



# General Plan Update

## **UPDATES (8-25-20):**

As part of the second phase of the City's General Plan Update, we have transitioned to a new webpage. Please visit:

**[onwardoceanside.com](http://onwardoceanside.com)**

The new webpage is a work in progress. Over the next few months, we will be posting information on public outreach, technical background studies, and a wide range of resources. The new webpage includes and invitation to join the GPU mailing list for periodic email updates.

## **UPDATES (8-5-20):**

On August 5, 2020, the City Council approved [Zoning Ordinance Text Amendments](#) and Local Coastal Program (LCP) Amendments to establish new standards for renewable energy facilities, electric vehicle charging facilities, urban forestry and transportation demand management (TDM).

## **UPDATES (3-18-20):**

To learn more about the CAP Consistency Checklist, please see the [memorandum](#) recently delivered to the City Council, as well as a [draft checklist](#), both of which were shared at the March 3<sup>rd</sup> open house on this topic. You may also find these infographics helpful in understanding CAP emissions reduction measures related to [renewable energy](#), [electric vehicle charging infrastructure](#), [urban forestry](#), and [transportation demand management](#). We welcome your input on the draft ordinances that will implement the checklist. Please direct your questions and comments to Principal Planner Russ Cunningham at [rcunningham@oceansideca.org](mailto:rcunningham@oceansideca.org) or (760) 435-3525.

Click on the photo below to access all of the CAP Consistency Checklist handouts.



On February 5, 2020, the City Council approved a Professional Services Agreement with Dyett and Bhatia (D & B) for consultant services in support of Phase 2 of the City's General Plan Update. D & B has extensive experience with comprehensive general plan updates, several of which received regional and state-level planning awards. As the prime consultant, D & B will be responsible for managing a consultant team including the following sub-consultants:

- Kearns and West (Public Outreach)
- Chen Ryan (Transportation Planning)
- ALTA Planning and Design (Active Transportation Planning)
- Dudek (Infrastructure Planning)
- Keyser Marston Associates (Economic Analysis)
- Veronica Tam and Associates (Housing Element)
- Spurlock Landscape (Streetscape Design)
- Heritage Architecture and Planning (Historic Preservation)

## UPDATES (7-30-19):

Greetings, GPU Stakeholders.

Success!

On May 8, 2019, the City Council voted unanimously to adopt the Economic Development Element (EDE), Energy and Climate Action Element (ECAE), and Climate Action Plan (CAP). Adoption of this first phase of the GPU is an important milestone in the City's ongoing forward planning efforts. The project team wishes to thank those of you who actively participated in the planning process and voiced support for the EDE, ECAE, and CAP. Public input and

grassroots advocacy for the project were integral to its success. We encourage stakeholders to remain involved as we seek to turn these plans into meaningful action.

The goals and policies of the EDE and ECAE, along with the GHG emissions reduction measures of the CAP, will provide important guidance for the second phase of the GPU, which will involve the updating of the City's existing (and mostly state-mandated) General Plan elements – i.e., Land Use, Circulation, Housing, Conservation and Open Space, Community Facilities, Safety, and Noise. The City will soon issue a request for proposals for consultant services in support of this next phase of the GPU, with the intention of formally initiating the project in the fall.



## CITY OF OCEANSIDE ENERGY CLIMATE ACTION ELEMENT

GENERAL PLAN UPDATE



MAY 2019

1. Through a **Smart and Sustainable Corridors Plan (SCCP)**, the City will seek to channel future housing and employment growth into the City's commercial corridors while maintaining the integrity of adjacent residential neighborhoods. Largely funded by a state grant, the SCCP will identify ways to facilitate infill and redevelopment along Mission Avenue, Oceanside Boulevard, and Vista Way. The SCCP will also consider public realm improvements that better accommodate public transit and active transportation, consistent with "complete streets" principles and regional policies that seek to reduce reliance on the private automobile. The City's grant application for the SCCP provides more insight on the plan's purpose and intent.
2. With a **South Morro Hills Community Plan**, the City will seek to accommodate additional housing while preserving agricultural resources and facilitating the long-term viability of farming operations. Consistent with the Agritourism Strategic Plan (accepted by the City Council in 2017), the South Morro Hills Community Plan will build upon and refine an "agri-vision" now being developed by property owners in South Morro Hills.

Now that the EDE, ECAE, and CAP are adopted, City staff is beginning the implementation process. Our initial implementation efforts will involve promoting awareness among City staff in various disciplines – e.g., Development Services, Public Works, Water Utilities, Neighborhood Services, and Economic Development. These and other City disciplines will be involved in implementing the project through the entitlement review process, capital improvement projects, maintenance and operations, public outreach programs, parks and recreation programs, investments in water and wastewater facilities, solid waste management, and other City efforts. To assist City staff in implementing the EDE and ECAE, and the project team has prepared Quick Reference Guides for both of these elements. Also a resource for the general public, these guides are posted on the City's website. Staff is also preparing several ordinances addressing on-site renewable power, electric vehicle charging, transportation demand management, and street trees. These ordinances will support a **CAP Consistency Checklist** that will allow for streamlined review of projects that conform to the City's goals for GHG emissions reduction. Stay tuned for opportunities to provide input on these ordinances.



## CITY OF OCEANSIDE ECONOMIC DEVELOPMENT ELEMENT

GENERAL PLAN UPDATE



APRIL 2019

## EDE QUICK GUIDE

### ENERGY AND CLIMATE ACTION ELEMENT (ECAE)

#### ECAE QUICK GUIDE

#### CLIMATE ACTION PLAN (CAP)

\* EDE Appendix A.1 (Map Exhibits) and Appendix A.2 (High-Tech Report) are available on the [General Plan](#) webpage.

Again, the project team extends its appreciation to residents, business owners, and other stakeholders who contributed their perspectives and ideas to the planning process. We hope you will stay involved as we continue to forge a comprehensive vision of the City's future.

## **BACKGROUND**

Incorporated in 1888, the City of Oceanside is the second oldest municipality in San Diego County. Over the past 128 years, the City has experienced enormous change, growing to encompass 42 square miles and a diverse population of more than 175,000 residents. There is no question the City will continue to experience change in the years ahead, but what can be done to manage this change and proactively shape the City's future? One of the most important means of anticipating and guiding change at the local level is the General Plan and the process of updating it. For the first time in more than 40 years, the City of Oceanside is undertaking a General Plan Update (GPU), and we encourage residents and other stakeholders to participate in this important process. Together, we can create a positive, inclusive, and attainable vision of the City's future that confronts challenges, reveals opportunities, aligns priorities, and encourages sound and consistent decision-making.

The State of California requires that each city and county prepare a general plan that includes seven mandated "elements" addressing land use, circulation, housing, conservation, open space, safety, and noise. While state law does not prescribe a time frame for updating a general plan, most cities and counties choose a 15 to 20-year planning horizon. Cities and counties can, and commonly do, augment their general plans with additional elements addressing issues of local concern.

In recent years, the City of Oceanside has made substantial progress in diversifying the local economy, enhancing the City's visual quality, improving energy efficiency, and reducing solid waste. To highlight the forward progress the City has made in recent years and emphasize the importance of building on the City's existing assets, the GPU has adopted the tagline Onward Oceanside. Integrated with an image of the City's iconic wooden pier, this tagline will serve to brand the GPU and remind stakeholders that the City already has much to be proud of. All outreach materials and deliverables will include the Onward Oceanside logo and tagline.

This webpage will provide up-to-date information on the GPU process and project schedule. Residents, business owners, and other stakeholders are encouraged to participate in public outreach efforts, which are meant to inform the GPU and create a sense of ownership among those who will ultimately implement and benefit from GPU policies and programs. Through this portal, you will learn about upcoming public outreach activities, including a photo contest, online surveys, public workshops, and "pop-up" outreach at community events. Additionally, as background studies, meeting materials, and draft documents become available, they will be placed on this site for public review.

Through this webpage, you are able to add your name and contact information to our Onward Oceanside interested parties list. Stakeholders on our interested parties list will receive regular email updates.

Throughout the GPU process, we encourage you to contact City staff directly with your questions and ideas. You can reach Project Manager Russ Cunningham at (760) 435-3525 or [rcunningham@oceansideca.org](mailto:rcunningham@oceansideca.org) (<mailto:rcunningham@oceansideca.org>). Assistant Project Manager Rob Dmohowski can be reached at (760) 435-3563 or [rdmohowski@ci.oceanside.ca.us](mailto:rdmohowski@ci.oceanside.ca.us) (<mailto:rdmohowski@ci.oceanside.ca.us>).