



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, April 29, 2026

**Meeting 1:** 9:30 a.m. – 10:30 a.m.

**Project Description:** Proposing to replace an existing underutilized surface parking lot with twenty-three (23) three-story townhome units with two car attached garages on a 1.45-acre site located at 2009 Mission Avenue.

**Project Number:** ADM26-00016

**Assessor Parcel Number(s):** 148-170-06-00

**Contact Person:** Morgan L. Gallagher

**Email:** [Mgallagher@coxcastle.com](mailto:Mgallagher@coxcastle.com)

**Zoning:** CG-PBD

**Land Use:** NC

**Neighborhood Area:** Loma Alta

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

**Project Description:** Proposed project includes minor interior and exterior improvements to an existing 16-unit lodging facility, with no change to use, density or building footprint on a 12,197 SF site located at 1607 S. Coast Highway.

**Project Number:** ADM26-00017

**Assessor Parcel Number(s):** 153-111-11-00

**Contact Person:** Linzie Brown

**Email:** [linzie@thebrownstudio.com](mailto:linzie@thebrownstudio.com)

**Zoning:** C2

**Land Use:** C-GC

**Neighborhood Area:** South Oceanside

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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 1





Development Services Department – Planning Division  
300 North Coast Highway | Oceanside, CA 92054 | (760) 435-3520

**Project Number:**  
ADM -

## Developer’s Conference Application

### General Information

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Applicant Name:

Applicant Address:

Applicant Email Address:

Applicant Phone:

Property Owner Name:

Property Owner Address:

Property Owner Email Address:

Property Owner Phone:

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

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

Signature of Property Owner  
(or attach a letter of authorization)

### Property Information

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Property Address:

Assessor’s Parcel Number (APN):

Lot Size:

Existing Use:

Brief Description of Project Proposal:

### Requested Meeting Date & Time *(please provide 2 options)*

---

1st Choice Date:                      Time Preference:              9:30 am              10:30 am              either

2nd Choice Date:                      Time Preference:              9:30 am              10:30 am              either

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

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**Building      Fire      Water      Engineering      Traffic      Solid Waste      Other**

### Required Documents *(Attach to application or email to [planneroftheday@oceansideca.org](mailto:planneroftheday@oceansideca.org))*

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**Project Description Letter      Vicinity Map (Aerial Image)      Conceptual Site Plan & Elevations**

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**To be completed by City Staff**

*Assigned Meeting Date:*

*Time:*

*Assigned Project Planner:*

# 2009 MISSION AVENUE

OCEANSIDE, CA

**Mx3 VENTURES**



PROJECT # 26004 | DATE:3.12.2026



MISSION AVENUE

CANYON DRIVE

PROPOSED PROJECT SITE

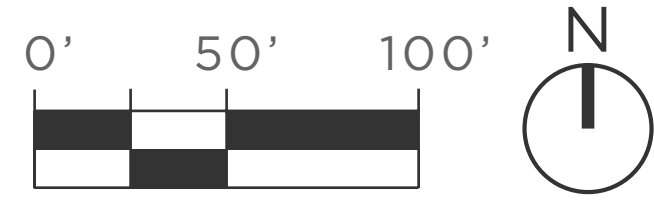
DOG PARK

PET PARK

15 (2019) STREET

CRESTLINE DR. Crestline Dr

200 ft



CONCEPT SITE PLAN



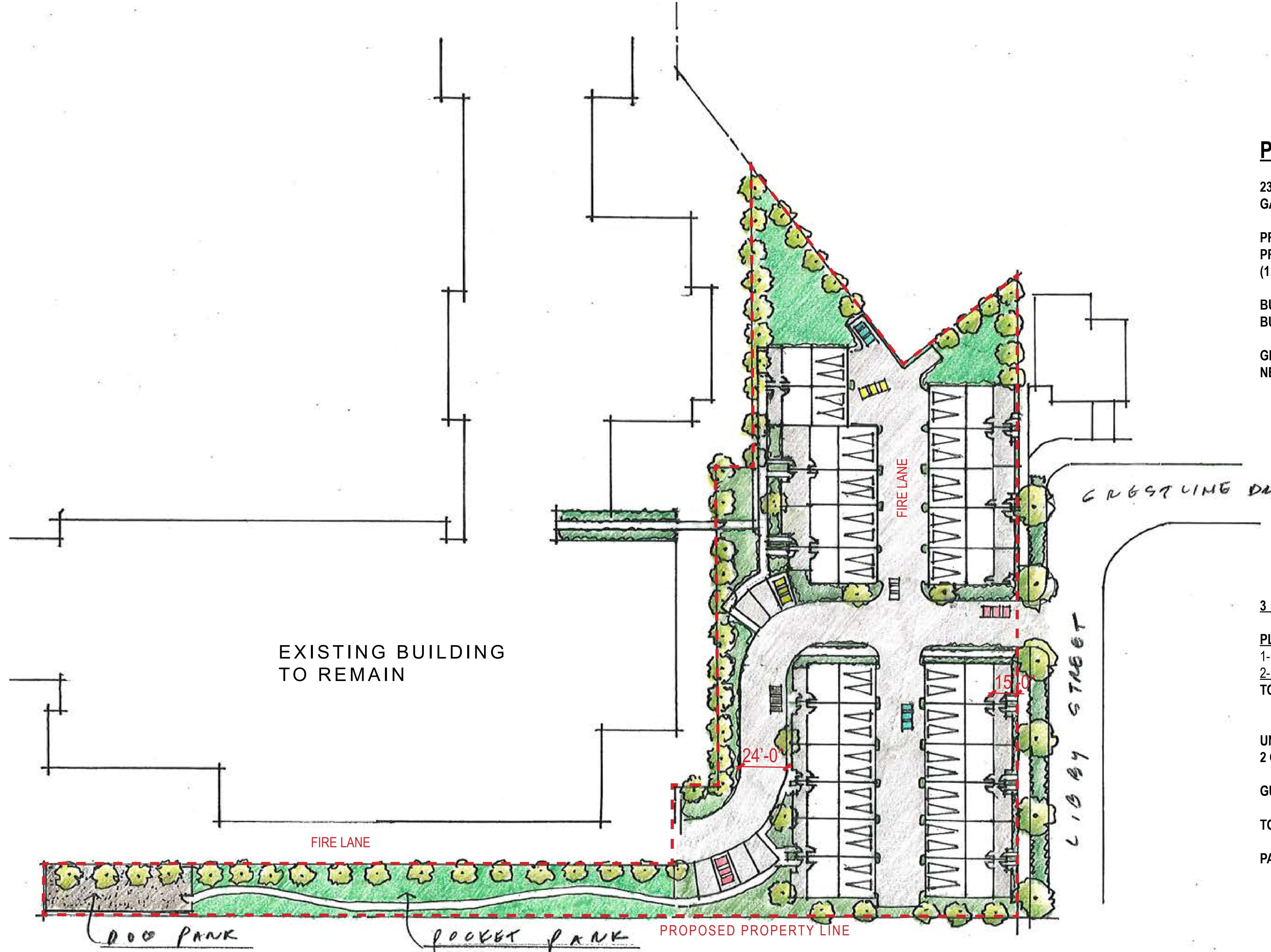
# 2009 MISSION AVE

OCEANSIDE, CA



PROJECT #26004 | DATE: 3.12.2026

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**PROPOSED PROJECT SITE**

23 TOTAL 3 STORY TOWNHOME UNITS WITH 2 CAR ATTACHED GARAGES

PROPOSED GROSS SITE AREA = 63,375 SF (1.45 ACRES)  
 PROPOSED NET SITE AREA (W/OUT POCKET PARK) = 53,855 SF (1.20 ACRES)

BUILDING LOT COVERAGE (1.45 ACRES) = 28%  
 BUILDING LOT COVERAGE (1.20 ACRES) = 33%

GROSS PROJECT DENSITY = 15.86 DU/AC  
 NET PROJECT DENSITY = 19.16 DU/AC

**3 STORY TOWNHOMES**

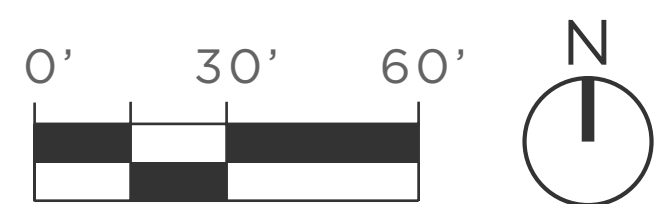
PLAN	COUNT	SF	MIX
1- 3BR/3.5 BA:	15	1,743	15%
2- 3BR/3.5 BA:	8	1,900	35%
<b>TOTAL</b>	<b>23</b>	<b>41,345</b>	<b>100%</b>

UNIT PARKING PROVIDED:  
 2 CAR GARAGE / UNIT = 46 CARS

GUEST PARKING PROVIDED = 9 CARS

TOTAL PARKING PROVIDED = 55 CARS

PARKING RATIO: 2.4 / DU

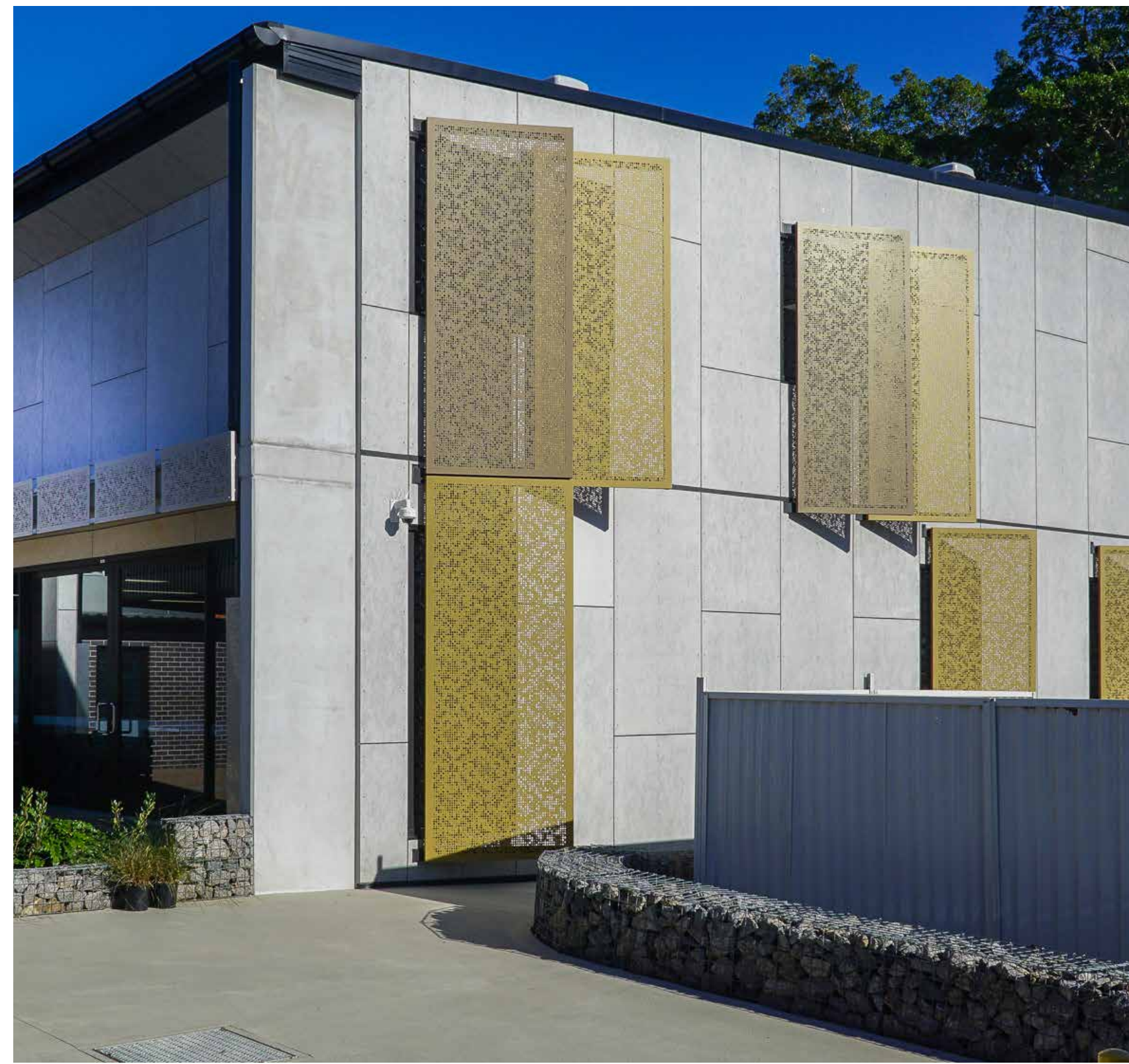


SITE PLAN - PROJECT DATA



**2009 MISSION AVE**  
 OCEANSIDE, CA





ARCHITECTURE VISION IMAGERY



PROJECT #26004 | DATE: 3.12.2026

# 2009 MISSION AVE

OCEANSIDE, CA



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## **2009 Mission Avenue**

### **Project Description**

The Project involves 23 total three-story townhome units with two car attached garages. The site currently contains a surface parking lot that is not needed or utilized for the adjacent retail center. The townhomes would provide a smooth transition between the retail center to the west and the residential communities to the south and east. A pocket park is proposed at the southern property line, west of the townhomes, and would feature a dog park.

The townhomes would include fifteen 3 bedroom/3.5 bath units, each 1,743 square feet, and eight 3 bedroom/3.5 bath units, each 1,900 square feet. Parking for 46 vehicles would be provided in the 2-car garages, plus 9 guest parking spaces would be provided, for a total of 55 parking spaces.

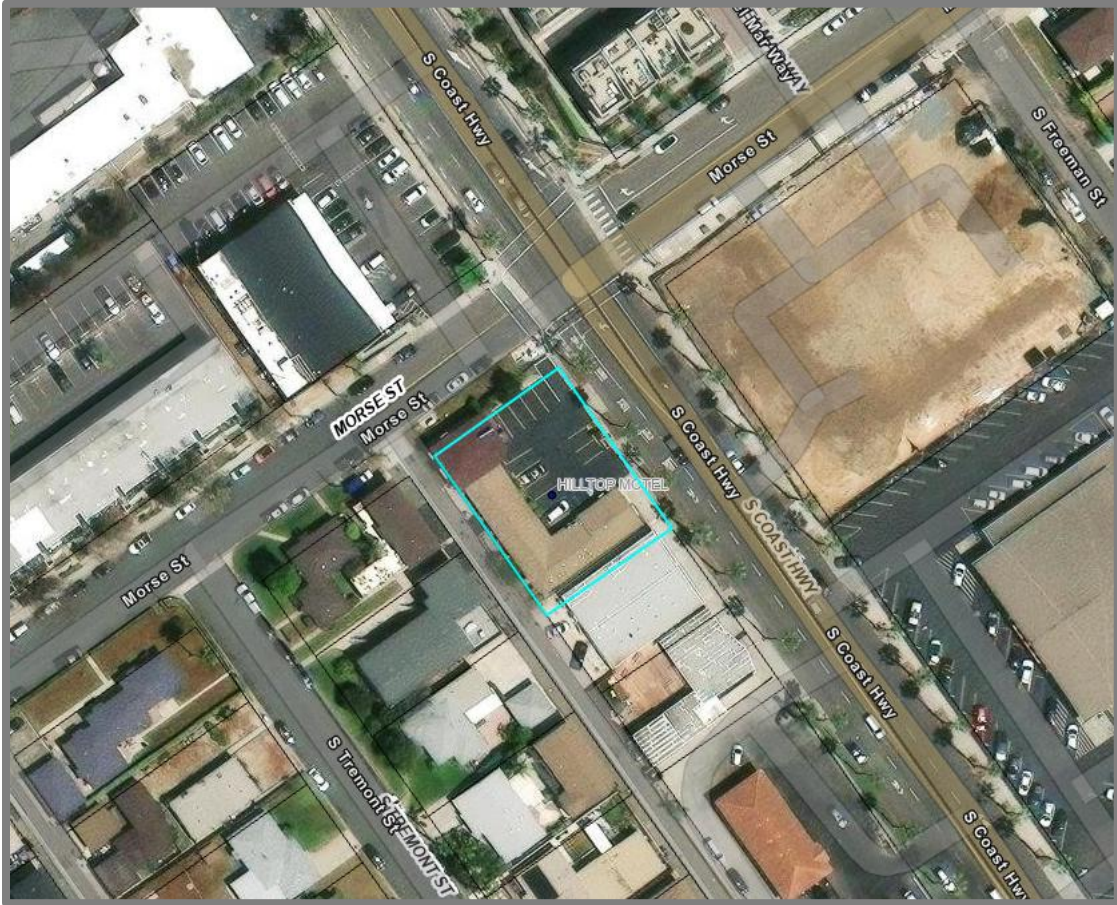
The proposed gross site area is 63,375 square feet (1.45 acres). The proposed net site area without the pocket park is 53,855 square feet (1.20 acres). The building lot coverage is 28% (1.45 acres). The gross density of the Project is 15.86 dwelling units per acre.

The site is zoned CG-PBD, which allows regulations for specific use classifications to be modified by a Development Plan. Site development standards, not including maximum FAR, residential unit type regulations, and parking spaces, of the base district or other overlay district with which a PBD district is combined may be modified by the Block Development Plan or Text. In the CG zone, the maximum base FAR is 1.0 and the maximum FAR bonus is 0.2.

The retail center would remain as-is and retail parking would be sufficient based on a parking ratio of 1 per 200 square feet of gross floor area.

Thank you for your consideration. We look forward to discussing the project further with you.

# ITEM 2





Development Services Department – Planning Division  
300 North Coast Highway | Oceanside, CA 92054 | (760) 435-3520

**Project Number:**  
ADM -

## Developer’s Conference Application

### General Information

---

Applicant Name:

Applicant Address:

Applicant Email Address:

Applicant Phone:

Property Owner Name:

Property Owner Address:

Property Owner Email Address:

Property Owner Phone:

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

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

Signature of Property Owner  
(or attach a letter of authorization)

### Property Information

---

Property Address:

Assessor’s Parcel Number (APN):

Lot Size:

Existing Use:

Brief Description of Project Proposal:

### Requested Meeting Date & Time *(please provide 2 options)*

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**Building      Fire      Water      Engineering      Traffic      Solid Waste      Other**

### Required Documents *(Attach to application or email to [planneroftheday@oceansideca.org](mailto:planneroftheday@oceansideca.org))*

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**Project Description Letter      Vicinity Map (Aerial Image)      Conceptual Site Plan & Elevations**

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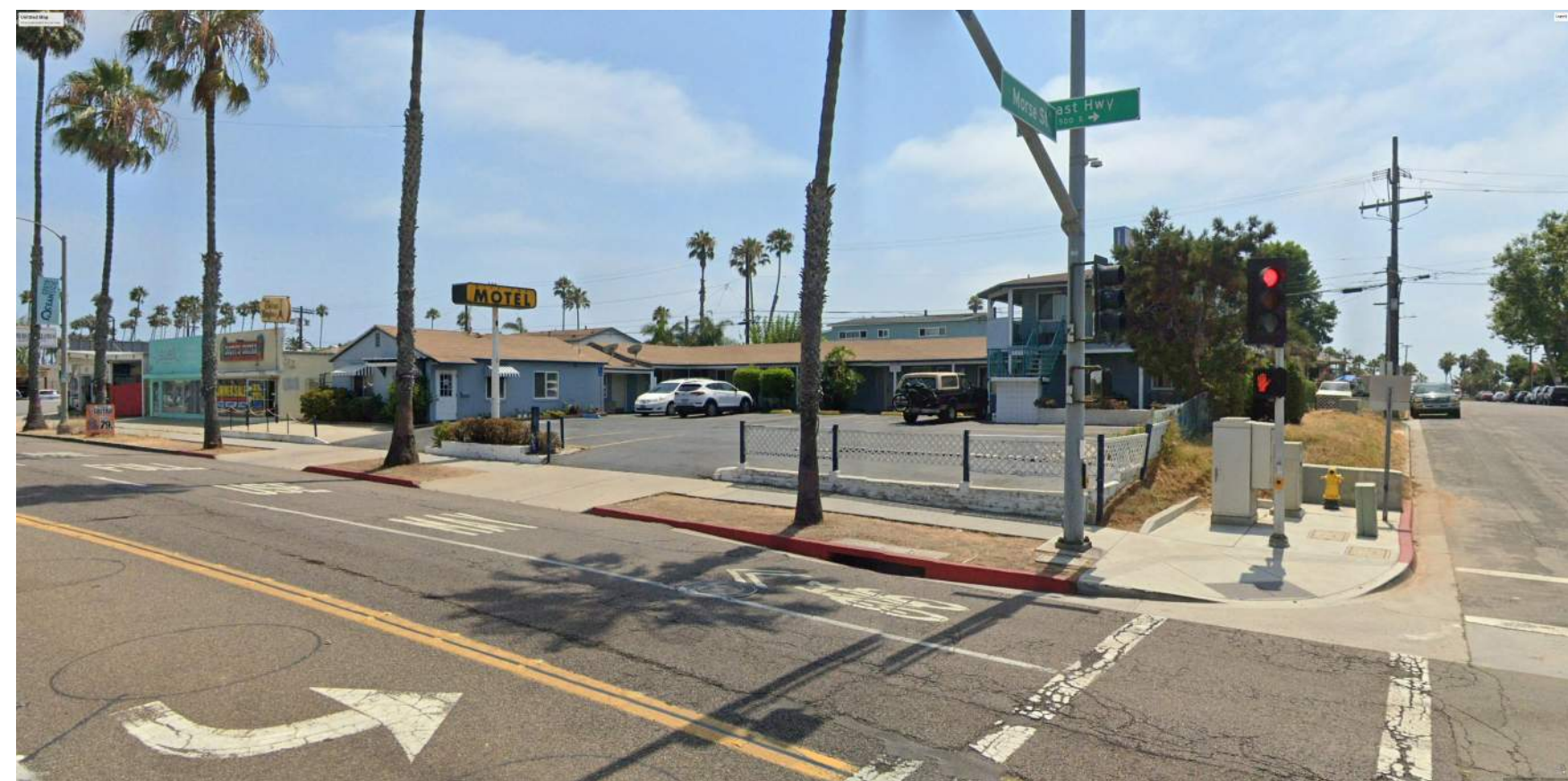
**To be completed by City Staff**

*Assigned Meeting Date:*

*Time:*

*Assigned Project Planner:*

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**PROJECT NAME**

# HILLTOP HOTEL

**PROJECT INFORMATION**

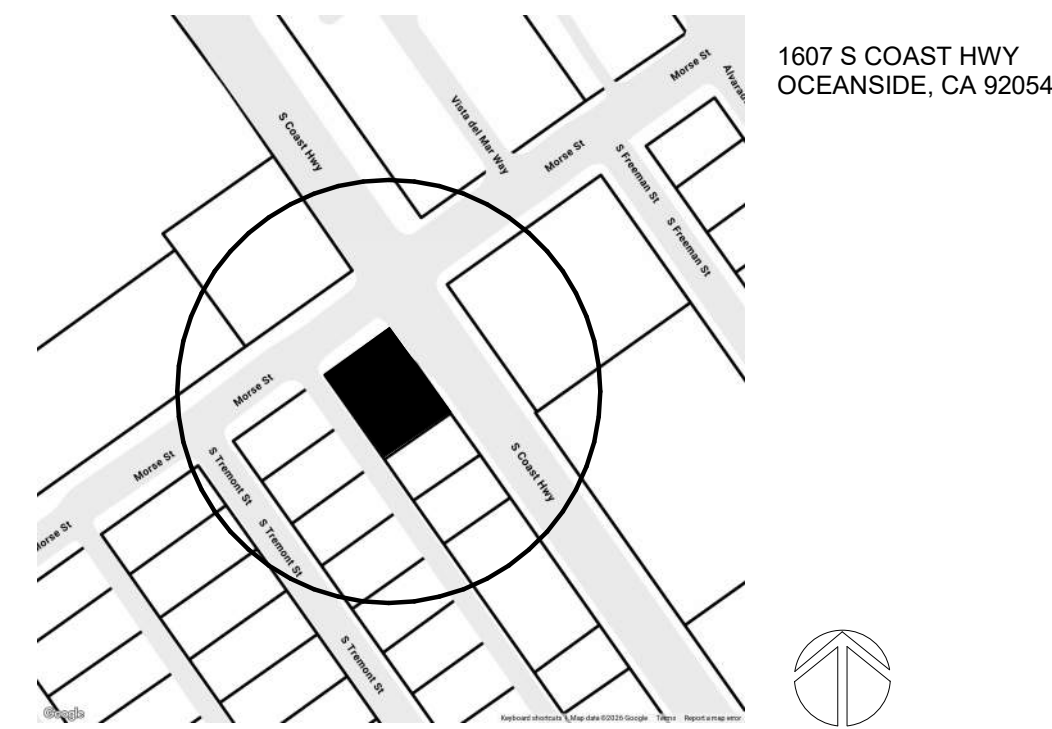
**APN #:** 153-111-11  
**LEGAL INFORMATION:** TR 622 BLK 22\*LOTS A & B\*

**SITE ADDRESS:** 1607 S COAST HWY  
 OCEANSIDE, CA 92054

**LOT AREA GROSS:** 12,000 SF = 0.27 AC

**PROJECT NO.:** HH 1607  
**DRAWN BY:** TBS  
**CHECKED BY:** -  
**DATE:** 2026/04/07  
**REVISIONS:**

**VICINITY MAP**



**ZONING INFORMATION**

**ZONING:** C2  
**GENERAL PLAN DESIGNATION:** COMMERCIAL - COASTAL ZONE

**ZONING OVERLAYS:** COASTAL ZONE

**LAND USE:**  
 EXISTING: LODGING: 16 UNIT HOTEL / MOTEL  
 PROPOSED: LODGING: 16 UNIT HOTEL / MOTEL

**LOT COVERAGE:** 50%

**F.A.R.:** 1.0

**HEIGHT LIMIT:** 4 STORIES / 45' - 0"

**SETBACKS:**  
 FRONT: 0'  
 SIDE: 0'  
 CORNER SIDE: 10'  
 REAR: 0'

*the brown studio*  
DESIGN + BUILD

**PROJECT TEAM**

**OWNER:** -

**DESIGN:** THE BROWN STUDIO INC.  
 LINDSAY BROWN  
 1144 N COAST HWY 101  
 ENCINITAS CA 92024  
 619.577.4610  
 Email: projects@thebrownstudio.com

**BUILDING INFORMATION**

**OCCUPANCY TYPE:** R-1  
**CONSTRUCTION TYPE:** TYPE V-B

**SCOPE OF WORK**

REMODEL (INTERIOR AND EXTERIOR) OF EXITING 16 UNIT HOTEL WITH PROPOSED SITE IMPROVEMENTS.

**INTERIOR:** REPLACE DOORS, REMODEL BATHROOM, PAINT AND TRIM, NEW LIGHTING. CONVERT FRONT UNIT TO AMENITY BY REDUCING SIZE OF EXTERIOR UNIT TO CREATE STREET FRONT LOBBY

**EXTERIOR:** NEW DOOR INSTALLATION AT REAR OF EACH UNIT TO NEW ENCLOSED PATIO. REPLACE DOORS AND WINDOWS. NEW ROOF. NEW SITE WALLS. REMOVE ENTRY AT NORTH, RE-STRIPE PARKING TO ORGANIZE EXISTING PARKING STALLS ON SITE. RE-FINISH EXTERIOR. IMPROVEMENTS TO EXISTING PATIOS.

# HILLTOP HOTEL

1607 S COAST HWY  
OCEANSIDE, CA 92054

PROJECT NO. HH 1607  
DRAWINGS PREPARED BY:  
LINDSAY BROWN

**SHEET TITLE**  
TITLE SHEET

**SHEET NUMBER**

# G0.00

PROJECT NO. HH 1607  
 DRAWN BY: Designer  
 CHECKED BY: Checker  
 DATE: 04/16/26  
 REVISIONS:

*the brown studio*  
 DESIGN + BUILD

**HILLTOP HOTEL**  
 1607 S COAST HWY  
 OCEANSIDE, CA 92054

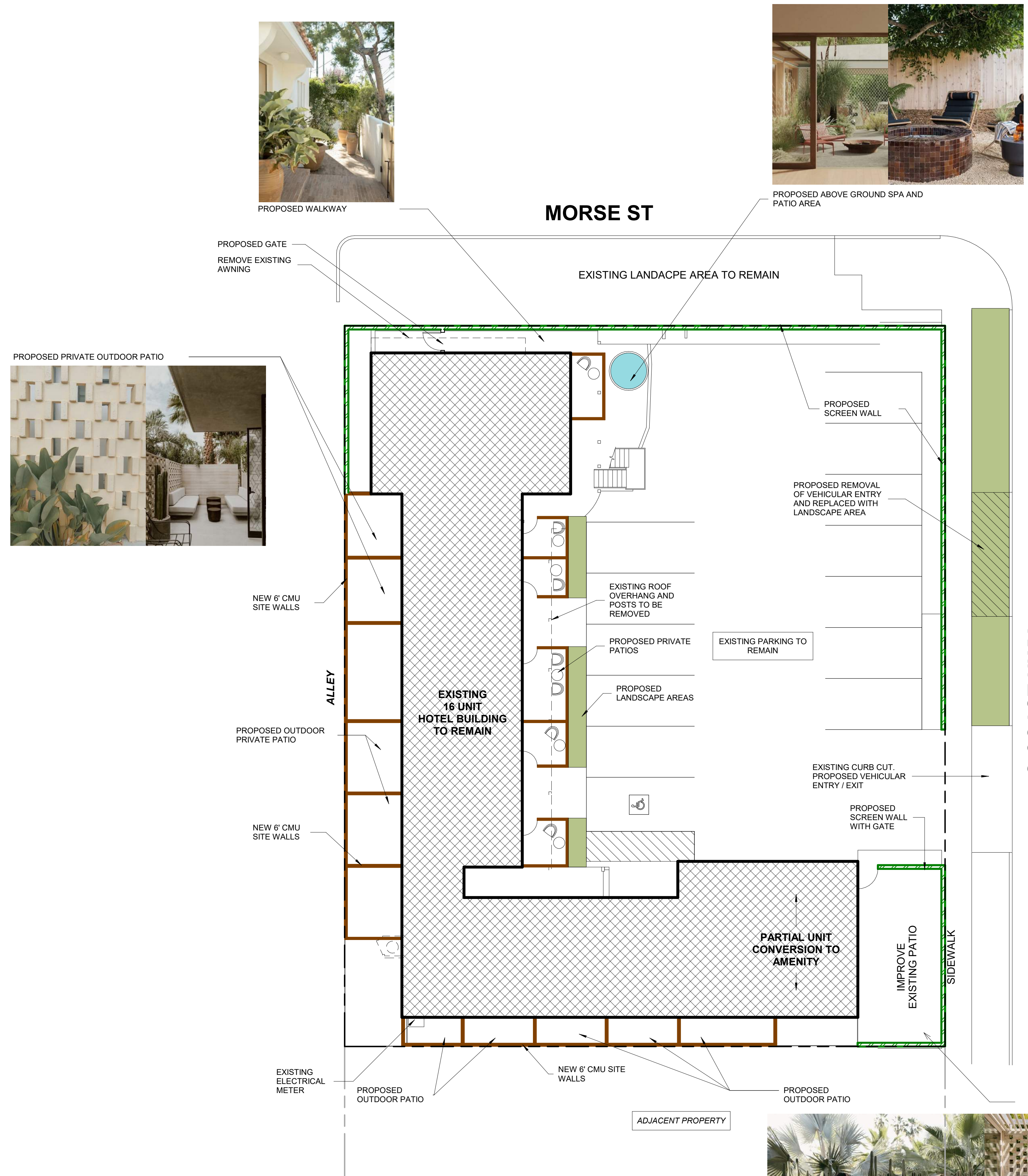
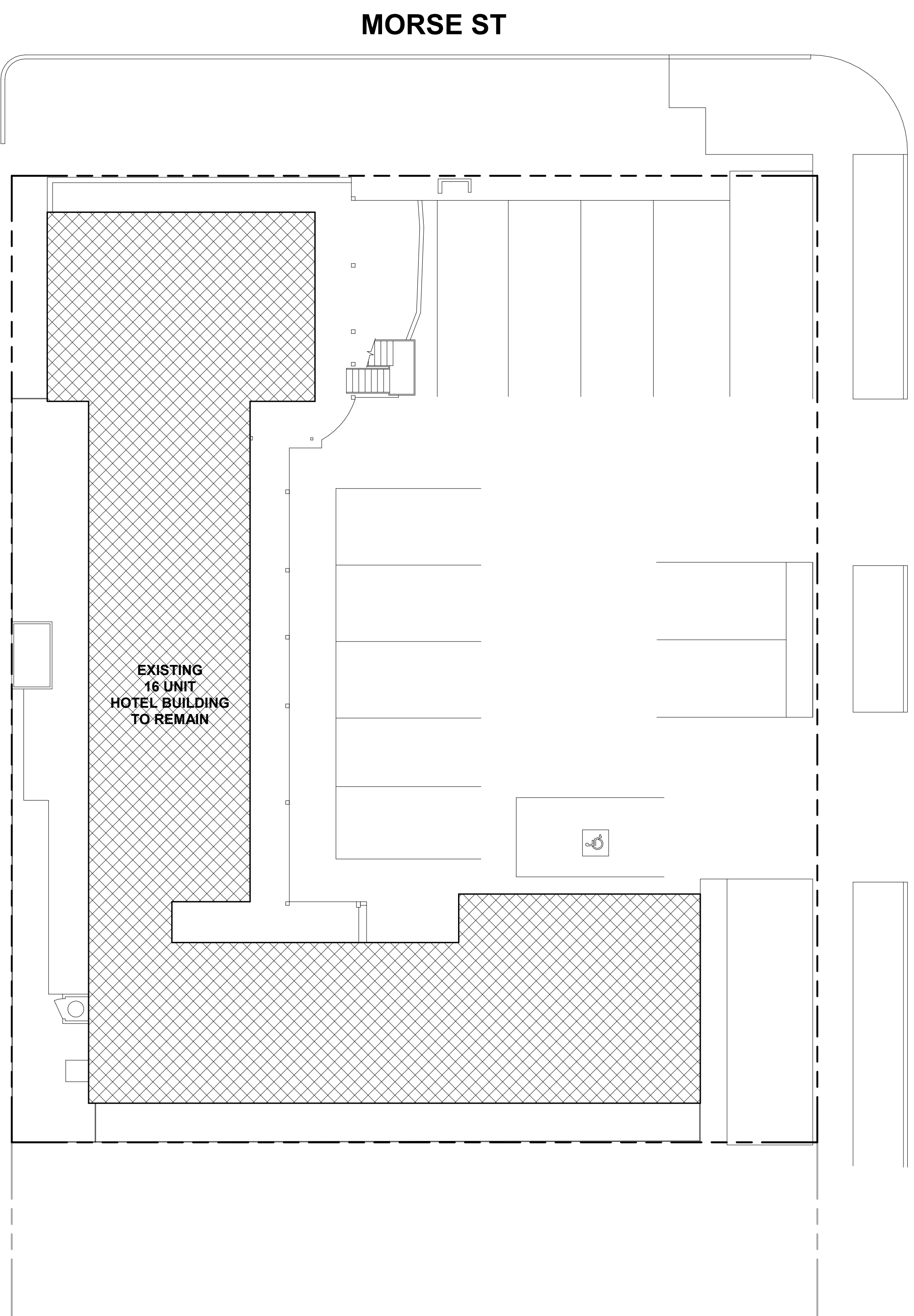
PROJECT NO. HH 1607  
 DRAWINGS PREPARED BY:  
 LINDSAY BROWN

**SHEET TITLE**  
 SITE PLANS  
**SHEET NUMBER**

**G0.01**

4/16/2026 1:34:25 PM

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# HILLTOP HOTEL

## DEVELOPERS CONFERENCE

**04-16-2026**

### **PROJECT ADDRESS:**

1607 S Coast Highway, Oceanside, CA

## **PROJECT DESCRIPTION**

This project consists of minor interior and exterior improvements to an existing 16-unit lodging facility, with no change to use, density, or building footprint.

Interior work is limited to cosmetic and functional upgrades, including bathroom remodels, new finishes, lighting, and minor reconfiguration of a front unit to create a small lobby/amenity area.

Exterior and site improvements are similarly limited in scope and include replacement of doors and windows, a new roof, exterior refinishing, and the addition of small private patio areas for guest use. Site work consists of upgrades such as new site walls, landscape improvements, and restriping of the existing parking area.

No significant grading, expansion, or intensification of the property is proposed. The project is intended to maintain and modestly enhance an existing lodging use, improving functionality and overall site appearance while also improving the surrounding area.

### **Discussion points:**

1. Permits required
2. Confirm existing unit count and use permits
3. Clarify which modifications trigger a change in the use permit or discretionary permits
4. Understand and identify building improvements, modifications, and site improvements with only ministerial building permits while maintaining the current use as a 16-unit hotel with the existing parking