



Planning Division  
Development Services Department  
300 North Coast Highway | Oceanside, CA 92054  
(760) 435-4373 | [PlanningStaff@OceansideCA.org](mailto:PlanningStaff@OceansideCA.org)

*Staff Reviewers: Please complete the Developer's Conference comment sheet template and attach to the TRAKiT record by the end of day on the day before the meeting.*

## OCEANSIDE DEVELOPER'S CONFERENCE\* AGENDA

Wednesday, February 25, 2026

**Meeting 1:** 9:30 a.m. – 10:30 a.m.

**Project Description:** N/A

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**Meeting 2:** 10:30 a.m. – 11:30 a.m.

**Project Description:** Proposed development of an approx.. 8,000 sf, standalone multi-tenant building. Plans include 3-4 new tenant spaces, including one end-cap drive-thru food & beverage tenant, bank branch with walk-up ATM and mix of food & and beverage and/or retail and service uses located within the existing parking field of Mission Marketplace Shopping site located at 449 College Blvd.

**Project Number:** ADM26-00001

**Assessor Parcel Number(s):** 157-101-11-00

**Contact Person:** Brandon Willnecker, Robert Mendoza

**Email:** [bwillnecker@eecenvironmental.com](mailto:bwillnecker@eecenvironmental.com)

**Zoning:** CC-SP

**Land Use:** CC

**Neighborhood Area:** San Luis Rey

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*\* The Developer's Conference provides an informal forum for prospective applicants to receive preliminary input from City staff on conceptual plans that may or may not ultimately evolve into formal application submittals. These conferences do not constitute public meetings; consequently, conference attendance by the public is at the discretion of the prospective applicant. Interested parties may contact the prospective applicant, whose contact information is included on the conference agenda. Questions and comments can also be addressed to Planning Division staff.*

# ITEM 2





# Developer's Conference (Pre-Application) Request Form

Development Services Department, Planning Division  
300 N. Coast Hwy, Oceanside, CA 92054, (760) 435-4373

## General Information

Project/Property Address:

Assessor's Parcel Number:

Lot Area (acres or SF):

Existing Use:

Brief Description of Proposal:

## Property Owner & Applicant Information

Owner Name:

Phone Number & E-Mail Address:

Applicant Name:

Phone Number & E-Mail Address:

### **To be completed if the Applicant is not the Property Owner:**

I authorize the applicant indicated above to submit the application on my behalf:

*Robert Mendoza*

Signature of Property Owner  
(or attach a Letter of Authorization)

## Requested Meeting Date/Time (please provide 2 options)

1<sup>st</sup> choice date:                      Time preference:      9:30 am      10:30 am      either

2<sup>nd</sup> choice date:                      Time preference:      9:30 am      10:30 am      either

## Requested Divisions to Attend (Planning attends all meetings)

Building    Fire    Water    Engineering    Transportation    Solid Waste    Other

## Email the following PDF documents to [PlanningStaff@oceansideca.org](mailto:PlanningStaff@oceansideca.org):

- Project description letter
- Regional and vicinity maps (e.g. Google Maps aerial)
- Conceptual site plans and elevations

### **To be completed by City staff:**

Assigned meeting date: February 25, 2026      Time: 10:30 am

Assigned Project Planner:

## REGIONAL MAP



## VICINITY MAP



PREPARED BY:

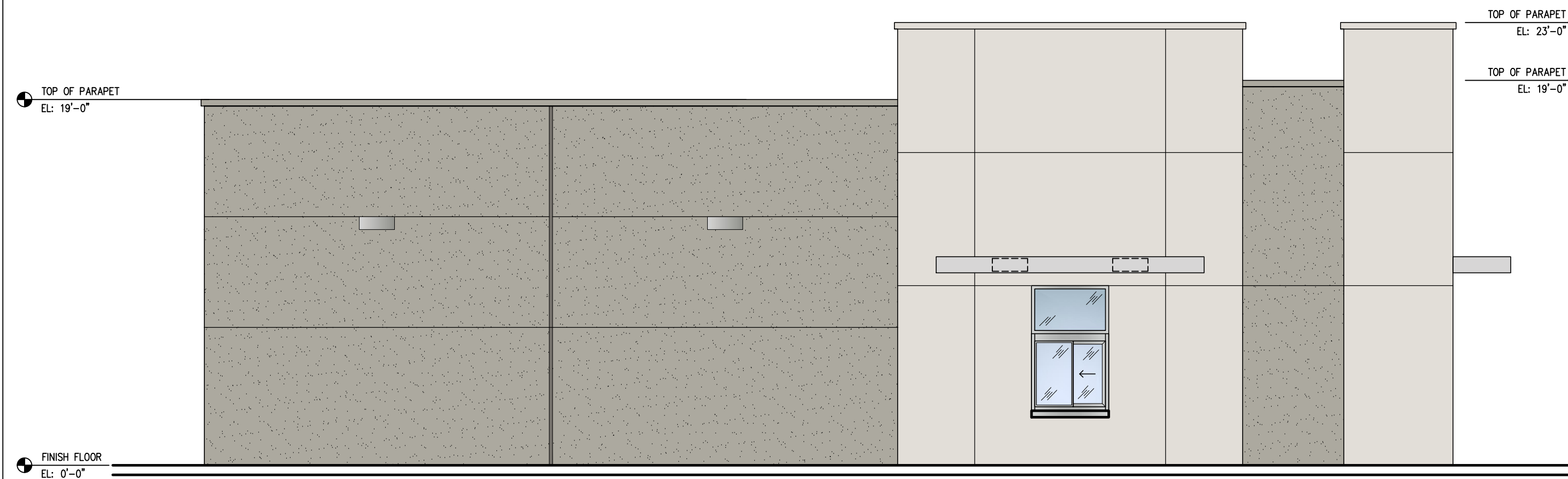


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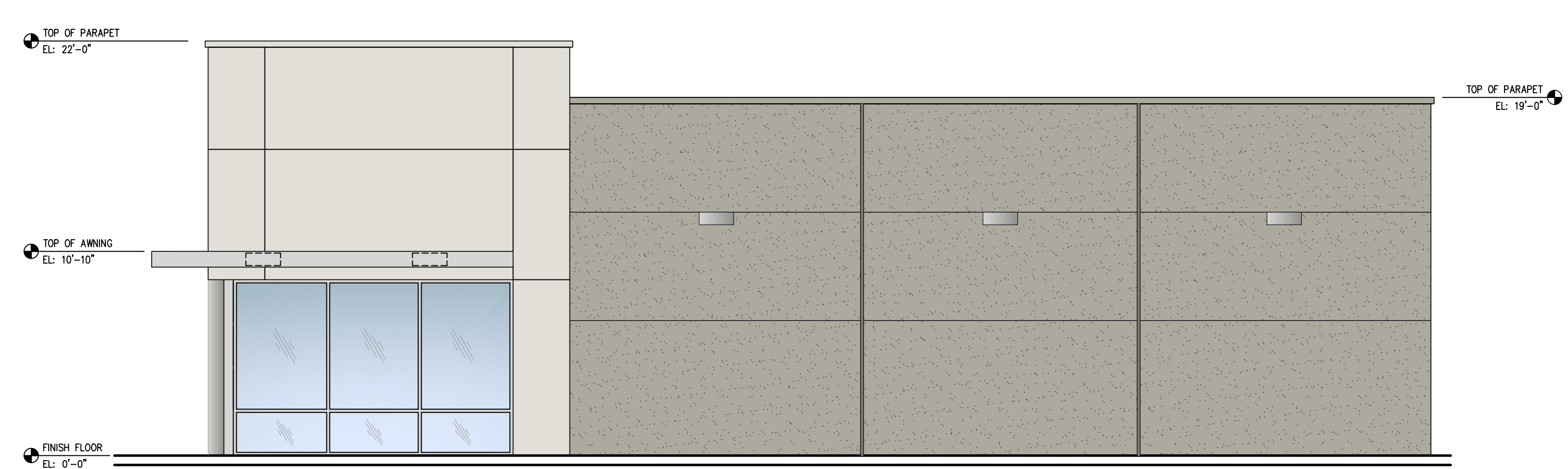
**WEST ELEVATION**

SCALE: 3/16" = 1'-0"



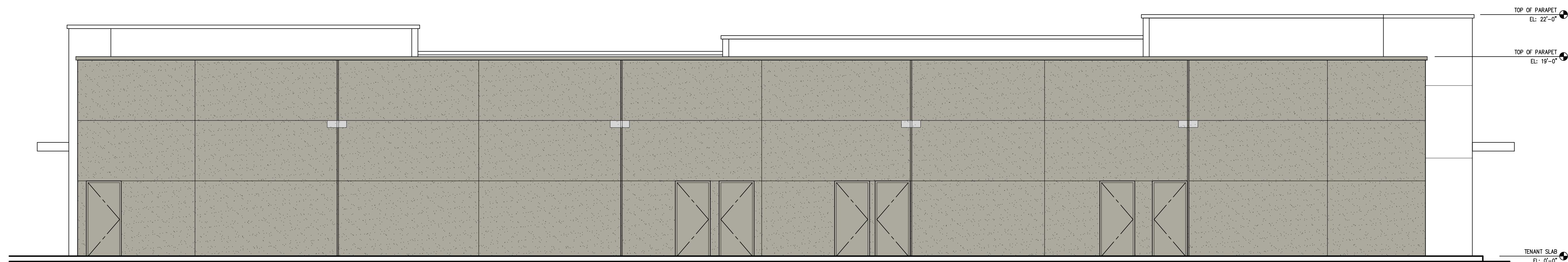
**NORTH ELEVATION**

SCALE: 3/16" = 1'-0"



**SOUTH ELEVATION**

SCALE: 3/16" = 1'-0"



**EAST ELEVATION**

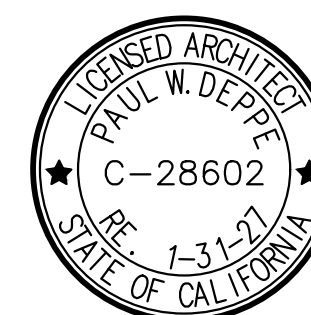
SCALE: 3/16" = 1'-0"



**ARMÉT DAVIS NEWLOVE & ASSOCIATES, AIA ARCHITECTS**

1330 OLYMPIC BLVD.  
SANTA MONICA, CALIFORNIA 90404  
PH 310 452-5533 FAX 310 450-4742

THE USE OF THESE PLANS AND SPECIFICATIONS SHALL BE RESTRICTED TO THE ORIGINAL SITE FOR WHICH THEY WERE PREPARED AND PUBLICATION THEREOF IS EXPRESSLY LIMITED TO SUCH USE. RE-USE, REPRODUCTION OR PUBLICATION BY ANY METHOD, IN WHOLE OR IN PART, IS PROHIBITED. TITLE TO THE PLANS AND SPECIFICATIONS REMAINS WITH THE ARCHITECT WITHOUT PREJUDICE. VISUAL CONTACT WITH THESE PLANS AND SPECIFICATIONS SHALL CONSTITUTE PRIMA FACIE EVIDENCE OF THE ACCEPTANCE OF THE RESTRICTIONS.



**MISSION MARKETPLACE OCEANSIDE**  
MULTI-TENANT BUILDING

COLLEGE BLVD. & HWY. 76  
OCEANSIDE, CA 92057

DATE: 10/23/2025

REV: DATE: DESCRIPTION:

SHEET NAME:

BUILDING ELEVATIONS  
COLOR

SHEET NUMBER:

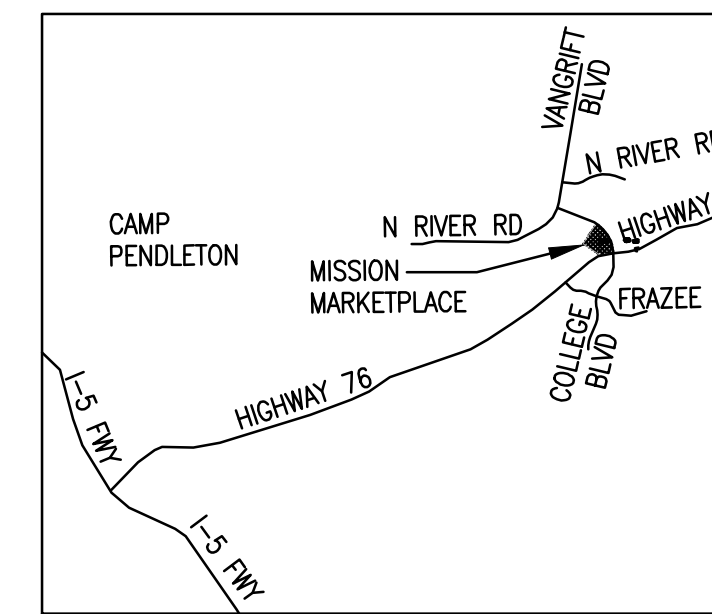
**A6.1**

© 2025 DB Franchising USA, LLC

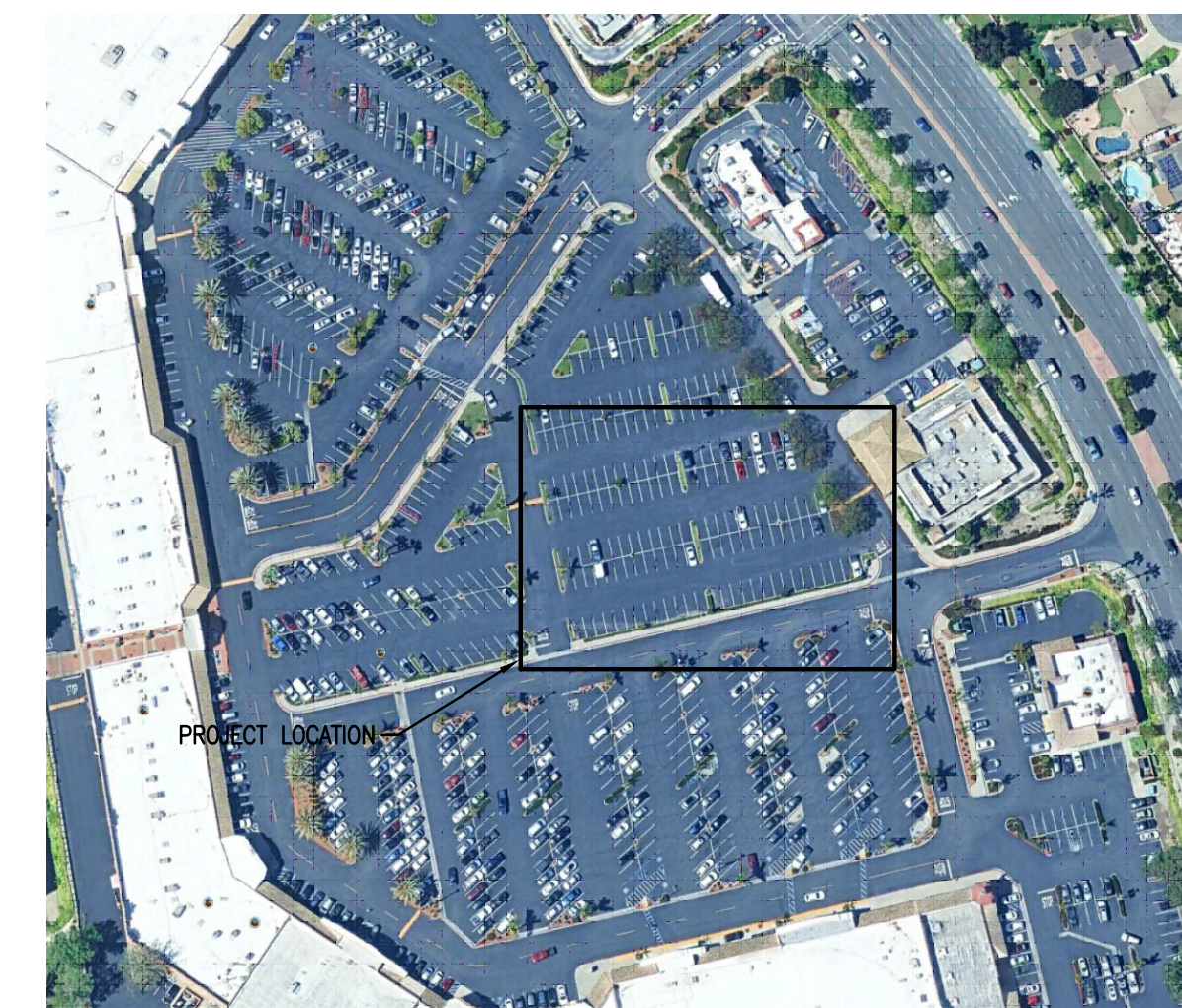
# SITE PLAN EXHIBIT

## MISSION MARKETPLACE

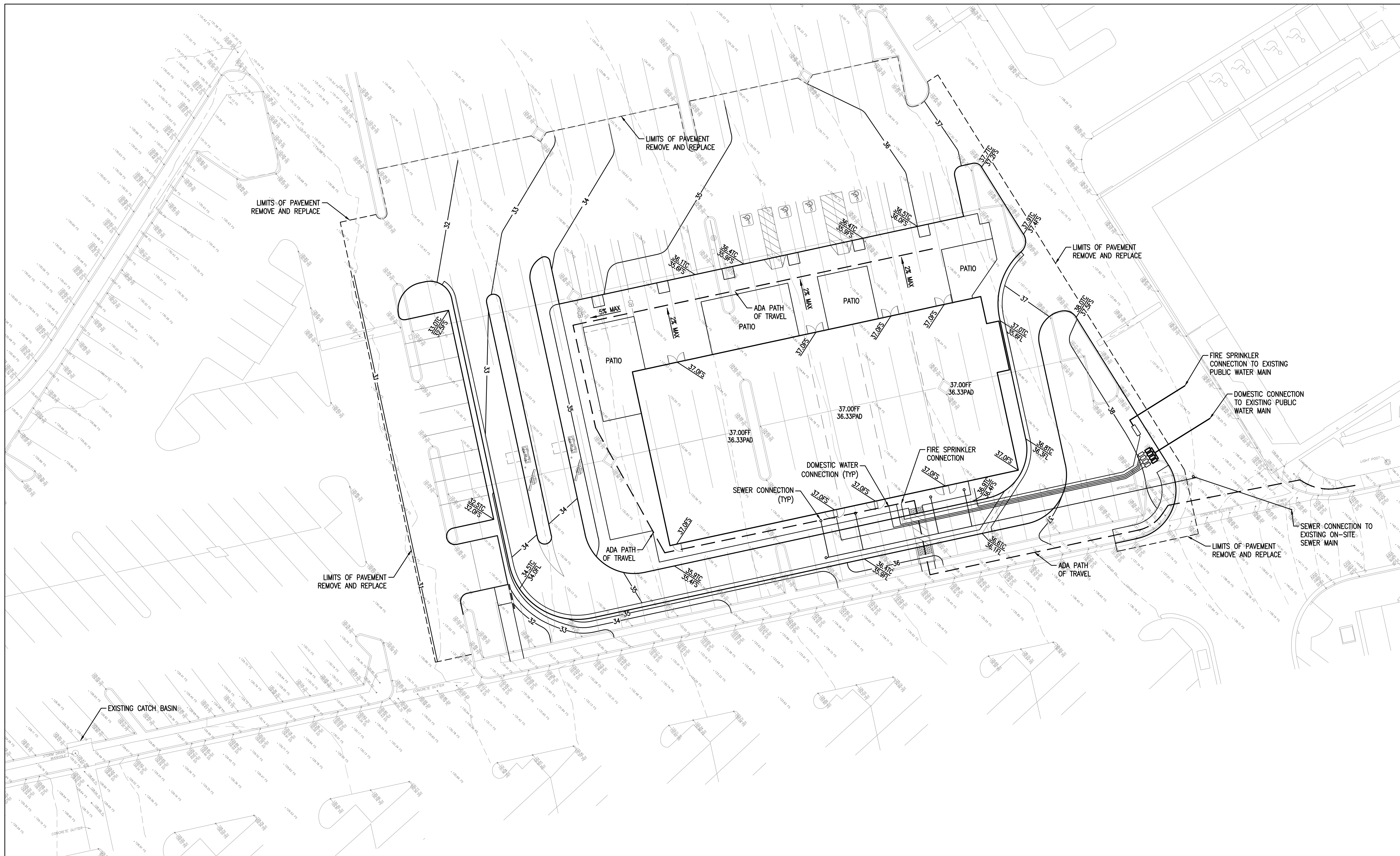
449 COLLEGE BLVD  
OCEANSIDE, CALIFORNIA 92057



VICINITY MAP  
NOT TO SCALE



PROJECT MAP  
NOT TO SCALE



### LEGAL DESCRIPTION

REAL PROPERTY IN THE CITY OF OCEANSIDE, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, AND IS DESCRIBED AS FOLLOWS:  
PARCEL A:  
ALL THAT PORTION OF LOT 2, OF THE RANCHO GUAJOME, IN THE CITY OF OCEANSIDE, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, AS SHOWN ON THE PARTITION MAP MADE AND FILED IN THE OFFICE OF THE COUNTY CLERK OF SAID SAN DIEGO COUNTY, ATTACHED TO AND MADE A PART OF THE REFEREE'S REPORT IN ACTION IN PARTITION IN SUPERIOR COURT OF SAN DIEGO COUNTY NO. 10201 WHEREIN SUSAN C. COUTS WAS PLAINTIFF AND RICHARD O'NEIL, ET AL. WERE DEFENDANTS.

### APPLICANT

ROBERT MENDOZA  
NEWMARK MERRILL COMPANIES  
24025 PARK SORRENTO, SUITE 300  
CALABASAS, CA 91302  
(818) 710-6116

### ENGINEER

BRANDON WILLNECKER, PE  
EEC ENVIRONMENTAL  
1 CITY BLVD W, SUITE 1800  
ORANGE, CA 92668  
(714) 667-2300

### DATUM STATEMENT (BENCHMARK)

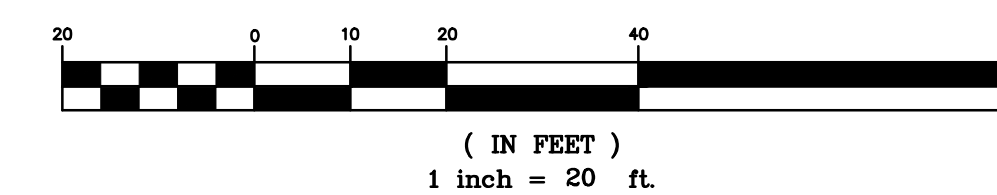
BENCH MARK NUMBER: SLR 2010-22

DESCRIPTION: GEAR SPIKE AND WASHER IN AC WITH WASHER WITH PUNCH STAMPED "SLR 2010-22", FLUSH

ELEVATION: 111.44 (COH88) PER RECORD SURVEY 21787



### GRAPHIC SCALE



REV	DESCRIPTION	DGN	APPR	PE	DATE

CLIENT: NEWMARK MERRILL COMPANIES



**NewMark Merrill Companies**  
5850 Canoga Avenue, Suite 650  
Woodland Hills, CA 91367  
Phone (818) 710-6100 Fax (818) 710-6116  
www.newmarkmerrill.com

PREPARED BY:



Corporate Office  
Tel: (714) 667-2300  
Fax: (714) 667-2310  
One City Boulevard West, Suite 1800  
Orange, California 92668  
www.eecenvironmental.com

STAMP:

MISSION MARKETPLACE - PAD BUILDING  
449 COLLEGE BLVD  
OCEANSIDE, CA 92057  
APN: 1571011300

PERMIT

JOB NUMBER: W-4022.04B  
DATE: 2025.11.18  
SHEET NO.:  
1 OF 1

**Preliminary Thoroughfare Fee Calculations**

<b>Land Use Description</b>	<b>Size</b>	<b>Per Unit Fee</b>	<b>Calculated Fee</b>
Coffee shop (w/ drive through) <sup>b</sup>	1.80 KSF	\$58.76	\$105,768.00
Restaurant - Sit Down (High Turnover) <sup>c</sup>	2.24 KSF	\$14.46	\$32,433.78
Bank (Walk-In only) <sup>c</sup>	4 KSF	\$18.08	\$72,320.00
<b>Total</b>			<b>\$210,521.78</b>



January 6, 2026

**PROJECT DESCRIPTION LETTER**  
**MISSION MARKETPLACE OUTPARCEL DEVELOPMENT**

The proposed project consists of the development of an approximately 8,000 sf, standalone multi-tenant building located within the existing parking field of Mission Marketplace Shopping Center, at 449 College Boulevard, Oceanside, San Diego County, California (APN 157-101-1100). The project location is shown on the attached regional map as Exhibit A.

The proposed multi-tenant building currently plans to include three to four new tenant spaces, including one end-cap drive through food and beverage tenant, a bank branch including walk-up ATMs, and a mix of food and beverage and/or retail and service uses. The conceptual building space layout is illustrated in Exhibit B, but the building may or may not ultimately be demised differently once leasing is finalized for the project.

Mission Marketplace Shopping Center occupies a combined  $\pm 38.73$  acre parcel and contains approximately 348,320 square feet of existing leasable building area. The proposed 8,000 square foot addition represents an increase of approximately 2.29% to the overall building area.

The shopping center currently provides 1,505 standard parking spaces and 39 accessible parking spaces, for a total of 1,544 parking spaces, resulting in an existing parking ratio of 4.0 spaces per 1,000 square feet of leasable area. The proposed building will require the removal of 110 existing parking stalls; however the center will still maintain a healthy overall parking ratio of 3.9 spaces per 1,000 square feet.

Architecturally, the building is designed to complement the existing shopping center while introducing a lightly modern and elevated aesthetic, particularly given its prominent location near the primary center entrance. The building will have ample tenant storefront area for merchandising and activation, and will incorporate other architectural features such as building lighting, canopies/awnings, and areas for tasteful tenant building signage. Preliminary architectural elevations are provided in Exhibit C.

From a site design perspective, the existing parking field slopes uniformly from east to west and minor grade adjustments will be made to accommodate a level building pad for the proposed structure. Water and sewer services will connect to existing on-site mains, and stormwater runoff will be treated as required prior to discharge into the existing on-site storm drain system. Preliminary civil engineering concepts are included in Exhibit D. The site will be finished with new paving, enhanced outdoor patio areas for guests, and all new landscaping to further improve the visual character of the project. The site is designed with adequate queueing and circulation

**NewMark Merrill**  
C O M P A N I E S

24025 Park Sorrento  
Suite 300  
Calabasas, CA 91302  
newmarkmerrill.com  
818.710.6100

Acquisitions &  
Development

Leasing

Property  
Management

Marketing &  
Community  
Engagement

Data &  
Technology

Supporting  
the American  
Dream

to allow for smooth traffic flow and operation, and will include some site signage to help with wayfinding and guest direction.

Regarding CEQA, the project qualifies for the Class 32 (In-Fill Development Project) categorical exemption per Section 15332 of the California Environmental Quality Act (CEQA) Guidelines by meeting the following conditions:

- (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.
- (b) The proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.
- (c) The project site has no value, as habitat for endangered, rare or threatened species.
- (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.
- (e) The site can be adequately served by all required utilities and public services.

As part of the 1/21/26 or 2/11/26 development conference, ownership has the following questions:

- (a) Will EV stalls or solar be required for this project?
- (b) Can you please confirm all of the City fees for the project, including other fees that may be charged from other agencies? Are there credits available due to prior development or existing entitlements?
- (c) Specifically regarding thoroughfare fees, attached Exhibit E highlights our interpretation of what thoroughfare fees will apply. Can you please confirm?
- (d) When are city fees typically due? At permit issuance or C of O?
- (e) Our goal is to file for a CEQA exemption, and we want to fully understand the steps required.
- (f) Can you please provide feedback on our storm water design?
- (g) Can you please provide feedback from the fire department (e.g. fire hydrants, fire access lanes, etc.)? Note that we plan to have a shared riser for the existing building.
- (h) Can you please confirm the entitlement review process, (e.g. ministerial or discretionary review)?
- (i) Will the City require a full parking study or traffic study, or can this be handled through a parking justification memo?
- (j) Are shared parking assumptions acceptable given the existing tenant mix?
- (k) Does the City anticipate a minor site development plan vs. a full SDP?
- (l) Can you please confirm the entitlement review and plan check (both building and engineering) timelines?
- (m) Are there known bottlenecks (Fire, Engineering, Traffic, Utilities) we should plan for?
- (n) Based on recent retail developments in Oceanside, what issues tend to surprise applicants late in the process?
- (o) What is the review process as it relates to signage?
- (p) What is the review process as it relates to a parcel map? This is not currently contemplated to be a part of our project application, but we would like information on this nonetheless.

Should you have any questions or require further details, please contact Robert Mendoza at 310-803-0385 ([rmendoza@newmarkmerrill.com](mailto:rmendoza@newmarkmerrill.com)).

Sincerely,

**NEWMARK MERRILL COMPANIES, INC.**

Robert Mendoza  
Director of Development & Construction