

CITY OF OCEANSIDE

DEVELOPMENT SERVICES



GENERAL PLAN UPDATE

After several months of public outreach and technical assessment, the City's General Plan Update (GPU) is now moving into the drafting phase. City staff has begun outlining both the Economic Development Element (EDE) and Energy and Climate Action Element (E-CAP), identifying goals, objectives, and policies that will guide the City's decision-makers in their efforts to simultaneously grow the local economy and reduce greenhouse gas emissions.

The goals, objectives, and policies of the EDE will build upon the City's current economic strengths and leverage the City's competitive economic position in the San Diego region to spur investment, generate more business activity, promote job growth, and expand the City's tax base. Organized around the themes of quality of life, prosperity, resilience, collaboration, and preparedness, the EDE will serve as a roadmap for economic development over the next 15-20 years.

The goals, objectives, and policies of the E-CAP will reinforce the GHG reduction strategies outlined in the Climate Action Plan (CAP), a draft of which is nearing completion. Emphasizing an incentive and education-based approach, the reduction strategies of the CAP will promote renewable energy, energy efficiency, water conservation, alternative transportation, carbon sequestration, and efficient land use patterns. While the City is

already well-positioned to meet California's reduction targets for 2020 and 2030, it is essential that Oceanside begin to put in place additional measures to ensure compliance with the state's much more aggressive 2050 reduction target.

Once initial drafts of these two new elements have been prepared, the City will begin the environmental review process, which will culminate with an Environmental Impact Report (EIR). To gather public input on what should be studied in the EIR, the City will conduct a public scoping meeting in late April or early May. Subsequent to the scoping meeting, the City will host public workshops on the EDE and E-CAP, providing an opportunity for public comment on the draft documents. You are encouraged to visit the GPU webpage (www.oceansidegpu.com) periodically for more information on the upcoming scoping meeting and public workshops.

Interested in what others have thus far had to say about economic development and climate action? Also available on the GPU webpage are a number of summaries of public input on both the EDE and E-CAP. City staff appreciates all of the input received to date and looks forward to additional feedback on the draft documents. In the interim, please direct your comments and questions to Principal Planner Russ Cunningham at 760-435-3525 or rcunningham@ci.oceanside.ca.us.

CONGRATULATIONS

TO THE WINNERS OF THE GPU PHOTO CONTEST!

1st place - Courtney Tesoro



2nd place - Gail Bowman



3rd place - Ray Gysler

