



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, January 29, 2025

Meeting 1: N/A

Meeting 2: 10:30 a.m. – 11:30 a.m.

Project Description: Proposed interior tenant improvement with a change of use from a “B-Occupancy” to an “A-2 Occupancy”. Applicant is proposing “Pitch” an upscale, full-service bar and restaurant offering lunch, dinner and weekend brunch. Site will also include lounge areas, golf bays with “TrackMan” simulators and shuffleboard. Will be open to the public as well as occasional VIP events for members only. Project site is located at 1722 S. Freeman St on a 1.52-acre site

Project Number: ADM24-00062

Assessor Parcel Number(s): 153-213-42-00

Contact Person: Melissa Hanner

Email: melissa@ociodesigngroup.com

Zoning: C2

Land Use: C-GC

Neighborhood Area: South Oceanside

** 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 2





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: 1722 S Freeman St, Oceanside, CA 92054

Assessor's Parcel Number: 1532134200

Lot Area (acres or SF): 1.52

Existing Use: M AND B

Brief Description of Proposal:

Change of Use to A-2 (Restaurant with Kitchen, Bar & Entertainment Establishment)

Property Owner & Applicant Information

Owner Name: HP NCP, LLC - JIM HAMILTON

Phone Number & E-Mail Address: 619-840-4614

jim.hamilton@hpinvestors.com

Applicant Name: OCIO DESIGN GROUP - CLARA ROOS

Phone Number & E-Mail Address: 619-859-1081

CLARA@OCIODESIGNGROUP.COM

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: 12/18/2024 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: January 29, 2025

Time: 10:30am

Assigned Project Planner: Shannon Vitale



view at Building Building B from parking lot



view at Building Building B from parking lot



view at Building Building B from parking lot



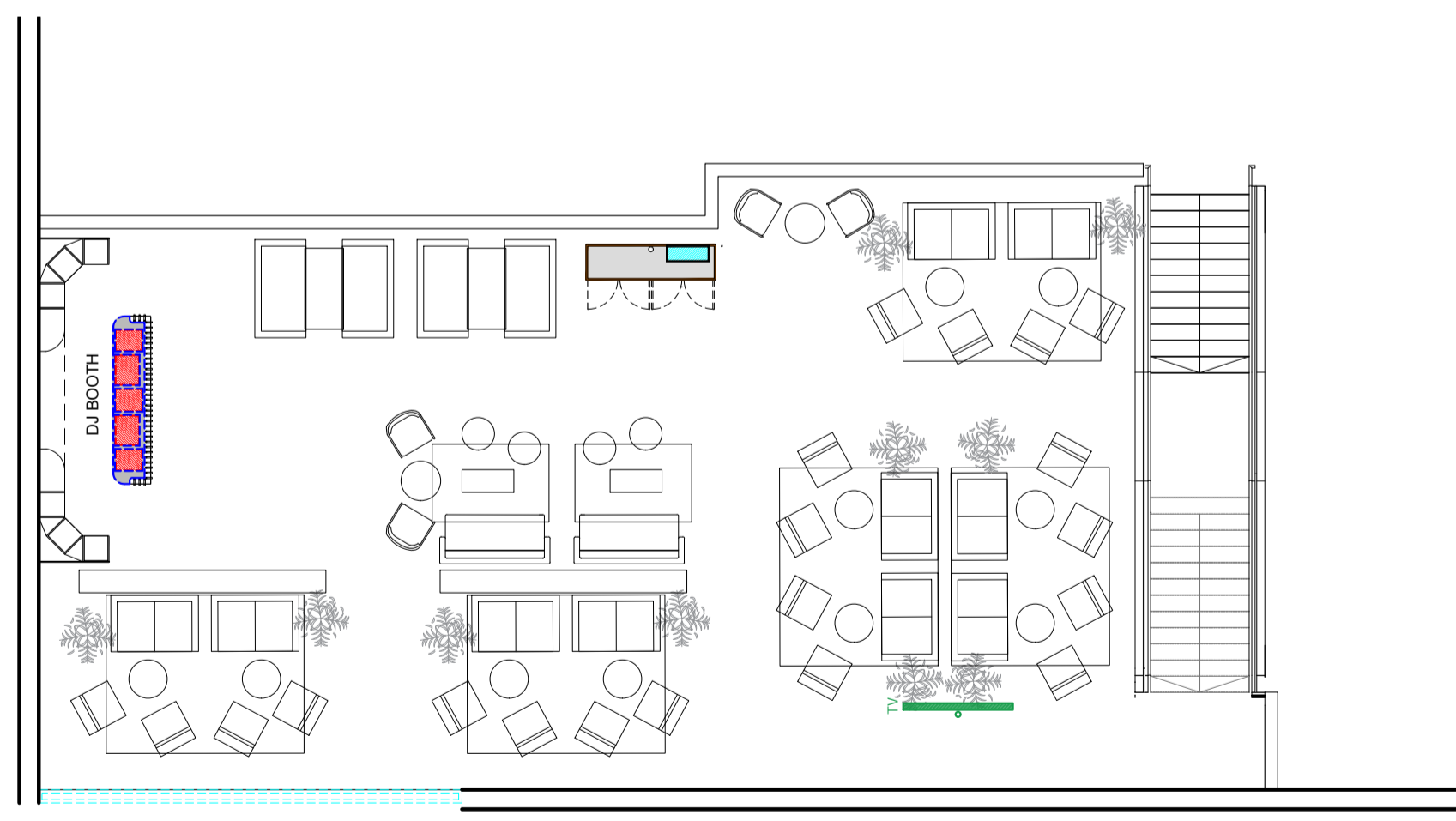
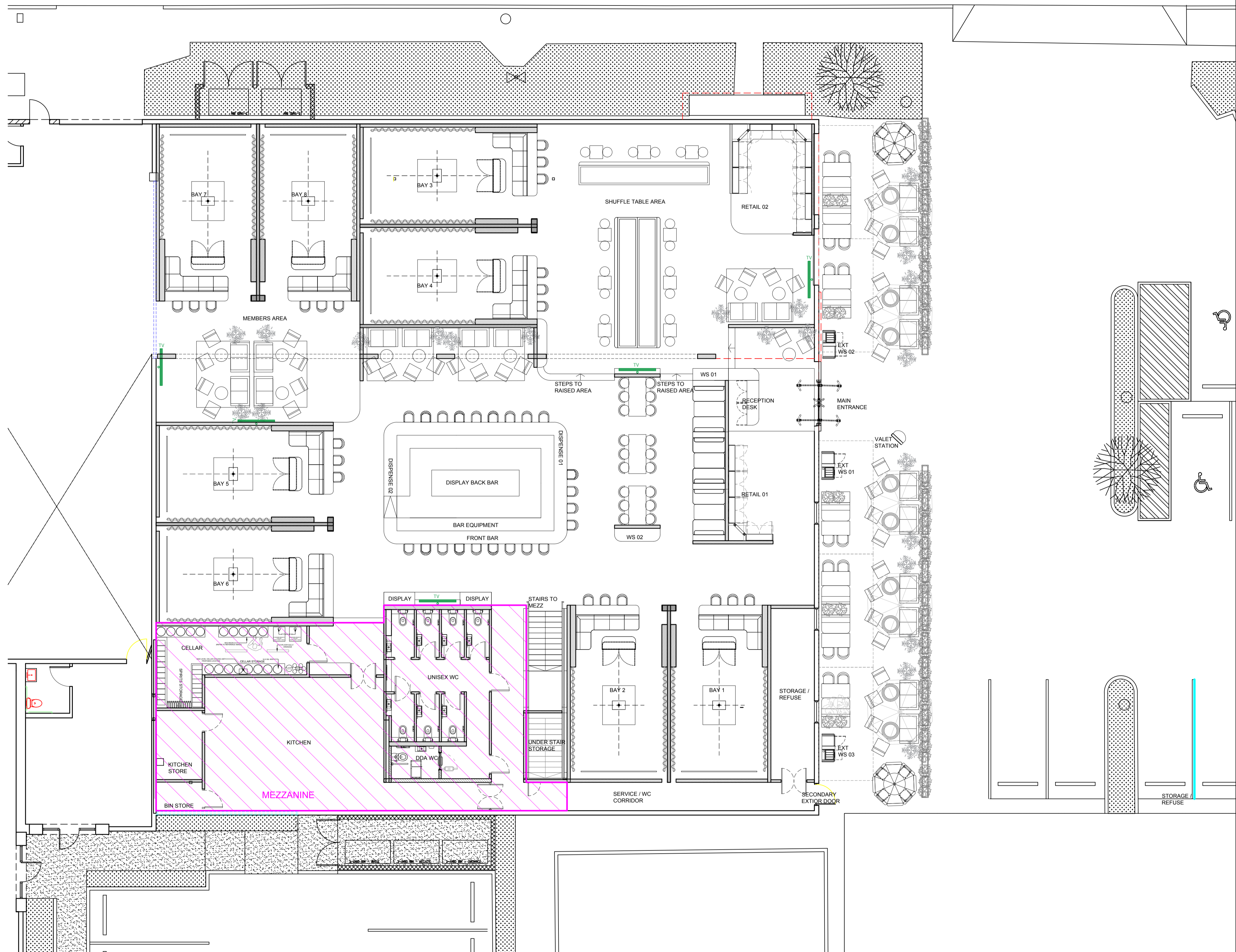
view at Building Building B from parking lot



aerial view at Building B from parking lot



aerial view at Building B from parking lot



- Notes:
1. All dimensions are in millimeters unless noted otherwise
 2. All dimensions to be site verified before proceeding with work
 3. Atelier Wren should be notified of any discrepancies in writing.

REV	DATE	DESCRIPTION	BY	CHK	REV	DATE	DESCRIPTION	BY	CHK
						24/11/24	FOR INFO	JR	JR

Project	Pitch Oceanside	
Title	Mezzanine Floor General Arrangement Plan	
Scale	Status	Drawn
1:100@A1	Tender Issue	JR
Project no.	Drawing number	Revision
360	PL-02	

ATELIER WREN

Atelier Wren Ltd
2nd Floor 53 New Oxford St
London WC1A 1BL
Company no. 13270219
VAT No. 379441960

Client Pitch

This drawing is the property of Atelier Wren. Copyright is reserved to Atelier Wren and the drawing is issued on the condition that it is not copied, either wholly or in part, without the written consent of Atelier Wren. All dimensions to be checked and verified on site prior to the commencement of any work. This is a Design Intent drawing. Do not scale from this drawing. All dimensions are to be checked on site. This drawing is to be used in conjunction with all consultants information.



Space Planning
Interior Design
Construction Management

1717 Fifth Avenue
San Diego, CA 92101

T 619.232.0261

Bill McIlvene

33761 Avenida Calita
San Juan Capistrano, CA 92675
January 16, 2025

City of Oceanside
Development Services Department
Planning Division

Project Address: 1722 S. Freeman Street
APN: 1532134200
Map No.: 14818
Zone: C-2 Coastal Commercial

Dear Planning Division,

I am writing to introduce *Pitch*, an upscale, full-service bar and restaurant offering lunch, dinner, and weekend brunch. Pitch features a variety of experiences, including full restaurant and bar offerings, lounge areas for socializing, golf bays with TrackMan simulators, and shuffleboard. While the restaurant is open to the public, we will offer exclusive benefits for members, including access to a members-only private VIP area.

The project will be an interior tenant improvement with a change of use from a B-Occupancy to and A-2 Occupancy. The primary function of our establishment is a restaurant and bar where patrons can participate a virtual golf experience:

Our business model offers three distinct yet complementary experiences which are all permitted uses with in the C-2 Coastal Commercial Zone:

1. Full-Service Restaurant:

Pitch will serve as a food and beverage destination in itself. Pitch offers a high-quality food and beverage experience for lunch, dinner, and weekend brunch. This ensures consistent foot traffic, with an average of 50 to 100 patrons during weekdays and 100 to 200 patrons on weekends.

2. Social & Golf Memberships:

Throughout the day, our venue attracts a diverse mix of customers who enjoy our state-of-the-art golf simulators, shuffleboard, and lively social atmosphere. The golf bays accommodate one player at a time, with up to three or four guests in the booth area behind enjoying food and beverages. We will offer tiered membership options for those who wish to enjoy additional perks, such as access to the private VIP member area and discounts on F&B, and retail.

3. Corporate and Event Hosting:

In addition to regular visits, Pitch is a sought-after location for corporate events, team-building activities, and client entertainment. Our restaurant will provide customized packages, including full service in-house catering, ensuring a memorable experience for businesses and organizations. This offering is expected to build long-term customer loyalty.

Proposed hours of Operation:

1. Sunday to Thursday: 11:00 AM – 11:00 PM
2. Friday and Saturday: 11:00 AM – 1:00 AM

We are confident that Pitch will not only meet but exceed the expectations of the Oceanside community, contributing positively to the local economy by attracting both residents and visitors. We appreciate your review and look forward to working closely with the City Planning Department to bring Pitch to life in this vibrant area.

Thank you for your time and attention. Please do not hesitate to contact me at (714) 264-1423 or Bill@Rivalcollic.com with any questions or for further information.

Sincerely,

William McIlvene
President
Pitch Golf