ITEM NO. 23

PLANNING DEPARTMENT

MEMORANDUM

DATE: February 22, 2006

TO: Honorable Mayor and City Council Members
Steven R. Jepsen, City Manager

FROM: Jerry Hittleman, Acting City Planner

SUBJECT: MASTER PLAN UPDATE

This memorandum is an update on the City's master planning efforts following the January 25th Master Plan workshop presentation by Mr. Peter Katz. The main focus of his presentation – form-based zoning - is being utilized in various new communities as well as storm-ravaged portions of Biloxi, Mississippi and New Orleans where large areas are being newly developed and redeveloped. Through input from the workshop it is apparent that although form-based zoning is an interesting technique, it may only have limited applicability in our community and does require a whole new way of thinking about regulating development. Future workshops focusing on other cutting-edge or more traditional master planning methods and techniques may be warranted.

Any approach to master planning may consider analyzing the City as a whole and then focusing on key areas that need to be revitalized or redeveloped. Some areas that may benefit from this type of analysis are the Oceanside Boulevard corridor between I-5 and El Camino Real, the Airport industrial area, North Coast Highway between Neptune and Harbor Drive, the NCTD downtown transit corridor from Oceanside Boulevard to the Transit Center, and the Melrose/Oceanside Boulevard area. Other areas to consider for a focused effort might include older established residential neighborhoods and their adjacent and transitional areas to commercial corridors that could benefit from more refined urban design, form and use guidelines. One or more of these key areas could be the focus of a master planning effort and used to demonstrate how they can be revitalized. Neighborhood input through workshops and community meetings would be a large component of this type of master planning effort.

Due to the diverse nature of our City no one planning technique would likely work for all the areas listed above. Several existing regulations, policies and studies could be used or modified to meet some of these needs. Our mixed-use zoning regulations are currently in effect in the Downtown Redevelopment Area and several commercial zones throughout the City. Mixed-use zoning has been successful to date in the Downtown Redevelopment Area, but remains largely

untested in the balance of the City and the regulations could be improved. With input from the City Council, Planning Commission, public, and developers modifications to these regulations are currently being analyzed by staff to encourage and produce the best possible mixed-use projects for our community.

Transit-oriented development (TOD) guidelines are another planning technique that has been studied but never implemented along our major transit corridors. Several studies have been conducted along the Sprinter Light Rail corridor mainly focusing on the areas around the stations. Although these studies were never implemented, some elements of these plans could be implemented in the future to encourage beneficial redevelopment along this vital transit corridor.

In conclusion, various master planning and zoning techniques could be used to revitalize portions of our City. Some methods such as improved mixed-use zoning regulations and improved design guidelines could be implemented in the near term or folded into a broader review of master plan issues in the City. Master planning techniques, whether traditional or cutting edge, will take time, money, consultant assistance, and significant public input to undertake.

Staff is seeking Council direction and recommends the following:

1. Invite another speaker to a Council workshop to explain other approaches for master planning in Oceanside and seek Council and public input on a key focus area(s) that such an effort might be directed towards.

2. Include consideration of changes to mixed-use policies as part of future consultant input on master planning approaches.