

Roundtable Events

Introduction

On December 1, 2016, the Economic Development and Planning Division staff facilitated two roundtable discussions on the EDE. The following summarizes the input received during the roundtable discussions.

Roundtable #1

The first roundtable, hosted by Gilead, brought together roughly twenty members of the local business community to discuss ways in which the City can further support their efforts to sustain and grow their businesses. Participants included representatives of various local industry clusters: biotechnology, manufacturing, distribution, hospitality, retail, education, and healthcare, among others. The wide-ranging dialogue touched on a number of themes: workforce education, transportation improvements, federal and state regulation, housing, and quality of life factors.

Roundtable #2

The second roundtable, local commercial and industrial property owners and brokers convened at the Courtyard by Marriot in Ocean Ranch. City staff asked participants to share why they choose to do business in Oceanside and what the City can do to grow demand for commercial and industrial property. Participants indicated that the local economy would benefit from more housing options, more "destination" and experience-oriented retail uses, visual enhancement of urbanized areas, and further leveraging of the City's coastal location and ideal weather to grow the hospitality sector.

Business Owners and Property Owners Input	
Opportunities	<ul style="list-style-type: none"> • Retail and mixed-use west of I-5 • City is easy to work with compared to other coastal cities • Infill development • Ignite business east of I-5 • Social media platform • Special tenants • Zoning flexibility • Mixed-use • Attract major retailers • Revitalization of Downtown and older neighborhoods • Outdoor seating in parks • Generate sales volume to attract tenants • Affordable housing • Drive-thru restaurants • Destination centers • Convert failing retail sites to residential/industrial uses • Enhanced visual quality (entrances, corridors) • Flexible parking (garages, shuttles, etc.) • Market City as brewery friendly • Support business start-ups/small businesses

	<ul style="list-style-type: none"> • Restaurant depot • Allow certain manufacturing uses in commercial zones • High quality jobs/housing
<p>Assets</p>	<ul style="list-style-type: none"> • Growth • Community character • Diversity • Beach access • Quality of life • Quality workforce – blue collar • Location (proximity to San Diego and Los Angeles) • Freeway access • Availability of land • Cost of living • Action sports • Biotech companies • Artisans: olive oil, delis, makers • Destination activities along Strand • Specialty centers east of I-5 • Soccer complex • Local businesses • Downtown • Industrial uses permit breweries with tasting rooms – no cup hurdles • Access to I-5 and SR-78 for beer distribution • Expand healthcare
<p>“Draws”</p>	<ul style="list-style-type: none"> • Growth • Coastal amenities (beaches, harbor) • Location • Infill development • Live/work units • Policies to streamline projects • Infrastructure improvements (RDO, I-5/SR-78 interchange) • Education workforce and training • Public relations campaign • Special tenants • Community character • Local businesses • SR-78 corridor • Hospitals • Streamlined permitting process • Tax incentives • El Corazon • Infrastructure investment
<p>Why doesn't Mixed-Use work?</p>	<ul style="list-style-type: none"> • Retail vacancy • Lack of walkability • No destination-oriented uses

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| | <ul style="list-style-type: none">• Downtown incentives• Negative press and quotes from officials• City response times• Lack of support and feedback• Demographics |
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