

# **City of Oceanside Downtown Advisory Committee Work Plan FY 2017 - 2019**

## **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. 2017 & 2019 Goals & Tasks**

The Downtown Advisory Committee (DAC) 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.

- 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.
- 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 that have completed staff review, in order to facilitate their subsequent review by the entire Committee.
- Review and make recommendations to the CDC on the following planning policy matters as they affect the Downtown area:
  - General Plan Update - The DAC will make recommendations regarding:
    - Adoption of a new Economic Development Element; and
    - Adoption of an Energy & Climate Element.
  - Local Coastal Plan Update – The DAC will make a recommendation regarding the update to the Local Coastal Plan.
  - Zoning Ordinance Updates – The DAC will make recommendations regarding zoning ordinance updates affecting the downtown area, including substantive revisions to the residential zoning districts.
  - Coast Highway Corridor Study – The DAC will make a recommendation regarding converting the highway into a complete street, and adoption of a zoning Development Incentive Overlay.