

AGENDA NO. 12.b.

Committee on design excellence criteria meeting 3/22/07

Commissioners: Balma, Martinek and McLeod

Staff: Amy Volzke and Richard Greenbauer

Recommendation:

After review and discussion of the current Land Use Polices for residential base density increases, page 63 of the General Plan we felt that the existing design guidelines are insufficient to provide effective guidance for development. The development of better guidelines in our option will make the planning process more efficient saving time and money for both the city and property owners. Design Guidelines will also elevate the quality of design and better preserve the character of the city. It is our committee's recommendation that the Planning commission advise the City Council to allocate staff time to create Design Guidelines for the City of Oceanside.

Background:

The purpose of design guidelines is to promote well-designed development in the City. To achieve both a consistent character and maintain community identity at a general level as well as in each specific neighborhood.

Our committee agreed the first step would be to create general guidelines. Inviting city staff, council, commissions, merchants and larger city property owners together to discuss just how this can be achieved.

Second, and longer ranged would be to meet with each specific neighborhood and establish the character and identity of each community through a design surrett process. Design guidelines would offer descriptions, diagrams and or photos illustrating key elements. Examples should not be considered as design solutions but as a starting point for a design process.

Along with the guideline we also agreed that a Design Review board be formed. This board would meet with the property owner early on to discuss design excellence. The board could be either a sub committee of the Planning Commission or a separate board comprised of professionals, planning commissioners, and staff.

We estimated this to take about one year to complete, one city staff member dedicated to this process along with outside consultants.