

Oceanside Transit Center Redevelopment

Aesthetics - April 26, 2023



Toll Brothers
APARTMENT LIVING

**NORTH COUNTY
TRANSIT DISTRICT**

Oceanside Transit Center Redevelopment

Aesthetics – April 26, 2023



Meeting Format:

Project overview and milestones

Feedback summary

Landscaping

Wayfinding & Signage

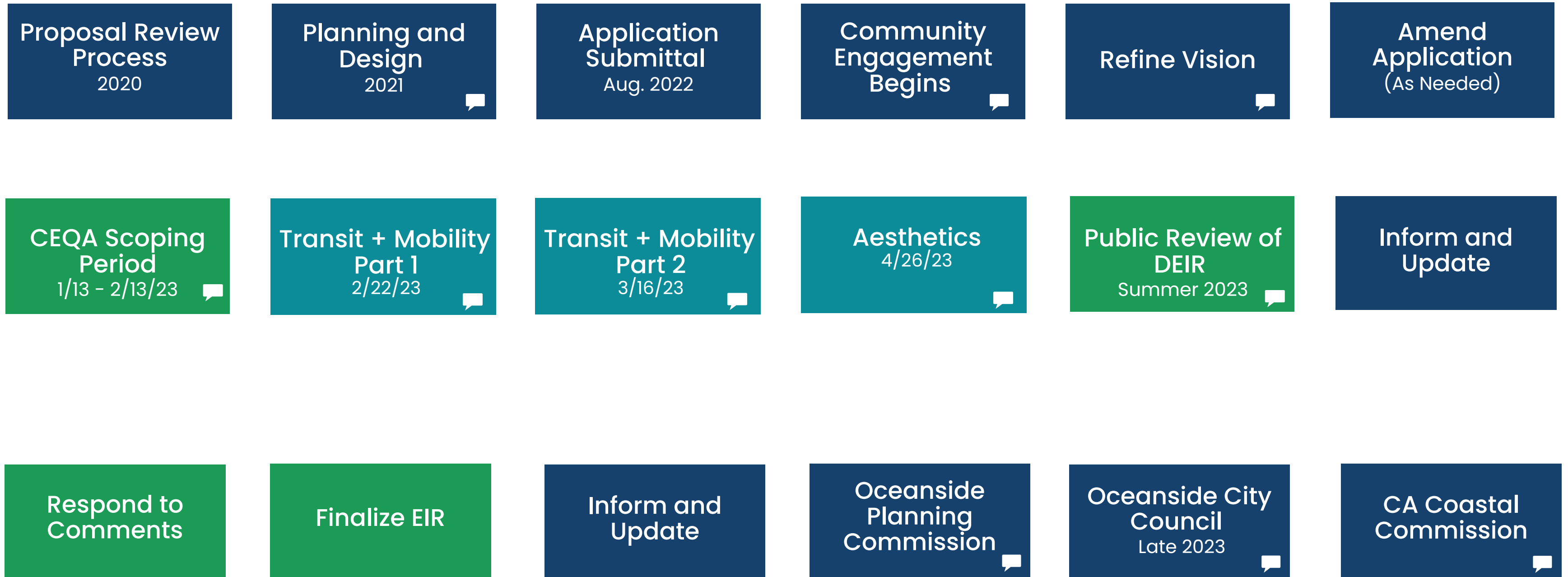
Architecture

Next steps

Q & A

Project Milestones

In 2016, the NCTD Board of Directors adopted a policy that would pursue development of some of its real estate holdings. The redevelopments are intended to reduce automobile reliance, increase transit ridership, and create jobs and affordable housing.

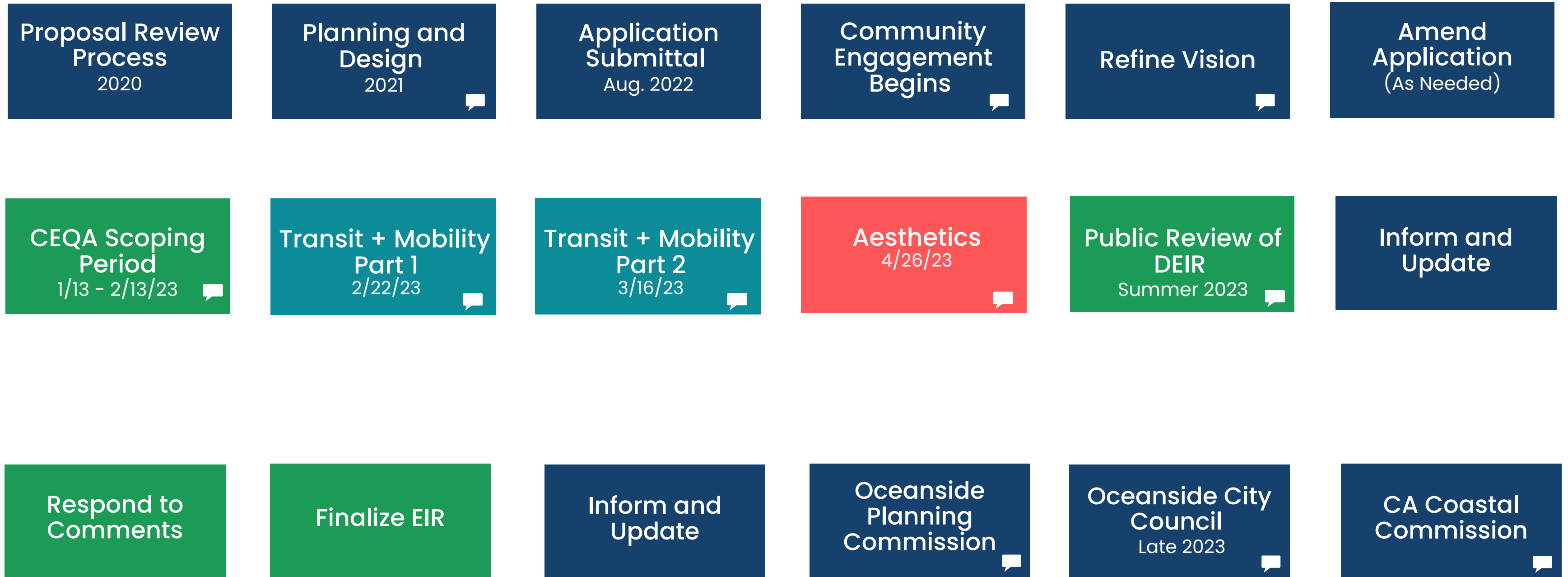


 CEQA Environmental Review

 Opportunity for public comment

Project Milestones

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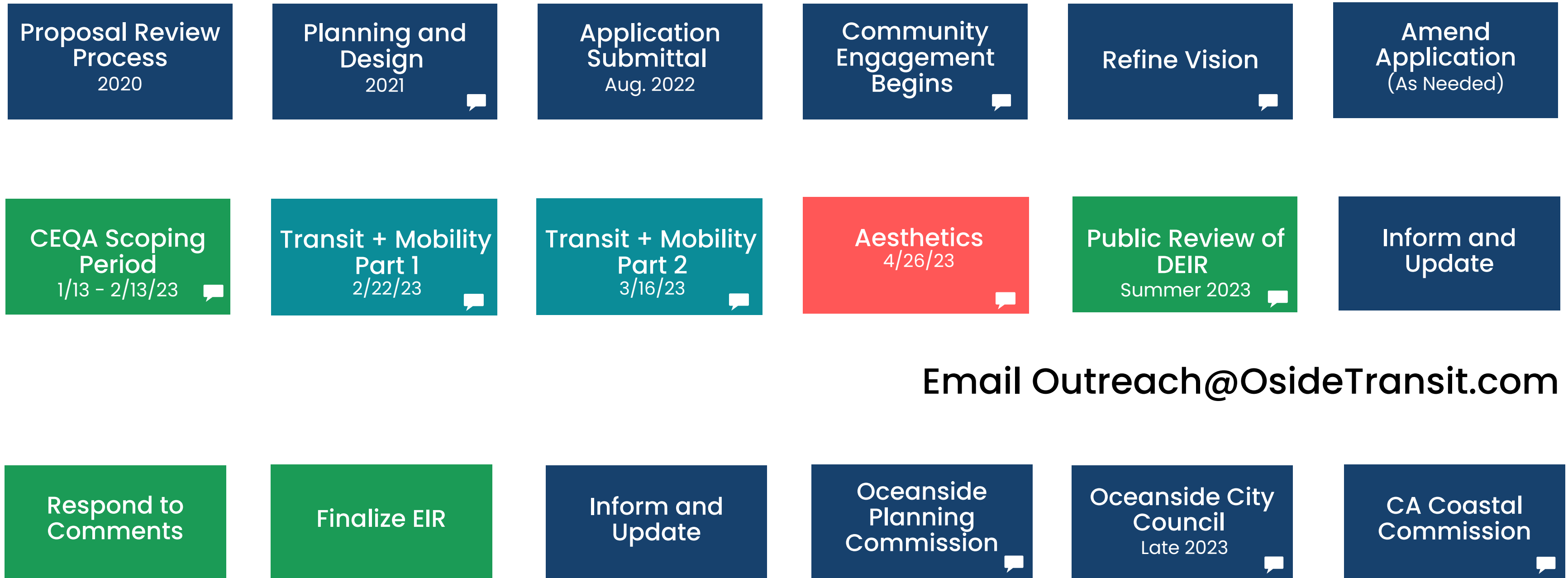


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Email Outreach@OsideTransit.com

 CEQA Environmental Review

 Opportunity for public comment

Community Context

The project is based on a thorough review of the site constraints and opportunities, and mindful of the surrounding uses.



Existing Condition: 810 Mission Ave



Existing Condition: OTC at 235 S. Tremont



Community Context

The project is based on a thorough review of the site constraints and opportunities, and mindful of the surrounding uses.



Proposed: Mission Ave



Proposed: OTC at Tremont



The NCTD offices will be relocated from their current location at 810 Mission Avenue to the new OTC at 235 S. Tremont. As a result, the Mission site will also be redeveloped to create additional mixed-income housing opportunities.

Community Responsive Planning



What we've heard:

"Uniquely Oceanside" Sense of arrival

Enhance community character

Public art

Consistency with Downtown

Native Landscaping

Integration of community input

NOTE: Feedback included is specific to Aesthetics

Landscaping Approach

✓ **Goals Met:**
Native, Regionally Appropriate Landscaping
Enhanced Community Character



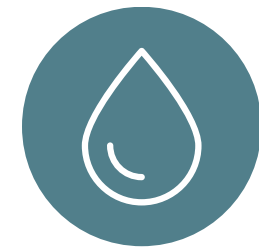
Visual Interest

Provides color, texture, and celebrates seasonality.



Community Character

Goal to create **new environments that work** contextually within the areas they are built.



Water-Wise Landscaping

An **integrated, diverse mix of species** is included, resulting in a water-wise landscape that will perform well in this climate.

Landscaping Improvements

- ✓ **Goals Met:**
Native, Regionally Appropriate Landscaping
Enhanced Community Character

Project Modifications

- Reduction in hardscaping

Presented 9/15/22



Landscaping Improvements

- ✓ **Goals Met:**
Native, Regionally Appropriate Landscaping
Enhanced Community Character

Project Modifications

- Reduction in hardscaping

Presented 3/16/23



Station Plaza redesign in process.

Landscaping Improvements



Goals Met:

Native, Regionally Appropriate Landscaping
Enhanced Community Character

Project Modifications

- Reduction in hardscaping
- Redesign of Station Plaza to create a more parklike atmosphere



Station Plaza redesign in process.

Community Responsive Planning

Landscaping Improvements

- ✓ **Goals Met:**
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Project Modifications

- Reduction in hardscaping
- Redesign of Station Plaza to create a more parklike atmosphere
- Replace palm trees with canopy trees

Community Responsive Planning

Presented 9/15/22



Presented 3/16/23



Subject to change.

Landscaping Improvements

- ✓ **Goals Met:**
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Enhanced Community Character

Project Modifications

- Reduction in hardscaping
- Redesign of Station Plaza to create a more parklike atmosphere
- Replace palm trees with canopy trees
- Increase green screening on Missouri to reduce noise and visual impacts

Presented 9/15/22



Presented 3/16/23



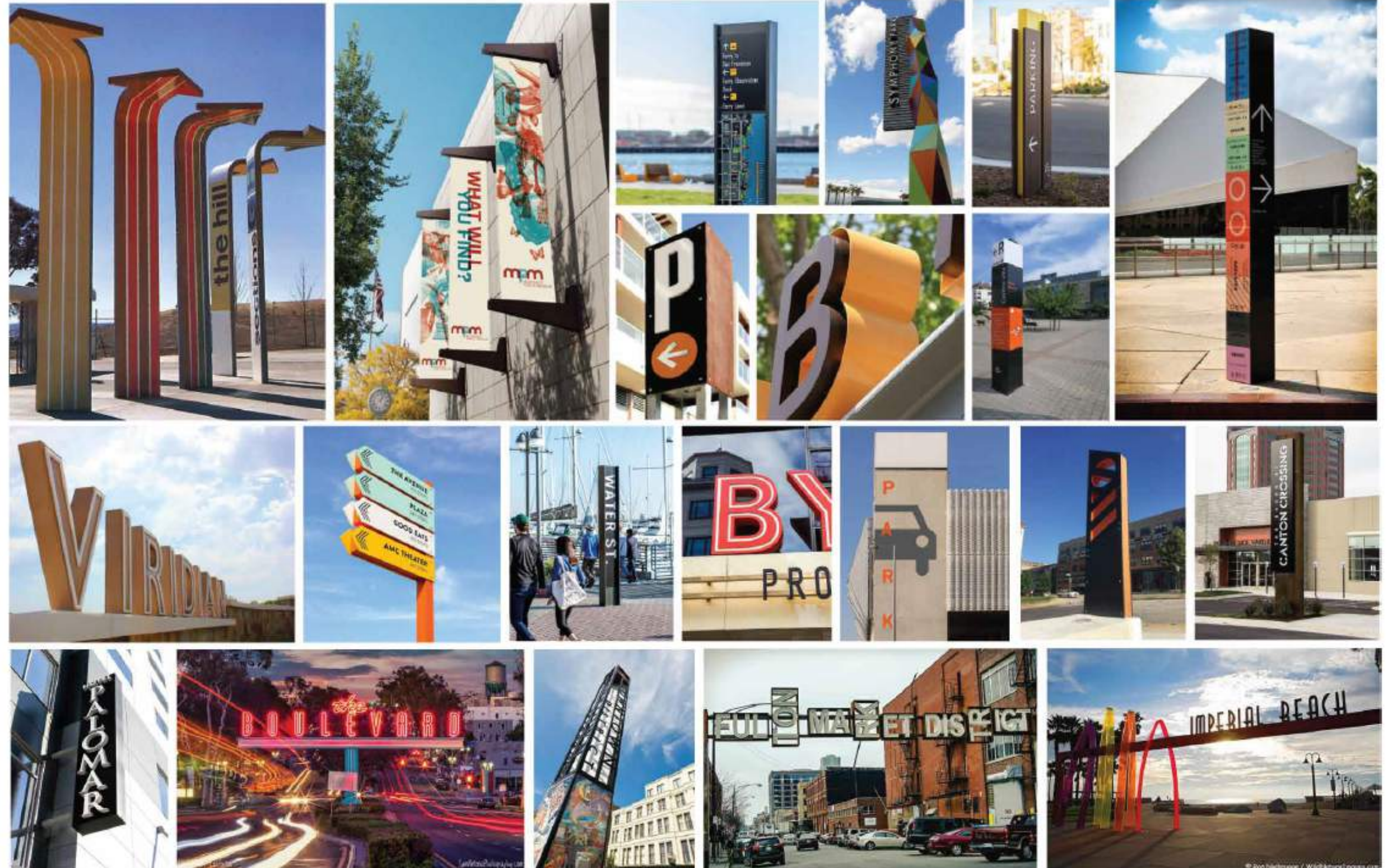
Subject to change.

Wayfinding + Public Art



Goals Met:

- Enhance transit experience
- Easy multi-modal circulation
- Enhanced Community Character
- Create a sense of arrival



Plans for a comprehensive wayfinding and signage program are in process.

The signage program will be enhanced with public art to create a unique sense of place.

Wayfinding + Public Art

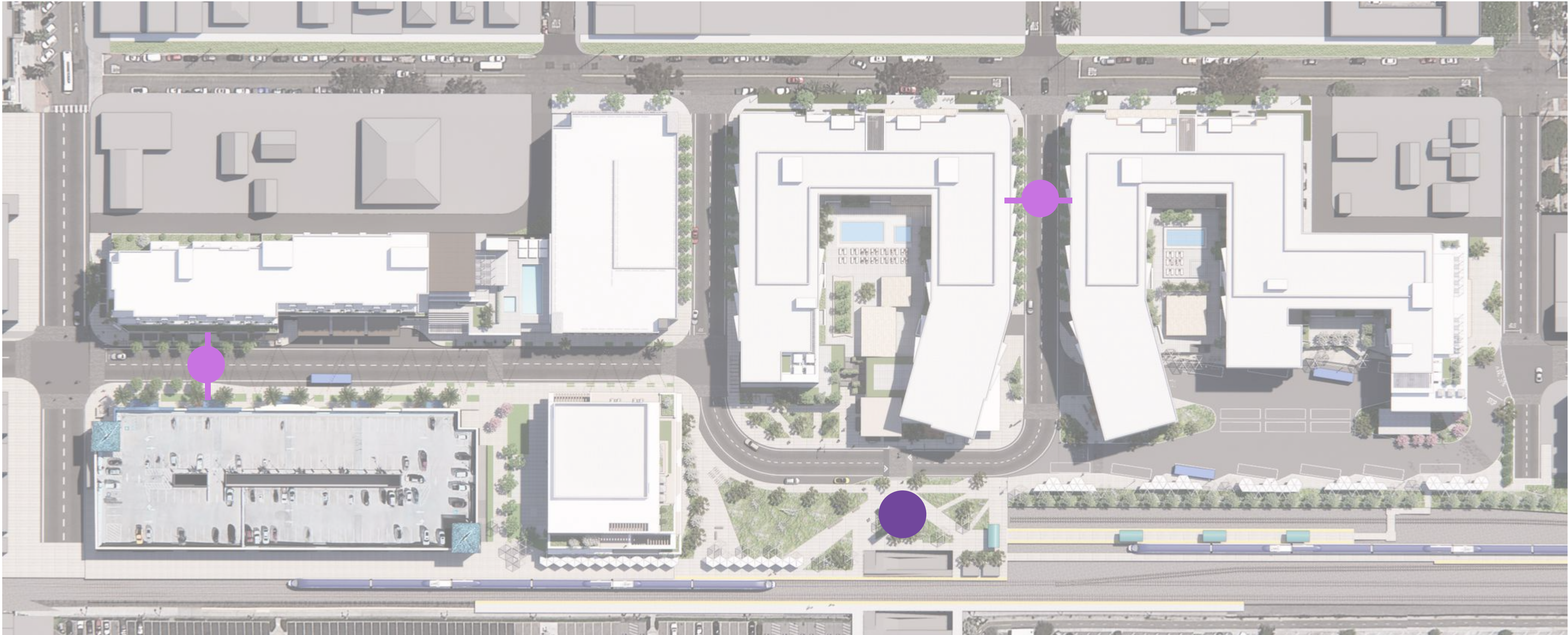
- Project Icon
- Gateway Signage

Signage Categories:

- Monumentation



Goals Met:
Enhance transit experience
Easy multi-modal circulation
Enhanced Community Character
Create a sense of arrival



Based on draft signage concepts. Subject to change.

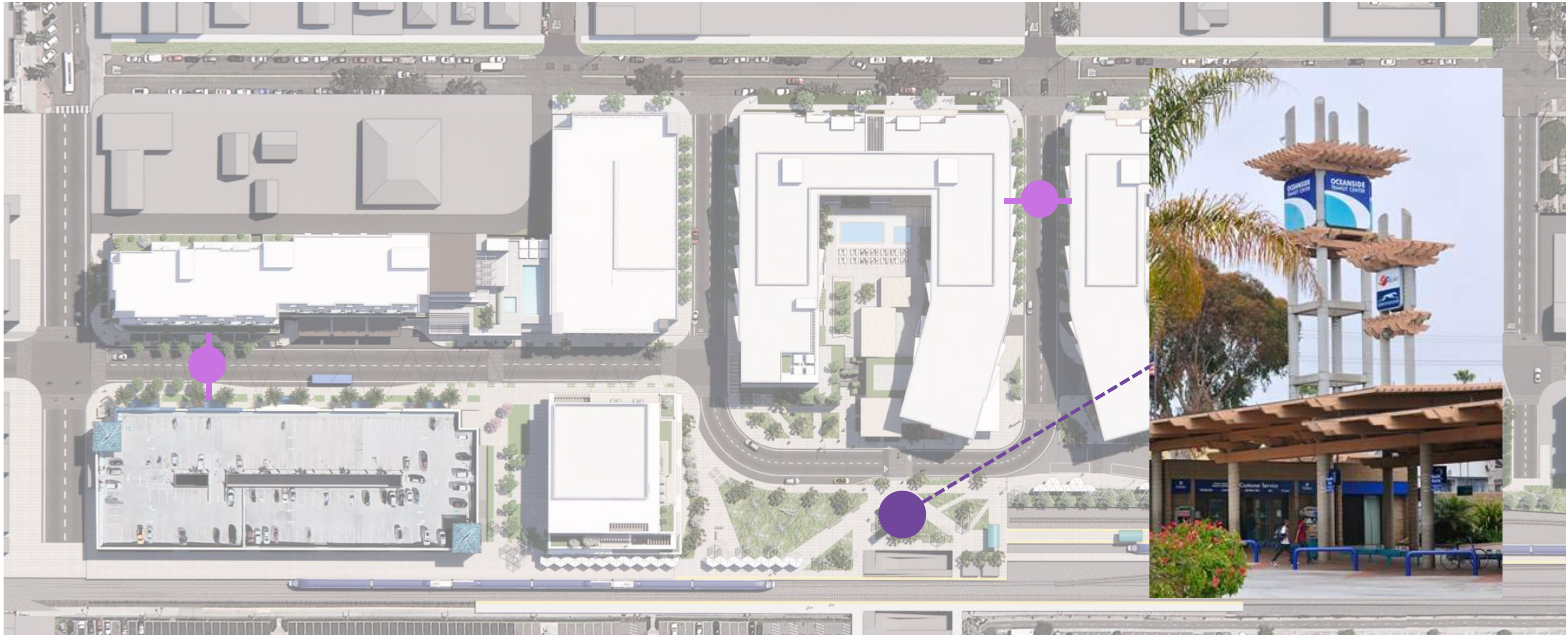
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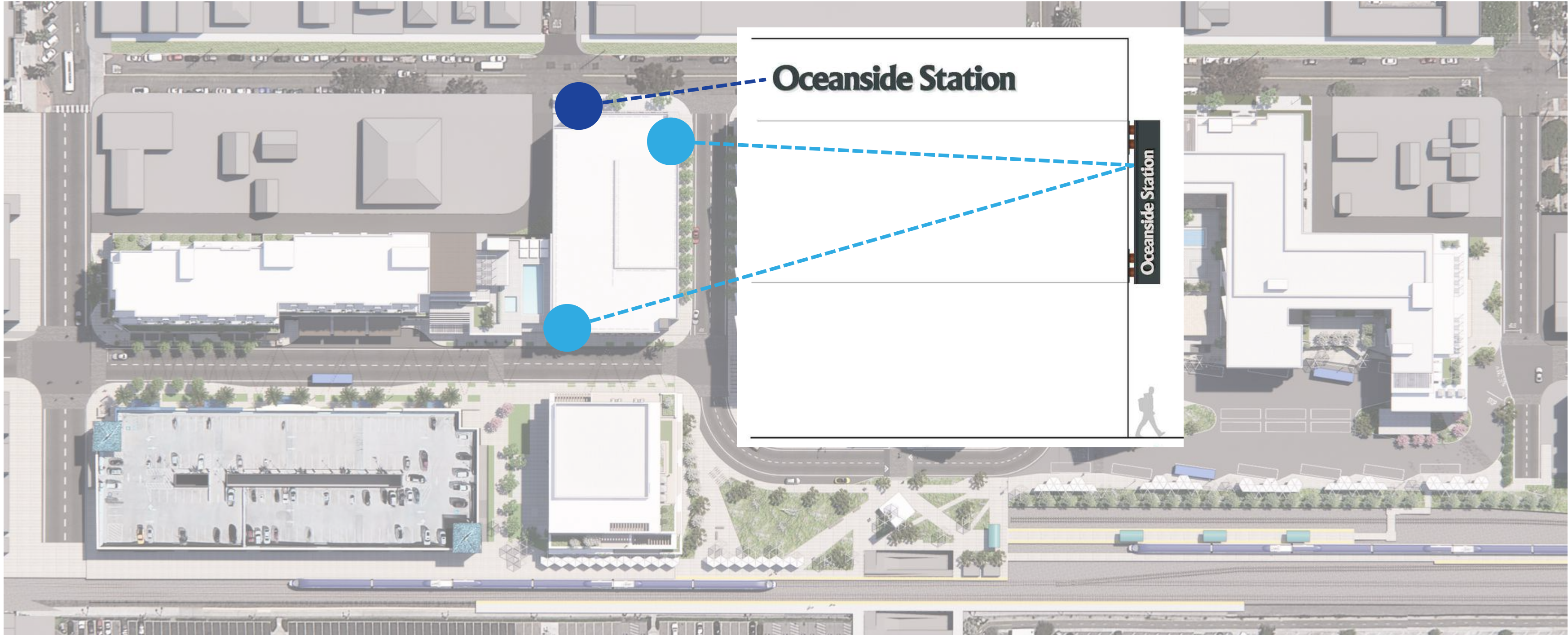
Wayfinding + Public Art

- Project ID Wall Sign
- Wall Mounted Blade

Signage Categories:

- Monumentation
- Identification

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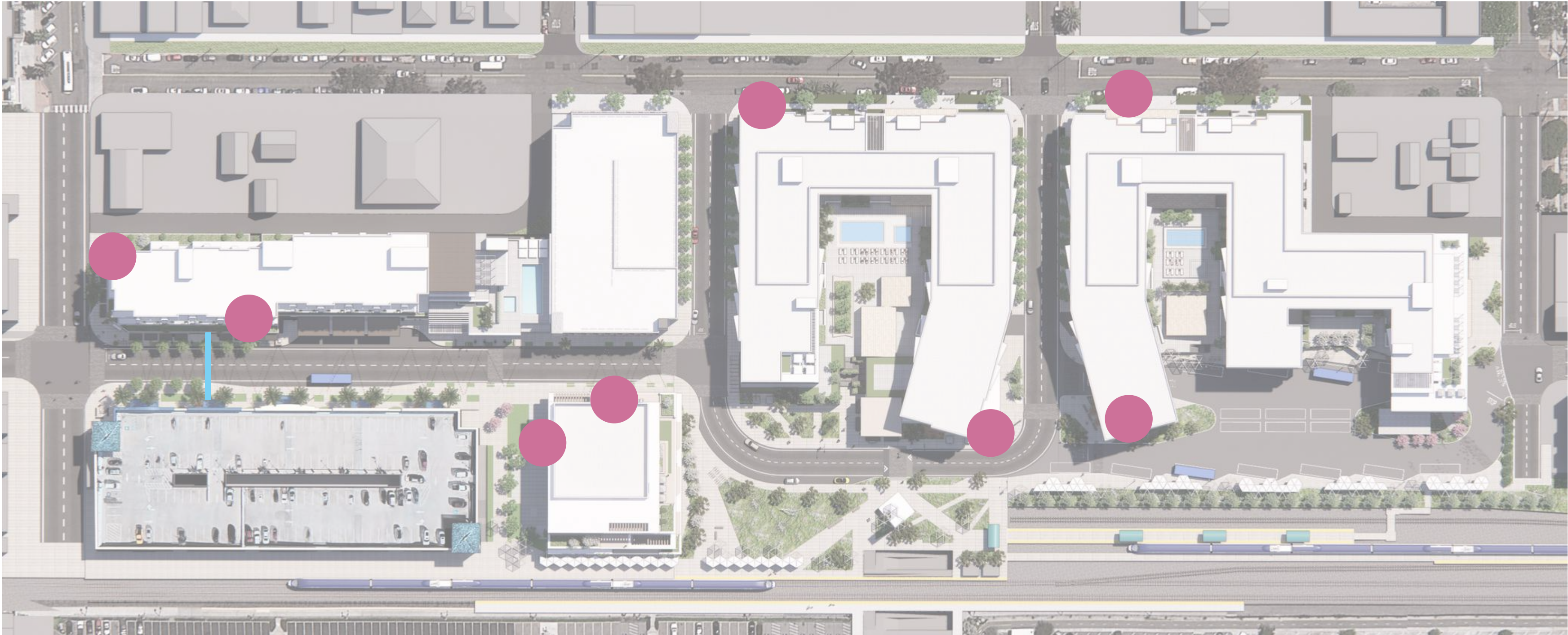
Wayfinding + Public Art

● Building ID

- Signage Categories:**
- Monumentation
 - Identification





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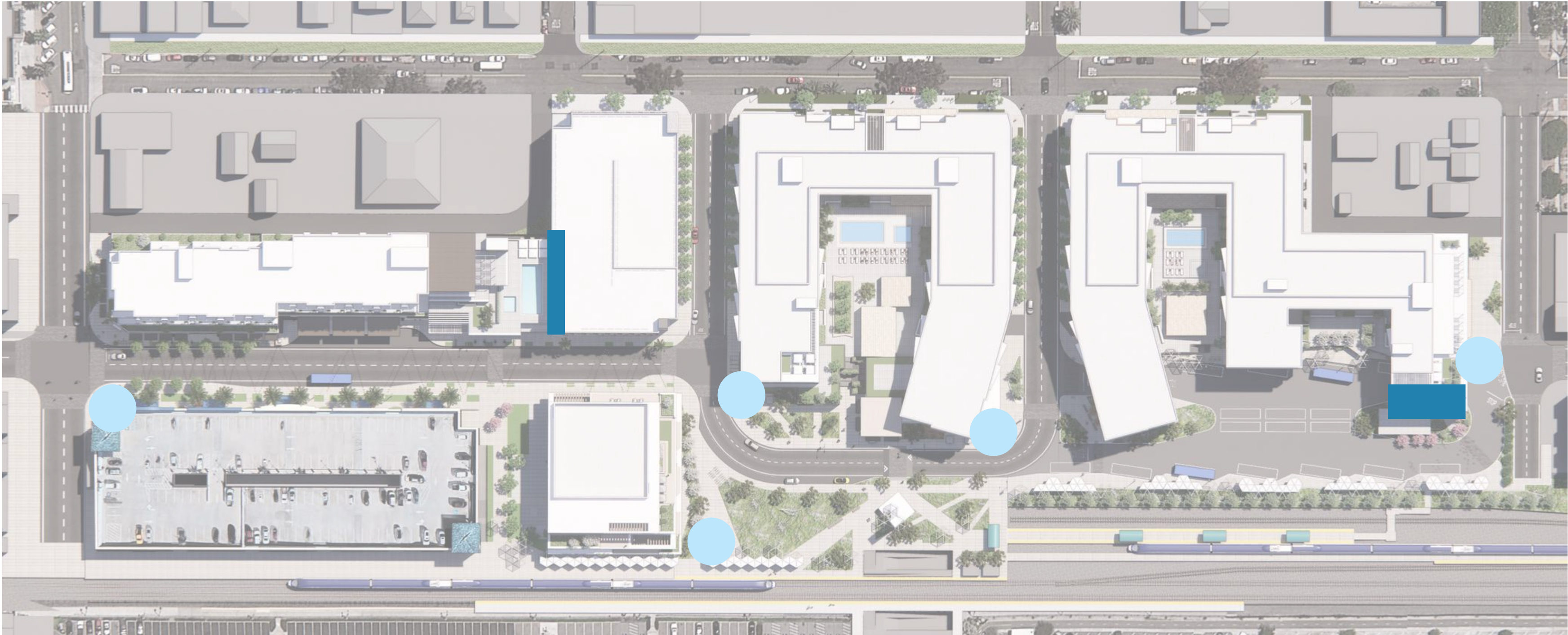
Wayfinding + Public Art

-  Potential Mural Location
-  Wall Public Art

- Signage Categories:**
- Monumentation
 - Identification
 - Public Art



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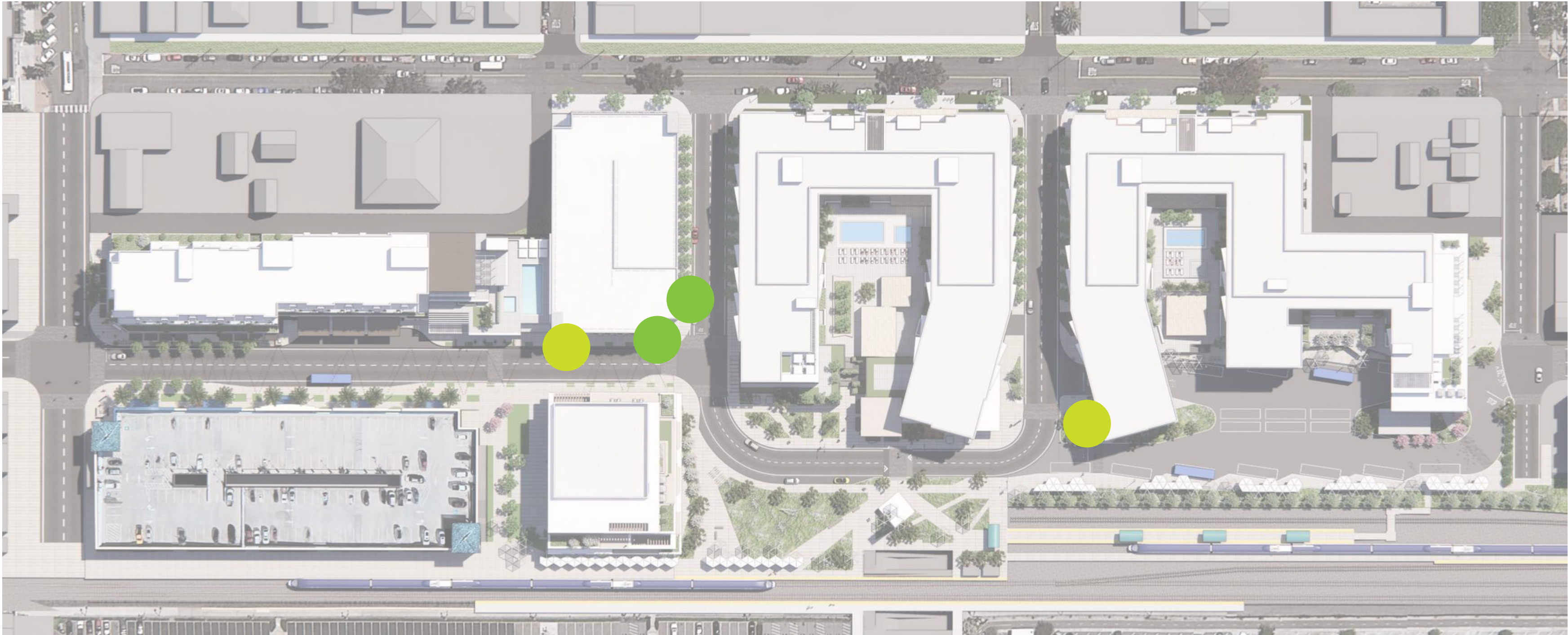
Wayfinding + Public Art

- Directional: Wall Mounted Blade
- Directional Signage

- Signage Categories:**
- Monumentation
 - Identification
 - Public Art
 - Vehicular Wayfinding



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Enhance transit experience
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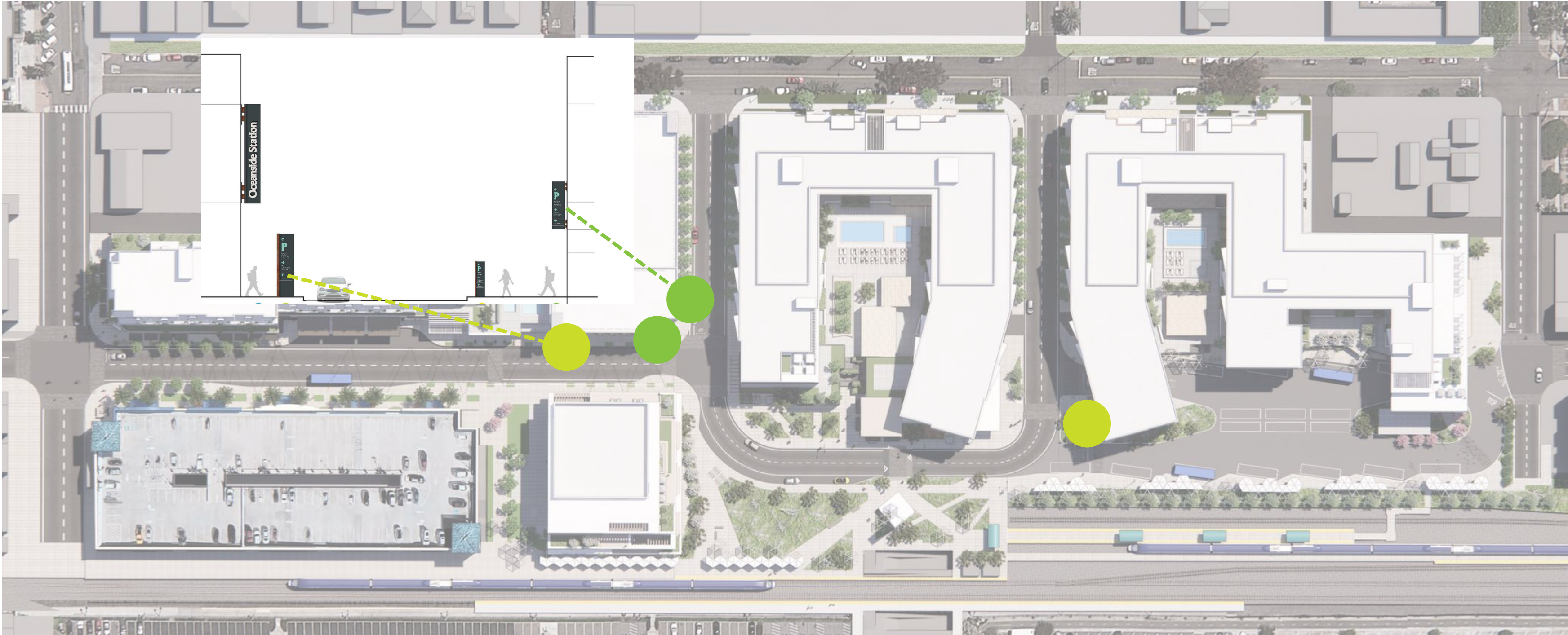
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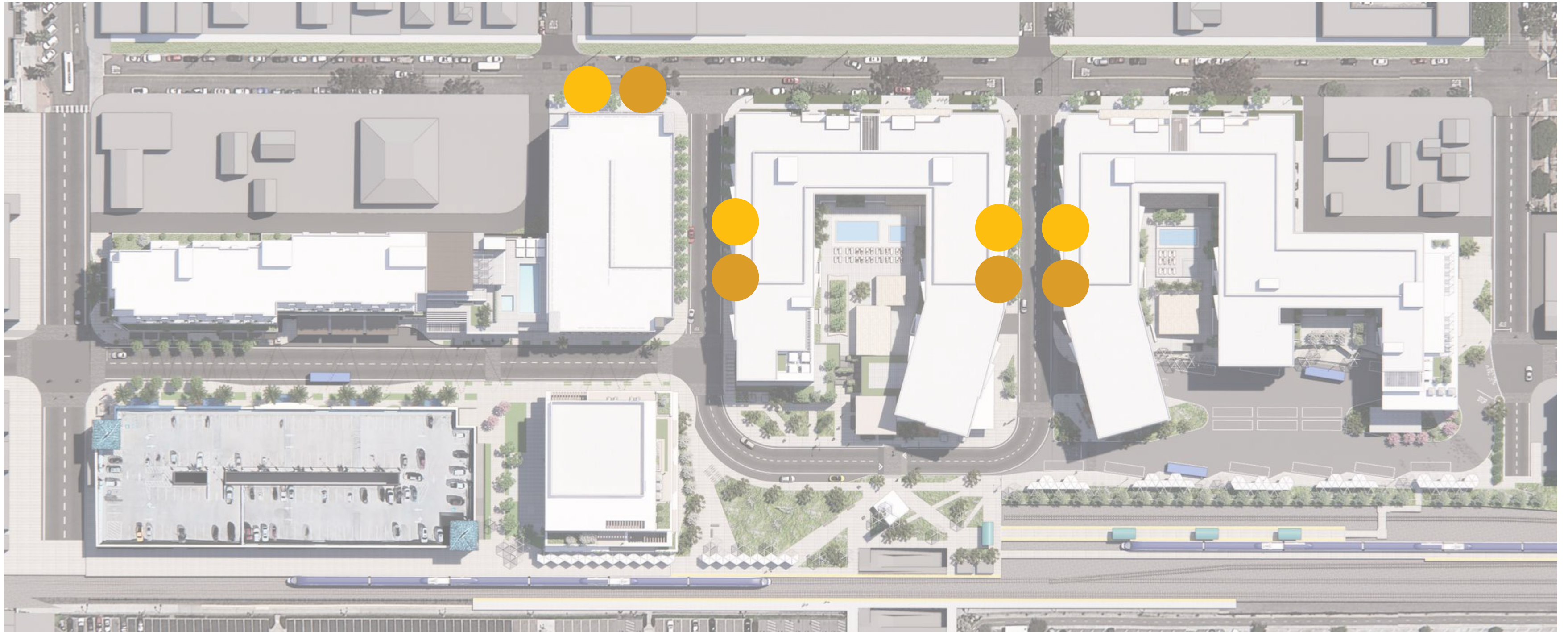
Wayfinding + Public Art

-  Parking Directional
-  Parking Entry Signage

- Signage Categories:**
- Monumentation
 - Identification
 - Public Art
 - Vehicular Wayfinding
 - Parking

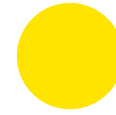


Goals Met:
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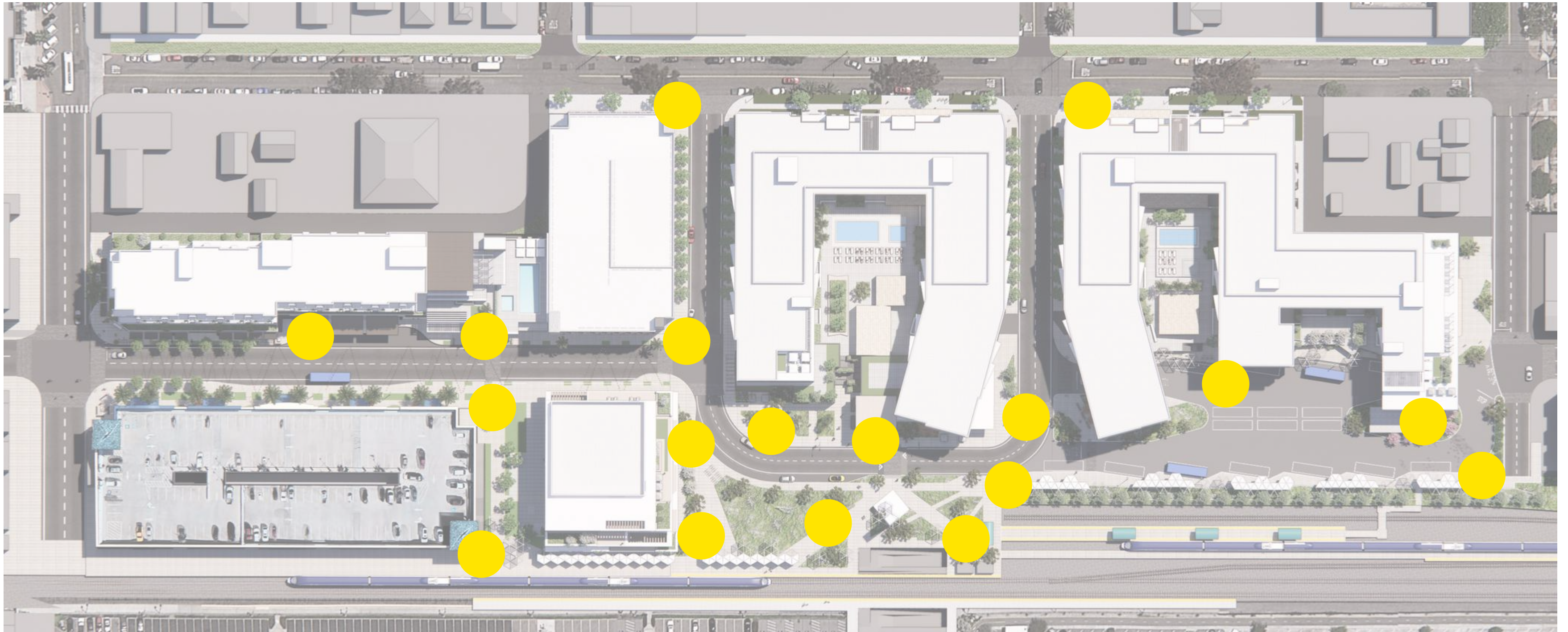
Wayfinding + Public Art

 Pedestrian / Cyclist Directional

- Signage Categories:**
- Monumentation
 - Identification
 - Public Art
 - Vehicular Wayfinding
 - Parking
 - Ped & Bike



Goals Met:
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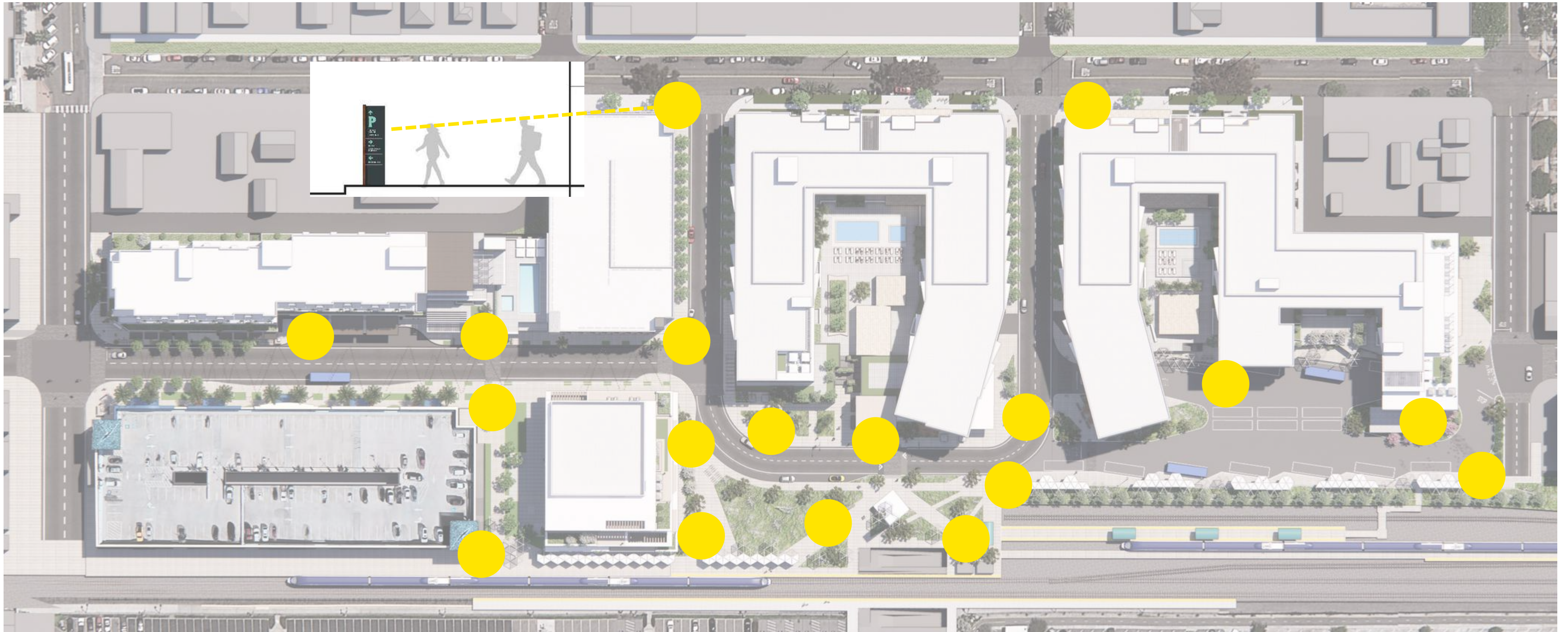
Wayfinding + Public Art

● Pedestrian / Cyclist Directional

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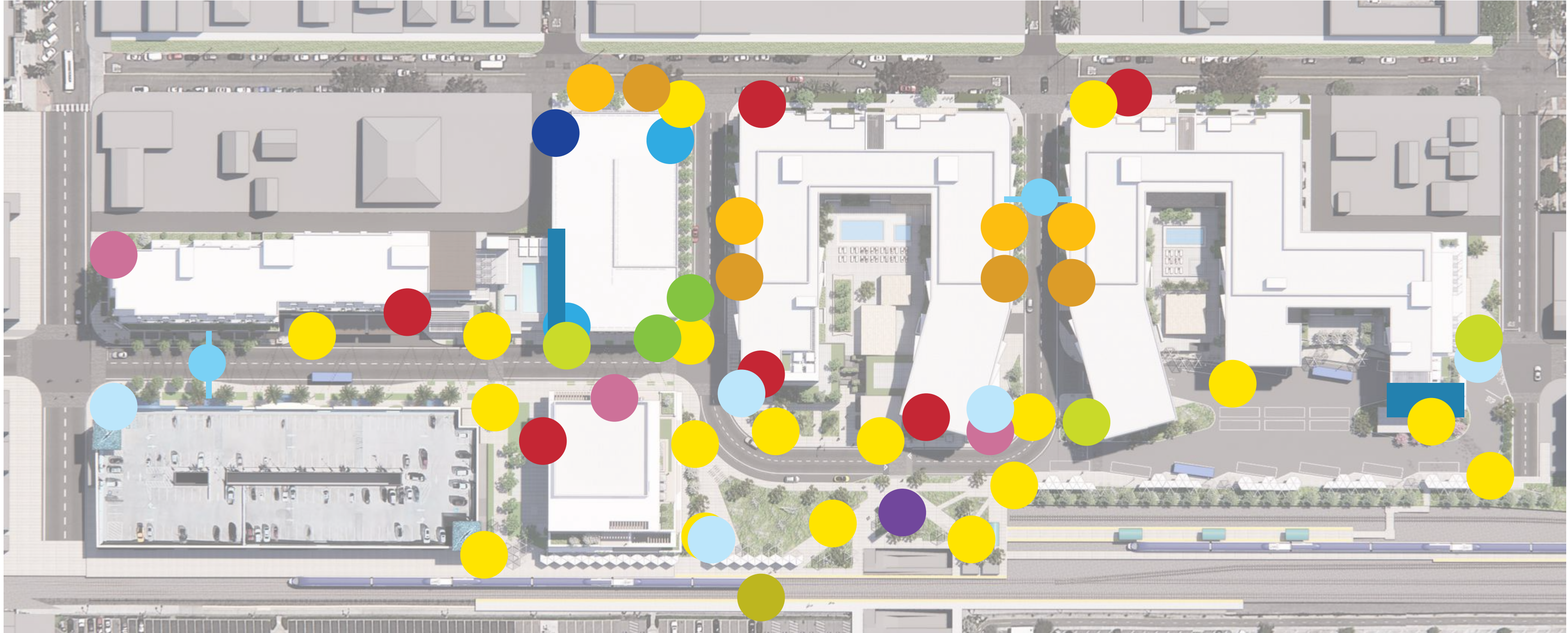
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Goals Met:
 Enhance transit experience
 Easy multi-modal circulation
 Enhanced Community Character
 Create a sense of arrival

1	Project Icon Sign	1	10	11	Building ID Wall Sign
2	Project ID Wall Sign	2	10	12	Building ID Wall Mounted Blade
3	Project ID Wall Mounted Blade	2			
4	Project ID Gateway Sign	2			
5	Branded Mural Art Super Graphic	1			
6	Vehicular Directional Wall Mounted Blade	2			
7	Vehicular Directional Sign	10			
8	Pedestrian Directional Sign	20			



Based on draft signage concepts. Subject to change.

Vision and Community Character

Creating a Sense of Place

The team took inspiration from the nearby sights, sounds, sand and surf to create a distinct yet complementary sense of place so each site would integrate into the existing context.



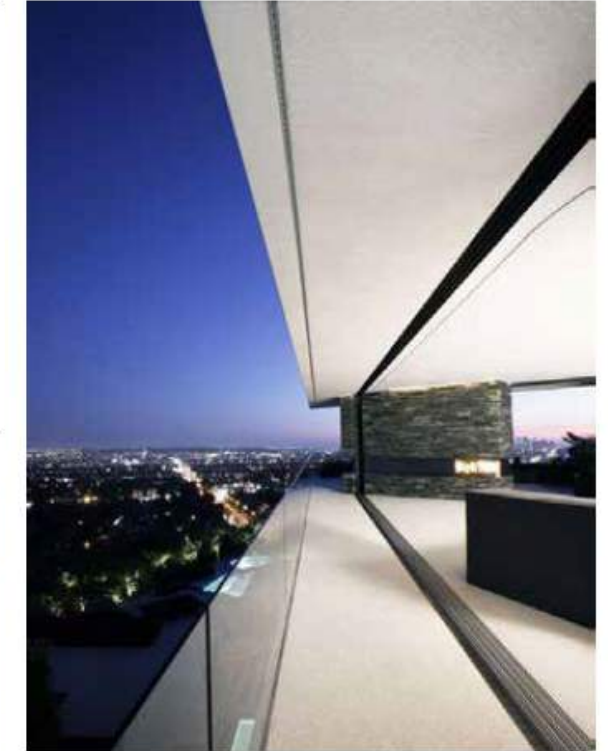
Vision and Community Character

Architectural Concepts

LIGHT, SHADOW + COLOR



OF SKY + HORIZON



The revitalized Oceanside Transit Center is envisioned as a vibrant, mixed-use hub for visitors and long-time locals that mixes lifestyle elements with a modernized and efficient transit center

Vision and Community Character

Architectural Concepts



FORM +
FUNCTION

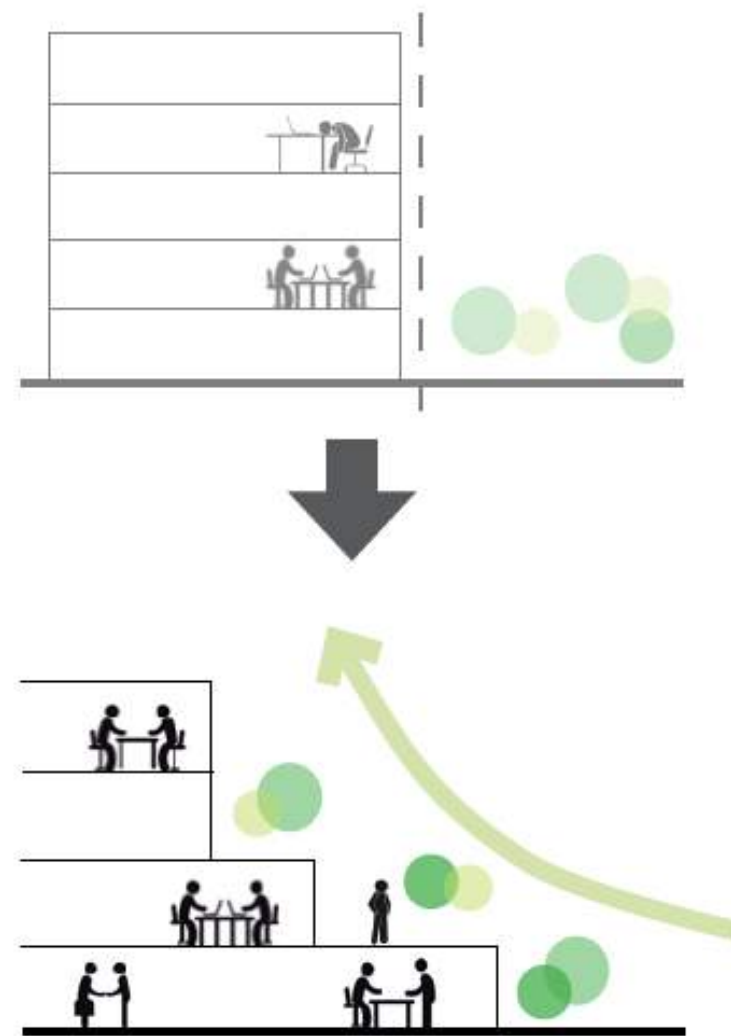
LEARNING FROM NATURE

The revitalized Oceanside Transit Center is envisioned as a vibrant, mixed-use hub for visitors and long-time locals that mixes lifestyle elements with a modernized and efficient transit center

Planning Concepts

Scale and Massing

✓ **Goals Met:**
Enhanced Community Character
Complement Downtown



BRINGING NATURE CLOSER

Landscape and open space extends onto the building creating multilevel terraces and roof decks



Hotel Amenity Wing

Conceptual Rendering



NCTD Office Building

Conceptual Rendering



Tremont Site

Project Components

ACTIVATE CORNER
Retail at street corner connects to northern commercial blocks

OFFICE DECKS
Cascading roof decks allow outdoor access for workers on every floor

ROOF DECKS
Ocean view for all residents

COURTYARD
Resident social hub for outdoor and indoor amenities with direct access to the station

BALCONIES
Enjoy view and sea-breeze from the private outdoor space at every guestroom facing ocean

TRELLIS
Modular geometric canopies form large shading over the platform and public plaza

BUS STOPS
Each bay equipped with shading trellises and seating

ROOF DECKS
Reduce mass against southern neighbors and maximize view

From North to South:

- 170 key hotel
- 24k SF retail
- 1,771 space parking garage
- New NCTD Headquarters
- 547 mixed-income apartments

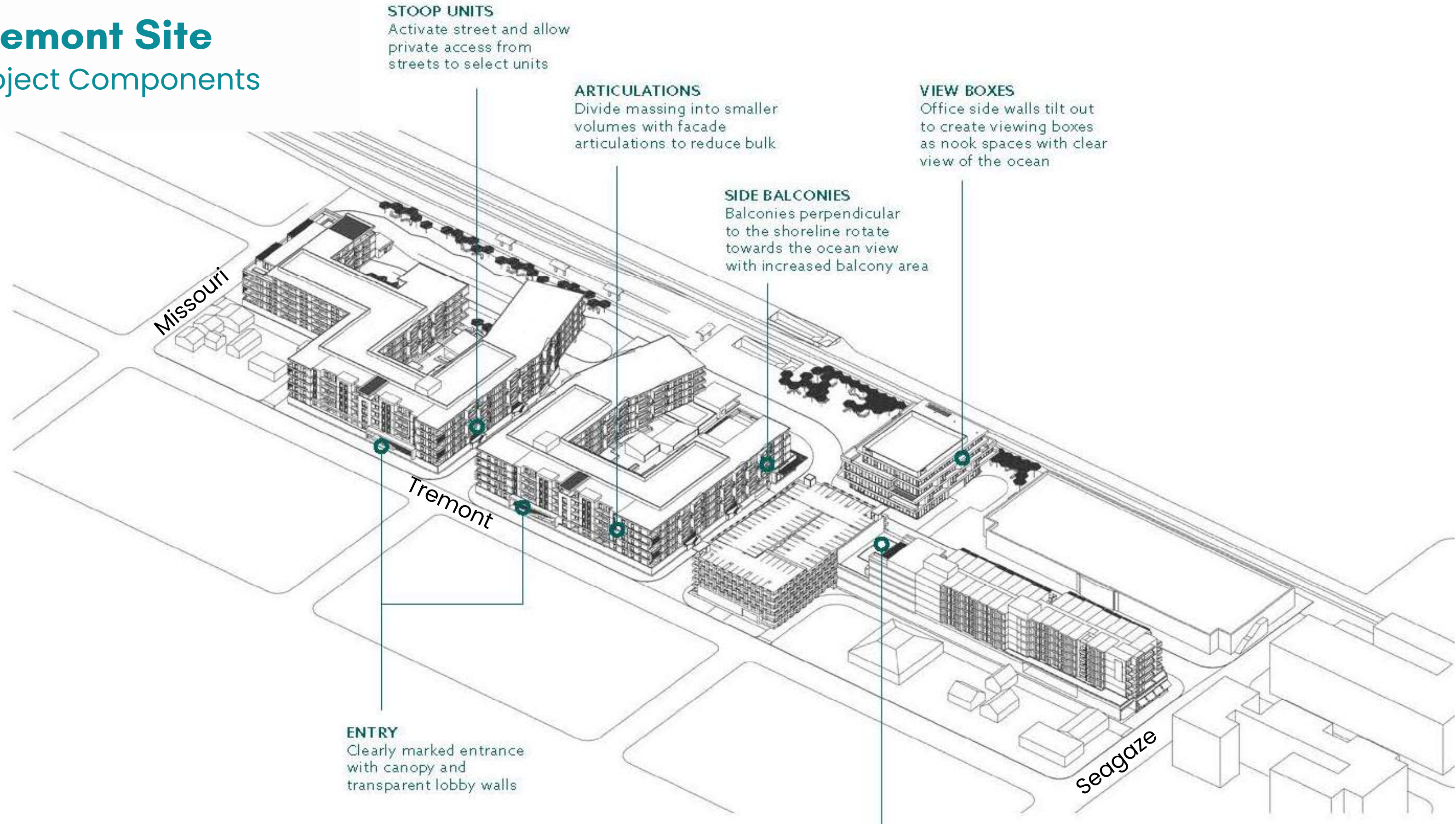


Boulangerie

290

Tremont Site

Project Components

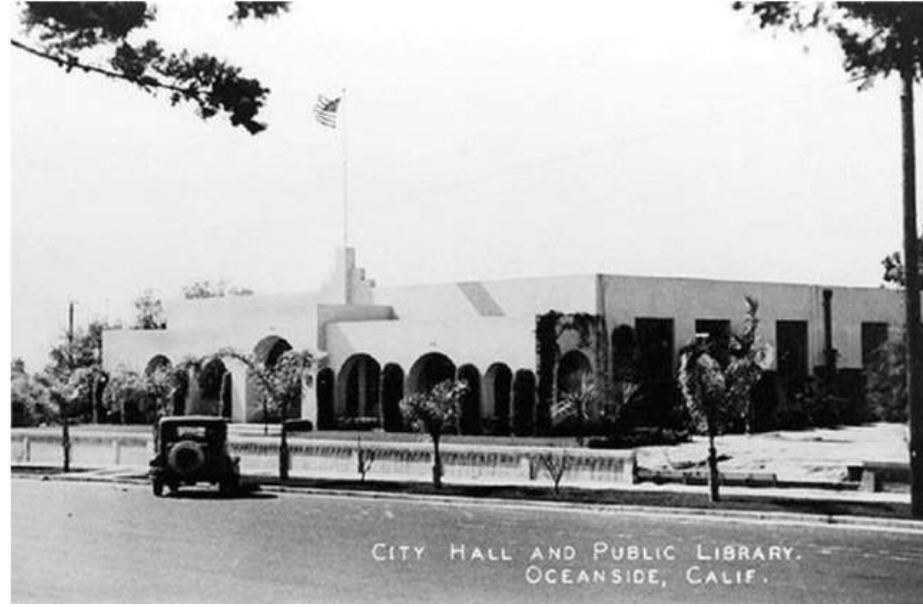




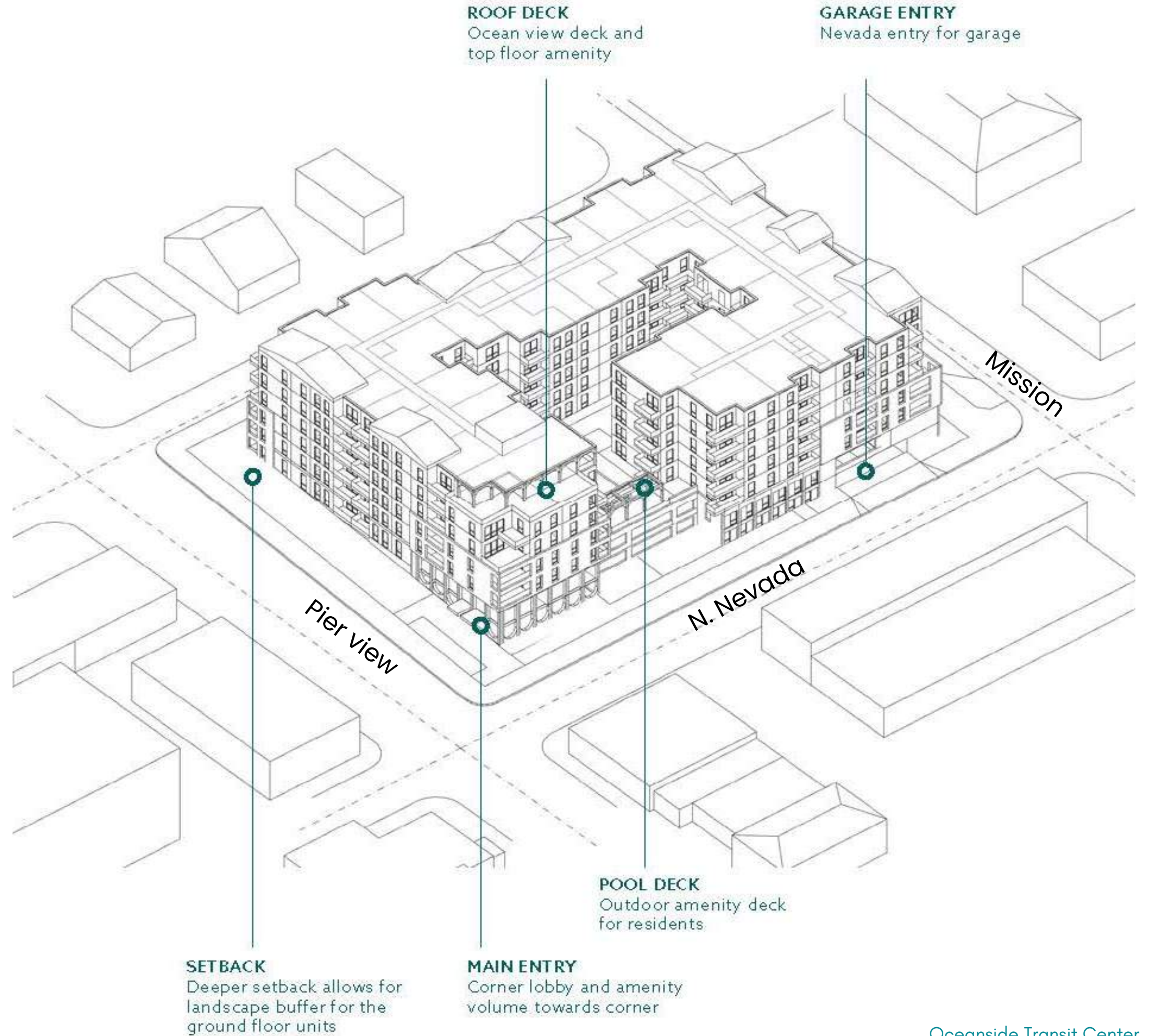


Mission Site

Project Components



INSPIRED BY IRVING GILL'S
INFLUENCE IN OCEANSIDE



Mission Site

Project Components



Goals Met:

- Enhanced Community Character
- Complement Downtown
- Improved pedestrian experience

CITY CONNECTIONS

Creates Pedestrian-friendly edges that tie the building to the existing civic and commercial activities in Downtown





Enhancing the Transit Experience

Re-envisioning the Customer Service Center



Goals Met:
Enhance transit experience
Traditional Terminal Experience



In response to community feedback, we are currently exploring potential to relocate Customer Service Center

Enhancing the Transit Experience

Re-envisioning the Customer Service Center

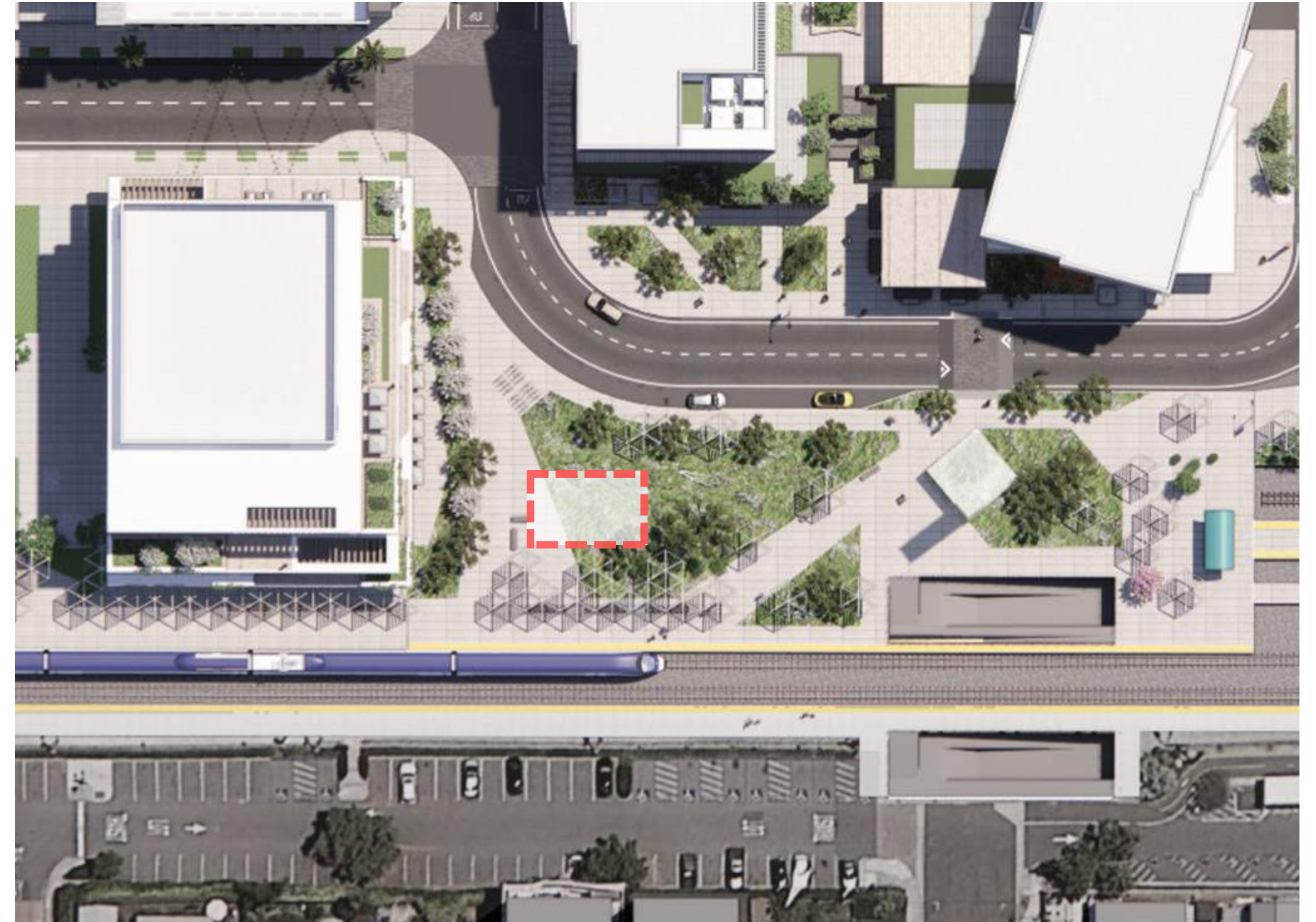
Relocation of the Customer Service Center requires a redesign of the Station Plaza, which is still in process.

Objectives:

- Streamline operations and improve customer experience
- Create a sense of arrival that is uniquely Oceanside
- Maintain location in heart of master plan
- Increase visibility
- Respond to community feedback

DESIGN ELEMENTS

Provide input on what design elements you'd like to see incorporated into the new Customer Service Center.



Location TBD. Redesign in process.

Summary and Next Steps



- Creates a vibrant and engaging hub that draws people in, increases ridership and improves efficiency.
- Aligns with city objectives and Incorporates mobility elements that encourage alternative modes of transportation.
- Responds to community feedback through project modifications. Additional modifications are still being studied.
- Public Circulation of DEIR (Early Summer)