



OCEANSIDE
COAST HIGHWAY
CORRIDOR STUDY

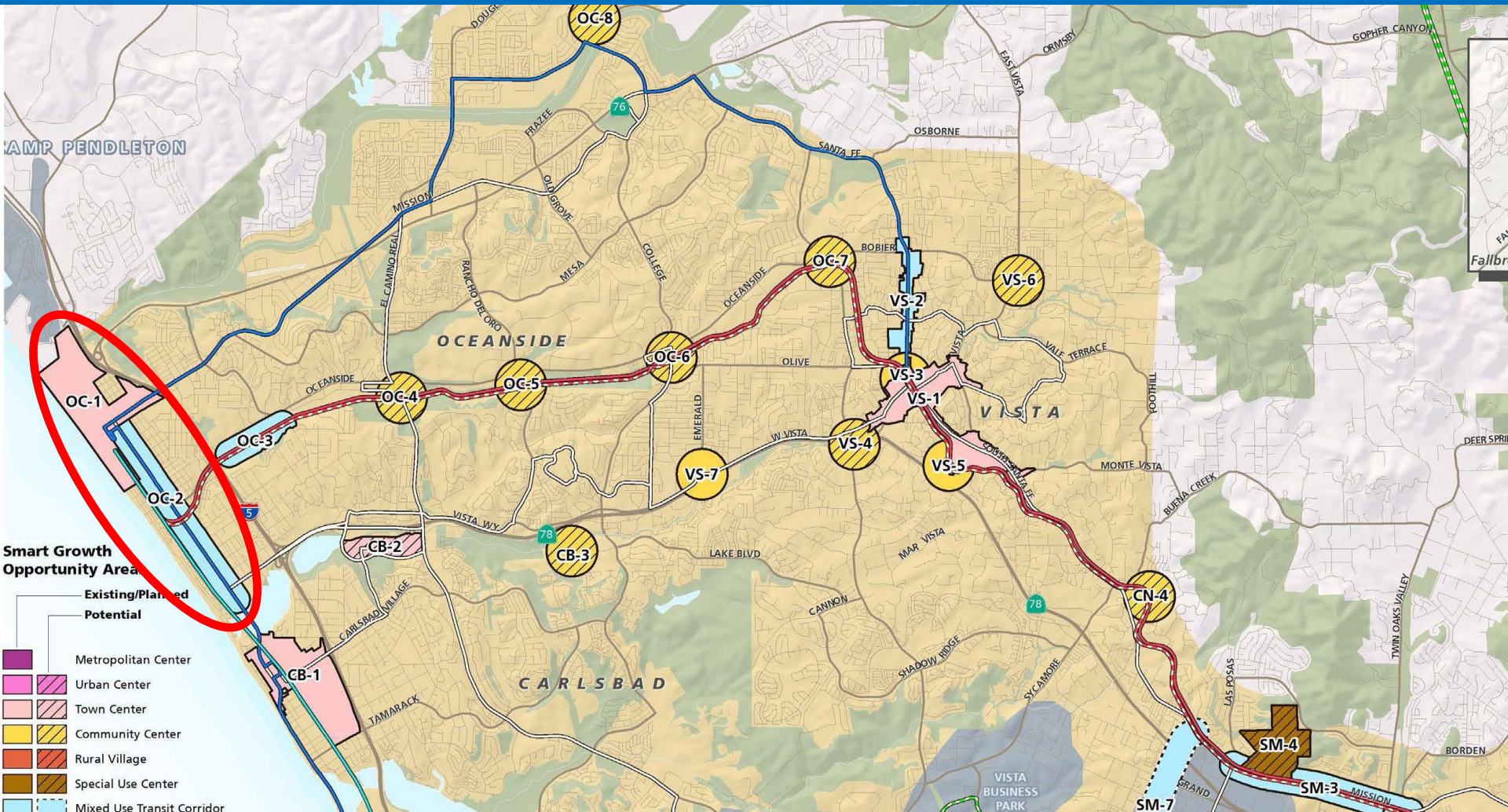
Developer Focus Group Meeting #1



Coast Highway Corridor Study
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08.2016

Smart Growth Opportunity Area



- Smart Growth Opportunity Area**
- Existing/Planned Potential**
- Metropolitan Center
 - Urban Center
 - Town Center
 - Community Center
 - Rural Village
 - Special Use Center
 - Mixed Use Transit Corridor

- 2050 RTP Transit Network**
- Coaster
 - Light Rail Transit (LRT)
 - Express LRT
 - Bus Rapid Transit (BRT)

Coast Highway Corridor Study
Developer Focus Group Meeting #1

2009 Coast Highway Vision & Strategic Plan



CHVSP Action Items

1. Planwide Efforts:

- Parking Study
- Traffic Study
- Transfer of Development Rights
- General Plan and Zoning to Implement the Vision Plan
- Incentive Overlay Zoning
- Implement Climate Change policies
- Support Arts in Public Places Policy

2. Street Improvements:

- Road diet, roundabouts, landscaping, sidewalk & parking
- Urban design streetscape
- Bike, transit & way finding
- Parking strategies for nodes & neighborhood areas0

Coast Highway Corridor Study: Project Goals

Goal 1: Create a Complete Street that accommodates all roadway users (pedestrians, bicyclists, and autos)

Goal 2: Improve safety for all roadway users

Goal 3: Facilitate implementation of the Coast Highway Vision and Strategic Plan through a Development Incentive Overlay



Market Analysis Overview

Market Support by Land Use	Mid- to Long-Term (5 to 10+ years)	Likely Locations for Future Development
Office	Moderate	Downtown
Residential	Strong	All areas of Study Area except near Oceanside Harbor
Hotel	Moderate	Oceanside Harbor, Downtown
Retail/Restaurant	Moderate	All areas of Study Area, along existing commercial corridors

Source: KMA, 2014

Market Analysis Overview

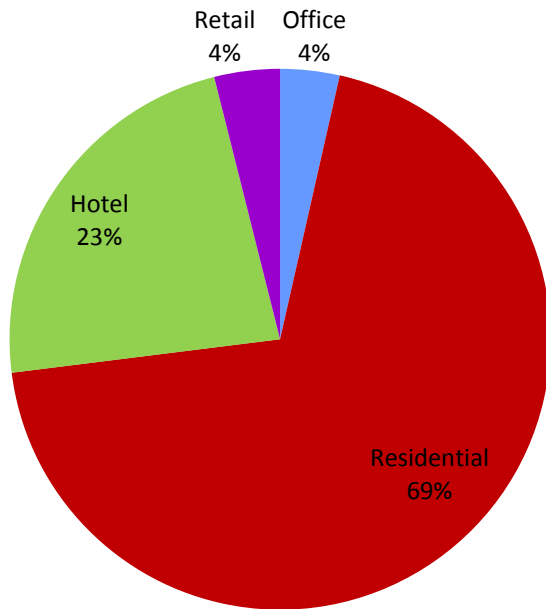
Demand by Land Use, through 2030	Low	High
Office	142,000 SF	189,000 SF
Residential (1)	2,400 Units	3,600 Units
Hotel (2)	1,540 Rooms	1,930 Rooms
Retail/Restaurant	157,000 SF	265,000 SF
Total New Development SF	4,007,000 SF	5,788,000 SF
(1) Assumes an average 1,160 gross SF per unit. (2) Assumes an average 600 gross SF per room.		

Source: KMA, 2014

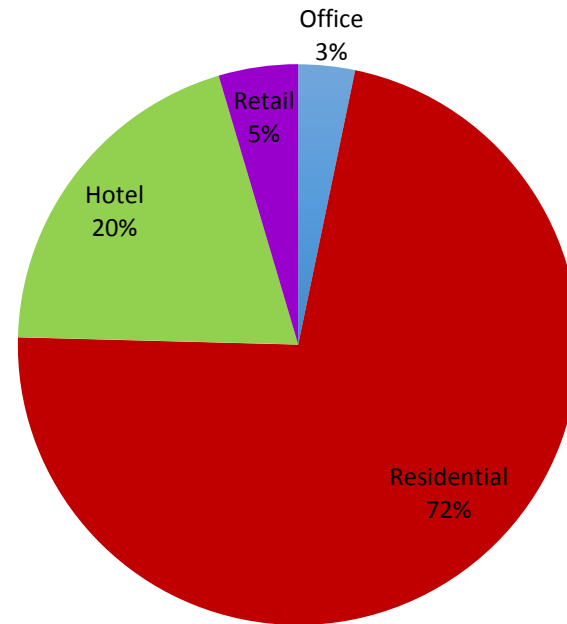
Market Analysis Overview

2014 – 2030 Market Demand

Distribution of Gross Building Area - Low

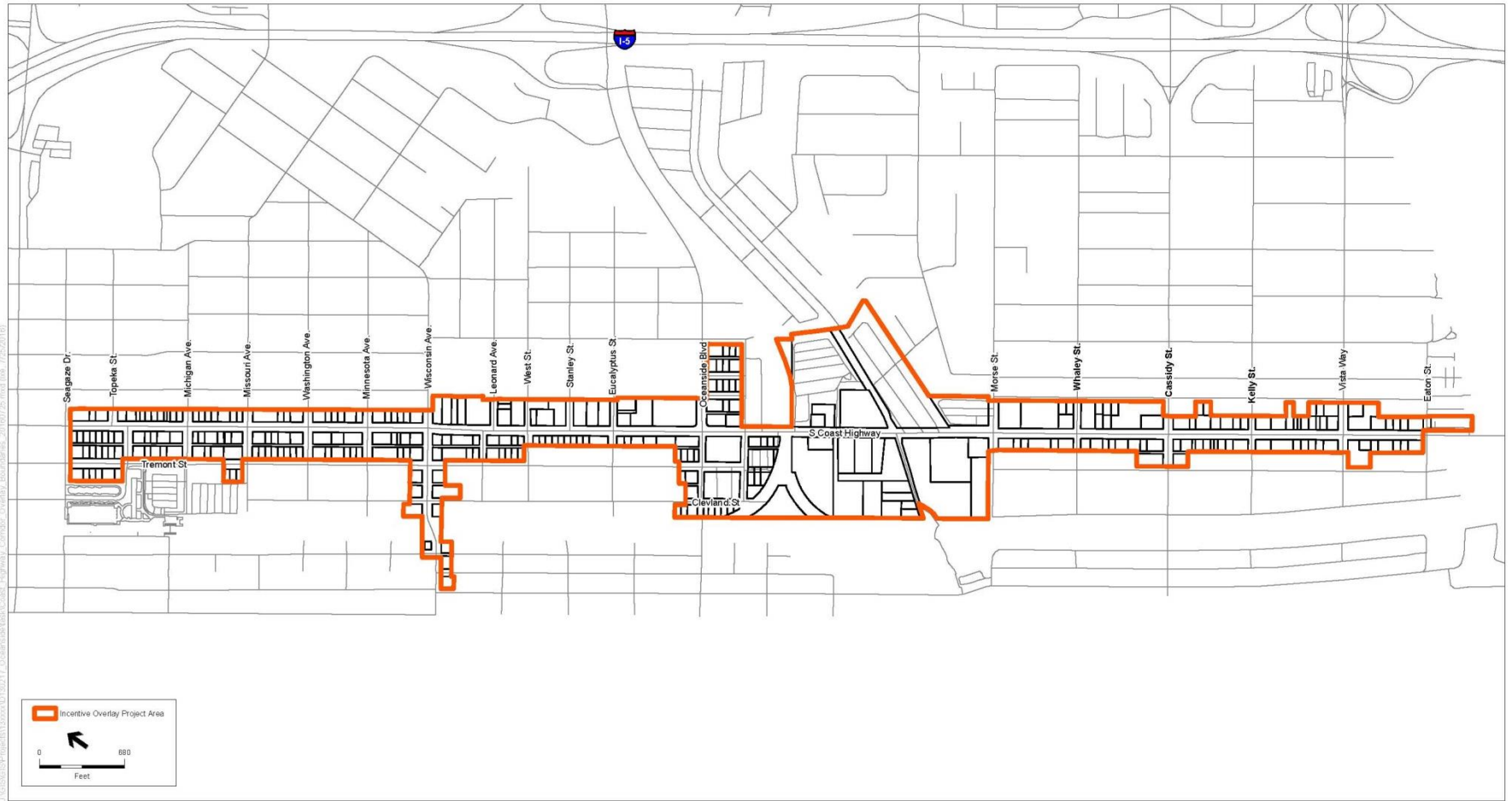


Distribution of Gross Building Area - High



Source: KMA, 2014

Coast Highway Corridor Study: Development Incentive Overlay Boundary



Coast Highway Corridor Study: Overlay Subareas



Coast Highway Corridor Study: Development Incentive Overlay Goals

- **Implement the Coast Highway Vision and Strategic Plan**
- **Development incentives that will encourage redevelopment and catalytic projects consistent with Vision**
- **Vision**
 - Encourage mixed-use development, with vertical mixed-use near transit stops
 - Create vibrant public spaces
 - Designing human scale development
 - Provide robust transportation choices
 - Strong pedestrian orientation and
 - Design excellence

Overlay Framework

- **New Administrative Process**
 - Increase in administrative approvals
- **Standards and Design Guidelines**
 - Standards by subarea and building type
 - More focus on frontage types and relationship to the street/public realm
 - Architectural design guidelines
- **Parking**
 - Shared parking
 - Refinements to minimum parking requirements for commercial
- **Incentive Program**
 - Baseline incentives
 - Bonus incentives

Coast Highway Corridor Study: Overview of Incentives and Exactions

Baseline Incentives	Bonus Incentives	Community Benefits
Streamlined processing	Residential density bonus in nodes	Publicly accessible open space
Fee deferrals	Stand-alone residential in Avenues	Additional public parking
Refined minimum parking requirements for commercial		Public Improvement Fund Contribution
Increased height in Nodes		Increased Active Commercial Space

Coast Highway Incentive Program

Potential Density Bonus Program for Nodes

- Maximum Base Zoning 43 DU/AC (approx)
- Potential Density Bonus Up to 65 DU/AC (approx), i.e., 150%
- Targeted Public Benefits:
 - Public Improvements
 - Public Open Space
 - Public Parking
 - Increased Commercial Space

Coast Highway Incentive Program

Public Benefit: Public Improvements

- Contribution toward fund dedicated to public improvements and facilities in Corridor
 - Possible exaction \$25,000 per bonus unit

Coast Highway Incentive Program

Public Benefit: Public Open Space

- Development and long-term maintenance of open space accessible to public
- City to define minimum size of open space
 - Possible exaction 300 SF per bonus unit
 - Minimum % of development site 10% - 15%

Coast Highway Incentive Program

Potential for Standalone Residential in Avenues

(i.e., no commercial space required)

- Contribution toward fund dedicated to public improvements and facilities in Corridor
 - Possible exaction \$3,000 per total unit

Coast Highway Incentive Program

Summary of Potential Development Incentives

Nodes

Public Improvements	\$25,000 per bonus unit
Public Open Space	300 SF per bonus unit Minimum 10% - 15% of development site
Public Parking	0.75 – 1.25 spaces per bonus unit
Increased Commercial Space	250 SF additional retail space per bonus unit

Avenues

Standalone Residential (no commercial space required)	\$3,000 per total unit
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Q&A

1. Under what conditions – timing, location, building type, market parameters -- will developers be interested in multi-family densities up to the current maximum of approximately 43 DU/AC? Under what conditions are they likely to pursue densities above 43 DU/AC?
2. What is the relative usefulness or appeal of the various public exactions being considered to earn density bonuses in Nodes, e.g., public improvements, public open space, public parking, increased commercial space?
3. Is a “standalone residential” incentive (no commercial space required) for Avenues a desirable option?
4. The City is considering a potential scale of public exactions required in order to earn density bonuses, e.g., cost, amount of open space, number of parking spaces, SF additional retail, etc. Are these preliminary cost/exaction figures realistic?
5. What other program parameters should the City consider, e.g., minimums/maximums, ability to combine exactions, off-site alternatives, etc.?