

TOWNSITE NPA DRAFT #4 3-24-21

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

Oceanside was founded in Townsite. It is bordered by Camp Pendleton military base to the north, Hwy 5 to the east, Oceanside Blvd to the south, and the Pacific Ocean to the west. Its housing types include: urban high density high rise buildings, multifamily units, single family homes, apartments, live-aboards, ADU's, even a ranch. Natural features are the beach and San Luis River and estuary. The built environment includes; Harbor with slips, shops and dining, the Pier/Amphitheater complex with the historic bandshell, a walk-able downtown, 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.

Goals (Over the next 15-20 Years) "To Accommodate Visitors and Enhance the Quality of Life for Residents"

- 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, retro-downtown, and historic, cultural features** that attract tourists. Increase art/cultural events and activities for revenue generation. Increase safety by enforcing speed violations and add interim cross walks for safe crossings on Coast Hwy. Manage boundaries between residential and commercial areas with "edge conditions". Consider underpasses for train expansion.
- 3) Grow sustainably:** Accommodate housing growth in corridors to protecting unique neighborhoods. Add way-finding signs downtown for the harbor and other points of interest to expand visitor experiences. Create a parking plan including paid and permit parking, shuttles for offsite parking, and transport from harbor to downtown. Add bike routes and storage, and improve coordination and frequency of NCTD bus routing to move people without cars.

Policies to Support Goals:

- 1a)** The riverbed, beaches bike path/trails shall be routinely/regularly cleaned and free of trash and pollutants, and shall be designated as "no camping". Expand other safe uses such as a nature walking trail, kayaking and fishing.
- 1b)** Create a long-term strategy and funding for beach sand nourishment and retention.
- 2a)** Consider zoning and designations for all unique and historic buildings downtown. Celebrate unique and historic neighborhoods with designations (street sign toppers). 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. Consider no less than 3 night stays, and implement permit parking for downtown neighborhoods. Deed restrict new high density construction to 30+ day rentals to ensure State mandated housing goals are met.
- 2c)** Ensure "edge conditions" between new developments, the historic downtown and neighborhoods are used such as 360 architecture, building relief stepped back from housing, placemaking and art/beautification investments.
- 3a)** Ensure the developments grow to an overall plan vs. spot rezoning that diminishes cohesiveness.
- 3b)** Advocate that businesses and commercial property owners improve and maintain properties along gateway corridors by expanding PBID for clean sidewalks, adequate lighting for walkability, and safety.
- 3c)** Encourage trees and foliage plantings to increase urban forestry and to achieve our Climate Action Plan.
- 3d)** Create gathering places to offset density with neighborhood park-ettes and green spaces to create balance.

Priority Action Items:

- 1a)** Partner with volunteer groups to coordinate and monitor impacts at the beach, rivers, estuary and trails.
- 1b)** Ensure dredging of the harbor sand replenishment each year. Research viable methods for sand retention.
- 2a)** Train and communicate compliance to the plan (zoning) at the Staff, Planning Commission and Council levels.
- 2b)** Enforce current ordinances for violations on parking, unpermitted structures, and short term rentals in ADU's.
- 2c)** Increase safety and visibility at crosswalks (red curbs at corners), slowing speeds (bumps or other), one way streets in neighborhoods, and permit parking. Underground utilities whenever possible.
- 2d)** Apply for grants and other fundraising to pay for gateway signage and neighborhood designations.
- 3a)** Create downtown developments Character Review (architectural review) avoiding only "urban" appearances.
- 3b)** Coordinate with Art Commission and Cultural Arts District to pass an arts requirement for development projects.