TOWNSITE NPA DRAFT #3   2-15-21

**Description (Boundaries, Natural Features, Environment, Public Facilities, Access to Services, Ambience):**

Oceanside was founded in Townsite.  It is bordered by Camp Pendleton to the north, Hwy 5 to the east, Oceanside Blvd to the south, and the Pacific Ocean to the west.  It has multiple housing types; urban high density high rise buildings, multifamily units, single family homes, apartments, live-aboards, ADU’s, even a ranch.  Natural features include the beach and San Luis River and estuary. The built environment include; Harbor with slips, shops and dining, the Pier/Amphitheater complex with the historic bandshell, a walk-able downtown, the City Hall and Library complex and Transit Depot complex. The railroad cuts through this area. There are 2 elementary and 1 high school, many churches, several museums and 3 theaters.  The unique neighborhoods are; Harbor, Row Homes/North Beach, Seaside/Bungalows, Crown Heights/Canyon area, and new condos and hotels by the pier.  Townsite hosts many varied community, regional and international activities, art and cultural events, retail and professional services, beach and marine craft activities and tourism.  We are neighbors with Camp Pendleton, an active military base.

**Goals (Over the next 15-20 Years):**

1) **Preserve & protect the beach and rivers and estuaries** from hazards; man-made (trash & waste), environmental (erosion with natural flood/storm controls).

2) **Preserve & protect the unique, historic neighborhoods and retro-downtown** that attract tourists.  Increase art/cultural events and activities for attractions and revenue generation.  Increase safety by enforcing speed violations while adding interim cross walks to support safe crossings on Coast Hwy. Manage boundaries between residential and commercial areas with “edge conditions”. Monitor train expansion and budget for underpasses to relieve congestion.

3) **Grow sustainably:**Utilize the Coast Hwy and Smart & Sustainable Corridor Plans to accommodate housing density along major highway nodes vs within the unique neighborhoods**.** Add signage downtown to the harbor and other points of interest to attract more visitors.  Create a parking plan including paid and permit parking, shuttles for offsite parking, and transport from harbor to downtown, bike routes and storage, and improve coordination, frequency, and costs of NCTD bus routing.

**Policies to Support Goals:**

1a) Ensure the riverbed and beaches are routinely cleaned with designation of “no camping” while finding alternative housing for the unsheltered.   Create a natural walking trail along the bike path.  Consider other safe water uses such as kayaking, fishing, etc.

1b) Ensure natural habitats are maintained and free from pollutants.

1c) Create a long-term strategy and funding for beach sand nourishment and retention.

2a) List all unique and historic buildings downtown and ensure they are maintained with appropriate designations and zoning**.** Celebrate distinct neighborhoods with designations (street sign toppers) and protections.  Ensure new construction skyline is varied along “avenue and nodes” and blends with surrounding areas.

2b) Ensure adequate housing needs are met by limiting the conversion of housing to short term rentals (STR’s) and enforcing ordinances and zoning.  Consider no less than 3 night stays.  Implement paid and permit parking for all downtown neighborhoods. Deed restrict new high density construction to 30+ day rentals to ensure mandated housing goals are achieved.

2c) Utilize infill for housing growth at the Transit complex, along Oceanside Blvd and Mission corridors to comply with the Safe and Sustainable Corridor Plan and the Climate Action Plan for reducing GHG’s.

2d) Ensure “edge conditions” between new developments, the historic downtown, and neighborhoods are used such as 360 architecture, building relief stepped back from housing, active placemaking and art/beautification elements, etc.

3a) Ensure the developments grow with a plan vs spot rezoning that diminishes cohesiveness.

3b) Encourage businesses and commercial property owners to improve and maintain properties especially along gateways , clean sidewalks, and adequate lighting for walkability and safety.

3c) Ensure trees and foliage plantings to increase urban forestry and to achieve our Climate Action Plan.

3b) Create placemaking to offset density with neighborhood park-etts with wifi, art, beautification, etc.

**Priority Action Items:**

1a) Partner with volunteer groups to coordinate and clean up trash, test water quality, and document erosion impacts at the beach, rivers and estuary.

1b) Ensure dredging of the harbor sand replenishment each year.

1c) Create “no-camping” zones to protect waterways from pollution and contamination.

2a) Ensure compliance to zoning at the Staff, Planning Commission and Council levels.

2b) Enforce current ordinances for violations on parking, unpermitted structures and STR’s in ADU’s.

2c) Deed restrict new development to 30+ days to eliminate STR’s and achieve required housing goals.

2d) Increase safety and visibility at crosswalks (red curbs at corners), slowing speeds (bumps or other), one way streets in neighborhoods, and permit parking.

2e) Underground power and utility lines with larger developments whenever possible.

2f) Determine where gateway signage and neighborhood designations could go and how to pay for it.

3a) Expand Downtown Oceanside Property Improvement District (PBID) to assist with beautification safety and health along Coast Hwy and the gateway corridors.

3b) Ensure new downtown developments have a sense of character (architectural review) avoiding bland “urban” appearances.

3c) Utilize the Art Commission and Cultural Arts District to draft and pass an arts requirement for large developments within the downtown district.