

City of Oceanside
Downtown Advisory Committee
Work Plan
2013 & 2014

AGENDA NO. 4b

1. Mission Statement

The purpose of the Committee shall be to consult with and advise the Community Development Commission (CDC) and its staff on such matters as may from time to time be requested by the Commission, including policy, practice and technical matters, with the objective of facilitating the development process and encouraging the timely development of the Downtown by providing businesses and developers with proactive, qualified, community based assistance and guidance during the processing of business licenses and development projects.

2. Composition

The Committee is composed of nine (9) members all of whom must be Oceanside residents. One (1) member shall be from the Community At Large. One (1) member shall be a representative of the Oceanside Chamber of Commerce. One (1) member shall be a representative of MainStreet Oceanside. One (1) member shall be a residential owner-occupant within the Downtown area. One (1) member shall be a Business Owner within the City of Oceanside. One (1) member shall be an Oceanside Planning Commissioner. One (1) member shall be a member of the Tourism Industry. One (1) member shall be a member of the Economic Development Commission. One (1) member 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.

3. 2013 & 2014 Goals & Tasks

The Committee has selected to focus on the following Key Issues:

- Review and make recommendations to the CDC on development applications located in the Downtown.
- Consult with and advise the CDC and its staff on such matters that may be requested by the CDC including policy, practice and technical matters.
- Work with the CDC and staff to help facilitate the development process and encourage timely and appropriate development in the Downtown.
- Participate with Development Services to develop streamlining processes/procedures in the Downtown.
- Evaluate economic opportunities in the Downtown Area for the City's long term sustainability.
- Conduct an annual workshop with the CDC to discuss goals, opportunities and constraints within the Downtown.