

City of Oceanside Downtown Advisory Committee Work Plan FY's 2023-24 & 2024-2025

1. Purpose

The purpose of the Committee shall be to advise the Community Development Commission (CDC) regarding proposed development regulations and entitlements in the Downtown District (formerly known as Redevelopment Project Area). This shall be accomplished by making recommendations to the CDC on development applications, as well as policy, practice, and technical matters, with the objective of facilitating the development process and encouraging timely and appropriate development in the Downtown District. The Committee shall also provide businesses and developers with guidance during the processing of development projects. Matters requiring CDC action in the Downtown District, including zone amendments, development plans, mixed-use plans, or other related entitlements set forth in the Municipal Code, Zoning or Subdivision Ordinances, or administration of the Local Coastal Plan, shall first be considered by the Downtown Advisory Committee at a meeting thereof.

2. Composition

The Committee is composed of nine (9) members all of whom must be Oceanside residents. Two (2) members shall be from the Community At Large. One (1) member shall be a representative of the Oceanside Chamber of Commerce. One (1) member shall be a representative of MainStreet Oceanside. One (1) member shall be a residential owner-occupant within the Downtown area. One (1) member shall be a Business Owner within the City of Oceanside. One (1) member shall be an Oceanside Planning Commissioner. One (1) member shall be a member of the Tourism Industry. One (1) member shall be a member of the Economic Development Commission.

3. Fiscal Years 2023-24 & 2024-25 - Goals & Tasks

The Downtown Advisory Committee (DAC) has selected to focus on the following goals and tasks during the two fiscal years of 2023-24 and 2024-25:

1. The DAC shall advise the Community Development Commission (CDC) on matters requiring CDC action in the Downtown District, including zone amendments, development plans, or other related entitlements set forth in the Municipal Code, Zoning or Subdivision Ordinances, or administration of the Local Coastal Plan..

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2. The DAC shall advise the CDC on policy, practice, and technical matters with the objective of facilitating the development process and encouraging timely and appropriate development in the Downtown District.
3. In coordination with the Development Services Department, the DAC shall evaluate opportunities to develop streamlining processes/procedures to facilitate revitalization and development in the Downtown District.
4. The DAC shall evaluate economic opportunities in the Downtown District for the City's long-term sustainability.
5. The DAC will hold public workshops or discussion items early in the review process of larger development proposals to provide conceptual input well in advance of public hearings.
6. The DAC shall evaluate mixed-use development projects in accordance with the Mixed-Use Development Plan provisions of Article 12 – Downtown District of the Zoning Ordinance and make recommendations to the CDC.
7. Review and make recommendations to the CDC on the following planning policy matters as they affect the Downtown area:
 - a) General Plan Update - The DAC will make recommendations regarding appropriate elements of the General Plan update.
 - b) Local Coastal Plan Update – The DAC will make a recommendation regarding the update to the Local Coastal Plan.
 - c) Zoning Ordinance Updates – The DAC will make recommendations regarding zoning ordinance updates affecting the Downtown District.
 - d) Circulation Updates – The DAC will make recommendations regarding parking, pedestrian circulation, and traffic control in the downtown area.
 - e) Development Projects – The DAC shall consider and make recommendations regarding all discretionary development applications affecting the Downtown District.
8. Review and make recommendations to the CDC on the following development project entitlements:
 - a) Oceanside Transit Center - NCTD Redevelopment of the Oceanside Transit Center.
 - b) Block 5 and 20 (One Mission Avenue) – Redevelopment of last two remaining blocks of the 5-Block Development Plan on N. Myers Street between Civic Center Drive and Mission Avenue.

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- c) Modera Neptune – Redevelopment of Motel 6 site into a mixed-use project at 815 North Coast Highway.
- d) 401 Avenue Mixed-Use – Redevelopment of the Regal Cinemas site (Ocean Place) into a mixed-use project at 401 Mission Avenue.