



WELCOME!

December 1, 2018 | Community Visioning Meeting



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

My name is Devin Ciriaco.

And 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.



Agenda

1. Community Background
2. Existing Conditions & Emerging Directions
 - a. Land use, Circulation, Housing, Community Design (10 minutes)
 - b. Break Out- Preference Exercise (15 minutes)
 - c. Open Space & Conservation, Noise, and Economic Development (10 minutes)
 - d. Break Out- Preference Exercise (15 minutes)
 - e. Safety, Health, Environmental Justice, and Public Facilities (10 minutes)
 - f. Break Out- Preference Exercise (15 minutes)
3. Summary of Break Out Exercises (10 minutes)
4. Next Steps
5. Questions and Comments



CAL POLY
City & Regional Planning

This morning we will be presenting what we know about Oceano today.

This will include a brief discussion on Oceano's history as well as Oceano's existing demographics.

Following this we will dive into our findings from the first public meeting as they relate to each individual community plan element.

The elements will be presented in groups of four, and each presentation will be followed by a preference exercise where we will ask you for your feedback regarding the future of Oceano.

We will then do a summary of the breakouts and wrap up with a discussion of the next steps.

At that point, we will open up the floor for questions and comments.



Community History

Early Oceano



Oceano Today



Let's first take a brief look at the history of Oceano.

Oceano was formed out of the Coffee Rice Ranch, purchased by Adams Stowell and R.E. Jack in 1893. It was laid out on what was formerly known as Huntington Beach.

The Southern Pacific Railroad tracks reached Oceano in 1896 and a train depot was soon constructed. By the turn of the 20th century, a town cropped up around the shipping industry. It was described as "a little village on the Southern Pacific Railroad with a population of several hundred."

The community grew rapidly in the early 20th century, attracted by the newly formed community of Halcyon, the west coast's first buddhist monastery, and a 1,000 foot pier at present-day Pier Avenue.

By the 1930's, economic conditions in Oceano had declined due to the Great Depression and collapse of the clamming industry.

During this time, Oceano was known for its car races on the beach and was populated by free-thinkers known as “the Dunites.”

The post-World War II years saw an economic upturn as agricultural production skyrocketed. A growing trend in aviation led the County to pave a small airport runway in 1951, which is still in use today.

Oceano remains a regional economic center for agricultural shipping and packing in San Luis Obispo County. It is also well-known for the Oceano Dunes, which are recognized as the most extensive coastal dunes remaining in California.



Demographic Information



We will now transition to a brief overview of Oceano's demographics.

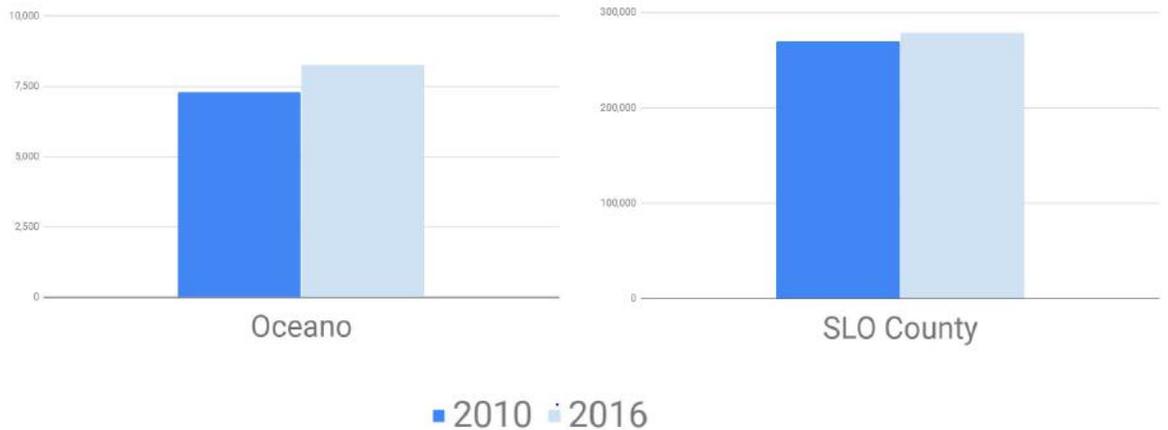
Demographics are defined as the study of population characteristics and trends based on factors such as age, race, and sex.

As planners, understanding these trends is essential when planning for the community's future.



Demographic Information

Total Population of Oceano Vs. SLO County 2010-2016

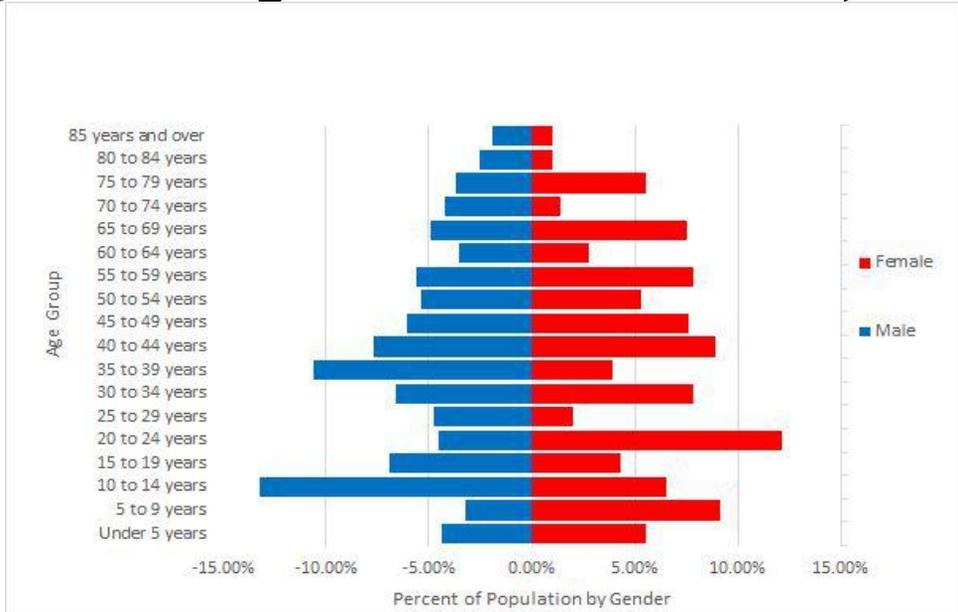


In 2016, the population of Oceano was just over 8,000, a growth of approximately 2 percent a year.

In contrast, the County of San Luis Obispo only grew by half a percent a year.

This shows that Oceano is growing at a steady rate, four times that of the county.

Oceano Age and Gender Distribution, 2016



This chart shows the population breakdown of Oceano by age and gender in 2016.

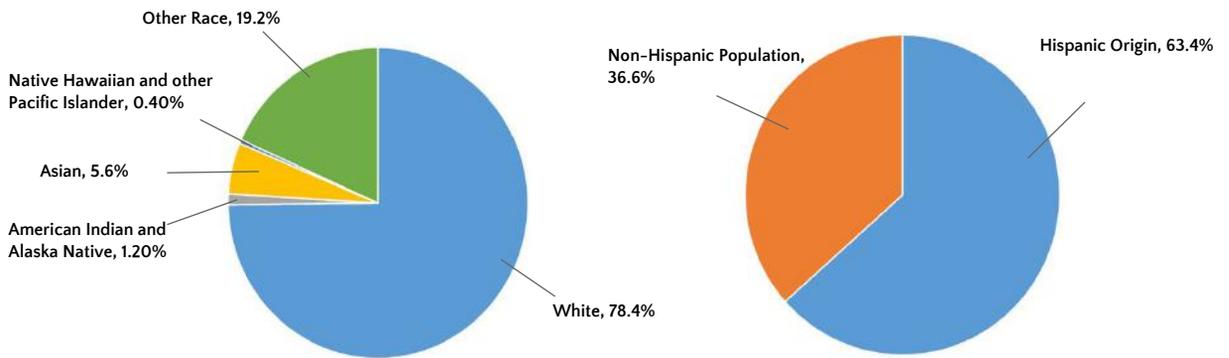
The 10 to 14 year-old age group is the largest in Oceano, while the second largest is the 40 to 44 year-olds.

This indicates that Oceano is home to mostly families.



Oceano Racial & Ethnic Composition, 2016

Oceano, 2016

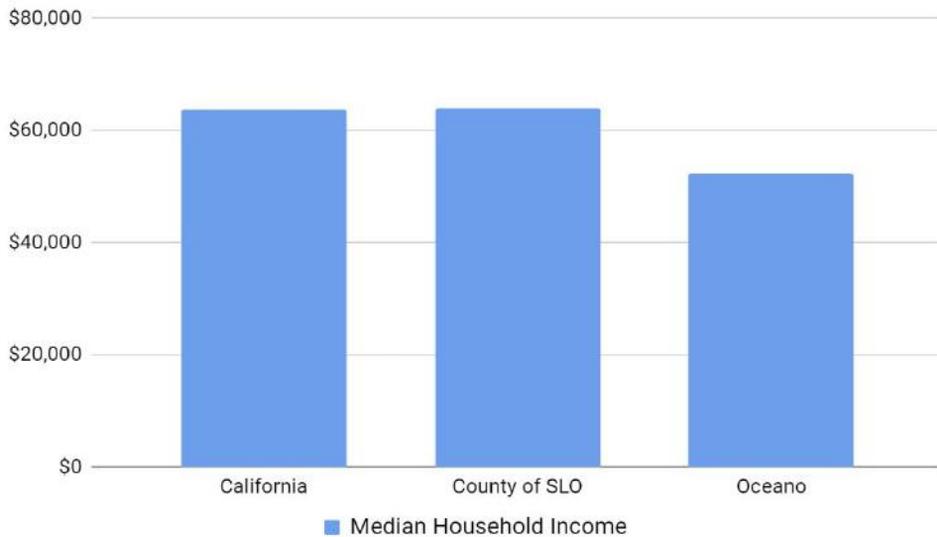


These charts show the racial and ethnic composition of Oceano in 2016.

Approximately 20 percent of Oceano residents identify as a racial minority, or non-white. However, about 64% of the community identify as Hispanic.



Oceano Median Household Income, 2016



This graph shows a comparison of the median household income in Oceano, the County of San Luis Obispo, and California as a whole.

The median household income in Oceano is lower than the county and the state. This indicates that Oceano can benefit from more economic activities and development opportunities.

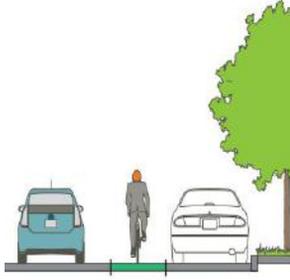


Community Plan Elements

Land Use



Circulation



Housing



Community Design



Now that we have reviewed some of Oceano's demographics, we will be sharing our findings from the first public meeting.

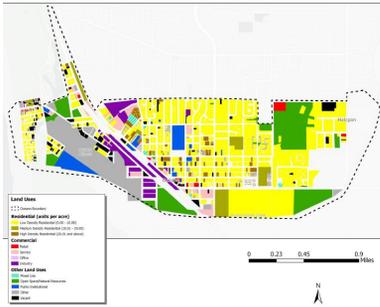
Following that, we will discuss Emerging Directions that will guide the next phase of the planning process - this section is where your participation in today's meeting is key. *pause*

We will first begin with the following elements:

- Land Use
- Circulation
- Housing
- and Community Design.



Land Use Element



Land use

The Land Use Element designates the general distribution, location, and extent of the uses of land for housing, business, industry, open space, and other categories of public and private uses.



Land Use Element

Location



Intensity



Type



Land Use policies dictate where certain activities will be located, the intensity of future development patterns; and they ensure neighboring land uses compliment one another.

- Commercial (shown in red) and industrial uses (shown in purple) account for less than 10 percent of the total acreage within Oceano and are concentrated along Highway 1 and Pier Avenue.

In Oceano, there is almost as much vacant space as there is commercial and industrial, meaning there is room for infill development.



Land Use: Community Strengths

Clearly Defined
Industrial Area



Quiet Residential
Area



Close to Coast



At our first public meeting in November, the main strengths identified related to Land Use were:

- The clear separation of industrial uses from surrounding areas, such as the downtown.
- The quiet residential neighborhoods, and
- Proximity to the coast.



Land Use: Community Barriers

Oceano Airport



Underused / Vacant Lots



The main obstacles identified for Oceano were:

- The use of the land in and around the airport area,
- And the presence of vacant and underutilized lots.



Land Use: Community Wishes

Kid-Friendly
Spaces



Better Access to
Beach



A Town Center



The community's primary aspirations for the future were:

- More family friendly spaces,
- Better access to the beach
- And an improved town center.



Land Use: Emerging Directions

Increased Pedestrian
Connectivity & Safety



Redevelop Airport
Area



Infill Development
and Added Density



With these strengths, barriers, and wishes in mind, we identified a few key directions for Oceano:

- First, the addition of sidewalks and crosswalks to help secure family-friendly spaces and preserve the small-town feel.
- Second, the redevelopment of land in or around the airport area - to help improve connections between the downtown and the coast.
- And third, that any infill development must be complementary to the existing character of the community.



Circulation Element



Circulation

The Circulation Element provides an overview of the current conditions of transportation facilities and operations as they relate to the movement of people, goods, and services throughout Oceano.

Good circulation is critical because it directly affects social interaction, health, safety, the economic environment, and physical development patterns.

This makes coordination with the LUE extremely important.



Circulation: Oceano Today

Roads



Bicycle Facilities



Sidewalks



Public Transit



The Circulation Element includes an analysis of existing roads, sidewalks, bicycle facilities and public transit, as it seeks to improve access and mobility for the community.



Circulation: Oceano Roadway Network



This map shows the existing Oceano Roadway Network.

Oceano is primarily a traditional grid pattern system, comprised of Arterials, Collectors, and Local Roads.

Arterial roads, such as Highway 1, on the map, carry higher volumes of travelers at higher speeds.

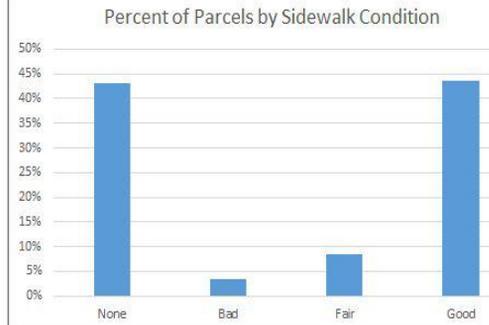
Collector roads, such as Paso Robles St and Halycon Rd, provide access from residential areas to arterial roads.

Pier Avenue acts a collector road, providing access to the beach and the Dunes, off Highway 1.

Local roads, shown in green, provide direct access to residential neighborhoods in Oceano.



Circulation: Oceano Sidewalk Inventory



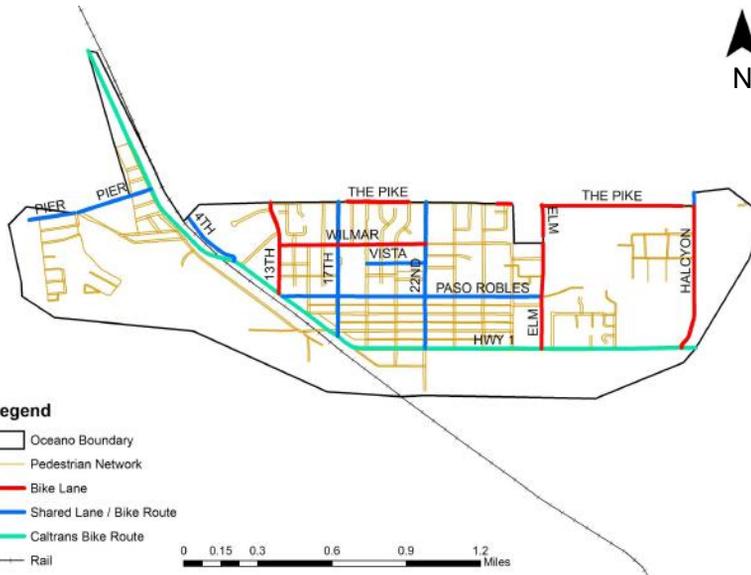
During the land use inventory in October, the planning team observed and recorded the sidewalk conditions of every parcel in Oceano.

This map shows that over 40% of parcels in Oceano are either missing sidewalks, as shown in gray, or have sidewalks with good conditions, shown in green.

The portions of Oceano with bad sidewalk conditions are heavily concentrated in the residential neighborhoods west of the Elementary school.



Circulation: Oceano Bikeways Network



This map shows the existing bikeways in Oceano, categorized by bikeway type.

- Facilities shown in red are bike lanes with defined striping and dedicated space for cyclists,
- Facilities shown in blue are bikeways that require cyclists to share the road with vehicles,
- And the turquoise lines represent a shared bike route under Caltrans jurisdiction along Highway 1.



Circulation: Oceano Transit Network



This is a map of the existing transit service routes in Oceano.

The South County Transit (SoCo Transit) is a branch of San Luis Obispo Regional Transit Authority that serves Oceano in addition to Arroyo Grande, Grover Beach and Pismo Beach.

There are two fixed bus routes that run through Oceano, both of which operate on weekdays.

SoCo Transit also provides on-demand dial-a-ride services in Oceano to serve disabled populations.



Circulation: Oceano

Amtrak



Airport



Rail:

Regional rail transportation is provided in San Luis Obispo County by Southern Pacific Railroad under contract with Amtrak.

The railroad runs north-south through Oceano, with the nearest Amtrak Station located a half-mile north in Grover Beach.

Airport:

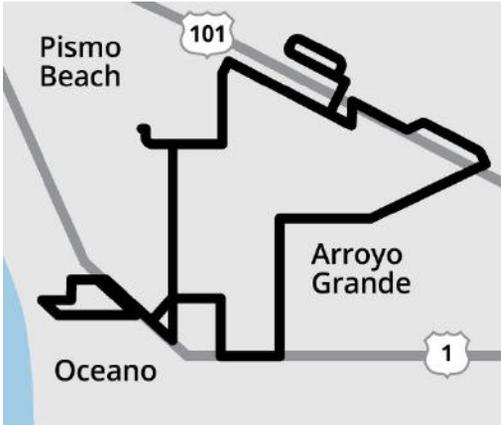
The Oceano Airport is located west of Highway 1 and is primarily used for recreational activities.

It is the closest airport to the South County area, while the San Luis Obispo County Regional Airport, is the closest airport that provides commercial flights.



Circulation: Community Strengths

Transit Access



Highway 1
Bike Lane



Railroad



The first community meeting led to the collection of strengths, barriers, and community wishes for circulation.

The strengths included:

- transit access to the neighboring areas,
- the Highway 1 bike path,
- and the regional access from the railroad.



Circulation: Community Barriers

Limited Sidewalks,
Crosswalks, &
Parking



Limited Street
Lighting



Limited Beach
Access



Community members voiced their concerns regarding:

- The limited amount of infrastructure such as sidewalks, crosswalks & parking
- Limited street lighting, and
- Limited access to the beach.



Circulation: Community Wishes

More Sidewalks,
Crosswalks &
Parking



More Traffic
Calming Measures



More Street
Lighting



Community wishes include:

- Increasing sidewalks, crosswalks, & parking
- Using traffic calming devices to reduce the speed of cars,
- And installing more street lights



Circulation: Emerging Directions

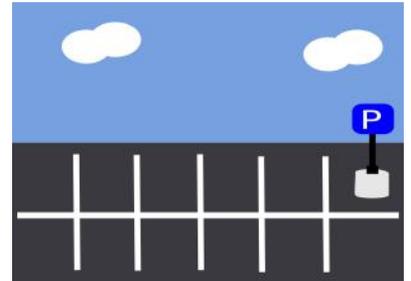
Increased Pedestrian
Connectivity & Safety



Increased Traffic
Calming Measures



Increased Parking &
Improved Parking
Management



Drawing from this community feedback, the emerging directions for circulation include:

- Improved connections and safety for pedestrians,
- More traffic calming measures,
- And additional parking options with better parking management.



Housing Element



Housing

The housing element sets forth policies and programs to help address community housing needs, enhance neighborhoods, and increase housing availability for people of all incomes.



Housing: Oceano Today

Type



Affordability



Quality



Planning for housing needs requires knowing:

- The current housing type
- And the affordability and quality of housing in Oceano.

Here's what we have found in Oceano today.



Housing Types

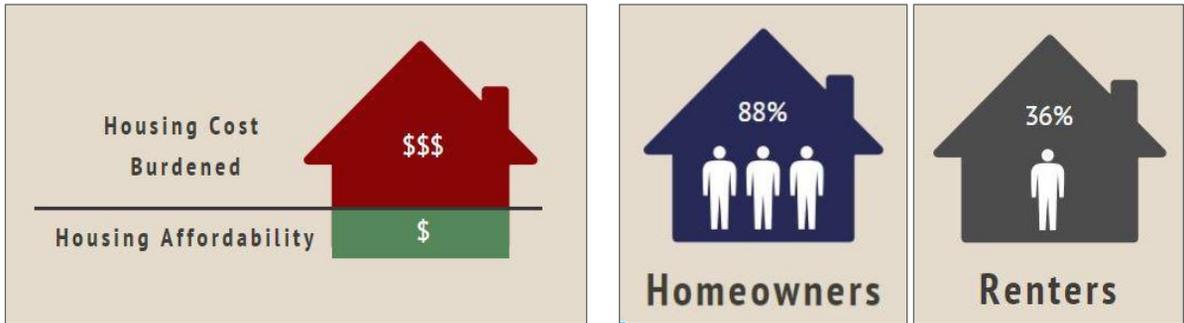


Of all the homes in Oceano:

- Half are single family,
- 20% are mobile homes,
- 15% are townhouses and condos, and
- 12% are larger apartments with 5 units or more.



Housing Affordability



Housing Affordability means a household is paying 30% or less of their total income on housing.

Paying any more than that means you are a Housing Cost Burdened household.

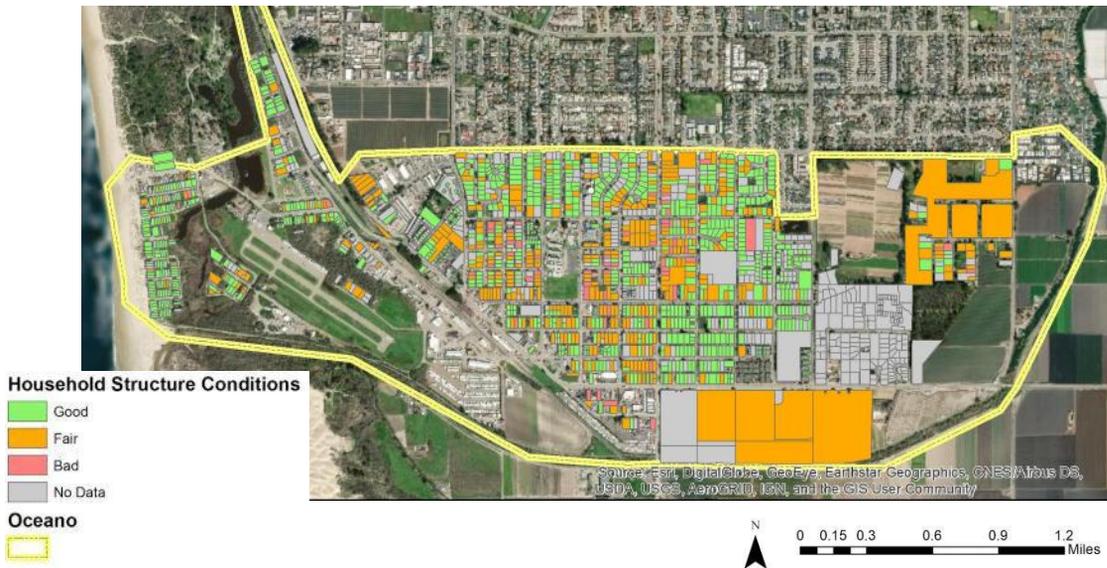
Compared to the County of San Luis Obispo, median housing values in Oceano have been consistently lower and affordable.

In fact, almost 90% of homeowners in Oceano have Housing Affordability.

However, over a third of renters in Oceano are unable to meet this standard of affordability.



Housing Conditions



In our Land Use Inventory, we also took note of the condition of all houses in Oceano

About half of homes are in good condition, as shown in green.

Likewise, about half of homes are in fair condition, as shown in orange.

Homes needing the most repairs and upkeep are shown in red, and are spread throughout the community.



Housing: Community Strengths

Single-Family
Detached



Small Beach community
character



Relatively
Lower-Cost



Based on input received at the first community meeting, Oceano's strengths regarding housing include:

- The abundance of single family homes,
- The small beach community character, and
- The relatively low cost for housing.



Housing: Community Barriers

Affordable
Housing



Diversity of
Housing



Limited
Sidewalks



The main barriers Oceano faces include:

- The limited amount of affordable housing options for those with low income,
- The limited diversity of housing options, and
- The limited amount of sidewalks in residential areas.



Housing: Community Wishes

Repair Housing
Conditions

Attractive Affordable
Housing

Housing for Homeless



The communities wishes regarding housing include:

- Repairing housing conditions,
- Creating more attractive affordable housing options, and
- Developing housing opportunities for the homeless population.



Housing: Emerging Directions

Fund Affordable
Housing



Help for Home
Improvements



Housing & Resources
for the Homeless



One request about housing from community feedback is to continue funding affordable housing development.

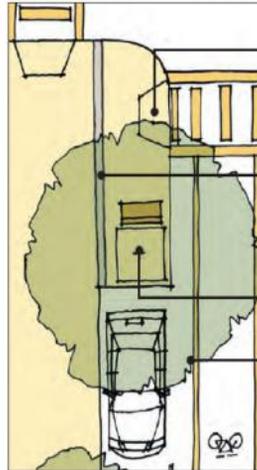
This could mean funding the nonprofit developers that build homes or incentivizing more housing types like small accessory units on lots with existing single family homes.

To improve housing conditions, one direction is to implement programs that help fund repairs for aging homes.

Another emerging direction is to increase funding for housing projects and services that serve Oceano's homeless population.



Community Design Element



Community Design

This element includes an analysis of the existing architectural styles, landscape, and sidewalk design reflective of the community.



Community Design Element

Physical character of the community



Promotes its positive attributes



Cultivates good relationship between people and environment



Community design focuses on:

- The physical atmosphere of the community,
- Promotes its positive characteristics,
- And cultivates a good relationship between people and their environment.



Community Design: Oceano Today- Landmarks

The Great American Melodrama



Oceano Train Depot



Oceano is home to a few landmarks and tourist attractions, specifically the Great American Melodrama, and right here - the Oceano Train Depot.

These contribute to the overall character and history of the community that future design should complement and enhance.



Community Design: Oceano Today- Common Architectural Themes

False-Front Design



Tract Ranch-Style Design



Oceano's present architectural styles contribute to the small-town character of the community.

Two prominent styles include: false-front design and tract ranch.

False-front design places emphasis on the front-side of a building that faces the street, and is typically easy to distinguish and noticeable.

In the residential areas, tract ranch style reflects the traditional appearance of single family homes.



Community Design: Community Strengths

Well Defined
Residential Area



Family Oriented



Away from Urban
Centers



The main design strengths identified by the community were:

- Residential areas with a small-town atmosphere
- Family friendly surroundings
- And separation from urban centers.



Community Design: Community Barriers

Limited Sidewalks,
Crosswalks & Parking



Limited Pedestrian
Friendly Lighting



Underutilized
Community Spaces



Barriers identified by the community include:

- The state of the existing network of sidewalks, crosswalks, and parking.
- Limited Pedestrian-friendly lighting
- And underutilized community spaces



Community Design: Community Wishes

Crosswalks +
Sidewalks = Better
Walkability



Redesign of Pier
Avenue



Better
Downtown
+ Plaza



When looking to the future, the community identified a few key needs, including:

- Sidewalk improvements
- As well as, better crosswalks

In addition to community wide improvements, specific areas that could be enhanced include:

- The Pier Avenue corridor to the coastal area
- And the corridor through the downtown.

The opportunity to develop a plaza was a specific design idea shared.



Community Design: Emerging Directions

Small-town driven Infill
Development



Plaza/Downtown Square +
Downtown Events



Based on existing conditions and community feedback, the emerging directions for community design are:

- Creation of a vibrant, pedestrian-centered community that retains its small-town feel
- And development of a central plaza or downtown square that facilitates community engagement.

Break Out Session 1

15 Minutes



48

Thank you for listening, we are now going to start our First Break Out Session.

Around the room are posters with questions regarding the four elements we just presented.

Each board has between 2 to 4 questions, gauging community priorities about that specific element.

For each question, there are a set number of stickers you will receive from the student representative.

You may use 1 or all of your stickers to indicate your main preferences among the options.

You might notice, though, that you will receive fewer stickers than there are options per question.

This is intentional, because we want you to indicate among the

number of options, what you view as the highest priorities.

We have 15 minutes for this activity, so please take your time to think about what you envision for the future of Oceano.

If you have any questions about the posters or need stickers, please ask anyone wearing a name badge.

Please go ahead and approach the posters to begin the activity.

We will reconvene in 15 minutes.

10 Minutes



5 Minutes



1 Minute Remaining





Community Plan Elements

Open Space &
Conservation



Noise



Economic
Development



Thank you for providing your feedback on the boards for the **Land Use, Circulation, Housing and Community Design** elements.

We will now share the existing conditions of Oceano today for **Conservation and Open Space, Noise, and Economic Development.**



Conservation and Open Space



CONSERVATION & OPEN SPACE

The Conservation & Open Space Element focuses on the protection, enhancement, and use of the natural resources and recreational spaces in the community.

● Conservation

Soils



Water



Air



Biological Resources



The topics that CONSERVATION addresses include:

- Soil,
- Water,
- Air,
- and Biological Resources.

● Open Space

Parks and
Recreation



Open Space



Agriculture



The topics for OPEN SPACE include:

- Parks and Recreation,
- Open Space,
- And agriculture.



Conservation and Open Space: Oceano Today - Water

Lopez Lake



Santa Maria
Groundwater Basin



State Water



Oceano is unique in that it accesses its water from three sources:

- The Lopez Lake Reservoir
- The Santa Maria Groundwater Basin, and
- The State Water Project

Water is a valuable and finite resource in California.

That being said, these three sources provide Oceano with an abundance of water, especially compared to other communities in the region and California as a whole.



Conservation and Open Space: Oceano Today - Air Quality

Stationary Sources



Mobile Sources



Stationary and Mobile sources of air quality play a huge role in Oceano:

The **Stationary Sources** include the Airport and the Sanitation District, while

The **Mobile Sources** include the various motorized vehicles from recreation, construction, agriculture, and traffic.

These mobile sources can contribute to greenhouse gas emissions and air quality issues.



Conservation and Open Space: Oceano Today - Biological Resources

Endangered and Threatened Species



Critical Habitat



Oceano contains numerous biological resources, mainly within the areas of The Oceano Lagoon and the Oceano Dunes.

There are 19 endangered and threatened species in the area, including 7 plant and 12 wildlife species.

Two of these species, the *western snowy plover* and the *la graciosa thistle*, are designated as CRITICAL HABITAT as shown in the turquoise and pink areas on the map.



Conservation and Open Space: Oceano Today - Parks and Recreation

Oceano Memorial Park



Oceano Memorial
Campground



In addition to these various environmental assets, Oceano has a few open space areas that provide economic, environmental, health, and social benefits to the community.

There are two open spaces managed and run by the county: the Oceano Memorial Park and the Oceano Memorial Campground.

These two areas are adjacent to one another and provide campsites, picnic tables, BBQ areas, a basketball court, and a playground for community use.



Conservation and Open Space: Oceano Today - Open Space

Open Space In
Subdivision South
of the Pike



Oceano Lagoon



Oceano Dunes
SVRA



There are three natural, open space areas within Oceano, which include:

- the open space in the subdivision south of the Pike and east of 24th street
- the Oceano Lagoon
- and the Oceano Dunes State Vehicle Recreation Area.



Conservation and Open Space: Oceano Today - Agriculture



Agricultural lands comprise a major portion of open space area in Oceano, and have the capability of being protected from development expansion.

Not only is agriculture a large part of Oceano's economy and history, the agricultural lands south of Oceano also act as a natural protector against floods.



Conservation and Open Space: Community Strengths

Proximity to
Beach



Rich
Agricultural
Soils



Ample
Water
Supply



Natural Habitat
and Wildlife



The Oceano community identified the following strengths related to conservation and open space:

- Proximity to the beach
- Rich agricultural soils
- Ample Water Supply
- And Natural Habitat and Wildlife.



Conservation and Open Space: Community Barriers

Vehicular
Recreation on
Dunes



Limited Parks
and
Playgrounds



Limited
Pedestrian
Access to Beach



Oceano Airport



The community identifies the following barriers in Oceano:

- Vehicular recreation on the dunes, which causes air quality and noise problems
- The limited number of parks and playgrounds
- Limited pedestrian access to the beach
- And, the large amount of land taken by the Oceano Airport.



Conservation and Open Space: Community Wishes

Better Access to
the Beach



More Parks



Better
Flood
Control



More
Recreational
Activities



Community wishes include:

- Better access to the beach
- More parks in the community overall
- Better flood control measures
- And more recreational activities.



Conservation and Open Space: Emerging Directions

New Parks and
Recreational
Opportunities



Habitat and
Agricultural
Preservation



Flood Control
Measures



Vehicle
Management
Measures on the
Beach

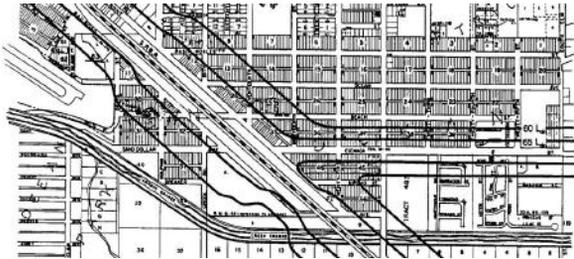


Based on existing conditions and community feedback, the emerging directions developed are:

- To identify opportunities and locations for new parks and recreational areas
- The preservation of natural habitats, endangered species, and agricultural lands
- Addressing possible flood control measures
- And creation of strategies for managing vehicular recreation on the beach and the Dunes.



Noise Element



NOISE

Noise is defined as unwanted or disturbing sound that can impair the quality of life for the residents and workers in the community.

The noise element identifies sources of those sounds and noise sensitive land uses with the purpose of ensuring that future noise sources are reduced and that noise will not adversely affect those who live and work in the community.



Noise: Oceano Today

Railroad



Industrial Areas



Dune Activities



Highway 1



Airport



Downtown



These are examples of the major noise sources in Oceano.

- The Railroad
- Industrial areas
- The Dunes,
- Highway 1
- The Airport
- and the downtown



Noise: Oceano Today



The highest concentration of existing noise levels in Oceano are from Highway 1 and the railroad, as shown by the colored sections on the map.

The areas in red experience the highest concentration of noise, while the areas in yellow and orange experience lower levels.

● Noise: Oceano Today

Sensitive Noise Receptors

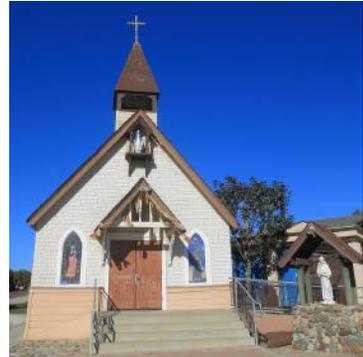
Community Health
Center and Del Mar
Medical Center



Oceano Elementary



Churches in Oceano



A few of the sensitive noise receptors in Oceano that must be kept in mind during the planning process include:

- The Community Health Center and Del Mar Medical Center
- Oceano Elementary and Lucia Mar Adult School
- The churches of Oceano
- Residential zones
- Senior center
- And the natural preserves around Oceano



Noise: Community Strengths

Quiet Neighborhoods



The first community meeting led to the collection of strengths, barriers, and community wishes for noise.

A strength for Oceano is that it has quiet neighborhoods throughout the community



Noise: Community Issues

Oceano Dunes



Oceano Airport



Oceano Campsites



Major noise issues identified by the community include:

- Activities associated with the Dunes,
- The Airport, and
- Campsites.



Noise: Community Wishes

Noise
Barriers/Mitigation



Reduce Noise from
Dunes



The community voiced their desire for Noise barriers and mitigations, primarily for noise produced by activities on the Dunes



Noise: Emerging Directions

Reduce Noises at the Source



Increased Noise Mitigation



Land Use Compatibility



After hearing input from the community, we identified a few key directions.

Reducing noise at the source, increasing or creating mitigation measures, and improving land use compatibility.

Economic Development

Business
Environment



Job Growth and
Retention



Community
Revitalization



Economic Development

The Economic Development Element outlines goals for:

- Economic health
- Funding,
- And other issues pertaining to the economy, such as:
 - Businesses
 - Job growth and retention and
 - Community revitalization

This element is related to the land use and circulation elements in the sense that:

- land use relates to the physical location of businesses and buildings

- and circulation relates to the movement of goods, services, and customers.

● Economic Development: Oceano Today

Jobs



Industry



Income



The specific topics covered in economic development deal with the types of jobs and industries in Oceano, as well as income of its residents.

● Economic Development: Jobs & Industry

Agriculture



Healthcare



Construction



Utilities



Accommodations/
Food Services



The 5 sectors that make up the majority of Oceano's economy are:

- Agriculture
- Healthcare
- Construction
- Utilities
- and Accommodations and Food Services



Economic Development: Income

\$52,350 vs. \$64,014

Oceano

SLO County

74

As a reference, the median income in Oceano is about 12,000 dollars less than that of the County of San Luis Obispo.

This means the economic development element needs to both promote higher paying jobs within Oceano, and ensure residents have access to affordable businesses and services.



Economic Development: Community Strengths

Tourist Attractions



Agriculture



Rich History



During the first community meeting, community members shared what they believe Oceano's strengths are:

- These include tourist attractions
- the local agriculture
- and the community's rich history, once being known as the "Atlantic City" of the west.

Economic Development: Community Barriers

Role of SVRA
in Oceano



Limited
Funding, Tax
Base, Fees



Insufficient
Diversity of
the Economy



The community meeting also brought up several barriers that potentially interfere with the economic growth of Oceano, such as issues surrounding

- the Oceano SVRA
- the community's limited funding sources and small tax base
- and limited diversity in the local economy.

Economic Development: Community Wishes

Increase and
Diversify Tax
Base



Develop
Downtown
Area



More Art and
Cultural
Activities



More Farmers
Markets and
Grocery Stores



Community members shared the following topics and ideas related to economic development that they wish to see in Oceano.

These ideas included:

- Increasing & diversifying the local tax base
- Developing the Downtown Area with more diverse businesses
- More Art and Cultural Activities that showcase Oceano's rich history and diversity of residents.
- Farmers Markets and Grocery Stores.

Economic Development: Emerging Directions

Assess the Business Environment and its Influences



Consider the Built Environment and its Impact on Businesses and the Economy



Community Identity



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As the project moves forward, these are the areas that we will explore:

- The Assessment of the local business environment and the factors that influence it:
- The Evaluation of how the built environment impacts the economy and businesses
- And the consideration of the community's identity, in order to attract businesses, residents, and tourism characteristic of Oceano.

Break Out Session 2

10 Minutes



84

We are now going to start our Second Break Out Session.

Our student team has rotated the boards with questions to now represent the three elements we just presented.

As a reminder, each board has between 2 to 4 questions, gauging community priorities about that specific element.

For each question, there are a set number of stickers you will receive from the student representative.

You may use 1 or all of your stickers to indicate your main preferences among the options.

If you have any questions about the posters or need stickers, please ask anyone wearing a name badge.

Please go ahead and approach the posters to begin the activity.

We will reconvene in 10 minutes.

5 Minutes



1 Minute Remaining





Community Plan Elements

Public
Facilities



Safety



Health



Environmental
Justice



Thank you for providing your feedback on the boards. We will now share the existing conditions for **Public Facilities**, **Safety**, **Health**, and **Environmental Justice**.



Public Facilities Element

Fire



Community Services



Police



Water



Schools



Waste



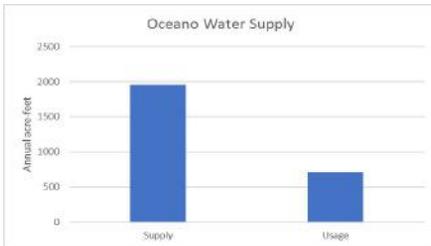
Public Facilities:

The Public Facilities Element provides an overview of facilities that service the community, which include Fire, Police, Schools, community services, water, and waste.

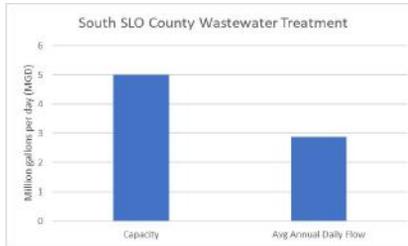


Public Facilities: Oceano Today

Water Supply & Usage



Wastewater



Solid Waste



SOUTH COUNTY SANITARY



The Oceano Community Services District (OCSD) provides potable water service to approximately 2,200 connections.

The District also provides wastewater collection services through a network of pipelines owned by the South San Luis Obispo County Sanitation District, who is responsible for the treatment and disposal.

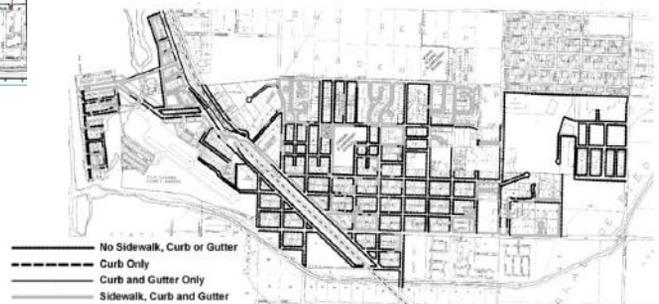
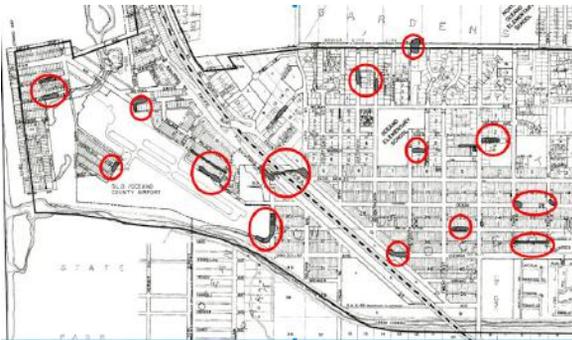
This graphs show the capacity and usage of water in Oceano. Currently, Oceano only uses roughly 30% of its total water supply.

Likewise, this graph shows the capacity and usage of wastewater for the South County area. Currently, the wastewater treatment facility has enough capacity for over 2 million gallons of wastewater per day.

This means that Oceano has the potable and wastewater capacity to support new growth.



Public Facilities: Flooding Areas and Storm Drainage



Flooding has been identified by many community members as an important public facilities concern.

While multiple factors contribute to flooding issues, proper stormwater management is vitally important.

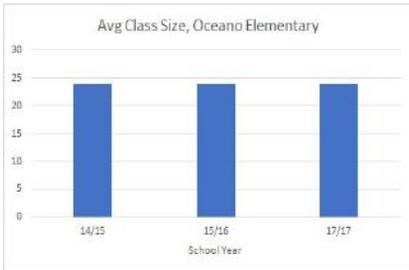
Numerous areas in Oceano, circled in red, have been identified as lacking proper stormwater management and experience recurring flooding.



Public Facilities: Oceano Today



Schools/Library/Health/Community Services



Parent Connection
of San Luis Obispo County

Support • Resources • Classes
Apoyo • Recursos • Clases

While multiple schools serve the families of Oceano, Oceano Elementary is the only school located within the boundaries of the community itself.

Over the last three years, the average class size of 24 students has held steady.



Public Facilities: Community Strengths

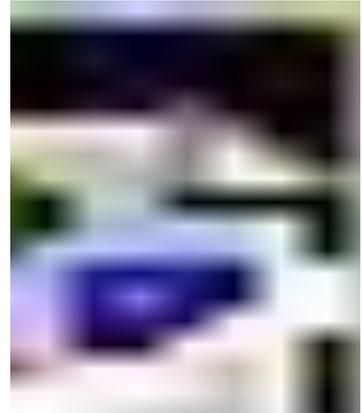
Recreation and local parks



Health Center



Nearby Emergency Services



The Strengths brought up at the previous community meeting include:

- Recreation and local parks
- The health center
- and proximity to emergency services.



Public Facilities: Community Barriers



Airport issues



Flooding



Vehicles and beach safety

Community Members provided information on the following public facility barriers:

- Airport issues, such as noise and land allocation
- Flooding
- And Vehicles and Beach Safety.



Public Facilities: Community Wishes



Curbs and gutters



Crosswalks



Lighting



More services for
children and families



Sidewalks



Flood control

The community's wishes include:

- improvements in curbs and gutters
- A desire to see more sidewalks and crosswalks

As well as increased: lighting, family services and flood control.



Public Facilities: Emerging Directions

Wastewater Effluent Recycling

Arroyo Grande Creek Water Management Plan



The most significant future development is the possible implementation of Central Coast Blue, a wastewater recycling program scheduled to begin construction in 2020.

This program will recycle wastewater, and inject the treated water into the aquifer.

This program will help maintain the aquifer at sustainable levels and create a barrier to seawater intrusion into the aquifer.

Additionally, in an attempt to address potential flooding of Arroyo Grande Creek, a Waterway Management Plan for the area has been completed.

This plan promotes environmental habitat preservation while enhancing overall capacity during storms.



Safety Element

Seismic-Related Hazards



Fire Hazards



Flooding/Tsunami-Related Hazards



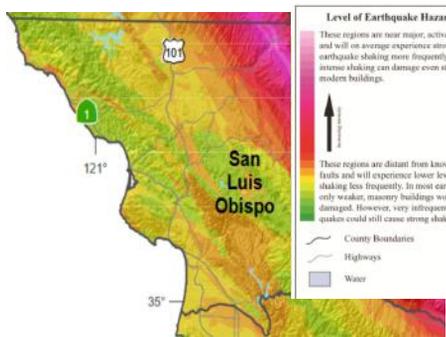
SAFETY:

The Safety element examines issues related to:

- Seismic-related hazards
- Fire Hazards
- And Flood/tsunami-related hazards



Safety: Oceano Today- Seismic/Geological



Ground Shaking



Liquefaction



Subsidence

Seismic and geological hazards include ground shaking, liquefaction, and subsidence.

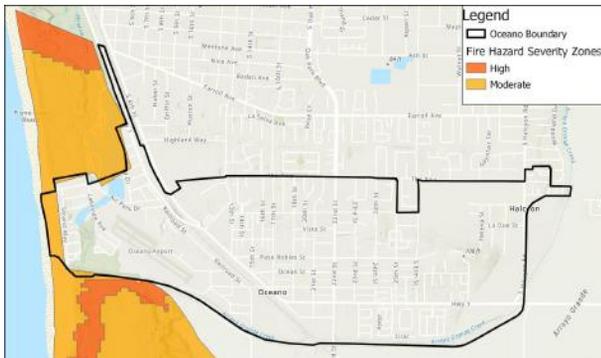
Ground shaking is the primary cause of earthquake damage to human-made structures. Ground shaking is not likely to be considered a major concern due to the distance of most active faults from Oceano.

However, liquefaction, which is the tendency of soils to lose strength when shaken, is considered a larger concern.

Subsidence occurs when land surfaces sink due to excessive groundwater removal. Subsidence is possible as water tables fall, however it is unlikely given the health of the groundwater basin

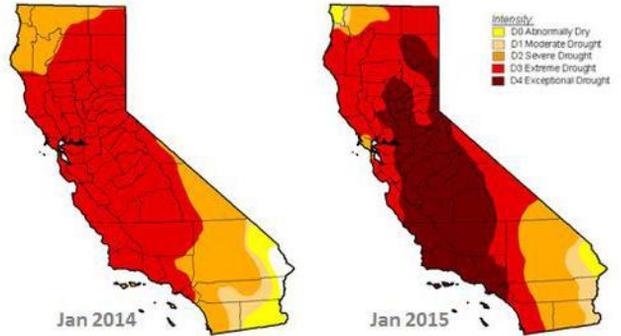


Safety: Oceano Today- Fire/Drought



High and Moderate Fire Hazard Severity Zones just outside Oceano have potential to threaten structures in Oceano

Fire severity is exacerbated in drought years



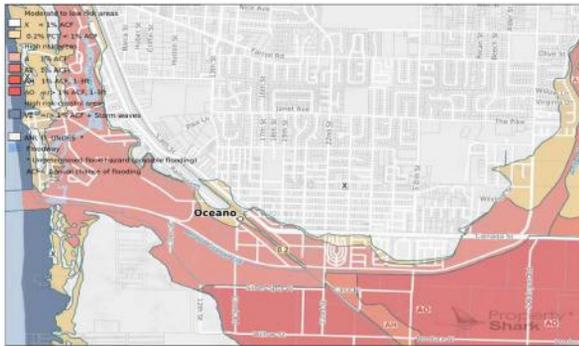
Only a small part of the community is located in a fire hazard zone. However, adjacent fire hazard zones can potentially affect structure, particularly housing, in Oceano.

Recent droughts have the potential to increase the severity and possibility of fire hazards.

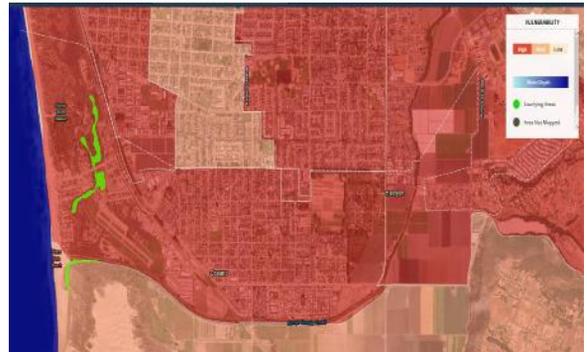


Safety: Oceano Today- Flooding/Tsunami

FEMA Flood Plain Map



Sea Level Rise Vulnerability



The coastal and southern portions of Oceano highlighted in red are the areas with very high risk of flooding.

Sea-level rise can significantly worsen this issue, and as this map shows, Oceano is located in a high sea-level rise vulnerability area.



Safety: Community Feedback

Strengths

- Fire/Emergency Services Nearby



Barriers

- Flooding



Wishes

- Flood control



Oceano's Strengths, Barriers, and Wishes were identified in the previous community meeting.

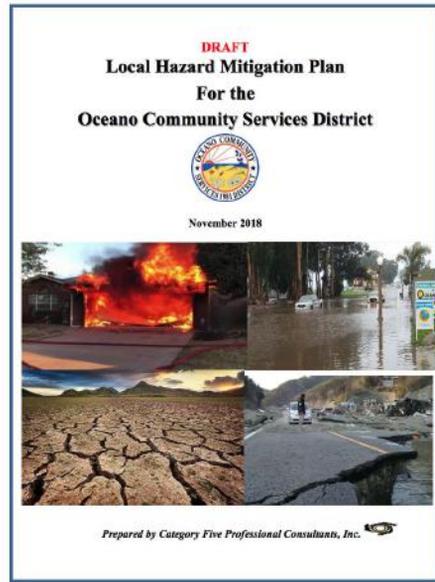
- The Strengths include close proximity to Fire and Emergency Services
- The community voiced that the only major safety barrier is flooding
- And because it is so important, many residents also wish to see improvement in flood control



Safety: Emerging Direction



FEMA



With these strengths, barriers, and wishes in mind, a crucial emerging direction for Oceano is the integration of the goals identified in the Local Hazard Mitigation Plan into efforts to control flooding and other hazards in the community.



Health Element



Health:

The Health Element is an optional element.

It is being incorporated into the Oceano Community Plan process to identify measures of physical and mental wellness in the community.



Health

Medical and Health Resources



Healthy Foods



Recreation and Quality of Life



Addressed in the health element are topics such as:

- proximity to medical resources
- access to healthy foods
- availability of recreation
- quality of life,
- and air quality.

This Element is closely tied with land use, circulation and safety.

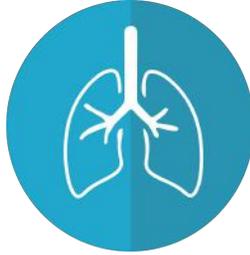


Health: Oceano Today

Access to Services



Respiratory Health



Access to Wholesome Foods



Parks & Recreation



We reviewed the following four categories to assess Health in Oceano Today:

- access to services
- respiratory health
- access to wholesome food
- and access to park and recreation facilities.

The newly established Community Health Center is the only health service located within the community.

In the community, there are three small markets, and only one accepts food assistance programs. There are also farm stands which help promote healthy food access.

Oceano Memorial Park is Oceano's only community park, and while it has a playground, picnic spots and a basketball court, it's not big enough for other

recreational sports like soccer, which are typically played on the Elementary school field. The Community Center offers indoor basketball, but often at prices not affordable to many in Oceano.



Health: Community Strengths

Medical resource(s)
(New Health Center)!



Good climate
for recreation



Variety of food
access



The following strengths related to health were identified at our first public meeting:

- Excitement about the new Community Health Center
- Enjoyment for the weather, as it is an inviting climate for recreation
- And, appreciation for the diversity of food they can access in Oceano.



Health: Community Barriers

Lack of
Environmental
Protection



Limited parks and
places for recreation



Limited active
transportation
infrastructure



Community member responses to the question about barriers to health in Oceano included:

- The lack of environmental protection with regards to the Dunes and the dust that blows into the air, and limited flood control.
- Concern about limited access to parks and recreation opportunities, where through analysis we found that only 11.1% of the community lives within a half mile of the park.
- And, the limited bicycle and pedestrian infrastructure in Oceano.



Health: Community Wishes

Active Transportation
Infrastructure
(specifically sidewalks)



More healthy food
access



More recreational
spaces
(especially for **youth**)



When community members were asked what they wished for in Oceano, the key requests were:

- to see more active transportation infrastructure, specifically sidewalks
- an increase in healthy food options
- and more recreational spaces - particularly for the youth.



Health: Emerging Directions

Increased opportunity to connect with medical and health resources and facilities



Increased capacity for residents to safely and actively commute



Increased access to healthy food and recreational spaces



With these strengths, barriers, and wishes in mind, we identified a few key directions for Oceano:

- Increase opportunities to connect with medical and health resources and facilities, especially for mental health
- More infrastructure to help residents safely commute on foot or by bike
- Better access to healthy foods, which could mean more options for places to grocery shop in Oceano
- More recreational spaces, which could mean indoor soccer fields or an outdoor multi-use trail.

● Environmental Justice Element



Environmental Justice:

The guiding principle of environmental justice is that everyone, regardless of race, color, national origin or income is entitled to equal protection from environmental harms and risks.

● Environmental Justice Element

Prioritize Programs
to Address
Community Needs



Reduce Unique &
Compounded Health Risks



Promote Civic Engagement



More simply stated, environmental justice strives to:

- Prioritize programs to address specific community needs
- Reduce unique and compounded health risks such as pollution exposure, food access, safe and sanitary homes, and physical activity
- As well as promote civic engagement.

Environmental Justice Element



Median Household
Income



Cal EnviroScreen
Score



National School
Lunch Program

Environmental Justice is a required Element if a community meets as least one of the following qualifications:

- The median household income is less than 80% of the statewide median income
- The area is identified as among the most disadvantaged 25% in the state according to CalEPA
- Or, at least 75% of the public school students in the area are eligible to receive free or reduced-price meals

● Environmental Justice Element



Median Household
Income



Cal EnviroScreen
Score



National School
Lunch Program

Oceano meets the first and third qualifications therefore is designated as an Environmental Justice community.

\$52,350 vs. \$67,739

Oceano

California

77%

Median Household Income

Oceano has a median income of just over \$52,000 dollars, compared to the state at over \$67,000 dollars.

This positions Oceano at 77% of the statewide median income based on the most current census data, meeting the qualification of being less than 80% of the state.



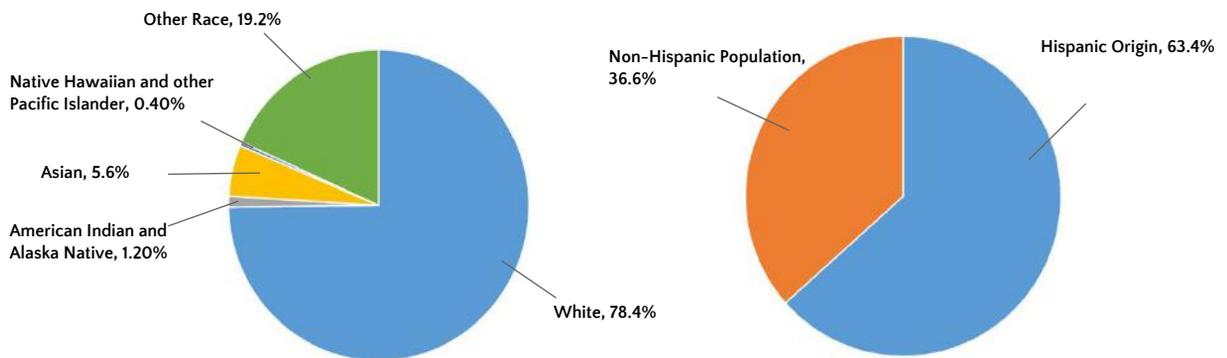
82%



At Ocean Elementary School, 82% of the students are enrolled in the Free and Reduced Price Meal program, meeting the threshold for Ocean to be identified as an Environmental Justice Community.

In the greater school district about 50% of all students are eligible for the same program.

Oceano, 2016



Percent of Population by Race and Hispanic Origin Oceano 2016

Since Environmental Justice strives to include low-income or minority people in the public engagement process, it is important that in addition to understanding income, we should be mindful of the racial composition of the community.

Most current estimates published by the US Census identify that about **a quarter** of Oceano is a racial minority, or non-white. By comparison San Luis Obispo County has about **a tenth** of non-white residents.

Furthermore, about **two-thirds** of the community is of Hispanic Origin, compared to **a fifth** in the County.

Environmental Justice Oceano Today



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Understanding the community is one aspect of Environmental Justice, another essential piece is knowing the sensitive receptors to issues of pollution.

The displayed map points out majors sources of pollution in Oceano, which include:

- the Oceano Dunes State Vehicular Area,
- the Oceano Airport,
- the South San Luis Obispo County Sanitation District, and
- Highway 1.

Also indicated on this map are sensitive receptors to noise, water and air pollution, such as the Oceano Elementary School and the Senior Center.

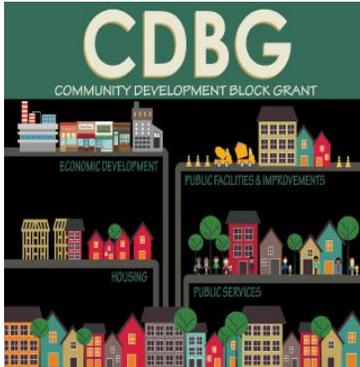
Each of these major sources of pollution and sensitive receptors span less than 1 and a quarter mile from each other. Addressing these impacts will be a crucial role of the Environmental Justice Element.

Environmental Justice: Oceano Today

Public Facilities
Improvements

Air Pollution Reduction
Settlement for Dune Use

Coastal Commission
Environmental Justice Policy



112

Currently there are a number of planning projects related to Environmental Justice in Oceano:

- Public facility improvements include the Arroyo Grande Creek Waterway Management Plan we discussed under the Public Facilities element.
- The Oceano Dunes State Vehicular Recreation Area and the SLO County Air Pollution Control District have reached a settlement that requires the Oceano Dunes State Vehicular Recreation Area to reduce dust emissions by 50 percent over the next five years to improve air quality
- The California Coastal Commission has recognized Oceano as an environmental justice community and is in the process of getting their draft environmental justice policy approved.

● Environmental Justice: Community Strengths

Multicultural/Diverse
Community



Community
Pride



113

At our first community meeting, the following strengths related to Environmental Justice were identified:

- The rich multicultural and diverse community
- and a strong sense of community pride.

● Environmental Justice: Community Weaknesses

Air Pollution



Connectivity



Flooding



Land Use



Community member identified weaknesses related to environmental justice were:

- Air pollution from Dunes, airport, and vehicular traffic
- Poor connectivity, such as lack of sidewalks and bike trails
- Poor land use distribution, with uses such as the airport and wastewater treatment plant being close in proximity to housing and schools
- And, flooding issues in the community.

● Environmental Justice: Community Barriers

Limited Sidewalks,
Crosswalks, & Parking



Off-Highway Vehicle
Use on the Dunes



Financial Constraints



Community members identified the following barriers:

- Limited sidewalks, crosswalks, and parking
- Off-highway vehicle use on the dunes
- And financial constraints or funding to address Environmental Justice.

● Environmental Justice: Community Wishes

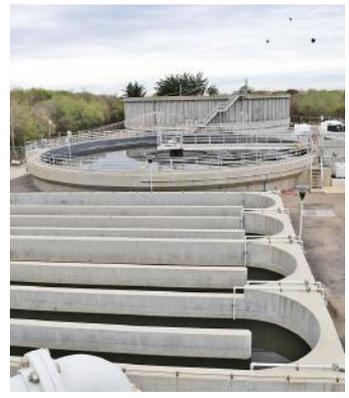
Increased Pedestrian
Connectivity & Safety



Limit Airport Expansion &
Development



Improved Infrastructure



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Related community wishes that were expressed during the first meeting included:

- Increased pedestrian connectivity and safety
- Limitations to airport expansion and development
- And improved infrastructure to mitigate environmental impacts.

● Environmental Justice: Emerging Directions

Active Transportation
Infrastructure



Air Pollution Control



Civic Engagement



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With these strengths, barriers, and wishes in mind, we identified a few key directions for Oceano:

- To increase availability of active transportation infrastructure so more community members can travel by walking, biking or transit.
- To continue to actively work with the SLO Air Pollution Control District to control air pollution from the Dunes and other sources of pollutants
- And to ensure that residents affected by environmental decision making have a fair opportunity to participate in the decision making process on projects that have the potential to impact their health through the coordination of meetings at convenient times and locations.

Break Out Session 3

15 Minutes



126

Thanks again for listening to our presentations. We are now going to start our Final Break Out Session.

Our student team has rotated to boards again with questions representing the four elements we just presented.

As a reminder, each board has between 2 to 4 questions, gauging community priorities about that specific element.

For each question, there are a set number of stickers you will receive from the student representative.

You may use 1 or all of your stickers to indicate your main preferences among the options.

If you have any questions about the posters or need stickers, please ask anyone wearing a name badge.

Please go ahead and approach the posters to begin the activity.

We will reconvene again in 15 minutes.

At that point, our student teams will report back on the findings from today's exercise.

10 Minutes



5 Minutes



1 Minute Remaining



Break Out Session Summaries

131

Now a classmate leading each element will present a summary of preferences as indicated by the community.

First we have:

Land Use,

Circulation

Housing

Community design

Conservation and Open Space

Noise

Economic Development

Public Facilities

Environmental Justice

Health

Safety

... and that concludes our summaries! Thank you so much for your participation today.



Next Steps

Background Report: December 2018

Next Community Meeting: February 2019

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We are now going to take this feedback and combine it with our research to finalize our background report about the community of Oceano.

We will have a short winter break and when we resume in January we are going to start developing alternative paths for the future.

Our next visit will be in February - we will send out fliers and notices to the community and post on our website and Facebook pages prior to the meeting.

Questions & Comments



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At this point, we want to pause and see if any community members have questions for our team.



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

Facebook: @planforoceano

Email: planforoceano@gmail.com



Thank you so much for attending, we hope to see you all here again in February.

You can find further information and updates on our website (read) and FB page (read). Also, please feel free to email us with any questions or comments at planforoceano@gmail.com.

We will be sticking around to chat and answer questions. Thank you again.