

WELCOME!

February 19, 2018 | Community Visioning Meeting



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 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. Introduction
- 2. Review of Last Meeting
- 3. Trends
- 4. Alternatives Presentation
 - a. Baseline Growth
 - b. Moderate Growth & Redevelopment
 - c. Maximum Growth & Reuse
- 5. Community Feedback Session
- 6. Report Back
- 7. Concluding Remarks



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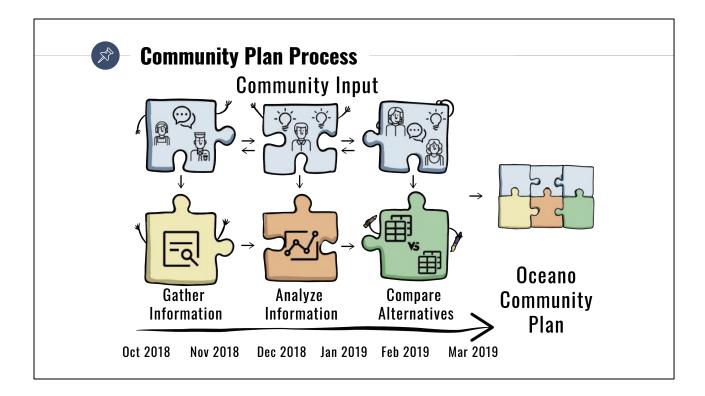
In today's agenda, we will be providing a brief overview of our last meeting followed by a presentation of trends and projections for Oceano's future.

The bulk of today's meeting will be concentrated on gaining your feedback on the following three growth alternatives:

- The baseline growth
- The moderate growth and redevelopment
- and maximum growth and reuse.

The presentation of alternatives will be followed by a community feedback session, where you will be able to provide input on the aspects of each alternative that you like or dislike.

Your feedback will be used by our planning team to design, what we will refer to as the "preferred alternative" for the future of Oceano.



MADILYN

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

The Planning process has three phases on our end:

- gathering information,
- analyzing information,
- and comparing alternatives.

The first phase started in September and included background information collection such as our

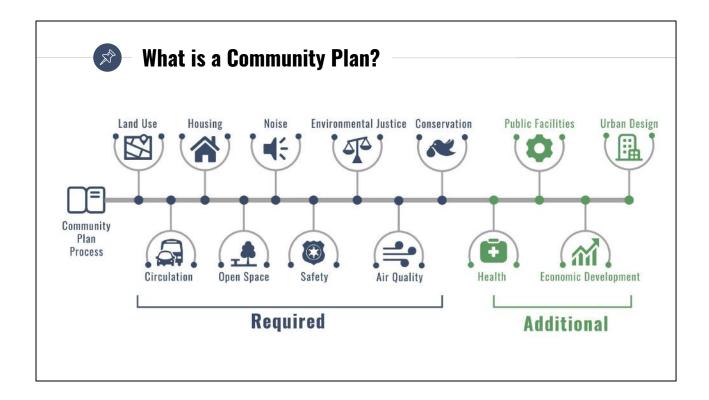
- Land Use Inventory,
- demographic research, and
- document assessment of existing projects and plans related to Oceano.

The first phase also included our first two public meetings, where we gathered information from the public to understand community concerns and desires.

During the second phase, we analyzed community feedback so we could understand where Oceano wants to be as a community.

Today, we are in the Comparing Alternatives phase. In this third phase, we have been developing and comparing growth alternatives to answer the question: How do we get there?

Today is our third public meeting. Our final meeting will take place on March 12th, of this year, where we will present the draft 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: *Point them out*

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

We will also include four additional topics for further depth to address unique

needs of Oceano. These subjects include:

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

^{**}Following this meeting, the planning team will be developing practical and attainable goals for each element, related to the community-identified, preferred alternative.**



Review of Last Meeting

December 1, 2018 at Historic Train Depot

- Discussion of Oceano's History
- Existing Demographics
- Preference Exercise related to Plan Elements









MADILYN

Before we present new information, we thought it would be valuable to provide a brief overview of our last meeting.

Back in December, we met at the Historic Train Depot to talk about Oceano's History and Existing Demographics.

The bulk of the meeting, however, was centered on a community-preference exercise to gather feedback related to each community plan element, that we just briefed you on.

Your feedback was used as a key input into the development of each alternative that we will be presenting on today.

We thank all of those who were in attendance.

At this time, we wanted to call special attention to the tragic loss of an Oceano community member, Larry Bross, who was a long-time advocate for the

community. We will deeply miss his input.

Wait a moment before transition

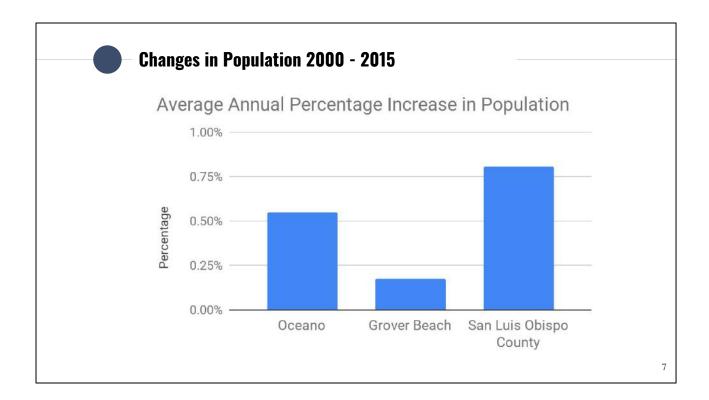
Trends in Oceano

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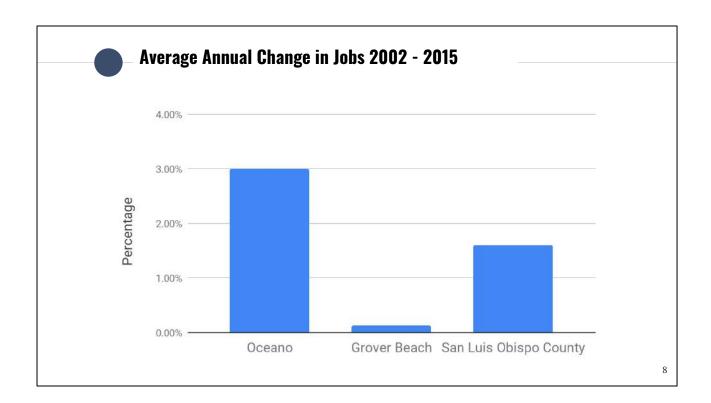
We will now transition into today's content, beginning with an overview of demographic trends in Oceano compared to trends in the nearby region.

These trends reflect changes in the population and number of jobs available in Oceano and neighboring communities.



This graph shows the average annual percentage increase in population in Oceano, Grover Beach, and San Luis Obispo County from 2000 to 2015.

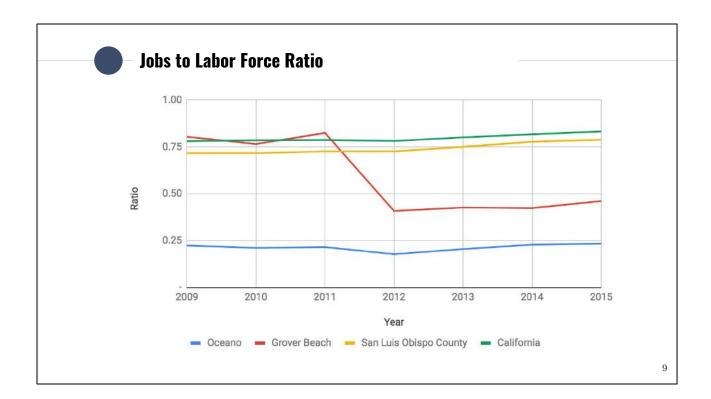
Oceano has been growing twice as fast as some of its neighbors, but not nearly as fast as the county.



Historically, the average annual change in jobs reflects a similar story.

Between 2002 and 2015, Oceano grew faster than some of its neighbors, and faster than the county at large.

But these numbers don't tell the whole story.



Although the number of jobs in Oceano has been growing steadily, the ratio of available jobs to number of individuals eligible to work has been **low** compared to neighboring communities and the county.

This chart shows that in Oceano, the number of jobs available to number of people in the labor force has historically been about one-third that of the county, and lately, just about one-half that of its neighbors.

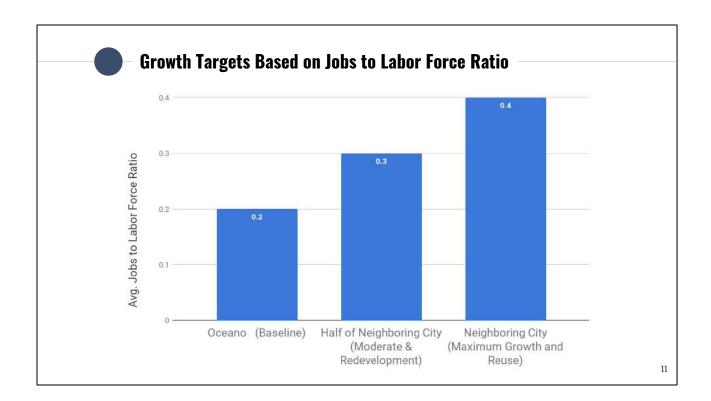
In other words, fewer job prospects are available to people age 16 and over in Oceano compared to those in neighboring communities and the county.

Looking to the Future

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We are now going to present three alternative strategies for growth in Oceano based on this data.

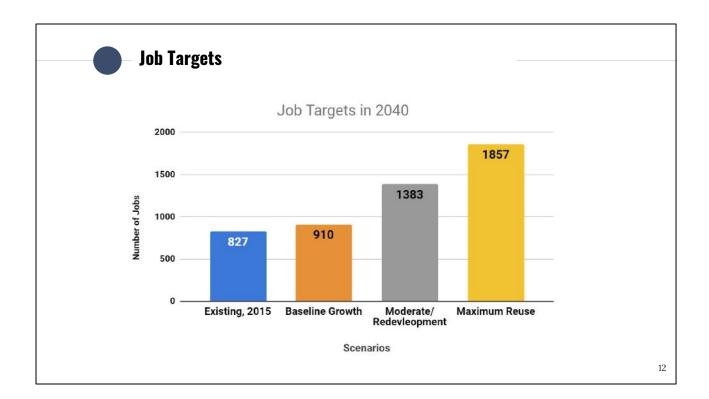


The jobs to labor force ratio helps us determine growth targets for jobs, population, and housing in 2040.

The first alternative, or Baseline growth, is constructed from recent historical data of jobs to labor force ratio in Oceano.

The second alternative, which is Moderate Growth and Redevelopment, tries to emulate neighboring communities by setting the target to half of the jobs to labor force ratio of neighboring communities.

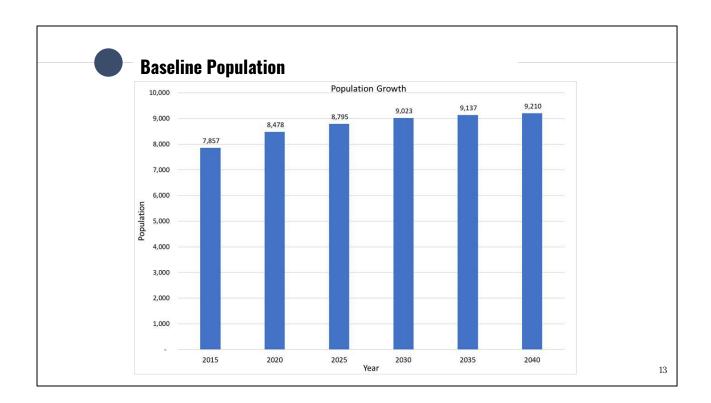
The final alternative, Maximum Growth and Reuse, aspires to *match* the rate of neighboring communities.



According to Census data, in 2015, there were 827 jobs in Oceano

The future job availability targets for all three alternatives by the year 2040 are as follows:

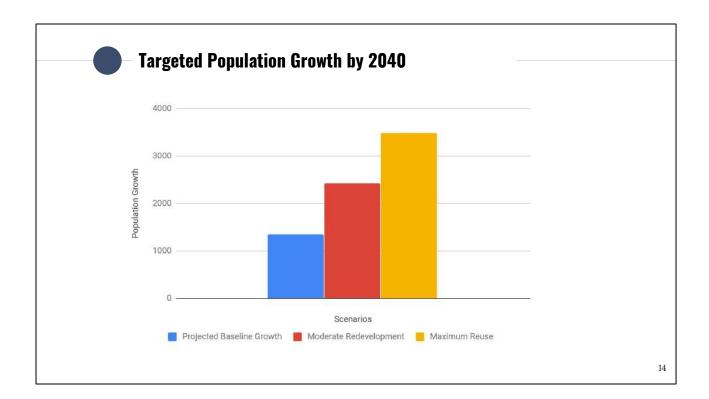
- For the baseline growth alternative, 910 jobs, shown in orange
- For the Moderate Growth alternative, roughly 1400 jobs, shown in gray
- And finally, for the Maximum Growth alternative, roughly 1900 jobs, shown in gold



In 2015, the population in Oceano was approximately 7,800.

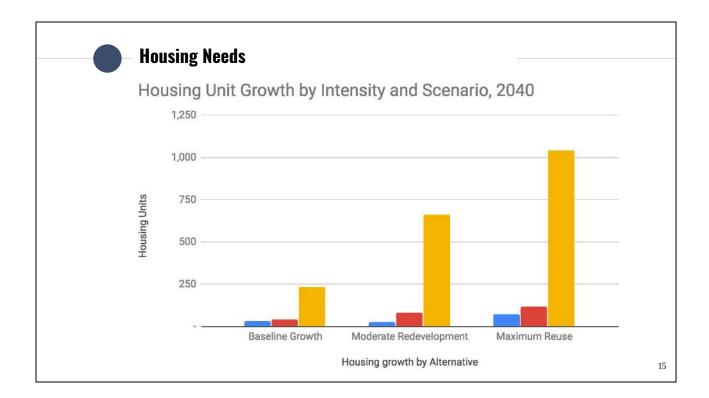
For the baseline growth alternative, the population is expected to grow to approximately 9,200 people by 2040, which is an increase of over 1,300 people during the 25-year span.

This has been calculated according to natural factors, such as birth, death, and migration.



This chart represents the growth targets for the moderate and maximum alternatives, shown in red and gold, respectively, along with the projected population growth for the baseline scenario by 2040.

The population increase by 2040 in the moderate growth scenario is to be over 2,400 people, while in the maximum growth scenario, population increase is to be over 3,400 people



To prepare for future additions of jobs and population, each alternative includes opportunities for housing growth.

New units can usually be provided in three housing types: low, medium, and high density.

- Low density is shown in blue
- Medium density is shown in red
- High density is shown in gold

Considering the limited opportunities for outward growth and the number of vacant parcels in Oceano, higher density housing must be prioritized to accommodate all population growth scenarios.

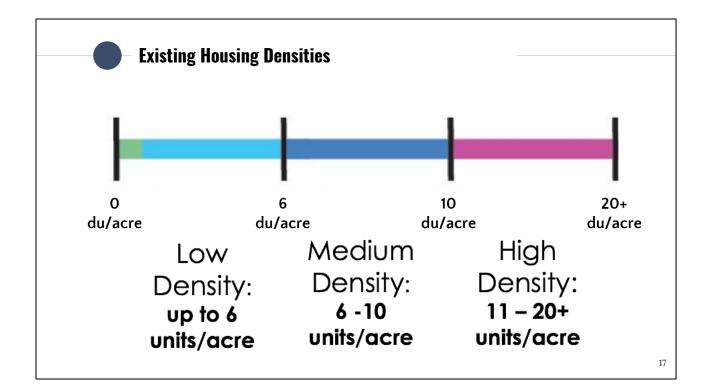




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The following slides outline a few key definitions of planning terms that will used frequently throughout the presentation.



This graphic provides an illustration of low-, medium-, and high density housing developments.

The following are the current housing density rates in Oceano according to our land use inventory:

- low density residential is 0.5 to 6 units per acre,
- medium density is 6 to 10 units per acre and
- high density accounts for 11 to 20+ units per acre.

Housing Density is one of the key areas that varies greatly across the three alternative growth scenarios.



Housing Density

Low Density





with space for ADU

Medium Density





with mixed-use

High Density





with mixed-use

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We want to provide you with a visual reference for the three different housing density levels discussed in each alternative.

The images presented here show examples of housing built at low, medium and high densities.



Low Density

Up to 6 units per acre



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Low Density housing includes up to 6 units per acre and is typically seen in the form of single family detached units as shown above.



Medium Density

6 - 10 units per acre



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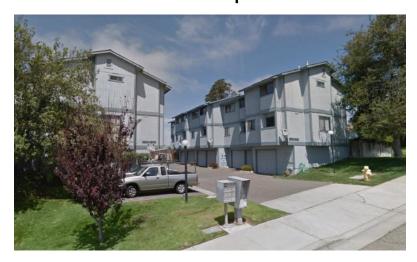
Medium Density housing includes 6 - 10 units per acre and typically includes row houses and townhomes, as shown above.

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High Density

11 - 20+ units per acre

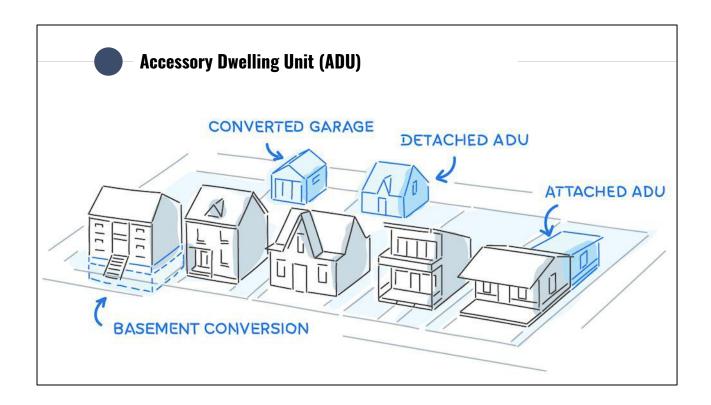


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High Density housing includes 11-20+ units per acre and is typically in the form of townhouses, condominiums, and apartments.

Above is an example of high density residential apartments.



An accessory dwelling unit (ADU) is a smaller, independent residential dwelling unit located on the same lot as a detached single-family home.

ADUs go by many different names throughout the U.S., including accessory apartments, secondary suites, and granny flats.

ADUs come in many forms, including:

- Basement conversions
- Stand-alone units such as converted garages or detached structures, and
- Attached units to new or existing homes



- Residential over Commercial
- Commercial can be:
 - o Retail
 - Office
- Residential can be:
 - Medium density (6 10 u/a)
 - High Density (11 20+ u/a)



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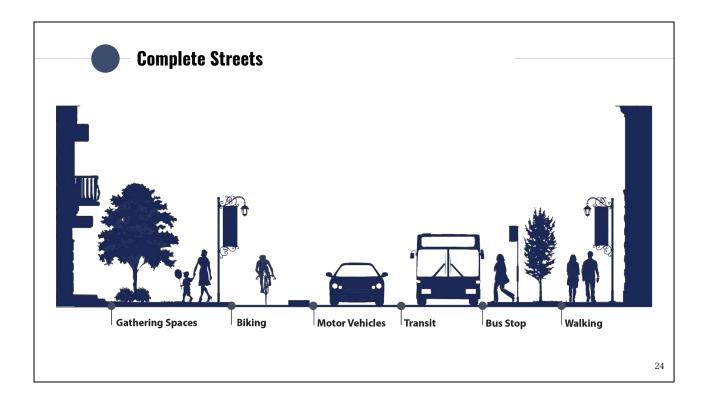
DEVIN

This presentation also makes reference to mixed use developments, which can be defined as the combination of land uses on one parcel.

This can typically be described as apartment-style housing over commercial uses such as:

- grocery stores,
- offices, and
- retail establishments

The residential components are typically medium- or high-density units, and are an efficient way to accommodate both residential and commercial growth.



Another important planning concept is that of complete streets.

Complete streets accommodate roadway and curb space for all modes of transportation.

As this graphic shows, this includes:

- gathering spaces on sidewalks,
- bicycle lanes, and
- Vehicle right-of-way for automobiles and transit

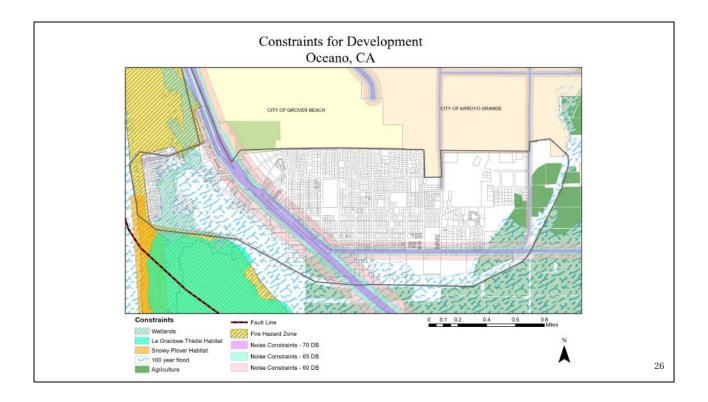
In essence, complete streets make it easier to cross the street, walk to shops, and bike to work, WITHOUT compromising vehicle activity

Opportunities and Constraints on Development in Oceano

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MADILYN

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



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:

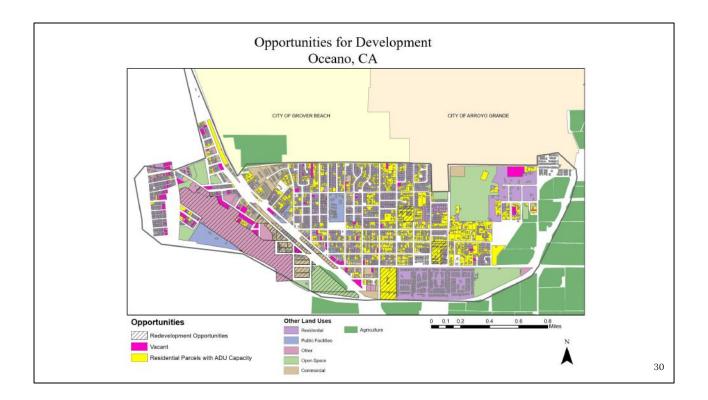
- sensitive habitats,
- wetlands,
- fire hazard zones.
- and fault lines.

You can see these primarily along the west, or left side of Oceano.

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.



MADILYN

To identify opportunities for development, we looked at:

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

Vacancies - indicated in bright pink - were identified by our classmates during our Land Use Inventory data collection, which took place last fall.

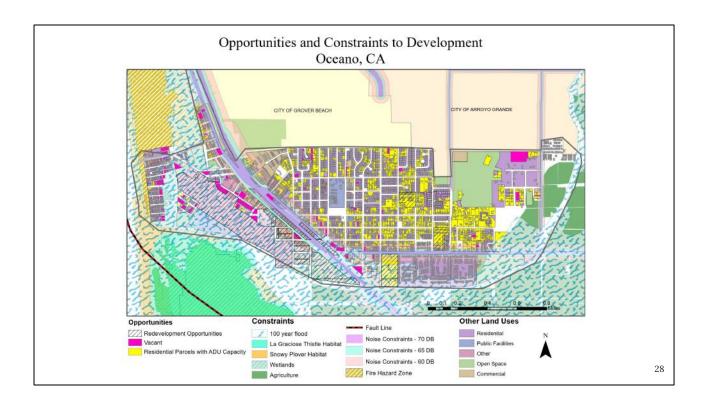
Oceano doesn't have a lot of vacant land for growth.

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

With the limited 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 2x 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.



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.

However, there are opportunities for growth within the community.

Strengths and Challenges in Oceano

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MADILYN

Before diving into Alternative Development scenarios, we wanted to briefly review community-identified strengths and challenges facing Oceano.





Small town character



Rich agricultural, natural and cultural resources



Close proximity to fire and emergency services



Quiet neighborhoods



Relatively affordable housing



Unique local attractions

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MADILYN

Based on community feedback from the previous two meetings, the main strengths of Oceano include:

- · It's rural, small town character,
- The rich agricultural, natural and cultural resources,
- Resident's close proximity to fire and emergency services,
- It's quiet neighborhoods, thanks to well defined industrial and residential areas,
- Housing that is more affordable relative to other areas in the County,
- And unique tourist attractions such as the Oceano Dunes and the American Melodrama.





Flooding



Limited sidewalks, crosswalks, street lighting



Limited tax base and funding



Dunes: poor air quality and limited access to beach



Housing conditions and diversity



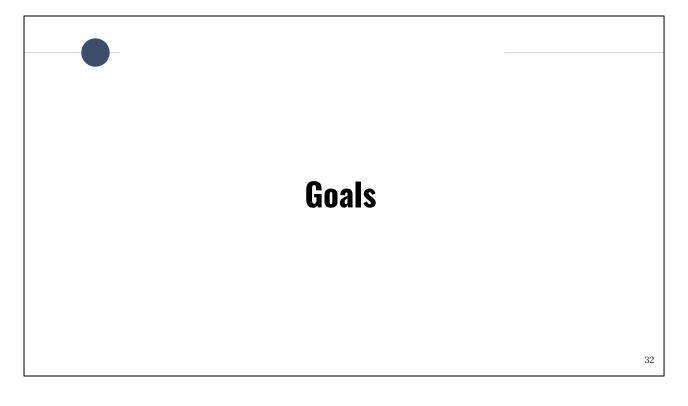
Limited parks and public spaces

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MADILYN

Key challenges facing the community include:

- Flooding, especially along Front Street,
- Pedestrian and bicycle safety due to sparse sidewalks, crosswalks, and street lighting;
- A limited tax base and funding to pay for improvements, and limited diversity in Oceano's economy,
- Limited access to the beach and issues of poor air quality due to the Dunes,
- Obstacles to improve housing conditions, and the need for more diverse types of housing;
- And minimal parks, sports facilities, and public spaces.



MADILYN

Next, I will briefly cover the goals that guided the development of the alternatives.



Goals for Oceano



Land Management



Habitation



Connectivity



Public Well-Being

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Goals for Oceano revolve around the themes of: land management, connectivity, habitation, and public-well being.

Through land management, the planning team strives to:

- increase the overall density of all uses
- establish a concentrated downtown which offers mixed-uses and commercial amenities
- and set aside land for open space and conservation.

The goals of connectivity are to:

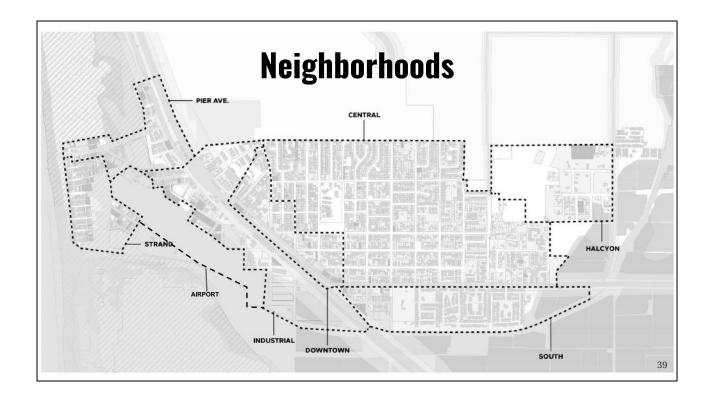
- improve pedestrian safety
- establish bicycle and pedestrian paths and trails
- and increase transportation connections between the inland and coastal areas of Oceano.

The goal of the **habitation theme** is to foster a "sense of place" through equitable and affordable housing that maintains Oceano's small town feel.

The goals surrounding public well-being include:

• Promoting access to healthy foods, commercial amenities, open space

- and recreational opportunities
 And increased active transportation alternatives.



As a frame of reference for the three alternative scenarios, we divided Oceano into eight neighborhoods. These neighborhoods serve as the geographic guide for the three paths to the future that we will present on.

The Strand Neighborhood is located on the western side of Oceano, surrounded by the Pacific Ocean and Oceano Lagoon. This area currently encompasses mostly residential 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 Oceano Dunes SVRA. This area contains the State Parks campground and overlies Oceano Lagoon.

Next is the Industrial neighborhood which is intersected by Highway 1 and the railroad. This neighborhood is bordered by the Oceano 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. Only one alternative team proposes changes in the airport.

On the other side of Highway 1 is the Downtown neighborhood. This neighborhood exists with 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.

Further east, we have the Halcyon neighborhood which consists of residential and agriculture land uses. None of the alternative proposals will present changes to Halcyon in order to preserve the current character of this historic district.

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.

Baseline Growth









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The first alternative is baseline growth, which is informed by Oceano's baseline growth trends.



Growth Assumptions

Baseline Growth



Existing Low Density Residential



Low Density Residential with ADUs



Medium and High Density Housing



Existing Downtown Oceano



Downtown Mixed-Use



No Expansion on Agricultural Lands



Sidewalk Improvements



Auto Oriented Transportation and Street Network

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MADILYN

Assumptions of the Baseline Growth Scenario include:

- Maintaining Oceano's existing low-density residential areas with the addition of ADUs,
- Increasing housing density in key areas to accommodate baseline population growth,
- and mixed-use development in the downtown area.

Another consideration of this growth scenario is the maintenance and preservation of agricultural lands surrounding the community, with no future development in these areas.

Furthermore, the existing auto-oriented circulation network is largely maintained with the introduction of sidewalk improvements as vacant land is developed.



Under this alternative, land uses range from low to high density residential, potential ADU areas, mixed use, industrial and open space.

They are illustrated and indicated in this map as follows:

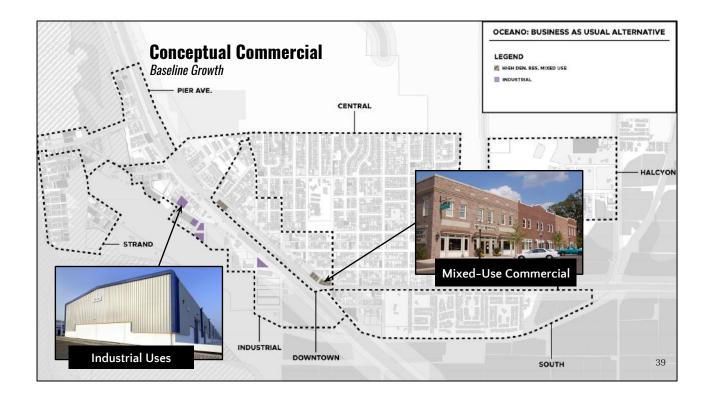
- The Strand neighborhood continues to accommodate medium density residential, indicated in orange and low density near the airport, indicated in yellow.
- The pier avenue and downtown neighborhoods accommodate high density residential and mixed-use. These are indicated in brown.
- The industrial district allows for medium density housing in the northern half and light industrial uses in the southern half, which are indicated in purple.
- The central and southern districts continue to be predominantly low density residential and are indicated in yellow.
- Parcels with ADU capacity are pink.
- Parcels with potential for new parks within Central and Southern Oceano are indicated in green.



To maintain the low-density character of Central Oceano while accommodating for future growth, the vacant lots in Strand and Pier Avenue contain medium to high density housing.

High density housing could consist of townhouses, condominiums, and small apartments.

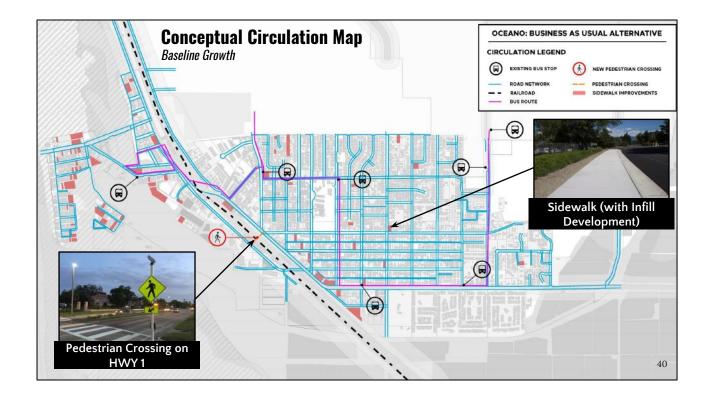
Downtown also accommodates high-density housing, with some mixed-use, and single family homes remain the predominant housing type in Oceano.



Vacant parcels in the Industrial Neighborhood accommodate future industrial uses.

Two story mixed-use is proposed for vacant properties in the downtown area to accommodate future commercial growth.

These mixed-uses can supply space for retail or service developments on the first floor, while the second story is to be reserved for residential use.

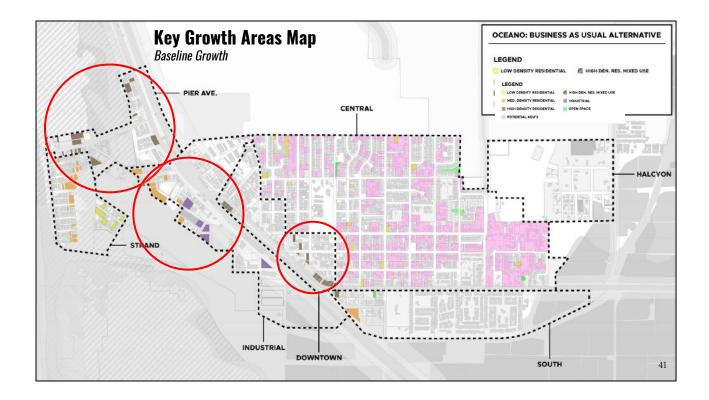


The circulation network in Oceano is currently auto-oriented with a handful of bus stops in the community.

Present day Oceano has limited pedestrian and bicycle infrastructure.

The baseline scenario maintains this pattern, but introduces two potential improvements:

- The first of these improvements is a pedestrian safety crosswalk on Highway 1 with flashing beacons to create safer, pedestrian access to the beach.
- And the second improvement is the expansion of the sidewalk network as vacant land is developed.
- These areas of sidewalk improvements are indicated by the red parcels, which are currently vacant.



There are three **key growth** areas identified by this scenario, centered around Pier Avenue, the Industrial neighborhood, and Downtown. *point them out*



Pictured here is a model showing Pier Avenue accommodating high density residential concentrated in vacant parcels along Pier Avenue and Highway 1.



The Industrial neighborhood continues to be developed with industrial buildings while medium density housing, like townhouses, fill the north end.

Industrial uses are identified in purple, with residential uses indicated in orange.



In the Downtown, mixed-use buildings are developed along Front Street and high density residential, in the form of small apartments, are set back from the Highway.

These mixed-use buildings are modeled as two-story buildings along Highway 1.





Low Density Single Family



Small Parks within Central and Southern Oceano



Auto Oriented Transportation Network



Pedestrian Safety Measures



No Development on Agricultural Lands



Infill Development on Vacant Parcels

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MADILYN

Under the Baseline Growth scenario, key outcomes include:

- The retention of low-density single family detached homes as the dominant type of housing in Oceano
- Small parks can be developed on vacant parcels within Central and Southern Oceano
- Maintaining the transportation and street network as auto-oriented.
- Identified circulation improvements are low impact pedestrian safety measures, such as painted crosswalks and pedestrian signs
- No development on agricultural lands and;
- Future growth is accommodated from new development as infill on vacant parcels.

Moderate Growth and Redevelopment









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This moderate growth and redevelopment alternative introduces themes of growth within a walkable and bikeable distance to retail, jobs, services and recreation.

It accommodates all forms of residential density as well as accessory dwelling units (ADUs) in key areas throughout the community.

This alternative distinguishes itself from the other two alternatives by focusing development primarily on vacant lots and underdeveloped parcels.



Growth Assumptions

Moderate



Residential Infill Development



ADU Residential Options



Additional Park Space



Full-Service Grocery Store



Complete Streets



3-Story Height Limit

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This alternative makes the following growth assumptions:

- It capitalizes on existing vacant lots and under-developed parcels for residential infill and ADUs
- Adds more park space within walking distance of residential and commercial areas
- Establishes a full-service grocery store
- Develops complete streets that improve access to commercial amenities and services for all users
- And limits new developments to 3 stories maximum to maintain Oceano's small-town character



This alternative is highlighted by infill and redevelopment growth of the Pier Avenue, Industrial, Downtown, and Southern neighborhoods.

In the Pier Avenue neighborhood, there are numerous opportunities for additional parking and commercial space in the form of infill development.

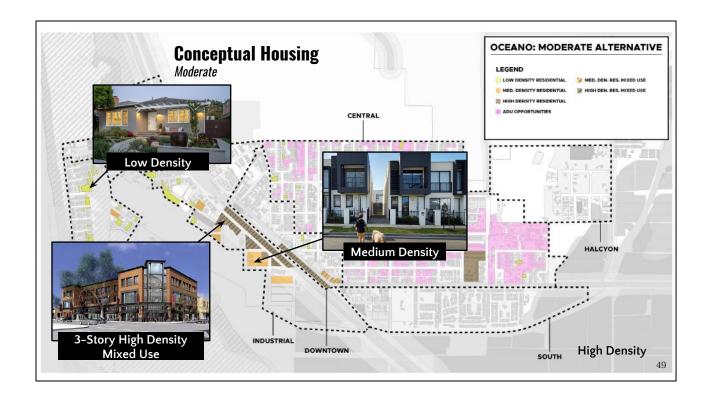
In the Industrial neighborhood along the west side of Highway 1, there is space for redevelopment in the form of medium- and high-density residential, mixed-use commercial, and ample green space. This neighborhood is the primary focus of redevelopment in this alternative.

In the Downtown neighborhood, there are opportunities for increased commercial and residential options.

In the Central neighborhood, there are multiple opportunities for ADUs, as shown by the pink parcels on the map, as well as high-density apartment complexes.

In the Southern neighborhood, there is room to establish a full-service grocery store and other commercial amenities, as well as open space to serve the

nearby proposed and existing residential neighborhoods.



In the westernmost part of Oceano, the Strand neighborhood has potential for infill residential development in the form of low-density, single family housing in locations shown in yellow.

In the north end of the Industrial neighborhood, we suggest developing a combination of low density housing (shown in yellow) and medium density housing (shown in orange) on the existing vacant lots.

In the mid-Industrial neighborhood, as well as in Downtown, we suggest additional medium density housing, as well as medium density mixed-use developments (in the brown and striped coloring) to provide housing and spur economic development.



As we move to the eastern side of Oceano...

The Central neighborhood is prime for ADU development because of numerous lots with sufficient space to build additional units (seen on the map in pink).

Infill residential development is also recommended on the vacant lots in the Central Neighborhood in the form of low density, single family housing to match the existing homes.

Lastly, we propose a high density residential development at the southern edge of the Central Neighborhood to accommodate the future growth and housing needs of Oceano.



For commercial growth, we recommend a variety of development types to provide space for businesses as well as additional housing space for the growing community. In this concept...

- Pier Avenue has space for commercial development and growth on all existing vacant lots
- While the Industrial neighborhood can accommodate high-density residential mixed-use developments
- The Downtown neighborhood can accommodate more commercial, medium-density, and residential mixed-use development
- And the South neighborhood has room for a full-service grocery store



Circulation Opportunities

Moderate

Additional Paths dedicated & multi-use





Traffic Calming Measures crosswalks & roundabouts





Complete Streets
Connected network



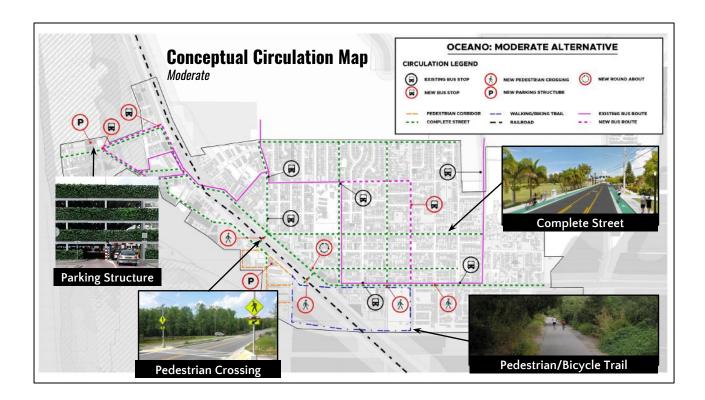


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The moderate growth option strives to improve circulation opportunities through

- increased multi-use and dedicated bicycle and pedestrian paths,
- traffic calming measures such as roundabouts and crosswalks,
- And complete streets with additional bus stops in areas that are lacking.

Implementation of these circulation opportunities is expected to increase connectivity for bicyclists, pedestrians, and vehicles.



This alternative proposes a network of complete streets, shown in green, that connect streets both within the community and to neighboring communities.

At Pier Ave, roadway space can be repurposed as a complete street with a parking structure that supplies necessary parking for added growth.

In the Industrial neighborhood, there is greater focus on pedestrian-only corridors (shown in the dashed-orange line) that allow people to walk between the housing and open space freely and comfortably.

This alternative also proposes a walking and biking trail (shown in the dashed-blue line) that connects the Industrial neighborhood with the existing residential housing to the South. This proposed trail will take advantage of surrounding land uses, the pedestrian corridors and complete streets, and the parks and open space to create a more cohesive circulation system centered around walking and biking.

And finally, in order to connect the Industrial and Downtown neighborhoods for pedestrians and cyclists, we propose traffic calming measures such as pedestrians crossings and lightings that allow users to cross Highway 1 safely.

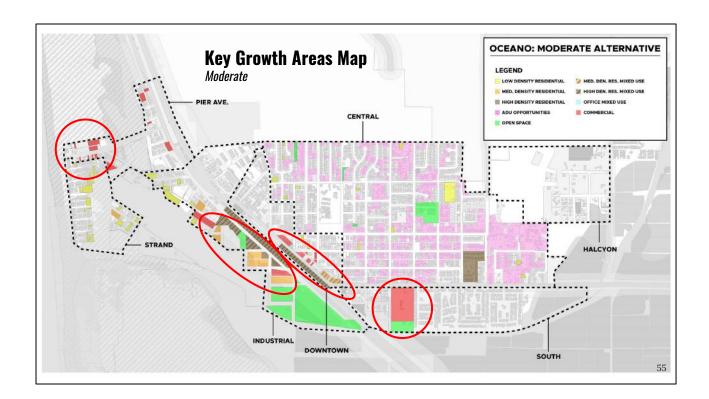


Currently, Oceano has 7 bus stops, shown in black, that follow the routes in solid pink. The existing stops do not serve the Pier Ave neighborhood at all, or the middle-most section of the Central neighborhood.

Three additional stops are proposed at these two locations.

In Pier Ave, we propose two additional stops (shown in red) and an extension of the existing route (shown in dashed pink). These two stops allow riders access to the commercial amenities along Pier Ave, as well as the Dunes.

In the Central neighborhood, we propose one additional stop shown here in red. This would provide nearby residents increased transit accessibility that was not previously available.



The 4 key growth areas under the moderate growth and redevelopment alternative are circled in red.

- Pier Avenue with a focus on commercial development
- The Industrial Neighborhood with primary focus on redevelopment of existing industrial uses to accommodate residential and commercial growth
- The Downtown Neighborhood with a focus on a pedestrian-friendly environment with multiple residential and commercial options
- And the Southern Neighborhood with the opportunity for a full-service grocery store



The first key growth area is Pier Avenue.

Currently, there are a lot of underutilized vacant spaces on Pier Ave that could be filled with commercial amenities. In addition, the roadway space can be repurposed as a complete street to accommodate pedestrians and cyclists.

This alternative proposes the development of a parking structure on the vacant lots northwest of the Pier and Lakeside Ave intersection to accommodate for potential loss of street parking.

Repurposing Pier Avenue into a vibrant commercial corridor accessible by all modes can provide essential connections between the coastal and inland areas for the community



In the Industrial neighborhood we suggest redevelopment and infill in the form of:

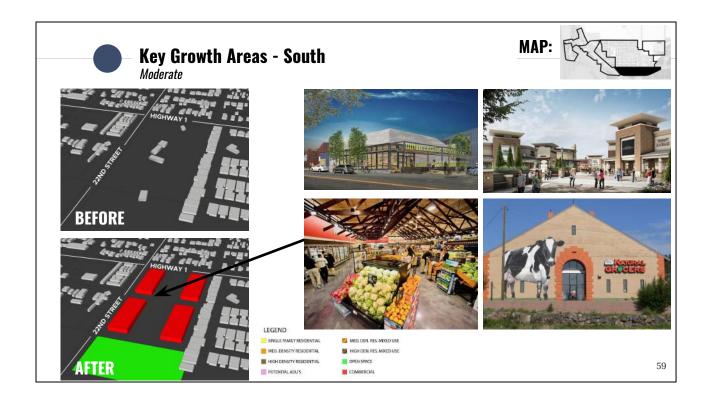
- commercial uses
- Medium and high density housing
- Mixed-use residential

This area joins residential living with commercial options and open space, allowing residents to be close to restaurants, stores and outdoor activities.



Oceano's existing downtown area is home to multiple vacant lots that can be developed into new commercial spaces and mixed-use residential units.

These new developments can help create a distinct downtown with multiple commercial options accessible to residents and visitors.



And in the Southern neighborhood, we identified an opportunity for a full-service grocery store, as well as additional open park space.

This area promotes public health by providing healthy food options and ample outdoor space for recreation.

We also propose pedestrian crossings at key intersections along Highway 1 that allow residents to the north to access these amenities.



Outcomes Moderate



Infill development for housing and commercial growth



Increased density for housing, commercial, and mixed-use



Redevelopment in the Industrial neighborhood



Additional ADUs in the Central neighborhood



Improved sidewalks and bicycle path connectivity



Increased parks and open space

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To recap, the redevelopment and moderate growth alternatives proposes six major outcomes:

- infill development for housing and commercial growth,
- increased density for housing, commercial, and mixed-use,
- redevelopment in the Industrial neighborhood,
- additional accessory dwelling units in the central neighborhood,
- improved sidewalks and bicycle path connectivity,
- And increased park and open space.

Maximum Growth and Reuse



DEVIN

Now we will present the essential characteristics within the "Maximum Growth and Reuse" alternative, the most aggressive growth scenario for Oceano.

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AIRPORT REUSE



MIXED USE FOR HOUSING & JOBS



FOOD ACCESS



OPEN SPACE

In this alternative, accommodation for future growth focuses on:

- Redevelopment in the Airport Neighborhood
- Mixed use development to accommodate housing and job growth
- And creating access to healthy foods and open spaces

62



This map shows the proposed land uses for future development in the maximum growth and reuse alternative.

Key changes in this alternative include the redevelopment of Pier Avenue, Airport, and Downtown neighborhoods through an emphasis on the creation of medium and high-density residential and mixed-use developments, with large areas set aside for community open space.

Since development in this alternative is concentrated along an area historically prone to flooding, it includes a protective dike along the Arroyo Grande Creek.



With limited space for physical expansion, the Maximum Growth alternative looks to combine living and working space in medium and high-density mixed-use communities.

This map portrays the different types of housing proposed for the *west* side of Oceano, which includes:

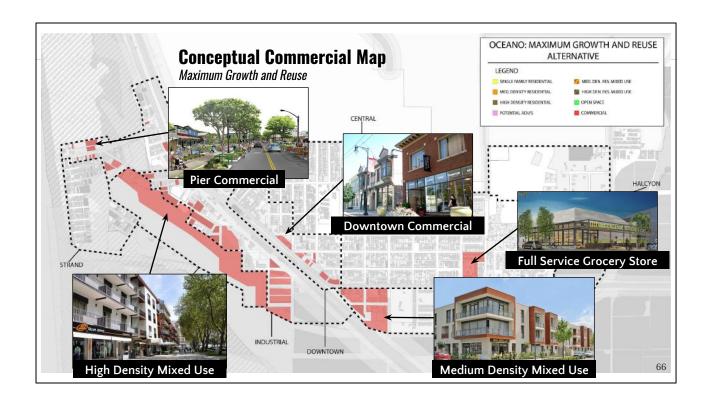
- Medium density housing in the Strand neighborhood,
- Medium density mixed-use in the Pier Ave and Industrial neighborhoods.
- And high-density mixed-use in the Airport neighborhood.



On the *east* side of Oceano, this alternative maintains single family homes and includes provision for ADUs throughout Central Oceano.

This can accommodate additional growth by increasing density without changing the neighborhood character.

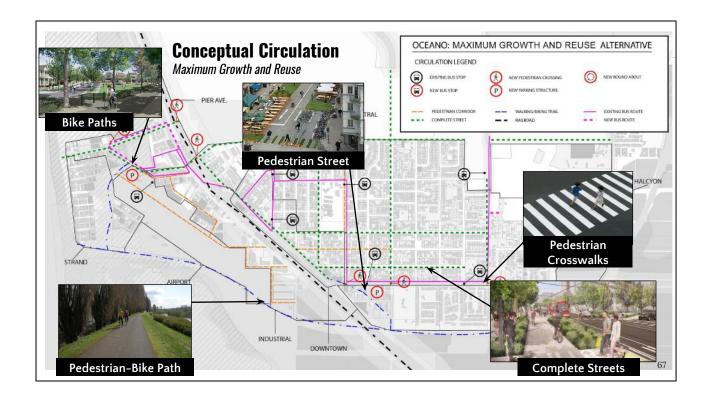
This alternative also considers medium density mixed-use development in the Downtown and Southern Oceano neighborhoods.



This map illustrates the proposed locations for future commercial development in this alternative,

Larger areas for commercial use are centered in the Airport, Industrial, and Southern neighborhoods, with smaller-scale developments in Downtown, Pier Avenue, and Central Oceano.

The areas highlighted in red are part of the mixed-use developments, providing access to healthy food, entertainment, and other commercial amenities.



The proposed circulation network for this alternative suggests improvements centered on active transportation within Oceano.

This includes complete streets that accommodate expanded transit availability, and enhanced pedestrian and bicycle access across the community portrayed in green-dashed lines.

This alternative integrates a variety of pedestrian pathways to improve safety and connectivity between destinations.

These pathways include multiple pedestrian crosswalks as marked by the walking person icon on this map, and a pedestrian and bike dedicated path, highlighted in the dashed blue lines.

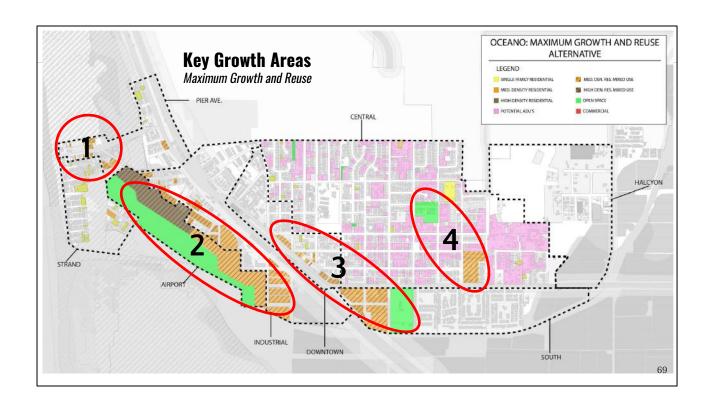


Open space is a major feature of this alternative.

Specifically, it introduces a new regional open space in the Airport area, that could be utilized by residents beyond Oceano.

Neighborhood open spaces areas within the Southern and Central neighborhoods could be created as well.

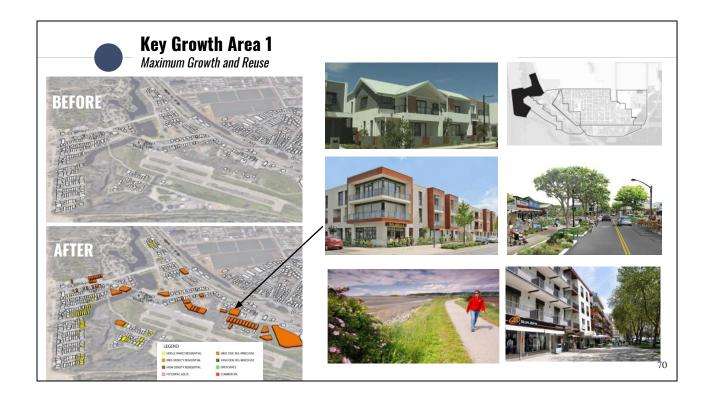
These open spaces would be connected by a network of complete streets and pedestrian trails that could be accessible to the community as a whole.



In this alternative, there are four key growth areas.

Some of these areas overlap pre-defined neighborhood boundaries, but each offer a distinct vision:

- Pier Avenue provides for potential development of underutilized lots
- The Airport and Industrial neighborhoods have the largest potential for growth,
- The Downtown and Southern neighborhoods offer potential for mixed use development.
- And Central Oceano provides for infill of vacant parcels



This scene shows potential growth for the Pier Avenue and Strand neighborhoods

Low and medium-density residential infill can accommodate additional growth while maintaining the neighborhood character.

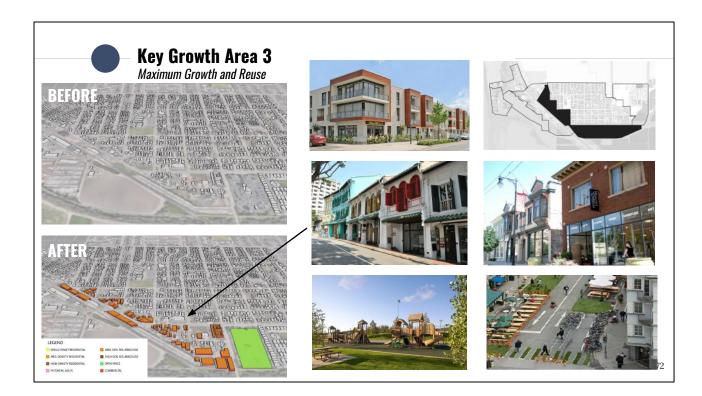
Pier Avenue can also serve as a visitor destination with mixed-use development.



These visuals represent the airport redevelopment, the most significant proposed change in this alternative.

This neighborhood would accommodate clustered housing for the most aggressive population growth, as well as facilitate opportunities for job growth. The neighborhood would include a vibrant commercial frontage that connects to high and medium-density housing.

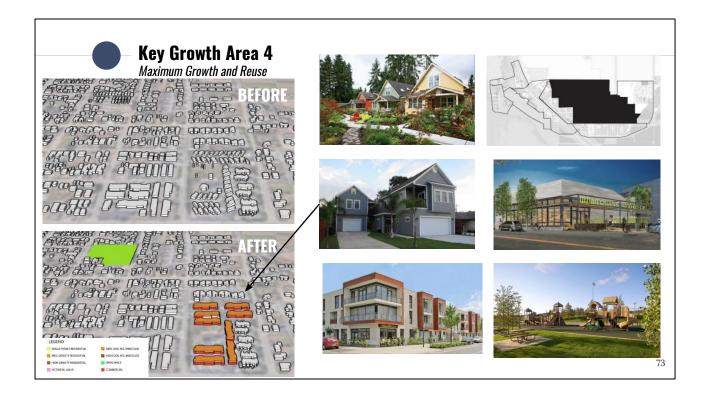
A paved pedestrian and bicycle path along the new flood protection dike can create a new access point to the beach and establish linkages between the Airport neighborhood and the rest of Oceano, particularly the downtown and industrial neighborhoods.



This scene illustrates the potential growth and revitalization of the downtown and southern oceano neighborhoods

Medium density mixed use with a small town aesthetic is included to accommodate growth while maintaining the existing neighborhood character.

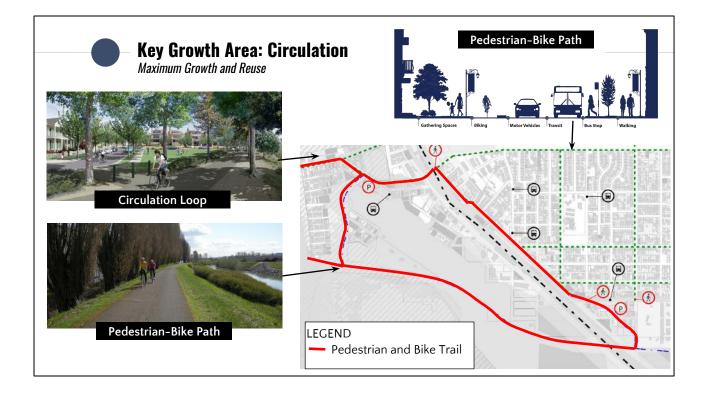
In addition, a new neighborhood park is included adjacent to the downtown to provide access to open space in the southern portion of Oceano.



Finally, Central oceano has the potential for an increase in residential density and commercial activity.

Additional ADUs can provide housing for a variety of income and family sizes in the community.

Creation of a new neighborhood park and open space provides for recreational use, and the addition of commercial developments can provide access to food and healthy alternatives.



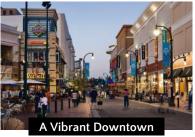
The Maximum Growth alternative provides a network of complete streets throughout the community, connecting people with the places that they live, work, shop, and play. This network links with a pedestrian bike loop, which will surround the redeveloped airport neighborhood.

The plan envisions a community trail which loops through the lagoon area, behind the airport to connect to an open plazaway through the commercial areas located in southern Oceano and downtown Neighborhoods.

The pedestrian and bike loop provides easy access to the beach, Pier Avenue, and Airport Area open space, providing opportunities for active use that are attractive to residents and tourists alike.















75

DEVIN

The Maximum Growth Alternative creates the following outcomes:

- Mixed-use developments that are attractive places to live, work, and play
- A vibrant and connected downtown district
- Improved connectivity across the community for pedestrians, cyclists, transit users and vehicle drivers
- More open spaces
- Airport reuse
- Healthy food options that are accessible for all residents, and
- Capitalizing on Oceano's waterfront location to attract residents, workers and visitors alike

Recap of Alternatives

76

MADILYN

Before diving into the breakout sessions, we will now offer a brief recap of the three alternatives.



Housing Density

Baseline Growth



Low-High Density Residential

Moderate



Low-High Density Residential

Maximum Growth & Reuse



Medium-High Density Residential with Mixed Use

77

MADILYN

In the **baseline growth** alternative low-density single family homes remain the dominant housing type in Oceano to maintain the small town feel that is valued by the community.

 A range of medium to high density residential will be applied through infill development in the Strand, Pier Avenue, and Downtown neighborhoods.

The **moderate growth and redevelopment alternative** offers housing which ranges from low to high density with a strong focus in the industrial and downtown neighborhoods.

- In these areas, mixed-use residential is preferred.

Under the **Maximum Growth & Reuse Alternative**, Oceano offers housing for medium and high-density mixed-use residential neighborhoods that are well-connected to jobs, shopping, and leisure activities.



Commercial Development

Baseline



Downtown Mixed-Use

Moderate



Medium and High Density Mixed-use Focus

Maximum Growth & Reuse



Medium Density Mixed Use and High Density Mixed Use in the Airport area

78

MADILYN

All three alternatives promote mixed-uses in commercial development.

The **Baseline Growth alternative** suggests two story mixed use on vacant properties in the downtown area.

The **Moderate Growth and Redevelopment alternative** consists of medium and high density mixed-use commercial focused primarily in the Industrial and Downtown neighborhoods.

The **Maximum Growth and Reuse Alternative** integrates medium density mixed use in most neighborhoods to increase economic development.

- High density mixed use is focused in the airport reuse neighborhood



Comparison of Circulation Outcomes

Baseline



An Auto Oriented Street Network

Moderate



Improved Overall Connectivity for Pedestrians & Cyclists

Maximum Growth & Reuse



A Circulation System Centered Around Walking and Biking

79

MADILYN

Regarding circulation, the **baseline growth alternative** remains auto-oriented, but introduces two potential improvements which include a safe pedestrian crossing across Highway 1 and the expansion of sidewalks as vacant land is developed.

The **moderate growth and redevelopment alternative** is centered around walking and biking.

- This includes the connection of:
 - complete streets
 - traffic calming measures
 - additional bus stops
 - and a pedestrian and bicycle trail

The **maximum growth and reuse alternative** builds upon the improvements presented in the Moderate Scenario, and includes enhanced access to the beach, western, and southern areas of Oceano.



Comparison of Parks and Open Space

Baseline



New small parks and improvements as vacant land develops

Moderate



Additional Parks and Green Space through Infill and Redevelopment

Maximum Growth & Reuse



Development of Regional Open Space

80

MADILYN

Comparing parks and open space outcomes, the **baseline growth** alternative adds new small parks as vacant land develops in Central and Southern Oceano.

The **Moderate growth alternative** adds parks and green space in close proximity to the central, southern, and industrial neighborhoods.

The **Maximum growth and reuse** alternative envisions redevelopment of the airport area, and results in a significant amount of regional and neighborhood-serving open space.



Comparison of Outcomes

Baseline



Minimum growth via infill development

Moderate



Growth focused in the Industrial and Downtown neighborhoods

Maximum Growth & Reuse



Growth focused in the Airport Reuse Area

81

MADILYN

In summary, the **Baseline Growth** alternative is focused on infill development the Strand, Pier Ave, and Downtown neighborhoods while maintaining low-density in Central Oceano.

- Under this alternative, the circulation network is to remain auto-oriented.

The **Moderate Growth and Redevelopment Alternative** is focused in the Industrial and Downtown neighborhoods, largely in the form of commercial and high density residential development.

 In an effort to support these changes, this alternative develops pedestrian and bicycle-only paths and corridors.

The **Maximum Growth and Reuse alternative** is focused in the airport area through the integration of open space, trails, and high-density mixed-use developments.



Feedback Session

Small Group Discussions

Discuss each alternative: Land Use and Density Circulation **Key Outcomes**

Vote on Key Outcomes and Features

89

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.

The small group discussions are where you will discuss the three alternatives with regard to their proposed outcomes and key features.

We have calculated in 15-minutes of discussion on each alternative, with a short time after all three discussions where we will ask for a summary of comments and final thoughts.

For each, you will be provided with handouts where you can vote on features that you like and dislike about each alternative proposal.

All of the feedback that you offer us is very important, and we are here to listen to your ideas, questions and comments.

Feedback from today will be used to define the preferred alternative scenario.

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

Si quiere hacer este actividad en espanol, tenemos dos estudantes que pueden traducir las instrucciones en esta mesa.

Break Out Session 1

15 minutes



83

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 2

15 minutes



10 Minutes



5 Minutes



1 Minute Remaining



Break Out Session 3

15 minutes



10 Minutes



5 Minutes



1 Minute Remaining



Break Out Session Summaries

Housing Remains Single Family and Low Density Casas siguerán siendo unifamiliar y de baja densidad





Downtown lacks economic diversity

A el centro le falta diversidad económica.





NO EXPANSION into Agricultural Lands NO EXPANSIÓN en tierras agrícolas



The community like the preserved agriculture

Transportation Systems and Street Network Remain Auto Oriented Los sistemas de transporte y la red de calles permanecen auto-orientado





Small community character Personaje de comunidad pequeña LIKE 21 Me Gusta

🔀 No Me Gusta

100

Want to maintain the small town feel

Baseline Growth

Limited impact pedestrian safety measures Medidas de seguridad peatonales de impacto limitado





Baseline Growth

Accommodate future growth by filling in vacant land

Acomodar el crecimiento futuro llenando terrenos vacantes



Yes to Use infill

IU

Introduces accessory dwelling units (ADUs), medium density, and high density residential options throughout the community. Introducir unidades de vivienda accesorias (ADU), residencial densidad media y alta en toda la comunidad.



Yes to ADU

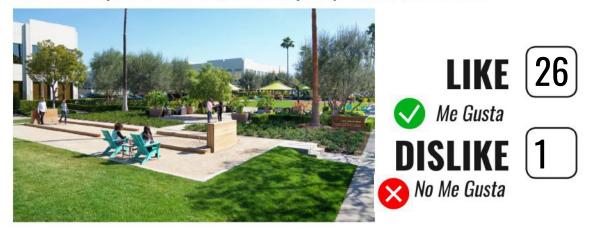
Locates commercial amenities and services within walking distances of residential areas. Localizar instalaciones y servicios comerciales a cerca distancia de áreas residenciales.



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Walkable

Establishes open space and pedestrian/bicycle-focused trails. Establecer espacios abiertos y caminos para peatones y bicicletas.



Bike - ped trails and more open space

Redevelops industrial-focused areas into compact mixed-use development.

Redistribuir las áreas enfocadas a la industria en un desarrollo compacto de uso mixto.





Connect pedestrian areas to create complete streets with increased pedestrian access. Conectar las áreas peatonales para crear calles completas con mayor acceso peatonal.



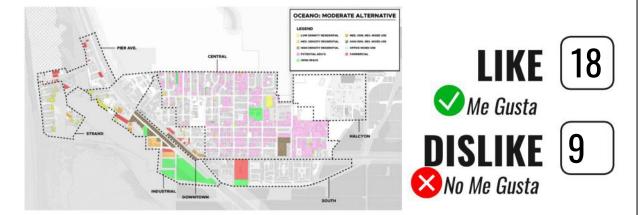


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Keep this

Focuses growth in the South, Downtown, Industrial, and Pier Ave. areas, all within Oceano limits.

Enfocar el crecimiento en las areas del sur, el centro, la industria y la avenida Pier., todo dentro de los límites de Oceano.



Establishes an anchor, full-service grocery store for access to healthy foods and dietary needs.

Establece una tienda de abarrotes con servicio completo para el acceso a alimentos saludables y necesidades dietéticas.





The organization of commercial areas and transportation fosters connection between the coastal and inland areas of Oceano. La organización de áreas comerciales y de transporte fomenta la conexión entre las áreas costeras e interiores de Oceano.





Airport: Commercial and High density residential connected to leisure activities

Aeropuerto: Comercial y residencial de alta densidad conectado a actividades de ocio.





111

2-1 (read the notes that relate this)

Airport: Medium-Density Mixed use Residential

Aeropuerto: uso mixto de densidad media residencial





Airport: Regional Open Space Aeropuerto: Regional Open Space





Airport: Paved Pedestrian-Bike Path Along Flood Protection Dike

Aeropuerto: Caminos pavimentados para bicicletas y peatones a lo largo del dique de protección contra inundaciones





114

Yes to this bike path

Downtown: Vibrant Mixed Use Frontage

Centro de la ciudad: Frentes vibrantes de uso mixto





115

Yes to commercial

Pier Ave & Downtown: Complete Streets Pier Ave & Downtown: Calles completas





116

Yes to complete street

Pier Ave: Active Commercial Space on Pier Avenue Pier Ave: Espacio comercial activo en Pier Avenue





117

Yes to new commerce

Pier Ave & Downtown: New Circulation Loop

Pier Ave & Downtown: Nuevo circuito de circulacion









118

Yes to circulation

Central Oceano: Soccer fields in retention basins

Oceano Central: Canchas de fútbol en cuencas de retención.





119

Yes

South and Central Oceano: New Healthy Grocery Store

Oceano Central y del Sur: Nueva tienda de comestibles saludables







3

120

3 comments says to not create more competition for central market, because the mom and pop is needed

1 comment says that they don't need another market since there are markets all over Grand Ave.

4 comments says that we want it and feel like it will fuel job growth.

South and Central Oceano: Community Serving Park Space

Oceano Central y del Sur: Espacio de Parque de la Comunidad que sirve





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Yes



Background Report Drafted: December 2018 Community Plan Draft: March 2019

Final Community Meeting: March 12, 2019

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DEVIN

We are now going to take your feedback to develop the preferred alternative scenario.

That scenario will guide the development of goals, objectives, policies and programs for each element of the Community Plan.

Our next visit will be on March 12, right here. We will send out fliers and notices to the community and post on our website and Facebook pages prior to the meeting.



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







DEVIN

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

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.