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DATE: April 21, 2010  
TO: Chairman and Members of the Community Development Commission  
FROM: Economic and Community Development Department  
SUBJECT: **APPROVAL OF THE RESIDENTIAL DESIGN GUIDELINES FOR THE REDEVELOPMENT PROJECT AREA**

**SYNOPSIS**

Staff recommends that the Community Development Commission approve the Residential Design Guidelines for the Redevelopment Project Area.

**BACKGROUND**

In 2007, the Community Development Commission directed staff to create a new residential guidelines for residential projects located within the Redevelopment Project Area.

In September of 2007, staff entered into an agreement with PMC to produce the Residential Design Guidelines for the Redevelopment Project Area. In the ensuing months, staff and the consultant met several times in an informal setting with local architects, developers, RAC members and interested citizens to solicit their input. Four meetings were held which are as follows:

- . November 21, 2005, RAC workshop;
- . March 20, 2006;
- . April 24, 2006;
- . October 17, 2007.

**ANALYSIS**

The purpose of the Residential Design Guidelines is to set forth design principles intended to provide a framework for the design of future residential projects. The guidelines are a set of ideas intended to define direction to positively influence design and to achieve an integrated residential area in which all of the buildings relate to each other regardless of when they were built.

More specifically, the goals for residential development located within the Redevelopment Project Area as follows:

- Promote and maintain property values with the higher density residential neighborhoods in Downtown Oceanside.
- Promote a stronger and more positive image of Downtown Oceanside's higher density neighborhoods.
- Promote well-designed and visually pleasing higher density residential structures.
- Promote the continued desirability of Downtown Oceanside as a place to live.
- Provide a basis for making fair and consistent decisions in design review.
- Provide for the health and well-being of residents within the meaningful residential environment.
- To encourage development with minimal effects to the environment, including the use of sustainable materials, low-water landscaping, recyclable materials, and the reduction of construction techniques associated with global warming.
- To encourage and/or employ Smart Growth design strategies.

Some of the key provisions of the Residential Design Guidelines are as follows:

- . The garage and driveway shall be subordinate relative to the pedestrian access, landscape and livable portions of the building.
- . Integrate underground parking into higher density projects to reduce visual appearance of automobiles and surface parking while increasing open space and landscaping.
- . Create more open space.
- . The scale, mass and height of a new building shall complement the existing historical neighborhood development pattern.
- . Utilize sloping roofs that vary in height, direction and shape.
- . Utilize landscaping as a design element to reduce the appearance of building mass.
- . The architectural style should enhance the neighborhood.
- . A building's form should respect and complement Downtown Oceanside's residential architectural tradition.
- . Façade components facing the street should correspond to the scale of the human form.
- . Consistent pattern and application of exterior materials shall be used on new buildings and additions in order to enhance the appearance and character of the existing neighborhood.

Staff believes that the proposed Residential Guidelines for the Redevelopment Project Area will guide future residential development projects for a more sustainable downtown. The guidelines will be utilized in conjunction with the Zoning Ordinance development standards to provide a quality residential development. The guidelines provide excellent direction in developing future infill residential projects by integrating new development and existing residential buildings through height, massing, size, scale, landscaping and building orientation.

**FISCAL IMPACT**

Not applicable.

**CITY ATTORNEY'S ANALYSIS**

The referenced document has been reviewed by the City Attorney and approved as to form.

**COMMISSION OR COMMITTEE REPORT**

On February 10, 2010, the Redevelopment Advisory Committee (RAC) reviewed the Residential Design Guidelines for the Redevelopment Project Area and approved the guidelines on a 7-0 vote with suggested modifications which have been included within the attached guidelines.

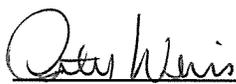
**RECOMMENDATION**

Staff recommends that the Community Development Commission approve the Residential Design Guidelines for the Redevelopment Project Area.

PREPARED BY:

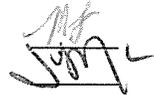
  
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Kathy Baker  
Redevelopment Manger

SUBMITTED BY:

  
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Peter A. Weiss  
Executive Director

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager  
Jane McVey, Economic and Community Development Director



**EXHIBITS/ATTACHMENTS**

- 1. Residential Design Guidelines

# MEMORANDUM

**DATE:** April 21, 2010  
**TO:** Honorable Mayor and Councilmembers  
**FROM:** Patricia Allison, City Manager's Office  
**SUBJECT: AVAILABILITY OF DOCUMENT FOR REVIEW**

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Due to its size and a number of fold-out pages, the Draft Downtown Residential Guidelines have not been included in the packet. A copy of this document is available for review in both the City Manager's Office and the City Clerk's Office.

To view the document electronically, please go to:  
<http://www.ci.oceanside.ca.us/edd/dtredesignguide.asp>  
and click on the link.