



City of Oceanside **AGENDA NO. 1**
Development Services Department
Planning Division

Memorandum

Date: April 7, 2014

To: Planning Commissioners

Through: Marisa Lundstedt, City Planner 

From: Amy Fousekis, Principal Planner
Russ Cunningham, Senior Planner

Subject: **INITIAL SCREENING OF GENERAL PLAN AMENDMENTS**
(GPA13-00001, GPA13-00002, GPA13-00003, GPA13-00004)

BACKGROUND

In September 2013, the Development Services Department established a GPA screening process to permit preliminary presentations of GPA proposals to the Planning Commission and City Council prior to deeming GPA applications complete. In the interest of potential time and money savings, this process is intended to allow applicants to ascertain whether a GPA proposal is worthy of further analysis through the full technical/environmental GPA review process based upon input received by decision-makers, and to permit public involvement early on in the planning process.

In an effort to maintain a common and objective framework for the review of GPA proposals, six screening criteria have been set forth by staff, based upon principles described in the City's General Plan that promote development of a balanced, self-sufficient, and efficient community and objectives and Economic Sustainability Study policies for achieving jobs to housing balance (1:1), maintaining the integrity of office and industrial zoned properties, and increasing sales tax and Transient Occupancy Tax revenue. It should be noted, that since the GPA project screening process is not intended to result in approval or rejection of proposals, applicants maintain the right to proceed with formal GPA requests regardless of input received during the initial screening process.

The following four (4) GPA screening requests have been submitted for consideration:

Villa Storia

- On April 9, 2013, an application was filed with the City to amend the current land use and zoning designations of a 35.6-acre site straddling Academy Road between Mission Avenue and western terminus of Frazee Road. The proposed project seeks to: 1) re-designate 14.2 acres to the east of Academy Road from single family residential to medium and high-density residential; and 2) re-designate 18.4 acres to the west of Academy Road from public/semi-public to medium-density residential. Together, the proposed changes would allow for the development of up to 450 dwelling units on the project site. This proposal has thus far undergone two rounds of formal staff review. While the application remains incomplete, the applicant is seeking to initiate environmental review in accordance with the California Environmental Quality Act (CEQA).

Melrose Heights

- On August 22, 2013, an application was filed with the City to amend the current land use and zoning designations of an approximately 71.2-acre site encompassing three parcels, on the northwesterly and northeasterly corner of the Melrose Avenue and Oceanside Boulevard intersection. The proposed project seeks to: 1) re-designate 9.7 acres of Professional Commercial (PC) and 27.9 acres of Estate B- Residential (EB-R) of the subject property to Medium Density C Residential (MDC-R); and 2) re-designate 30.4 acres from Estate B- Residential (EB-R) to Open Space (OS). The requested land use changes would allow establishment of a planned residential development of up to 700 dwelling units. Formal review of the subject proposal has not been initiated yet. The applicant is seeking to initiate environmental review in accordance with the California Environmental Quality Act (CEQA).

Kawano Property

- On February 28, 2013, an application was filed with the City to amend the current land use and zoning designations of a 9.7-acre site on the south side of North River Road between Avenida Descanso and Calle Montecito. The proposed project seeks to re-designate the subject property from light industrial to high-density residential. While this proposal has yet to undergo formal staff review, staff has recommended that the application be consolidated with a similar proposal for an abutting property (noted below).

Nagata Property

- On October 31, 2013, an application was filed with the City to amend the current land use and zoning designations of a 15.9-acre site on the south side of North River Road between Avenida Descanso and Calle Montecito. The proposed project seeks to re-designate the subject property from light industrial to high-density residential. This proposal has yet to undergo formal staff review.

PROJECT DESCRIPTIONS

GPA13-00002 – Villa Storia

Project Location/ Environmental Setting

The project site is a collection of eight vacant parcels located immediately north of Highway 76, within the San Luis Rey Neighborhood Planning Area and the Mission San Luis Rey Historic Area. Formerly owned by the Roman Catholic Diocese of San Diego, the site is less than 900 feet removed from Mission San Luis Rey. The site is bisected by Academy Road, a two-lane local street that provides access to a mobile home park and several other properties zoned for medium-density residential uses. The site exhibits gently rolling topography, with grade elevations ranging from 95 to 63 feet above mean sea level.

Surrounding Land Uses

The site is bounded by: single-family residential neighborhoods to the east and northeast; a single-family home, assembly hall, and mobile home park to the northwest; Mission Montessori School to the west; Ivey Ranch Child Development Center to the south; and Highway 76 to the southeast. The single-family neighborhoods to the east and northeast were developed in the late 1990's and feature lots ranging in size from 4,300 to over 8,000 square feet. The mobile home park to the northwest contains more than 320 fee simple parcels, each accommodating a mobile home. Developed in the 1960's and restricted to senior citizens, the mobile home park achieves a residential density of roughly 12 units per acre. Operating under the auspices of the Mission San Luis Rey Parish, Mission Montessori School encompasses roughly 11 acres. As part of the proposed project, western portions of the project site would be deeded over to the Parish to accommodate parking and other ancillary uses.

Project Request

The subject application includes a General Plan Amendment (GPA), Zone Amendment (ZA), Tentative Map (TM), Development Plan, and Historic Permit.

The applicant proposes to subdivide the project site into four planning areas, each with its own land use designation. Map exhibits appended to this staff report as Attachment 1 depict the proposed land use re-designations. The following table outlines the proposed land use changes by planning area.

Villa Storia: Proposed Land Use Designations by Planning Area

Planning Area	Acreage	Existing GP Designation	Proposed GP Designation	Proposed Density Range	Proposed Unit Count
1	10.19	SFD-R	MDA-R	6.0 - 9.9	61-100
2	3.96	SFD-R	HD-R	21.0 - 28.9	83-114
3	7.74	PI	MDB-R	10.0 -15.0	77-116
4	10.70	PI	MDC-R	15.1 – 20.9	161-223
Unit Cap					450

As indicated in the above table, the applicant proposes to limit the total unit count to 450, which is roughly 81 percent of the maximum allowable density under the proposed land use designations. *Planning Areas 3 and 4 are considered job-producing and thus, the primary focus of this GPA screening.*

Screening Criteria

- 1. Is the project site located within a Smart Growth Opportunity area as designated by the Regional Smart Growth Concept Map?***

No. The project site lies along the route of the NCTD Breeze 309 bus service, which connects the San Luis Rey Transit Center with the Encinitas Transit Center via El Camino Real. The site is within a quarter-mile of the 311 and 313 Breeze bus lines, and within a half-mile of the Breeze 303 bus line.

- 2. Would the types of proposed housing be consistent with the City’s housing demand as reflected in the Regional Housing Needs Assessment (RHNA) and or the City’s Inclusionary Housing Ordinance?***

The proposed housing types would primarily accommodate moderate and above-moderate-income households. The applicant proposes to meet the City’s Inclusionary Housing Ordinance by reserving 10 percent of total units as affordable to lower-income households.

- 3. Would the project support existing/future retail and service uses at the local level?***

Yes. By bringing new residents to the area, the proposed project would likely support existing/future local retail and service uses.

4. *Would the project contribute to a balanced jobs/housing ratio?*

No. The proposed project would increase the City's housing stock without measurably increasing its permanent employment base.

5. *Is the project site located within an area served by existing infrastructure?*

Yes, the project is an infill site, located within an area currently served by roadways, utilities, and other necessary infrastructure. Sufficient capacity of storm drain infrastructure exists adjacent to the site. However, project implementation would require widening of Mission Avenue between Rancho Del Oro/Academy Road, additional traffic signal, and fair share contribution to the SR76 widening. No technical studies have been submitted for water and sewer, therefore necessary water and sewer improvements are unknown at this time.

6. *Would the project provide public benefits beyond what is minimally necessary to serve the project and/or mitigate its impacts?*

As noted above, the applicant proposes to provide affordable housing consistent with the City's Inclusionary Housing Ordinance. The applicant has also agreed to implement Pedestrian Priority Project #19, as described in the City's Pedestrian Master Plan, and allow public use of a one-acre park proposed for the southwestern corner of the project site. Staff is working with the applicant to refine development standards and design guidelines that would ensure high-quality architecture that contributes to the visual appeal of the Mission San Luis Rey Historic Area.

GPA13-00003 – Melrose Heights

Project Location/ Environmental Setting

The project site is located in the eastern portion of the City of Oceanside, within the Peacock neighborhood and encompasses three parcels. Approximately 9.7 acres of the site are located northwesterly of the intersection of Melrose Drive and Oceanside Boulevard and approximately 61.5 acres are located northeasterly of the Melrose/West Bobier Drive intersection. The site is undeveloped and vegetated with grasses, sparse shrubs and trees along the site's perimeter. Densely vegetated ephemeral streams extending from the western and central portions of the site join in the northern portions of the site before exiting across the northern boundary. Outcrops of boulders are located in the north-central and east-northeast portions of the site. The topography of the site is variable, with elevations generally sloping downward from south to north and elevations on the site ranging from approximately 300 feet above mean sea level (amsl) near the northern boundary to 460 feet (amsl) in the southeast corner with an overall topographic relief of 160 feet.

Surrounding Land Uses

The property occupies an urbanized section of the City of Oceanside adjacent to City of Vista's westerly boundary and has been identified by SANDAG as a Community Center (OC-7) in the Smart Growth Concept Map. The southwestern portion of the site abuts a high-density residential neighborhood to the west, and single-family medium-density residential community to the north. The site's northern boundary is limited by open space areas, the Vista Sports Park and single family residential uses. Directly east of the site, within the City of Vista, a vacant parcel has been approved for a 290-unit multiple-family development. To the south of the site, across West Bobier Drive and east of Melrose Drive, an undeveloped parcel is designated for future development with commercial land uses. The North County Transit District (NCTD) Sprinter Station (Melrose Station) and an existing gas station/convenience store are located south of Oceanside Boulevard and west of Melrose Drive.

Project Request

The project involves a General Plan Amendment (GPA13-00003), Zoning Amendment (ZA13-00004), Tentative Map (T13-00006) and Development Plan (D13-00011). The portion of the site east of Melrose Drive (approx. 61.5 acres) as currently designated for Estate B-Residential (EB-R) uses could be developed with single family detached housing on individual lots at a base density of 1.0 du/ac and a maximum potential density of 3.5 du/ac, yielding up to 215 dwelling units. The 9.7 acre "Professional Commercial" portion of the site could support a wide variety of professional office, administrative and business service type development at various levels of intensity. Mixed use development is also permitted, subject to approval of a conditional use permit and "Mixed Use Development Plan" under the subject land use category. *This portion of the site is considered job-producing and thus, the primary focus of this GPA screening.*

The applicant proposes to change the existing General Plan designations to pursue approval of a higher-density residential development within the "Medium Density C Residential (MDC-R)" range. The "Medium Density C Residential (MDC-R)" designation would allow development of residential structures containing two or more dwelling units on a single property at a base density of 15.1 du/ac and a maximum potential density of 20.9 du/ac within three Planning Areas (PA 1-3), capped at 700 dwelling units. Map exhibits appended to this staff report as Attachment 2 depict the proposed land use re-designations. The following table outlines the proposed land use changes by planning area.

Melrose Heights: Proposed Land Use Designations by Planning Area

Planning Area	Acreage	Existing GP Designation	Proposed GP Designation	Proposed Density Range	Proposed Unit Count
1	9.7	PC	MDC-R	15.1-20.9	180
2	8.8	EB-R	MDC-R	15.1-20.9	175
3	19.1 0.2(undevelopable)	EB-R	MDC-R	15.1-20.9	345
Open Space	30.4	EB-R	OS	-	-
ROW & Outlot 4	3.0	EB-R	-	-	-
Total	71.2				
Unit Cap					700

It should be noted that although PA-1 data reflects changes to existing job-producing land uses that may affect job/housing balance goals, other project re-designations within this project may also have a fiscal impact upon City resources. Those impacts should be considered separately from this GPA screening.

Screening Criteria

- 1. Is the project site located within a Smart Growth Opportunity area as designated by the Regional Smart Growth Concept Map?***

Yes, the project is located within an area which has been identified as a Potential Community Center site (OC-7)

- 2. Would the types of proposed housing be consistent with the City's housing demand as reflected in the Regional Housing Needs Assessment (RHNA) and/or the City's Inclusionary Housing Ordinance?***

The project does not include an affordable housing component; however the development will be subject to compliance with provisions of the Inclusionary Housing Ordinance. To meet the City's Inclusionary Housing Ordinance, the proposed project would need to reserve 10 percent of its housing stock to lower-income household or pay fees in-lieu of reservation.

3. *Would the project support existing/future retail and service uses at the local level?*

Yes. By bringing new residents to the area, the proposed project would likely support existing/future local retail and service uses.

4. *Would the project contribute to a balanced jobs/housing ratio?*

No. The proposed project would increase the City's housing stock without measurably increasing its permanent employment base.

5. *Is the project site located within an area served by existing infrastructure?*

Yes, the project is an infill site, located within an area that is currently served by roadways and utility infrastructure. However, project implementation would require widening of Melrose Drive to 6-lane arterial standards. The project would also require construction of an additional water service connection between two existing transmission mains feeding the Guajome area and Peacock Hills pressure zone and a new pressure regulator would need to be connected to the existing pressure zone. In addition, existing gravity sewer lines adjacent to the site do not have sufficient flow capacity to serve the proposed project. A new sewer line will need to be provided in Melrose Drive south of Meadowbrook Drive to the projects anticipated sewer connection points.

6. *Would the proposed project provide public benefits beyond what is minimally necessary to serve the project and/or mitigate its impacts?*

Yes, approximately 30 acres of the project site will be allocated to open space.

GPA13-00001 – Kawano Property at 4665 North River Road

Project Location/Environmental Setting

Located within the North Valley Neighborhood Planning Area, the project site comprises a single 9.71-acre parcel maintaining roughly 800 feet of frontage on the south side of North River Road. The site lies within a 112-acre wedge-shaped light industrial zoning district situated between North River Road and the San Luis Rey River. Relatively flat, with grade elevations ranging between 68 and 72 feet above sea level, the site is developed with a 23,152-square-foot office and warehouse facility that supports produce shipping operations. Despite its proximity to the San Luis Rey River, the site does not lie within a designated 100-year floodplain. No technical studies have been conducted to identify potential environmental issues.

Surrounding Land Uses

The project site is bounded by roadways to the north and south. The western boundary of the property abuts an agricultural site that is also the subject of the GPA screening process. To the south and east, the site abuts surface parking and other facilities operated by the San Diego Auto Auction. To the north, across North River Road, the site abuts a townhome complex and a mobile home park.

Project Request

The project site currently bears a land use designation of Light Industrial (LI) and a zoning designation of Limited Industrial (IL). The applicant seeks to amend the land use and zoning designations of the subject property to allow for high density residential uses. Map exhibits appended to this staff report as Attachment 3 depict the proposed land use re-designations.

Screening Criteria

1. *Is the project site located within a Smart Growth Opportunity area as designated by the Regional Smart Growth Concept Map?*

No. However, the project site lies along a high-frequency bus route (NCTD Breeze 303) and within one mile of the NCTD's San Luis Rey Transit Center. The Transit Center is identified as a Smart Growth Opportunity Area (OC-8) on the Regional Smart Growth Concept Map.

2. *Would the types of proposed housing be consistent with the City's housing demand as reflected in the Regional Housing Needs Assessment (RHNA) and or the City's Inclusionary Housing Ordinance?*

The proposal does not specify the types of housing that would be developed on the project site. To coincide with the City's housing demand as reflected in the RHNA, the proposed project would have to reserve 44 percent of its housing stock for lower-income households, 17 percent for moderate-income households, and 39 percent for above moderate-income households. To meet the City's Inclusionary Housing Ordinance, the proposed project would need to reserve 10 percent of its housing stock to lower-income household or pay fees in-lieu of reservation.

3. *Would the project support existing/future retail and service uses at the local level?*

Yes. By bringing new residents to the area, the proposed project would likely support existing/future local retail and service uses.

4. *Would the project contribute to a balanced jobs/housing ratio?*

No. The proposed project would increase the City's housing stock without measurably increasing its employment base.

5. *Is the project site located within an area served by existing infrastructure?*

Yes, the project site is located within an area currently served by roadways, utilities, and other necessary infrastructure.

6. *Would the project provide public benefits beyond what is minimally necessary to serve the project and/or mitigate its impacts?*

The proposal does not specify any such public benefits.

GPA13-00004 – Nagata Property at 4617 North River Road

Project Location/Environmental Setting

Located within the North Valley Neighborhood Planning Area, the project site comprises a single 15.91-acre parcel maintaining roughly 525 feet of frontage on the south side of North River Road. The site lies within a 112-acre wedge-shaped light industrial zoning district situated between North River Road and the San Luis Rey River. Relatively flat, with grade elevations ranging between 68 and 72 feet above sea level, the site is primarily devoted to crop production. The northwest portion of the site contains several warehouse buildings used for agricultural storage. The eastern end of the site accommodates a single-family residence. Despite its proximity to the San Luis Rey River, the site does not lie within a designated 100-year floodplain. No technical studies have been conducted to identify potential environmental issues.

Surrounding Land Uses

At its western boundary, the project site abuts a single-family neighborhood with individual lots measuring at least 10,000 square feet. To the east, the site abuts the aforementioned Kawano Property, which is also the subject of the GPA screening process. To the south, the site is separated from the San Luis Rey River by a vacant City-owned property. To the north, across North River Road, the site abuts a townhome complex and a mobile home park.

Project Request

The project site currently bears a land use designation of Light Industrial (LI) and a zoning designation of Limited Industrial (IL). The applicant seeks to amend the land use and zoning designations of the subject property to allow for high density residential uses. Map exhibits appended to this staff report as Attachment 4 depict the proposed land use re-designations.

Screening Criteria

1. *Is the project site located within a Smart Growth Opportunity area as designated by the Regional Smart Growth Concept Map?*

No. However, the project site lies along a high-frequency bus route (NCTD Breeze 303) and within one mile of the NCTD's San Luis Rey Transit Center. The Transit Center is identified as a Smart Growth Opportunity Area (OC-8) on the Regional Smart Growth Concept Map.

2. ***Would the types of proposed housing be consistent with the City's housing demand as reflected in the Regional Housing Needs Assessment (RHNA) and/or the City's Inclusionary Housing Ordinance?***

The proposal does not specify the types of housing that would be developed on the project site. To coincide with the City's housing demand as reflected in the RHNA, the proposed project would have to reserve 44 percent of its housing stock for lower-income households, 17 percent for moderate-income households, and 39 percent for above moderate-income households. To meet the City's Inclusionary Housing Ordinance, the proposed project would need to reserve 10 percent of its housing stock to lower-income household or pay fees in-lieu of reservation.

3. ***Would the project support existing/future retail and service uses at the local level?***

Yes. By bringing new residents to the area, the proposed project would likely support existing/future local retail and service uses.

4. ***Would the project contribute to a balanced jobs/housing ratio?***

No. The proposed project would increase the City's housing stock without measurably increasing its employment base.

5. ***Is the project site located within an area served by existing infrastructure?***

Yes, the project site is located within an area currently served by roadways, utilities, and other necessary infrastructure.

6. ***Would the project provide public benefits beyond what is minimally necessary to serve the project and/or mitigate its impacts?***

The proposal does not specify any such public benefits.

PLANNING COMMISSION ACTION

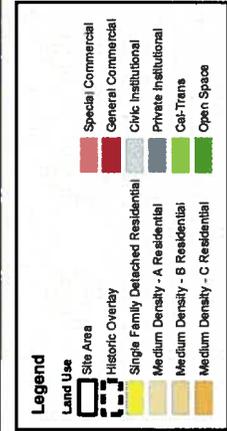
Staff requests that the Planning Commission evaluate the submitted GPA proposals based on the screening criteria and forward their recommendations to the City Council.

Attachments:

Existing/Proposed General Plan designation amendment(s) exhibits:

1. Villa Stora
2. Melrose Heights
3. Kawano Property
4. Nagata Property

Existing Land Use



Proposed Land Use

