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DATE: February 18, 2009  
TO: Chairman and Members, Community Development Commission  
FROM: Economic and Community Development  
SUBJECT: **APPROVAL OF THE REDEVELOPMENT ADVISORY  
COMMITTEE FISCAL YEAR 2008-2009 WORKPLAN**

**SYNOPSIS**

The Redevelopment Advisory Committee (RAC) has prepared its FY 2008-09 annual Workplan and recommends approval by the Commission.

**BACKGROUND**

The RAC was established by the Community Development Commission (CDC) in 1995 to advise them on programs, projects, and policies that further the economic development of the Downtown Redevelopment Project Area. The Committee is now comprised of seven members who meet on the second and fourth Wednesday of each month to evaluate proposed projects and other redevelopment issues, and forward recommendations to the CDC.

As specified in the RAC bylaws, an annual workplan is required. The FY 2008-09 Redevelopment Advisory Committee Workplan (Exhibit A) has been created for Community Development Commission review and approval.

**ANALYSIS**

The attached Workplan constitutes the Redevelopment Advisory Committee's assessment of goals and objectives for this fiscal year. The RAC's objective is to facilitate the commercial, residential, and cultural development downtown and eliminate blighting conditions.

Over the next year, the RAC will continue working toward approval of residential design guidelines, and landscape guidelines to create a more Walkable downtown and support economic growth through project review and enhancing conditions that attract private investment. They will also continue to promote rehabilitation of older commercial structures through the Commercial Facade Program. The Committee will be involved in the review of all new proposals for the downtown development and capital improvement projects.

**FISCAL IMPACT**

The RAC has no operating budget. There is no fiscal impact beyond the staff cost to support the Committee.

**COMMISSION OR COMMITTEE REPORT**

The Redevelopment Advisory Committee reviewed and approved this report at its June 18, 2008 meeting.

**CITY ATTORNEY'S ANALYSIS**

City Attorney analysis does not apply.

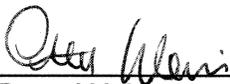
**RECOMMENDATION**

Staff recommends approval of the FY 2008-09 Redevelopment Advisory Committee Workplan.

PREPARED BY:

  
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Kathy Baker  
Redevelopment Manager

SUBMITTED BY:

  
\_\_\_\_\_  
Peter Weiss  
Executive Director

REVIEWED BY:

Michelle Skaggs-Lawrence, Assistant to the City Manager  
Jane McVey, Economic Development & Redevelopment Director

  
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MS  
JMC

**EXHIBITS/ATTACHMENTS:**

Exhibit A – FY 2008-09 Redevelopment Advisory Committee Workplan

# **REDEVELOPMENT ADVISORY COMMITTEE 2008 – 2009 WORKPLAN**

## **1. MISSION STATEMENT**

The Redevelopment Advisory Committee (RAC) makes recommendations to the Community Development Commission on policies, practices, programs and projects that further the economic, residential, commercial, tourist, and cultural development of the project area. The Committee was established by the Community Development Commission on January 17, 1995 by Resolution 95-C-06.

## **2. COMPOSITION**

The Committee is composed of seven (7) regular voting members and as many alternate members as appointed by the Community Development Commission. Resolution #02-R321-3 and the By-laws state that at least two members shall be qualified in the real estate professions such as architecture, real estate development, real estate, land use law, commercial real estate sales, asset management, engineering, land planning or finance. One member shall be a general resident of Oceanside and one member shall be a residential owner-occupant within the Redevelopment Project Area. There shall be a member from the Oceanside Chamber of Commerce and one member from Mainstreet Oceanside. At least one member shall be from the Cultural Arts Community.

## **3. STRUCTURE**

The Committee shall establish "standing" or "ad hoc" committees as needed. Such committees shall conform to the Brown Act.

## **4. GOALS, OBJECTIVES, AND TASKS**

The Committee desires to facilitate the economic, residential, commercial, tourist and cultural development of the project area by making recommendations to the Community Development Commission. Toward that goal, the Committee shall endeavor to:

- a) evaluate proposed projects;
- b) encourage economic policies and proposals for business development;
- c) provide an opportunity for public comment;
- d) foster Community Development Commission goals; and
- e) improve and protect the economic and physical environment of the Project Area as well as the quality of life of the Project Area residents and its visitors.

#### **4.1 SPECIFIC GOALS AND TASKS**

The Committee shall work on the following issues and projects during Fiscal Year 2005/2006.

DEVELOPMENT REVIEW – The Committee will continue to review projects expeditiously, and make recommendations to the Community Development Commission.

PARKING GARAGE Lot 23 – The Committee will support the analysis and study of a second parking garage.

WATERFRONT IMPROVEMENTS - The Committee will assist in the review of proposed improvements to the Waterfront area.

WALKABLE COMMUNITIES PLAN PHASE II –The Committee will review Phase II of the Walkable Communities Plan to consist of sidewalk “bump-outs,” landscaping, street furniture, and signage.

ZONING AND LAND USE – The RAC shall continue to evaluate land use issues in the project area. The goal will be to formulate consistent policies and practices to accommodate the highest and best use of the land and to take into consideration transit opportunities.

BUSINESS AND ECONOMIC GROWTH – The RAC will continue to review current and future business conditions and make recommendations that will foster a healthy business community.

REVISED COMMERCIAL FAÇADE PROGRAM – The RAC will work with staff to modify and enhance the Façade program to benefit the merchants in the downtown and review and approve projects for quality of design and funding.

SUBCOMITTEES – The RAC will nominate members to sit on a variety of subcommittees to resolve a number of issues:

- Residential Design Guidelines
- Landscape Committee
- Walkable Communities

WORKSHOPS - The RAC will conduct three separate workshops to discuss the following issues:

- Parking issues in the Coastal Zone
- Signage
- Undergrounding of dry utilities
- Constructions phasing
- Low-Moderate housing