

¹AGENDA
OCEANSIDE DEVELOPER'S CONFERENCE

Tuesday, January 20, 2015, 8:30 a.m.
Guajome Room

1. 8:30 a.m. - 9:30 a.m. Discussion of a proposed auto sales operation location at 1555 South Coast Highway.

Zoning: C-2 (General Commercial)
Land Use: GC (General Commercial)
Neighborhood Area: South Oceanside
Assessor Parcel Number: 153-030-20
Contact Person: Ann Gunter
Tel.: 760-692-1924
Email: ann@lightfootpg.com

2. 9:30 a.m. - 10:30 a.m. Discussion to develop a 61 unit condominium complex located at the corner of North Tremont Street and Seagaze Drive.

Zoning: OP (Office Professional)
Land Use: GC (General Commercial)
Neighborhood Area: Townsite
Assessor Parcel Number: 147-273-01 thru 04
Contact Person: Ric Brown
Tel.: 760-994-8500
Email: rdbcoinc@sbcglobal.net

Attachments:

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

¹ The developer 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.

Hertz Corporation on Coast Highway

Project Description

Developer's Conference

January 20, 2015

Hertz Corporation is proposing to locate a new regional operation site in Oceanside that will include auto sales of their off-rental cars and occasional sales of cars that have been traded in or purchased to supplement the inventory, along with a traditional rental operation.

The subject property is a partially vacant, 2.54-acre commercial property at 1555 S. Coast Highway, north of Morse Street. It is the former site of a Nissan auto dealership, that more recently was a Harley-Davidson sales facility. The entire property is developed. A showroom fronts S. Coast Highway, with service bays behind it to the west with paved areas surrounding the buildings. An additional parking lot is north of the showroom along the street. The northwest portion of the property, sitting at a lower elevation, contains another service garage, a trailer with offices, and additional paved parking. The existing parking lots are lighted, with some perimeter and interior landscaping.

The project would include updates to the existing buildings at the site, including interior renovations and upgrades. The exterior building alterations would include cosmetic upgrades, such as painting and possibly additional windows to create transparency, to update the appearance and match the national branding.

An auto sales and rental facility at this site is anticipated to need a Conditional Use Permit and Local Coastal Permit. If any other permits or approvals are needed we would like to discuss those at the meeting.

A summary of property data is presented on the following table:

Current Property Data	
Location	1555 S. Coast Highway Oceanside, CA 92054
Parcel Number	153-030-20
Property Size	2.54 acres
General Plan Designation	GC General Commercial
Zoning	C-2 General Commercial (Coastal Zoning Ordinance)

Attachments:

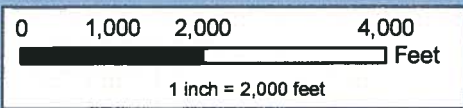
Locator Map

Aerial Map

Preliminary Site Plan



Project Site

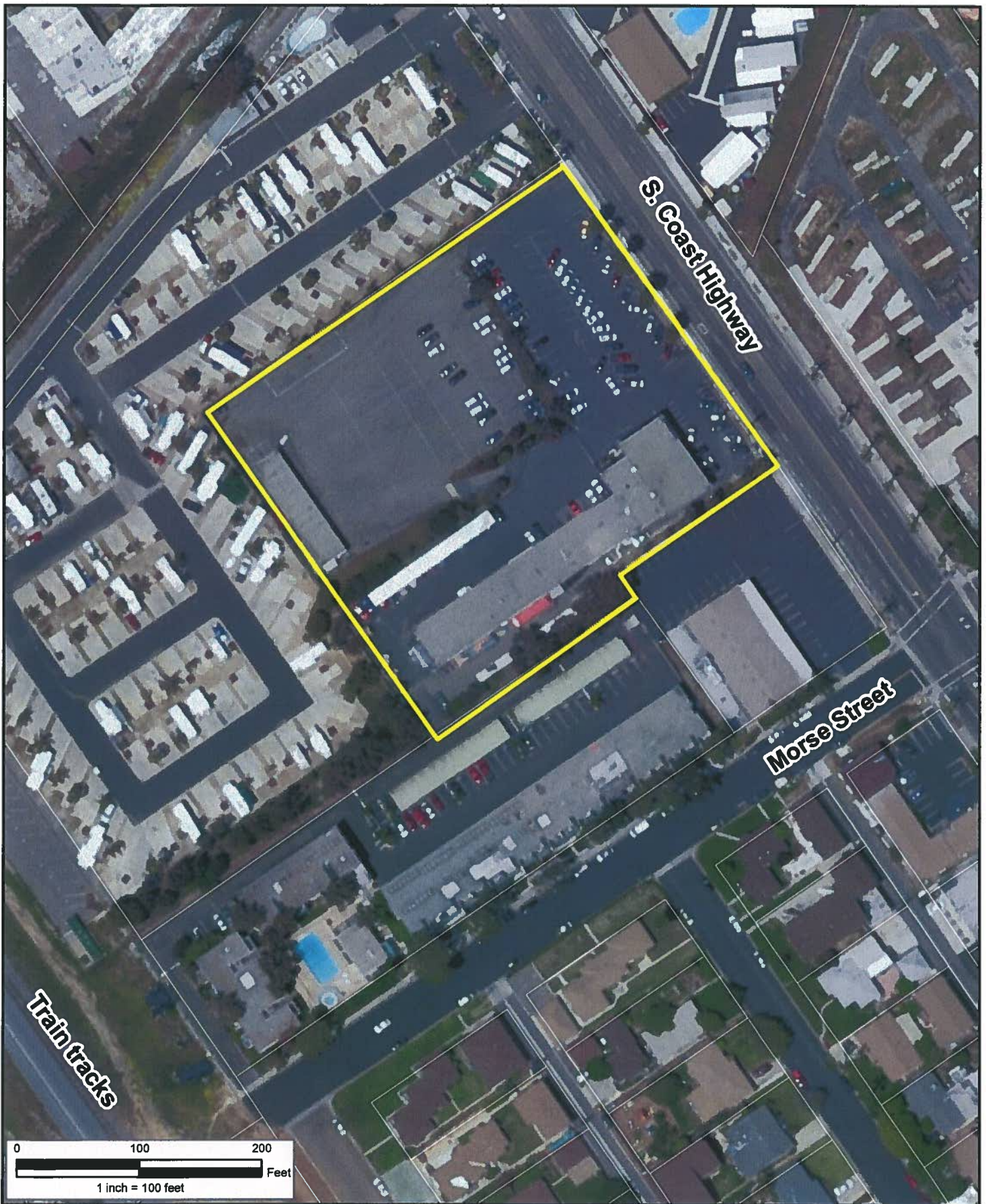


Locator Map



Hertz Automotive Rentals and Sales
APN 153-030-20

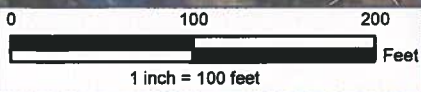
Source:
 SanGIS 1.13
 ArcGIS Online Street Map



Train tracks

S. Coast Highway

Morse Street



Aerial Exhibit



**Hertz Automotive Rentals and Sales
APN 153-030-20**

Source:
SanGIS 6-12
ArcGIS Online Imagery 2010

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Encinitas, Ca. 92024
Ph: 760-994-8500 Fx: 760-753-7654
Email: rdbcoinc@sbcglobal.net

City Of Oceanside
Attn: Vida Murrell
Development Services Dept.
Planning Division

January 5, 2015

Re: APN's: 147-273-01, 02,03, & 04

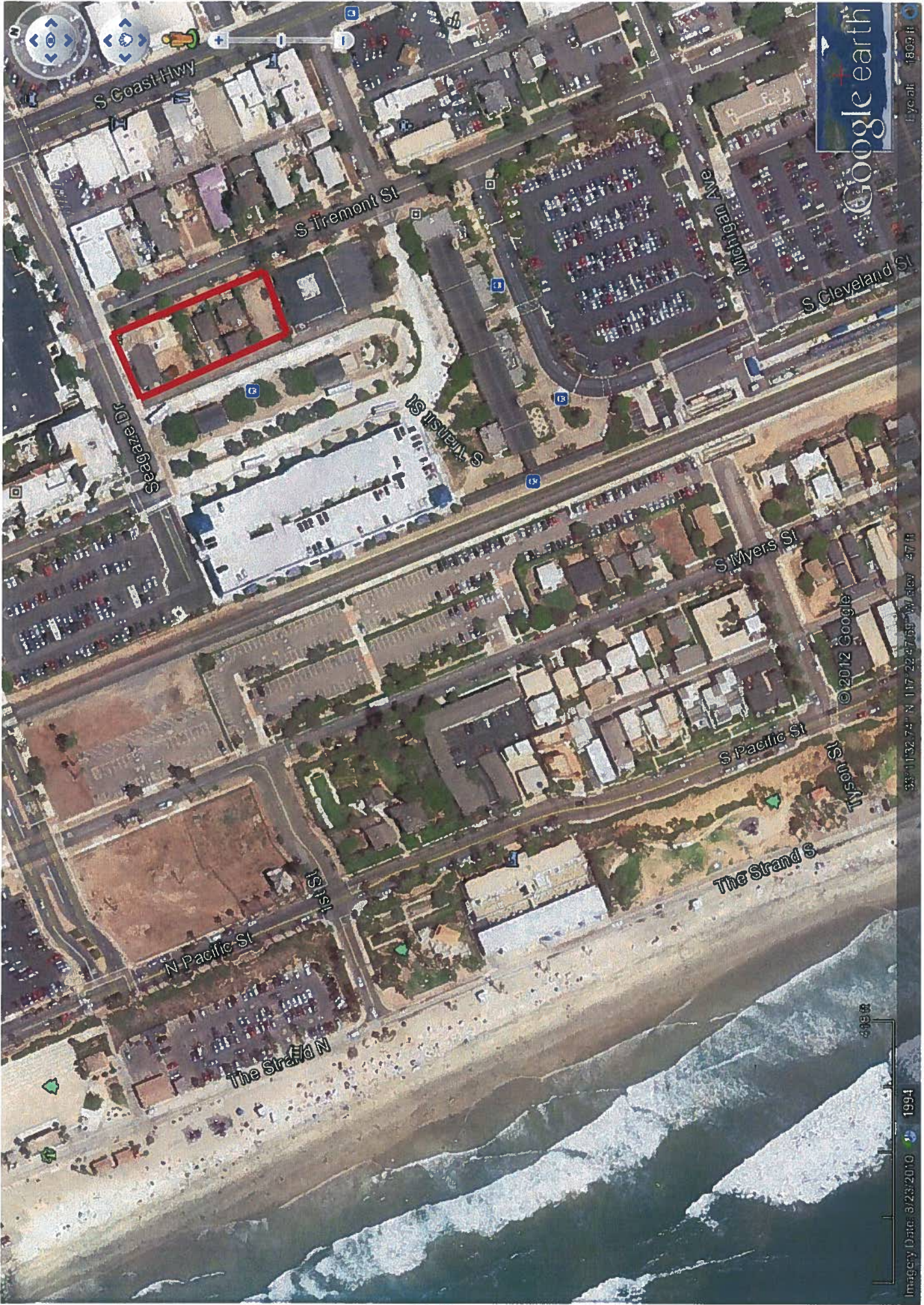
Project Description Letter

I am scheduled to have a Developers Conference on February 20, 2015. At that meeting I will have my Civil Engineer and Architect present to assist with the presentation of the proposed Tremont St. Project. This Project consists of 5 parcels, totaling, approximately 25,000 sq. ft., located at the corner of Tremont and Seagaze. I am proposing to develop a 61 Unit, Up-Scale Condominium Complex. This Building will be Six-Stories high from grade level, and will have a one level Subterranean parking area. This Project will also incorporate an approx. 5-6,000 sq. ft. Retail/Office space with frontage on Seagaze. This space will be the able to be split into four 1200-1500 sq. ft. Retail Units. The Project will consist of mostly 2 Bdrm 2 Bath Units, there may be a few 1-Bdrm Units in the mix. There will be a host of amenities included in the Structure to go along with the Up-Scale concept. The goal of the Development Team will be to make this Project a First-Class Development that will be a compliment to the direction the City of Oceanside is heading (I think we all know which direction that is). I hope this letter adequately describes the proposed Project.

Thank you for your time, I will see you on January 20th.

Respectfully

Ric Brown
R.D. Brown Co. Inc.



Google earth

1803 ft

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33° 11' 32.74" N 117° 22' 47.65" W Elev 47 ft

Imagery Date: 8/23/2010 1994



