CITY OF OCEANSIDE

AUGUST 2021

DRAFT COMMUNITY VISION, ORGANIZING THEMES, AND GUIDING PRINCIPLES

ONWARD OCEANSIDE

DRAFT COMMUNITY VISION, ORGANIZING THEMES, AND GUIDING PRINCIPLES

The Vision reflects the community's aspirations for Oceanside's future. The Vision summarizes the broad goals to be achieved through the updated General Plan and companion planning documents, including the Smart and Sustainable Corridors Specific Plan (SSCSP), the South Morro Hills Community Plan, the Active Transportation Plan, and the Trails Master Plan. The Guiding Principles elaborate upon the Vision and provide guidance for detailed policy development. The Vision Statement and Guiding Principles reflect extensive input from the community, gained through Citywide workshops, neighborhood meetings, forums, community surveys, and stakeholder interviews, as well as ad hoc meetings, email correspondence, and City Council and Planning Commission workshops. For more information on how the Draft Community Vision, Organizing Themes, and Guiding Principles were developed, please see the "How We Got Here" section at the end of this document.

Vision

Oceanside will leverage its many assets to promote community quality of life, economic prosperity, environmental quality, and social equity. The City will grow and diversify the local economy, foster lively and safe public spaces, protect the natural environment, and provide high-quality community facilities and services, while promoting long-term environmental sustainability and community resiliency.

Housing and employment growth will be concentrated within already urbanized areas, with a particular focus on creating vibrant, walkable, visually attractive and engaging mixed-use communities centered along Coast Highway and the major east-west commercial corridors, around Sprinter stations, and in the Downtown District. This focus on infill and redevelopment will allow for the preservation and enhancement of recreational open space, sensitive habitat, and existing single-family neighborhoods. Concurrently, strategic planning emphasizing agritourism, clustered housing, rural design standards, view preservation, and limited infrastructure improvements will help preserve the agricultural heritage and character of South Morro Hills, one of San Diego County's last remaining active agricultural areas west of Interstate 15.

An inviting and well-maintained public realm will enhance Oceanside's sense of place and provide safe and comfortable spaces for residents to shop, gather, enjoy the outdoors, and build community. Neighborhoods will transition seamlessly from low-density residential areas to higher-intensity mixed-use corridors, improving multimodal connectivity while preserving each neighborhood's unique character and significant historical and cultural resources. An enhanced network of bike and pedestrian trails, centered along the coastline, the San Luis River, and other waterways, will connect destinations, provide recreational opportunities, and improve traffic safety throughout the City. This "smart growth" approach will promote walkability, transit use, neighborhood access to everyday services and amenities, and urban design elements that promote a sense of place, social interaction, and natural surveillance of the public realm.

Oceanside will preserve and enhance the ecological, scenic, and recreational values of its coastline, riparian areas, hillsides, and open spaces, ensuring that these are available to Oceansiders of all ages and abilities for generations to come. Consistent with the City's adopted Energy and Climate Action Element and Climate Action Plan, the City will work diligently to reduce its carbon footprint, while building community resiliency to climate change. Climate mitigation and adaptation strategies include renewable energy procurement, reduced vehicles miles traveled (VMT), expanded tree canopy, "green infrastructure," and community preparedness and responsiveness to threats and hazards such wildfires, flooding, and earthquakes.

The Oceanside community will foster social and economic diversity and provide access to City resources to all residents. New and rehabilitated housing developments will serve all income levels, including low and very low-income households, ensuring that all Oceansiders have a safe and affordable place to call home. Oceanside will continue to embrace and celebrate its diversity through programs and community events, support of educational and cultural institutions, inclusive community outreach, and a commitment to environmental justice and social equity. This includes efforts to ensure that historically disadvantaged communities are not disproportionately impacted by pollution, noise, traffic, or other threats to public health, economic opportunity, and quality of life.

In partnership with local groups and institutions, the City will assert its important role in charting the future of the San Diego region, working closely with neighboring jurisdictions to address shared concerns and seek mutual benefits, participating actively in regional planning efforts, and implementing complementary State priorities and regional policies at the local level.

ORGANIZING THEMES AND GUIDING PRINCIPLES

The General Plan will be comprised of six thematic elements (plus the Housing Element) that represent the community's vision for its future. These six thematic elements, or chapters, will establish the General Plan's organizational structure.

The thematic elements, each of which puts the City's vision for the future at the forefront, will address all of the state-required General Plan topics, in addition to other topics that reflect regional and community priorities.
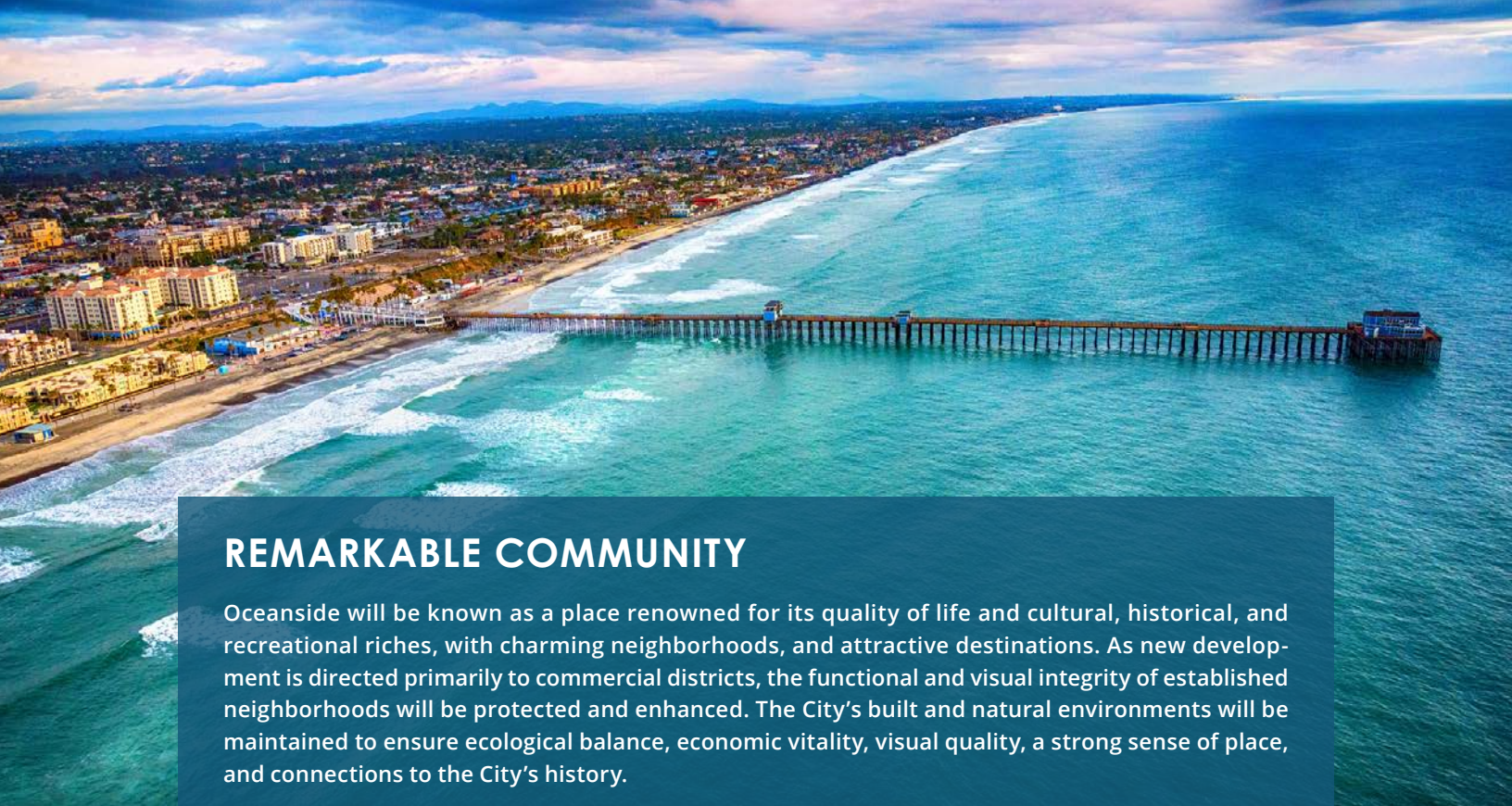
Each element, as outlined in the following pages, is informed and supported by several Guiding Principles. These Guiding Principles build upon the Vision and will further guide the goals and policies that will be included in the themes/elements and will shape development of Oceanside into a safe, healthy, thriving, attractive, inspiring, resilient, and welcoming community. These thematic elements and the Guiding Principles that inform them, as well as the three already adopted General Plan Elements, are shown in Table 1.

TABLE 1: Organization of General Plan Elements

Organizing Theme	Guiding Principles	Key Topics/Issues
Remarkable Community	1. Strengthen Oceanside's Sense of Place 2. Preserve and Enhance Neighborhood Character 3. Promote Pedestrian and Bicycle-Friendly Development	• Visual Quality • Neighborhood Character • Public Spaces • Scenic Views • Historic Resources • Branding/Wayfinding
Efficient and Compatible Land Use	4. Promote Efficient Use of Limited Land Resources 5. Facilitate a Range of Housing Opportunities 6. Ensure Adequate Land Resources for Employment-Oriented Uses	• Land Use Designations • Building Scale and Form • Mixed-Use Design • Parking • Edge Conditions/Buffers • Home Occupations
Physical, Social and Digital Connections	7. Expand Mobility Options 8. Create Spaces, Resources, and Activities that Support Community-Building 9. Bridge the Digital Divide	• Complete Streets • Transit Access • Ped and Bike Facilities • Evacuation Routes • Public Events • Smart Cities Technologies
Vital and Sustainable Resources	10. Preserve Natural Resources 11. Protect Air/Water Quality 12. Reduce Greenhouse Gas Emissions	• Sensitive Habitat • Farmland • Water Resources • Climate Action • Beach Preservation
Safe and Resilient Environment	13. Minimize Risks Associated with Natural and Human-Induced Hazards 14. Create Safe and Secure Public Spaces	• Natural Hazards • Human Induced Hazards • Climate Adaptation • Terrorism and Cyber-Threats • Crime Prevention through Environmental Design (CPTED)
Healthy, Livable and Equitable Community	15. Create a Physical Environment Conducive to Healthy Living 16. Minimize Noise Impacts 17. Protect and Build Upon the City's Investments in Community Facilities and Services 18. Promote Personal Growth, Social Interaction, and Inclusiveness	• Recreational Opportunities • Access to Goods and Services • Public Services • Environmental Justice • Social Equity • Noise
Housing (Adopted June 2021)	• Regional Fair Share • Equal Opportunity • Sustainable Land Use Patterns	• Housing Sites • Regulatory Constraints • Special Needs Housing • Housing Programs
Economic Development (Adopted April 2019)	• Diverse Local Economy • Workforce Readiness • Sub-Regional Coordination • Employment Growth/High-Wage Jobs	• Industrial Land Inventory • Flexible Zoning Standards • Access to Employment Areas • Housing
Energy and Climate Action (Adopted May 2019)	• Smart Growth • Renewable Energy • Zero Waste	• VMT Reduction • Green Building • Urban Forestry • Sustainable Consumption

REMARKABLE COMMUNITY

Oceanside will be known as a place renowned for its quality of life and cultural, historical, and recreational riches, with charming neighborhoods, and attractive destinations. As new development is directed primarily to commercial districts, the functional and visual integrity of established neighborhoods will be protected and enhanced. The City's built and natural environments will be maintained to ensure ecological balance, economic vitality, visual quality, a strong sense of place, and connections to the City's history.

The Remarkable Community theme will incorporate urban design, urban forestry, scenic public view preservation, activation of public spaces, neighborhood design standards, and maintenance of historic resources. The following Guiding Principles provide further insight on this theme's purpose and intent.

1. Strengthen Oceanside's Sense of Place

Oceanside is a distinctive coastal community with a variety of neighborhoods and landscapes ranging from the scenic beachfront Downtown to the agricultural resources of South Morro Hills. While the City's oldest neighborhoods and the Downtown District are next to the ocean, Oceanside today encompasses a diverse array of employment areas, commercial centers, and neighborhoods reflecting various eras of the City's development, and extending nearly 10 miles inland. The City's topography is also diverse, with relatively flat areas west of I-5 giving way to rolling hills toward the east, that delineate three watersheds, each forming a visual unit with its own setting and ecology. The City also has distinctive historical resources, such as the Mission San Luis Rey, around which development is guided by specific design standards and architectural guidelines. Reinforcing the positive aspects of Oceanside's diverse settings and districts will strengthen the community' visual character, and promote a more cohesive, unified identity.

2. Preserve and Enhance Neighborhood Character

Oceanside is comprised of several unique neighborhoods, each with its own community strengths and priorities. The majority of Oceanside's future growth will be concentrated in commercial corridors, allowing for the preservation of the City's existing single-family neighborhoods. The City will seek to maintain the scale and character of existing single-family neighborhoods and ensure that new developments contribute to safe, engaging, and pleasant environments for future and current Oceanside residents. As part of this effort, the updated General Plan will include brief policy frameworks for each of the City's 17 neighborhood planning areas (NPAs). The policy frameworks will reflect community input received at NPA-focused meetings.

3. Promote Pedestrian and Bicycle-Friendly Development

Oceanside's older areas, such as the Downtown District and adjacent neighborhoods west of I-5, are designed to be walking-friendly, with a connected street-grid network, short blocks, and mix of uses in close proximities, enabling a resident to, for example, easily walk to a store or a café. In recent decades, as the City has grown outward toward the east, development patterns have become increasingly auto-centric, with increasing separation between uses, discontinuous street patterns, and lack of pedestrian and bicycle amenities in many neighborhoods.

As infill and redevelopment occurs and commercial corridors transform into mixed-use environments, the General Plan and the SSCSP will seek to promote more connections within and between developments and adjacent neighborhoods, greater pedestrian and bicycle orientation, and more attention to architecture and urban design to foster context-sensitive development.

EFFICIENT AND COMPATIBLE LAND USE

The City's limited land resources will be organized and regulated to ensure compatibility between different land uses, accommodate demand for both housing and non-residential uses, foster complete neighborhoods, and encourage efficient land use that creates synergies between different uses, enhances walkability and transit access, and reduces development pressure on outlying areas.

This theme will leverage land use patterns and classifications, density and intensity standards, and policies on edge conditions (i.e., where different environments converge) and land use transitions to foster orderly, vibrant, and pleasant surroundings for all Oceansiders. The following Guiding Principles provide more insight on how the Efficient and Compatible Land Use Element will be structured.

4. Promote Efficient Use of Limited Land Resources

Much of Oceanside is built out, with limited supplies of vacant developable land and little opportunity for expansion of the City's physical boundaries. Looking ahead, the City will need to carefully prioritize and balance land uses to meet multiple needs, including a variety of housing options, economic diversity and vitality, ample and appropriately programmed open space, a viable agricultural sector, and other considerations. Organized and harmonious land use patterns across the City can also improve access to commercial goods and services, schools, recreational facilities, cultural venues, and other amenities that meet people's needs.   Moreover, efficient use of City-owned property (e.g., City Operations Center, El Corazon Park) can allow for additional City services and facilities while reducing the need for additional land acquisition.

5. Facilitate a Range of Housing Opportunities

With California and the San Diego region in the midst of a profound housing crisis, its incumbent upon local jurisdictions to facilitate additional housing across the income spectrum, with an emphasis on senior, supportive, and affordable housing. Through strategic land use changes and a variety of other strategies, the City will boost availability of housing sites in diverse settings: e.g., mixed-use environments along major commercial corridors (particularly well-suited to seniors and others looking for more walkable environments adjacent to services); accessory dwelling units (ADUs), sited and designed to be compatible with surrounding single-family neighborhoods; and redevelopment of high-density residential properties, and context-sensitive housing in targeted areas (e.g., South Morro Hills).

The City does not intend to pursue increased density allowances in existing residential neighborhoods. Should future State legislation require the City to allow attached housing in single-family zoning districts, the City will explore updated development standards and design guidelines that help to minimize the functional and visual impacts of additional housing density in these areas.

6. Ensure Adequate Land Resources for Employment-Oriented Uses

Once reliant on Marine Corps Base Camp Pendleton, Oceanside's economy has become increasingly diversified, attracting major technology and bio-technology firms, hospitality and other visitor-serving uses, healthcare, sports and active lifestyle manufacturing, and other key industry sectors. Oceanside offers the business community a relatively low cost of entry; opportunities for collaboration in the agriculture, tourism, healthcare, and biotechnology sectors; comparatively lower housing costs; transit connections; and an exceptional environment that supports a high quality of life. However, lack of readily available land for large-scale businesses is a significant constraint, as are the City's peripheral location within the San Diego region and limited market area for regional-serving commercial uses. The City can do more to leverage its underutilized property, coastal resources, highway access, transit facilities, and farmland to attract employers and spur business activity.

Building upon goals and policies identified in the 2019 Economic Development Element, Oceanside will support further employment growth in the community to ensure a better balance between jobs and housing, create more local job opportunities for Oceanside residents, and support additional pathways to workforce development, business incubation, entrepreneurship, and small business retention.

PHYSICAL, SOCIAL, AND DIGITAL CONNECTIONS

Oceanside will become an increasingly connected community, with convenient access to safe, efficient, cost-effective, and environmentally friendly modes of transportation as well as 21st century technologies that support economic activity, social interaction, and self-actualization. New technology and data applications will improve public safety, mobility, and access to City services. Improved digital access will provide community members with essential public information, educational resources, and opportunities for civic engagement. Public realm improvements and programming will create spaces for commerce, social gathering, and community-building.

This element will focus on improvements to the City's physical infrastructure, including roadways, emergency evacuation routes, transit systems, and pedestrian and bike facilities, as well as improvements to digital networks and physical spaces that serve residents, workers, and visitors. Such improvements include community broadband connections and smart City technologies. The following Guiding Principles further define the focus of this element.

7. Expand Mobility Options

Several transit services connect Oceanside to the San Diego region and the rest of southern California. NCTD's Coaster links the City to other North County Coastal cities and employment hubs in Sorrento Valley, University Town Center, and Downtown San Diego. NCTD's Sprinter connects Oceanside with the other cities in the Highway 78 corridor. Metrolink and Amtrak link the City to Orange County, the greater Los Angeles area, and the Inland Empire. Amtrak's Pacific Surfliner intercity rail line provide service as far north as San Luis Obispo. Coupled with NCTD's Breeze bus service, these four rail services make Oceanside one of the most important transit hubs in California. However, much of Oceanside's existing intracity mobility infrastructure is auto-oriented, requiring residents, workers, and visitors to rely on their cars for most trips.

Oceanside will focus future mobility improvements on expanding and improving existing transit connections, creating last-mile connections, improving station access, developing a safe and convenient bicycle and pedestrian network, and supporting ridesharing and new transportation technologies. As residents, workers, and visitors gain increasingly convenient access to safe, efficient, cost-effective, and environmentally friendly modes of transportation, single-occupancy trips in combustion engine vehicles will be reduced, alleviating stress on the City's roadway network, curbing greenhouse gas (GHG) emissions, and improving air quality.

8. Create Spaces, Resources, and Activities that Support Community-Building

Community-building occurs when residents have opportunities to gather in comfortable spaces to engage in fun and enriching activities. Such activities can be regular occurrences (e.g., Farmers Market, Sunset Market) or casual ad hoc events (e.g., neighbors gathering in a local park). The City can support such activities by providing spaces for gathering and sponsoring programs and events that bring residents together. Library Services, Parks and Recreation, Neighborhood Services, and other City operations offer a wide range of programs and events that contribute to community-building. Additionally, City partnerships with local non-profit organizations (e.g., museums, public health services, cultural groups) provide exposure and resources for activities that strengthen civil society and social cohesion. The City will explore additional ways to promote community-building efforts, with a focus on leveraging existing City facilities and the public realm to accommodate more engaging, wholesome, and inclusive activities.

9. Bridge the Digital Divide

As a connected City of the future, Oceanside will leverage technology and data purposefully to make more informed decisions and deliver better services. Digital applications will help to address quality of life issues such as safety, convenience, health, environmental quality, social connectedness and civic participation, jobs, and the cost of living. Access to broadband internet has become a basic need, linking people to vital resources, such as jobs, education, healthcare, sustenance, and information. The City will work to incorporate new "smart City" technologies—such as real time data and analysis for roadway management and emergency response—to improve operations, services, infrastructure, and other components of daily life. Improving access to high-quality internet, particularly in underserved areas, will help to ensure equal access to information and opportunity.

VITAL AND SUSTAINABLE RESOURCES

Environmental and community resources will be protected, enhanced, and managed to serve the present and future needs of residents, workers, and visitors. The City will balance and sustain the ecological, aesthetic, and recreational value of open space, while incorporating natural elements into the urban fabric.

This element will address habitat and wildlife conservation, agricultural preservation and viability, air quality, water quality and conservation, solid waste and recycling, and other topics addressed in the Energy and Climate Action Element and Climate Action Plan.

10. Preserve Natural Resources

Oceanside's natural resources include beaches and estuaries, riparian corridors such as the San Luis River, and undeveloped hillsides and ridgelines. Open space areas provide wildlife habitat and opportunities for passive recreation, while serving to conserve the City's picturesque setting and sense of spaciousness. The City will minimize impacts to wildlife and habitat through integrated land use and conservation planning, thereby maintaining the health of the area's diverse ecosystems. In addition to clean air, water, and soil, the City will invest in clean energy and mobility solutions as well as water independence to ensure a healthy and lasting environment for generations to come. Moreover, the City will support regional and sub-regional habitat conservation efforts that contribute to an integrated system of wildlife corridors and landscape-scale habitat preserves.

11. Protect Air and Water Quality

The City's coastal location, adjacency to open space, and limited amount of heavy industrial activity contribute to relatively good air quality. Additionally, federal and state mobile source emissions standards help to significantly reduce concentrations of carbon monoxide, hydrocarbons, nitrogen oxides, and particulate matter. However, heavily-traveled roadways, landfills, industrial operations, gas stations, and other pollutant sources can create "hot spots" where concentrations of listed pollutants can exceed air quality standards. Policies that promote adequate separation from pollutant sources, walkable environments, alternative transportation facilities, electric vehicles, and urban forestry can contribute to improve air quality.

Water quality is a concern in all of the City's major waterways (San Luis Rey River, Loma Alta Creek, Buena Vista Lagoon). These waterways are listed as impaired under Section 303(d) of the Clean Water Act for heightened bacterial levels and excessive concentrations of nutrients, sediments, and/or silt. These conditions not only affect plant and animal life within these waterways but also compromise water quality in the ocean, into which all three of these waterways drain. While Oceanside typically enjoys some of the best ocean water quality in the San Diego region, improving the health of the City's waterways can help to ensure that residents and visitors can safety enjoy the City's beaches and other coastal resources.

12. Reduce Greenhouse Gas Emissions

As greenhouse gas emissions increase globally, temperatures are expected to continue rising, placing further stress on human health, water resources, energy systems, farmland, and other assets. Oceanside's coastal and riparian resources are highly vulnerable to sea level rise, while the City's northern and eastern areas face increasing extreme heat events and wildfire threats. In doing its part to contain GHG emissions, the City can expand the local green economy, promote cost-savings for residents and the business community, achieve greater energy independence, and enhance environmental quality. Building on the City's 2019 Climate Action Plan, Energy and Climate Action Element, and Local Coastal Program Update, the City will continue to pursue sustainable strategies that proactively and aggressively address the causes and effects of climate change.

SAFE AND RESILIENT ENVIRONMENT

Oceanside will be proactive and vigilant in mitigating risks associated with natural hazards, traffic, industrial operations, noise and nuisance conditions, hazardous materials, and social instability.

This element will prepare the City to face a range of hazards including fire, geologic and seismic hazards, coastal and inland flooding, extreme heat events, airport hazards, and community safety. While the Vital and Sustainable Resources Element will primarily focus on climate mitigation efforts, the Safe and Resilient Environment Element will largely consider how to effectively adapt to climate change. The following Guiding Principles outline this element's structure and focus.

13. Minimize Risks Associated with Natural and Human-Induced Hazards

While Oceanside does not have any active earthquake faults, the City faces threats from other natural disasters and extreme weather, including landslides, coastal and inland flooding, drought, and wildfire. In the built environment, Oceanside faces human-induced threats to health and safety, such as exposure to hazardous materials. Both natural and human-induced threats have the potential to affect the health and well-being of residents and visitors. Oceanside will identify, plan for, and mitigate risks associated with these hazards through land use and development standards, monitoring programs, public safety.

14. Create Safe and Secure Public Spaces

Many community members have expressed concern about the safety and security of public spaces, particularly in the more urbanized areas of the City. While perceptions of the relative safety and security of an area may not always be consistent with the actual level of risk, community members should feel comfortable in public spaces; if they do not, these spaces will not be activated and utilized to their full potential. Consequently, beyond addressing large-scale threats, creating comfortable and security throughout the City will also be a high priority. Improvements to the public realm, design techniques that promote natural community surveillance, coordination with public safety in the development review process, and community investments in safety and security will foster more comfortable environments for all Oceansiders.

HEALTHY, LIVABLE, AND EQUITABLE COMMUNITY

Oceanside will facilitate housing, employment, and enrichment opportunities for all segments of the community, ensuring everybody has what they need to thrive and live their healthiest lives. In supporting a unified, cohesive physical and social environment, the City will ensure that community members have a voice in the decision-making process, public resources are fairly distributed, and traditionally underserved communities do not face undue environmental, economic, or social burdens.

The Healthy, Livable, and Equitable Community Element will focus on improvements to the City's public facilities including parks and recreation facilities, educational and community facilities and cultural venues, as well as the public services (e.g., public safety and emergency services, public works operations). This element will also cover food systems, public health, and community-building programs and events. The following Guiding Principles elaborate on the structure and contents of this element.

15. Create a Physical Environment Conducive to Healthy Living

While genetics, healthcare, and lifestyle choices affect health, so can land use patterns, transportation infrastructure, access to open space, socioeconomic status, and a variety of other social and environmental factors. Oceanside will promote the health and wellness of its residents and recognize the value of a preventative approach to health by addressing both the social and physical determinants of health and safety. In addition to access to quality housing, education, services, and jobs, Oceanside will support development patterns that promote active living – connected paths and open space networks, and walking access to amenities and services. Incorporation of green space in public and private development will support mental health and well-being, and improved access to fresh, local healthy food, healthcare services, recreational amenities and other resources will give people what they need to thrive.

16. Minimize Noise Impacts

In an urban environment, noise from everyday human activity is expected, but excessive noise can detract from quality of life and even have harmful effects on health. The City will seek to reduce impacts from increased transportation noise, pursue noise attenuation in sensitive areas (such as residential areas, daycare, hospitals, churches, and other establishments), establish feasible noise limits for mixed-use areas, and incorporate other noise-reducing techniques to ensure Oceanside can accommodate more growth and activity while maintaining a pleasant environment.

17. Protect and Build Upon the City's Investments in Community Resources and Services

In 1990, the City demonstrated its commitment to high quality community services and facilities by adopting an optional Community Facilities Element. This component of the General Plan encourages good stewardship of municipal assets, including public safety facilities, water utilities, transportation infrastructure, drainage systems, coastal amenities, and other essential community resources. To maintain and enhance these resources, the City must be diligent in identifying community priorities, securing and allocating adequate funding, retrofitting and repurposing existing facilities as circumstances warrant, designing new facilities that can be adapted to accommodate future needs and preferences, and pursuing energy efficiency, renewable energy, and water conservation in municipal operations. The City must also coordinate with other public agencies and non-governmental organizations to pursue projects and programs that achieve shared goals. Through effective asset management, Oceanside can continue to provide safe, convenient, and high-quality services and facilities for all segments of the community.
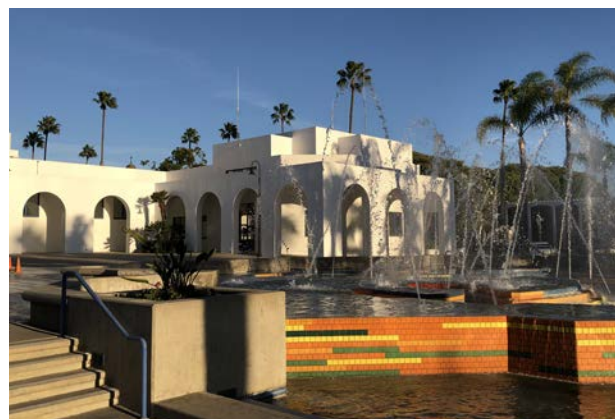
Oceanside offers a wealth of recreational opportunities, with more than 30 neighborhood and community parks that together comprise more than 640 acres of existing parkland. Some of these facilities (e.g., El Corazon Park, Guajome Regional Park) attract visitors from throughout the region, while others mostly serve the local community. All of these facilities provide unique settings and experiences. Providing sufficient recreational and open spaces for residents is an important aspect of creating a healthy community and fostering an appreciation of the natural world. Guided by the Parks and Recreation Master Plan and the Master Plan for the Arts, Oceanside will maintain its existing recreational resources, expand the existing trail network, and enhance access through improved connections to recreational amenities, upgraded facilities, and expanded arts and cultural programming.

Other important City resources include coastal amenities (e.g., Small Craft Harbor, Municipal Pier, Bandshell/Amphitheater), civic and educational resources (e.g., City Hall, library system, community resource centers), public safety services, and public infrastructure (roads, water utilities). Maintenance of high-quality public services and infrastructure not only enhances the livability of Oceanside but also contributes to the City's appeal to prospective employers, investors, and visitors. The City will strategically invest in public services to ensure that all Oceansiders have equal access to community resources including educational facilities, parks, bicycle and pedestrian trails, police and fire services, and well-functioning infrastructure.

18. Promote Personal Growth, Social Interaction, and Inclusiveness

Oceanside residents represent a broad range of racial, cultural, and economic backgrounds. To afford all City residents with the chance to live long, healthy, and opportunity-filled lives, Oceanside must strive to ensure equal access to community amenities, economic opportunity, and enriching experiences. The City will therefore work to enhance access to educational facilities, recreational facilities, active transportation infrastructure, emergency services, cultural venues, and gathering spaces. Programs, resources, and outreach activities will be designed to engage and bring together all members of the Oceanside community. Public spaces, digital resources, and human capital will be leveraged to support activities that inspire lifelong learning, creativity, enterprise, and civic engagement. Historically disadvantaged communities will be actively invited to participate in these activities. The City will conduct decision-making in a transparent and inclusive manner, ensuring that everyone has a voice in the City's future and can benefit equitably from its growth.

HOW WE GOT HERE

Oceanside's Vision Statement, along with the Themes and Guiding Principles that it informs, present a culmination of extensive efforts to gather knowledge and insight on Oceanside's future through community engagement, fieldwork, technical study, and collaboration across City disciplines. These efforts have revealed key community assets, opportunities for positive change, challenges that must be overcome, and a wide range of community values, priorities, and concerns.

Community input was gathered through a variety of methods to achieve a broad understanding of the community's vision for the future of Oceanside. Summaries of community input are posted on the project webpage. In addition to community engagement, in-depth background reports and technical analyses have provided a foundation for understanding both the challenges and opportunities that Oceanside faces. These reports are also posted to the project webpage. Additionally, the first phase of the City's General Plan Update (EDE, ECAE, and CAP) provides important direction for this second phase, including policies that call for economic diversity, sub-regional collaboration, smart growth, sustainable building design, and renewable energy procurement.

State legislation and guidelines on housing, farmland preservation, GHG reduction, climate adaptation, and environmental justice must be factored into the updated General Plan and companion planning documents. The recipient of three state grants in support of the General Plan Update, the City is expected to further the state's efforts to promote sustainable development, expand housing opportunities, protect natural resources, and reduce vehicle miles traveled (VMT). Additional information on state priorities can be found on the webpages for the California Office of Planning and Research and the California Department of Housing and Community Development.

Regional planning priorities such as smart growth, expanded mobility options, shoreline management, military base access, and electric vehicle charging infrastructure also provide valuable direction to the local planning process. The City has an important role in implementing these regional priorities.

The following pages elaborate on the outreach, research, and relevant planning efforts that have contributed to the development of Oceanside's Vision Statement.

COMMUNITY INPUT

The process of drafting a new General Plan enables the community to assess opportunities and challenges, establish a vision for the City's future, and outline a systematic process to achieve the vision. Preparation of the General Plan is far more than a legal formality – it is an opportunity for community members to define Oceanside's future, and to ensure a high quality of life for themselves and for subsequent generations. While the planning process will take direction from many sources, the most important voice in this process is that of the community. The valuable input of community members is essential to the creation of a new General Plan that accurately reflects the common goals, needs, visions, and desires of the community. The project team conducted extensive community outreach leading up to the development of the Vision Statement and Guiding Principles, ranging from a Citywide survey with over 650 responses, to community workshops attended by several hundred community members, and small discussion groups. Key findings from these outreach efforts are presented below, and detailed reports can be found on the project website, www.onwardoceanside.com. Some of the most frequently identified community priorities included:

- The safety and security of public spaces;
- The preservation and restoration of natural habitat;
- The continued viability of agriculture;
- The visual quality of both the built and the natural environments;
- The integrity of existing residential neighborhoods;
- Mitigating risk of natural hazards;
- A diversity of housing opportunities;
- Supportive environments for people to age in place;
- Traffic safety, particularly in residential areas;
- Expanded and enhanced active transportation facilities; and
- Enhanced recreational facilities, and improved access thereto.

BACKGROUND RESEARCH

As part of the Onward Oceanside process, the planning team researched and prepared a series of background reports that outline both existing conditions in the City, and challenges and opportunities that the City faces. Findings from those reports are presented below, and the full reports can be found on the project website.

ASSETS AND OPPORTUNITIES

One of the oldest municipalities in San Diego County, Oceanside has been home to Native Americans, missionaries, homesteaders, farmers, military personnel, entrepreneurs, and households that span the income spectrum. Today, the City reflects the racial, ethnic, and socioeconomic diversity of the San Diego region. Situated in the northwest corner of San Diego County, where it is bounded by the Pacific Ocean, Marine Corps Base Camp Pendleton, the cities of Carlsbad and Vista, and the unincorporated rural communities of Fallbrook and Bonsall, Oceanside is a distinctive community defined by its coastal location, unique landforms, diverse population, community events, and rich history. The City lies along a major transportation corridor between San Diego and Los Angeles and is served by two state highways that connect the City to inland areas. The City is also served by regional rail service and local bus networks that provide transit connections both within the City and to neighboring jurisdictions as far as San Luis Obispo. For more information on the City's transportation system, please see Background Report #3: Mobility.

Featuring exceptional year-round weather, over three miles of coastline, attractions such as Mission San Luis Rey, the Small Craft Harbor, Oceanside Pier, Bob Maxwell Memorial Airfield, the Oceanside Museum of Art, and the California Surf Museum, and what many locals consider a relaxed and welcoming ambiance, the City has become a popular visitor destination and an increasingly attractive place to live and work. For more insight on the City's existing land use and community character, please see Background Report #2: Land Use & Community Resources on the project website.

Once dominated by businesses serving the military population, Oceanside's economy has become increasingly diverse, with growth in the hospitality, healthcare, education, active lifestyle, and technology sectors. Downtown has become a vibrant locale, with new resort and residential developments creating a more urbane ambiance and a more active public realm. Industrial parks developed over the past 25 years (e.g., Ocean Ranch, RDO Business and Technology Park) have brought new jobs to Oceanside, as have community and regional-serving retail centers (e.g., Quarry Creek Plaza). For more information on the economic and employment trends of the City, please reference Background Report #1: Market Analysis and the Economic Development Element, adopted in 2019.

While the City's name and brand reflect its adjacency to the Pacific Ocean, Oceanside is much more than just a beach town, with the vast majority of the City's 177,000 residents, major employers, parks and recreation facilities, and other key community assets being located east of I-5. Inland areas of the City are characterized by neighborhoods set amongst rolling hills, industrial uses clustered along portions of Mission Avenue and Oceanside Boulevard, and community and regional shopping centers and office space dotting the major commercial corridors. Open spaces and natural habitat are concentrated within the City's waterways, the SDG&E power transmission corridor, and the City's boundary with Camp Pendleton. Bounded by hillsides, mesas, and waterways, the City's major corridors (i.e., Coast Highway, Mission Avenue, Oceanside Boulevard, College Boulevard, and Vista Way) accommodate a variety of non-residential uses and effectively knit the City together, providing access to employment centers, residential areas, community facilities, and transit. Characterized by relatively low-intensity development, these corridors have the potential to support most of the City's future growth. For more information on Oceanside's major corridors, please reference the Smart and Sustainable Corridors Specific Plan Background Report.

The South Morro Hills Neighborhood Planning Area lies within the City's northeast corner and contains some of the last remaining contiguous agricultural land in the coastal San Diego region. To learn more about the South Morro Hills area, see the South Morro Hills Community Plan Map Atlas.

CHALLENGES

Oceanside is not without its challenges. Despite being one of the most affordable housing markets along California's coast, the City faces rising housing prices as well as traffic congestion, a relatively limited employment base, vulnerability to natural hazards (exacerbated by climate change), visual blight along aging corridors and lingering concerns about the safety and security of public spaces. While the vast open spaces along the City's northern edges provide a scenic asset to the community, they also combine with the City's peripheral location within the San Diego Metropolitan Area, and the adjacency to the Pacific Ocean to limit the geographic growth and accessibility of Oceanside. The geography of inland Oceanside, which includes steep slopes and three east-west trending waterways, creates barriers to active transportation and transit use. These barriers are compounded by scattered land use patterns. Moreover, the City has limited vacant land designated for new development, with land for industrial uses in particularly short supply. The viability of agriculture faces threats from rising labor costs, increasingly scarce water, and competition from international produce. This area faces significant development pressure, as demonstrated by small-scale residential subdivisions, land values that reflect allowances for residential use, and the pending North River Farms project. While South Morro Hills continues to support both commercial and avocational farming, members of the farming community have indicated that the long-term viability of agriculture depends on new sources of income.

Portions of Oceanside are subject to flooding, particularly along the Mission Avenue and Oceanside Boulevard corridors. The City's coastal areas face the likelihood of rising sea levels due to increasing ocean temperatures and the displacement of glaciers and ice shelves. More information on the City's response to sea level rise and coastal concerns can be found in the City's Local Coastal Program Update. Wildfire threatens eastern and northern parts of the community, and over 2,000 acres near the City's western border with Camp Pendleton are classified as a Very High Fire Hazard Severity Zone by CalFire. More information on the environmental conditions of the City can be found in Background Report #4: Environmental Resources. The City's 2019 Climate Action Plan and Energy and Climate Action Element also provide more background information on effects of climate change, as well as goals, policies, and strategies to address climate change and sustainability.

REGIONAL PLANNING PRIORITIES

While much of the General Planning process is dependent on local conditions and community priorities, Oceanside is also part of the San Diego metropolitan region, and the plan must also reflect the existing regional planning priorities. The San Diego Association of Governments (SANDAG) serves as the forum for regional decision-making for the San Diego region, providing guidance on key regional planning priorities and allocating to local governments the housing units included in the State's Regional Housing Needs Assessment (RHNA). SANDAG's regional plan for the San Diego area includes an emphasis on innovative transportation solutions. Detailed information on SANDAG's Regional Plan is provided in the draft update of San Diego Forward: The Regional Plan.