

3.9 Land Use and Planning

This section provides an assessment of project effects related to land use and planning, and addresses whether the proposed project would physically divide existing communities and potential conflicts with existing land use policies. An assessment of the consistency of the proposed project with the San Diego Association of Governments (SANDAG) Regional Plan and the City's General Plan, Local Coastal Program (LCP), and Zoning Ordinance is also provided. The Coast Highway Incentive District Ordinance and the proposed amendments to the City's General Plan and LCP are included in Appendices H and I of this EIR, respectively.

This analysis complies with Section 15125(d) of the CEQA Guidelines, which direct all EIRs to discuss any inconsistencies between a proposed project and applicable general plans and regional plans. Consistency with policies related to specific environmental issues (e.g., air quality, biology, traffic) is addressed in the environmental topical areas included in other sections of this EIR.

3.9.1 Environmental Setting

The city of Oceanside encompasses approximately 42 square miles, and is bound by the Pacific Ocean to the west, Camp Pendleton to the north, the city of Vista and county of San Diego to the east, and the city of Carlsbad to the south. Oceanside is largely developed and predominantly has the attributes of a coastal community. The city's primary coastal resources include approximately 3.5 miles of public beaches, a public marina, an approximately 2,000-foot pier, three coastal watersheds and the extension of Lawrence Canyon, and the Buena Vista Nature Center (City of Oceanside 2017).

Development along the coast and in the project area is organized by a grid pattern of streets and generally consists of single-family homes along southern portions of the city's coastline, medium- to higher-density residential uses within the central and northern portions, hospitality and other visitor-serving uses in the downtown district and within the harbor, and community-serving commercial uses along the length of Coast Highway. A nine-block master plan area in the downtown district, featuring hotels and mixed-use buildings, is now under development.

Within the city, major commercial corridors extend from the coastal zone to inland Oceanside and include Oceanside Boulevard, Mission Avenue, College Boulevard, and Vista Way. Regional shopping areas are located along the State Route 78 corridor, and industrial development is largely located in industrial districts along Oceanside Boulevard.

The proposed project is located in western Oceanside just inland from the coast. The project area extends approximately 3.5 miles from the northern terminus of Coast Highway at Harbor Drive to Eaton Street near the city's southern boundary. Generally, the project area is relatively flat and, given its proximity to the Pacific Ocean, has low elevations. The project area is located within urbanized downtown Oceanside and is bounded to the north by the San Luis Rey River and to the south by Buena Vista Lagoon. Loma Alta Creek, a concrete subgrade channel, bisects the central portion of the project area.

The project area is entirely developed, with urban uses along both sides of Coast Highway, including single-family and multi-family residential, commercial, mixed-use, light industrial and public use space. The primary uses along Coast Highway consist of commercial and auto-oriented uses. Residential uses surround the project area to the east and west. A small amount of industrial uses, consisting of small-scale warehouses, are present around the Sprinter station. Coast Highway is also a heavily traveled transportation corridor that connects the coastal neighborhoods to the inland portion of the city as well as providing regional connectivity. The Oceanside Transit Center and Sprinter Station provide rail connections to Los Angeles, downtown San Diego, San Marcos, and Escondido. Transit-oriented development has increased in recent years as transit and walkability have become more of a priority for the City. Most of the project area is within 10 minutes of the beach via foot.

Along Coast Highway, the buildings are of different shapes and sizes with irregular setbacks, where street fronts vary in architectural style, composition, and mass. Generally, architectural styles represent 1970s-era character. Existing buildings are generally of lower mass and size, and are significantly lower than the allowable maximum height of 45 feet. The majority of the project area has a well-defined geometric street grid, which allows for increased walkability; however, around the Sprinter Station the street grid becomes more irregular, which makes this area less walkable because this area is currently oriented toward more industrial-type development.

3.9.2 Regulatory Framework

State

California Coastal Act

The California Coastal Act (Public Resources Code Section 30000 et seq.) authorizes the State of California to regulate development within the Coastal Zone, defined as the area between the seaward limits of the state's jurisdiction and generally 1,000 yards landward from the mean high-tide line of the sea. In Oceanside, the Coastal Zone boundary generally encompasses the area east of the Pacific Ocean to Freeman Street (refer to Figure 2-4).

The basic goals of the Coastal Act, per Public Resources Code Section 30001.5, are:

- (a) Protect, maintain, and, where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources.
- (b) Assure orderly, balanced utilization and conservation of coastal zone resources taking into account the social and economic needs of the people of the state.
- (c) Maximize public access to and along the coast and maximize public recreational opportunities in the coastal zone consistent with sound resources conservation principles and constitutionally protected rights of private property owners.
- (d) Assure priority for coastal-dependent and coastal-related development over other development on the coast.
- (e) Encourage state and local initiatives and cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses, including educational uses, in the coastal zone.

The Coastal Act’s coastal resources planning and management policies cover six areas: public access, recreation, the marine environment, land resources, development, and industry. The policies articulate requirements for public access and for protection of marine resources and environmentally sensitive habitat areas. They lay out clear priorities for concentrating development in urbanized areas, preserving agriculture and open space, protecting fishing and coastal-dependent industry, promoting recreational use of the coast, and giving priority to visitor-serving commercial uses over general commercial or residential development.

The Coastal Act requires that individual jurisdictions adopt an LCP to implement the Coastal Act. Oceanside’s LCP consists of a land use plan document (separate from the General Plan) containing land use policies and an implementing ordinance—the Coastal Zoning Ordinance for Coastal Areas (also referred to as the 1986 Zoning Ordinance) is the LCP implementing ordinance. Development in the city’s Coastal Zone must comply with the LCP in addition to the General Plan.

Regional

San Diego Association of Governments Regional Plan – “San Diego Forward”

On October 9, 2015, the San Diego Association of Governments (SANDAG) adopted “San Diego Forward,” a Regional Plan that merged its Regional Comprehensive Plan with the 2050 Regional Transportation Plan and the Sustainable Communities Strategy (herein referred to as the Regional Plan). The Regional Plan serves as the blueprint for the San Diego region, particularly in guiding SANDAG in focusing investment in transportation infrastructure, community revitalization, and environmental protection and stewardship. The Regional Plan sets forth the following six general objectives:

1. Habitat and Open Space Preservation
2. Regional Economic Prosperity
3. Environmental Stewardship
4. Mobility Choices
5. Partnerships/Collaboration
6. Healthy and Complete Communities

At the core of the Regional Plan is a Sustainable Communities Strategy that charts a course toward lowering greenhouse gas emissions and includes the following five building blocks:

- A land use pattern that accommodates the region’s future employment and housing needs, and protects sensitive habitats, cultural resources, and resource areas.
- A transportation network of public transit, managed lanes and highways, local streets, bikeways, and walkways built and maintained with reasonably expected funding.
- Managing demands on the region’s transportation system in ways that reduce or eliminate traffic congestion during peak periods of demand.

- Managing the region’s transportation system through measures that maximize the overall efficiency of the transportation network.
- Innovative pricing policies and other measures designed to reduce the number of miles people travel in their vehicles, as well as traffic congestion during peak periods of demand.

Refer to **Table 3.9-1** for the proposed project’s consistency with the objectives and goals of the SANDAG Regional Plan.

Local

City of Oceanside General Plan and Local Coastal Program

The General Plan contains 10 elements, including the Land Use Element, which was most recently amended in 1989. The Land Use Element establishes the City’s strategy for determining future location, type, and intensity of new development and redevelopment projects, and the desired mix and relationship between such projects. As a guide to future growth and development, the Land Use Element identifies the general distribution, location, mix, and extent of desired land uses, including residential, commercial, industrial, public facilities, and open space uses. Refer to **Table 3.9-2** for the goals and policies of the Land Use and Circulation Elements of the City’s General Plan that are related to the proposed project.

The project area is located within the Coastal Zone of the city, where the Coastal Zone boundary generally encompasses the area from just east of Coast Highway to the Pacific Ocean. The California Coastal Act (Public Resources Code Section 30000 et seq.) authorizes the State of California to regulate development within the Coastal Zone and requires that individual jurisdictions adopt LCPs to implement the Coastal Act. The City adopted an LCP, which was certified by the California Coastal Commission (CCC) in 1986. The LCP outlines goals, policies and programs to ensure appropriate development and land uses within the coastal area. The City’s LCP consists of a land use plan document (separate from the General Plan), which contains land use policies, and an implementing ordinance—the Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance). While development within the city’s Coastal Zone must comply with the LCP in addition to the General Plan, the LCP land use designations supersede the General Plan land use designations for the Coastal Zone. Refer to **Table 3.9-3** for the objectives and policies of the LCP that are related to the proposed project.

Figure 2-3 in the Project Description illustrates the existing General Plan and LCP land use designations within the project area. The City’s General Plan and LCP designate the following land uses within the project area:

- Coastal General Commercial (C-GC) – Allows for a variety of retail, service, and office uses. Visitor uses, such as restaurants, hotels and motels may be located in this land use designation, especially on sites with good freeway access and exposure. The major general commercial corridor in the Coastal Zone is along Coast Highway.
- Coastal Dependent, Recreational and Visitor Serving Commercial (C-VC) – Allows for specialized commercial uses which are directly dependent, supportive or related to the coast. Such uses provide services or goods for coastal industries or recreationists, and

include boat sales, supplies, and service; diving, commercial fishing, and sportfishing establishments; restaurants, snack bars and convenience markets; gift, sundries, and novelty shops; transient accommodations such as hotels, motels, tourist cottages, campgrounds and recreational vehicle parks; and recreational equipment rentals (such as bicycles, roller skates, surfboards).

- Coastal Residential High Density (C-RH) - The density range for this classification is 15 units per acre and up with the upper limit set by the Zoning Ordinance and Redevelopment Design Guidelines. The density for any given project in this category should be based upon site characteristics, compatibility with the surrounding neighborhood, project type, and service availability.
- Coastal Light Industrial (C-LI) - Only one light industrial site of 11 acres remains in the Coastal Zone. First priority for use of this area would be small coastal-dependent or related industries such as boat building, sail making or a boat repair yard. If, because of the site's small size and isolated location, such coastal dependent uses are not possible, light industrial uses should be allowed.
- Coastal Transportation and Utility (C-TU) - This classification encompasses the Atchison, Topeka and Santa Fe Railroad, which is the major public utility in the project area. The corridor includes open space which buffers the railroad from surrounding noise-sensitive land uses and also serves as a reserve corridor for future transportation needs. The railroad corridor also includes a site designated for a possible multi-modal transportation facility.

City of Oceanside Coastal Zoning Ordinance

The City of Oceanside Coastal Zoning Ordinance for Coastal Areas (also referred to as the 1986 Zoning Ordinance) provides a guide to physical development within the coastal zone of the city. Figure 2-4 in the Project Description shows the existing zoning designations within the project area. The project area is located within the Coastal Zone of the city, where the City's Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance) is the implementing ordinance of the City's LCP. As shown in Figure 2-4, while there is a range of zoning designations present within the project area, the primary zoning designation is General Commercial (C-2). The City's Coastal Zoning Ordinance for Coastal Areas (1986 Zoning Ordinance) established the following uses per each zoning designation within the project area:

- General Commercial (C-2) – Provides for a wide range of retail, professional and administrative, mixed-use, and entertainment uses of relatively higher intensity within close proximity to residential zoning or development.
- Visitor Commercial (VC) – Provides recreation-oriented and visitor-serving commercial activities near recreation and scenic areas with immediate access to freeways and major thoroughfares. This zoning designation encompasses specialized commercial uses which are directly dependent, supportive, or related to the coast including the Harbor area, the San Luis Rey River area, and the municipal pier area.
- Neighborhood Commercial (C1) – Provides standards for retail and service commercial uses which by their nature are of moderate intensity; are necessary in order to provide convenient

daily shopping facilities to residential home and apartment dwellers; and are generally adjacent to or within close proximity to residential zoning or development.

- Light Industrial (M1) – Allows a wide diversity of industrial uses under minimum development and operational controls in areas where such uses would not have an adverse effect on adjacent residential areas.
- Medium Density Residential (R-3) – Allows for the orderly development of multiple-family residences in a manner compatible with surrounding properties.
- Office Professional (OP) – Provides for businesses, office, administrative, or professional land uses of low intensity that are compatible with adjacent residential zoning or development.
- Public Utility Transportation Zone (PUT) – Applies to those lands in which major transportation corridors or public utility facilities are existing or proposed.

City of Oceanside Coast Highway Vision and Strategic Plan

The Coast Highway Vision and Strategic Plan (Vision Plan) is an advisory document that is used as a guide for the revitalization and enhancement of the Coast Highway corridor. The Vision Plan includes a conceptual design vision, a series of potential implementation strategies, and design guidelines to help facilitate high-quality design and stimulate economic investment within the Coast Highway corridor. The proposed project's amendments to the General Plan, LCP, and Zoning Ordinance implement the intent and objectives of the Vision Plan.

3.9.3 Impacts and Mitigation Measures

Significance Criteria

Based on Appendix G of the CEQA Guidelines, the project would result in a significant impact related to land use and planning if it would:

1. Physically divide an established community.
2. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.

Section 3.3 of this EIR includes an analysis of whether the project would conflict with a habitat conservation plan or natural community conservation plan.

Impact Analysis

Issue 1: Would implementation of the proposed project physically divide an established community?

Complete Streets Improvements

The city of Oceanside is an urban, developed landscape with few vacant parcels. The Complete Streets improvements would consist of reducing Coast Highway from four travel lanes to two

travel lanes as well as construct 12 roundabouts, mid-block crosswalks, bulbouts, and provide streetscaping throughout the corridor. With construction of the Complete Streets improvements Coast Highway would continue to operate as a transportation corridor, similar to its current function. No additional roadways or other linear features would be constructed as part of the Complete Streets improvements. For these reasons, the Complete Streets improvements project features would not physically divide an established community.

Incentive District

The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the Coast Highway corridor, which could result in an increase in the city's population. The intent of the Incentive District is to provide a stimulus in the project area and to encourage the type of development that the City would prefer in the project area. However, development and redevelopment enabled by the Incentive District would occur within already developed parcels where urban land development is already allowed. The land uses within the Incentive District boundaries are connected with themselves and the land surrounding them. The Incentive District would not change this condition. The Incentive District has also been designed to create more connectivity rather than less. For these reasons, the Incentive District's project features would not physically divide an established community.

Mitigation Measures: No mitigation measures required.

Significance Determination: No impact

Issue 2: Would the proposed project conflict with applicable land use plans, policies, or regulations of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

Consistent with the CEQA Guidelines, Section 15125(d), an EIR shall discuss any inconsistencies between a proposed project and applicable General Plan and regional plans. The following analysis addresses this requirement, as it pertains to land use. In addition, policies related to specific environmental issues are addressed in other sections of this EIR within the particular topical section (e.g., Section 3.1, Aesthetics; Section 3.2, Air Quality; Section 3.3, Biological Resources).

As discussed earlier in Section 3.9.2, Regulatory Framework, applicable land use plans, policies, and regulations include the SANDAG Regional Plan, City's General Plan, LCP, and Zoning Ordinance. The proposed project's consistency for each of the above-listed land use plans, policies, and regulations is addressed in the tables that follow.

The evaluation of consistency with plans and policies is intended to provide perspective on whether the proposed project fits into the framework of goals and policies that the City has adopted to guide its future growth and development. The following discussion and tables summarize the relevant sections of the SANDAG Regional Plan, City of Oceanside General Plan,

LCP, and Zoning Ordinance and evaluate the proposed project's consistency with these guiding policies.

SANDAG Regional Plan

As described in the Section 3.9.2, Regulatory Setting, the SANDAG Regional Plan serves as the blueprint for how the San Diego region will grow and how SANDAG will invest in transportation infrastructure to provide more transportation choices, strengthen the economy, promote a healthy environment, and support thriving communities. Table 3.9-1 lists and provides the consistency analysis of the applicable Regional Plan goals related to the proposed project. As shown in Table 3.9-1, the proposed project would be consistent with the Regional Plan.

**TABLE 3.9-1
 CONSISTENCY OF PROPOSED PROJECT WITH SANDAG REGIONAL PLAN**

Regional Plan Goals	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Habitat and Open Space Preservation</p> <p>Focus growth in areas that are already urbanized, allowing the region to set aside and restore more open space in our less developed areas.</p> <p>Protect and restore our region's urban canyons, coastlines, beaches and water resources.</p>	<p>Consistent. The city of Oceanside is a developed, urban environment, especially in the Coastal Zone, where the project is located. The Complete Streets improvements would occur within the existing ROW. Once complete, Coast Highway would continue to serve as a transportation corridor. The development and redevelopment enabled under the Incentive District would be located within a buildout urban environment. Thus, growth would occur in an already urban area.</p> <p>Consistent. The project would comply with all applicable regulations, policies, and standards established to protect the region's natural resources, including coastlines, beaches, and water resources.</p>
<p>Regional Economic Prosperity</p> <p>Invest in transportation projects that provide access for all communities to a variety of jobs with competitive wages.</p>	<p>Consistent. The Complete Streets improvements component of the project is a transportation project by nature as it would convert Coast Highway from four travel lanes to two lanes; construct roundabouts, mid-block crosswalks, and raised medians; and provide Class II bike lanes and streetscaping. An aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability to transform the Coast Highway corridor into an economic center. Further, the development and redevelopment enabled under the Incentive District would allow for an increase in residential density, which would allow residents to walk to places within the corridor where they could work and play.</p>
<p>Environmental Stewardship</p> <p>Make transportation investments that result in cleaner air, environmental protection, conservation, efficiency, and sustainable living.</p>	<p>Consistent. The Complete Streets improvements component of the project is a transportation project by nature as it would convert Coast Highway from four travel lanes to two lanes; construct roundabouts, mid-block crosswalks, and raised medians; and provide Class II bike lanes and streetscaping. An aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability as well as promote bicycling as a means of transportation within the city. With less reliance on vehicles within the city, impacts to the environment would be reduced. Further, the development and redevelopment within the Incentive District could encourage new open space, as project applicants would be able to receive increased residential density by providing public open space.</p>

**TABLE 3.9-1
 CONSISTENCY OF PROPOSED PROJECT WITH SANDAG REGIONAL PLAN**

Regional Plan Goals	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Mobility Choices</p> <p>Provide safe, secure, healthy, affordable, and convenient travel choices between the places where people live, work, and play.</p>	<p>Consistent. As discussed in Section 3.14, Transportation and Traffic, there are two train stations, Oceanside Transit Center and Coast Highway SPRINTER station, located within the project area, as well as various bus routes provided by North County Transit District and Riverside Transit Agency. Development and redevelopment under the Incentive District could increase residential uses around Oceanside Transit Center and Coast Highway SPRINTER station so residents would be able to conveniently walk to alternative transportation options. Further, continuous Class II bike lanes would be provided from Harbor Drive to the southern city limit as part of the Complete Streets improvements, with the aim to increase bicycling as a means of alternative transportation within the city.</p>
<p>Healthy and Complete Communities</p> <p>Create great places for everyone to live, work, and play.</p>	<p>Consistent. An objective of the project is to revitalize and transform the Coast Highway corridor to support an increased density of residential uses as well as transition to an economic center that is walkable. Implementation of the project would provide a stimulus to encourage the type of development that the City would prefer in the project area. With adoption of the Incentive District, a “main street” type of character could be established that supports both residential and commercial uses, where residents could live, work, and play.</p>
<p>Connect communities through a variety of transportation choices that promote healthy lifestyles, including walking and biking.</p>	<p>Consistent. As stated above, development and redevelopment under the Incentive District could increase residential uses around Oceanside Transit Center and Coast Highway SPRINTER station so residents would be able to conveniently walk to alternative transportation options. Continuous Class II bike lanes would be provided from Harbor Drive to the southern city limit as part of the Complete Streets improvements, with the aim to increase bicycling as a means of alternative transportation within the city. Further, implementation of the Complete Streets improvements would generally increase the walkability of the project area.</p>
<p>Increase the supply and variety of housing types – affordable for people of all ages and income levels in areas with frequent transit service and with access to a variety of services.</p>	<p>Consistent. The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the corridor. The intent of the Incentive District is to provide a stimulus and encourage the type of development that the City would prefer in the project area. Additionally, the development and redevelopment under the Incentive District could increase residential uses around Oceanside Transit Center and Coast Highway SPRINTER station so residents would be able to conveniently walk to alternative transportation options. Further, the City would review development and redevelopment projects proposed under the Incentive District on a project-by-project basis, which will ensure that a variety of housing types are approved within the project area in accordance with the City’s vision.</p>

City of Oceanside General Plan and Local Coastal Program

Table 3.9-2 identifies all City policies relevant to the proposed project from the Land Use and Circulation Elements of the City's General Plan and includes analysis of the project's consistency with these policies. As described in Table 3.9-2, the project is consistent with all relevant policies set forth in the City's General Plan. As stated in Chapter 2, Project Description, implementation of the proposed project includes text and map amendments to the General Plan and LCP. The General Plan text amendments would amend the City of Oceanside Land Use Element to establish guiding policies for the Vision Plan and the Incentive District and to clarify land use descriptions to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District (refer to Appendix I of this EIR). In addition, the General Plan text amendments would amend the City of Oceanside Circulation Element to incorporate policies, objectives, guidelines, and roadway classification standards to accommodate the proposed Complete Streets improvements.

In order to implement the proposed project, the City would also be required to process and adopt an LCP Amendment, which would also require adoption by the CCC. Table 3.9-3 identifies all City policies relevant to the proposed project from the City's LCP and includes analysis of the project's consistency with these policies. As described in Table 3.9-3, the project is consistent with all relevant policies set forth in the City's LCP. The LCP Amendment would amend the City's LCP, including amending the land use plan and the implementing ordinance to ensure consistency with the Incentive District. The land use plan amendments include amended text pertaining to the General Commercial, Coastal Dependent, Recreational & Visitor Serving Commercial, Light Industrial and High Density Residential land use classifications to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District.

The General Plan and LCP map amendments include amending the Coastal Land Use Plan. The map amendments include redesignating several properties currently designated as Light Industrial to General Commercial (refer to Figure 2-10) and High Density Residential to General Commercial (refer to Figure 2-11). The General Plan Amendments and LCP Amendment would be adopted concurrently with the proposed project by the City Council. Therefore, with adoption of the amendments to the General Plan and the LCP, the proposed project would be consistent with the City's General Plan and LCP.

**TABLE 3.9-2
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN**

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
Land Use Element	
Goal 1 Community Enhancement: The consistent, significant, long term preservation and improvement of the environment, values, aesthetics, character and image of Oceanside as a safe, attractive, desirable and well-balanced community.	
<p>Policy LU-1.1B: Land uses shall not significantly distract from nor negatively impact surrounding conforming land uses.</p>	<p>Consistent. The Complete Streets improvements would be constructed within the existing ROW of Coast Highway, which would continue to serve as a transportation corridor after project completion. Adoption of the Incentive District would not introduce new land use designations or zoning designations that are incompatible with existing land use and zoning designations.</p>
<p>Policy LU-1.1C: The City shall analyze the long-term effects of all proposed development to assure both the present and future social, economic, and physical enhancement of the community.</p>	<p>Consistent. This EIR analyzes the long-term environmental impacts associated with the proposed project as the analysis assumes project activities till 2035. The potential environmental impacts associated with the Incentive District and the Complete Streets improvements have been considered in the environmental topical analyses in this EIR (e.g., traffic, air quality, biological resources). Potential environmental impacts that could occur with implementation of the proposed project would be mitigated to the extent feasible by the measures provided in the other sections of Chapter 3 (Environmental Analysis) of this EIR. Mitigation measures have been identified to reduce significant impacts in the following EIR sections: Section 3.2 (Air Quality); Section 3.3 (Biological Resources); Section 3.4 (Cultural Resources); Section 3.6 (Greenhouse Gas Emission); Section 3.7 (Hazards and Hazardous Materials); Section 3.10 (Noise and Vibration); and Section 3.14 (Transportation and Traffic). Further, the City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to ensure all project-specific impacts have been mitigated to the lowest extent possible.</p>
<p>Policy LU- 1.11B: The City shall analyze proposed land uses for assurance that the land use will contribute to the proper balance of land uses within the community or provide a significant benefit to the community.</p>	<p>Consistent. The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the corridor. The Incentive District seeks to create a better balance of land uses in recognition of the market potential and the desire of the City to promote an increase of residential, office, hotel, and retail/restaurant uses. Further, the City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to avoid any land use inconsistencies.</p>

**TABLE 3.9-2
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN**

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy LU-1.11C: The City shall continuously monitor the impact and intensity of land use and land use distribution to ensure that the City's circulation system is not overburdened beyond design capacity.</p>	<p>Consistent. The proposed project consists of the Complete Streets improvements and the Incentive District. The projected development anticipated with the proposed project (refer to Table 2-1) for the Incentive District was developed based on the traffic modeling of the proposed project with the city's circulation system. The potential environmental impacts related to the city's circulation system associated with implementation of the proposed project have been considered in the topical analysis in Section 3.14 of in this EIR. Further, the City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to ensure the city's circulation system is not overburdened beyond design capacity.</p>
<p>Policy LU-1.12A: Adequate setbacks, buffering, and/or innovative site design shall be required for land uses that are contiguous to and incompatible with existing land uses.</p>	<p>Consistent. The Complete Streets improvements would be constructed within the existing ROW of Coast Highway, which would continue to serve as a transportation corridor after project completion. Adoption of the Incentive District would not introduce new land use designations or zoning designations that are incompatible with existing land use and zoning designations. Further, the Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes. The Incentive District Ordinance includes a Setback Plan, which establishes minimum and maximum setbacks along the primary frontage of all parcels within the project area to ensure that adequate buffers and transition zones are provided between uses with different densities.</p>
<p>Policy LU-1.12B: The use of land shall not create negative visual impacts to surrounding land uses.</p>	<p>Consistent. The Complete Streets improvements would be constructed within the existing ROW of Coast Highway, which would continue to serve as a transportation corridor after project completion. Adoption of the Incentive District would not introduce new land use designations or zoning designations that are incompatible with existing land use and zoning designations. Further, the Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes.</p>

**TABLE 3.9-2
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN**

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy LU-1.12C: The use of land shall not subject people to potential sources of objectionable noise, light, odors, and other emissions nor to exposure of toxic, radioactive, or other dangerous materials.</p>	<p>Consistent. The Complete Streets improvements would be constructed within the existing ROW of Coast Highway, which would continue to serve as a transportation corridor after project completion. Adoption of the Incentive District would not introduce new land use designations or zoning designations that are incompatible with existing land use and zoning designations. Further, the Zoning Ordinance Amendment would rezone those properties within the Incentive District boundaries currently designated as Light Industrial (M1) and Public Utility Transportation Zone (PUT) to General Commercial (C-2). By rezoning M1 parcels and a PUT parcel to C-2, the Incentive District could result in the transition of existing industrial uses to new commercial land uses, which would be more compatible with the development pattern of the area. A decrease in industrial uses within the project area would be a desirable outcome of the Incentive District, and could result in a gradual decrease in the amount of noise odor and other indirect results of industrial land uses.</p>
<p>Policy LU-1.16C: The City shall ensure that housing is developed in areas with adequate access to employment opportunities, community facilities, and public services.</p>	<p>Consistent. The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the corridor. The intent of the Incentive District is to provide a stimulus in the project area and to encourage the type of development that the City would prefer in the project area. The development and redevelopment under the Incentive District could increase residential uses around the Oceanside Transit Center and Coast Highway SPRINTER station so residents would be able to conveniently walk to alternative transportation options. With the potential increase of residential uses near commercial uses, residents could work and live within the project area.</p>
<p>Policy LU-1.16D: The City shall encourage development of a variety of housing opportunities, with special emphasis on providing:</p> <ol style="list-style-type: none"> 1) A broad range of housing types, with varied levels of amenities and number of bedrooms; 2) Sufficient rental stock for all segments of the community, including families with children; 3) Housing which meets the special needs of the elderly and the handicapped. 	<p>Consistent. The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the corridor. The intent of the Incentive District is to provide a stimulus in the project area and to encourage the type of development that the City would prefer in the project area. The City would review development and redevelopment projects proposed under the Incentive District on a project-by-project basis, which will ensure that a variety of housing types are approved within the project area in accordance with the City's vision.</p>
<p>Policy LU-1.17D: Compact and in-fill development should be encouraged to concentrate expenditures for public services.</p>	<p>Consistent. The city of Oceanside is a developed, urban environment, especially in the Coastal Zone, where the project is located. The Complete Streets improvements would occur within the existing ROW and Coast Highway would continue to serve as a transportation corridor after project completion. The development and redevelopment enabled under the Incentive District would be located within a buildout urban environment, where development and redevelopment would primarily consist of infill development on currently developed parcels.</p>

**TABLE 3.9-2
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN**

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy LU-1.21B: Common open spaces within a project site shall be contiguous, unless it is found that segregation of the area and type of open space uses better serve the purposes of the General Plan and the project site.</p>	<p>Consistent. The Complete Streets improvements component of the project is a transportation project by nature as it would convert Coast Highway from four travel lanes to two lanes; construct roundabouts, mid-block crosswalks, and raised medians; and provide Class II bike lanes and streetscaping. An aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability as well as promote bicycling as a means of transportation within the city. With less vehicular use within the city, impacts to the environment would be reduced. Further, the development and redevelopment within the Incentive District could encourage new open space, as project applicants would be able to receive a residential density bonus by providing public open space.</p>
<p>Policy LU-1.32A: The City shall utilize the certified Local Coastal Plan and supporting documentation for review of all proposed projects within the Coastal Zone. Specifically, the goals and policies of the Local Coastal Program Land Use Plan shall be the guiding policy review document.</p>	<p>Consistent. As shown in Table 3.9-3, the project has been reviewed for consistency with the City's adopted LCP and has been determined to be consistent with all applicable LCP policies. To implement the proposed project, the City would be required to process and adopt an LCP Amendment, which would also require adoption by the CCC. The LCP Amendment would amend the City's LCP, including amending the land use plan and the implementing ordinance to ensure consistency with the Incentive District. The land use plan amendments as part of the LCP Amendment would amend text pertaining to the General Commercial, Coastal Dependent, Recreational & Visitor Serving Commercial, Light Industrial and Residential High Density land use classifications to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District. LCP map amendments include redesignating several properties currently designated as Light Industrial to General Commercial (refer to Figure 2 10) and Residential High Density to General Commercial (refer to Figure 2-11). Thus, the LCP Amendment would be approved concurrent with the adoption of the proposed project and all policies would be consistent.</p>
<p>Goal 2: Community Development. The continual long-term enhancement of the community through the development and use of land which is appropriate and orderly with respect to type, location, timing, and intensity.</p>	
<p>Policy LU-2.2A: The City shall preserve and enhance viable, positive commercial developments through the proper allocation of all commercial land use designations.</p>	<p>Consistent. Currently, the Coast Highway corridor contains a high amount of commercial development. The Incentive District seeks to create a better balance of land uses in recognition of the market potential and the desire of the City to promote an increase of residential, office, hotel, and retail/restaurant uses. However, the Incentive District would still designate commercial uses within the project area and would allow for future commercial developments within the project area.</p>

TABLE 3.9-2
CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy LU-2.32A: The base density shall be considered the appropriate density for development within each residential land use designation.</p>	<p>Consistent. Land Use Element Policy LU 2.32B allows for an increase in density above the base density for residential projects that possess an excellence of design features. The Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure high-quality design features for development and redevelopment enabled under the Incentive District. Adoption of the Incentive District would allow for increased residential density in the Node areas above base densities in exchange for public benefits, such as additional open space, public parking, streetscape improvements, additional commercial floor area, and payment to a Public Improvement Fee. Based on the high-quality of the form-based design and development standards, the City could allow for higher densities within the Node areas on a project-by-project basis. Further, with the adoption of the proposed amendments to the General Plan, LCP, and Zoning Ordinance to adopt and implement the land use designations and densities established within the Incentive District, the higher densities would be allowed.</p>
<p>Policy LU-2.32B: Residential projects that possess an excellence of design features shall be granted the ability to achieve densities above the base density. Project characteristics that exceed standards established by City policy and those established by existing or approved developments in the surrounding area will be favorably considered in the review of acceptable density within the range. Such characteristics include, but are not limited to the following:</p> <ol style="list-style-type: none">1) Infrastructure improvements beyond what is necessary to serve the project and its population.2) Lot standards (i.e. lot area, width, depth, etc.) which exceed the minimum standards established by City policy.3) Development standards (i.e. parking, setbacks, lot coverage, etc.) which exceed the standards established by City policy.4) Superior architectural design and materials.5) Superior landscape/hardscape design and materials.6) Superior recreation facilities or other amenities.7) Superior private and/or semi-private open space areas.8) Floor areas that exceed the norm established by existing or approved development in the surrounding area.9) Consolidation of existing legal lots to provide unified site design.10) Initiation of residential development in areas where nonconforming commercial or industrial uses are still predominant.	<p>Consistent. The Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure high-quality design features for development and redevelopment enabled under the Incentive District. Adoption of the Incentive District would allow for increased residential density in the Node areas above base densities in exchange for public benefits, such as additional open space, public parking, streetscape improvements, additional commercial floor area, and payment to a Public Improvement Fee. Based on the high-quality of the form-based design and development standards, the City could allow for higher densities within the Node areas on a project-by-project basis. Further, with the adoption of the proposed amendments to the General Plan, LCP, and Zoning Ordinance to adopt and implement the land use designations and densities established within the Incentive District, the higher densities would be allowed.</p>

**TABLE 3.9-2
CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN**

General Plan Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>11) Participation in the City's Redevelopment, Housing, or Historical Preservation programs.</p> <p>12) Innovative design and/or construction methods that further the goals of the General Plan.</p> <p>The effectiveness of such design features and characteristics in contributing to the overall quality of a project shall be used to establish the density above base density. No one factor shall be considered sufficient to permit a project to achieve the maximum potential density of a residential land use designation.</p> <p>Policy LU-2.7121A: Development shall provide Class II bikeways on all secondary, major, and prime arterials.</p>	<p>Consistent. The Complete Streets improvements would convert the Coast Highway corridor into a complete street that incorporates all modes of transportation, including continuous Class II bike lanes. Further, Continuous Class II bike lanes would be provided from Harbor Drive to the southern city limit as part of the Complete Streets improvements, with the aim to increase bicycling as a means of alternative transportation within the city.</p>
Circulation Element	
Long Range Goal 1: A multimodal transportation system, which allows for the efficient and safe movement of all people and goods and which meets current demands and future needs of the population and projected land uses with minimal impact to the environment.	
<p>Policy Cir-2.5: The City will strive to incorporate complete streets throughout the Oceanside transportation network which are designed and constructed to serve all users of streets, roads and highways, regardless of their age or ability, or whether they are driving, walking, bicycling, or using transit.</p>	<p>Consistent. The Complete Streets improvements component of the project is a transportation project by nature as it would convert Coast Highway from four travel lanes to two lanes; construct roundabouts, mid-block crosswalks, and raised medians; and provide Class II bike lanes and streetscaping. The Complete Streets improvements would convert the Coast Highway corridor into a complete streets that incorporates all modes of transportation, including continuous Class II bike lanes and improved walkability of the project area.</p>
<p>Pedestrian Facilities Goal 5: Support walking as a primary means of transportation that in turn supports transit and bike options. A positive walking environment is essential for supporting smart growth, mixed land uses, transit oriented development, traffic calming and reducing traffic congestion and greenhouse gas emissions.</p>	<p>Consistent. The Complete Streets improvements component of the project is a transportation project by nature as it would convert Coast Highway from four travel lanes to two lanes; construct roundabouts, mid-block crosswalks, and raised medians; and provide Class II bike lanes and streetscaping. An aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability to transform the Coast Highway corridor to an economic center. Further, the development and redevelopment enabled under the Incentive District would allow for an increase in residential density, which would allow residents to walk to places within the corridor where they could work and play.</p>

TABLE 3.9-2
CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE GENERAL PLAN

General Plan Policies

Statement of Consistency, Non-Consistency, or Not Applicable

Bicycle Facilities Goal 2: Make bicycling a viable mode choice in an effort to reduce congestion, improve air quality, and provide residents and visitors with public health and recreational benefits.

Policy Cir-6.3: The City shall integrate bicycle and pedestrian planning and safety considerations more fully into the planning and design of the roadway network, transit facilities, public buildings, and parks.

Consistent. The Complete Streets improvements would convert Coast Highway corridor into a complete street that incorporates all modes of transportation, including continuous Class II bike lanes and improved walkability of the project area. Further, continuous Class II bike lanes would be provided from Harbor Drive to the southern city limit as part of the Complete Streets improvements, with the aim to increase bicycling as a means of alternative transportation within the city.

Policy Cir-6.5: The City shall plan Class II bicycle lanes into all prime arterial, major arterials, and secondary collectors where safe and appropriate as determined by City staff.

Consistent. Continuous Class II bike lanes would be provided from Harbor Drive to the southern city limit as part of the Complete Streets improvements, with the aim to increase bicycling as a means of alternative transportation within the city.

**TABLE 3.9-3
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM**

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Objective 2: Recreation and Visitor Serving Facilities. The City shall provide and maintain a wide range of public recreation areas, beach support facilities, and visitor-serving facilities, commensurate with need.</p>	
<p>Policy 2.6: Lower cost visitor and recreational facilities shall be protected, encouraged, and, where possible, provided.</p>	<p>Consistent. The Incentive District would allow for different types of residential, commercial, and mixed-use developments throughout the corridor. The intent of the Incentive District is to provide a stimulus in the project area and to encourage the type of development that the City would prefer in the project area. The LCP Amendment would include amended text pertaining to the General Commercial, Coastal Dependent, Recreational & Visitor Serving Commercial, Light Industrial and Residential High Density land use classifications to ensure consistency with the intent and objectives of the Vision Plan and the Incentive District. While the LCP Amendment would allow for the introduction of residential uses within the project area, the Incentive District does not preclude low cost visitor-serving commercial recreation facilities from being developed in these areas and additional height and intensification in the Nodes has been allowed to ensure that development opportunities for visitor-serving commercial recreation facilities are further accommodated within the Incentive District. In addition, the Overlay introduces a minimum commercial requirement for mixed-use development and the expansion of allowed visitor serving and recreational uses throughout the Incentive District which will further ensure that opportunities for visitor-serving commercial recreation facilities are preserved and enhanced..</p>
<p>Policy 2.7 In granting approvals for new development within the Coastal Zone, the City shall give priority to visitor-serving commercial recreation facilities over private residential, general industrial or general commercial uses.</p>	<p>Consistent. The Incentive District modifies the existing permitted land uses to allow future visitor-serving commercial recreation facilities, including lodging uses, by right, which further prioritizes these type of uses within the Incentive District. While the Incentive District does introduce the opportunity for residential-only development within the Avenue segments of the Incentive District, it does not preclude visitor-serving commercial recreation facilities from being developed in these segments and additional height and intensification in the Nodes has been allowed to ensure that development opportunities for visitor-serving commercial recreation facilities are further accommodated within the Incentive District area. In addition, the Incentive District introduces a minimum commercial requirement for mixed-use development, which will further ensure that opportunities for visitor-serving commercial recreation facilities are preserved and enhanced.</p>
<p>Policy 2.8: The City has reserve adequate upland areas to meet future market demand for visitor facilities to support coastal recreation, along the Coast Highway corridor and in the Neptune Way (Eighth Street) Triangle and North River areas.</p>	<p>Consistent. Currently, the Coast Highway corridor contains a high amount of commercial development. The Incentive District seeks to create a better balance of land uses in recognition of the market potential and the desire of the City to promote an increase of residential, office, hotel, and retail/restaurant uses. However, the Incentive District would still allow for VC developments within the project area and would still be able to support future market demands.</p>

**TABLE 3.9-3
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM**

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy 2.10: The City shall continue to promote coastal tourism through the revitalization of the coastal area and upgrading of visitor amenities.</p>	<p>Consistent. As stated in Chapter 2, Project Description, an objective of the project is to encourage redevelopment and continued investment within the Incentive District by providing development incentives in exchange for community benefits to enhance and revitalize the project area. In conjunction with the aim of the Incentive District, an aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability to transform the Coast Highway corridor to an economic center. Additionally, the Complete Streets improvements would provide mid-block crosswalks to allow for safe crossing of Coast Highway to facilitate movement from the beach areas to the project area as well as improve streetscaping to create a visually pleasing aesthetic within the project area. Thus, implementation of the project would facilitate the revitalization of the Coast Highway corridor and support coastal tourism.</p>
<p>Policy 2.15: Because of high cost of land along the immediate shoreline, the City shall attempt to locate new parking facilities at lower-cost landward areas, and link those parking areas to the beach by pedestrian access, public transit, and beach area vehicular drop-off points.</p>	<p>Consistent. The Complete Streets improvements component of the project would provide on-street parking throughout the Coast Highway corridor as well as mid-block crosswalks to link the project area to the beach areas within the city. In addition, development and redevelopment within the Incentive District could provide new public parking spaces, as project applicants would be able to receive increased residential density by providing on-site public parking.</p>
<p>Policy 2.17: The City shall require that all new residential development provides adequate on-site parking. In areas, where beach parking demand is critical, parking requirements for new residential development shall be strictly enforced. Curb cuts for new development shall be held to a minimum to preserve existing on-street parking.</p>	<p>Consistent. Residential development and redevelopment within the Incentive District would be required to provide one parking space per 1,500 square feet of habitable space. Additionally, all development and redevelopment enabled under the Incentive District would comply with the parking standards contained in Article 31 (Off-Street Parking) of the 1992 Zoning Ordinance.</p>
<p>Objective 3: The City shall work with the Regional Water Quality Control Board and other appropriate agencies to prevent degradation of Oceanside’s Coastal waters. The City shall seek to minimize risks to life and property in areas of high geologic and flood hazards.</p>	
<p>Policy 3.2: As part of its environmental review process, the City shall establish measures on a project-by-project basis to minimize the introduction of dissolved grease, oil, paints, pesticides, construction waste, and other pollutants into the urban runoff.</p>	<p>Consistent. As discussed in Section 3.8, Hydrology and Water Quality, all development and redevelopment proposed under the Incentive District would be required to comply with all applicable water quality and stormwater regulations, including but not limited to the National Pollution Discharge Elimination System (NPDES) Construction General Permit and the City Grading Ordinance. In addition, the City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to ensure all regulations and standards associated with water quality and stormwater runoff are met.</p>

**TABLE 3.9-3
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM**

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Objective 5: The City shall provide adequate flood protection to existing development in the vicinity of Loma Alta Creek in a manner which preserves the remaining resources of the creek.</p>	
<p>Policy 5.2: Prior to approving any developments on dry lands adjacent to Buena Vista Lagoon, the City shall consult the State Department of Fish and Game to ensure the adequate measures are provided to protect and enhance the lagoon’s sensitive resources. Such measures shall include: 1) provision of adequate buffers between development and the lagoon; 2) erection of barriers, such as fences, to prohibit access to sensitive portions of the lagoon; 3) incorporation of native riparian plant species into project design to enhance habitat value; 4) construction of informational signs/kiosks educating the public on the value of the lagoon, and listing regulations for public use; 5) habitat restoration measures (such as removal of built up sediment) providing that such measures are approved by the State Department of Fish and Game.</p>	<p>Consistent. The City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to ensure all proposed projects adjacent to Buena Vista Lagoon incorporate and implement all applicable measures to protect the lagoon’s sensitive resources. Further, as discussed in Section 3.3, Biological Resources, MM Complete Streets Bio-2, Bio-4, and Bio-5 and MM Incentive District Bio-2, Bio-4 through Bio-6 would reduce all direct and indirect impacts to biological resources within and/or adjacent to Buena Vista Lagoon associated with the proposed project to a less-than-significant level.</p>
<p>Policy 5.3: The City shall require all developments which drain into the lagoon to include measures to prevent erosion, sedimentation, and other water quality impacts, such as: 1) during construction, retaining all runoff on-site in percolation settling ponds and staking down bales of straw in the drainage ways to filter remaining sediments; 2) prohibiting grading or clearing from November through March. Any soils left exposed during this period should re-seeded or temporarily stabilized using plastic or other materials as needed; 3) minimizing the alteration of land forms; 4) maximizing penetrable surfaces for percolation, and providing permanent sediment settling basins, grease traps, and/or energy dissipaters.</p>	<p>Consistent. As discussed in Section 3.8, Hydrology and Water Quality, all development and redevelopment proposed within the Incentive District area, including areas around Buena Vista Lagoon, would be required to comply with all applicable water quality and stormwater regulations, including but not limited to the NPDES Construction General Permit and the City Grading Ordinance. Compliance with the NPDES Construction General Permit would require the preparation and implementation of a stormwater pollution prevention plan (SWPPP), which includes best management practices, to minimize the amount of sediment and pollutants discharge from project sites. In addition, the City would approve future development and redevelopment enabled under the Incentive District on a project-by-project basis to ensure all regulations and standards associated with water quality and stormwater runoff are met.</p>
<p>Objective 6: The City shall protect, enhance, and maximize public enjoyment of Coastal Zone scenic resources. The City shall, through its land use and public works decisions, seek to protect, enhance, and restore visual quality of urban environment.</p>	
<p>Policy 6.1: In areas of significant natural aesthetic value, new development shall be subordinate to the natural environment.</p>	<p>Not Applicable. Currently, the project area is a developed, urban landscape and does not exhibit significant natural aesthetic value. Further, the Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes.</p>

**TABLE 3.9-3
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM**

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
Policy 6.2: The City shall encourage the preservation and/or rehabilitation of buildings of historical or architectural significance.	Consistent. As discussed in Section 3.4, Cultural Resources, there are 27 built environment resources within or immediately adjacent to the Complete Streets improvements and 19 built environment resources within the Incentive District area. Ground-disturbing activities associated with both components of the project have the potential to impact these built environment resources. However, implementation of MM Complete Streets CR-1 through CR-9 and MM Incentive District CR-1 and CR-2 would minimize impacts to those built environment resources of historical or archaeological significance with implementation of the project.
Policy 6.3: All new development shall be designed in a manner which minimizes disruption of natural land forms and significant vegetation.	Consistent. The San Luis Rey River, Loma Alta Creek and Slough, and Buena Vista Lagoon are natural landforms located within the project area. The project does not include any development within the waterways or any areas of significant vegetation. Further, the Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes.
Policy 6.4: The City shall maintain existing view corridors through public right-of-ways.	Consistent. The city's grid street pattern allows public views of the ocean from several vantage points, including most east-west streets along the coast. Temporary obstructions could occur during construction of the project as construction equipment would be primarily within individual work areas and would rarely be placed in within Coast Highway's ROW, where public scenic views of the ocean and lagoon are available. Further, construction equipment is temporary in nature and would be removed following the completion of construction. Operation of the Incentive District would allow increased height of buildings in Nodes to a maximum of 65 feet with discretionary approval compared to the existing limit of 45 feet. However, operation of new or expanded development would not occur within Coast Highway's ROW, and therefore would not block existing public scenic views toward the ocean or Buena Vista Lagoon.
Policy 6.8: The City shall ensure that all new development is compatible in height, scale, color, and form with the surrounding neighborhood.	Consistent. Development and redevelopment enabled under the Incentive District would be designed according to the Urban and Architectural Standards included in the Incentive District Ordinance, which have been developed to ensure that the form, scale, and architectural features of future projects are of a high quality and compatible with the surrounding development. While the Incentive District will allow for an increase in height of certain buildings in the Node areas with discretionary approval, up to a maximum of 65 feet compared to the existing limit of 45 feet, this is consistent with allowances provided by the City's existing High-Rise Ordinance. In addition, the Incentive District's height averaging provision will ensure sufficient variation and transitions to ensure compatibility in height and scale with surrounding development.
Policy 6.9: In areas where a change to a more intensive use is proposed, adequate buffers or transition zones (such as increased setbacks, landscaped barriers, or decorative walls) shall be provided.	Consistent. Development and redevelopment enabled under the Incentive District would be designed according to the Urban Standards included in the Incentive District Ordinance to ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes. Further, the Incentive District Ordinance includes a Setback Plan, which establishes minimum and maximum setbacks along the primary frontage of all parcels within the project area to ensure that adequate buffers and transition zones are provided between uses with different densities.

**TABLE 3.9-3
 CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM**

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
<p>Policy 6.11: The City shall encourage variety, creativity, and site-responsive design for all new development.</p>	<p>Consistent. Development and redevelopment enabled under the Incentive District would be designed according to the Urban Standards included in the Incentive District Ordinance, which includes a variety of architectural and design guidelines for the various types of development projects that could be proposed under the Incentive District. The Urban Standards of the Incentive District Ordinance would allow for a variety of architectural designs while still establishing a cohesive theme for the project area.</p>
<p>Policy 6.12: The City shall support enhancement of the streetscape of the major tourist corridors through Oceanside (Hill Street (present day Coast Highway) and Mission Avenue) using the following features: 1) attractive and functional street furniture (benches, light standards, trash containers); 2) paving treatment such as stamped concrete or brick; 3) abatement of non-conforming signs; 4) intensive “pockets” of landscaping; 5) renovation of building facades; and 6) undergrounding of utilities.</p>	<p>Consistent. As stated in Chapter 2, Project Description, an objective of the project is to encourage redevelopment and continued investment within the Incentive District by providing development incentives in exchange for community benefits to enhance and revitalize the project area. In conjunction with the aim of the Incentive District, an aim of the Complete Streets improvements is to slow vehicular traffic and increase walkability to transform the Coast Highway corridor to an economic center. Additionally, the Complete Streets improvements would provide mid-block crosswalks to allow for safe crossing of Coast Highway to facilitate movement from the beach areas to the project area as well as improve streetscaping to create a visually pleasing aesthetic within the project area for both residents and tourists.</p>
<p>Policy 6.13: New development shall utilize optimum landscaping to achieve the following effects: 1) accent and enhance desirable site characteristics and architectural features; 2) soften, shade and screen parking and other problem areas; 3) frame and accent (but not obscure) coastal views; 4) create a sense of spaciousness, where appropriate; 5) in areas where significant natural vegetation exists, replant, as appropriate, developed areas with native drought-tolerant species.</p>	<p>Consistent. Development and redevelopment enabled under the Incentive District would be designed according to the Urban Standards included in the Incentive District Ordinance, which includes a variety of landscaping guidelines for the various types of development projects that could be proposed under the Incentive District.</p>
<p>Policy 6.14: In areas where significant “theme” architecture has been established, the City shall encourage continuation of this theme. Such theme areas include:</p> <p>1) South Hill Street (present day Coast Highway) – creative use of wall murals, with “beach” motifs and muted colors (examples: Unique Expressions, Brother’s Three, and Oceanside Fish Market).</p> <p>2) Buena Vista Lagoon – rustic rough sawn wood exteriors, with pitched roofs and heavy beams.</p>	<p>Consistent. The Incentive District would provide form-based design and development standards to achieve the pedestrian-scale and architectural variation of buildings advocated in the Vision Plan. The form-based design and development standards would ensure that future projects are architecturally similar to surrounding development and existing aesthetic themes.</p>

TABLE 3.9-3
CONSISTENCY OF PROPOSED PROJECT WITH CITY OF OCEANSIDE LOCAL COASTAL PROGRAM

Local Coastal Program Policies	Statement of Consistency, Non-Consistency, or Not Applicable
Objective 7: New Development and Public Works. The City endorses infilling and revitalization of the Coastal Zone for the purpose of creating an attractive, balanced, and economically sound urban environment. New public works facilities in the Coastal Zone shall be sited and designed to meet all policies of the City's Local Coastal Program.	Consistent. As discussed in Section 3.12, Public Services, development enabled under the Incentive District would be required to pay all applicable city fees associated with public facilities, such as fire and police protection, libraries, parks and recreational facilities, and schools. Through the payment of these fees, future development proposed under the Incentive District would pay its fair share contribution to fund the expansion of public facilities within the city.

City of Oceanside Zoning Ordinance

As shown in Figure 2-4, the project area consists of various zoning designations, including C1, C2, VC, R3, OP, PUT, and M1. The proposed project would include amendments to the City's Zoning Ordinance to adopt the Incentive District, which would provide optional land use and zoning regulations for developers and property owners that could be used in lieu of the existing zoning. Additionally, the Zoning map amendments would rezone those properties within the Incentive District boundaries currently designated as Light Industrial (M1) and Public Utility Transportation Zone (PUT) to General Commercial (C-2) (refer to Figure 2-12). Finally, the Zoning Ordinance Amendment would revise the existing High-rise provision, section 4114, which allows for additional building height with the submittal of a Conditional Use Permit to limit its application to only allow high rises for unoccupied space, so that this provision does not interfere with the objectives of the Incentive District. The Zoning Ordinance Amendment would be adopted concurrently with the proposed project by the City Council. Thus, once adopted, the project would be consistent with the City's Zoning Ordinance.

Mitigation Measures: No mitigation measures are required.

Significance Determination: No impact
