



# WELCOME!

March 12, 2019 | Community Meeting #4



**DEVIN**

Good evening everyone! Thank you for coming to today's meeting. We appreciate the opportunity to speak with all of you tonight.

My name is Devin Ciriaco.

And my name is Madilyn Jacobsen.

We'd also like to introduce the other members of our project team (wave).

We are all second-year graduate students in the Master of City and Regional Planning program at Cal Poly, San Luis Obispo.

Helping communities prepare these types of plans is part of the experiential learning component of our curriculum. We would also like to say that, in previous years, many of these plans have been adopted.



## Agenda

1. Introduction
  - a. Review of Community Planning Process
2. Presentation of Draft Community Plan
  - a. Background Research
  - b. Review of Last Meeting
  - c. Opportunities and Constraints
  - d. Future Growth
  - e. Preferred Alternative
3. Questions/Comments
4. Concluding Remarks



### DEVIN

In today's agenda, we will briefly review the community planning process.

Next, we will provide a brief overview of our last meeting, followed by a presentation of the draft community plan for Oceano.

The bulk of this meeting will be concentrated on presenting the Preferred Alternative,

including the background research that contributed to its development,

as well as the anticipated effects of this alternative on the future of the community.

The presentation of this alternative will be followed by a community feedback session, where you will be able to provide input on the aspects of the alternative that you liked or disliked.



## General Plan Process

California Government Code Section 65300

“Each planning agency shall prepare and the legislative of each county and city *shall adopt a comprehensive, long-term general plan for the physical development of the county or city*, and of any land outside its boundaries which in the planning agency’s judgement relation to its planning.

### DEVIN

The State of California requires each County and City to adopt a comprehensive, long-term general plan for the physical development of the county or city.

For unincorporated communities, such as Oceano, the local county creates a **Community Plan**. A community plan provides more detailed information that is specific to Oceano and builds upon the county’s general plan.



## General Plan Process

California Government Code Section 65351  
“During the preparation or amendment of the  
general plan, the planning agency shall provide  
*opportunities for the involvement of citizens...*”

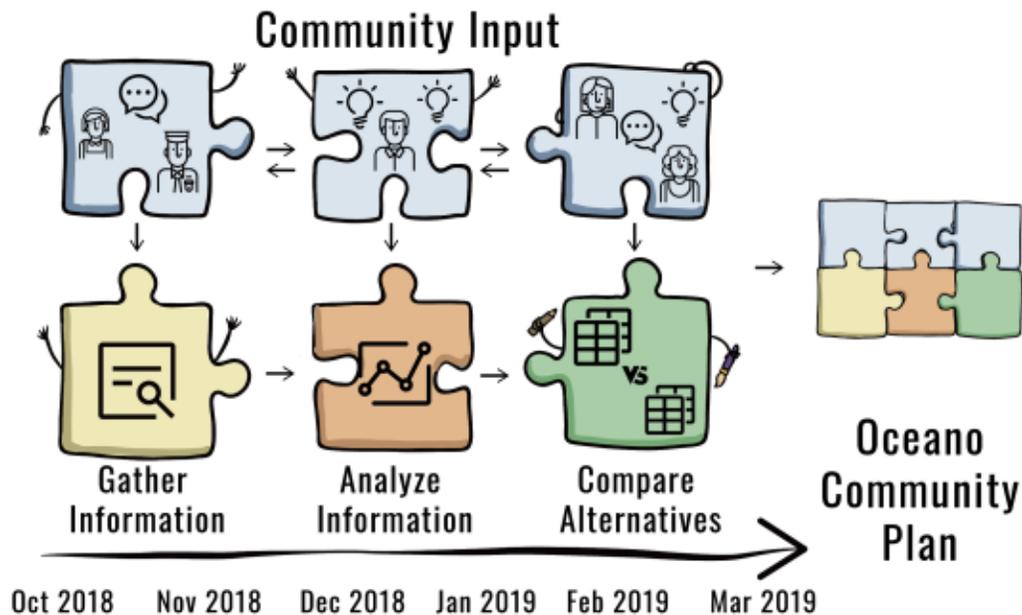
### DEVIN

California law also requires us to include the citizens of Oceano in the update process.

We have previously held three meetings, and are happy to be here with all of you for our fourth and final meeting of the process.



## Community Plan Process



### MADILYN

Before we dive in, we want to provide a brief review of the Community Plan Process.

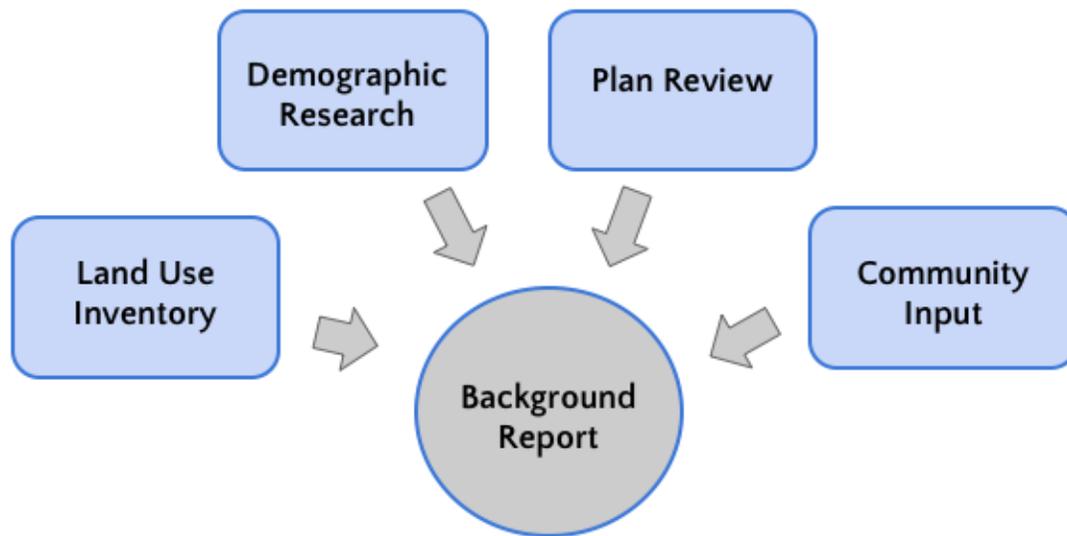
The first phase, **gather information**, started in September and included the compilation of background research.

During the second phase, **analyze information**, we analyzed community feedback from Phase 1 so we could better understand where Oceano wants to be as a community.

And for the third phase, **compare alternatives**, we developed three alternative futures for Oceano, each with a different amount of growth and transformation. These alternatives were presented at our last meeting, which also included a community feedback session.

**Today, we are here to share the draft Community Plan and the Preferred Alternative.** This alternative is the result of community feedback from our last meeting, and what you've identified as things you would like to see in Oceano as the community moves forward.

## ● Background Report



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### MADILYN

Last quarter, the background research during our gathering and analyzing information phase included:

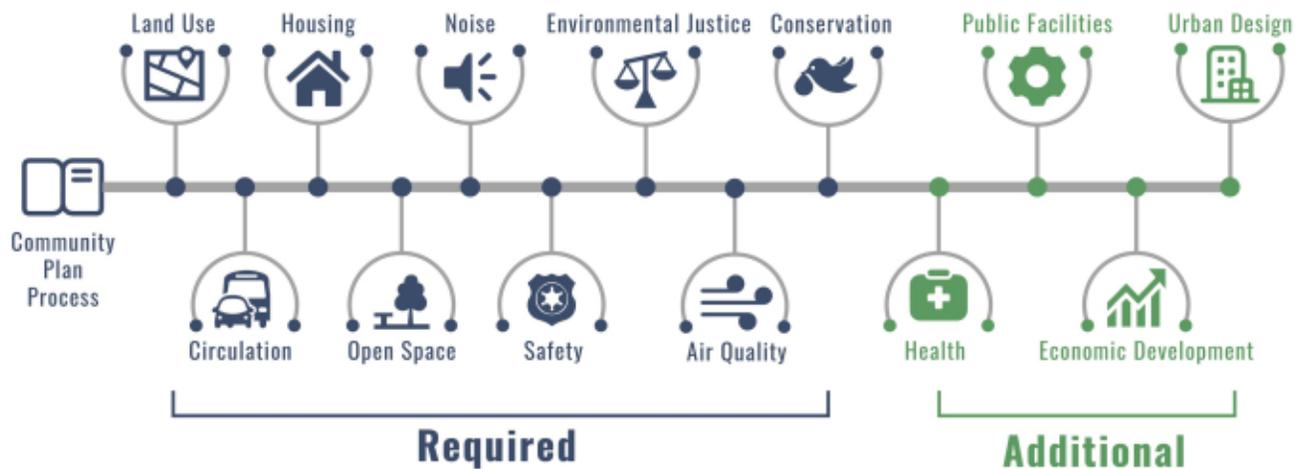
- A Land Use Inventory,
- Demographic research
- A document assessment of existing projects and plans related to Oceano
- And two public meetings to better understand the concerns and desires of the community

From all of this, we created a Background Report on Oceano's existing conditions.

Since the completion of the draft Background Report, we have been working toward the development of the Draft Community Plan for Oceano.



## What is a Community Plan?



### MADILYN

Parallel to the County of San Luis Obispo's General Plan, the Community Plan is a blueprint that guides the future development of the community.

However, because Oceano is unincorporated within the County of SLO, the plan is referred to as a Community Plan.

Per California State law, every community is required to include the following elements in this type of document:

1. Land Use
2. Circulation
3. Housing
4. Open Space
5. Noise
6. Safety
7. Environmental Justice
8. Air Quality
9. and Conservation

We also included four additional topics to address unique needs of Oceano.

These subjects include:

1. Health
2. Public Facilities
3. Economic Development
4. And Urban Design

This evening, we will discuss the effects of the preferred alternative on each of these topics.



# **Oceano Today**

## **Community Plan Elements**

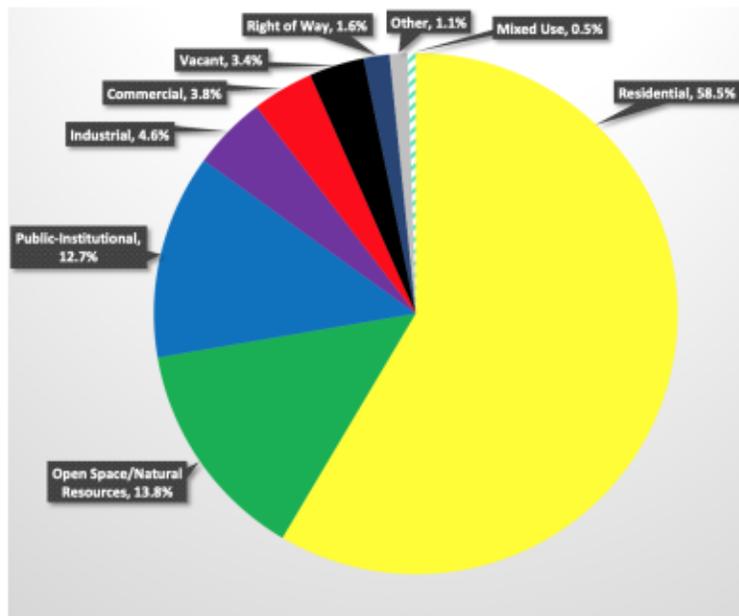
**DEVIN**

Now, we will transition into an element-by-element review of the state of the community today.



## Land Use Inventory

Background Research



### DEVIN

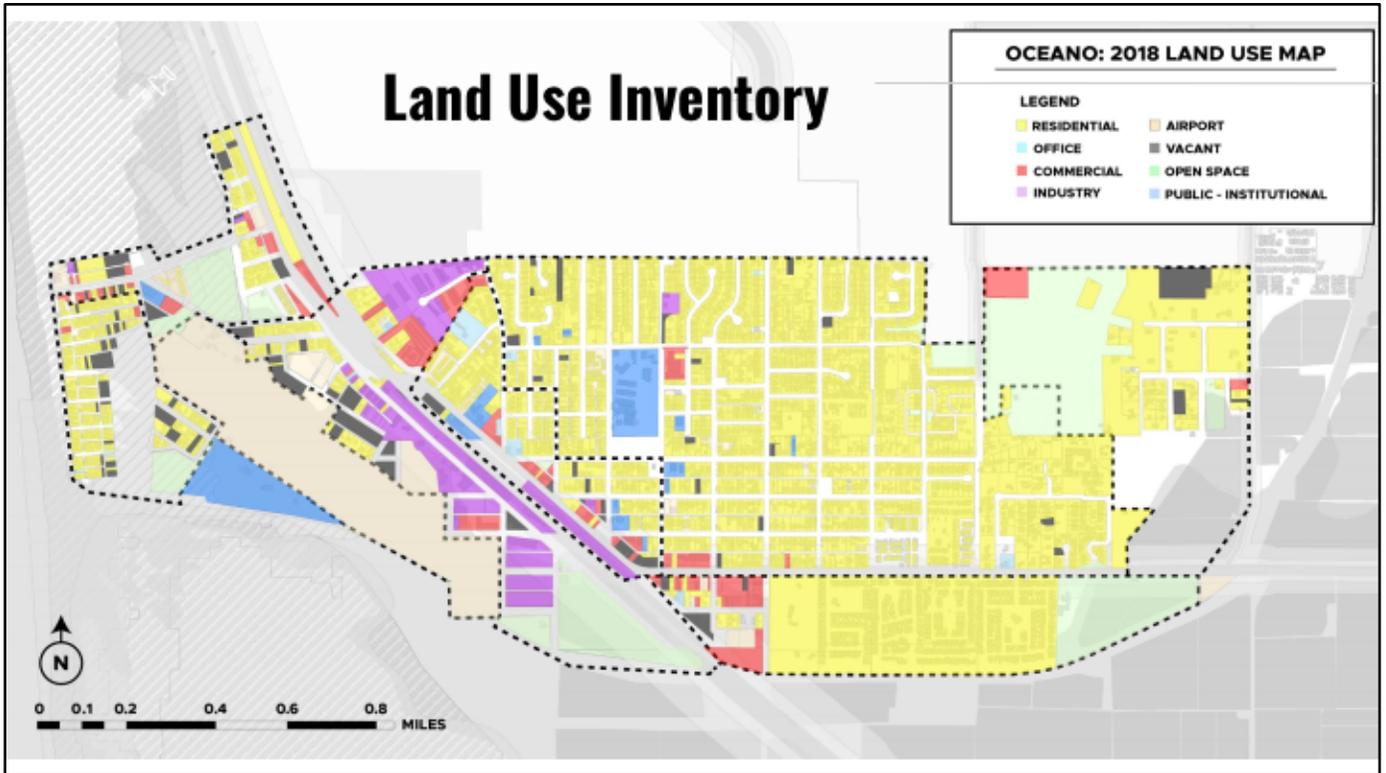
We identified how land use is allocated in Oceano.

Some key takeaways include:

- Over half of the total land area is residential, as shown in yellow;
- while less than 9% is comprised of Industrial and Commercial services, as shown in purple and red.

This suggests Oceano is mainly a bedroom community.

At the same time, a little over 3% of all parcels are vacant, as shown in black. This demonstrates the limited space for growth in the community.



**DEVIN**

To give a better visual representation of the pie chart, this map displays the land uses of Oceano in 2018 per our land use inventory.



# Community Plan Elements

## Housing



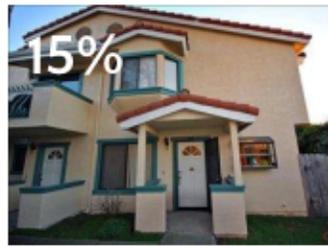
### DEVIN

Our land use inventory also provided an assessment of existing housing conditions.

One key finding is that although housing in Oceano is relatively affordable compared to the County, the average price for renting or owning a home in Oceano is still not considered affordable for a majority of residents.



## Oceano Housing



### DEVIN

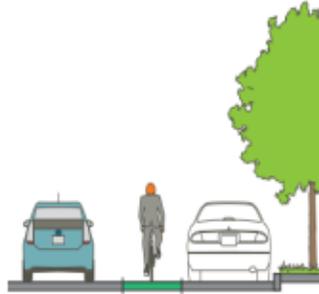
The land use inventory also revealed that:

- 50% of the housing stock is single family homes,
- 20% are mobile homes,
- 15% are townhouses and condos, and
- 12% are larger apartments with 5 units or more
- And about 10% of the housing stock is in poor condition



## Community Plan Elements

### Circulation



### Community Design



### DEVIN

During our background research we also gained insight into other elements as well.

Regarding Circulation, Oceano is largely automobile-oriented and has limited bicycle and pedestrian facilities.

The overall design of the community is characterized by a small town feel.



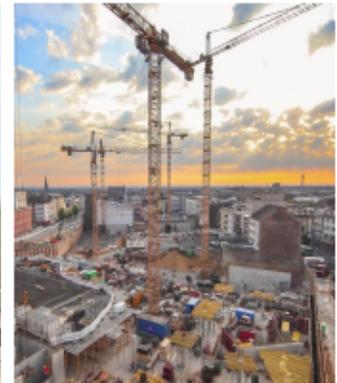
## Community Plan Elements

Open Space

Conservation

Noise

Economic  
Development



### DEVIN

Our findings also showed that there is not a lot of open space within Oceano besides the Oceano park and Oceano Lagoon.

However, many valuable natural resources exist near Oceano, such as the Arroyo Grande Creek and the Dunes.

Major noise sources in Oceano include Highway 1 and the railroad.

In regards to economic development, Oceano currently has strong agricultural and tourism industries.



## Community Plan Elements

Public  
Facilities



Safety



Health



Environmental  
Justice



Air Quality



### DEVIN

Public facilities in Oceano are provided by multiple public agencies, including the Community Services District, SLO County, and the Lucia Mar School District

The Five Cities Fire Agency and SLO County Sheriff provide emergency services in Oceano.

The major health service provider in Oceano is the new Community Health Center. In addition, community feedback indicated limited access to healthy foods.

Community feedback related to environmental justice in Oceano is centered on addressing the effects of the Dunes and current limitations in air quality monitoring.

Air Quality remains a high concern for the community due to sources of pollution and dust originating from the Oceano Dunes SVRA.



# Oceano Today Community Feedback

## MADILYN

Now, we will transition into a review of our community outreach process that contributed to our understanding of Oceano Today.

## Community Input



**Meeting #1**  
November 3, 2018



**Meeting #2**  
December 1, 2018



**Meeting #3**  
February 19, 2019

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### MADILYN

Community input was gathered through our last 3 meetings, by talking to community members like you!

Our first two public meetings were focused on understanding existing conditions in Oceano, which took place last Fall.

Our third meeting third was held just last month, and focused more on gathering feedback related to Oceano's future.



## Summary of Last Meeting

February 19, 2019

- Alternatives Development Scenarios Presentation
- Community Feedback and Discussion Session



### MADILYN

At our meeting on February 19th, the Planning Team presented three distinct alternative futures for Oceano.

These included:

- Baseline Growth,
- Moderate Growth and Redevelopment,
- And Maximum Growth and Reuse,

Each alternative has its own unique attributes, features, and focus areas.

After these alternative futures were presented, we transitioned to a Community Feedback Session to understand the community's thoughts on each alternative and their varying attributes.

#### **Some of the key findings from our last meeting include:**

- The desire to retain Oceano's small-town feel while also,
- Developing vacant lots through infill development
- support regarding the creation of medium- and high-density mixed-use spaces.

- We also found that the community desires an improved circulation network that emphasizes new pedestrian-oriented safety measures.
- Furthermore, the community members expressed support towards the potential redevelopment of the Oceano County Airport in order to create a new vibrant commercial frontage, mixed-use housing, and a regional open space.

These key findings, combined with prior community feedback, were used to develop the preferred alternative, which is the focus of tonight's meeting.

We thank all who participated throughout our community outreach process.

The information you provided has been critical in developing the Draft Community Plan.



# **Oceano Today**

## **Opportunities and Constraints**

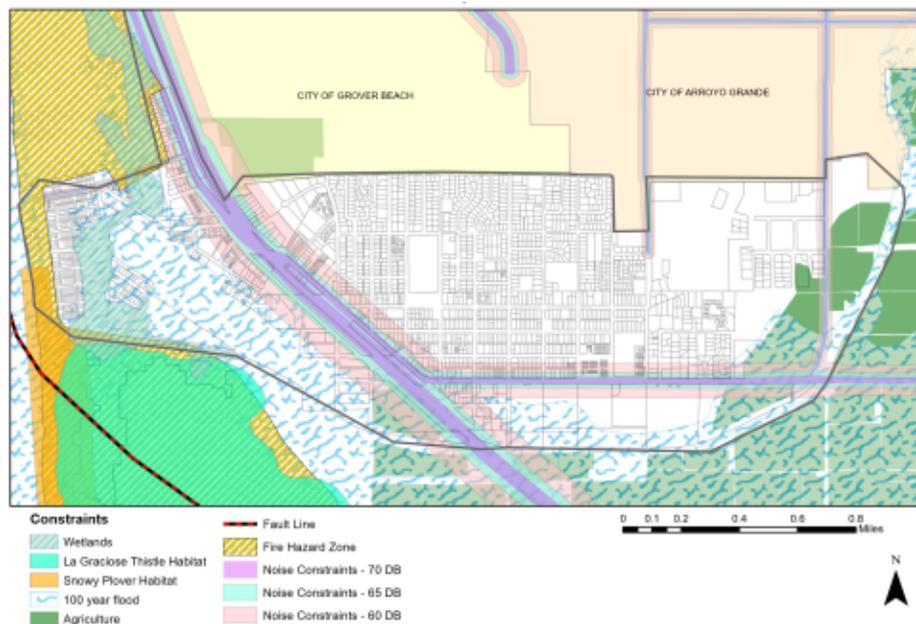
**MADILYN**

We will now transition to a discussion on Opportunities and Constraints on Development in Oceano.



## Land Constraints

*Oceano's Future*



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### MADILYN

As part of our analysis, we developed constraints and opportunity maps to help us determine the best areas to concentrate development.

For constraints, we looked at environmental factors, such as:

- **sensitive habitats** shown along the west side of Oceano, in the teal and orange colors;
- **wetlands**, shown in the blue markings, are in southern areas of the community;
- **fire hazard zones**, are indicated by the yellow hatched lines, along the coast;
- **and fault lines**, shown in the red and black line in the south western corner of the map.

Agricultural land borders the south and covers the east end of Oceano, indicated in green blocks.

The 100-year flood zone covers the southern and eastern parts of the community as well as the airport and surrounding neighborhoods, constituting the largest constraint to the community.

Additional constraints include the noise zones along transportation corridors, such as the railroad and Highway 1.



## Land Opportunities

*Oceano's Future*



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## MADILYN

To identify opportunities for development, we looked at:

- vacancies,
- opportunities for redevelopment,
- and residential parcels that we identified to have capacity for Accessory Dwelling Units, or ADUs.

Vacancies - indicated in bright pink - were identified by our classmates during our Land Use Inventory.

Oceano doesn't have a lot of vacant land for growth.

Opportunities for redevelopment - indicated by the hash lines - were identified based on community feedback and analysis performed by the planning team.

With little vacant land and limitations to expansion in mind, we calculated residential parcels with ADU capacity; these are indicated in yellow.

We used an existing building footprint layer from SLO County and existing parcel data to calculate parcels with vacant land area that is 2 times the size of

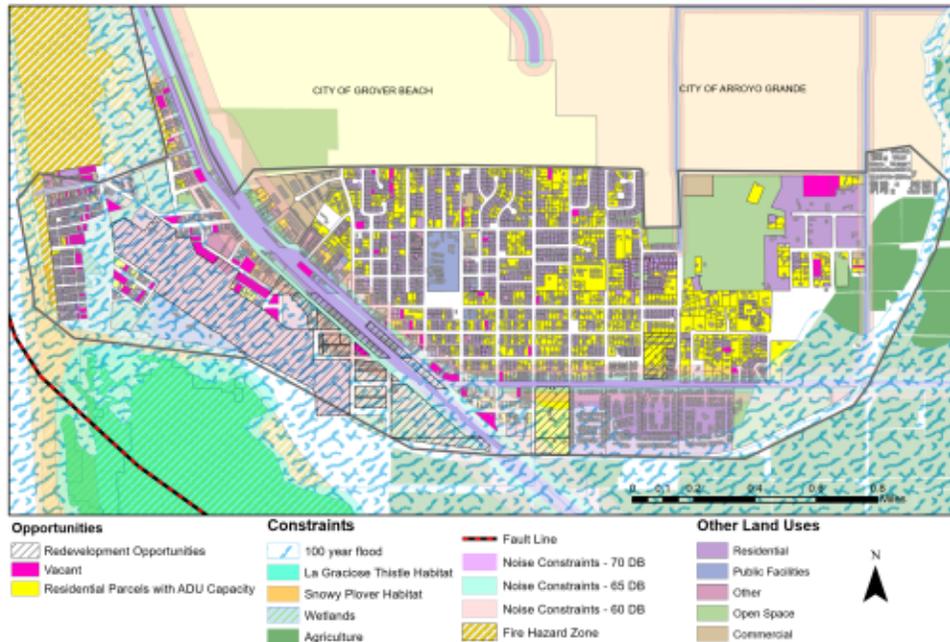
average building footprints.

This allowed us to identify over 500 parcels with 7,000 square feet or more of unoccupied land area, which is our classification as having the potential for an ADU.



## Opportunities and Constraints

*Oceano's Future*



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### MADILYN

This map combines both the constraints and opportunities into one graphic, which helped guide the development of alternatives.

Surrounded by agriculture and its neighboring cities, Oceano doesn't have much room for expansion but there is room for growth within the community.



# Oceano's Future Growth Targets

## DEVIN

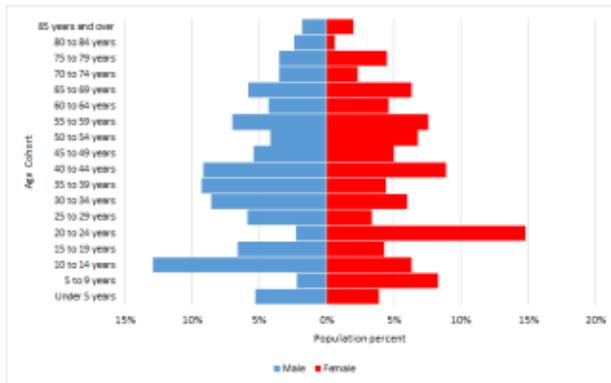
Now we will review the growth targets for future population, housing, and employment which informed the development of the preferred growth scenario.



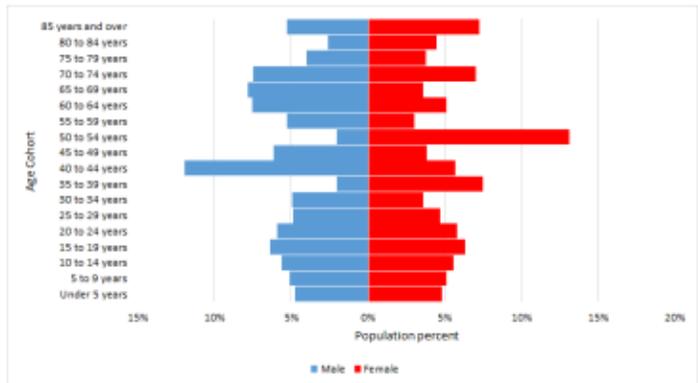
## Population Pyramids

*Oceano's Future*

### Population in 2015



### Population in 2040



## DEVIN

These charts compare the distribution of population by age and gender in Oceano for current and future conditions.

The chart on the left reveals a large youth population today between ages 10 to 24 who are expected to advance in age over the life of the plan. This means that the community is expected to have a large group that will need jobs over the life of the plan.

The chart on the right reveals that the population is anticipated to have a consistent expansion in children of school-going age, which may require more school facilities.



## 2040 Growth Targets

*Oceano's Future*

Population  
11,340



+ 3,480

Housing  
4,950



+ 1,735

Jobs  
1,860



+ 1,030

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### DEVIN

The objective of the preferred growth scenario is to allocate sufficient space to accommodate growth of the population and resulting need for housing and jobs.

The Plan reflects the following aspirations over the next two decades:

1. Accommodation of up to 2 percent annual population growth per year
2. An average increase of 70 additional housing units per year to meet the housing need for Oceano and its share of regional housing
3. To attract an average of 40 additional jobs per year into the community for a more balanced jobs-to-housing ratio

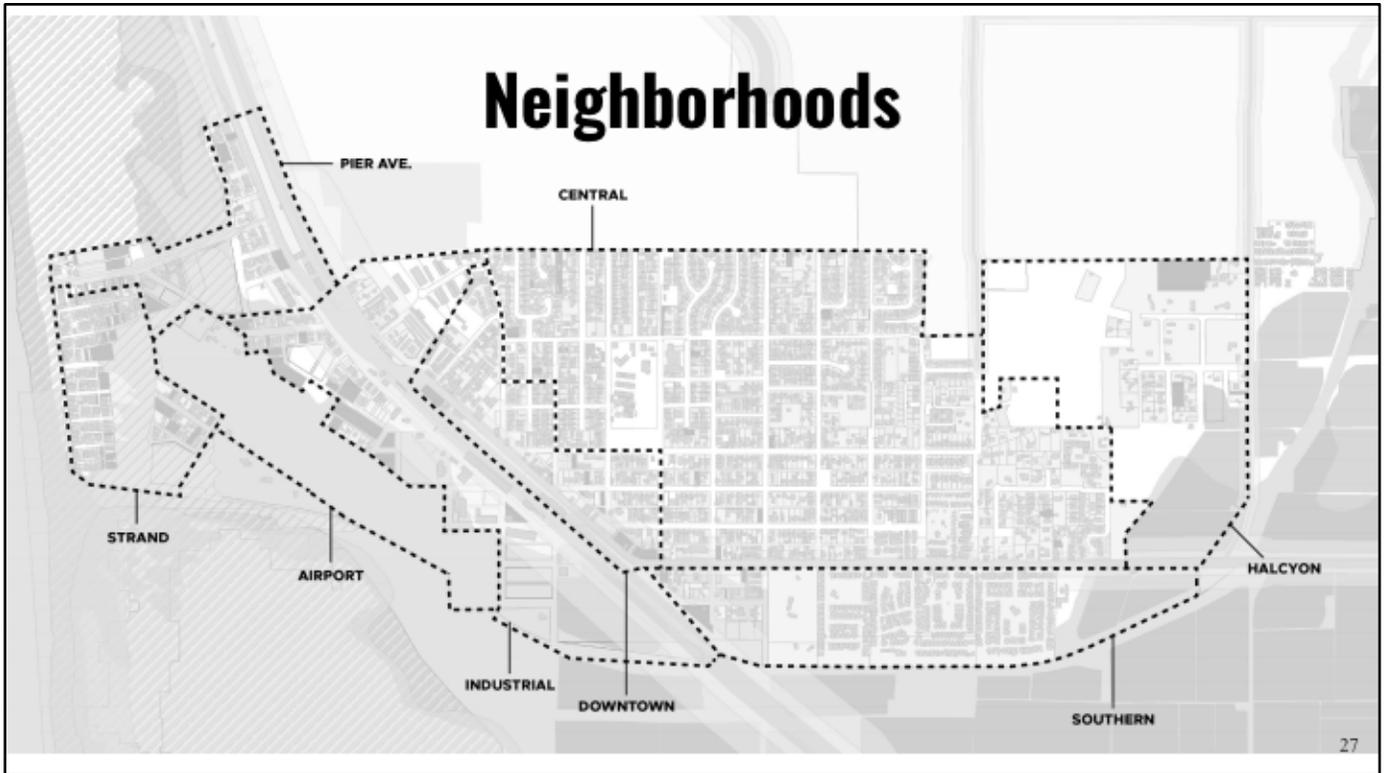
We can generalize the aspiration for growth as one new housing unit for every increase of two residents and one new job for an increase in average household of three persons.



# Growth Alternative Scenarios

## DEVIN

Now, we will transition into a review of our three growth alternatives, presented back in February of this year, that contributed to the creation of the preferred alternative



## DEVIN

As a frame of reference for all growth alternatives, we divided Ocean into eight neighborhoods.

The Strand Neighborhood is located on the western side of Ocean and currently encompasses mostly residential land uses with several vacant parcels.

North of the Strand neighborhood is Pier Avenue. This neighborhood consists of commercial and residential land uses with a mix of open space and vacant parcels. It is also the main access point to the entrance of the Ocean Dunes SVRA.

Next is the Industrial neighborhood, which is intersected by Highway 1 and the railroad. This neighborhood is bordered by the Ocean County Airport and is comprised mainly of industrial land uses with some commercial, residential, and vacant space.

In the context of our plan, we have considered the Airport parcel as its own neighborhood.

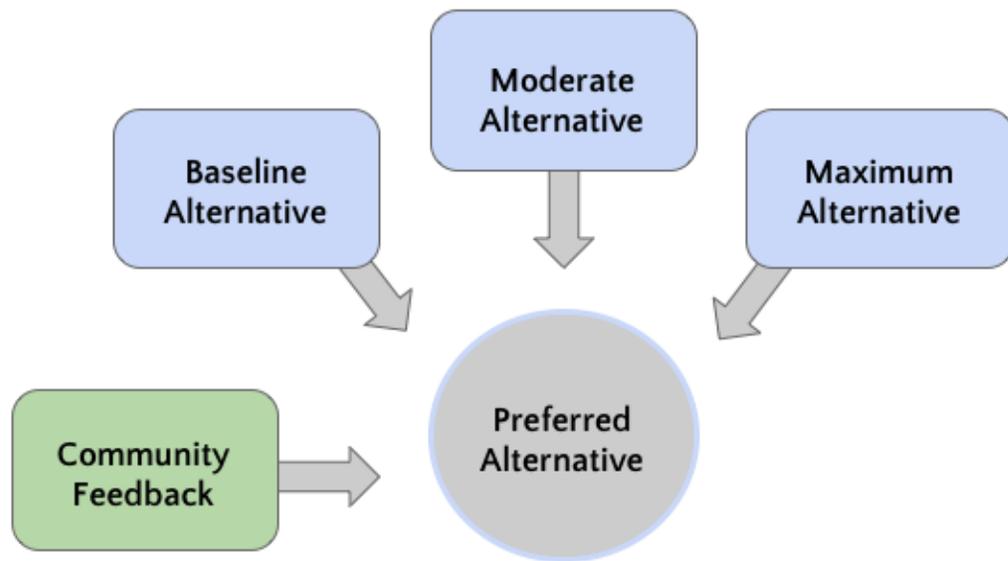
On the other side of Highway 1 is the Downtown neighborhood. Downtown has a blend of uses which include commercial, residential, mixed-use, public facilities, and some vacant space.

Next is the Central neighborhood which covers the largest geographic area of the community, consisting primarily of residential land uses with some public facilities, and vacant land. The Oceano Elementary School and the Oceano Community Center are in this area.

Farther east, we have the Halcyon neighborhood which consists of residential and agricultural land uses. The preferred alternative does not present changes to Halcyon in order to preserve the current character of this historic district.

And to the south of Highway 1, we've identified the Southern Neighborhood. This area is comprised of primarily residential land uses, containing two mobile home parks and the Pismo Sands RV Park.

## ● PROCESS: Preferred Alternative



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### DEVIN

As mentioned earlier, we presented three alternative futures for Oceano at our meeting back in February.

During that meeting, we received community feedback on those alternatives.

These key findings were used to create a preferred alternative, which is a vision for Oceano's future development.

Now I will briefly review the results from last meeting regarding the three growth alternatives.

## Baseline Growth Alternative

### Baseline Growth Alternative Community Preferences: Likes



No Development on  
Agricultural Lands



Maintaining Oceano's small  
town feel

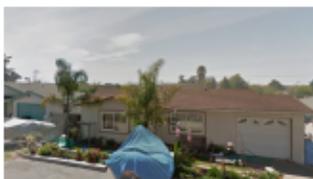


Infill Development on Vacant  
Parcels



A safer pedestrian  
environment

### Baseline Growth Alternative Community Preferences: Dislikes



Dominant Low Density  
Housing



Auto Oriented Street  
Network



Limited-Impact Pedestrian  
Safety Measures



A Downtown with limited  
economic diversity

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## DEVIN

The Baseline Growth Alternative assumes minimal growth in Oceano.

In this alternative, meeting participants showed varying support for different features.

Participants supported:

- NO expansion into agricultural lands within and surrounding Oceano,
- Maintaining Oceano's small town character
- Accommodating future growth through infill development of vacant lands
- Creating a more pedestrian friendly streetscape
- And the desire to move forward in building a diverse economic base in Oceano

On the other hand, participants had varying opinions on:

- Housing remaining as predominantly low density
- Retaining an automobile-oriented transportation network
- Limited-impact pedestrian safety measures in the circulation network
- And a Downtown with limited economic diversity



## Moderate Growth and Redevelopment Alternative

### Moderate Growth Alternative Community Preferences: Likes



Complete Streets



Mixed-Use



Pedestrian Access



Open Space

### Moderate Growth Alternative Community Preferences: Dislikes



Parking Structure



Industrial Area Redevelopment

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## DEVIN

The second alternative featured moderate growth and redevelopment.

A majority of the proposed changes were liked by the participants of last meeting.

Participants supported:

- Converting major corridors into complete streets
- Building new developments in a mixed-use form
- Enhancing pedestrian access in newly redeveloped neighborhoods
- Increasing access to open space and recreational opportunities, and
- Constructing a new parking structure on Pier Avenue

On the other hand, the participants had a varying preference related to redeveloping the existing industrial area



## Maximum Growth Alternative

### Maximum Growth Alternative Community Preferences: Likes



Medium - High density  
mixed use



Regional Open Space



Ped-bike path on dike



Complete Street



Vibrant frontage



Circulation Loop



Grocery Store



Neighborhood parks

## DEVIN

The majority of meeting participants liked ideas presented in the Maximum Growth and Reuse Alternative.

The first set of ideas dealt with the reuse of the airport, which included:

- Commercial development with medium and high-density housing, and
- A regional open space that includes a pedestrian-bike path along a flood protection dike.

In addition, meeting participants supported the inclusion of

- Complete streets
- Vibrant mixed use frontages and,
- A new circulation loop

Finally, participants supported the following ideas related to healthy lifestyles:

- New healthy grocery stores; and
- New community-serving park spaces.



# Preferred Alternative

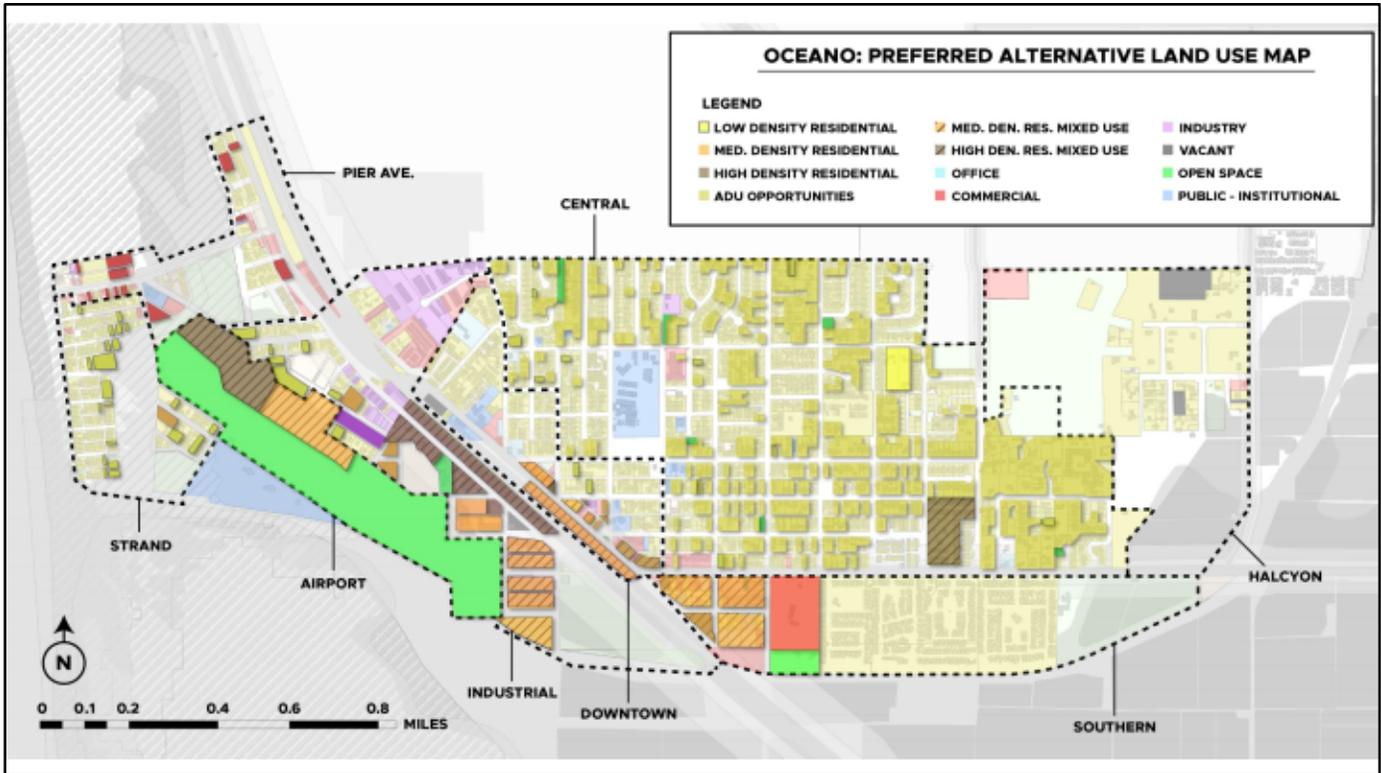
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## MADILYN

Now, the reason you are all here tonight.

It is time to present the draft Preferred Alternative.

We will allow all of you to participate in an activity to confirm components that will be included in the final version of the Preferred Alternative.

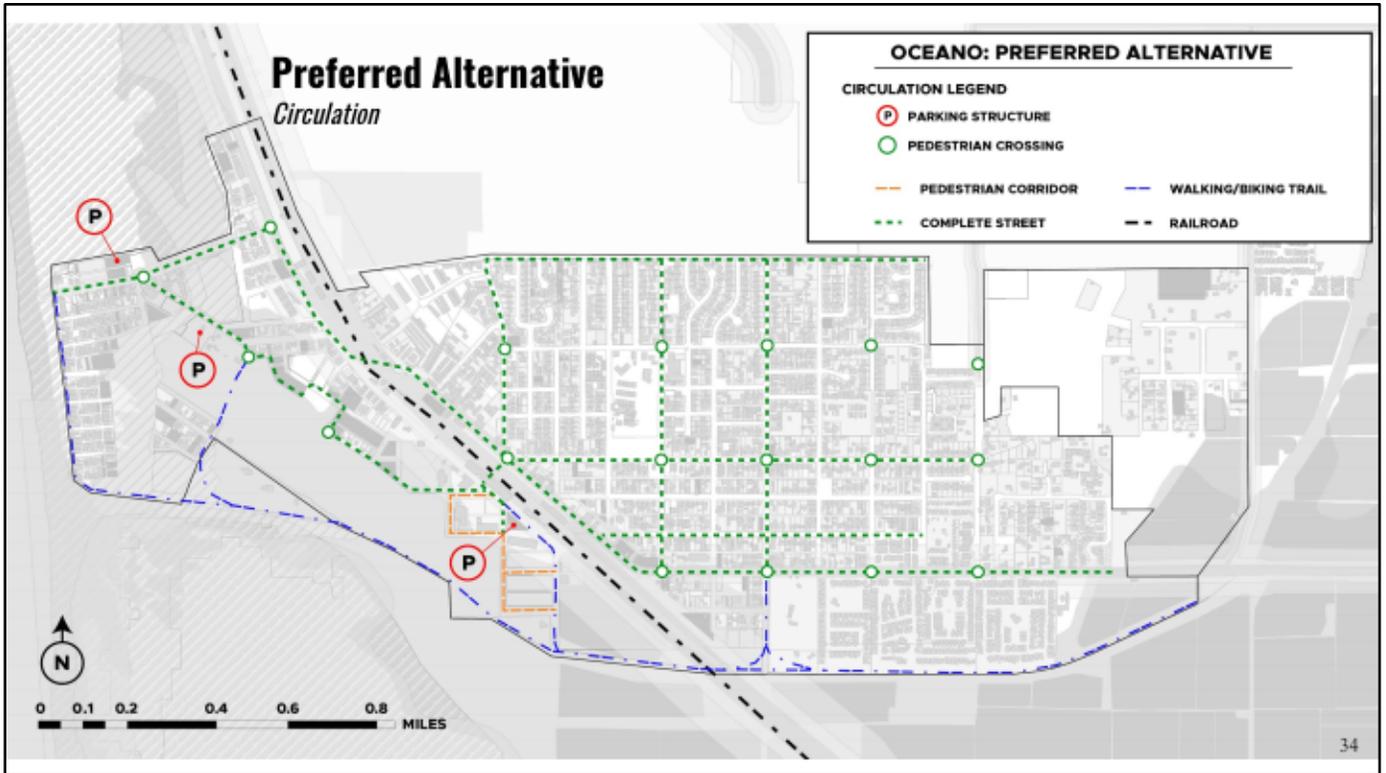


## MADILYN

The preferred alternative includes a variety of changes to land use, including:

- Infill development for housing and commercial growth in the Strand, Pier Avenue, and Central Neighborhoods,
- Airport reuse, including vibrant mixed-use and regional open spaces
- Redevelopment in the Industrial neighborhood
- Additional Accessory Dwelling Units in the Central Oceano Neighborhood, represented in dark yellow
- And, increasing the number of parks and open spaces across Oceano

Though this preferred alternative includes many changes, no development is envisioned on agricultural lands.

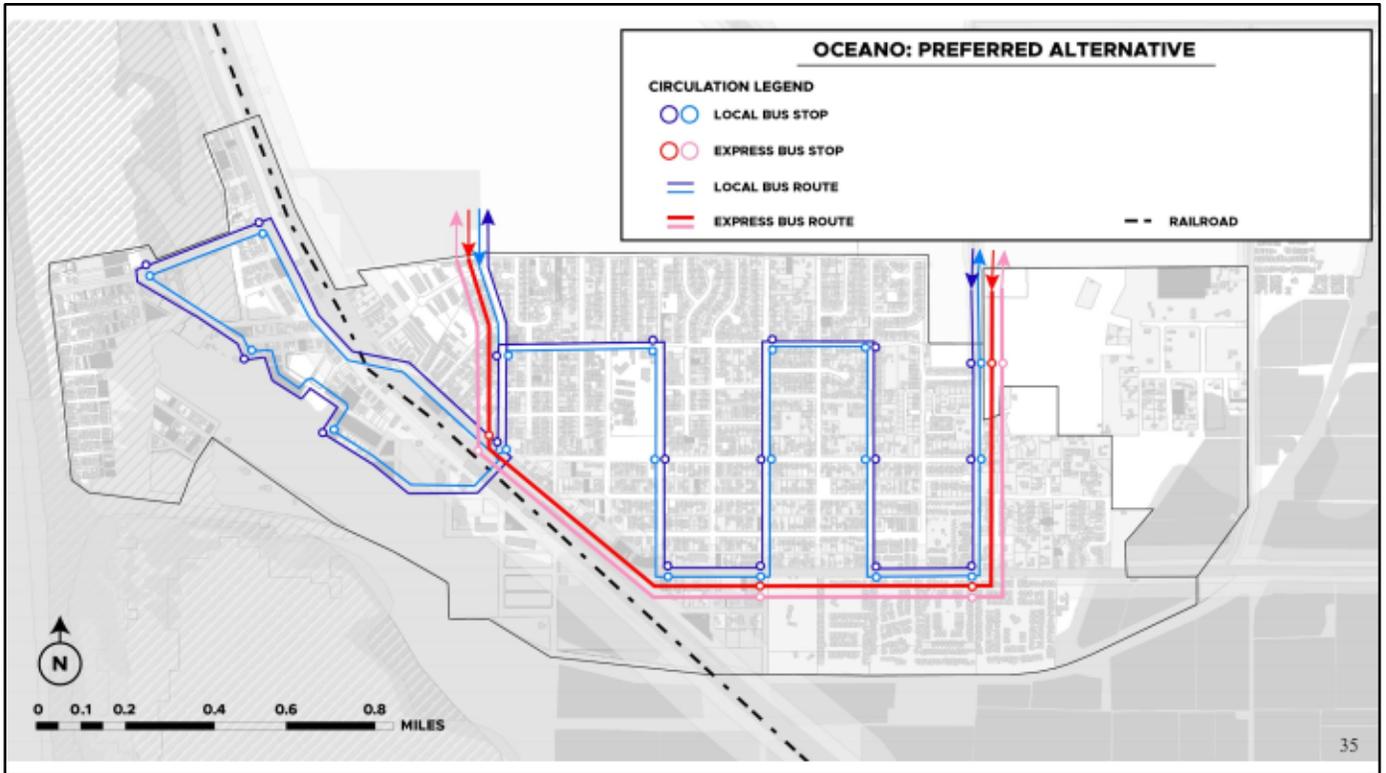


**MADILYN**

Improved connectivity across the community for pedestrians, cyclists, transit users and vehicle drivers is a priority for the preferred alternative.

The circulation features include:

- Establishing a network of complete streets with pedestrian crossings, shown in green
- Creating a new pedestrian corridor in the Industrial Neighborhood, shown in orange
- A walking and biking trail that connects across Southern Oceano, shown in blue
- And finally, adding three new parking structures to serve new developments and visitors.

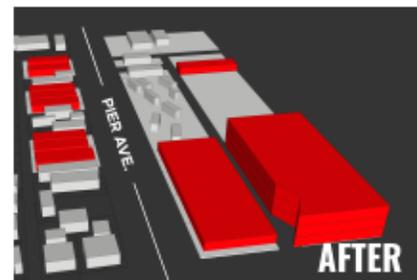
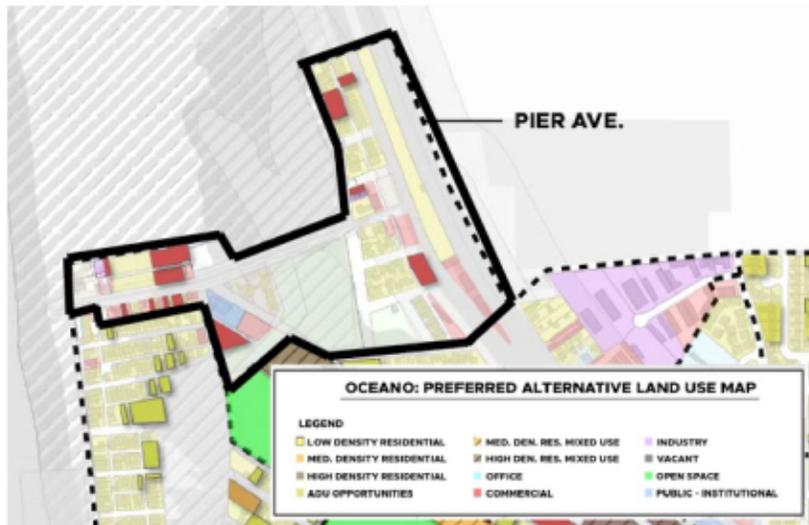


## MADILYN

The Preferred Alternative also includes improved transit services by establishing a new bus route (shown in blue and purple) that winds through the entire community.

In addition, an express bus route (shown in red and pink) is included along major roads, linking Oceano with surrounding communities.

## PIER AVE : Preferred Alternative



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## DEVIN

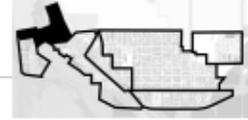
Currently, Pier Avenue contains a mix of commercial and residential uses with a substantial number of underutilized and vacant lots

As a gateway to the Oceano Dunes, the vision for Pier Avenue is a visitor-serving destination with a business-friendly environment that supports a diverse, local employment base.

For the Pier Avenue neighborhood, the preferred alternative vision includes:

- additional commercial development on vacant lots
- roadway reassignment to accommodate complete streets for pedestrian and bicycle access
- new bus stops to expand public transit access
- and an employee and visitor parking structure

## PIER AVE : Preferred Alternative



Existing Pier Ave Neighborhood

Future Pier Ave Neighborhood

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### DEVIN

Currently, the intersection of Pier Avenue and Highway 1, includes sidewalks and a traffic signal, however much is lacking in terms of pedestrian and bicycle safety.

Therefore, the rendering on the upper right hand corner showcases a pedestrian crosswalk, as well as signage that encourages traffic to slow for pedestrians.

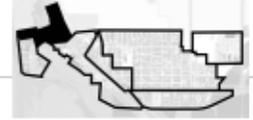
Farther down Pier Avenue, there are many vacant parcels as well as a mix of residential and commercial spaces.

In order to create a more active commercial space, the rendering on the lower right includes new commercial spaces that attract visitors and residents to this space.

It also includes wayfinding, bike paths, and pedestrian safety measures that

encourage walkability.

## PIER AVE : Preferred Alternative



Existing Pier Ave Neighborhood



Future Pier Ave Neighborhood

### DEVIN

At the southern edge of the Pier Avenue neighborhood, the existing overpass goes over the railroad tracks. This overpass brings pedestrians, cyclists, and vehicles, into and out of the Downtown Neighborhood.

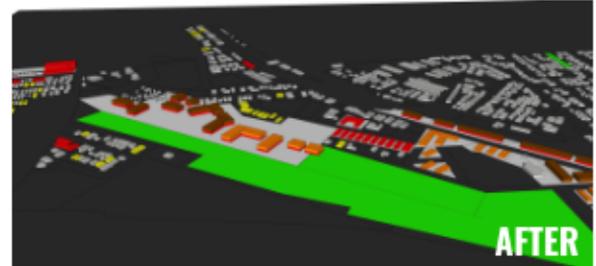
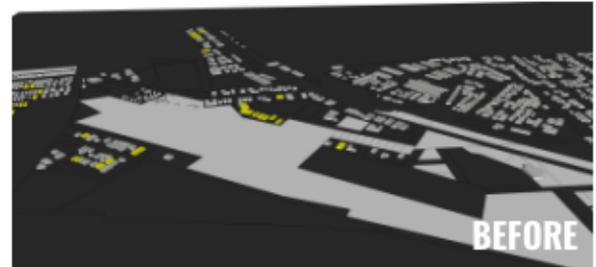
The rendering on the right shows an extension of the existing pedestrian barrier on the west side of Highway 1, which increases pedestrian safety.

A northbound bike lane is also included on Highway 1 to allow cyclists to ride safely north.

By ensuring that all modes are able to safely use this overpass, a more fully-connected community is created.



## AIRPORT : Preferred Growth Alternative



### DEVIN

The vision of the airport neighborhood introduces the most significant change under the preferred alternative.

This vision includes medium and high density-mixed use to accommodate for maximum population growth while creating a diverse economic base and opportunities for efficient circulation

The visions also includes a regional open space with connections to the Dunes and trails adjacent to Arroyo Grande Creek that also serve as a flood mitigation measure in the form of a protective dike.

In addition, the vision for circulation measures in the Airport Neighborhood include:

- A new complete street,
- New bus stops along a new bus route, and

- A parking structure for residents and visitors

## **AIRPORT: Preferred Growth Alternative**



Existing Airport Neighborhood

Future Airport Neighborhood

### **DEVIN**

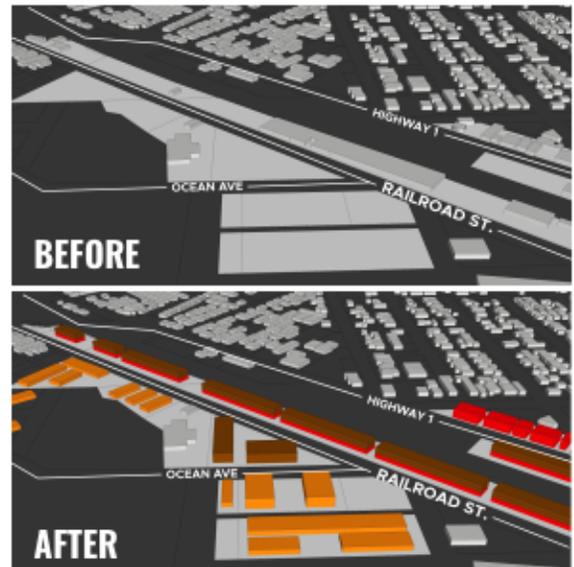
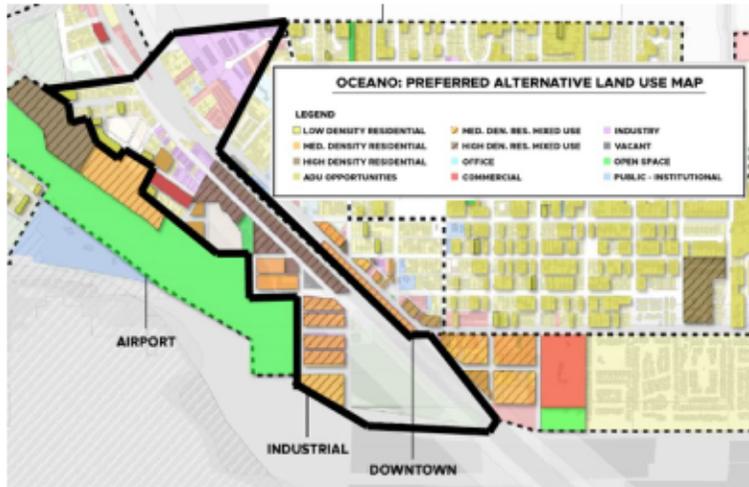
These visuals represent the vision of the airport redevelopment.

This vision can accommodate clustered housing for the most aggressive population growth, as well as facilitate opportunities for job growth.

The vision includes a vibrant commercial frontage that connects to high and medium-density housing.



## INDUSTRIAL: Preferred Growth Alternative



## MADILYN

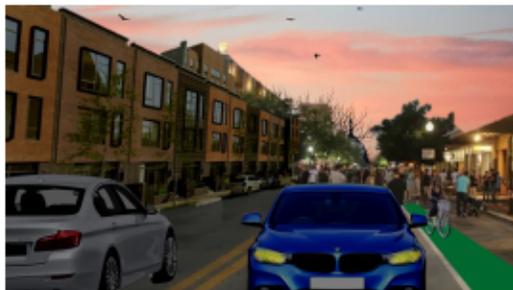
The vision for the Industrial Neighborhood is to increase residential and commercial options, while maintaining light industrial and agricultural jobs to the north.

Furthermore, this neighborhood continues circulation connectivity.

The key features of the vision of the Industrial neighborhood include:

- Medium and high density mixed-use to accommodate future growth,
- A new parking structure,
- And pedestrian crossings

## INDUSTRIAL: Preferred Alternative



Existing Industrial Neighborhood

Future Industrial Neighborhood

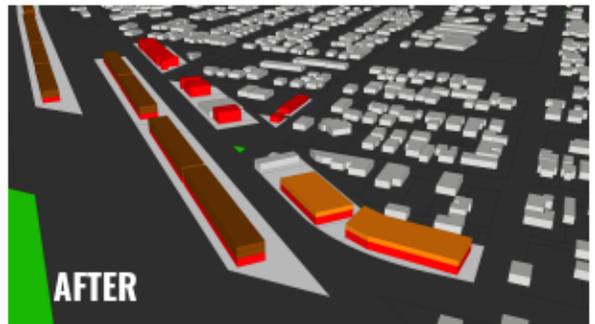
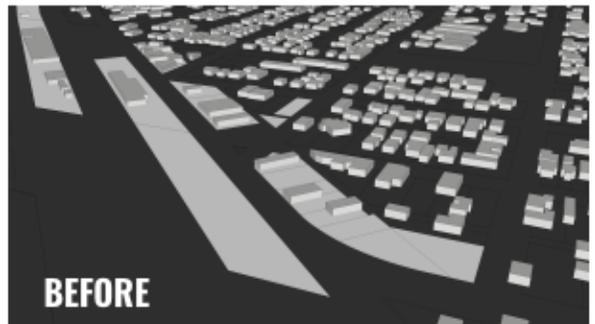
## MADILYN

The existing street views show the sporadic landscaping and a few industrial structures along Railroad Street in the Industrial Neighborhood.

Renderings on the right display the introduction of commercial structures as well as an updated streetscape that could improve walkability and bikeability.

Mixed-use development in the neighborhood could promote a more vibrant area that connects to the Downtown and adjacent areas.

## **DOWNTOWN: Preferred Alternative**



## **MADILYN**

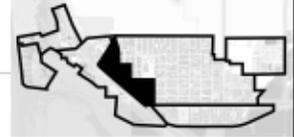
The Downtown neighborhood is an economic and cultural center for the community.

Keeping the small-town feel along Front Street, the vision for Downtown includes small-scale mixed-use on underutilized and vacant parcels along both sides of Highway 1.

In order to improve the resident and visitor experience, the vision also includes:

- Complete streets with traffic calming measures, and
- A new pedestrian crossings along Front Street to connect the two sides of the Highway

## **DOWNTOWN: Preferred Alternative**



Existing Downtown



Future Downtown

### **MADILYN**

The existing view on the left shows the corner of Highway 1 and 19th Street. It currently has multiple vacant parcels and minimal safety measures for pedestrians and bikers.

The rendering to the right activates commercial spaces by introducing medium-density mixed use.

This vision can preserve the small-town feel and architecture style of many of the buildings currently along Highway 1.

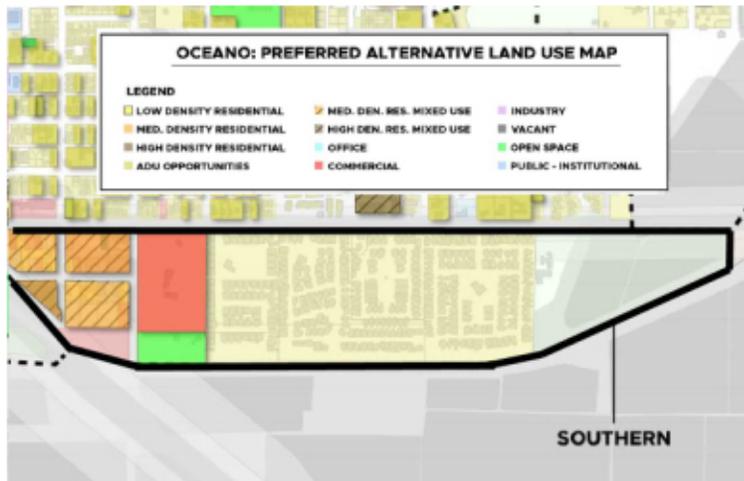
Additionally, the installation of a protected bike lane would increase bicycle safety and comfort.

Landscape features can double at stormwater and flood mitigations, while protecting bicyclists.

A raised crosswalk across Highway 1 increases safety for pedestrians, and also serves as a traffic calming feature.



## SOUTHERN OCEANO: Preferred Alternative



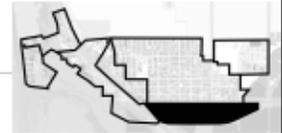
### DEVIN

For the Southern neighborhood, key features in the Preferred Alternative envision:

- A commercial lot, with a large open space
- Some medium-density mixed-use, neighboring the Industrial neighborhood
- Pedestrian crossings
- Increased transit infrastructure
- And the continuance of the bike-pedestrian trail



## SOUTHERN OCEANO: Preferred Alternative



Existing Southern Neighborhood



Future Southern Neighborhood

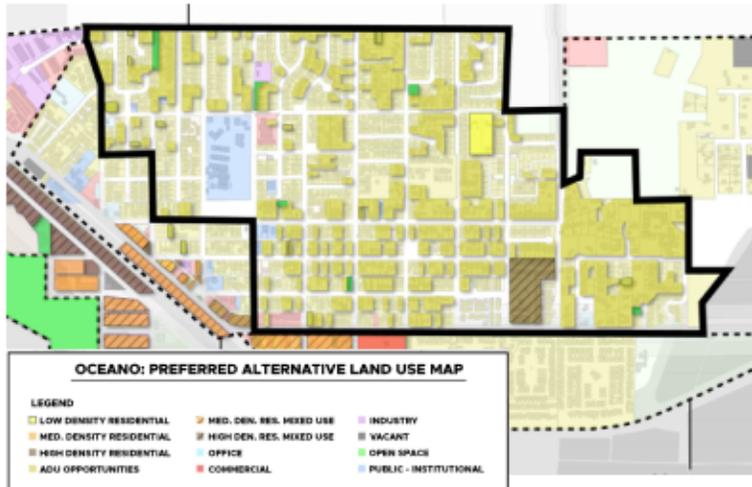
### DEVIN

The rendering on the right shows a vision for a possible healthy food market that could go in the Southern Neighborhood.

Additional pedestrian crossings at this and other key locations would increase safety and walkability around this area.



## CENTRAL OCEANO: Preferred Alternative



### DEVIN

The vision of the Central neighborhood maintains Oceano's small town feel by preserving and continuing low density residential development.

This neighborhood is also the main location for Accessory Dwelling Units, shown in dark yellow.

Other key features of this vision include:

- Multiple mini parks
- A new bus route & stops
- And complete streets, with sidewalks and bicycle lanes throughout



## CENTRAL OCEANO: Preferred Alternative



Existing Central Neighborhood



Future Central Neighborhood

### DEVIN

The vision for Central Oceano includes redevelopment of a large parcel along Highway 1 into a neighborhood-scale mixed-use development that provides residential and commercial amenities.

The rendering here shows an example of this type of redevelopment around the Coffee Rice house with small high-density mixed-use and complete streets.



# Anticipated Effects

## MADILYN

Now that you have an understanding of the features of the preferred alternative, we will provide an overview of its anticipated effects, as they relate to each of the community plan elements.



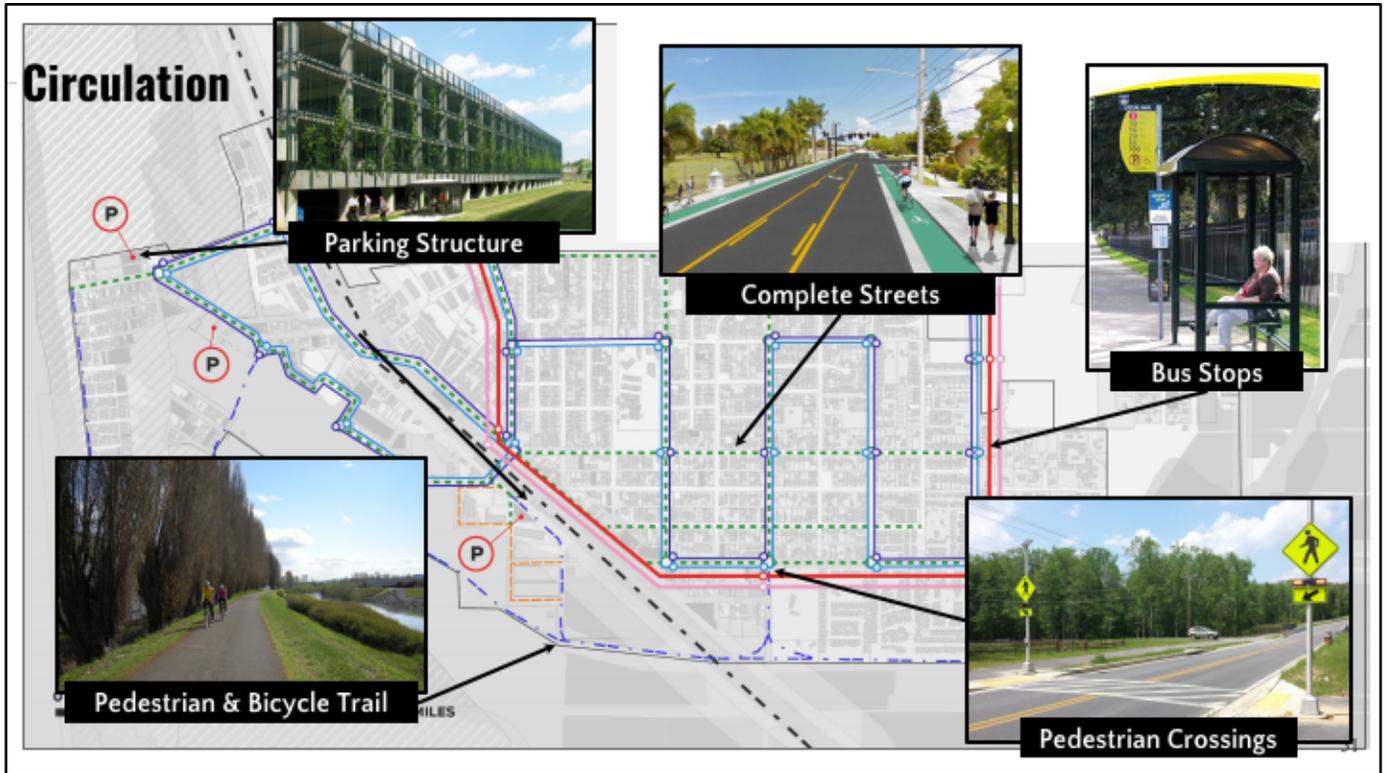
## MADILYN

### LAND USE

Attendees of the prior meetings expressed a desire to increase activity in the downtown area, improve access to the coast, and maintain the small town feel of residential areas.

Considering these desires, future growth is concentrated in the Downtown, Pier Avenue, Industrial, and Airport neighborhoods.

The limited amount of vacant land in Oceanco also makes it essential to focus on a sustainable and compact growth pattern.



## MADILYN

### CIRCULATION

The circulation network for the preferred alternative is aimed at making a safe, efficient, sustainable, and equitable transportation environment in Oceano.

This includes improving pedestrian and bicycle infrastructure with multi-use trails and crosswalks, increasing parking availability, creating complete streets, adding more transit stops, and improving bus services to neighboring places.

This all in effort to develop a transportation network that aims at achieving a goal of a more walkable, bikeable, and transit-friendly community.



## MADILYN

### HOUSING

Currently low-density, single family homes are the dominant type of housing in Ocean County.

Based on feedback, we learned that the community of values affordable housing.

The preferred alternative articulates a variety of housing options, including:

- infill development of existing vacant parcels,
- allowing additional Accessory Dwelling Units in the Central Ocean County Neighborhood,
- increased density for residential and mixed-use spaces, and
- Airport reuse, including vibrant mixed-use spaces that are attractive

places to live, work, and play.



## Conservation



Western Snowy Plover



Low Impact Development Strategies



Green Building Strategies



Oceano Lagoon



Native Landscaping

## MADILYN

### CONSERVATION.

Responding to the community's desire to maintain and enhance Oceano's unique natural attributes, we developed a list of policies and programs aimed to conserve and wisely use the community's natural resources.

The preferred growth alternative:

- Seeks to protect and preserve sensitive habitats and endangered species
- Works to integrate low impact development and green infrastructure strategies in new development
- Reduce energy consumption through the promotion of green building practices
- Educate the community about local ecology and sensitive habitats in Oceano and surrounding areas

- And, promote native landscaping and water conservation opportunities and practices.

## Open Space



Park with  
Playground



Park with Multi  
Use/Pedestrian Path



Agriculture



Oceano Dunes SVRA

### MADILYN

#### OPEN SPACE

Through the preferred growth alternative, the Open Space Element aims to:

- Create a new regional park west of Highway 1 containing recreational space and flood management measures
- Establish a new bike and pedestrian path to connect the Southern neighborhood with the Oceano Dunes
- Preserve and maintain the current agricultural land base, as well as open space in Oceano
- And balance recreational use and habitat conservation related to the Dunes.

## Safety



FEMA



55

### MADILYN

#### SAFETY

The Preferred alternative places certain new development in the 100-year flood zone. As part of the plan, a flood protection dike will mitigate flooding and also serve as pedestrian and bicycle greenway.

When these improvements are implemented, in conjunction with the Arroyo Grande Creek Flood Management Plan, Oceano will be far less susceptible to flooding in the southern and western parts of the community.

Seismic, tsunami, and wildfire hazards are mitigated by ensuring new development is in accordance with building and development codes.

Public hazard awareness and emergency preparedness are enhanced by community outreach and education, concurrent with implementation of the Local Hazards Mitigation Plan.

## Noise



Airport Noise



Noise Buffers



Beach Noise

## DEVIN

### NOISE

The major noise concerns identified are addressed in several ways in the Preferred Alternative.

First off, the noise from the airport could be eliminated with the vision of redevelopment of the airport land.

The housing that is envisioned for the airport neighborhood can be appropriately located and buffered to take into consideration the effect of adjacent noise sources such as the railroad.

Secondly, the redevelopment of the Pier Avenue neighborhood into a more pedestrian and bicycle oriented corridor could reduce the noise from heavy vehicles.

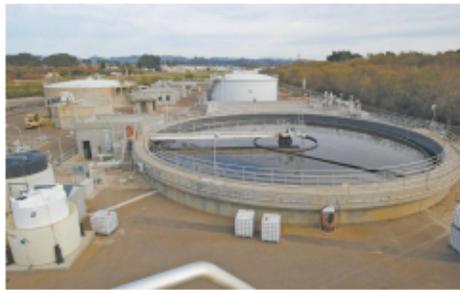
New development in the other neighborhoods would follow similar methods of addressing major noise sources.

## Public Facilities

Street Lighting



Wastewater Treatment



Schools



SLO Sheriff



### DEVIN

#### PUBLIC FACILITIES

Proposed growth can change street usage and composition in Oceano, providing an opportunity to improve both street lighting and stormwater management across the community.

Anticipated population growth may also require expansion of the following existing facilities:

- Schools
- Libraries
- Community Center services
- Water and wastewater, and
- Increased presence of police, fire, and healthcare services

## Economic Development



Downtown Mixed-Use



Visitor Services



Job Opportunities



Local Eateries

### DEVIN

#### ECONOMIC DEVELOPMENT

Mixed-use commercial development of Downtown and Pier Avenue can increase the attractiveness of those neighborhoods as destinations for visitors, as well as provide additional retail jobs and opportunities.

## Community Design



Preservation



Connectivity



Vibrant & Active Downtown

### DEVIN

#### COMMUNITY DESIGN

The anticipated effects of the Preferred alternative include:

- Preservation of the existing residential aesthetic, to maintain the small town feel of Oceano
- Preservation of historical buildings such as Train Depot and the Melodrama
- Reinforced connectivity between uses by improving the design of buildings along the street
- and a vibrant, active Downtown

## Health



Community Health  
Center



Healthy Foods from  
Regional- and  
Neighborhood-Serving  
Grocery Options



Open and Green  
Spaces for  
Recreation

60

## DEVIN

### HEALTH

Currently, the Community of Oceano is primarily served through a Community Health Center.

Wellness in Oceano is prioritized within the Preferred alternative by:

- Increasing accessibility to healthy foods and grocery options,
- And implementing new recreational opportunities in the form of open and green spaces

These key features are meant to improve quality of life for residents.

## Environmental Justice



Protection from  
Environmental Hazards



Alternative Transportation  
Network



Citizen Participation

### DEVIN

#### ENVIRONMENTAL JUSTICE

The anticipated effects of the Environmental Justice element include the fostering of a community where residents and visitors are protected from environmental hazards and risks, with a particular emphasis on the impact of the SVRA.

Oceano's transportation network could provide alternatives to travel by car through the incorporation of walking, biking and transit infrastructure.

And, the needs and voices of minority and low-income community members are directly engaged in the planning process, especially in regard to environmental decision-making.

## Air Quality



SLO County Air Pollution  
Control District



Community-Wide Greenhouse Gas  
Emissions Reductions



Air Quality Monitoring Station



Oceano Dunes SVRA

62

## DEVIN

### AIR QUALITY

Air quality in Oceano has proven to be a significant concern for the community. While the Oceano Dunes SVRA is a popular recreational destination, the vehicular activity in this area has resulted in air pollution affecting the residents of Oceano.

In order to address these impacts, the preferred growth alternative:

- Continues to monitor and report air quality conditions across the community
- Strives to reduce community-wide greenhouse gas emissions
- Seeks to establish an air monitoring station within the community
- And educates the community on air quality issues and the health implications of air pollution



## Feedback Session

### Small Group Discussions

Discuss preferred alternative:

#### **Community-Wide Features**

Land Use

Circulation

**Confirm the vision!**

63

### **MADILYN**

Thank you all for your attention. We are going to transition into the feedback portion of the meeting, which will take place in the format of small group discussions.

We want to confirm that we have captured community aspirations correctly. So, we have a series of questions on community-wide features, land use and growth areas, and circulation that Devin and I will guide you through.

Additionally, we have representatives from the Planning Team at each of your tables who are available to help answer any questions.

First, we will discuss the community-wide features.

Your table facilitators will give you a handout to respond to a few prompts to confirm that the preferred alternative represents your community needs.

Take these next 15 minutes to work on this handout. Afterwards, we will transition to a series of prompts related to Land Use. Now, turn your attention to your table facilitators.

If you would like to do this exercise in Spanish, please sit at this table.

\*Si quiere hacer este actividad en español, tenemos dos estudiantes que pueden traducir las instrucciones en esta mesa.\*

# Break Out Session 1

*15 minutes*



# 10 Minutes



# 5 Minutes



# 1 Minute Remaining





## Feedback Session

### Small Group Discussions

Discuss preferred alternative:

Community-Wide Features

**Land Use**

Circulation

**Confirm the vision!**

68

### MADILYN

Our next topic for the feedback session is Land Use.

Please reference the map at the top of the handout, as it helps relate the prompts to the six key growth areas.

Your table facilitators will give you the new handout, and are of course available to answer your questions.

Please turn your attention back to your table facilitators. We will check back in in 15 minutes.

# Break Out Session 2

*15 minutes*



Please turn your attention to the planning team representatives at your table for further instructions.

# 10 Minutes



# 5 Minutes



# 1 Minute Remaining





## Feedback Session

### Small Group Discussions

Discuss preferred alternative:

Community-Wide Features

Land Use

**Circulation**

**Confirm the vision!**

73

### MADILYN

Our final feedback session topic is Circulation.

Your table facilitators will give you the new handout, and again can help with any of your questions.

Please turn your attention back to your table facilitators. We will check back in in 15 minutes.

# Break Out Session 3

*15 minutes*



Please turn your attention to the planning team representatives at your table for further instructions.

# 10 Minutes



# 5 Minutes



# 1 Minute Remaining



# **Break Out Session Summaries**

## General Community-Wide Features

Parks for improved access to recreation and leisurely activities

*Parques para mejorar el acceso a la recreación y actividades de ocio*



**LIKE**

 *Me Gusta*

**DISLIKE**

 *No Me Gusta*

## General Community-Wide Features

Achieving a jobs-housing balance

*Lograr un equilibrio entre empleo y vivienda*



*Me Gusta*

**LIKE**

18

**DISLIKE**



*No Me Gusta*

0

Placeholder for activity slides

## General Community-Wide Features

Neighborhood centers to bridge residents with local destinations

*Centros vecinales para unir residentes con destinos locales*



**LIKE**

16



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

Placeholder for activity slides

# General Community-Wide Features

Community-wide flood control measures

*Medidas de control de inundaciones en la comunidad*



**LIKE** 18

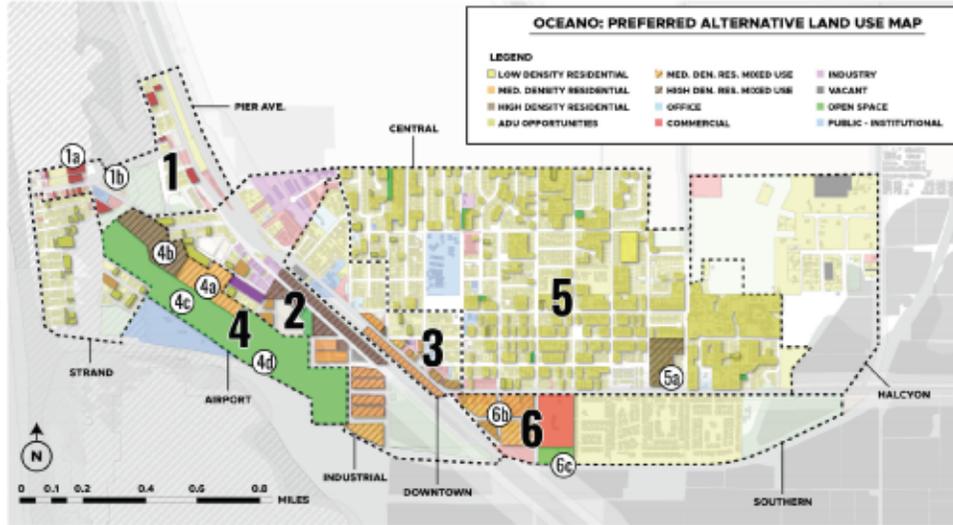
 *Me Gusta*

**DISLIKE** 0

 *No Me Gusta*

# General Community-Wide Features

Concentrate development in growth areas: (1) Pier Avenue, (2) Industrial neighborhood, (3) Downtown neighborhood, (4) Airport neighborhood, (5) Central neighborhood, (6) Southern Neighborhood  
*Concentrar el desarrollo en áreas de crecimiento. (1) Pier Avenue, (2) Barrio industrial, (3) el barrio del centro, (4) Barrio del Aeropuerto, (5) Barrio central, (6) Barrio sur*



## Key Features of Conceptual Land Use

### Area 1: Pier Avenue

1a Pier Avenue neighborhood: Improved commercial growth through infill development

*Barrio de Pier Avenue: Desarrollos más comerciales para mejorar la área*



**LIKE**

19



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

## Key Features of Conceptual Land Use

- 1b** Pier Avenue neighborhood: Complete streets to provide accessibility for all modes of transportation and activate commercial space  
*Barrio de Pier Avenue: Calles completas para proporcionar accesibilidad a todos los modos de transporte y activar el espacio comercial*



**LIKE** 15  
✓ *Me Gusta*

**DISLIKE** 0  
✗ *No Me Gusta*

## Key Features of Conceptual Land Use

### Area 2: Industrial Neighborhood

2a Industrial neighborhood: Medium and high density mixed-use housing with first-floor light industrial

*Barrio industrial: Viviendas de uso mixto de densidad media y alta con industrial en el primer piso*



**LIKE**

14



*Me Gusta*

**DISLIKE**

5



*No Me Gusta*

## Key Features of Conceptual Land Use

### Area 3: Downtown neighborhood

**3a** Downtown neighborhood: Medium density mixed-use housing with first-floor commercial along Highway 1

*Barrio del centro: Viviendas de uso mixto de densidad media con comerciales en el primer piso a lo largo de la autopista 1*



**LIKE**

**18**



*Me Gusta*

**DISLIKE**

**1**



*No Me Gusta*

## Key Features of Conceptual Land Use

### Area 4: Airport Neighborhood

4a Airport neighborhood: Medium density mixed-use housing with first-floor commercial

*Barrio aeropuerto: Viviendas de uso mixto de densidad media con comerciales en el primer piso*



**LIKE**

12



*Me Gusta*

**DISLIKE**

7



*No Me Gusta*

## Key Features of Conceptual Land Use

**4b** Airport neighborhood: High density mixed-use housing with first-floor commercial

*Barrio aeropuerto: Viviendas de uso mixto de alta densidad con comerciales en el primer piso*



**LIKE**

12



*Me Gusta*

**DISLIKE**

5



*No Me Gusta*

## Key Features of Conceptual Land Use

**4c** Airport neighborhood: Regional open space

*Barrio del aeropuerto: espacio abierto regional*



**LIKE** 12

✓ *Me Gusta*

**DISLIKE** 4

✗ *No Me Gusta*

## Key Features of Conceptual Land Use

**4d** Airport neighborhood: Protective dike to manage flooding

*Barrio del aeropuerto: Dique protector para gestionar inundaciones*



**LIKE**

17



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

## Key Features of Conceptual Land Use

### Area 5: Central Neighborhood

5a Central neighborhood: High density mixed-use near the Coffee Rice House

*Barrio central: uso mixto de alta densidad cerca de Coffee Rice House*



**LIKE**  
✓ *Me Gusta*

9

**DISLIKE**  
✗ *No Me Gusta*

8

## Key Features of Conceptual Land Use

- 5b** Central neighborhood: Maintain low density housing with increased development of accessory dwelling units (ADUs)  
*Barrio central: viviendas de baja densidad con mayor desarrollo de unidades de vivienda accesorias (ADU)*



**LIKE** 15  
✓ *Me Gusta*

**DISLIKE** 2  
✗ *No Me Gusta*

## Key Features of Conceptual Land Use

**5c** Central neighborhood: New small parks to serve the central neighborhood  
*Barrio central: Nuevos pequeños parques para servir al barrio central*



**LIKE** 18  
✓ *Me Gusta*

**DISLIKE** 0  
✗ *No Me Gusta*

## Key Features of Conceptual Land Use

### Area 6: Southern Neighborhood

**6a** Southern neighborhood: Full-service grocery store with commercial development

*Barrio del sur: supermercado con desarrollo comercial*



**LIKE** 15  
✓ *Me Gusta*

**DISLIKE** 3  
✗ *No Me Gusta*

## Key Features of Conceptual Land Use

**6b** Southern neighborhood: Medium density mixed-use adjacent to Industrial neighborhood

*Barrio sur: uso mixto de densidad media adyacente al barrio industrial*



**LIKE**

12



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

## Key Features of Conceptual Land Use

**6c** Southern neighborhood: A new park and open space

*Barrio sur: Un nuevo parque y espacio abierto*



**LIKE**

15



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

# Key Features of Circulation



## Key Features of Circulation

- 1 Biking and walking path connecting Southern Oceano to Airport and Strand neighborhoods  
*Ciclismo y sendero para caminar que conecta el sur de Oceano con los vecindarios de Airport y Strand*



**LIKE**

16



*Me Gusta*

**DISLIKE**

0



*No Me Gusta*

## Key Features of Circulation

2 Network of complete streets on major roads and arterials

*Red de calles completas en carreteras principales y arteriales*



**LIKE**

16



*Me Gusta*

**DISLIKE**

0



*No Me Gusta*

## Key Features of Circulation

3 Pedestrian crossings throughout major intersections

*Cruces peatonales en las principales intersecciones*



**LIKE**

16



*Me Gusta*

**DISLIKE**

0



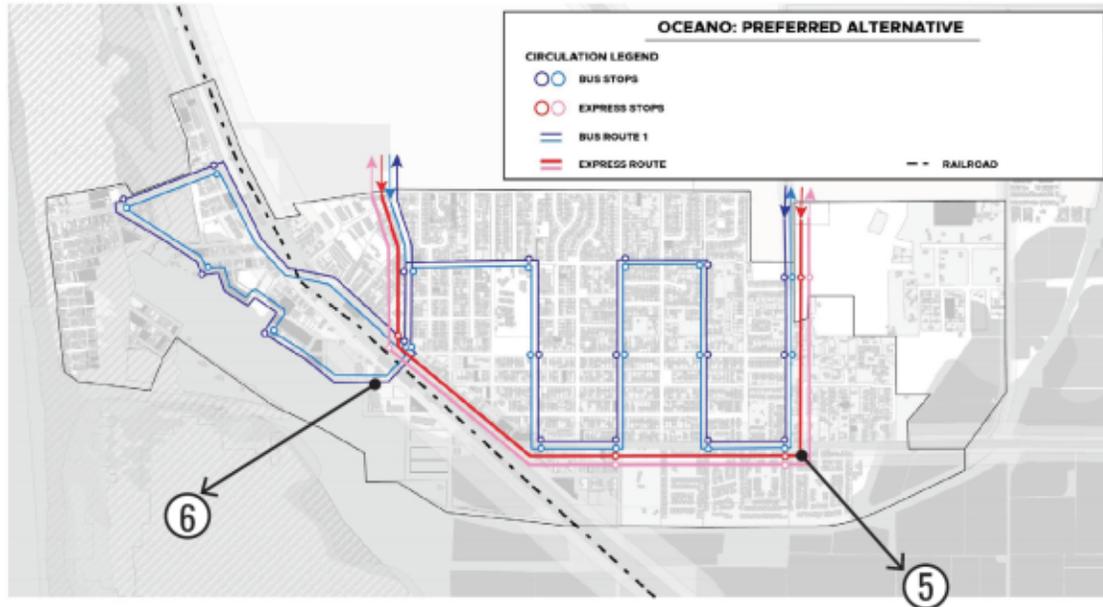
*No Me Gusta*

## Key Features of Circulation

- 4 Downtown neighborhood: pedestrian crossings with traffic calming measures along Front Street to connect inland and coastal Oceano  
*Barrio del centro: cruces peatonales con medidas para calmar el tráfico a lo largo de Front Street para conectar el interior y costero Oceano*



# Key Features of Circulation



## Key Features of Circulation

- 5 New regional transit express route to greater San Luis Obispo County  
*Nueva ruta regional de tránsito expreso hacia el gran condado de San Luis Obispo*



**LIKE**

11



*Me Gusta*

**DISLIKE**

1



*No Me Gusta*

## Key Features of Circulation

### 6 Modified bus service to reach more residents within Oceano

*Servicio de autobús modificado para llegar a más residentes dentro de Oceano*



**LIKE**

12



*Me Gusta*

**DISLIKE**

0



*No Me Gusta*

## Key Features of Circulation

- 7 Three new parking structures located in the Pier Avenue, Airport, and Industrial neighborhoods  
*Tres nuevas estructuras de estacionamiento localizados en los barrios Pier Avenue, Aeropuerto, y industrial*



**LIKE**

8



*Me Gusta*

**DISLIKE**

3



*No Me Gusta*



## Next Steps

Background Report Drafted: December 2018

Community Plan Draft: March 2019

107

### DEVIN

Our Draft Community Plan will be completed by the end of the month, *and will be available on our website and Facebook page.*



# Thank You!

Your participation is greatly appreciated.  
Please continue to be a part of the process!

For more information or to comment further, please visit:

Website: [www.planforoceano.wixsite.com/oceano](http://www.planforoceano.wixsite.com/oceano)

Facebook: @planforoceano

Email: [planforoceano@gmail.com](mailto:planforoceano@gmail.com)



## DEVIN

In closing, we would like to thank everyone who has participated in this project, especially those who have attended meetings, spread word of our project, and helped to shape the community plan.

This is not the end of the project, though it does mark the near end of our team's participation.

We want to thank Oceano residents for welcoming us to this community and we look forward to what lies ahead for Oceano.

You will be able to access the Draft Community Plan on our website ([read](#)) and FB page ([read](#)). Also, feel free to email us with any questions or comments at [planforoceano@gmail.com](mailto:planforoceano@gmail.com).

We will be sticking around to chat and answer questions. Thanks again!