

OCEANSIDE COAST HWY VISION & STRATEGIC PLAN



CHARRETTE SCHEDULE

North Coast Hwy

Monday, July 28

(10 am-7:30 pm) Presentations, work sessions, identifications of area strengths, weaknesses, opportunities and threats, visioning, stakeholder meetings

Tuesday, July 29

(9 am-8 pm) Work sessions, alternative concept plan development, stakeholder meetings, pin up

Wednesday, July 30

(9 am-7:30 pm) Work sessions, preferred plan synthesis, development of catalytic site plans, presentations, stakeholder meetings

Thursday, July 31

(9 am-7:30 pm) Pin up, work sessions, design refinement, presentation of final charrette plans

Friday, August 1

(10 am-6 pm) Open House

Mid & South Coast Hwy

Monday, August 25

(9:30 am-8:30 pm) Presentations, work sessions, identifications of area strengths, weaknesses, opportunities and threats, visioning, stakeholder meetings

Tuesday, August 26

(8:30 am-9 pm) Work sessions, alternative concept plan development, stakeholder meetings, pin up

Wednesday, August 27

(8:30 am-8:30 pm) Work sessions, preferred plan synthesis, development of catalytic site plans, presentations, stakeholder meetings

Thursday, August 28

(8:30 am-8:30 pm) Pin up, work sessions, design refinement, presentation of final charrette plans

Friday, August 29

(10 am-6 pm) Open House

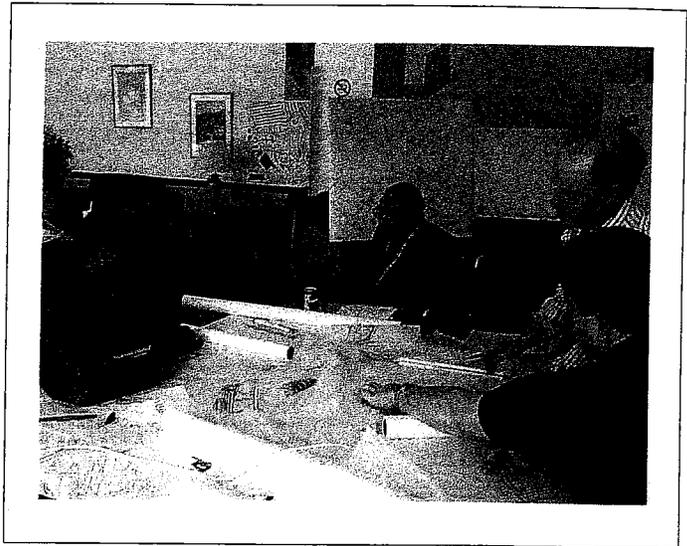
LOCATION: Civic Center Community Rooms, 300 N. Coast Hwy

PLANNING CHARRETTEES FOR COAST HWY MASTER PLAN TO BE HELD AT CIVIC CENTER COMMUNITY ROOMS

On April 16, the City Council awarded a professional services contract to Torti Gallas and Partners, Inc., of Los Angeles in the amount of \$260,000 to prepare a vision and strategic plan for Coast Highway. Torti Gallas and Partners, Inc., is an internationally known urban design and architecture firm with offices in Silver Spring, Maryland, and Los Angeles.

The Los Angeles office team, in conjunction with City staff, will manage this project. Sub-consultant work will be performed by the market and economic analysts of Robert Charles Lesser and Company and transportation, mobility and parking experts of Nelson/Nygaard Consulting Associates.

Work on the project was initiated on May 1. Since then City staff and consultant efforts have been primarily focused on project area field work, land use assessment as well as market, mobility and parking research and analysis. This data will serve to inform participants of two 1-week long design charrettes



Neal Payton, AIA, Vice President of Torti Gallas and Partners Inc. facilitates charrettes for communities nationwide.

scheduled to be held in July and August. The first charrette will be held from July 28 - August 1 at the Community Rooms/Civic Center to address master planning issues for the North Coast Highway area. The second charrette will take place from August 25 - August 29 at the same location to address master planning of the Mid and South Coast Highway areas.

What is a Charrette?

Charrettes are intensive planning sessions where citizens, designers and others collaborate to create a vision for development. Charrettes provide a forum for ideas and offer the unique advantage of giving immediate feedback to the designers. More importantly, charrettes allow everyone who participates to be a mutual author of the plan.

AN INVITATION FROM THE CITY

Change is never easy but it is vital to ensure a community remains vibrant and in step with its citizens' needs and desires. Change toward a better future requires commitment, knowledge and a vision. Please join us this summer during two charrettes in

July and August to plan for the future of Coast Highway. This is a unique opportunity for everyone to have a positive impact in this community. The entire process is open to the public. You can participate in facilitated meetings to share your thoughts, monitor

design proposals or even be a part of the design teams.

Join us and become part of the team rediscovering the meaning of "Classic California" along Historic Route 101 today and master plan for generations to come.

CHARRETTE 101

Charrette guiding principles:

- **Involve everyone from the start**

Anyone who might have an opinion or be affected by the plan should be involved from the beginning. By asking people to roll up their sleeves and work with the design team, the process gains mutual authorship and a shared vision.

- **Work concurrently and cross-functionally**

A design team has many different specialties, but during the charrette, all become generalists, assimilating everyone's expertise and reflecting the wisdom of each ability.

- **Work in short feedback loops**

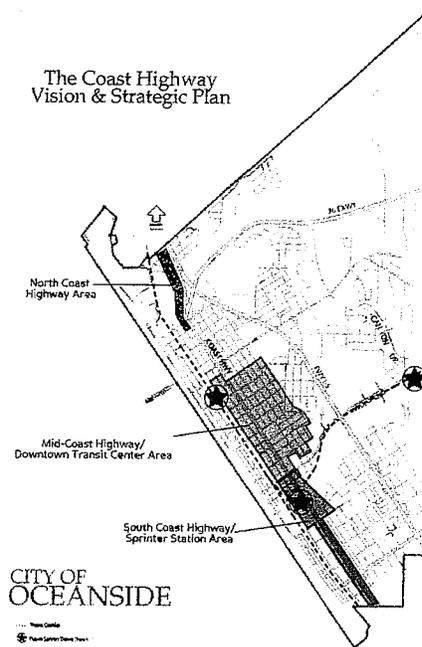
The public needs to be able to propose an idea and see it designed for review in a short period of time. During the process, pin up sessions are conducted to gather input in the preferred direction.

- **Work in detail**

Only through designing at a level of detail that includes both the details of the building types, blocks and public spaces, as well as the big picture of circulation, transportation, land use and major public amenities, can flaws be reduced or eliminated.

Source: The Charrette Process as an Agent of Change, by Bill Lennertz

PLANNING CHARRETTES FOR COAST HWY MASTER PLAN TO BE HELD AT CIVIC CENTER COMMUNITY ROOMS



NEXT STEPS:

A developer's forum for the Coast Highway master plan is tentatively planned for September.

The vision and strategic plan will be further refined and presented to city Committees and Commissions in the Fall and Winter.

Conclusion of the master planning process for the vision and strategic plan is anticipated by spring of 2009 with a presentation to the City Council.

For more information contact: Amy Volzke, Principal Planner at 760-435-3534 or avolzke@ci.oceanside.ca.us

WHY SHOULD I GET INVOLVED?



Life today is more demanding than ever before. Oceanside residents as well as business and property owners balance jobs and families in a sometimes all too-short 24-hour day. So why take the time to get involved in helping plan the future of Coast Highway?

The answer is simple: It's an investment, guaranteed to pay dividends to an entire community. You can make a difference that will change Oceanside for generations.

Cities rely on an involved citizenry to make the best decisions. All too often, people wait until after a project is finished before going to City Hall to raise their concerns. By then, it's often too late. But it's the citizens a City seeks to serve. They spend the most time driving the streets, shopping in a city's stores, using all of the services a city offers. Have you ever found yourself wondering why the city doesn't fix a certain problem, when the answer seems simple to you?

The Coast Highway charrettes offer you the chance to get involved in the process from the beginning, to offer your ideas and solutions and ultimately see the vision become a reality in a way that would benefit you, Oceanside and its visitors.

It's a chance for you to work with others in the community on a unique level. This is an opportunity to team with neighbors and literally build a better Oceanside. Coast Highway is part of California's legend, and you can be part of its future.

Also, the more people involved in the process, the better the project is at the end. Oceanside is diverse and its citizens have an amazing variety of life experiences. With more people involved, more opinions will be heard, more ideas will surface and the final project will be more polished, complete and reflective of the community's vision.

CHARRETTE PROJECT AREA IMPORTANT TO OCEANSIDE'S HISTORY

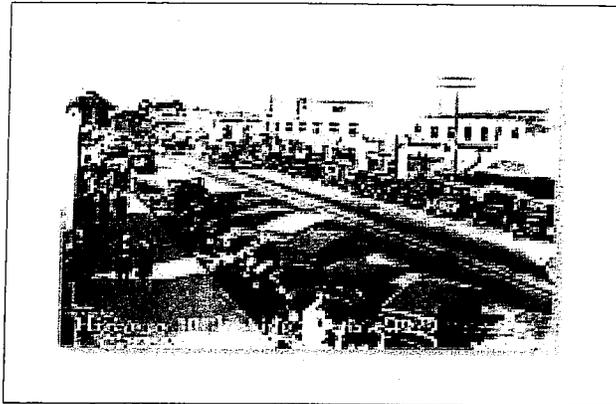
Coast Hwy, and the neighboring residential areas along its side, have a rich legacy going back to the founding of the City. Its history goes back to the 1800's and Andrew Jackson Meyers, Oceanside's founder.

In 1881 Meyers, a rancher and storekeeper, who had settled in the San Luis Valley in the 1870's applied and received a homestead grand for the land that is now part of downtown Oceanside. During this time the railroad was also being build to connect Los Angeles and San Diego. In 1883 Meyers received a patent for the 160 acre tract of land on the south bank of San Luis Rey river and hired L.L. Lockling to survey a town called Ocean Side with the railroad station as its center. By 1885 when another survey was completed by Cave Coutts Jr. the name for the new town was Oceanside.

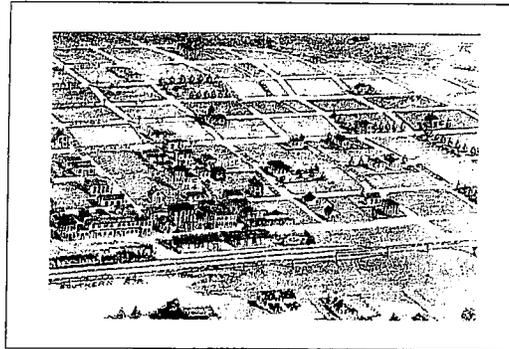
From its beginnings Oceanside was a tourist and railroad town. The California Southern railroad connected Oceanside with San Diego. The San Diego Central brought freight and travelers from Escondido and Poway. Los Angeles traffic reached Oceanside via San Juan Capistrano and Santa Ana.

Within a few years the new town started to take shape with homes built in the areas known today as the North Townsite and Seaside neighborhoods and businesses on either side of Hill Street (Coast Hwy) to serve residents and visitors.

Oceanside's population of 450 in 1892 relied on the railroad, horses and buggies and dusty roads to get them to their destinations. Only few wealthy individuals had access to motor cars and those were used mostly for recreational purposes. By 1910 cars



Coast Hwy....then



Oceanside's beginnings

started to appear more regularly on Oceanside area dirt roads.

In 1912 Hill Street, which was part of the passageway from Los Angeles to San Diego, became State Route 2. The 1916 flood washed away much of the early road and the San Luis Rey bridge. By 1918 a new 15-foot wide concrete road was built and through the Southern California Auto Club's *Touring Topics*, great road signage campaigns and road maps as well as the well attended 1915-1916 Panama/California Exposition, Oceanside assumed its position as the "Gateway to San Diego". In 1925 Coast Hwy became designated as U.S. Route 101.

Through the 1920's, 30's and 40's the car culture phenomenon literally drove the expansion of auto related

businesses up and down Hill Street, lining up its frontage with service stations, auto agencies, and auto supply stores along with hotels and restaurants that served travelers that were making their way through Oceanside. In 1944 the 101 Café, became the first restaurant in Oceanside and one of the first in Southern California to offer drive-in and curb service. By 1945 Coast Hwy had lost its ability to safely carry the increased volume of traffic through town and plans for the construction of a new freeway were discussed.

With the completion of Highway 5 in 1953, Coast Hwy started to experience an economic decline. Since 2000, redevelopment in the core of the downtown area is starting to breathe new life along the corridor.

"Oceanside", where life is worth living..

AIA'S 10 PRINCIPLES FOR LIVABLE COMMUNITIES

1. **Design on a human scale:** Compact, pedestrian-friendly communities allow residents to walk to shops, services, cultural resources, and jobs and can reduce traffic congestion and benefit people's health.
2. **Provide choices:** People want variety in housing, recreation, and employment. Variety creates lively neighborhoods and accommodates residents in different stages of their lives.
3. **Encourage mixed use development:** Integrating different land uses and varied building types creates vibrant, pedestrian-friendly, diverse communities.
4. **Preserve urban centers:** Restoring, revitalizing, and infilling urban centers takes advantage of existing streets, services, and buildings and avoids the need for new infrastructure. This helps to curb sprawl and promote stability for city neighborhoods.
5. **Vary transportation options:** Giving people the option of walking, biking, and using public transit, in addition to driving,



Mixed-use developments create vibrant communities

reduces traffic congestion, protects the environment, and encourages physical activity.

6. **Build vibrant public spaces:** Citizens need welcoming, well-defined public places to stimulate face-to-face interaction, collectively celebrate and mourn, encourage civic participation, admire public art, and gather for public events.
7. **Create a neighborhood identity:** A "sense of place" gives neighborhoods a unique character, enhances the walking environment, and creates pride in the com-

munity.

8. **Protect environmental resources:** A well-designed balance of nature and development preserves natural systems, protects waterways from pollution, and protects property values.
9. **Conserve landscapes:** Open space, farms, and wildlife habitat are essential for environmental, recreational, and cultural reasons.
10. **Design matters:** Design excellence is the foundation of successful and healthy communities.

"Design excellence is the foundation of successful and healthy communities"



ECONOMIC TRENDS & CAPITALIZING ON QUALITY OF LIFE ASSETS

Recent trends in the global economy - industrial clustering and specialization, diversification of the workforce, reintegration of work and home- are placing a premium upon community character and quality of life. Why? First, companies realize that their workers want to live in communities that offer reasonable commutes, vibrant social life, environ-

tal amenities, housing and transportation choice.

To retain and attract their employees, companies must locate in such environments. Second, business is increasingly conducted beyond the boardroom - in cafes, restaurants, health clubs, public spaces, etc.- where people come together, converse share ideas and network...

Lastly, the private sector in the new economy equates competitive advantage with the ability of being where the action is and to them the action is in urban or town centers. Although technology frees them to locate anywhere, it is proximity to suppliers, a workforce and networks that is drawing business to the central business district.

The emphasis on place presents enormous opportunities for communities to capitalize on their quality of life assets and to employ them as a tool for economic development. Doing so requires communities to think of quality of life as a commodity that can be cultivated and managed.

Communities need to make strategic decisions that improve rather than harm livability and make them lucrative places for business, and labor to locate.

The new economy values distinctive places that have, the talent, technology and infrastructure to sustain competitive advantage. Talent is attracted to sociable communities - places with destinations, public and civic spaces, environmental amenities - where they can come together with colleagues and friends either through planned or chance encounters.

Technological innovation is creating a wired society. Companies value offices and homes that are rewired to

enable easy interaction between home and office. Aside from communication infrastructure, the new economy demands physical infrastructure that reduces the cost of business. This means buildings that can be quickly reconfigured and constructed, housing of varying types and costs, development patterns that are predictable, and transportation systems which increase mobility.

Source: Smart Growth Network

Trends that support smart growth "at a glance"

- Companies expand or relocate in places that score high in terms of quality of life.
- Aging baby boomers are heading back to cities in search of a more convenient "urban lifestyle".
- Younger households believe urban areas are the cool places to live.
- 30% of the market would consider "new urbanism" but in some markets supply is limited to 15%.
- Traffic congestion is fueling in-town demand.
- Local and regional governments are actively seeking alternatives to low density development.

Source: RCLCo

ULI'S PLACE MAKING PRINCIPLES FOR REINVENTING BUSINESS DISTRICTS

Opportunities for revitalization of business districts and concerns for a more sustainable environment are constantly emerging in response to the realities of modern life.

In late 2001, the Urban Land Institute (ULI) convened a task force of 17 planning and development experts, under the chairmanship of ULI Trustee A. Eugene Kohn of Kohn Pedersen Fox in New York to focus and address business district revitalization issues.

In reinventing suburban business districts, the task force considered essential that the certain principles be applied during the strategic planning and development stage in order to maximize the place-making dividend - the intrinsic value that accrues to a community when districts

possess a strong sense of place. The principles can be summarized as follows:

- Realistically assessing the market position and potential for a suburban business district.
- Building community support by developing consensus among citizens, government and the private sector.
- Developing a strategic plan supported by the community and drawn on professional expertise.
- Rethinking existing zoning regulations to allow mixed uses that can be modified over time as the needs of the community evolve.
- Creating interconnected, pedestrian friendly,

mixed use districts from existing super-blocks.

- Embracing mixed uses that offer the community a wider range of goods, services and experiences in one location.
- Creating pedestrian friendly places that encourage interaction.
- Offering a choice of transportation modes such as pedestrian, bicycle and automobile options.
- Forming public/private partnerships to minimize risk, develop strategies and implement change.
- Sharing and managing parking to reduce the number of spaces required and consolidating more uses within buildings to encourage pedestrians.

"Creating pedestrian-friendly places that encourage interaction makes economic sense"



MAKING TRANSIT ORIENTED DEVELOPMENT WORK

Even a cursory glance around the country reveals almost exponential growth in interest in transit oriented development (TOD). New TODs are on the drawing boards everywhere, from Alaska to Florida. Potential benefits range from more compact development and less automobile dependence, to new retail opportunities and improved quality of life.

Many developments that are touted as transit oriented development, however, fail to live up to their potential - even if they are located close to rail stations or frequent bus routes. As a result, the potential benefits, including increased transit ridership, are often lost.

Indeed, these pseudo-TODs are often little different from their auto-oriented counterparts. We now have "transit oriented" big box retail and single-story office parks, set in seas of parking. In many cases, housing developments with just six units to the acre are being advertised as TODs.

Many developments labeled transit oriented would in fact be better described as transit adjacent. They lack the density, design and mix of uses necessary to take full advantage of their transit resources.

One of the most obvious signs is parking provision. If conventional parking ratios are used, derived from suburbs that have little or no transit, the developers and planners are by definition assuming that the travel behavior of residents and workers will not be influenced by the availability of transit. This can then turn into a self-fulfilling prophecy, since the availability of abundant, free parking is a key factor promoting automobile use.

Nelson\Nygaard has developed a 12-point checklist to

assess the difference between true transit-oriented development, which will deliver the promised economic and social benefits, and transit adjacent development. A true TOD will include most of the following:

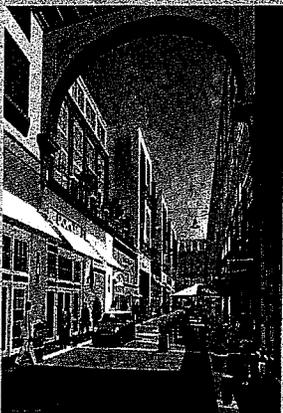
- The transit-oriented development lies within a five-minute walk of the transit stop, or about a quarter-mile from stop to its edge. For major stations, offering access to frequent high-speed service, this catchment area may be extended to the measure of a 10-minute walk.
- A balanced mix of uses generates 24-hour ridership. There are places to work, to live, to learn, to relax and to shop for daily needs.
- A place-based zoning code generates buildings that shape and define memorable streets, squares and plazas, while allowing uses to change easily over time.
- The average block perimeter is limited to no more than 1,350 feet (a five minute walk). This generates a fine-grained network of streets, dispersing traffic and allowing for the creation of quiet and intimate thoroughfares.
- Minimum parking requirements are abolished.
- Maximum parking requirements are instituted: for every 1000 workers, no more than 500 spaces, and as few as 10 spaces, are provided.
- Parking costs are "unbundled," and full market rates are charged

for all parking spaces. The exception may be validated parking for shoppers.

- Major stops provide Bike Stations, offering free attended bicycle parking, repairs, and rentals. At minor stops, secure and fully enclosed bicycle parking is provided.
- Transit service is fast, frequent, reliable and comfortable, with a headway of 15 minutes or less. Technology choice - heavy rail, light rail or bus rapid transit - is far less relevant than service frequency and speed.
- Roadway space is allocated and traffic signals timed primarily for the comfort and convenience of pedestrians, cyclists and transit riders.
- Automobile Level of Service (LOS) standards are met through congestion pricing measures, or disregarded entirely. Transit, pedestrian and bicycle LOS standards are defined and prioritized over auto LOS in the station area.
- Traffic is calmed, with streets physically designed to limit speeds to 30 mph on major streets, and 20 mph on lesser streets.

Source: Nelson/Nygaard

"TODs are typically located within a five-minute walk of a transit stop, or about quarter-mile from stop to its edge"



ABOUT THE CONSULTANT CHARRETTE TEAM



Neal Payton
(Torti Gallas & Partners)



Bob Gardner
(RCLCo)



Patrick Siegman
(Nelson/Nygaard)

Torti Gallas & Partners

Established in Silver Springs, Md., in 1953 Torti Gallas and Partners is one of the largest architectural and planning firms headquartered in the Washington Metropolitan area. Torti Gallas has extensive experience with all types of master planning and building projects in the residential, commercial, TOD in both national and international markets. Since their founding these projects have yielded billions of dollars of construction.

The Torti Gallas design philosophy is based on the inextricable relationship between urban design and architectural issues. The firm is dedicated to the holistic design of the built environment, which includes both the responsible development of Greenfield site and the revitalization and redevelopment of inner cities and suburbs with a focus on designing places and buildings that form communities.

Torti Gallas is committed to the principles of New Urbanism. The firm strives to create communities that are socially, economically and physically viable by designing pedestrian-friendly environments that connect to the surrounding community.

Torti Gallas and Partners has gained national acclaim, and has won the American Institute of Architects prestigious Honor Award six out of the last eight years. In all the firm has won over 300 international, national and local design awards for planning and design.

Robert Charles Lesser & Co., LLC

Robert Charles Lesser & Co., LLC (RCLCo) is the leading independent real estate advisory firm in the country. With three offices, the firm works on over 300 projects every year for regional, national and international real estate companies; corporations; institutional investors;

and international and domestic private investors.

RCLCo has experience in understanding how regions grow and how growth pressures affect local market dynamics. RCLCo has offices in Bethesda, Md., Los Angeles, Atlanta and Washington D.C.

Nelson/Nygaard Consulting Associates Inc.

Nelson/Nygaard headquartered in San Francisco, is distinguished by its commitment to planning transportation systems and identifying mobility improvements that help build and support vibrant, sustainable communities. Covering all modes of transportation, they specialize in transit, transit oriented development, accessibility and tools that balance the needs of each mode.

Since its inception in 1987, Nelson/Nygaard has grown into a nationally recognized firm with four offices covering North America.

"Charrettes are organized to encourage the participation of all"



CHARRETTE TERMINOLOGY

Density

Quantity of buildings and users, usually measured in terms of dwelling units per acre.

Floor Area Ratio (FAR)

The ratio of the floor area inside a building to the area of its lot. If a one-story building covered its lot completely, its F.A.R. would be 1.

Infrastructure

Physical public service improvements, including utilities, streetscapes and thoroughfares, but excluding buildings.

Mixed-use

Multiple functions within the same building or the same general area.

Pedestrian shed

The distance that most people will walk, rather than drive. Provided the environment is pedestrian friendly (equivalent to one-quarter of a mile or 1,320 feet).

Setback

The minimum distance between the lot line and the building exterior wall.

Terminated vista

The view that occurs at the end of a thoroughfare.

Urban Fabric

The general physical aspects of urbanism, emphasizing building types, thoroughfares, open space, streetscapes and frontages apart from environmental, functional, economic, and socio-cultural aspects.

Vernacular

The common heritage and language of building in a region.

PRE-CHARRETTE
EDITION

We're on
the Web!



This publication has been prepared by the Oceanside Development Services Department - Advance Planning section, as part of the public outreach effort for the Coast Hwy Vision and Strategic Plan.

If you have any further questions about this master planning effort please contact the project manager:

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Principal Planner

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CAN'T ATTEND THE CHARRETTE?

e-charrette

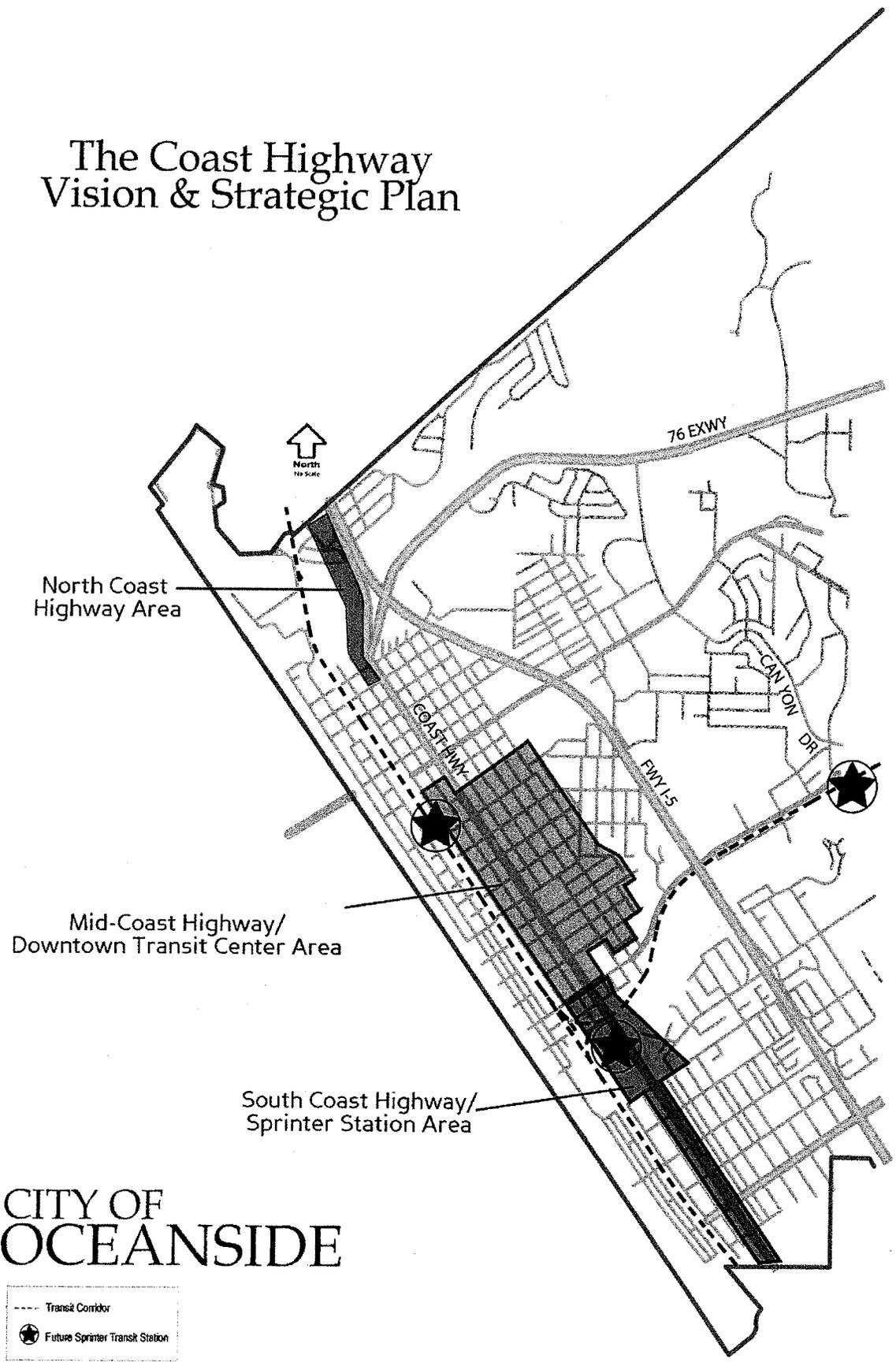
Participate Online!



The charrette method of planning thrives on participation, so we don't want to make your physical attendance a prerequisite to getting involved. If your schedule doesn't permit you to drop by, visit us online instead at the City of Oceanside's website www.oceanside.ca.us under Coast Hwy Master plan.

You will find background information and updates of what's going on. Plus you are always welcome to share with staff via e-mail your thoughts and ideas and we will have them forwarded to the design team at work.

The Coast Highway Vision & Strategic Plan



CITY OF
OCEANSIDE

WEEK ONE: 7/28 - 8/1, North Coast Highway Focus Area

Time	28-Jul-08	29-Jul-08	30-Jul-08	31-Jul-08	1-Aug-08
8:00 AM	Studio set-up	Studio	Studio	Studio	Meetings
9:00 AM	Team Meeting	Work Session: Alternative Concept Plan Development - Design	Work Session: Preferred Plan Synthesis - Design	Work Session: Design Refinement/ Preparation of Open House Materials - Plan Production	Meetings
10:00 AM	Kick-off Presentation	Stakeholder Meeting 1	Stakeholder Meeting 6	Stakeholder Meeting 13	Meetings
11:00 AM	Stakeholder Meeting 2	Stakeholder Meeting 7	Stakeholder Meeting 14	Stakeholder Meeting 21	Meetings
12:00 PM	Work Session: SWOT	Lunch	Lunch	Lunch	Meetings
1:00 PM	Lunch	Stakeholder Meeting 3	Stakeholder Meeting 8	Stakeholder Meeting 15	Meetings
2:00 PM	Stakeholder Meeting 4	Stakeholder Meeting 9	Stakeholder Meeting 16	Stakeholder Meeting 22	Meetings
3:00 PM	Stakeholder Meeting 5	Work Session: Alternative Concept Plan Development - Design	Work Session: Development of Catalytic Site Plan(s) Design	Work Session: Preparation of Open House Materials - Plan Production	Meetings
4:00 PM	Stakeholder Meeting 6	Stakeholder Meeting 10	Stakeholder Meeting 17	Stakeholder Meeting 23	Meetings
5:00 PM	Stakeholder Meeting 7	Stakeholder Meeting 11	Stakeholder Meeting 18	Stakeholder Meeting 24	Meetings
6:00 PM	Prep for Presentation	Stakeholder Meeting 12	Prep for Presentation	Prep for Presentation	Meetings
7:00 PM	Presentation/Open House 5:30-7:30 PM	Stakeholder Meeting 13	Presentation/Open House 5:30-7:30 PM	Presentation of Final Charrette Plans 5:30-7:30 PM	Meetings
	Team/brief Meeting	Stakeholder Meeting 14	Team/brief Meeting	Team/brief Meeting	Meetings
		Stakeholder Meeting 15			Meetings
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Oceanside Vision and Strategic Plan Public Design Charrette Schedule

Torri Galias Project Team
 Neal Payton
 Dave Cuder
 Amber Hawkes
 Brad Lonberger
 Bonnie Gonzalez

Neilson Nygaard
 Patrick Siegman

RCLCO
 Bob Gardner
 Sara Slovlin

Oceanside Project Team
 Mike Blessing, Deputy City Manager
 Amy Vozike, Principal Planner
 Kathy Baker, Redevelopment Manager
 Jerry Hittleman, City Planner
 Peter Katz, Senior Planner
 Greg Blakey, Water Utilities Administration Manager
 Gary Neilson, Senior Engineer

Location: Civic Center/ Community Rooms

WEEK TWO: 8/25 - 8/29, Mid Coast and South Coast Highway Focus Areas

Time	25-Aug-08	26-Aug-08	27-Aug-08	28-Aug-08	29-Aug-08
8:00 AM	Studio set-up	Studio	Studio	Studio	Meetings
9:00 AM	Team Kick-off Meeting	Work Session: Alternative Concept Plan Development - Design	Work Session: Preferred Plan Synthesis - Design	Work Session: Design Refinement/ Preparation of Open House Materials - Plan Production	Meetings
10:00 AM	Stakeholder Meeting 1	Stakeholder Meeting 6	Stakeholder Meeting 13	Stakeholder Meeting 20	Meetings
11:00 AM	Stakeholder Meeting 2	Stakeholder Meeting 7	Stakeholder Meeting 14	Stakeholder Meeting 21	Meetings
12:00 PM	Work Session: SWOT	Lunch	Lunch	Lunch	Meetings
1:00 PM	Lunch	Stakeholder Meeting 3	Stakeholder Meeting 8	Stakeholder Meeting 15	Meetings
2:00 PM	Stakeholder Meeting 4	Stakeholder Meeting 9	Stakeholder Meeting 16	Stakeholder Meeting 22	Meetings
3:00 PM	Stakeholder Meeting 5	Work Session: Alternative Concept Plan Development - Design	Work Session: Development of Catalytic Site Plan(s) Design	Work Session: Design and Preparation of Open House Materials	Meetings
4:00 PM	Stakeholder Meeting 6	Stakeholder Meeting 10	Stakeholder Meeting 17	Stakeholder Meeting 23	Meetings
5:00 PM	Stakeholder Meeting 7	Stakeholder Meeting 11	Stakeholder Meeting 18	Stakeholder Meeting 24	Meetings
6:00 PM	Prep for Presentation	Stakeholder Meeting 12	Prep for Presentation	Prep for Presentation	Meetings
7:00 PM	Presentation/Open House 6:30-8:30 PM	Stakeholder Meeting 13	Presentation/Open House 6:30-8:30 PM	Presentation of Final Charrette Plans 6:30-8:30 PM	Meetings
8:00 PM	Team/brief Meeting	Stakeholder Meeting 14	Team/brief Meeting	Team/brief Meeting	Meetings
		Stakeholder Meeting 15			Meetings
		Stakeholder Meeting 16			Meetings
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		Stakeholder Meeting 99			Meetings
		Stakeholder Meeting 100			Meetings

Oceanside Vision and Strategic Plan Public Design Charrette Schedule

Torri Galias Project Team
 Neal Payton
 Dave Cuder
 Amber Hawkes
 Brad Lonberger
 Bonnie Gonzalez

Neilson Nygaard
 Patrick Siegman

RCLCO
 Bob Gardner
 Sara Slovlin

Oceanside Project Team
 Mike Blessing, Deputy City Manager
 Amy Vozike, Principal Planner
 Kathy Baker, Redevelopment Manager
 Jerry Hittleman, City Planner
 Peter Katz, Senior Planner
 Greg Blakey, Water Utilities Administration Manager
 Gary Neilson, Senior Engineer

Location: Civic Center/ Community Rooms

