

**AGENDA**  
**OCEANSIDE DEVELOPER'S CONFERENCE**

**Tuesday, April 1, 2014, 9:00 a.m.**  
**Guajome Room**

1. 9:00 a.m. - 10:00 a.m. Discussion for a proposed condominium map for three existing apartment units located at 2003 South Tremont Street.

**Zoning: R3 (Medium Density Residential)**  
**Land Use: High Density**  
**Neighborhood Area: South Oceanside**  
**Assessor Parcel Number: 155-033-03**  
**Contact Person: David Mahlum**  
**Tel.: 750-500-1830**  
**Email: lmahlum@cox.net**  
**tony@spearinc.net**

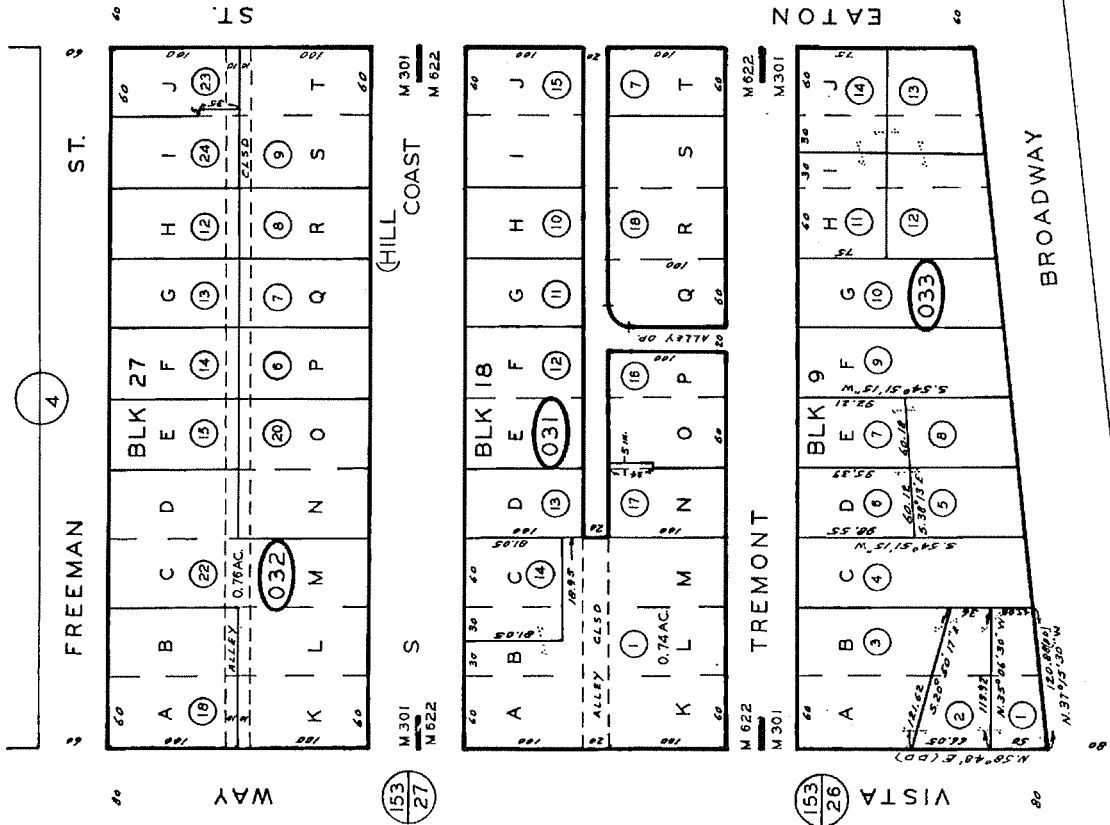
2. 10:00 a.m. - 11:00 a.m. Discussion of a mixed-use development located at the northwest corner of Coast Highway and Neptune Way.

**Zoning: 7B (Recreational/Commercial/Residential SF & Multi)**  
**Land Use: Downtown**  
**Neighborhood Area: Townsite**  
**Assessor Parcel Number: 143-201-03**  
**Contact Person: Kay Hsu**  
**Tel.: 949-533-5886**  
**Email: kayhsu1@gmail.com**

Attachments:

1. Maps
2. Project Description Letter
3. Proposed Elevations

07



155-03



13

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSIGNED FOR THE ACCURACY OF THE DATA SHOWN. CIRCLED PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

(STATE HWY XI-SD-2B) HWY

107/02 ESW

CHANGES	
BLK	OLD NEW YR/GUT
022	02/11 2324 78 1523
034	04/13 SAME 82 5550
034	14-16 65 2182
034	1414 11 88 1970
034	9-12 0724 72 5627

ITEM 1

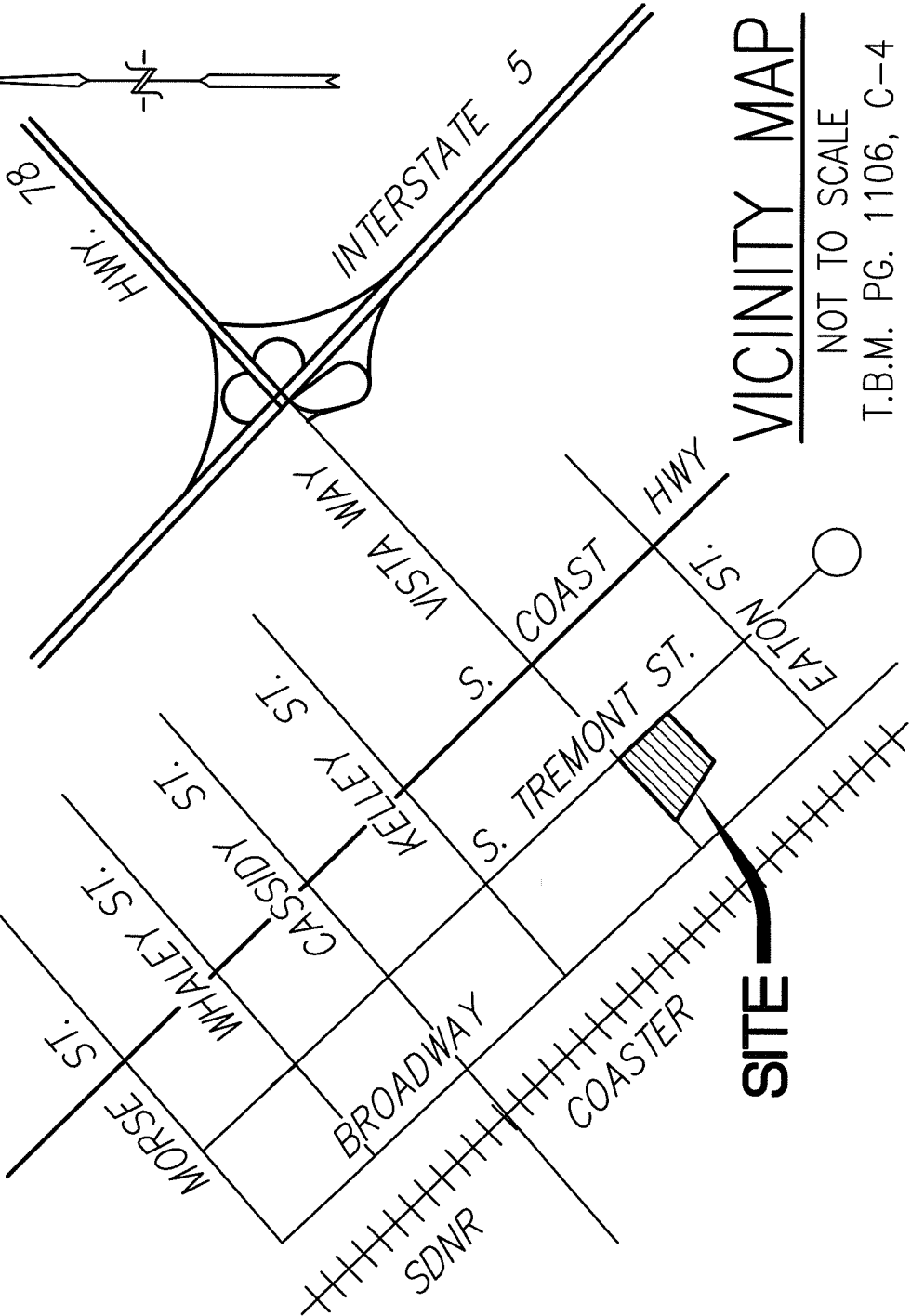
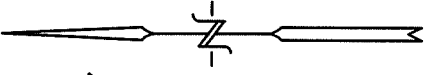
MAP 2743-STMALO TERRACE - LOTS 1-12  
 MAP 622-SOUTH OCEANSIDE REFILED 1890  
 MAP 301-SOUTH OCEANSIDE CORRECTION  
 BLKS 8, 9, 18 & 27 - ROS 4240, 17392

10 SHT 1

SAN DIEGO COUNTY  
 ASSESSOR'S MAP  
 BOOK 155 PAGE 03

153 26

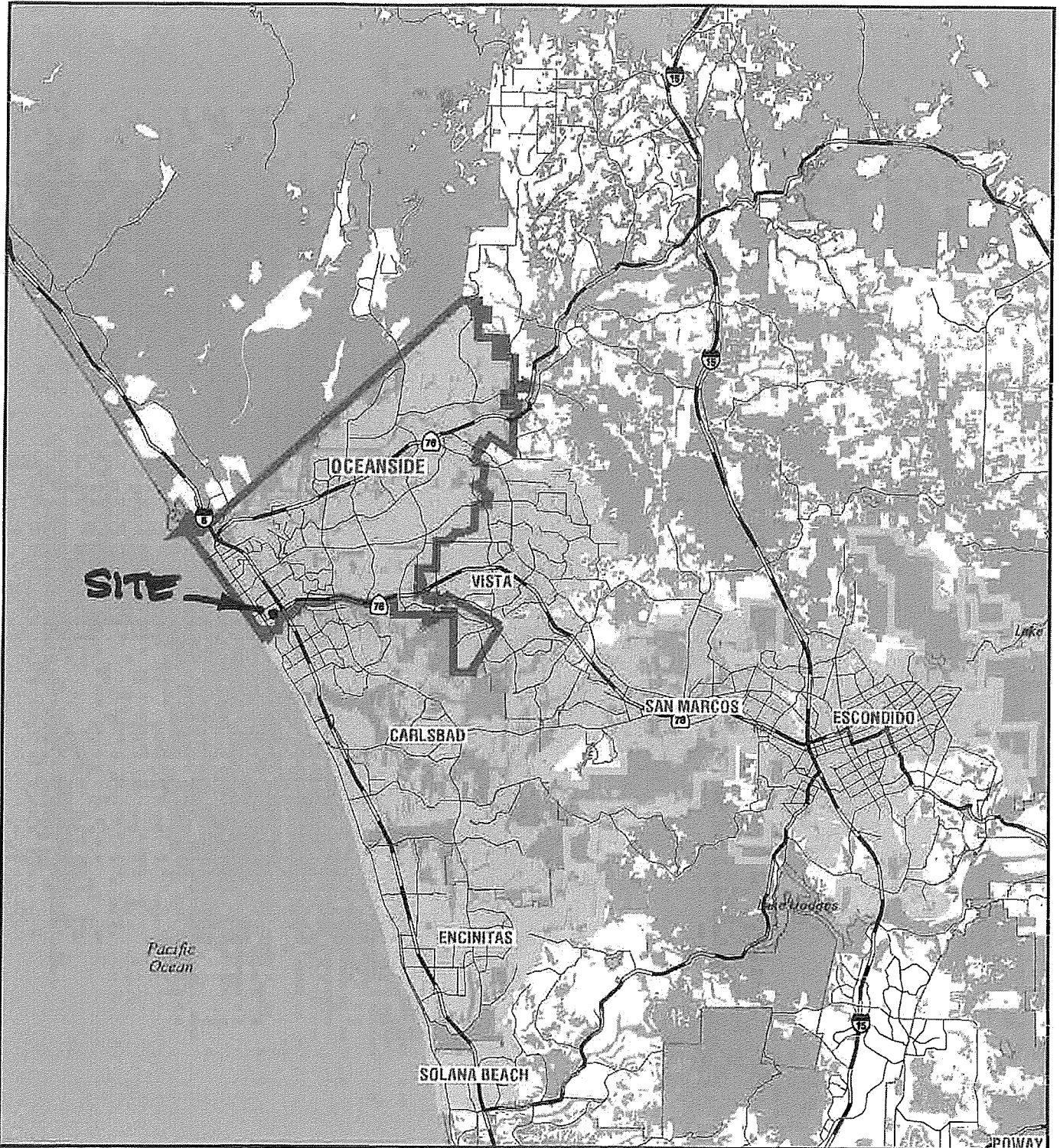
OCEANSIDE



# VICINITY MAP

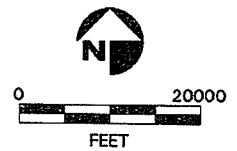
NOT TO SCALE

T.B.M. PG. 1106, C-4



**LEGEND**

- |  |                     |  |                    |  |             |
|--|---------------------|--|--------------------|--|-------------|
|  | Natural Vegetation  |  | Oceanside Boundary |  | Freeways    |
|  | MHCP Developed Area |  | City Boundaries    |  | Major Roads |
|  | Waterbodies         |  | MHCP Boundary      |  |             |

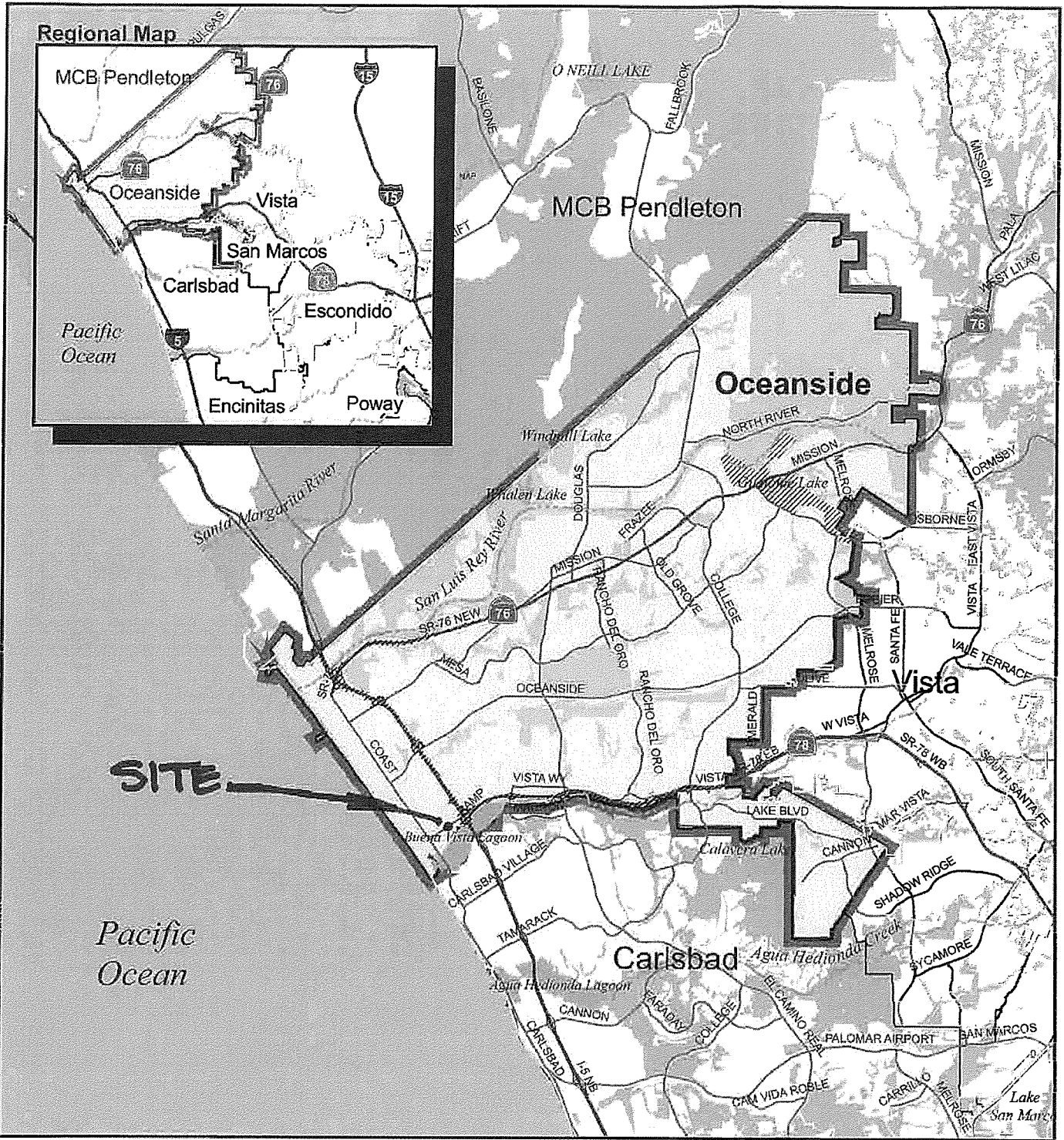


FIGURE

**2-1**



**Oceanside Regional Location Map**



**Legend**

Subarea Planning Area	Oceanside City Boundary	Freeways	Lakes/Lagoons
Not a Part	MHCP Boundary	Major Roads	Streams
Other City Boundaries		Natural Vegetation	



# **SPEAR & ASSOCIATES, INC.**

CIVIL ENGINEERING AND LAND SURVEYING

475 PRODUCTION STREET  
SAN MARCOS, CA 92078  
(760) 736-2040 • FAX (760) 736-4866  
[WWW.SPEARINC.NET](http://WWW.SPEARINC.NET)

SB Certified



## **Letter of Description and Justification**

**Tentative Parcel Map for Condominium Purposes**

**2003 S. Tremont Street, Oceanside, CA 92054**

The site consists of one parcel being a portion of lots A and B in Block 9 of South Oceanside, in the City of Oceanside, County of San Diego. APN: 155-033-03. The property encompasses 0.31 acres zoned R-3 (R.M.-C) where currently exist three new homes, new driveways, utilities, landscaping and adjacent improvements along Tremont Street and Vista Way.

The applicant intends to process a Tentative Parcel Map for Condominium Purposes for the existing three unit residential development.

Section 4306 of the Zoning Ordinance requires that proof be submitted in support of the following statements: (SEE: Tentative Parcel Map Exhibit)

*a) That the Site Plan and physical design of the project as originally proposed is consistent with the purposes of the Zoning Ordinance.*

The Tentative Parcel Map proposes no changes to the existing physical characteristics of the previously approved project as constructed per city Planning Commission Resolution No. 2011-P43. The existing site complies with the applicable zoning and development regulations of Section 4306 of the zoning ordinance.

*b) That the Development Plan originally proposed conforms to the General Plan of the City.*

The Tentative Parcel Map proposed contains no changes to the existing characteristics of the previously approved project (PCR No. 2011-P43). The existing site conforms to the current General Plan of the City of Oceanside.

*c) That the area covered by the Development Plan can be adequately, reasonably and conveniently served by existing and planned public services, utilities and public facilities.*

No changes are proposed to the existing developed site that would require additional services utilities or public facilities beyond that now provided.

*d) That the project as originally proposed is compatible with existing and potential development on adjoining properties or in the surrounding neighborhood.;*

The Tentative Parcel Map proposes no changes to the existing physical characteristics of the previously approved project (PCR No. 2011-P43) that would affect or be inconsistent or incompatible with adjoining properties or the surrounding neighborhood.

*e) That the Site Plan and physical design of the project is consistent with the policies contained with Section 1.24 and 1.25 of the Land Use Element of the General Plan, the Development Guidelines for Hillsides, and Section 3039 of this ordinance.*

The Tentative Parcel Map proposes no changes to the existing physical characteristics of the previously approved project (PCR No. 2011-P43). The existing site conforms to the current Land Use Element of the General Plan of the Development Guidelines for Hillsides, and Section 3039 of this ordinance.

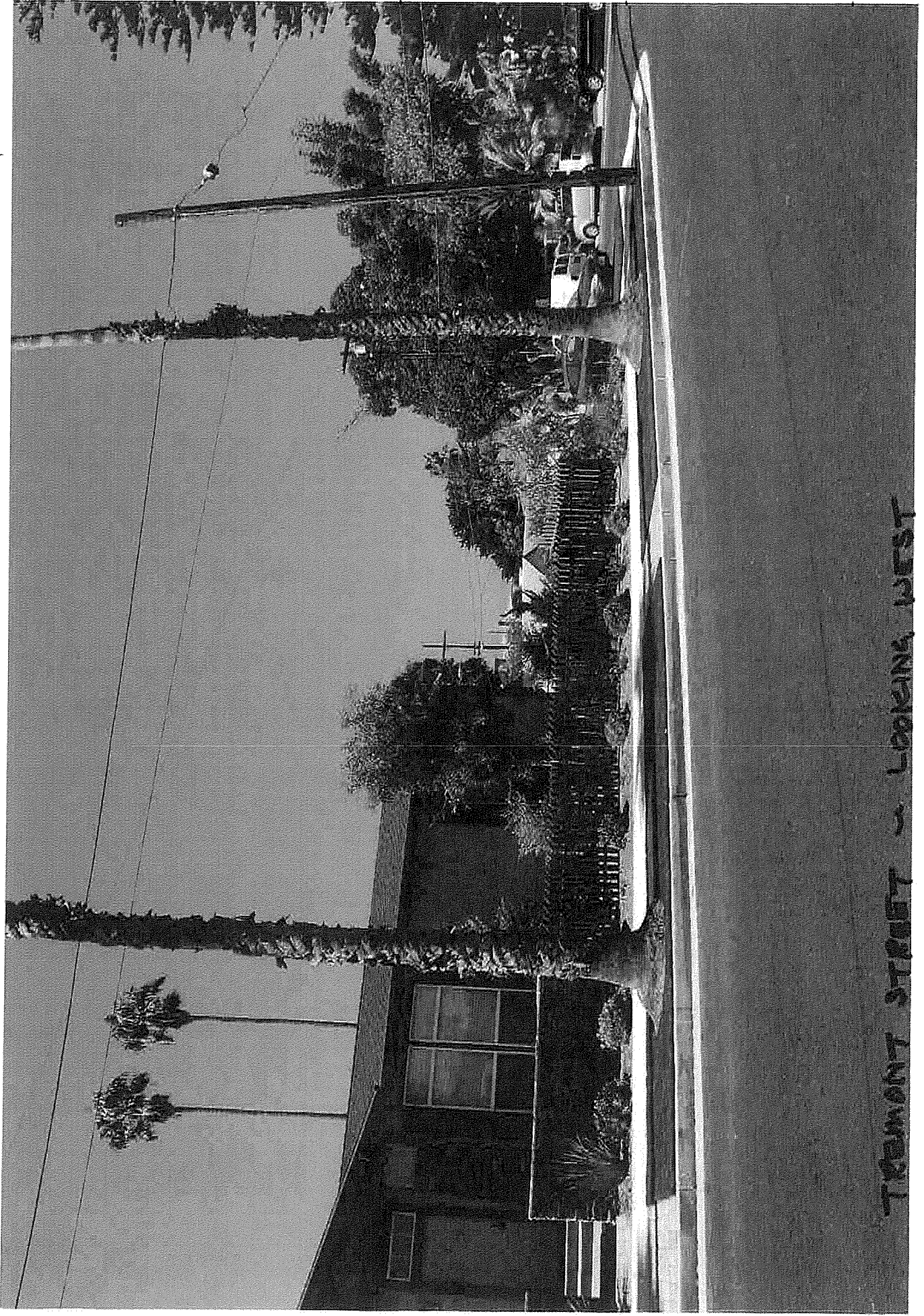
If there are any questions or if additional information is required please contact me.

Respectfully submitted,

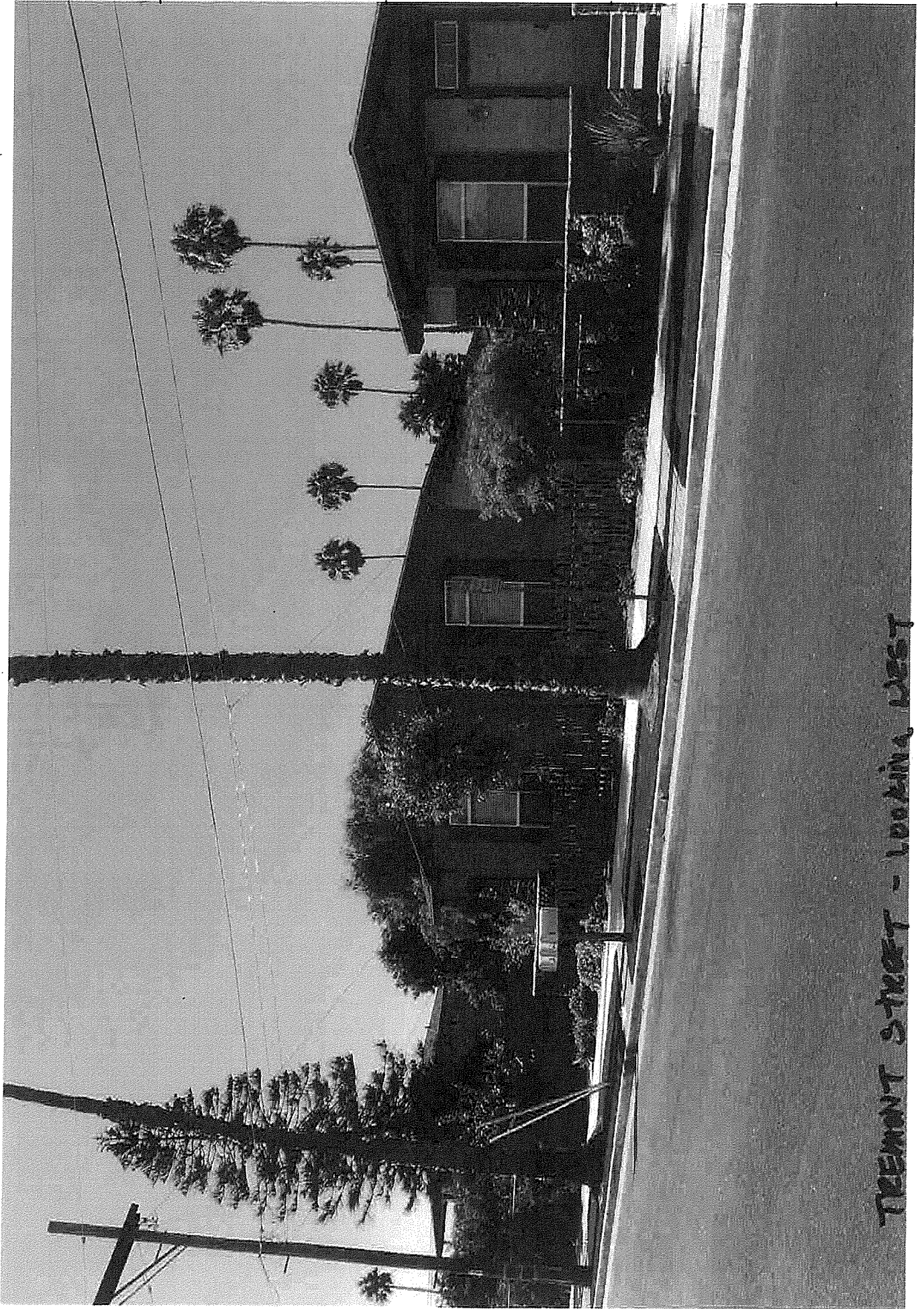
Ray Spear, PLS  
President  
[rspear@spearinc.net](mailto:rspear@spearinc.net)  
(760) 736-2040 x102



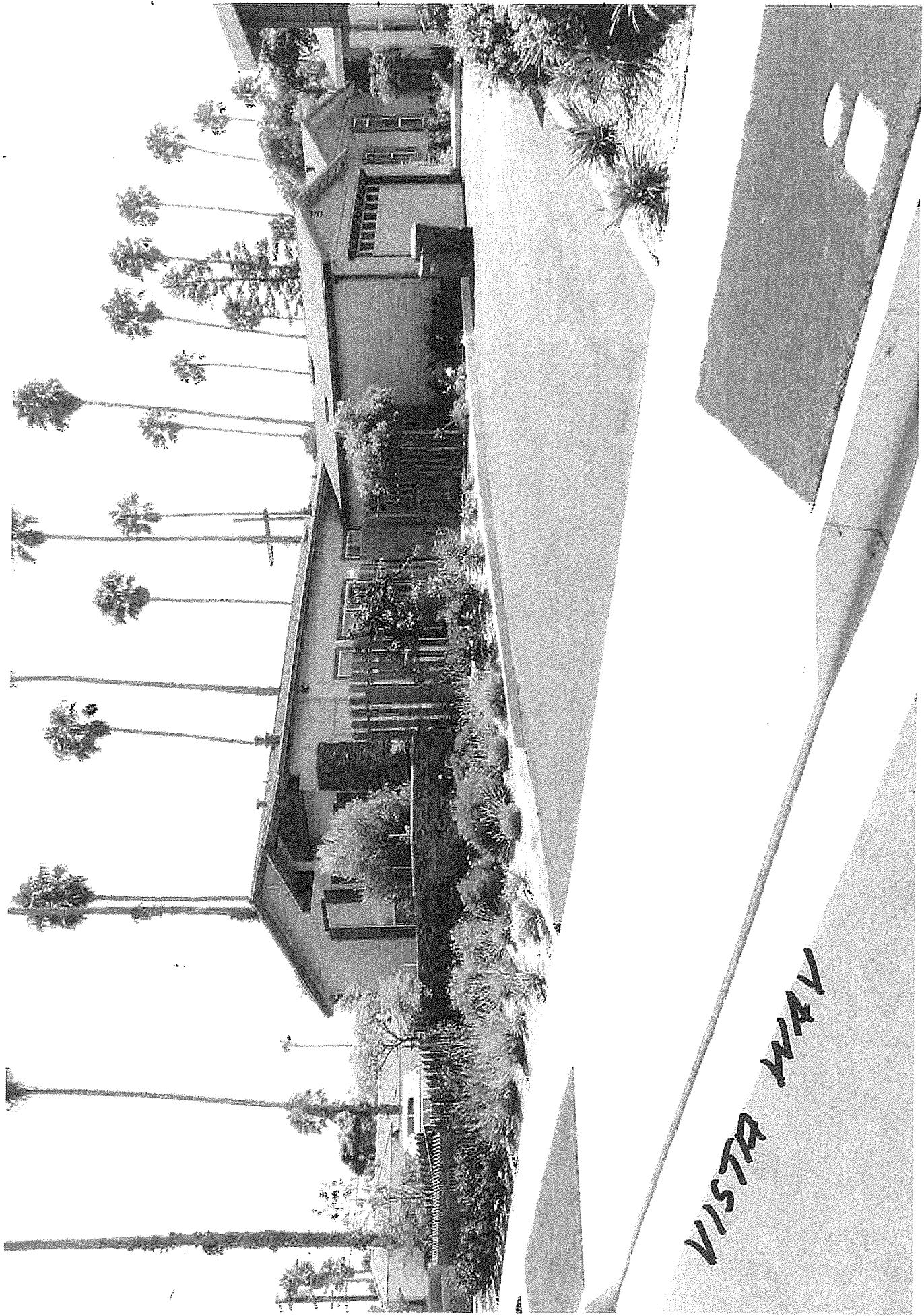




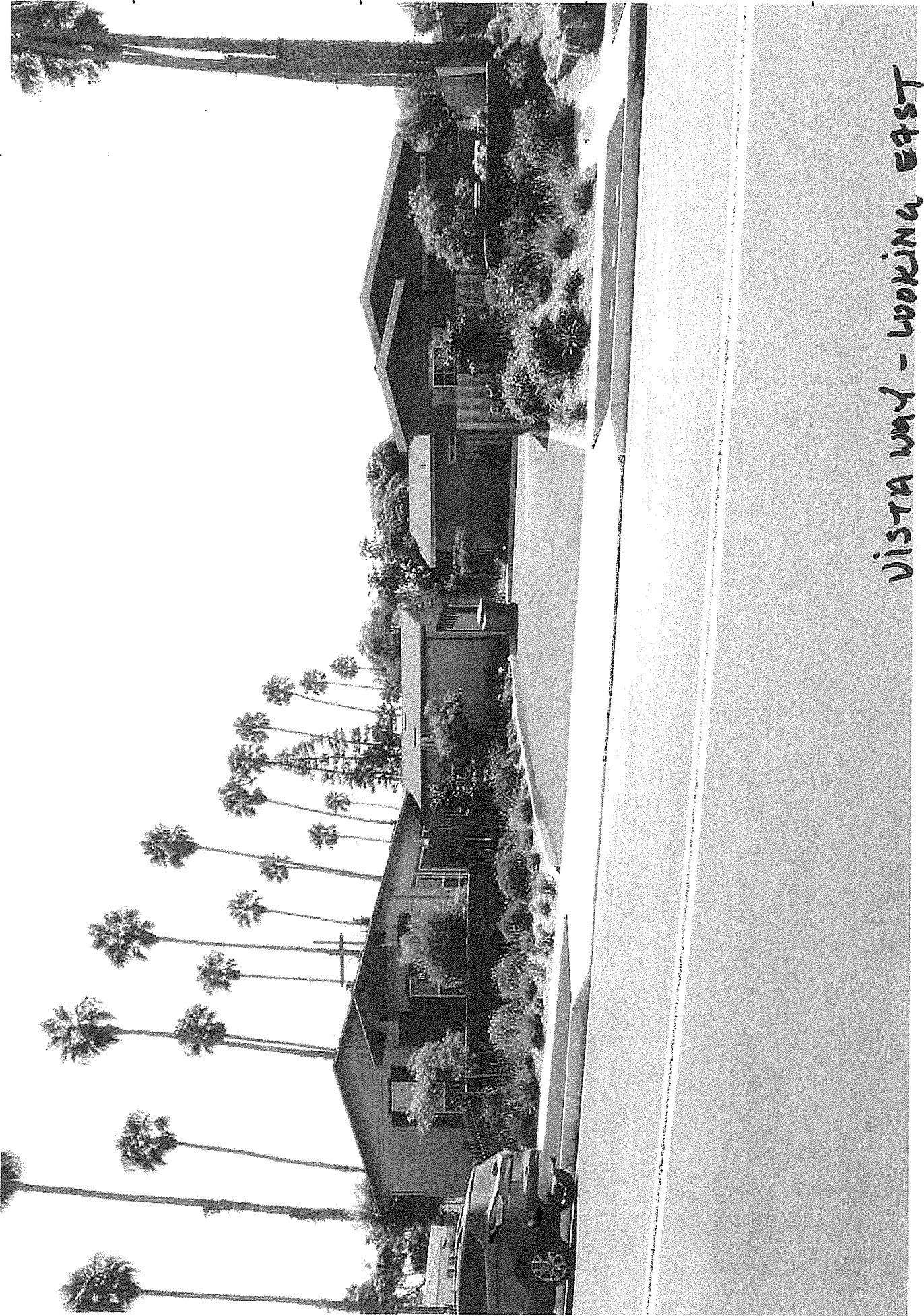
TREMONT STREET - LOOKING WEST



TRENTON STREET - LOOKING WEST



VISTA WAY



VISTA WAY - LOOKING EAST

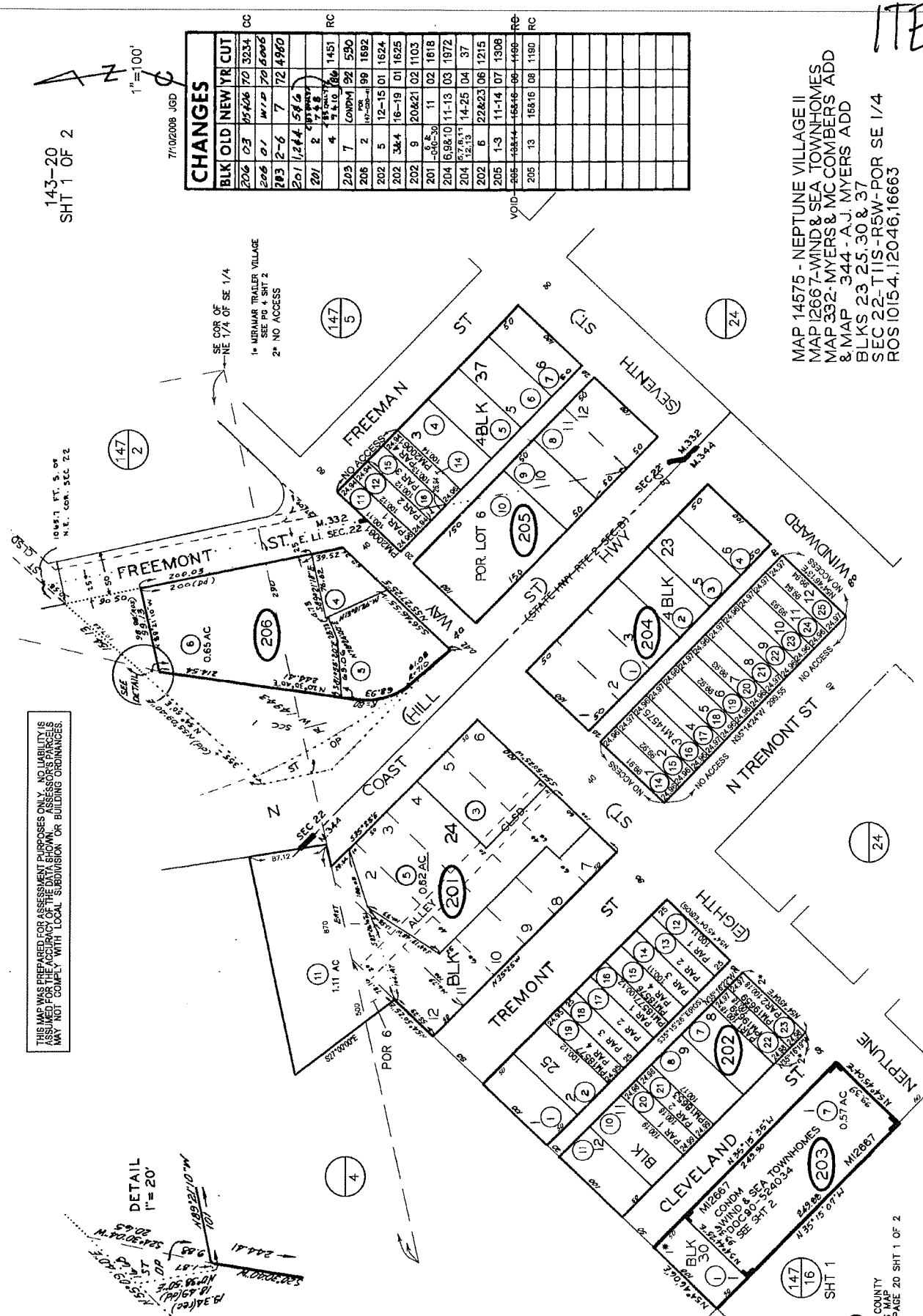


Looking North

07

143-20, 21 & 25

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143-20  
SHT 1 OF 2

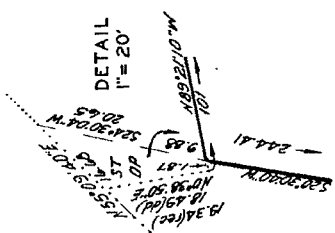
1" = 100'

7/10/2008 JGD

CHANGES		CC	RC
BLK	OLD NEW YR	CUT	
206	03	15406 70	3234
206	01	WIP	706005
203	2-6	7	724960
201	2	1284	596
203	7	LOUPM	92 590
206	2	17-200-1	99 1892
202	5	12-15	01 1624
202	3&4	16-19	01 1625
202	9	20&21	02 1103
201	6&8	11	02 1618
204	6,9,8,10	11-13	03 1972
204	12,13	14-25	04 37
202	6	22&23	06 1215
205	1-3	11-14	07 1308
VOID	205	13	16&16 08 1180
VOID	205	13	16&16 08 1180

MAP 14575 - NEPTUNE VILLAGE II  
 MAP 12667 - WIND & SEA TOWNHOMES  
 MAP 332 - MYERS & MC COMBERS ADD  
 & MAP 344 - A.J. MYERS ADD  
 BLKS 23 25, 30 & 37  
 SEC 22 - T11S - R5W - POR SE 1/4  
 ROS 10154, 120416, 16663

ITEM 2



147-16  
SHT 1  
R 5 B  
7-23-19  
SAN DIEGO COUNTY  
ASSESSOR'S MAP  
BOOK 143 PAGE 20 SHT 1 OF 2

## **DEVELOPER'S CONFERENCE AT THE CITY OF OCEANSIDE**

3/10/2014 (Draft)

1. Project Description Letter with location, APN and what use proposing  
Mixed-Use Development at 801 N. Coast Hwy, Oceanside  
APN: 143-201-03-00  
Proposed retail and office uses
2. Proposed Elevations: Two Story
3. Conceptual Site plan: See **Exhibit 1**
4. Locator Map: See **Exhibit 2**
5. Regional City Map: See **Exhibit 3**
6. Developer's Conference Fee \$200 - Check payable to: City of Oceanside  
Check Sent to Vida Murrell by Mail

## Small Spaces, Big Dreams

### 1. What is container shops?

Creatively restored & repurposed ocean containers that setup retail spaces for fashion, art, food and beverage, and specialty stores.

### 2. Why container?

Eco-Friendly. Hip. Affordable. Flexible.

Minimal effects to the environment, including the use of sustainable materials, low water landscaping, recyclable materials, and the reduction of construction techniques associated with global warming.

### 3. The Project

The Project is situated in one of the most vibrant zoning areas the City of Oceanside has to offer: hotels, high-density residences, restaurants, retails, and many existing and future mixed-use buildings. The Project promotes a refreshing downtown strolling experiences.

Conveniently situated near the start of San Luis Rey Bike Trail, between Oceanside Pier and Oceanside Harbor, the Project offers a great spot to become a refuel and shopping stop that enriches the biking and hiking experiences. It provides for the health and well-being of residents within a meaningful residential environment.

Although the Project is purposely designed to attract bicycles and pedestrians, pass-by vehicles on North Coast Highway can be accommodated by the proposed downtown-style parking on Neptune Way. The Project adds a refreshing point of interest for residents and tourists who enjoys the beauty of the City of Oceanside.

### 4. Successful Examples?

London, New York, Las Vegas, Bangkok (Thailand), Christchurch (New Zealand), Seattle

See photos of these exciting cities worldwide

GENERAL NOTES

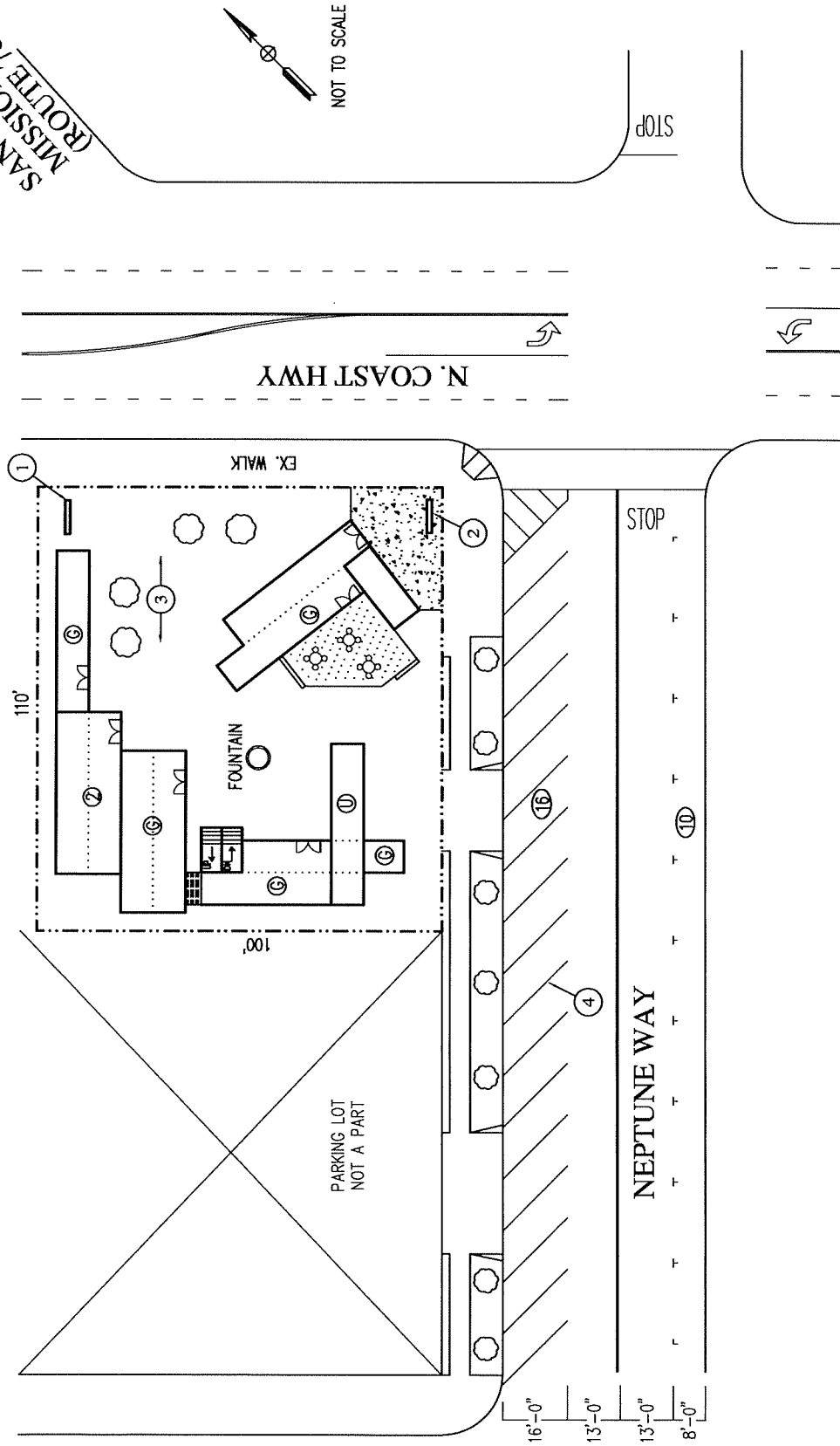
ADDRESS: 801 N. COAST HWY, OCEANSIDE  
 APN: 143-201-03-00  
 ZONING: 7B IN "D" DOWNTOWN DISTRICT  
 MIXED-USE BUILDING MODULES REPURPOSED AND ENHANCED FROM OCEAN CONTAINERS  
 FOR RETAIL STORES, FOOD AND BEVERAGE SALES, OFFICE USE, AND/OR CREATIVE STUDIO  
 DROUGHT TOLERANT COASTAL GARDEN EXTENDING NEWLY UPDATED SCENARIO OF ROUTE 76

SITE PLAN NOTES

- ① "WELCOME TO OCEANSIDE" MONUMENT/SIGN
- ② "THE SQUARE @ 801 COAST" MONUMENT/SIGN
- ③ DROUGHT TOLERANT COASTAL GARDEN
- ④ PROPOSED 45° DOWNTOWN PARKING

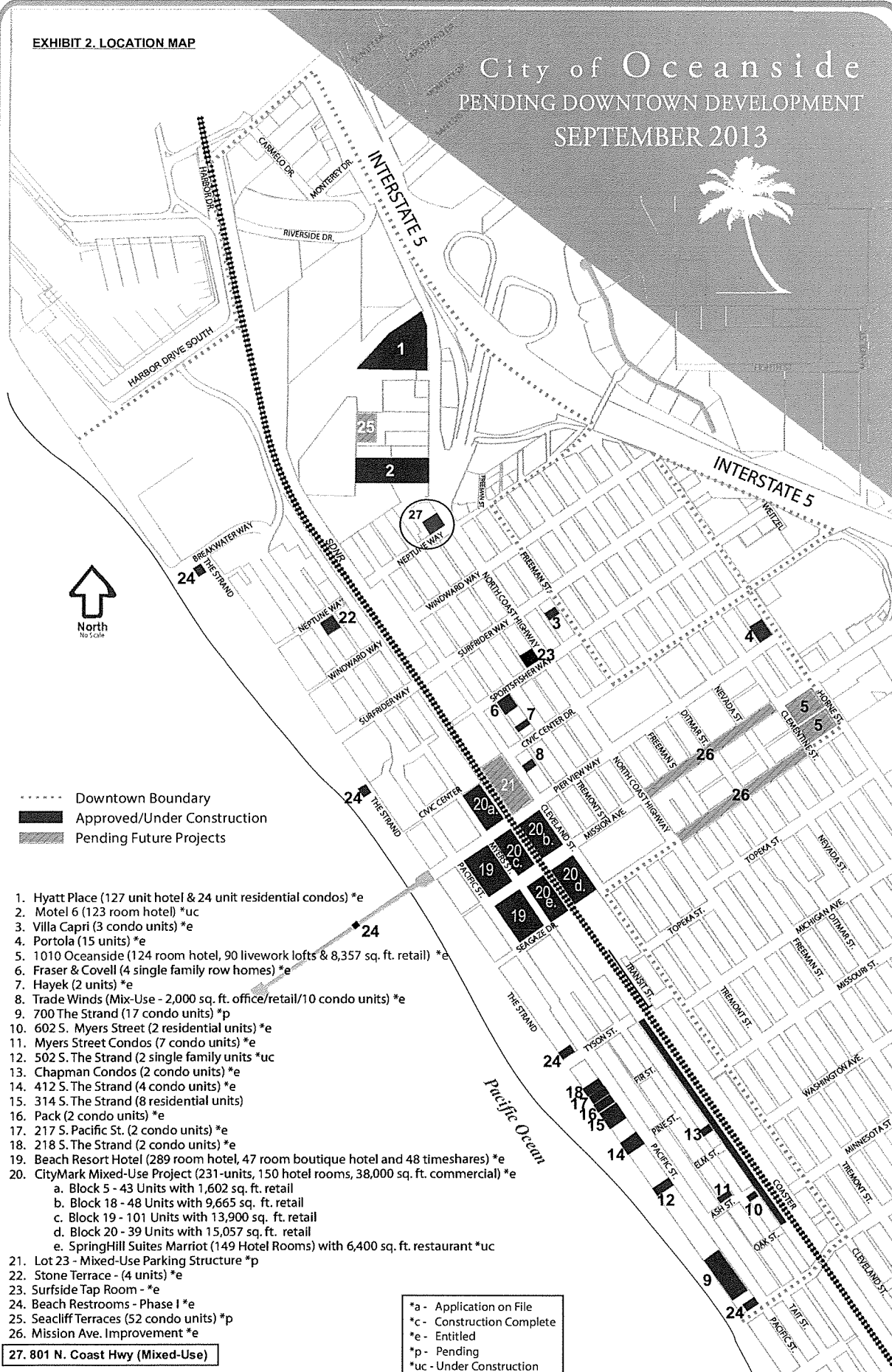
LEGEND

- ⊙ GROUND UNIT
- Ⓛ UPPER UNIT
- ② TWO-STORY STACKING UNITS



**EXHIBIT 2. LOCATION MAP**

**City of Oceanside**  
**PENDING DOWNTOWN DEVELOPMENT**  
**SEPTEMBER 2013**



- Downtown Boundary
- Approved/Under Construction
- ▨ Pending Future Projects

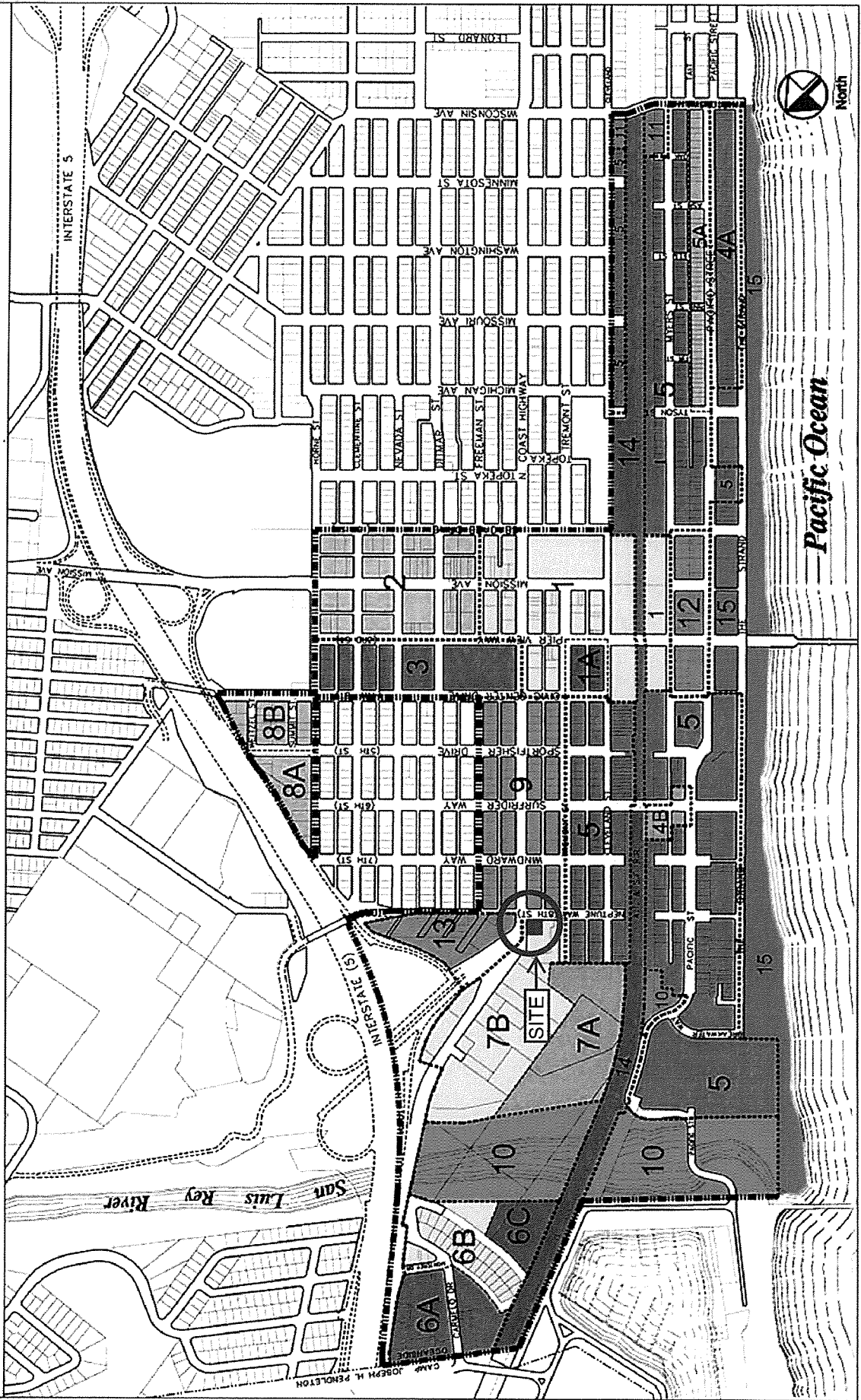
1. Hyatt Place (127 unit hotel & 24 unit residential condos) \*e
2. Motel 6 (123 room hotel) \*uc
3. Villa Capri (3 condo units) \*e
4. Portola (15 units) \*e
5. 1010 Oceanside (124 room hotel, 90 livework lofts & 8,357 sq. ft. retail) \*e
6. Fraser & Covell (4 single family row homes) \*e
7. Hayek (2 units) \*e
8. Trade Winds (Mix-Use - 2,000 sq. ft. office/retail/10 condo units) \*e
9. 700 The Strand (17 condo units) \*p
10. 602 S. Myers Street (2 residential units) \*e
11. Myers Street Condos (7 condo units) \*e
12. 502 S. The Strand (2 single family units) \*uc
13. Chapman Condos (2 condo units) \*e
14. 412 S. The Strand (4 condo units) \*e
15. 314 S. The Strand (8 residential units)
16. Pack (2 condo units) \*e
17. 217 S. Pacific St. (2 condo units) \*e
18. 218 S. The Strand (2 condo units) \*e
19. Beach Resort Hotel (289 room hotel, 47 room boutique hotel and 48 timeshares) \*e
20. CityMark Mixed-Use Project (231-units, 150 hotel rooms, 38,000 sq. ft. commercial) \*e
  - a. Block 5 - 43 Units with 1,602 sq. ft. retail
  - b. Block 18 - 48 Units with 9,665 sq. ft. retail
  - c. Block 19 - 101 Units with 13,900 sq. ft. retail
  - d. Block 20 - 39 Units with 15,057 sq. ft. retail
  - e. SpringHill Suites Marriot (149 Hotel Rooms) with 6,400 sq. ft. restaurant \*uc
21. Lot 23 - Mixed-Use Parking Structure \*p
22. Stone Terrace - (4 units) \*e
23. Surfside Tap Room - \*e
24. Beach Restrooms - Phase I \*e
25. Seacliff Terraces (52 condo units) \*p
26. Mission Ave. Improvement \*e

**27. 801 N. Coast Hwy (Mixed-Use)**

- \*a - Application on File
- \*c - Construction Complete
- \*e - Entitled
- \*p - Pending
- \*uc - Under Construction

# Redevelopment Project Area

- 1. Commercial Retail and Office / Residential possible
- 1A. Commercial Retail and Office / Historic / Residential possible
- 2. Financial Center / Office Professional
- 3. Office Professional / Residential possible (SF & Multi)
- 4A. Transient Uses & Residential (SF & Multi)
- 4B. Transient uses & Residential (Multi)
- 5. High Density Residential (SF & Multi)
- 5A. Medium Density Residential
- 6A. Visitor Serving Commercial
- 6B. Visitor Serving Commercial
- 7A. High Density Residential (SF & Multi)
- 7B. Recreational / Commercial / Residential (SF & Multi)
- 8A. Hospital & Medical (SF)
- 8B. Hospital / Medical / Office / Residential possible (SF & Multi)
- 9. Commercial / Residential / SF & Multi (30,000 sq. ft.)
- 10. Open Space
- 11. Commercial / Residential possible / (Multi with mixed use)
- 12. Tourist & Visitor Serving Commercial
- 13. Visitor Serving Commercial / Office / Residential (Multi with mixed use)
- 14. Public Transportation and Railroad
- 15. Public Facilities, Parks, Open Space



801 N. Coast Hwy, Oceanside



LONDON's ultra-hip East End



Puma City at BROOKLIN, N.Y.

801 N. Coast Hwy, Oceanside

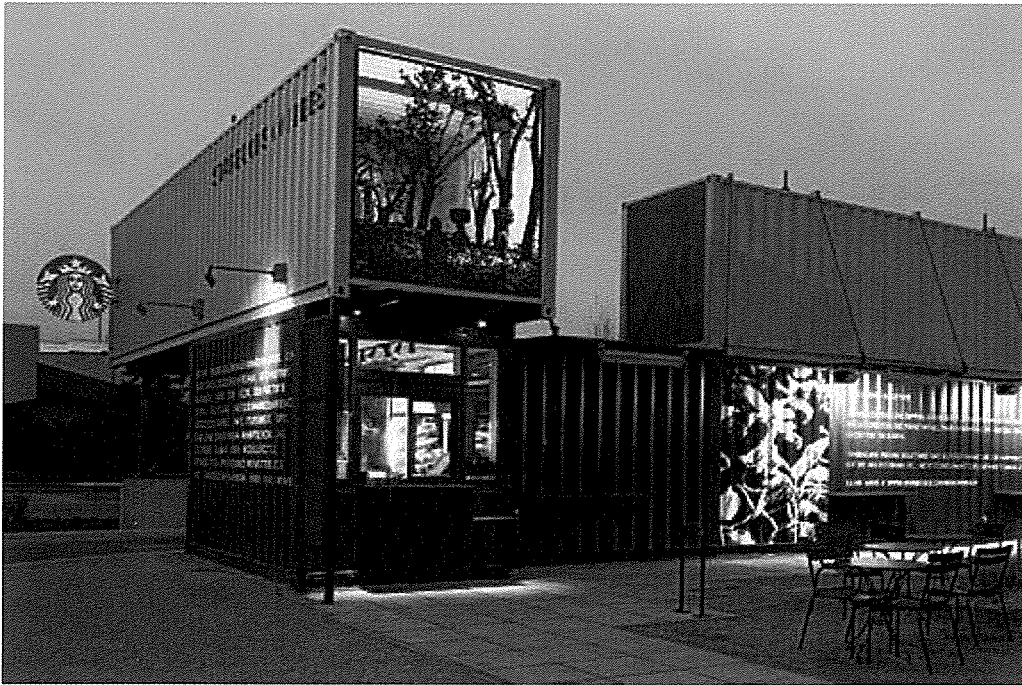


Christchurch, New Zealand

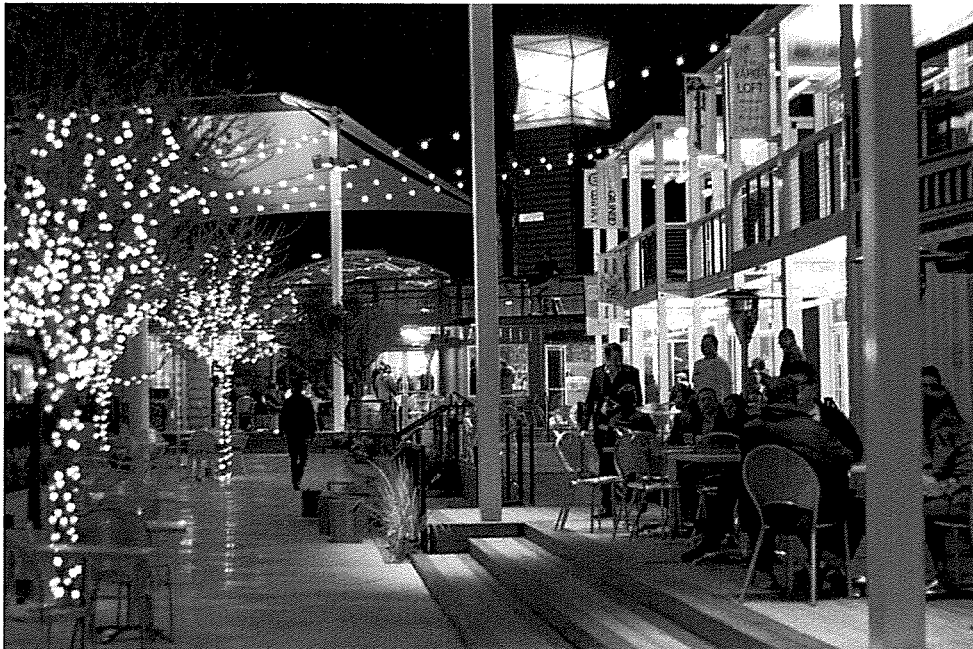


BANGKOK, Thailand

801 N. Coast Hwy, Oceanside



Starbucks, Suburban SEATTLE, W.A.



Downtown LAS VEGAS, N.V.