

# **Onward Oceanside: SSCSP Follow-Up Questionnaire Summary Report**

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## **OVERVIEW**

On Saturday, March 13, 2021 a Virtual Community Workshop on the Smart and Sustainable Corridors Specific Plan was held over Zoom. The workshop was open to Oceanside residents, business owners, and other local stakeholders. There were 187 registrants and 102 attendees in the meeting. The responses to this question are recorded in full along with the uploaded precedent photos in the Appendix.

The Workshop was part of an effort to address future housing and employment growth in a manner that promotes environmental sustainability, economic development, and social equity. The City of Oceanside is exploring ways to incentivize infill and redevelopment within already urbanized areas. This workshop focused specifically on opportunities for revitalization within the City's major east-west commercial corridors: Mission Avenue/Hwy 76, Oceanside Boulevard, and Vista Way/Hwy 78.

## SUMMARY REPORT

After the Workshop, a follow-up survey was sent out to participants to gain further feedback. The survey received 21 responses. A summary of the questions asked, and responses are recorded below.

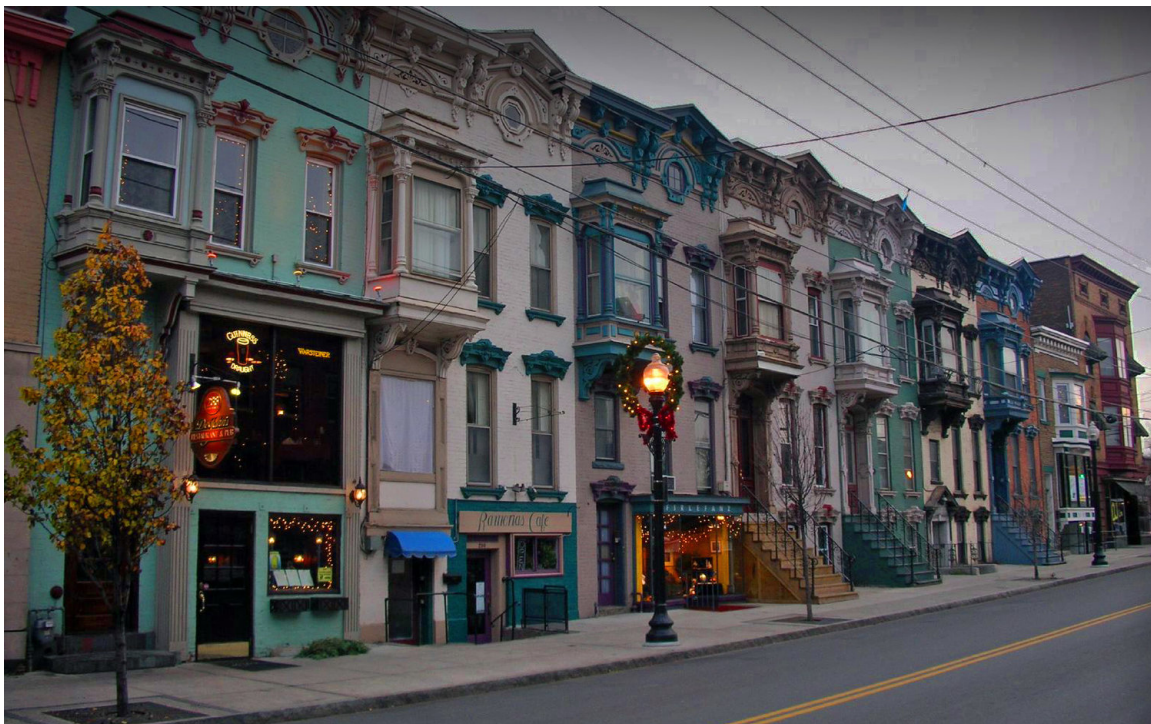
- **The first question asked: “Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?”**
  - Twenty respondents answered “yes” to this question and 1 respondent skipped.
- **The second question asked: “Did you feel you had ample opportunity to give feedback through polling questions and discussion questions, and chat dialogue?”**
  - To this question 13 respondents answered “yes” while 7 responded “no”. The 7 respondents who replied “no” to this question were asked to then “briefly describe how you would format future workshops to effectively solicit community input.” Responses included the following:
    - more time in responding to survey questions;
    - small breakout groups for discussion;
    - display of specific hypothetical plans and ask for preferences;
    - more time for discussion and comments;
    - and requests for distributing the information beforehand so individuals have more time to think about it before being asked to comment on it.
- **The fourth question asked: “In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.”**
  - This question received 17 responses, while 4 survey takers opted to skip this question. Highlights from the 17 responses include requests for more artful and intentional design, a desire for varied height of buildings depending on the different corridors, and increased greenery and open space. Several people mentioned very generic apartment/condo designs were presented that did not feel to match the character and personality of Oceanside.
- **The fifth question asked respondents to upload photos of mixed-use and standalone residential that illustrate their preferences.**
  - The photos submitted can be found in the Appendix.
- **The sixth question posed the following: “Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-**

**scale manufacturing) in commercial zoning districts. In general, do you support this approach?"**

- 17 respondents answered "yes" to this question, 2 respondents answered "no", and 2 respondents opted to skip the question.

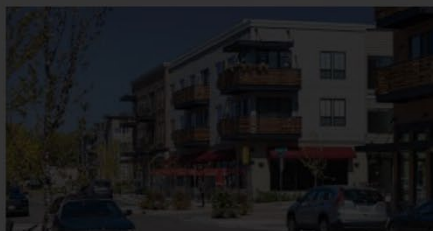


**APPENDIX: UPLOADED PHOTOS:**

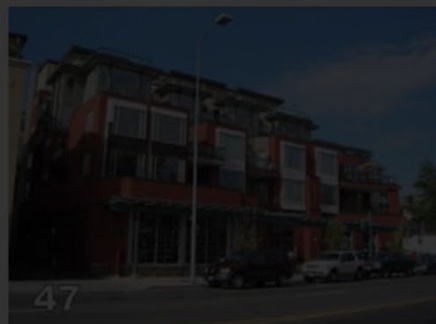




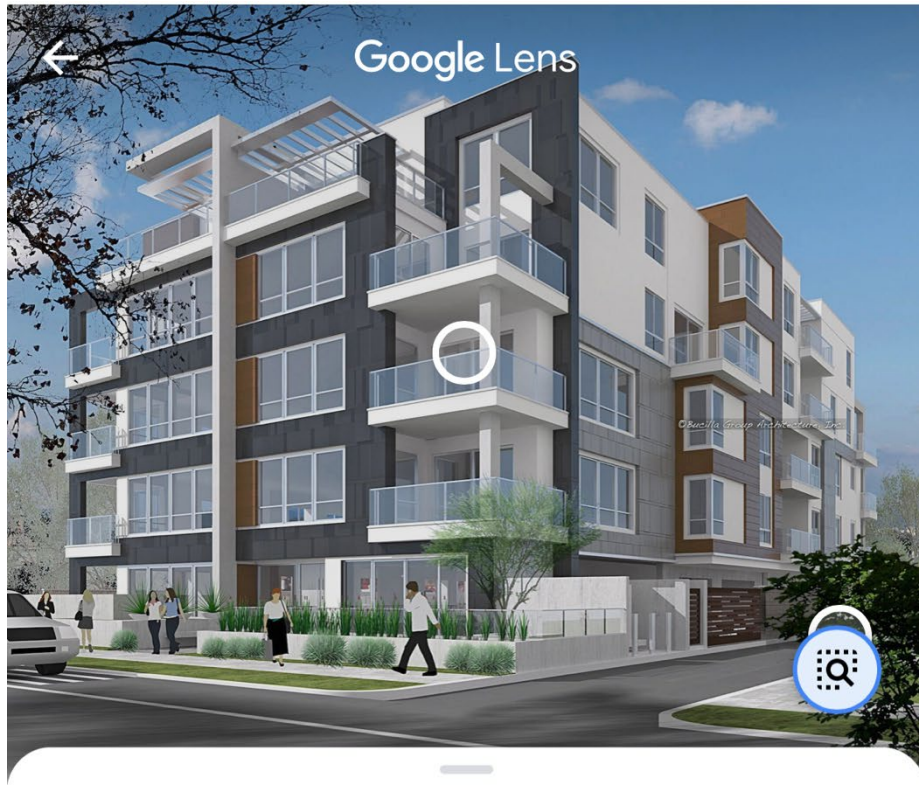




Mixed-Use Development Finds a Bett...  
probuilder.com







### Similar images



714-718 North Sweetzer Avenue in Los Angeles, CA | Prices, Plans,...  
buzzbuzzhome.com



Three Housing Developments Make Progress North of Melrose Avenue...  
urbanize.city

## #1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 8:07:26 PM  
**Last Modified:** Friday, March 19, 2021 8:09:47 PM  
**Time Spent:** 00:02:20  
**IP Address:** 72.197.96.130

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

more plant material

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**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #2

COMPLETE

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**Started:** Friday, March 19, 2021 8:29:16 PM  
**Last Modified:** Friday, March 19, 2021 8:32:19 PM  
**Time Spent:** 00:03:02  
**IP Address:** 68.6.129.201

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **No**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Distribute information beforehand, so people have a chance to look it over and think about it before being asked to comment on it.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I like apartments like the ones at Casa Vista, on Paseo de Laura. They are nicely landscaped and form an enclave for the residents. Big trees along the street. Don't have entrances off O'side Blvd or Mission, but off side streets.

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**Q5** **Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #3

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 8:04:58 PM  
**Last Modified:** Friday, March 19, 2021 8:42:54 PM  
**Time Spent:** 00:37:55  
**IP Address:** 184.191.177.75

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **Yes**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3** **Respondent skipped this question**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I believe that my notes/feedback were adequately expressed in the comments - I appreciate that you've even been willing to request community input.

Without uploading specific images, I think some design inspiration to review can be found here:

<https://www.mvrdv.nl/projects/366/future-towers>  
<https://inhabitat.com/architects-envision-a-green-solar-powered-skyscraper/>  
<https://studio-111.com/>  
<https://www.lowdo.net/work/anam-city>  
<https://www.kounkuey.org/projects>

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Q5

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

king-street-west-big-news-architecture-westbank-toronto-canada\_dezeen\_2364\_col\_0.jpg (1.8MB)

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Q6

Yes

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #4

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 8:57:31 PM  
**Last Modified:** Friday, March 19, 2021 9:01:48 PM  
**Time Spent:** 00:04:17  
**IP Address:** 174.243.210.36

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

The apartment/condo designs presented looked like generic designs that one would see at a college campus.

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**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#5

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 10:10:31 PM  
**Last Modified:** Friday, March 19, 2021 10:16:14 PM  
**Time Spent:** 00:05:42  
**IP Address:** 108.77.23.41

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **No**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Too rushed. Not ample to respond in real time. Suggest to use randomly selected breakout rooms.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

Mixed use with wide walkable landscaped paths. Easy access to transportation, bike routes etc. For not only daytime but designated safe early evening strolls. Parks, open areas, green space in every neighborhood.

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**Q5** **Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #6

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 10:20:52 PM  
**Last Modified:** Friday, March 19, 2021 10:21:28 PM  
**Time Spent:** 00:00:36  
**IP Address:** 108.77.23.41

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Page 1

## Q1

Respondent skipped this question

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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## Q2

Respondent skipped this question

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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## Q3

Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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## Q4

Respondent skipped this question

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

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## Q5

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

80CD046C-0DDE-42AB-9208-E53DB848A073.png (4.3MB)

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Q6

Respondent skipped this question

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#7

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 19, 2021 10:30:34 PM  
**Last Modified:** Friday, March 19, 2021 10:33:09 PM  
**Time Spent:** 00:02:35  
**IP Address:** 108.64.8.236

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **No**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Allow space for comments

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

The key issue is varied height- not a single high wall. Also one size does not fit all- every corridor is not the same and they are not the same along their entire length.

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**Q5** **Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#8

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 1:04:17 AM  
**Last Modified:** Saturday, March 20, 2021 1:05:10 AM  
**Time Spent:** 00:00:52  
**IP Address:** 68.107.13.166

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Page 1

Q1

Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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Q2

Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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Q3

Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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Q4

Respondent skipped this question

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

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Q5

Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**No**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#9

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 2:56:02 AM  
**Last Modified:** Saturday, March 20, 2021 4:35:51 AM  
**Time Spent:** 01:39:49  
**IP Address:** 68.7.118.21

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I like to see beautifully designed buildings, different styles and colors, CO2 absorbing building materials, large sidewalks, many trees (no palms) and plants, recreating the feeling and warmth of a small village, gathering spaces with art elements

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**Q5**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

**Publication1.jpg (534.1KB)**

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Q6

Yes

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #10

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 11:20:01 AM  
**Last Modified:** Saturday, March 20, 2021 11:36:15 AM  
**Time Spent:** 00:16:14  
**IP Address:** 174.195.148.64

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

Up to 50 feet means more homes and I think that is the most important thing. But those homes need to be affordable and not just luxury units. Surrounding area needs attractive landscaping including street medians. Maintenance is key. Too much of Oceanside is run down and worn out.

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**Q5**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

A88946D9-7642-4B93-A03F-99742D7640CB.png (7.1MB)

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #11

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 1:57:46 PM  
**Last Modified:** Saturday, March 20, 2021 2:19:37 PM  
**Time Spent:** 00:21:50  
**IP Address:** 174.65.31.105

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I strongly support mid-rise mixed-use. Most developers shy away, however, so City should incentivize with density bonus; eased parking requirements; and/or financial inducement (tied to inclusion of low-income units)

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**Q5**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

**Sample Mixed-Use.pdf (378.2KB)**

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #12

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 2:48:46 PM  
**Last Modified:** Saturday, March 20, 2021 3:00:15 PM  
**Time Spent:** 00:11:29  
**IP Address:** 107.77.165.7

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** No

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Maybe try small break out groups for discussion?

Or show specific hypothetical plans with several options and ask for preferences

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

Height is not as important as design. A well designed four story with open space nearby is better than a poorly designed three story with unusable open space .

Include balconies on all units to let people spend time outside

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**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #13

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 2:59:17 PM  
**Last Modified:** Saturday, March 20, 2021 3:12:04 PM  
**Time Spent:** 00:12:47  
**IP Address:** 68.6.130.48

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

Utilize strip mill development for housing--add one or two floors above these malls for apartments. Each time I hear of a new strip mall development, I am appalled. There are an abundance of vacancies in these malls, they are ugly, and usually off the beaten path of public transit. Living in Boston, we had the convenience of small markets and medical offices on the first floor of our apt. bldgs.

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**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---

**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#14

COMPLETE

Collector: Web Link 1 (Web Link)  
Started: Saturday, March 20, 2021 1:52:12 PM  
Last Modified: Saturday, March 20, 2021 3:19:26 PM  
Time Spent: 01:27:14  
IP Address: 68.7.118.39

Page 1

Q1 Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

Q2 No

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

Q3  
If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.  
  
See my comments below

**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

From past experience walking and biking at Vista Way, Jefferson, Hwy. 78 and El Camino Real are currently incredibly unsafe and need streetscape improvements with safety zones, barriers and vegetation before more unsafe traffic conditions are created. Our city had ample time to structure safe walking and biking corridors when Scripps was built and Hwy. 78 ramps were revamped. Our traffic dept. (Dave DiPiro and Teala) stated Ivy at Avocado needs a roundabout for safety/traffic calming within a neighborhood devoid of sidewalks. I don't mind mixed use in the Fire Mountain neighborhood IF safe walking/biking were made available.

I see more traffic is expected at electric car stations by Walmart and a drive through Starbucks, it appears the corridor plan is already in place without public notice of intent for electric car stations on a dead end street creating more backed up traffic at Avocado at Vista Way due to 1 direction ingress/egress, isn't there a way to stop backing up idling traffic on Vista Way at Avocado by creating a traffic outlet west of Walmart? Do you know how idling 18 wheelers sound at Avocado and Vista Way or idling at the east gate entry at Pacific Coast Plaza 24/7 because their CC&R's weren't followed to create "parking" for their idling trucker "invitees" waiting for entry all hours of the morning and night? Please provide Pacific Coast Plaza trucker parking away from residential/mixed use zoning/walking/biking for when the day comes truckers will need electric filling stations, too.

I would like to see sound/noise, traffic calming, and pedestrian and biking safety addressed prior to any more additional people and traffic at Vista Way and Avocado which is directly behind my home at Ivy and Avocado.

If our city is forced by the state to increase sound decibels due to higher density levels next to residential neighborhoods, our estate residential zoning should be changed to accommodate higher sound decibel levels, too, since city mandated levels as per our ordinances have now or soon will be exceeded. My 10,000 sq. ft. lot could then accomodate more housing by creating a 2nd story thus benefiting our city and state housing mandates within multi-family decibel levels since boundary sharing with commercial decibels are already higher on my lot at 52dB/57dB, and 63% of the time the sound decibels are higher than mandated on my lot as per my sound report. Hearing loss can occur at 70dB which isn't too far off, my lot is usually in the 60-65dB range on the Avocado side of my home. To answer the question about building designs, standalone residential appears to be out of the question for a "traffic corridor" which is created for higher density purposes.

The westerly glass on Scripps is deflecting noise right back into my home, I would suggest no more glass buildings on Vista Way deflecting noise/sound to travel up a mountain of residential properties. I trust any chosen designs by our city will be aesthetically pleasing devoid of sunshade fins and glass while adding trees, hedges and walls for sound barriers (The city of Vista has 8ft. walls with hedges behind their new Sprouts shared with residential zoning). New buildings need a way to allow exiting sound waves to continue their direction of travel rather than blocking and redirecting existing noise while adding new high density noise into existing SFR zoning.

As a side note, Stater Bros. has refrigeration units on top of their building and the sound waves have been redirected into my home ever since Scripps' added their westerly facing glass and sunshade fins. Can we all learn from this unfortunate miscalculation in an established neighborhood?

With regards to question #6, adding mixed-use next to SFR zoning has enough of a negative impact without adding industrial noise. Industrial zoning needs to stay within the city's current zoning areas, or create new industrial zoning areas, or rebuild existing industrial zoning to accommodate higher density industrial or mixed-use since some of our current industrial zones are outdated single story buildings need of 21st century updating. Thank you.

**Q5**

**Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.



**Q6**

**No**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#15

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 7:54:01 PM  
**Last Modified:** Saturday, March 20, 2021 7:59:46 PM  
**Time Spent:** 00:05:45  
**IP Address:** 68.7.110.104

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **No**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Make your presentations then send out a survey like this with input blocks to 300 words max.

---

**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I don't see the midrise mixed-use projects downtown as being a success. Maybe when they reach capacity build more in the corridors. There is nothing wrong with the architecture presented.

---

**Q5** **Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---

**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #16

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 8:22:04 PM  
**Last Modified:** Saturday, March 20, 2021 8:34:40 PM  
**Time Spent:** 00:12:36  
**IP Address:** 68.6.180.93

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

---

**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

I think there needs to be continuity. I don't think having a 15 foot building block then jumping to a 50 foot block is attractive. The tall buildings need to coexist with the short ones.

---

**Q5**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

Rowhouses\_on\_Lark\_Street,\_Albany,\_NY,\_at\_Christmastime.jpg (373.6KB)

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**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #17

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, March 21, 2021 11:52:51 AM  
**Last Modified:** Sunday, March 21, 2021 11:54:58 AM  
**Time Spent:** 00:02:07  
**IP Address:** 50.113.81.152

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

**Q4** Respondent skipped this question

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

---

**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---



**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #18

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, March 20, 2021 8:19:29 PM  
**Last Modified:** Sunday, March 21, 2021 11:48:41 PM  
**Time Spent:** Over a day  
**IP Address:** 47.155.15.86

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Page 1

**Q1** Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

**Q3** Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

More residential looking buildings and less "office park" looking meaning. Balconies, 2-3 color versus monolith color palette, people scale detail to break up the mass and undulating roof height on city block projects and fascade variations on smaller projects. Particular attention needs to be made between 4&5 story projects either across the street or alley from existing single family neighborhoods.

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**Q5** Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---

**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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## #19

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 22, 2021 12:31:32 PM  
**Last Modified:** Monday, March 22, 2021 12:33:09 PM  
**Time Spent:** 00:01:37  
**IP Address:** 184.185.153.130

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Page 1

Q1

Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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Q2

Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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Q3

Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

Q4

Respondent skipped this question

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

---

Q5

Respondent skipped this question

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---

**Q6**

**Yes**

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#20

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 22, 2021 2:02:15 PM  
**Last Modified:** Monday, March 22, 2021 2:06:39 PM  
**Time Spent:** 00:04:23  
**IP Address:** 68.6.182.12

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Page 1

**Q1** **Yes**

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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**Q2** **No**

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

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**Q3**

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

Needed more time to respond to the survey questions - I was cut off before I could finish typing.

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**Q4**

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

Buildings with 'style'; the ones we were shown were all big, blocky structures. I like the mission style - tile roofs, white exterior - it fits with Oceanside.

---

**Q5** **Respondent skipped this question**

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

---

Q6

Respondent skipped this question

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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#21

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, March 25, 2021 12:37:07 AM  
**Last Modified:** Thursday, March 25, 2021 1:00:01 AM  
**Time Spent:** 00:22:53  
**IP Address:** 72.196.169.153

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Page 1

Q1

Yes

Did the workshop give you a better understanding of the purpose and intent of Smart and Sustainable Corridors Specific Plan (SSCSP)?

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Q2

Yes

Did you feel you had ample opportunity to give feedback through the polling questions and discussion questions, and chat dialogue?

---

Q3

Respondent skipped this question

If you answered "no" to the above question, briefly describe how you would format future workshops to effectively solicit community input.

---

Q4

In light of the critique participants offered on the examples of midrise mixed-use and standalone residential projects shared early in the workshop, we ask that participants be more specific about their preferences for building design and streetscape improvements. Please tell us what you would like to see in such projects, recognizing that the City's zoning standards for these corridors have long allowed for development up to 50 feet in height.

This list is by no means complete, but I don't want to overwhelm so I'll just list a few quick thoughts ... Density within reason doesn't bother me but building to the edge to maximize units over surroundings should not be allowed. Encourage the creation of gathering spaces as part of project designs. Greenery must be a part of every project. Landscaping should utilize California native plants (enough with the palm trees). Architecture should look like it belongs in the neighborhood they're building in. A lot of what's going in right now or has gone in recently are boring with no character or personality. Live Pierside is a great example ... I'm sure it's nice on the inside, but on the outside it's nothing more than a big brown flat box that sticks out like a sore thumb. Would like to see building materials that go beyond stucco. Combinations of natural elements like wood, brick or stone with modern glass or metals for example. Edgy and creative.

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Q5

Please provide images of midrise mixed-use and/or standalone residential that illustrates your preferences. You may share up to three images.

ca-times.brightspotcdn.jpg (140.1KB)

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Q6

Yes

Several economic studies have concluded that the City has a surplus of commercial zoning and a deficit of industrial zoning. To address this imbalance, the project team is contemplating an allowance for standalone residential in certain segments of these corridors, along with an allowance for fully-enclosed, low-impact industrial uses (e.g., research and development, assembly, small-scale manufacturing) in commercial zoning districts. In general, do you support this approach?

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