

¹AGENDA
OCEANSIDE DEVELOPER'S CONFERENCE*

Wednesday, April 8, 2020

***Please note that an in-person Developer's Conference meeting will not be held. Written comments will be provided to the applicant through email. Reviewers- please still use the usual Developer's Conference comment sheet template and upload to TRAKiT by noon on 4/8. Thank you!**

1. Proposed remodel of the existing Ocean Breeze Inn, located at 2020 S. Coast Hwy, into a boutique hotel with a pool and restaurant/lounge/bar area. Parking is proposed to be off-site valet.

Zoning: C2 (Coastal General Commercial)

Land Use: Coastal General Commercial

Neighborhood Area: South Oceanside

Assessor Parcel Number: 155-032-20

Contact Person: Steve Poovey

Email: spoovey@gmail.com

2. Proposed senior residential care/assisted living facility on a vacant property located at 3698 Vista Way. Zone change from RS (Single-Family Residential) to medium- or high-density residential would be required.

Zoning: RS (Single-Family Residential)

Land Use: SFD-R (Single-Family Detached Residential)

Neighborhood Area: Mira Costa

Assessor Parcel Number: 165-360-59

Contact Person: Terry Strom

Email: terrystrom@stromint.com

Attachments:

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

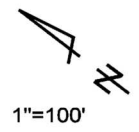
¹ The Developer's Conference provides an informal forum for prospective applicants to receive preliminary input from City staff on conceptual plans that may or may not ultimately evolve into formal application submittals. These conferences do not constitute public meetings; consequently, conference attendance 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.

07

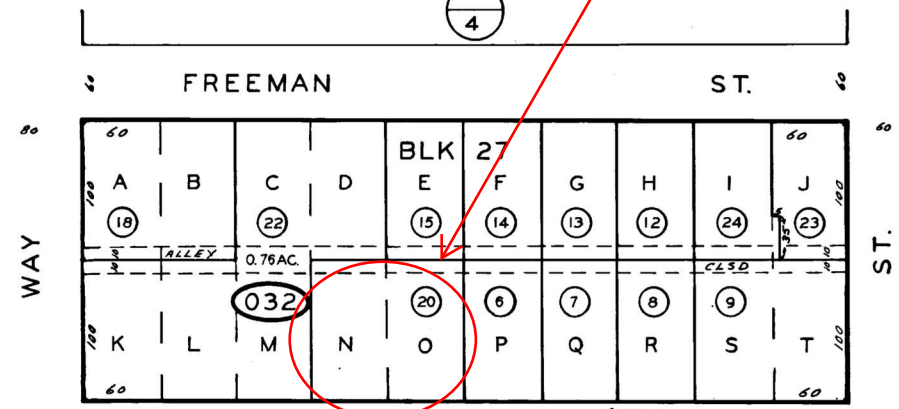
Project Site

155 - 02, 03 & 12

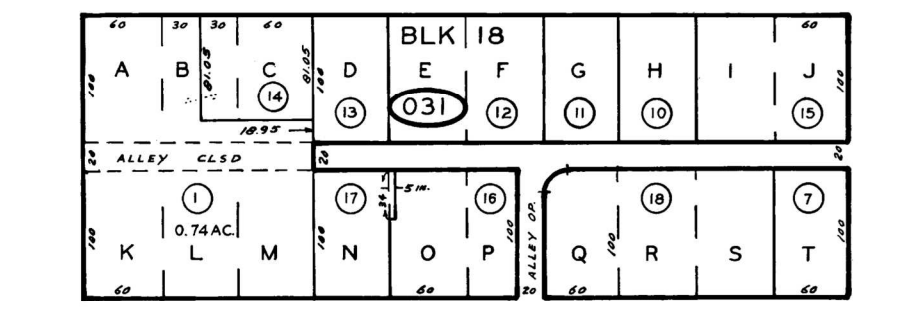
155 - 03



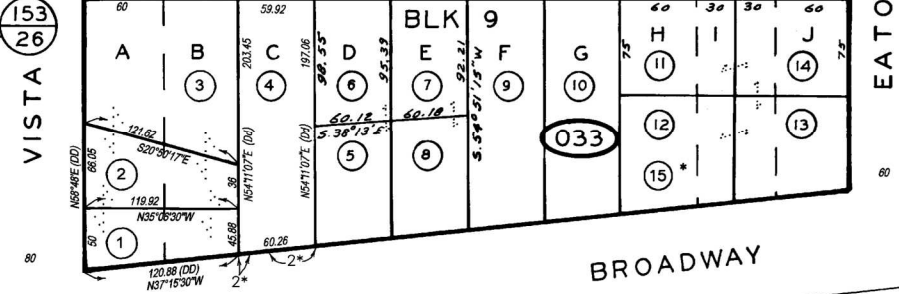
THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.



153/27 M 301 S M 622 (HILL COAST M 301 M 622

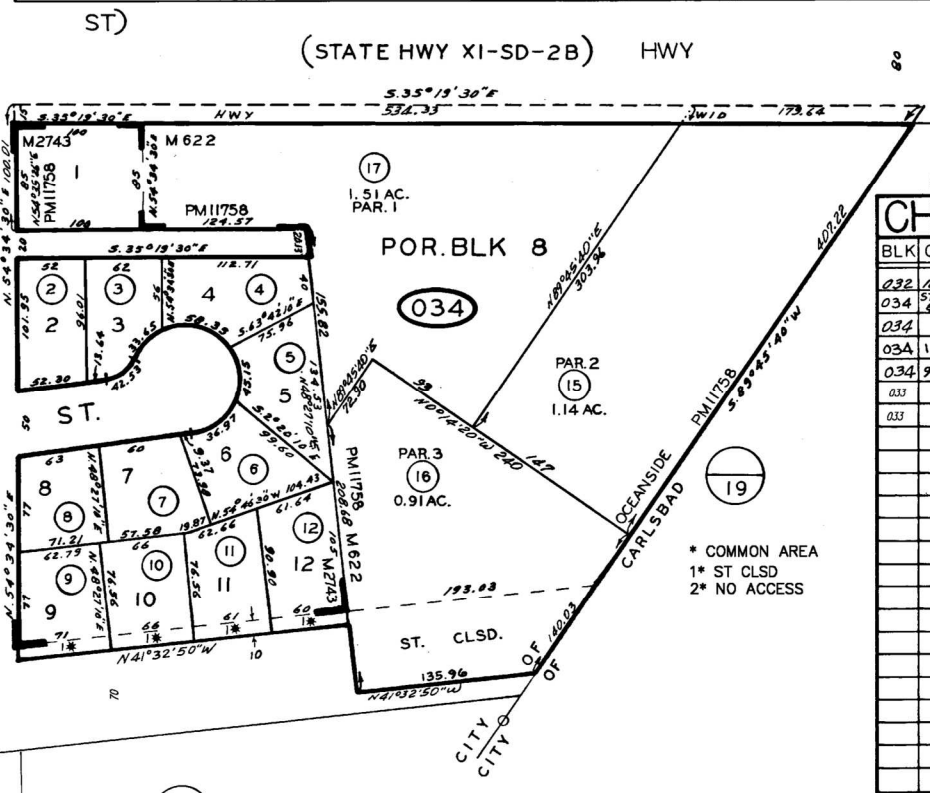


M 622 M 301 TREMONT M 622 M 301



153/26 VISTA EATON BROADWAY

3.0.3 5.30.73 SAN DIEGO COUNTY ASSESSOR'S MAP BOOK 155 PAGE 03



10 SHT 1 MAP 2743 - ST.MALO TERRACE - LOTS 1-12 MAP 622 - SOUTH OCEANSIDE REFILED 1890 MAP 301 - SOUTH OCEANSIDE CORRECTION BLKS 8, 9, 18 & 27 - ROS 4240, 17392, 21240

07/05/18 ARS

CHANGES				
BLK	OLD	NEW	YR	CUT
032	10/11	23/24	78	1333
034	8/13	SAME	82	5550
034	13	14-16	85	2182
034	1 & 14	17	88	1970
034	9-12	SAME	92	5627
033	4	SUM + ACC RTS	16	3876
033	12	12 SPTS & 15	19	1112

* COMMON AREA
1* ST CLSD
2* NO ACCESS

Project Description Letter: The South Oceanside Hotel 2020 South Coast Highway

March 26, 2020

City of Oceanside

Development Services Department, Planning Division
300 N. Coast Hwy
Oceanside, CA 92054

Dear City of Oceanside,

We recently purchased the Ocean Breeze Inn at 2020 South Coast Highway, with the goal/intention of revitalizing it into a destination boutique hotel.

We're excited about the development, culture, and attraction of South Oceanside that has made it become 'the new Brooklyn of North County' (SD Magazine).

With some of San Diego's top restaurants, coffee shops, and beaches within a short bike ride or walk away, we love the location of this property, and eagerly anticipate the saltwater restoration of the lagoon, and the planned pedestrian bridge connecting South O with North Carlsbad. We hope to be a place where guests will check in, hang out, and maximize their opportunities to support local business by foot and by bike.

Our biggest hurdle? The Ocean Breeze Hotel was developed as one of many motor hotels along PCH designed for efficiency and convenience as people mostly pass through. That devolved into places that attracted crime and neglect. Values are severely limited where guests park literally feet away from their doors. The average nightly rates of comparables like Oceanside Inn & Suites (to the north) and Scandia Motel (to the south) hover around \$50/night. This creates a vicious cycle where motels attract guests that can least support local businesses.

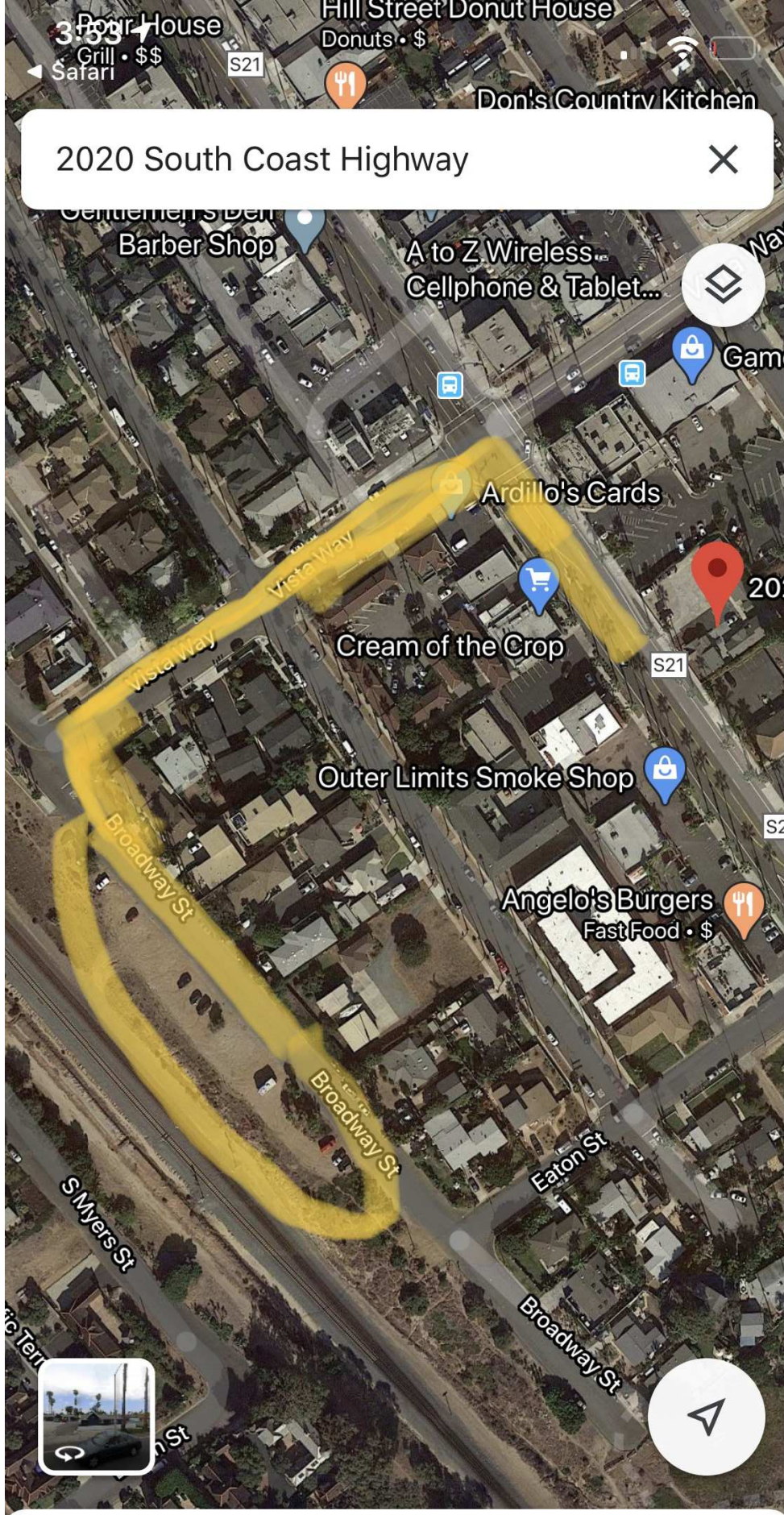
The solution? Offer amenities, such as a pool and restaurant/bar/lounge area. To accomplish this, we propose converting the existing parking lot into a short term parking/ check in area, offering valet service where guests could keep their cars parked along the railroad two blocks away. We would take advantage of our location along the coastal bike trail by offering beach cruisers and encourage guests to 'keep it local' by utilizing the Cassidy St. and Buccaneer Park public beach access points, and the amazing collection of South Oceanside businesses blocks away.

Our inspiration began with the Ace and Jupiter hotels in Portland, Oregon, and has since proliferated to the likes of Ruschmeyer's in Montauk, NY, Noon Lodge in Big Bear Lake, The Pearl Hotel in Point Loma, and Hotel Joaquin in Laguna Beach. They primarily take turn of the century architecture, and revitalize into design forward, amenity-driven spaces where people make the hotel itself the destination, and the hub of exploration and spending. South O is ready, and would benefit greatly from a landmark hotel like the one we are envisioning.

Thank you for your consideration and feedback!

Sincerely,

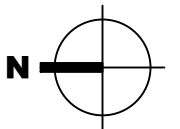
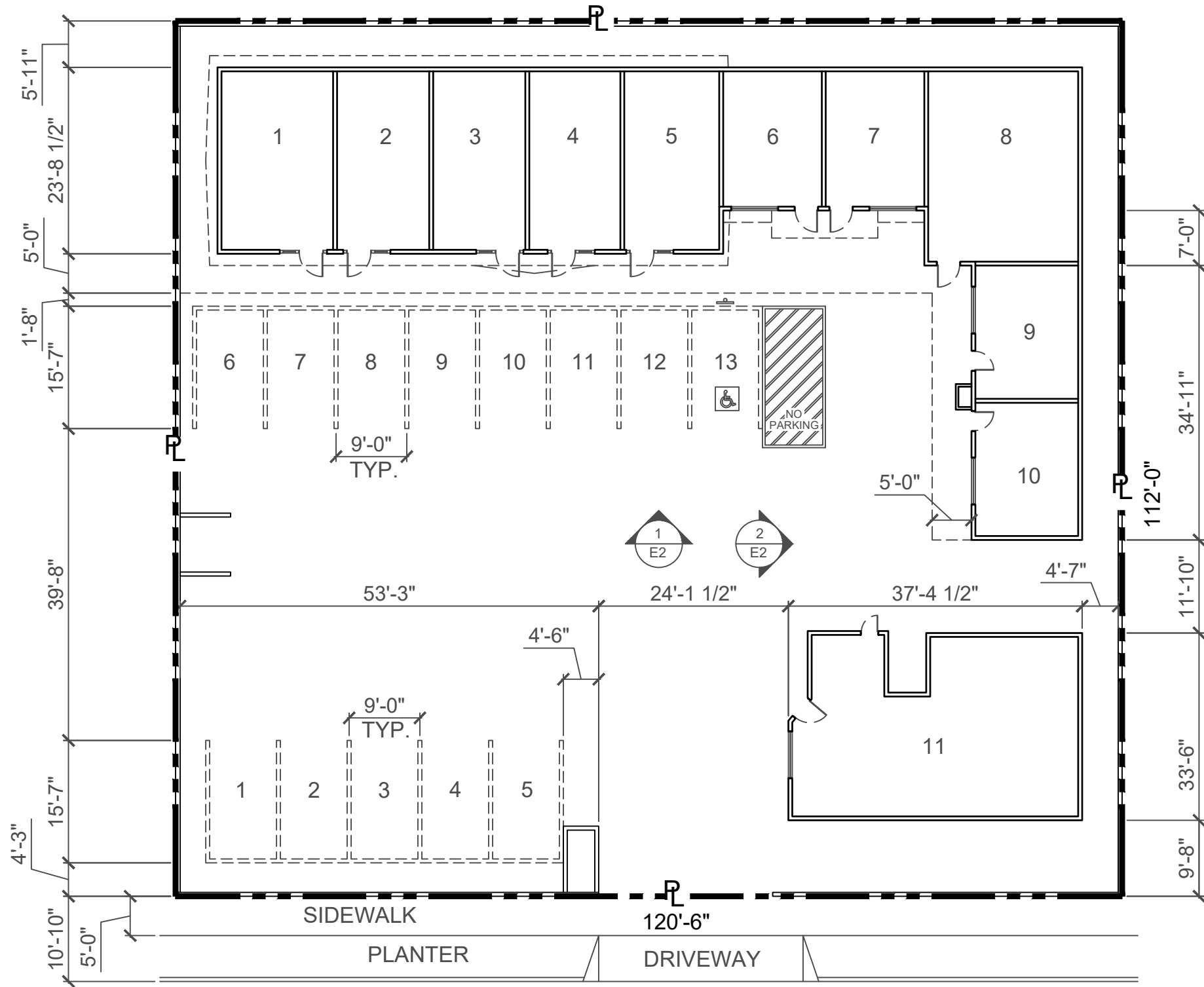
Steve Poovey (Owner/Developer), Mark Bausback (Architech) & Bells & Whistles (Designer)

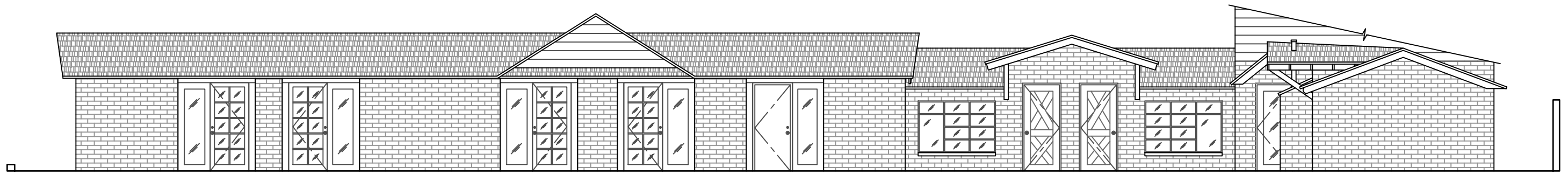


2020 S Coast Hwy

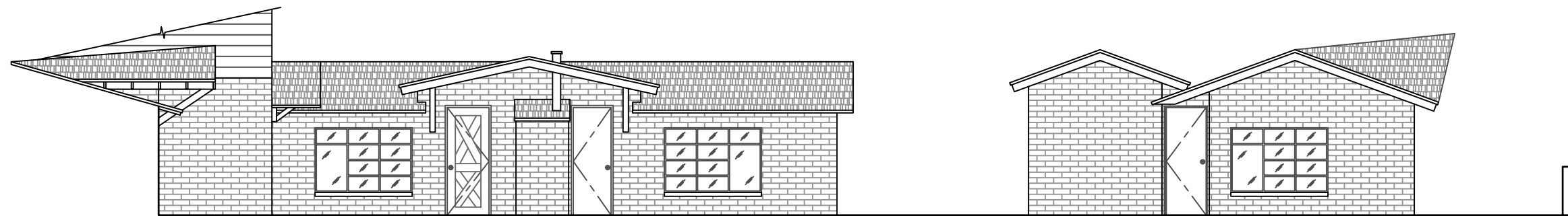
2020 S Coast Hwy, Oceanside, CA 92054

🚗 9 min

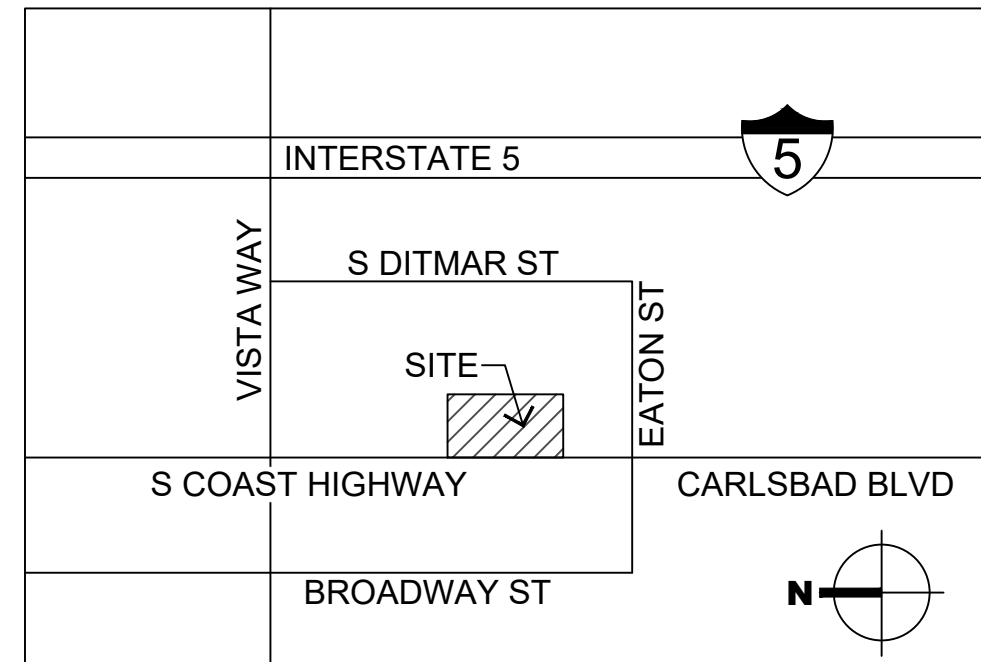
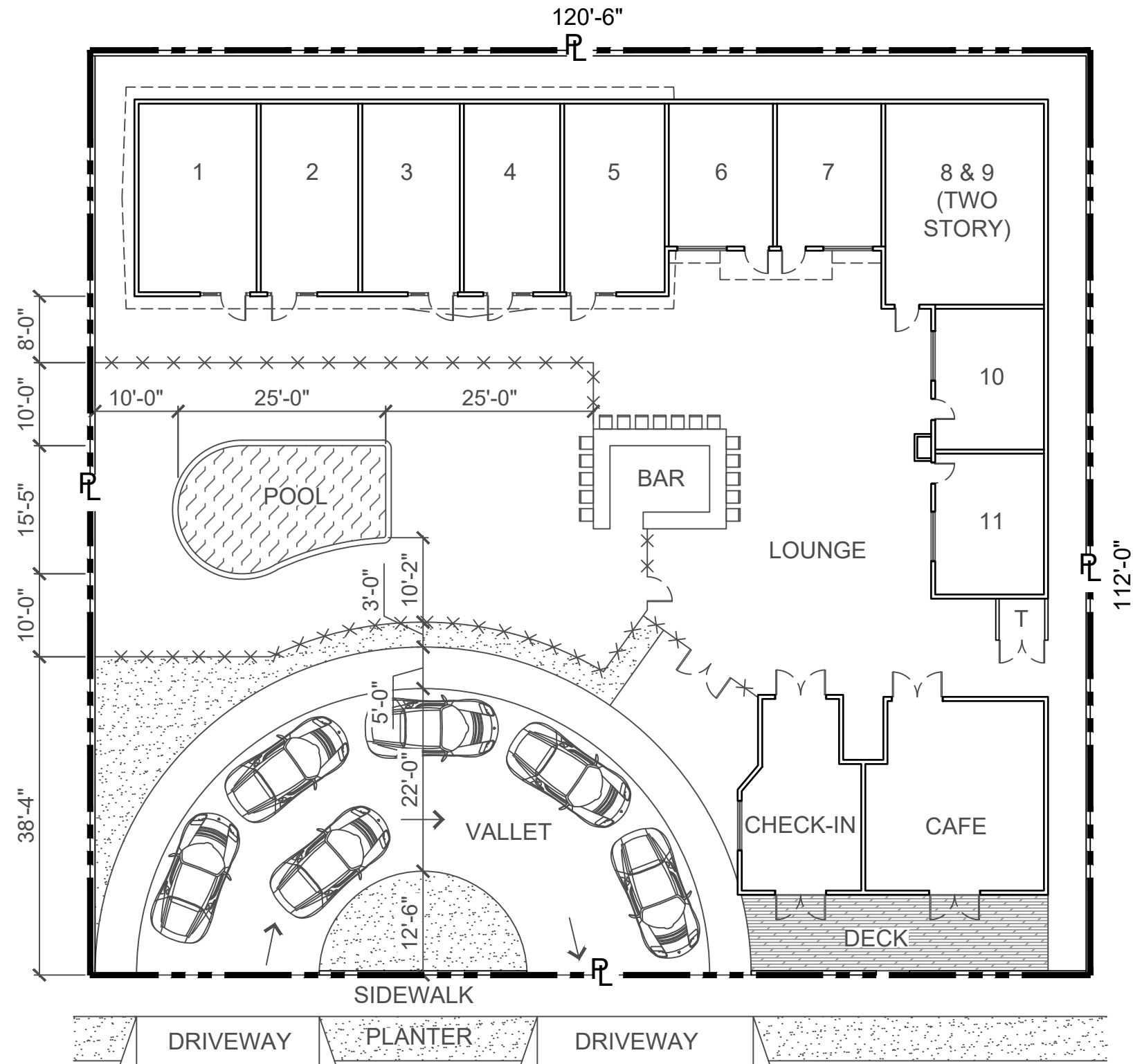




1 EXISTING WEST ELEVATION



2 EXISTING NORTH ELEVATION



ITEM #2

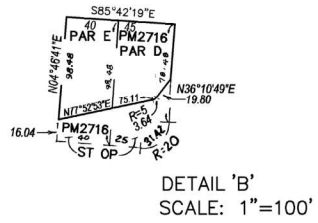
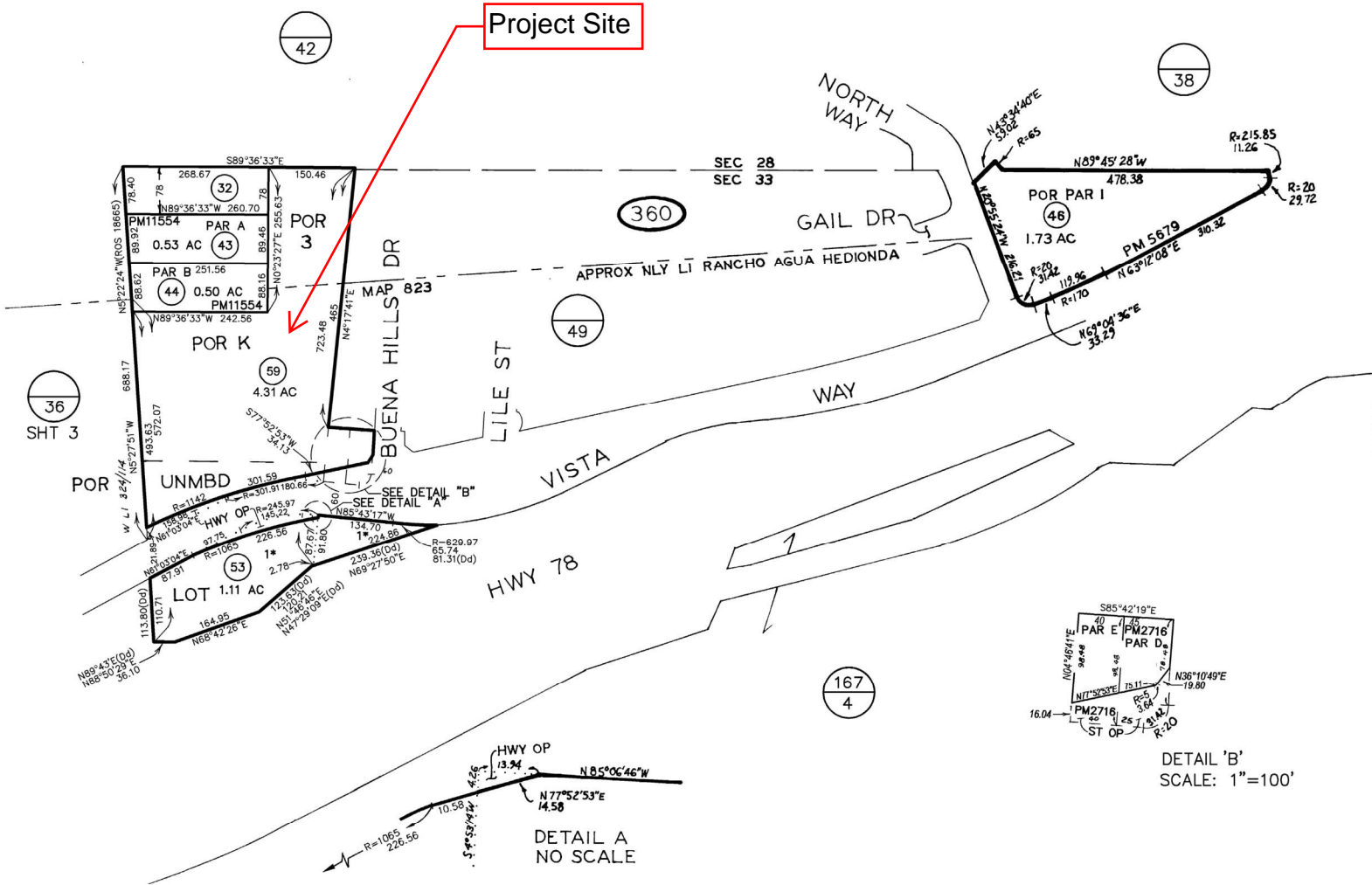
SAN DIEGO COUNTY ASSESSOR'S MAP

165-36
SHT 1 OF 7
1"=200'

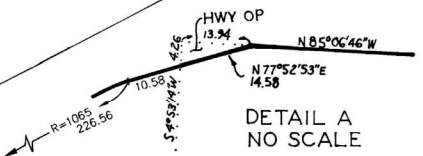
08/07/2014 JGD

PK	PROJ	APN	NEW APN	YS	CUT	VF
360	33	SAME & HWY OP		97	4618	
	23	SAME & HWY OP		97	4713	
	33&52	SAME & OP SP	51&52	06	1258	
	33&52	53		06	1394	
	51	54&55		07	1567	RC
	54&55	56		08	1555	
	57	57 & 58		09	1542	RC
	57 & 58	59		10	1603	
	35	KILL		15	1057	

1* OPEN SPACE



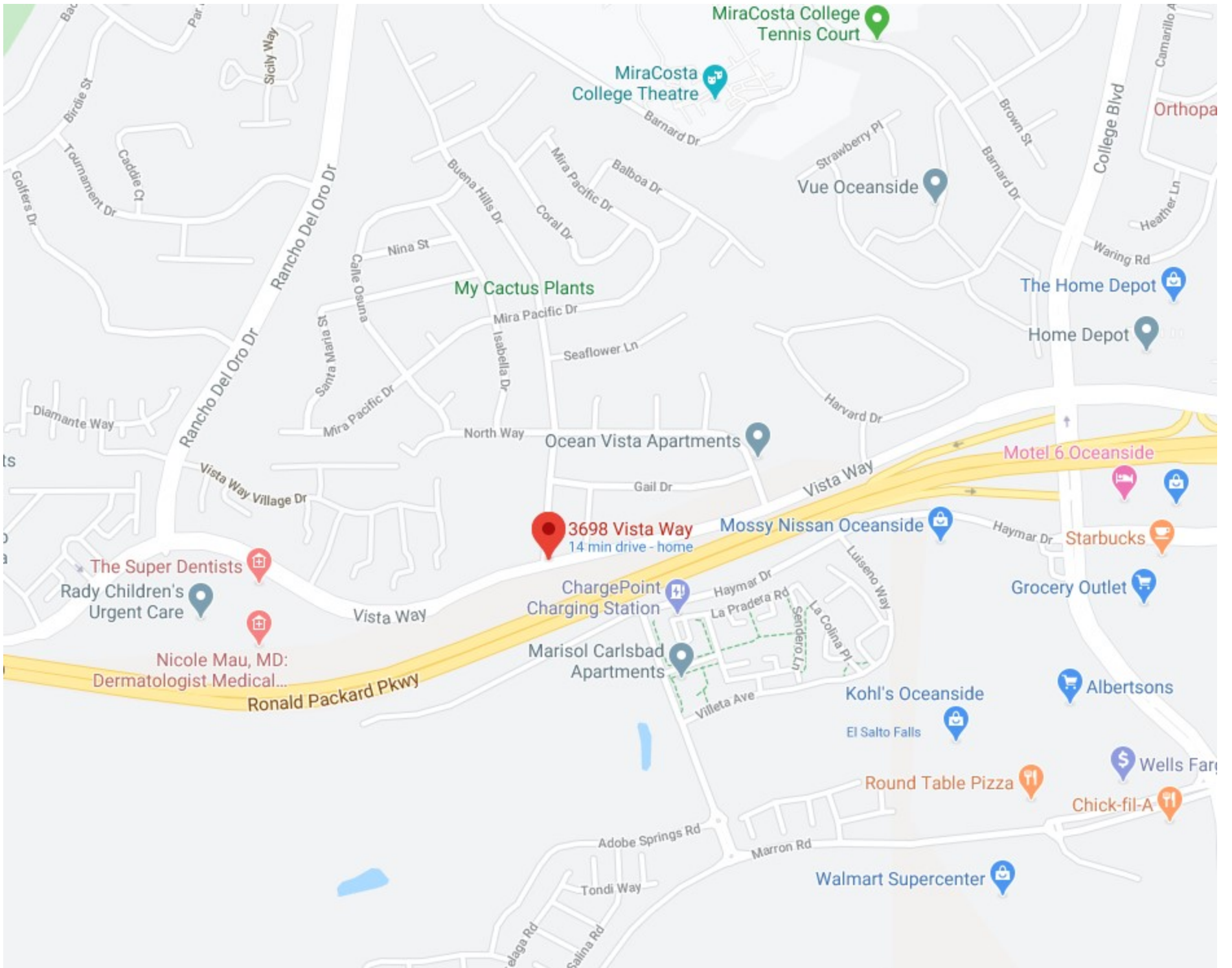
DETAIL 'B'
SCALE: 1"=100'



DETAIL A
NO SCALE

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MAP 823 - RHO AGUA HEDIONDA - POR LOT K & POR UNNUMBERED LOT
SEC 33 - T11S - R4W - POR N 1/2
ROS 18665



3698 Vista Way
14 min drive - home

Mossy Nissan Oceanside

Motel 6 Oceanside

Starbucks

Grocery Outlet

Albertsons

Kohl's Oceanside

El Salto Falls

Round Table Pizza

Chick-fil-A

Walmart Supercenter

Wells Fargo

ChargePoint
Charging Station

Marisol Carlsbad
Apartments

Ocean Vista Apartments

My Cactus Plants

MiraCosta
College Theatre

MiraCosta College
Tennis Court

Vue Oceanside

The Home Depot

Home Depot

The Super Dentists

Rady Children's
Urgent Care

Nicole Mau, MD:
Dermatologist Medical...

Ronald Packard Pkwy

Rancho Del Oro Dr

Vista Way

Ocean Vista Apartments

Gail Dr

Vista Way

Haymar Dr

Starbucks

Grocery Outlet

Albertsons

Kohl's Oceanside

El Salto Falls

Round Table Pizza

Chick-fil-A

Walmart Supercenter

Wells Fargo

ChargePoint
Charging Station

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Home Depot

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Vista Way

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Vista Way

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Starbucks

Grocery Outlet

Albertsons

Kohl's Oceanside

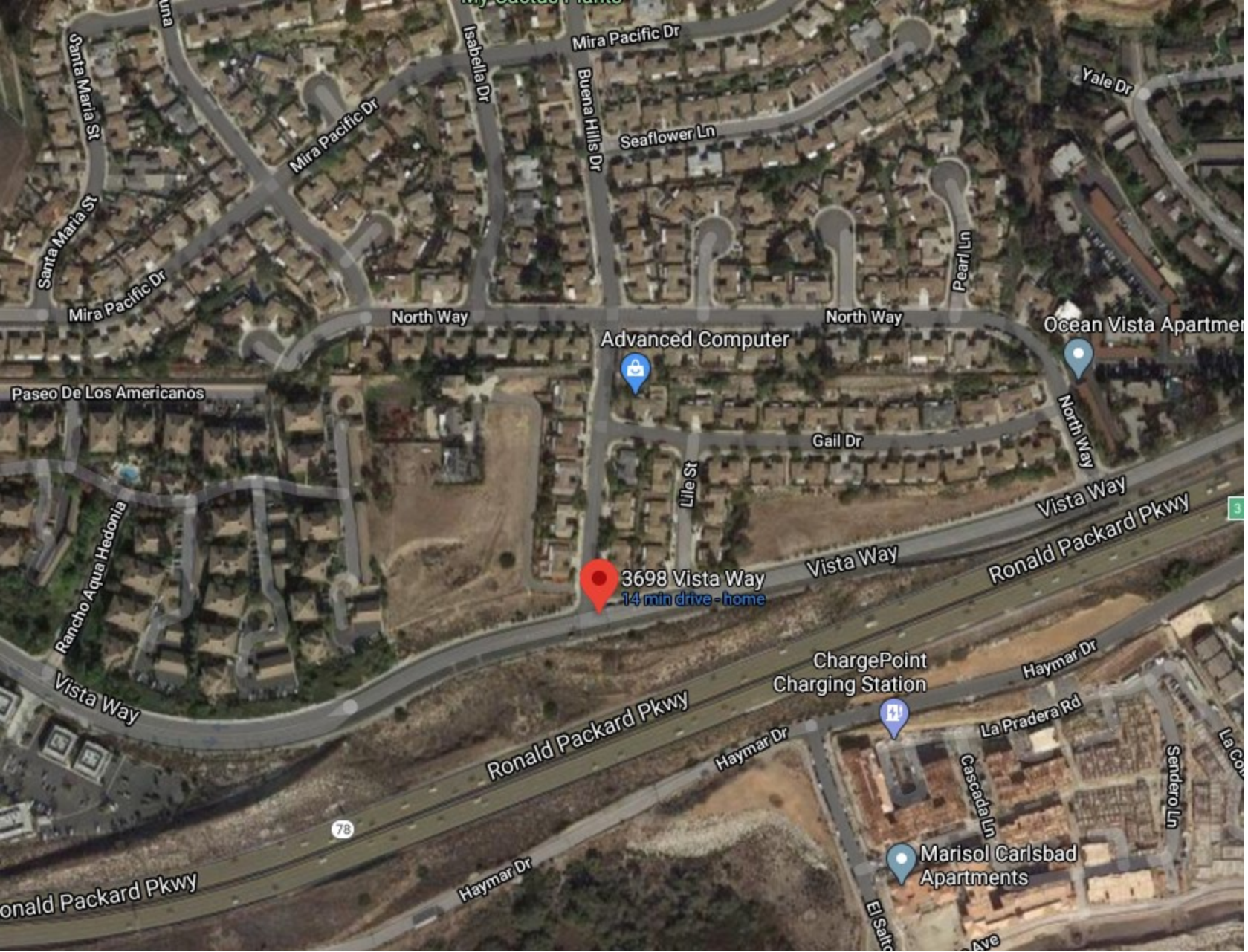
El Salto Falls

Round Table Pizza

Chick-fil-A

Walmart Supercenter

Wells Fargo



DEVELOPERS CONFERENCE SUBMITTAL
Vista Way Residential Care - 3698 Vista Way
Project and Operating Description

OVERVIEW

The proposed use of this facility at 3698 Vista Way will be for a residential care facility/assisted living facility for the elderly. This use, that would fall under “Residential Care, General” in the City of Oceanside Zoning Ordinance/Municipal Code is an allowed use with a Use Permit in the RM-B zone (Multi-Family). This property (3698 Vista Way) is located within the RS (Single Family Residential) zone. However, this property is bordered on the west by a multi-family condominium complex that is zoned RM-B (Multi-Family); on the east by a 55+ duplex community that is zoned RM-A (Multi-Family); on the south by Vista Way and the 78 freeway; on the north for a little over half of the north property line this property is bordered by three single family homes in a RS zone (Single Family), and on the rest of the north property line this property is bordered by a 55+ duplex community zoned RM-A (Multi-Family). Moreover, all the properties to the north of the 3 single family homes are zoned RM-A (Multi-Family). So, these four RS zoned parcels are surrounded on the west, north, and east by RM (Multi-Family) zones; and on the south these parcels border Vista Way and the 78 Freeway. Therefore, these four RS zoned parcels are in the middle of a predominantly RM zoned area.

Therefore, because 3698 Vista Way is bordered by an RM-B zone with a multi-family condominium complex on the west, an RM-A zone with a 55+ duplex community on the east, an RM-A zone with a 55+ duplex community on a little less than half of the north property line, Vista Way and the 78 Freeway on the south, and is in a predominantly RM zoned area; we feel that this property would be an ideal candidate for a Zone Change from an RS zone to an RM-B zone to allow for the development of a residential care facility/assisted living facility for the elderly.

PROJECT DATA

Address

3698 Vista Way

APN

165-360-59

Zoning

Current Zone: RS (Single Family Residential)

Requested Zone: RM-B (Multi-Family)

Adjacent Parcels Zoning

West RM-B (higher density)

East RM-A (lower density)

North RM-A (lower density) / RS (3 homes at top of hill)

Adjacent Uses

West Multi-family Condominiums

East Duplexes (55+ community)

North Duplexes (55+ community) / Single Family Homes (3 at top of hill)

Lot Size

Based on current parcel map we estimate the current gross lot area at 160,000 sf (3.67 acres). This will need to be verified by a surveyor eventually, but is a good working estimate for now.

Density

Base density = min 3,600 sf / dwelling unit à 160,000 sf / 3,600 sf = 44.44 units

Maximum density = min 2,500 sf / dwelling unit à 160,000 sf / 2,500 sf = 64 units

Parking

1 space per 3 beds, additional parking as required by Use Permit. We assume the additional parking would be tied to our specific facilities program.

Design Principles

- Minimize bulk adjacent to lower density development (north and east in particular)
- Set buildings into hillside in order to more graciously navigate topography
- Take advantage of views to the West, South and East
- Use landscape as a filter/buffer to minimize perceived bulk of development
- Hide parking from public view
- Use vegetation to screen and buffer to/from adjacent properties as appropriate
- Building Design Style - see Plan Sheet A002- Reference Imagery – included in this digital submittal package

PROPOSED FUTURE USE

A “Residential Care, General” facility as defined in the City of Oceanside’s Zoning Ordinance/Municipal Code is: Twenty-four-hour non-medical care for seven or more persons in need of personal services, supervision, protection, or assistance essential for sustaining the activities of daily living. This residential care facility/assisted living facility for the elderly will fall under the definition/use of “Residential Care, General” in the City of Oceanside’s Zoning Ordinance/Municipal Code. This use is permitted in the RM-B zone with a use permit, but it is not permitted in the RS Zone, hence the need for the zone change.

OPERATING DESCRIPTION

GENERAL

Residential Care Facilities for the Elderly (RCFEs) — sometimes called “Assisted Living,” are non-medical facilities that provide room, meals, housekeeping, supervision, storage and distribution of medication, and personal care assistance with basic activities like hygiene, dressing, eating, bathing and transferring. This level of care and supervision is for people who are unable to live by themselves, but who do **not** need 24-hour nursing care. RCFEs are considered non-medical facilities and are **not** required to have nurses, certified nursing assistants, or doctors on staff. Some medical conditions are not allowed in an RCFE (e.g., tube feeding, or treatment of open bedsores). The RCFE facility must inform residents in writing at or before the time of admission of any resident retention limitations set by the state or facility

such as whether the facility can serve persons who need help in leaving the building in case of emergency (i.e., non-ambulatory) or with certain medical conditions (e.g., hospice waiver).

Additionally, this proposed facility will also fall under the category of Assisted living (also called residential care), which is a type of living arrangement in which personal care services such as meals, housekeeping, transportation, and assistance with activities of daily living are available as needed. Also, an important aspect of the assisted living model is to provide security, comfort and meaningful activities for residents. But **unlike** nursing homes, residents in assisted living remain independent, living on their own in a residential setting. Assistance with activities of daily living may include help with bathing, dressing, toileting, diapering, medicating, helping with daily living decisions, and moving from one place to another.

STAFF TRAINING

RCFE administrators must take an 80-hour certification program, pass a simple state exam, and obtain 40 hours of continuing education every two years. RCFE staff must receive at least 40 hours of training at the facility within the first year of employment (20 hours before working independently with residents, and 20 hours within the first four weeks of employment), and at least 20 hours annually thereafter. Dementia care training is required for all RCFE staff (and not just for those RCFEs that advertise dementia care). Additional training is required for Staff who assist residents with the self-administration of medication.

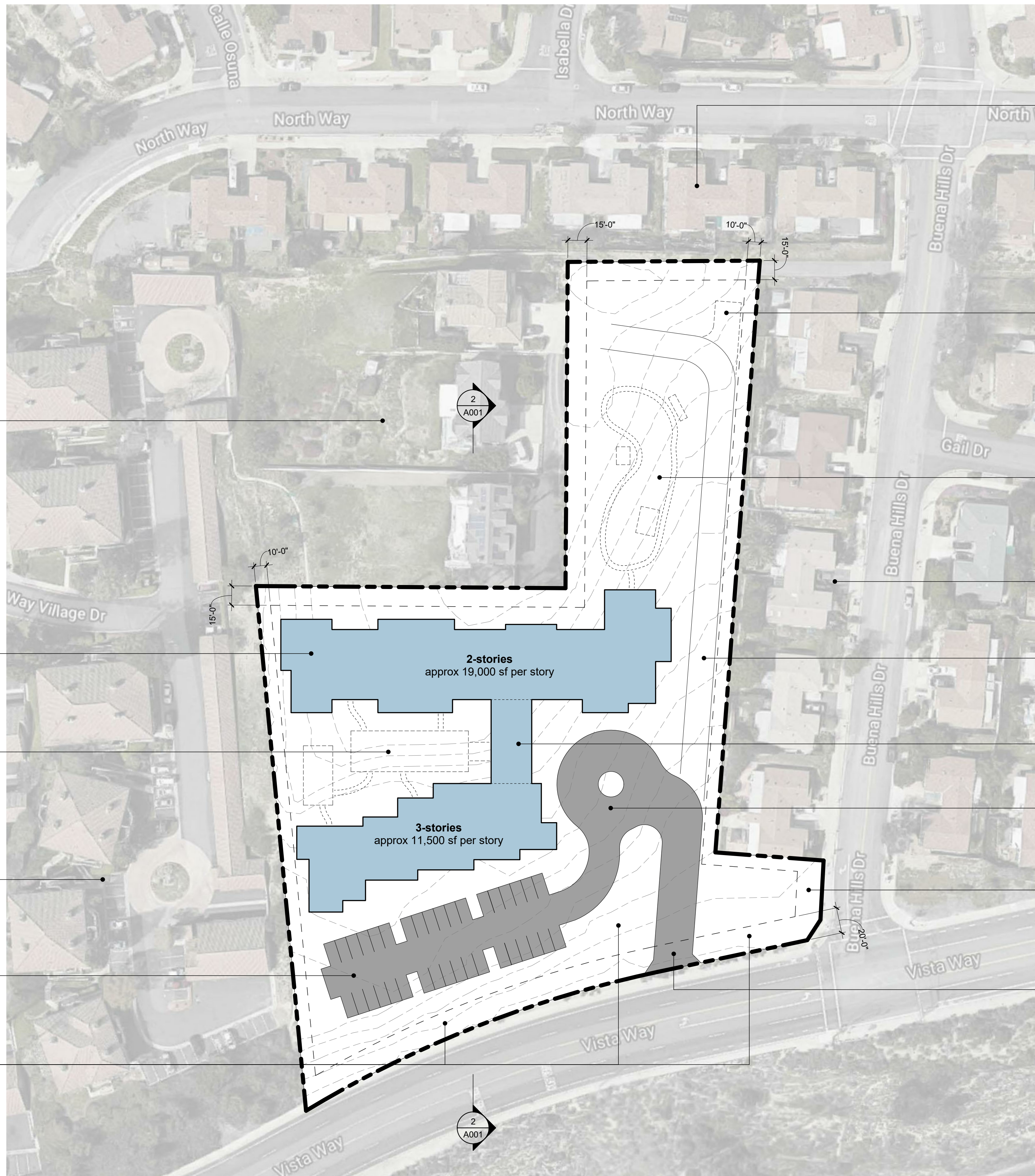
STAFF/RESIDENT RATIOS

There is not any specific staff to resident ratio for assisted living/residential care facilities. California law requires that facility personnel shall at all times be sufficient in numbers, qualifications, and competency to provide the services necessary to meet resident needs, and to ensure their health, safety, comfort, and supervision. There must be at least one administrator or designated substitute with qualifications adequate to be responsible for the management and administration of the facility be on premises 24 hours per day. The facility must also have at least one staff member trained in CPR and first aid on duty and on the premises at all times. In regard to night supervision, for facilities with 16–100 residents there must be one person awake and on the premises, and another person on call and capable of responding within 10 minutes.

CONCLUSION

The purpose of this Developer Conference is to obtain feedback and direction from all the city departments within the City of Oceanside regarding what would be required to process a Zone Change on this property from the current RS zone to RM-B zone, and concurrently process a Use Permit (i.e. Conditional Use Permit-CUP) for the purposes of obtaining approval for a Residential Care Facility/ Assisted Living Facility for the elderly (as described in this document). Additionally, we would like to know the approximate time frame for concurrently processing both this Zone Change and the Use Permit for this proposed Residential Care Facility/Assisted Living Facility for the elderly. Lastly, we would like to know if we could concurrently process this Zone Change and Use Permit along with the grading and building plan checks using an At-

Risk Letter; and if allowed, at what time within the Zone Change and Use Permit process could we make the initial grading and building plan check submittals.



1 Conceptual Site Plan

1" = 50'-0"

adjacent properties
zone: RM-A
duplexes (55+ community)

fire access hammerhead as req'd

open hillside to remain
private walking path, gardens,
small covered and uncovered
gathering spaces

adjacent properties
zone: RM-A
duplexes (55+ community)

existing private roadway
access for existing single family
homes (3) at top of hill to remain

main building entrance
1-story, approx 2,000 sf

traffic circle
pickup and drop off, fire access

remove existing access drive
new landscape / stormwater mgmt

new access driveway off Vista Way

adjacent properties
zone: RS
3 single family homes
at top of hill

Main Structure
approx 72,000 total sf
see site section for
relative heights

courtyard
controlled outdoor space
and amenities such as
pool, patio seating, etc

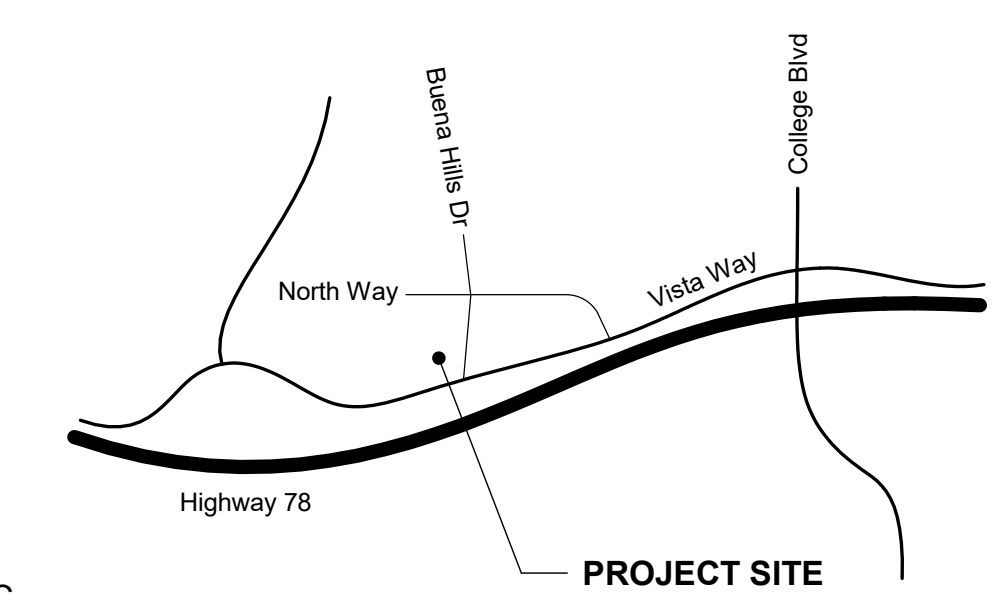
adjacent property
zone: RM-B
attached condos, mix of
triplexes and fourplexes
w detached carports

resident / visitor parking
total number of spaces to
be determined, could be
covered, will be screened
from view w/ vegetation

new streetscape vegetation

PROJECT SCOPE VICINITY MAP

-Zone change request
-Residential Care development
with associated amenities and
common use spaces
-associated landscape and
hardscape improvements



DIRECTORY

PERMIT PROCESS CONTACT
Strom Entitlement Permitting PM, LLC
contact: Terry Strom, President
300 Carlsbad Village Drive, Suite 108A-74
Carlsbad, CA 92008-2999
(951) 970-7995
Terry@StromPermit.com

ARCHITECT
JLC Architecture
contact: Tyler Van Stright
337 S Cedros Avenue, Suite J
Solana Beach, CA 92075
(858) 436-7777 x2#
tyler@jlcarchitecture.com

CURRENT PROPERTY OWNER
Kathleen M. Kinane
2987 Highland Dr.
Carlsbad, CA 92008

APPLICANT
Friska Global Enterprises and Company

PROJECT DATA

Address 3698 Vista Way, Oceanside, CA 92056
APN 165-360-59-00

Zoning
Current Zone: RS (Single Family Residential)
Requested Zone: RM-B (Multi-Family)

Adjacent Parcels Zoning
West RM-B (higher density)
East RM-A (lower density)
North RM-A (lower density) / RS (3 homes at top of hill)

Adjacent Uses
West Multi-family Condominiums
East Duplexes (55+ community)
North Duplexes (55+ community) / Single Family Homes (3 at top of hill)

Lot Size
Based on current parcel map we estimate the current gross lot area at 160,000 sf (3.67 acres). This will need to be verified by a surveyor eventually, but is a good working estimate for now.

Density
Base density = min 3,600 sf / dwelling unit à 160,000 sf / 3,600 sf = 44.44 units
Maximum density = min 2,500 sf / dwelling unit à 160,000 sf / 2,500 sf = 64 units

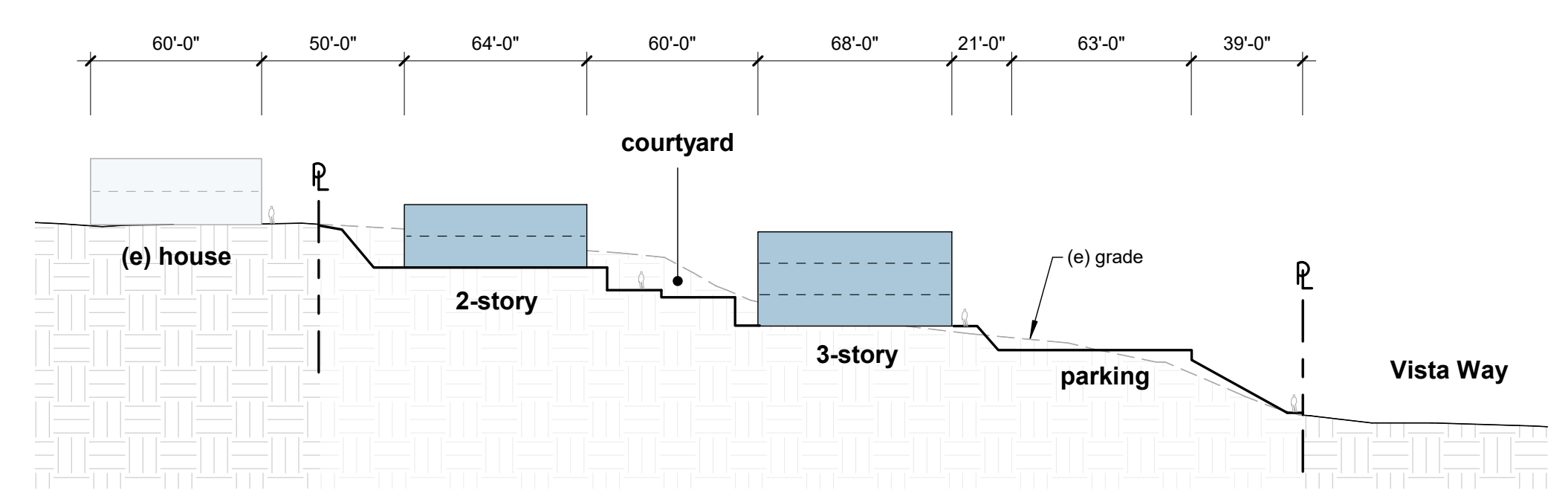
Proposed Use
"Residential Care, General" as defined in the municipal code:
Twenty-four hour non-medical care for seven or more persons, including wards of the juvenile court, in need of personal services, supervision, protection, or assistance essential for sustaining the activities of daily living.

Our facility will fall under the definition of "Residential Care, General". This use is permitted in the RM-B zone but is not permitted in the RS Zone, hence the need for the zone change.

Parking
1 space per 3 beds, additional parking as required by Use Permit. We assume the additional parking would be tied to our specific facilities program.

DESIGN PRINCIPLES

- minimize bulk adjacent to lower density development (north and east in particular)
- set buildings into hillside in order to more graciously navigate topography
- take advantage of views to the West, South and East
- use landscape as a filter/buffer to minimize perceived bulk of development
- hide parking from public view
- use vegetation to screen and buffer to/from adjacent properties as appropriate
- see submitted reference imagery on next sheet



2 N-S Site Section

1" = 50'-0"

No.	Description	Date

Project number	20008
Drawn by	TVS
Checked by	JLC
Purpose	Developer Conf Submittal



REFERENCE IMAGERY

JLC Architecture
 337 South Centeno Avenue, Suite J
 www.jlcarchitecture.com
 Office: 858.436.7777



These drawings and specifications are the property and copyright of the architect and shall not be used on any other work except by agreement with the architect.

Vista Way Residential Care
 Vista Way, Oceanside, CA

No.	Description	Date

Project number: 20008
 Drawn by: TVS
 Checked by: JLC
 Purpose: Developer Cost
 Submit:

A002
 Reference Imagery