rendering of new "Arts Bridge" on the left, with a revitalized River and adjacent development, including a cultural arts center on the right.*


*A lively retail-oriented street that is safe for pedestrians.*

# OCEANSIDE TRANSIT CENTER NODE: TRANSIT ORIENTED DEVELOPMENT

## *VISION/OBJECTIVES*

The Vision for the Oceanside Transit Center node is for a mixed-use pedestrian-oriented development that becomes an extension of the downtown business area, providing opportunities for additional commerce, employment areas and supporting housing. For this area, the Plan targets a land use intensity of 25-43 dwelling units/acre (DU/ac) and 30-50+ employees per acre in accordance with SANDAG's thresholds for smart growth.

## *OPPORTUNITIES*

+ Major rail and bus transit station
+ Railroad tracks are buffered with layer of parking
+ Small surface parking lots and vacant parcels provide infill opportunities
+ Surface lot around station is available for transit-oriented development
+ Proximity to downtown Oceanside
+ Regular street grid
+ Alleys allow "rear-loading" (opportunities for pedestrian-friendly frontages)
+ Proximity of transit station to the beach

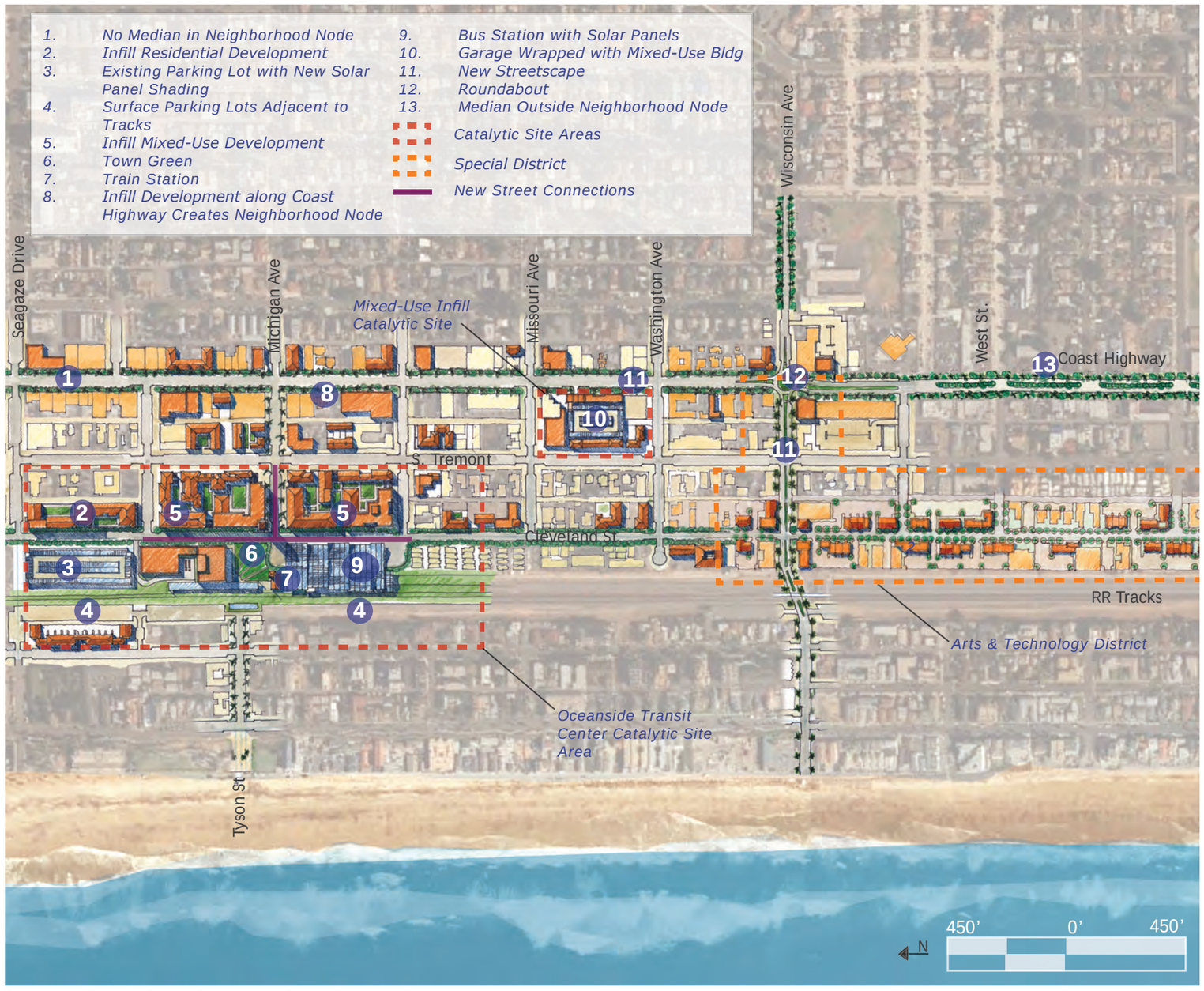
## *CONSTRAINTS*

- Vacant parcels and surface parking leave holes in pedestrian street wall
- Lack of trees, parks, and green space
- Broken street grid around transit station at Cleveland Street
- Railroad tracks separate area from beach

## *PLAN*

The existing train station is re-configured to improve circulation by removing one-way streets, turning existing parking lot circulation areas into public right-of-ways, introducing new streets, and opening bus access roads to all traffic. A new public green at the station is surrounded by mixed-use buildings and housing over retail as well as with some parking garages hidden behind "liner" retail.

The Plan relocates the existing bus terminal in order to minimize negative impacts on the public right-of-way. Solar panels are added to the roofs of both the bus terminal and the main transit parking garage. New surface parking areas are optimally placed along the railroad tracks to act as a buffer for surrounding development and to capitalize on the proximity of the station entrance.




*Oceanside Transit Center Illustrative Plan.*

## *PLAN CONTINUED*

An important component of the Vision Plan is to repair the street grid and reconnect Cleveland Street at the transit center. Currently the street stops at the transit center. The street grid links the Downtown Redevelopment Area to the Arts, Technology & Environment District, while providing an alternative to the Coast Highway for local traffic. The creation of this alternative route is an important part in establishing a pedestrian-oriented plan for Coast Highway and surrounding areas.

A roundabout at Wisconsin Avenue slows traffic and marks the southern entrance to the node. The Plan includes incremental infill development along Coast Highway to create a more pedestrian-oriented development pattern, with small setbacks, storefronts, and wide, greened sidewalks with new street trees. New infill development along Coast Highway would link to development along Michigan Avenue and Cleveland Street - and connect to the main downtown areas. The node is connected to the nearby Sprinter Station area via the Arts, Technology & Environment District on Cleveland Avenue.

The two catalytic sites in this node- the Oceanside Transit Center Site and a typical “park-once” mixed-use infill development (shown on the illustrative plan, opposite page) are discussed in greater detail in Chapter 4.


*Cleveland Street, currently closed to through traffic.*


*Cleveland Street at Coast Highway with parking lot with roof solar panels, mixed-use infill, and extended street for pedestrian traffic, connecting to transit station.*

*Example of LEED certified parking structure with solar panel roof. Santa Monica, CA*

*Special hardscape at the station area indicates a pedestrian-first approach.*

*Mixed-use buildings can accommodate balconies, arcades, and colonnades.*

*The plaza at the train station can be activated with outdoor seating, tables, and movable planters.*


*Ground floors at the transit station should have large display windows, hanging signs, and sidewalks should have pedestrian-oriented street lighting.*

# SEASIDE NEIGHBORHOOD

## *VISION/OBJECTIVES*

The Vision for the Seaside neighborhood- a beautiful residential area with tree-lined streets and a variety of small- to mid-scale housing types - is to preserve and enhance its character. Based upon the direction of the design guidelines, Seaside's character is enhanced by gradual, complementary building transitions from low rise bungalows in single family areas to multiple family residential structures in high density residential zoned areas. Diversity is preserved in terms of residential densities within the area, which contributes toward creating an environment that provides inter-generational stability and accommodates various income levels. Parking regulations and traffic calming measures protect the neighborhood from any potential negative consequences related to Coast Highway's revitalization, such as spillover parking and increased traffic.

## *OPPORTUNITIES*

+ Desirable architectural character of existing building stock
+ Established neighborhood with mature street trees
+ Proximity to school and walking distance to Coast Highway
+ Slight elevation allows for ocean views

## *CONSTRAINTS*

- Traffic, noise, pollution from Coast Highway
- Separated from beach by railroad tracks

## *PLAN*

The Seaside neighborhood is predominately composed of single family homes, but also includes some multi-family developments. The Plan maintains existing zoning designations and land uses and facilitates smooth transitions between higher-intensity development and smaller single family homes.

The design guidelines in Chapter 5, which address density, form, bulk, and building types, among other issues, are an important tool for preserving the character of Seaside and guiding any construction to assure that it is consistent with the residential scale and traditional neighborhood character of the area. The Plan recommends against small-lot detached "rowhouses" within the Seaside neighborhood and limits mixed-use development to Freeman Street. The guidelines also discourage blank walls, bulky housing, and auto-orientation of the front yard, and encourage porches and stoops for architectural interest and greater social interaction along the public realm.


*Map showing Seaside Neighborhood.*

## *PLAN CONTINUED*

The plan anticipates the introduction of various traffic calming measures on north/south residential streets to include traffic circles, pinch points, woonerfs,* etc. to discourage cut-through traffic, reduce vehicle travel speeds, and improve the safety of the streets.

The following photos show examples of:

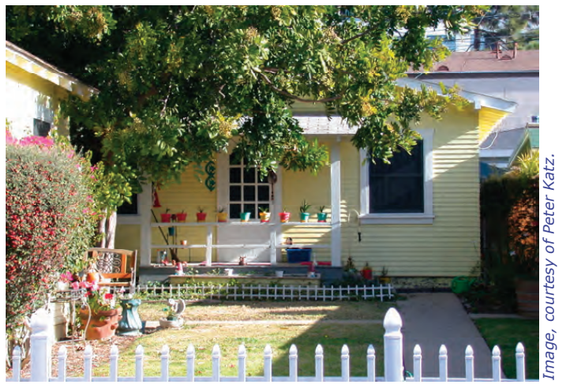
- Existing residential building stock to be preserved
  - » Single family homes
  - » Small-scale with porches and overhangs
  - » Pedestrian-friendly landscaping

- Unsuitable design
  - » Blank walls facing the street
  - » Garage-oriented building facades

- Preferred design for new developments
  - » Multi-family housing, in character with existing styles and Oceanside's aesthetic
  - » Multi-family housing that gives the appearance of single-family housing in terms of scale, setback, and massing
  - » Stoops, porches, and overhangs that enhance street frontages and promote use of front yard areas
  - » Landscaping and setbacks that soften the street wall

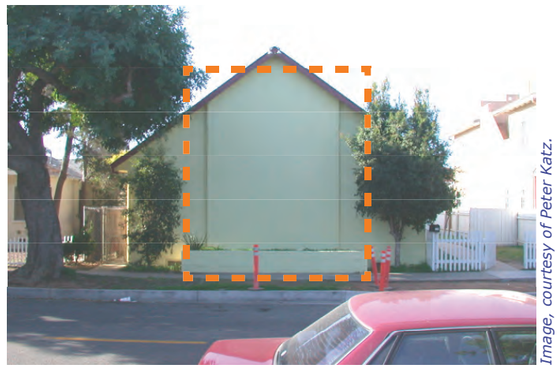
* A woonerf is a shared street first defined by Dutch planner, Niek De Boer, meaning "living yard" - designed to slow traffic with streetscaping that creates the feeling of "driving through a garden."

## *Building Stock to be Preserved*



*Image, courtesy of Peter Katz.*

## *Unsuitable Existing Design*



*Image, courtesy of Peter Katz.*

*Image, courtesy of Peter Katz.*

## *Preferred Design for New Development*

*Image, courtesy of Merrill, Pastor and Cogan Architects*

*Image, courtesy of Stefanos Polyzoides*

# SPRINTER STATION NODE: TRANSIT ORIENTED DEVELOPMENT

## *VISION/OBJECTIVES*

The Sprinter Station area is envisioned as a transit-oriented mixed-use node where the arts, technology and the environment converge with business and commerce and develop in a way that contributes to the cultural and economic viability of the City. For this area, the Plan targets a land use intensity of 25-43+ dwelling units/acre (DU/ac) and 30-50+ employees per acre in accordance with SANDAG's thresholds for smart growth.

## *OPPORTUNITIES*

+ Existing Sprinter train station
+ Loma Alta Creek as potential open space amenity
+ Large parcels could accommodate substantial development
+ Linked to east Oceanside and to beach by Oceanside Boulevard

## *CONSTRAINTS*

- Sprinter station is hard to see from the Coast Highway and is tucked behind a parking lot
- Low-density uses (mobile homes, cemetery, and warehouses)
- Railroad tracks fragment the area, both east/west and north/south
- Loma Alta Creek currently lacks usable green space and is channelized
- No public open space
- Part of the area is within a flood plane

## *PLAN*

The Sprinter Station area is currently surrounded by low density development that is not conducive to a transit-oriented center concept (e.g. mobile home and RV parks, and commercial areas with large parking lots). The Plan calls for transit-oriented mixed uses that accommodates the arts, technology, and environmental sciences (north of the Sprinter tracks) and contributes to the synergy of the Arts, Technology & Environment District along Cleveland Street. An eco-friendly resort and retail development (south of the Sprinter tracks) is located along Loma Alta Creek.

A transit plaza at the station is surrounded by a mixed-use retail and residential courtyard building and a podium-type parking garage. The plaza encourages visibility of the station from the Highway. Unbundled, transit-appropriate, and shared parking requirements encourage development at the station area.

The street grid network is extended south of the tracks to increase accessibility, walkability, and development potential in this area. The new grid makes a gesture toward the station plaza by connecting the plaza to a new green space with residential frontages around it.


*Sprinter Station Area Illustrative Plan.*

## *PLAN CONTINUED*

The Loma Alta Creek is re-configured west of Coast Highway consistent with the City's plan for an expanded lagoon at that location and made user-friendly with landscaped banks, a viewing platform, and pedestrian and bike trails that link across the railroad tracks towards the beach. A new street runs along the creek, thereby making this unique open space amenity more accessible to the community.

Eco-friendly development along Loma Alta Creek includes resort and retail uses wrapped around parking garages and a new public green space along Coast Highway.

A roundabout at Coast Highway and Oceanside Boulevard slows traffic and marks Oceanside Boulevard as a main east-west corridor. New shade trees are added to the palm trees that currently exist along the Highway and palm trees are added to Oceanside Boulevard. A landscaped median is added outside the TOD node, to signify the Avenue segment of the Coast Highway. The more pedestrian-oriented segment of the node does not include a median, in order to accommodate a narrower right-of-way that is more pedestrian-friendly.

The catalytic sites in this node (shown on the illustrative plan, opposite page) is discussed in greater detail in Chapter 4.

*The Plan envisions mixed-use development around the station with parking areas that are off the street.*

*Where the Loma Alta Creek meets the Ocean, the Creek offers a substantial amenity for the City.*

*A revitalized Creek area can be a major asset for the City and provide space for active recreation as the City of San Diego accomplished at Chollas Creek.*

*Appropriately scaled mixed-use development. Precedent photo of Fruitvale Bart station in Oakland, CA.*


*Transit-oriented development that leverages the Sprinter station is a key component of the Plan.*

*A courtyard or green space like this one is envisioned for the resort and retail development at the Creek.*

*A sketch of the eco-friendly resort and retail development that leverages the Loma Alta Creek and confirms the viability of the City's Creek plan.*

*Arts-related mixed-use buildings are appropriate, such as this one in Los Angeles, with a gallery on the street and live/work units above.*

# ARTS, TECHNOLOGY & ENVIRONMENT DISTRICT

## *VISION*

Oceanside boasts an active arts community that contributes to the City's unique character. The Coast Highway Vision strives to enhance and expand that aspect of the City's culture in a number of ways, one of which is the creation of an Arts, Technology, & Environment District along Cleveland Street, between Wisconsin Street and Oceanside Boulevard. The District is envisioned as a place where innovation and creativity converge and contribute to the business, commerce, and identity of Oceanside.

The mixed-use district serves residents and acts as a visitor/tourist destination. The district allows the arts to be woven into the fabric of the community, not only by exhibiting or displaying art (art as object), but also by engaging the public in the life of artists and the process of art making.

## *OPPORTUNITIES*

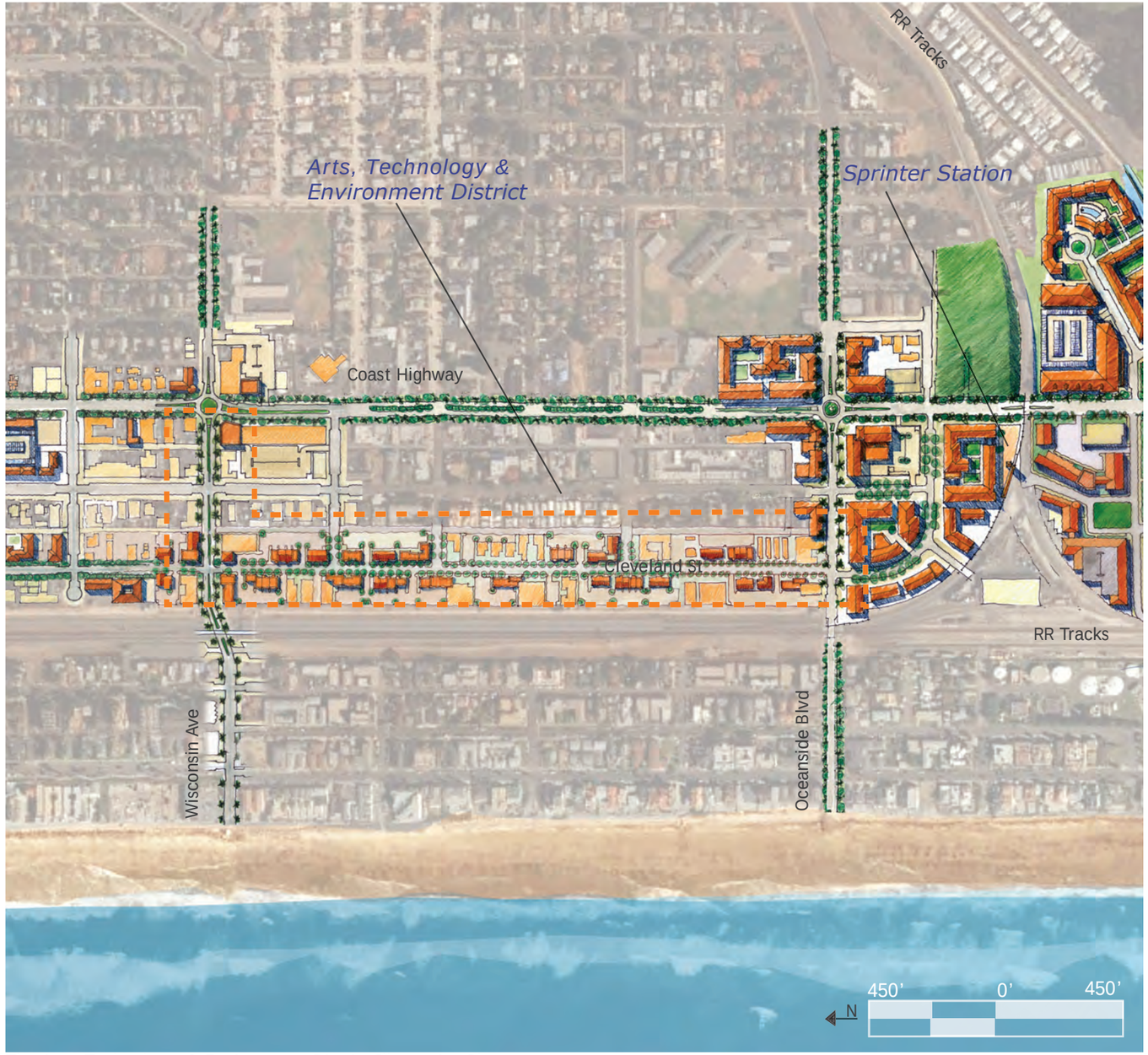
+ Existing presence of eclectic arts-related businesses
+ Active arts community in Oceanside
+ Located between two transit centers (Oceanside Transit Center and Sprinter Station)
+ Buildings along west side of Cleveland are appropriate in size and style for housing creative industries

## *CONSTRAINTS*

- Traditional residential uses may be opposed to increased commercial intensity
- Street is in disrepair at certain locations
- Limited landscaping and street trees

## *PLAN*

The proposed location of the Arts, Technology & Environment District on Cleveland Street capitalizes upon available building stock and Oceanside's unique manufacturing heritage (e.g. in surfboard shaping). The presence of under-utilized manufacturing facilities in this area makes it an ideal location for new creative industries seeking business space. The Plan calls for new infill on vacant lots along with the renovation of warehouses. The new and renovated structures house art- and technology- related uses, from software design and surfboard shaping, to "green" oriented professional offices, artists housing, galleries, and studios. Art supply stores and cafes would complete the ensemble.




*The Arts, Technology, & Environment District Illustrative Plan.*

## *PLAN CONTINUED*

The location of Ditmar School three blocks to the north of Cleveland Street (now utilized as swing space for the Oceanside USD's school renovation program) could also contribute to the synergies in the District, should the school ever be programmed as an arts- or technology-related magnet or charter school, or as a facility for continuing education.

The casting of the district as a place for art, technology and environment recognizes the increasingly important connection between these industries. Video game design and robotic design, for example, merge the arts, science, and technology in ways never before imagined. Moreover, "green" industry, the environment and design is seen as the future by the "creative class," making it an appropriate future use for the area.

The following land uses are encouraged within the district:

- Art studios
- Galleries/museums
- Artist supply retailers
- Live performance space
- Artist-in-residence space
- Public gathering spaces
- Education
- Restaurants and cafes
- Software design
- Product design (clothing, surf related, etc.)
- Environmental design (architecture, landscape architecture, graphic design, etc)
- Video or cinema production, video game design
- Publishing

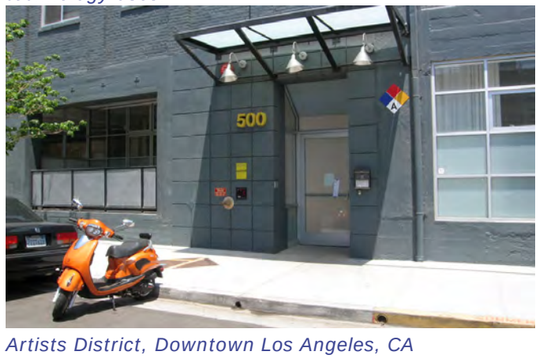
To encourage the evolution of this district as an authentic and dynamic place, the Plan suggests a set of incentives aimed at allowing the area to evolve over time, rather than directing specific large scale developments.

Potential incentives include:

- Reducing parking requirements and creating a shared-parking district to take advantage of the District's proximity to the train station and pedestrian-friendly district environment
- Offering property tax rebates for properties that house one of the preferred uses
- Directing grants to small business and artist co-operatives for tenant fit-out improvements in return for multi-year lease commitments
- Embracing green tape zoning to allow desirable projects to move to the head of the line
- Providing a waiver of certain development fees
- Updating land use development regulations to pre-entitle all properties within the district

The specifics of each of the above policy recommendations will need to be fleshed out in subsequent efforts. Important in this regard will be the management, promotion and branding of this area as an unique and special district. This could be done through a Business Improvement District (BID) designation or through a private developer hired to manage and promote the area, selected through an RFP process.


*Old Town District Wichita, KS combines arts and technology uses.*

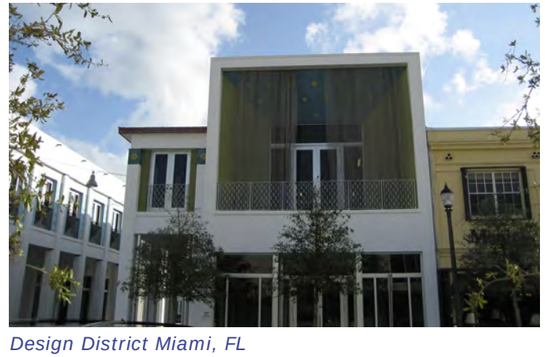



*Artists District, Downtown Los Angeles, CA*

*Precedent photos (below) show design districts and neighborhoods in other parts of the country that have spawned innovative industries that are clustered in unique districts.*


*Cedros Design District, Solana Beach, CA*

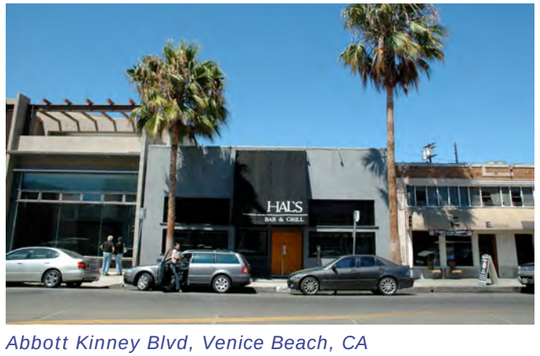
*Santa Monica, CA*



*Design District Miami, FL*

*Cedros Design District, Solana Beach, CA*


*Artists District, Downtown Los Angeles, CA*




*Abbott Kinney Blvd, Venice Beach, CA*

# SOUTH COAST: SOUTH ‘O’ VILLAGE

## *VISION*

The  Vision for South ‘O’ Village is for an urbane “Main-street” gateway to Oceanside. The Village mixed-use area serves the adjacent coastal neighborhood and reflects a traditional “beach community” character. For this area, the Plan targets a land use intensity of 30+ employees per acre in accordance with SANDAG’s thresholds for smart growth.

## *OPPORTUNITIES*

+ Existing building stock with desirable mass, scale, use, and street frontage
+ Adjacent to residential neighborhood
+ Located near Buena Vista Lagoon and at southern entrance to Oceanside
+ Freeman Street is “single-loaded” without houses that face it
+ Cassidy Street links the area across the railroad tracks to the beach
+ Neighborhood pride
+ Wide sidewalks along Coast Highway

## *CONSTRAINTS*

- Lacks a defined character
- Vacant parcels and surface parking lots break-up pedestrian wall
- Long blocks are less pedestrian-friendly
- Fast moving traffic poses danger to pedestrians
- Lot sizes are too small to accommodate current parking requirements and prevent re-development.

## *PLAN*

The South ‘O’ Village is designed as two blocks of pedestrian-oriented retail and commercial mixed-use buildings compatible in mass and character with existing structures along Coast Highway and with adjacent residential development.  Buildings in the Village incorporate large front display windows and frame the street on the ground floor.  Sidewalks and building frontages are activated with pedestrian-oriented uses, such as cafes with outdoor dining. Upper floors accommodate commercial uses and are differentiated from the ground floor through texture, color, material, and architectural elements.  Denser development in the Village takes place at the corners of Cassidy Street and Vista Way and roundabouts as well as artful signage at these streets intersections mark the north and south entrances to the Village.  Taller buildings at corners give pedestrians a sense of street enclosure and a feeling of arrival upon entering the Village. Public views to the water are framed by the new corner buildings and east-west arcades along the first floor. New shade trees in the Village and new landscaping on Cassidy and Vista frame the area and identify it as a district.  Freeman Street is also integrated into the Village with new landscaping and accommodates a bike


*South ‘O’ Village Illustrative Plan.*


*Photomontage showing vision for South 'O' including addition of shade trees and landscaping, sidewalks that bulb out at intersections and special paving at crosswalks, incremental mixed-use infill development with activated ground floors, and addition of a bike lane.*

path, which links to the bicycle lanes and paths recently established by the City's new Master Bicycle Plan, as well as to bicycle lanes on Coast Highway, Cassidy, and Vista.

South 'O' Village addresses its parking needs through a shared parking concept. Visitors can park once in the parking lots and street spaces and then walk to multiple destinations. Parking is tucked behind retail fronts so as to minimally impact the public realm. Two mid-block pedestrian paseos between Freeman Street and Coast Highway increase circulation and provide pedestrian access to the shopping areas in adaptively-reused buildings. New shops face the paseo's courtyard, and pedestrian-oriented lighting and landscaping give the area character.

Good management of a parking district is essential to assure that convenient front-door parking is kept available for customers and that unwanted commercial parking demand does not spill over into adjacent residential neighborhoods. Particularly near the beach, it is essential to assure that beachgoers who arrive by car are able to share in the available parking supply, so that coastal access for the public is maintained. The South 'O' node achieves these goals through the following three strategies: a Commercial Parking Benefit District, a residential Parking Benefit District, and a Transportation Demand Management Program. (See Appendix for full discussion of potential parking policies).

*Example of proposed pedestrian paseo that leads from the main street to the parking behind buildings.*

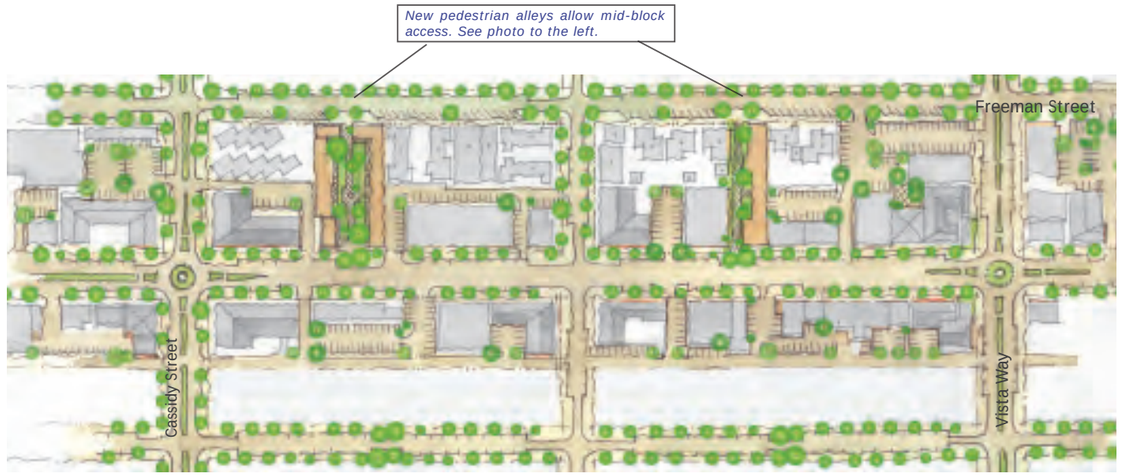



*Illustration of shared parking district is conceptual only. Parking in the district is located on streets, behind buildings in surface lots that are alley loaded when possible. Freeman Street becomes a key parking street with diagonal parking. See Appendix for more detailed discussion.*

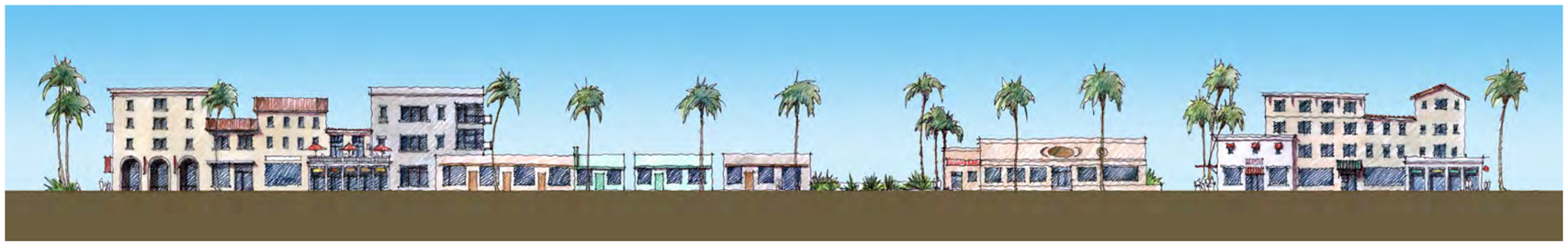


*Illustration shows how heights can vary along the Village so that it retains its "funky" and eclectic character and is more interesting to the pedestrian. See Chapter 4 for more detailed discussion on policy strategies relating to height.*

# 4 IMPLEMENTATION STRATEGY

# IMPLEMENTATION STRATEGY

## *Introduction*

The Coast Highway Vision Plan outlines a series of design ideas and concepts to revitalize the Coast Highway corridor and surrounding neighborhoods. This chapter discusses the "how" – introducing and summarizing a set of catalytic policies and projects to transform the design ideas set forth in this document into actual actions for the City of Oceanside. The chapter is divided into three sections, which form a multi-pronged approach to implementing the Vision Plan. The three implementation measures are:

- Catalytic Policy Initiatives
- Catalytic Projects
- A Set of Action Items

The "Catalytic Policy Initiatives" identify five key efforts the City should take in order to lay the ground work for future development and revitalization of the Planning Area.

- Enable synergistic and economically sustainable mixed uses by zoning changes
- Establish and implement parking reform policies
- Adopt quality of life performance standards that balance transportation/mobility, environmental sustainability, design quality and economic prosperity
- Establish and implement a transferable development rights (TDR) height program
- Establish and implement an incentives program
- Implement design guidelines

Next, this chapter discusses five "Catalytic Projects" that represent the first seeds of revitalization in Oceanside. These site areas include:

- Las Ramblas North 'O' Gateway
- Oceanside Transit Center TOD
- Mixed-use Infill Site
- Sprinter Station TOD
- Loma Alta Creek Resort

The spatial program suggestions included in each of the catalytic project areas look beyond the immediate horizon and thus may recommend program that exceeds the current demand program recommended by RCLCO's economic analysis. The catalytic site plans show a buildout beyond 15 years.

Lastly, this chapter provides a table of "Action Items" that correspond to each node, district, and neighborhood, as well as planwide action items for the entire Coast Highway Planning Area. The table outlines necessary actions, estimated costs, responsible parties, and potential timeframes for completion.

## *Catalytic Policy Initiatives*

### Enable synergistic and economically sustainable mixed uses by zoning changes

A diversity of uses within close proximity to one another, as proposed by the Vision and Strategic Plan, is a key ingredient for a vibrant and environmentally-sustainable community. Having a mixture of uses enables people to walk between home, work, retail, and commercial services. It provides a natural local base of customers who can walk or bike, rather than drive to nearby amenities.

Indeed transit-oriented development is based around the concept of mixed-use. Not only does a mixture of uses make more efficient use of the transit system itself, it also activates the streets with pedestrians. A diversity of uses has been positively correlated with both reductions in vehicle trips and vehicle miles traveled. This convenience allows some residents to elect to not own a car. On average, eliminating auto ownership saves a household $8,000 per year after taxes. Reduced parking demand, increased residential and employee populations, healthier lifestyles, improved air quality, safer streets, and a more economically sustainable community all result from living car-free.

Urban areas with a mixture of uses are more popular with young professionals, households with no children, and "empty nesters." These groups tend to have more disposable income and thus are more likely to use the restaurants and amenities located in mixed-use centers. Neighborhoods with a diversity of uses have also been shown to be particularly attractive to members of what has been termed the "creative class," knowledge workers and artists who are the target users of the Arts, Technology, & Environment District.

In order to support mixed-use, the City of Oceanside should:

- Promote synergistic and diverse uses through incentives.
- Prioritize non-residential uses on the ground floors of buildings within the new mixed-use districts.
- Allow a flexible mix of uses from building to building. For example, a building may host retail and commercial uses and then later be occupied by restaurant and residential uses. Because market demand inevitably changes developers will require flexibility to adapt to current market conditions and for a timely build-out to occur.

### Establish and implement parking reform policies

Parking reform is one of the key catalytic policy initiatives that can help to revitalize Coast Highway and transform it into an active, commercially-viable area. Restrictive and antiquated parking policies within the Planning Area make development difficult, if not impossible. Stalled development, in turn, has contributed to a less-than-ideal public realm. Smart parking policies would allow development to proceed smoothly, without obstruction from hard-to-reach quotas. Beyond assuring that intelligent shared parking strategies and TOD parking space requirements are adopted, new policies should help also define the form and design of parking areas.

A summary of the parking reform recommendations that the plan sets forth follow (see the parking narrative in the Appendix for details, justification, and discussion on each strategy outlined here).

This plan recommends seven essential strategies for parking and transportation demand management, which include:

- Charge the right price for curb parking.
- Return meter revenue to the neighborhoods Nodes.
- Invest parking revenues in Transportation Demand Management Programs.
- Create universal transit passes.
- "Unbundle" parking costs.
- Share parking among uses, since different uses require parking at different times of the day and week.
- Reduce minimum parking requirements.

Given these strategies, the City of Oceanside should adopt the following key policies:

- On any commercial blocks within the Planning Area where the on-street parking spaces routinely fill up, install multi-space, pay-by-space parking meters. Set parking prices at rates that create a 15% vacancy rate on each block, and eliminate time limits. Dedicate all resulting parking revenues to public improvements and public services that benefit the blocks where the revenue is generated. Create "Parking Benefit Districts" to implement these recommendations.
- Adopt and implement Residential Parking Benefit Districts in residential neighborhoods adjacent to commercial areas. Residential Parking Benefit Districts are similar to Residential Parking Permit Districts, but allow a limited number of commuters to pay to use surplus on-street parking spaces in residential areas. The resulting revenues are returned to the neighborhood to fund public improvements. Existing residents should be issued permits to allow them to continue to park on-street for free.
- Invest meter revenues in a full spectrum of transportation demand management strategies for employees and residents, including transit, carpool, vanpool, bicycle and pedestrian programs.
- Use Parking Benefit District revenues to provide free transit passes to all employees and residents within the Parking Benefit Districts. For all new multi-family residential developments, require that universal transit passes be provided to residents under a residential transit pass program.
- Require all residential development and commercial property leases to "unbundle" the full cost of parking from the cost of the property itself, by creating a separate parking charge.
- Adopt a "Park Once" strategy for the plan area by (a) operating as many parking spaces as possible within each Node in a common pool of shared, publicly available spaces and (b) encouraging existing private commercial parking to be shared among different land uses and available to the public when not serving private commercial use.
- Reduce minimum parking requirements in the Planning Area to levels that reflect typical actual demand for a successful mixed-use neighborhood/ commercial district.

In order to be able to realize these strategies, the City should first:

- Perform a parking study to asses demand, requirements, and location(s) for new parking.
- Amend the zoning ordinance and the Local Coastal Plan to support new progressive parking policies.

### Establish and Implement Quality of Life Performance Standards

The Vision Plan encourages the adoption of new performance measures to help balance automobile transportation level of service with mobility,

# IMPLEMENTATION STRATEGY, CONTINUED

environmental sustainability, design quality, and economic prosperity. Such performance measures will allow a more insightful assessment of proposed projects and policies.

One of the typical performance measures for new development is Level of Service (LOS), which is a measure of average automobile speed through or near the development. A City that chooses to require high LOS compromises the comfort and safety of the pedestrian for the sake of the automobile. If the goal of a municipality is to increase average speeds through a City, the result is an environment that is unfriendly to pedestrians.

Given this, the Coast Highway Vision Plan suggests adding new LOS categories as part of the performance standards used in evaluating projects and priorities. These service categories would measure the levels of alternative mobility, environmental sustainability, economic performance, and design quality, all of which contribute to the true measure of Oceanside's quality of life.

The first three of these metrics deal with mobility:

- Pedestrian Level of Service, which includes walkability measures as defined by the size of the street grid, the availability and width of sidewalks, intersection safety, diversity and density of uses, and urban design quality, among other factors.
- Bicycle Level of Service, which includes the availability and design of bicycle trails or lanes, bicycle storage facilities, workplace showers, and the ease of transferring bicycles to transit, among other factors.
- Transit Level of Service, which includes the speed of transit, frequency, and reliability of transit. It may also include inter-modality (how well the train links to express and local buses), and transit-oriented design, (how well the surrounding area links to transit and the quality of "place" created at the transit station).

Another set of metrics or performance standards deals with environmental sustainability:

- Carbon Footprint. The city might adopt the 2030 Challenge, which was released by the nonprofit organization, Architecture 2030 and aims to guide new construction toward carbon neutrality by the year 2030. See http://www.architecture2030.org/2030_challenge/index.html.
- Reduction in Single-Occupancy Vehicles (SOV) usage, through Transportation Demand Management techniques such as parking cash-outs and through high quality urban design that encourages alternative transportation.
- Reduction of Vehicle Miles Traveled (VMT). VMT are another metric used by smart growth advocates. By locating housing, jobs, and amenities within short distances a community sees less VMT.
- Establish compliance with AB32 and SB375.

A third set relates to economic performance. These include:

- Retail sales, which can be compared to other cities in San Diego County to assess success in attracting certain types of visitors-serving businesses to the area.
- Commercial or hotel vacancy rates, which can be compared to other cities in San Diego and in California to rate the need for new hotels and commercial space, as the community grows.
- Property values, which should be compared regularly with Carlsbad and other small coastal communities to assess overall market condition in the City.

Finally, a fourth set of measures relates to design quality. The Design Guidelines offered in the Plan help assure a vibrant pedestrian- and bicycle-friendly environment. The City should adopt performance measures that look at the prevalence and success of:

- Pedestrian Friendly Design. This is particularly critical in the four neighborhood 'Nodes.'
  - Design reviewers should pay particularly attention to the building's ground floor design and its relation to the sidewalk in terms of aesthetics, windows, materials, and color.
  - If the building has a mix of uses, the uses should be appropriately located, e.g., retail on the ground floor (where appropriate), with office or residential above.
  - Details and signage should be geared to the scale of a pedestrian rather than of a speeding automobile.

While not all of the suggested performance standards are appropriate in all cases, it is clear that the City needs to embrace a more expansive set of performance measures than is currently accepted, if the Coast Highway Vision and Strategic Plan is to succeed. The new set of performance measures will more closely represent a full spectrum of quality of life indicators for holistic City planning and growth.

**Establish and Implement TDR program**

During the course of the 2008 public Vision Plan design charrettes, participants expressed the hope that new development would minimize the blocking of public view-sheds and that redevelopment along Coast Highway would not create a veritable "wall" of buildings. Participants agreed that an idiosyncratic streetscape in terms of building height is preferable compared to the "buzz-cut" look where every new development builds to its maximum allowable height.

To that end, a Transferable Development Right (TDR) program would allow some buildings to exceed the currently allowable heights, while keeping others substantially below that line to help achieve the funky and idiosyncratic look that is characteristic of Oceanside, while preserving the existing land use rights of property owners.

The TDR policy would:

- Protect lands, structures, and streetscapes of aesthetic, architectural, and historic significance.
- Ensure that the owners of land designated to be preserved, conserved, or protected, termed "Sending Areas," may make reasonable use of their property rights by transferring their right to develop height to other properties, termed "Receiving areas."
- Ensure that height development rights are transferred to properties that are designated to receive such height additions.

The height diagram on the next page indicates the preferred maximum heights in each of the designated core areas.

In order to achieve this build-out, the City will first have to:

- Undertake a block by block analysis of sites along Coast Highway to determine specific sending and receiving sites as part of TDR proposals brought forward by private developers.

**Establish and Implement Incentives program**

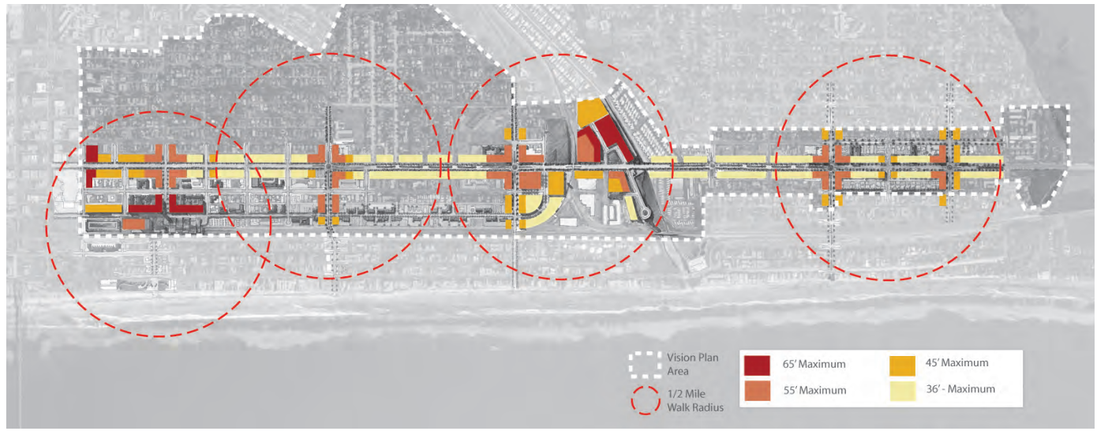
A set of incentives should be developed to attract and reward development projects that provide what the City wants, whether that is sustainable design, transit-oriented development, or high-quality, mixed-use development.

Such incentives could include:

- **Entitlement Vesting.** Land use proposals which are consistent with the vision plan's land use strategy could be vested via development agreements. A developer who wants to develop a Catalytic Site area in accordance with the Vision Plan would be a good candidate for such incentive.
- **Establishment of the Coast Highway "Green Tape" Zone**. The City could prioritize development and redevelopment in the Coast Highway through a "Green-Tape" zone that expedites projects that are found to be in compliance with a vision for the area and with the recommended design guidelines.
- **Reduced or Eliminated Fees for Green Design**. Such a policy would be based on one of the currently accepted benchmarks for sustainable design, such as Leadership in Energy and Environmental Design (LEED) or any other Green Design policy that the City may adopt.

# IMPLEMENTATION STRATEGY, CONTINUED

*Higher buildings at street corners, as in this Santa Barbara example, are proposed in South 'O' announce the entrance to the Village and frame the views to the ocean.*




*Height diagram that indicates preferred maximum heights within key areas.*

*An idiosyncratic streetscape with varying building heights.*

*The street elevation shows how buildings heights could vary along the two blocks stretch of South 'O' Village. This provides visual complexity and interest with an active, consistent street wall on the ground floor and an eclectic varied streetscape above.*


*The massing sketch shows a potential development scenario in South 'O' Village where the corners of Cassidy and Vista are developed with taller buildings. New infill buildings with mixed-use configurations are added between Vista and Cassidy in vacant lots and parking lots.*

# LAND USE GUIDE

The following table corresponds to the diagram on the right and shows land uses which are preferred, may be considered, or should be excluded from the City's incentive program.

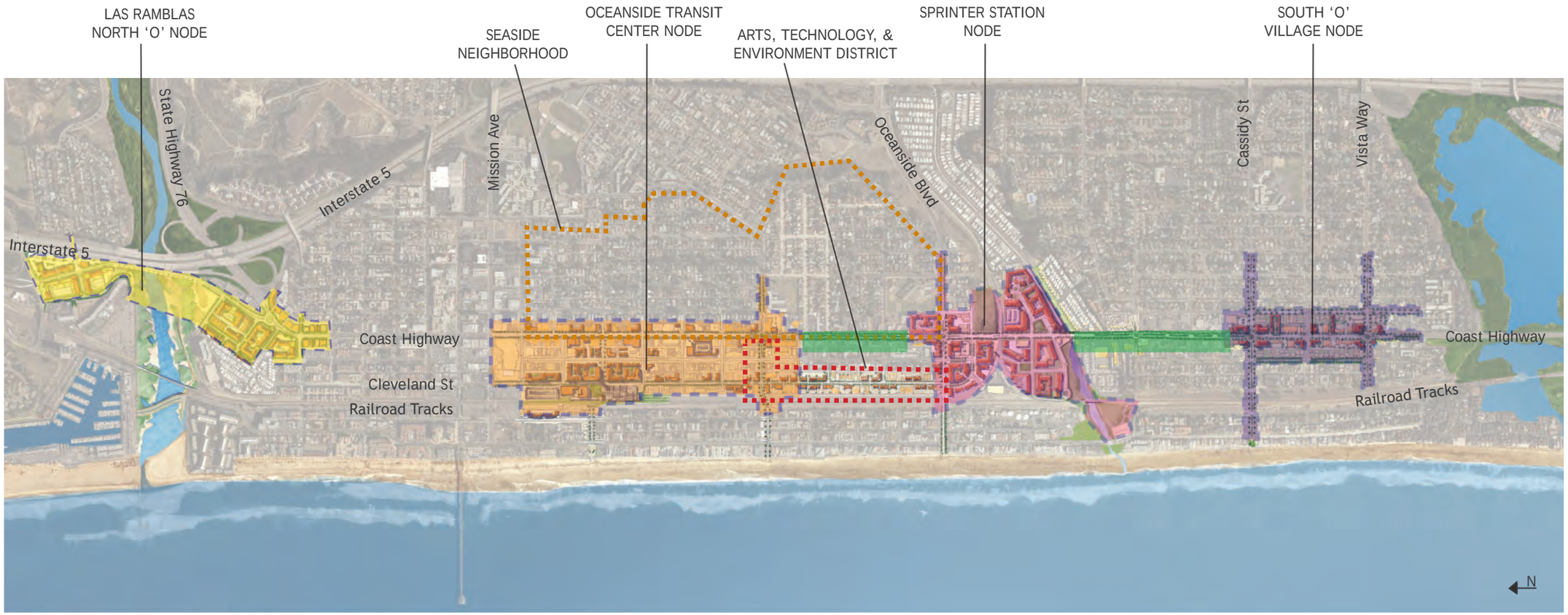
| TYPE OF USE | LAS RAMBLAS NORTH 'O' NODE | OCEANSIDE TRANSIT CENTER NODE | SPRINTER STATION NODE | SOUTH 'O' VILLAGE NODE | SEASIDE | ARTS, TECH & ENVIRONMENT DISTRICT | AVENUE |
|---|---|---|---|---|---|---|---|
| Arts, Technology, & Environment Related | | | P | | | P | |
| Auto-Oriented | | | | | | | P |
| Eating and Drinking Establishments | P | P | P | P | | P | |
| Entertainment | P | P | P | P | | P | |
| General Retail <9,999 SF | P | P | P | P | | P | P |
| General Retail 10,000-64,999 SF | P | P | P | P | | E | P |
| General Retail >65,000 SF | E | E | E | E | | E | P |
| Hospitality | P | P | P (at resort area) | C | | P | C |
| Housing | P (south of River) | P | P | E | P | P | P |
| Housing on Upper Floors (Mixed-use) | C | P | P | C | | P | P |
| Housing, Single Family Detached on Small Lots | P (south of River) | E | E | E | E | E | E |
| Live/Work Units | | P | P | | | P | P |
| Marine-Related | P | | | | | | C |
| Office | P (visitor serving) | P | P | P | | P (arts-, technology-, and environment-related) | P |
| Pedestrian-Oriented Mixed-Use | P | P | P | P | | P | |

P: Preferred

C: Considered

E: Excluded

# LAND USE GUIDE, CONTINUED




*Land Use Standard key shows 4 nodes, the Seaside neighborhood, the Arts, Technology, and Environment District, and Avenue segments. See facing page for Land Use Guide Table.*

# FIVE CATALYTIC SITES

Revitalizing Coast Highway and implementing the Strategic and Vision Plan will be largely related to the success of developing five catalytic sites. These sites were chosen because they represent great economic opportunities in themselves - but also because their development will hopefully lead to 'spin off' development and create a revitalization 'domino effect' in neighboring parcels - incrementally improving Coast Highway. The design guidelines outlined in the next chapter give parameters for their development so that the City can achieve the type of vision it set forth in the Vision Plan.

The five catalytic sites are:
1. Las Ramblas North 'O' Gateway
2. Oceanside Transit Center TOD
3. Mixed-Use Infill Site
4. Sprinter Station TOD
5. Loma Alta Creek Resort

The catalytic sites strive to fulfill the primary objectives of the Coast Highway Vision Plan. As such, they seek to:

- Reflect the Oceanside Identity ("Brand") of economic and cultural diversity, coastal character, civic-minded tourism, artistic and artful and environmentally conscious community
- Promote environmentally and economically sustainable smart growth - transit, pedestrian, bicycle, multi-generational-friendly infill development
- Enable corridor development by optimizing urban connectivity, capitalizing on transportation/mobility options and rationalizing parking
- Maintain adequate flexibility to accommodate the community's emerging needs and safeguard the future prosperity of the re-invented district from economic market fluctuations
- Promote high quality urban and architectural design, sustainable development, synergistic land uses and enhancement of environmental resources through incentives
- Promote a preservation ethic that encourages and supports the preservation of Oceanside's historical heritage and resources to the extent possible

*Before: aerial of existing Coast Highway Vision Plan Area with five catalytic sites outlined.*


*After: illustrative rendering of completed Coast Highway Vision Plan with five catalytic sites outlined.*


Legend:
- Catalytic Site Boundary
- Planning Area

# CATALYTIC SITE 1:

## *Las Ramblas North 'O' Gateway*

### *Existing Conditions*

This catalytic site area adjacent to Coast Highway, north of the San Luis Rey River, represents a singular opportunity to transform the image of Oceanside. The area is visible from Interstate 5 and is situated at the northern gateway to the City. It is located near two key amenities, the Oceanside Harbor and the San Luis Rey River. Property ownership in the area is relatively consolidated, though some land assembly would be required. Currently, the area is occupied by a small strip of low retail buildings along Coast Highway, gas stations, surface parking lots, and mobile homes.

### *Vision*

The catalytic site plan proposes the realignment of Coast Highway to the west of its current route so that both sides of the street can be developed into a two-block long "Main Street." A one-story retail and restaurant row along the east side of the street incorporates surface parking in the rear, facing the Interstate. The west side of the street accommodates retail and restaurant uses with hotel space on second and third floors above. The hotels are visible from the highway, owing to the one-story retail development across the street.

The catalytic site area includes a shared parking district in order to avoid an abundance of surface parking lots and to facilitate development by removing hard-to-meet parking requirements. Parking is placed in two podium parking garages and a new surface lot that faces the Interstate.

Note: Podium parking or surface parking may be replaced with subterranean parking if economically feasible.

*Before Aerial Photo*


*After Rendering*


Legend:

- Site Boundary
- Planning Area

## *CATALYTIC SITE 1: PROGRAMED USES (FLOORS 1-3)*

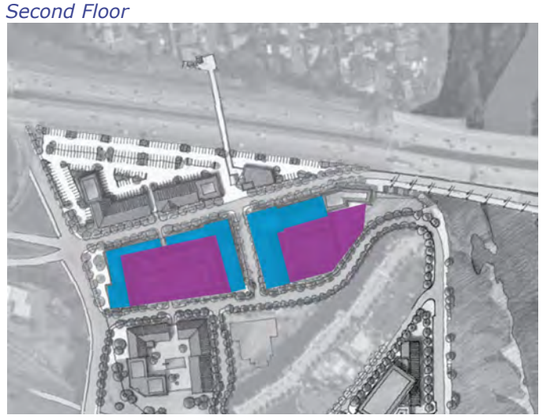
*Ground Floor*

Legend:

- Retail / Restaurant
- Hotel
- Parking

| LAS RAMBLAS NORTH 'O' GATEWAY USES | TOTAL |
|---|---|
| Retail / Restaurant | 84,800 SF |
| Hotel | 52,300 SF |
| Hotel Rooms (650 SF/room) | 234 rooms |
| Podium Parking | 376 spaces |
| Surface and On-Street Parking | 300 spaces |
| Total Parking | 676 spaces |

*Second Floor*



*Third Floor*

*A Main street as proposed in the catalytic site area should have an activated ground floor with big display windows, awnings, and shop signs that add dimension to the building wall. Street furniture, landscaping, and outdoor seating can attract pedestrians. Alternative transportation amenities, which include bicycle lanes and bicycle parking should be accommodated. The hotels on second and third floors can include balconies so that eyes are kept on the street.*

*Las Ramblas, where a central plaza provides for a lively pedestrian stroll, represents an alternative form of placemaking for the North 'O' catalytic site.*

*Vibrant pedestrian-oriented median in Mizner Park, FL represents an American version of Las Ramblas.*

# CATALYTIC SITE 2:

## *Oceanside Transit Center TOD*

### *Existing Conditions*

The Oceanside Transit Center catalytic site represents the most significant development opportunity within the Planning Area. The site is currently comprised of several blocks of parking lots and a bus transfer area surrounding the Oceanside Transit Center. Much of the land is controlled by one owner - the North County Transit District (NCTD). As such, it is prime for joint development (a public/private partnership in which the transit authority would retain ownership of the land and private developers would enter into a long-term lease agreement for the site).

### *Vision*

The Plan for this catalytic site envisions development that is transit-oriented in a mixed-use configuration. The relocation of the bus terminal and removal of the large surface parking lot allows Cleveland Street and Michigan Avenue to be reconnected and opened to thru-traffic, thereby re-establishing the urban street grid and allowing for new retail and commercial mixed-use development along the streets. Residential uses are housed mostly along Tremont Street.

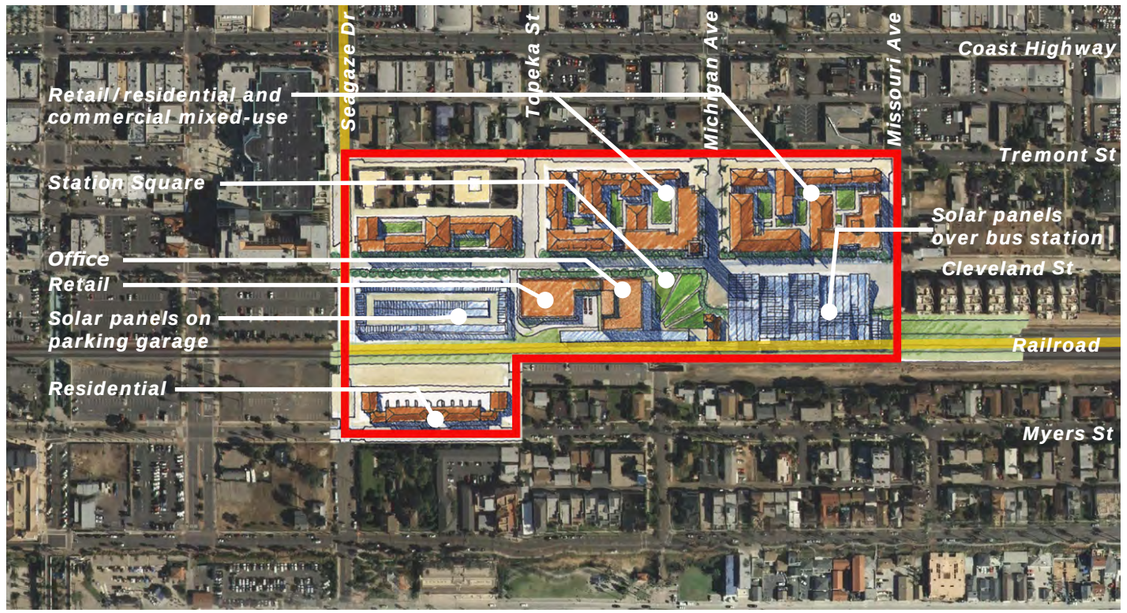
Between the re-opened Cleveland Street and the train station is a new public square, "Station Square," with landscaped and hardscaped areas. The buildings to the north of the square can accommodate a large commercial use, such as a grocery store or office spaces. To the south of the square, a bus transfer area is covered with solar panels. A signature tower at the corner of Cleveland Street and Michigan Avenue acts as an iconic structure visible from several blocks, which announces the presence of the train station and enhances the experience of arriving to the City by train.

Parking for the new development and the station is consolidated into the existing parking structure, new podium parking garages, and new surface lots along the west side of the railroad tracks from Seagaze Drive to Missouri Avenue.

Note: Podium parking or surface parking may be replaced with subterranean parking if economically feasible.

*Before Aerial Photo*


*After Rendering*




Legend:

- Site Boundary
- Planning Area

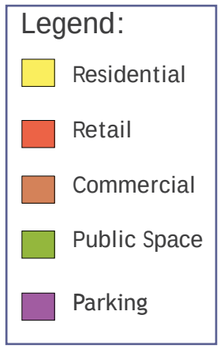
## *CATALYTIC SITE 2: PROGRAMED USES (FLOORS 1-5)*

*Ground Floor*

*Second Floor*

*Third Floor*

*Fourth and Fifth Floor (same)*




| OCEANSIDE TRANSIT CENTER USES | TOTAL |
|---|---|
| Retail | 72,000 SF |
| Commercial | 156,000 SF |
| Green Space | 21,000 SF |
| Residential Units | 167 Units |
| Townhomes | 14 Homes |
| New Surface Parking | 360 Spaces |

### *Opening Streets*

Depicted to the right are the before and after conditions of the transit station area. The street is reconnected to accommodate thru-traffic and a sidewalk extension "bulb out" at the corner is added to slow traffic and shorten the street-crossing distance (foreground). A third floor of parking is added to the existing parking garage (to the right) and solar panels are added to the top floor of the garage. A new mixed-use housing development with retail on the ground floor (to the left) replaces the relocated bus station, thereby giving the street a stronger sense of enclosure and emphasizing the station area as a lively neighborhood. A clock tower (background) is added at the end of the street as a landmark and wayfinding mechanism.


*Before photo of Cleveland/Michigan Intersection*


*After photosimulation of Cleveland/Michigan Intersection*

# CATALYTIC SITE 3:

## *Coast Highway Mixed-Use Infill Site*

### *Existing Conditions*

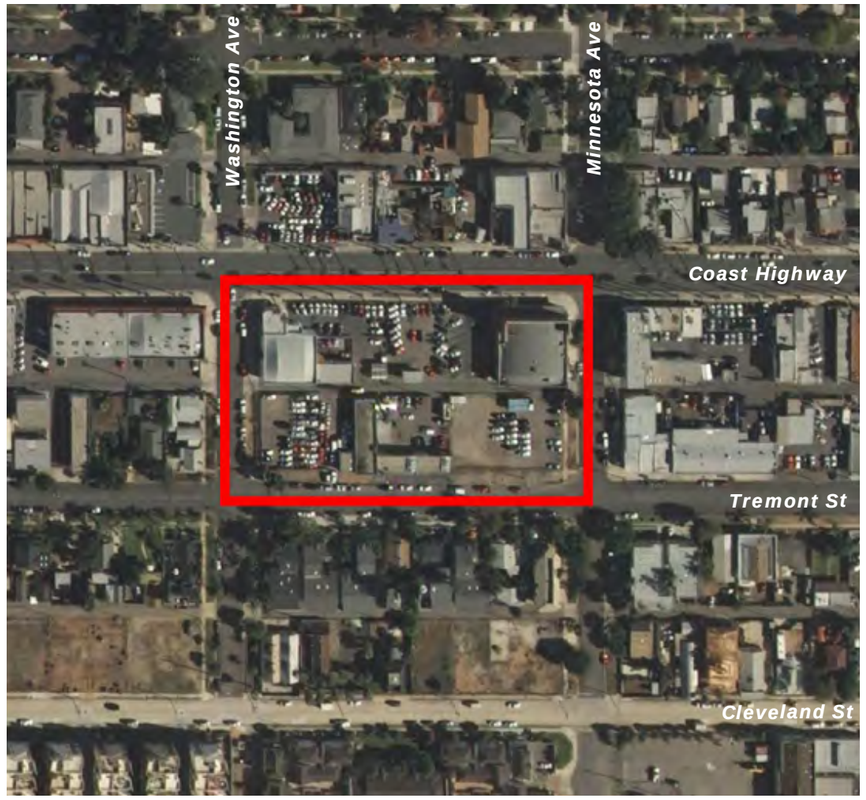
The site currently contains surface parking areas along with retail and auto-oriented commercial uses. The block is relatively porous, meaning that there is plenty of potential for new infill development.

### *Vision*

The catalytic site includes a mixed-use development that wraps around an integrated garage tucked inside the block. This configuration creates a continuous pedestrian-oriented street edge along all four sides of the block. The large existing retail store is adaptively re-used to accommodate both retail, commercial, and residential uses. The integrated parking garage is topped with solar panels and is accessed from both Coast Highway and Minnesota Avenue. Along Tremont there is a three-story multi-family residential building that also uses the shared parking garage.

Note: Podium parking or surface parking may be replaced with subterranean parking if economically feasible.

*Before Aerial Photo*



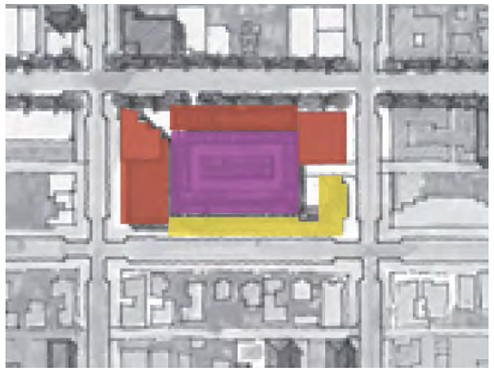

*After Rendering*


Legend:

- Site Boundary
- Planning Area

## *CATALYTIC SITE 3: PROGRAMED USES (FLOORS 1-3)*

*Ground Floor*

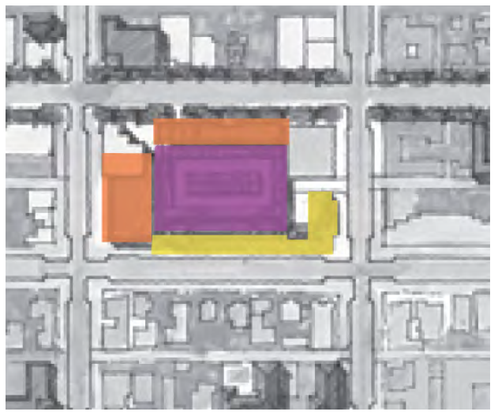


Legend:

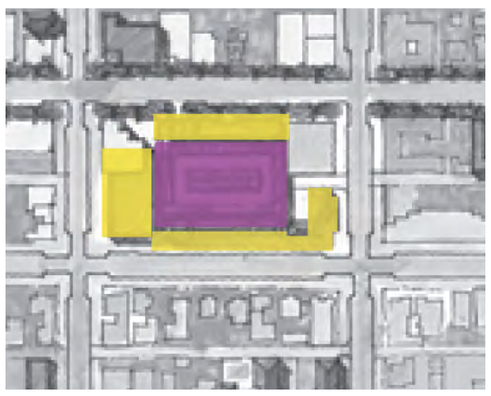
- Residential
- Retail
- Commercial
- Parking

| COAST HIGHWAY INFILL SITE USES | TOTAL |
|---|---|
| Retail | 26,500 SF (includes rehab) |
| Commercial | 14,000 SF |
| Residential Units | 36 Units |
| Residential | 40,000 SF |
| Parking Garage | 216 Spaces |

*Second Floor*



*Third Floor*



*Existing Conditions on Coast Highway*


*Photosimulation of infill development*

# CATALYTIC SITE 4:

## *Sprinter Station TOD*

### *Existing Conditions*

Currently, the Sprinter Station is surrounded by a surface parking lot and several under-utilized commercial parcels, among them a Rite-Aid, which is set back from Coast Highway behind a large street-facing parking lot. The station area also accommodates mobile homes and a small strip of viable retail along Coast Highway. As a rail transit center, the Sprinter Station is an ideal site for transit- and pedestrian-oriented development.

### *Vision*

This catalytic site accommodates a mixed-use development with apartments, live/work units, arts and technology-related commercial/retail space, and parking structures. The development is geared to activate the street through retail and café uses along the ground floor and housing and office uses in the upper stories. Residential units can serve students and faculty from the nearby Cal State San Marcos, as well as artists and professionals employed in the Arts, Technology, & Environment District.

The Plan re-configures Cleveland Street, which currently dead ends at the railroad tracks, so that it links directly with Godfrey Street, thereby connecting the Arts, Technology, & Environment District to the Sprinter Station and to Coast Highway. Live/work units on the re-configured Cleveland Street further connect the area to the Arts, Technology, & Environment District.

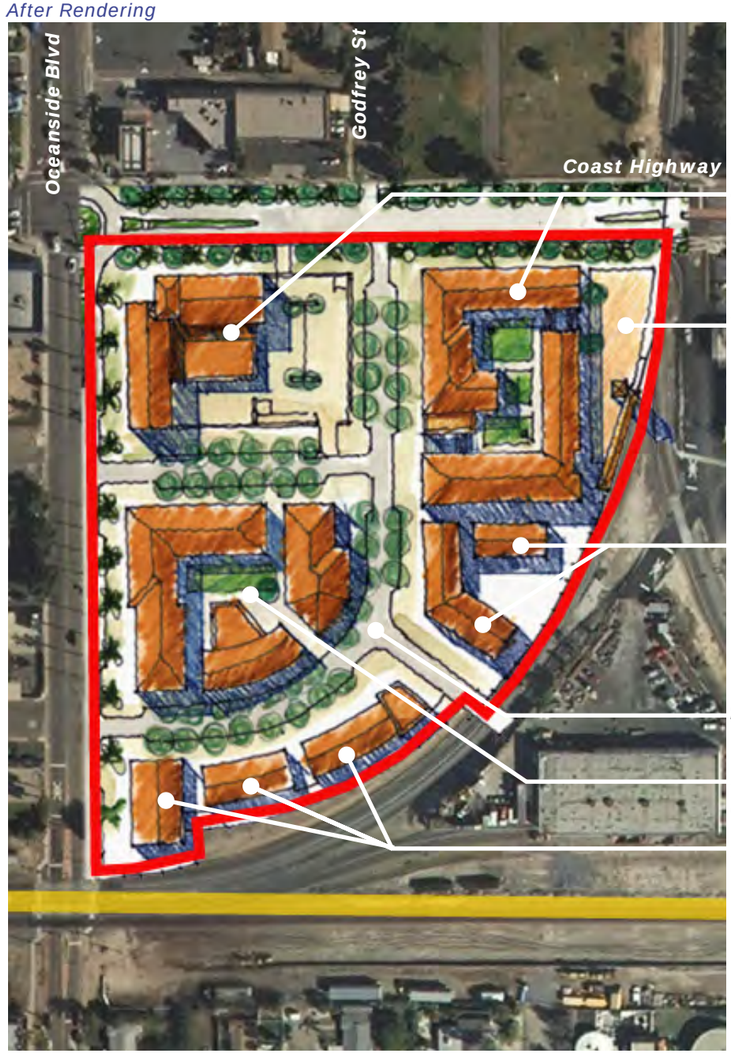
A public plaza at the Sprinter Station acts as an amenity for pedestrians and increases the visibility of the station from Coast Highway. Public art in the plaza would reflect the creative spirit of the artists and industries located in the Arts, Technology, & Environment District and a café in the plaza would help to activate the space.

Parking for the site is accommodated in podium parking garages, one of which is immediately adjacent to the Sprinter Station plaza. As a transit-oriented development, parking requirements can be reduced in order to prioritize transit use and alternative transportation and give an incentive to developers with infill projects. The rooftops of the parking structures in the area can be designed as green space, courtyards, and plazas.

Note: Podium parking or surface parking may be replaced with subterranean parking if economically feasible.

*Before Aerial Photo*


*After Rendering*

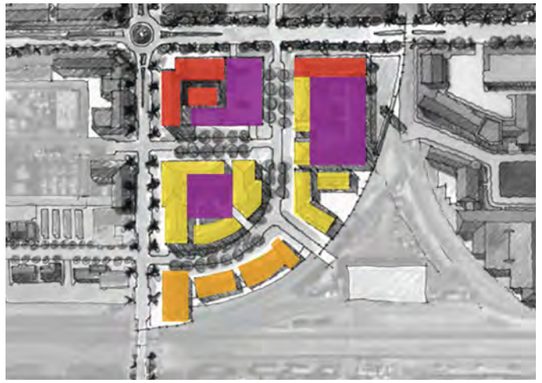



Legend:

- Site Boundary
- Planning Area

## *CATALYTIC SITE 4: PROGRAMED USES (FLOORS 1-3)*

*Ground Floor*



Legend:

- Residential
- Retail
- Parking
- Live/ Work

*Second Floor*

*Third Floor*

| SPRINTER STATION DEVELOPMENT USES | TOTAL |
|---|---|
| Retail | 46,350 SF |
| Residential | 227,350 SF |
| Townhomes (1100 SF) | 9 units |
| Live/ Work | 13 units |
| Parking Spaces | 403 spaces |
| Residential Units | 207 units |

*Fruitvale transit plaza in Oakland, CA with special paving, landscaping, and a water feature.*

*Fruitvale transit plaza hosting a public market.*

*Art at a metro station plaza activates the space.*

*The entry to Fruitvale Plaza is marked by an artistic archway and pedestrian-friendly bollards.*

# CATALYTIC SITE 5:

## *Loma Alta Creek Resort*

### *Existing Conditions*

The Loma Alta Creek Resort catalytic site is bisected by Coast Highway and currently hosts an RV park, auto-oriented commercial uses, and light industrial uses. With large setbacks, gates facing the street, and parking directly in front of businesses, there are few amenities for the pedestrian. Along its southern boundary the site is bounded by Loma Alta creek which is channelized east of Coast Highway and in its natural state west of the highway.

### *Vision*

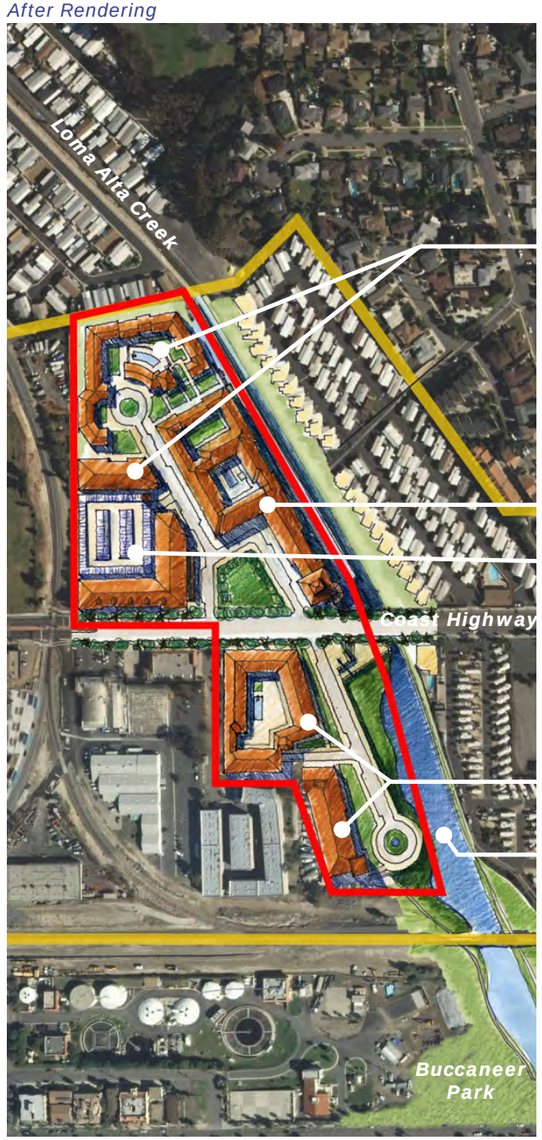
The catalytic site plan proposes an eco-friendly resort and mixed-use development focused on the Loma Alta Creek and a new green space along Coast Highway. The program for the site includes moderate and up scale hotel and some time share units, along with ground-floor restaurants, cafes, and shops. The creek is restored and widened, thereby transforming the area into a more usable community open space. A creekside walkway fronted by retail uses capitalizes on the waterfront as a visual amenity. The Plan lines its streets and public spaces with pedestrian-oriented buildings. The new resort benefits from its desirable location - within a ten-minute walk to the beach, less than 5 minutes from the Sprinter Station, and directly adjacent to the Loma Alta Creek.

Existing surface parking is replaced with podium parking garages that are screened by street-facing retail and topped by courtyard and landscaped spaces for hotel guests. A larger new parking structure accommodates additional parking demand and includes solar panels on the roof. Shared parking and reduced parking ratios encourage development on the subject site.

Note: Podium parking or surface parking may be replaced with subterranean parking if economically feasible.

*Before Aerial Photo*


*After Rendering*




*Residential and time-share units*

*Retail / hotel mixed-use with podium garage*

*Retail / residential mixed-use with podium parking garage*

*Retail / hotel mixed-use with podium garage*

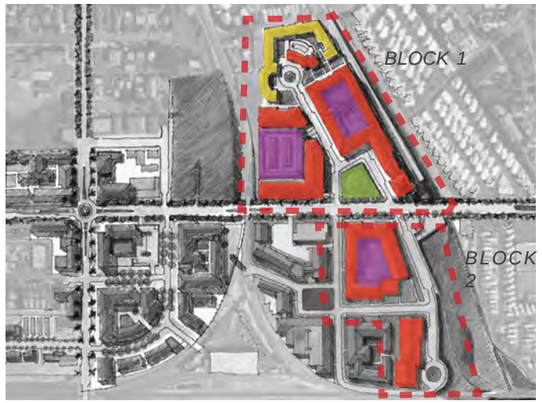
*Restored Creek*

Legend:

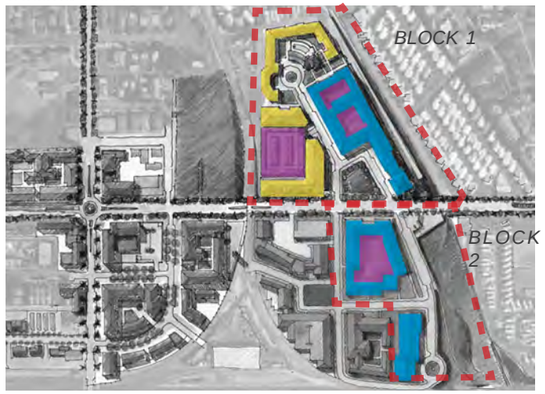
- Site Boundary
- Planning Area

## *CATALYTIC SITE 5: PROGRAMED USES (FLOORS 1-3)*

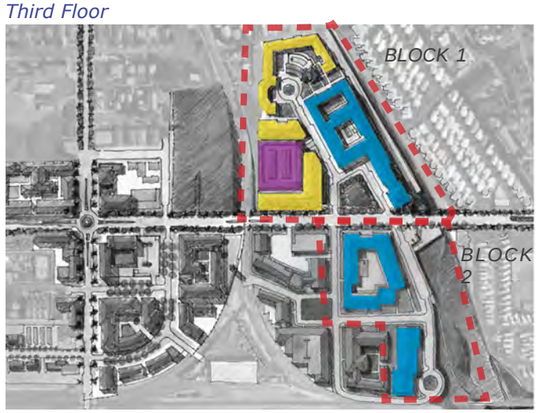
*Ground Floor*




*Second Floor*



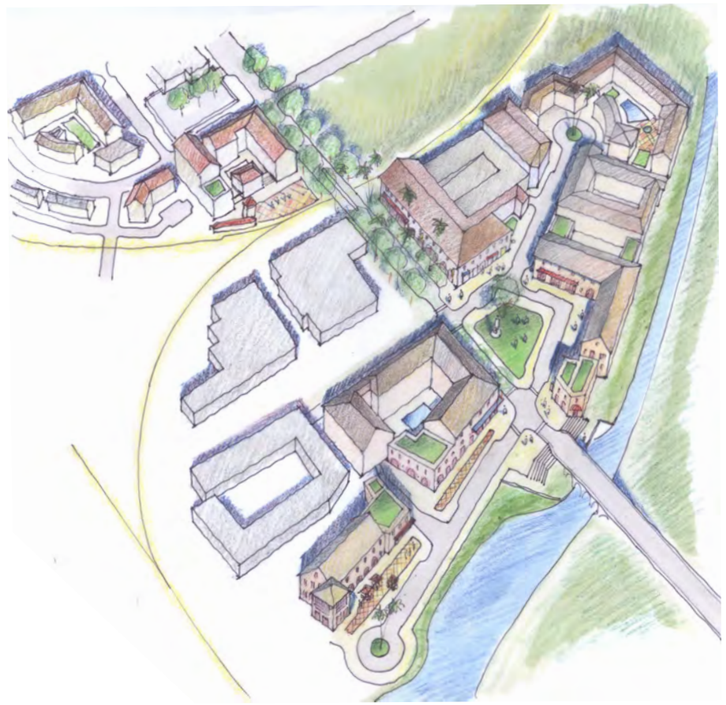

*Third Floor*




| SPRINTER STATION HOTEL BLOCK 1 USES | TOTAL |
|---|---|
| Retail | 114,000 SF |
| Residential/Timeshare | 111,000 SF |
| Hotel | 318,000 SF |
| Timeshare Units (1,100 SF/unit) | 100 units |
| Hotel Rooms (650-700 SF/room) | 535 rooms |
| Parking Spaces | 642 spaces |
| SPRINTER STATION BLOCK 2 USES | TOTAL |
| Hotel Rooms (700 SF/ room) | 185 rooms |
| Retail | 68,000 SF |
| Podium Parking | 280 |
| Hotel Space | 129,500 |
| TOTAL SITE AREA (BLK1 + BLK 2) USES | |
| Total Timeshare | 101 units |
| Total Hotel Rooms | 720 rooms |
| Total Podium Parking | 922 spaces |
| Total Retail | 182,000 SF |
| Total Hotel/Timeshare | 562,900 SF |

Legend:

- Residential/ Timeshare
- Retail/ Restaurant
- Hotel
- Public Space
- Parking



*The development is oriented towards the Loma Alta Creek and a new green space along Coast Highway.*

# ACTION ITEMS

The table of Action Items outlines specific steps to achieve the goals of the Coast Highway Vision plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

| Planwide Efforts | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| PW-1: Engage consultant to prepare a parking reform study and create a parking district plan to include: recommendations for TOD parking standards, shared parking, location and peak pricing for park-once garages and surface lots. | S | $$ | City | TSG,RBF |
| PW-2: Engage consultant to prepare a traffic infrastructure and capacity study to enable urban circulation system for Coast Highway, including road diet, roundabouts, landscaped median, and mid-street pedestrian crossings. | S | $$ | City | TSG,RBF |
| PW-3: Direct staff to prepare and implement a Transferable Development Rights (TDR) height program. | S | $ | City | TSG,RBF |
| PW-4: Direct staff to review General Plan and zoning code for inconsistencies between Vision Plan and GP, revise code and General Plan to implement Vision Plan. | S | $ | City | TSG,RBF |
| PW-5: Direct staff to prepare and implement a Development Incentives Policy, to include, among other things: green tape zone, expedited permitting, and 'zero fee' green design incentives. | M | $ | City | TSG,RBF |
| PW-6: Direct staff to work with developers on land assembly and site-specific incentives for catalytic projects. | S | $ | City | TSG,RBF |
| PW-7: Implement applicable Coastal Commission task force "Climate Change" policies. | S | $ | City | TSG,RBF |
| PW-8: Implement currently applicable and future citywide policies in support of the arts, including but not limited to the Arts in Public Places policy requiring public art as a visual element on Capital Improvement Projects (CIP). | M | $ | City | ND, GF, Other |

| Coast Highway Street Improvements | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| CH-1: Pending traffic study, re-configure Coast Highway to include: reduced traffic lanes (road diet), roundabouts, landscaped median, parking lane, and widened sidewalk. | M | $$$ | City | PROP 1B,RBF,Other |
| CH-2: Apply urban design streetscaping treatment to include: shade trees, landscaped parkway, street furniture, trash/recycling, crosswalks, bulb-outs, pedestrian lighting, signage, and public art. | S-M | $$$ | City, PPO | PROP 1B,RBF,Other |
| CH-3: Improve and install alternative transit infrastructure to include: bike lane, bike parking, transit shelters, and way finding signage. | S-M | $-$$$ | City | PROP 1B,RBF,Other |
| CH-4: Pending parking study, adopt and apply parking strategies for nodes, district, and neighborhood areas. | M | $$ | City | TSG,RBF,GF |

| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
|---|---|---|---|---|
| PW = Planwide<br>CH = Coast Highway Corridor<br>NC = North Coast Node<br>OT = Oceanside Transit Center Node<br>SN = Seaside Neighborhood<br>SS = Sprinter Station Node ATE = Arts, Technology & Environment District<br>SO = South O' Village Node | Short (S) = 0-3 years<br>Medium (M) = 3-5 years<br>Long (L) = 5+ years | $ = < $100,000<br>$$ = $100,000 - $500,000<br>$$$ = > $500,00 | CCC = California Coastal Commission<br>City = Appropriate City Department(s)<br>PPO = Private Property Owner<br>NCTD = North County Transit District | TSG = TransNet Smart Growth Incentive Program (SANDAG)<br>TLP = TransNet Local Programs (SANDAG)<br>PROP 1B = Proposition IB State/ Local<br>RBF = Redevelopment Bond Funds (City)<br>ND = New Development<br>FBF = Federal Bridge Funds<br>GF = General Funds<br>Other = Other Federal/ State Grants |

# ACTION ITEMS, CONTINUED

| Las Ramblas North 'O' Area | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| NC-1: Plan and construct new North Coast Highway bridge over San Luis Rey River. | L | $$$ | City | RBF,ND,FBF |
| NC-2: Design and apply urban design and arts treatment to new Arts Bridge. | L | $$$ | City | FBF |
| NC-3: Realign Coast Highway, pull back (west) from Interstate 5. | S | $ | City | RBF,ND |
| NC-4: Plan and construct new pedestrian bridge over I-5 linking North Coast catalytic site with east neighborhood. | L | $$$ | City, Caltrans | TSG,PROP 1B |
| NC-5: Pending completion of traffic infrastructure and capacity study, construct roundabout gateway and landscaping at North Coast Highways north of Neptune Way. | L | $$$ | City | TLP,PROP 1B,RBF |
| NC-6: Require new development along North Coast Highway to plan and construct new streets as indicated on plan and as per the Design Guidelines. | S-L | $$$ | City | ND |
| NC-7: Revitalize San Luis Rey River area, including bike and walking trails. | M-L | $$$ | City | ND, Other |
| NC-8: Relocate Lift Station. | L | $$$ | City | RBF,ND |
| NC-9: Plan and construct pedestrian and bike bridges over and under railroad tracks. | L | $$$ | City, NCTD | TLP,PROP1B,ND,Other |

| Oceanside Transit Center Transit Oriented Development Area | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| OTC-1: Work with NCTD to further develop TOD plan for site consistent with Vision Plan and fund necessary infrastructure improvements. | S - M | $ | NCTD, City | TSG |
| OTC-2: Design and build new transit station and adjoining development. | M | $$$ | NCTD, City, PPO | TLP, PROP 1B, ND |
| OTC-3: Add a floor of parking to existing parking garage. | L | $$$ | City | TLP,RBF |
| OTC-4: Design and install solar panels on existing parking garage. | L | $$ | City | Other |

| Seaside Neighborhood | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| SN-1: Amend zoning regulations to exclude rowhouses in Seaside Neighborhood. | S | $ | City | GF |
| SN-2: Pending results of parking reform study, apply parking strategy such as residential permit parking district to prevent spillover parking from Coast Highway businesses. | S-M | $$ | City | GF |

| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
|---|---|---|---|---|
| PW = Planwide<br>CH = Coast Highway Corridor<br>NC = North Coast Node<br>OT = Oceanside Transit Center Node<br>SN = Seaside Neighborhood<br>SS = Sprinter Station Node ATE = Arts, Technology & Environment District<br>SO = South O' Village Node | Short (S) = 0-3 years<br>Medium (M) = 3-5 years<br>Long (L) = 5+ years | $ = < $100,000<br>$$ = $100,000 - $500,000<br>$$$ = > $500,00 | CCC = California Coastal Commission<br>City = Appropriate City Department(s)<br>PPO = Private Property Owner<br>NCTD = North County Transit District | TSG = TransNet Smart Growth Incentive Program (SANDAG)<br>TLP = TransNet Local Programs (SANDAG)<br>PROP 1B = Proposition IB State/ Local<br>RBF = Redevelopment Bond Funds (City)<br>ND = New Development<br>FBF = Federal Bridge Funds<br>GF = General Funds<br>Other = Other Federal/ State Grants |

# ACTION ITEMS, CONTINUED

The table of Action Items below outlines specific steps to achieve the goals of the Coast Highway Vision plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

| Sprinter Station Area | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| SS-1: Pending results of traffic study, re-stripe three to four block area as part of road-diet demonstration project. | S | $ | City | TSG, TLP, PROP 1B, RBF, ND |
| SS-2: Pending results of traffic study, install one traffic circle as part of road diet demo project. | S | $ | City | TSG, TLP, PROP 1B, RBF, ND |
| SS-3: Pending result of parking plan, implement “park-once” garage at transit station plaza. | M | $$$ | City | TSG, RBF, ND |
| SS-4: Work with developer to restore and revitalize Loma Alta Creek area. | M-L | $$$ | City, CCC | RBF,ND,Other |
| SS-5: Re-configure Cleveland Street to connect to Godfrey Street. | M-L | $$$ | City | TLP,PROP 1B |

| Arts, Technology & Environment District | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| ATE-1 : As part of PW-5, develop package of incentives to attract infill development, renovation to existing structures, and adaptive re-use that appeals to creative industries, emerging green technologies, and environment. | S | $$ | City | GF |
| ATE-2 : Pending completion of parking study, implement parking strategy for the area such as shared parking district. | S - M | $ | City | GF |
| ATE-3: Introduce specialized lighting, signage, and public art program to distinguish area as unique district, as well as act as gateway. | S - M | $$-$$$ | City | GF |
| ATE-4: Adopt and apply a land use and design overlay zone to direct new development. | S - M | $-$$ | City | GF |

| South “O” Village | | | | |
|---|---|---|---|---|
| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
| SOV-1: Pending result of parking study, adopt shared parking district to include: re-striping and minor curb work to accommodate parking along Freeman Street. | S | $ | City | ND |
| SOV-2: Provide artistic gateway signage into the South “O” Village at corners of Cassidy Street and Vista Way. | M | $ | City | ND |

| Action | Timeframe | Cost | Responsibility | Potential Funding Source |
|---|---|---|---|---|
| PW = Planwide<br>CH = Coast Highway Corridor<br>NC = North Coast Node<br>OT = Oceanside Transit Center Node<br>SN = Seaside Neighborhood<br>SS = Sprinter Station Node ATE = Arts, Technology & Environment District<br>SO = South O’ Village Node | Short (S) = 0-3 years<br>Medium (M) = 3-5 years<br>Long (L) = 5+ years | $ = < $100,000<br>$$ = $100,000 - $500,000<br>$$$ = > $500,00 | CCC = California Coastal Commission<br>City = Appropriate City Department(s)<br>PPO = Private Property Owner<br>NCTD = North County Transit District | TSG = TransNet Smart Growth Incentive Program (SANDAG)<br>TLP = TransNet Local Programs (SANDAG)<br>PROP 1B = Proposition IB State/ Local<br>RBF = Redevelopment Bond Funds (City)<br>ND = New Development<br>FBF = Federal Bridge Funds<br>GF = General Funds<br>Other = Other Federal/ State Grants |

# 5 DESIGN GUIDELINES

# DESIGN GUIDELINES

## Urban Design Guidelines

- Streets
- Blocks, Networks & Circulation
- Parking Placement
- Intersections & Sidewalks
- Sustainability & Green Space
- Trees & Landscaping
- Street Furniture & Lighting

## Building Design Guidelines

- Building Types
- Frontage Types
- Architectural Details
- Fences & Hedges
- Trash & Utilities

### *Purpose*

The guidelines in this chapter are intended to promote high quality development, enhance the City image and strengthen the "public realm." By setting forth recommendations for architectural and urban design, the design guidelines attempt to realize high quality design on an individual project basis, as well as to create a coherent and unified vision for the Coast Highway Plan Area.

The guidelines seek to establish a mixed-use, pedestrian-oriented area that incorporates:

- A mixture of land uses that includes shops, workplaces, residences and civic buildings in close proximity.
- Variety in thoroughfares designed to best serve the needs of pedestrians, cyclists, and motorists.
- Public open spaces that provide places for informal social activity and recreation.
- Building frontages that define the public space of each street.
- A hierarchy of scale for buildings that provides a transition from the corridor to established residential neighborhoods adjacent to Coast Highway.

### *Applicability*

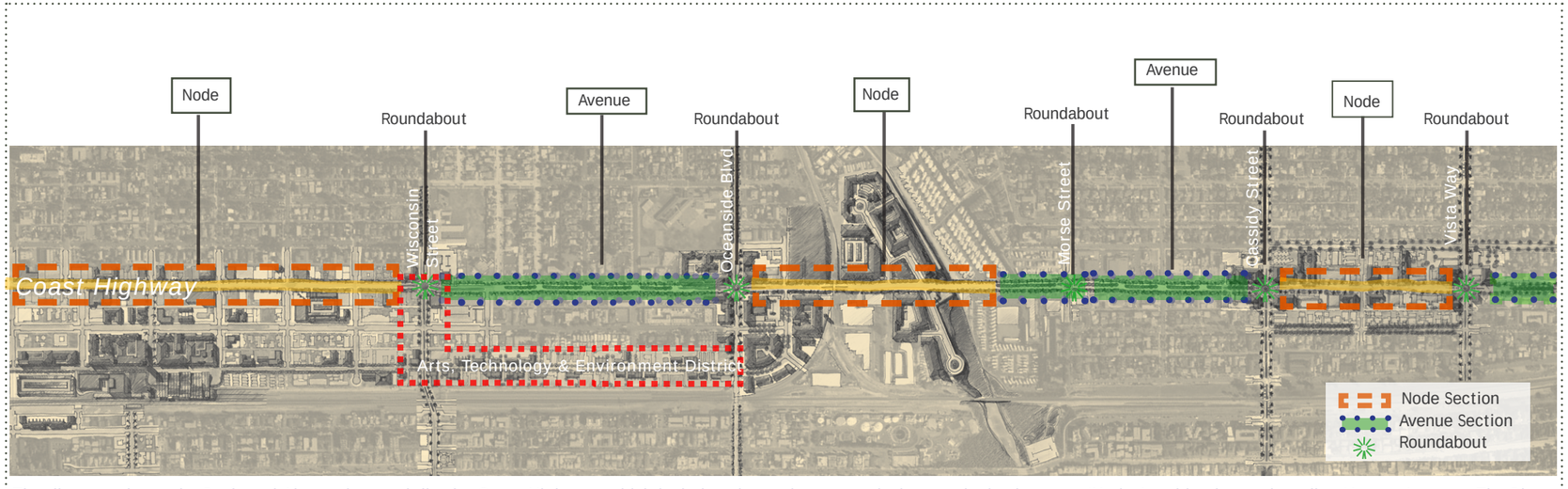
The guidelines are advisory and are intended to be utilized during the entitlement review process to promote the highest degree of design quality and creativity.

## STREETS

This section guides the design of the public right-of-way: the streets, sidewalks, and intersections of new and existing thoroughfares. The guidelines include specifications and dimensions that define the type, character and capacity of a vehicle lane, bike lane, and pedestrian walkways.

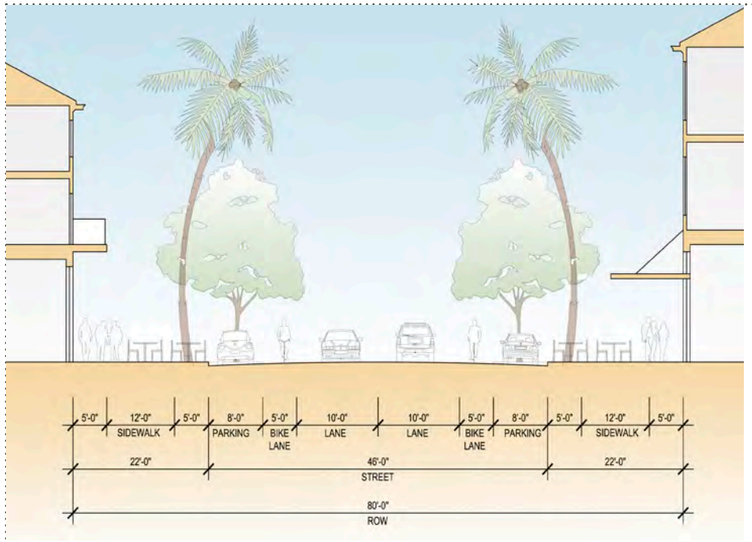

*The diagram shows the hierarchy of street standards within the Planning Area. Coast Highway - in red - is the primary thoroughfare for this area - with greater street width, higher speeds, and heavier traffic flows. The streets outlined in orange are considered secondary streets - of smaller size and width with less traffic flow and lower speeds. The last set of streets, highlighted in yellow, are tertiary streets. Street sections for A1-A4 are illustrated on the facing page.*

### *Preferred Street Design for Coast Highway*

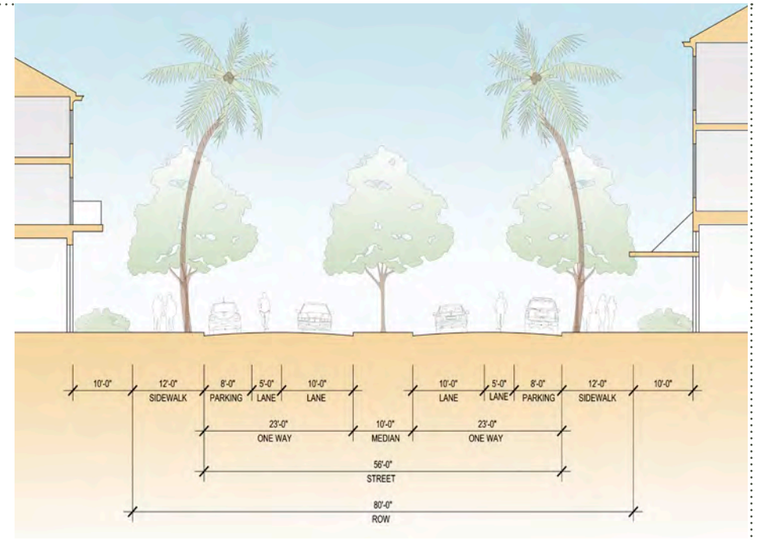



*The diagram shows the Preferred Alternative road diet for Coast Highway, which includes alternating street design typologies between 'Nodes' and landscaped median 'Avenue' areas. The Plan also includes roundabouts and a bike lane (see street sections on facing page) for the Mid and South Coast areas.*

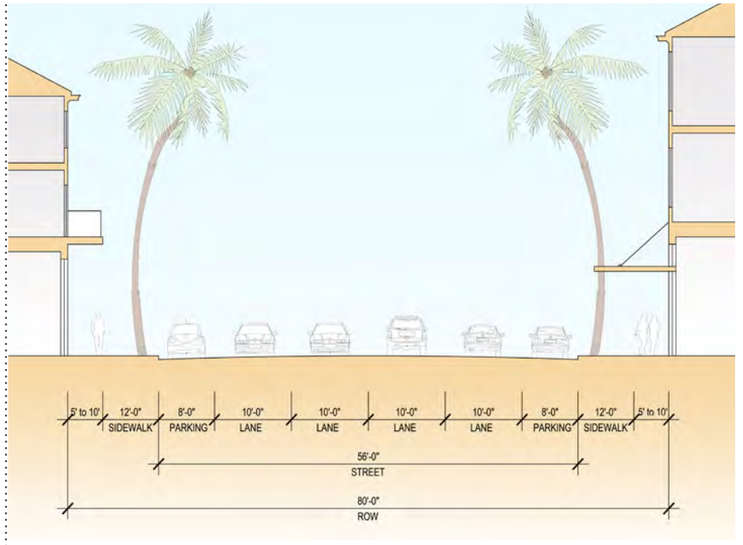
The design of Coast Highway includes two street typologies: (1) the "Node" designed as a pedestrian-oriented "Main Street" with shade trees, curb extensions, and wide sidewalks allowing ample room for street furniture, landscaping, and street dining, and (2) the "Avenue" a more auto-oriented streetscape with a landscaped median and trees, creating a sense of enclosure. The street typologies differ in the size of the sidewalk and the presence (or absence) of a landscaped median. Cleveland Street, the primary frontage for the Arts, Technology & Environment District, is shown in the street section to the right, as is a new configuration for Coast Highway in the Las Ramblas North 'O' node - designed as a restaurant row or "Main Street" for visitors strolling through the new northern gateway hospitality/ entertainment area. The table below provides details on the various street sections.



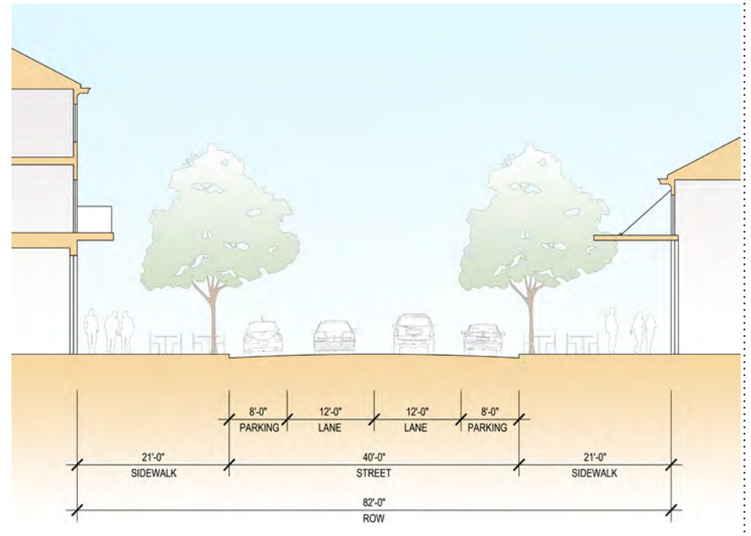

*A1 Coast Highway Node, Preferred Alternative*
**For Nodes, parking lane can be removed in areas that require a left turn pocket.*




*A2: Coast Highway Avenue, Preferred Alternative*
**For Avenues, median can be narrowed to 6 feet in areas that require a left turn pocket.*




*A3: Cleveland Street*
*Existing Conditions*




*A4: Coast Highway, Las Ramblas North 'O' Node*
*Restaurant Row*

# BLOCK NETWORK & CIRCULATION

This section addresses the blocks in the Planning Area in terms of size, character, and arrangement.

## *The Block and the Street*

There is a direct relationship between block size and pedestrian-friendly design – the smaller the block, the greater the permeability of the street network and the more comfortable it is to move through the area as a pedestrian. While most of the study area is already inscribed by a fine grained network of streets and blocks, the North Coast Planning Area and Sprinter Station Node include several large sub-divideable parcels. The Coast Highway Vision Plan prioritizes pedestrian mobility, re-configuring streets and proposing new ones to create a more walkable grid. The diagram (below) shows the proposed block size and shape throughout the Plan Area.

Within the North Coast Planning Area in particular, the diagram shows significant changes to the street grid. The Mid and South Coast nodes are re-configured to be pedestrian-oriented with shorter, small blocks.

It is suggested that the maximum perimeter for new blocks should be limited to 1650 linear feet. Cul-de-sacs, street closures and other dead-end conditions are highly discouraged.

## *Parking Lots and Structures in the Nodes*

Garages, driveways, and other auto entrances break up the street wall and diminish the pedestrian experience. In addition, the design of parking entrances and thoroughfares often compromise pedestrian safety.

Thus parking placement should not only take into account pedestrian safety but should also consider the impact to the public realm. The relationship of parking to the street should be low impact, landscaped, and articulated with architectural elements so as to maintain a pleasant street wall.

- Parking lots and structures should generally be located behind the buildings that they serve.
- Parking should give priority to pedestrian entrances.
- Parking areas should be designed with clear pedestrian passages leading to the street, providing safe pathways and articulated with a different paving material.
- Driveway cuts and widths should be minimized.
- Visible parking structures and entrances should be screened and landscaped to the maximum extent possible.
- Particular attention should be placed in the design and programming of the base of parking structures.
- Parking structures along streets with a pedestrian orientation, (e.g. Coast Highway), should be screened by habitable liner buildings. Upper level sections should be screened from view by a highly-articulated facade.

## *Residential Garages*

- Garage design should be subordinate to the main dwelling.
- Garages with deep recessed garages and motor courts, alley access and side entries are encouraged.
- Garage doors should not dominate the street scene. Multiple panel door designs, windows or other architectural details should be used on garage doors to reduce their impact and scale.

See Chapter on Implementation Strategies for greater discussion of parking reform to create a vibrant, pedestrian-oriented environment.

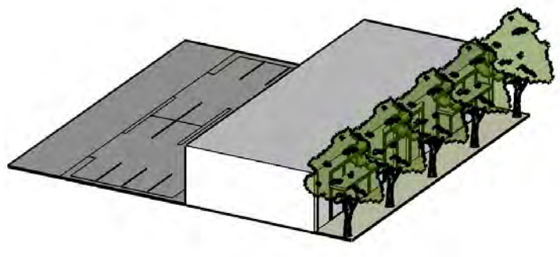

*Proposed block network in the Planning Area creates a walkable street grid.*

## *Parking in the Avenue*

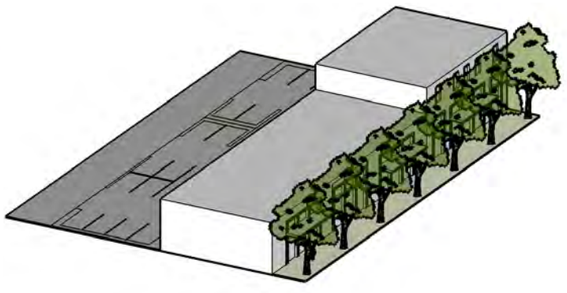
- Parking for properties along the Avenue segments may be located in front of the buildings. However, an attempt should be made to make parking areas appear as plazas, rather than a parking lots, through the use of landscaping and special paving in select areas.
- Screening with low walls, hedges, and other landscaping should be located between sidewalk and parking lot.
- Parking lot design should incorporate a variety of materials to differentiate spaces from driving aisle, or areas of high and low use, so as to break up the appearance of a large sea of asphalt and to reduce the urban heat island effect.


*Palos Verdes, Malaga Plaza includes parking in the front that is sensitively landscaped.*

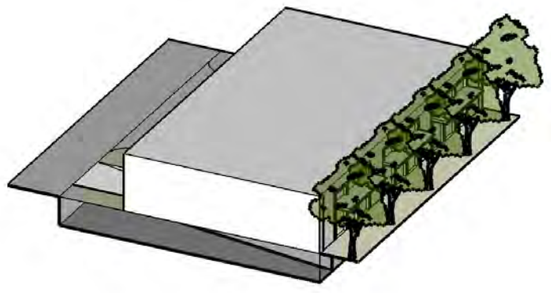
*Rendering shows potential parking plaza design.*



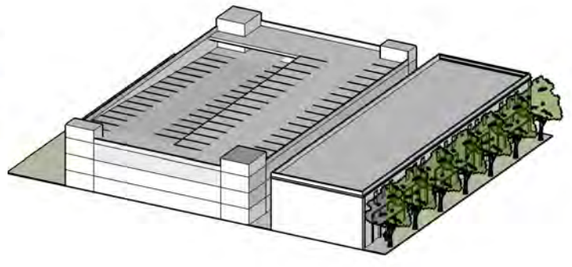
*Surface parking behind a retail building should be the norm until a shared or park-once strategy is adopted.*



*Surface parking lot placed behind two street-facing retail buildings. Surface parking lots are linked together behind lot for inter-parking connectivity. This is a good way to share parking between uses.*



*Parking placed below building with auto-entrance to parking garage behind building, prioritizing the street frontage for pedestrian use and safety. This is a more expensive solution on a per space basis and is more difficult to share among buildings and other uses.*



*Parking garage placed behind street-facing retail buildings. Structured parking maximizes land used for parking by building "up", rather that "out." It is less expensive than underground parking and easier to share, as in a "park-once" garage. However, the garage should be screened or hidden from primary streets.*

# INTERSECTIONS & SIDEWALKS

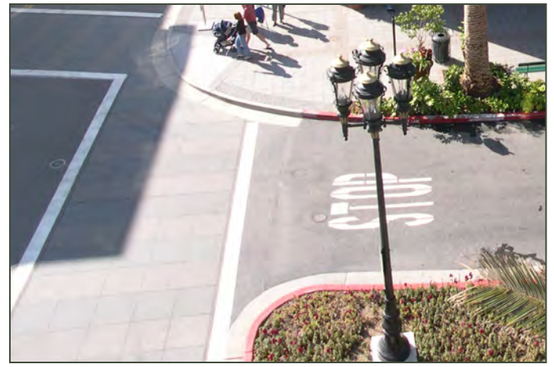
Intersections are urban spaces that serve as seams or barriers between neighborhoods and/or districts and where the scale of buildings and street enclosure is typically further articulated for the traveler.

Sidewalks are an essential component of creating a pedestrian-friendly environment. Well-designed sidewalks provide the necessary sense of comfort and safety to encourage walking.

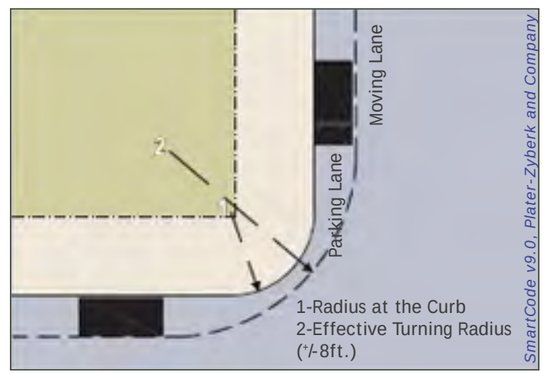
These guidelines focus on making intersections and sidewalks a safer place for pedestrians by suggesting bulb outs, sidewalk extensions, mid-street crossings, and urban design features such as textured paving and landscaping to slow traffic and draw attention to the crosswalks.

## *Crosswalks and Curb Extensions*

- In commercial areas, crosswalks should be marked by a paving design and texture that is clearly different from the street paving.
- In residential areas, cross walks should be marked clearly for vehicular and pedestrian traffic.
- Curb extensions (bulb outs) shorten crossing distances and provide sidewalk space for curb ramps and landings. Installing curb extensions physically deters parking at intersection corners and improves the visibility of pedestrians.
- Bulb out intersection corners should be used on all streets that have a parking lane, except when space is limited or where longer turning radii are required for large vehicles.
- The dimension of the curb radius affects the pedestrian safety of an intersection. The smaller the radius, the less area required to cross and the slower the speed of a vehicle making a turn.
- A curb ramp should be installed at both ends of the crossing in a direct line of travel, consistent with the standards of the Americans With Disabilities Act as well as local and state codes.



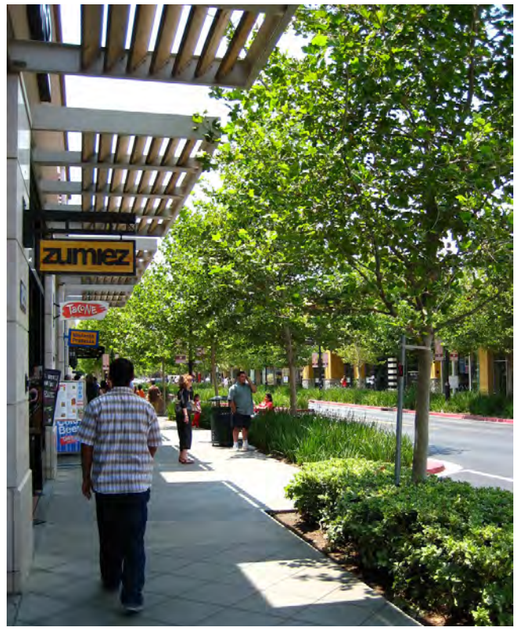
*Photos (above and right) show preferred street intersection design with textured crosswalks and planted bulb outs at intersections - shortening the crossing distances.*




*Effective turning radius.*

### *Sidewalks*

- Sidewalks are strongly encouraged on both sides of the street especially when such streets are fronted by buildings.
- Sidewalks should be separated from any parking space by a physical barrier that will obstruct vehicles from intruding into the required clear path of pedestrian travel.
- Retail sidewalks should be paved from building face to street curb and punctuated with trees and grates. Special paving (using texture, color or patterned brick or stone) should be used to enhance the architecture and the pdestrian experience.
- In commercial areas, the buffer zone is often the "furnishing zone" where utility poles, trees, hydrants, signs, benches, transit shelters, and planters should be placed.
- The furnishing zone in a low-density commercial zone should be a minimum of 5 feet wide. The furnishing zone is over and above the clear area of the sidewalk.
- Landscaping adjacent to sidewalks should be pedestrian-friendly, and free from spiky plants, rapidly growing vines, and other landscaping that may cause harm to pedestrians.
- Streetscapes that are primarily paved should include planters with trees and/or plants.
- Sidewalk designs should conform to the Americans with Disabilities Act, as well as all state and local codes.




*A pleasant sidewalk with landscaped buffer in the furnishing zone.*

*Sidewalk with tree planters in furnishing zone, parallel to parking lane. Landscaping occupies the shy distance between the building and the sidewalk. The ground floor is elevated as privacy is important for residential units along busy streets, such as Coast Highway.*

*Textured paving for sidewalk, with small gardens fronting entrances for pleasant interface between private landscaping and public street.*


*Sidewalk with tree grate extends into the parking lane (bulb outs), allowing for more pedestrian space in the sidewalk and reducing the perceived width of the streetscape.*

*Photo shows planted parkway in residential area, parallel to parking lane.*

# SUSTAINABILITY & GREEN SPACE

The City can employ sustainable strategies within the public right-of-way to:

- Reduce stormwater runoff
- Lower area temperatures to reduce the urban heat island effect
- Improve air quality and reduce pollution
- Expand the tree canopy of the city to reduce pollution and enrich the look and feel of the city.

The following section discusses green streets, pocket parks, tree planting patterns, and landscaping to achieve sustainable environment goals.


## *Sustainable Approach*

The diagram above shows streets in the Vision Plan Area where the following design and construction strategies are encouraged:

- Reduction of the albedo content in concrete to increase solar reflectivity of pavement.
- Use of permeable pavement in parking lots, parking lanes, and other low speed, low weight bearing areas to reduce stormwater runoff.
- Preservation and expansion of tree canopy.
- Installation of LED lighting to reduce energy use.
- Planting of the medians, roundabouts, and sidewalk extensions (bulb outs).
- Additional vegetation to pocket parks and yards where possible.
- Use of permeable and sustainable materials for sidewalk construction.
- Landscaping with native species and drought resistant plants using timed irrigation systems for watering vegetated areas within the public right of way.
- Adherence to the City's Urban Water Management Plan and Water Conservation Program.

*Portland "green street" before and after with rain garden, grate, and permeable bricks to collect and divert stormwater.*


*Sustainable stormwater design, directing runoff into vegetated parkway to absorb and filter water.*

## *Pocket Parks & Parkways*

Pocket parks can be used to add green space to urban areas - transforming oddly shaped parcels that may be too small or awkward to develop into community areas. They add a respite from busy streets and can accommodate recreational uses - such as play grounds for children, chess tables for seniors, and more passive activities such as reading, picnicking, and socializing. Pocket parks are generally designed so that they are visible from the street with a minimum of 50% street frontage for safety. They typically include seating areas, shade trees or shade structures, and vegetation that add greenery, texture, and visual interest to the public right of way.

Because Coast Highway has many irregular setbacks and in some cases, awkwardly shaped parcels, pocket parks could be incorporated in those areas as part of future redevelopment efforts. The City could also consider allowing large projects that cannot fulfill open space requirements on-site to develop pocket parks in adjacent or nearby parcels that would not normally be attractive or profitable for development. Ultimately, attractive pocket parks would increase the desirability of commercial and residential areas - raising property values and making Coast Highway a more livable place.

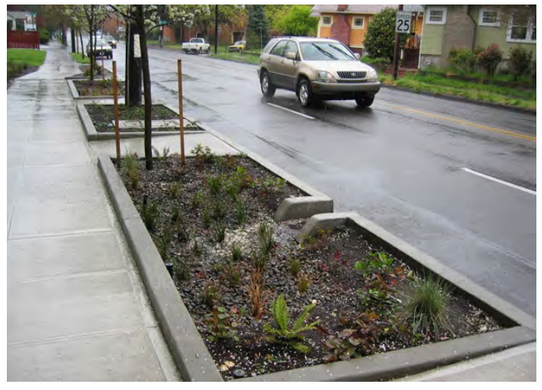
Planters and vegetated strips along sidewalks, known as “parkways” add to a street’s texture and richness with greenery and flowers. Parkways can be designed as bio-swales or water retention areas to prevent stormwater runoff.

Parkways provide: a) buffer between the sidewalk and the streets, b) an area in which to plant street trees, and c) a feeling of safety to pedestrians.

- Parkways should be included in the design of all streets except retail streets.
- All furniture (i.e. benches, bike racks, bus stop seating, signposts, etc.) located within parkways should be placed at least 2 feet from the curb edge.
- Parkways in residential neighborhoods should not be raised, and should be continuous along the street length, broken only by driveway aprons and entries.
- Parkways may be designed to have a variety of materials such as cobbles or river pebbles for a permeable surface.
- Parkways designed to incorporate bioswales or water retention areas to prevent stormwater runoff are encouraged.
- On retail streets, trees may be planted in grates or small planters (where space is provided). Grates should be a minimum of four feet in diameter and should incorporate knockouts to accommodate the growth of the tree trunk over time.
- Parkways may project out beyond the curb edge to create breaks in the street parking. These projections are encouraged to be designed as a pattern along the entire street length.
- Vegetation within parkways should be disease resistant, drought tolerant, and appropriate to the Oceanside climate.

*Culver City, CA pocket park in median, provides pedestrian path and respite from traffic.*

*Portland Pearl District pocket park between buildings.*



*Rain garden with pebbles and plants creates permeable surface, absorbing and filtering rain water from street during storm.*

*Landscaped planter along residential street, providing room for street trees.*

*Pocket park in front of parking lot, along a street.*

*Images left and above show rain water drain as art piece and flower box along roadway, greening the urban environment.*

# TREES & LANDSCAPING

Landscaping improvements foster civic pride and contribute to the environmental quality and the economic, physical and social health of our community.

Most great streets in the world have a well established tree canopy. The Coast Highway Vision Plan seeks to expand and enhance upon the existing coastal, tropical landscaping theme within the planning area primarily by introducing canopy trees to the existing street tree palette.

It is recommended that:

- Every street in the Coast Highway Vision Plan Area should have street trees planted along their length.
- Coast Highway should include both palm trees for character and canopy trees for texture and shade.
- Shade trees should be added to new curb extensions, or bulb-outs.
- Canopy trees should be planted within the furnishing zone along commercial streets and within parkway, areas on residential streets.

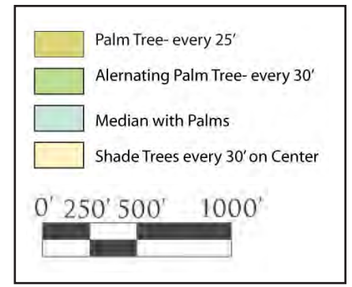
Trees should be selected to:

- Enclose or frame the space of the street with a canopy.
- Provide shade.
- Provide a safety layer between traffic and pedestrians creating the feeling of safety for the pedestrian.
- Enhance building architecture.
- Reduce the heat island effect created by paved surfaces.
- Aid in storm water management through transpo-vaporation.
- Not interfere or obscure windows in retail areas.

## *Planting Pattern*

The diagram below identifies a tree planting pattern for the Mid and South Coast Plan Area based on the proposed “Node” and “Avenue” street typologies as well as for the dominant east-west streets. It is recommended that:

- Palm trees should be planted every 25 feet for major east/west streets (see below).
- Palm trees should be planted every 30 feet, with shade trees planted in between for an alternating rhythm along Coast Highway.
- Medians should be planted with Palm trees in Avenues.
- Secondary street and districts should be planted with shade trees every 30 feet.





*Tree planting pattern for Mid and South Coast.*

*Mature trees provide pleasant canopy, shading street.*

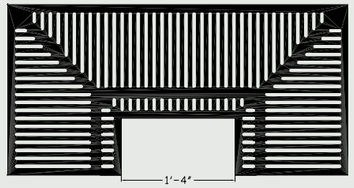
*Using a variety of textures and materials enhances the public realm.*

*Drought tolerant, native species should be used in landscaping to reduce water and energy use.*

*Tree grates can provide interest to public realm.*

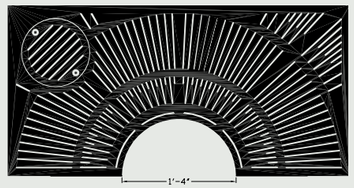
*Desirable urban landscaping for private properties, which interface with the street.*

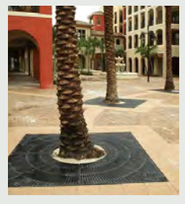
### ADA



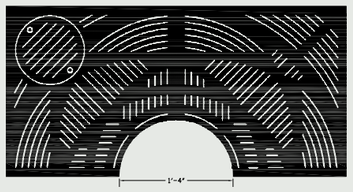

### Marina


### Starburst



### Camelia




*Tree grates should be uniform within nodes. Images above show preferred tree grates to use in the parkway where a vegetated strip is not recommended. The above tree grates are suggested for street trees on commercial sidewalks. These particular tree grates by IRONSMITH are completely recyclable, made from at least 75% recycled content, and manufactured in Southern California. The simpler grate designs are recommended for the majority of streets to keep costs low, while the more complex grates should be reserved for the most prominent streets.*

# STREET FURNITURE & LIGHTING

Street furniture enhances the look and feel of the public right-of-way and contributes toward creating a pedestrian friendly environment. It does this by adding texture to the street, providing shade and seating, and creating a unique sense of character in each neighborhood.

## *Street Furniture*

- All streets should have street furniture, where possible.
- Placement of street furniture is encouraged on residential streets with commercial activity.
- Street furniture should also be included in public plazas, courtyards, and parks.
- Street furniture and lighting should be uniform throughout each node or district to enhance its identity and contribute to its sense of place.
- Street furniture represents a public art opportunity for the City. Uniquely-designed benches, bike racks, signage, tables, chairs, and trash cans, can contribute to the character and individuality of the local environment.

*Bench under shade tree creates a moment of respite.*

*Street dining enhances the public realm and creates a safer, more vibrant street atmosphere.*

*Moveable tables and chairs allow for spontaneity and flexible social interaction.*

*Bench faces street front rather than traffic.*

*Decorative benches can act as public art.*

### *Street Lighting, General*

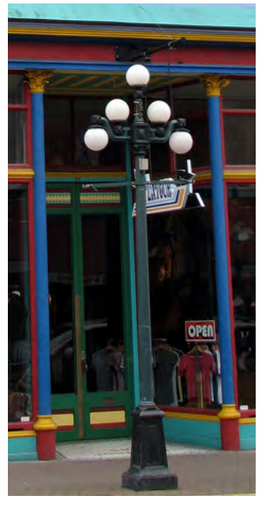
- Pedestrian scale/ decorative light fixtures are encouraged throughout the four Nodes in order to create a greater sense of unity and character.
- Light quality should not be harsh, glaring, blinking or shed beyond property boundaries.
- Facade lighting should highlight architectural details and should be incorporated into building design.
- Lighting should be used to accent building architecture and/or landscaping.
- Compact fluorescents or halogen lighting elements should be utilized on the exteriors of private buildings. Lighting fixtures should be shielded so that light is aimed downward to reduce glare.
- Street lamps and traffic lights should use LED (low emitting diode) bulbs to reduce city energy use.
- Lighting should illuminate entrances and pathways for pedestrian and vehicular security.

### *Residential/Neighborhood Lighting*

- The placement of lighting in residential parking areas should consider bedroom window locations.
- No lighting on private property should produce an illumination level greater than 1/2 footcandle on any property within a residential zoning district except on the site of the light source.

### *Commercial Lighting*

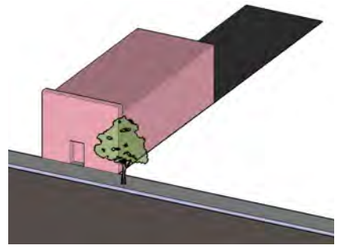
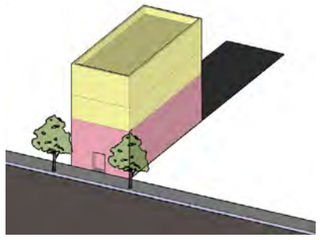
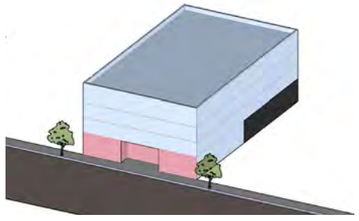
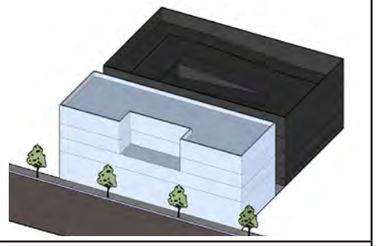
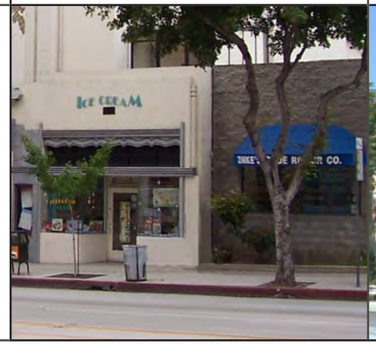
- The height of lamp posts should be designed to be proportional to the width of the street.
- Incandescent exterior lights are not recommended.
- Lighting for commercial uses should be shielded.
- Lighting that is visible from adjacent properties or roads should be indirect or incorporate full shield cut-offs.
- Lighting should be energy-efficient, and shielded or recessed; glare and reflections should be confined to the maximum extent feasible within the boundaries of the site.
- Along walkways, low-level lighting fixtures mounted on short posts are encouraged.

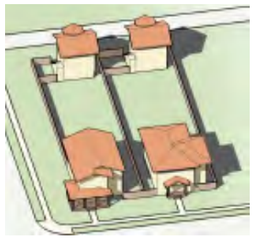
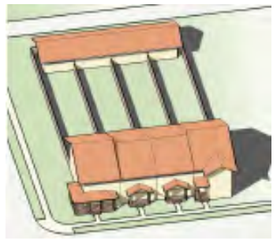
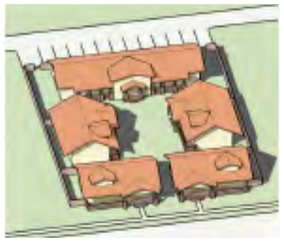
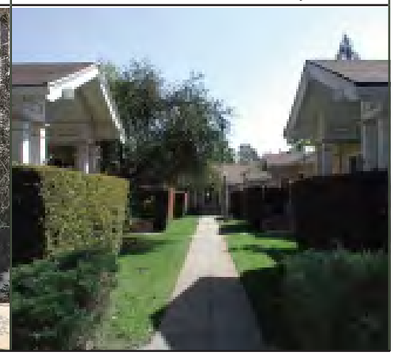

*Photos show desirable, human-scaled pedestrian lighting used to distinguish neighborhoods and Nodes.*

# BUILDING TYPOLOGIES, RETAIL & COMMERCIAL

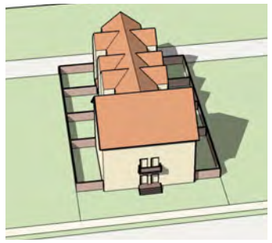
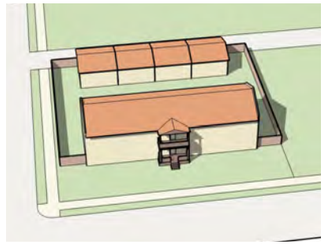
The following chart suggests building types according to the nodes, district, or neighborhood within the Planning Area. The chart outlines recommended building heights, frontage types, open space arrangements, parking configurations, primary entries and facades, and provides precedent images.

| Suggested Retail Building Types | | | | |
|---|---|---|---|---|
| Name | Type 1<br>Main Street Retail/ Office | Type 2<br>Live/ Work | Type 3<br>Mixed Use | Type 4<br>Commercial |
| Lot Configuration<br>Residential, Office, Retail, Parking |  |  |  |  |
| Notes | Ground floor retail should have 18 foot minimum ceiling height. Parking should be accessed by alleys or through driveways into parking structure. | Ground floor retail should have 18 foot minimum ceiling height. Parking should be accessed by alleys or through driveways into parking structure. | Ground floor retail should have 18 foot minimum ceiling height. Parking should be accessed by alleys or through driveways into parking structure. | Ground floor retail should have 18 foot minimum ceiling height. Parking is not located along primary street frontage and is accessed through rear alley. |
| Building Height | 1 Stories with mezzanine, min. 25’ | 2-4 Stories | 2-5 Stories | 2-5 Stories |
| Frontage Types | Shop front/ gallery/ arcade | Shop front/ gallery/ arcade | Shop front/ gallery/ arcade | Shop front/ gallery/ arcade |
| Open Space | Courtyard/balconies | Sidewalk/ courtyard | Sidewalk/ courtyard | Sidewalk/ courtyard |
| Parking Configuration | Surface, behind building or shared | Ssurface, garage behind building, or shared | Street/ surface or garage behind | Attached or detached garage, or rear paring lot |
| Primary Entries | From the street | From the street | From the street | From the street |
| Primary Facade | From the street | From the street | From the street | From the street |
| Precedent Images |  |  |  |  |
| Node / District | Las Ramblas North ‘O’, Sprinter Station, and South ‘O’ Nodes | Sprinter Station, Oceanside Transit Center and Arts Technology & Environment District | All Nodes | All Nodes |

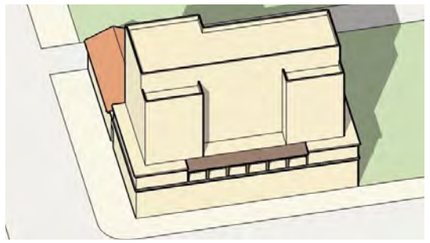
# BUILDING TYPOLOGIES, RESIDENTIAL

| Suggested Residential Building Types | | | | | |
|---|---|---|---|---|---|
| Name | Type A<br>Single Family | Type B<br>Carriage House | Type C<br>Duplex/ Triplex/ Quad | Type D<br>Townhouse | Type E<br>Bungalow Court |
| Lot Configuration |  |  |  |  |  |
| Notes | Units on corner lots should be designed with two facades of equal importance. | One accessory unit above detached garage. May be used as home-office. This applies on a lot occupied by a Type A or a Type D house. | Units should be designed to contain two to four units (flats and/ or townhouses) on one lot. Corner lots should include two facades of equal importance. Massing should be composed of principally two story volumes. May be used for non-residential purposes, where allowed. | Up to four attached units should be configured as a string with separate entrances that look like a large single family house. | Four or more detached houses arranged on a shared courtyard. The courtyard is a semi-public space, an extension of the public realm. |
| Building Height | 1-3 Stories | 2 Stories | 1-3 Stories | 2-3 Stories | 2 Stories |
| Frontage Types | Stoop/ Door Yard/ Front Yard | Stoop/ Door Yard/ Front Yard | Stoop/ Door Yard/ Front Yard | Stoop/ Door Yard/ Front Yard | Stoop/ Door Yard/ Front Yard |
| Open Space | Front/ Rear yard | None required | Ground floor unit, Min. 150 SF, upper floor, Min. 100 SF on balconies and loggias. | Min. 150 SF in Rear Yard / Balcony | Courtyard houses should have at least 150 SF private space, exclusive of courtyard. |
| Parking Configuration | Integral/ Detached garage | Surface space next to garage | Integral/ Detached garage | Integral/ Detached garage accessed from rear | Rear |
| Primary Entries | From the street | From the rear of the lot | From the street | From the street | From the inner courtyard or street |
| Primary Facade | From the street | Alley | From the street | From the street | From the street and within courtyard |
| Precedent Images |  |  |  |  |  |
| Node / District | Seaside neighborhood | Seaside neighborhood | Las Ramblas North 'O' node and Seaside neighborhood | Las Ramblas North 'O' and Sprinter Station Nodes, Seaside neighborhood | Seaside neighborhood |

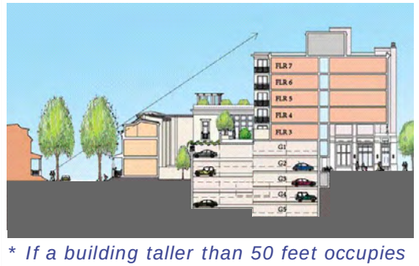
# BUILDING TYPOLOGIES, RESIDENTIAL CONTINUED

| Suggested Residential Building Types, Continued | | | | |
|---|---|---|---|---|
| Name | Type F<br>Stacked Townhouse / 'Mansion' | Type G<br>Villa | Type H<br>Courtyard Apartment Complex | Type I<br>Condo/ Apartment Complex |
| Lot Configuration |  |  |  |  |
| Notes | Four to six units configured to give the appearance of a single, large house. One central internal stoop should house the four unit entries, but only two entry doors may face the street. A central lobby can provide access for all units. | Two to eight units configured to give the appearance of a single, large house. Each unit is accessed from a central lobby. | Provide a central courtyard or interconnected courtyards as access to majority of units. Courtyard should be at least 15% of lot. Front courtyard is a semi-public space, an extension of the public realm. | Six units or more should be configured as one building, one over another. |
| Building Height | 2-3 Stories | 2-2 1/2 stories | 1-3 Stories | 2-4 Stories |
| Frontage Types | Stoop/ Door Yard/ Front Yard | Stoop/ Door Yard/ Front Yard | Forecourt/ Stoop/ Door Yard/ Front Yard | Forecourt/ Front Yard |
| Open Space | Front/ Rear yard. At least 150 SF per unit. Minimum dimension is 8 feet | Min. 15% of lot area. The yard is for common use of all residents. | Courtyard/Inner. Minimum dimension 40 feet when long axis is east/west, 30 feet when north/south. | Side yard |
| Parking Configuration | Subterranean garage, accessed from the alley | Garage off alley | Rear | Integral/ Detached garage/ Rear |
| Primary Entries | From the street | Central Lobby from the street | From the inner courtyard | From the street |
| Primary Facade | From the street | From the street | From the street and within courtyard | From the street |
| Precedent Images |  |  |  |  |
| Node / District | Las Ramblas North 'O' Node and Seaside neighborhood | Las Ramblas North 'O' Node and Seaside neighborhood | All Nodes | Las Ramblas North 'O', Oceanside Transit Center, and Sprinter Station Nodes |

# BUILDING TYPOLOGIES, RESIDENTIAL, CONTINUED

| Suggested Residential Building Types, Continued | | | |
|---|---|---|---|
| **Name** | **Type J**<br><br>**Podium Building** | **Type K**<br><br>**"Donut" Building** | **Type L**<br><br>**Taller Building*** |
| **Lot Configuration** |  |  |  |
| **Notes** | Podium parking is typically two-levels, one underground and one at grade. At-grade level parking is wrapped by single-loaded flats or two-story units. Roof of garage is landscaped providing usable courtyard for residents. | The above-grade parking garage can be fully wrapped with building program or can be left open to a rear alley for access and ventilation. Building against garage is single-loaded corridor, while wings may be served by a double-loaded corridor. | Buildings over 50 feet should consider stepped conditions to modulate the scale of the building as it meets primary and secondary street or to transition to lower-scale neighborhoods* |
| **Building Height** | 3-5 Stories | 3-5 Stories | Over 50 feet |
| **Frontage Types** | Stoop/ Door Yard/ Front Yard | Front Yard / Forecourt | |
| **Open Space** | Courtyard/ Balconies/ Roof Gardens | Balconies/ Terraces/ Roof Gardens/ Courtyard | Balconies/ Terraces/ Roof Gardens/ Courtyard |
| **Parking Configuration** | Structured/ Podium | Above grade parking structure | Below grade parking |
| **Primary Entries** | Through Street Level Lobby or 2nd Level Courtyard | From the street or front courtyard | From the street |
| **Primary Facade** | From the street | From the street | From the street |
| **Precedent Images** |  |  |  |

| | | | |
|---|---|---|---|
| Node / District | Sprinter Station, Oceanside Transit Center, Las Ramblas North 'O, and the Avenue sections of Coast Highway | Las Ramblas North 'O, Sprinter Station, and Oceanside Transit Center TOD Nodes | Oceanside Transit Center Node |




** If a building taller than 50 feet occupies a substantial portion of a block, it should be designed to step down so that it appropriately transitions to its surrounding neighborhoods.*

# BLOCKS & FRONTAGE

## *Frontage Conditions*

Throughout the Planning Area, the are four types of frontage conditions. Frontage conditions determine how a building should relate to the street and to the character of the sidewalk. By defining different frontage conditions, this Plan indicates what types of street environments each area should have. From most pedestrian-friendly to least, the Conditions A, B, C, and D, determine the street experience of the pedestrian.

The four frontage conditions are:

- Condition A: Primary - Retail Required
- Condition B: Primary
- Condition C: Secondary
- Condition D: Avenue

## *Condition A: Primary - Retail Required*

Condition A exists in key areas along Main Streets or within Nodes. Condition A frontages should mostly contain retail uses. Minimum ground floor-ceiling heights should be 18-feet. This helps assure a substantial retail frontage to attract pedestrians.

Condition A frontages are along the most pedestrian-active populated streets. Thus, sidewalk widths are wider. Typically, curb cuts are not allowed at Condition A frontages, except for alley ingress/egress. Loading should always be from an alley or a perpendicular street, rather than a Condition A frontage. However, where a block length is greater than 400-feet, one curb cut may be provided.

## *Condition B: Primary*

Condition B frontages are also considered primary, however unlike Condition A, 'B' frontages do not require retail at the ground floor.

Condition B frontages are located mainly within the Nodes and the Arts, Technology, & Environment District, but are located outside of the core areas, while 'A' frontages exist along the main core areas of the Nodes.

Where retail is provided on the ground floor of 'B' frontages, minimum height is suggested to be no less than 14-feet, floor to ceiling.
When a mixed-use residential building turns the corner and has both 'A' and 'B' frontages, the residential lobbies should be located on Condition B frontages so that Condition A areas are reserved for more active, retail uses and entrances.

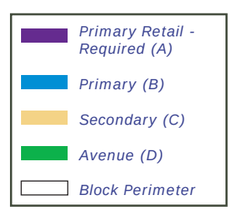
Typically, Condition B frontages should not have curb cuts, except for alley ingress/egress. Loading should always be from an alley or a perpendicular street, rather than a Condition B frontage. However, where a block length is greater than 400-feet, one curb cut may be provided.

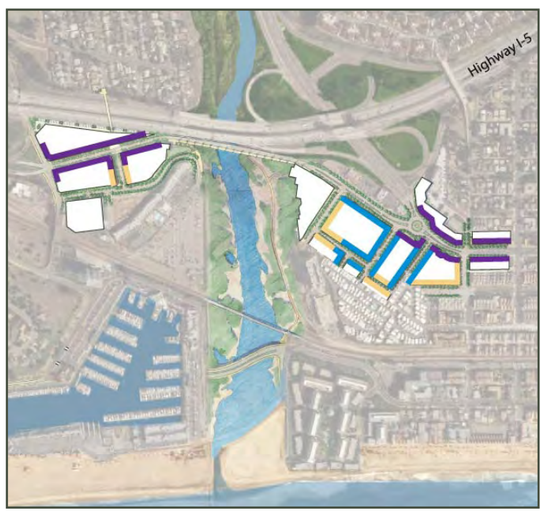
## *Condition C: Secondary*

Condition C is a secondary frontage in which buildings and sidewalks can include some auto-oriented features, for instance curb cuts and shorter ground floors. Where retail exists on the ground floor, no minimum height is recommended for 'C' frontages. Up to one curb cut per block is allowed on Condition C frontages in the main Node areas and up to two-curb cuts per block are recommended in other areas.

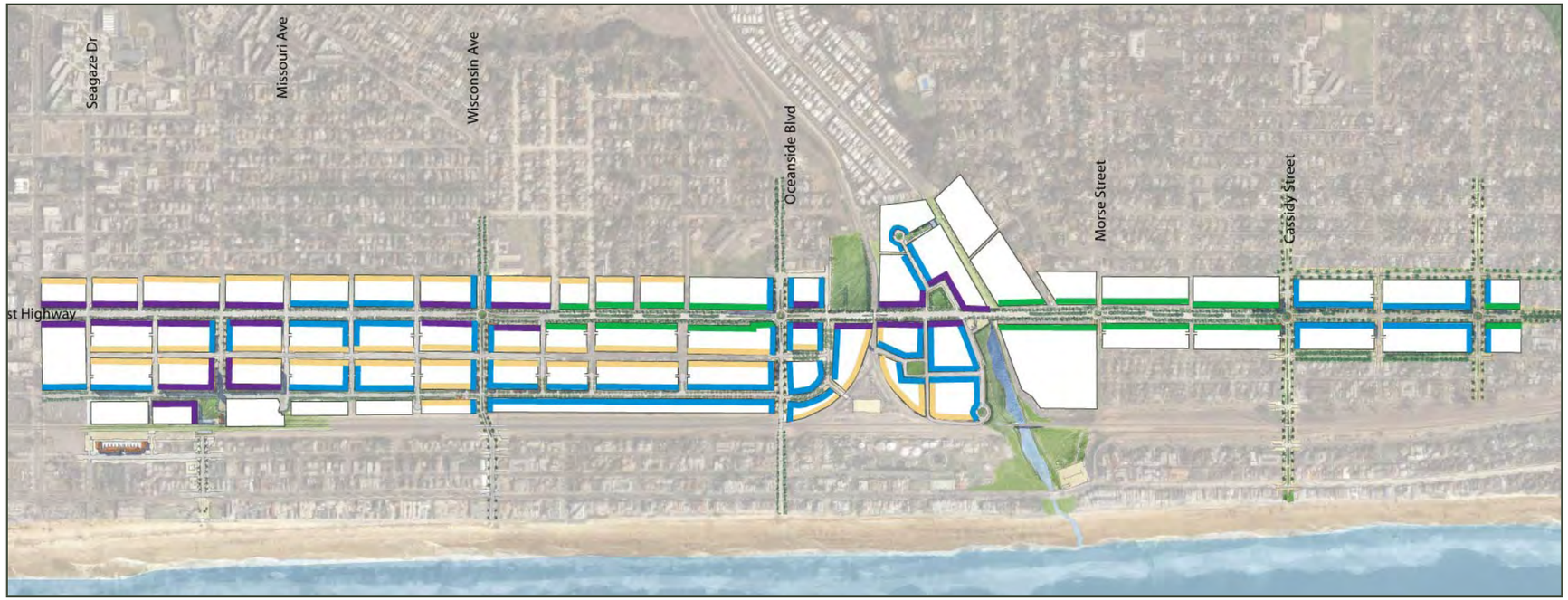
## *Condition D: Avenue*

All Condition D frontages are located along Coast Highway in the Avenue segments, between the Nodes. This frontage is flexible, allowing for any number of different frontage types, especially those that are auto-oriented. Despite the auto-orientation of Condition D, parking areas should be appropriately buffered with low walls and landscaping.




*Proposed building frontage conditions for the North Coast Highway Planning Area.*



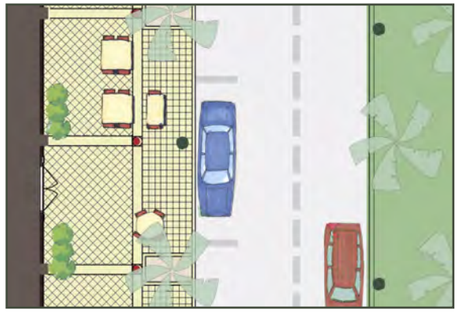

*Proposed building frontage conditions for Mid and South Coast Highway.*

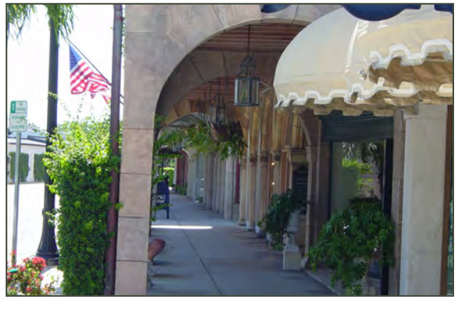
# STREET FRONTAGE TYPES

Frontage describes the privately held layer between the facade of a building and the property line. The variables of frontage are the dimensional depth of the front yard (setback or build-to-lines), the percentage of facade that is occupied by building and/or wall, and the combination of architectural elements, such as colonnades, shop fronts, stoops, and door yards.

The relationship between the building facade, entrance, sidewalk, and street creates the pedestrian experience. The diagrams and photos that follow suggest street frontage types that help achieve specific pedestrian experiences. The typologies are designed to be human-scale and to allow room for pedestrians to mingle and linger in the public right-of-way. In some cases, they also provide shelter and shade. Placing an emphasis on the frontage type stresses the idea of the public realm as a civic "living room."

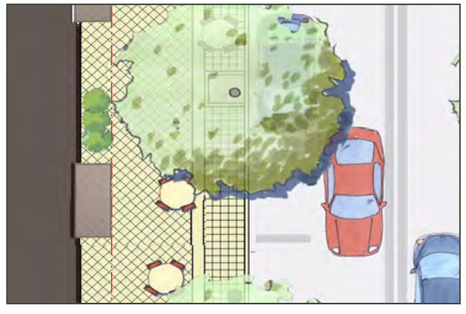
*1. Arcade / Gallery*

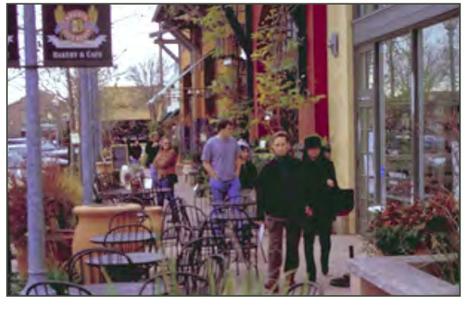




Arcade: a frontage wherein the facade is a colonnade that overlaps the sidewalk, while the facade at sidewalk level remains at the property line. This type is conventional for retail use. Arcades should be in alignment from building to building within a block. This design is appropriate for all Nodes.

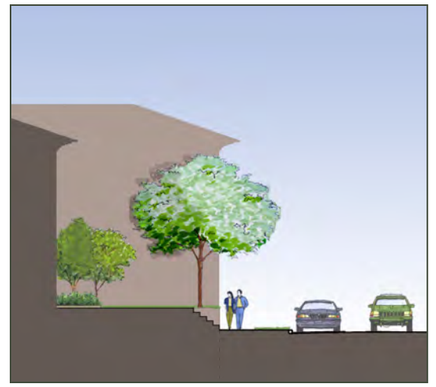
*3. Shop front*

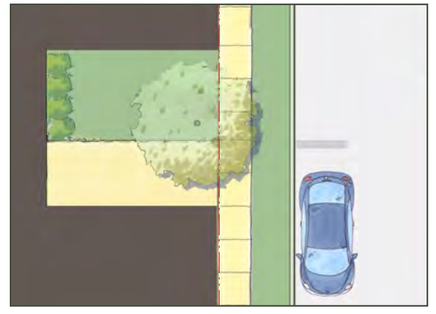




Shop front: a frontage wherein the facade is aligned close to the property line with the building entrance at sidewalk grade. This type is conventional for retail use. It has a substantial glazing on the sidewalk level and an awning that may overlap the sidewalk. This is appropriate for all Nodes and the Arts, Technology, & Environment District.

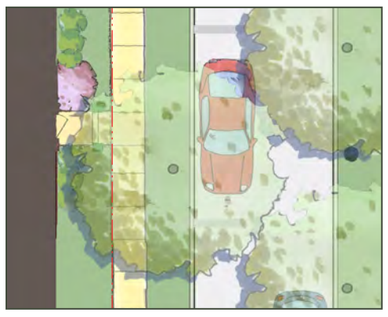
*4. Forecourt*





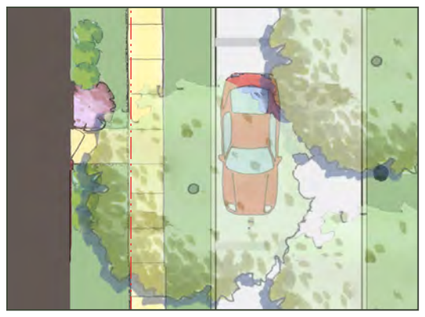
Forecourt: a frontage wherein a portion of the facade is close to the property line and the central portion is set back. The forecourt created is suitable for vehicular drop-offs. Large trees within the forecourts may overhang the sidewalks. This is appropriate for all Nodes and the Arts, Technology, & Environment District.

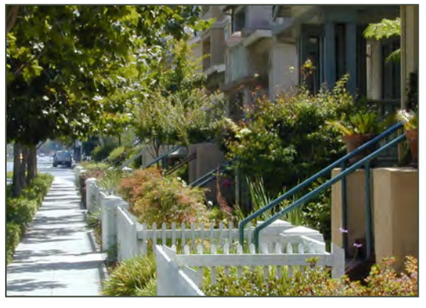
### 5. Stoop



Stoop: a frontage wherein the facade is aligned close to the property line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. This type is recommended for ground-floor residential use. Stoop frontages are appropriate for all Nodes and the Arts, Technology, & Environment

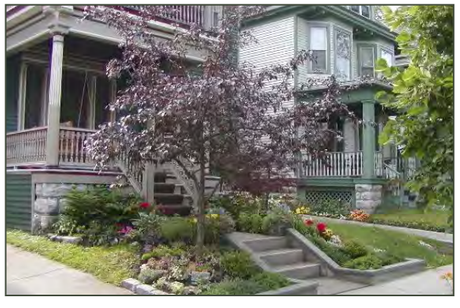
### 6. Door Yard





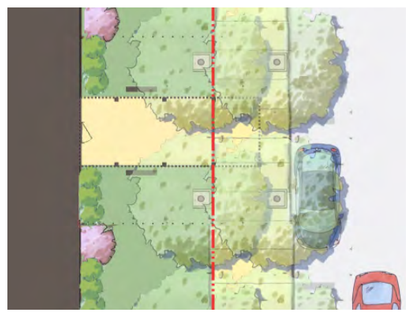
Door Yard: a frontage wherein the façade is set back from the property line. This front space is enclosed by a low fence and may share a wall with an adjacent yard. Landscaping is limited. Door Yard frontages are appropriate for all Nodes and the Arts, Technology, & Environment District.

### 7. Front Yard



Front Yard: a frontage wherein the façade is set back substantially from the property line, but unlike a Common Yard, the front yard is fenced and may or may not be visually continuous with adjacent yards. The deep setback and fence provides a buffer from high speed thoroughfares. A porch and fence can also be incorporated. Front yard frontages are appropriate for Seaside.

### 8. Avenue - Residential




Avenue residential: has a large front yard between building face and back of sidewalk. This provides a buffer and privacy for the building. A canopy or awning covering the walkway to the sidewalk provides a gracious entry to the building. This is appropriate for the Avenue segments of Coast Highway only.

### 9. Avenue - Commercial

Avenue: a street frontage facing a parking lot. Here, the parking lot should be buffered from the public right of way with landscaping and a hedge or wall separating the public realm from the private retail. This is appropriate for the Avenue segments of Coast Highway only.

# ARCHITECTURAL ELEMENTS

Architectural guidelines are important for establishing an aesthetic quality across the entire Vision Plan Area.

The design guidelines in this section are intended to:

- Encourage the design of building frontages that place particular emphasis on achieving human scale designs and high quality craftsmanship.
- Support the building vernacular of the City.
- Encourage sustainability at all levels.

## *Building Entrances*

- The primary entrance to buildings should be oriented to the street front, rather than to the parking lot, alley, or interior of lot.
- The building entrance should be well defined by architectural features.
- The building design of structures sited adjacent to street corners should recognize the importance and visibility of the "local" by incorporating appropriate building massing and entry designs to "anchor" the intersections. Entrances incorporated within angled or curvilinear building forms are encouraged at corner locations.
- Special paving and landscaping should be included at entrances to enhance the overall building design.

## *Facades & Windows*

The design of the building facade contributes to the quality of public space. Within the Coast Highway Vision Plan area the following design guidelines are recommended:

- Windows or transparent materials should make up at least 25-50% of upper facades visible from public areas.
- Storefronts should have at least 50-75% transparency.
- Windows should overlook public areas to allow for increased safety.
- Storefronts should break up blank walls with windows, entry ways, or other architectural elements to reflect the rhythm of typical storefronts and entrances every 15-30 feet.
- Building techniques should be employed that break mass and volume into smaller units to create human-scaled form(s), (e.g. transitional elements such as second floor setbacks, stepped facades, roof decks, balconies, varying materials, and architectural ornaments can be utilized to break up large volumes).
- Recessed storefront areas should be used to create corner features or arcades for pedestrians.
- Window display areas should be located near building entries.
- Window placement along street and side elevations should consider privacy of neighbors and adjacent buildings.
- Commercial buildings with long frontages are encouraged to provide frequent building entrances along the street.
- Where there is ground floor retail or commercial space, it should be located at the building frontage.
- Side or rear building entrances should always be accompanied by a front, street-facing entrance.
- Entry ways to stores should be recessed for visual interest and to minimize doors swinging into the sidewalk right-of-way.
- The minimum percentage of surface that is to be glazed along retail frontages is 70 percent of the façade up to a height of 16 feet. On all other primary retail frontages, the minimum percentage is 60 percent of the façade up to a height of 14 feet.
- The maximum height of shopfront window sills along sidewalks should be 30 inches.
- The maximum percentage of glass that may be blocked with interior fixtures or paper signs along any primary frontage with retail is 30 percent.
- Large expanses of solid surfaces and blank walls facing the street are not recommended. Alternative cladding systems should be anticipated, including, but not limited to, storefront or curtainwall glazing systems with spandrel glass.

## *Doors and Windows*

Where clearly visible from the street:

- Specialty windows (e.g. oval, octagonal, Palladian) should be limited to one per section of facade.
- Triangular windows are not recommended.
- If exterior shutters are used, they should be sized and mounted appropriately to fit the window (with appropriate hardware even if actually non-operable).
- Windows should be grouped only if they are separated by a mullion at least 5" wide, to create a horizontal composition. The maximum combined horizontal dimension should not exceed three times the combined vertical dimension.
- Window sills should project a minimum of 1" from building face.
- All lintels should be consistent with the building style.
- Where masonry is used, all entryway and window openings should have concrete, or masonry lintels.
- Any building utilizing masonry or stucco as the exterior material should not have window frames flush with the outside plane of the wall. At least a 3 inch inset is required and 5 inches is preferred.

*Photos show desirable building entrances that create a pleasant transition between the public and private realm.*

### *Roof*

- Roof top equipment should be integrated into building architecture and screened from public view.
- Roof materials should be appropriate to the architectural style of the building.
- Ancillary roofs (attached to walls or roofs) should be sloped no less than 3:12.
- Roof-vent penetrations should be located at least 10 feet from any exterior building face.
- Eaves should be continuous, unless overhanging a balcony or porch.
- Cornices are suggested on buildings with flat roofs. They should include a projection beyond the building face.
- Gutters and downspouts should be made of galvanized steel, copper (not copper coated), or aluminum.
- Attic vents should be appropriate to the building style.
- The maximum recommended pitch of roofs on stoops, porches, and balconies is 30 percent.
- Gable ends on stoops, porches, and balconies should have no less than an 18 degree slope.

*Windows that are differentiated from building facade give the structure depth and permanence.*

*2nd floor setback helps to soften the street wall.*

*Public frontage that activates the right-of-way.*

*Large windows with minimal glazing face the streets.*

# RESIDENTIAL GUIDELINES

Oceanside's neighborhood fabric is unique and eclectic in terms of architectural styles. Thus in keeping with the existing character of the community no particular architectural style is required. The primary focus is on developing a high quality residential environment.

## *General Residential Guidelines*

- The building's massing and dimensional ratios of building components should create a harmonious visual balance and contribute to the architectural rhythm.
- "Human scale" proportions and architectural building details which emphasize and reflect the presence and importance of people are encouraged.
- The arrangement and design of architectural elements such as windows, doors, cornice details etc. should take into consideration scale, style and proportion of the overall architectural form.
- All building elevations should be architecturally enhanced. Unarticulated walls and monolithic roof forms should be prohibited. Massing offsets, fenestration, varied textures, openings, recesses, and design accents are strongly encouraged.
- One-story architectural elements and massing should be incorporated into two and three-story building designs to the greatest extent possible.
- Architectural elements such as balconies, verandahs and porches that add architectural character are encouraged.

## *Porches and Stoops*

- Front porches create architecturally attractive semi-private front yard spaces and foster community interface.
- Porches are encouraged in the Seaside Neighborhood as they help create frontages compatible with the scale and character of the existing single-family neighborhood fabric.
- When a porch contains the main entrance to a building, a walkway should connect it to the sidewalk.
- For porches to be most effective and functional, the minimum width of a porch from the face of the building to the porch edge should be 8 feet.
- All porches should be raised a minimum of 12 inches above the adjacent sidewalk elevation.
- Porches may extend into the second story of a building. However no porch shall be more than a single story high.
- Porches may have a front or side location. When on the side, they must extend at least to the front face of the building.
- Porches may wrap along more than one façade of a building. But they should not exceed two full façades.
- Porches may either be recessed elements with a roof continuous with the building roof, or they may be protruding elements added on to the face of a building.
- An equal spacing between porch columns is encouraged.
- When porches are made of wood, they should have a visible horizontal wooden beam between the roof eaves and column supports.
- Porches may extend beyond the side facades of the buildings to create porte-cocheres.
- Specific porch architecture details such as roof slopes, eave overhangs, column and railing proportions and shapes, materials, and relationships of porch to the building itself should be designed appropriate to each individual style. For reference, use Abram's *Guide to American House Styles published* by Harry N. Abrams, Inc., 2004.


*A desirable stoop for a vibrant, community-oriented Seaside.*


*An appropriate porch for Seaside with a small stoop.*

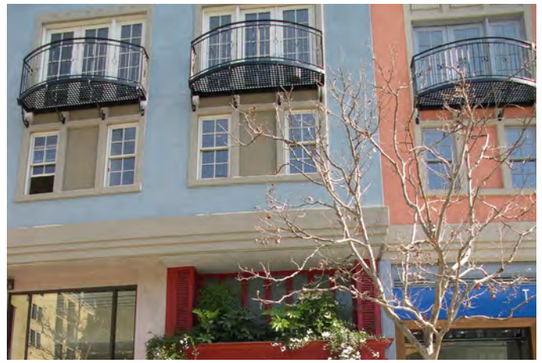

*A porch overhang appropriate for single-family development in Seaside.*

### *Balconies*

- Balconies are encouraged on projects facing major public spaces such as parks and plazas.
- Design should minimize conflicts or interaction with pedestrians and sidewalks below.
- Balconies should not obscure views or sign visibility.
- Standard balconies should have a minimum usable width of 6 feet and a maximum usable width of 8 feet.
- The maximum length of a balcony may not exceed more than half the width of the building facade, and should not exceed 60 feet in length, except that French balconies may extend the entire length of the facade on one story, for a three or more story buildings only.
- Balconies on primarily retail streets should not project more than 2 feet from the building face.
- All balconies should be accessible from inside the building.
- In multi-family residential buildings, standard balconies should not create a relentless horizontal and vertical stacking pattern. They should create a complex and varied pattern along the facade using various balcony sizes and architectural configurations.
- The underside of standard balconies should be architecturally designed to form a pleasant pattern when viewed from the street.
- Standard balconies may be projecting or recessed or a combination of both.
- Standard balconies whose lengths exceed 10’ should be articulated with vertical elements such as columns, brackets etc.
- Standard balconies should not be completely enclosed.
- Standard balconies whose lengths exceed 10 feet in length may have shutters, screens and windows along its outside edge. These shutters or screens should have a clear pattern and rhythm that relates to the balcony supports and brackets.
- Standard balconies may have railings or opaque walls as long as they are conducive to the character of the particular building style.
- Standard balconies should be structurally supported by brackets or beams when facing public street.
- Balconies are encouraged to have planters along railings or potted plants. The planters should be planted with palms, flowering plants, and flowering hanging plants.

### *Awning, Trellis & Canopy*

- Awnings should fit the entrance or window openings.
- Mounting should respect and enhance moldings that may be found above storefront and/ or sign panel.
- Open-ended awnings are preferable compared to closed.
- Canvas and high quality fabric is preferred, vinyl is not appropriate.
- Colors should complement building colors and design.
- Covering should not project more than 7 ft. or 66% of distance between building and curb.


*Photos show various signage, balconies, and awnings that add texture, and color to the urban form.*

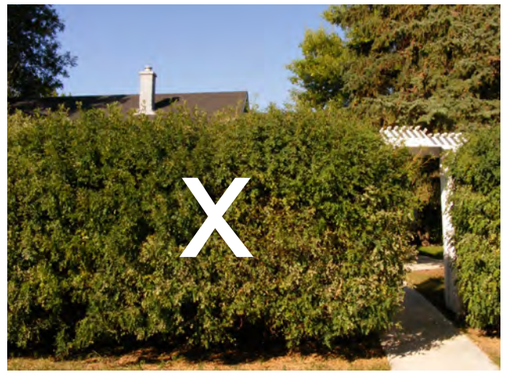
# FENCES/WALLS/HEDGES

Garden walls, retaining walls, hedges and fences define the edge between the public street and private yards, as well as the street face where buildings are absent.

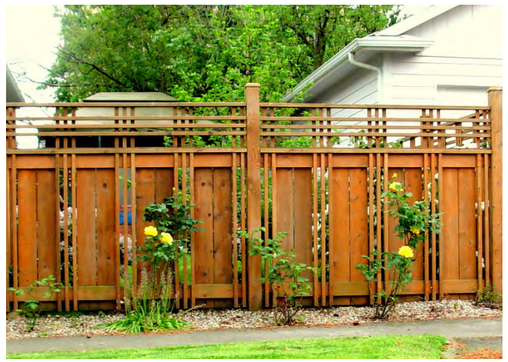
## *Fences, Walls & Hedges*

- Solid perimeter walls should be constructed of high quality enduring construction materials such as masonry and/or ornamental metal (view fencing).
- Walls and fences should be architecturally enhanced and complimented by adjoining landscaping. Tiered planting should be provided adjacent to perimeter walls to softer their appearance from surrounding areas.
- The top of the wall/fence should remain level in stepped conditions. “Saw-tooth” fence design solutions are discouraged
- Garden walls, retaining walls, hedges and fences should be built at least two feet from the back of the sidewalk, assuming that it falls within the property line, to allow room for footings and planting.
- Walls and fences should not be used in front of retail except in situations where retaining walls are necessary to accommodate grade changes.
- Retaining walls should be masonry or stone.
- Fences should be made of ornamental iron, steel, wood pickets or a synthetic wood product (such as Wood-filled Recycled Plastic Lumber) and may have stucco or masonry piers.
- Hedges may be used in place of any fence, subject to the same height parameters and high maintenance standards.
- Vinyl or plastic fencing should not be permitted.

*Fence reveals street wall but does not cut off view to and from home.*



*Hedges obscure house.*



*Fence incorporates architectural elements incorporated with the neighborhood style.*

*Wall is unsightly and monotone.*

*Fence wall is softened behind hedges.*

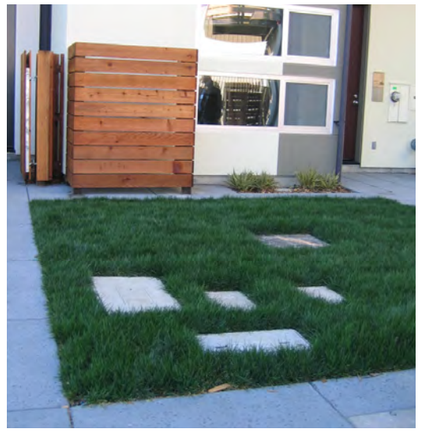

*Unsightly fence.*

# TRASH, UTILITIES & STORAGE AREAS

Trash and recycling receptacles, as well as utility and mechanical equipment should be screened from public view to enhance the quality of space.

## *Trash and Recycling*

- Utility, service areas and mechanical equipment should be screened from view. All screening devices should be compatible with the architecture, materials and colors of adjacent buildings. Trash and storage enclosures should be architecturally compatible with the project design. Landscaping should be provided adjacent to the enclosure(s) to screen them and deter graffiti.
- Trash storage should be enclosed within or adjacent to the main structure or located in a separate freestanding enclosures.
- Trash enclosures should be sited to minimize nuisance to adjacent properties.
- The location of trash enclosures should be easily accessible for trash collection and should not impede general site circulation patterns during loading operations.
- Cart storage should be integrated within commercial buildings and site design. Large freestanding enclosures or unscreened " cart corrals" are generally considered unacceptable.
- Mechanical equipment should not vent to the street-side of the building.
- Backflow and fire standpipes, along with utility box transformers should be screened.


*Photos show preferred trash and recycling receptacles with appropriate buffering from fences and walls.*

# APPENDIX

The Appendix includes the following:

- Parking Demand Management
- Shared Parking Concept for South 'O' Village
- Roundabouts & Medians
- Catalytic Sites Land Use Valuation
- Project Acknowledgements

# APPENDIX 1, PARKING DEMAND MANAGEMENT

This section gives further information on parking management policies for the City of Oceanside - making seven recommendations:

1. Charge the right price for curb parking
2. Return meter revenues to the neighborhoods
3. Invest parking revenues in Transportation Demand Management Programs
4. Provide Universal Transit Passes
5. "Unbundle" parking costs
6. Adopt Shared Parking
7. Reduce minimum parking requirements

In the 21st century, it is not an exaggeration to say that when it comes to architecture and neighborhood design, form follows parking. Under conventional suburban development -- the form of growth that has produced large-scale sprawl throughout Southern California - parking policy has emphasized the creation of large parking lots at every destination, with the intent of providing sufficient parking on every block to allow on-street parking to be eliminated and additional lanes added to ease the flow of traffic. The result has often been isolated, single-use buildings surrounded by cars, or pedestrian-hostile buildings that hover above parking lots and consequently a low-density fabric that generates too few pedestrians to allow a downtown to achieve critical mass.

For existing neighborhoods and 'Nodes', the result of applying conventional suburban parking policies to existing buildings and blocks has often been stagnation and decline. Strict policies requiring a minimum number of parking spaces for each land use often leave existing Main Street building owners unable to change the existing uses (e.g., a pawn shop into a restaurant), as they are unable to provide the number of parking spaces required. When buildings do change use, the required parking spaces are often provided by acquiring and demolishing adjacent buildings, with the result being the breakdown of the traditional Main Street character.

The parking and transportation demand management recommendations contained herein are designed to support and enable the emergence of new buildings, new businesses and new residences within the framework of a walkable, transit-oriented and mixed-use neighborhood.

To that end the following policy shifts are necessary:

1. The public sector must provide and actively manage the public, on-street parking to ensure availability and prevent unwanted spillover parking.
2. The public sector should encourage use of available shared parking lots in the mixed-use centers along the Coast Highway. These may be either publicly owned, as in the heart of Oceanside's downtown, or privately owned. The essential point is that they be publicly available and actively shared between uses.
3. Parking must be treated more as an ordinary market commodity - with spaces bought and sold, rented and leased - in order to allow costly parking resources to be used efficiently and make desired development and redevelopment along Coast Highway economically viable.
4. Institute carefully crafted transportation and parking demand management policies.

The cost to construct new parking garages and lots in the Coast Highway area can be expected to exceed $20,000 per space gained. These dismal economics for parking garages lead to a simple principle: it can often be cheaper to reduce parking demand than to construct new parking. By instituting carefully crafted transportation demand management policies, Oceanside can invest in the most cost-effective mix of transportation modes for access to the Coast Highway area. This mix should include not only new investment in parking, but also programs and infrastructure to support walking, bicycling, transit and ridesharing. This section provides recommendations on parking and transportation demand management policies, with the goal of ensuring that sufficient parking is provided to meet the needs of all users, yet simultaneously recognizing that it is possible to provide too much of a good thing. While parking is essential for modern life and modern commerce, the policies in this plan are designed to strike the balance that is appropriate for the creation of walkable and transit-oriented neighborhoods, and the balance that allows redevelopment and revitalization to occur.

This plan includes **seven essential strategies** for parking and transportation demand management. They are:

1. Charge the right price for curb parking
2. Return Meter Revenue to the Neighborhoods
3. Invest Parking Revenues in Transportation Demand Management Programs
4. Universal Transit Passes
5. "Unbundle" Parking Costs
6. Share Parking
7. Reduce Minimum Parking Requirements

## RECOMMENDATIONS 1& 2:

*Charge the Right Price for Curb Parking*
*Return the Meter Revenue to the Neighborhoods*

RECOMMENDATION:

On any commercial block within the plan area where the on-street parking spaces routinely fill up, install multi-space, pay-by-space parking meters. Set parking prices at rates that create a 15% vacancy rate on each block, and eliminate time limits. Dedicate all resulting parking revenues to public improvements and public services that benefit the blocks where the revenue is generated. Create "Parking Benefit Districts" to implement these recommendations.

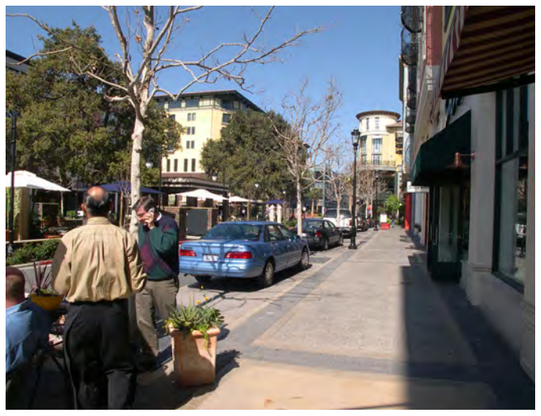

# APPENDIX 1, PARKING DEMAND MANAGEMENT

DISCUSSION: Always available, convenient, on-street customer parking is of primary importance for Main Street retail shops to succeed. To create vacancies and rapid turnover in the best, most convenient, front door parking spaces, it is crucial to have price incentives to persuade some drivers to park in the less convenient spaces (in off-street lots and garages or a block or two away): higher prices for the best spots, cheap or free for the less convenient, under used lots.

Motorists can be thought of as falling into two primary categories: bargain hunters and convenience seekers. Convenience seekers are more willing to pay for an available front door spot. Many shoppers and diners are convenience seekers: they are typically less sensitive to parking charges because they stay for relatively short periods of time, meaning that they will accumulate less of a fee than an employee or other all-day visitor. By contrast, many long-stay parkers, such as employees, find it more worthwhile to walk a block to save on eight hours worth of parking fees. With proper pricing, the bargain hunters will choose currently under utilized lots, leaving the prime spots free for those convenience seekers who are willing to spend a bit more. For merchants in the plan area, it is important to make prime spots available for these people: those who are willing to pay a small fee to park are also those who are willing to spend money in stores and restaurants.

### *What is the right price for parking?*

If prices are used to create vacancies and turnover in the prime parking spots, then what is the right price? An ideal occupancy rate is approximately 85% at even the busiest hour, a rate which leaves about one out of every seven spaces available, or approximately one empty space on each block face. This provides enough vacancies that visitors can easily find a spot near their destination when they first arrive. For each block and each parking lot, the right price is the price that will achieve this goal. This means that pricing should not be uniform: the most desirable spaces need higher prices, while less convenient lots are cheap or even free. Prices should also vary by time of day and day of week: for example, higher at noon, and lower at midnight.


Ideally, parking occupancy for each block and lot should be monitored carefully, and prices adjusted regularly to keep enough spaces available. In short, prices should be set at market rate, according to demand, so that just enough spaces are always available. Professor Donald Shoup of UCLA advocates setting prices for parking according to the "Goldilocks Principle":

The price is too high if many spaces are vacant, and too low if no spaces are vacant. Children learn that porridge shouldn't be too hot or too cold, and that beds shouldn't be too soft or too firm. Likewise, the price of curb parking shouldn't be too high or too low. When about 15 percent of curb spaces are vacant, the price is just right.

### *What alternative price could be better?*

If this principle is followed, then there need be no fear that pricing parking will drive customers away. After all, when the front-door parking spots at the curb are entirely full, under-pricing parking cannot create more curb parking spaces for customers, because it cannot create more spaces. And, if the initial parking meter rate on a block is accidentally set too high, so that there are too many vacancies, then a policy goal of achieving an 85% occupancy rate will result in lowering the parking rate until the parking is once again well used (including making parking free, if need be).

### *What are the alternatives to charging?*

The primary alternative that cities can use to create vacancies in prime parking spaces is to set time limits, and give tickets to violators. Time limits, however, bring several disadvantages: enforcement of time limits is labor-intensive and difficult, and employees, who quickly become familiar with enforcement patterns, often become adept at the "two hour shuffle", moving their cars regularly or swapping spaces with a coworker several times during the workday. Even with strictly enforced time limits, if there is no price incentive to persuade employees to seek out less convenient, bargain-priced spots, employees will probably still park in prime spaces.

For customers, strict enforcement can bring "ticket anxiety", the fear of getting a ticket if one lingers a minute too long. As Dan Zack, Downtown Development Manager for Redwood City, CA, puts it, "Even if a visitor is quick enough to avoid a ticket, they don't want to spend the evening watching the clock and moving their car around. If a customer is having a good time in a restaurant, and they are happy to pay the market price for their parking spot, do we want them to wrap up their evening early because their time limit wasn't long enough? Do we want them to skip dessert or that last cappuccino in order to avoid a ticket?"

A recent Redwood City staff report summarizes the results found in downtown Burlingame, California:

> In a recent "intercept" survey, shoppers in downtown Burlingame were asked which factor made their parking experience less pleasant. The number one response was "difficulty in finding a space" followed by "chance of getting a ticket." "Need to carry change" was third, and the factor that least concerned the respondents was "cost of parking."

# APPENDIX 1, PARKING DEMAND MANAGEMENT

It is interesting to note that Burlingame has the most expensive on-street parking on the San Francisco Peninsula ($.75 per hour) and yet cost was the least troubling factor for most people. This is not an isolated result. Repeatedly, surveys of shoppers have shown that the availability of parking, rather than price, is of prime importance.

### *Eliminating time limits*

Once a policy of market rate pricing is adopted, with the goal of achieving an 85% occupancy rate on each block, even at the busiest hours, then time limits can actually be eliminated. With their elimination, much of the worry and "ticket anxiety" for customers disappears. In Redwood City, where this policy was recently adopted, Dan Zack describes the thinking behind the City's decision in this way:

Market-rate prices are the only known way to consistently create available parking spaces in popular areas. If we institute market-rate prices, and adequate spaces are made available, then what purpose do time limits serve? None, other than to inconvenience customers. If there is a space or two available on all blocks, then who cares how long each individual car is there? The reality is that it doesn't matter.

The recommendations for pricing parking, eliminating time limits, and the creation of a commercial parking benefit district are discussed in greater detail below. Given a primary goal of creating vacancies on the blocks where parking is currently overused, and shifting some parking demand to under used parking lots, meters should be installed on blocks and in parking lots where occupancy routinely reaches 85% or greater during the peak hours of demand. In addition, meters should be installed on immediately adjacent commercial blocks, where demand is likely to shift and parking will become overcrowded if the blocks remain entirely free. Parking meter prices should be set to maintain a 15% vacancy rate, according to the "Goldilocks Rule": if occupancy rates are consistently above 85%, the parking rates are too low and if occupancy rates are consistently below 85%, the parking rates are too high.

The above standard, and a review of best practices in cities comparable to Oceanside, suggests that the boundaries of the plan area parking meter zones should initially be established at each village center. In the future, as the commercial centers develop, the initial boundaries should be extended to other adjacent areas with curb parking spaces, but in predominantly residential areas, Residential Parking Benefit Districts should be implemented (see separate recommendation for more information).

### *Establishing commercial parking benefit districts and dedicating revenue to projects within each parking benefit district.*

To receive the parking revenues generated, Commercial Parking Benefit Districts should be established for each distinct area in which meters are installed. All net revenues from the parking meters within each area should be dedicated to funding public improvements and services that benefit the blocks in which the revenues are collected. ("Net revenues" means total parking revenues from the area, less revenue collection costs, such as purchase and operation of the meters, enforcement and the administration of the district.) Since the three-mile-long plan area is likely too large to successfully function as a single parking benefit district, the area should be split into parking benefit districts according to village center.

### *Why return parking meter revenues to the blocks where they are collected?*

If parking revenues seem to disappear into the General Fund, where they may appear to produce no direct benefit for the village center in which they were collected, there will be little support for installing parking meters, or for raising rates when needed to maintain decent vacancy rates. But when merchants and property owners can clearly see that the monies collected are being spent for the benefit of their immediate surroundings, on projects that they have chosen, they become willing to support market rate pricing -- and if experience from other cities is any guide, many will become active advocates for the concept.

### *Residential Parking Benefit Districts*

RECOMMENDATION: At the same time as parking meters are implemented for curb parking in the village centers, implement Residential Parking Benefit Districts in adjacent residential areas. Residential Parking Benefit Districts are similar to residential parking permit districts, but allow a limited number of commuters to pay to use surplus on-street parking spaces in residential areas, and return the resulting revenues to the neighborhood to fund public improvements. Existing residents should be issued permits to allow them to continue to park on-street for free.

DISCUSSION: In order to prevent spillover parking in residential neighborhoods, many cities implement residential permit districts (also known as preferential parking districts) by issuing a certain number of parking permits to residents usually for free or a nominal fee. These permits allow the residents to park within the district while all others are prohibited from parking there for more than a few hours, if at all. Currently at least 132 cities and counties in the US and Canada have such a residential parking permit program in effect .

Residential parking permit districts are typically implemented in residential districts near large traffic generators such as central business districts, educational, medical, and recreational facilities.

However, conventional residential parking permit districts have several limitations. Most notably, conventional residential permit districts often issue an unlimited number of permits to residents without regard to the actual number of curb parking spaces available in the district. This frequently leads to a situation in which on-street parking is seriously congested, and the permit functions solely as a "hunting license", simply giving residents the right to hunt for a parking space with no guarantee that they will actually find one. (An example of this Boston's Beacon Hill neighborhood, where the City's Department of Transportation has issued residents 3,933 permits for the 983 available curb spaces in Beacon Hill's residential parking permit district, a 4-to-1 ratio.)



An opposite problem occurs with conventional residential permit districts in situations where there actually are surplus parking spaces (especially during the day, when many residents are away), but the permit district prevents any commuters from parking in these spaces even if demand is high and many motorists would be willing to pay to park in one of the surplus spaces.

In both cases, conventional residential parking permit districts prevent curb parking spaces from being efficiently used (promoting overuse in the former example and under use in the latter).

To avoid these problems, Oceanside should implement residential parking benefit districts in residential areas adjacent to the village centers at the same time that parking meters are implemented for curb parking in the village centers. This will prevent excessive spillover parking from commuters trying to avoid parking charges and, by providing new funds for the neighborhoods, further Oceanside's community revitalization goals.

### *Implementation Details*

Implementation of residential parking benefit districts in Oceanside should differ from conventional parking permit districts in four key ways:

1. Limit the number of permits issued to residents to a number that results in a peak hour occupancy of 85% or less, as determined by an initial city survey supplemented by periodic surveys thereafter (at least biannual). Existing residents should be issued free permits.
2. Rather than entirely prohibit nonresident parking as with many conventional residential parking permit districts, the City should sell permits for any surplus parking capacity to non-resident commuters at fair market rates, up to 90% of available parking supply.
3. Use in-vehicle meters and/or multi-space pay-and-display meters for non-resident parkers (who will primarily be downtown commuters) rather than adhesive permits or rearview hangtags. These in-vehicle meters allow user and geographic transferability, multiple payment methods, variable pricing options, and networking capabilities.
4. Finally, the rates for non-residents' parking permits should be set at fair market rates as determined by

periodic city surveys, and all net revenues above and beyond the cost of administering the program should be dedicated to pay for public improvements in the neighborhood where the revenue was generated.

### *Community Participation & Local Control*

Residential parking benefit districts should only be implemented on blocks where a simple majority (50% +1) of property owners supports formation of the district.

Once implemented, residents, property owners, and business owners in the district should continue to have a voice in advising City Council how they want new parking revenue spent in their neighborhood. This could occur via existing neighborhood associations, mail-in surveys or public workshops and hearings. Another option is to appoint advisory committees in each parking benefit district, tasked with advising City Council on how the surplus revenue should be spent in their neighborhood.


### *Benefits of Residential Parking Benefit Districts*

Residential parking benefit districts have been described as “a compromise between free curb parking that leads to overcrowding and conventional residential permit districts that lead to under-use…parking benefit districts are better for both residents and non-residents: residents get public services paid for by non-residents, and non-residents get to park at a fair-market price rather than not at all.”

Benefits of implementation of residential parking benefit districts in the City of Oceanside include the following:

- Excessive parking spillover into downtown and village center adjacent neighborhoods will be prevented.
- Scarce curb parking spaces are used as efficiently as possible.
- Need for additional costly parking structure construction is reduced.
- Residents will be guaranteed to find a parking space at the curb.

### *Examples: Residential Parking Benefit Districts*

Residential Parking Benefit Districts have been implemented in various forms in the following jurisdictions:

- Aspen, CO (non-resident permits: $5/day)
- Boulder, CO (resident permits $12/year; non-resident permits $312/year)
- Santa Cruz, CA (resident permits $20/year; non-resident permits $240/year)
- Tucson, AZ (resident permits $2.50/year; non-resident permits $200-$400/year, declining with increased distance from University of Arizona campus)
- West Hollywood, CA (resident permits $9/year; non-resident permits $360/year)

## RECOMMENDATION 3

### *Invest Parking Revenues in Transportation Demand Management Programs*

RECOMMENDATION: Invest meter revenues in a full spectrum of transportation demand management strategies for employees and residents, including transit, carpool, vanpool, bicycle and pedestrian programs.

DISCUSSION: The cost to construct new parking garages can typically be expected to be approximately $30,000 per space gained, resulting in a total cost to build, operate and maintain new spaces of approximately $188 per month per space, every month for the expected 40 year lifetime of the typical garage. These dismal economics for parking garages lead to a simple principle: it can often be cheaper to reduce parking demand than to construct new parking. Therefore, Oceanside should invest in the most cost effective mix of transportation modes for access to the Coast Highway area, including both parking and transportation demand management strategies.

By investing in the following package of demand-reduction strategies, Oceanside can expect to cost-effectively reduce parking demand in the plan area (and the resulting traffic loads) by one quarter to one third. The Parking Benefit Districts should invest a portion of parking revenues (and other fees, grants, and/or transportation funds, when available) to establish a full menu of transportation programs for the benefit of all plan area residents and employers. These programs should include:


### *Universal Transit Passes*

As described more fully in Recommendation 4, a universal transit pass program would provide free transit passes for every employee and resident of the parking benefit districts. The annual passes would be purchased at a deeply-discounted bulk rate by the parking benefit districts from the North Coast Transit District (NCTD) and potentially other transit providers. For the North Coast Transit District, universal transit passes can provide a stable source of income, while helping them meet their ridership goals.

### *Carpool & Vanpool Incentives*

Provide ride-sharing services, such as a carpool and vanpool incentives, customized ride-matching services, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents.

### *Bike/Ped Facilities*

Centralized provision of bicycle facilities, such as clothes lockers, secure bike parking, and shower facilities.

### *Transportation Resource Center*

A storefront office that provides personalized information on transit routes and schedules, carpool and vanpool programs, bicycle routes and facilities and other transportation options. The center could also house staff charged with implementing the City’s transportation demand management programs, and would take responsibility for administering and actively

marketing all demand management programs. Parking operations and administration could be housed here as well.

### *Case Study: Boulder, Colorado*

An excellent example of a Parking Benefit District that funds transportation alternatives is the City of Boulder (Colorado) Downtown Management Commission & Central Area General Improvement District (CAGID). The responsibilities of Boulder's Central Area General Improvement District (CAGID) include:

- Analyzing most cost-effective mix of new parking or transportation alternatives
- Management and construction of all public parking downtown
- Provide a broad array of transportation demand management programs and incentives including the following commuter benefits:
- Free universal transit pass (Eco-Pass);
- Guaranteed Ride Home
- Ride-matching services
- Bicycle parking rentals

In addition to the above transportation demand management programs and incentives, CAGID also funds the operation of a "Transportation Resource Center" in a downtown storefront. The responsibilities of the resource center include the following:

- Provide personalized advice and information on transit, bike, and pedestrian travel to downtown
- Provide personalized ride-matching services for employees
- Oversee regular marketing of transportation programs and incentives
- Coordinate events to highlight transportation choices (Bike-to-work Day, etc.)
- Manage rentals of bike lockers throughout downtown
- Outreach to individual businesses to identify transportation needs of their employees and customers

All of these programs are funded by a $325,000/year budget, funded by $1 million in meter revenue that is transferred to CAGID via a Parking Benefit District mechanism. There are no parking requirements for any non-residential development in the District. New public parking garages are developed as needed and funded by parking fees (84%) and general fund taxes (16%).

Boulder's efforts are achieving results: carpooling increased from 35% in 1993 to 47% in 1997 and the Eco-Pass program (the free universal transit pass program) has reduced commuter parking demand by 850 spaces. Overall, Boulder has found that in many cases, it is cheaper to provide free transit and strong ridesharing programs to all downtown employees, than to provide them parking.

## RECOMMENDATION 4

### *Provide Universal Transit Passes*

RECOMMENDATION: Use Parking Benefit District revenues to provide free transit passes to all employees and residents within the parking benefit districts. For all new multifamily residential developments, require that universal transit passes be provided to residents under a residential transit pass program.

DISCUSSION: In recent years, growing numbers of transit agencies have teamed with universities, employers, or residential neighborhoods to provide universal transit passes. These passes typically provide unlimited rides on local or regional transit providers for low monthly fees, often absorbed entirely by the employer, school, or developers. A typical example of a universal transit pass is the Eco-Pass program in downtown Boulder, which provides free transit on Denver's Regional Transportation District (RTD) light rail and buses to more than 7500 employees, employed by 700 different businesses in downtown Boulder. To fund this program, Boulder's downtown parking benefit district pays a flat fee for each employee who is enrolled in the program, regardless of whether the employee actually rides transit. Because every single employee in the downtown is enrolled in the program, the Regional Transportation District in turn provides the transit passes at a deep bulk discount.


*Washington D.C. Metro Area Smartrip pass, Attribute: Flickr, Mr. T. in Washington*

A review of existing universal transit pass programs found that the annual per employee fees are between 1% and 17% of the retail price for an equivalent annual transit pass. The principle of employee or residential transit passes is similar to that of group insurance plans – transit agencies can offer deep bulk discounts when selling passes to a large group, with universal enrollment, on the basis that not all those offered the pass will actually use them regularly.

Benefits from universal transit pass program
Universal transit passes provide multiple benefits, as discussed below.

For transit riders

- Free access to transit (e.g., eliminating the current per-ride fare or monthly transit pass price)
- Rewards existing riders, attracts new ones
- For employees who drive, making existing transit free can effectively create convenient park-and-ride shuttles to existing under used remote parking areas

For transit operators

- Provides a stable source of income
- Increases transit ridership, helping to meet agency ridership goals
- Can help improve cost recovery, reduce agency subsidy, and/or fund service improvements

For village centers

- Reduces traffic congestion and increases transit ridership
- Reduces existing parking demand: Santa Clara County's (CA) ECO Pass program resulted in a 19% reduction in parking demand
- Reduces unmet parking demand: UCLA's BruinGo! Program resulted in 1,300 fewer vehicle trips which resulted 1,331 fewer students on the wait list for parking permits (a 36% reduction)
- Reduces future growth in parking demand: University of Washington's U-Pass program helped avoid construction of 3,600 new spaces, saving $100 million (since 1983 the university population increased by 8,000 but actually reduced the number of parking spaces)

For developers

- Universal transit pass programs can benefit developers if implemented concurrently with reduced parking requirements, which consequently lower construction costs
- Providing free cost transit passes for large developments provides an amenity that can help attract renters or home buyers as part of lifestyle marketing campaign appealing to those seeking a "downtown lifestyle"

For employees/employers

- Reduces demand for parking on-site
- Provide a broad array of transportation demand management programs and incentives including the following commuter benefits: free universal transit pass (Eco-Pass), guaranteed ride home, ride-matching services, and bicycle parking rentals

### *Case Studies*

General universal transit pass programs:

KING COUNTY (WA): A King County Metro FlexPass costs $65 per year per employee for employers compared to the normal annual cost of $396-1584. The King County Metro, WA, notes that in downtown Bellevue, FlexPass is responsible in part for a 24 percent drop in drive alone commutes from 1990 to 2000 (81 percent to 57 percent).

SILICON VALLEY (CA): Silicon Valley's Valley Transportation Authority (VTA) EcoPass program charges employers between $7.50 and $120 per year per employee, instead of the usual $990 per year for a transit pass. The result has been a 19 percent decrease in parking demand at employers participating in the program. Neighborhood EcoPass programs apply the same principle to residential developments.

BOULDER (CO): In Boulder the Eco Pass is an annual bus pass purchased by employers for all full-time employees. The annual cost for a normal pass varies between $540 and $1,620 whereas the annual per employee fee for the Eco Pass ranges from $31 to $279. Six years after the program's implementation, the Eco Pass has reduced the drive to work mode share by 10 percent. The Eco Pass program alone has also reduced commuter parking demand by 850 spaces, according to Boulder's Downtown Management Commission.

# APPENDIX 1, PARKING DEMAND MANAGEMENT

### *Residential transit pass programs*

Transit subsidies can also be used for a wide range of residential developments. In Santa Clara County, CA and Portland, OR, property managers can bulk-purchase transit passes for their residents at deeply discounted rates. In Portland, transit use among residents increased by between 79 percent and 250 percent in two different developments after transit passes were offered there. To provide ongoing funding for this expense, a portion of condominium association dues or rents (for rental units) can be used.

As another example, in the City of Boulder, both residential building managers and entire neighborhoods (even typical single-family areas) can purchase Eco-Passes for their residents. In the latter, neighborhood volunteers collect contributions on an annual basis, and once the minimum financial threshold is met, everyone living in the neighborhood is eligible for the transit pass. Alternatively, a neighborhood can elect to increase property taxes to purchase neighborhood-wide Eco-Passes.

### *A cost-effective transportation investment*

Many cities and institutions have found that trying to provide additional parking spaces costs much more than reducing parking demand by simply providing everyone with a free transit pass. For example, a study of UCLA's universal transit pass program found that a new parking space costs more than 3 times as much as a free transit pass ($223/month versus $71/month).

In addition to the above transportation demand management programs and incentives, CAGID also funds the operation of a "Transportation Resource Center" in a downtown storefront. The responsibilities of the resource center include the following:

- Provide personalized advice and information on transit, bike, and pedestrian travel to downtown
- Provide personalized ride-matching services for employees
- Oversee regular marketing of transportation programs and incentives
- Coordinate events to highlight transportation choices (Bike-to-work Day, etc.)
- Manage rentals of bike lockers throughout downtown
- Outreach to individual businesses to identify transportation needs of their employees and customers

All of these programs are funded by a $325,000/year budget, funded by $1 million in meter revenue that is transferred to CAGID via a Parking Benefit District mechanism. There are no parking requirements for any non-residential development in the District. New public parking garages are developed as needed and funded by parking fees (84%) and general fund taxes (16%).

Boulder's efforts are achieving results: carpooling increased from 35% in 1993 to 47% in 1997 and the Eco-Pass program (the free universal transit pass program) has reduced commuter parking demand by 850 spaces. Overall, Boulder has found that in many cases, it is cheaper to provide free transit and strong ridesharing programs to all downtown employees, than to provide them parking.

## RECOMMENDATION 5

### *"Unbundle" Parking Costs*

RECOMMENDATION: Require all residential development and commercial property leases to "unbundle" the full cost of parking from the cost of the property itself, by creating a separate parking charge.

DISCUSSION: Parking costs are generally subsumed into the sale or rental price of housing for the sake of simplicity, and because that is the more traditional practice in real estate. But although the cost of parking is often hidden in this way, parking is never free. Each space in a parking structure can cost upwards of $30,000.

Looking at parking as a tool to achieve revitalization goals requires some changes to status quo practices, since providing anything for free or at highly subsidized rates encourages use and means that more parking spaces have to be provided to achieve the same rate of availability.

For both rental and for sale housing, the full cost of parking should be unbundled from the cost of the housing itself, by creating a separate parking charge. This provides a financial reward to households who decide to dispense with one of their cars, and helps attract that niche market of households, who wish to live in a transit-oriented neighborhood where it is possible to live well with only one car, or even no car, per household. Unbundling parking costs changes parking from a required purchase to an optional amenity, so that households can freely choose how many spaces they wish to lease. Among households with below average vehicle ownership rates (e.g., low income people, singles and single parents, seniors on fixed incomes, and college students), allowing this choice can provide a substantial financial benefit. Unbundling parking costs means that these households no longer have to pay for parking spaces that they may not be able to use or afford.


It is important to note that construction costs for residential parking spaces can substantially increase the sale/rental price of housing. This is because the space needs of residential parking spaces can restrict how many housing units can be built within allowable zoning and building envelope. For example, a study of Oakland's 1961 decision to require one parking space per apartment (where none had been required before) found that construction cost increased 18% per unit, units per acre decreased by 30% and land values fell 33%.

As a result, bundled residential parking can significantly increase "per-unit housing costs" for individual renters or buyers. Two studies of San Francisco housing found that units with off-street parking bundled with the unit sell for 11% to 12% more than comparable units without included parking. One study of San Francisco housing found the increased affordability of units without off-street parking on-site can increase their absorption rate and make home ownership a reality for more people. In that study, units without off-street parking:

- Sold on average 41 days faster than comparable units with off-street parking
- Allowed 20% more San Francisco households to afford a condominium (compared to units with bundled off-street parking)
- Allowed 24 more San Francisco households to afford a single-family house (compared to units with bundled off-street parking)

Charging separately for parking is also the single most effective strategy to encourage households to own fewer cars, and rely more on walking, cycling and transit. According to one study, unbundling residential parking can significantly reduce household vehicle ownership and parking demand.

It is critical that residents and tenants are made aware that rents, sale prices and lease fees are reduced because parking is charged for separately. Rather than paying "extra" for parking, the cost is simply separated out – allowing residents and businesses to choose how much they wish to purchase. No tenant, resident, employer or employee should be required to lease any minimum amount of parking.

## RECOMMENDATION 6

### *Shared Parking*

RECOMMENDATION: Adopt a "Park Once" strategy for the plan area by (a) operating as many parking spaces as possible within each village center in a common pool of shared, publicly available spaces and (b) encouraging existing private commercial parking to be shared among different land uses and made available to the public when not serving private commercial use. This strategy should be implemented through the following policies:

1. Discourage private parking in new development (except for residential spaces). Instead, work to make publicly-available shared parking facilities for village center shoppers and employees, and (when more exclusive parking arrangements are necessary) lease spaces in lots and garages to private businesses, for the particular hours and days of the week when the reserved parking is actually required.
2. Purchase or lease existing private parking lots from willing sellers, and add this parking to the shared public supply.
3. Facilitate shared and/or valet parking in existing private parking lots wherever feasible:
    a. Allow parking provided in all village center development to be off-site by right within ¼ mile of project site (about 6 blocks, a comfortable walking distance for most people).
    b. If commercial developments in the village centers provide parking on-site, require as a condition of approval that any such parking be made available to public when not in use by owner/occupant.

DISCUSSION: Fundamental to the continuing revitalization of the plan area is the creation of a "park once" environment at each of the village centers. The typical

# APPENDIX 1, PARKING DEMAND MANAGEMENT

suburban pattern of isolated, single use buildings, each surrounded by parking lots, requires two vehicular movements and a parking space to be dedicated for each visit to a shop, or office, or civic institution. To accomplish three errands in this type of environment requires six movements in three parking spaces for three tasks. With virtually all parking held in private hands, spaces are not efficiently shared between uses, and each building's private lots are therefore typically sized to handle a worst-case parking need. Most significantly, when new and renovated buildings in an existing commercial center are required to provide such worst-case parking ratios, the result is often stagnation and decline: buildings are not renovated, since no room exists on the site for the required parking; new shops often demand the tear-down of adjacent buildings, generating freestanding retail boxes surrounded by cars, or pedestrian-hostile buildings that hover above parking lots; and the resulting low density fabric generates too few pedestrians to let the area reach critical mass.

When the suburban practice of building individual private lots for each building is introduced into a traditional commercial center, the result is also a lack of welcome for customers: at each parking lot, the visitor is informed that his vehicle will be towed if he or she peruses any place besides the adjacent building. When this occurs, nearby shopping malls gain a distinct advantage over the commercial center with fragmented parking. Mall owners understand that they should not divide their mall's parking supply into small fiefdoms: they operate their supply as a single pool for all of the shops, so that customers are welcomed wherever they park.

## RECOMMENDATION 7

### *Reduce Minimum Parking Requirements*

GOAL: Remove barriers to new development; encourage efficiently shared parking rather than many small, inefficient private lots; and create a healthy market for parking, where parking spaces are bought, sold, rented and leased like any normal commodity.

RECOMMENDATION: Reform minimum parking requirements by reducing minimum parking requirements in the plan area to levels that reflect typical actual demand for a successful mixed-use neighborhood commercial district.

DISCUSSION: In order for Oceanside to realize its goals for the ongoing revitalization of downtown, the City's parking policies must support those goals. Minimum parking requirements, however, have emerged as one of the biggest obstacles to many cities' efforts to encourage new residential and commercial development in their revitalizing downtown areas. Moreover, minimum parking requirements work at cross purposes to virtually all of Oceanside's other adopted goals. As UCLA professor Don Shoup describes it, "Parking requirements cause great harm: they subsidize cars, distort transportation choices, warp urban form, increase housing costs, burden low income households, debase urban design, damage the economy, and degrade the environment… Off-street parking requirements also cost a lot of money, although this cost is hidden in higher prices for everything except parking itself."

The one useful purpose that minimum parking requirements do currently serve is to prevent spill-over parking, the phenomenon of commuters filling up all of the parking spaces in a commercial area's streets, and then spilling over into adjacent residential areas. However, once the recommendations of this plan are in place, market rate prices for the on-street parking in the village centers will ensure that ample vacancies exist on the street. In the adjacent residential neighborhoods, the mechanism of residential parking benefit districts will ensure that unwanted spillover parking is prevented there as well. Once these two key policies have been implemented, imposing minimum parking requirements becomes superfluous.

For the reasons described under Recommendation 6 (Share Parking), conventional minimum parking requirements are particularly inappropriate for traditional commercial districts. Minimum parking requirements are typically based on parking demand observed in auto-oriented suburban areas with no transit service, where all parking is free and walking and biking is uncommon.

For example, average peak parking demand rates for downtown land uses cited in the Institute for Transportation Engineers' Parking Generation Manual (the most common basis for parking requirements) are well above 3 spaces per 1,000 sq. ft.., with restaurants cited as needing more than 15 spaces per 1,000 sq. ft..

However, our review of parking demand of the Main Street districts in cities comparable to Oceanside found that parking occupancy rates for the successful mixed-use downtowns and Main Street districts investigated ranged from just 1.6 to 1.9 spaces per 1000 ft.² of nonresidential built area. Current parking requirements in the Coast Highway plan area are far higher. As a result, new development and redevelopment of existing parcels along the Coast Highway is often both physically and financially difficult or entirely infeasible.

Given the differences in parking demand between mixed-use Main Street districts and conventional suburban developments, conventional suburban parking requirements should not be applied to the Coast Highway area.

Instead, minimum parking requirements should be reduced, and spillover parking problems resolved with residential parking permit districts or parking benefit districts.

### *Parking requirements*

The following parking requirements have been developed for consideration based upon the transportation profile of the Coast Highway area and our review of comparable mixed-use districts.

Parking requirements for all nonresidential land uses:

- 2 parking spaces per 1000 ft.² of gross leasable building space

Residential parking requirements:

- 1 parking space per 1500 ft.² of built space
- no parking spaces required for housing units dedicated as follows:
- affordable housing units (below market-rate)
- senior housing units
- single-resident occupancy units

Additional recommended parking ordinance provisions:

- No parking spaces should be required to be individually accessible (e.g., tandem, stacked and valet parking should be permitted by right to satisfy the parking requirements).
- Shared on-site parking between land uses with different periods of peak parking demand should be allowed for all uses in the plan area. Shared on-site parking should be allowed to satisfy 100% of the parking requirement for each use, so long as documentation can be provided that the existing or anticipated land-uses will have different periods of peak parking demand and the shared parking can accommodate the parking demand for both uses.
- Off-site parking within 1250 feet should be allowed for all uses in the plan area. Off-site parking located further than 1250 feet should be allowed at the discretion of the review authority so long as documentation that a shuttle bus service or valet parking service will be provided.
- Payment of an in-lieu of parking fee: payment of an in-lieu of parking fee for each parking space not provided should be allowed to satisfy 100% of the interim parking requirement.

# APPENDIX 2, SHARED PARKING CONCEPT

South 'O' addresses its parking needs through a shared parking concept. Visitors can park once in the parking lots and street spaces and then walk to multiple destinations in the village. Parking is tucked behind retail fronts so that it minimally impacts the public realm, while at the same time it is conveniently located close to shops and commercial spaces. Street parking along Coast Highway, Vista, Kelly, Cassidy, and Tremont is parallel, with curb bulbouts at corners and wide sidewalks. Freeman street, just east of Coast Highway is converted into a parking street with diagonal parking on its west side. Freeman street is an optimal access and parking road because of its location immediately adjacent to Coast Highway and because of the fact that many of the residential properties that line the street, turn their backs to Freeman, facing Alvarado Street instead, which is immediately to the east. Two mid-block pedestrian paseos between Freeman and Coast Highway increase circulation and provide pedestrian access to the shopping areas in adaptively-reused buildings, one of which is currently a motel. New shops face the paseo's courtyard, and pedestrian-oriented lighting and landscaping help to activate the space.

The South 'O' parking district has a total of approximately 789 parking spaces (451 on-street and 338 off-street), which means that a built-out retail/commercial configuration would park at 3.9 spaces per 1,000 square feet. Research on parking demand in similar mixed-use 'Main Street' districts in comparable California cities has found that peak parking occupancy typically varies between 1.6 and 1.9 parking spaces occupied per 1,000 ft.² of nonresidential built space. (Details on this research are provided in the Nelson Nygaard Consulting Associates memorandum of July 2, 2008, titled "Parking Demand in Mixed-Use Main Street Districts"). Accordingly, this parking supply, provided that it is shared between all of South 'O's shops and commercial spaces, will be more than adequate and will provide ample parking for the district's shoppers, diners, employees and other visitors.

Good management of a parking district is essential to ensure that convenient front-door parking is kept available for customers, and to ensure that unwanted commercial parking demand does not spill over into adjacent residential neighborhoods. At the same time, especially near the beach, it is essential to ensure that beachgoers who arrive by car are able to share in the available parking supply, so that coastal access for the public is maintained.

The South 'O' District achieves these goals through the following three strategies. These strategies are described at length in the Parking Demand Management section of the Appendix:

**1. Commercial Parking Benefit District**: The off-street parking lots in the village center and the curb parking along all of the commercial frontages (i.e., the commercial frontages along Coast Highway, Freeman, Tremont, and the commercial portions of the cross-streets) should be placed into a Commercial Parking Benefit District. This strategy should be implemented by purchasing or leasing existing lots and available land from willing sellers only. The result is the creation of a pool of efficiently shared public parking areas, where any parking revenues raised from parking fees are returned to finance public improvements and services within the blocks of the South 'O' parking district.

**2. Residential Parking Benefit District**: to prevent excessive spillover parking into the residential blocks adjacent to the commercial blocks of South 'O', a residential parking benefit district should be put into place. All blocks in South 'O' that have primarily residential frontages (i.e., the blocks outside of the commercial core along Coast Highway., Freeman and Tremont) and that also experience enough parking demand to fill the street parking on the block, should be included within this district. In addition, blocks that are likely in the future to fill up with parked cars should be included within the residential parking benefit district. Within the district, existing residents continue to be allowed to park for free (or for a nominal fee), while visitors and commuters are required to pay parking fees. As with the commercial parking benefit district, all resulting parking revenue should be devoted to public improvements and services that benefit the blocks where the parking fees are collected.

**3. Transportation Demand Management Program**: Because it is often cheaper to reduce parking demand through transportation demand management strategies than to build, operate and maintain new parking, an integrated program of transportation demand management strategies, from the provision of bicycle facilities to transit passes for employees within the District, should be implemented. When properly introduced and managed, such strategies allow for most cost-effective mix of new parking, transit, bicycling and walking infrastructure to serve the needs of South 'O's employees, customers and residents.

| Block No. | On Street | Off Street |
|---|---|---|
| A | 25 | X |
| B | 23 | X |
| C | 28 | 50 |
| D | 67 | 43 |
| E | 74 | 77 |
| F | 29 | 53 |
| G | 29 | X |
| H | 50 | 52 |
| I | 51 | 63 |
| J | 29 | X |
| K | 23 | X |
| L | 23 | X |
| 789 Total | 451 Total | 338 Total |

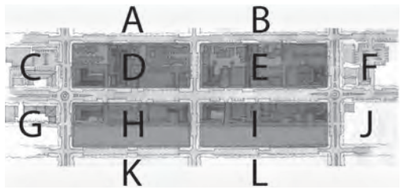
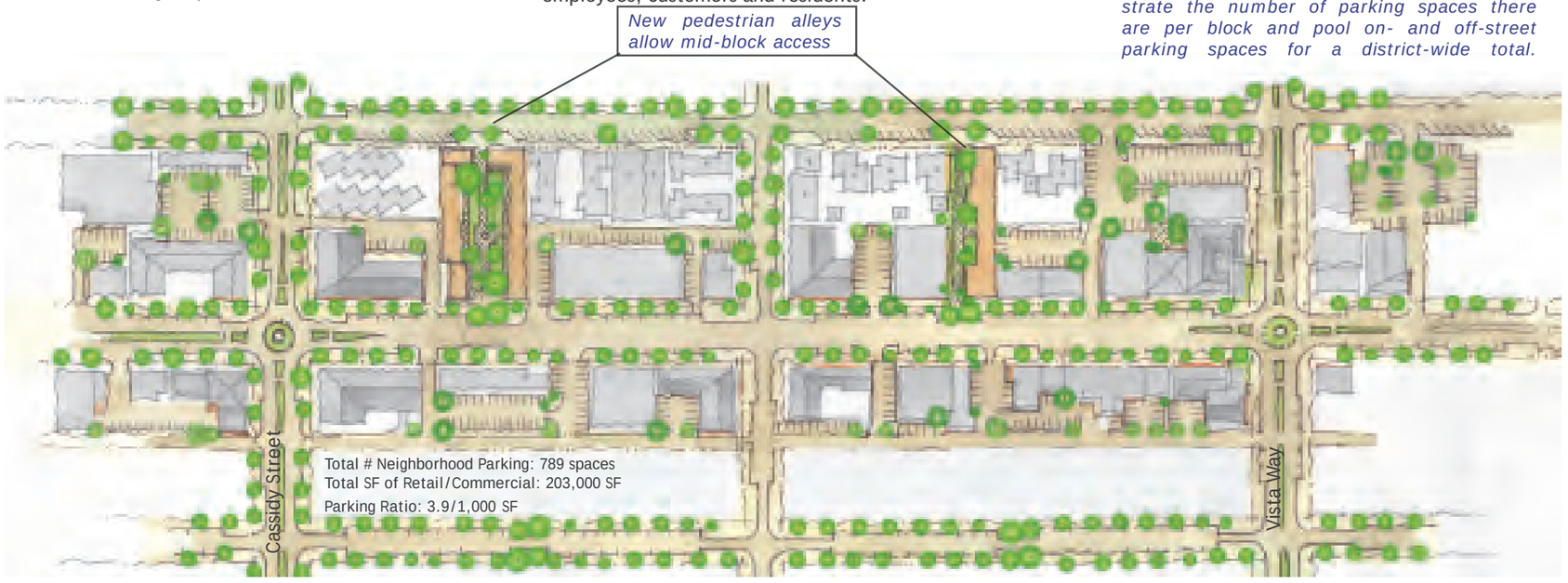



*Diagram (below) and chart above demonstrate the number of parking spaces there are per block and pool on- and off-street parking spaces for a district-wide total.*



# APPENDIX 3, ROUNDABOUTS & MEDIANS

Roundabouts and medians are part of the **Preferred Alternative** for the Coast Highway Vision Plan. They are street design elements used for traffic calming, improved pedestrian safety and traffic flow, while adding greenery to the public right-of-way, and enhancing the look and feel of a street.

To maximize safety for pedestrians, several roundabout features are important:

- Entries and exits should be specifically designed for low speed.
- Splitter islands act as a pedestrian refuge island, and should be adequately sized (usually 5 to 8 feet wide at the crosswalk).
- Pedestrian crossings for single-lane roundabouts, like those proposed for the Coast Highway, should be located one vehicle length back from the circle.

For cyclists:

- As for pedestrian safety, roundabouts should be designed for low speed.
- In low-speed, single-lane roundabouts like those proposed for the Coast Highway, cyclists are able to circulate in the roundabout at speeds equal to or faster than motor vehicles. Bike lanes that lead to this type of roundabout should be terminated 30 to 60 feet before reaching the roundabout, and cyclists encouraged to circulate in mixed traffic.
- As at traffic signals, novice cyclists may prefer to cross pedestrian-style, using the pedestrian crosswalks.

## *Landscaped Median*

There are important advantages to landscaped medians, beyond their aesthetic appeal. In general, published studies conclude that on major roadways, central medians provide significant safety benefits when compared to undivided roads and roads with two-way left-turn lanes. A well known study found that overall rates of rear end, right angle, head-on and left-turn crashes were all significantly reduced by the use of a median.[1] Medians also ease crossings for pedestrians, and studies have found medians to be significantly safer for them. One study found the pedestrian crash rate for suburban roads with raised medians was double for those with two-way left-turn lanes.

1 Bowman and Vermecelli

## *Roundabouts*

Roundabouts are proposed for several currently signalized intersections along Coast Highway, due to their significant advantages from the point of view of slowing speeders, reducing delays and increasing safety.

Modern roundabouts are a relatively recent development in California, with the first one meeting modern design rules built in Santa Barbara in 1991. However, thousands have replaced traffic signals and stop signs across Europe and Australia over the past two decades. In recent years, dozens of modern roundabouts have been built in California and across the United States. While not a panacea, roundabouts have proven to have significant advantages over other forms of intersection control in many situations.

The roundabouts will serve several functions at the major intersections along Coast Highway, acting as gateways, handling the significant vehicle turning movements at these intersections, and improving safety. It is important to note the role that roundabouts play in the proposed design, with respect to both safety and motor vehicle capacity.

## *Safety*

Both overseas and in the United States, modern roundabouts have achieved a 50% to 90% reduction in injury accidents compared with intersections using stop control or traffic signals. For intersections that were converted to roundabouts, overall crashes were reduced by 37% and injury accidents by 51%. At smaller roundabouts with one- or two-lane entries (like those proposed for Coast Highway), crash reductions were even more pronounced: total crashes fell by 51%, with injury crashes reduced by 73%.[2]

## *Capacity*

The capacity of a street is generally limited not by the number of lanes between intersections, but by the capacity of the major intersections. Generally, roundabouts offer 30% higher traffic-moving capacity than traffic signals, which in many circumstances leads to significantly reduced delays. The Transportation Research Board survey of intersections converted to roundabouts in the United States, for example, found that in the eight cases where vehicle delays had been measured, rush hour delays had been reduced by an average of 77%.

2 Transportation Research Board, 1997

For Coast Highway, utilizing roundabouts at the major intersections, combined with fewer lanes between intersections, has the potential to allow traffic to flow slowly and steadily, rather than in the "hurry up and wait" pattern currently seen, where vehicles often speed between traffic signals.

## *The Benefits of Speed Reduction*

For both stopping distances and the severity of crashes, speed matters. Travelling at 40 mph, the average driver who sights a pedestrian in the road 100 feet ahead will still be travelling 38 mph on impact: driving at 25 mph, the driver will have stopped before the pedestrian is struck. Research shows that -

- At 20 mph, only 5 percent of walkers are killed, most injuries are slight, and 30 percent suffer no injury;
- At 30 mph, 45 percent of walkers are killed, and many are seriously injured;
- At 40 mph, 85 percent of walkers are killed.

Accordingly, it is a key goal of the design for Coast Highway to reduce speeding, while maintaining a steady flow of traffic: in other words, the street design is intended to replace a 'hurry-up-and-wait' traffic pattern with a slow-but-steady pace. The proposed roundabouts, while slowing drivers down within 150 to 200 feet on either side of the roundabout-controlled intersections, also accommodate substantial traffic. At off-peak hours, drivers and cyclists at a roundabout usually need not come to a full stop: they instead slow and roll through the roundabout at 10 to 15 mph.

Between the major intersections, the reduction of through lanes; the addition of bicycle lanes and bulb-outs; and (for the avenue section) the addition of the median will all act to reduce speeding. The exact amount of speed reduction caused by each of these measures varies depending on the particular circumstances of a roadway and the particular combination of measures chosen. However, there are numerous case studies confirming the effectiveness of each technique. Radar surveys taken on streets with and without large street tree canopies, but which are otherwise identical, typically find speeds are lower on the tree-lined street. The effect is particularly pronounced when a tree-lined median divides the street into two smaller 'outdoor rooms'.

Similarly, before-and-after surveys of streets where bicycle lanes are striped, reducing the apparent width of the road to drivers, have also found traffic speeds reduced. Bulb-outs also help to reduce the apparent width of the street, while smaller curb radii at minor intersections will help to slow drivers as they are turning off of Coast Highway and entering local residential streets. Finally, and perhaps most significantly, reducing the number of through lanes from two lanes to one in each direction means that the most prudent driver on the road always sets the prevailing speed.

*"Roads are often widened to create storage for vehicles waiting at red lights, but the reduced delays and continuous flows at roundabouts allow the use of fewer lanes between intersections."*

*California Department of Transportation Design Information Bulletin #80: Roundabouts, 9/8/98*

## POTENTIAL MARKET VALUE OF CATALYST SITES ($2008)
## OCEANSIDE COAST HIGHWAY AREA
## DECEMBER 2008

| PRODUCT TYPE | FLOOR AREA/ UNITS/ ROOMS | $/SF, ANNUAL RENT/SF, ADR[1] | GROSS RENT ROOM/UNIT REVENUES | LESS: VACANCY/ COLLECTION[2] | OTHER REVENUES[3] | EFFECTIVE GROSS INCOME | LESS: DEPT. EXPENSES[4] | LESS: OPERATING EXPENSES[5] | NET OPERATING INCOME | TOTAL MARKET VALUE | MARKET VALUE/SF/ UNIT/ROOM |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **CATALYTIC SITE 1: NORTH COAST GATEWAY** | | | | | | | | | | | |
| Office | 42,300 SF | $24.00 | $862,920 | ($43,146) | | $819,774 | | ($245,932) | $573,842 | $8,197,700 | $194 |
| Retail | 84,800 SF | $36.00 | $2,594,880 | ($129,744) | | $2,465,136 | | | $2,465,136 | $32,868,500 | $388 |
| Hotel - Select Service | 234 rooms | $150.00 | $12,811,500 | ($3,202,875) | $5,173,875 | $14,782,500 | ($5,173,875) | ($5,173,875) | $4,434,750 | $44,347,500 | $189,519 |
| **TOTAL** | | | | | | | | | | **$85,413,700** | |
| **CATALYTIC SITE 2: NCTD TRANSIT ORIENTED DEVELOPMENT** | | | | | | | | | | | |
| Rental MF Residential | 167 units | $19.92 | $2,993,976 | ($149,699) | | $2,844,277 | | ($995,497) | $1,848,780 | $26,411,100 | $158,150 |
| TH Residential | 14 units | $365.00 | $7,665,000 | N/A | | N/A | | N/A | N/A | $7,665,000 | $547,500 |
| Office | 156,000 SF | $24.00 | $3,182,400 | ($159,120) | | $3,023,280 | | ($906,984) | $2,116,296 | $30,232,800 | $194 |
| Retail | 72,000 SF | $36.00 | $2,203,200 | ($110,160) | | $2,093,040 | | | $2,093,040 | $27,907,200 | $388 |
| **TOTAL** | | | | | | | | | | **$92,216,100** | |
| **CATALYTIC SITE 3: MIXED-USE INFILL** | | | | | | | | | | | |
| For-Sale MF Residential | 36 units | $400.00 | $14,400,000 | N/A | | N/A | | N/A | N/A | $14,400,000 | $400,000 |
| Retail | 46,000 SF | $36.00 | $1,407,600 | ($70,380) | | $1,337,220 | | | $1,337,220 | $17,829,600 | $388 |
| **TOTAL** | | | | | | | | | | **$32,229,600** | |
| **CATALYTIC SITE 4: SPRINTER STATION TOD** | | | | | | | | | | | |
| Rental MF Residential | 207 units | $19.92 | $3,711,096 | ($185,555) | | $3,525,541 | | ($1,233,939) | $2,291,602 | $32,737,200 | $158,151 |
| TH Residential[6] | 22 units | $365.00 | $12,045,000 | N/A | | N/A | | N/A | N/A | $12,045,000 | $547,500 |
| Retail | 46,350 SF | $36.00 | $1,418,310 | ($70,916) | | $1,347,395 | | | $1,347,395 | $17,965,300 | $388 |
| **TOTAL** | | | | | | | | | | **$62,747,500** | |
| **CATALYTIC SITE 5: LOMA ALTA CREEK HOTEL[7]** | | | | | | | | | | | |
| For-Sale MF Residential | 100 units | $400.00 | $40,000,000 | N/A | | N/A | | N/A | N/A | $40,000,000 | $400,000 |
| Retail | 182,000 SF | $36.00 | $5,569,200 | ($278,460) | | $5,290,740 | | | $5,290,740 | $70,543,200 | $388 |
| Hotel - Select Service | 360 rooms | $150.00 | $19,710,000 | ($4,927,500) | $7,959,808 | $22,742,308 | ($7,959,808) | ($7,959,808) | $6,822,692 | $68,226,900 | $189,519 |
| Hotel - Full Service | 360 rooms | $187.50 | $24,637,500 | ($6,159,375) | $9,949,760 | $28,427,885 | ($11,371,154) | ($8,528,365) | $8,528,365 | $94,759,600 | $263,221 |
| **TOTAL** | | | | | | | | | | **$273,529,700** | |

## COMPARISON: EXISTING VS. POTENTIAL MARKET VALUE
## OCEANSIDE COAST HIGHWAY AREA
## DECEMBER 2008

| PRODUCT TYPE | FLOOR AREA/ UNITS/ ROOMS | POTENTIAL MARKET VALUE | ASSESSED VALUE[1] | DIFFERENCE: PROJECTED MINUS ASSESSED |
|---|---|---|---|---|
| **CATALYTIC SITE 1: NORTH COAST GATEWAY** | | | | |
| Office | 42,300 SF | $8,197,700 | | |
| Retail | 84,800 SF | $32,868,500 | | |
| Hotel - Select Service | 234 rooms | $44,347,500 | | |
| **TOTAL** | | **$85,413,700** | **$4,792,593** | **$80,621,000** |
| **CATALYTIC SITE 2: NCTD TRANSIT ORIENTED DEVELOPMENT** | | | | |
| Rental MF Residential | 167 units | $26,411,100 | | |
| TH Residential | 14 units | $7,665,000 | | |
| Office | 156,000 SF | $30,232,800 | | |
| Retail | 72,000 SF | $27,907,200 | | |
| **TOTAL** | | **$92,216,100** | **$9,120,238** | **$83,096,000** |
| **CATALYTIC SITE 3: MIXED-USE INFILL** | | | | |
| For-Sale MF Residential | 36 units | $14,400,000 | | |
| Retail | 46,000 SF | $17,829,600 | | |
| **TOTAL** | | **$32,229,600** | **$2,052,897** | **$30,177,000** |
| **CATALYTIC SITE 4: SPRINTER STATION TOD** | | | | |
| Rental MF Residential | 207 units | $32,737,200 | | |
| TH Residential6 | 22 units | $12,045,000 | | |
| Retail | 46,350 SF | $17,965,300 | | |
| **TOTAL** | | **$62,747,500** | **$4,540,441** | **$58,207,000** |
| **CATALYTIC SITE 5: LOMA ALTA CREEK HOTEL[7]** | | | | |
| For-Sale MF Residential | 100 units | $40,000,000 | | |
| Retail | 182,000 SF | $70,543,200 | | |
| Hotel - Select Service | 360 rooms | $68,226,900 | | |
| Hotel - Full Service | 360 rooms | $94,759,600 | | |
| **TOTAL** | | **$273,529,700** | **$5,664,071** | **$267,866,000** |

[1] Assessed 2008 land and improvement values for all parcels within each catalyst site as identified by Torti Gallas. Information provided by the City of Oceanside.

## POTENTIAL MARKET VALUE OF CATALYST SITES ($2008)
## OCEANSIDE COAST HIGHWAY AREA
## DECEMBER 2008

| ASSUMPTIONS | AVG. SIZE (SF) | $/SF, MO. RENT/SF | VACANCY | OTHER REV. | DEPT. EXPENSES | OPERATING EXPENSES | CAP RATE |
|---|---|---|---|---|---|---|---|
| For-Sale MF Residential | 1,000 SF | $400 | N/A | N/A | N/A | N/A | N/A |
| Rental MF Residential | 900 SF | $1.66 | 5.0% | N/A | N/A | 35% | 7.0% |
| TH Residential | 1,500 SF | $365 | N/A | N/A | N/A | N/A | N/A |
| Office (FSG) | N/A | $2.00 | 5.0% | N/A | N/A | 30% | 7.0% |
| Retail (NNN) | N/A | $3.00 | 5.0% | N/A | N/A | N/A | 7.5% |
| Hotel - Select Service (ADR)[8] | N/A | $150.00 | 25.0% | 35% | 35% | 35% | 10.0% |
| Hotel - Full Service (ADR)[8] | N/A | $187.50 | 25.0% | 35% | 40% | 30% | 9.0% |

***NOTE: The potential market values by land use included here represent theoretical market values of land and improvements given specified uses and assume: sufficient market demand for specified land uses, sufficient availability of capital in "normal" market conditions, cost of horizontal and vertical development to achieve these values, etc.***

[1] Rent/pricing figures for net square footage (assumes 85% efficiency for all income-producing properties. Residential, Office, Retail, and Hotel figures per RCLCO and PKF analyses conducted in July 2008.

[2] Vacancy allowance estimated at 5%; 30% for hotel (assumes 70% average occupancy).

[3] Other Revenues (Food and Beverage, Telecommunications, Other Operated Departments, Rentals and Other Income) for a select and full service hotel, per PKF Consulting industry statistics. Represents ratio to total hotel revenues.

[4] Departmental Expenses for a full-service hotel, per PKF Consulting industry statistics. Represents ratio to effective gross income.

[5] Operating Expenses per RCLCO. Hotel Operating Expenses per PKF.

[6] Includes 9 live-work units programmed by Torti Gallas.

[7] As RCLCO's engagement did not include an analysis of timeshares, the programmed units are assumed to be residential for the purposes of this valuation exercise.

[8] Select service hotel metrics are based on PKF's recommendations for the North Coast Highway Planning Area. As PKF did not recommend a Full Service Hotel, RCLCO increased the ADR by 25% and adjusted other other revenues and expenses according to expected parameters.

SOURCE: Torti Gallas; PKF Consulting; HVS; Korpacz Real Estate Investor Survey; RCLCO

# APPENDIX 5, PROJECT ACKNOWLEDGEMENTS

## CITY OF OCEANSIDE

### CITIZENS OF OCEANSIDE

### CHARRETTE PARTICIPANTS

### CITY COUNCIL MEMBERS
Mayor Jim Wood
Deputy Mayor Rocky Chavez
Councilmember Jack Feller
Councilmember Jerome M. Kern
Councilmember Esther C. Sanchez

### COMMISSIONS AND COMMITTEES
Planning Commission
Economic Development Commission
Redevelopment Advisory Committee
Arts Commission
Historic Preservation Commission
Utilities Commission
Transportation Commission
Bicycle Committee

### CITY PROJECT TEAM
Amy Volzke, Principal Planner/Project Manager
Peter Weiss, City Manager
Mike Blessing, Deputy City Manager
George Buell, Development Services Director
Jerry Hittleman, City Planner
David Di Pierro, City Traffic Engineer
Gary Kellison, Senior Civil Engineer
Peter Katz, Senior Planner
John Amberson, Transportation Planner
Greg Blakely, Water Utilities Administration Manager
Sandra Djordjevich, Information Systems Analyst

## CONSULTANT TEAM

### TORTI GALLAS AND PARTNERS, INC.
Neal Payton, Principal in Charge
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Dave Cutler
Amber Hawkes
Georgia Sheridan
Brad Lonberger
Bonnie Gonzalez
Myranda Sims
Maryal Peter
Griselda Paredes

### NELSON NYGAARD AND ASSOCIATES
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Magnus Barber

### RCLCO
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Bob Gardner
Katherine West

### PFK
Bruce Baltin
Mikiko Kitamura