



Economic Development Element (EDE)

Draft Themes, Goals, Policies, and Implementing Actions

May 22, 2018

1) Quality of Life

- a. The City of Oceanside will be among the most livable communities in the San Diego region.
 - i. Expand the range of commercial goods and services conveniently available to residents, workers, and visitors.
 - ii. Encourage enhancement of the visual quality of the City, including quality design and expansion of the City's tree canopy, particularly at gateway locations and along commercial corridors where feasible.
 - iii. Encourage new development that provides for social interaction, cultural enrichment, and a strong sense of place including appropriate open space.
 - iv. Provide a diverse supply of quality housing, including executive housing, and continue to address homelessness.
 - v. Continue to reduce local crime rates by expanding economic opportunity, mitigating blight, practicing Crime Prevention through Environmental Design (CPTED), and providing social venues and recreational facilities that promote healthy and constructive activity.
- b. The City will expand employment, housing, and public amenities by facilitating efficient, transit-oriented development within already urbanized areas (i.e., Smart Growth).
 - i. Encourage efficient, transit-oriented development, walkability, parking efficiency, pedestrian and bicycle facilities, and a strong sense of place within the City's Smart Growth Opportunity Areas (SGOAs), as identified on the Regional Smart Growth Concept Map.
 - ii. Encourage efficient use of land for employment and revenue generation.
 - iii. Encourage the development of transportation and parking demand management strategies in order to reduce parking demand.

2) Prosperity

- a. The City will maintain a pro-business environment.
 - i. Foster an economic development culture at City Hall and continue to educate City staff on economic development practices so that they understand their role in the City's efforts to maintain a stable and prosperous local economy.
 - ii. Ensure that the development and business license review processes are as straightforward and efficient as possible.
 - iii. Inform decision-makers of relevant EDE policies and utilize these policies to formulate and support staff recommendations on land use and development proposals as part of the development review process.
- b. The City will better leverage key community assets to promote economic development and increase the tax base.
 - i. Promote, protect, and maintain public access to the City's beaches, small craft harbor, and other coastal amenities as a means of growing the City's hospitality sector.
 - ii. Encourage visitor-serving and high tax revenue generating uses on commercial properties in proximity to Interstate 5, State Route 78, and Highway 76.
 - iii. Promote expansion of aviation-oriented uses and complementary services at Bob Maxwell Memorial Airfield.
 - iv. Promote community events that draw visitors and encourage overnight stays.
 - v. Encourage the development of regional-scale sports, active lifestyle, and cultural/educational programs and venues at El Corazon.
- c. The City will support innovation and entrepreneurialism within the local business community.
 - i. Coordinate with local educational institutions and workforce development entities to support their workforce training programs.
 - ii. Encourage local businesses to explore internship and apprenticeship opportunities.
 - iii. Maintain ongoing marketing and informational programs in order to inform businesses about resources to help them start, grow and prosper.
- d. Underutilized employment land will be efficiently and profitably repurposed.
 - i. Identify underutilized and obsolete commercial and industrial properties with the potential to accommodate more productive uses.

- ii. Identify low-impact manufacturing and industrial uses that can be sited within commercial zoning districts.
 - iii. Explore opportunities to expand the City's industrial land inventory in response to projected future demand.
- e. Infrastructure, public services, and civic programs will promote business activity and enhance property values.
 - i. Encourage local businesses to take an interest in the security and cleanliness of their immediate surroundings.
 - ii. Through Green Oceanside and other programs, work with businesses and community groups to conduct clean-up events and other restoration and beautification efforts.
- f. Those who generate revenue in the City should invest in the local economy.
 - i. Promote commercial uses that serve the needs of the City's daytime population, particularly those who work in Oceanside but live elsewhere.
 - ii. Encourage income property owners to rely on local businesses for products and services needed to maintain and upgrade their properties.

3) Resilience

- a. The City will identify and address the long-term fiscal impacts of any proposed re-designations of property.
 - i. Require that proposals to change land use and zoning designations be accompanied by robust fiscal impact assessment in order to ensure an informed decision-making process.
 - ii. Seek commensurate public benefits from projects that will have long-term negative fiscal impacts on the City.
 - iii. Explore alternative revenue sources that help to defray the long-term costs of development (e.g., assessment districts, infrastructure financing districts, public benefit zones).
 - iv. As part of the development review process for projects involving proposed amendment of land use and zoning designations, conduct thorough analysis of projected City revenues and expenses, other economic considerations (e.g., job creation), and non-economic benefits.
- b. The City will maintain a broad-based local economy.
 - i. Promote businesses whose goods and services encourage additional spending within the local economy (i.e., the local multiplier effect).
 - ii. Promote base industries that export goods and services, as well as businesses that provide goods and services to the community.

- iii. Promote online retail businesses and other internet-based operations that can provide jobs and sales tax revenues within the City.
 - iv. Promote businesses that contribute to the experiential economy – i.e., those that provide respite, scenic surroundings, social interaction, cultural enrichment, physical activity, and other forms of recreation and entertainment.
- c. The City will increase its share of regional business activity and associated employment by promoting the following key economic sectors:
- Manufacturing
 - Health Care Services
 - Clean Technology (CleanTech)
 - Life Science and Biotechnology
 - Information and Communication Technology (ICT)
 - Sports and Active Lifestyle Products and Services
 - Hospitality
- d. The business community will be encouraged to pursue energy efficiency, renewable power, recycling, and the use of sustainable materials through programs identified in the Energy and Climate Action Element of the General Plan.
- e. Consistent with the Land Use Element, take actions to help agriculture remain economically viable over the long term.
- i. Allow for a range of uses that complement agricultural operations and provide farmers with additional revenue.
 - ii. Support efforts to brand South Morro Hills as a unique area that offers both high-quality agricultural products as well as edifying and invigorating experiences for visitors.
 - iii. Pursue programs and infrastructure that provide cost-effective recycled water for agricultural use.
 - iv. Support the adoption of advanced farming methods and the development of new crops that will thrive in local conditions and increase financial returns.

4) Collaboration

- a. The City will continue to partner with local and regional educational institutions to promote workforce readiness.
- b. Continue to support and work closely with the Oceanside Chamber of Commerce, MainStreet Oceanside, Visit Oceanside, and other local business groups.
 - i. Collaborate with local business groups to effectively brand the City as a great place to do business and an inviting destination for a wide range of visitors.
 - ii. Foster synergies between local business groups that capitalize on their respective strengths.
- c. Foster and strengthen partnerships with neighboring cities to promote mutually-beneficial economic development.
 - i. Continue to participate actively in regional forums such as ***Innovate 78*** that promote collaborative approaches to issues of mutual concern.
 - ii. Recognize North County as a regional visitor destination and look for synergies between Oceanside destinations and those in other north county cities.