

Oceanside Boulevard Corridor Vision Statement

This publication presents the Vision Statement and related recommendations of the 15-member Oceanside Boulevard Vision Task Force. The group completed its work between April and November of 2007. It focused on a section of the Oceanside Boulevard corridor between I-5 and El Camino Real. For more information and to view or download the full report and other documents, go to: www.ci.oceanside.ca.us/obv

The vision is for a beautiful and sustainable creek along a vibrant and prosperous corridor.

The Oceanside Boulevard corridor becomes a well-planned, beautiful, safe, prosperous, and environmentally friendly place that defines the character of our community. It is landscaped predominantly with native plants; offers quality services including shopping, restaurants and a mix of other uses; serves a diverse population; welcomes residents and visitors as the entryway to the community; is rich in public art; supports a variety of activities that benefit the local economy; enables the easy movement of people, vehicles, and transit; embraces the Loma Alta Creek as the core of its open space and trail system; is sustainable; and includes high quality areas differentiated by character, topography and history.

Steps to a Well Planned Corridor:

1. Develop a master plan that reflects the vision for Oceanside Boulevard in an inclusive, comprehensive, and deliberate fashion.
2. Seek a plan and policies that will decrease the concentration of social service providers in the Oceanside Boulevard corridor and share them with the rest of the city.
3. Develop new areas and retrofit existing ones to offer quality services including shopping, restaurants and a mix of uses – such as residential, commercial, and entertainment – that serve a diverse population and promote vibrant activities on the corridor.





4. Design the corridor to provide sidewalks, paths, and a variety of public open spaces encouraging walking and biking throughout the area and creating attractive and continuous pedestrian and bicycle connections.
5. Change the Oceanside Boulevard corridor into distinctive high quality areas and places differentiated by character, topography, and history.



Steps to a Beautiful Corridor:

1. Landscape and beautify the entire length of the corridor emphasizing the use of native trees as the primary street tree, incorporating drought tolerant plants and placing utilities underground.
2. Promote and enable high quality design, signage, and public art to transform the current appearance of the Oceanside Boulevard corridor and create welcoming entryways to the community.



3. Create a unique sense of place by embracing Loma Alta Creek as the theme for the valley with signs, landscapes, and places that reinforce that theme.

Steps to a Safe and Efficient Corridor:



1. Beautify the Sprinter corridor, minimize noise, and reduce the barrier between the North and South side of the rail line while enhancing and emphasizing quality public spaces.
2. Introduce traffic management techniques to improve traffic flow, manage intersections, separate through- and local-traffic, and streamline turns on Oceanside Boulevard and surrounding streets.
3. Study and evaluate the traffic implications of new development including the transportation impacts of the Sprinter line on intersecting roads.

Steps to a Prosperous Corridor:

1. Actively recruit new businesses that better fit with the physical, social, and environmental vision of the corridor, phasing out incompatible uses and providing incentives for retention and relocation of businesses.
2. Promote economic development in the Oceanside Boulevard corridor in a way that carefully balances goals of revenue generation and job creation with quality of life.



3. Enable the vision to pay for itself.
4. Develop a plan to aggressively recruit high paying jobs.



Steps to an Environmentally Sustainable Corridor:

1. Make the Loma Alta creek an integral part of the Oceanside Boulevard plan: the core of an open space and trail system that connects Oceanside Boulevard to the ocean.
2. Rejuvenate the Loma Alta creek and restore native plants in the creek bed.
3. Implement the vision for the Oceanside Boulevard corridor with standards that support sustainability, reduce energy and water use, and encourage the use of renewable or recycled materials for public and private developments.

