

¹AGENDA
OCEANSIDE DEVELOPER'S CONFERENCE

Wednesday, December 5, 2018, 9:30 a.m.
City Hall South, 1st Floor, Guajome Room

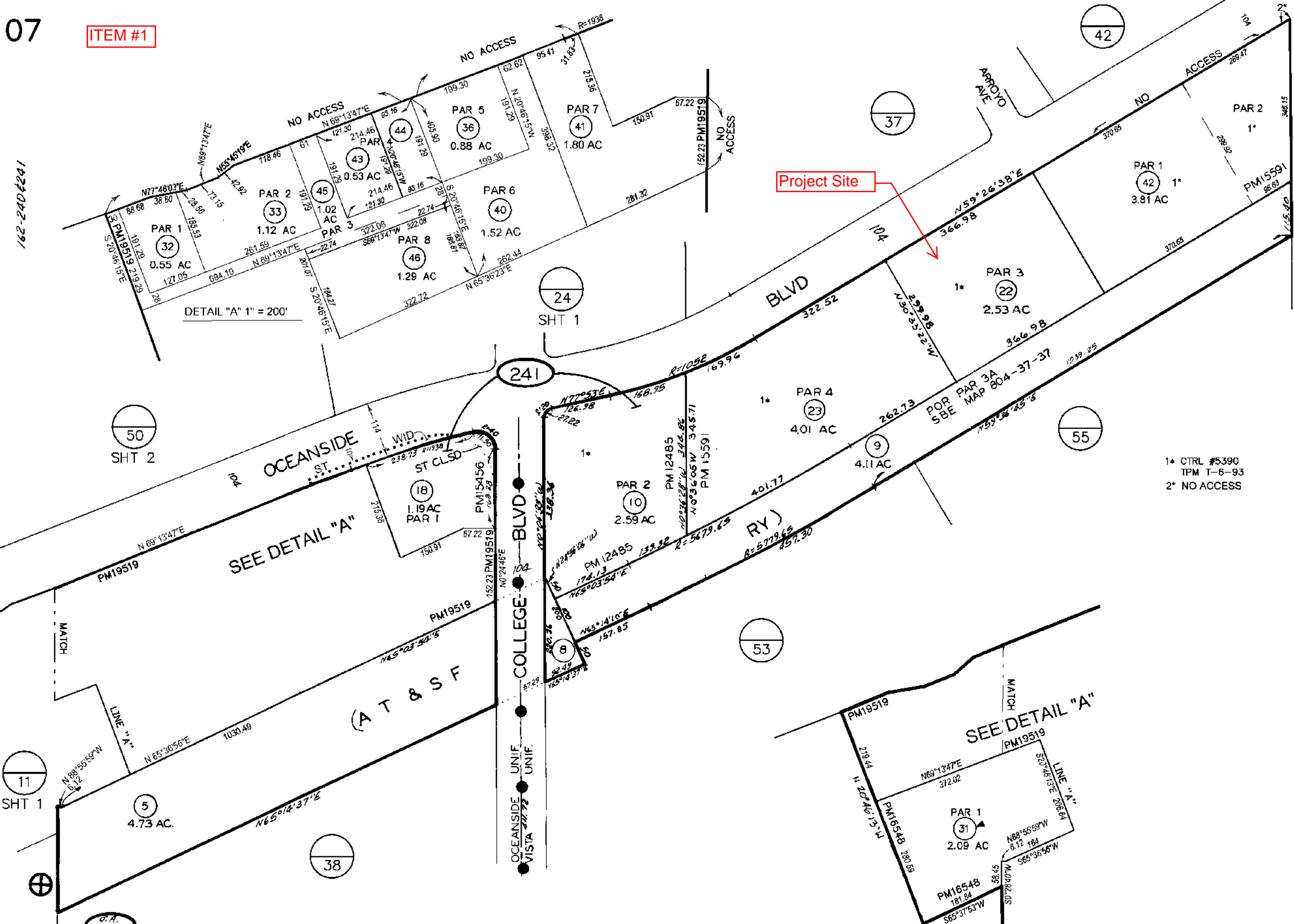
1. 9:30 - 10:30 a.m. Proposed 36,000 SF Chuze Fitness facility within a portion of 4251 Oceanside Blvd.
- Zoning:** CG-PBD-2 (General Commercial, Rancho del Oro Gateway Planned Block Development)
Land Use: General Commercial
Neighborhood Area: Ivey Ranch/Rancho del Oro
Assessor Parcel Number(s): 165-120-28
Contact Person: Kevin Kohan
Email: kevin@elvted.com
2. 10:30 - 11:30 a.m. Proposed four-story, 105,000 SF hotel (approx. 136 rooms) on a vacant 2.63 acre site at the northwest corner of Rancho del Oro and Ocean Ranch Blvd (Lot 13 of El Corazon)
- Zoning:** SP-1-09 (El Corazon Specific Plan)
Land Use: Light Industrial/El Corazon
Neighborhood Area: Ivey Ranch/Rancho del Oro
Assessor Parcel Number(s): 160-572-47 & 160-572-50
Contact Person: Jason Huber
Email: jmhuber@stirlingdev.com

Attachments:

1. Parcel Map
2. Project Description Letter
3. Conceptual Site Plans
4. Vicinity/Regional Maps

¹ 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.

1"=200'



3/5/2010 JGD

CHANGES

BLK	OLD	NEW	YR	CUT
241	240- PAR	8-13	83	1011
	45, 9	SAME		
	810	AC. CHG	83	6152
	12413	14115	85	1811
	15	PG. 52	85	221
	14	PG. 53	85	278
	16	PG. 53	87	55
	17	PG. 55	87	200
	4	18119	89	1824
	11	20-23	89	2440
	38	24, 25	92	1603
	24&25	26-29	02	1062
	26-29	30&31	02	1559
	30	32-38	03	1767
	19	39	03	1775
	32&33	SAME & ST OP	05	4679
	37&39	40&41	05	1581
	20&21	SAME & ST OP	07	4713
	20&21	42	08	1422
	35	43 & 44	09	1777
	34 & 38	45 & 46	10	1065
	42	SAME & BA. CHG	10	5599

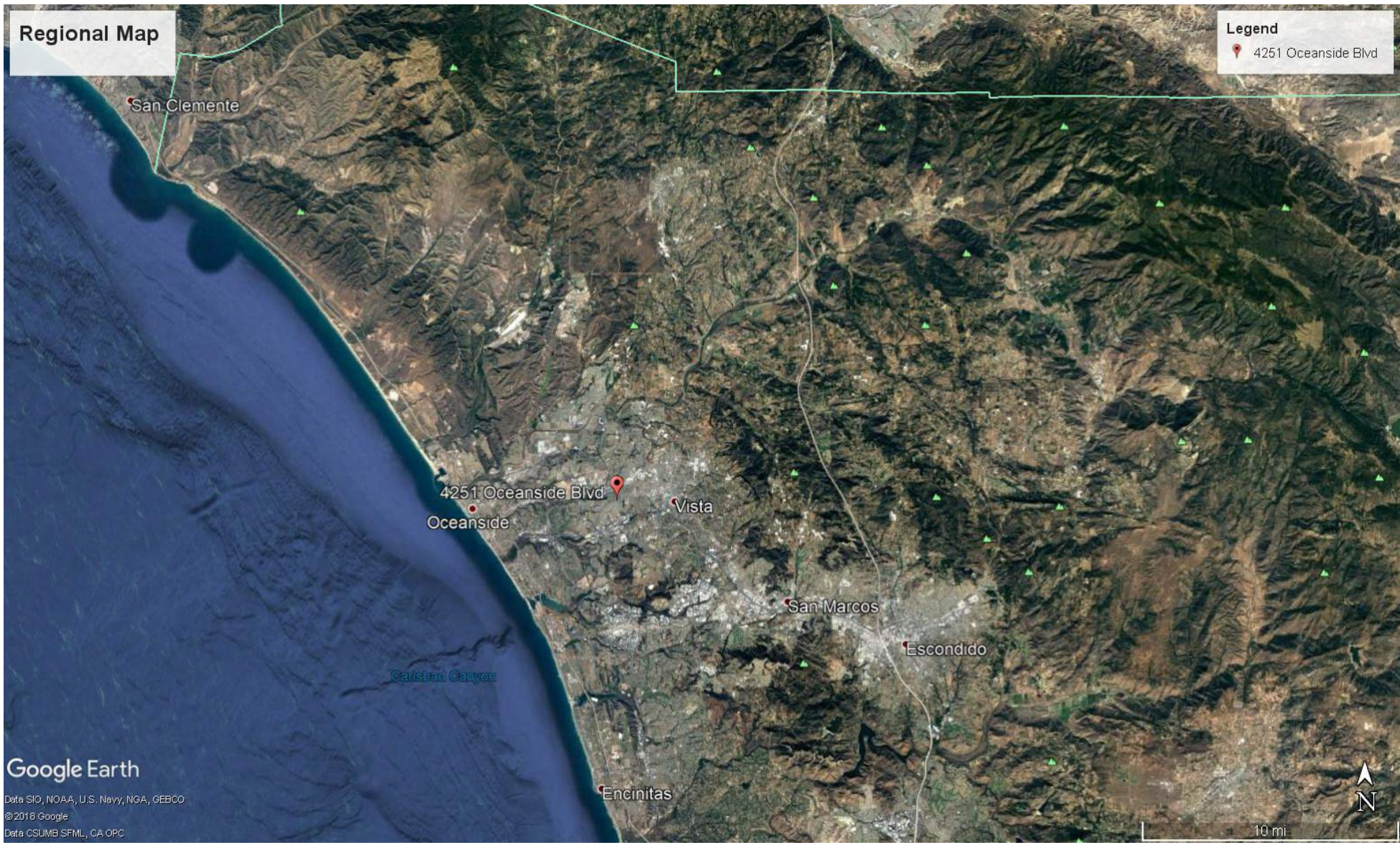
1* CTRL #5390
TPM T-6-93
2* NO ACCESS

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

SEC 22-T11S-R4W - POR.
ROS 6526, 11634

Regional Map

Legend
📍 4251 Oceanside Blvd




Google Earth

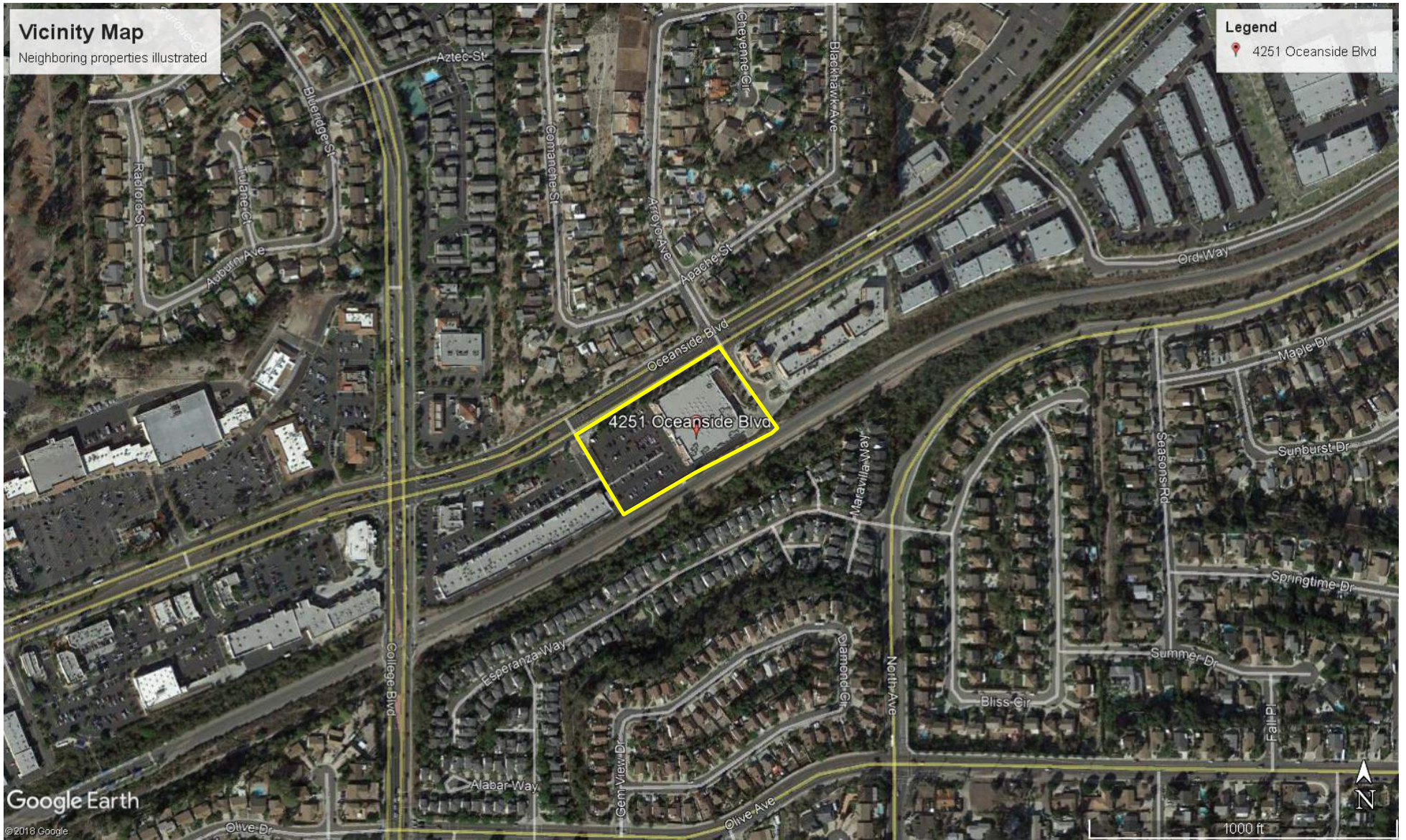
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
©2018 Google
Data CSUMB SFML, CA OPC

Vicinity Map

Neighboring properties illustrated

Legend

 4251 Oceanside Blvd



Google Earth

© 2018 Google

1000 ft



Tiffany Chen, Planner II
City of Oceanside
Planning Division
300 North Coast Highway
Oceanside, CA 92054

Re: December 5, 2018 Oceanside Developer's Conference for Chuze Fitness

Tiffany,

We appreciate the opportunity to meet with the City of Oceanside regarding our proposed Chuze Fitness facility location at 4251 Oceanside Boulevard. The property APN is 1651202800 and the site is located on the south east corner of Oceanside and College Boulevards. We understand the property is zoned Community Commercial (CC), which allows a gym pursuant to a Conditional Use Permit. Chuze Fitness proposes a tenant improvement of the former Ralphs grocery store, which is approximately 49,926 square feet. Chuze Fitness proposes dividing the approximately 49,926 square foot space with another retailer. With 36,000 square feet proposed for Chuze Fitness and 14,000 square feet for another retailer.

We understand the site currently provides 192 parking stalls, which are 9 X 18 feet. Chuze Fitness would appreciate an understanding of how many parking spaces are required for a fitness facility and if there is sufficient parking currently on-site. According to the City's Municipal Code, retail centers greater than 20,000 sq. ft. of gross floor area requires 1 space per 200 square feet. Therefore, if the former Ralphs is approximately 49,000 square feet then 245 spaces must have been required for the shopping center.

Chuze Fitness also proposes new signage and exterior façade upgrades. We would appreciate your discussion on the signage requirements for the proposed project. In addition, please provide any information on potential sewer impact fees, hydrant flow tests, landscaping requirements, or parking conditions that we should further consider.

Thank you for your time and help and we look forward to our meeting on Wednesday, December 5th at 9:30 a.m.

Best,

Kevin Kohan
Elevated Entitlements
818-451-3298

Potential Lease Location

Rancho Del Oro Gateway Center
4251 Oceanside Boulevard
Oceanside, CA 92056

Home Office

Chuze Fitness
1011 Camino Del Rio South Ste 350
San Diego, CA 92108

🏠 **Type of Use:** Fitness Facility

🏠 **Size:** Approximately 36,000 sq. ft.

🏠 **Hours of Operation:** Currently, Chuze's operating hours at 17 of our locations are from 4am Monday morning through 10pm Friday evening, and 6am-8pm Saturday & Sunday. These hours allow us to service a larger segment of the population who work non-traditional hours, such as policemen, firefighters, hospital workers, etc. We have found that less property crime occurs in centers where businesses are open because the area is more active and monitored. We have successfully done this for several years, notably in residential areas with no noise issues.

🏠 **Employee Count:**

- Projected number of full-time employees: 12
- Projected number of part-time employees: 22
- Projected total number of employees: 34
- Projected number of employees at a fully matured club, during peak time: 11

Chuze Fitness is a fitness center with price points at \$9.99, \$21.99, and \$39.99 per month depending on the amenity package desired by each member. This location will allow the company to expand and serve the people of Oceanside with a business that benefits them mentally and physically. Additionally, this location will add employees to the work force.

Chuze offers the following amenities:

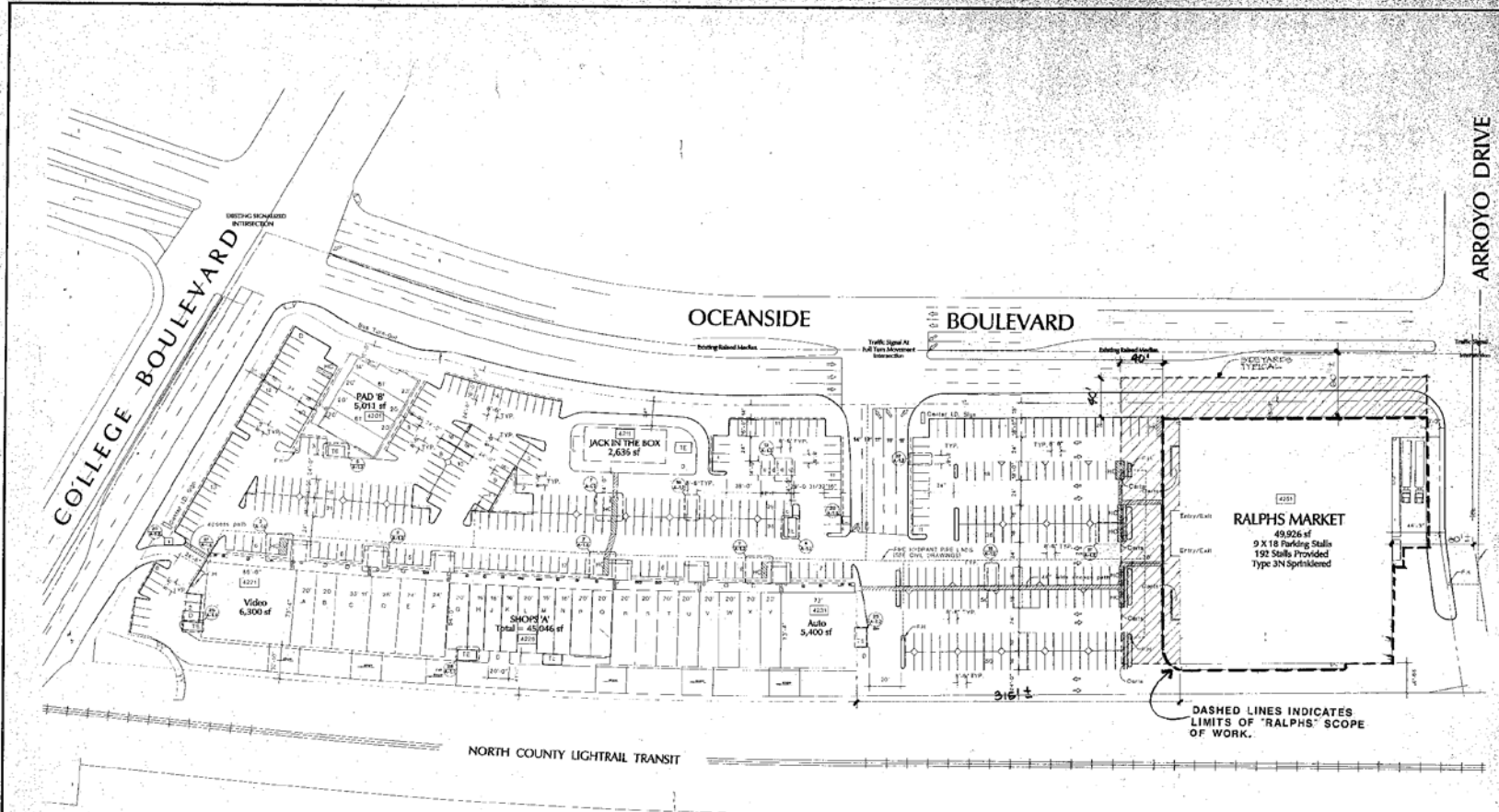
- **Child Care:** Our engaging Kids Club staff looks after the little ones while mom and dad enjoy their workout. The facility includes interactive games, organized crafts, and a kids cinema.
- **Cardio Equipment:** State of the art equipment consisting of treadmills, elliptical machines, bikes, rowing machines, and stair climbers. All cardio users can enjoy their workout and watch their favorite TV program using their personal headsets to tune into the audio.
- **Chuze Cinema:** Our cinema is filled with cardio equipment so members can enjoy their workout while watching a great movie in a theater atmosphere.
- **Weight bearing equipment:** Free weights and multiple cable weight machines can be utilized for all major muscle groups.
- **Turf Area:** Our park-like green turf offers the essence of a fun outdoor workout. This indoor area provides miscellaneous workout equipment and serves as a place to gather with friends to warm-up, stretch, or a full body workout.

- **Circuit Room:** This area gives members a time structured workout utilizing stations designed to work all major muscle groups coupled with a cardio workout.
- Our variety of group fitness classes build fitness and community through a fun and social environment. Members benefit from consistent workout schedules and the accountability of our instructors and fellow workout partners.
 - **Group Exercise:** Fun and interactive! Our safe and effectively designed workouts are led by our certified instructors. We have a variety of formats including yoga, Zumba, Les Mills classes, and various high intensity interval training (HIIT) programs.
 - **Spin/Cycle:** For bicycle enthusiasts, an instructor leads this fast-paced class while a video projects exciting places for participants to “ride”.
 - **Team Training:** The Chuze-developed MORE program offers the encouragement of personal training with the reinforcement of a group in a high energy setting. Using heart rate monitor technology, team training is designed to provide a very efficient 50-minute high intensity cardio and strength workout.
- **Pool/Spa:** The lap pool provides opportunity for aquatic exercises, including instructor led water aerobics classes. A jacuzzi is also available for our members to unwind after their workout.
- **Steam Room:** Infused with eucalyptus aromatherapy for health and relaxation in a spa-like setting.
- **Infrared Saunas:** In addition, the wet area includes teak wood saunas that utilize infrared technology. Benefits include cellular health, detoxification, and weight loss.
- **Tanning Beds:** Tanning beds are each located in a private room.
- **HydroMassage Beds:** Relaxing, therapeutic HydroMassage beds provide a full body water jet massage. The pressure of the water jets work to break down the lactic acids that build up in muscles after a workout.
- **Locker Rooms:** Men and Women’s full locker rooms include day lockers, showers, and changing rooms.
- **Smoothie Bar:** Delicious post-workout recovery smoothies, including whole foods, organic, and 100% GMO-free options. This is a convenient way for our members to replenish depleted glycogen levels after a workout, in turn, providing them with the best results.

Average Member Attendance at a Comparable Chuze Fitness Location in California:

Fullerton	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00 AM	0	0	13	15	15	13	0
1:00 AM	0	0	8	8	8	7	0
2:00 AM	0	0	6	6	6	4	0
3:00 AM	0	1	10	11	10	9	0
4:00 AM	0	33	36	33	32	26	0
5:00 AM	1	47	58	57	52	47	1
6:00 AM	31	45	55	50	51	46	58
7:00 AM	38	54	62	59	61	58	56
8:00 AM	48	113	141	142	139	110	99
9:00 AM	52	97	109	95	98	88	94
10:00 AM	54	70	74	70	66	61	79
11:00 AM	49	61	65	63	62	57	61
12:00 PM	46	61	60	57	55	52	56
1:00 PM	45	57	57	54	52	47	53
2:00 PM	43	61	66	62	57	48	50
3:00 PM	39	71	77	76	68	56	46
4:00 PM	40	97	98	98	85	65	44
5:00 PM	44	146	135	138	120	83	47
6:00 PM	54	196	175	175	147	101	54
7:00 PM	24	152	152	139	132	83	24
8:00 PM	1	120	115	112	97	67	0
9:00 PM	0	86	86	85	79	25	0
10:00 PM	0	70	59	65	54	1	0
11:00 PM	0	41	38	41	36	0	0





ARROYO DRIVE

OCEANSIDE BOULEVARD

COLLEGE BOULEVARD

NORTH COUNTY LIGHTRAIL TRANSIT

SITE PLAN
SCALE: 1" = 40'



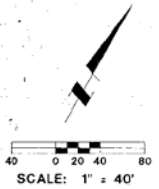
ALL PROPERTY LINES, BASEMENTS and BUILDINGS, EXIST. EXCEPTING and PROPOSED, ARE SHOWN ON THIS SITE PLAN.

"FOR REFERENCE ONLY"
THIS IS INCLUDED FOR MARKET / REFERENCE ONLY. SITE DEVELOPMENT / SHOP BUILDINGS ARE UNDER SEPARATE CONTRACT / PERMIT AND ARE NOT A PART.

TABULATIONS

433 ACRES
STREET OF LOT
SQ. FT. OF BUILDING AREA
TOTAL OF NET LAND AREA
SQ. FT. LAND TO BE BUILT UPON
MAXIMUM PARKING SPACES

SOFTSIDE	CONCRETE	ASPH.	PROV'D
102,215	478	478	



RDO Gateway Shopping Center

OCEANSIDE
OCEANSIDE BLVD., OCEANSIDE, CALIFORNIA
V.R.D.O. Plaza Partnership
10000 Central Express Road, Suite 200, San Diego, CA 92128
(619) 444-1000

BICKEL UNDERWOOD

A CALIFORNIA CORPORATION
JAMES S. BICKEL, JR., ARCHITECT
3600 Birch Street, Suite 220, Newport Beach, CA 92660
714-757-0411 FAX 714-757-0511

DRAWN: R.K.W.
DATE: 10/29/95
CHECKED: J.P.B.
PROJECT NO.: 101-95
SHEET TITLE: SITE PLAN

SHEET NO. A-1.1

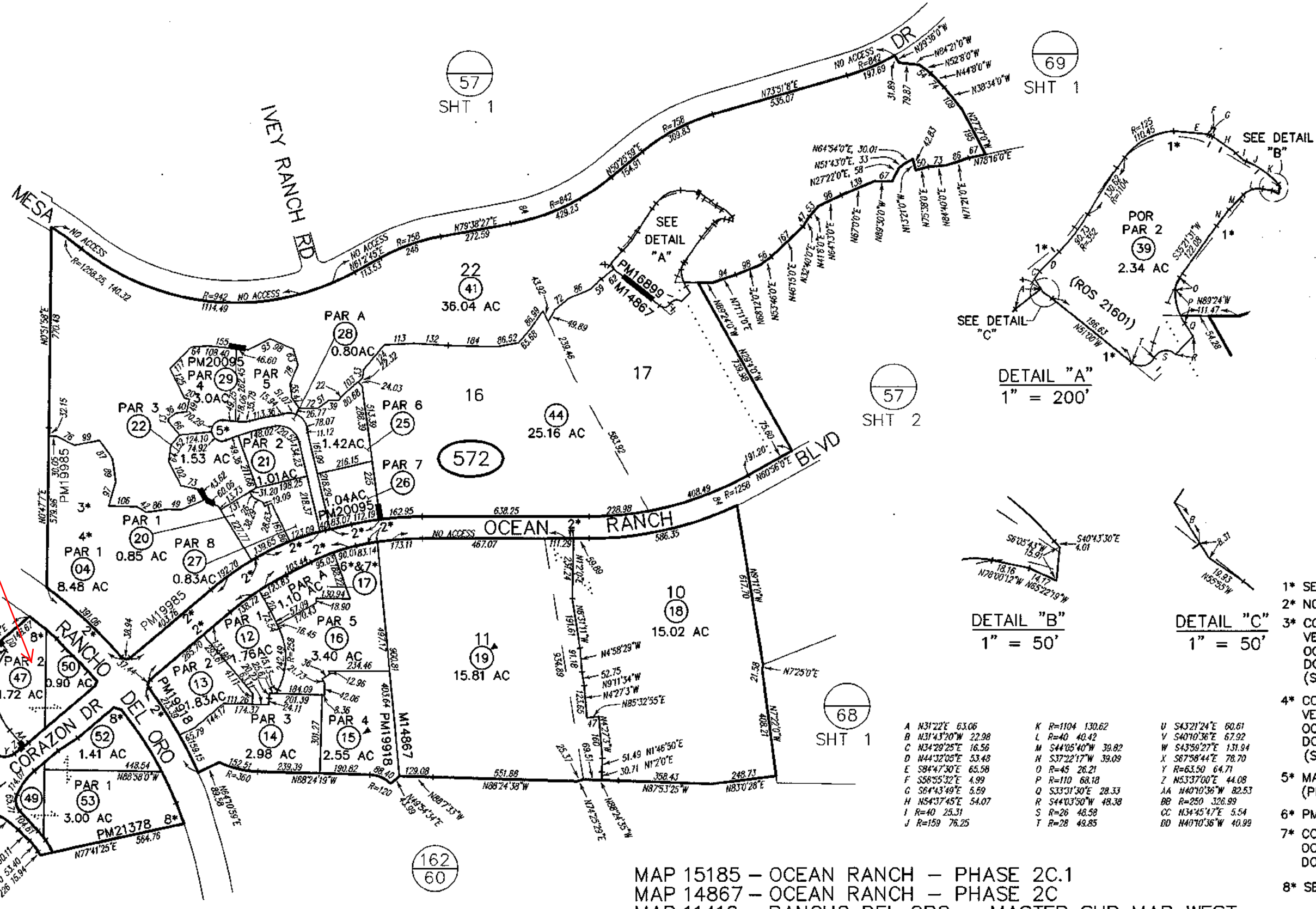
CHANGES

BLK	PRIOR APN	NEW APN	YR	CUT NO
572		01 THRU 10	05	137
	-571-10	11	05	10107
	03	12 THRU 17	07	1113
	04	SAME & ACC RTS	07	5529
	01 & 02	18 & 19	07	1536
	05	20-28	07	1553
	04	SAME & CONDO	07	787
	16	SAME & ACC RTS	08	5536
	23 & 24	29	10	1296
	11	30 THRU 32	10	1634
	07 THRU 09	33 THRU 38	12	1159 CANG
	30 THRU 38	39 THRU 41	12	1181
	PAR 152 - 082-50	42 & 43	12	1506
	06 & 40	44	15	1009
	42	45 & 46	16	1239 CANG
	19	SAME & ACC RTS	16	5652
	10, 42 & 45	47 THRU 54	17	1446
	48, 51 & 54	KILL	18	1485 CANG

- 1* SEE M14867 FOR BRGS & DIST
- 2* NO ACCESS
- 3* CONDO VENTURE COMMERCE CENTER OCEAN RANCH PHASE I DOC2006-0315425 (SEE SHT 4)
- 4* CONDO VENTURE COMMERCE CENTER OCEAN RANCH PHASE II DOC2006-0556952 (SEE SHT 4)
- 5* MARITIME WAY (PRIVATE ST)
- 6* PM20275
- 7* CONDO (PEND) OCEAN RANCH-P-10-05 DOC2007-0434118
- 8* SEE PM21378 FOR BRGS & DIST

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07



- A N31°22'E 63.06
- B N31°43'20"W 22.98
- C N34°29'25"E 16.56
- D N44°32'05"E 53.48
- E S84°47'30"E 65.58
- F S56°55'32"E 4.99
- G S64°43'49"E 5.59
- H N54°37'45"E 54.07
- I R=40 25.31
- J R=159 76.25
- K R=1104 130.62
- L R=40 40.42
- M S44°05'40"W 39.82
- N S37°22'17"W 39.09
- O R=45 26.21
- P R=110 68.18
- Q S33°31'30"E 28.33
- R S44°03'50"W 48.38
- S R=26 48.58
- T R=28 48.85
- U S43°21'24"E 60.61
- V S40°10'36"E 67.92
- W S43°59'27"E 131.94
- X S67°58'44"E 78.70
- Y R=63.50 64.71
- Z N53°37'00"E 44.08
- AA N40°10'36"W 82.53
- BB R=250 326.99
- CC N34°45'47"E 5.54
- DD N40°10'36"W 40.99

MAP 15185 - OCEAN RANCH - PHASE 2C.1
 MAP 14867 - OCEAN RANCH - PHASE 2C
 MAP 11410 - RANCHO DEL ORO - MASTER SUB MAP WEST
 ROS 18354, 21601

Project Description Letter Ocean Ranch – Lot 13 North

Project Location:

NW Corner of Rancho Del Oro and Street “B” (Ocean Ranch Blvd.)

APN:

160-572-47-00 and 160-572-50-00

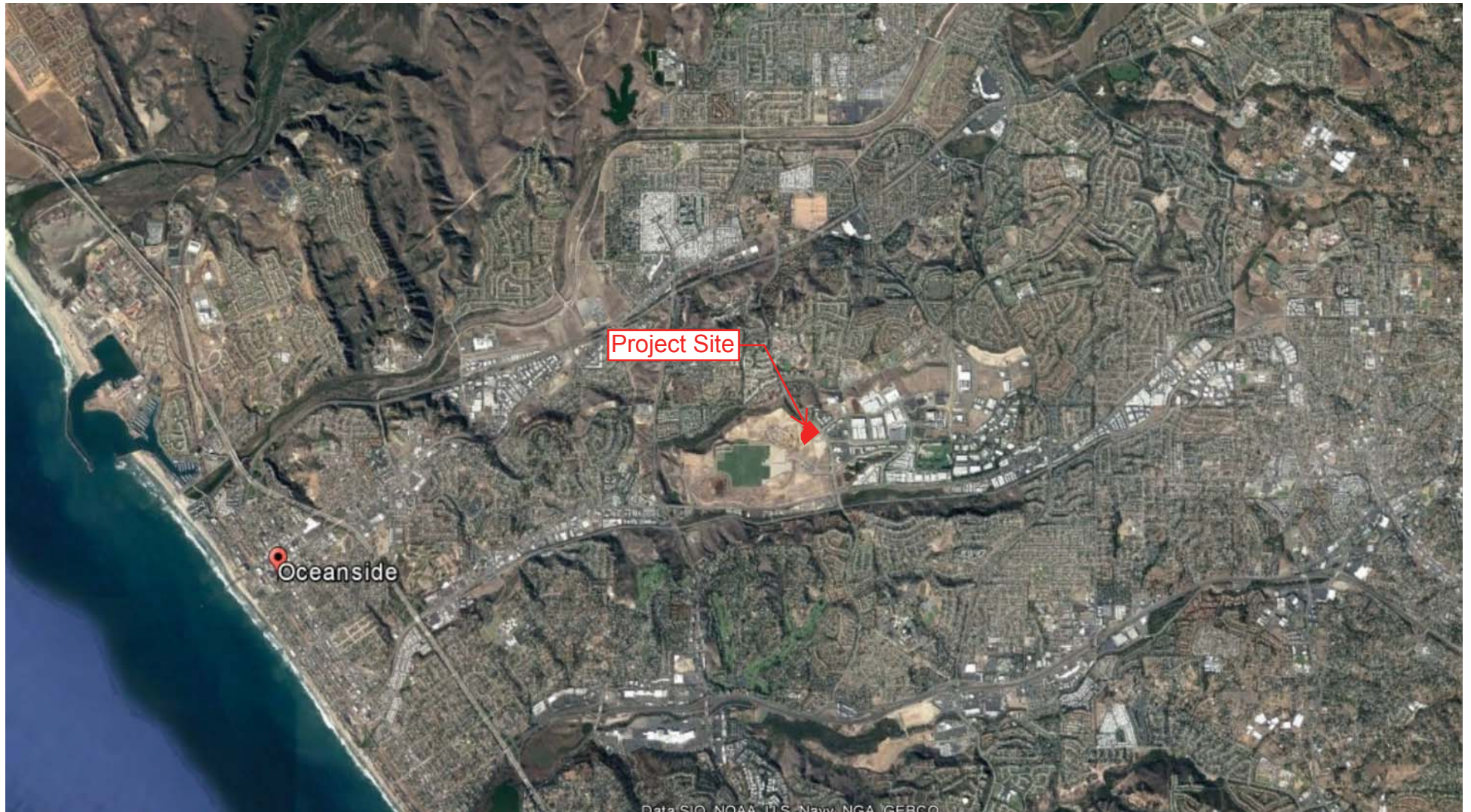
Project Description:

The proposed project is for the construction of a new hotel building and all necessary site improvements (i.e. utilities, landscape, asphalt paving, etc.) on a 2.63 acre vacant site. The proposed four story hotel is approximately 105,000 sf in total floor area with an estimated 136 guest rooms. The planned hotel amenities include:

- Lobby/Reception area
- Dining Room
- Conference Room
- Gym
- Exterior Pool and Spa

All amenities are located on the ground floor with guest rooms filling out the ground level in addition to levels 2-4.

The proposed project site is located in the El Corazon Specific Plan area. All building and landscaping will be in accordance with the specific plan design guidelines.

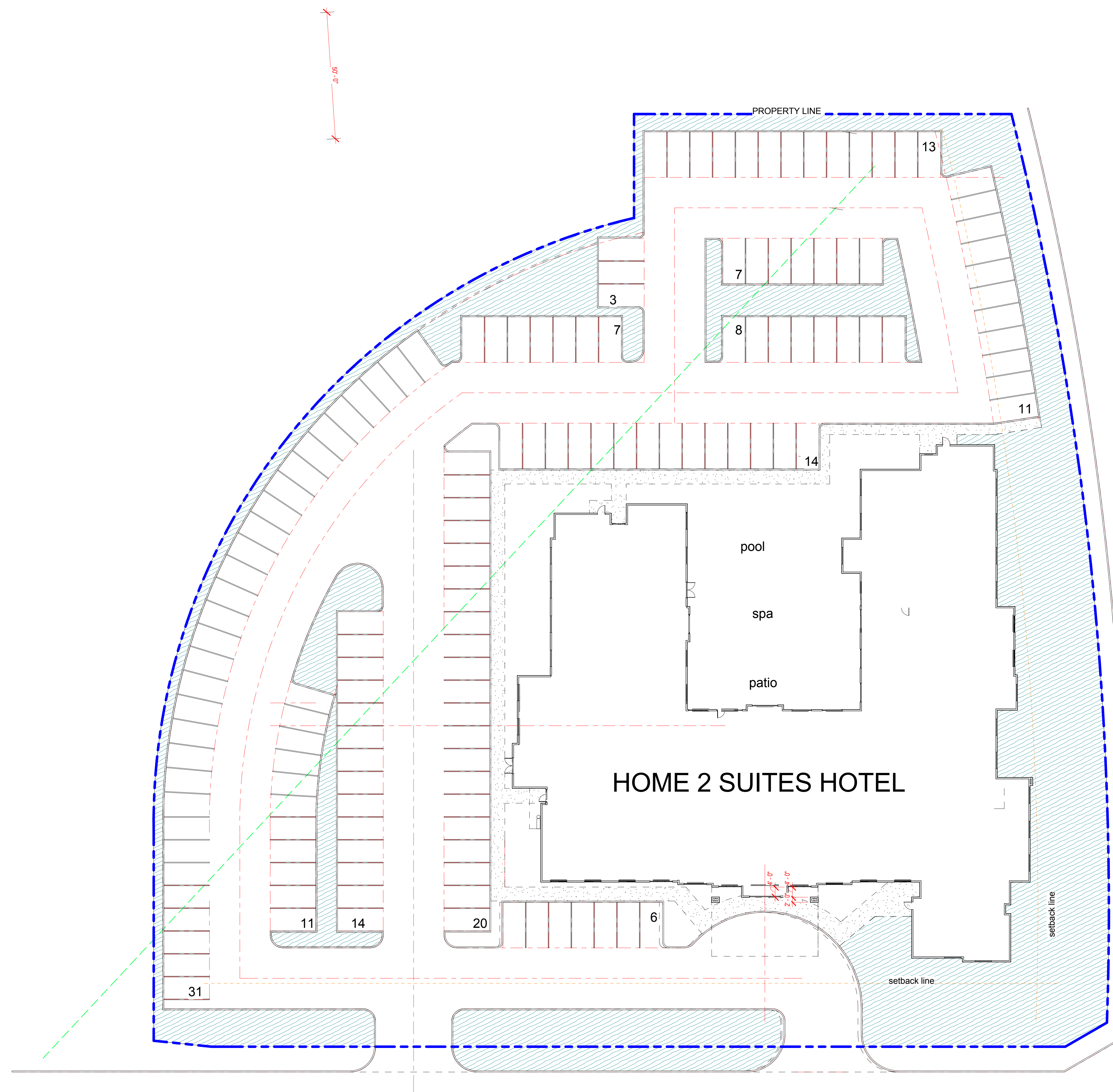


REGIONAL MAP
OCEAN RANCH – LOT 13 NORTH
OCEANSIDE, CA



VICINITY MAP

OCEAN RANCH – LOT 13 NORTH
OCEANSIDE, CA



Site Statistics	
Parking	142 stalls
Hotel	4 story
one bedroom suites	44
king + dq	92
total rooms	136



