



Planning Division
Development Services Department
300 North Coast Highway | Oceanside, CA 92054
(760) 435-4373 | 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 14, 2024

Meeting 1: 9:30 a.m. – 10:30 a.m.

Project Description: Proposed development of 72 three-story townhomes on a 4 acre site at the easterly terminus of Via Las Rosa & El Camino Real. The site is currently vacant.

Project Number: ADM24-00002

Assessor Parcel Number(s): 165-191-05-00

Contact Person: Johanna Crooker

Email: Johanna.Crooker@mlcholdings.net

Zoning: CP

Land Use: PC

Neighborhood Area: MiraCosta

Meeting 2: 10:30 a.m. – 11:30a.m.

Project Description: Proposed mixed-use project contemplates approximately 275 residential units and 2,500 sqft of commercial space within a six-story building over two levels of subterranean garage. The 2.5 acre site, located at 1103 North Coast Highway, currently operates as the Roadway Inn motel.

Project Number: ADM24-00005

Assessor Parcel Number(s): 143-040-41-00

Contact Person: Will Winkenhofer

Email: will@fidelisadvisors.co

Zoning: D-7B

Land Use: DT

Neighborhood Area: Townsite

** 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



To be completed by City staff

Project Number: ADM 24 - 00002

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: Camino Rosas (at the easterly terminus of Via Las Rosa)Assessor's Parcel Number: 165-191-05-00 Lot Area (acres or SF): 11.4 Acres GrossExisting Use: Vacant

Brief Description of Proposal:

Development of 72 three-story for-sale townhomes on 4.0 net acres

Property Owner & Applicant Information

Owner Name: Jewaga Investments, LLCPhone Number & E-Mail Address: 415-336-1777 waynepernell@gmail.comApplicant Name: MLC HoldingsPhone Number & E-Mail Address: 949-299-3847 johanna.crooker@mlcholdings.net

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

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

DocuSigned by:
JEFF PERNELL
639EFADB757E418...
Signature of Property Owner
(or attach a Letter of Authorization)

Requested Meeting Date/Time (please provide 2 options)

1st choice date: 1/24 Time preference: 9:30 am 10:30 am either2nd choice date: 2/14 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:

- 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 14, 2024 Time: 09:30amAssigned Project Planner: Rob Dmohowski



Camino Rosas

Preliminary Development Review

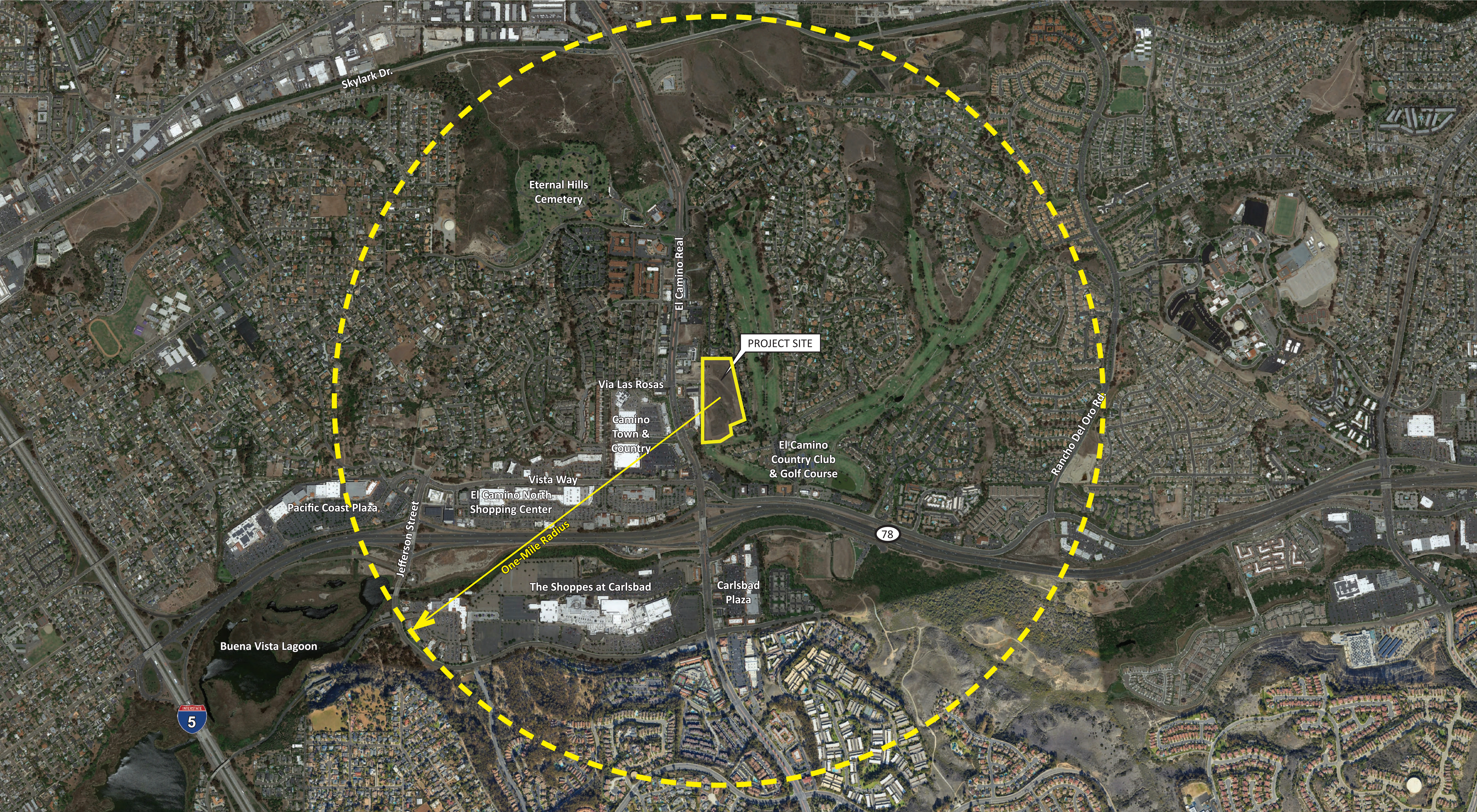
City of Oceanside, CA

January 9, 2024



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3. Existing Site Conditions
4. Illustrative Site Plan
5. Conceptual Grading and Utility Plan
6. Three-Story Townhome Imagery

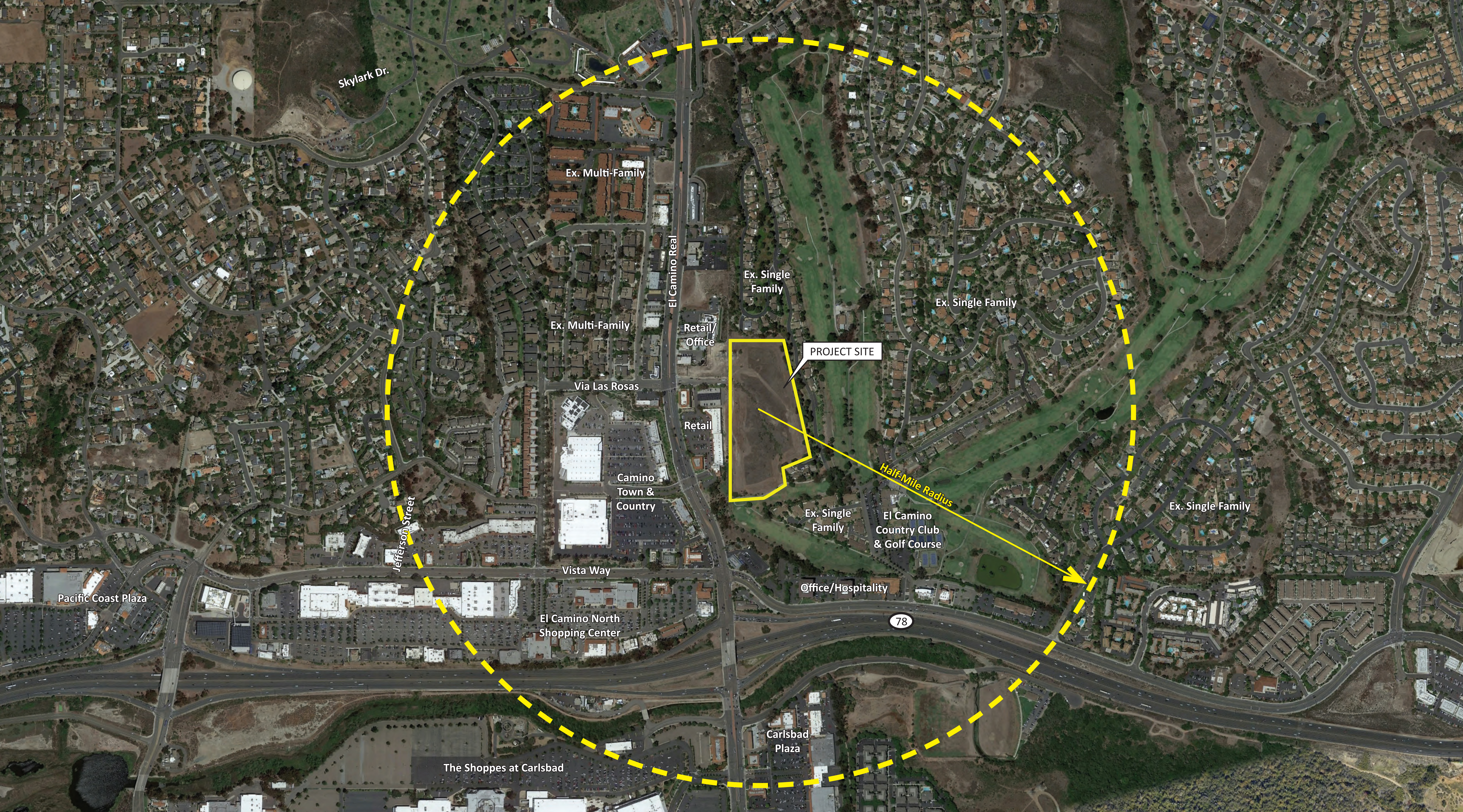


Site Location

Camino Rosas

Oceanside, California

January 9, 2023

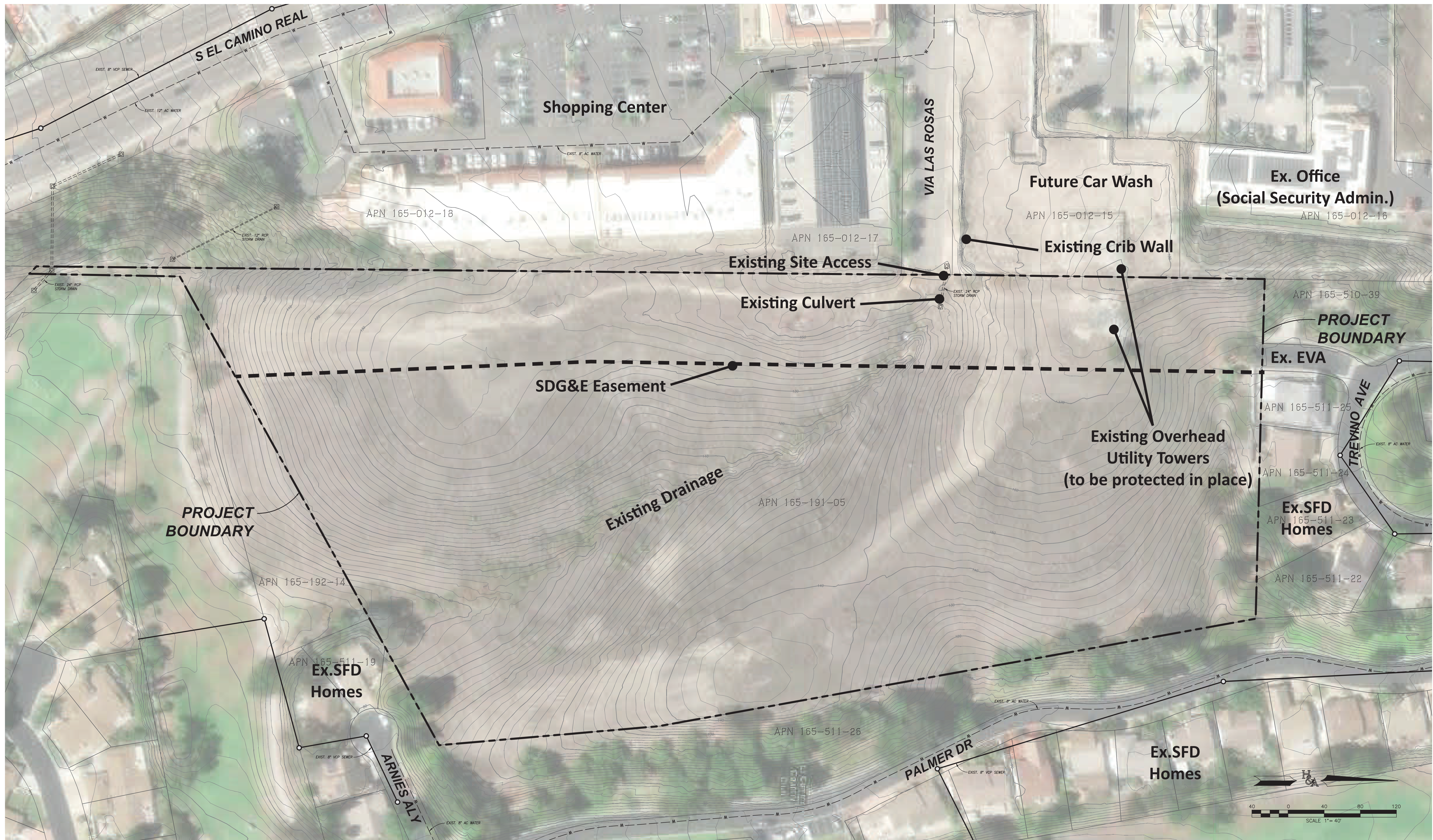


Neighborhood Context

Camino Rosas

Oceanside, California

January 9, 2023



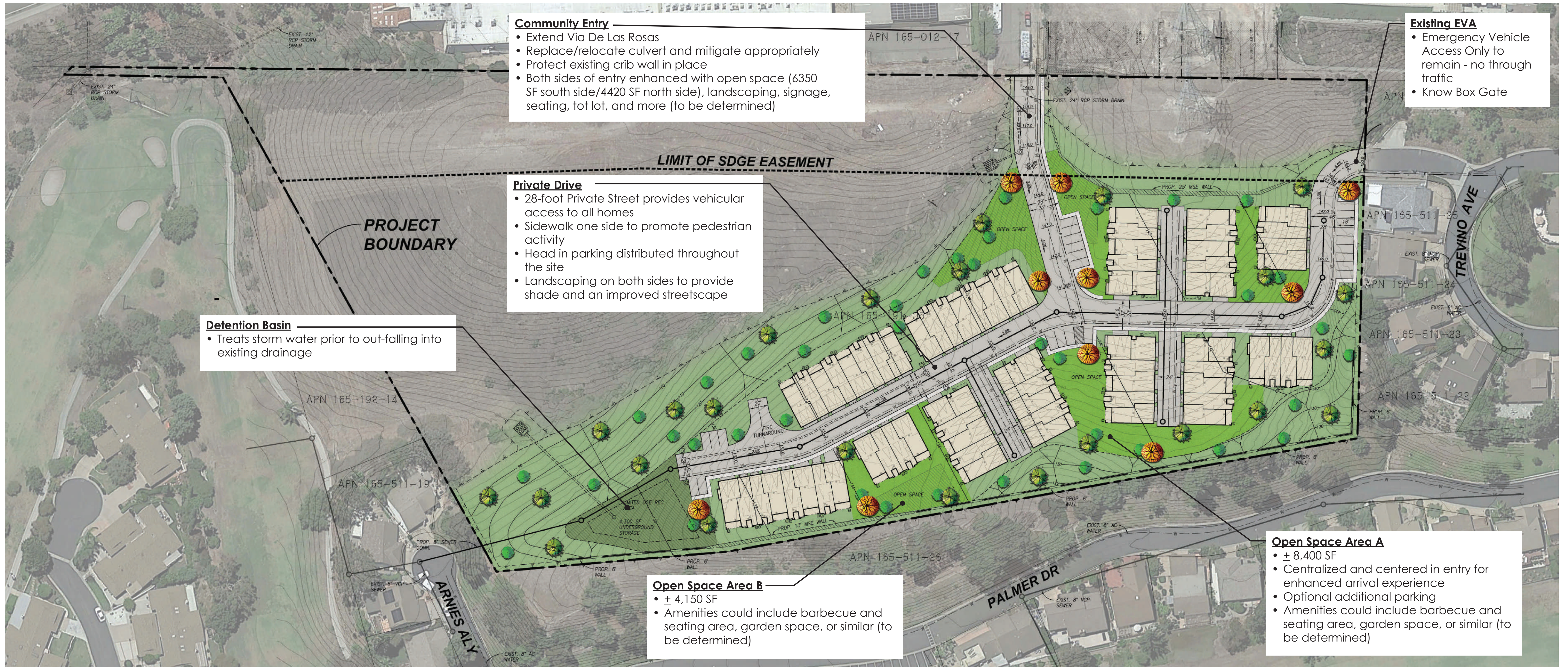
Existing Conditions

Camino Rosas

Oceanside, California

January 9, 2023





Project Summary:

Project Area¹:
 • Gross: 11.4 acres
 • Net: 4.0 acres

Total Homes²: 72 Homes
 • (12) Plan 2532: 1210 SF, 2 Bed, 2.5 bath, 2-car standards
 • (30) Plan 1633: 1497 SF, 3 bed, 2.5 bath, 2-car tandem
 • (30) Plan 1636: 1791 SF, 4 bed, 4 bath, 2-car standard

Net Density: 18.0 du/ac

Parking Spaces Required: 160 Spaces
 • Resident: 2 spaces per unit = 144
 • Guest: 1 + 20% of total units = 15.4

Parking Spaces Provided: 168 Spaces
 • Resident: 2 spaces per unit = 144
 • Guest³: 1 + 20% of total units = 24

Open Spaces Required⁵: ±111,784 SF
 • Total: 300 SF per Unit x 72 = ±21,600 SF
 • Private Open Space dimension of 5 feet
 • At least 50% shall be designed as common = ±10,800 SF
 • At least two common areas shall be 4,000 SF Min (or one at 8,000 SF Min); Minimum dimension of 20 feet

Open Space Provided⁴: ±29,800 SF
 • Common Areas: ±23,320 SF
 • Porches & Decks⁶: ±6,480 (±90 SF Avg per unit)

Notes:

1. Net Area Excludes Slopes.
2. Type VB Construction with NFPA 13D automatic sprinkler system.
3. Guest spaces are 8.5' x 16' with 2' overhang
4. Includes only usable open space within the net development area; excludes natural open space
5. Existing General Plan/Zoning: Commercial Professional (CP)
6. Proposed General Plan/Zoning: Medium Density C (RM-C)
7. Assessor's Parcel Numbers: 165-191-05-00

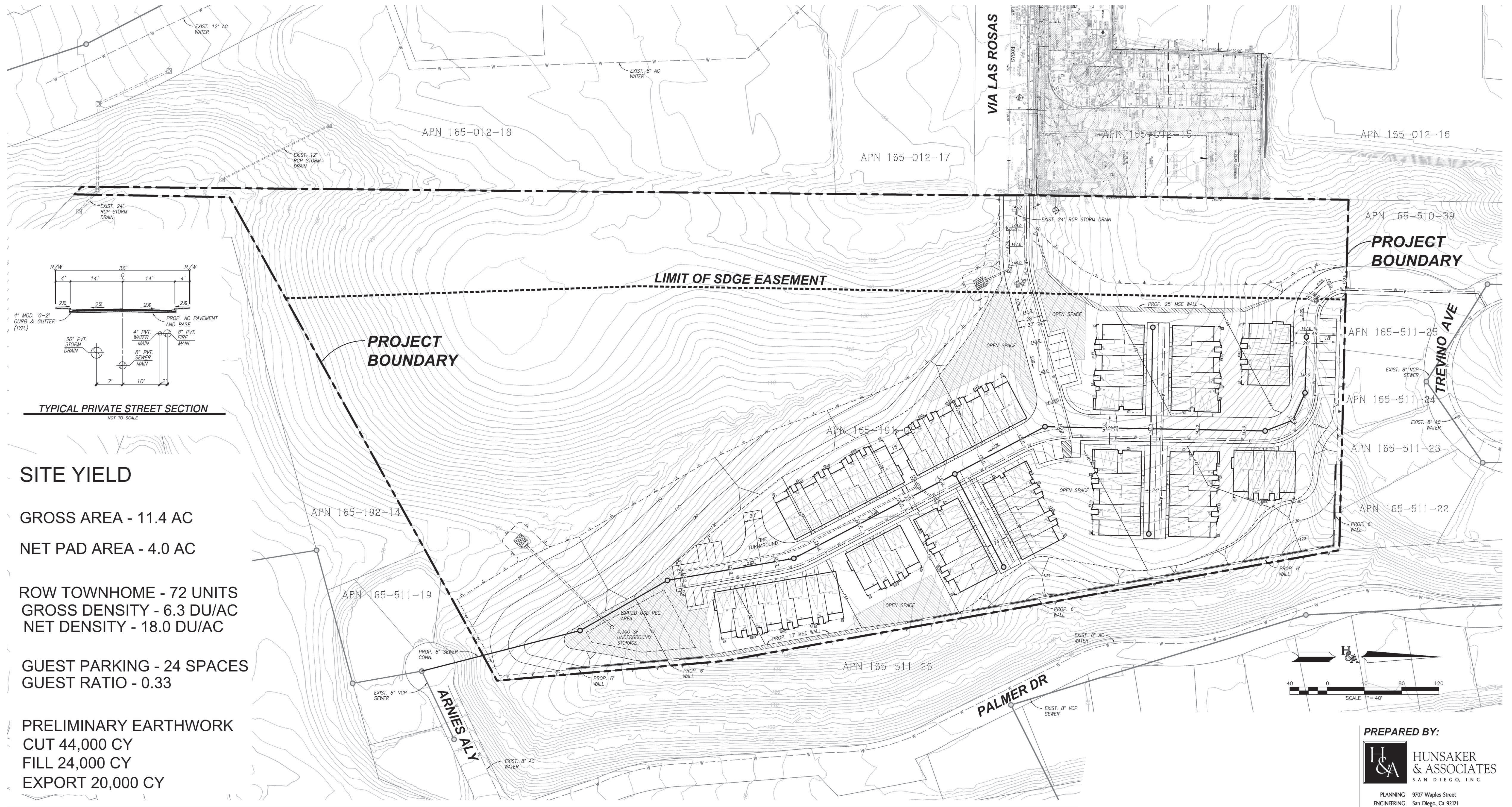


Illustrative Site Plan

Camino Rosas

Oceanside, California

January 9, 2023



SITE YIELD

GROSS AREA - 11.4 AC
 NET PAD AREA - 4.0 AC

ROW TOWNHOME - 72 UNITS
 GROSS DENSITY - 6.3 DU/AC
 NET DENSITY - 18.0 DU/AC

GUEST PARKING - 24 SPACES
 GUEST RATIO - 0.33

PRELIMINARY EARTHWORK
 CUT 44,000 CY
 FILL 24,000 CY
 EXPORT 20,000 CY

PREPARED BY:
 **HUNSAKER & ASSOCIATES**
 SAN DIEGO, INC.
 PLANNING 9707 Waples Street
 ENGINEERING San Diego, Ca 92121
 SURVEYING PH(858)558-4500 FX(858)558-1414

Conceptual Grading and Utility Plan

Camino Rosas
 Oceanside, California

January 9, 2023





West Cameron, West Covina



Stratus, Pomona



Seville at Vincent Place, West Covina



Pacifica, Oceanside

Similar Three Story Townhome by Meritage Homes



Camino Rosas

Oceanside, California

January 9, 2023

ITEM 2



To be completed by City staff

Project Number: ADM 24 - 00005

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: 1103 N. Coast HighwayAssessor's Parcel Number: 143-040-41Lot Area (acres or SF): 2.5 acresExisting Use: Motel

Brief Description of Proposal:

One six-story apartment building and two levels of underground parking

Property Owner & Applicant Information

Owner Name: Pacific Coast Inn, LLCPhone Number & E-Mail Address: 562-372-4484pravin@abacushcm.comApplicant Name: IV WEST CA, LLCPhone Number & E-Mail Address: 760.846.4272will@fidelisadvisors.co

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

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

DocuSigned by:

Shantu Patel

Signature of Property Owner

(or attach a Letter of Authorization)

Requested Meeting Date/Time (please provide 2 options)

1st choice date: Feb 14 Time preference: 9:30 am 10:30 am either2nd choice date: Feb 28 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 Affordable Housing

Email the following PDF documents to 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 14, 2024 Time: 10:30 a.m.

Assigned Project Planner: _____

1103 N. Coast Highway

DEVELOPER CONFERENCE PRESENTATION
February 14, 2024



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Representative Architecture

PROJECT DESCRIPTION

Location

The subject property is located at 1103 North Coast Highway and operates as the Rodeway Inn motel. The property is improved with two buildings, surface parking and a pool deck area. Surrounding uses include a new mixed-use residential project and for-sale condominiums to the south, civic facilities and an In-and-Out restaurant to the east, and the San Luis Rey River to the north. The property was approved in 2019 for a hospitality development called the Marriott Inn project [Resolution 19-R0225-3](#).

Property Data

Assessor’s Parcel Numbers: 143-040-41-00
 Property Size 2.5 acres
 General Plan/Zoning Downtown D | Subdistrict 7B
 Coastal Zone Yes
 Residential Use Allowed as part of a Mixed-use project

Proposed Development

The proposed mixed-use project contemplates approximately 275 residential units and 2,500 sqft of commercial space within a six-story building over two levels of subterranean garage. The six-story building shall consist of one podium level (type 1) with five levels of wood-frame floors above (type III). Parking is provided within the ground-level podium and the two subterranean garage levels. The project accommodates approximately 354 parking stalls providing a 1.25 parking ratio. The garage is accessed from a curb cut off N. Coast Highway and shall be limited to a “right in and right-out” configuration. The above-grade portion of the parking garage facing North Coast Highway shall be lined with residential amenity spaces (leasing office, workspaces, package delivery) and 2,500 sqft of street-fronting commercial space. The contemporary architectural design incorporates extensive glazing and store-front facades consistent with the street-level commercial character of North Coast Highway. Additional amenities include a resort-style pool and lounging deck, a fitness center, an indoor-outdoor social area, work-from-home communal space, two viewing decks, bicycle and e-bike parking, surfboard storage, electric charging, and ample private open space.

The project shall comply with the city’s inclusionary housing ordinance. The developer is also contemplating the merits of submitting a density bonus project.

Discretionary Actions

The following discretionary approvals are anticipated for the project:

- Mixed Use Development Plan
- Conditional Use Permits for residential within a mixed-use project and for height over 45’
- Tentative Map to establish legal parcels for both the commercial and residential components
- Density Bonus Project (to be determined)



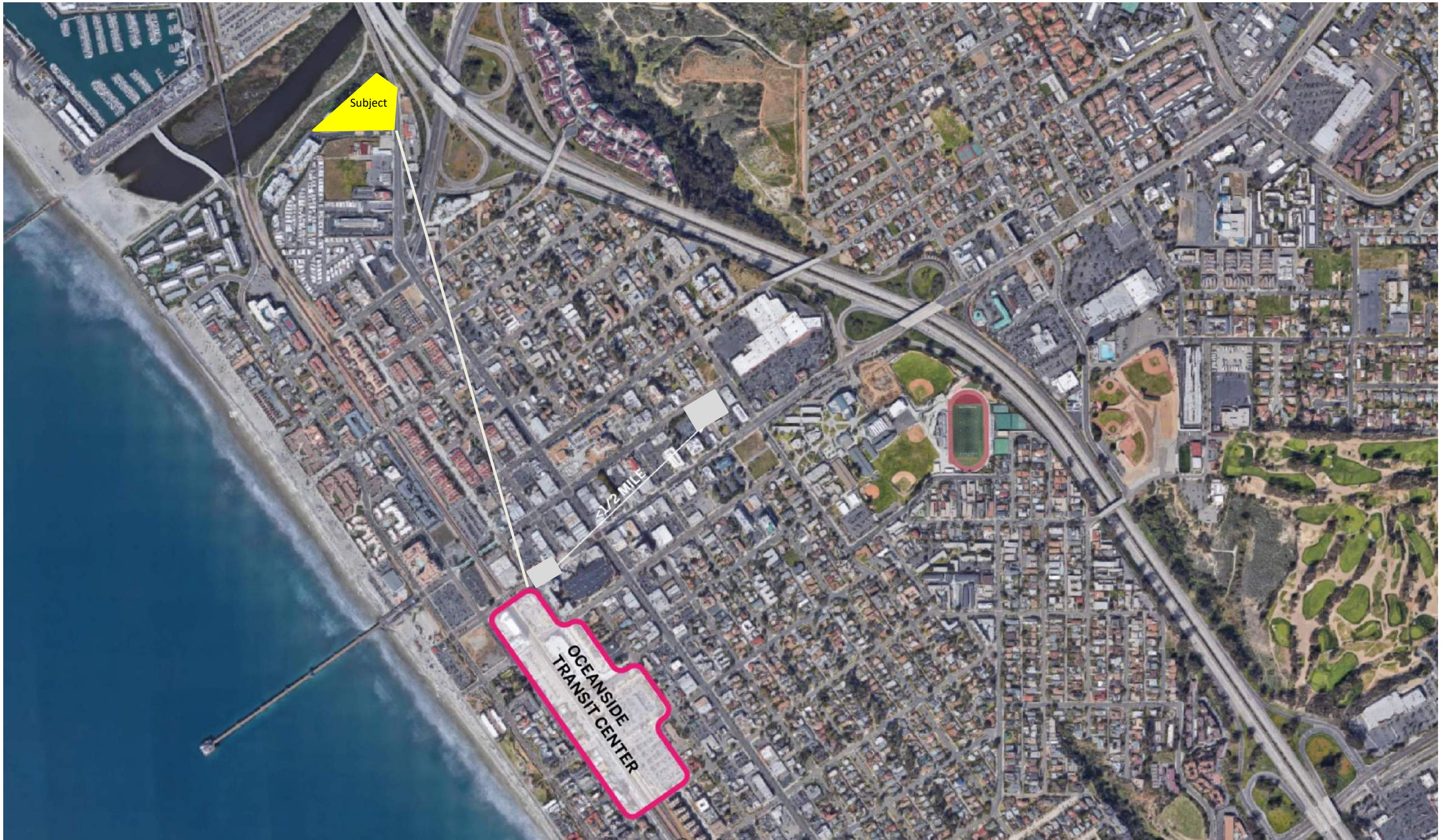
“The purpose of the 7B District is to provide for a mix of recreational and commercial uses conveniently located near recreational and residential areas. Residential uses are allowed as part of a mixed-use development projects”.

Unit Description	Bedrooms	Bathrooms	Unit Count	Rentable SF	Total Sqft	Parking Ratio	Parking Stalls
Studio		1	35	585	20,475	1.00	35
One Bedroom	1	1	52	694	36,088	1.00	52
One Bedroom	1	1	50	717	35,850	1.00	50
One Bedroom	1	1	40	777	31,080	1.25	50
One Bedroom	1	1	17	820	13,940	1.25	21
Two Bedroom	2	2	44	1,050	46,200	1.50	66
Two Bedroom	2	2	20	1,117	22,340	1.50	30
Three Bedroom	3	2	17	1,443	24,531	2.00	40
Commercial	N/A	N/A	1	2,500	2,500	4/1000	10
			275	838	230,504	1.25	354



Typical Level Plan

SITE CONTEXT



Aerial Context: Transit Proximity

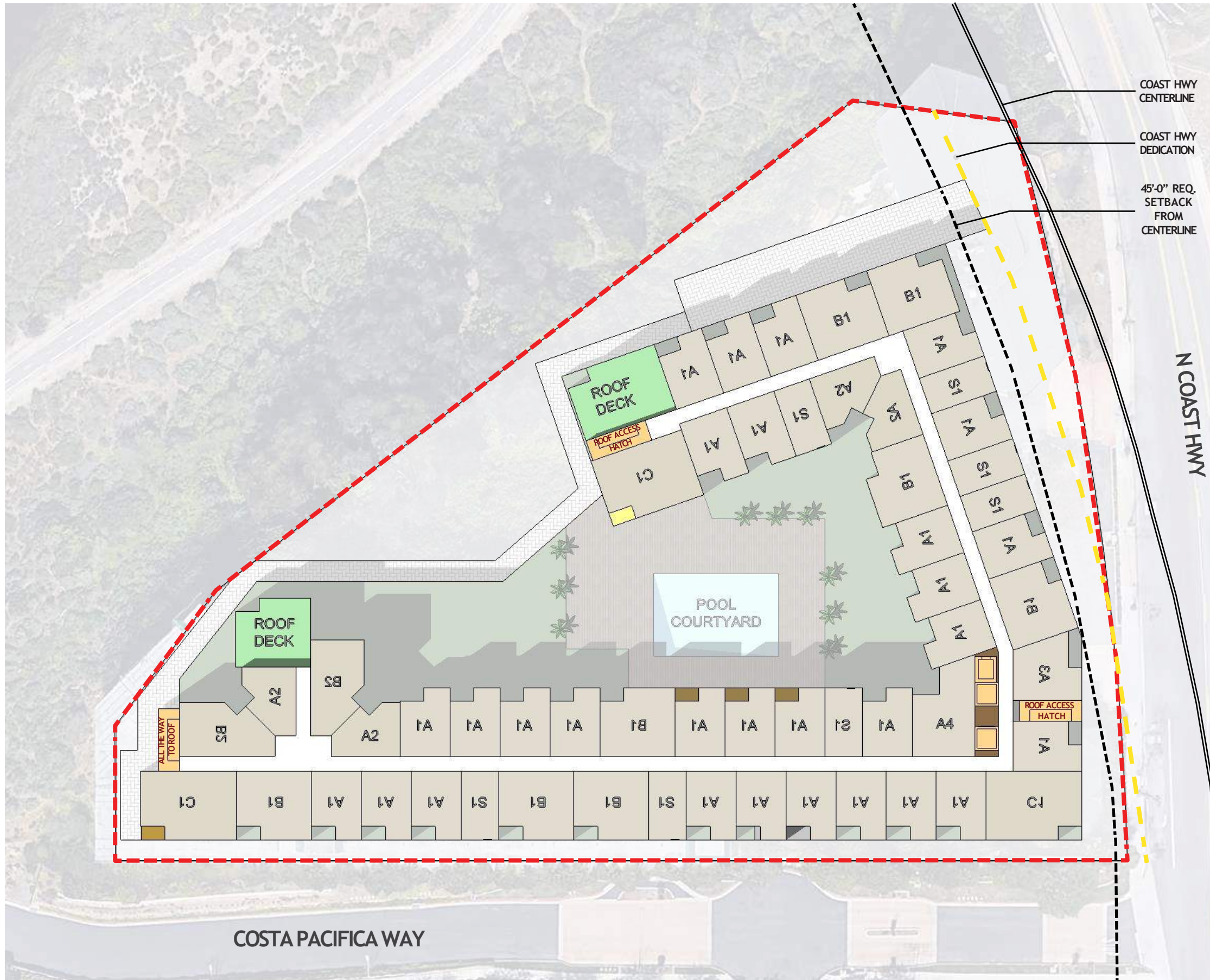


Aerial Context: Harbor and Ocean Proximity



Aerial Context: Bird's Eye View

CONCEPTUAL MASSING



COAST HWY
CENTERLINE

COAST HWY
DEDICATION

45'-0" REQ.
SETBACK
FROM
CENTERLINE

N COAST HWY

COSTA PACIFICA WAY

PARKING PROVIDED:
 338 RESIDENT STALLS @1.25 RATIO
 10 RETAIL STALLS @ 4/1000 RATIO
 TOTAL PARKING STALLS: 354

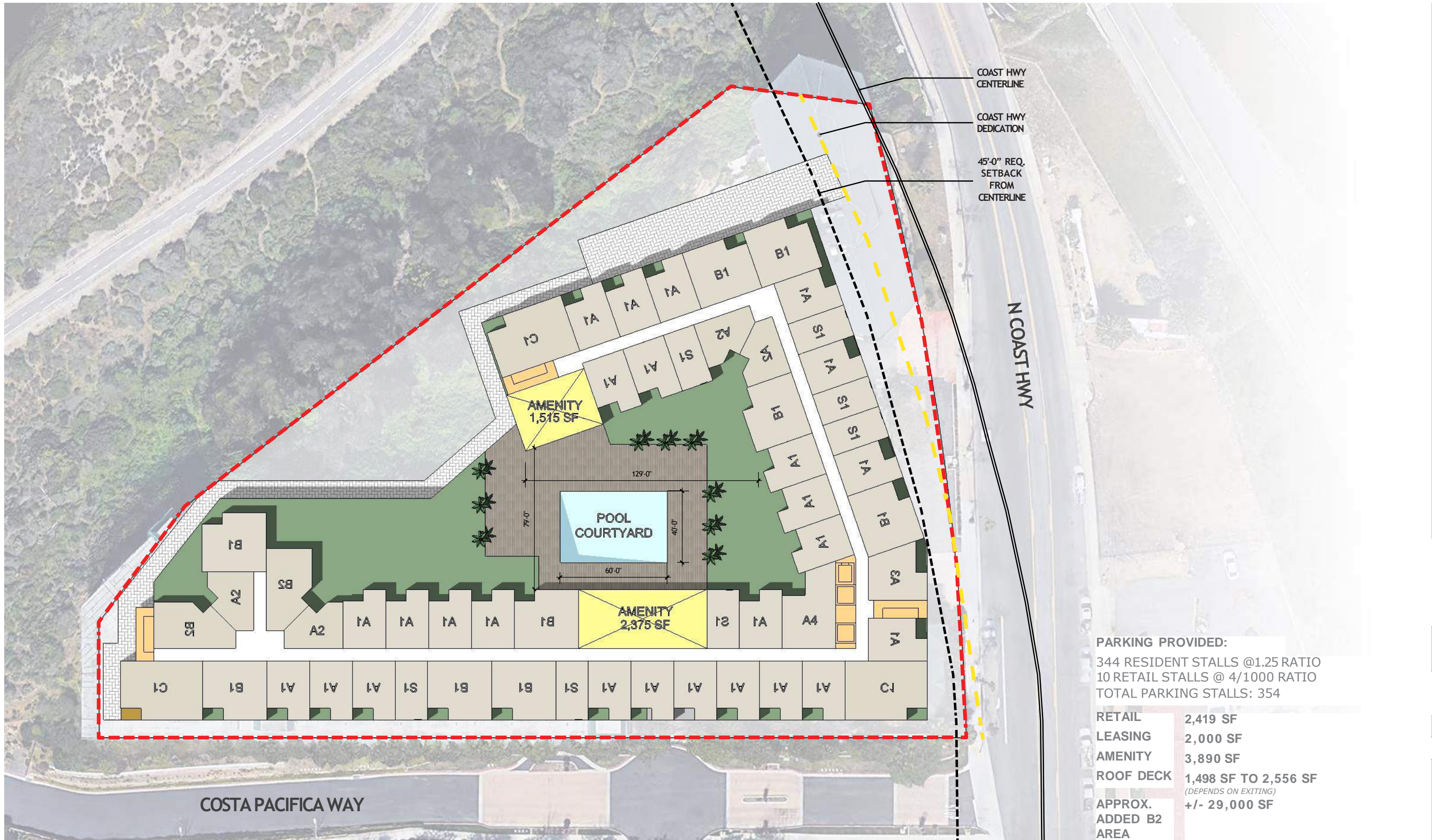
RETAIL	2,419 SF
LEASING	2,000 SF
AMENITY	3,890 SF
ROOF DECK	1,498 SF TO 2,556 SF <small>(DEPENDS ON EXITING)</small>
APPROX. ADDED B2 AREA	+/- 29,000 SF



1103 N. Coast
 SAN DIEGO, CALIFORNIA
 TCA # 2023-199

YIELD STUDY
 JANUARY 24, 2024

CONCEPTUAL LAYOUT C
 6TH FLOOR -Roof Level



COAST HWY
CENTERLINE

COAST HWY
DEDICATION

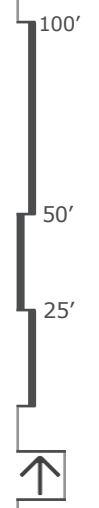
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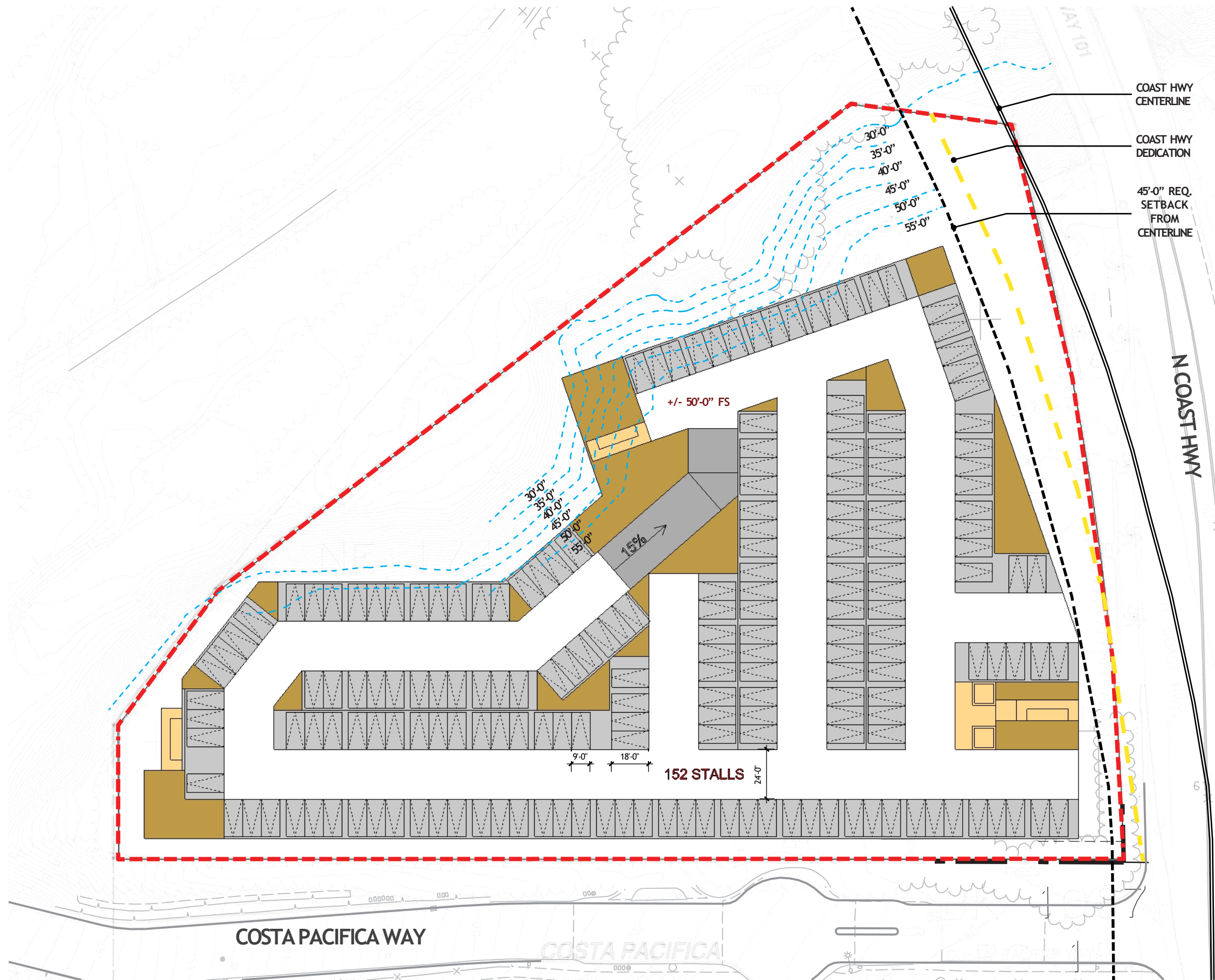
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1103 N. Coast
 SAN DIEGO, CALIFORNIA
 TCA # 2023-199

YIELD STUDY
 JANUARY 24, 2024

CONCEPTUAL LAYOUT C
 Floor 2-5



COAST HWY CENTERLINE
 COAST HWY DEDICATION
 45'-0" REQ. SETBACK FROM CENTERLINE

N COAST HWY

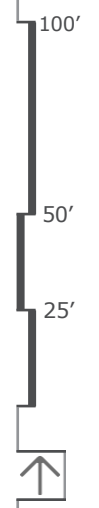
COSTA PACIFICA WAY

COSTA PACIFICA

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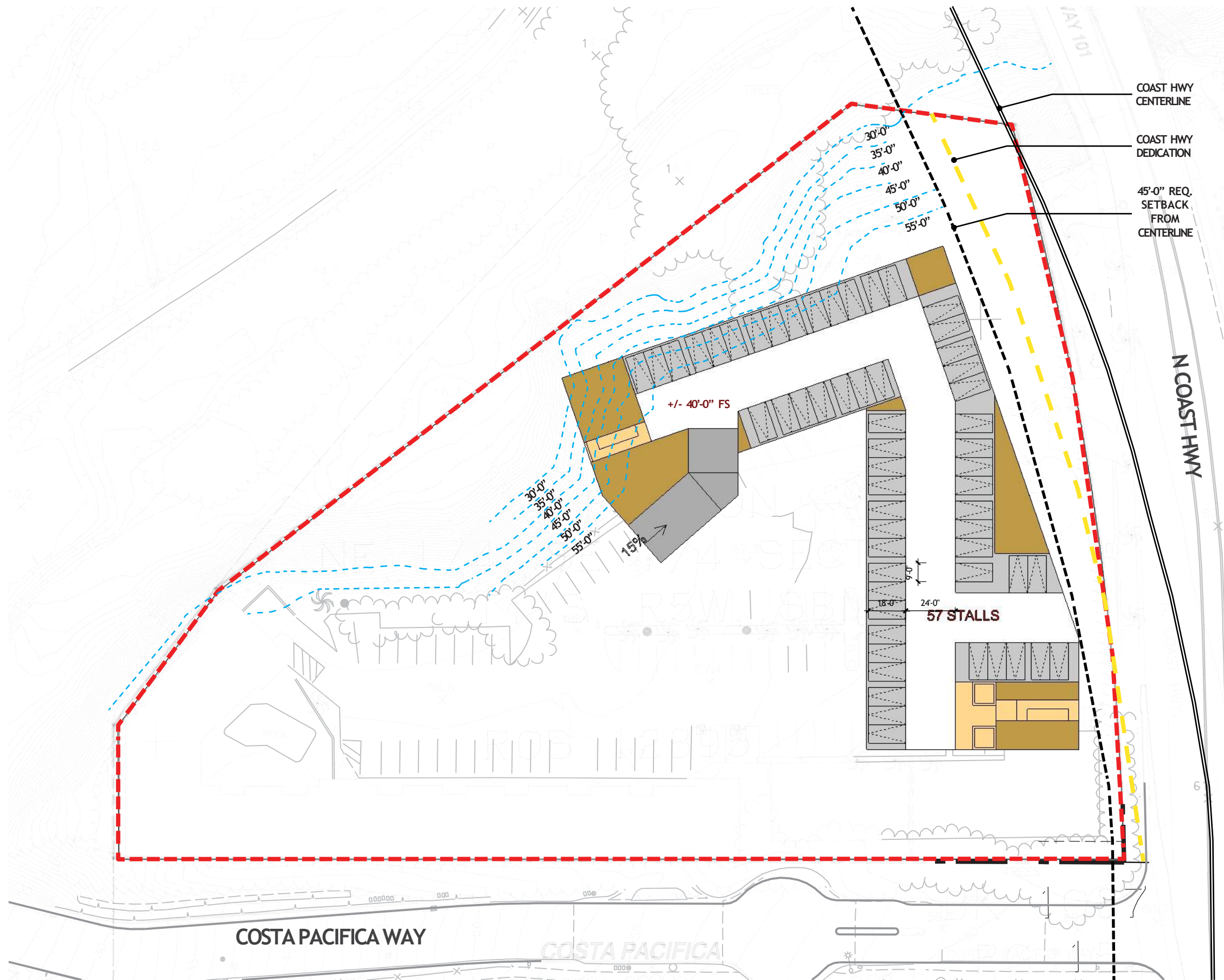
APPROX. ADDED B2 AREA +/- 29,000 SF



1103 N. Coast
 SAN DIEGO, CALIFORNIA
 TCA # 2023-199

YIELD STUDY
 JANUARY 24, 2024

CONCEPTUAL LAYOUT C
 B1 FLOOR



COAST HWY CENTERLINE
 COAST HWY DEDICATION
 45'-0" REQ. SETBACK FROM CENTERLINE

N COAST HWY

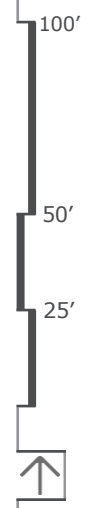
COSTA PACIFICA WAY

COSTA PACIFICA

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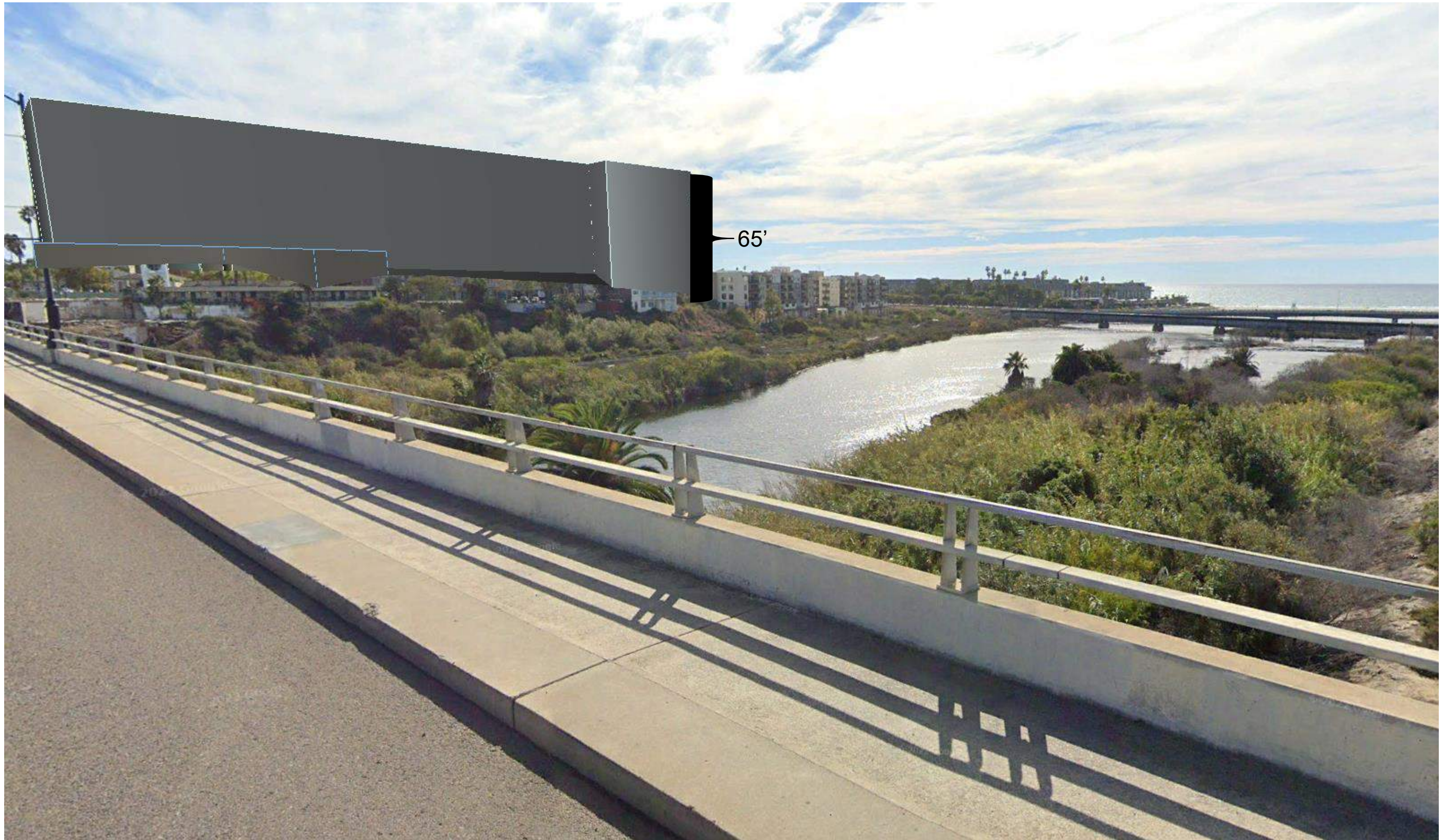
APPROX. +/- 29,000 SF
 ADDED B2 AREA



1103 N. Coast
 SAN DIEGO, CALIFORNIA
 TCA # 2023-199

YIELD STUDY
 JANUARY 24, 2024

CONCEPTUAL LAYOUT C
 B2 FLOOR



Massing Study: Southwest View from N. Coast Bridge

The image above is meant to examine building mass relative to its surroundings. The image is not indicative of an architectural design aesthetic



Massing Study: Northwest View toward Harbor

The image above is meant to examine building mass relative to its surroundings. The image is not indicative of an architectural design aesthetic

REPRESENTATIVE ARCHITECTURE

