

## **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.*