City of Oceanside Development Services Downtown Workshop

January 21, 2026
Item #1

Overview

- Staff recommends Community Development Commission (CDC) receive presentation on Downtown Oceanside and provide staff direction on proposed recommendations

Overview

Issue Areas
1. Development Density
2. Downtown Advisory Committee (DAC)
3. Traffic
4. Parking
5. Urban Design
6. Bird Strike Standards
7. Palm and Canopy Trees
8. Placemaking

Background

- **October 1, 2025:** CDC direction to prepare workshop on Downtown Oceanside
- **Tonight:** Staff will address issue areas like density, traffic, and constituent concerns

Redevelopment Project Area

1. Commercial Retail and Office / Residential possible
1A. Commercial Retail and Office / Historic / Residential possible
2. Financial Center / Office Professional
3. Office Professional / Residential possible (SF & Multi)
4A. Transient Uses & Residential (SF & Multi)
4B. Transient uses & Residential (Multi)
5. High Density Residential (SF & Multi)

5A. Medium Density Residential
6A. Visitor Serving Commercial
6B. Visitor Serving Commercial / Residential possible
7A. High Density Residential (SF & Multi)
7B. Recreational / Commercial / Residential (SF & Multi)
8A. Hospital & Medical (SF)
8B. Hospital / Medical / Office / Residential possible (SF & Multi)

9. Commercial / Residential / SF & Multi (30,000 sq. ft.)
10. Open Space
11. Commercial / Residential possible / (Multi with mixed use)
12. Tourist & Visitor Serving Commercial
13. Visitor Serving Commercial / Office / Residential (Multi with mixed use)
14. Public Transportation and Railroad
15. Public Facilities, Parks, Open Space
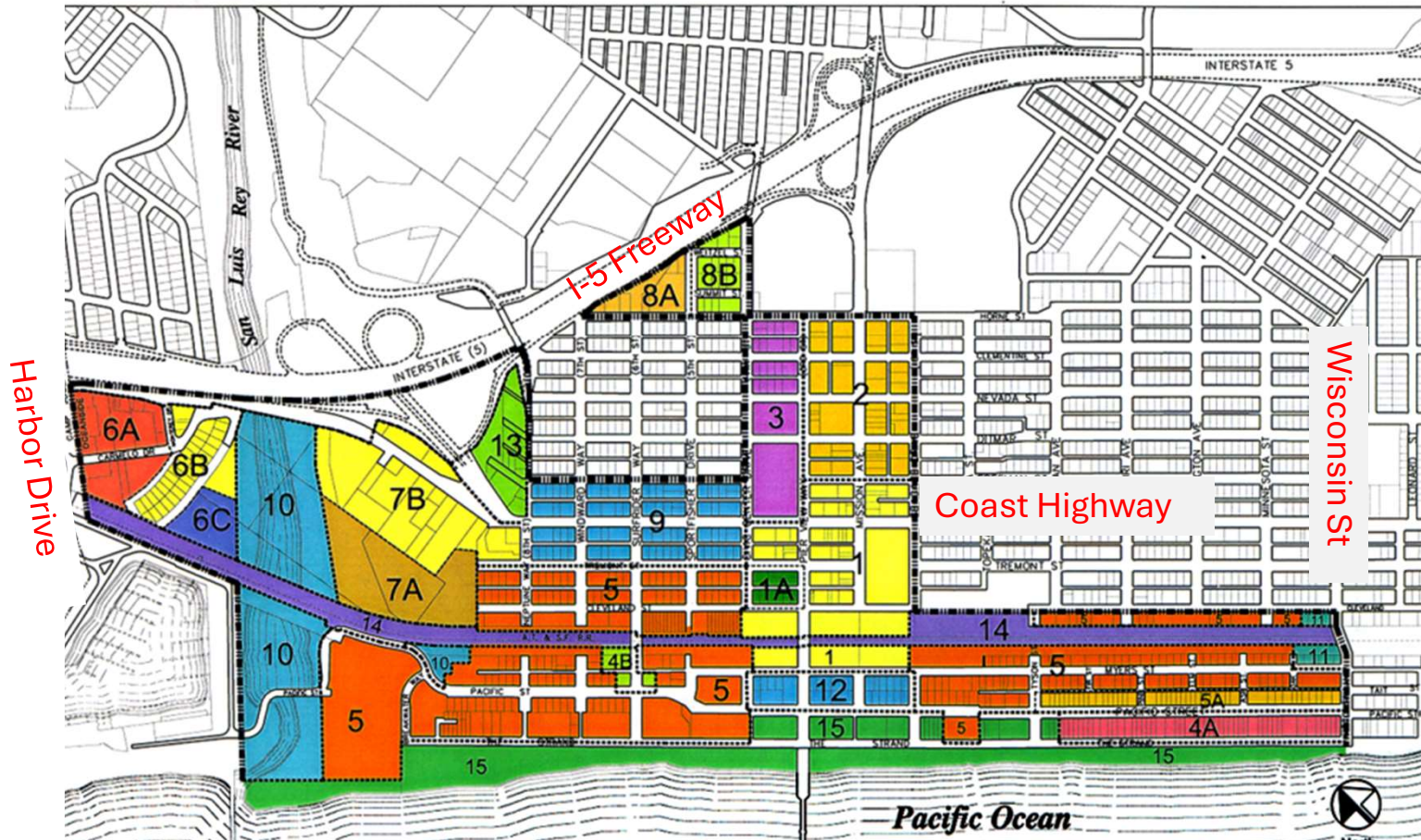
Policy Framework

- Downtown Redevelopment Plan
- General Plan
- California Coastal Act, Coastal Zone, and Local Coastal Program
- Zoning Ordinance – Article 12

Sustainable Tourism Master Plan

- Ten-year plan (2024-2034)
- Community input
- Vision and strategies: Sustainable environment, quality of life, local economy, visitor experience
- Downtown identified as key opportunity area

Coast Highway Corridor

- Coast Highway Vision and Strategic Plan
- Coast Highway Incentive District Local Coastal Plan Amendment (LCPA)
- Coast Highway Corridor Design Project
- Phase 1 construction: Neptune Way to Topeka Street
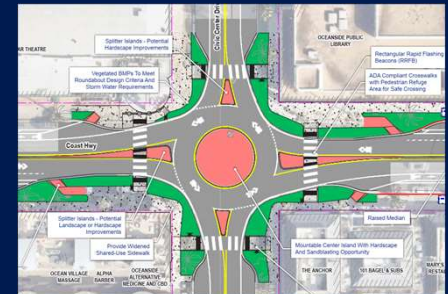
Nine-Block Master Plan

- Five Block Mixed-use Plan
- Objective Design Standards
- *Prepare Downtown Specific Plan*
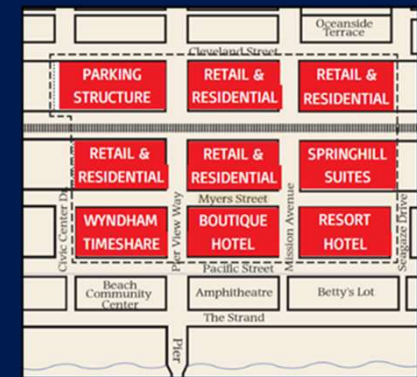
CDC Recommending Body

- DAC Composition
- Planning Commission Option
- Future development recommendations
- *Determine if DAC is appropriate recommending body for Downtown development projects*

Development Density & State Density Bonus Law

- **Prior to 2019:** 43 dwelling units per acre (du/acre) cap removed; unlimited density
- 712 Seagaze: 497 du/acre
- Proposed cap: 86 du/acre (172 du/acre with Density Bonus)
- Downtown Density Local Coastal Plan Amendment

5,500-unit Cap

- Redevelopment Plan: Maximum 5,500 units in mixed-use developments
- Approximately 5,141 built/approved/in review; 359 remaining
- Harmonize Density Bonus Law and Coastal Act
- *Discuss Coastal Commission Suggested Modification: Replace cap with "target"*

Traffic & Circulation

- Coast Highway Corridor Project potential impact on local streets
- Downtown District Traffic Monitoring and Mitigation Plan
- *Prepare Downtown-specific traffic analysis with traffic calming solutions*

Parking

- Downtown Parking Action Plan (DPAP)
  - Pay-by-plate paid parking; license plate recognition; mobile app; community outreach
- Most goals operational through Parking Enforcement Program and revenue collection
- *Authorize preparation of updated DPAP*

Urban Design Standards

- Need for consistent parkway and sidewalk standards
- Bird strike window types
- 2006 Interim Tree Plan
- Tree palette: Palms and shade trees
- *Develop consistent design standards*
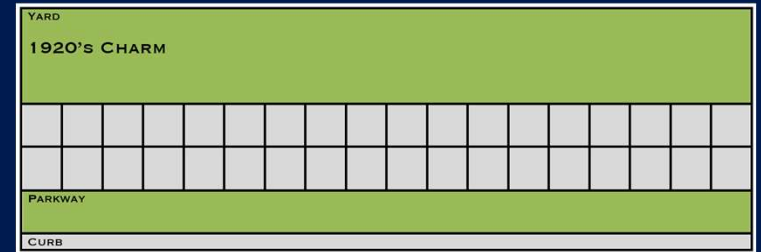
Placemaking & Wayfinding

- Oceanside Cultural Arts District
- O'Arts Master Plan
- Gateway and wayfinding signage
- Placemaking study
- **Summer 2026:** Tremont Street Activation Pilot Project
- *Provide scope comments and authorize pilot project*

Summary

- Downtown as valuable community resource
- Future of development
- Staff recommendations

	Issue Area	Recommendation
1	Development Density	a) Direct staff to prepare Downtown Specific Plan, including objective design standards b) Discuss existing 5,500-unit cap and Coastal Commission's Pending LCPA Suggested Modification
2	DAC	Determine whether DAC or Planning Commission is more appropriate recommending body for Downtown development projects

	Issue Area	Recommendation
3	Traffic	Direct staff to solicit consultant services for preparation of Downtown-specific traffic analysis that explores use of local streets and addresses potential traffic calming solutions to be employed on such streets in near- and long-term
4	Parking	Authorize staff to solicit consultant services for conducting updated DPAP to analyze current state of parking in Downtown and determine whether 2018 DPAP remains relevant

	Issue Area	Recommendation
5	Urban Design*	Direct staff to develop consistent design standards for parkways and sidewalk paving patterns in Downtown
6	Bird Strike Standards*	Direct staff to evaluate window design standards that address anti-bird strike concerns

*If directed to proceed, it's recommended that items be incorporated into scope of work for Issue Area No.1 (Downtown Specific Plan)

	Issue Area	Recommendation
7	Palm and Canopy Trees*	Direct staff that during design of Downtown development projects, all existing palm trees along Mission Avenue should remain in place. If a palm tree is removed along that corridor, it may only be replaced with a native palm or shade tree. If the City Council desires preparation of an updated Downtown Tree Plan, staff recommends that it be developed with the proposed Downtown Specific Plan.

*If directed to proceed, it's recommended that items be incorporated into scope of work for Issue Area No.1 (Downtown Specific Plan)
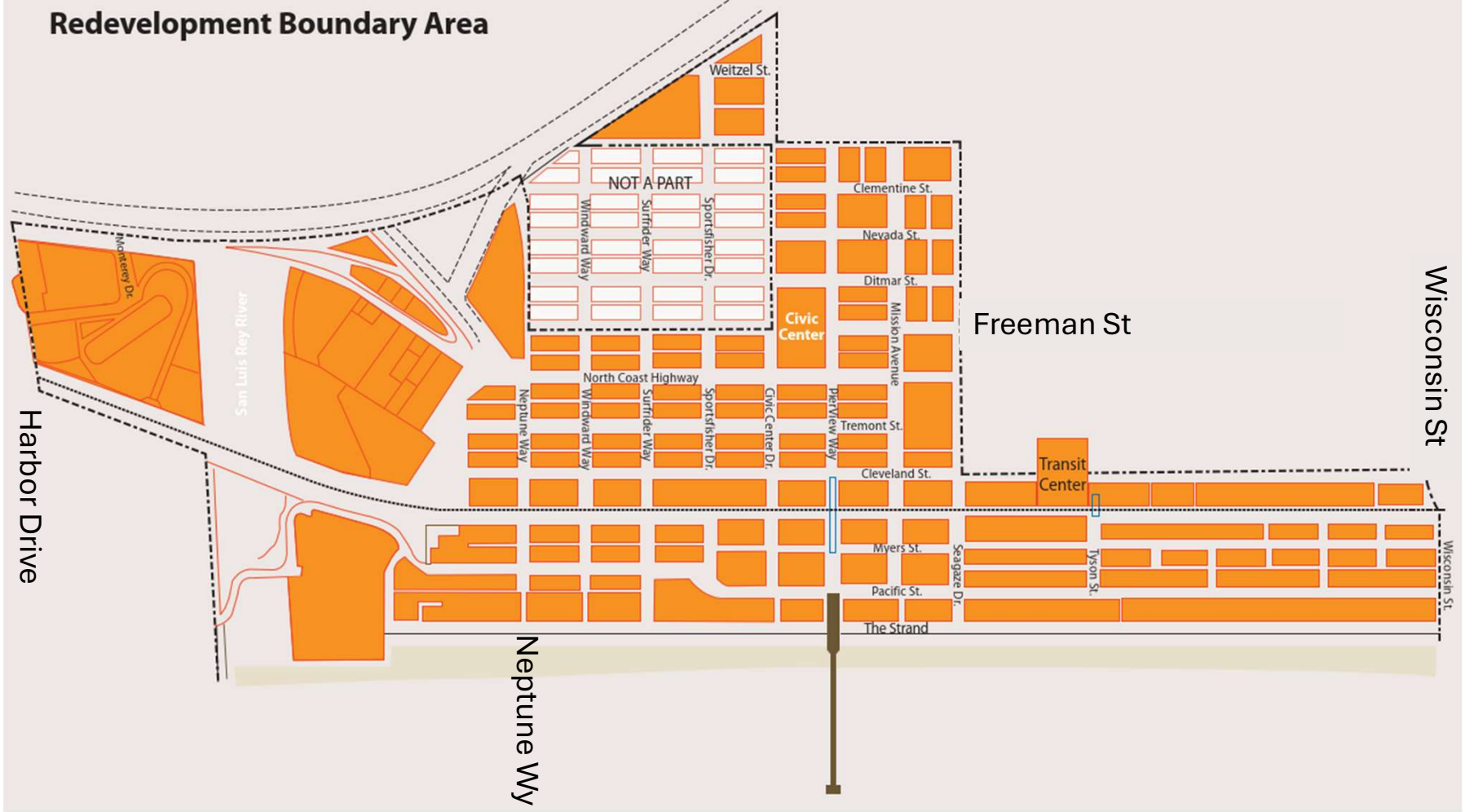
	Issue Area	Recommendation
8	Placemaking	a) Provide input on proposed scope of work for proposed Downtown Wayfinding/Placemaking Study b) Authorize implementation of placemaking pilot project showcasing possible placemaking ideas (i.e., outdoor games, pop up parks, performance spaces, moveable seating areas, temporary art installation) by closing and activating Tremont Street between Mission Avenue and Pier View Way during Summer 2026

Redevelopment Boundary Area

Weitzel St.

NOT A PART

Windward Way
Surfrider Way
Sportsfisher Dr.

Clementine St.

Nevada St.

Ditmar St.

Mission Avenue

Civic
Center

Freeman St

Wisconsin St

North Coast Highway

Neptune Way
Windward Way
Surfrider Way
Sportsfisher Dr.
Civic Center Dr.
Pierview Way
Tremont St.

Cleveland St.

Transit
Center

Harbor Drive

San Luis Rey River

Monterey Dr.

Myers St.

Seagaze Dr.

Tyson St.

Wisconsin St.

Pacific St.

The Strand

Neptune Wy

Redevelopment Coastal Zone Map

Legend:
- Coastal Zone
- Coastal Zone Appealable Area
- Under Review

Weitzel St.

Horne St.

Clemetine St.

Neveda St.

Ditmar St.

Windward Way

Surfrider Way

Sportsfisher Dr.

Civic Center

Mission Avenue

Freeman St

Wisconsin St

Monterrey Dr.

Carmelo Dr.

San Luis Rey River

North Coast Highway

Neptune Way

Windward Way

Surfrider Way

Sportsfisher Dr.

Civic Center Dr.

PierView Way

Tremont St.

Transit Center

Cleveland St.

Harbor Drive

Harbor

Myers St.

Seagaze Dr.

Pacific St.

The Strand

Neptune Wy

DOWNTOWN OCEANSIDE & 9 BLOCK MASTERPLAN

Legend:
- Nine Block Masterplan
- Construction Complete
- Entitled/Temporary Parking
- Under Construction

NOT TO SCALE

Streets: Freeman Street, North Coast Highway, Tremont Street, Cleveland Street, Myers Street, Pacific Street, The Strand, Sportfisher Dr., Civic Center Dr., Pier View Way, Mission Avenue, Seagaze Drive, Topeka Street, A.T. & S.F.R.R., Pier

P 285 Spcs — Civic Center / Oceanside Library

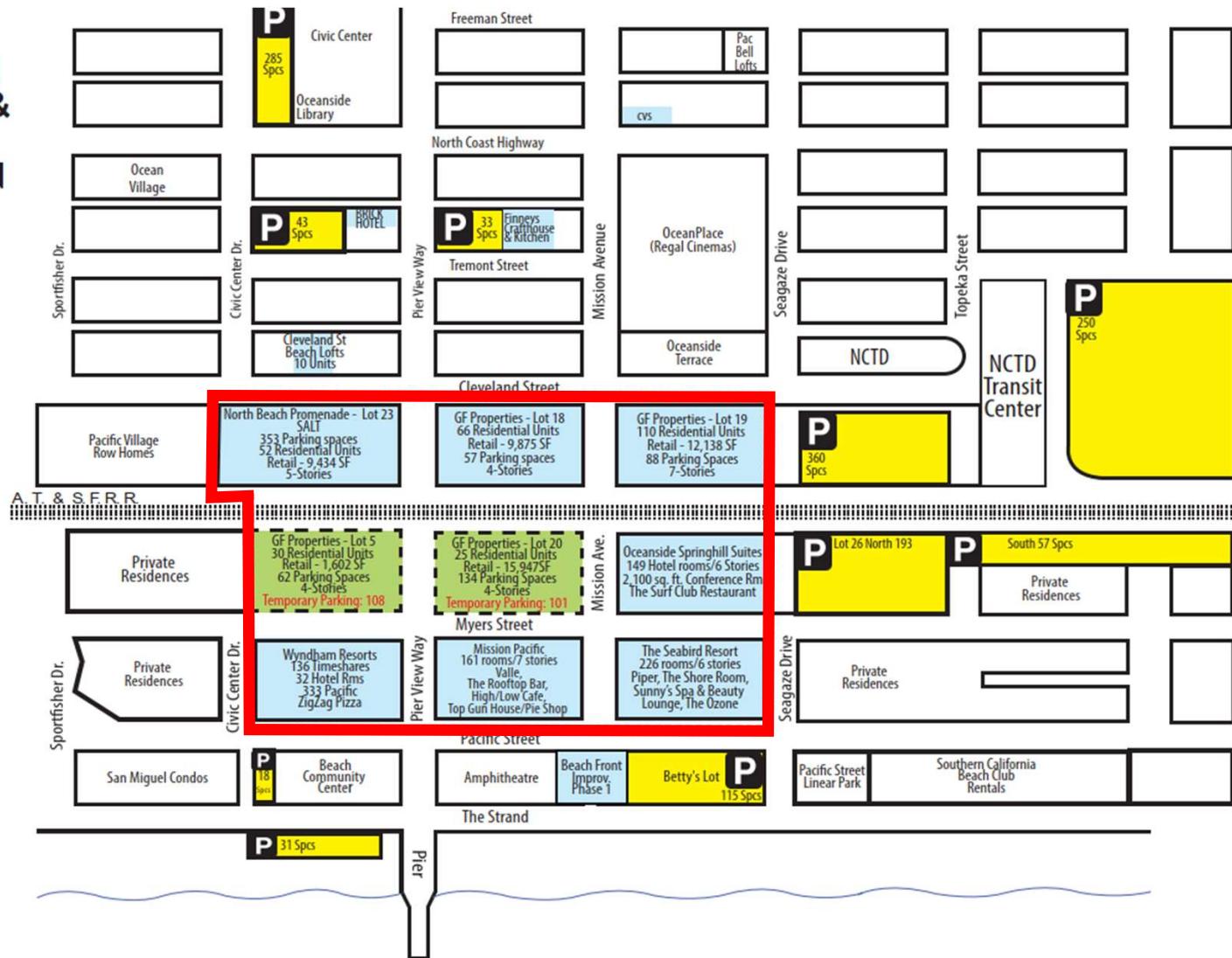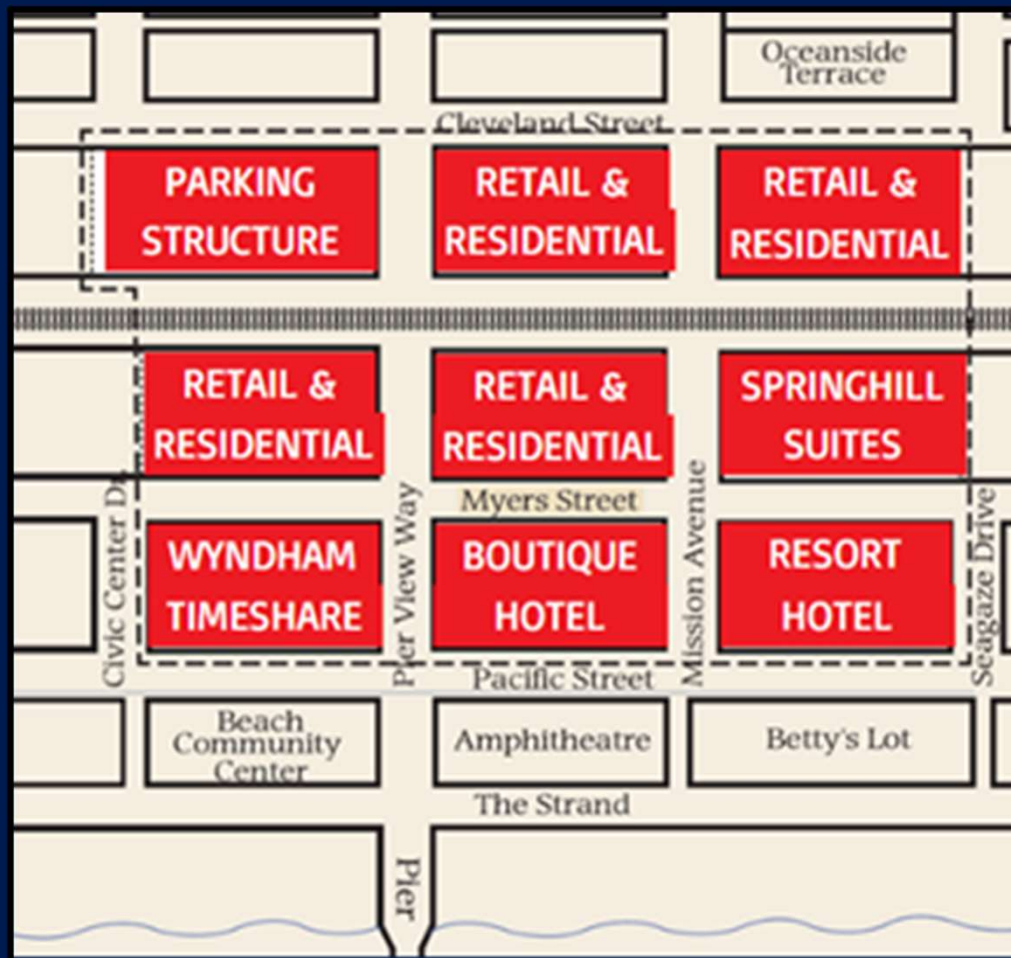Ocean Village

P 43 Spcs — BRICK HOTEL

P 33 Spcs — Finneys Crafthouse & Kitchen

CVS

OceanPlace (Regal Cinemas)

Cleveland St Beach Lofts 10 Units

Oceanside Terrace

NCTD

NCTD Transit Center

P 250 Spcs

Pac Bell Lofts

Pacific Village Row Homes

North Beach Promenade – Lot 23
SALT
353 Parking spaces
52 Residential Units
Retail – 9,434 SF
5-Stories

GF Properties – Lot 18
66 Residential Units
Retail – 9,875 SF
57 Parking spaces
4-Stories

GF Properties – Lot 19
110 Residential Units
Retail – 12,138 SF
88 Parking Spaces
7-Stories

P 360 Spcs

Private Residences

GF Properties – Lot 5
30 Residential Units
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62 Parking Spaces
4-Stories
Temporary Parking: 108

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25 Residential Units
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Oceanside Springhill Suites
149 Hotel rooms/6 Stories
2,100 sq. ft. Conference Rm
The Surf Club Restaurant

P Lot 26 North 193

P South 57 Spcs

Private Residences

Wyndham Resorts
136 Timeshares
32 Hotel Rms
333 Pacific
ZigZag Pizza

Mission Pacific
161 rooms/7 stories
Valle,
The Rooftop Bar,
High/Low Cafe,
Top Gun House/Pie Shop

The Seabird Resort
226 rooms/6 stories
Piper, The Shore Room,
Sunny's Spa & Beauty
Lounge, The Ozone

Private Residences

San Miguel Condos

P 18 Spcs — Beach Community Center

Amphitheatre

Beach Front Improv. Phase 1

Betty's Lot P 115 Spcs

Pacific Street Linear Park

Southern California Beach Club Rentals

P 31 Spcs

Five Block Mixed-use Plan

Site plan with labeled blocks:

- FUTURE PUBLIC PARKING/MIXED USE DEVELOPMENT
- BLOCK 18 — Pierside North
- BLOCK 19 — Pierside South
- BLOCK 20
- BLOCK 05
- BLOCK 21 — Springhill Suites

Density of Constructed Projects

Project	Total Units	Acres	Density (du/acre)
Pierside North	66	1.17	56.41
Pierside South	110	1.14	96.49
Alta Oceanside	309	5.31	58.19

Downtown Projects

Project	Total Units	Site Acreage	Density (du/ac)	Density Bonus Project	Status
401 Mission Ave (Regal Theaters)	326	2.72	120	Yes	Approved
Block 5	193	1.05	183	Yes	Approved
Block 20	177	1.02	174	Yes	Approved
901 Mission Ave	273	1.51	180	Yes	Approved
801 Mission Ave	230	1.5	153	Yes	Pending CDC Review
Oceanside Transit Center	547	10.6	51	No	Under Review (pending LCPA certification)
810 Mission Ave	206	1.42	145	Yes	Approved
Sunsets 3.0	180	0.77	233	Yes	Approved
901 Pier View Way	64	0.30	213	Yes	Approved
Modera Neptune	360	1.72	209	Yes	Approved

Density Comparisons

City	Maximum Density in Coastal Zone (du/acre)
Oceanside	Unlimited
Carlsbad	40
Chula Vista	105
Del Mar	25
Encinitas	Varies by residential zone
National City	48
San Diego	Extremely varied; dictated by specific zones and Coastal Height Limit restricting structures to 30 feet in many areas
Solana Beach	20

Density of Existing/fully constructed Buildings

Project	Total Units	Acres	Density (du/acre)
Pierside North	66	1.17	56.41
Pierside South	110	1.14	96.49
Alta Oceanside	309	5.31	58.19

Downtown Unit Count – January 2026

Project Title	Number of Housing Units
Approved	
Alta Oceanside	309
North Freeman St Homes	5
Modera Neptune	360
901 Pier View	64
Sunsets 3.0	180
146 S Myers St	4
410 N Tremont St	3
806 Cleveland St	3
212 S Pacific St	2
712 Seagaze Dr	179
901 Mission Ave	273
401 Mission (Regal Cinema)	326
701 Freeman St	24
Blocks 5 and 20	373
810 Mission Ave	206
Total Approved	**2311**

Project Title	Number of Housing Units
Under Review	
801 Mission Ave	230
Rodeway Inn*	290
319 N Clementine St	2
215 S Myers St	4
217 S Myers St	4
Total Under Review	**530**
Total Approved + Under Review	2841
~Total Built (Oct 2023)	2300
Total Units per Existing Cap	5500
~Total Remaining Units	**359**

*Project likely to be withdrawn. Pending confirmation from applicant.

Downtown Unit Count for Approved and Under Review – January 2026

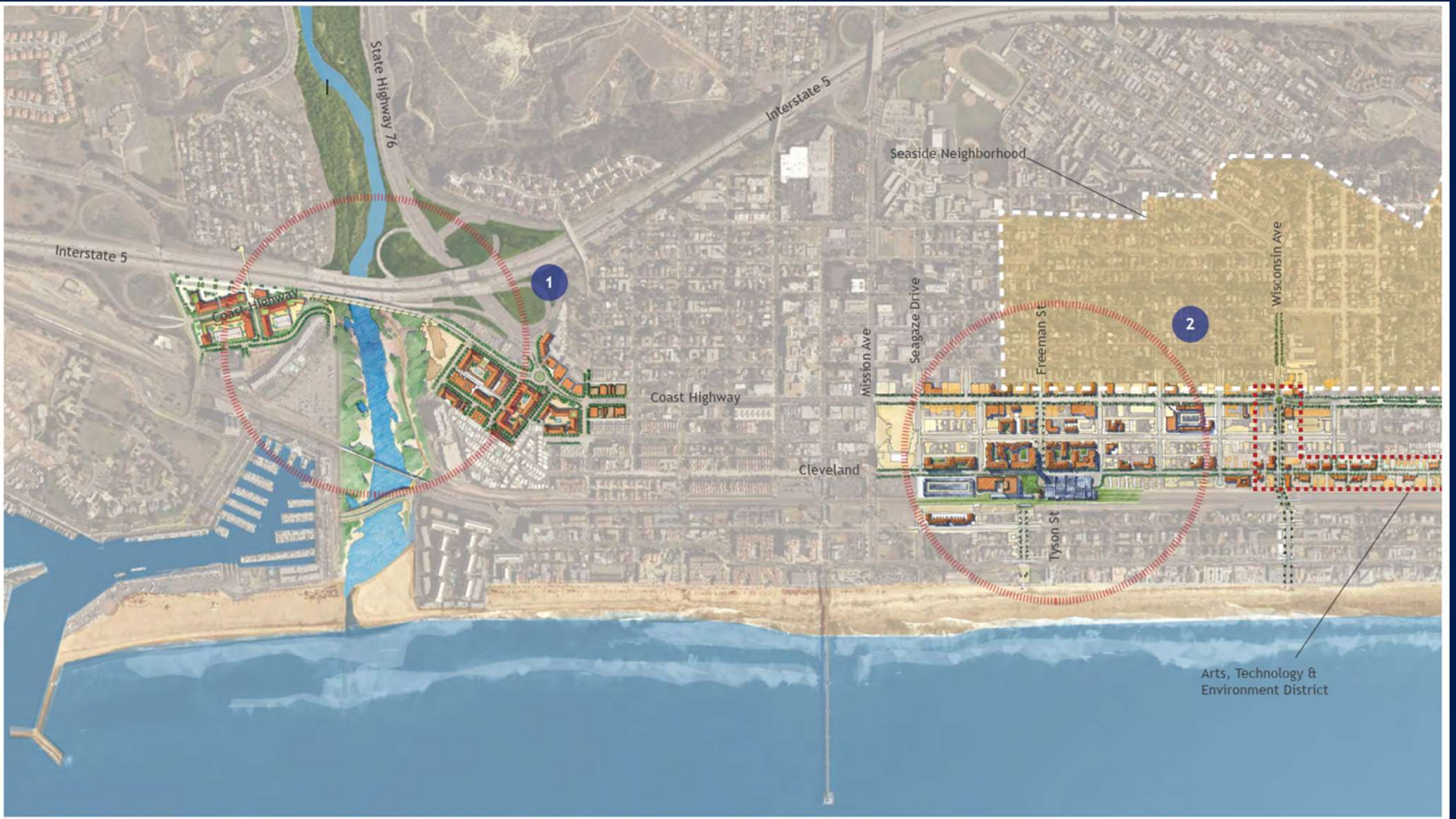| Project Title	Number of Housing Units
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CITY OF OCEANSIDE
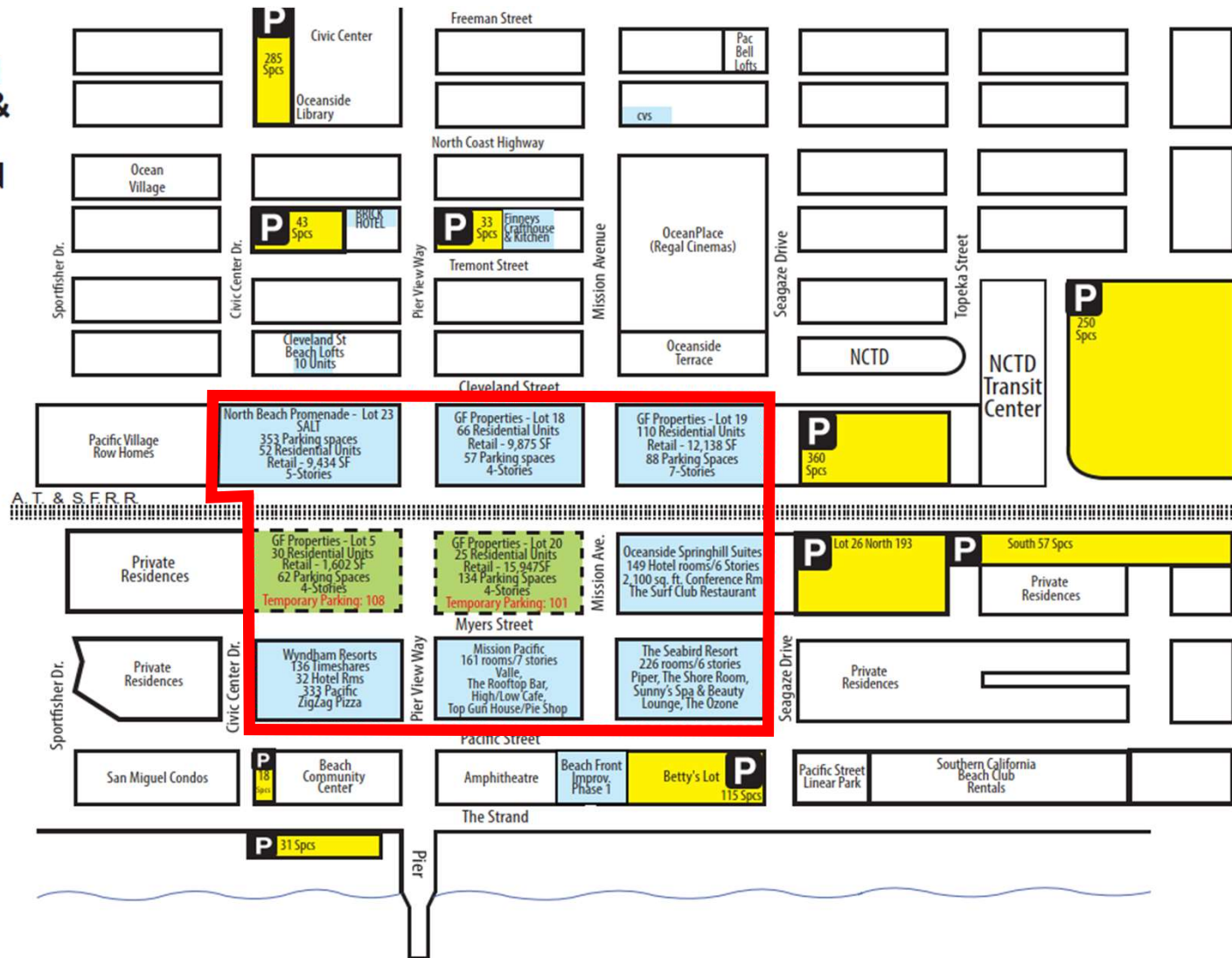**DOWNTOWN DEVELOPMENTS**
JANUARY 2026
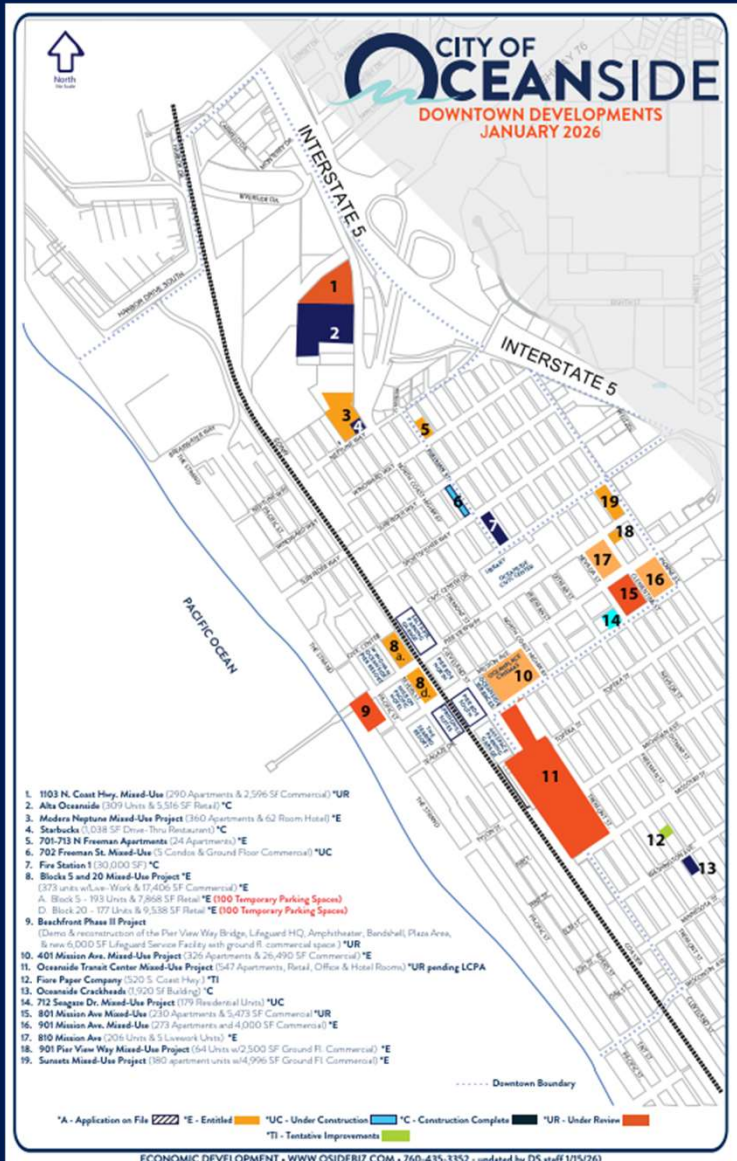
1. **1103 N. Coast Hwy. Mixed-Use** (290 Apartments & 2,596 Sf Commercial) ***UR**
2. **Alta Oceanside** (309 Units & 5,516 SF Retail) ***C**
3. **Modera Neptune Mixed-Use Project** (360 Apartments & 62 Room Hotel) ***E**
4. **Starbucks** (1,038 SF Drive-Thru Restaurant) ***C**
5. **701-713 N Freeman Apartments** (24 Apartments) ***E**
6. **702 Freeman St. Mixed-Use** (5 Condos & Ground Floor Commercial) ***UC**
7. **Fire Station 1** (30,000 SF) ***C**
8. **Blocks 5 and 20 Mixed-Use Project *E**
   (373 units w/Live-Work & 17,406 SF Commercial) ***E**
   A. Block 5 - 193 Units & 7,868 SF Retail ***E (100 Temporary Parking Spaces)**
   D. Block 20 - 177 Units & 9,538 SF Retail ***E (100 Temporary Parking Spaces)**
9. **Beachfront Phase II Project**
   (Demo & reconstruction of the Pier View Way Bridge, Lifeguard HQ, Amphitheater, Bandshell, Plaza Area,
   & new 6,000 SF Lifeguard Service Facility with ground fl. commercial space.) ***UR**
10. **401 Mission Ave. Mixed-Use Project** (326 Apartments & 26,490 SF Commercial) ***E**
11. **Oceanside Transit Center Mixed-Use Project** (547 Apartments, Retail, Office & Hotel Rooms) ***UR pending LCPA**
12. **Fiore Paper Company** (520 S. Coast Hwy.) ***TI**
13. **Oceanside Crackheads** (1,920 Sf Building) ***C**
14. **712 Seagaze Dr. Mixed-Use Project** (179 Residential Units) ***UC**
15. **801 Mission Ave Mixed-Use** (230 Apartments & 5,473 SF Commercial) ***UR**
16. **901 Mission Ave. Mixed-Use** (273 Apartments and 4,000 SF Commercial) ***E**
17. **810 Mission Ave** (206 Units & 5 Livework Units) ***E**
18. **901 Pier View Way Mixed-Use Project** (64 Units w/2,500 SF Ground Fl. Commercial) ***E**
19. **Sunsets Mixed-Use Project** (180 apartment units w/4,996 SF Ground Fl. Commercial) ***E**

*A - Application on File   *E - Entitled   *UC - Under Construction   *C - Construction Complete   *UR - Under Review
*TI - Tentative Improvements

Interstate 5

State Highway 76

Interstate 5

Seaside Neighborhood

Coast Highway

Coast Highway

Mission Ave

Seagaze Drive

Wisconsin Ave

Freeman St

Cleveland

Tyson St

Arts, Technology &
Environment District

1

2

DOWNTOWN OCEANSIDE & 9 BLOCK MASTERPLAN

Legend:
- Nine Block Masterplan
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NOT TO SCALE

City of
OCEANSIDE
Economic Development
300 North Coast Hwy.
Oceanside, CA 920546
760-435-3352
4/2025

P 285 Spcs — Civic Center

Oceanside Library

Freeman Street

Pac Bell Lofts

CVS

North Coast Highway

Ocean Village

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Five Block Mixed-use Plan

BLOCK 18
Pierside North

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Pierside South

BLOCK 20

BLOCK 05

BLOCK 21
Springhill Suites

FUTURE PUBLIC
PARKING/MIXED USE
DEVELOPMENT

Phase 1 – Coast Highway Corridor Improvements

OCEANSIDE HARBOR

- The Harbor has many amenities including the Oceanside Marina Suites and a variety of shops and restaurants.
- You can sail, spend the day on a deep-sea fishing boat, whale watch, rent kayaks or visit the marina. Fishing is an option from the jetties. There is no charge for using the launching ramp.
- Harbor Beach is Oceanside's largest beach, offering everything from surfing to volleyball.
- Harbor Beach has three lifeguard towers, picnic tables, barbecue grills, gazebos, showers and fire rings.
- There are restrooms and a snack bar and some volleyball courts. (You supply the net and ball.)

1. PARK
2. PAY
3. ENJOY!

LOCALS' TIP
Access the parking structure from Civic Center Drive to get to the lowest level for open parking spaces.

PIER AND BEACHES PARKING LOTS

20 ♿ 998 North Pacific Street • 24-hour lot
$5 8am-5:59pm • $2 6pm-7:59am • $7 all day

21* ♿ 222 Windward Way
$2 6am-until closure: 8pm September 16-May 14, 10pm May 15-September 15

22* ♿ 202 Surfrider Way
$2 6am-until closure: 8pm September 16-May 14, 10pm May 15-September 15

24 ♿ 200-298 North Myers Street • 24-hour lot
$5 all day • Receipt good until 11:59 pm

24B ♿ 300 North Myers Street • 24-hour lot
$5 all day • Receipt good until 11:59 pm

26 ♿ 102 South Myers Street • 24-hour lot
$5 4am-7:59pm • $20 8pm-3:59am

27* ♿ 200-700 South Myers Street
$2 6am-until closure:
8pm September 16- May 14,
10pm May 15-September 15

LOCALS' TIP
Enter Lot 27* from Tyson Street. Head south and find plenty of parking all the way to Wisconsin Street!

28 351 North The Strand • Closed 11pm-6am
September 16-May 14: $3 per hour until 11pm
$10 all day until 11pm

May 15-September 15: $4 per hour until 11pm
$15 all day until 11pm

29 350 North The Strand • Closed 11pm-6am
September 16-May 14: $3 per hour until 11pm
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May 15-September 15: $4 per hour until 11pm
$15 all day until 11pm

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September 16-May 14: $3 per hour until 11pm
$10 all day until 11pm

May 15-September 15: $4 per hour until 11pm
$15 all day until 11pm

31 740 South The Strand • Closed 10pm-6am
September 16-May 14: $3 per hour until 8pm
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May 15-September 15: $4 per hour until 10pm
$15 all day until 10pm

* Most likely to have parking availability.
♿ All Patrons Pay - Handicap not exempt from paying fees.

Points of Interest
H   Oceanside Harbor
P   Oceanside Pier
W   Welcome Center
C   Civic Center and Library
A   Oceanside Museum of Art
S   California Surf Museum
OTC Oceanside Transit Center

2025

DOWNTOWN PARKING LOTS

34   **320 North Tremont Street**
Four hour free parking 8am-6pm
Lot closed 2am-6am

35   **218 North Tremont Street** • 24-hour lot
Two hour free parking 8am-9pm

36   **101 North Ditmar Street** • 24-hour lot
Access from Seagaze Drive
72 hours maximum

CC*   **Civic Center Parking Structure**
300 North Coast Highway
Access from 300 North Ditmar Street or 500 Civic Center Drive
Closed 2am-5am

PS*   **Oceanside Transit Center Parking Structure**
290 Seagaze Drive
Open daily • Free parking all day
Closed 2am-4am

PS23* ♿   **City Parking Structure/SALT Apartments**
371 N. Cleveland Street
Open daily • $5 all day or $3 for two-hour parking in designated spots • Two-hour spaces exempt from all patrons pay requirement

Closed 2am - 4am

* Most likely to have parking availability.
♿ All Patrons Pay - Handicap not exempt from paying fees.

OCEANSIDE CULTURAL DISTRICT ASSETS

1 | **Oceanside Museum of Art**
704 Pier View Way

2 | **Civis Center & Oceanside Public Library**
330 N Coast Hwy.

3 | **Star Theater**
402 N Coast Hwy.

4 | **Artists' Alley**
Between N Coast Hwy. and
N Freeman St. at Pier View Way

5 | **Oceanside Theatre Company at the Brooks**
217 N Coast Hwy.

6 | **California Surf Museum**
312 Pier View Way

7 | **Rising Star Dance Company**
302 Pier View Way

8 | **Oceanside Pier and
Junior Seau Amphitheater**
200 N The Strand

9 | **Regal Cinemas Oceanside 16**
401 Mission Ave.

10 | **Coastal Music Studio**
425 S Coast Hwy.

11 | **The Hill Street Country Club
Gallery at LinkSoul**
530 S Coast Hwy.

12 | **Oceanside Tattoo - The Arcade**
604 Mission Ave.

13 | **MainStreet Oceanside**
701 Mission Ave.

14 | **Oceanside Historical Society**
305 N. Nevada St.

· WHY THE ARTS MATTER IN OCEANSIDE ·

ECONOMIC IMPACT

THERE IS WIDE AGREEMENT IN OCEANSIDE THAT ARTS AND CULTURE HAVE A POSITIVE ECONOMIC IMPACT. This takes multiple forms. Arts and culture support the city's tourism, providing an authentic identity and interesting experiences beyond the beach and relaxed atmosphere that visitors love. They also contribute to the community vitality that makes Oceanside attractive to employers and employees – helping make the city an interesting and rewarding place to live.

There are creative businesses in the city fueled by the work of creative professionals in sportswear, design, surfboard manufacturing, artisan foods and many other areas. This economic impact is well-supported by national research. *Americans for the Arts'* Arts and Economic Prosperity Study concludes that, "The arts are not a charity – they are an investment. While we believe in the value of the arts for their own sake, they are also an industry with a substantial return on investment (ROI). The ROI in state and local tax revenues far exceeds their investments."

CIVIC PROBLEM-SOLVER

ARTISTS AND ARTS ORGANIZATIONS HELP COMMUNITIES SOLVE REAL WORLD PROBLEMS. Artists serving on commissions and boards provide invaluable creative leadership. Arts programs are a tool for human services. Public art enlivens public spaces. Festivals and events drive visitation. There are many opportunities to further leverage Oceanside's creative leadership in service of civic goals.

YOUTH DEVELOPMENT AND EDUCATION

THERE IS ALSO WIDE AGREEMENT ON THE IMPORTANCE OF ARTS EDUCATION TO A CHILD'S WHOLE DEVELOPMENT. Stated simply, arts education creates positive outcomes for students, including higher attendance, graduation rates, test scores, and empathy. Creativity is also the number one skill employers look for in 21st century workers. For some young people, arts education provides a positive alternative to unhealthy behaviors.

COMPETITIVE ADVANTAGE FOR THE CITY

MANY IN OCEANSIDE WANT TO PRESERVE THE COMMUNITY'S UNIQUE CHARACTER IN RELATION TO OTHER COASTAL CITIES. They want to make a distinct statement through Oceanside's culture and to avoid the blandness that can accompany gentrification. Arts and culture are a primary way to distinguish Oceanside from nearby cities as well as its tourism competition.

COMMUNITY CELEBRATION

OCEANSIDE'S MANY ARTS AND CULTURAL EVENTS ARE FOCAL POINTS OF THE COMMUNITY. First Friday Art Walk, Noche Mexicana, and Oceanside International Film Festival are but a few examples of events that provide entertainment, stimulation, gathering points, learning, and opportunities to reinforce civic connections in a fragmented and busy world.

EQUITY AND INCLUSION

ARTS AND CULTURE FORM NATURAL BRIDGES IN A DIVERSE COMMUNITY. Oceanside's annual ethnic festivals illustrate the value of shared cultural celebrations. They also highlight and celebrate part of what makes Oceanside unique as a coastal city.

## PROMOTE AND DEVELOP THE DOWNTOWN CULTURAL DISTRICT

The State of California's designation of Oceanside's downtown cultural district as one of the first fourteen in the state, is a great opportunity to leverage the potential of this place as a tool for economic development. Realizing gains in tourism, revitalization, and branding will all require targeted investment and management. Without these, the district is at risk of being designated but undeveloped, and not providing the intended benefits of cultural vitality and economic impact. Developing the downtown cultural district can also serve as a model for the creation of other cultural districts in Oceanside.

See Appendix B for more information on the Oceanside Cultural District

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SHORTER-TERM ACTIONS

1. ACTIVATE THE PARTNERSHIP OF THE OCEANSIDE PUBLIC LIBRARY, OCEANSIDE MUSEUM OF ART AND MAINSTREET OCEANSIDE TO LEAD AND DEVELOP THE DISTRICT. Convene the partners to create an initial season of activities and events designed to generate greater visibility and attendance, building on existing events and organizations.

2. SUPPORT DEVELOPMENT OF MAINSTREET OCEANSIDE'S POTENTIAL PROPERTY BUSINESS IMPROVEMENT DISTRICT AS THE FUTURE MANAGER OF THE DISTRICT. As MainStreet considers the formation of a Property Business Improvement District (PBID) it could include the downtown cultural district. While plans for the PBID are still evolving, this is a unique opportunity to create a management structure and revenue source for the downtown cultural district without calling on the City to devote general fund resources. In this approach, the property owners within the district conduct a vote to self-assess an annual, additional property tax to support services of mutual benefit. Services often include "clean and safe," those which add to the visitors' positive experience of the district. Clearly, the downtown cultural district can contribute more to their positive experience. In planning for the PBID, it is advisable to develop a shared governance structure based on the existing partnership and consider including Visit Oceanside as a partner. The partners can participate in PBID planning and advocacy and establish a business plan for the district, under MainStreet management.

3. CURATE ARTS AND CULTURAL ACTIVITIES OF THE DISTRICT. Cultural districts depend on consistent programming and activities that enliven and define the place as an engaging cultural experience. Establish a small grants program through Arts Commission's current funding to produce or allow temporary art works, busking, artist-initiated projects, small scale events, informal concerts, public art and other ongoing activities. Address regulatory barriers to these activities.

4. ENGAGE PARTNERSHIPS WITH DISTRICT BUSINESSES, ARTISTS, ARTS ORGANIZATIONS, EVENT PRODUCERS, AND OTHERS. The partnerships and relationships will be essential to the success of the district and its community support. The list of cultural assets developed for the downtown cultural district is an excellent source of potential partners.

5. CREATE A MANAGEMENT STRUCTURE FOR THE CULTURAL DISTRICT. The district will require a dedicated staff person and budget for activation/programming, marketing, branding, and wayfinding. This function can potentially be fulfilled through a contract for services. The Oceanside Cultural District Executive Committee will share costs with the Steering Committee formed to include local district businesses and arts organizations. The City may seek grants to help support this cost.

Cross-reference: Goal 1, Strategy 2: Improve and coordinate arts and cultural marketing to visitors and residents. This should include a specific focus on marketing for the downtown cultural district.

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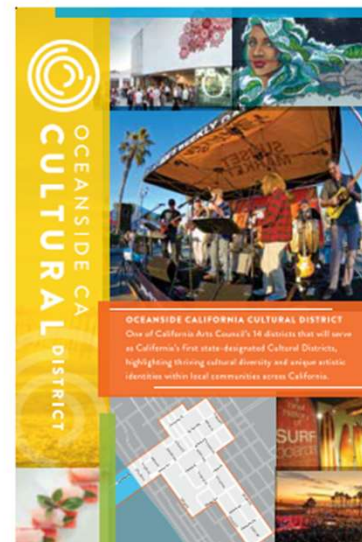
LONGER-TERM ACTIONS

1. DEVELOP AN ICONIC CULTURAL FESTIVAL. The most frequently mentioned bold idea for Oceanside was an iconic festival. This festival should distinguish itself from other offerings in the San Diego region (e.g., Carlsbad Music Festival, Del Mar KAABOO, Encinitas Bro Am) by reflecting Oceanside's authentic character. An effective concept is to produce a festival organized around an overarching theme with sufficient lead time that allows Oceanside's arts community to align their programming. In this approach, arts organizations, artists, the Library, parks, MiraCosta College, MainStreet, businesses, restaurants, the school district, churches and others can choose to participate by programming around the theme during a festival time period, perhaps one to three months. While the festival can be centered in the downtown cultural district, it can include programming throughout the city. The central idea is that the theme allows broad community engagement with ideas that have strong resonance in Oceanside. Provide shared festival marketing and promotion. Because the festival is a major undertaking, it may be advisable to produce it every two to three years.

Examples of Bird-friendly Design Alternatives

© The LiRo Group

Brooklyn Botanic Garden
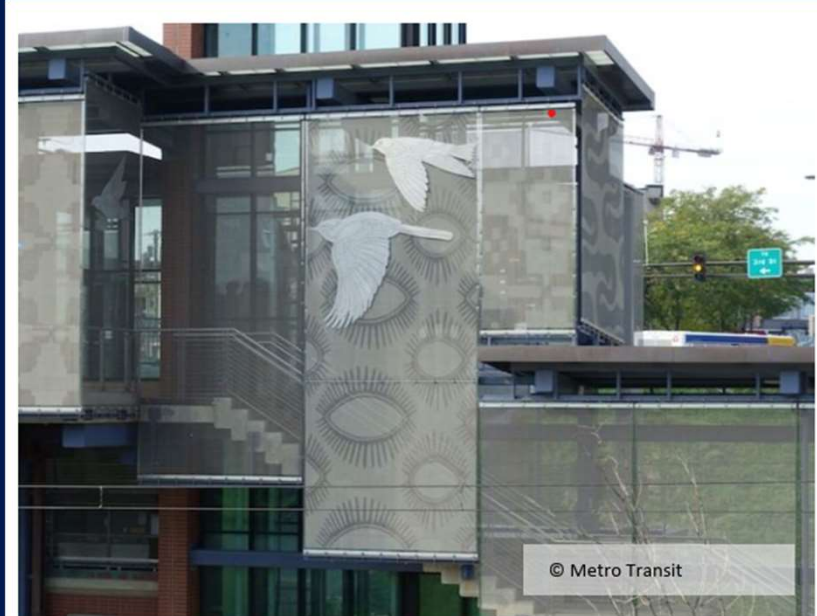*Brooklyn, NY*
Architect Firm: Weiss/Manfredi
Type: Visitor center
Sq ft: 22,000
Bird-friendly features: Patterned glass, abundant (native) landscaping
Green features: High-energy performance, natural light, green roof, rainwater harvest
Certification: USGBC LEED Gold

© Metro Transit

West Bank Station
Minneapolis, MN

Artist: Nancy Blum
Type: Mass transit station
Sq ft: 334 of etching
Collision deterrence: 1/8" stainless steel panels and stainless wire mesh with etched images

City of Oceanside
Interim Tree Plan
September 2006

TREE LEGEND

▨ (yellow)	Pistacia chinensis	Chinese Pistache 'Keith Davey'
▨ (dark blue)	Chionanthus retusus	Chinese Fringe Tree
▨ (dark red)	Koelreuteria bipinnata	Chinese Flame Tree **
▨ (blue)	Washington robusta	Mexican Fan Palm
▨ (red)	Cassia leptophylla	Gold Medallion Tree **
▨ (purple)	Tabebuia avellanedau	Pink Trumpet Tree
	Pistachia chinensis	Chinese Pistache 'Keith Davey'
	Bauhinia blakeana	Hong Kong Orchid Tree
	Cassia leptophylla	Gold Medallion Tree
	Arubtus 'Marina'	No common name

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NOTES: * Flowering accent allowed at Plazas
** Alternating with existing palms, replacement palms, or new palms in the R.O.W.
or as approved per R.D.A.
36" box minimum tree size with C.U. soils
New palm minimum 16 to 18 b.t.h. and skinned

Beach

Beach