



DATE: June 22, 2008

TO: Chairperson and Members of the Planning Commission

FROM: Development Services Department

SUBJECT: **ANNUAL PROGRESS REPORT ON THE GENERAL PLAN**

BACKGROUND

State law requires that all California cities and counties prepare and adopt comprehensive, long-term general plans for the physical development of all land within their boundaries and spheres of influence. Through their general plans, cities and counties establish their land use, circulation, environmental, health and safety, economic, social and aesthetic goals and policies as they relate to the use and development of both public and private property. These goals and policies provide the framework for more specific planning and regulatory documents, including: zoning ordinances and other municipal codes, vision and strategic plans for defined services and sub-areas, citywide capital improvement budgets and affordable housing programs. All such plans and regulations must be consistent with all aspects of the general plan.

As specified in Government Code Section 65300, et. seq., general plans must include seven (7) distinct but interrelated elements on the following topics: land use, circulation, housing, conservation, open space, safety and noise. Required elements can be consolidated (e.g. the Oceanside General Plan currently addresses both conservation and open space in the Environmental Resources Management Element) and additional elements can be incorporated (e.g. the Oceanside General Plan currently includes optional elements that address community facilities, hazardous waste management and the City's relationship to Camp Pendleton, along with a recreational trails element that functions as a separate component of the circulation element). While only the updating of the Housing Element is subject to a specific, state-mandated timeframe (every five years), most jurisdictions select 15 to 20 years as the time horizon for the comprehensive updating of their general plans.

State law further mandates that all non-charter cities and all 58 counties prepare an Annual Progress Report (APR) on the status of their general plans and the implementation thereof. A copy of the draft APR is attached to this report. The APR

must be accepted by the local legislative body and submitted to the Governor's Office of Planning and Research (OPR) and the Housing and Community Development Department (HCD) by April 1st of each year. In accordance with applicable state guidelines, the APR is expected to include the following:

- The date(s) of the most recent update to the General Plan and/or its individual elements;
- Measures associated with the implementation of the General Plan, with specific reference to applicable elements;
- Progress toward the fulfillment of Housing Element goals (e.g. dwelling units added or restored to the City's housing stock in accordance with the mandates of the current Regional Housing Needs Assessment);
- Evaluation of the degree to which the General Plan currently complies with applicable state guidelines, including those pertaining to environmental justice, collaborative planning with the military and consultation with Native American tribes;
- Any goals, policies, objectives, standards or other General Plan components that need to be added or were deleted, amended or otherwise adjusted during the preceding year;
- Any planning documents, environmental assessments or major development projects that have been initiated during the preceding year;

Additional priorities for land use decision-making recently outlined by the City Council. In addition to these required components, the APR can provide other relevant information, where available and as deemed appropriate. In order to render the APR a comprehensive and useful illustration of recent planning and development activity in the City, additional information related to the following efforts has been incorporated:

- Inter-agency and inter-governmental coordination, including the City's participation in the San Diego Association of Governments (SANDAG);
- Promotion of infill development, adaptive reuse and redevelopment, coupled with the preservation of cultural and historic resources;
- Protection and enhancement of environmental resources;
- Streamlining of the development review process and improvements to customer service;
- Enhancement of employment opportunities and improvements in the City's jobs-housing balance.

ANALYSIS

The APR aids state agencies in identifying statewide trends in local land use decision-making and allows these agencies to monitor local planning and development activities that relate to statewide planning goals and policies. The APR also assists the local legislative body in evaluating how the goals and policies of the General Plan are being implemented through various regulations, programs, planning activities and land

development projects (both public and private). The process of preparing the APR is meant to reveal how General Plan implementation can be improved as well as how the goals and policies of the General Plan can be adjusted to better reflect changing conditions and priorities.

While OPR provides general guidance on the preparation of APR's (as outlined above), local jurisdictions are urged to craft their APR's in a manner that suits their individual circumstances, resources and constraints. The APR for Fiscal Year 2008-09 is not an exhaustive inventory of Oceanside's General Plan implementation efforts but rather a focused account of relevant activities of citywide significance: e.g. City Council actions, long-range planning efforts, City projects associated with the Capital Improvement Program, land development projects requiring discretionary review.

Although the Oceanside General Plan is fundamentally a land use policy document, its goals and policies apply to virtually all facets of city government. Acknowledging the broad applicability of the General Plan, the Planning Division has consulted with City staff in Engineering, Public Works, Water Utilities, Parks and Recreation, Housing and Economic Development and Redevelopment to identify how General Plan goals and policies applicable to these agencies have been furthered, amended or constrained during the 2008-09 Fiscal Year. The APR includes information provided by these agencies as well as information gathered through analysis of planning documents, development project tracking lists, City Council meeting summaries and the 2009-10 Capital Improvement Program.

FISCAL IMPACT

The APR would have no fiscal impact on the City.

RECOMMENDATION

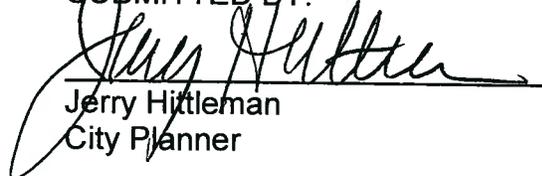
Staff recommends that the Planning Commission recommend City Council acceptance of the APR with any revisions deemed necessary to render it more complete and/or accurate, and that the document be subsequently submitted to the Governor's Office of Planning and Research and the California Department of Housing and Community Development.

PREPARED BY:



Russ Cunningham
Senior Planner

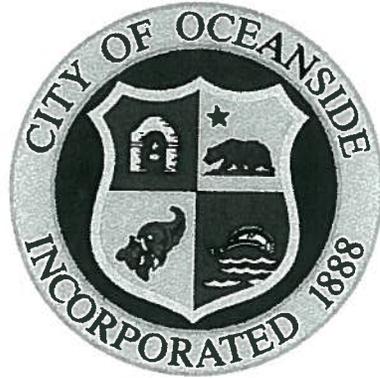
SUBMITTED BY:



Jerry Hittleman
City Planner

Attachment:

1. Annual Progress Report on the General Plan



City of Oceanside

Annual Progress Report on the General Plan

Fiscal Year 2008-09

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I. City Profile

The City of Oceanside comprises approximately 42 square miles adjacent to the Pacific Ocean in northern San Diego County. The City is bordered to the north by U.S. Marine Corps Base Camp Pendleton, to the south by the City of Carlsbad and to the east by the City of Vista. Interstate Highway 5 traverses the City near its coastal boundary, while State Routes 76 and 78 extend eastward from the coast to connect the City with the inland communities of Vista, San Marcos, Escondido, Fallbrook and Bonsall. Two major watersheds cross through the City: the San Luis Rey River, which reaches the ocean immediately south of Oceanside's small craft harbor; and Buena Vista Creek, which empties into Buena Vista Lagoon at the City's southwestern corner. Portions of the City that rim these two watersheds are characterized by rolling hills and narrow mesas.

In addition to its small craft harbor, Oceanside has 3.5 miles of beachfront and the longest wooden pier on the west coast. The beach amphitheater at the base of the pier accommodates a variety of community events throughout the year. Other attractions in the City include the Oceanside Museum of Art, the California Surf Museum, Heritage Park, Guajome Regional Park and the Buena Vista Audubon Society Nature Center. Mira Costa Community College is located in Oceanside, and California State University San Marcos is nearby. Oceanside is a commuter rail hub that serves as the southern terminus of the Metrolink, the northern terminus of the Coaster and the western terminus of the Sprinter. The City also maintains a general aviation airport.

Incorporated in 1888, Oceanside is one of the oldest cities in the region. Inhabited for centuries by Native Americans of the Luiseno Tribe, Oceanside saw its first European settlement nearly 100 years before its incorporation, with the founding of Mission San Luis Rey de Francia in 1798. The community grew as a tourist and farm center after the arrival of the railroad in 1883, and then again as a bedroom community and service industry center following the establishment of Camp Pendleton in 1942. Spurred by a statewide housing boom, the City experienced significant growth during the 1980's, with its population increasing from just over 75,000 to nearly 130,000. Population growth slowed substantially after 2000, by which time most of the City's residentially zoned property had been developed.

Oceanside's socioeconomic character – including its racial and ethnic makeup, median age, median household income and educational attainment – is largely consistent with San Diego County averages. The current population is roughly 63 percent White, 22 percent Hispanic, seven percent Asian and five percent Black. The City also has a substantial Pacific Islander population. The City's median age is slightly over 34 years. The median household income is \$62,083. Just over 20 percent of Oceanside residents have earned at least a bachelor's degree, with another 36 percent having completed some college coursework.

Currently home to nearly 175,000 residents, Oceanside is now the third largest city in San Diego County, behind only San Diego and Chula Vista. While residential development opportunities are now limited, the City is continuing to build its employment base with the development of several business parks within its geographical core. Future housing growth is expected to come

primarily in the form of residential and mixed-use infill development in the downtown area and along the City's established commercial corridors.

According to forecasts prepared by the San Diego Association of Governments (SANDAG), Oceanside is expected to have nearly 210,000 residents by 2030, with the number of individuals over 60 years of age increasing by more than two-thirds. Employment during this period is expected to increase by nearly 60 percent, with the addition of more than 25,000 jobs.

II. Conformance with State Guidance on the APR

The Annual Progress Report on the Oceanside General Plan (APR) for Fiscal Year 2008-09 has been prepared with close attention to the General Plan Annual Progress Report Guidance issued by the Governor's Office of Planning and Research (OPR) in July of 2007. The APR for Fiscal Year 2008-09 responds directly to OPR's general content guidelines, which call for the identification of legislative measures, long-range planning efforts, new or expanded programs and land development projects that implement the goals, objectives and policies of the General Plan, as well as any substantive changes to these goals, objectives and policies. The APR also acknowledges state planning priorities (*e.g.* interagency/intergovernmental coordination, sustainable development, environmental justice) and the extent to which these priorities have been integrated into recent and ongoing programs, planning efforts and development projects.

The APR documents general plan implementation efforts initiated, continued and/or completed between July 1, 2008 and June 30, 2009, a period which reflects the previous fiscal year for the City of Oceanside. Implementation efforts are organized under those General Plan elements to which they are most applicable, with an understanding that many of these activities address priorities articulated in more than one element. For the sake of brevity, the APR does not enumerate the specific General Plan goals, objectives and policies to which these activities apply. Nevertheless, City staff has cross-referenced the listed activities against the text of the General Plan in order to verify their applicability and consistency.

The APR was reviewed and accepted by the Oceanside City Council at a formal public hearing on _____, having been previously reviewed and recommended for acceptance by the City's Planning Commission on June 22, 2009.

III. Current Status of the General Plan

The Oceanside General Plan currently consists of ten (10) elements: all of the required elements (*i.e.* Land Use, Circulation, Housing, Safety, Conservation, Open Space, and Noise) along with optional elements addressing community facilities, hazardous waste management, recreational trails (considered a component of the Circulation Element) and the City's relationship with adjacent Camp Pendleton. The required elements addressing conservation and open space have been consolidated within the Environmental Resource Management Element.

In the late 1990's, the City undertook a public process to develop vision statements for the future of the community (Vision 2020). These vision statements – addressing business development,

telecommunications access, cooperative partnerships, promotion of the arts, lifelong learning opportunities and a healthy environment – have been appended to the General Plan to provide additional guidance for future growth.

While the various elements of the Oceanside General Plan were merged into a single document in 2002, the City’s General Plan has never been comprehensively updated as defined by the Governor’s Office of Planning and Research (OPR).¹ Nevertheless, individual elements have been periodically updated as warranted by changing conditions and new mandates. Table 1 shows when the various elements of the City General Plan were most recently updated.

TABLE 1
Most Recent Updates of Individual
General Plan Elements

Land Use	1989
Circulation	1995
Housing	2000
Environmental Resource Management	1975
Public Safety	1975
Noise	1974
Community Facilities	1990
Hazardous Waste Management	1990
Recreational Trails	1996
Military Reservation	1981

Although the Oceanside City Council has established comprehensive long-range planning as a vital priority, the City’s resources are currently focused on several discrete planning efforts that address the revitalization of blighted and underperforming commercial corridors in and around the City’s coastal core (e.g. Coast Highway, Oceanside Blvd) as well as the development of active-use parks and other public amenities on currently underutilized open space (e.g. El Corazon, Center City Golf Course). In anticipation of a Land Use Element update, the Planning Division has begun the process of evaluating existing land use policies and zoning regulations against the community’s evolving vision for its future, as reflected in the Coast Highway Vision Plan, the Oceanside Blvd. Corridor Vision Statement, the El Corazon Specific Plan and other advance planning efforts that have elicited and taken direction from public input.

IV. General Plan Implementation

Efforts linked to the implementation of the General Plan in Fiscal Year 2008-09 are organized below in terms of legislative measures, long-range planning activities and land development projects. Legislative measures were identified through review of summaries of City Council meetings between July 1, 2008 and June 30, 2009. In many cases, legislative measures have provided the impetus for subsequent planning activities and land development projects also noted

¹ As established in correspondence from the Office of Planning and Research received by the City of Oceanside on April 22, 2009, a comprehensive general plan update involves the concurrent revision of at least five (5) of the seven (7) mandatory elements.

in this report. Planning activities were identified primarily through interviews with City staff in the Development Services Department, the Public Works Department, the Economic and Community Development Department, the Housing and Code Enforcement Division, the Parks and Recreation Division, the Water Utilities Department and the Fire Department. The specific nature and status of the many of the planning activities listed in this report were further investigated through review of relevant memos, reports, studies and planning documents. Land development projects were identified primarily through staff interviews and a search of the Planning Division's entitlement application database.

A. Legislative Measures

In the preceding year, the City Council has enacted a number of legislative measures consistent with and intended to further the implementation of the General Plan. These measures include the approval of major planning and development activities in the downtown area, land conveyance for the expansion of public transportation in eastern portions of the City, funding for various affordable housing efforts, support for the long-term improvement and maintenance of the Oceanside Municipal Airport, the public waterfront, City parks and other community facilities, and funding for the expansion of recreational trails.

Land Use

- Approval of funding for renovation and façade enhancement to enable the California Surf Museum to move from 223 N. Coast Highway to 312-314 Pier View Way (8/13/2008);
- Directive to City staff to address parking problems in the downtown area, with short-term and long-term solutions (10/1/2008).
- Approval of a professional services agreement for conceptual design of improvements to Mission Avenue from Horne Street to Coast Highway (4/15/2009);
- Approval of the draft Coast Highway Vision and Strategic Plan as an advisory document to inform future legislative amendments affecting the planning area and provide guidance on development proposals through urban and building design principles and guidelines, to enable revitalization within said area (4/15/2009).

Circulation

- Acceptance of grant funds from SANDAG to update the City Pedestrian Master Plan (7/16/2008);
- Acceptance of \$23,300 in federal grant funds to the Neighborhood Services Department to continue the senior shuttle program (1/14/2009);
- Direction to construct sidewalks and bike lanes to address traffic safety issues for school children, including Cesar Chavez Middle School students, on North River Road and College and along Vandergrift (1/21/2009);

- Approval of funding for preliminary environmental and engineering services for the widening of the Murray Road Bridge and College Boulevard between Adams Street and the southern bridge abutment (2/11/2009).

Housing

- Allocation of \$200,000 of HOME funds to San Diego Habitat for Humanity to build a single-family home in Oceanside (7/9/2008);
- Funding for the acquisition and rehabilitation of a 144-unit housing complex (Shadow Way Apartments) located at 4707 Yuma Avenue (9/10/2008);
- Acceptance of \$900,000 in grant funds from the State of California Department of Housing and Community Development to continue to implement a first-time homebuyer program under the CalHome Program (12/17/2008).
- Approval of a disposition and development agreement for the sale of real property to Lil Jackson Senior Community for the development of an 80-unit senior affordable rental housing project;
- Approval of a professional services agreement with RRM Design Group of San Luis Obispo in the amount of \$98,930 for preparation of a Vision and Strategic Plan for the Mission Avenue Mixed-Use Affordable Housing Development (1/21/2009);
- Approval of the 2009-2010 Annual and 2005-2010 Five-Year Public Housing Agency Plans for submission to the U.S. Department of Housing and Urban Development (4/1/2009);
- Approval of a senior residential care facility consisting of 180 condominium units with on-site recreation and care facilities on the 6.71-acre site located south of Highway 76, west of Melrose Drive, at the terminus of the Depot Road (4/1/2009).

Environmental Resources Management

- Directive to City staff to explore adaptive reuse options for the property that includes Quarry Creek and El Salto Falls (9/10/2008);
- Approval of additional work to complete the Subarea Plan of the Multiple Habitat Conservation Plan (MHCP) (5/6/2009).

Noise

- Approval of a professional services agreement for a revised quiet zone design (6/18/2008).

Hazardous Waste Management

- Authorization of an application to the State of California for grant funds to support recycling of used oil and proper disposal of household hazardous waste (7/16/2008).

Community Facilities

- Approval of a 50-year lease agreement and a 50-year operating agreement with Airport Property Ventures of Los Angeles for the development, design, construction and operation of facilities at Oceanside Municipal Airport (11/12/2008);
- Directive to issue a request for proposals to develop designs, construction plans, and engineering specifications to complete the renovation, replacement, and construction of new restrooms in the waterfront study area; and approval to issue a request for proposals for architectural and design services to develop concept plans for the amphitheatre/ bandshell area (3/4/2009);
- Approval to use \$1,000,000 in Redevelopment Bond funds to make improvements to the Oceanside Municipal Pier (3/4/2009).
- Approval of a purchase order for the rehabilitation of approximately 2,997 feet of sewer pipeline and 18 manholes throughout the City (4/8/2009);
- Approval of a professional services agreement for the preparation of plans and specifications for the construction of the Myers/Tait Street Sewer Line Replacement project (4/8/2009).

Recreational Trails

- Authorization of an application to the Bicycle Transportation Account Grant Program for competitive grant funds for the extension of the San Luis Rey River Trail Phase II (11/19/2008);
- Approval of the Oceanside Bicycle Master Plan (12/17/2008);
- Authorization of an application for competitive grant funds from the Transportation Development Act and TransNet Bicycle and Pedestrian Projects grant program for the extension of the San Luis Rey River Trail Phase II (5/6/2009).

B. Planning Activities

A variety of long-range planning activities were either initiated or continued during the preceding year, some of which were citywide in scope (*e.g.* Circulation Element Update, Housing Element Update) and others that were focused on particular sub-areas within the City (*e.g.* Coast Highway Vision and Strategic Plan). As noted earlier in this report, the City has made long-range planning a priority, as evidenced by the creation of an Advance Planning Team,

and the recently accepted productivity study of the Development Services Department reiterates that long-range planning should be emphasized over the next five years. Many of the activities noted below will support the City's broad commitment to long-range planning.

Land Use

- Center City Golf Course Alternative Use Study (ongoing);
- Oceanside Blvd. Corridor Vision Property Owner Outreach (accepted 12/11/2008);
- Coast Highway Vision and Strategic Plan (approved 4/15/2009);
- El Corazon Specific Plan and Environmental Impact Report (approved 6/3/2009).

Circulation

- Circulation Element Update and Thoroughfare Master Plan (final approval pending);
- Pedestrian Master Plan Update (final approval pending);
- Bicycle Master Plan Update (completed and approved);
- SANDAG Series 11 Subarea Traffic Model (ongoing);
- College Blvd. Widening Study (ongoing);
- College Blvd. Bridge Widening Study (ongoing);
- Melrose Drive Extension Study (ongoing);
- El Camino Real/Hwy. 78 Bridge Widening Study (ongoing).

Housing

- 2005-2010 Housing Element Update (pending final approval);
- 2009 Action Plan and Action Plan Objectives (completed and approved).

Environmental Resources Management

- Water Conservation Master Plan (final approval pending);
- Oceanside Sub-Area Plan: Multiple Habitat Conservation Program (ongoing);
- Buena Vista Lagoon Restoration Project (ongoing).

Public Safety

- North Coast Hwy. Bridge Seismic Retrofit Study (ongoing);
- Douglas Road Bridge Seismic Retrofit Study (ongoing).

Community Facilities

- Integrated Water Utilities Master Plan (ongoing);
- Master Drainage Plan Update (final approval pending);
- Loma Alta Creek Detention Basin Studies (ongoing).

Recreational Trails

- San Luis Rey River Bicycle Trail, College Blvd. to North Santa Fe Ave. Study (ongoing);
- San Luis Rey River Bicycle Trail, North Side Capistrano to Harbor Study (ongoing).

C. Land Development

The following list consists of land development projects either under construction or completed in the preceding year. The list includes both private development projects and City-sponsored projects, most of which involve new public facilities and other capital improvements. Also included here are public projects that entail significant earthwork or brush removal. With regard to private development, only residential projects involving a minimum of four dwelling units, commercial projects involving a minimum of 10,000 square feet of floor area and industrial projects involving 100,000 square feet of floor area have been listed (these being the respective thresholds for discretionary review). With regard to City-sponsored projects, only those that constitute new construction or a significant alteration of existing conditions have been included. Numerous other land development projects have received entitlements; these projects will be included in future status reports if and when they reach the construction phase.

Land Use

Residential

- Pacific View Villas, a 4-unit residential condominium at 607-609 N. Pacific Street;
- 400 South Strand, an 8-unit residential condominium at 400-404 South The Strand;
- SAM Oceanside I, an 11-unit residential condominium at 504-508 N. Pacific Street;
- Renaissance Terrace, a 96-unit residential condominium at 1019-1021 N. Coast Hwy;
- Darwin Knolls, a 15-unit residential condominium on Darwin Drive;
- The Villages at Morro Hills, continued build-out of single-family subdivisions within the Morro Hills Master Plan Area;
- St. Cloud, partial development of a 361-unit condominium project at Mesa Drive and Old Grove Road;

Commercial and Industrial

- Loma Alta Village, a 36-unit office condominium project on 2.02 acres at 605 Crouch Street;
- Renovation and façade improvements to enable the relocation and expansion of the California Surf Museum;
- V.A. Clinic @ Seagate, an 83,711 square-foot outpatient medical clinic at Rancho del Oro Road and Seagate Way;
- Pacific Coast Medical Center, 11 medical office buildings at College Blvd. and Old Grove Road;
- Ocean Ranch Lot 15, six industrial buildings on Ocean Ranch between Corporate Center Drive and Rancho de Oro Drive;
- El Camino Executive Center, a 21,400 square-foot office complex on El Camino Real between Oceanside Blvd. and Vista Way;
- La Pacifica 2, three industrial buildings totaling 242,275 square feet on Ocean Ranch Blvd. between Rancho del Oro Road and Corporate Center Drive;
- Melrose Commercial Center, a 12,000 square-foot retail/office building at 1430 Melrose Dr.;
- Pacific View Medical Office, a 39,835 square-foot medical office building at 2200 Waring Road;
- Pacific Coast Business Park “A”, eight (8) industrial buildings totaling 175,090 square feet on Rocky Point Dr.;
- Pacific Coast Business Park “B”, six (6) industrial buildings totaling 31,785 square feet on Rocky Point Dr..

Housing

- Lil Jackson Senior Community, an 80-unit senior community on Lake Blvd. east of College Blvd.

Environmental Resources Management

- Regional Beach Sand Replenishment Project;
- San Luis Rey Lagoon Remediation (in conjunction with new Pacific Street Bridge).

Public Safety

- San Luis Rey River Brush Clearance.

Community Facilities

- El Corazon Senior Center;
- Mance Buchanon Park;
- Fire Station #7;
- Buddy Todd Park improvements;
- Skateboarding facilities at Martin Luther King and Melba Bishop Parks;
- Ivey Ranch Child Development Center;
- Loma Alta Creek Ultra-Violet Treatment facility.

Recreational Trails

- Extension of the San Luis Rey River Trail Project Phase 1 located between College Boulevard and Andrew Jackson Street.

V. Progress Toward the Fulfillment of Housing Element Goals

The City is currently working with the San Diego Association of Governments (SANDAG) to develop a 2005-2010 Housing Element of the City's General Plan, part of which will deal with SANDAG's Regional Comprehensive Plan and the regional housing goals for 2003-2010. Under the regional goals, the City of Oceanside is to develop 6,423 new housing units by 2010, 2,496 of which are needed for low- and very low-income families. To address the shortfall of adequate sites to accommodate the remaining regional housing need for affordable to lower-income households, the City is looking at where residential densities can be increased, and, more specifically, how additional housing stock can be achieved through the redevelopment of Coast Highway and Oceanside Boulevard.

The 2005-2010 Strategic Plan for the City of Oceanside continues many of the initiatives set forth in the 2000-2005 Consolidated Plan period, adds a new Neighborhood Revitalization Strategy AREA project for the Crown Heights neighborhood, and continues activity in the Calle Montecito neighborhood. The City will promote home ownership for low- and moderate-income families and will encourage families on Section 8 Rental Assistance to explore home ownership. Activities to expand the supply of affordable housing will follow recommendations of the City's Comprehensive Affordable Housing Strategy completed in 2004, including land-banking and development of the La Mision Village apartments and the Libby Lake for-sale housing. Services to homeless persons and families will be concentrated on preventing homelessness and providing transitional housing so that homeless persons and families can return to independent, self-sufficient living. The City will cooperate in a regional approach to reducing chronic homelessness. Community development objectives will target the issues of youth violence and gang activity, encourage activities that strengthen families, and support job-training and employment development programs for "living wage" employment.

VI. Interagency and Intergovernmental Coordination Efforts

Several major planning and development activities in the preceding year involved coordination with other public agencies at the regional, state and federal levels. The City's commitment to collaborative planning is evidenced by the following:

- Participation on the Regional Homeless Task Force;
- Coordination with the U.S. Department of Housing and Urban Development and the California Department of Housing and Community Development on various affordable housing programs (e.g. HOME and Cal-HOME);
- Coordination with the Army Corps of Engineers, the California Department of Fish and Game and the U.S. Department of Fish and Wildlife on the San Luis Rey River Brush Clearance Program;
- Coordination with the California Public Utilities Commission and the North County Transit Authority on the establishment of a railroad quiet zone through Oceanside;
- Participation in the Buena Vista Lagoon Restoration Project with the City of Carlsbad and a number of state and federal resource agencies;
- Participation in the development of the SANDAG Series 11 Subarea Traffic Model;
- Coordination with the City of Vista on the development of the Inland Rail Trail;
- Participation on the Airport Land Use Compatibility Plan Technical Advisory Group;
- Coordination of the Oceanside Bicycle Master Plan with the San Diego County Bicycle Master Plan, the 2030 Regional Transportation Plan and the North County Transit District Short Range Transportation Plan.

VII. Promotion of infill development, adaptive reuse and redevelopment

The City's Redevelopment Agency continues to guide infill development in the downtown redevelopment area, as evidenced by the CityMark and Downtown Beach Hotel projects. The Coast Highway Vision Plan – approved by the City Council in the spring of 2009 – promotes infill development and adaptive reuse of existing facilities along this commercial corridor. In the upcoming year, the Planning Division may seek to formalize the Oceanside Blvd. Vision into a specific plan emphasizing infill development and adaptive reuse as key components of the Boulevard's revitalization.

VIII. Protection and enhancement of environmental resources

The City is pursuing a variety of projects intended to protect and enhance environmental resources, with the development of local water resources currently being a top priority. In

pursuit of its goal of achieving 50% water self-sufficiency by 2030, the City has begun feasibility studies on the extraction and desalting of groundwater at various locations along the San Luis Rey River. Meanwhile, proposed expansions of the City's existing water well facilities in the San Luis Rey River Valley are expected to annually yield an additional 6.4 million gallons of potable water in the short term.

IX. Sustainable Development and Environmental Justice

The City is actively promoting sustainable development through the Coast Highway Vision Plan and the Oceanside Blvd. Vision Statement, both of which call for infill development that is compact, pedestrian-friendly, mixed-use and accessible to a variety of transportation options, including commuter rail. Through an aggressive economic development program, the City is promoting sustainability by building its employment base and bringing stable and high-paying jobs closer to its residents. The City is preserving open space and natural habitat through habitat mitigation banking, while supporting natural habitat connectivity through its participation in the Multiple Habitat Conservation Program. While the City has not as yet established green building standards and incentives, the Coast Highway Vision Plan advocates for energy and resource-efficient building methods and calls for incentives such as fee waivers and expedited review for environmentally sensitive projects.

In addition to implementing land use policies that provide both for the equitable distribution of public facilities and services and the adequate separation of potentially noxious uses from neighborhoods and schools, the City promotes environmental justice through extensive public outreach in conjunction with both its current and long-range planning activities.

X. Streamlining of the Development Review Process and Improvements to Customer Service

In an effort to improve customer service through technology, the Development Services Dept. and other City agencies have continued to add to the amount of information available to the public through the City's website. The General Plan and Zoning Ordinance, citywide land use and zoning maps, master plans, vision statements, environmental documentation for major development projects, permit applications and various guidelines and factsheets can be accessed on-line. Additionally, members of the public can search for information on specific development projects currently in the review process. To further streamline the development review process and improve customer service, the City in May of 2008 commissioned a productivity and fee study of the Development Services Department and Fire Prevention, the results of which were provided to the City in the spring of 2009. Among the study's recommendations is to initiate a multi-year program to update some of the elements of the General Plan and continue to develop specific plans for high-need areas. In response to these recommendations, the Planning Division has specifically allocated staff resources for advance planning activities.

XI. Amendments to the General Plan

A limited number of General Plan Amendments were processed in the preceding year; and with the exception of proposed changes to land use designations associated with the El Corazon Specific Plan, these amendments were minor in scope. The proposed amendments associated with the El Corazon Specific Plan are intended to enable the development of public parkland and supportive civic and commercial uses, in keeping with policies established in the Community Facilities Element of the General Plan.

- General Plan Amendment (GPA-2-07) to change the land use designation from Medium Density Residential to Special Commercial to allow vehicle/equipment sales and rentals on a 0.66-acre portion of a 16.37-acre lot located on the northeast corner of Mission Avenue and Douglas Drive and commonly called Mission View Manor East Mobile Home Park (10/15/2008);
- General Plan Amendment (GPA-5-07) for ten parcels (196 acres) to provide for additional open space land and to bring properties into conformance with the existing uses located north of State Route 76, east of Canyon Drive, west of Benet Road, and south of Camp Pendleton (3/19/2009);
- General Plan Amendment (GPA-1-08) for the 465-acre El Corazon Specific Plan replacing the existing Rancho del Oro Specific Plan and IL General Plan designation for property on the eastern portion of the project site located northeast of the intersection of El Camino Real and Oceanside Boulevard (final approval pending).

XII. Priorities for Land Use Decision Making

In January of 2009, the Oceanside City Council conducted a goal setting meeting facilitated by the Centre for Organization Effectiveness. The purpose of the meeting was to discuss long-range planning issues in light of population growth projections that indicate the City will accommodate approximately 220,000 residents by the year 2030. The meeting addressed six broad topic areas: Housing, Water, Energy, Land Use, Growth Management and Transportation. The goals outlined in this meeting have not been formally prioritized, and they do not necessarily reflect a consensus among the participants regarding solutions or next steps. They are meant to serve only as an informal guide to decision-making on land use and other issues related to the City's future growth. Included below are those goals that pertain directly to policies outlined in the General Plan.

- **Sustainable Growth:** Encourage and make effective use of infill, mixed use, traditional neighborhood development and redevelopment, as well as job producing centers to take advantage of infrastructure and transportation systems, maximize efficiencies in providing City services.
 - Develop a strategic plan for the City's future with public outreach and participation to consider housing and neighborhood diversity.
 - Coordinate future growth and infrastructure expansion with Camp Pendleton and regional neighbors.
 - Develop a plan for 50% water independence by 2030.

- Streamline the development review process.
 - Encourage market-driven development.
 - Develop plans to promote alternative energy use consistent with the community vision.
 - Develop plans for smart growth along transportation corridors.
 - Develop incentives to encourage appropriate development in key areas of the City.
 - Encourage new development to implement efficient and sustainable land use and building practices.
- **Economic Vitality:** Through collaboration and partnership with other public entities, private entities and the military, support economic development efforts that attract, retain and create quality jobs to ensure a diverse economic base, a resilient and growing City tax base and thriving neighborhoods.
 - Complete master planning for Coast Highway;
 - Develop a specific plan for Oceanside Boulevard consistent with the Vision Statement accepted by the City Council in 2007;
 - Complete an alternative land use study for the Center City Golf Course;
 - Issue the RFP for the second downtown parking structure;
 - Coordinate with NCTD and OUSD on future development options;
 - Coordinate with the military on business and utility projects;
 - Improve Oceanside's jobs-to-housing ratio;
 - Identify job creation opportunities;
 - Issue the RFQ for the development of El Corazon;
 - Develop an economic development incentive plan to include attracting new businesses and retaining existing businesses.
- **Quality of Life:** Maximize resources that provide quality of life through City services and programs; sustainable growth and economic vitality goals; improve services for citizens; safeguard environmental resources, including the natural landscape; and provide artistic, cultural and recreational amenities for the City.
 - Complete the specific plan and EIR for El Corazon;
 - Improve the Senior Transportation Program;
 - Complete the master plan for Balderrama Park;
 - Complete the sub area plan for the Multiple Habitat Conservation Plan;
 - Obtain flood insurance relief associated with the San Luis Rey River;
 - Develop a neighborhood foreclosure assistance plan;
 - Develop a 5-year housing strategy;
 - Promote alternative transportation modes;
 - Open the El Corazon Senior Center;
 - Collaborate with other organization to support local arts and culture.

A number of the goals noted above have already been achieved (*e.g.* completion of the Coast Highway Vision and Strategic Plan and the El Corazon Specific Plan), while significant progress has been made toward the fulfillment of others (*e.g.* creating job opportunities and improving the City's jobs-to-housing ratio). With only a few exceptions (*e.g.* the El Corazon Specific Plan

necessitated changes to the General Plan Land Use Map), these goals are consistent with existing General Plan goals, objectives and policies. However, full realization of some of these goals will likely require additional amendments to the General Plan, particularly where existing residential density standards do not promote Smart Growth and the fulfillment of the City's regional fair-share housing requirements. It is anticipated that most of these changes will occur as part of a comprehensive update of the General Plan.