



CITY OF OCEANSIDE Oceanside, California

RCLCO was a member of the planning team headed by Torti Gallas and engaged by The City of Oceanside to develop a vision for redevelopment in Downtown Oceanside specifically along the Coast Highway and around two commuter rail stations. RCLCO, along with PKF, was engaged to provide a market analysis and basic development recommendations for residential, office, hotel, and retail land uses in support of the visioning and design process. This effort was undertaken in the summer and fall of 2008.

The market study had the following objectives:

- Assess the economic development character and trends in the Coast Highway Area;
- Determine the regional economic growth factors influencing future development in the local Oceanside market area and the Coast Highway Area.
- Conduct a market assessment to identify development opportunities within the local market area for each candidate land use, defined as residential, retail, and office.
- Relate market opportunities to Torti Gallas for its land planning efforts.

RCLCO concluded that enduring redevelopment and value creation in the Coast Highway Area depended on a cyclical relationship between city improvements, household growth, and job growth. The Coast Highway Area has become more attractive to new residents and hotel guests in recent years as the City has invested

heavily in streetscape improvements, crime and nuisance reduction, economic development, and rail and street infrastructure. Given Oceanside's current context within the larger San Diego County economy, our market analysis concluded that residential and hospitality uses as having the greatest opportunity for near-term success. Household (residential) and tourism (hospitality) growth in the larger Coast Highway Area are therefore the likely impetuses for long-term value creation in the area.

