

City of Oceanside

Options for Goals and Strategies

Second Draft following first day of workshop

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1. Create a vibrant beachfront zone (entire city shoreline) which adds to the quality of life for both residents and tourists and improves the financial health of the city.

Create a vibrant downtown zone.

Develop a hotel and convention center in the redevelopment zone by 1999.

Develop a multi-plex cinema complex nearby.

Develop a specialty shopping center in the redevelopment zone.

Restaurants and entertainment

Reduce percentage of service businesses

A carousal

Completion of storefront facades

Change land usage around transit center

Develop architectural and color theme for downtown

Increase the amount of high quality housing and retail in the beach zone.

Replace the low value/unwanted retail and housing with higher value, more desirable.

Increased and improved parking

Better link between transit center and beach front

Revisit land uses in beachfront zone

Create more pedestrian friendly atmosphere

Create multi-use above downstairs retail.

2. Enhance the Oceanside beach to make it truly world class.

Add 1.1 million cubic yards of sand to beach this year.

Develop a financially sustainable method for sand addition. Explore constructing a permanent man-made structure.

Improve the recreational amenities, restaurants, rentals, volley ball courts, etc along the beach.

Create more parking associated with the beach.

3. Improve the quality of the Oceanside Harbor for citizens, boat owners, visitors and to improve the revenue base of the city.

Develop a hotel and better resort facilities around the harbor.

Expand the number of harbor berths.

Develop an aquarium attraction in the harbor area.

Increase dining (including a harbor side boat) and shopping

Create a permanent funding source for harbor dredging.

Buy into a co-op dredge.

Keep working Congress and the Army Corp of Engineers

Finding a revenue source, at least matching funds.

Improve public knowledge of and visitation to the harbor.

Improve public transportation to the harbor.

Enhance the image of Oceanside as a sports capital and tourist destination.

Attract annual sporting events such as the X games, triathlons, power boat racing, pro-gold tours, surfing, body surfing, high school sports, and more.

Attract publicity via television, the World Wide Web, magazines and other mediums.

Develop a PGA class golf course.

Enhance the value of Buena Vista Lagoon and other natural areas to birds and thus to birders.

Develop the harbor with an aquarium.

Create many special events like Harbor Days and concerts series.
Improve image and support of Camp Pendleton (family oriented Marines)
(improve cooperative relationships with the Camp – e.g. effluent)
Great public transit throughout the city and to its tourist destinations.
Wonderful aesthetics.
A River Walk area could become an important part of the city's image.
Great transportation access from rail and bus.
Improve code enforcement of signage.

5. *Improve the quality of the city for business and appropriate industry.*
Improve education and the schools in the city.
Improve truck access to industrial zoned properties.
Develop a 10-20 year plan for growth in this area. Explore zoning new areas including the 76 corridor, the potential River Walk area, Mission Ave.
Streamline processes for bringing in new businesses.
Solve endangered species concerns by making the Habitat Conservation Plan work for the City.
Provide business with easy and extensive access to appropriate city documents via the Internet.
(e.g. zoning requirements, land use decisions, General Plan,
Enhance working relationship with local business association.
Develop more services in the Rancho del Oro area
Show appreciation for existing businesses.
Develop a better packet of material on the city.
Establish incentives for businesses.

6. *Improve education, opportunities and atmosphere for youth in Oceanside.*
Create a youth commission which could lead to a youth department and a coordinated process for all youth activity in the city.
Develop your facilities (youth center)
Work cooperatively with the schools where ever possible.
Work with non-profit groups Create partnerships.
Improve coordination with the schools for alternate use facilities
Improve education in the city.

Improve transportation within the city.
Develop another north south major thoroughfare.
Improve the east west thoroughfares
Improve the quality and accessibility of internal and regional bus transportation.
Improve access and facilities for bicycles, joggers and pedestrians. (horses)
Enact trails element.
Complete the Route 76 corridor.
Improve bus and rail transit
Complete 78 corridor with access points to Rancho del Oro.
Improve education in city..

Create a long term solution to the city's waste disposal needs that meets the state's waste reduction requirements.
Create a strong recycling and green waste program.
Develop an inexpensive means to export waste to a reliable waste disposal site.
Explore joint use of a canyon in Pendleton.
Develop an effective anti-litter campaign.
Change billing arrangement in waste contract.

Improve communication, information sharing, and decision making within the City.

Evaluate and re configure city commissions and council member involvement.

Improve the protocols and practices of the City Council meetings including the timing during the day.

Develop guidelines for how the city will work with different processes (contract negotiations, long term planning issues, short term opportunities, ongoing processes and programs.

Create common visions for different areas and programs of the city.

Set aside regular times in closed door session to evaluate appropriate staff (e.g. city attorney's evaluation is overdue)

Develop better communication between staff and council members so that they can keep up with what is happening throughout the city. Perhaps a city manager weekly highlight letter.

Improve flow of information to city clerk and treasurer. (e.g. agendas, meeting schedules)

Explore how email can be enabled between staff, council and citizens (Internet or Intranet though only Internet will help citizens.)

Improve the fiscal health and financial abilities of the city so that the public's goals, objectives and programs can be realized.

Develop a strong retail and business/industrial tax base.

Improve the financial benefits from tourism.

Evaluate the need for a Prop. 218 vote on tax funds. If needed, develop a campaign for its enactment.

Explore a budget advisory committee

Develop an audit for business licenses, TOT tax and similar fees.

Continue strengthening the stability of city functioning.

Increase interest earnings on enterprise fund money. Develop a long term strategy.