

City of Oceanside
Downtown Advisory Committee
Work Plan
FY 2015 - 2017

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, developers and the public 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. 2016 & 2017 Goals & Tasks

The Committee has selected to focus on the following goals and tasks:

- 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.
- Review and make recommendations to the CDC on the following policy formulation and development applications affecting the Downtown:
 - General Plan Update - The Committee will hold public meetings and make recommendations regarding:

- Adoption of a new Economic Development Element and adoption of an Energy & Climate Element.
- Initiation of the process to update additional elements of the General Plan.

- Zoning Ordinance Update – The Committee will hold public meetings and make recommendations regarding the zoning ordinance update project, including:
 - Amendments affecting multi-district regulations, and digital signage.
 - Amendments affecting overlay districts, uses, definitions, site standards and parking regulations.
 - Amendments to consolidate zoning districts.

- Secondary Dwelling Units – The Committee will hold a public meeting and make a recommendation on adopting zoning provisions for secondary dwelling units.

- Craft Breweries-Wineries – The Committee will hold a public meeting and make a recommendation concerning new zoning regulations providing for small craft breweries and wineries in commercial districts.

- Coast Highway Plan – The Committee will hold a public meeting and make a recommendation concerning adoption of policies and regulations that would implement the revitalization of the Coast Highway.

- Early Input on Development Proposals – The Committee will hold public workshops or discussion items early in the review process of larger development proposals, in order to provide conceptual input, well in advance of the project's public hearing.

- Design Review - The Committee will participate in the design review of projects, on an as needed basis as determined by the Committee. The goal is to have an ad-hoc sub-committee evaluate the design of some projects in order to facilitate their subsequent review by the entire Committee.