

# Beachfront Improvement Feasibility Study – Phase II

## 1. SITE

- A. The boundary of the feasibility study site is N. Pacific Street on the east, Seagaze Drive to the south, The Strand to the west and the Junior Seau Beach Community Center and community center parking lot to the north.

## 2. BACKGROUND

- A. A beach building facilities assessment report was prepared in 2006, documenting the existing conditions of beachfront facilities at the time.
- B. The Oceanside Waterfront Vision Plan was completed in 2007 to identify needed improvements at the beachfront.
- C. Phase I Beachfront Improvements, identified in the 2007 Vision Plan, currently nearing completion of construction, include renovation of the existing bathhouse, construction of a new police substation, construction of a new staircase from The Strand to Pacific Street, a new public plaza and new public restrooms.

## 3. GOALS AND OVERVIEW

- A. The Junior Seau Pier Amphitheater and the Junior Seau Beach Community Center are aging facilities. Materials, finishes, and utility systems are reaching the end of useful life. The City of Oceanside faces necessary repairs and renovations to these facilities in the near term. The Beachfront Improvement Feasibility Study - Phase II will explore a range of options for potential improvements to these facilities as well as the public plaza space between them and options for improved utilization of Betty's Lot.
- B. Through the process, develop a community-wide consensus on the condition of existing facilities, the requirements of a potential upgrade of facilities and the opportunities, constraints, and community priorities considering required upgrades and improvements.
- C. Based on community consensus, develop an actionable roadmap outlining a range of improvement options for the project area that are implementable at a time of the city's choosing, and in a manner that gives the city flexibility in implementation as resources are available.

#### **4. PROCESS AND DELIVERABLES**

A. **Phases** The effort divides into three phases described below: Discovery Phase, Option Development Phase, and Final Documents Phase. The proposed duration of the Feasibility Study is eight to twelve months.

B. **Discovery Phase Tasks** (Approximately 90 Calendar Days):

- Review city provided data, reports, studies, maps, drawings, and other materials relevant to and/or previously prepared for the project.
- Review 2006 Oceanside Beach Facilities Conditions Assessment Reports, Review 2007 Oceanside Waterfront vision Plan and City Council workshop
- Become familiar with the beachfront constituents, communities served, as well as the neighborhood character and design.
- Document existing community center operations associated with programs and services as well as maintenance and repairs.
- Document existing amphitheater operations associated with monthly, seasonal, and annual programming as well as maintenance and repairs.
- Document existing adjacent Strand and beachfront operations associated with daily activities, events and other.
- Conduct field reconnaissance on site to assess existing physical conditions in person.
- Based on existing documents and field reconnaissance, create existing conditions 3-D computer model and 2-D output, including site plans, floor plans and site and building sections.
- Meet with city departments and regulatory authorities to understand city priorities, technical and the regulatory context that will inform direction of the concept plan.
- Create 2-D and 3-D analysis diagrams illustrating characteristics and features of the amphitheater, community center and associated site.
- Document pedestrian, vehicular, emergency and service vehicle circulation, existing utility infrastructure, active and passive uses, and neighborhood concerns.
- Confirm existing city-provided facilities conditions assessment, based on visual observation and review of existing documentation provided by the city including preliminary assessment of the Junior

Seau Community Center mechanical, electrical, plumbing, and structural systems.

- Identify and document community needs, desires, concerns, and priorities associated with the amphitheater and community center.
- Research and document amphitheater facilities best practices to assist in development of facilities space program and redevelopment strategy.
- Research and document community center facilities best practices to assist in development of a facilities space program and an eventual renovation or replacement strategy.
- Develop preliminary amphitheater performance criteria and working hypothesis on program requirements.
- Develop preliminary community center performance criteria and working hypothesis on program requirements.
- Develop preliminary technical criteria: site utility requirements, potential environmental criteria, water management, etc. Identify potential CEQA and California Coastal Commission issues to anticipate in subsequent design phases.
- Conduct community meetings, focus groups, and interviews as necessary to hear from and communicate with city leadership and community stakeholders. See Outreach Section 5 below for details of project outreach.
- Prepare and give presentations to city committees, commissions, and city council, as necessary.

### **C. DISCOVERY PHASE DELIVERABLES**

- Existing conditions floor plans and site plans, site/building sections and analysis diagrams
- 3-D computer generated model aerial views of existing conditions
- Computer generated ground level views of existing conditions.
- Graphic and narrative description of community needs, desires, concerns, priorities
- Graphic and numerical description of preliminary amphitheater and community center operations requirements and facilities space program
- A report, including narratives and diagrams, describing the condition of the community center and the amphitheater and bandshell, including a preliminary assessment of the building

systems (Structural, MEP) and general overview of code compliance with current ADA accessibility standards and requirements.

- Power point presentations
- Hardcopy handouts
- Meeting agendas and meeting notes recording development of the project.
- Preliminary report summarizing the findings of the Discovery Phase (11 x 17 hard copy and digital format)

**D. Option Development Tasks** (Approximately 120 calendar days)

- Document alternative and preferred amphitheater mock program and services schedules and preferred space program and operations requirements.
- Document alternative and preferred community center mock program and services schedules and preferred space program and operations requirements.
- Create alternate and preferred options for reconfiguration, renovation and/or new replacement of amphitheater and community center facilities.
- Assess and compare costs of community center renovations, additions and replacement including analysis of existing and anticipated systems upgrade required under alternate scenarios (Structural, mechanical, electrical, plumbing, architectural, accessibility)
- Create alternate and preferred options for configuration of open space, landscape, outdoor recreation, pedestrian and vehicular circulation and parking.
- Assess utility infrastructure, soil conditions, storm water management and other site development requirements of alternate and preferred options.
- Conduct code analysis to verify compliance with fire and life safety and accessibility requirements of alternate and preferred options.
- Develop qualitative exterior design options in conformance with direction provided by stakeholders and city leadership.
- Create 3-D computer model aerial views of alternate and preferred amphitheater, community center and site configuration options.
- Create 2-D analysis diagrams comparing alternate and preferred amphitheater, community center and open space configuration options.
- Create 3-D ground level views of alternate and preferred amphitheater, community center and site configuration options.

- Create alternate and preferred conceptual landscape design and materials palette options.
- Research and present best practices facilities precedents to assist in development of configuration and design of alternate and preferred options.
- Research/present qualitative imagery for development of aesthetic direction of alternate/preferred options.
- Create alternate and preferred implementation and/or construction phasing scenarios.
- Create alternate and preferred implementation cost plan(s).
- Conduct community meetings, focus groups, and interviews as necessary to hear from and communicate with city leadership and community stakeholders. See Outreach Section 5 below for detail.
- Prepare and give presentations to committees, commissions, city council, and regulatory agencies, as necessary. See Outreach Section 5 for detail.

#### **E. Option Development Deliverables**

- Graphic and narrative description of community needs, desires, concerns, and priorities
- Graphic and numerical description of amphitheater and community center facilities space program
- Two-dimensional building and site plans and analysis diagrams in 11 x 17 and digital format describing alternate and preferred concept plan options.
- (2) 3-D aerial views in 11 x 17 and digital format of alternate and preferred concept plan options
- (4) Ground level views in 11 x 17 and digital format of alternate and preferred concept plan options
- Meeting agendas and meeting notes recording development of the project.
- Power point presentations
- Progress report (11 x 17 hard copy and digital format)

#### **F. Final Documents Tasks (Approximately 60 calendar days)**

- Revise amphitheater and community center concept plans to accommodate all comments by community, neighbors, and city leadership.

- Confirm that preferred concept plan option meets the requirements of the amphitheater and community center space program and operations requirements.
- Confirm that concept plan complies with accessibility code requirements.
- Develop concept level site utility infrastructure and pavement (walkways, driveways) plans.
- Meet with engineering, public works and/or city maintenance and operations team(s) to confirm viability of concept level systems selection.
- Create 3-D views and 2-D diagrams including plans, sections, elevations, concept plan site analysis diagrams, 3-d aerial, and ground level concept level views.
- Assemble documentation on community center facilities best practices to establish performance criteria for the design phase of the project.
- Assemble qualitative imagery to establish aesthetic direction of the design phase of the project.
- Create exterior building materials and finishes board with alternates and preferred options suitable for presentation to community and city leadership.
- Create high-quality computer-generated renderings (minimum of 4, @ 2 interior and 2 exterior) suitable for presentation to community and city leadership.
- Establish preferred implementation and/or construction phasing scenario(s).
- Establish cost plan based on preferred implementation and/or construction phase scenario(s).
- Prepare and give presentations to committees, commissions, and city council, as well as community stakeholders as necessary. See Outreach Section 5 for detail.

#### **G. Final Documents Deliverables**

- 2-D and 3-D diagrams and views suitable for presentation and sufficient to fully describe the concept plan.
- Documentation of existing facilities assessment and existing utility infrastructure assessment.
- Final documentation of approved exterior and interior facilities space program.
- Final documentation of preferred implementation and/or construction phasing scenario(s).

- Final cost plan based on project phasing and implementation scenario(s).
- Final documentation of facilities best practices to establish performance criteria for the design phase of the project (narratives, images, diagrams).
- Final documentation of qualitative imagery to establish aesthetic criteria for the design phase of the project (narratives, images, diagrams).
- High quality computer generated three-dimensional aerial and ground level views (4 minimum) in 11 x 17 and digital format.
- Meeting agendas and notes; power point presentations
- Final Master Plan Document, 11 x 17 hard copy and digital format, contents to meet those specified in RFP.

## 5. OUTREACH

- A. The consultant team has developed with city staff a collaborative process that includes the participation of all those in the community who want to participate. The purpose is to both learn from the process and communicate what we learn.
- B. A structured program of outreach identifies all parties with whom we should communicate and when. Interviews, meetings, and Community Townhalls occur at strategic intervals in a variety of formats including one-on-one, small group, large group and community-at-large.
- C. To ensure the development of consensus throughout the iterative process, a decision-making framework has been established that includes the project team, an Advisory Committee, the city's commission and committee process, community townhalls and ultimately City Council.
- D. **Project Team:** The project team includes the consultant team and a five-member core team consisting of representatives from city staff and administrative leadership with direct knowledge of project physical and operational conditions. The project team provides hands on, day-to-day stewardship of the project and gives focused direction to its development.
- E. **Advisory Committee:** The Advisory Committee is comprised of respected members of the stakeholder community reflecting the diversity of Oceanside. The committee receives and evaluates information, ideas, and options from the project team at public meetings open to the community. The Advisory Committee deliberates and formulates recommendations to city leadership including the Oceanside Historic Preservation Committee, the Downtown Advisory Commission, and the Economic Development Commission.

- F. Community Townhalls:** Three community townhalls are proposed at project milestone intervals. The townhalls are structured to facilitate engagement and encourage those not always comfortable speaking in large format presentations. Each townhall includes a presentation to the large group and then break-out sessions to smaller groups to review and discuss project ideas and concepts. Community comments are recorded and reported back to the decision-making hierarchy. Communication includes internet-based outreach and feedback mechanisms that include a website (through which questionnaires can be delivered and comments received), social media and other tools.
- G. Decision Making Hierarchy:** City Commissions and Committees are engaged early and at key milestones in the process providing input and recommendations to City Council.

**H. Program of Outreach**

<u>Participant</u>	<u>Discovery</u>	<u>Option Development</u>	<u>Final Documents</u>	<u>Meeting Subtotals</u>
Project Manager	2	2	1	<u>5</u>
Project Team	2	2	1	<u>5</u>
Beachfront Improvement Phase II Feasibility Study Advisory Committee	1	2	1	<u>4</u>
City Manager and Senior Administration	1	2	0	<u>3</u>
Parks and Recreation Commission	1	1	0	<u>2</u>
Downtown Advisory Committee	1	1	0	<u>2</u>
Economic Development Commission	1	1	0	<u>2</u>
Harbor/Beaches Advisory committee	1	1	0	<u>2</u>
Historic Preservation Advisory Commission	1	1	0	<u>2</u>
Arts Commission	1	1	0	<u>2</u>
Cultural District Steering Committee	1	1	0	<u>2</u>
Community Development Commission/City Council	0	1	1	<u>2</u>
California Coastal Commission	0	1	1	<u>2</u>
City Regulatory Agencies*	2	2	0	<u>4</u>
Beach Area Stakeholders	1	1	0	<u>2</u>
Community-At-Large Townhalls	1	1	1	<u>3</u>
<b>TOTALS</b>	<b><u>17</u></b>	<b><u>21</u></b>	<b><u>6</u></b>	<b><u>44</u></b>

\*Planning, Transportation, Public Works, Fire and Police, Others as Required



## 6. CONSULTANT TEAM

### A. **Architecture:** Johnson Favaro

- Responsible for coordinating the effort of the consultant team.
- Develops and advances options for consideration and based on community and city leadership review and input revises the design as needed. Provides guidance on design, character and quality, compatibility, constructability, feasibility, and code compliance.

### B. **Theater/Performance Venue Planning:** Auerbach, Pollock, and Friedlander

- Reviews amphitheater and bandshell size, venue annual attendance, programming, and previous facility assessments.
- Provides technical expertise and advice on best practice for the outdoor performance venue.

### C. **Structural Engineering:** Englekirk Institutional

- Based on review of existing condition drawings and site observation, the structural engineer provides an assessment of the condition of existing structures and the required mitigation for compliance with current building codes.

### D. **MEP Engineering:** NOVUS

- Based on review of existing condition drawings and site observation the mechanical, electrical, and plumbing engineers provide an assessment of the condition of the existing Community Center building systems.

### E. **Civil/Survey:** KPFF

- Provides topographic and boundary survey of existing conditions at the site.
- Prepares a preliminary assessment of utility infrastructure serving the project site.

### F. **CEQA:** ESA Environmental Science Associates

- Based on the preferred proposed option, the environmental consultant will prepare an Environmental Constraints Memorandum outlining anticipated project impacts, if any, in the areas of historical resources, traffic and transportation, air quality, and noise. The memorandum will briefly describe project components and will include a review of each topic in the California Environmental Quality Act (CEQA) environmental checklist and the constraints of the site and studies that would be required under the

CEQA in anticipation of potential future design and implementation phases.

**G. Cost Planning: MGAC**

- Provides cost projections for selected options so that city leadership and the community can compare and evaluate the feasibility of various implementation options.

END OF SUMMARY