

# STAFF REPORT



ITEM NO. 12  
CITY OF OCEANSIDE

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DATE: October 1, 2008  
TO: Honorable Mayor and City Councilmembers  
FROM: Development Services Department/Planning Division  
SUBJECT: **UPDATE OF ADHOC COMMITTEE FINDINGS AND RECOMMENDATIONS AND APPROVAL OF THE FY 2008-2009 WORKPLAN FOR THE PLANNING COMMISSION**

## SYNOPSIS

The Planning Commission has developed its workplan for FY 2008-2009; the Commissioners approved the workplan at their September 8, 2008 meeting. City Council approval of the proposed workplan is required to implement the activities and programs of the Commission. The Commission and staff recommend that the City Council approve the workplan.

## BACKGROUND

The City of Oceanside Planning Commission (the "Commission") is a seven-member body that reviews and takes action on a variety of land use requests throughout the City. The Commission's primary goal is to consider land use requests and study land use issues in light of the City of Oceanside's General Plan and its elements. The Commission is responsible for land use decisions and recommendations under the auspices of Federal, State, regional and local laws, ordinances and City policies.

The City Code (Chapter 2, Article VII), the City Subdivision Ordinance (Ordinance No. 91-08) and the City Zoning Ordinance (Ordinance No. 88-22 as amended to date) establish collectively the rules, roles and procedural responsibilities of the Planning Commission with respect to land use and development-related matters.

Present rules provide that the Planning Commission review and make recommendations to the City Council on the following land use items:

General Plan Amendments  
Specific Plan Amendments  
Zoning Map Amendments

Zoning Ordinance Text Amendments  
Local Coastal Plan Amendments  
Regulated Uses

The Commission has the final decision-making authority to approve, conditionally approve or deny the following:

Tentative Subdivision Maps  
Development Plans  
Conditional Use Permits

Variances  
Regular Coastal Permits

However, the Commission's "final" decision-making authority noted above is subject to appeal and hearing by the City Council if an interested party files a written appeal, or if a Councilmember requests a "call for review" within 10 days of the Commission decision.

## **ANALYSIS**

The Planning Commission works to improve the quality of life for members of the Oceanside community and make recommendations and decisions that contribute to the vision that will shape and define the City into the future.

To carry out its work the Commission annually conducts approximately 70 public hearings on land use issue applications for Development Plans, Conditional Use Permits, Tentative Maps, Zone Changes and other discretionary actions. The Commission also forms ad hoc subcommittees to consider land use issues that need in-depth review and analysis. In general, the Commission meets approximately 24 to 26 times a year.

The Commission has prepared its workplan for FY 2008-2009 under the guidelines of the City Council and in consultation with staff from the Planning Division. The proposed goals and activities reflect the purpose and mission of the Commission as described in the Bylaws of the Commission and in the Vision Statement of the City.

As outlined, the proposed workplan continues the typical goals and tasks of the Commission with respect to land use and development-related matters. However, there are several new tasks and objectives added to this year's workplan. They include: review any mixed-use regulations guidelines that are produced as part of the Coast Highway Vision Study and ongoing Oceanside Boulevard Vision process; review, study and make recommendations on revisions to the regulated use section of the Zoning Ordinance; learn more about LEED (Leadership in Energy and Environmental Design) standards and determine if they should be formulated into a policy or ordinance requiring such standards for future development in the City; update the Planning Commission Bylaws to include AB 1234 Ethics training, and quorum and attendance requirements; and community education.

The Planning Commission also will work with the Redevelopment Advisory Committee (RAC) to consider amendments to the parking standards with the inclusion of compact spaces, transit-oriented design (TOD) parking standards in "smart-growth" areas, and guest parking requirements in the Zoning Ordinance; and to revise and update the Redevelopment Area Design Guidelines and determine where and how they can apply to other areas of the City. The Planning Commission will be involved as a reviewing body for the various Vision/Master Planning efforts that will occur over the next year along with considering formal land use and Zoning Ordinance changes that may be needed to implement the plan.

The Planning Commission has reviewed and worked with staff on their approved FY 2007-2008 Workplan. Attached are ad hoc committee findings and recommendations that the Planning Commission is recommending that the City Council consider and direct staff to incorporate them as part of the Planning Division's work program for FY 2008-2009 and to implement them as proposed by the Planning Commission.

Approval of the workplan by the City Council is required for implementation of tasks and objectives of the Commission.

**FISCAL IMPACT**

Land use and development-related applications are paid for by developer fees. Non-development-related work programs are funded by the General Fund as part of the Planning Division budget.

**COMMISSION OR COMMITTEE REPORT**

The Planning Commission has approved the proposed workplan for submission to the City Council.

**CITY ATTORNEY'S ANALYSIS**

Does not apply.

**RECOMMENDATION**

Staff recommends that the City Council approve the Planning Commission's FY 2008-2009 Workplan.

PREPARED BY:

  
Jerry Hittleman  
City Planner

SUBMITTED BY:

  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager  
George Buell, Development Services Director

  


**ATTACHMENTS:**

1. Planning Commission FY 2008-2009 Workplan
2. Mixed-Use Ordinance Ad hoc Committee Findings dated June 4, 2008
3. Guest Parking Ad hoc Committee Findings dated June 9, 2008
4. Signage Ad hoc Committee Findings dated August 6, 2008

**CITY OF OCEANSIDE  
Planning Commission  
FY 2008-2009 Work Plan**

**I MISSION STATEMENT**

The Oceanside Planning Commission shall guide, encourage and promote responsible development as it relates to the physical, environmental, social, economic, cultural and safety needs of the community.

**II COMPOSITION/ROLE**

The Commission is composed of seven members: Claudia Troisi, Chairperson; Louise Balma, Vice Chair; and Commissioners Dennis Martinek, Richard Parker, Robert Neal, Stan Bertheaud and Tom Rosales. As stated in City Council Policy No. 300-020, adopted on May 21, 1997, the members of the Planning Commission have the knowledge and experience as citizens of Oceanside to represent the community as a whole in their decisions and recommendations. The Council Policy also includes standards of ethical conduct for the Planning Commission. These standards require the advancement of the public interest; the importance of independence in judgment; openness; and fairness.

**III STRUCTURE**

The Planning Commission serves under provisions of local ordinance and state law. Its secretary is the City Planner, and principal staff support is provided by the Development Services Department/Planning Division.

From time to time various adhoc committees are appointed by the Chair to work on specific issues. In addition, two Commission members serve on the Redevelopment Design Review Committee (RDRC). The Chairperson of the Commission also serves as the Planning Commission representative on the Oceanside Mobilehome Park Financing Authority.

**IV GENERAL GOALS AND TASKS**

The Planning Commission's primary goal is to consider land use requests and study land use issues in light of the City of Oceanside's General Plan and its elements. The Commission is responsible for land use decisions and recommendations under the auspices of Federal, State, regional and local laws, ordinances and City policies.

The Planning Commission works to improve the quality of life for members of the Oceanside community and makes recommendations and decisions that contribute to the vision that will shape and define the City in the future.

The Commission works strongly and consistently for the enhancement of public participation and knowledge of the planning process.

To carry out its work the Commission annually conducts approximately 70 public hearings on land use applications for Development Plans, Conditional Use Permits, Tentative Maps, Zone Changes and other discretionary actions. The Commission also forms adhoc committees to consider land use issues that need in depth review and analysis. The Commission meets 24 to 28 times a year.

## **V SPECIFIC GOALS AND TASKS**

1. The Planning Commission shall conduct public hearings and make land use decisions and/or recommendations to the City Council on project applications.
2. The Planning Commission shall hear all sides of any issue before it, by providing a complete opportunity for all interested parties to be heard in a public meeting.
3. The Commission shall conduct an in-depth review and complete public discussion of all projects it hears prior to making any decisions or recommendations.
4. The Commission shall review, affirm and adopt all of the findings required by State law and local regulation for the actions in takes on any projects either for or against.
5. The Commission shall consider all of the environmental documentation provided with a project and make findings based on the mitigation of any negative impacts based on the requirements of the California Environmental Quality Act.
6. The Commission shall continue to place and support conditions on projects to ensure that potential impacts are mitigated appropriately.
7. The Commission shall continue its practice of in-depth review of the architecture, design and landscaping of all development projects to insure their compatibility with and enhancement of the surrounding neighborhoods and the overall community.
8. The Commission shall provide input to the Community Development Commission (CDC) on projects within the Downtown Redevelopment project area as requested by the City Council/CDC through the Redevelopment Design Review Committee (RDRC).

9. During the coming year the Planning Commission is anticipated to discuss and provide input and recommendations on the following projects and work tasks:
  - a) Updated Bylaws – The current Planning Commission bylaws are out-of-date. The anticipated revisions include updated language (i.e Planning Director vs. City Planner), inclusion of AB 1234 Ethics training, updated quorum and attendance requirements, and other language revisions. Members: Chairperson Troisi, Commissioner Martinek, Commissioner Parker.
  - b) Citywide Parking Standards – The Planning Commission will work with the Redevelopment Advisory Committee (RAC) to revamp the parking standards in the Oceanside Zoning Ordinance. Areas to be studied are inclusion of compact spaces, transit oriented design (TOD) parking standards in “Smart Growth” areas, and guest parking requirements. Members: Commissioner Neal, Commissioner Parker.
  - c) Building Design Guidelines – The Planning Commission will work with the RAC to revise and update the Redevelopment Area Design Guidelines and determine where and how they can apply to other areas of the City. Members: Vice-Chair Balma, Commissioner Bertheaud.
  - d) LEED Standards – The Commission will learn more about LEED (Leadership in Energy and Environmental Design) standards and to determine if they should be formulated into a policy or ordinance requiring such standards for future development in the City. Members: Vice-Chair Balma, Commissioner Bertheaud, Commissioner Martinek.
  - e) Regulated Uses Update – The Planning Commission will study and make recommendations on revisions to the Regulated Use Section of the Zoning Ordinance. Members: Commissioner Neal, Commissioner Rosales.
  - f) Mixed Use Regulations – The Planning Commission will review any mixed-use guidelines that are produced as part of the Coast Highway Vision Study and ongoing Oceanside Boulevard Vision process. Members: Chairperson Troisi, Commissioner Parker.
  - g) Community Education
    - 1) Circulation Element Update - Presentation/workshop on the Circulation Element Update.
    - 2) Housing Law - Presentation by the City Attorney's Office on Housing Law.
    - 3) Economic Development in Oceanside – Presentation by Jane McVey, Economic Development Director.
    - 4) LEED Standards – Presentation on LEED standards and how they apply to local government and specific projects.

- 5) Future Water Availability Report – Report on impact of predicted water shortages.
- 6) Recycling Requirements in Oceanside – Report by Waste Management on required facilities.
- 7) Review of Master Planning Efforts for North Coast Highway and South Coast Highway and Oceanside Boulevard– Report by staff.

***PLANNING DEPARTMENT***  
**MEMORANDUM**

DATE: June 4, 2008

TO: Honorable Chair and Members of the Planning Commission Mixed-Use Subcommittee

FROM: Jerry Hittleman, City Planner

**SUBJECT: MIXED-USE COMMITTEE FINDINGS**

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The Mixed Use Subcommittee of the Planning Commission met on May 14, 2008, and concurred on the following directives for enacting revised policies and regulations for mixed use (retail/office/residential) projects within properties designated in the General Plan and Zoning Ordinance for commercial development:

**Implementation Principles:**

1. Retract the current Mixed Use Ordinance – Section 3042 of the Oceanside Zoning Ordinance.
2. Add principles and policies for Mixed Use projects into the City’s General Plan/Land Use Element. See below for specific principles and policies to be added.
3. Allow mixed use development to occur in the interim through approval of a Specific Plan with detailed mixed use guidelines on property currently designated for commercial use.
4. Focus on preparing mixed use regulations and guidelines within the Oceanside Boulevard and Coast Highway corridors that are currently under study.
5. Base a future mixed use ordinance and guidelines for the remainder of commercial properties in the City on the conclusions of the Oceanside Boulevard and Coast Highway corridor studies.
6. Develop an overlay map designating specific parcels/areas appropriate for mixed use development throughout the City.

**General Plan Policies:**

Mixed Use Development principles and policies to be added to the General Plan – Land Use Element as Section 2.28, Mixed Use Principles and Policies:

- A. The City shall encourage the development of parcels as pedestrian friendly mixed use development neighborhoods, or districts where, if possible, jobs and transit opportunities are located near housing
- B. The City shall ensure orderly and thorough planning and review procedures that will result in quality urban design.
- C. The City shall encourage the fine grained mix of land uses (retail/office/residential) that foster pedestrian activity, reduce automobile trips and incorporate the maximum number of destinations (work, shopping, recreation, etc.) one has to access on a daily basis within approximately a ¼ mile (5 minute) walk from home.
- D. The City shall encourage the preservation of serviceable existing structures of historic value or artistic merit by providing opportunities to use them creatively for purposes other than that for which they were originally intended.
- E. The City shall encourage the assembly of properties that might otherwise be developed in unrelated increments to the detriment of surrounding neighborhoods.
- F. The City shall encourage development of plans with specialized open space in the form of squares, greens, and parks whose frequent use is encouraged through placement and design.
- G. Provide a community design that conserves resources and minimizes waste.
- H. The City shall ensure that mixed use developments provide for the efficient use of water through the use of natural drainage courses, drought tolerant landscaping, and recycling.
- I. Mixed use developments shall enhance community character and encourage the retention of quality older commercial corridors.
- J. The City shall encourage new housing and innovative retail that is less automobile dependent by locating new mixed use developments on or near major arterials with bus lines and Sprinter stations.

# Planning Department

## Memorandum

Date: June 9, 2008

To: Honorable Chair and Members of the Planning Commission Guest Parking Subcommittee

From: Faith Burton, Planner I

**SUBJECT: GUEST PARKING COMMITTEE FINDINGS**

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The Guest Parking Subcommittee of the Planning Commission met on Wednesday, April 16, 2008 and concurred on the following directives for enacting revised policies and regulations for guest parking within the City.

### **Implementation Principles:**

1. Provide one (1) guest parking space for each three (3) units of a multi-family residence.
2. Permit tandem parking within the Coastal Zone.
3. Bicycle parking spaces shall be provided in multi-family developments as specified by the development permit.
4. Encourage the use of pervious concrete:
  - a. Environmental benefits: Pervious concrete pavement systems provide a valuable stormwater management tool under the requirements of the EPA Storm Water Phase II Final Rule. Phase II regulations provide programs and practices to help control the amount of contaminants in our waterways. Impervious pavements – particularly parking lots – collect oil, anti-freeze, and other automobile fluids that can be washed into streams, lakes, and oceans when it rains. By capturing the first flush of rainfall and allowing it to percolate into the ground, solid chemistry and biology can then “treat” the polluted water naturally. Thus, stormwater retention areas may be reduced or eliminated, allowing increased land use.
  - b. Pervious concrete is strong and highly durable. Parking areas properly designated and constructed will last 20-40 years with little or no maintenance.

# ***PLANNING DEPARTMENT***

## **MEMORANDUM**

DATE: August 6, 2008

TO: Honorable Chair and Members of the Planning Commission Sign Subcommittee

FROM: Jerry Hittleman, City Planner

SUBJECT: **SIGN COMMITTEE FINDINGS**

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The Sign Subcommittee of the Planning Commission met on April 15, 2008 and August 6, 2008, and concurred on the following directives for revising the current regulations regarding signs throughout the City of Oceanside:

### **Implementation Principles:**

1. Amend the current Sign Ordinance – Article 33 of the Oceanside Zoning Ordinance. Create a working group to discuss sign requirements, including sign contractors/manufacturers to ascertain their recommendations to achieve the goals of the sign code.
2. Develop General Sign Design Guidelines with principles and policies for ensuring that some flexibility in design can be achieved based upon the context of the sign in the built environment.
3. Create a review committee or delegate authority to the City Planner to conduct administrative review and approval for sign designs that are not consistent with Article 33, but incorporate artistic creativity into the overall signs design.

### **Article 33 Amendment Recommendations:**

1. Amend language to allow for artistic expression in overall sign design without being counted into maximum sign area permitted. Ornamentation/ Corporate Logo/ Decorative Images should be excluded from allowed sign area (Section 3302.UU).
2. Vertical vs. horizontal sign designs: Section 3303.A.2.c has a strong preference for horizontal signs. Modify language to allow sign vertical and horizontal sign orientations.
3. Find acceptable standards for visible light sources (Section 3305.C.); for example,

allowances for “gooseneck” type lighting and revise regulations to exclude back lighting (Section 3305.C.4) area from the allowed sign area.

4. Modification of code to allow exceptions for signs with nationally recognized and trade marked logos if the sign proposal meets the following criteria:
  - (1) The sign complies with all other applicable criteria of Article 33;
  - (2) The scale of the sign will be in harmony with the architectural design for the building which it will serve;
  - (3) The sign will not create a hazard or will be harmful to other adjacent properties; and
  - (4) The sign is an integral component of a coordinated sign program for the building or development.
5. In order to provide for signs that are architecturally consistent, the sign area of Section 3303.A.2 should be reviewed and modified to include a 2% rule as follows: Individual establishments may exceed the maximum allowable square footage (provided the sign area is determined by the City Planner to be in scale with the building portion of the tenant). In no instance shall the sign face exceed the maximum permitted or 2 percent of the building area facing the street.
6. Eliminate pole signs from all locations except CS-HO Districts or other highway fronting locations. Encourage architectural monument signs that are incorporated into the overall site design of a given site.
7. Modifying the sign ordinance (Section 3303.A.3.c) to allow an increase in sign height for buildings with over 100 feet of frontage and to allow for wall signs in conjunction with perpendicular or blade signs.
8. On corner lots and when the allowed sign area has not been exceeded, allow a wall sign on a third building elevation with the approval of the City Planner.

**CITY OF OCEANSIDE**  
**Planning Commission**  
**FY 2007-2008 Work Plan**

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**III STRUCTURE**

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From time to time various adhoc committees are appointed by the Chair to work on specific issues. In addition, two Commission members serve on the Redevelopment Design Review Committee (RDRC). The Chairman of the Commission also serves as the Planning Commission representative on the Oceanside Mobilehome Park Financing Authority.

**IV GENERAL GOALS AND TASKS**

The Planning Commission's primary goal is to consider land use requests and study land use issues in light of the City of Oceanside's General Plan and its elements. The Commission is responsible for land use decisions and recommendations under the auspices of Federal, State, regional and local laws, ordinances and City policies.

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## **V SPECIFIC GOALS AND TASKS**

1. The Planning Commission shall conduct public hearings and make land use decisions and/or recommendations to the City Council on project applications.
2. The Planning Commission shall hear all sides of any issue before it, by providing a complete opportunity for all interested parties to be heard in a public meeting.
3. The Commission shall conduct an in-depth review and complete public discussion of all projects it hears prior to making any decisions or recommendations.
4. The Commission shall review, affirm and adopt all of the findings required by State law and local regulation for the actions in takes on any projects either for or against.
5. The Commission shall consider all of the environmental documentation provided with a project and make findings based on the mitigation of any negative impacts based on the requirements of the California Environmental Quality Act.
6. The Commission shall continue to place and support conditions on projects to ensure that potential impacts are mitigated appropriately.
7. The Commission shall continue its practice of in-depth review of the architecture, design and landscaping of all development projects to insure their compatibility with and enhancement of the surrounding neighborhoods and the overall community.
8. The Commission shall provide input to the Community Development Commission (CDC) on projects within the Downtown Redevelopment project area as requested by the City Council/CDC through the Redevelopment Design Review Committee (RDRC).

9. During the coming year the Planning Commission is anticipated to discuss and provide input and recommendations on the following projects and work tasks:
- a) Mixed Use Ordinance - Re-review the mixed-use ordinance and prepare a revised ordinance for Planning Commission review and City Council adoption. The review should be focused on the percent of retail/commercial uses vs. residential uses and where these occur on a particular site. Members: Commissioner Martinek (chair), Commissioner Balma and Commissioner Troisi.
  - b) Guest Parking Regulations/Policies - Review our current parking regulations and policies as they relate to multiple family developments, tourist rentals, and other visitor serving uses. Make recommendation for regulation and policy changes to the City Council. Members: Commissioner Neal (chair) and Commissioner Balma.
  - c) Signage - Review our current sign ordinance and policies and recommend changes if needed to the City Council. Members: Commissioner Balma (chair), Commissioner Troisi and Commissioner Bertheaud.
  - d) Community Education
    - 1) North County Transit District Projects - Have NCTD hold a workshop or give a presentation on Sprinter Stations and their future plans for the Downtown Transit Center.
    - 2) SANDAG - Have SANDAG present population and future land use projections for Oceanside and surrounding areas and provide an update on future plans and programs.
    - 3) Circulation Element Update - Presentation/workshop on the Circulation Element Update.
    - 4) Housing Law - Presentation by the City Attorney's Office on Housing Law.
    - 5) Economic Redevelopment Area Progress – Presentation by Kathy Baker, Redevelopment Manager.
    - 6) Economic Development in Oceanside – Presentation by Jane McVey, Economic Development Director.
    - 7) Future Water Availability Report – Report on impact of predicted water shortages.
    - 8) Recycling Requirements in Oceanside – Report by Waste Management on required facilities.
    - 9) Review of Oceanside Corridor Visioning Task Force – Report by staff.
    - 10) Review of Master Planning Efforts for North Coast Highway and “Bungalow Area” – Report by staff.
    - 11) Presentation on Proposed Orange County Toll Road –