



OCEANSIDE
COAST HIGHWAY
CORRIDOR STUDY

Coast Highway Corridor Study

City of Oceanside

What: Developer Focus Group Meeting #1
Subject: Review and Discuss the Feasibility of the Development Incentive Program
Date: Monday, August 8, 2016
Time: 9:30AM – 11:30AM
Location: Library Community Rooms, 300 N. Coast Highway

Agenda

9:30 AM Coffee and refreshments
9:45 AM Introductions
• Welcome
• Agenda Overview
9:50 AM Coast Highway Corridor Study Background and Process (John)
10:00 AM Development Incentive Overlay and Market Analysis
• Market Analysis Overview (Paul)
• Development Incentive Overlay Framework (Kimiko)
• Incentive Program (Paul/Kimiko)
10:30 AM Developer Q&A (Moderator: Paul/Kimiko)
11:30 AM Wrap Up and Next Steps (John)

John Amberson | Project Manager
City of Oceanside

Paul Marra | Economic Consultant
Keyser Marston Associates, Inc.

Kimiko Lizardi | Land Use Consultant
ESA