

# AGENDA NO. 6

*PLANNING COMMISSION*



*STAFF REPORT*

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DATE: June 10, 2019 (Continued from the May 20, 2019 Planning Commission Meeting)

TO: Chairperson and Members of the Planning Commission

FROM: Public Works Department/Development Services Department

SUBJECT: **CONSIDERATION OF GENERAL PLAN AMENDMENT (GPA16-00001), LOCAL COASTAL PROGRAM AMENDMENT (LCPA19-00005), ZONE AMENDMENT (ZA19-00004), AND FINAL ENVIRONMENTAL IMPACT REPORT (FEIR) FOR THE COAST HIGHWAY CORRIDOR STUDY, INVOLVING SUNDRY ROADWAY IMPROVEMENTS AND AN ALTERNATIVE ZONING DISTRICT WITHIN THE COAST HIGHWAY CORRIDOR**

## **RECOMMENDATION**

Staff recommends that the Planning Commission, by motion:

1. Adopt Resolution 2019-P21 recommending City Council adoption of General Plan Amendment (GPA16-00001) to amend the Land Use Element and the Circulation Element.
2. Adopt Resolution 2019-P22 recommending City Council approval of Zone Amendment (ZA19-00004) and Local Coastal Program Amendment (LCPA19-00005).
3. Adopt Resolution 2019-P23 recommending City Council certification of the Final Environmental Impact Report (FEIR) and associated Mitigation, Monitoring, and Reporting Program (MMRP), Findings of Fact, and Statement of Overriding Considerations.

## **PROJECT DESCRIPTION AND BACKGROUND**

### **Project Description**

The Coast Highway Corridor Study considers roadway improvements and zoning incentives promulgated by the Coast Highway Vision and Strategic Plan. The Study

includes an Environmental Impact Report (EIR) that assesses potential environmental impacts associated with: 1) a “road diet” that would modify Coast Highway from a four-lane connector to a two-lane connector, with associated improvements to pedestrian and bicycle facilities; and 2) an alternative to base zoning standards that provides for additional building height, additional residential density, and streamlined project review in exchange for public benefits. The proposed roadway improvements and zoning incentives require amendment of the Land Use Element, Circulation Element, Local Coastal Program, and Zoning Ordinance.

The Preferred Project identified in the EIR proposes to modify the existing 3.5 mile stretch of Coast Highway between Harbor Drive and Eaton Street by reducing the travel lanes to one lane in each direction, separated by a raised median, with bicycle lanes and bicycle lane buffers, mid-block crosswalks and roundabouts.

There are several segments along the Coast Highway corridor that have unique characteristics; therefore, a consistent configuration of travel lanes is not possible through the entire corridor. The Preferred Alternative recommended by staff includes five segments along the corridor with similar, but different characteristics associated with each segment. Each segment is described below:

1. Segment 1 – Harbor Drive to State Route 76 (SR-76):

- One travel lane in each direction with bicycle lanes and a center two-way left-turn north of the San Luis Rey River.
- Back-in angled on-street parking is recommended north of the San Luis Rey River on the west side of Coast Highway.
- One travel lane each direction with bicycle lanes with bicycle buffers and a center two-way left turn lane south of the San Luis Rey River.
- Mid-block crosswalk on the south side of Costa Pacifica Way on Coast Highway.
- Parallel parking will be provided on the west side of Coast Highway south of the San Luis Rey River
- Coast Highway at Harbor Drive will remain signalized. Coast Highway at SR-76 will be converted to a two-lane roundabout.

2. Segment 2 – SR76 to Wisconsin Avenue:

- Two travel lanes in each direction with bicycle lanes, and bicycle buffers from SR-76 to just north of Surfrider Way.
- Mid-block crosswalk on Coast Highway on the south side of Neptune Way.
- Includes a single lane roundabout on Coast Highway at Surfrider Way.
- One travel lane in each direction from Surfrider Way to Pier View Way with center median, bicycle lanes with buffer and on-street parking on both sides of Coast Highway. Includes single-lane roundabouts on Coast Highway at Civic Center Drive and on Coast Highway at Pier View Way

- One travel lanes in each direction between Pier View Way Seagaze Drive. Includes one southbound right-turn lane that drops at Seagaze Drive, one through lane and one left-turn pocket for the existing one-way couplet. Mission Avenue and Seagaze Drive will remain signalized.
  - One travel lane in each direction between Seagaze Drive and Wisconsin Avenue with center median island, bicycle lanes with buffers and on-street parking on both sides of Coast Highway.
  - Roundabouts on Coast Highway at Michigan, Washington and Wisconsin avenues.
  - Mid-block crosswalks on the south side of Topeka Street, Missouri Avenue, and Minnesota Avenue on Coast Highway.
3. Segment 3 – Wisconsin Avenue to Oceanside Boulevard:
- One travel lane in each direction with center median, bicycle lanes, bicycle lane buffers and on-street parallel parking on both sides of Coast Highway.
  - Mid-block crosswalk on the south side of Eucalyptus Street on Coast Highway.
  - Roundabout on Coast Highway at West Street and at Oceanside Boulevard
4. Segment 4 – Oceanside Boulevard to Morse Street:
- One travel lane in each direction with a center two-way left-turn lane, bicycle lanes, bicycle buffers and on-street parking on both sides of Coast Highway.
  - Roundabouts on Coast Highway at Morse Street.
  - Mid-block crosswalks on the south side of Godfrey Street and Loma Alta Creek beach access.
5. Segment 5 – Morse Street to Eaton Street:
- One travel lane in each direction with center median island, bicycle lanes with bicycle buffers and on-street parking on both sides of Coast Highway between Morse Street and Kelly Street.
  - Mid-block crosswalk on the south side of Whaley Street on Coast Highway.
  - Two travel lanes southbound and one lane northbound between Kelly Street and Vista Way. Two southbound lanes will transition down to one lane southbound south of Eaton Street. This segment will include bicycle lanes with bicycle buffers and no on-street parking on both sides of Coast Highway.
  - Roundabouts on Coast Highway at Cassidy and Kelly streets.
  - The intersection of Coast Highway at Vista Way will remain signalized.
  - Mid-block crosswalk on Coast Highway at existing Audubon Society.

## Background

In April 2009, the City Council adopted the Coast Highway Vision and Strategic Plan (CHVSP) (09-R0245-1). The Coast Highway Vision and Strategic Plan is based on a set of Livable Communities and Smart Growth principals intended to produce vibrant and economically successful communities. The plan provides a multi-pronged *Implementation Strategy of Planwide Initiatives*, as well as specific *Action Items* for short and long-term physical enhancements (see Attachment 5, Action Items table from page 66, Coast Highway Vision and Strategic Plan). Implementation of a “road diet” along Coast Highway was recommended as one component of Plan implementation, as well as the preparation of a Transfer of Development Rights (TDR) program to incentivize new development along the Coast Highway Corridor.

In August 2013, the City Council approved a Professional Services Agreement (PSA) with The IBI Group (transportation) and Environmental Science Associates (ESA) (land use and environmental) to analyze the potential impacts associated with transportation and land use concepts adopted in the 2009 CHVSP.

The transportation analysis was primarily aimed at identifying potential operational conditions on Coast Highway as a two-lane collector with roundabouts at intersections instead of traffic signals. The land use analysis was to evaluate the feasibility of a TDR program as a means of addressing building height limitations and to provide a form of incentive zoning to promote redevelopment throughout corridor. The TDR program was later determined to be infeasible, which resulted in a shift to form-based zoning methods through what is described later in this report as the Incentive District (ID).

The IBI Group also completed the development of a project area profile, community involvement/outreach, market analysis, design guidelines, corridor development with 30% design, implementation plan, extensive community outreach, finance strategy, a steering committee, and recommendations for neighborhood traffic calming. ESA completed the EIR that includes amendments to the Land Use Element of the General Plan to establish Coast Highway as a Special Management Area with policies that refer to the CHVSP.

In March of 2015, the City Council approved Amendment 1 to ESA’s contract to complete Task 9, Land Use Policy Amendment(s). Task 9 required that ESA lead the review of land use policy and zoning recommendations and to identify potential amendments. Amendment 1 also expanded Task 9 to implement changes that incentivize future new development along the corridor, including appropriate land use and zoning amendments. As a result of this additional effort, the Incentive District was developed and is described in detail later in this report.

In April of 2016, the City Council provided direction to staff to proceed with the analysis the Preferred Project. The Preferred Project was developed as a result of community input received through four public meetings, with oversight and direction provided by the steering committee.

## **ANALYSIS**

An environmental impact report (EIR) had been prepared, and evaluated the following direct and cumulative impacts: Land Use, Geology/Soils, Aesthetics, Agricultural Resources, Hazardous Materials, Hydrology/Water Quality, Air Quality, Traffic, Greenhouse Gas, Paleontological Resources, Noise, Cultural Resources, and Biological Resources. All of the significant impacts of the Coast Highway Corridor Study are identified in the Final EIR. Under the provisions of the California Environmental Quality Act (CEQA), the City Council should adopt resolutions to certify the EIR and the Mitigation Monitoring and Report Program (MMRP), and adopt the findings of fact and the Statement of Overriding Considerations. A summary of findings of the FEIR is provided below.

### **Transportation**

The Preferred Project analyzed a total of 56 intersections along Coast Highway, Harbor Drive, I-5 on-/off-ramps, Surfrider Way, Mission Avenue, Wisconsin Avenue, Oceanside Boulevard, Morse Street, Cassidy Street and Vista way within the project study area. Analysis of study area intersections was completed for the Preferred Project and all project alternatives. Of the 56 intersections, 12 intersections on Coast Highway were analyzed with roundabouts in place of existing traffic signals. The City's minimum Level of Service (LOS) standard for intersections is LOS D. The Caltrans minimum LOS standard for free-way on-/off-ramps is LOS C.

The existing conditions analysis of study area intersections *without* the Preferred Project shows that only one intersection is projected to operate at a failing Level of Service (LOS):

- Southbound on-/off-ramps on I-5 at Vista Way (p.m. peak hour at LOS F).

Under existing conditions *with* the Preferred Project, the following two intersection locations are significantly impacted by the project:

- Coast Highway at Cassidy Street (p.m. peak hour LOS F)
- Coast Highway at Oceanside Boulevard (p.m. peak hour LOS F)

The future conditions analysis (year 2035 with existing I-5 at SR78 interchange) of study area intersections *without* the Preferred Project shows that 11 study area intersections will operate at a failing LOS:

- Coast Highway at I-5 ramps/Harbor Drive (a.m. peak hour LOS E)
- Wisconsin Avenue at Pacific Street (a.m. peak hour LOS F)
- Oceanside Boulevard at Tremont Street (p.m. peak hour LOS F)
- Morse Street at Freeman Street (p.m. peak hour LOS F)
- Cassidy Street at Broadway Street (p.m. peak hour LOS F)
- Cassidy Street at Freeman Street (p.m. peak hour LOS F)

- Coast Highway at Vista Way (p.m. peak hour LOS E)
- Vista Way at Freeman Street (p.m. peak hour LOS F)
- Vista Way at Ditmar Street (p.m. peak hour LOS F)
- Vista Way at Stewart Street (p.m. peak hour LOS F)
- Vista Way at I-5 Southbound on-/off-ramps (p.m. peak hour LOS F)

Future conditions *with* the Preferred Project shows 10 study area intersections that are projected to be significantly impacted by the project:

- Coast Highway at Surfrider Way (p.m. peak hour LOS F)
- Coast Highway at Pier View Way (p.m. peak hour LOS E)
- Seagaze Drive at Ditmar Street (p.m. peak hour LOS E)
- Coast Highway at Wisconsin Avenue (p.m. peak hour LOS F)
- Coast Highway at Oceanside Boulevard (p.m. peak hour LOS F)
- Coast Highway at Morse Street (p.m. peak hour LOS F)
- Coast Highway at Cassidy Street (p.m. peak hour LOS F)
- Vista Way at Ditmar Street (p.m. peak hour LOS F)
- Oceanside Boulevard at I-5 Southbound on-/off-ramps (a.m. and p.m. peak hour LOS D)
- Vista Way at I-5 Southbound on-/off-ramps (p.m. peak hour LOS F)

The following transportation mitigation measures are recommended:

- Coast Highway at Surfrider: maintain existing traffic signal
- Coast Highway at Pier View Way: maintain existing traffic signal
- Seagaze Drive at Ditmar Street: install traffic signal
- Coast Highway at Wisconsin Avenue: not mitigatable
- Coast Highway at Oceanside Boulevard: maintain existing traffic signal
- Coast Highway at Morse Street: maintain existing traffic signal
- Coast Highway at Cassidy Street: maintain existing traffic signal
- Vista Way at Ditmar Street: install traffic signal
- Oceanside Boulevard at I-5 southbound on-/off-ramps: reconstruct southbound approach to include two left turn lanes and a shared through-right turn lane with a storage length of 100 feet
- Vista Way at I-5 southbound on-/off-ramps: not mitigatable

In addition to the intersection LOS analyses, a Vehicle Miles Traveled (VMT) analysis was also completed. The Office of Planning Research (OPR) has provided preliminary recommendation that new development projects be subject to a threshold of generating per capita or per employee VMT fifteen percent below that of existing development.

The land use changes that would be anticipated to occur with the implementation of the Coast Highway Vision and Strategic Plan (CHVSP) land use scenario and the zoning Incentive District (ID) included in the traffic analysis could result in development levels above those currently forecast for the corridor by SANDAG in the regional San Diego

growth forecast. However, the projected growth beyond the current SANDAG model forecast that could occur under the incentives provided by the zoning ID is consistent with the City’s existing General Plan and CHVSP.

More importantly, the type of development that is being proposed and incentivized by the zoning ID is consistent with SANDAGs smart growth principals in that the development would provide a mix of uses that help to reduce reliance on automobile trips, reduce VMT, and promote trips using transit and active transportation modes. The roadway changes proposed to Coast Highway to reduce the number of automobile traffic lanes, add bicycle lanes, and improve the active transportation environment would all contribute to reducing VMT within the corridor and the study area.

A VMT analysis has been completed for this project using the SANDAG regional travel demand model. The VMT forecast used in this analysis were developed for the Existing, Future No Project, Future No Project with Existing SR-78 configuration, Future with Project, Future with Project with Existing SR-78 configuration, and Future with Alternative 3.

**Table 1** below summarizes the per capita VMT forecasts generated using the SANDAG model.

**Table 1: Vehicle Miles Traveled**

Scenario	Forecast Daily VMT per Capita	Percent Change from Existing (Year 2008)
Existing Year 2008 (Model Base Year)	6.56	n/a
Future Year 2035 No Project	7.11	+8%
Future Year 2035 No Project	6.36	-3%
Future Year 2035 with Project	6.63	+1%
Future Year 2035 No Project-Existing SR-78	7.02	+6%
Future Year 2035 with Project-Existing SR-78	6.33	-4%
Future Year 2035 with Project Alternative 3 – Existing SR-78	6.61	+1%

**Project Alternatives**

In addition to the Preferred Project described in the sections above, a No Project Alternative and four project alternative scenarios were analyzed. Evaluating these alternatives is a way to avoid or lesson the significant environmental effects resulting from the implementation of the proposed project, while attaining most of the project objectives. Below is a summary of each of the alternatives analyzed:

- **No Project Alternative:** No project would be adopted. The project area would remain as it is in existing conditions where Coast Highway would consist of four travel lanes, and for the Incentive District (ID) would not be established.
- **Alternative 1:** Includes Complete Streets improvements to extend from Harbor Drive to Oceanside Boulevard. The roadway would remain four lanes between Oceanside Boulevard and Vista Way, although streetscape improvements would continue the length of the corridor. In addition, the ID would be adopted from Seagaze Drive South.
- **Alternative 2:** Includes Complete Street improvements to extend from Harbor Drive to Morse Street. The roadway would remain four lanes between Morse Street and Vista Way, although streetscape improvements continue to occur the length of the corridor. The ID would be adopted from Seagaze Drive South.
- **Alternative 3:** Includes Complete Street improvements to extend from Harbor Drive to Morse Street. The roadway would remain four lanes between Morse Street and Vista Way. Streetscape improvements would continue to occur the length of the corridor. In addition, the ID would be adopted but its southern boundary would also terminate at Morse Street.
- **Alternative 4:** Includes Complete Streets improvements the length of the corridor (Harbor drive to Vista Way), as is included in the Preferred Project. The ID would not be adopted for any portion.

Staff recommends the Preferred Project as described above, essentially a “road diet” with pedestrian and bicycle facilities from Harbor Drive to Eaton Street and incentive zoning standards from Seagaze Drive to the Buena Vista Lagoon, as this option best achieves the Vision and Strategic Plan’s goal of the “revitalization and enhancement of the Coast Highway.” However, if the Commission is inclined to consider a different option, then staff believes Alternative 3 is the best alternative to the preferred Project. This alternative responds directly to input received from South Oceanside stakeholders opposing both the road diet and incentive district.

## Land Use

The proposed Coast Highway Incentive District (ID) would implement policy direction in the Coast Highway Vision and Strategic Plan (Vision Plan) that calls for the transformation of the built environment within the Coast Highway corridor through “high quality urban and architectural design, sustainable development, synergistic land uses, and enhancement of environmental resources.” The implementation strategy outlined in the Vision Plan encourages the preparation of “a set of incentives” that promote pedestrian-friendly, transit-oriented mixed-use development. In keeping with this



direction, the ID establishes an optional zoning program that provides for streamlined project review and in some areas additional building height and residential density in exchange for high-quality design and public benefits that include public open space, public parking, and commercial floor area (FAR) exceeding minimum requirements.

Incorporated into the City's Zoning Ordinance as an alternative to the General Commercial (C-2), Visitor Commercial (VC), and Medium Density Residential (R-3) existing zoning districts that would remain within the Coast Highway corridor, the ID divides the corridor into distinct sub-districts, each subject to different land use and development standards. Applicants pursuing new development within the corridor would thus have the option of seeking approval under the existing zoning standards or those established by the ID.

### ***Sub-Districts: Nodes, Avenues, and Commercial Villages***

As promulgated in the Vision Plan, the ID creates three sub-districts within the Coast Highway corridor that together provide for a diversity of land uses, development patterns, and streetscapes; see map on attachment 8. Each of these sub-districts is described below:

- **Nodes**: Areas in proximity to transit service and/or freeway and coastal access that allow for relatively intense commercial activity and residential density, with taller and more street-adjacent buildings than those found in the other two sub-districts. Development in nodal areas is eligible for additional building height and residential density in exchange for public benefits.
- **Avenues**: Segments of Coast Highway between nodal areas that feature lower-profile development with more expansive building setbacks and landscape areas. Standalone residential use is allowed in avenue segments, subject to more restrictive development standards. The building height and residential density incentives established for nodal areas are not applicable to avenue segments.
- **Commercial Villages**: Areas where low-intensity commercial use and low-profile development have created a distinct character that stakeholders generally wish to preserve. Thus, land use and development standards in the commercial villages generally align with base zoning standards. However, through conformance to form-based zoning standards outlined in the ID, applicants can pursue streamlined project review.

The ID would establish three nodes within the corridor: one in proximity to the Oceanside Transit Center (OTC), another around the intersection of Coast Highway and Oceanside Boulevard, and a third on the inland side of Coast Highway between Whaley Street and Cassidy Street. All three of these nodal areas benefit from both freeway and coastal access, and two of these areas feature a rail station. New development in nodal areas would be required to provide ground-floor commercial space to accommodate both neighborhood and visitor-serving uses.

Under the ID, two avenue sub-districts would be established: one generally extending from Missouri Avenue to Eucalyptus Street and another beginning just south of Loma Alta Creek and stretching to Cassidy Street, more on the seaward side of Coast Highway. These avenue segments would provide a more open streetscape and allow for a “skyline” of variable building height within the corridor. Standalone residential uses would bring a 24-hour presence to the corridor, while supporting neighborhood-serving commercial uses.

The ID delineates two commercial villages within the corridor: one along Wisconsin Avenue from Coast Highway to Pacific Street and another along Coast Highway from Cassidy Street to Buena Vista Lagoon. While new mixed-use development would continue to be allowed in the commercial villages (under both the base zoning standards and the ID), it is anticipated that these areas would maintain a quaint ambience, reminiscent of the corridor’s history and existing development patterns.

### ***Incentives and Public Benefits***

The ID includes a residential incentive program that allows: 1) new development in nodal areas to exceed maximum residential density standards in exchange for public benefits; and 2) standalone residential in avenue segments (where existing zoning standards allow residential use only in conjunction with mixed-use development). The incentive program seeks to address ongoing demand for new housing while ensuring that new development in the corridor results in a compatible and synergistic mix of land uses, activation of the street frontage, an attractive and inviting streetscape and support for commercial businesses.

Applicable only in nodal areas, additional density up to 63 dwelling units per acre would be allowed in exchange for the following public benefits:

- Public open space, at a minimum ratio of 200 square feet per additional dwelling unit;
- Public parking, at a minimum ratio of one parking space per additional dwelling unit;
- Increased commercial floor area, at a minimum ratio of 250 square feet per additional dwelling unit; and/or
- Payment of a public improvement fee, the amount of which would be established by the City Council.

Public open space in exchange for additional density would be subject to design and operational standards, including: minimum area of 1,000 square feet, direct access from the public right-of-way, availability for public use between 6:00 a.m. and 10:00 p.m., etc. Security and maintenance of public open space would be the responsibility of the property owner.

Public parking in exchange for additional density would have to amount to at least 10 spaces and be secured through a public parking easement. The parking would have to be located with 1,320 feet of the project site.

The public improvement fee could be used to fund public open space and/or public parking within the ID. The fee would be adjusted over time to account for the cost of land, construction, maintenance, etc.

To accommodate additional density, additional building height up to 65 feet and six stories could be proposed through a discretionary review process (i.e., a development plan reviewed by the Planning Commission). To ensure vertical articulation and architectural interest, development over 45 feet would be limited to a 55-foot average height.

The allowance for standalone residential use in avenue segments of the corridor responds to strong demand for housing in the San Diego region and the City's need to accommodate its regional fair share of new housing growth. By incentivizing more housing within the corridor, the allowance for standalone residential would increase support for commercial uses and bring a significant 24-hour presence to the area, which has been shown to deter uncivil and criminal activity.

With building height limits and minimum setback requirements for standalone residential being more restrictive than those for standalone commercial and mixed-use development, avenue segments are expected to exhibit a relatively spacious feel, providing a boulevard appearance with sense of openness between nodal areas.

The allowance for standalone residential in avenue segments is supported by economic analyses that indicate that the total supply of commercial land within the corridor far exceeds anticipated demand over the long term. With more than three contiguous miles of commercial zoning, private property within the ID provides for more than 1,100,000 square feet of ground-level commercial floor area (assuming an FAR of 0.25). Market studies suggest that no more than 700,000 square feet of commercial floor area will be needed to accommodate anticipated demand through 2030.

In addition to standalone residential, avenue segments would continue to allow for standalone commercial and mixed-use development through existing zoning.

### ***Form-Based Development Standards and Streamlined Project Review***

In contrast to traditional development standards, which typically only regulate the location and scale of buildings, form-based development standards are more detailed, addressing features such as horizontal and vertical articulation, architectural details, fenestration, finish materials, pedestrian access, parking configuration, and the relationship between buildings and on-site open space areas. Form-based development standards not only regulate the massing of buildings but also their visual

quality and their effectiveness in accommodating intended uses and activating adjacent public spaces. Without prescribing particular architectural styles, form-based development standards ensure that building form and site design contribute to the desired look and feel of the surrounding area.

The form-based development standards outlined in the ID are grouped as follows:

- Regulating Plan: This component of the ID establishes minimum and maximum setbacks and identifies primary frontages.
- Land Use Standards: Form-based codes are less concerned with land use than the form and functionality of development. Thus, the land use standards of the ID are somewhat more flexible and streamlined than those established by the base zoning districts, allowing more uses by-right (i.e., without a conditional use permit).
- Urban Standards: These standards identify allowable building and frontage types by sub-district, emphasizing the interface between private development and the public right-of-way. Building types include live/work, mixed-use, courtyard complex, main street retail/office, and various residential and special use designs. Frontage types include arcade/gallery, shopfront, dooryard, and forecourt. The ID provides illustrative examples of each building and frontage type and establishes type-specific standards for maximum height, maximum upper-level frontage occupancy, landscaping, entryways, etc.
- Architectural Standards: These standards regulate building orientation, ground-level building articulation, fenestration, ceiling heights, pedestrian access, projections, screening elements, and other features that establish the visual character of the building and provide for outdoor activity.
- Large Lot Standards: For development involving contiguous site area of 60,000 square feet or more, these standards ensure that buildings are sufficiently articulated and that vehicle and pedestrian access is conspicuous and functional.

Given the level of certainty that form-based development standards provide regarding the quality and compatibility of proposed development, it is staff's position that the review process for proposals subject to such standards should be streamlined to the extent possible, while continuing to provide opportunities for public input. Accordingly, the ID establishes an administrative review process for proposals that do not exceed building height or residential density maximums. The City's administrative review process vests the City Planner with the authority to approve or deny projects, while requiring public notification when applications are submitted and when City Planner determinations are pending (per the City's Enhanced Notification Policy). Projects in nodal areas seeking additional building height and residential density would be subject to Planning Commission review and approval.

As is currently the case under base zoning standards, both City Planner and Planning Commission decisions on projects reviewed under the ID would be subject to appeal. The ID establishes grounds for appeal in Section 903(H).

## ***Parking***

Restrictive commercial parking requirements have been an impediment to infill and redevelopment within the Coast Highway corridor, particularly on smaller properties. Better suited to suburban environments with limited transit service and walkability, these costly parking standards have led to inefficient land use and poor site design. Recognizing that revitalization of the Coast Highway corridor requires new approaches to parking, the Vision Plan calls for strategies that reduce parking demand, ensure that the cost of parking is borne by those who use it, leverage technology to make parking easier to find and pay for, and invest parking revenues in those neighborhoods that supply the parking. The Vision Plan promotes a “rational” approach to parking – i.e. one that balances parking supply with demand and thereby encourages efficient use of parking resources.

As recommended by the Vision Plan, the ID establishes a minimum commercial parking requirement of one space for every 500 square feet of gross floor area. This standard is comparable to recently updated commercial parking requirements for smart growth areas in other cities in the San Diego region, including San Diego, Carlsbad, and La Mesa.

Consistent with existing district standards, the ID requires one parking space per dwelling unit in mixed-use development. For standalone residential, the ID requires one parking space for every 1,500 square feet of gross floor area.

Reduced parking requirements in the Coast Highway corridor are supported by a 2010 SANDAG study that found that at both the site level and at the Smart Growth Opportunity Area (SGOA) level, reductions in vehicle trips were observed for smart growth development, relative to the number of trips that would be expected to occur in typical suburban developments.

While the Vision Plan calls for a comprehensive parking strategy, the ID only addresses on-site parking standards. Following adoption of the ID, staff intends to further study parking strategies outlined in a memorandum prepared by IBI. This memorandum acknowledges, refines, and builds upon the parking strategies outlined in the Vision Plan. One strategy noted in the memorandum is a parking in-lieu fee that would provide funding for City-owned and operated parking facilities within the Coast Highway corridor.

Since the adoption of the Vision Plan, ride-hailing services such as Uber and Lyft, micro-transit operations, and other innovations in the transportation sector have emerged, providing additional tools for reducing and managing parking demand within the corridor. These innovations will be considered in staff’s evaluation of parking strategies that can further promote smart growth and alternative transportation while minimizing parking impacts on adjacent neighborhoods.

### ***Transfer of Development Rights (TDR)***

While the Vision Plan encourages the City to explore a transfer of development rights (TDR) program that would allow property owners within the corridor to buy and sell building height and residential density allowances, economic analysis determined that a TDR program is not viable, due primarily to an over-abundance of transfer sites (located in the avenue segments and commercial villages) relative to receiving sites (located in the nodal areas). Should market conditions change in the future, the concept of TDR can be revisited.

### ***Current Building Height and Residential Density Allowances in the C-1, C-2, and V-C Zoning Districts***

The vast majority of the property within the ID currently bears a zoning designation of General Commercial (C-2), with limited areas bearing the C-1 and VC designations. In place since the late 1950s, these designation allows for building height up to 45 feet/four stories and residential density up to 43 dwelling units per acre in conjunction with mixed-use development. Additional building height, with no prescribed maximum, can be approved through a conditional use permit ("High-rise structures" per Zoning Ordinance Section 1130C). Thus, while much of Coast Highway is currently characterized by relatively low-profile development and minimal residential use, existing zoning standards allow for significantly taller buildings and extensive high-density housing. More detailed analysis of the relationship between existing zoning standards and the ID is provided in the Coast Highway Incentive District Fact Sheet, appended as Attachment 7.

## **ENVIRONMENTAL DETERMINATION**

CEQA Guidelines Section 15126.2(b) requires that the EIR describe any significant impacts that cannot be avoided, including those impacts that can be mitigated but not reduced to a less-than-significant level. A summary of the identified impacts and mitigation measures are provided in the Mitigation, Monitoring, and Report Program (MMRP) (online). Implementation of the proposed project would result in significant impacts to air quality, biological resources, cultural resources, greenhouse gas (GHG) emissions, noise and vibration, transportation and traffic. However, most of these impacts would be mitigated to below a level of significance with implementation of mitigation measures identified in the EIR.

Listed below are significant impacts that cannot be mitigated to a less-than-significant level, and therefore are considered significant unavoidable impacts:

- Contribution to an existing or projected air quality violation associated with future construction and operational activities that are related to the land uses permitted by the Incentive District and cumulative projects.

- Contribution to a cumulatively considerable net increase of a criteria pollutant for which the project region is in nonattainment associated with construction and operation of the Incentive District and cumulative projects.
- Contribution to a net increase in GHG emissions in the aggregate associated with the Incentive District and cumulative projects.
- Operational noise impacts along Wisconsin Avenue between Freeman Street and Ditmar Street associated with the Complete Streets improvements, the Incentive District, and cumulative projects.
- Temporary substantial increase in ambient noise levels associated with the Complete Streets improvements, the Incentive District, and cumulative project construction.
- Contribution to unacceptable levels of service (LOS) at the intersections of Coast Highway at Wisconsin Avenue and Vista Way at I-5 southbound ramps associated with the proposed project in the Future with Project scenario.

A Statement of Overriding Considerations has been prepared to establish that significant and unmitigable impacts associated with the project are outweighed by the project's many environmental, economic, and social benefits. These benefits are summarized in PC Resolution 2019-P23.

## **PUBLIC NOTIFICATION**

Legal notice was published in the San Diego Union Tribune and notices were sent to the Coastal and Interested Parties lists.

## **SUMMARY**

Staff recommends that the Planning Commission, by motion:

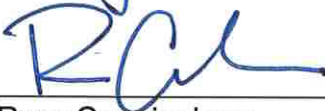
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PREPARED BY:



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Russ Cunningham  
Principal Planner

SUBMITTED BY:



Jeff Hunt  
City Planner

Attachments:

1. Planning Commission Resolution No. 2019-P21 (GPA16-00001)
2. Planning Commission Resolution No. 2019-P22 (ZA19-00004/LCPA19-00005)
3. Planning Commission Resolution No. 2019-P23 (Final EIR)
4. Final Environment Impact Report, with associated Mitigation, Monitoring, and Reporting Program (MMRP), Findings of Fact, and Statement of Overriding Considerations (Online)
5. CHVSP Table of Action Items
6. Coast Highway Incentive District (Zoning Ordinance Article 9)
7. Coast Highway Incentive District Fact Sheet



1 PLANNING COMMISSION  
2 RESOLUTION NO. 2019-P21

3 A RESOLUTION OF THE PLANNING COMMISSION OF  
4 THE CITY OF OCEANSIDE RECOMMENDING CITY  
5 COUNCIL ADOPTION OF AMENDMENTS TO THE  
6 LAND USE ELEMENT AND CIRCULATION ELEMENT

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6 APPLICATION NO: GPA16-00001  
7 APPLICANT: City of Oceanside  
8 LOCATION: Citywide

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9 THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA DOES  
10 RESOLVE AS FOLLOWS:

11 WHEREAS, there was filed with this Commission a verified petition on the forms  
12 prescribed by the Commission requesting a General Plan Amendment under the provisions of  
13 Article 45 of the Zoning Ordinance of the City of Oceanside for the following:

14 amendment of the Land Use Element and Circulation Element to incorporate provisions  
15 that enable the implementation of the Coast Highway Vision and Strategic Plan, including  
16 the establishment of a Special Management Area within the Coast Highway corridor and  
17 the re-designation of Coast Highway from a four-lane collector to a two-lane collector with  
18 raised medians, roundabouts, and bicycle lanes; and

19 WHEREAS, Coast Highway is a key mixed-use corridor that provides access to the City's  
20 coastal resources, downtown district, and adjacent neighborhoods; and

21 WHEREAS, there are opportunities to improve pedestrian and bicycle facilities within the  
22 Coast Highway corridor; and

23 WHEREAS, the Coast Highway corridor includes vacant and underutilized property that  
24 can support additional commercial activity, housing, recreational uses, and gathering spaces; and

25 WHEREAS, the City's Circulation Element includes policies and protocols that promote  
26 the implementation of "complete streets" throughout Oceanside; and

27 WHEREAS, on April 15, 2009, the City Council adopted the Coast Highway Vision and  
28 Strategic Plan, which calls for the revitalization of the Coast Highway corridor through right-of-  
29 way improvements and updated zoning standards; and

1           WHEREAS, on August 21, 2013, the City Council approved a professional services  
2 agreement with IBI and ESA to prepare a Programmatic Environmental Impact Report for  
3 proposed roadway improvements and updated zoning standards intended to implement the Coast  
4 Highway Vision and Strategic Plan; and

5           WHEREAS, on April 13, 2016, the City Council directed staff to analyze 1) the  
6 reconfiguration of Coast Highway from a four-lane collector to a two-lane collector with new  
7 raised medians, roundabouts, and bicycle lanes, and 2) the implementation of zoning incentives to  
8 promote new mixed-use and residential development within the Coast Highway corridor; and

9           WHEREAS, a Programmatic Environmental Impact Report analyzing the above-noted  
10 actions was circulated for public review between July 13, 2017 and August 28, 2017; and

11           WHEREAS, a revised Programmatic Environmental Impact Report with additional  
12 analysis of potential traffic, noise, and air quality/GHG impacts was circulated for public review  
13 between November 14, 2018 and January 14, 2019; and

14           WHEREAS, the proposed project requires amendment of the City's Land Use Element and  
15 Circulation Element; and

16           WHEREAS, the originally scheduled Planning Commission public hearing on the  
17 proposed project was continued from May 20, 2019 to June 10, 2019; and

18           WHEREAS, the Planning Commission, after giving the required notice, did on the 10<sup>th</sup>  
19 day of June, 2019 conduct a duly advertised public hearing as prescribed by law to consider the  
20 proposed project; and

21           WHEREAS, pursuant to the California Environmental Act of 1970, the Planning  
22 Commission finds that a Environmental Impact Report has been prepared in conformance with the  
23 California Environmental Quality Act (CEQA); and

24           WHEREAS, the Planning Commission reviewed and considered information in this  
25 document prior to making a decision on the project; and

26           WHEREAS, the documents and other material constituting the record of proceedings  
27 upon which the decision is based will be maintained by the City of Oceanside Planning  
28 Division, 300 North Coast Highway, Oceanside, California 92054; and

29



1 NOW, THEREFORE, BE IT RESOLVED that the Planning Commission does hereby  
2 recommend City Council adoption of the proposed amendments to the Circulation Element and  
3 Land Use Element (GPA16-00001), with authority granted to the City Manager to approve  
4 subsequent technical revisions of the proposed roadway improvements and zoning implementation  
5 measures.

6 PASSED AND ADOPTED Resolution No. 2019-P21 on June 10, 2019 by the  
7 following vote, to wit:

8 AYES:

9 NAYS:

10 ABSENT:

11 ABSTAIN:

12  
13 \_\_\_\_\_  
14 Kyle Krahel, Chair  
15 Oceanside Planning Commission

16 ATTEST:

17  
18 \_\_\_\_\_  
19 Jeff Hunt, Secretary

20  
21 I, JEFF HUNT, Secretary of the Oceanside Planning Commission, hereby certify that this is a  
22 true and correct copy of Resolution No. 2019-P21.

23  
24 Dated: June 10, 2019 \_\_\_\_\_  
25  
26  
27  
28  
29

1 PLANNING COMMISSION  
2 RESOLUTION NO. 2019-P22

3 A RESOLUTION OF THE PLANNING COMMISSION OF THE  
4 CITY OF OCEANSIDE, CALIFORNIA RECOMMENDING THE  
5 CITY COUNCIL ADOPTION OF ZONING TEXT AMENDMENT  
6 (ZA19-0004) TO INCORPORATE THE COAST HIGHWAY  
7 INCENTIVE DISTRICT INTO THE CITY'S COMPREHENSIVE  
8 ZONING ORDINANCE AS ARTICLE 9 AND ESTABLISH THE  
9 AMENDED TEXT AS PART OF THE CITY'S LOCAL COASTAL  
10 PROGRAM

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11 APPLICATION NO: ZA19-00004, LCPA19-00005

12 APPLICANT: City of Oceanside

13 LOCATION: Citywide

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14 THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA DOES  
15 RESOLVE AS FOLLOWS:

16 WHEREAS, the Comprehensive Zoning Ordinance sets forth the purpose and intent, and  
17 zoning regulations for properties within the City of Oceanside; and

18 WHEREAS, certain Articles of said ordinance contain zoning regulations applicable citywide  
19 and others are limited to inland or coastal zones; and

20 WHEREAS, Comprehensive Zoning Ordinance Articles applicable citywide and within the  
21 coastal zone have been certified by the California Coastal Commission and constitute part of the  
22 Implementation Plan of the Local Coastal Program; and

23 WHEREAS, amendments to citywide and coastal zone Article regulations require processing  
24 of Local Coastal Program amendments and certification by the California Coastal Commission; and

25 WHEREAS, the originally scheduled Planning Commission public hearing on the proposed  
26 project was continued from May 20, 2019 to June 10, 2019; and

27 WHEREAS, the Planning Commission did, on the 10th day of June, 2019, conduct a duly  
28 advertised public hearing as prescribed by law to consider staff recommendations for a zoning text  
29 amendment to incorporate the Coast Highway Incentive District into the Comprehensive Zoning  
30 Ordinance as Article 9 and include said amendment as part of the Local Coastal Program  
31 Implementation Plan; and

32 WHEREAS, in accordance with the provisions of the California Environmental Quality Act  
(CEQA), an Environmental Impact Report was prepared for the proposed project; and

1           WHEREAS, studies and investigations made by this Commission and on its behalf reveal the  
2 following facts pertaining to the proposed Zoning Text Amendment and Local Coastal Program  
3 Amendment:

4 1.       The Zoning Text Amendment conforms to the General Plan goal and objective of ensuring  
5 the enhancement of community and neighborhood values through land use planning by setting  
6 forth standards and incentives designed to facilitate revitalization of the Coast Highway  
7 corridor.

8 2.       The Zoning Text Amendment is consistent with the Zoning Ordinance purpose of fostering  
9 harmonious and workable relationships among land uses, as the Incentive District promotes  
10 synergies between commercial and residential uses as well as visually-appealing, pedestrian-  
11 friendly environments that support commerce, recreation, and social interaction.

12 3.       Pursuant to Public Resources Code §30510(a), the Planning Commission hereby certifies that  
13 the Local Coastal Program Amendment (LCPA19-00005) is intended to be carried out in  
14 conformance with the Coastal Act of 1976.

15 4.       The Zoning Text Amendment conforms to the Local Coastal Program, in that it does not  
16 adversely impact public coastal access, water or marine resources, sensitive habitat, visual  
17 resources, visitor serving uses, or public facilities. The Coast Highway Incentive District  
18 promotes pedestrian and bicycle access to the coastline, redevelopment and infill within  
19 already urbanized areas, expansion of visitor-serving commercial uses, and visual  
20 enhancement of the Coast Highway corridor. New development facilitated by the Incentive  
21 District would be subject to development standards and guidelines designed to avoid adverse  
22 impacts on existing coastal view corridors

23 5.       Pursuant to Coastal Commission Local Coastal Program Regulations §13551(b), this  
24 amendment shall take effect upon Coastal Commission approval, following City Council  
25 approval and adoption.

26 //

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28 //

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31 //

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1 NOW, THEREFORE, BE IT RESOLVED that the Planning Commission does hereby  
2 recommend that the City Council approve Zone Amendment (ZA19-00004) and Local Coastal  
3 Program Amendment (LCPA19-00005), incorporating the Coast Highway Incentive District into  
4 the City's Comprehensive Zoning Ordinance as Article 9 and establishing the amended text as part  
5 of the Local Coastal Program (Exhibit - A).

6 PASSED AND ADOPTED Resolution No. 2019-P22 on the 10<sup>th</sup> day of June, 2019 by the  
7 following vote, to wit:

8  
9 AYES:

10 NAYS:

11 ABSENT:

12 ABSTAIN:

13  
14  
15 \_\_\_\_\_  
16 Kyle Krahel, Chairperson  
17 Oceanside Planning Commission

18 ATTEST:

19 \_\_\_\_\_  
20 Jeff Hunt, Secretary

21 I, JEFFREY HUNT, Secretary of the Oceanside Planning Commission, hereby certify that this is  
22 a true and correct copy of Resolution No. 2019-P22.

23 Applicant accepts and agrees with all conditions of approval and acknowledges impact fees may  
24 be required as stated herein:

25 Date: June 10, 2019  
26  
27  
28  
29  
30  
31  
32

1 PLANNING COMMISSION  
2 RESOLUTION NO. 2019-P23

3 A RESOLUTION OF THE PLANNING COMMISSION  
4 RECOMMENDING CITY COUNCIL CERTIFICATION OF THE  
5 FINAL ENVIRONMENTAL IMPACT REPORT AND ADOPTION  
6 OF THE MITIGATION, MONITORING, AND REPORTING  
7 PROGRAM, FINDINGS OF FACT, AND STATEMENT OF  
8 OVERRIDING CONSIDERATIONS FOR THE COAST  
9 HIGHWAY CORRIDOR STUDY, INCLUDING SUNDRY  
ROADWAY IMPROVEMENTS AND THE COAST HIGHWAY  
INCENTIVE DISTRICT

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10 APPLICATION NO: GPA16-00001, ZA19-00004, LCPA19-00005  
11 APPLICANT: City of Oceanside  
12 LOCATION: Citywide

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13 THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA DOES  
14 RESOLVE AS FOLLOWS:

15 WHEREAS, a Final Environmental Impact Report for the Coast Highway Corridor Study  
16 was prepared and proper notification was given in accordance with the California Environmental  
17 Quality Act; and

18 WHEREAS, the originally scheduled Planning Commission public hearing on the proposed  
19 project was continued from May 20, 2019 to June 10, 2019; and

20 WHEREAS, the Planning Commission, after giving the required notice, did on the 10<sup>th</sup> day  
21 of June 2019 conduct a duly advertised public hearing on the content of the Final Environment  
22 Impact Report and the Mitigation Monitoring and Reporting Program; and

23 WHEREAS, studies and investigations made by the Commission and in its behalf reveal  
24 the following facts:

25 For the Environmental Impact Report:

- 26 1. The Final Environmental Impact Report was completed in compliance with the provisions  
27 of the California Environmental Quality Act (CEQA).  
28 2. There are certain significant environmental effects detailed in the Final Environmental  
29 Impact Report which have been avoided or mitigated to a less than significant level by  
30 mitigation measures detailed in Exhibit "A" The Mitigation Monitoring and Reporting  
31 Program (MMRP).  
32



1 3. The Final Environmental Impact Report, MMRP, Findings of Fact, and Statement of  
2 Overriding Considerations were presented to the Planning Commission, and the Planning  
3 Commission reviewed and considered the information contained in these documents prior  
4 to making a decision on the project. The Final Environmental Impact Report, MMRP,  
5 Findings of Fact, and Statement of Overriding Considerations have been determined to be  
6 accurate and adequate documents which reflect the independent judgement of the City.

7 NOW, THEREFORE, BE IT RESOLVED as follows:

8 1. The Planning Commission does hereby recommend City Council certification of the Final  
9 Environmental Impact Report and certification of the MMRP, and adoption of the Findings  
10 of Fact and Statement of Overriding Considerations for the Coast Highway Corridor Study.

11 2. Notice is HEREBY GIVEN that the time within which judicial review must be sought on  
12 this decision is governed by the provisions of the California Environmental Quality Act.

13 PASSED AND ADOPTED Resolution No. 2019-P23 on June 10, 2019 by the following  
14 vote, to wit:

15 AYES:

16 NAYS:

17 ABSENT:

18 ABSTAIN:

19  
20  
21 \_\_\_\_\_  
22 Kyle Krahel, Chairperson  
23 Oceanside Planning Commission

24 ATTEST:

25 \_\_\_\_\_  
26 Jeffrey Hunt, Secretary

27  
28 I, JEFFREY HUNT, Secretary of the Oceanside Planning Commission, hereby certify that this is  
29 a true and correct copy of Resolution No. 2019-P23

30  
31 Dated: June 10, 2019  
32

## ACTION ITEMS

The table of Action Items outlines specific steps to achieve the goals of the Coast Highway Vision plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

Planwide Efforts				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW-1: Engage consultant to prepare a parking reform study and create a parking district plan to include: recommendations for TOD parking standards, shared parking, location and peak pricing for park-once garages and surface lots.	S	\$\$	City	TSG, RBF
PW-2: Engage consultant to prepare a traffic infrastructure and capacity study to enable urban circulation system for Coast Highway, including road diet, roundabouts, landscaped median, and mid-street pedestrian crossings.	S	\$\$	City	TSG, RBF
PW-3: Direct staff to prepare and implement a Transferable Development Rights (TDR) height policy.	S	\$	City	TSG, RBF
PW-4: Direct staff to review General Plan and zoning code for inconsistencies between Vision Plan and GP, revise code and General Plan to implement Vision Plan.	S	\$	City	TSG, RBF
PW-5: Direct staff to prepare and implement Development Incentives Policy, to include, among other things: green tape zone, expedited permitting, and 'zero fee' green design incentives.	M	\$	City	TSG, RBF
PW-6: Direct staff to work with developers on land assembly and site-specific incentives for catalytic projects.	S	\$	City	TSG, RBF
PW-7: Implement applicable Coastal Commission task force "Climate Change" policies.	S	\$	City	TSG, RBF

Coast Highway Street Improvements				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
CH-1: Pending traffic study, re-configure Coast Highway to include: reduced traffic lanes (road diet), roundabouts, landscaped median, parking lane, and widened sidewalk.	M	\$\$\$	City	PROP 1B, RBF, Other
CH-2: Apply urban design streetscaping treatment to include: shade trees, landscaped parkway, street furniture, trash/recycling, crosswalks, bulb-outs, pedestrian lighting, signage, and public art.	S-M	\$\$\$	City, PPO	PROP 1B, RBF, Other
CH-3: Improve and install alternative transit infrastructure to include: bike lane, bike parking, transit shelters, and way finding signage.	S-M	\$-\$\$\$	City	PROP 1B, RBF, Other
CH-4: Pending parking study, adopt and apply parking strategies for nodes, district, and neighborhood areas.	M	\$\$	City	TSG, RBF, GF

Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW = Planwide CH = Coast Highway Corridor NC = North Coast Node OT = Oceanside Transit Center Node SN = Seaside Neighborhood SS = Sprinter Station Node ATE - Arts, Technology & Environment District SO = South O' Village Node	Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	CCC = California Coastal Commission City = Appropriate City Department(s) PPO = Private Property Owner NCTD = North County Transit District	TSG = TransNet Smart Growth Incentive Program (SANDAG) TLP = TransNet Local Programs (SANDAG) PROP 1B = Proposition 1B State/ Local RBF = Redevelopment Bond Funds (City) ND = New Development FBF = Federal Bridge Funds GF = General Funds Other = Other Federal/ State Grants

## ACTION ITEMS, CONTINUED

Las Ramblas North 'O' Area				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
NC-1: Plan and construct new North Coast Highway bridge over San Luis Rey River.	L	\$\$\$	City	RBF,ND,FBF
NC-2: Design and apply urban design and arts treatment to new Arts Bridge.	L	\$\$\$	City	FBF
NC-3: Realign Coast Highway, pull back (west) from Interstate 5.	S	\$	City	RBF,ND
NC-4: Plan and construct new pedestrian bridge over I-5 linking North Coast catalytic site with east neighborhood.	L	\$\$\$	City, Caltrans	TSG,PROP 1B
NC-5: Pending completion of traffic infrastructure and capacity study, construct roundabout gateway and landscaping at North Coast Highways north of Neptune Way.	L	\$\$\$	City	TLP,PROP 1B,RBF
NC-6: Require new development along North Coast Highway to plan and construct new streets as indicated on plan and as per the Design Guidelines.	S-L	\$\$\$	City	ND
NC-7: Revitalize San Luis Rey River area, including bike and walking trails.	M-L	\$\$\$	City	ND, Other
NC-8: Relocate Lift Station.	L	\$\$\$	City	RBF,ND
NC-9: Plan and construct pedestrian and bike bridges over and under railroad tracks.	L	\$\$\$	City, NCTD	TLP,PROP1B,ND,Other

Oceanside Transit Center Transit Oriented Development Area				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
OTC-1: Work with NCTD to further develop TOD plan for site consistent with Vision Plan and fund necessary infrastructure improvements.	S - M	\$	NCTD, City	TSG
OTC-2: Design and build new transit station and adjoining development.	M	\$\$\$	NCTD, City, PPO	TLP, PROP 1B, ND
OTC-3: Add a floor of parking to existing parking garage.	L	\$\$\$	City	TLP,RBF
OTC-4: Design and install solar panels on existing parking garage.	L	\$\$	City	Other

Seaside Neighborhood				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
SN-1: Amend zoning regulations to exclude rowhouses in Seaside Neighborhood.	S	\$	City	GF
SN-2: Pending results of parking reform study, apply parking strategy such as residential permit parking district to prevent spillover parking from Coast Highway businesses.	S-M	\$\$	City	GF

Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW = Planwide	Short (S) = 0-3 years	\$ = < \$100,000	CCC = California Coastal Commission	TSG = TransNet Smart Growth Incentive Program (SANDAG)
CH = Coast Highway Corridor	Medium (M) = 3-5 years	\$\$ = \$100,000 - \$500,000	City = Appropriate City Department(s)	TLP = TransNet Local Programs (SANDAG)
NC = North Coast Node	Long (L) = 5+ years	\$\$\$ = > \$500,00	PPO = Private Property Owner	PROP 1B = Proposition 1B State/ Local
OT = Oceanside Transit Center Node			NCTD = North County Transit District	RBF = Redevelopment Bond Funds (City)
SN = Seaside Neighborhood				ND = New Development
SS = Sprinter Station Node ATE = Arts, Technology & Environment District				FBF = Federal Bridge Funds
SO = South O' Village Node				GF = General Funds
				Other = Other Federal/ State Grants

## ACTION ITEMS, CONTINUED

The table of Action Items below outlines specific steps to achieve the goals of the Coast Highway Vision plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

Sprinter Station Area				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
SS-1: Pending results of traffic study, re-stripe three to four block area as part of road-diet demonstration project.	S	\$	City	TSG, TLP, PROP 1B, RBF, ND
SS-2: Pending results of traffic study, install one traffic circle as part of road diet demo project.	S	\$	City	TSG, TLP, PROP 1B, RBF, ND
SS-3: Pending result of parking plan, implement "park-once" garage at transit station plaza.	M	\$\$\$	City	TSG, RBF, ND
SS-4: Work with developer to restore and revitalize Loma Alta Creek area.	M-L	\$\$\$	City, CCC	RBF,ND,Other
SS-5: Re-configure Cleveland Street to connect to Godfrey Street.	M-L	\$\$\$	City	TLP,PROP 1B

Arts, Technology & Environment District				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
ATE-1 : As part of PW-5, develop package of incentives to attract infill development, renovation to existing structures, and adaptive re-use that appeals to creative industries, emerging green technologies, and environment.	S	\$\$	City	GF
ATE-2 : Pending completion of parking study, implement parking strategy for the area such as shared parking district.	S - M	\$	City	GF
ATE-3: Introduce specialized lighting, signage, and public art program to distinguish area as unique district, as well as act as gateway.	S - M	\$\$-\$\$\$	City	GF
ATE-4: Adopt and apply Design Guidelines to direct new development.	S - M	\$-\$\$	City	GF

South "O" Village				
Action	Timeframe	Cost	Responsibility	Potential Funding Source
SOV-1: Pending result of parking study, adopt shared parking district to include: re-striping and minor curb work to accommodate parking along Freeman Street.	S	\$	City	ND
SOV-2: Provide artistic gateway signage into the South "O" Village at corners of Cassidy Street and Vista Way.	M	\$	City	ND

Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW = Planwide CH = Coast Highway Corridor NC = North Coast Node OT = Oceanside Transit Center Node SN = Seaside Neighborhood SS = Sprinter Station Node ATE = Arts, Technology & Environment District SO = South O' Village Node	Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	CCC = California Coastal Commission City = Appropriate City Department(s) PPD = Private Property Owner NCTD = North County Transit District	TSG = TransNet Smart Growth Incentive Program (SANDAG) TLP = TransNet Local Programs (SANDAG) PRDP 1B = Proposition 1B State/ Local RBF = Redevelopment Bond Funds (City) ND = New Development FBF = Federal Bridge Funds GF = General Funds Other = Other Federal/ State Grants

**Article 9** Coast Highway Incentive District (Incentive District).**Sections:**

- 901 Purpose and Intent
- 902 Applicability
- 903 Administration
- 904 Regulating Plan
- 905 Mixed-Use Standards
- 906 Residential Incentive Program
- 907 Land Use Standards
- 908 Urban Standards
- 909 Architectural Standards
- 910 Large Lot Standards
- 911 Parking Standards
- 912 Definitions

**901 Purpose and Intent**

The specific purposes of the Coast Highway Incentive District (Incentive District) are to:

- A. Incent redevelopment and revitalization of the Incentive District by streamlining the development review process and providing development incentives.
- B. Encourage sustainable, high-quality development consistent with the intent and objectives articulated in the Coast Highway Vision and Strategic Plan.
- C. Create distinct pedestrian-oriented subareas, including:
  - 1. Urbane mixed-use nodal areas featuring relatively intense commercial land use and residential density; development in these nodal areas will generally be taller and more street-adjacent than development in other subareas; commercial uses, including visitor-serving businesses, will provide a wide range of employment opportunities.
  - 2. Commercial Villages featuring neighborhood-serving commercial uses in a suburban main street setting; these villages also allow for mixed-use development, consistent with underlying zoning standards.
  - 3. Transitional Avenue segments featuring a combination of mixed-use, standalone commercial, and standalone residential development with generally less land use intensity and residential density relative to nodal areas; providing for auto-related uses, these segments are characterized by more expansive setbacks and landscaping.
- D. Promote high-quality urban and architectural design and variability of massing and height, emphasizing the design of the interface between the private and public realms.

- E. Facilitate the creation of vibrant community places and tourist destinations.
- F. Treat Coast Highway as a complete, multi-modal street that is safe, pedestrian and bicycle friendly, accessible, attractive, visually and functionally engaging for users of all ages and abilities, and well integrated with adjoining neighborhoods along the corridor.

**902 Applicability**

A. Applicability and Zoning Map Designator

The Incentive District is an *optional* development tool to meet the purpose and intent as described in Section 901, and may be used to develop any parcel within the Incentive District (Map 1). When an applicant voluntarily decides to develop consistent with the Incentive District standards, these standards shall supersede underlying zoning standards.

B. Rules for Interpretation

Section 240 Rules for Interpretation of Article 2 Organization, Applicability, and Interpretation of the 1992 Ordinance shall apply.

C. Severability

Section 220 (L) Severability of Article 2 Organization, Applicability, and Interpretation of the 1992 Ordinance shall apply.

**903 Administration**

A. Administrative Development Plan review is required for the following:

- 1. New or redevelopment proposals with 43 dwelling units per acre or less, or developments with no residential component.
- 2. Subdivisions and land assemblages.

B. Development Plan review is required for the following:

- 1. Development proposals greater than 43 dwelling units per acre.
- 2. Development proposals greater than 45 feet in height.
- 3. Development proposals subject to Large Lot Standards stipulated in Section 910.

C. Conditional Use Permits are required for the following:

Land uses subject to a Conditional Use Permit per Table 2, Section 907.

D. Overview of Permits Required

Table 1 provides an overview of the permits required, the review authority, and the appeal authority within the Incentive District.

**Table 1. Applications and Review Authority**

<b>Permit Type</b>	<b>Reviewing Authority</b>	<b>Appealable/Appeal Authority</b>
Administrative Development Plan Permit	City Planner Administrative Decision	Yes/Planning Commission
Development Plan Permit	Planning Commission	Yes/City Council
Conditional Use Permit	Planning Commission	Yes/City Council

E. Administrative Development Plan Review

1. Review Authority

The City Planner shall approve, conditionally approve, or deny applications for Administrative Development Plan Permits based on considerations of the standards of this article.

2. Review and Decision

- a. The City Planner shall approve an Administrative Development Plan Permit if the proposed development complies with applicable development standards, and meets the required findings in Section 903 E (3), below.
- b. The City Planner may require review by any other City department or division or governmental agency deemed necessary.
- c. The City Planner shall prepare a written decision which shall contain the findings of fact upon which such decision is based. A copy of the decision shall be mailed to the applicant at the address shown on the application within 14 calendar days after the decision is made.

3. Required Finding

An Administrative Development Plan Permit may be granted if the City Planner finds that the project, as submitted or modified, is consistent with the intent and objectives of the Coast Highway Vision and Strategic Plan, the General Plan, and the Local Coastal Program and complies with the applicable standards of this article.

4. Conditions

In granting an Administrative Development Plan Permit, the City Planner or the Review Authority on appeal may impose reasonable conditions to protect the public health, safety, and general welfare and secure the intent and objectives of the Coast Highway Vision and Strategic Plan, the General Plan, the Local Coastal Program, and this article, and to support the required findings of approval.

## 5. Other Standards

Administrative Development Plan Permits shall comply with the standards of Article 43 Development Plan Review of the 1992 Ordinance, specifically: Sections 4303 Initiation of Development Plan Review; 4304 Application for Development Plan; 4305 Notice Administrative Hearing and Public Hearing; and 4308 Effective date, Lapse of Approvals, Time Extension, and Changed Plans.

## F. Development Plan Review

### 1. Review Authority

The Planning Commission shall approve, conditionally approve, or deny applications for Development Plan Permits based on consideration of the standards of this article.

### 2. Required Findings

A Development Plan Permit shall be granted only if the Planning Commission determines that the project as submitted or modified, complies with the following criteria:

- a. That the proposed project is consistent with the intent and objectives of the Coast Highway Vision and Strategic Plan, the General Plan, and the Local Coastal Program.
- b. That the physical location, size, massing, setbacks, pedestrian orientation, and placement of proposed structures on the site and the location of proposed uses within the project comply with applicable standards and are consistent with the purpose and intent of the Incentive District.
- c. That any proposed extension of rights-of-way and/or onsite circulation can accommodate autos, bicycles, pedestrians, and multi-modal transportation methods, including adequate vehicle and bicycle parking and pedestrian access.
- d. That the area covered by the application can be adequately, reasonably, and conveniently served by existing and/or planned public services, utilities, and public facilities.
- e. That any community benefits have been provided in accordance with Section 904.

### 3. Conditions

In granting a Development Review Permit, the Planning Commission or the Review Authority on appeal may impose reasonable conditions to protect the public health, safety, and general welfare and secure the intent and objectives of the Coast Highway Vision and Strategic Plan, the General Plan, the Local Coastal Program, and this article, and to support the required findings of approval.



#### 4. Other Standards

Development Plan Permits shall comply with the standards of Article 43 Development Plan Review of the 1992 Ordinance, specifically: Sections 4303 Initiation of Development Plan Review; 4304 Application for Development Plan; 4305 Notice Administrative Hearing and Public Hearing; and 4308 Effective date, Lapse of Approvals, Time Extension, and Changed Plans.

#### G. Conditional Use Permit

Conditional Use Permits shall be processed in accordance with Article 41 of the 1992 Ordinance.

#### H. Appeals

##### 1. Rights of Appeal and Review

Rights of appeal and review procedures shall be as prescribed by Article 43 Development Plan Review of the 1992 Ordinance, specifically Section 4309 (A) and (B), except that any filing for an appeal shall include the grounds for appeal and supporting documentation in compliance with Section 903 (H), 2 and 3, of this article.

##### 2. Grounds for Appeal

All appeals shall be filed with the following supporting documentation.

- a. Factual Error. The statements or evidence relied upon by the decision maker when approving, conditionally approving, or denying a permit, map, or other matter were inaccurate.
- b. New Information. New information is available to the applicant or the interested person that was not available through reasonable efforts or due diligence at the time of the decision.
- c. Findings not supported. The decision maker's stated findings to approve, conditionally approve, or deny the permit, map, or other matter are not supported by the information provided to the decision maker.
- d. Conflicts. The decision to approve, conditionally approve, or deny the permit is in conflict with the intent and objectives of the Coast Highway Vision and Strategic Plan, General Plan, Local Coastal Program, and applicable development standards.

##### 3. Insufficient Appeal

An insufficient appeal shall be returned to the appellant.

#### I. Incentive District Boundary Adjustments

1. Minor adjustments to the Incentive District boundary and identified subareas may be approved by the City Planner subject to the following findings:

- a. Parcels must be included within the Coastal Zone boundary.
- b. Parcels are contiguous to the Incentive District or identified subarea and the addition of the parcel(s) would result in a project that equally or better meets the purpose and intent of the Incentive District.
- c. All other adjustments will require an amendment to the Incentive District.

J. Periodic Review and Maintenance

To ensure progress toward achieving the intent and objectives articulated in the Coast Highway Vision and Strategic Plan, General Plan, and Local Coastal Program, the Planning Commission will periodically review the Incentive District boundaries and this Article and recommend changes.

**904 Regulating Plan**

A. Applicability

The Regulating Plans for this article are depicted in the following maps:

- Map 2 Subarea Plan
- Map 3 Setback Regulating Plan

B. Purpose of the Subarea Plan

The Subarea Plan (Map 2) divides the Incentive District into five subareas, with each subarea assigned place-specific development standards. The purpose of each subarea is described in Section 901(c).

C. Purpose of Setback Plan

The Setback Plan (Map 3) establishes minimum and maximum setbacks along the primary frontage of all parcels within the Nodes and Commercial Village subareas and minimum setbacks along the primary frontage of all parcels within the Avenue subareas.

D. Setback Standards

The primary frontage is provided on Map 3 for guidance purposes only. The City Planner shall make the final determination as to which parcel line(s) serves as the primary frontage of each project site. The City Planner shall use the following criteria in making this determination:

1. Primary frontages shall be applied to properties abutting Coast Highway.
2. For parcels not abutting Coast Highway, primary frontages shall be those abutting streets that parallel Coast Highway.
3. For parcels not abutting Coast Highway with frontages on more than one street running parallel to Coast Highway, the orientation of existing development on the same city block shall determine the primary frontage.

4. For properties on Wisconsin Avenue and south of Coast Highway, primary frontages shall be those abutting Wisconsin Avenue.
5. Front yard setbacks along the primary frontage as shown on Map 3:
  - a. Avenues. Minimum 5 feet for mixed-use/ground-floor commercial and 10-foot minimum for standalone residential; 10-foot maximum for mixed-use/ground-floor commercial and 20-foot maximum for standalone residential.
  - a. Commercial Villages. Minimum 3 feet and 8-foot maximum.
  - b. Nodes. No minimum and 10-foot maximum.
6. Side yard setbacks:
  - a. Corner lots in all sub areas: Consistent with applicable minimum and maximum front yard setbacks.
  - b. Interior lots in all sub areas with at least one frontage along a primary frontage identified on Map 3: No required minimum or maximum.
  - c. For all other interior lots in all sub areas: Minimum 10 percent of lot width, not less than 3 feet and not more than 5 feet.
7. Rear yard setbacks:
  - a. Properties in all sub areas not abutting a residential zoning district: No required minimum or maximum.
  - b. For properties abutting residential zoning districts: Minimum 15 feet, unless abutting an alley, then minimum 5 feet.

**905 Mixed-Use Standards**

A. Purpose

This section establishes the minimum standards for commercial space within mixed-use developments.

B. Mixed-Use Commercial Floor Area

1. For mixed-use projects on lots 60,000 sf and smaller, the Floor Area Ratio devoted to commercial space shall be a minimum of 0.20.
2. For mixed-use projects on lots greater than 60,000 sf, the Floor Area Ratio devoted to commercial space shall be a minimum of 0.25.

C. Commercial Uses

1. Required commercial spaces shall contain commercial land uses that serve clients and patrons that will visit the site. These spaces may not be used for storage or in the same manner as home occupancy businesses.

2. Commercial land uses in mixed-use projects include the following major land use categories; artisan manufacturing, bars and cocktail lounges, craft breweries and wineries, child care, commercial recreation and entertainment-indoor, cultural institutions, financial services, food and beverage sales, offices business and professional, park and recreation facilities, personal improvement services, personal services, restaurants, retail, studios, and visitor accommodations.

## **906 Residential Incentive Program**

### **A. Purpose**

1. The purpose of this section is to establish regulations that will allow new development to exceed the maximum residential densities of the underlying zoning district in exchange for community benefits, or to implement stand-alone residential use in the Avenue subareas.
2. These regulations require that projects approved above the maximum residential density must implement community benefits within one or more of the categories in Section 906 (C), below.

### **B. Applicability**

1. The provisions of this Chapter shall apply to the nodal subareas as shown in Map 4, Residential Incentive Program Area.
2. Nodes. Residential use in nodal areas is permitted as a component of mixed-use development that meets minimum commercial standards as specified in Section 905. Development in nodal areas may exceed the maximum residential density up to a maximum of 63 dwelling units per acre through the provision of certain community benefits as further described in Section 906 (C), below.
3. Avenue Segments. Development in Avenue segments may not exceed the residential density allowance of the underlying zoning district.

### **C. Residential Density Incentive for Nodal Development**

1. In nodal areas, projects can earn additional density above the underlying residential density allowance in exchange for one or more of the following community benefits provided per unit above 43 dwelling units per acre.
  - a. Public Improvement Fee. Projects can gain additional density up to a maximum of 63 dwelling units per acre through payment of a per-unit public improvement fee. Said fee shall be set and adjusted by the City Council and shall provide for public improvements within the Incentive District.
  - b. Public Open Space. Projects can gain additional density up to a maximum of 63 dwelling units per acre through the provision of public open space at a minimum ratio of 200 square feet (sf) per unit. Public open space provided in exchange for residential density must comply with the following standards:

- i. Projects shall provide a minimum of 1,000 sf of public open space.
  - ii. The minimum dimensions of public open space shall comply with the standards applicable to the building type as provided in Section 908 (D).
  - iii. Open space shall be owned, operated, and maintained by the developer or property manager in accordance with an approved maintenance plan.
  - iv. Open space shall be directly accessible from the public right-of-way.
  - v. Open space shall be accessible to persons with disabilities.
  - vi. Open space shall be on the ground level.
  - vii. No more than 20 percent of open space shall be occupied by above-grade structures.
  - viii. Open space shall be open to the public, without charge, each day of the year from 6:00 a.m. to 10:00 p.m., except for temporary closures for necessary maintenance or compelling public safety concerns identified in coordination with the Oceanside Police Department.
  - ix. At a minimum, the following elements shall be included within the open space:
    - Trees and landscaping.
    - Seating.
    - Refuse and recycling receptacles.
    - Signage identifying the open space as open to the public and specifying hours of operation.
  - x. Open space may be provided off-site, subject to approval by the City Planner.
  - xi. Off-site open space shall comply with the following standards:
    - The open space shall be within 1,320 feet of the project site.
    - The open space shall be dedicated and improved concurrent with the project benefiting from bonus residential density.
    - The open space may be either publicly or privately maintained subject to agreement with the City.
- c. Public Parking. Projects can gain additional density up to a maximum of 63 dwelling units per acre through the provision of a minimum number of public parking spaces per unit in compliance with the following standards:
- i. One parking space per unit.

- ii. The total number of additional parking spaces must equal at least 10 percent of the total minimum parking spaces required under Section 911.
  - iii. A public parking easement shall be executed for these facilities to the satisfaction of the City Planner and City Attorney.
  - d. Increased Commercial Floor Area. Projects can gain additional density up to a maximum of 63 dwelling units per acre through the provision of additional ground floor commercial floor area above the minimum commercial floor area standard established in Section 905 (B). A total of 250 sf of additional ground floor commercial space shall be provided per unit.
2. The Residential Incentive Program shall be periodically reviewed by the Planning Commission as described in Section 903 (J) to ensure the public benefits provided in exchange for residential density continue to be equitable and desirable by the community.

D. Standalone Residential in Avenues

Standalone residential development shall be permitted in Avenues in compliance with the maximum density of the underlying zoning district. No community benefit per Section 906(c) above, is required.

**907 Land Use Standards**

A. Purpose

Allowed land uses are provided in Table 2, Land Use and Permit Standards. The land use regulations shall be reviewed as part of periodic reviews described in Section 903 (J) to ensure a balanced mix.

B. Applicability

Land uses shown in the table are allowed in the subarea specified. Uses not included in the table are considered prohibited unless determined by the City Planner to be substantially similar to another permitted or conditionally permitted use. Each land use in the table corresponds to a definition listed in Section 912.

C. Land Use and Permit Standards

**Table 2. Land Use and Permit Standards**

Use <sup>(1)</sup>	Avenue	Commercial Village	Node
Animal Sales and Services	P	P	P
Artisan Manufacturing	P	P	P
Assembly/Meeting Facility	C	C	P
Bars and Cocktail Lounges	C(4)	C(4)	C(4)

Use <sup>(1)</sup>	Avenue	Commercial Village	Node
Breweries, Craft	Variable (10)	Variable (10)	Variable (10)
Child Care	P	P	P
Commercial Recreation and Entertainment – Indoor	P(4)	P(4)	P(4)
Cultural Institutions	P	P	P
Financial Services	P(2)	P(2)	P(3)
Food and Beverage Sales	P(4)	P(4)	P(4)
Hospitals	C	C	P
Offices, Business and Professional	P(2)	P(2)	P(3)
Parking as a primary use	P(5)	P(5)	P(5)
Park and Recreation Facilities	P	P	P
Personal Improvement Services	P(4)	P(4)	P(4)
Personal Services	P(4)	P(4)	P(4)
Residential	P(6)	P(6)(7)	P(7)(8)
Restaurants, Fast Food	P(2)	P(2)	P(3)
Restaurants, Full Service	P(4)	P(4)	P(4)
Retail	P(2)	P(2)	P(2)(4)
Schools	C	C	C
Studios	P	P	P
Theater	C	C	P
Vehicle/Equipment Sales and Services	P	C	-
Visitor Accommodations	P	P	P
Wineries, Craft	Variable (10)	Variable (10)	Variable (10)
Other <sup>(9)</sup>	C	C	C

Notes: “P” denotes that the use is permitted.

“C” denotes that the use is permitted with the approval of a Conditional Use Permit pursuant to Article 41 of the 1992 Ordinance.

“-” denotes that the use is not permitted.

“(numbers, such as ‘1’)” denote that the land use is subject to additional use regulations which are provided after the table.

#### D. Additional Land Use Regulations

1. All uses must meet City noise and emissions standards per Oceanside Municipal Code Chapter 38. The City Planner may establish project-specific conditions of approval to minimize noise, including conditions to soundproof facilities, limited operating hours, and/or limited facility size.

2. Any drive-through facilities require approval of a Conditional Use Permit in accordance with Article 41 of the 1992 Ordinance.
3. Drive-through facilities are prohibited in Nodes.
4. Certain uses within this land use category are subject to standards in Article 36 Separation of Regulated Uses of the 1992 Ordinance. See Section 912 Definitions of this article for identification of these uses.
5. Parking as a primary use must be made publically available and shall comply with appropriate provisions of Section 911 and applicable provisions of Article 31 of the 1992 Zoning Ordinance, including Section 3120 additional design standards for parking lots and structures.
6. Residential density may not exceed 43 units per acre.
7. Residential shall only be permitted in conjunction with another permitted use.
8. Residential density may not exceed 43 units per acre unless the project complies with the Residential Incentive Program per Section 904 and is subject to approval of a Development Plan Permit per Section 903.
9. Any use that is not listed in Table 2 and defined in Section 912 is considered “Other” and requires a Conditional Use Permit in accordance with Article 41 of the 1992 Ordinance.
10. Definitions, performance standards, and review processes for craft breweries and wineries are provided in Section 414 of Article 4 of the 1992 Ordinance.

**908 Urban Standards**

A. Purpose

The Urban Standards define the design of the built environment in the Incentive District, placing emphasis on the design of the street frontage where private development meets the public street. The Urban Standards vary by subarea and are further described in Table 3 below.

B. Applicability

This section applies to all areas within the Incentive District.



C. Urban Standards by Subarea

**Table 3. Urban Standards by Subarea**

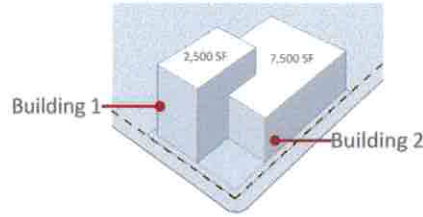
Location	Allowable Building Types	Allowable Frontage Types	Maximum Height	Minimum Frontage Occupancy <sup>2</sup>
Node	<ul style="list-style-type: none"> <li>• Live/Work</li> <li>• Mixed Use</li> <li>• Courtyard Complex</li> <li>• Podium</li> <li>• Wrap Building</li> <li>• Special Type Buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Shopfront</li> <li>• Dooryard</li> <li>• Live/Work</li> <li>• Stoop</li> <li>• Forecourt</li> </ul>	45 feet or four stories May exceed height limit subject to additional provisions <sup>1</sup>	90%
Commercial Village	<ul style="list-style-type: none"> <li>• Main St. Retail/Office</li> <li>• Live/Work</li> <li>• Mixed Use</li> <li>• Courtyard Complex</li> <li>• Podium</li> <li>• Wrap Building</li> <li>• Special Type Buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Shopfront</li> <li>• Live/Work</li> <li>• Dooryard</li> <li>• Stoop</li> <li>• Forecourt</li> </ul>	45 feet or four stories	70%
Avenue	<ul style="list-style-type: none"> <li>• Main St. Retail/Office</li> <li>• Live/Work</li> <li>• Courtyard Apartment</li> <li>• Condo Complex</li> <li>• Podium</li> <li>• Wrap Building</li> <li>• Townhouse</li> <li>• Stacked dwelling</li> <li>• Special Type Buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Live/Work</li> <li>• Shopfront</li> <li>• Avenue-Commercial</li> <li>• Avenue-Residential</li> <li>• Dooryard</li> <li>• Stoop</li> <li>• Forecourt</li> </ul>	45 feet or four stories	60%

**Notes:**

- 1) Projects may exceed the height limit up to a maximum of 65 feet, with a maximum average height of 55 feet, subject to approval of a Development Plan Permit pursuant to Section 903 (F).
- 2) An exception to the minimum frontage occupancy standard may be granted by the City Planner where significant urban or architectural features or contributions to the public realm are offered. Such public realm features may include, but are not limited to publicly accessible open space, such as a courtyard or plaza or residential entry alcoves or stoops that contribute to the public realm by adding detail and enhancing the relationship to the street. The following additional standards apply:
  - a. Any open space provided must comply with the open space standards in Section 908.
  - b. The open space may include outdoor dining areas, but the overall space must be accessible to the public and enhance the public realm.
  - c. The urban, architectural, or public realm features must be of exceptional, high-quality design.
  - d. The urban, architectural, or public realm features will not compete with other similar features or spaces on that block so as to detract from an inviting, pedestrian-friendly environment.

**Figure 1. Calculating Maximum Average Height**

Step One



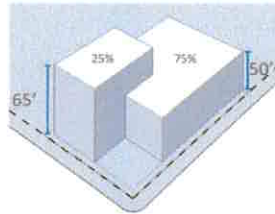
$$\frac{\text{Building 1 Roof Area (SF)}}{\text{Building 1 Roof Area (SF)} + \text{Building 2 Roof Area (SF)}} = \text{Building 1 Percentage (B1\%)}$$

Ex:  $\frac{2,500}{2,500 + 7,500} = 25\%$

$$\frac{\text{Building 2 Roof Area (SF)}}{\text{Building 1 Roof Area (SF)} + \text{Building 2 Roof Area (SF)}} = \text{Building 2 Percentage (B2\%)}$$

Ex:  $\frac{7,500}{2,500 + 7,500} = 75\%$

Step Two



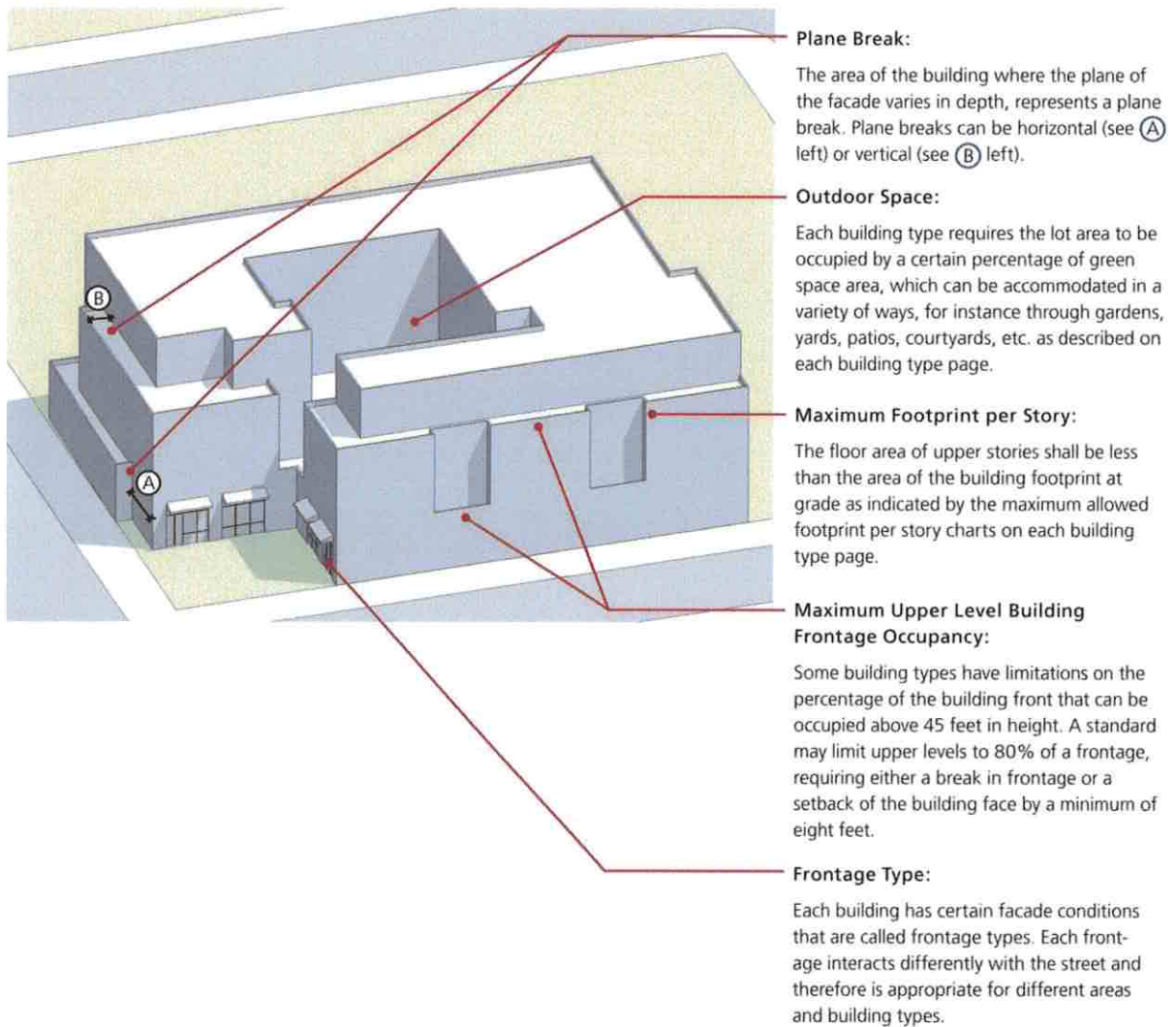
$$(\text{Building 1 Height (FT)} \times \text{B1\%}) + (\text{Building 2 Height (FT)} \times \text{B2\%}) = \text{Average Height (FT)}$$

Ex:  $(65' \times .25) + (50' \times .75) = 55'$

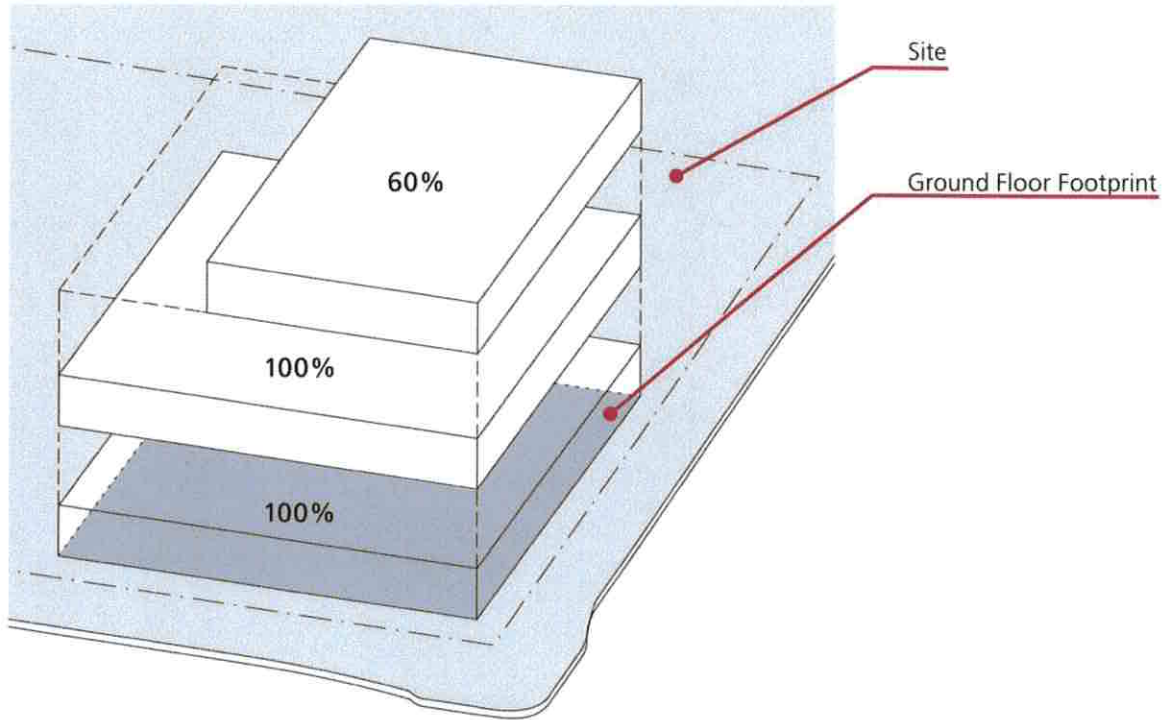
## D. Building Types

Building type standards address key building elements as illustrated in Figure 2. Calculating the maximum allowed footprint per story is illustrated in Figure 3.

**Figure 2. Key Building Elements**

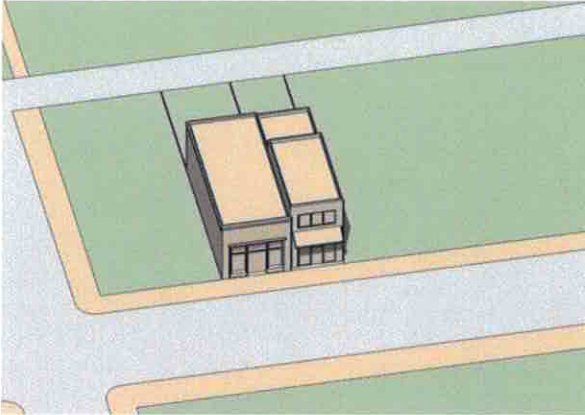


**Figure 3. Maximum Allowed Footprint per Story**



**The maximum footprint per story is computed based on the building's ground floor footprint, not the overall site area.**

## 1. Main Street Retail/Office



Three-dimensional diagram

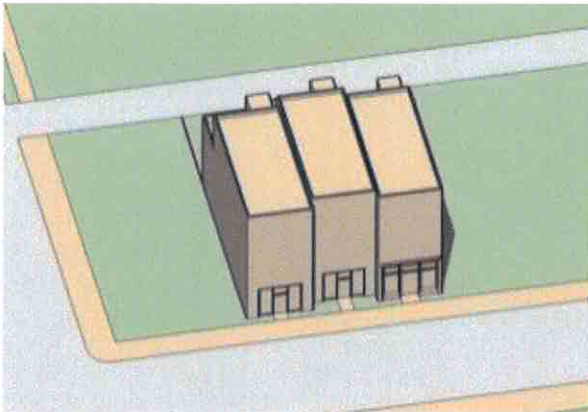


Example of Main Street Retail/Office

<b>Intent Statement</b>
A building designed for occupancy by retail, service, and/or office.
<b>Location</b>
<ul style="list-style-type: none"> <li>Commercial Village</li> <li>Avenue</li> </ul>
<b>Building Height</b>
25 feet min. or 1 story with mezzanine
<b>Maximum Facade Width</b>
50 feet
<b>Maximum Upper-Level Frontage Occupancy</b>
Not Applicable
<b>Maximum Allowed Footprint per Story</b>
Not Applicable
<b>Primary Facades</b>
<ul style="list-style-type: none"> <li>Street-facing</li> </ul>
<b>Landscaping</b>
<ul style="list-style-type: none"> <li>Hardscape and potted plants, only, for front yards.</li> <li>Landscape materials to be approved by the City.</li> </ul>

<b>Open Space</b>		
<ul style="list-style-type: none"> <li>When provided, open space shall be at least 10 feet in length.</li> </ul>		
<b>Primary Frontage Types</b>		
<ul style="list-style-type: none"> <li>Arcade/Gallery</li> <li>Stoops</li> <li>Shopfront</li> </ul>		
<b>Primary Entry Location</b>		
<ul style="list-style-type: none"> <li>Street</li> </ul>		
<b>Parking</b>		
Type	Surface	At rear of lot
	Above-Grade	Concealed from street view behind bldg.
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

## 2. Live/Work



Three-dimensional diagram

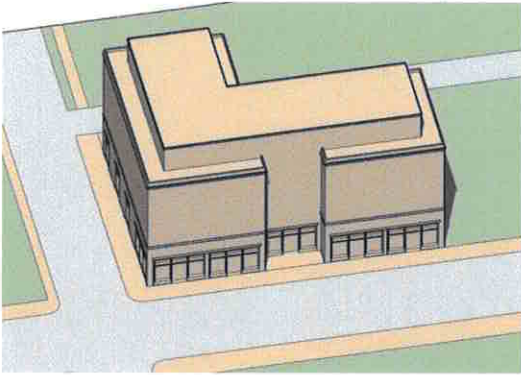


Example of Live/Work buildings

Intent Statement				
<p>An integrated residence and work space, occupied by a single unit. Often two or more such units shall be arranged side by side along the principal frontage that has been designed or structurally modified to accommodate joint residential and work occupancy. Live/work buildings may also wrap the podium of a high-rise building type. To ensure an appropriate ratio of residence to work space, the following standards must be met:</p> <ul style="list-style-type: none"> <li>• The minimum size of a single unit is 470 sf. The maximum size of a single unit is 5,000 sf.</li> <li>• The residential area of a unit may not exceed the lesser of 50% of the total unit size.</li> </ul>				
Location				
<ul style="list-style-type: none"> <li>• Node</li> <li>• Avenue</li> <li>• Commercial Village</li> </ul>				
Building Height				
Min.	25 feet or 2 stories			
Max.	50 feet or 4 stories in Node			
Maximum Facade Width				
Max.	30 feet per unit; 10 units per facade string			
Maximum Upper-Level Frontage Occupancy				
Not Applicable				
Maximum Allowed Footprint per Story				
Stories	1	2	3	4
2	100%	100%	-	-
3	100%	100%	80%	-
4	100%	100%	80%	80%

Primary Facades		
<ul style="list-style-type: none"> <li>• Street-facing</li> </ul>		
Landscaping		
<ul style="list-style-type: none"> <li>• Landscaping may not visually obstruct Shopfront or work space.</li> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>		
Open Space		
<ul style="list-style-type: none"> <li>• When provided open space shall be at least 10 feet in dimension.</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Live/Work</li> <li>• Shopfront</li> <li>• Stoops</li> </ul>		
Primary Entry Location		
Street; except residential entries may be accessed through work space, through a paseo between units, or from the rear		
Parking		
Type	Surface	At rear of lot
	Above-Grade	Concealed from street view behind bldg.
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

### 3. Mixed Use



Three-dimensional diagram



Example of Mixed-Use Building

Intent Statement			
A building designed for occupancy by retail, service, office, and/or residential uses on the ground floor, with upper floors also configured for office and/or residential uses; however two-story retail is permitted as long as the development complies with applicable mixed-use standards in Section 906.			
Location			
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> </ul>			
Building Height			
Min.	2 stories		
Façade Width			
Max.	225 feet; >175 feet must have at least 1 facade break of at least 20 feet in length and 10 feet in depth		
Maximum Upper-Level Frontage Occupancy			
Portions of facades above 45 feet in height and greater than 150 feet in length shall occupy no more than 80% of the primary facade plane established on the ground floor (see Figure 3).			
Maximum Allowed Footprint per Story			
Stories	1-3	4	5
2-3	100%	-	-
4-5	100%	85%	55%
Primary Facades			
Street-facing			

Landscaping		
<ul style="list-style-type: none"> <li>• Landscaping may not visually obstruct Shopfront or office or retail space.</li> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>		
Open Space		
<ul style="list-style-type: none"> <li>• When provided, open space shall be at least 10 feet in dimension.</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Shopfront</li> </ul>		
Primary Entry Location		
Street; Primary entrances to upper floors shall be accessed through an interior courtyard or a lobby which is accessed directly from the street		
Parking		
Type	Surface	At rear of lot
	Above-Grade	Concealed from street view behind bldg.
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

#### 4. Courtyard Complex



Three-dimensional diagram



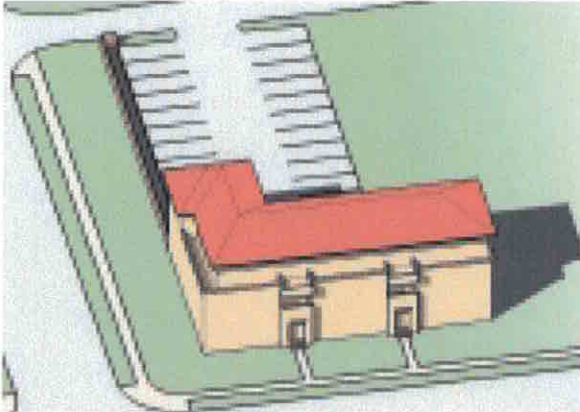
Example of Courtyard Complex

Intent Statement	
A grouping of townhouses or individual units arranged around a central courtyard or series of courtyards at grade. The uses may include residential, retail, office, or lodging.	
Location	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Avenue</li> <li>• Commercial Village</li> </ul>	
Building Height	
Min.	21 feet or 2 stories
Max.	40 feet or 3 stories
Façade Width	
Max.	Not Applicable
Maximum Upper-Level Frontage Occupancy	
Not Applicable	
Maximum Allowed Footprint per Story	
Not Applicable	
Primary Facades	
<ul style="list-style-type: none"> <li>• Street-facing</li> <li>• Inner-Courtyard</li> </ul>	
Landscaping	
<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>	

Open Space		
<ul style="list-style-type: none"> <li>• Central courtyard shall average at least 20 feet in width, and at no time may be less than 10 feet in width.</li> <li>• Upper-floor balconies and patios may not project into minimum courtyard dimensions required to meet the 20-foot average width or 10-foot minimum width.</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Shopfront</li> <li>• Dooryard</li> </ul>		
Primary Entry Location		
<ul style="list-style-type: none"> <li>• Inner-Courtyard</li> </ul>		
Parking		
Type	Surface	At rear of lot
	Above-Grade	Not permitted
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present



## 5. Multi-Family Complex



Three-dimensional diagram

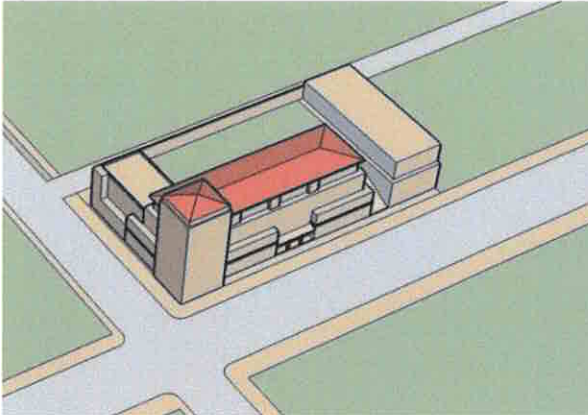


Example of Multi-Family Complex

Intent Statement		
Six units or more configured as one building, one over another, and exclusively residential.		
Location		
<ul style="list-style-type: none"> <li>• Avenue</li> </ul>		
Building Height		
Min.	2 stories	
Maximum Facade Width		
Max.	Not Applicable	
Maximum Upper-Level Frontage Occupancy		
Portions of facades above 40 feet in height and greater than 150 feet in length shall occupy no more than 80% of the primary facade plane established on the ground floor (see Figure 3).		
Maximum Allowed Footprint per Story		
Stories	1-3	4
2-3	100%	-
4	100%	85%
Primary Facades		
<ul style="list-style-type: none"> <li>• Street-facing</li> </ul>		
Landscaping		
<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>		

Open Space		
<ul style="list-style-type: none"> <li>• Where provided, courtyards shall average at least 25 feet in width, and at no time may be less than 10 feet in width.</li> <li>• Upper-floor balconies and patios may not project into minimum courtyard dimensions required to meet the 20-foot average width or the 10-foot minimum width.</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Raised terrace</li> <li>• Stoop</li> </ul>		
Primary Entry Location		
<ul style="list-style-type: none"> <li>• Street</li> </ul>		
Parking		
Type	Surface	At rear of lot
	Above-Grade	Integrated or detached
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

## 6. Podium



Three-dimensional diagram

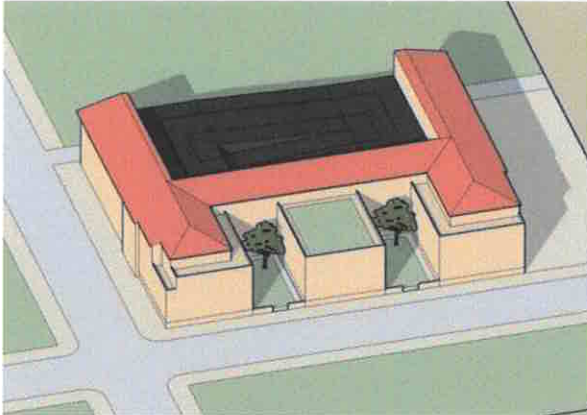


Example of Podium Building

Intent Statement			
Podium parking is typically two levels, one underground and one at grade. At-grade-level parking is wrapped by single-loaded flats or two-story units. Roof of garage is landscaped, providing usable courtyard for residents.			
Location			
<ul style="list-style-type: none"> <li>• Node</li> <li>• Avenue</li> <li>• Commercial Village</li> </ul>			
Building Height			
Min.	3 stories		
Maximum Facade Width			
Max.	300 feet		
>175 feet must have at least one facade break of at least 20 feet in length and 10 feet in depth			
Maximum Upper-Level Frontage Occupancy			
Portions of facades above 45 feet in height and greater than 150 feet in length shall occupy no more than 80% of the primary facade plane established on the ground floor (see Figure 3).			
Maximum Allowed Footprint per Story			
Stories	1-3	4	5
3	100%	-	-
4-5	100%	85%	50%

Primary Facades		
<ul style="list-style-type: none"> <li>• Street-facing</li> <li>• Parking podiums at ground level and above shall be lined with habitable space along all street facing facades (alleys are excluded from this standard)</li> </ul>		
Landscaping		
<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>		
Open Space		
<ul style="list-style-type: none"> <li>• Where provided, courtyards must average at least 25 feet in any dimension, and at no time may be less than 10 feet in any dimension</li> <li>• Upper-floor balconies and patios may not project into minimum courtyard dimensions required to meet the 25-foot minimum average dimension or the 10-foot minimum dimension</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Shopfront</li> <li>• Dooryard</li> <li>• Stoop</li> <li>• Raised terrace</li> </ul>		
Primary Entry Location		
<ul style="list-style-type: none"> <li>• Street</li> <li>• Podium-level Courtyard</li> </ul>		
Parking		
Type	Surface	Not Permitted
	Above-Grade	Screened by habitable spaces on all street-facing primary facades (with the exception of alleys)
Access	Alley	Permitted

## 7. “Wrap” Building



Three-dimensional diagram

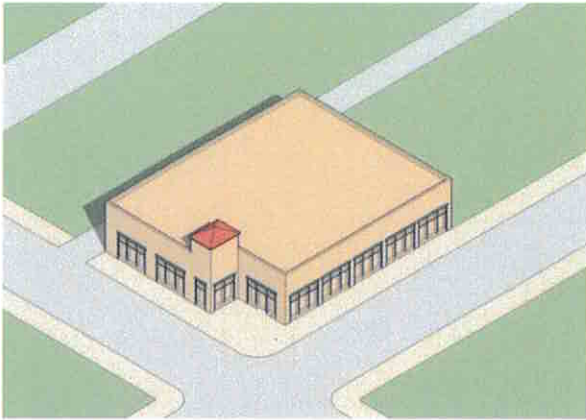


Example of “Wrap” Building

Intent Statement			
The above-grade parking garage can be fully wrapped with building program or can be left open to a rear alley for access and ventilation. Building against garage is single-loaded corridor, while wings may be served by a double-loaded corridor.			
Location			
• Node		• Avenue	
• Commercial Village			
Building Height			
Min.	3 stories		
Maximum Facade Width			
Nodes	200 feet		
Avenue	No Maximum		
>175 feet must have at least one facade break of at least 20 feet in length and 10 feet in depth			
Maximum Upper-Level Frontage Occupancy			
Portions of facades above 45 feet in height and greater than 150 feet in length shall occupy no more than 80% of the primary facade plane established on the ground floor (see Figure 3).			
Maximum Allowed Footprint per Story			
Stories	1-3	4	5
3	100%	-	-
4-5	100%	90%	50%

Primary Facades		
• Street-facing		
Landscaping		
• Front yard landscaping shall primarily include hardscapes and potted plants.		
• Trees/vegetation is allowed in all other yards, except front yard.		
Open Space		
• Where provided, courtyards shall be at least 25 feet in any dimension, and at no time may be less than 10 feet in any dimension		
• Upper-floor balconies and patios may not project into minimum courtyard dimensions required to meet the 25-foot average minimum dimension or the 10-foot minimum dimension		
Primary Frontage Types		
• Shopfront	• Stoop	
• Forecourt		
Primary Entry Location		
• Street	• Courtyard	
Parking		
Type	Surface	Not Applicable
	Above-Grade	Concealed from street view behind building
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

8. Special Type Building – Urban “Large Format”



Three-dimensional diagram

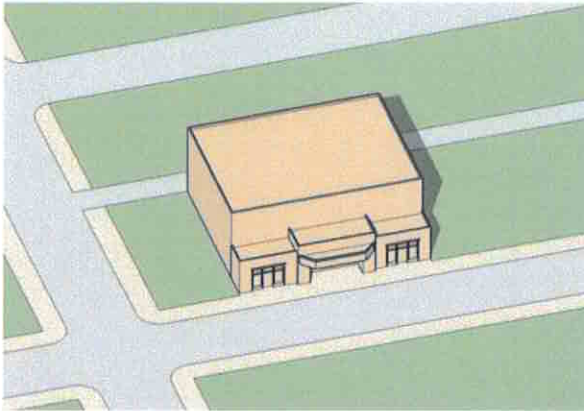


Example of Urban “Large Format” Building

Intent Statement	
<p>A multi-story building defined by its square, “L,” or “U” shape that allows for large-scale retail, office, or entertainment uses of at least 40,000 sf/floor for a single tenant, such as a grocery store or department store. Parking and loading should be designed to avoid vehicular/pedestrian conflict. Unlike “Big Boxes” in suburban areas, these typically have storefronts that create a pedestrian scaled environment and may have other uses such as office and/or residential above.</p>	
Location	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Avenue</li> <li>• Commercial Village</li> </ul>	
Building Height	
Min.	2 stories
Maximum Facade Width	
300 feet	
Primary Facades	
<ul style="list-style-type: none"> <li>• Street-facing</li> </ul>	

Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Avenue-Commercial</li> <li>• Shopfront</li> </ul>		
Landscaping		
<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> <li>• Parking lot landscaping shall be included to ensure that 50% of the total parking area is fully shaded within 5 years of the construction of the building.</li> </ul>		
Open Space		
<ul style="list-style-type: none"> <li>• No minimum open space standard.</li> </ul>		
Primary Entry Location		
<ul style="list-style-type: none"> <li>• Street</li> </ul>		
Parking		
Type	Surface	Not permitted
	Above-Grade	Screened by ground floor uses on all primary facades
Access	Alley	Permitted
	Secondary Street	Permitted

## 9. Special Type Building – Urban Theater



Three-dimensional diagram

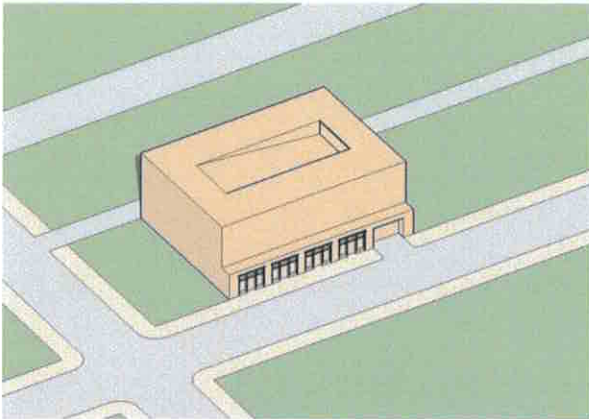


Example of Urban Theater

Intent Statement	
<p>A multi-story building that allows for auditorium spaces of different sizes, with a large floor-to-ceiling height, as well as common lobby areas. A distinguishing feature of the theater type is that shop windows and entrances are only utilized at the entry and occasionally in secondary lobbies above the first floor. Unlike suburban-style multiplexes, “Theaters” should be lined with storefronts accommodating other retailers so as not to present a blank wall to pedestrians. While this building type is defined by its internal volumes and primary uses, it is possible to have other uses connected to it or within it, including restaurants and cafes. Where height and FAR permit, additional retail uses may be accommodated below the theater, and/or office and residential may be accommodated above.</p>	
Location	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> <li>• Avenue</li> </ul>	
Building Height	
Min.	2 stories

Maximum Facade Width		
300 feet		
Primary Facades		
<ul style="list-style-type: none"> <li>• Street-facing</li> </ul>		
Landscaping		
<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>		
Open Space		
<ul style="list-style-type: none"> <li>• No minimum open space standard.</li> </ul>		
Primary Frontage Types		
<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Shopfront</li> </ul>		
Primary Entry Location		
<ul style="list-style-type: none"> <li>• Street</li> </ul>		
Parking		
Type	Surface	Not permitted
	Above-Grade	Concealed from street view behind bldg.; Integrated
Access	Alley	Preferred
	Secondary Street	Permitted when alleys are not present

## 10. Special Type Building – Public Parking Structure



Three-dimensional diagram



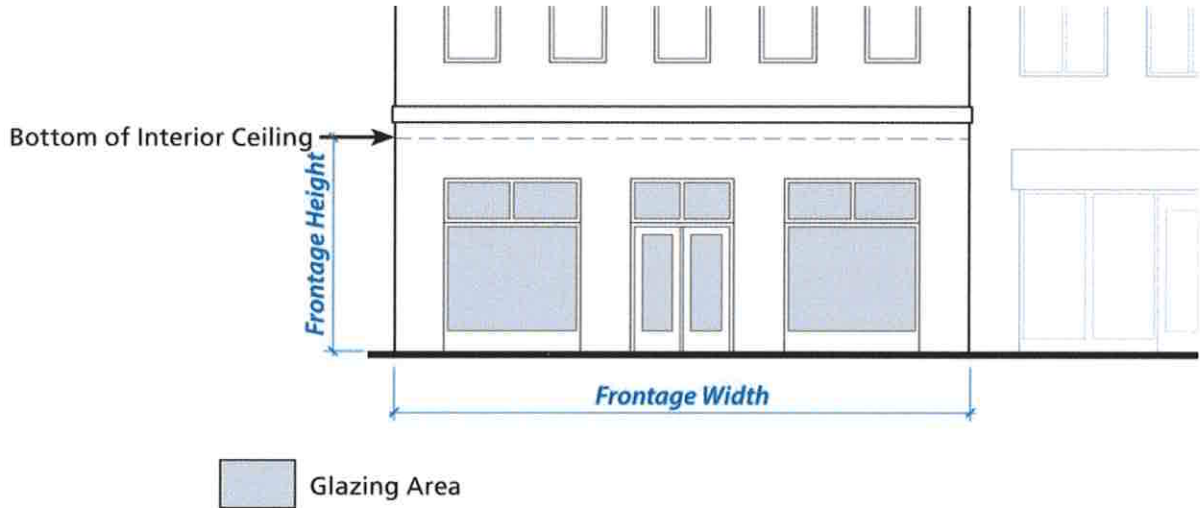
Example of Public Parking Structure

<b>Intent Statement</b>		<b>Primary Facades</b>	
An above-ground structure for vehicle public parking. This building type is designed to accommodate the need for shared public parking. Additional public uses should be considered for the top floor where views become available. Ground floor retail or office space along the edge of the building facing a public street and sidewalk are encouraged.		<ul style="list-style-type: none"> <li>• Street-facing</li> </ul>	
<b>Location</b>		<b>Primary Frontage Types</b>	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> <li>• Avenue</li> </ul>		<ul style="list-style-type: none"> <li>• Arcade/Gallery</li> <li>• Shopfront</li> </ul>	
<b>Building Height</b>		<b>Landscaping</b>	
Min.	2 stories	<ul style="list-style-type: none"> <li>• Front yard landscaping shall primarily include hardscapes and potted plants.</li> </ul>	
Max.	45 feet or 4 stories	<b>Open Space</b>	
<b>Maximum Facade Width</b>		<ul style="list-style-type: none"> <li>• No minimum open space standard.</li> </ul>	
300 feet		<b>Primary Entry Location</b>	
<b>Maximum Upper-Level Frontage Occupancy</b>		Retail	Street
Portions of facades above the first floor shall be set back 10 feet		Parking	Street, or alley when possible
<b>Maximum Allowed Footprint per Story</b>		<b>Required Parking</b>	
Not Applicable		Not Applicable	
		<b>Surface Parking</b>	
		Not Applicable	
		<b>Above-Grade Parking Garage</b>	
		Not Applicable	
		<b>Parking Access</b>	
		<ul style="list-style-type: none"> <li>• Entrances and exits may be no more than 3 lanes wide or 30 feet wide at sidewalk;</li> <li>• Ticket and payment machines should be recessed to allow significant stacking room inside structure.</li> </ul>	

E. Frontage Type Standards

The frontage type standards and guidelines address the building-to-street relationship. Calculating the minimum frontage glazing is illustrated in Figure 4.

**Figure 4. Minimum Frontage Glazing Diagram**



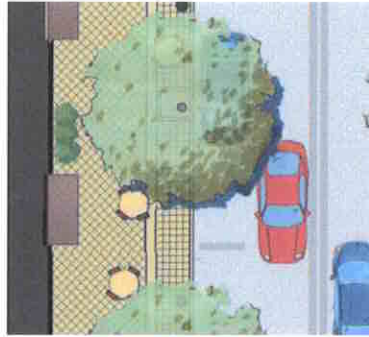
## 1. Arcade/Gallery



Intent Statement	
<p>A frontage wherein the facade is a <b>colonnade</b> that overlaps the sidewalk, while the facade at sidewalk level remains at the property line. This type is conventional for retail use. <b>Arcades</b> should be in alignment from building to building within a block.</p>	
Location	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> </ul>	<ul style="list-style-type: none"> <li>• Avenue</li> </ul>
Entries	
<ul style="list-style-type: none"> <li>• Sidewalk</li> <li>• Alcove adjacent to sidewalk</li> </ul>	
Dimensions	
Height to Underside of Arcade (H)	19 feet min. clear
Arcade Depth (D)	15 feet min.
Distance between Curb and face of Arcade (C)	2-4 feet
Paving and Landscaping	
<p>Area between the property line and building face shall be paved.</p>	
Furnishing Zone	
<ul style="list-style-type: none"> <li>• Outdoor seating</li> <li>• Product displays</li> </ul>	
Additional Standards	
<ul style="list-style-type: none"> <li>• Locate columns so they do not align with the entry doors of ground floor tenants.</li> <li>• Where an arcade does not wrap around a building's corner, open its end to facilitate the pedestrian path.</li> <li>• Arcades should not be used unless they encompass the primary pedestrian path of travel along the sidewalk.</li> <li>• Shading devices that obstruct views into the arcade from the street may not be used.</li> <li>• At least 60% of the arcade facade area at the ground floor shall be glazed, with at least 70% of the glazing to allow views into the store rather than being shallow window box displays (see Figure 4); Glazing shall be transparent and clear; Opaque, highly reflective, and dark tinting are not permitted.</li> </ul>	



## 2. Shopfront



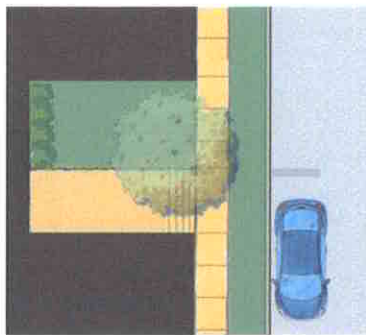
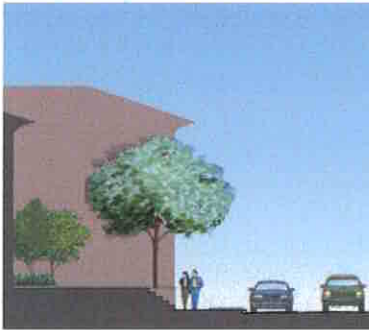
<b>Intent Statement</b>	
Shopfront frontages provide direct access to ground-floor spaces that are located adjacent to the sidewalk. Shopfronts are typically associated with retail uses but may accommodate other uses.	
<b>Location</b>	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> </ul>	<ul style="list-style-type: none"> <li>• Avenue</li> </ul>
<b>Entries</b>	
<ul style="list-style-type: none"> <li>• Sidewalk</li> <li>• Alcove adjacent to sidewalk</li> </ul>	
<b>Dimensions</b>	
Shopfront Floor-to-Ceiling Height	15-21 feet
<b>Paving &amp; Landscaping</b>	
Area between the property line and the building face shall be paved	
<b>Furnishing Zone</b>	
<ul style="list-style-type: none"> <li>• Outdoor seating</li> <li>• Product displays</li> </ul>	
<b>Additional Standards</b>	
<ul style="list-style-type: none"> <li>• At least 60% of the shopfront facade area at the ground floor shall be glazed, with at least 70% of the glazing to allow views into the store rather than being shallow window box displays (see Figure 4); Glazing shall be transparent and clear; Opaque, highly reflective, and dark tinting are not permitted.</li> <li>• Storefront window sill height may be no more than 30 inches high measured from the adjacent finished sidewalk</li> <li>• Unoccupied storefronts may be temporarily covered from the inside with white or light color paper, fabric or film, which may contain a graphic image or otherwise permitted sign</li> <li>• Maximum length of blank walls facing the street is limited to 15 horizontal feet for any one stretch</li> </ul>	

### 3. Live/Work



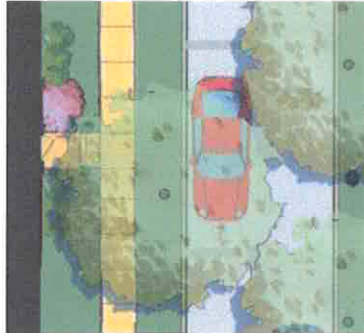
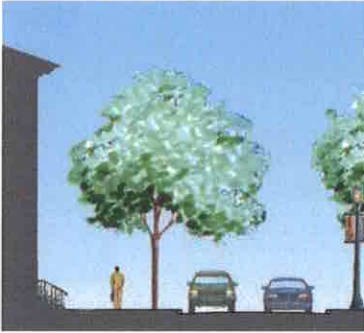
<b>Intent Statement</b>	
Live/Work frontages provide direct access to ground-floor spaces that are located adjacent to the sidewalk. Live/Work frontages may be associated with retail, offices or other work spaces.	
<b>Location</b>	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> <li>• Avenue</li> </ul>	
<b>Entries</b>	
<ul style="list-style-type: none"> <li>• Sidewalk</li> <li>• Alcove adjacent to sidewalk</li> </ul>	
<b>Dimensions</b>	
Live/Work – Floor-to-Ceiling Height	10 feet min.
<b>Paving &amp; Landscaping</b>	
Area between the property line and the building face shall be paved	
<b>Furnishing Zone</b>	
<ul style="list-style-type: none"> <li>• Outdoor seating</li> <li>• Product displays</li> </ul>	
<b>Additional Standards</b>	
<ul style="list-style-type: none"> <li>• At least 35% of the Live/Work facade area at the ground floor shall be glazed (see Figure 4). Opaque, highly reflective, and dark tinting are not permitted. Glazed garage doors may satisfy this standard.</li> <li>• Live/Work window sill height may be no more than 30 inches high measured from the adjacent finished sidewalk.</li> <li>• Unoccupied Live/Work may be temporarily covered from the inside with white or light color paper, fabric, or film, which may contain a graphic image or otherwise permitted sign.</li> <li>• Maximum length of blank walls facing the street is limited to 15 horizontal feet for any one stretch.</li> </ul>	

#### 4. Forecourt



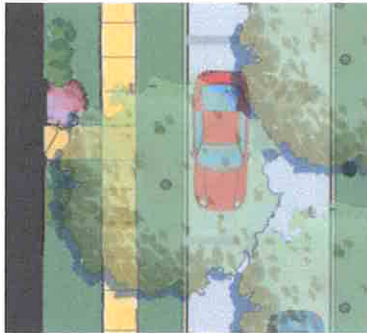
<b>Intent Statement</b>	
Forecourts are open areas located at primary building entrances. They may be designed as gardens or as paved courtyards. Frontages using a forecourt must comply with minimum frontage occupancy standards.	
<b>Location</b>	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> <li style="margin-left: 200px;">• Avenue</li> </ul>	
<b>Entries</b>	
Forecourt	Sidewalk
Building	3 feet max above adjacent forecourt
<b>Dimensions</b>	
Height	18 in. max above adjacent sidewalk
Depth	10-40 feet
Width	20-40 feet
<b>Paving &amp; Landscaping</b>	
Forecourts may be planted with grass, shrubs, or other ground cover or be paved. All walks shall be paved.	
<b>Furnishing Zone</b>	
<ul style="list-style-type: none"> <li>• Outdoor seating</li> <li>• Product displays</li> <li>• Planter pots</li> <li>• Water features</li> </ul>	
<b>Additional Standards</b>	
<ul style="list-style-type: none"> <li>• Forecourts shall be open to the sky; porches are not permitted</li> <li>• Forecourts may be gated</li> <li>• Forecourts are not intended for access by automobiles</li> <li>• Minimum facade occupancy standards are not applicable where forecourts are used</li> </ul>	

## 5. Stoop



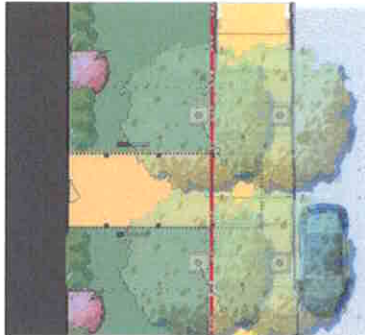
<b>Intent Statement</b>	
Stoops are small staircases leading to the entrance of a building. The stoop elevation provides some privacy between the sidewalk and ground-floor uses. Stoops may be covered.	
<b>Location</b>	
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> </ul>	<ul style="list-style-type: none"> <li>• Avenue</li> </ul>
<b>Entries</b>	
<ul style="list-style-type: none"> <li>• Sidewalk</li> </ul>	
<b>Dimensions</b>	
Height	3 feet max above adjacent sidewalk
Depth	4 feet min.
Width	4 feet min.
<b>Paving &amp; Landscaping</b>	
Yards should be planted with grass, shrubs, or other ground cover. Walks shall be paved.	
<b>Furnishing Zone</b>	
Not Permitted	
<b>Additional Standards</b>	
<ul style="list-style-type: none"> <li>• Awnings or canopies may cover stoops.</li> <li>• Elements from dooryard frontages and stoop frontages may be combined.</li> </ul>	

## 6. Dooryard



<b>Intent Statement</b>
Dooryard fronts are located in front setbacks and provide small landscaped and paved yards at buildings entrances. Dooryards are often enclosed by low walls, fences or hedges.
<b>Location</b>
<ul style="list-style-type: none"> <li>• Node</li> <li>• Commercial Village</li> </ul> <ul style="list-style-type: none"> <li>• Avenue</li> </ul>
<b>Entries</b>
Ground-floor units in multi-family buildings with corridors may have the primary entry from a corridor accessible from a common building lobby, directly from the sidewalk via a dooryard, or both.
<b>Dimensions</b>
Not Applicable
<b>Paving &amp; Landscaping</b>
Dooryards shall be planted with grass, shrubs, or other ground cover. Walks shall be paved. Low retaining walls, fences, or hedges may not exceed 3 feet in height measured from the sidewalk.
<b>Furnishing Zone</b>
<ul style="list-style-type: none"> <li>• Loose Furniture</li> </ul>
<b>Additional Standards</b>
Elements from dooryard frontages and stoop frontages may be combined.

## 7. Avenue – Residential



<b>Intent Statement</b>
A large front yard between a building face and sidewalk that provides a buffer and privacy for the building. A canopy or awning covering the walkway to the sidewalk provides a gracious entry to the building.
<b>Location</b>
<ul style="list-style-type: none"> <li>• Avenue</li> </ul>
<b>Entries</b>
Ground-floor units in multi-family buildings with corridors may have the primary entry from a corridor accessible from a common building lobby, directly from the sidewalk via a front yard, or both.
<b>Dimensions</b>
10-20 feet from property line to building face
<b>Paving &amp; Landscaping</b>
Front yards shall be planted with grass, shrubs, or other ground cover. Walks shall be paved. Low retaining walls, fences, or hedges may enclose a front yard. Walls and hedges may not exceed 3 feet in height measured from the adjacent sidewalk.
<b>Furnishing Zone</b>
<ul style="list-style-type: none"> <li>• Loose furniture</li> </ul>
<b>Additional Standards</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>

## 8. Avenue – Commercial



<b>Intent Statement</b>	
A street frontage facing a parking lot. Here, the parking lot shall be buffered from the public right of way with landscaping or wall separating the public realm from the private retail	
<b>Location</b>	
<ul style="list-style-type: none"> <li>• Node</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial Village</li> <li>• Avenue</li> </ul>
<b>Entries</b>	
<ul style="list-style-type: none"> <li>• Avenue</li> <li>• Sidewalk</li> <li>• Alcove adjacent to sidewalk</li> </ul>	
<b>Dimensions</b>	
No greater than 75 feet from property line to building face	
<b>Paving &amp; Landscaping</b>	
Area between the property line and the building face shall be paved	
<b>Furnishing Zone</b>	
<ul style="list-style-type: none"> <li>• Outdoor seating</li> <li>• Product displays</li> </ul>	
<b>Additional Standards</b>	
<ul style="list-style-type: none"> <li>• At least 60% of the shopfront facade area at the ground floor shall be glazed with at least 70% of the glazing to allow views into the store rather than being shallow window box displays (see Figure 4); Glazing shall be transparent and clear; Opaque, highly reflective, and dark tinting are not permitted.</li> <li>• Storefront window sill height may be no more than 30 inches high measured from the adjacent finished sidewalk.</li> <li>• Unoccupied storefronts may be temporarily covered from the inside with white or light color paper, fabric, or film, which may contain a graphic image or otherwise permitted sign.</li> <li>• Maximum length of blank walls facing the street is limited to 15 horizontal feet for any one stretch.</li> </ul>	

## 909 Architectural Standards

### A. Purpose

The Architectural Standards regulate building orientation, access, projections, ceiling heights, and sustainability features.

### B. Applicability

This section applies to all areas within the Incentive District.

### C. General Architectural Standards

#### 1. Building Orientation

- a. Primary Facades. All new or modified buildings shall orient the primary facade to the primary street. Secondary Facades front side and rear yards.
- b. Corner Buildings. Buildings at corners shall have primary facades fronting the Primary Street per Map 3 and confirmed by the City Planner. On some sites, corner buildings will front two Primary Streets. In these cases, both facades facing Primary Streets shall be considered primary.

#### 2. Ground-Level Floor-to-Ceiling Heights

When not specified by the applicable frontage type in Section 908 (E), the minimum retail ground-floor-to-floor height shall be 15 feet. Minimum residential ground-floor-to-ceiling height shall be 10 feet.

#### 3. Pedestrian Access

- a. Primary Pedestrian Access. Primary pedestrian access to building lobbies shall be provided along the sidewalk or permitted open spaces.
- b. Mid-Block Paseos or Open Space. Parcels longer than 300 feet shall be developed with a mid-block pedestrian paseo or open space. Where paseos are utilized, the placement shall emphasize connectivity to other paseos, alleys, or mid-block crossings.
- c. Pedestrian paseos may be no less than 15 feet wide.
- d. If pedestrian paseos are covered, they shall have a floor-to-ceiling height of at least two times their width, but no greater than three times their width.
- e. Primary Entries. Primary entries to ground floor tenant spaces or individual residential units shall be directly accessed from the sidewalk and occur at a maximum interval of 60 feet along primary streets.
- f. Retail Frontages. All frontages with retail uses shall provide tenant spaces with their own entry from the sidewalk, publically accessible open space or pedestrian paseo.



- g. Multiple entrances shall be incorporated for storefronts along a street front whose length spans the width of more than 90 feet. Where multiple entrances are required by this standard, they should be no more than 60 feet from the centerline of one entrance to the center-line of the other.
  - h. Automobile drop-offs and porte cocheres may not be permitted along Primary Frontages where an alley is available. Exceptions may be made subject to the following findings and approval by the City Planner:
    - i. The project provides a community benefit in the form of public parking or public open space.
    - ii. Conflict points with pedestrians and vehicles are reduced to the extent feasible.
    - iii. All parking and service access areas are provided via the alley.
    - iv. Alternative surfacing materials and landscape areas clearly define the driveway entrance from the sidewalk and parking lanes.
    - v. Such street frontage elements do not compromise the viability of street-adjacent landscape areas.
  - i. Parking is not permitted along any Primary Frontage.
4. Building Walls at the Ground Floor
- When not specified by the applicable frontage type in Section 908 (E), along primary frontages, blank ground floor walls (defined as having no active use, glazing, or doorway) are limited to 20 percent of the linear building frontage, but in no case exceeding 40 feet of linear frontage.
5. Loading and Service
- a. Trash enclosures and retail loading areas shall be provided off of an alley where practical.
  - b. Service, utility and mechanical equipment that is visible from the street should be screened from view with landscaping or enclosures.
  - c. Back flow and standpipes, along with utility box transformers shall be screened.
  - d. Chain link fencing with slats or mesh screen and unpainted wood are not permitted as screening materials.
  - e. Mechanical equipment shall vent to an alley where practical.
6. Fenestration
- a. Ground Floor

- i. Provide large windows and window display boxes along ground floor commercial spaces to activate the street and allow pedestrians to view the merchandise for sale, restaurant interiors, dance classes, art galleries, artists at work, etc. At least 60 percent of Storefront Frontage shall be glazed.
  - ii. Use glazing that has limited UV tinted glazing so as to provide views into the building from the street. Glazing at ground-level storefronts and offices shall have a Visible Light Reflected Out value of 12 percent or less, and a Visible Transmittance value of 0.65 or more. Developers seeking relief from this standard based on Title 24 calculations shall provide those calculations to the City Planner as evidence that all other alternative measures to comply with Title 24 requirements, such as the use of shading devices, are insufficient.
  - iii. The ground floor window sill height may be no higher than 30 inches above the segment of sidewalk immediately adjacent to the window.
  - iv. Storefront windows shall be recessed at least 6 inches from building face.
  - v. Interior floor displays shall not obstruct views into the store.
  - vi. Exterior store displays against storefronts may not exceed 36 inches above adjacent sidewalk so as to not obstruct views into the store.
- b. Upper Level
- i. Upper-level glazing shall have a Visible Light Reflected Out value of 15 percent or less and a Visible Transmittance value of 50 percent or more.

7. Roofs

- a. Rooftop mechanical equipment, including roof vent penetrations, shall be screened from public view.

8. Projections

No projection may extend into the public right-of-way except as provided below. Projections into the public right-of-way shall be limited as follows:

- a. Awnings/Canopies. Awnings and canopies may project no more than 8 feet from the building face or 33 percent of the distance between the building face and the curb, whichever is less. The minimum vertical clearance for awnings and canopies shall be 8 feet if removable or retractable and 12 feet if fixed or permanent.

Awning and canopy heights on a building shall be designed to be consistent along the facade and/or frontage line so as to maintain a consistent street edge.

- b. Theater Marquees. Theater marquees may not project over the public sidewalk within 6 feet of the curb. Signage may not project more than 3 feet from the building face along block frontages where the distance from the curb to the building face is less than 18 feet in width and no more than 4 feet along block frontages where the distance between the curb and the building face is over 18 feet in width. If signage sits on the ledge of a canopy, then the guidelines for canopies shall apply (see above).
- c. Balconies. Balconies may not project into required setbacks by more than 7 feet from the building façade and may not extend beyond the property line.
- d. Projecting Habitable and Non-Habitable Space. The minimum vertical clearance below permitted Projecting Habitable and Non-Habitable Space shall be equivalent to the floor-to-floor ground floor height standard. The combined length of Projecting Habitable and Non-Habitable Spaces along the building face may not exceed 67 percent of the total length of the building face to which they are attached.

#### 9. Encroachments

Encroachments shall be limited as follows:

- a. Stoops. Stoops are permitted for ground floor residences only, setbacks from the property line, and the grade change for the first floor residents as doors and windows are raised from the sidewalk grade.
  - 1. Stoops may not extend more than 8 feet from the building face and may not extend beyond the property line.
  - 2. The finished floor of the stoop may be a maximum of 42 inches above the adjacent sidewalk grade.
  - 3. Fences or walls defining the stoop may not exceed the height required by the building.
  - 4. Stoops may be parallel or perpendicular to the sidewalk from which they are accessed.
  - 5. Where they extend beyond the front setback line and run parallel to the sidewalk, the total length of the stoop or stoops may not exceed 40 percent of the total building frontage.
  - 6. Where they are perpendicular to the sidewalk, they may be combined with non-encroaching raised planters or terraces.
- b. Outdoor Seating, Dining and Temporary Display. These areas may encroach into the front setback, but may not encroach into the public right of way unless a clear area of travel is maintained of at least 6 feet in width not encroached upon by tree grates or street furniture.

- c. Raised Terraces. Raised terraces adjacent to storefronts with dining areas shall be a minimum of 7 inches in height. Raised terraces may be no taller than 42 inches as measured from the sidewalk grade. Raised terraces are permissible for restaurant and hotel uses located mid-block and behind the required minimum front yard setback line.
- d. Railings. Any railings that may be required by building code or desired windscreens shall be at least 80 percent transparent.
- e. Underground Parking. Underground parking may extend past the minimum front yard setback line, up to the property line.

10. Architectural Lighting

- a. Building Lighting and Fixtures
  - i. Frontages, entrances, arcades pathways, corner plazas, and adjacent public sidewalks shall be illuminated for pedestrian safety. Lighting may be freestanding or attached to the building. Lighting provided for pedestrian safety shall be mounted between 10 and 14 feet above the ground. Lighting along alleys shall be connected to a separate circuit.
  - ii. Lighting sources shall be shielded so that light is aimed downward or back at the building wall.
  - iii. Incandescent and high-pressure sodium exterior lights are prohibited.

**910 Large Lot Standards**

A. Purpose

- 1. The purpose of this section is to provide standards for the development and redevelopment of large parcels or assemblages.

B. Applicability

Any parcel or parcel assemblage with a contiguous area of 60,000 sf or more shall be developed according to these Large Lot Standards.

C. Submittal Standards

An application for a Development Plan review qualifying under this section shall include, at a minimum, a plan sheet with diagrams and text which identifies proposed individual building sites and their dimensions, existing adjacent streets, proposed new streets, proposed building types, proposed frontage types, and the relationship of the project site to its surroundings.

D. Relationship to Land Use Standards, Urban Standards, and Architectural Standards

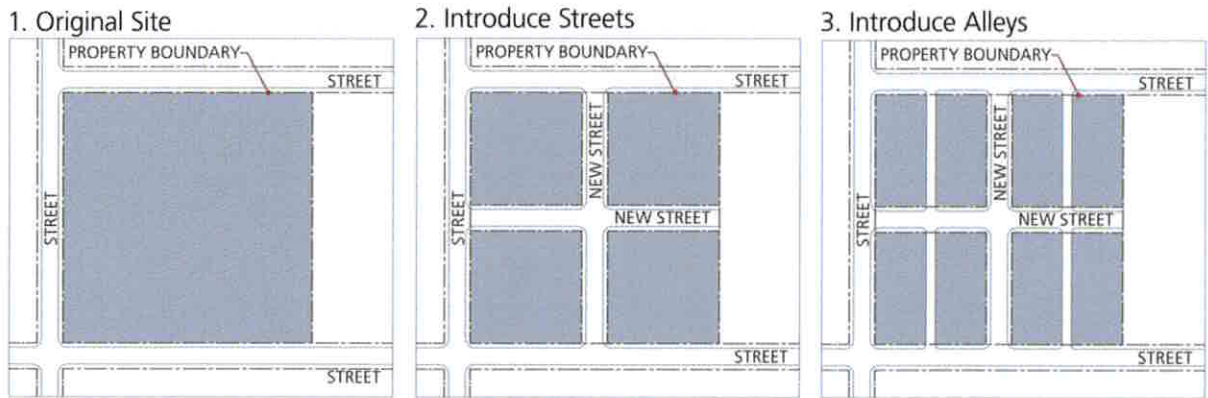
- 1. Each building within a large lot development shall comply with the applicable standards in the Land Use Standards, Urban Standards, and Architectural Standards. However, standards shall be amended as follows:

- a. Primary Frontage Line: For buildings not abutting an existing street, the plan shall introduce a new street, alley or pedestrian paseo that is open to the sky for at least 50 percent of its length and accessible to the public at least during daylight hours and a proposed Primary Frontage Line along that street or paseo. Buildings proposed to front the new street or pedestrian paseo are not subject to any setback standards from the new street or paseo.
- b. Development on parcels or parcel assemblages exceeding 90,000 sf shall be subject to Section 910 (C) (1) a, above, and be composed of at least two distinct buildings (not connected via interior circulation, except as part of a subterranean parking structure) which may be the same or different building types as allowed by the applicable subarea.
- c. Frontage Types shall be permitted based upon the applicable subarea in which the project is located.

E. Access

- 1. In cases where parcel sizes exceed 90,000 sf, development shall provide for new streets and/or pedestrian paseos, according to the rules below and as shown in Figure 5.
  - a. Vehicular and pedestrian access shall include new internal streets, alleys, or driveways. Cul-de-sacs and dead-end streets are prohibited except where public utility constraints (e.g., railroad right-of-ways) prohibit through streets. Alleys or woonerfs (i.e., roads in which devices for reducing or slowing the flow of traffic have been installed) may be dead-end if they allow for future connection to adjacent parcels. Garage doors shall face alleys, woonerfs, or driveways. Flag lots are prohibited.
  - b. Parcels over 90,000 sf shall require at least one publicly accessible bisecting street, alley, or woonerf. Where such parcels border an existing public street and an existing alley sufficient to service the entire parcel, then the site may be partially bisected by a pedestrian paseo (minimum 15 feet wide between primary building walls) that is open to the sky for at least 50% of its length and accessible to the public at least during daylight hour in lieu of a street, alley, or woonerf.
  - c. Lots over 125,000 sf shall require at least one publicly accessible street. If the resulting subdivision includes parcels over 125,000 sf, they too shall require one publicly accessible bisecting street. If the resulting subdivision includes parcels over 90,000 sf, they too shall require one publicly accessible bisecting street, alley, or woonerf or, where conditions apply, may be partially bisected by a pedestrian paseo (see above for allowable conditions) as per Section 910 (D) (1) b, above.

- d. New streets shall be designed to emphasize the pedestrian experience. Roadway widths shall be the minimum deemed acceptable by the City Engineer and Fire Department.



**Figure 5. Large Lot Development**

**911 Parking Standards**

**A. Applicability**

All development and redevelopment established under the Incentive District shall comply with the parking standards contained in Article 31 Off-Street Parking and Loading Regulations of the 1992 Ordinance, with the exception of the provisions contained in subsections (B) and (C) below.

**B. Minimum Parking Standards**

**Table 4. Required Parking Spaces**

Use	Parking Spaces Required
Nonresidential Uses <sup>1</sup>	1 for each 500 sf of gross floor area
Artisan Manufacturing	1 for each 800 sf of gross floor area
Eating and Drinking Establishment <sup>2</sup>	1 for each 125 sf of seating area
Visitor Accommodations	1 per unit
Personal Services	1 for each 600 sf of gross floor area
Residential <sup>4</sup>	1 parking space per 1,500 sf of habitable space <sup>3</sup>

Notes:

- 1) The nonresidential use category shall apply to all nonresidential uses within the Incentive District except those explicitly listed in Table 4 or in this footnote.
- 2) Eating and Drinking Establishments shall include; Restaurant, Full Service; Restaurant, Fast Food; Bars and Cocktail lounges; Food and Beverage Sales; Breweries, Craft; Wineries, Craft as defined in Section 912.1.

- 3) The minimum parking standard is calculated from a total aggregate square footage of habitable space for the residential project.
- 4) No parking spaces shall be required for housing units dedicated to affordable housing units, senior housing units, or SROs.

### C. Additional Parking Provisions

1. No parking spaces shall be required to be individually accessible. However, parking spaces may not be more than two-deep (tandem), unless they are served by mechanical systems or robotic parking that allows for independent access.
2. Shared on-site parking among land uses with different periods of peak parking demand shall be allowed for all uses in the plan area. Shared on-site parking shall be allowed to satisfy 100 percent of the parking standard for each use, so long as documentation can be provided that the existing and anticipated land uses will have different periods of peak parking demand and the shared parking can accommodate the parking demand for both uses.
3. Off-site parking within 1,250 feet shall be allowed for all uses in the plan area. Off-site parking further than 1,250 feet should be allowed at the discretion of the City Planner as long as documentation that a shuttle bus service or valet parking service will be provided.
4. Upon establishment of an in-lieu parking fee, payment of the in-lieu fee may be used to 100 percent satisfy the required interim parking standard for each parking space that is not provided.

## 912 Definitions

### 912.1 Land Use Classifications

The use classifications defined in this section are listed in Section 907 (C) of this article. Definitions identified as “New” are unique to the Coast Highway Incentive District. Definitions identified as “Existing” are defined by Article 4 Use Classifications of the 1992 Ordinance. Definitions identified as “Existing/Modified” include slight modifications from the Article 4 Use Classifications of the 1992 Ordinance.

#### A. Animal Sales and Service (Existing)

1. Animal Boarding. Provision of shelter and care for animals on a commercial basis. This classification includes activities such as feeding, exercising, grooming, and incidental medical care. (Existing)
2. Animal Grooming. Provision of bathing and trimming services for animals on a commercial basis. This classification includes boarding of domestic animals for a maximum period of 48 hours. (Existing)
3. Animal Hospitals. Establishments where animals receive medical and surgical treatment. This classification includes only facilities that are entirely enclosed,

soundproofed, and air-conditioned. Grooming and temporary (30 days) boarding of animals is included if incidental to the hospital use. (Existing)

4. Animals: Retail Sales. Retail sales and boarding of animals provided such activities take place within an entirely enclosed building. This classification includes grooming if incidental to the retail use, and boarding of animals not offered for sale for a maximum period of 48 hours. (Existing)
- B. Artisan Manufacturing. A facility accommodating manufacturing processes involving and/or producing: apparel; food and beverage products; electronic, optical and instrumentation products; jewelry; and musical instruments. Artisan manufacturing also includes other establishments engaged in the assembly, fabrication, and conversion of already processed raw materials into products, as well as the incidental storage, sales and distribution of such products, where the operational characteristics of the manufacturing processes and the materials used are unlikely to cause impacts on surrounding land uses or the community. Typical artisan manufacturing uses include, but are not limited to; food and beverage product manufacturing such as breweries, wholesale bakeries, and coffee roasting; printing and publishing; art and jewelry making, clothing and fabric production; metal work; furniture making; glass or ceramic production; photo/film processing; and paper product manufacturing. (New)
- C. Assembly/Meeting Facility. Meeting, recreational, or social facilities of a private or nonprofit organization primarily for use by members or guests. Includes clubs, lodges, private meeting halls, religious assembly facilities (e.g., churches, mosques, synagogues, etc.), private auditoriums, union halls, etc. This use classification excludes private schools as defined in this section. (Existing/Modified – Clubs and Lodges and Religious Assembly)
- D. Bars and Cocktail Lounges. Any premises designed, used or intended to be used for the selling or serving of alcoholic beverages to the public for consumption on the premises, and in which food is not sold or served to the public as in a bona fide restaurant. (Existing)
- E. Child Care. Non-medical care and supervision on a less than 24-hour basis in any care facility of any capacity, and not within a licensee's home for persons under the age of 18. (Existing)
- F. Commercial Recreation and Entertainment – Indoor. Provision of participant or spectator recreation or entertainment. This classification includes bowling alleys, billiard parlors, pool rooms, dance halls, ice/roller skating rinks, scale-model courses, shooting galleries, arcades and game centers having five or more coin-operated game machines and card rooms. This does not include outdoor facilities such as amusement parks, batting cages, go-cart tracks, golf-driving ranges, and miniature golf courses. (Existing/Modified).



1. Dance Establishment. Any premises wherein a public dance, as defined in the Oceanside City Code, is held. (Existing)
  2. Pool Rooms, Billiard Rooms, and Shooting Galleries. Pool rooms, billiard rooms, and shooting galleries as defined in the Oceanside City Code. (Existing)
  3. Arcades and Game Centers. Any place having five or more coin-operated, slug-operated, or any type of amusement or entertainment machines for which payment is necessary for operation. These include, but are not limited to, pinball machines and video games, but do not include merchandise vending machines or mini-jukeboxes (see Article 36 Separation of Regulated Uses of the 1992 Ordinance). (Existing)
- G. Brewery, Craft. A small-scale beer manufacturing facility that includes designated floor area (comprising no less than 20 percent and no more than 40 percent of the total floor area) for product sampling and/or retail sales of beer conforming to state requirements. Retail sales of craft brewery merchandise including mugs, pint glasses, growlers, tap handles, coasters, apparel, signs, bottle openers, and books are also permitted. A craft brewery shall produce a minimum of 250 barrels annually and not exceed a maximum output of 15,000 barrels annually (with a barrel of beer being equal to 31 U.S. gallons). Facilities housing a craft brewery shall not exceed 15,000 square feet of floor area. The category of a craft brewery (based upon floor area and scale of operation) shall determine the appropriate review and approval process, as specified below. Such facilities shall be subject to the following limitations:
1. Other than business name and/or logo, such uses shall not display exterior signage (including advertising directed to the exterior from interior spaces) that promotes the availability of alcoholic beverages.
  2. There shall be no amusement or video machines maintained on the premises.
  3. There shall be no “happy hour” or regular periods of reduced-priced alcoholic beverages.
  4. Amplified live entertainment shall require issuance of an Administrative Use Permit.
  5. Ancillary food service involving outdoor equipment (e.g., food trucks) shall require issuance of an Outdoor Facilities Permit.
  6. Delivery/distribution activities involving Class 4 or higher vehicles shall not occur between the hours of 10 p.m. and 7 a.m.
  7. Hours of operations shall not extend beyond 10 p.m., unless extended hours of operation are approved through a Conditional Use Permit.

Craft breweries shall be regulated under the following tiered review and approval process:

1. Tier 1: Produces at least 250 and no more than 10,000 barrels annually and does not exceed 10,000 square feet of floor area. Tier 1 facilities are subject to approval of an Administrative Conditional Use Permit (ACUP) when not abutting residential zoning districts, schools, and/or churches. Tier 1 facilities abutting residential zoning districts, schools, and/or churches are subject to approval of a Conditional Use Permit (CUP).
  2. Tier 2: Produces at least 750 and no more than 15,000 barrels annually and does not exceed 15,000 square feet of floor area. Tier 2 facilities are subject to approval of a Conditional Use Permit (CUP).
- H. Cultural Institutions. Nonprofit institutions displaying or preserving objects of interest in one or more of the arts or sciences. This classification includes libraries, museums, and art galleries. (Existing)
- I. Financial Services. Financial institutions that provide retail banking services to individuals and businesses. This classification is limited to institutions engaged in the on-site circulation of cash money including businesses offering check-cashing facilities. (Existing/Modified)
1. Drive-Through/Drive-Up Service. Institutions providing self-service banking facilities that are not associated with a primary banking or savings and loan building located on the same site. (Existing)
  2. Self-Service Facilities (ATMs). Institutions providing self-service banking facilities that are not associated with a primary banking or savings and loan building located on the same site. (Existing)
- J. Food and Beverage Sales. Retail sales of food and beverages for off-site preparation and consumption. Typical uses include groceries, liquor stores, or delicatessens. Establishments at which 20 percent or more of the transactions are sales of prepared food for on-site or take consumption shall be classified as Catering Services. (Existing/Modified)
- K. Hospitals. Facilities providing medical, surgical, psychiatric, or emergency medical services to sick or injured persons, primarily on an inpatient basis. This classification includes incidental facilities for outpatient treatment, as well as training, research, and administrative services for patients and employees. (Existing)
- L. Offices, Business and Professional. Offices of firms or organizations providing professional, executive, management, or administrative services, such as architectural, engineering, real estate, insurance, investment, legal, and medical/dental offices. This classification includes medical/dental laboratories incidental to an office use, but excludes banks and savings and loan associations. (Existing)
- M. Parking as a Primary Use Land Use. Any lot or space where vehicles may be kept, sometimes for a fee, and includes public parking areas. (New)

- N. Park and Recreation Facilities. Noncommercial parks, playgrounds, recreation facilities and open spaces. Includes squares, plazas, outdoor theaters, skateparks, dog parks, trails, beaches, playgrounds, sports fields, greenbelts and other park, recreation and open space areas, including buildings and facilities that comprise the parks and recreation system of the city under the management and control of the Neighborhood Services Department. (Existing/Modified)
- O. Personal Improvement Services. Provision of instructional services or facilities, including; photography, fine arts, crafts, dance or music studios, driving, business or trade schools, diet centers or reducing salons, health and fitness studios, spas or clubs. (Existing)
- P. Health/Fitness Studios, Spas or Clubs. A fitness center, gymnasium, health and athletic club or studio, which may include any of the following: sauna, spa or hot tub facilities; indoor tennis, handball, racquetball, archery and shooting ranges, rock climbing and other indoor sports activities. Outdoor areas may be used as accessory to the primary use held indoors. (New)
1. Massage Establishments. Establishments providing massage service. (Existing)
- Q. Personal Services. Any premises primarily engaged in the provision of non-medical services for the enhancement of personal appearance, cleaning, alteration or reconditioning of garments and accessories, and similar non-business-related or nonprofessional services. These uses may also include accessory retail sales of products related to the services provided. Personal services include barber shops or beauty parlors, dry cleaning, self-service laundromats, locksmiths, tailors and shoe repair shops, tattoo parlors, and similar establishments catering directly to consumers. (Existing/Modified)
1. Tattooing Establishment. Any establishment or business engaged in “tattooing” as defined in the Oceanside City Code, excluding “micropigmentation” or “permanent cosmetic makeup” typically provided at beauty salon or day spas.
  2. Body Piercing Establishment. Any establishment or business engaged in “body piercing.” Body piercing means the creation of an opening in the body of a human being for the purpose of inserting jewelry or other decoration. This includes, but is not limited to, piercing of an ear, lip, tongue, nose, eyebrow, naval, genitals, breasts. “Body piercing” does not include piercing an ear with a disposable, single-use stud or solid needle that is applied using a mechanical device to force the needle or stud through the ear.
- R. Residential. Any building or portion thereof which is used for residential purposes, including multi-family dwelling units, live/work units, group houses, rest homes, residential care facilities, and rest homes, and accessory buildings and structures. (New)

1. Group Residential. Shared living quarters without separate kitchen or bathroom facilities for each room or unit. This classification includes roomhouse/boardingshouse, dormitories, fraternities, sororities, and private residential clubs, but excludes residential hotels (see Single-Room Occupancy (SRO) Residential Hotels). (Existing)
  2. Live/work. A mixed-use unit consisting of an office land use or retail land use with a residential land use. The habitable area may be anywhere in the unit and is intended to be occupied by a business operator who lives in the same structure that contains the office or retail activity. (New)
  3. Multifamily Residential. Two or more dwelling units on a site. This includes two-family dwelling units, three-family dwelling units, four-family dwelling units, zero lot line development, townhomes, and apartments. (New)
  4. Convalescent Facilities. Establishments providing care on a 24-hour basis for persons requiring regular medical attention, but excluding facilities providing surgical or emergency medical services. (Existing)
- S. Restaurants, Fast Food. A bona fide restaurant establishment where the principal business is the sale of prepared or rapidly prepared food and beverages to guests via counter, walk up, or window service for consumption on or off the premises. The sale of beer and wine for on-site consumption is permitted. As used in this definition, a “bona fide” restaurant shall have suitable kitchen facilities for cooking and/or preparation of meals. The word “meals” means the assortment of food commonly ordered at various hours of the day. (Existing)
1. Restaurants, Fast Food with Drive-thru or Drive-up. A restaurant establishment providing service from a building to patrons in vehicles through an outdoor service window (Drive-thru) or delivery service to vehicles parked in designated parking spaces (Drive-up). The sale and consumption of alcoholic beverages at a restaurant with a Drive-thru or Drive-up window is prohibited.
- T. Restaurant Full Service. A bona fide restaurant establishment where the principal business is the sale of food and beverages to guests via table service for consumption on the premises. The sale of beer and wine for on-site consumption shall be considered incidental to the full service restaurant. Delivery service to vehicles parked in designated parking spaces (i.e. drive-up) is allowed as an ancillary service to the Restaurant Full Service. As used in this definition, a “bona fide” full service restaurant shall have suitable kitchen facilities for cooking of complete meals. The word “meals” means the assortment of foods commonly ordered at various hours of the day; the service of only such foods as sandwiches or salads does not meet the bona fide restaurant definition.
1. Restaurants Full Alcohol. A bona fide restaurant establishment authorized to sell distilled spirits for consumption on licensed premises. The sale of liquor is

included as an appurtenant use to full service restaurants having table seating and service for more than 50 guests.

2. Restaurants Full Service with Live Entertainment – (Small Scale). Restaurant establishments providing live entertainment to patrons with 5 or fewer performers at restaurant facilities with no dance floor during typical lunch and dinner hours (11:00 a.m. – 11:00 p.m.) and having 75 percent food sales compared to alcohol sales.
- U. Retail. Premises available for the sale of many lines of merchandise and food service. These include, but are not limited to: art galleries, art supplies, bakeries, book or stationary shops, cameras and photographic supplies, collectibles, dress or millinery shops, drug stores, dry goods, florist shops, gifts, sundries and souvenir shops, grocery stores, hardware stores, jewelry stores, meat markets or delicatessen stores, recreation equipment rental and sales, shoe stores convenience food store, liquor store, and secondhand store. (New)
1. Convenience Market. Retail sales of food, beverage and small convenience items typically found in establishments with long or late hours of operation. This definition excludes delicatessens and other specialty food shops having a sizeable assortment of fresh fruits and vegetables, and fresh-cut meat or fish. (Existing)
  2. Drive-in facilities. Any place of business, excluding gasoline service stations, which transact any part or all of its business directly with customers within a vehicle. (New)
  3. Liquor store. A place or business engaged in the primary business of off-sale alcoholic beverages. For the purposes of article, primary business shall mean 25 percent or more of the shelf area of a business. (Existing)
  4. Pawnshops. Establishments engaged in the buying or selling of new or secondhand merchandise and offering loans secured by personal property and subject to Chapter 22 of the Municipal Code. (Existing)
  5. Recreational equipment rental and sales. Shall mean any recreational facilities operated as a business and open to the general public for a fee. This includes bicycles, commercial fishing, diving, and sportfishing establishments including supplies and services. (Existing/Modified)
  6. Secondhand Furniture, Appliances, “Collectibles,” and Clothing Sales. The retail sale of used furniture, appliances, “collectibles,” and clothing, and secondhand dealers who are subject to Chapter 22 of the Municipal Code. This classification excludes antique shops primarily engaged in the sale of antique furniture and accessories. (Existing)

- V. Schools. A public or private academic institution including school providing specialized education/training. Example include: Elementary, middle and high school, art schools, computer and electronic school, professional school (law, medicine, etc.) Also includes facilities, institutions and conference centers that offer specialized programs for personal growth and development. Does not include child care facilities (see Child Care) or Studios used for smaller-scale facilities offering specialized instruction. (New)
- W. Studios. Small-scale facilities, typically accommodating one group of students at a time, in no more than one instructional space. Larger facilities are included under the definition of Schools. Examples of these facilities include: individual and group instruction and training in the arts; production rehearsal; photography, and the processing of photographs produced only by users of the studio facilities; martial arts training studios; gymnastics instruction, and aerobics and gymnastics studios with no other fitness facilities or equipment. Also includes production studios for individual musicians, painters, sculptors, photographers, and other artists. (New)
- X. Theaters. An indoor facility for group entertainment. Examples include movie theaters and facilities for live theater and concerts. (New)
- Y. Vehicle/Equipment Sales and Services. This does not include commercial parking facilities (see Parking as a primary use). (Existing/Modified)
1. Automobile Washing. Washing, waxing, or cleaning of automobiles or similar light vehicles. (Existing)
  2. Service Stations. Establishments engaged in the retail sale of gas, diesel fuel, lubricants, parts, and accessories. This classification includes incidental maintenance and repair of automobiles and light trucks, but excludes body and fender work or repair of heavy trucks or vehicles. (Existing)
  3. Vehicle/Equipment Repair. Repair of automobiles, trucks, motorcycles, mobile homes, recreational vehicles, or boats, including the sale, installation, and servicing of related equipment and parts. This classification includes auto repair shops, body and fender shops, wheel and brake shops, and tire sales and installation, but excludes vehicle dismantling or salvage and tire retreading or recapping. (Existing)
  4. Vehicle/Equipment Sales and Rentals. Sale or rental of automobiles, motorcycles, trucks, tractors, construction or agricultural equipment, mobile homes, and similar equipment, including storage and incidental maintenance. (Existing)
  5. Vehicle Storage. Storage of operative or inoperative vehicles. This classification includes storage of parking tow-aways, impound yards, and storage lots for automobiles, trucks, buses, and recreational vehicles, but does not include vehicle dismantling. (Existing)

- Z. Visitor Accommodations. A facility that offers transient lodging accommodations to the general public, and includes campgrounds and recreational vehicle parks, hotels, motels, tourist cottages, and accessory uses. (Existing/Modified)
1. Bed and Breakfast Inns. Establishments offering lodging on a less than weekly basis in a converted single-family or multi-family dwelling, with incidental eating and drinking service for lodgers only provided from a single kitchen. (Existing)
  2. Hotels, Motels and Time-Share Facilities. Establishments offering commercial lodging on a less than monthly basis. This classification includes incidental eating, drinking, and banquet services intended for the convenience of guests. (Existing)
  3. Single-Room Occupancy (SRO) Residential Hotels. Buildings with six or more guest rooms without kitchen facilities in individual rooms, or kitchen facilities for the exclusive use of guests, and which are also the primary residences of the hotel guests. (Existing)
  4. Vacation Club. Prepaid or credit based establishments offering lodging on a less than weekly basis and having kitchens. This classification includes eating, drinking and banquet services. (Existing)
- AA. Winery, Craft. A small-scale winemaking facility that includes designated floor area (comprising no less than 20 percent and no more than 40 percent of the total floor area) for product sampling and/or retail sales of wine conforming to state requirements. Retail sales of craft winery merchandise including wine glasses, wine bottles, decanters, corkscrews, home décor, apparel, signs, books, and other wine paraphernalia are also permitted. A craft winery shall produce a minimum of 300 cases annually and not exceed a maximum output of 10,000 standard cases annually (with a standard case of wine containing twelve 750 ml bottles or nine liters of wine). Facilities housing a craft winery shall not exceed 15,000 square feet of floor area. The category of a craft winery (based upon floor area and scale of operation) shall determine the appropriate review and approval process, as specified below. Such facilities shall be subject to the following limitations:
1. Other than business name and/or logo, such uses shall not display exterior signage (including advertising directed to the exterior from interior spaces) that promotes the availability of alcoholic beverages.
  2. There shall be no amusement or video machines maintained on the premises.
  3. There shall be no “happy hour” or regular periods of reduced-priced alcoholic beverages.
  4. Amplified live entertainment shall require issuance of an Administrative Use Permit (ACUP).

5. Ancillary food service involving outdoor equipment (e.g., food trucks) shall require issuance of an Outdoor Facilities Permit.
6. Delivery/distribution activities involving Class 4 or higher vehicles shall not occur between the hours of 10 p.m. and 7 a.m.
7. Hours of operations shall not extend beyond 10 p.m., unless extended hours of operation are approved through a Conditional Use Permit.

Craft wineries shall be regulated under the following tiered review and approval process:

1. Tier 1: Produces at least 300 and no more than 7,000 standard cases annually and does not exceed 10,000 square feet of floor area. Tier 1 facilities are subject to approval of an Administrative Conditional Use Permit (ACUP) when not abutting residential zoning districts, schools, and/or churches. Tier 1 facilities abutting residential zoning districts, schools, and/or churches are subject to a Conditional Use Permit (CUP).
2. Tier 2: Produces at least 900 and no more than 10,000 standard cases annually and does not exceed 15,000 square feet of floor area. Tier 2 facilities shall be subject to approval of a Conditional Use Permit (CUP).

#### 912.2 Architectural and Development Standards

- A. Arcade. A frontage type typical for retail uses wherein the facade is a colonnade supporting habitable space that overlaps the sidewalk, while the facade at sidewalk level remains at the primary frontage line.
- B. Bay System. The spaces between posts, columns, or buttresses in the length of a building.
- C. Blockfronts. The aggregate of private lots, passages, alleys, circumscribed by streets.
- D. Colonnade. A row of columns supporting a roof or arcade.
- E. Encroachments. An encroachment is defined as either a fixed or moveable architectural or furnishing element that projects beyond the building face at the ground level or below ground.
- F. Façade Compositional Strategy. The combining of distinct parts or elements of building facades to form a unified whole.
- G. Habitable Projecting Space. Habitable Projecting Space is a portion of a building enclosed by walls and a roof that extends beyond the building face (i.e., bay windows and other architectural projections).
- H. Massing. The perception of the general shape or form as well as the size of a building.



- I. Mixed-Use Development. Development that includes two or more land uses.
- J. Non-Habitable Projecting Space. Non-habitable Projecting Space is a space used by occupants that are not enclosed by walls and a roof, such as balconies. They should not extend more than 6 feet from the building face and should not extend beyond the property line.
- K. Porte Cochere. A vehicular passageway leading through a building or screen wall into an interior courtyard. A porte cochere can also refer to a roofed structure extending from the entrance of a building over the adjacent driveway and sheltering those getting in or out of vehicles.
- L. Pedestrian Paseo. A pathway, open or roofed, that serves as an extension of the sidewalk as it passes from the primary frontage line onto private property, often between buildings, to courtyards, parking areas, or civic spaces.
- M. Primary Frontage Line. A setback, parallel to the primary street, which marks the location from which the principle vertical plane of the building façade must be erected.
- N. Primary Street. Streets with key circulation, mix of intensities, more pedestrian and vehicular accommodation than secondary streets, most developed street, with a mix of uses and access to transit.
- O. Secondary Street. Street with single use development as opposed to mixed-use development that are fed from primary streets, have less circulation than primary street, have less mix of intensities than primary streets, and have less of pedestrian and vehicular traffic than the main streets.
- P. Standalone Residential. A residential development where residential is the primary use and other land uses such as retail or office are not included as a primary or secondary use. A standalone residential development may include open space and other uses considered incidental in a residential development project.
- Q. Stoops. Stoops are elevated entry porches with stairs paced close to the front setback line.
- R. Transoms. A transverse horizontal structural beam or bar, or a crosspiece separating a door from a window above it.
- S. Underlying Zoning. The underlying zoning district per the 1986 zoning ordinance.
- T. Visible Light Reflected Out. A value describing the percentage of total visible light that is reflected by a window glass and film system.
- U. Visible Transmittance. A value describing the percentage of visible light that can pass through a window glass and film system.
- V. Woonerfs. A road in which devices for reducing or slowing the flow of traffic have been installed.

### 912.3 Frontage and Building Type Terms

- A. Allowable Building Types. Defines which building types are permitted within each subarea. Allowable building types are provided in 908 (C) and (D) and the following describes the standards provided for each building type.
1. Building Intent Statement. This statement describes the intent of each building type.
  2. Locations. List of subareas where specified building types are permissible.
  3. Maximum Building Height. The maximum building height for the building type.
  4. Maximum Façade Width. The maximum dimension along a frontage of any single façade.
  5. Maximum Upper-Level Frontage Occupancy. The maximum linear dimension of building face above a specified height that may be set along the building frontage.
  6. Maximum Allowed Footprint Per Story. The maximum percentage of the site's buildable area (after excluding required setbacks) that may be constructed per story.
  7. Primary Facades. The primary orientation of the building facades.
  8. Landscaping. Landscaping standards by building type.
  9. Open Space. Any open space standards applicable to the building type.
  10. Primary Frontage Types. The primary frontage types that may be used for each building type.
  11. Primary Entry Locations. The location of the building's front door.
  12. Parking. Parking orientation standards by building type.
- B. Allowable Frontage Types. Defines which frontage types are permitted within each subarea. In some cases, the permitted frontage types may also be regulated according to the street on which they face and must also comply with the permitted frontage types of the selected building type. Allowable frontage types are provided in Section 908 (E) and the following describes the standards provided for each frontage type.
1. Frontage Intent Statement. This statement describes the building-to-street relationship that each frontage type is meant to achieve.
  2. Locations. List of subareas where specified frontage types are permissible.
  3. Entries. These standards address entries at the blockfronts, not those that are internal to the site.

4. Dimensions. Specific dimensions of features like massing, entry height, openings, and setbacks are delineated here.
  5. Paving and Landscaping. This standard addresses the area between the property line and building face.
  6. Furnishing Zone. This standard addresses furnishing within front setbacks.
  7. Additional Standards and Guidelines. These standards and guidelines provide additional direction in shaping the appropriate building-to-street relationship. They address glazing at the ground floor, frontages, and entries (see Figure 4).
- C. Maximum Building Height. Identifies the maximum height buildings in each subarea are not allowed to exceed.
  - D. Maximum Average Building Height. Requires buildings to create a varied “street wall” by requiring portions of a development to have different heights to meet the average standard. In no case can any portion of the development exceed the Maximum Building Height standard. Figure 1 identifies how average building height shall be calculated to determine compliance with the standard.
  - E. Minimum Frontage Occupancy. Is the minimum percentage of a blockfront at which a building frontage is set either at or within the zone established by the minimum and maximum Setback Lines, as shown in the Setback Regulating Plan, Map 3. The Minimum Frontage Occupancy is measured as a linear distance parallel to the property line. The remaining frontage length may be set behind the Maximum Setback Line or may be left unoccupied.



SOURCE: ESA, 2016; City of Oceanside, 2016

City of Oceanside Coast Highway Corridor Study, 130217  
**Map 1**  
**Coast Highway Incentive District**  
**Coast Highway Development Incentive Overlay**



SOURCE: ESA, 2016; City of Oceanside, 2016; NAIP, 2014

City of Oceanside Coast Highway Corridor Stud. 130217  
**Map 2**  
**Coast Highway Incentive District**  
 Sub-Area Plan

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SOURCE: ESA, 2018; City of Oceanside, 2018; NADP 2014

City of OceanSide Coast Highway Corridor Stud. 130217  
**Map 3**  
**Coast Highway Incentive District**  
 The Setback Regulating Plan



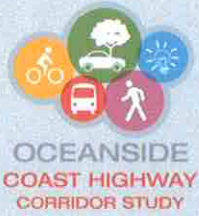
SOURCE: ESA, 2016; City of Oceanside 2016; NAIIP, 2014

City of Oceanside Coast Highway Corridor Study, 120217  
**Map 4**  
**Coast Highway Incentive District**  
 Residential Incentive Program Area

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 Draft Ordinance



# COAST HIGHWAY INCENTIVE DISTRICT

As part of the implementation of the Coast Highway Vision and Strategic Plan, City staff proposes the establishment of an Incentive District along the Coast Highway corridor from Seagaze Drive to the City's southern boundary at Buena Vista Lagoon.

The Incentive District would provide an alternative to (not a replacement of) existing zoning standards, allowing additional building height and density, standalone residential use, and expedited permit processing in exchange for public benefits and adherence to form-based development standards. This fact sheet addresses the following questions regarding the proposed Incentive District:

- How do the land use and development standards of the proposed Incentive District compare with those in place under current zoning within the Coast Highway corridor?
- Which properties within the Coast Highway corridor would be eligible for the proposed incentives?
- How would the permit review and approval process be streamlined under the proposed Incentive District?

## Current Zoning Standards

Virtually all property on Coast Highway south of Seagaze Drive is currently zoned General Commercial (C-2). In place since the late 1950s, the C-2 designation allows for building height up to **45 feet/four stories** and residential density up to **43 dwelling units per acre** in conjunction with mixed-use development. Additional building height, with no prescribed maximum, can be approved through a conditional use permit ("High-rise structures" per Zoning Ordinance Section 1130C). Thus, while this segment of Coast Highway is currently characterized

by relatively low-profile development and minimal residential use, existing zoning standards allow for significantly taller buildings and extensive high-density housing.







## Sub-Districts and Corresponding Incentives

The proposed Incentive District would create **three sub-districts** within the Coast Highway corridor, each of which would provide a different range of standards and incentives beyond what is allowed today. Node sub-districts would promote higher density, transit-oriented development. Avenue sub-districts would provide for standalone residential use. Village Commercial sub-districts would essentially maintain the existing underlying C-2 zoning standards. All three would allow for streamlined permit review for projects conforming to form-based development standards.



### Nodes

Properties in the vicinity of the Oceanside Transit Center and the Coast Highway Sprinter Station, as well as those on the inland side of Coast Highway between Whaley Street and Cassidy Street, would constitute nodal areas where building height up to **65 feet and residential densities up to 63 dwelling units per acre** would be allowed in exchange for one or more of the following **public benefits**: public open space, public parking, or commercial floor area exceeding a floor area ratio (FAR) of 25 percent. This is intended to be a catalyst for revitalization and to provide housing and jobs near public transit. Any additional height and/or density requested would be scaled in proportion to the extent of public benefit provided. Under the Incentive District, additional height and density above current zoning allowances would only be permitted in nodal areas.

### Avenue Segments

Stretches of the Coast Hwy corridor between the nodal areas would be designated as "avenues," where standalone residential uses would be permitted. This is intended to encourage a varied skyline along the corridor and support commercial activity with additional consumers. Proposed standalone residential projects would be subject to more restrictive height and setback standards. For example, such projects would be limited to an average building height of **35 feet**, in contrast to the 45-foot allowance for standalone commercial or mixed-use projects under current C-2 zoning. Commercial uses could still be pursued in avenue segments, per current C-2 land use standards.

### Commercial Villages

The Incentive District calls for two "commercial village" areas, one located along Wisconsin Avenue between Coast Highway and Pacific Street and another extending along Coast Highway south of Cassidy Street. This is intended to help revitalize these areas without adding density or height. These sub-districts would **not provide for any additional building height or residential density, nor would they allow for standalone residential**. Projects conforming to form-based development standards would be eligible for streamlined permit review.

## Form-Based Development Standards and Streamlined Permit Review

Form-based development standards are a means of regulating development to achieve a specific urban form or design. Such standards foster predictable results and high-quality public areas by using physical form as the organizing principle. The form-based development standards proposed under the Incentive District would require pedestrian-oriented building design with articulated facades, variable height, landscaping, and a variety of architectural features intended to create an attractive and engaging streetscape.

Under current C-2 zoning standards, most proposed development within the Coast Highway corridor is subject to a public hearing with the Planning Commission. Under the Incentive District, projects conforming to the form-based development standards would be subject to an administrative permit review process, with approval authority delegated to the City Planner. Such projects would be subject to current public notification requirements, including notice of application and notice of pending administrative decision. Consistent with current zoning standards, administrative decisions would be appealable to the Planning Commission, and Planning Commission decisions would be appealable to the City Council.

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For more information on the Coast Highway Incentive District, please contact:

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Additional information regarding the Coast Highway Corridor Study can be found on the website:  
**[https://www.ci.oceanside.ca.us/gov/dev/coast\\_highway\\_corridor\\_study/](https://www.ci.oceanside.ca.us/gov/dev/coast_highway_corridor_study/)**