

CHAPTER 2

Project Description

2.1 Introduction

The Coast Highway Corridor Study Project (hereinafter referred to as the proposed project, or project) would modify an approximate 3.5-mile-long segment of the Coast Highway corridor that runs through the city of Oceanside as well as create new development guidelines and regulations to encourage redevelopment and revitalization of the area. The proposed project consists of two components, the Complete Streets improvements and the Coast Highway Incentive District (herein referred to as the Incentive District). When referring specifically to each project component, the terms “Complete Streets improvements” and “Incentive District” will be used to describe the individual areas. When referring to the area which encompasses both the Complete Streets improvements and the Incentive District, the term “project area” will be used.

The Complete Streets improvements include proposed modifications to the Coast Highway corridor and roadway, including lane conversions, street improvements, intersection roundabouts, and increased parking and bicycle facilities.

The Incentive District is an amendment to the Zoning Ordinance. If adopted, the Incentive District would be an optional zoning program that individual developers could choose to apply for new development or redevelopment within the Incentive District boundary in lieu of the existing zoning. The Incentive District would facilitate implementation of the Coast Highway Vision and Strategic Plan (Vision Plan) by encouraging redevelopment and revitalization of the Coast Highway corridor. Implementation of the Incentive District would require amendments to the City’s General Plan, Local Coastal Program (LCP), and Zoning Ordinance.

This Environmental Impact Report (EIR) has been prepared in compliance with requirements of the California Environmental Quality Act (CEQA) to address any potential environmental impacts resulting from implementation of the proposed project. The Complete Streets improvements are analyzed at a project-level, in accordance with CEQA Guidelines Section 15161, and the Incentive District is analyzed programmatically in this EIR in accordance with Section 15168 of the CEQA Guidelines.

2.2 Project Location

The proposed project is located within the city of Oceanside, California, in northern San Diego County. **Figure 2-1** shows the regional location of the proposed project.



SOURCE: ESRI; SanGIS 2015

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Figure 2-1
Regional Location

The project area includes both the Complete Streets improvements, including proposed intersection roundabouts and mid-block crosswalks, within the Coast Highway corridor and the Incentive District boundaries, as shown in **Figure 2-2**. The portion of Coast Highway that includes the Complete Streets improvements spans approximately 3.5 miles from the northern terminus of Coast Highway at Harbor Drive to Eaton Street near the city’s southern boundary. The Incentive District boundaries are irregular in shape and extend from Seagaze Drive to the north past Eaton Street to the south. Generally, Ditmar Street and Pacific Street form the east and west boundaries. Surrounding land uses include residential, commercial, mixed-use, public transportation/railroad, and open space. The Pacific Ocean coastline is located less than one-half mile to the west of Coast Highway.

2.2.1 Existing General Plan and Local Coastal Program Land Use Designations

The project area is located within the Coastal Zone of the city, where the Coastal Zone boundary generally encompasses the area from just east of Coast Highway to the Pacific Ocean. The California Coastal Act (Public Resources Code Section 30000 et seq.) authorizes the State of California to regulate development within the Coastal Zone and requires that individual jurisdictions adopt local coastal programs (LCPs) to implement the Coastal Act. The City’s LCP consists of a land use plan document (separate from the General Plan) that contains land use policies, and an implementing ordinance — the Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance). While development within the city’s Coastal Zone must comply with the LCP in addition to the General Plan, the LCP land use designations supersede the General Plan land use designations for the Coastal Zone.

Figure 2-3 illustrates the existing General Plan and LCP land use designations within the project area. The LCP land use designations are further refined by the Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance); refer to the discussion under “Existing Zoning Designations” below for a description of the allowable uses for each designation located within the Coastal Zone.

The City’s General Plan and LCP designate the following land uses within the project area:

- Coastal General Commercial (C-GC) – Allows for a variety of retail, service, and office uses. Visitor uses, such as restaurants, hotels and motels may be located in this land use designation, especially on sites with good freeway access and exposure. The major general commercial corridor in the Coastal Zone is along Coast Highway.
- Coastal Dependent, Recreational and Visitor Serving Commercial (C-VC) – Allows for specialized commercial uses which are directly dependent, supportive or related to the coast. Such uses provide services or goods for coastal industries or recreationists, and include boat sales, supplies, and service; diving, commercial fishing, and sportfishing establishments; restaurants, snack bars and convenience markets; gift, sundries, and novelty shops; transient accommodations such as hotels, motels, tourist cottages, campgrounds and recreational vehicle parks; and recreational equipment rentals (such as bicycles, roller skates, surfboards).

- Coastal Residential High Density (C-RH) – Allows for 15 units per acre and up with the upper limit set by the Zoning Ordinance and Redevelopment Design Guidelines. The density for any given project in this category should be based upon site characteristics, compatibility with the surrounding neighborhood, project type, and service availability.
- Coastal Light Industrial (C-LI) – Only one light industrial site of 11 acres remains in the Coastal Zone. First priority for use of this area would be small Coastal-dependent or related industries such as boat building, sail making or a boat repair yard. If, because of the site’s small size and isolated location, such coastal dependent uses are not possible, light industrial uses should be allowed.
- Coastal Transportation and Utility (C-TU) – This classification encompasses the Atchison, Topeka and Santa Fe Railroad, which is the major public utility in the project area. The corridor includes open space which buffers the railroad from surrounding noise-sensitive land uses and also serves as a reserve corridor for future transportation needs. The railroad corridor also includes a site designated for a possible multi-modal transportation facility.

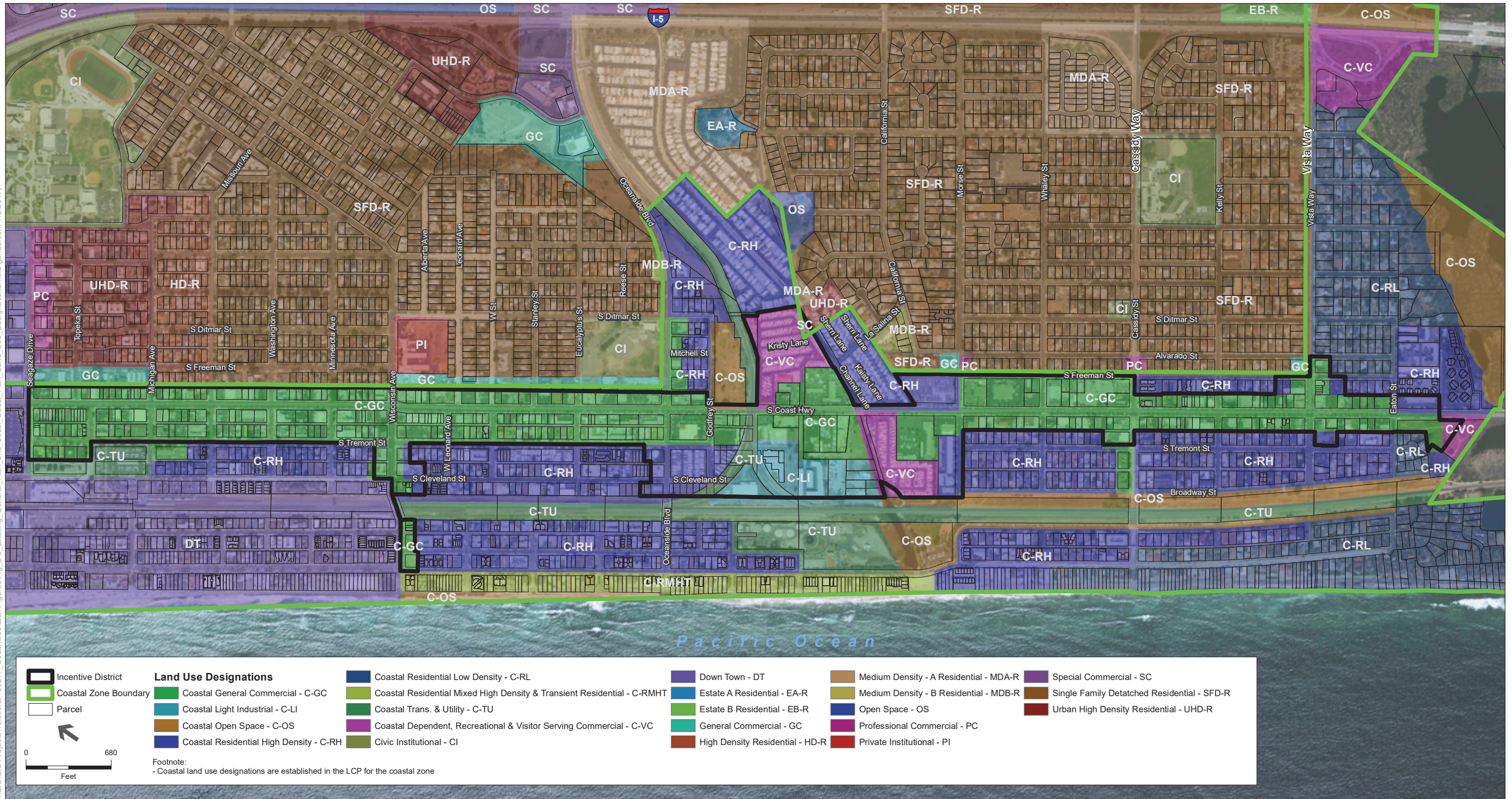
2.2.2 Existing Zoning Designations

Figure 2-4 shows the existing zoning designations within the project area. The project area is located within the Coastal Zone of the city, where the City’s Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance) is the implementing ordinance of the City’s LCP. As shown in Figure 2-4, while there is a range of zoning designations present within the project area, the primary zoning designation is General Commercial (C-2). The City’s Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance) established the following uses per each zoning designation within the project area:

- General Commercial (C-2) – Provides for a wide range of retail, professional and administrative, mixed-use, and entertainment uses of relatively higher intensity within close proximity to residential zoning or development.
- Visitor Commercial (VC) – Provides for recreational-oriented and visitor-serving commercial activities near recreation and scenic areas with immediate access to freeways and major thoroughfares. This zoning designation encompasses specialized commercial uses which are directly dependent, supportive, or related to the coast including the Harbor area, the San Luis Rey River area, and the municipal pier area.
- Light Industrial (M1) – Allows a wide diversity of industrial uses under minimum development and operational controls in areas where such uses would not have an adverse effect on adjacent residential areas.
- Neighborhood Commercial (C-1) – Provides standards for retail and service commercial uses which by their nature are of moderate intensity; are necessary in order to provide convenient daily shopping facilities to residential home and apartment dwellers; and are generally adjacent to or within close proximity to residential zoning or development.



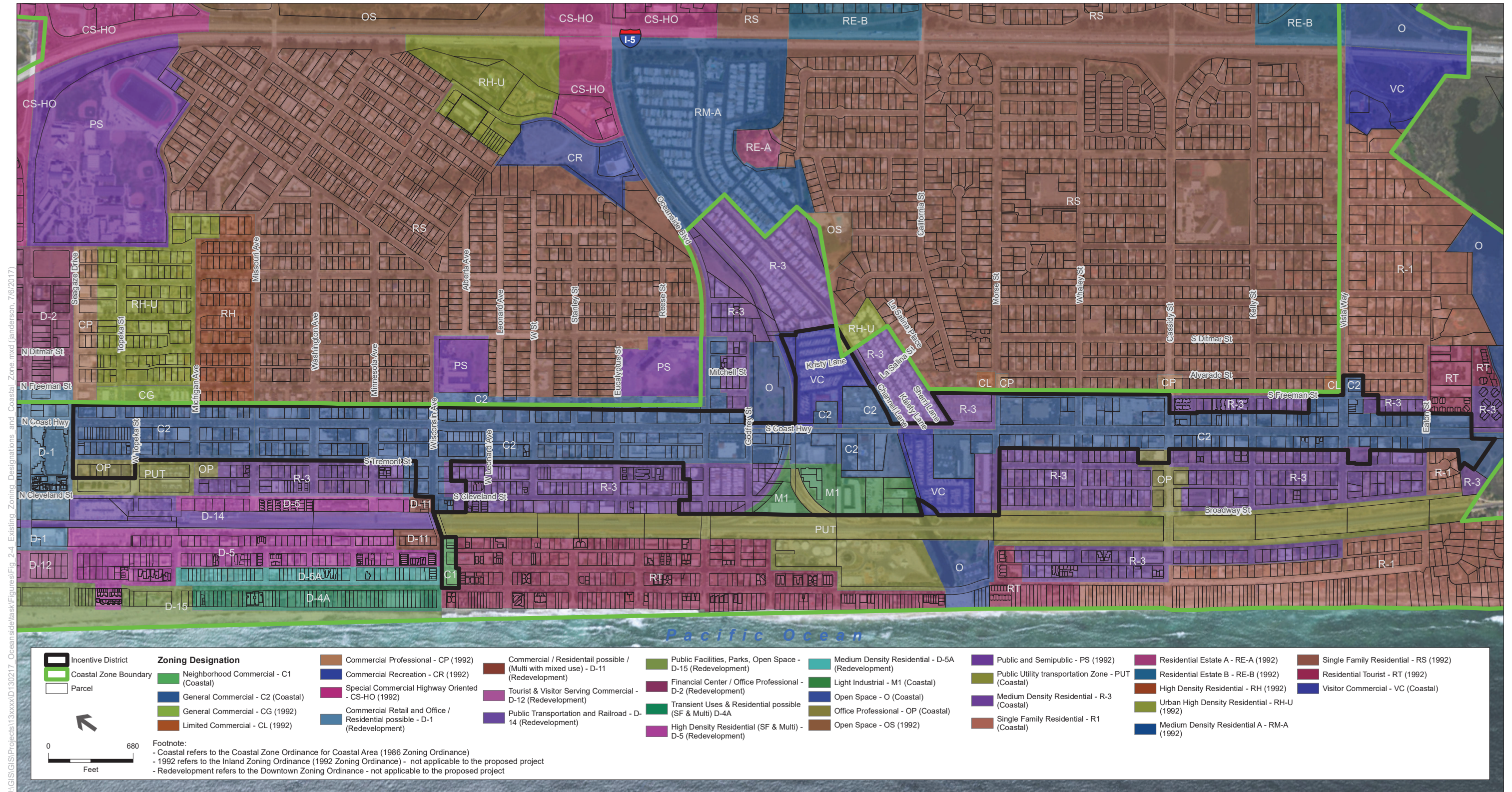
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SOURCE: ESA, 2016; City of Oceanside 2016; NAIP, 2014

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Figure 2-3
Existing General Plan and Local Coastal Plan Land Use Designations



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- Medium Density Residential (R-3) – Allows for the orderly development of multiple family residences in a manner compatible with surrounding properties.
- Office Professional (OP) – Provides for business, office, administrative, or professional land uses of low intensity that are compatible with adjacent residential zoning or development.
- Public Utility Transportation Zone (PUT) – Applies to those lands in which major transportation corridors or public utility facilities are existing or proposed.

2.3 Project Objectives

The City of Oceanside has defined the following goals and objectives of the proposed project:

Goal 1: Transform Coast Highway into a “Complete Streets” that accommodates all roadway users (pedestrians, bicyclists, and automobiles).

Objectives:

- Improve the pedestrian environment
- Provide a continuous striped bicycle lane
- Improve traffic flow and implement traffic calming measures to reduce traffic intrusion to adjacent neighborhoods

Goal 2: Improve safety for all roadway users.

Objectives:

- Slow traffic speeds and improve traffic flow
- Implement roundabouts in place of traffic signals where feasible to reduce auto and pedestrian conflicts at intersections
- Add new, mid-block pedestrian crossing opportunities between major intersections to facilitate pedestrian crossing of the roadway

Goal 3: Facilitate implementation of the Coast Highway Vision and Strategic Plan.

Objectives:

- Encourage redevelopment and continued investment within the Incentive District by providing development incentives in exchange for community benefits to enhance and revitalize the project area
- Increase on-street parking supply corridor-wide to support new land uses
- Foster a built environment along Coast Highway that includes:
 - Streets and spaces that are pedestrian-scale and pleasurable to walk within
 - Architecture that announces gateways, key intersections, and public spaces
 - A consistent street frontage throughout the nodes
 - Building architecture that is high quality and provides variation and diversity

2.4 Project Components

2.4.1 Complete Streets Improvements

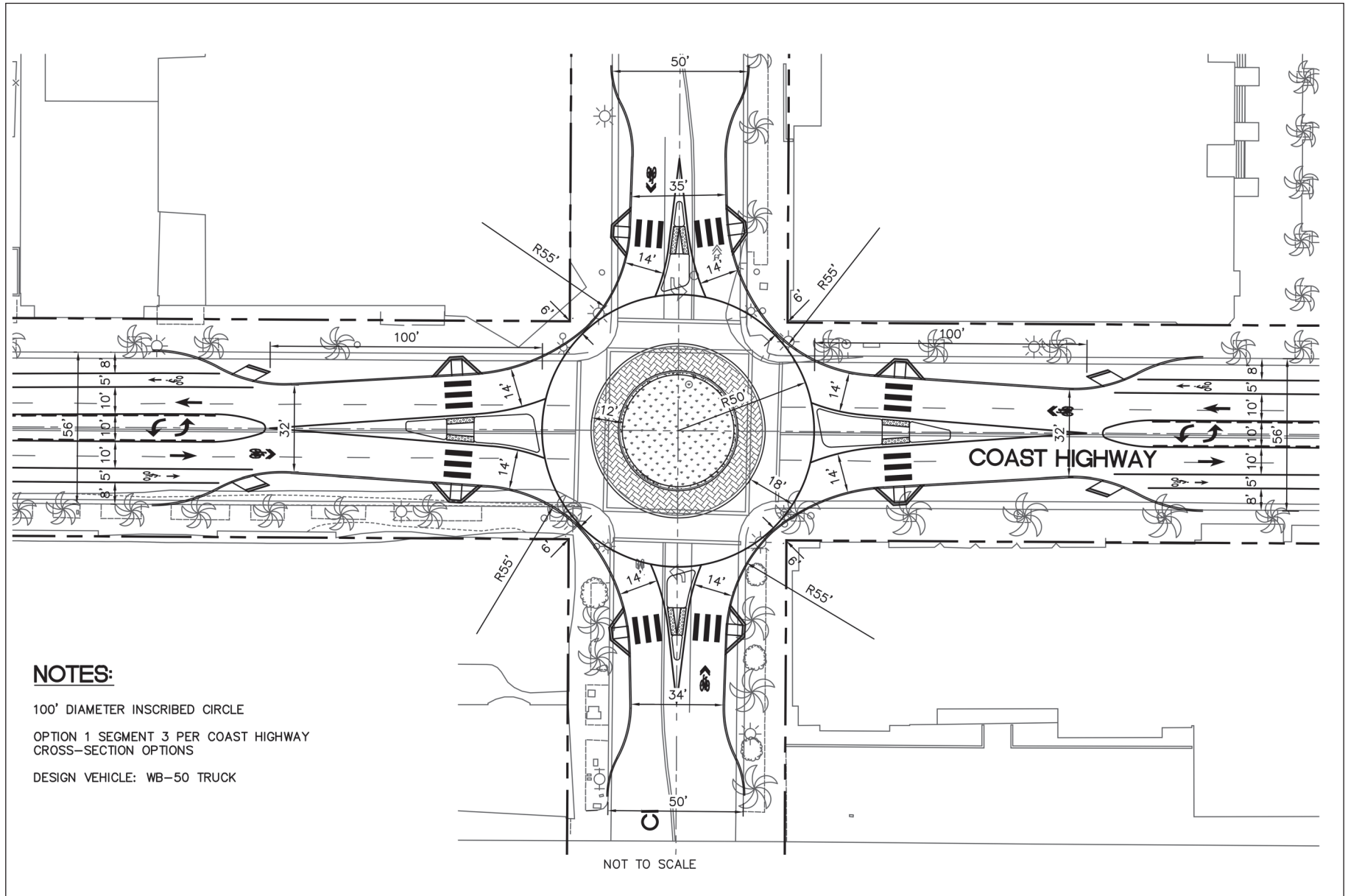
The 3.5-mile stretch of Coast Highway currently operates with four travel lanes, two northbound and two southbound, with limited on-street parking and no designated bicycle facilities. Implementation of the proposed project would improve infrastructure for all modes of transportation, including bicycle, pedestrian, and transit services, while also accommodating forecast future traffic volumes within the corridor. Specifically, the Complete Streets improvements would convert Coast Highway from four lanes to two lanes (one travel lane in each direction) for the length of the corridor, with segments of two southbound travel lanes between State Route (SR) 76 and Surfrider Way, and south of Kelly Street to Eaton Street.

Furthermore, key elements of the Complete Streets improvements include a continuous Class II striped bicycle lane from Harbor Drive to the southern city limit, 10 mid-block crosswalks to facilitate safe and convenient pedestrian crossings of the corridor, 12 roundabouts in place of traffic signals where physically feasible and where the intersection traffic volumes support implementation, traffic-calming measures, and streetscape enhancements, such as removing dead trees and replanting trees. The 12 roundabouts would include dedicated, setback pedestrian crosswalks along all roadways leading into the roundabout, as shown in **Figure 2-5**. In combination with the 10 mid-block crosswalks, the proposed project would result in 22 new pedestrian crosswalks along Coast Highway, which would increase pedestrian safety and allow for greater access to the coastal area. These enhancements to the landscaping and roadway would help implement the vision of the corridor established within the Vision Plan.

The Coast Highway corridor is divided into five major segments for purposes of describing the Complete Streets improvements, as follows:

- Segment 1: Harbor Drive to SR 76
- Segment 2: SR 76 to Wisconsin Avenue
- Segment 3: Wisconsin Avenue to Oceanside Boulevard
- Segment 4: Oceanside Boulevard to Morse Street
- Segment 5: Morse Street to Eaton Street

Within each of the five major segments, there may be minor differences on a block-by-block basis to accommodate variations in roadway configurations designed to provide appropriate traffic turning lanes, parking, and/or bicycle facilities. **Figures 2-6** through **2-9** provide conceptual schematics of the Complete Streets improvements on a segment-by-segment basis, which are described in greater detail below.



SOURCE: Nasland, 2019

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Figure 2-5
Conceptual Design of a Typical Roundabout

It should be noted that the City is also contemplating one of three alternatives to the proposed Complete Streets improvements project described herein, which is addressed in further detail in Chapter 5 of this EIR. While the majority of this EIR focuses on the option of converting Coast Highway from four lanes to two lanes (one travel lane in each direction) for the 3.5-mile length of the Coast Highway corridor, the City could also opt to adopt one of three alternatives that narrow the extent of the improvements. Alternative 1 would retain four lanes south of Oceanside Boulevard, while Alternative 2 would retain four lanes south of Morse Street. In addition, the City could opt to adopt Alternative 3, which would narrow both the Complete Streets improvements and the Incentive District to Morse Street and retain existing conditions south of Morse Street as a means to focus the project to the northern half of the Coast Highway corridor. Refer to Chapter 5 for further consideration of this alternative.

Segment 1: Harbor Drive to SR 76

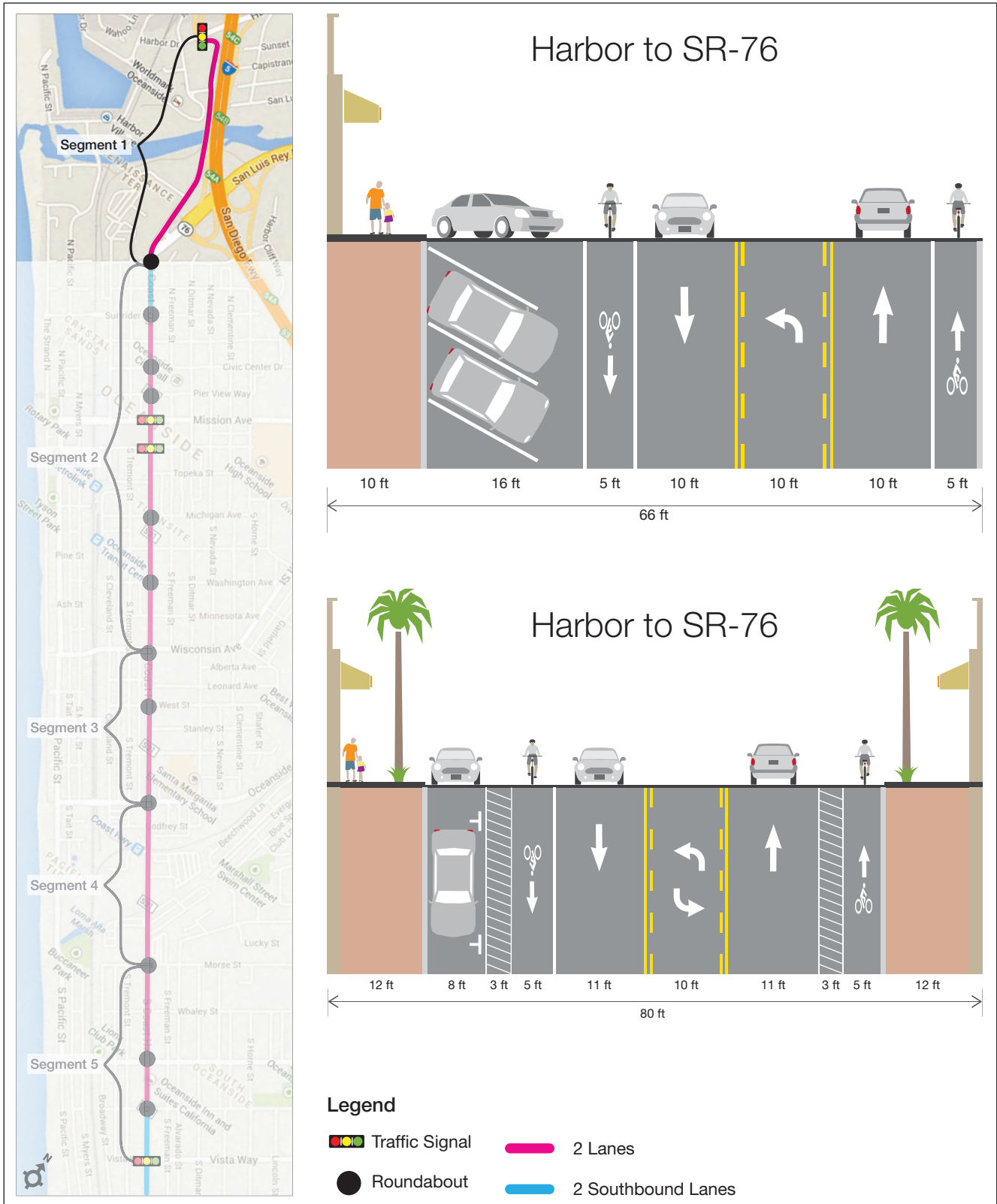
Figure 2-6 illustrates the cross section of the Complete Streets improvements for Segment 1 – Harbor Drive to SR 76. The segment of Coast Highway between Harbor Drive and the San Luis Rey River Bridge would be reduced from a total of four lanes to one lane in each direction with a center two-way left-turn lane. A Class II striped bicycle lane¹ would be provided on both sides of the roadway and, where street width permits, angled parking would be provided on the west side of the roadway. On-street parking currently located along the east side of the roadway would be removed to accommodate the proposed bicycle lane. The intersection at Harbor Drive and Coast Highway would remain signalized with no changes to lane geometry.

South of the San Luis Rey River Bridge, Coast Highway would be reduced from a total of four lanes to one lane in each direction with a center two-way left-turn lane with Class II striped bicycle lanes on both sides of the roadway. Similar to existing conditions, on-street parking would be provided on the west side of the roadway. The bridge would be restriped to provide a Class II bicycle lane in both directions. A mid-block crosswalk is proposed across Coast Highway at Costa Pacifica and a two-lane roundabout is proposed at the intersection of Coast Highway and SR 76.

Segment 2: SR 76 to Wisconsin Avenue

Figure 2-7a illustrates the cross section of Segment 2 – SR 76 to Pier View Way and **Figure 2-7b** illustrates the cross section of Segment 2 – Pier View Way to Wisconsin Avenue. Coast Highway would maintain two southbound lanes and be reduced to one northbound traffic lane between SR 76 and Surfrider Way. The southbound traffic lane closest to the curb would become a right-turn lane at Surfrider Way. Additionally, a center two-way left-turn lane would be provided. The traffic signal at Coast Highway and Surfrider Way would be replaced by a single-lane roundabout. Class II striped bicycle lanes would be provided on both sides of the street. Similar to existing conditions, no on-street parking is proposed in this section of the corridor.

¹ Class II Bike Lane – Striped lane for one-way bike travel on a street or highway. Bike lanes are marked with signs and pavement striping.

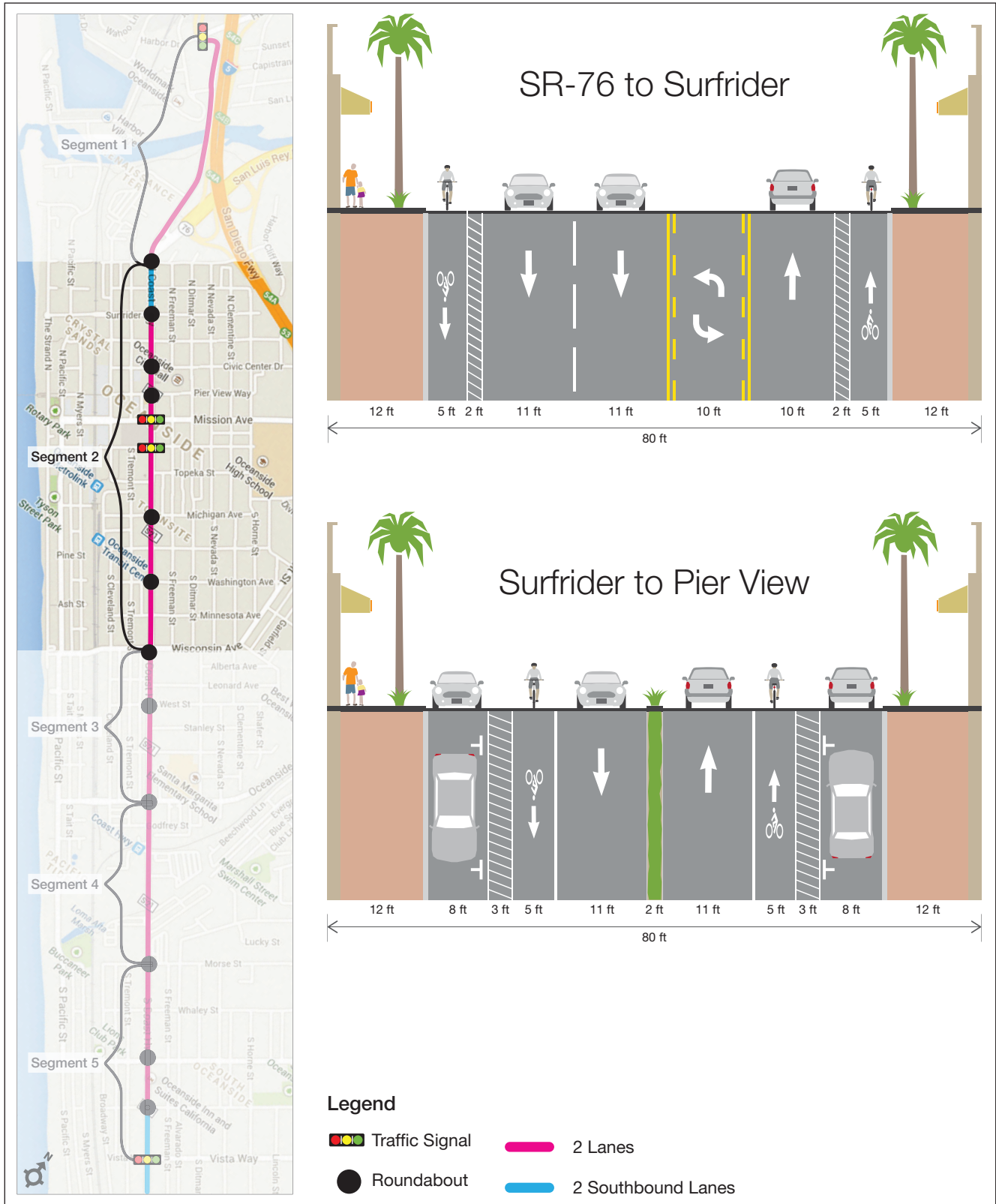


SOURCE: Oceanside Coast Highway Corridor Study

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Figure 2-6

Cross Section of Segment 1 – Harbor Drive to SR-76

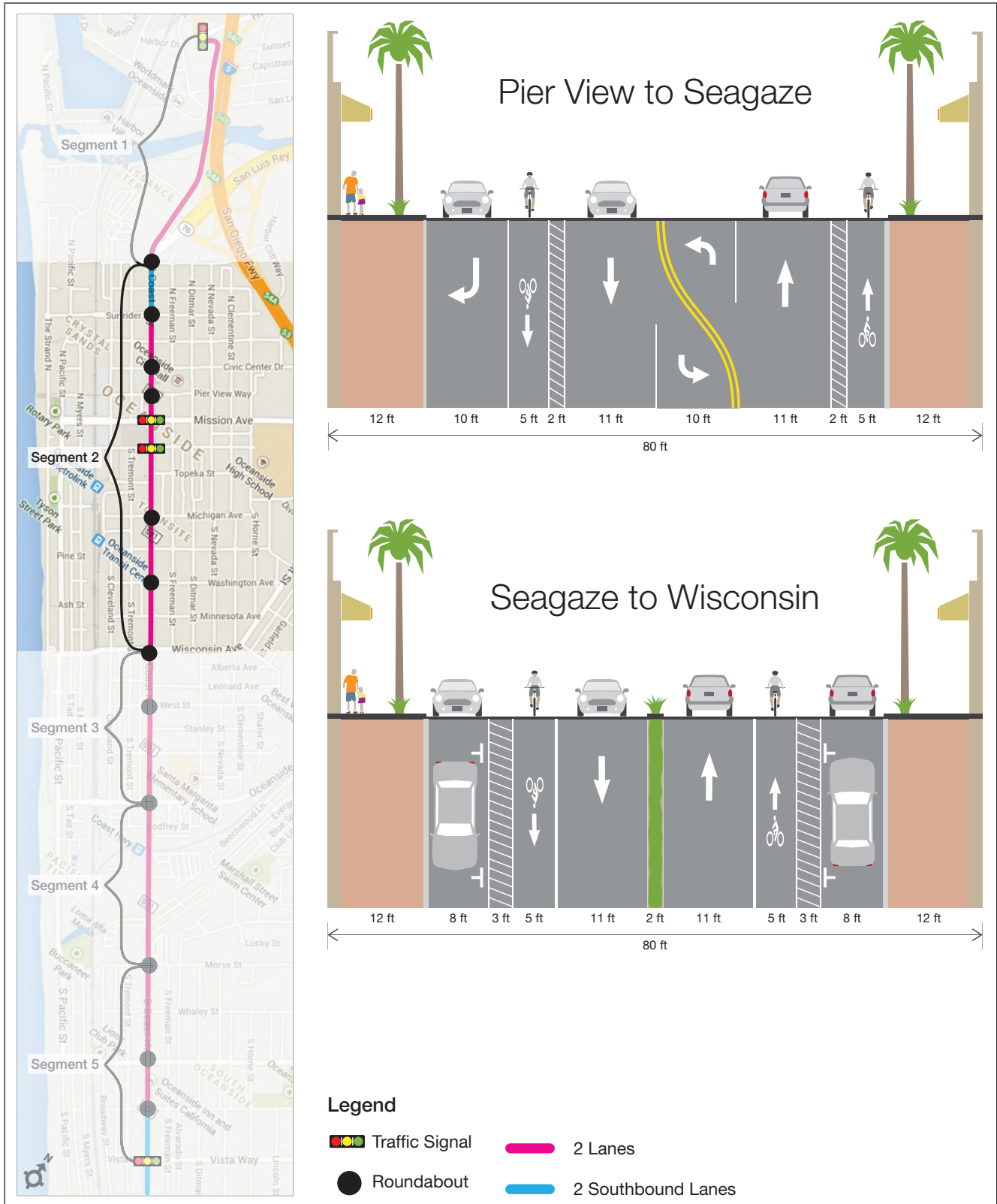


SOURCE: Oceanside Coast Highway Corridor Study

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-7a

Segment 2 – SR-76 to Pier View Way



SOURCE: Oceanside Coast Highway Corridor Study

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-7b

Segment 2 – Pier View Way to Wisconsin Avenue

Coast Highway would be reduced to a single traffic lane in both directions and would be separated with an approximately two-foot-wide raised center median from Surfrider Way to Pier View Way. Single-lane roundabouts would be constructed at the intersections of Coast Highway at Civic Center Drive and Pier View Way, replacing the existing traffic signals at these locations. On-street parallel parking would be provided on both sides of the roadway and a Class II striped bicycle lane with a buffer from adjacent parked cars would be provided in each direction. A mid-block crosswalk would also be provided across Coast Highway at Sportfisher Way on the south side of the intersection.

Coast Highway would continue to provide one traffic lane and a striped Class II bicycle lane in both directions between Pier View Way and Seagaze Drive. An approximately two-foot-wide raised center median would separate the northbound and southbound lanes. The intersections of Coast Highway at Mission Avenue and Seagaze Drive would remain signalized. Left-turn and right-turn pockets are proposed on Coast Highway at both of these intersections to provide an acceptable level of service (LOS) for automobile traffic. As in existing conditions, no on-street parking would be provided between Pier View Way and Seagaze Drive.

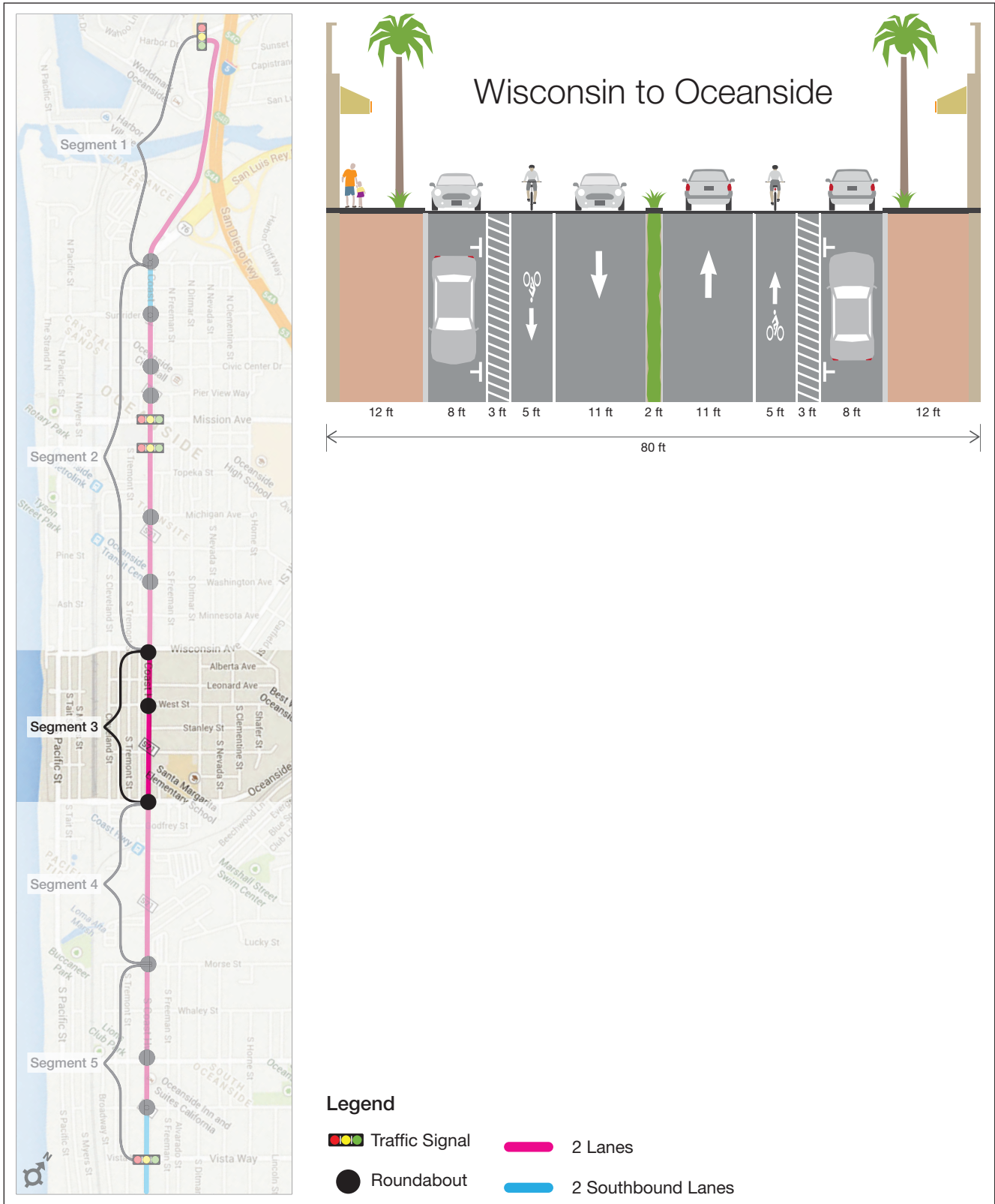
One travel lane, a striped bicycle lane, and on-street parking would be provided in both directions from south of Seagaze Drive to Wisconsin Avenue. A two-foot-wide raised median is proposed to separate the northbound and southbound lanes. Single-lane roundabouts would be constructed at the intersections of Coast Highway and Michigan Avenue, Washington Avenue, and Wisconsin Avenue. Mid-block crosswalks are proposed at Topeka Avenue (between the west and east legs), Missouri Avenue (across the south leg), and Minnesota Avenue (across the south leg), all of which are currently unsignalized. Further, unsignalized left turn movements along Coast Highway would be removed at Topeka Avenue, Missouri Avenue, and Minnesota Avenue.

Segment 3: Wisconsin Avenue to Oceanside Boulevard

Figure 2-8 illustrates the cross section of the Complete Streets improvements for Segment 3 – Wisconsin Avenue to Oceanside Boulevard. The Complete Streets improvements in this segment would provide for a single traffic lane, a Class II striped bicycle lane, and parallel on-street parking in both directions between Wisconsin Avenue and Oceanside Boulevard. Additionally, a two-foot-wide raised median is proposed to separate the northbound and southbound lanes in this segment. Single-lane roundabouts are proposed at West Street and Oceanside Boulevard. Further, a mid-block crosswalk is proposed at Eucalyptus Avenue (across the south leg), which is currently unsignalized. Unsignalized left turn movements would be removed at Leonard Avenue, Stanley Avenue, and Eucalyptus Avenue.

Segment 4: Oceanside Boulevard to Morse Street

Figure 2-9 illustrates the cross section of the Complete Streets improvements for Segment 4 – Oceanside Boulevard to Morse Street. Coast Highway would provide for a single traffic lane, a Class II striped bicycle lane, and on-street parking in both directions between Oceanside Boulevard and Morse Street. A center two-way left-turn lane would be provided throughout this segment. A single-lane roundabout is proposed at Morse Street, which is currently a signalized intersection. Further, mid-block crosswalks are proposed across Coast Highway adjacent to the existing train station south of Oceanside Boulevard and adjacent to the Loma Alta Creek footpath, south of the existing bridge. On-street parking would be provided throughout this segment.

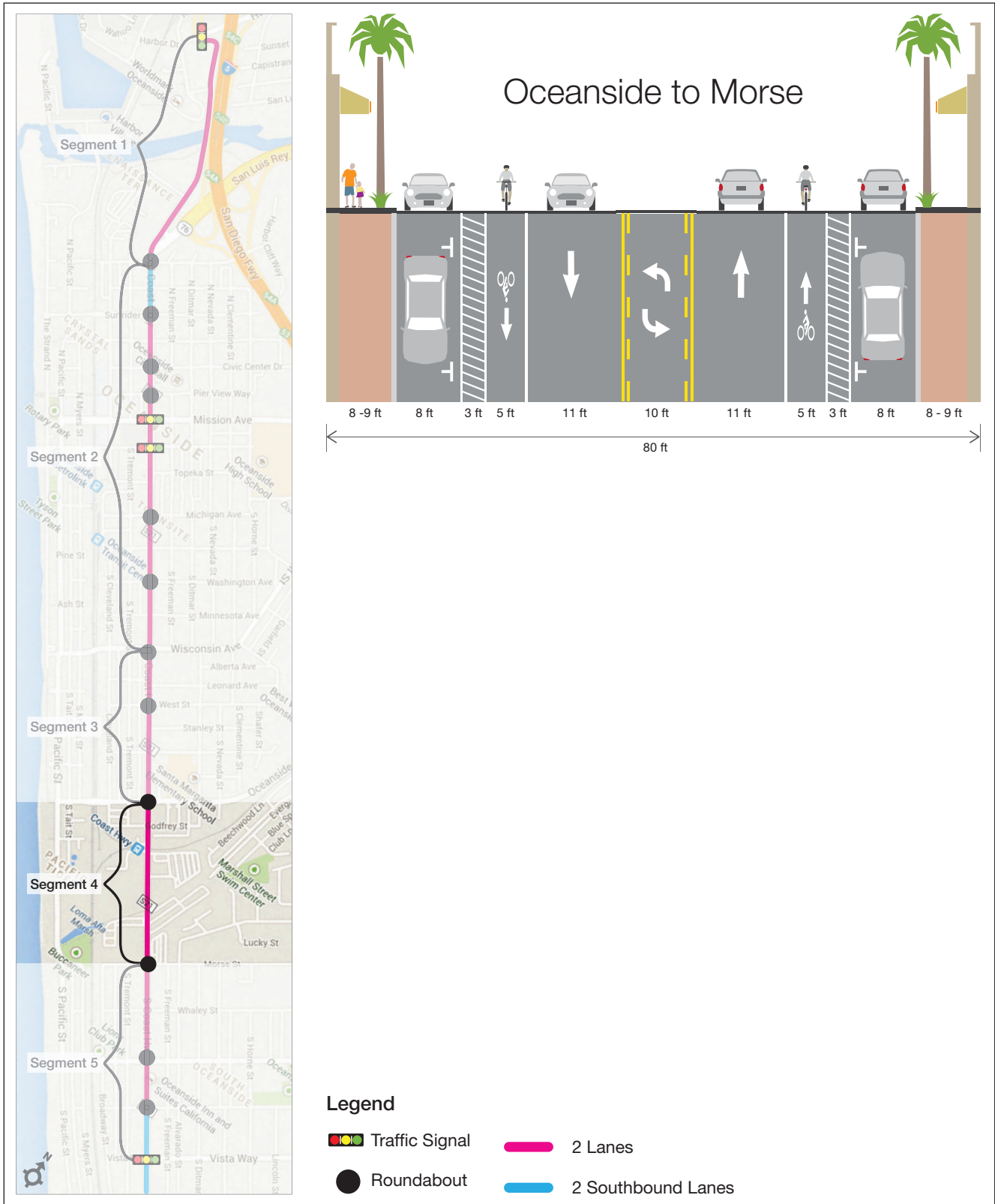


SOURCE: Oceanside Coast Highway Corridor Study

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-8

Cross Section of Segment 3 –Wisconsin Avenue to Oceanside Boulevard



SOURCE: Oceanside Coast Highway Corridor Study

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-9

Cross Section of Segment 4 – Oceanside Boulevard to Morse Street

Segment 5: Morse Street to Eaton Street

Figure 2-10 illustrates the cross section of the Complete Streets improvements for Segment 5 – Morse Street to Eaton Street. The Complete Streets improvements in this segment would provide for a single traffic lane, a Class II striped bicycle lane, and on-street parallel parking in both directions between Morse Street and Kelly Street. Additionally, a two-foot-wide raised median is proposed to separate the northbound and southbound lanes. Single-lane roundabouts are proposed at Cassidy Street, currently signalized, and Kelly Street, currently unsignalized. Further, a mid-block crosswalk would be constructed at Whaley Street (across the south leg), which is currently unsignalized. Unsignalized left turn movements would be removed at Whaley Street. Further, on-street parking would be maintained in this segment.

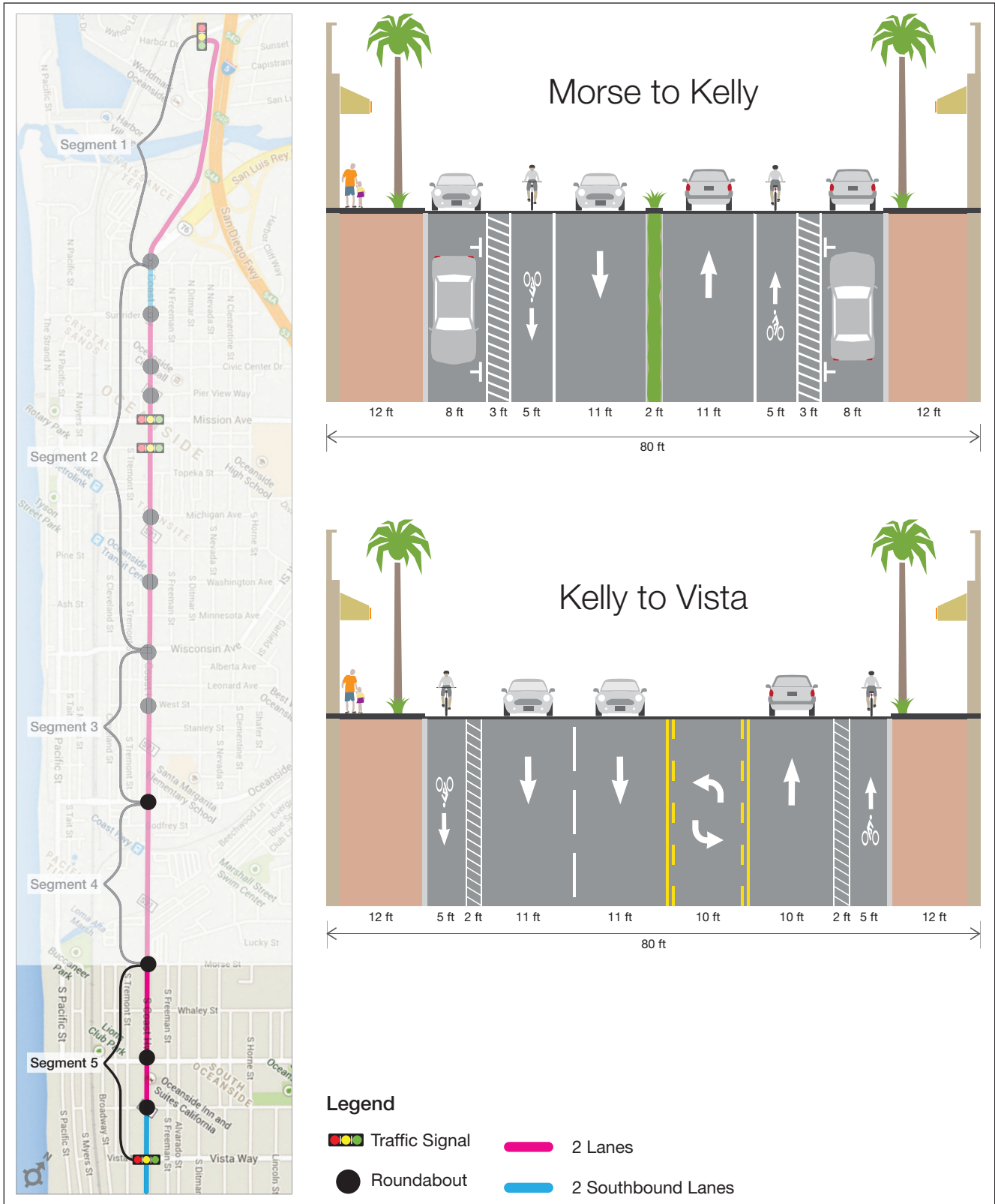
Between Kelly Street and Vista Way, Coast Highway would provide a single-lane for traffic in the northbound direction and two lanes in the southbound direction. South of Vista Way, the two southbound travel lanes would merge into a single lane, matching the existing roadway condition between Vista Way and Eaton Street. Northbound, Coast Highway would be reduced to a single through lane south of the intersection with Vista Way, with the outside through lane being converted to a right-turn lane at Vista Way. The single northbound through lane would continue north of Vista Way toward Kelly Street. Existing on-street parking would be removed between Kelly Street and Vista Way along Coast Highway. Westbound Vista Way would be modified between Coast Highway and Freeman Street to provide one right-turn lane, one through lane, and one left-turn lane, with the eastbound direction of travel between Coast Highway and Freeman Street reduced to a single lane.

2.4.2 Coast Highway Incentive District

Overview of the Incentive District

In addition to the Complete Streets improvements, the proposed project also includes an amendment to the City's Zoning Ordinance to create the Incentive District (refer to Figure 2-2, Project Area and Vicinity). The Incentive District would provide optional regulations and standards that a developer or property owner may choose in lieu of the existing zoning. If adopted, the Incentive District would be an optional zoning program that individual developers could choose to apply for new development or redevelopment within the Incentive District boundary. However, if a developer or property owner does not choose to adhere to the Incentive District, then future development may still occur solely consistent with the existing zoning. Implementation of the Incentive District would require amendments to the City's General Plan, LCP and Zoning Ordinance.

The City prepared the Vision Plan and the City Council voted to accept the Vision Plan in 2009 to serve as an advisory document to help guide future development within the Coast Highway corridor. The concept of the Incentive District was inspired by the Vision Plan, which served as a guidance document, along with the City's General Plan, during the development of the Incentive District.



SOURCE: Oceanside Coast Highway Corridor Study

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-10

Cross Section of Segment 5 – Morse Street to Eaton Street

The primary purpose of the Incentive District is to encourage redevelopment and revitalization of the Coast Highway corridor through land use regulations, design and development criteria, and development incentives that will encourage sustainable, high-quality development. Consistent with the overall ideas within the Vision Plan, the Incentive District would establish regulations intended to:

1. Incent redevelopment and revitalization of the Incentive District by streamlining the development review process and providing development incentives.
2. Encourage sustainable, high-quality development consistent with the intent and objectives articulated in the Coast Highway Vision and Strategic Plan.
3. Create distinct pedestrian-oriented subareas, including:
 - a) Urbane mixed-use nodal areas featuring relatively intense commercial land use and residential density; development in these nodal areas will generally be taller and more street-adjacent than development in other subareas; commercial uses, including visitor-serving businesses, will provide a wide range of employment opportunities.
 - b) Commercial Villages featuring neighborhood-serving commercial uses in a suburban main street setting; these villages also allow for mixed-use development, consistent with underlying zoning standards.
 - c) Transitional Avenue segments featuring a combination of mixed-use, standalone commercial, and standalone residential development with generally less land use intensity and residential density relative to nodal areas; providing for auto-related uses, these segments are characterized by more expansive setbacks and landscaping.
4. Promote high-quality urban and architectural design and variability of massing and height, emphasizing the design of the interface between the private and public realms. Facilitate the creation of vibrant community places and tourist destinations.
5. Treat Coast Highway as a complete, multi-modal street that is safe, pedestrian and bicycle friendly, accessible, attractive, visually and functionally engaging for users of all ages and abilities, and well integrated with adjoining neighborhoods along the corridor.

The Incentive District incents development and redevelopment by offering a streamlined development review process, expanding the land uses permitted by right, reforming parking standards, and allowing increased height of buildings in certain planning areas, with discretionary approval. In addition, the Incentive District includes a Residential Density Incentive Program that allows for increased residential density for nodal development in exchange for public benefits. These benefits include providing one or more of the following: additional open space, public parking, additional commercial floor area, and payment to a Public Improvement Fee. Further, the Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan.

Land Use Projections under the Incentive District

As stated above, adoption of the Incentive District would create distinct planning areas to redistribute and concentrate certain land uses within the project area as originally proposed in the Vision Plan. A market analysis was conducted by Keyser Marston Associates (KMA) for the Coast Highway corridor, and it concluded that there was strong support for residential use in both

the mid to long term (5 to 10+ years) within all parts of the corridor and more moderate support for office, hotel, and retail/restaurant use (KMA 2014). The City's existing General Plan and LCP land use designations and zoning designations within the project area allow primarily commercial uses with smaller amounts of residential, office, and light industrial land uses.

The Incentive District seeks to create a better balance of land uses in recognition of the market potential and the desire of the City to promote an increase of residential, office, hotel, and retail/restaurant uses. **Table 2-1** summarizes the anticipated land use development that could occur with adoption of the Incentive District through the year 2035. This table summarizes additional development from existing conditions that is expected to occur with implementation of the Incentive District within both the Oceanside Coast Highway Project Area and the traffic analysis study area. An estimation of existing conditions is also provided in the table for comparative purposes. The new development anticipated under the Incentive District would be consistent with the growth and development potential under the City's existing General Plan land use regulations and could occur under current conditions. However, it is expected that with implementation of the Incentive District, development might be encouraged such that growth and/or new land uses could occur more quickly than under current conditions.

**TABLE 2-1
FUTURE PROJECT LAND USE CONDITIONS**

Land Use	Units	2013 Conditions	Development Anticipated w/o Implementation of the Project (2035) – Project Study Area	Projected Development Anticipated with the Proposed Project (2035) * – Project Study Area	Projected Development Anticipated with the Proposed Project (2035) * – Traffic Analysis Study Area
Residential	du	1,129	1,852	2,688	5,871
Single Family	du	214	100	121	257
Multi Family	du	915	1,752	2,567	5,614
Retail	ksq	2,448	3,219	1,919	2,911
Office	ksq	22	0	194	604
Medical	ksq	0	0	0	166
Hospitality	rooms	55	9	724	3,074
Auto-oriented Businesses	ksq	396	113	26	39
Industrial	ksq	453	240	78	37
Storage	ksq	83	83	83	207

du = Dwelling Units
ksq = Thousand square feet
rooms = number of rooms

* The totals included in this column are comprised from totals from existing conditions in addition to the projected development anticipated with the proposed project.

SOURCE: IBI 2018

Actions Required to Implement the Incentive District

City of Oceanside General Plan Amendments

Implementation of the proposed project includes General Plan map and text amendments, which are proposed to be adopted concurrently with the adoption of the proposed project by the City Council. The General Plan Amendments would amend the City of Oceanside Land Use Element to establish guiding policies for the Coast Highway Vision and Strategic Plan and Coast Highway Incentive District and to clarify land use descriptions to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District (refer to Appendix I of this EIR). General Plan map amendments include redesignating several properties currently designated as Light Industrial to General Commercial (refer to **Figure 2-11**) and High Density Residential to General Commercial (refer to **Figure 2-12**). In addition, the General Plan Amendment would amend the City of Oceanside Circulation Element to incorporate policies, objectives, guidelines, and roadway classification standards to accommodate the proposed Complete Streets improvements.

City of Oceanside Zoning Ordinance Amendment

Implementation of the proposed project includes a Zoning ordinance and map amendments, which are proposed to be adopted concurrently with the adoption of the project by the City Council. Once adopted, the Incentive District would provide optional land use and zoning regulations for developers and property owners that could be used in lieu of the existing zoning. Additionally, the Zoning map amendments would rezone those properties within the Incentive District boundaries currently designated as Light Industrial (M1) and Public Utility Transportation Zone (PUT) to General Commercial (C-2) (refer to **Figure 2-13**). Finally, the Zoning Ordinance Amendment would revise the existing High-rise provision, section 4114, which allows for additional building height with the submittal of a Conditional Use Permit to limit its application to only allow high rises for unoccupied space, so that this provision does not interfere with the objectives of the Incentive District.

City of Oceanside Local Coastal Program Amendment

In order to implement the proposed project, the City would also be required to process and adopt a Local Coastal Program Amendment (LCP Amendment) which would also require adoption by the California Coastal Commission. The LCP Amendment would amend the City's LCP, including amending the land use plan and the implementing ordinance to ensure consistency with the Incentive District. The land use plan amendments include amended text pertaining to the General Commercial, Coastal Dependent, Recreational & Visitor Serving Commercial, Light Industrial and Residential High Density land use classifications to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District. LCP map amendments include redesignating several properties currently designated as Light Industrial to General Commercial (refer to **Figure 2-11**). The adoption of the updated LCP by the California Coastal Commission would be the final approval necessary to allow for implementation of the Incentive District.

2.5 Construction Process and Timeline

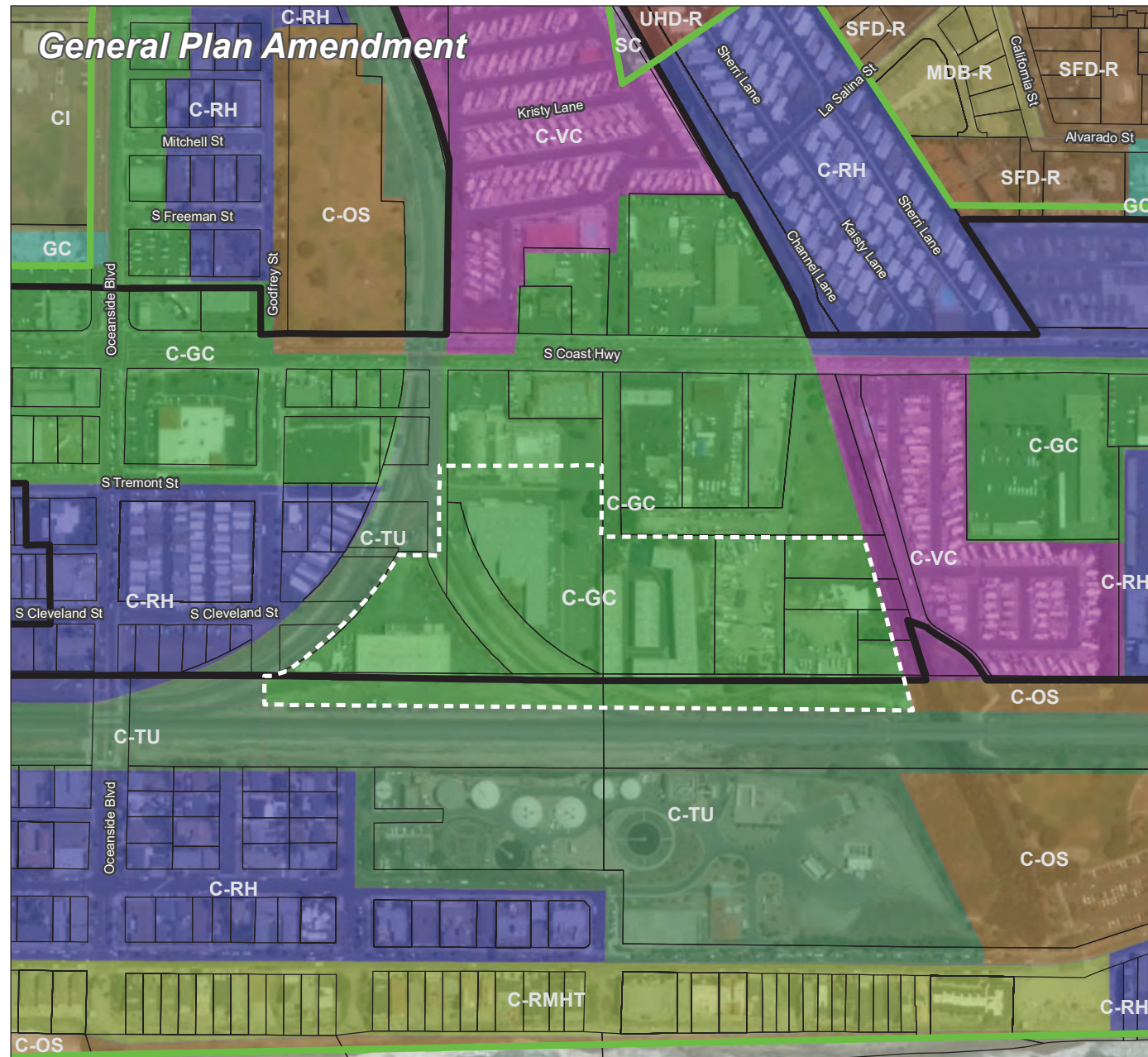
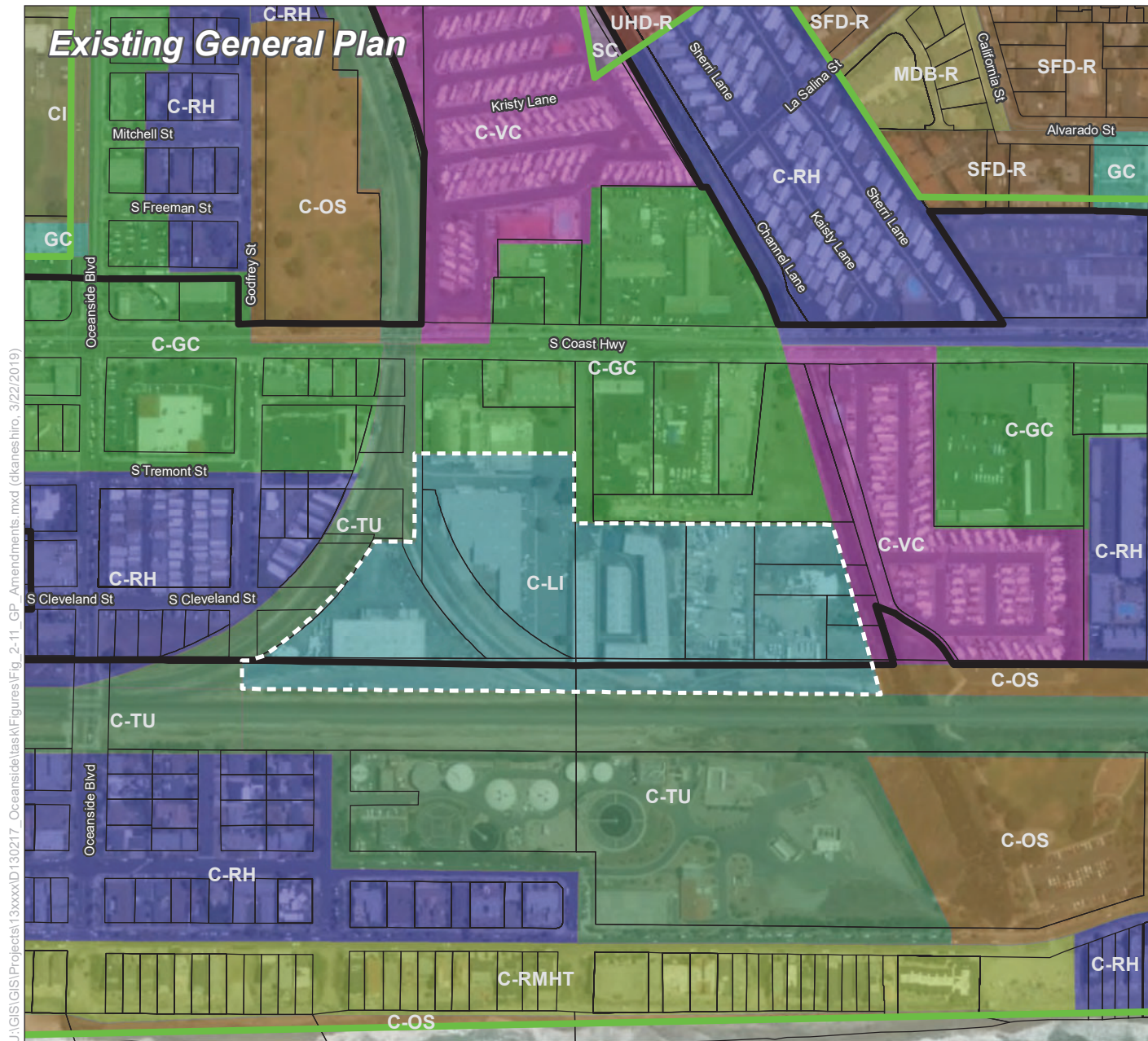
Complete Streets Improvements

The Complete Streets improvements would be constructed based on available City funding and would be accomplished in phases, with the first phase likely beginning in January 2020 and the last phase completed by December 2035. While the parameters of the construction phases are preliminary at this time, for the purposes of the analyses within this EIR it is assumed construction of the Complete Streets improvements would occur first in Segment 1 and continue segment by segment to the southern end of the project area. Construction activities associated with the Complete Streets improvements would occur within the existing right-of-way of Coast Highway and would consist primarily of restriping. Other small-scale construction activities include signal modifications, introduction of midblock crosswalks, streetscaping, and other roadway improvements, including, but not limited to, sidewalk improvements and street lighting.

Physical construction activities would be required for the development of intersection roundabouts, raised medians, bulbouts, and repaving. Typical roundabout construction would require partial intersection closures to allow for the construction of the first half of the roundabout followed by the second half, which would allow for some through-traffic at all times. Construction activities anticipated for each roundabout would be approximately 4 months, with all 12 intersection roundabouts constructed over a 5-year period. This phased approach would allow for two intersection roundabouts to be constructed simultaneously. The phased construction schedule would ensure that not all intersections within the corridor would be under construction simultaneously. Based on average haul truck capacity and the anticipated maximum amount of imported and exported materials, a maximum of 20 haul trucks per day were assumed to haul demolition debris and excavated and imported soils during the respective construction phases. Construction activities would occur Monday through Saturdays from 7:00 a.m. to 6:00 p.m., per City Code.

Incentive District

Once adopted, the Incentive District could be applied to any future development and/or redevelopment that is being considered within the boundaries of the proposed Incentive District. However, given that the projects would largely be sponsored and proposed by private developers, the timing of the construction activities of individual projects associated with the Incentive District is unknown and cannot be determined at this time. Construction of individual projects would occur as property owners and developers decide that development is warranted based in large part on market trends. Additionally, the duration of construction activities for individual future projects would be determined on a case-by-case basis largely by the construction contractors of the individual developers. Future development projects that may occur under the Incentive District would be required to undergo application review through the City's development review process. As part of the development review process, future project applicants would submit a project-specific construction schedule to demonstrate compliance with all applicable City regulations associated with construction activities. Future development or redevelopment projects that include components outside the scope of this EIR may be required to undergo additional CEQA review, if determined necessary.

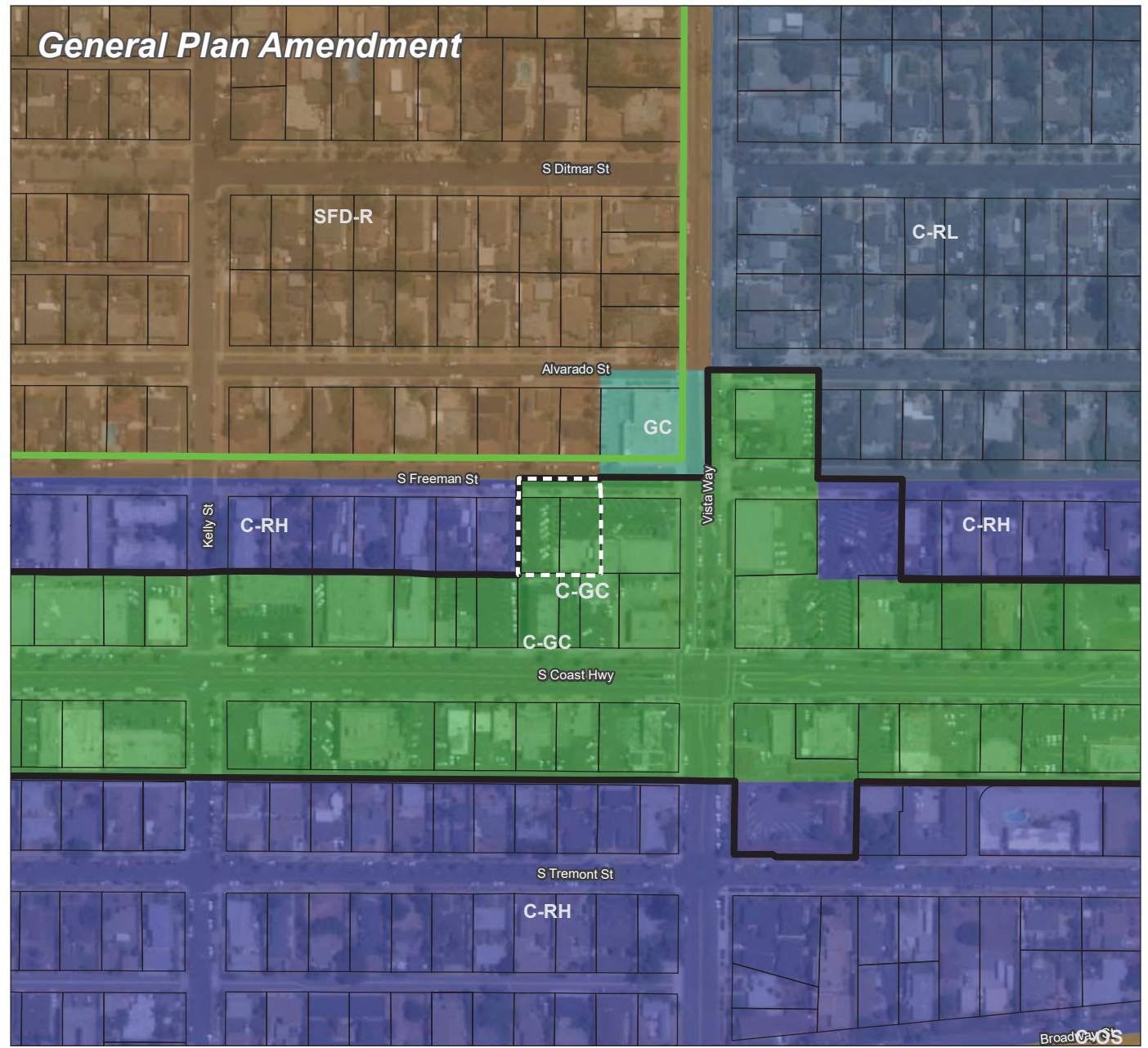
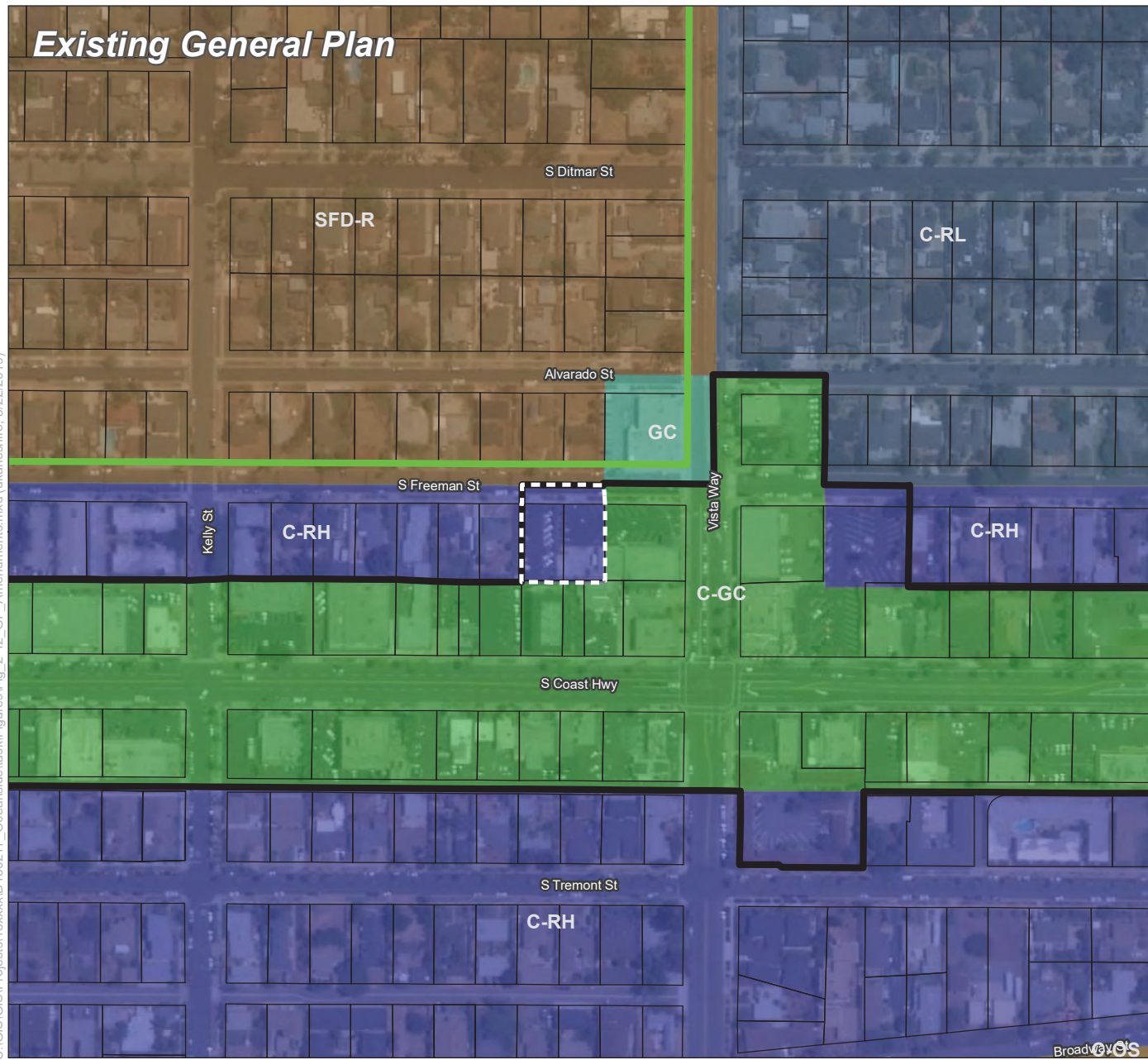










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Coastal Zone Boundary	Land Use Designations	Coastal Residential Mixed High Density & Transient Residential - C-RMHT	Medium Density - B Residential - MDB-R
Incentive District	Coastal General Commercial - C-GC	Coastal Trans. & Utility - C-TU	Special Commercial - SC
	Coastal Light Industrial - C-LI	Coastal Dependent, Recreational & Visitor Serving Commercial - C-VC	Single Family Detached Residential - SFD-R
	Coastal Open Space - C-OS	Civic Institutional - CI	Urban High Density Residential - UHD-R
	Coastal Residential High Density - C-RH	General Commercial - GC	

Footnote:
- Coastal land use designations are established in the LCP for the coastal zone

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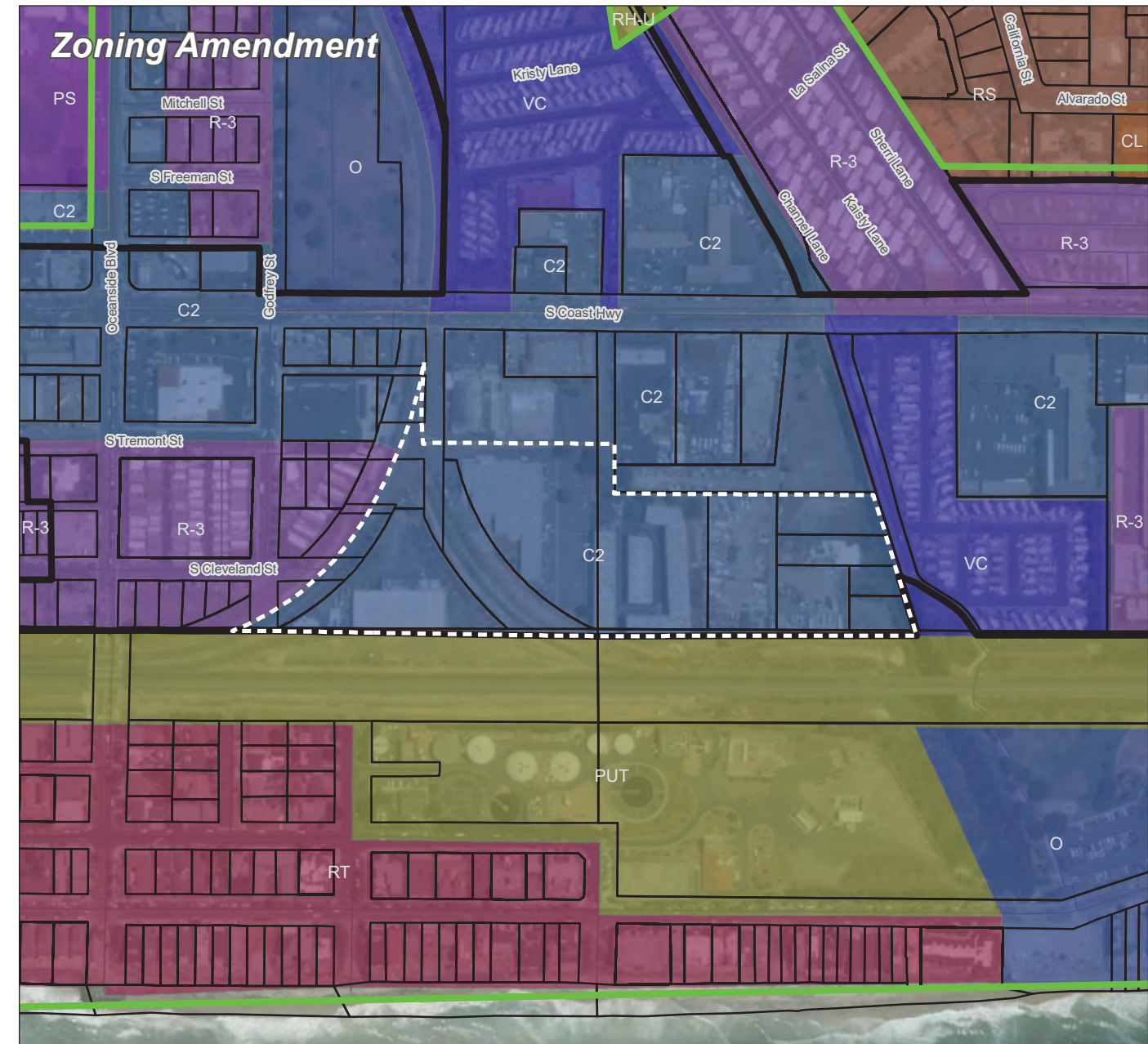
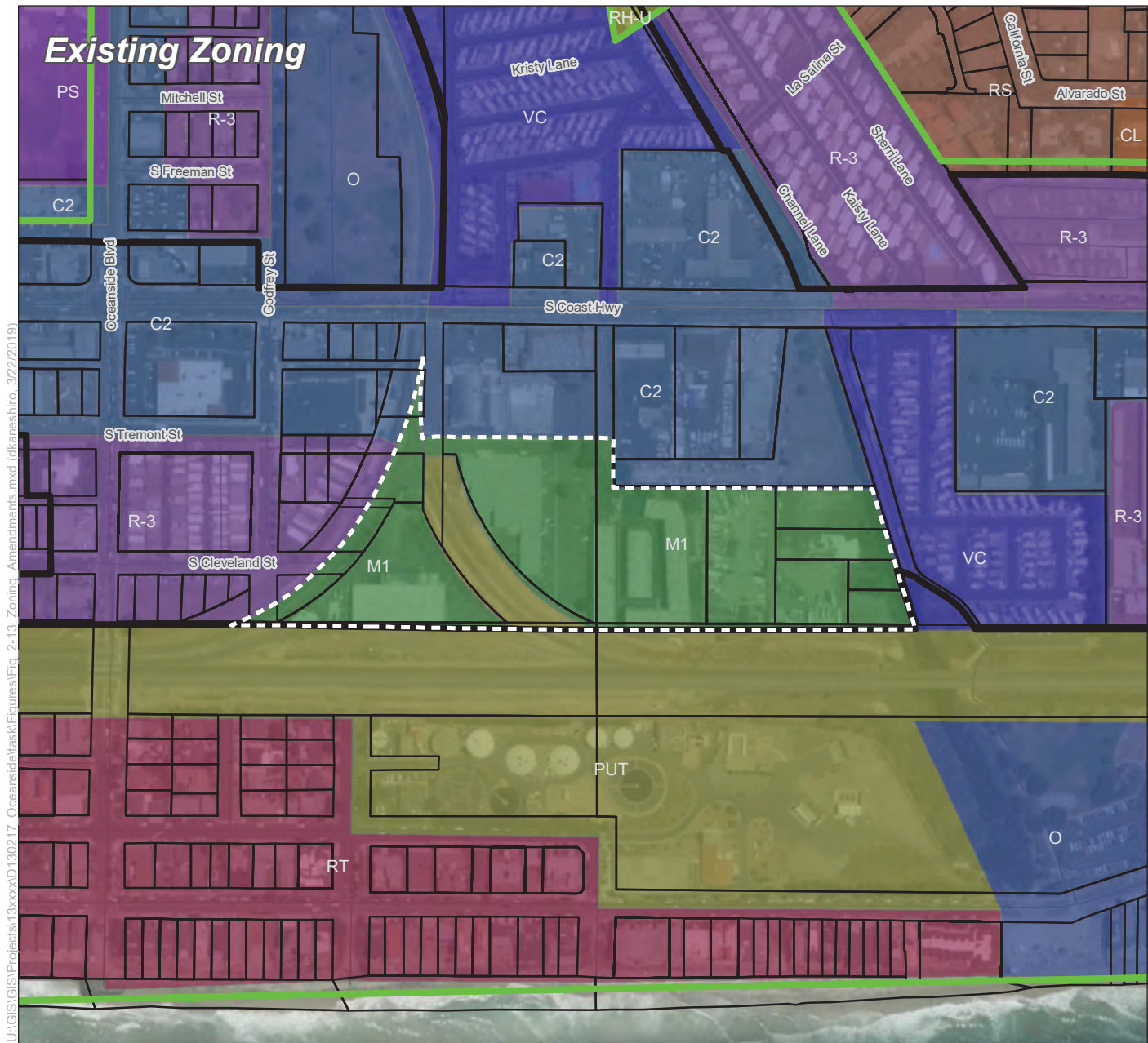
 Coastal Zone Boundary	Land Use Designations	 Coastal Residential Low Density - C-RL
 Incentive District	 Coastal General Commercial - C-GC	 General Commercial - GC
	 Coastal Open Space - C-OS	 Single Family Detached Residential - SFD-R
	 Coastal Residential High Density - C-RH	

Footnote:
- Coastal land use designations are established in the LCP for the coastal zone

SOURCE: ESA, 2016; City of Oceanside 2016; NAIP, 2014

City of Oceanside Coast Highway Corridor Study, 130217

Figure 2-12
General Plan Map Amendments



Coastal Zone Boundary (Green outline)
Incentive District (Dashed white line)

Zoning Designation

General Commercial - C2 (Coastal)	Public and Semipublic - PS (1992)	Open Space - O (Coastal)	Medium Density Residential - R-3 (Coastal)	Residential Tourist - RT (1992)
Limited Commercial - CL (1992)	Light Industrial - M1 (Coastal)	Visitor Commercial - VC (Coastal)	Urban High Density Residential - RH-U (1992)	Visitor Commercial - VC (Coastal)
Light Industrial - M1 (Coastal)	Public Utility transportation Zone - PUT (Coastal)	Single Family Residential - RS (1992)		

Footnote:
 - Coastal refers to the Coastal Zone Ordinance for Coastal Area (1986 Zoning Ordinance)
 - 1992 refers to the Inland Zoning Ordinance (1992 Zoning Ordinance) - not applicable to the proposed project
 - Redevelopment refers to the Downtown Zoning Ordinance - not applicable to the proposed project

0 300 Feet

SOURCE: ESA, 2016; City of Oceanside, 2016

City of Oceanside Coast Highway Corridor Study. 130217

Figure 2-13
 Zoning Map Amendments

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2.6 Discretionary Actions

This EIR is intended to provide documentation pursuant to CEQA to cover the discretionary approvals that are required to implement the Coast Highway Corridor Study Project. Actions and approvals required from the City of Oceanside in association with the proposed project include, but are not limited to, those summarized in **Table 2-2**. Actions and approvals that may be required from other agencies for the proposed project are also summarized in Table 2-2.

**TABLE 2-2
DISCRETIONARY ACTIONS REQUIRED FOR PROJECT APPROVAL**

	Complete Streets Improvements	Incentive District
City Discretionary Approvals	<ul style="list-style-type: none"> • Certification of the Final EIR and adoption of the Mitigation Monitoring and Reporting Plan (MMRP) • General Plan Amendment to amend the Circulation Element to incorporate the Complete Streets improvements 	<ul style="list-style-type: none"> • Certification of the Final EIR and adoption of the Mitigation Monitoring and Reporting Plan (MMRP) • General Plan Amendment to amend the Land Use Element to establish a Special Management Area inclusive of the Incentive District boundaries • Zoning Ordinance Amendment • Local Coastal Program Amendment
Approvals from Other Agencies	<ul style="list-style-type: none"> • State Water Resources Control Board (SWRCB) – National Pollutant Discharge Elimination System (NPDES) • Caltrans Encroachment Permit and/or Caltrans relinquish state right-of-way within Coast Highway 	<ul style="list-style-type: none"> • Local Coastal Program Amendment Certification by California Coastal Commission.