OCEANSIDE UPDATE

JANUARY 21, 2019

JONATHAN BORREGO, DEPUTY CITY MANAGER
OCEANSIDE BEACH RESORT
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408 PIERVIE WAY
MARRIOTT RESIDENCE INN
FAIRFIELD INN
INNS AT BUENA VISTA
ALTA OCEANSIDE
MIXED-USE

BIRDS-EYE VIEW LOOKING SOUTHWEST ON NORTH COAST HIGHWAY
MELROSE + OCEAN SIDE
OCEAN KAMP
EL CORAZON
HILTON HOME 2 SUITES AT EL CORAZON
ARENA CALIFINO AT EL CORAZON
SALT - Mixed Use
REQUEST FOR PROPOSALS

NORTH COUNTY TRANSIT DISTRICT

Transit-Oriented Development Opportunity

CBRE
NORTHWEST VIEW
100 FT ABOVE GROUND LEVEL
BEACHFRONT IMPROVEMENTS
RESTAURANT OPENINGS
BLADE 1936
ROSEWOOD KITCHEN
BOOZE BROTHERS TASTING ROOM
ORFILA VINEYARDS
COOMBER CRAFT WINES
KILOWATT BREWING
MUNICIPAL TACO
SALES TAX – MEASURE X

- Half-Cent local sales tax increase approved by voters
- Effective April 1, 2019 for 7 years (est. $11M annually)
- Funding Priorities: Public Safety and Infrastructure
- Council appointed Citizens’ Oversight Committee (COC) Spending Plan reviewed annually by COC and City Council
- Revenues are managed in separate fund
QUIET ZONE
Figure 1: Study Area Map
COAST HIGHWAY STUDY

Complete Streets Improvements from Harbor Drive to Morse Street

Key Attributes: Converts Coast Highway from 4 lanes to 2 lanes between Harbor Drive and Morse Street. Roundabouts to optimize traffic flow at intersections currently controlled by signals. Creates space in public right-of-way for bicycle facilities, improved sidewalks, additional landscaping.
INCENTIVE DISTRICT (ID)
SOUTH MORRO HILLS COMMUNITY PLAN
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