



## Community Open House

# Smart and Sustainable Corridors Specific Plan

Welcome! Thank you for joining us this evening. Through your participation in this open house, you are contributing to a historic long-range planning effort – Oceanside's first comprehensive General Plan Update in its 135-year history.

The Smart and Sustainable Corridors Specific Plan (SSCSP) is an essential component of the General Plan Update, as it will implement key policies on land use, urban design, mobility, environmental quality, and public services outlined in the updated General Plan elements. Your input on the SSCSP will help to align this plan with the broader vision of the City's future as a community that affords a high quality of life, economic prosperity, environmental quality, and social equity.





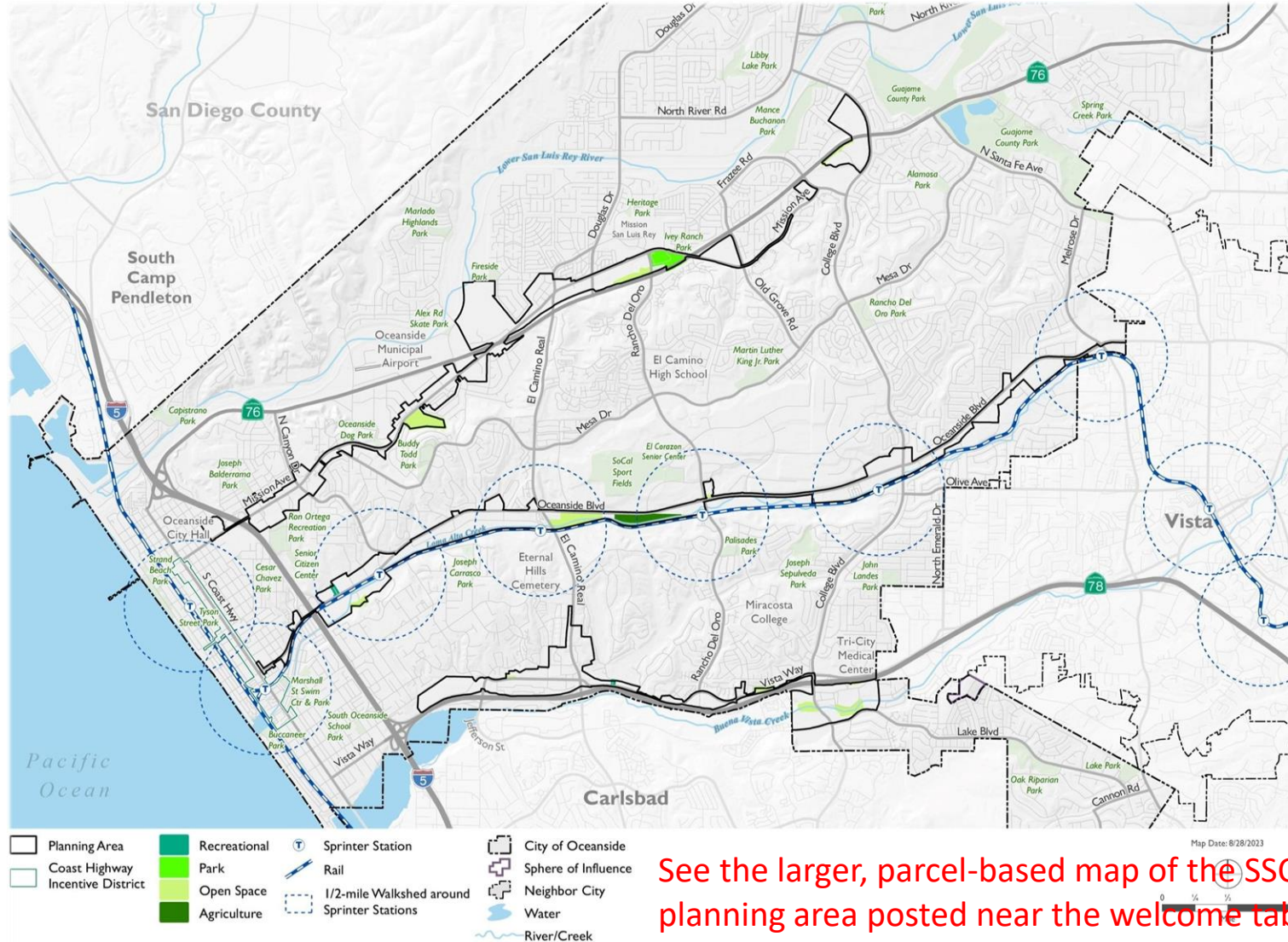
## Community Open House

### Smart and Sustainable Corridors Specific Plan

The SSCSP is a regulatory document that outlines strategies, standards, and processes meant to foster the revitalization of the Mission Avenue, Oceanside Boulevard, and Vista Way/Plaza Drive commercial corridors. The SSCSP builds upon the Smart and Sustainable Corridors Plan, a policy guidance document that encourages infill and redevelopment to accommodate future housing and job growth in a manner that reduces urban sprawl, and, in turn, protects open space, farmland, and other natural and cultural resources.

Over the next quarter-century, Oceanside is expected to see as many as 17,000 new housing units and up to 21,000 additional jobs. The SSCSP seeks to channel much of this growth into the City's already urbanized areas, where existing infrastructure, utilities, and transportation facilities can (with strategic upgrades) serve new residents, workers and visitors.





See the larger, parcel-based map of the SSCSP planning area posted near the welcome table.

This map shows the boundaries of the SSCSP planning area, which includes segments of Mission Ave, Oceanside Blvd, and Vista Way/Plaza Dr largely located inland of Interstate 5. The planning area also extends along a portion of El Camino Real north of Vista Way. The vast majority of the property within the planning area is currently zoned for commercial use. A few sites on Oceanside Blvd are zoned for light and general industrial uses. The planning area includes only a few isolated and vacant residential sites. The SSCSP boundaries do not extend into any established residential neighborhoods.







## Community Open House

### Smart and Sustainable Corridors Specific Plan

The SSCSP promotes vertical mixed-use development that provides for commercial use on the ground floor and housing on upper floors. In some instances, horizontal mixed-use development – featuring some ground-floor residential uses – may be appropriate. Here are some examples of both vertical and horizontal mixed-use development.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



In this example of a mixed-use project, public open space is integrated into the project site. The SSCSP allows for additional residential density when public open space and other public amenities are provided.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



In this example, storefront glazing, windows, and balconies help to activate the street frontage and place “eyes on the street.” This natural surveillance contributes to the safety and security of both private property and the public realm.



## Community Open House

### Smart and Sustainable Corridors Specific Plan



In this example, planted parkway and extensive tree canopy are provided, creating a linear park. The landscape area separates pedestrian areas from traffic lanes and makes walking safer and more comfortable. Street tree canopy can provide a pleasant sense of visual enclosure that helps to soften the clamor of busy streets.







## Community Open House

### Smart and Sustainable Corridors Specific Plan



Over time, each corridor will develop its own unique visual character through corridor-specific landscape, lighting, wayfinding, and other public realm improvements.

While the SSCSP doesn't prescribe particular architectural styles, general architectural themes are encouraged. For example, outside of the Mission SLR Historic Area, the SSCSP promotes contemporary architecture that doesn't compete with the Spanish and Mission Colonial Revival styles prevalent in the Historic Area.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



The SSCSP seeks to “complete” these corridors to safely and comfortably accommodate all users, including motorists, pedestrians, bicyclists, transit riders, young people, the elderly, and the disabled.

The SSCSP also seeks to reduce vehicle miles traveled (VMT) by bringing residents, workers, and visitors within walking and/or biking distance of essential goods and services, transit service, recreational opportunities, and other places they need and want to go.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



The SSCSP both leverages and encourages expansion of existing transit service within the corridors. The Mission Avenue corridor is served by several bus routes, including NCTD's Breeze 303, which is the most utilized bus route in North County. The Oceanside Boulevard corridor is served by NCTD's Sprinter rail line, which is in the process of being double-tracked to allow for more frequent service. The Vista Way/Plaza Drive corridor is served by several NCTD bus routes, several of which link to Sprinter stations.







## Community Open House

### Smart and Sustainable Corridors Specific Plan



Loma Alta Creek

New development under the SSCSP will contribute to environmental quality by integrating elements of nature into the built environment, providing bio-swales and other forms of “green” infrastructure, and restoring and funding the long-term stewardship of sensitive habitat.

New development within the corridors will be energy and water efficient and served by on-site renewable energy facilities. Buildings will be composed of resilient materials and sited and designed to minimize risk associated with natural hazards.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



Buena Vista Creek near Vista Village

The potential environmental impacts of the SSCSP and other components of the General Plan Update will be assessed in a Programmatic Environmental Impact Report (PEIR). The PEIR will outline standard conditions of approval to be applied to future projects to not only avoid environmental impacts but also to ensure that these projects do their part to improve environmental conditions on and in proximity to the project site.

We invite you to share your thoughts and concerns regarding environmental quality in your dialogue with project team members and in your written comments.







## Community Open House

### Smart and Sustainable Corridors Specific Plan



The Draft SSCSP has been informed by community input, technical study of the planning area, state and regional planning priorities, and tried and tested urban design strategies that promote high-quality, people-centered built environments.

The following short videos from the town planning firm Dover Kohl & Partners illustrate some of the urban design strategies prescribed in the Draft SSCSP.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



## The Importance of Design

Dover Kohl  
& Partners

[https://youtu.be  
/DkrkJ-hKit4](https://youtu.be/DkrkJ-hKit4)







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### Smart and Sustainable Corridors Specific Plan



How might some of the urban design concepts discussed in the video be applied along this stretch of Industry Street? What would contribute to a more appealing public realm in this area?





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### Smart and Sustainable Corridors Specific Plan



## Mixed Land Uses

Dover Kohl  
& Partners

<https://youtu.be/pQhwhYw82Uc>







## Community Open House

### Smart and Sustainable Corridors Specific Plan



How might mixed-use development better support the needs of nearby residents and improve the visual quality of the streetscape along this stretch of Mission Avenue? What types of uses would you like to see in mixed-use development within the corridors?





## Community Open House

### Smart and Sustainable Corridors Specific Plan



## Walkable Street Design

Dover Kohl  
& Partners

<https://youtu.be/1DMMewe3T5I>







## Community Open House

### Smart and Sustainable Corridors Specific Plan



How might this segment of Vista Way be rendered more pedestrian and bicycle-friendly? How might the presence of more pedestrians and bicyclists within the corridors contribute to safety and security, comfort, and community-building?





## Community Open House

### Smart and Sustainable Corridors Specific Plan



If you found these videos helpful and interesting, you might enjoy other videos prepared by Dover Kohl and Partners addressing such topics as activation of the public realm, street-oriented building design, street trees, parks and greenways, and neighborhood structure.

You can access these videos on YouTube.







## Community Open House

### Smart and Sustainable Corridors Specific Plan



The open house format is meant to allow for one-on-one and small group discussion with the project team and other community members. Once you have viewed this presentation, we invite you to visit the staffed stations to review project materials, ask questions, and share your perspectives and ideas.

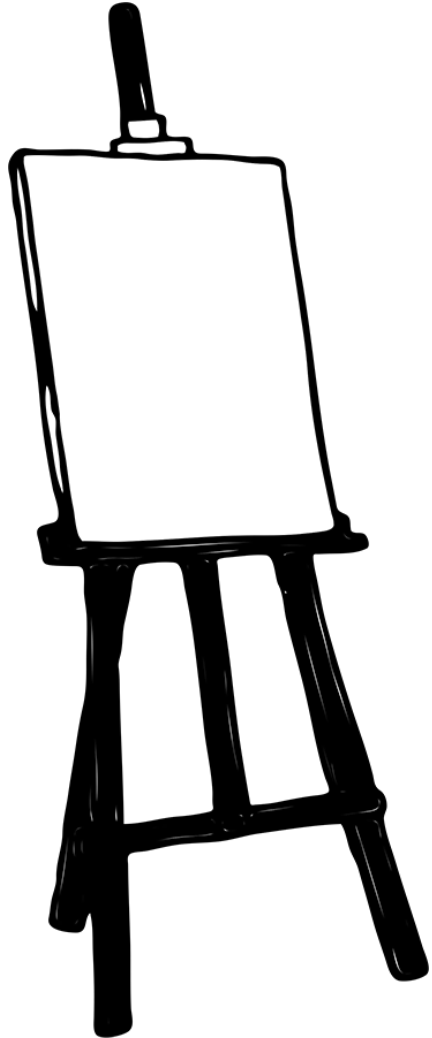
We encourage you to use the sticky dots provided at the welcome table to share your reaction to specific SSCSP goals and policies.

**Green Sticky Dot = "I support this goal/policy."**

**Yellow Sticky Dot = "I don't understand this goal/policy."**

**Red Sticky Dot = "I don't support this goal/policy."**





## Community Open House

### Smart and Sustainable Corridors Specific Plan

There are six stations, each devoted to a separate chapter of the Draft SSCSP. Chapters 3, 4, and 5 address land use, urban design, and mobility.

**Land Use – What uses are allowed and encouraged within the corridors? What form(s) will new development take?**

**Urban Design – How will the corridors look, feel, and operate? How do we render the corridors safe, attractive, comfortable, and engaging?**

**Mobility – How will people and goods move through the corridors and adjacent areas? How do we promote more walking, biking, and transit use?**







## Community Open House

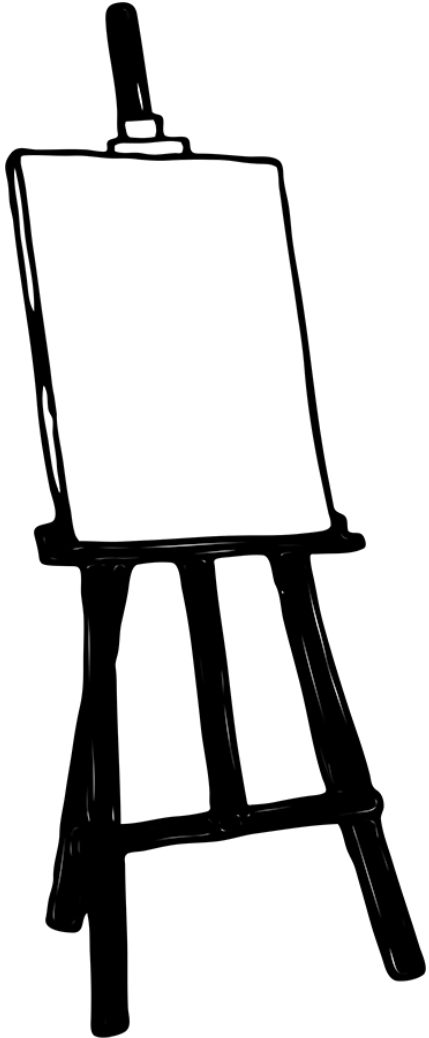
### Smart and Sustainable Corridors Specific Plan

Chapters 6, 7, and 8 of the Draft SSCSP address environmental quality, infrastructure and utilities, and implementation.

**Environmental Quality** – How can the revitalization of these corridors contribute to the ecological health and balance of the surrounding area?

**Infrastructure/Utilities** – What changes to infrastructure will be needed to support growth? Are there sufficient resources to accommodate more people and meet their basic needs?

**Implementation** – How do we turn the plan into action? What funding opportunities should the City pursue?





## Community Open House

### Smart and Sustainable Corridors Specific Plan



Would you like a t-shirt or a water bottle? Please submit your comment card to staff at the welcome table before you leave. If you need more time to prepare your comments, you're welcome to take the comment card home and email your completed comments to Principal Planner Russ Cunningham at [rcunningham@oceansideca.org](mailto:rcunningham@oceansideca.org). Please send your comments by November 17th.

While project team members are taking note of your questions and comments, the only way to ensure your input is included in the public record is to write it down.







## Community Open House

### Smart and Sustainable Corridors Specific Plan



Have you had a chance to review the Draft SSCSP? The document is available on our project webpage, [onwardoceanside.com](http://onwardoceanside.com). You can provide comment on the Draft SSCSP through November 27<sup>th</sup>. You can send your comments to Principal Planner Russ Cunningham via email at [rcunningham@oceansideca.org](mailto:rcunningham@oceansideca.org).

All community input on the Draft SSCSP will be compiled in a summary that will be posted to the project webpage by December 1<sup>st</sup>.





## Community Open House

### Smart and Sustainable Corridors Specific Plan



Thanks again for joining us this evening. Your input will help to make the SSCSP a more complete, coherent, and actionable document.

Please encourage community members unable to participate in this in-person event to access the “virtual” open house on the project webpage to remotely review and comment on the project materials shared this evening. The virtual open house will be open through November 20<sup>th</sup>.

