



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, March 27, 2024

Meeting 1: N/A

Meeting 2: 10:30 a.m. – 11:30 a.m.

Project Description: Proposing to construct a full service EV charging station with up to 50 high speed charging stalls as well as a 3,457 square foot Gelson's "Re-Charge" Market located at 1591 N. Coast Highway.

Project Number: ADM24-00012

Assessor Parcel Number(s): 143-090-26-00

Contact Person: Matte Stowe

Email: matt@rovecharging.com

Zoning: DT

Land Use: D-6A

Neighborhood Area: Townsite (C-TS)

** 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





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:

Assessor's Parcel Number:

Lot Area (acres or SF):

Existing Use:

Brief Description of Proposal:

Property Owner & Applicant Information

Owner Name:

Phone Number & E-Mail Address:

Applicant Name:

Phone Number & E-Mail Address:

To be completed if the Applicant is not the 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)

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)

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:

Time:

Assigned Project Planner:



ROVE NORTH COAST HIGHWAY - OCEANSIDE

CONCEPTUAL DESIGN

1591 NORTH COAST HIGHWAY,
OCEANSIDE, CALIFORNIA

IRV24-0002-00
MARCH 8, 2024

DISCLAIMER: THIS CONCEPTUAL DESIGN IS BASED UPON A PRELIMINARY REVIEW OF ENTITLEMENT REQUIREMENTS AND ON UNVERIFIED AND POSSIBLY INCOMPLETE SITE AND/OR BUILDING INFORMATION, AND IS INTENDED MERELY TO ASSIST IN EXPLORING HOW THE PROJECT MIGHT BE DEVELOPED. SIGNAGE SHOWN IS FOR ILLUSTRATIVE PURPOSES ONLY AND DOES NOT NECESSARILY REFLECT MUNICIPAL CODE COMPLIANCE.

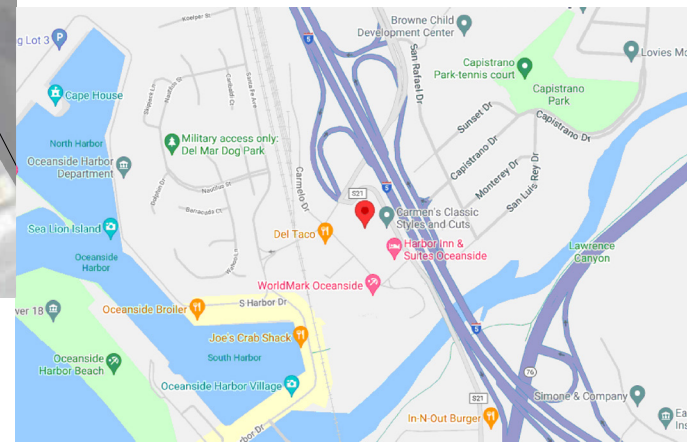
WARE MALCOMB
WM ARCHITECTS, INC.



DEVELOPMENT STANDARDS		
Zoning	Jurisdiction	Oceanside, CA
	Zoning Designation	D-6a (Non-Residential)
	Max F.A.R	2.00 ¹
	Max Height	45 FT
	Building Setbacks	
	Front	10 FT ²
	Corner Side	10 FT
	Side	0 FT
	Rear	0 FT
	Landscape Setbacks/Req	15% ⁴
	Front	7
	Side	7
	Rear	7
	Parking Standards	
	Min Stall Size	8.5x18
	Compact	7.5x15 ⁵
	Drive Aisle	24 FT ⁶
	Fire Lane	28 FT
	Landscape Islands	8 ⁹
	Required Parking	
	Office	1/300 SF
	Retail	1/300 SF
	Warehouse	

PROJECT DATA		
Site Summary		APN(s): ##
Gross Site Area	47,274 SF	1.09 AC
Total Building Area(s)	Gross Floor Area	3,457 SF
	Footprint	3,457 SF
Coverage	Gross	7%
Building 1		
Building Area(s)	Footprint	3,457 SF
Cars Required		12 Stalls
Cars Provided		
Non-EV Stalls		10 Stalls
	Req. Accessible EVCS Stalls	1 Stall
	Req. Van Acc. EVCS	40 Stalls
	Req. Standard Acc. EVCS	1 Stall
	Req. Ambulatory EVCS	1 Stall
TOTAL:	@15.62/1,000 SF	54 Stalls
Landscape Provided:	@ 15%	7,243 SF

- Notes**
- To provide sites for highway oriented commercial businesses and visitor serving uses related to the
 - Lots fronting North Coast Highway Street: Setbacks shall be 45 feet from street centerline.
 - A 5-foot side or rear yard setback shall be provided along all alleys.
 - All visible portions of a required setback area adjoining a street shall be planting area or hardscape that includes driveways, walks, parking areas, as well as areas covered by ornamental gravel, crushed rock, or similar materials. However, the front yard setback may not be entirely paved out or composed of hardscape material.
 - All required spaces shall be large-car spaces. However, spaces provided in addition to the number required may be small-car spaces.
 - Driveways or drive-aisles adjacent to buildings in a commercial or industrial district shall be setback from a building a minimum of five (5) feet to provide site distance at the corners of the building.
 - * If parking lot dimension adjoining property line is less than 100 feet, 3 feet perimeter planting strip is required.
* If parking lot dimension adjoining property line is more than 100 feet, 10 feet perimeter planting strip is required when adjoining street property line, 5 feet perimeter planting strip is required in other cases.
 - For every 6 contiguous parking stalls within a parking lot area, a minimum of one tree shall be provided within a landscaped planter to breakup the expanse of pavement. Where a row of parking stalls contains twelve or less contiguous parking stalls, a minimum of one tree shall be provided within a landscaped planter at each end of the row of parking stalls.
 - Where autos will extend over landscaping, the required planting area shall be increased 2 feet in depth by decreasing the length of the parking stall by 2 feet. Where autos will overhang into both sides of an interior landscaped strip or well, the minimum inside curb-to-curb interior planter dimension shall be 7 feet.







KEYNOTES

1

PAINT - DUNN EDWARDS
DE6355 - TARNISH SILVER

3

ACM AWNING
ALUCABOND - GRAPHITE MICA

5

GLAZING
VITRO OPTI-BLUE

7

SIGNAGE

2

PAINT - DUNN EDWARDS
DE6364 - CAVERNOUS

4

ALUMINUM STOREFRONT
CLEAR ANODIZED

6

SCREEN ACCENT
METAL MESH

Operations Overview:

The Rove Electric Vehicle (EV) charging facility is a dedicated development and EV focused operation, including up to 50 EV high speed charging stalls allowing drivers to charge a vehicle in 15-30 minutes. In addition, the Rove station contemplates a new 3,457 SF building, offering a dedicated lounge and restroom area to customers and a ReCharge Market, operated by Gelson’s Market offering high quality food, beverages, and grocery items. The contemplated project is located adjacent to Interstate 5, and the Harbor Drive exit, helping to fulfill the intent of the city’s land use for this site “for highway business and tourist/visitor uses related to the harbor and the Interstate 5 freeway, primarily oriented to visitor-serving commercial establishments.”¹

Charging:

The Rove Oceanside facility will be able to accommodate all EVs on the market, allowing 100% of EVs the ability to charge at Rove. The charging will be supported by on-site battery storage to supplement the electrical grid.

Market:

The ReCharge Market is operated by Gelson’s Market and will feature high quality selection of offerings to EV charging customers and members of the general public. The market building will offer indoor and outdoor seating, clean restrooms, and reliable Wi-Fi for customers while their vehicle is charging. The market will be staffed and will operate over the course of typical day-time hours.

¹ City of Oceanside Comprehensive Zoning Ordinance – Article 12 D Downtown District, Zone 6A

March 12, 2024

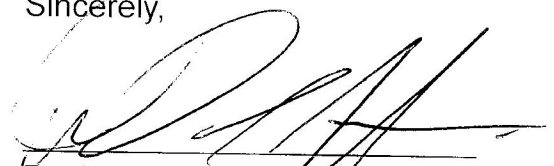
City of Oceanside - Development Services Department
300 N. Coast Hwy, Oceanside, CA 92054

RE: Rove Charging Developer's Conference Application – 1591 N. Coast Hwy.

To Whom it Concerns:

I serve as the authorized representative for the owner of the property located at 1591 N. Coast Hwy., Oceanside, CA. This letter is to serve as the property owner's authorization for Rove Charging to submit an application for the Developer's Conference for the aforementioned property, contemplating a full-service EV charging station with 3,457 square foot market.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Heering', written over a horizontal line.

David Heering, President
Carpenter Investment Co.