

CITY OF OCEANSIDE

DEVELOPMENT SERVICES



GENERAL PLAN UPDATE

Under the tagline “Onward Oceanside,” the City’s General Plan Update (GPU) continues to move forward. Following extensive public outreach that included stakeholder interviews, public workshops, pop-up activities at public events, and roundtable discussions with interest groups, the GPU team is now focused on completing technical background studies and preparing initial drafts of the Economic Development Element (EDE) and Energy/Climate Element (E-CAP).

investment in renewable energy, energy efficiency, alternative transportation, and urban forestry. Working in tandem, these efforts to bolster the City’s employment base and curtail greenhouse gas emissions are expected to enhance quality of life for all Oceanside residents.

It is anticipated that drafts of the EDE and E-CAP will be made available for public review in the spring, at which time the environmental review process will be initiated. A second round of public workshops will be conducted in the spring to gather stakeholder input on the draft elements. In the interim, the GPU team encourages residents and other stakeholders to visit the Onward Oceanside webpage (oceansidegpu.com), add themselves to the interested parties list, and contact Project Manager Russ Cunningham with any questions or suggestions (rcunningham@ci.oceanside.ca.us or 760-435-3525).



Mayor Jim Wood (R) and Project Manager Russ Cunningham (L) at Dia de los Muertos, 2016.

While the specific policies and objectives of the EDE and E-CAP have yet to be determined, the City remains committed to growing the local economy while simultaneously reducing Oceanside’s carbon footprint. Growing the local economy will involve leveraging and building upon the City’s key assets to attract new businesses and support the expansion of existing businesses, while partnering with educational institutions and other service providers to promote employment readiness. Reducing the City’s carbon footprint will involve



City Planner Jeff Hunt and Associate Planner Rob Dmohowski at Business Owner Roundtable hosted by Gilead Sciences.