

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:

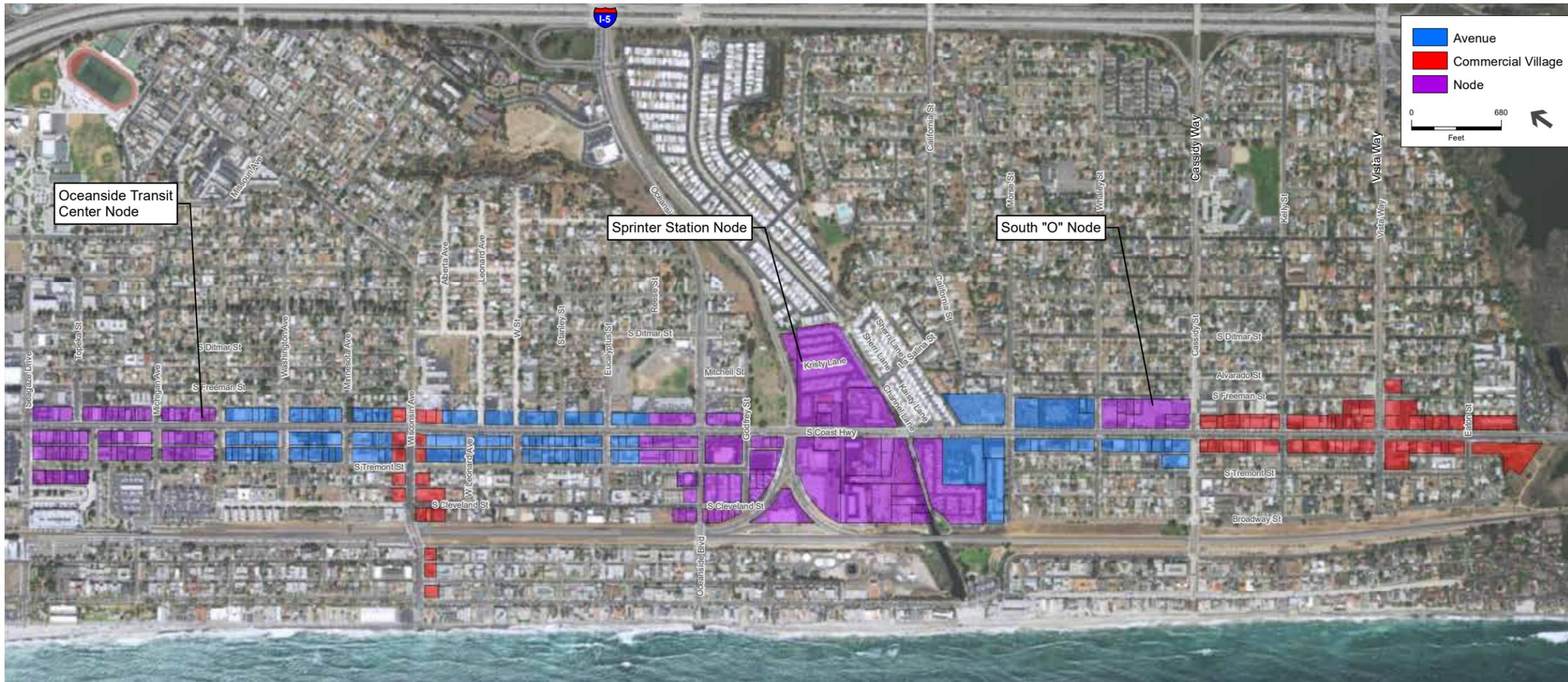
- How do the land use and development standards of the proposed Incentive District compare with those in place under current zoning within the Coast Highway corridor?
- Which properties within the Coast Highway corridor would be eligible for the proposed incentives?
- How would the permit review and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

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/