



Economic Development Commission

OCEANSIDE
COAST HIGHWAY
CORRIDOR STUDY

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Regional Smart Growth Program

- What is Smart Growth?
 - Adopted as part of the Regional Comprehensive Plan (RCP)
 - RCP provides vision for region based on Smart Growth and sustainability
 - Compact, efficient development (mixed use) near transit
 - Environmentally sensitive urban development
 - Maximizes use of existing infrastructure
- Funding Opportunities
 - TransNet Smart Growth Incentive Program (SGIP)

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Presentation Overview

1. Context
2. The Coast Highway Corridor Study
3. Benefits to Businesses

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Regional Smart Growth Program



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Context

- The SANDAG Regional Smart Growth Program
- The 2009 Coast Highway Vision and Strategic Plan

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Coast Highway Vision and Strategic Plan

2009 The Coast Highway Vision and Strategic Plan

- What is the Coast Highway Vision and Strategic Plan?
 - An advisory document to guide future development
 - A blue print for the revitalization and enhancement of the Coast Highway Corridor
 - Based on Livable Communities and Smart Growth principals
 - Pedestrian friendly and transit oriented enhancements that attract residents and visitors

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Coast Highway Vision and Strategic Plan

The Vision Plan identified four unique “Nodes” along the corridor

- **North Oceanside** - entertainment, culture, and hospitality gateway
- **Oceanside Transit Center** - transit-oriented mixed-use center
- **Sprinter Station** - transit-oriented mixed-use center
- **South Oceanside** - neighborhood-serving retail street



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Coast Highway Vision and Strategic Plan

Vision Plan focused on creating places that are:

- Human-scaled and pedestrian-oriented
- Diverse in its options for housing, recreation, transportation, and employment
- Focused on the long-term economic viability of the community



Coast Hwy as Oceanside’s “Living Room”: the space from building face to building face

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Coast Highway Vision and Strategic Plan

Nodes are linked by “Avenues”

- Generously landscaped
- Potential for center medians
- Larger multi-family residential uses
- Accommodate auto-oriented uses



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Builds on the Vision and Strategic Plan

- Analyze and evaluate the roadway changes proposed in the Vision Plan
- Identify what changes are most appropriate for the corridor
- Transform Coast Highway into a Complete Street
- Ensure proposed changes do not impact mobility

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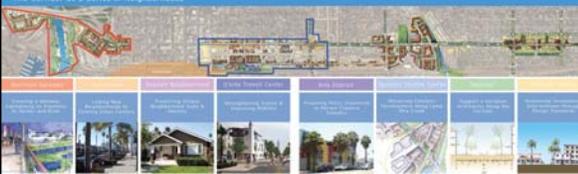
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Coast Highway Vision and Strategic Plan

The Vision Included these Objectives identified by the Participants

- Reflect Oceanside’s identity
- Promote environmentally and economically sustainable growth
- Maintain flexibility to meet community’s needs and safeguard prosperity
- Promote high quality urban and architectural design, sustainable development and enhancement of environmental resources
- Promote preservation of Oceanside’s historical heritage and resources



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Scope of Work

1. Programmatic Environmental Impact Report
2. Project Area Profile
3. Community Involvement
4. Market Analysis
5. Coast Highway Corridor Analysis
6. Design Guidelines
7. Corridor Development and Budget
8. Implementation Plan and Financing Strategy
9. Land Use Policy Amendments

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Community Involvement Process

			
Meeting #1	Meeting #2	Meeting #3	Meeting #4
FEB 2014	MAY 2014	FEB 2015	SUMMER 2015

Introduce Project Community Input Visual Preference Survey	Community Input on Development of Alternatives	Review Analysis of Alternatives	Identify Preferred Alternative
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Residential Streets

- Identify and analyze the level of traffic volumes potentially diverted to adjacent neighborhood streets.
- Develop and implement appropriate neighborhood traffic calming measures
- Neighborhood traffic calming measures to be phased in over time as conditions warrant.



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Steering Committee

- Role - Review work efforts and provide guidance
- Over 20 members from the community:
 - Main Street Oceanside
 - South "O" Merchants Assoc.
 - Visit Oceanside
 - Individual Business Owners/Developers
 - Residents (South, East and Downtown)
 - City Fire & Police
 - Walk San Diego
 - Bicycle Committee
 - SANDAG
 - NCTD



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Benefits to Businesses

- Wider sidewalks
- Increased on-street and off-street parking
- Enhanced accessibility by pedestrians, bicyclists, transit users and area residents
- Land Use zoning amendments to address opportunities to incentivize development that may be impeded by current use and development standards.
- Transfer of Development Rights



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Corridor Alternatives Development and Analysis

- Leave Coast Highway as a four-lane secondary arterial
- Reduce Coast Highway to two-lane collector
- Combination of two/four lanes along Coast Highway
- Each Alternative will be analyzed under current zoning and Vision recommendations*



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Benefits to Businesses

- Increased visibility with slower traffic speeds.
- Improved walkability and safety encourages physical activity, but also helps restore local tax base and boost local economies.
- Studies have found that pedestrians, transit users and bicyclists routinely visit stores along commercial corridors – more so than those who drive.
- Increased property values
- A small public investment can result in dramatic growth of the private sector.
 - City of Lancaster invested \$10 million in new lighting, landscaping and trees resulted in \$125 million in private investment (40 new business' and 800 new jobs; sales tax revenue increased 26%).*
 - City of San Diego installed new roundabouts and other public safety features on La Jolla Boulevard in the business district of Bird Rock, a survey of tax receipts among 95 businesses showed a 20% increase in sales.*



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Benefits to Businesses

The BLVD - Lancaster, CA

- 49 new businesses and 96% increase business revenue
- Nearly 10 percent rise in downtown property values
- 800 new permanent jobs, 1,100 temporary construction jobs, and an estimated \$273 million of economic output
- Attracted estimated \$130 million in private investment
- Increased roadway safety, with traffic collisions cut 50% and collisions with personal injury cut by 85%


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Road Diet Example

Bird Rock, La Jolla
Quote from Java Depot Owner

Coast Highway 101 has become more inviting and we've seen an increase in pedestrian traffic since construction of the Highway 101 Westside Improvement project. Business is clearly better, that's for sure. We have seen a continual increase in business along the lines of 10-15% and I expect that to continue to expand although the project was not an overnight success. I supported this project. As a business owner you have to ask yourself, "Are you trying to invite business or keep people away"? This project represents the wave of the future. Making a comfortable space for people who walk and bike is a good way to increase business. Let the freeway keep the cars.


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Benefits to Businesses

The BLVD - Lancaster, CA

Before



After



After




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Coast Highway and Washington looking South


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Benefits to Business

Before



38 Feet
18 Seconds
Of Counting Time

After



Bird Rock, La Jolla

- Business revenues increased by more than 20% compared to before improvements were made
- Example: Transactions at Bird Rock Coffee Roasters increased from 275 to 320-350 per day
- Numerous new businesses opened during construction anticipating benefits of street improvements
- Vehicular speeds decreased from 38-42 mph to 22-25 mph


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Coast Highway and Washington looking South


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Coast Highway and Washington looking South

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Coast Highway and Cassidy looking South

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Coast Highway and Cassidy looking South

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Mission Avenue looking west: BEFORE

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Coast Highway and Cassidy looking South

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Mission Avenue looking west: AFTER

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