



Planning Division  
Development Services Department  
300 North Coast Highway | Oceanside, CA 92054  
(760) 435-4373 | [PlanningStaff@OceansideCA.org](mailto: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 25, 2026

**Meeting 1:** 9:30 a.m. – 10:30 a.m.

**Project Description:** Proposed conversion of existing structure into Mixed-use development containing 4 Residential Units + Commercial Office space on a 5,147 SF site located at 509 N. Horne Street.

**Project Number:** ADM26-00008

**Assessor Parcel Number(s):** 147-105-04-00

**Contact Person:** Michael Kern

**Email:** [michael@birdnestrealestate.com](mailto:michael@birdnestrealestate.com)

**Zoning:** CP

**Land Use:** PC

**Neighborhood Area:** Townsite

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**Meeting 2:** 10:30 a.m. – 11:30 a.m.

**Project Description:** Proposed SB 1123 Small Lot Subdivision consisting of nine (9) individual residential lots, each containing a detached 3-story single-family home on a 13,440 SF vacant site located at 230 Hoover St.

**Project Number:** ADM26-00006

**Assessor Parcel Number(s):** 149-064-32-00

**Contact Person:** Trent Hullen

**Email:** [trent@atlaswestgroup.com](mailto:trent@atlaswestgroup.com)

**Zoning:** RE-B

**Land Use:** EB-R

**Neighborhood Area:** Loma Alta

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*\* 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)

1<sup>st</sup> choice date:                      Time preference:      9:30 am      10:30 am      either

2<sup>nd</sup> 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](mailto: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:



# Conceptual Elevations

509 N. Horne Street



**NEW -  
Commercial  
Office Front**

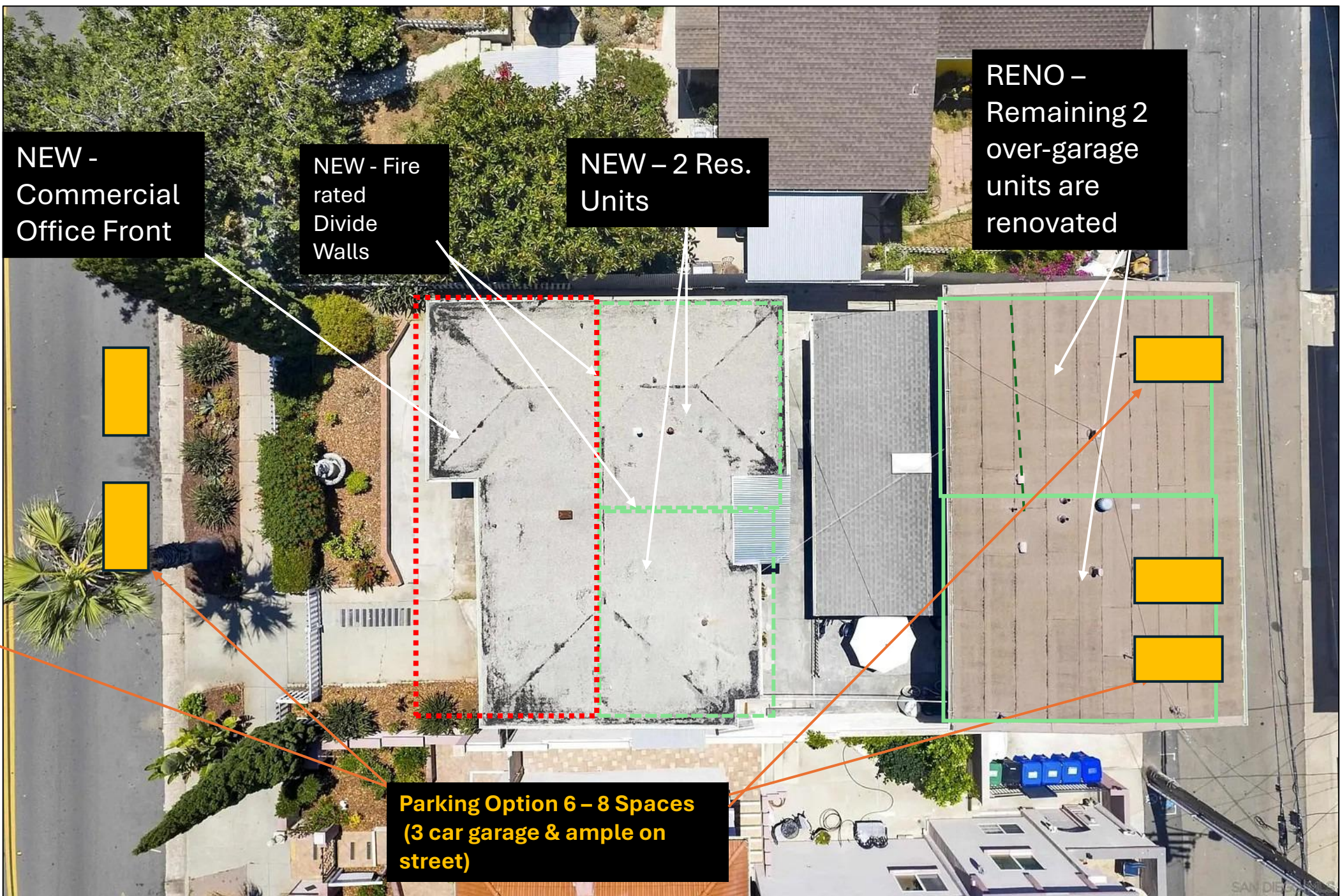
**NEW - Fire  
rated  
Divide  
Walls**

**NEW - 2 Res.  
Units**

**RENO -  
Remaining 2  
over-garage  
units are  
renovated**



**Parking Option 6 - 8 Spaces  
(3 car garage & ample on  
street)**



**FRONT ELEVATION (MAIN STREET ENTRY)– Existing 1-Story Street-Facing Structure"**

**Existing 1-Story Dwelling**

- Stucco and existing vertical siding finish
  - Approx. 8' plate height
  - Windows (varied: est. 2' x 4' and 3' x 5')
  - Note ADA exists in entry, assess if upgrade needed
- Roof: Low-slope gable (estimated), composition roof

***Proposed Mixed-Use Phase 1: Commercial Office (front) + Residential (rear)***

- Retain original structure, interior reconfiguration only**
- Setback from sidewalk (~10') - To comply with CP zoning front setback (verify standard)"
- Existing Landscaping / White Picket Fence
- Maintain existing streetscape character
- Landscape and entry design to remain

**Phase 2 Context Note:**

**Add small note: "Rear structure remains in active use (Phase 2)"**



## REAR ELEVATION

### Rear Elevation – Existing 2-Story Structure Over Garage (Alley Access)

- **Alley Width (~15-18')**
  - Alley-facing elevation – south side of property
- **Second-Floor Residential Units (2 existing units)**
  - Window sizes (approx. 3' x 4')
  - Wood-frame over concrete/CMU, Painted stucco surround
  - Indicate "Unit A" and "Unit B" labels for clarity if known
- **Ground-Floor Garage Doors (x2)**
  - Roll-up Garage Doors
  - Approx. 16' wide for 2 car side, 8" for 1 car garage
  - Center garage door to be evaluated for **conversion or reuse** (optional note)
- **Pedestrian Entry Door**
  - Standard entry (approx. 3')
- **Electrical Panels + Gas Meters (left side)**
  - Utility service location
- **Pitched Roof**
  - 4:12 or 5:12 slope (est.)
  - Composition shingle (assumed from neighborhood context)
  - Standard eaves
  - Note: May be evaluated for rooftop deck feasibility (optional)



# Conceptual Site Plan

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509 N. Horne St.



**Parking Option 6 – 8 Spaces  
(3 car garage & ample on street)**

**NEW -  
Commercial  
Office Front**

**NEW - Fire  
rated  
Divide Wall**

**NEW – 2 Res.  
Units**

**RENO –  
Remaining 2  
over-garage  
units are  
renovated**

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Map data ©2026 Google

Google

## OVERHEAD / AERIAL SITE CONTEXT

### Site Context Aerial View – 509 N. Horne

- **Building 1 (Front Unit – To be converted to Mixed-Use)**
  - Phase 1: Convert to Office + Residential”
  - Approx. footprint: ~1,000 sq ft (confirm)
- **Building 2 (Rear Over-Garage Units – Phase 2)**
  - Phase 2: Renovation of 2 Units from Group Living to Market-Rate or STR
  - Approx. total structure: ~1,700 sq ft (2 stories)
- **Alley Access Point (south side)**
  - Indicate vehicular access point
  - Note: “Garage access via alley”
  - utility meters / trash staging area
- **Lot Dimensions (from CRS Report): 47' x 109'**
  - Full lot size: 5,147 need to validate
- **Zoning: CP – Commercial Professional**
  - Verify Mixed Use allowed via CUP – FAR up to 1.0 possible”
  - Proposed FAR: ~0.5 – 0.6” (estimated based on 2,700 total sf)
- **Distance to Coastline (~0.4 mi)**
  - STR relevance



## Project Description

**Subject:** Developer Conference Application – 509 N. Horne Street, Oceanside, CA

**APN:** 150-222-21-00

**Zoning:** CP (Commercial Professional)

**Lot Size:** ~7,157 sq ft

**Existing Use:** Group Living – Independent Living Facility (Approx. 17 beds)

**Proposed Use:** Mixed-Use – 4 Residential Units + Commercial Office

Dear Planning Staff,

Thank you for the opportunity to initiate a Developer Conference for 509 N. Horne Street. I'm an Oceanside resident and local investor, and I'm excited to explore a path that brings this underutilized site into greater alignment with both the **CP zoning district** and **Oceanside's broader goals around infill development, commercial revitalization, and housing expansion**.

I am submitting this request in hopes of pursuing a **Mixed-Use Development Plan** with the following intent:

## Development Goals and Phasing Plan

### PHASE 1 – *Front Building Renovation (Facing Horne Street)*

- Convert existing structure into:
  - **1 small commercial office** (street-facing)
  - **2 residential units** (above and/or behind office)
- Maintain the current use of the **rear building** (group living) during construction
- Comply with ADA and building code upgrades
- Ensure conformance with CP Mixed-Use standards and initiate CUP if required

### PHASE 2 – *Rear Building Conversion (Facing Alley)*

- Renovate rear-over-garage structure to convert group living format into:
  - **2 additional residential units** (2BR/1BA or studio formats)
- Final result would be **4 residential units total + 1 commercial space**
- Provide upgraded parking layout (targeting 6–8 spaces), open space improvements, and updated site landscaping

## Why This Approach Aligns With CP Zoning

- **Zoning Compatibility:** CP zoning allows a **mixed-use layout with commercial frontage** and residential behind or above, with a CUP. This project respects that framework by maintaining an office presence on Horne St.

- **Lot Size and FAR:** The site is ~7,157 sq ft, and CP zoning allows up to **1.5 FAR**, supporting over 10,000 sq ft of buildable area. The proposed ~2,700 sq ft use (existing structure) is well within this threshold.
- **Setbacks and Height:** Preliminary site studies confirm adequate setbacks and height compliance. We will adhere to RM-A open space and parking standards per Article 30.
- **Infill Housing & Density:** This proposal would add high-quality housing stock to a walkable downtown neighborhood, just blocks from Wal-mart, Downtown, the Transit Center, Coast Highway, and Civic Center.

## Additional Considerations

- **Owner-occupied STR or commercial short-term lodging (hotel-style) in the CP zone:** I'd like to explore a future application for **hosted short-term rentals**. I am also curious if commercial short-term lodging (hotel-style) might be a consideration in the CP zone? Either way, my intent is to **live on site**, which complies with STR policy outside the coastal zone, if the STR route were best for/as residential units.
- **Community Use History:** The site has historically served low-income tenants in a **group residential format**, with social workers placing tenants. I am hoping that my mixed use and Short Term Rental approaches continue a legacy of community support for temporary housing and density challenges.
- **Alignment with City Goals:** I believe this proposal aligns with the **City's Housing Element, General Plan infill goals, and downtown activation strategy**, especially in a CP-zoned corridor.

## Request for Developer Conference Discussion

At this Developer Conference, I respectfully ask the City to help evaluate:

1. Whether the proposed **4 residential units + commercial office** is achievable under a Mixed-Use + CUP approach
2. Any feedback on **phased development** that maintains group living temporarily during renovations
3. Clarification on **parking, FAR, open space, and site design guidance**
4. Potential alignment with **housing streamlining**, CEQA exemptions, or other density bonuses
5. Possibilities for **owner-occupied STR or commercial short-term lodging** (hotel-style) in the CP zone

Thank you again for your time and review. I look forward to a productive discussion and to contributing positively to the City of Oceanside.

Sincerely,

**Michael Kern**

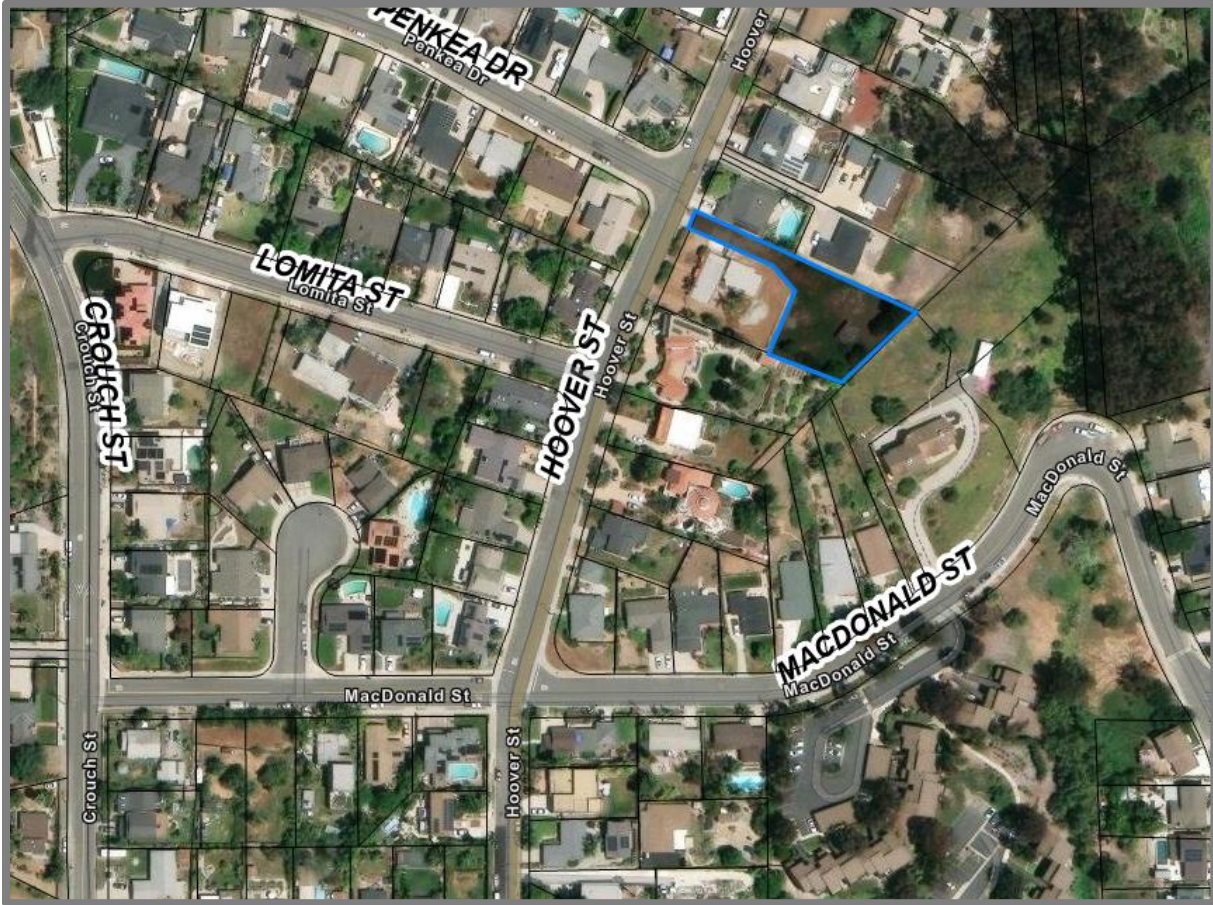
South Oceanside Resident & Small Business Owner

michaelak117@gmail.com  
(512) 663-5123

### **Attachments Provided**

- Conceptual Elevations & Site Plan
- Regional and Vicinity Maps
- Aerial Property View
- Feasibility Summary

# ITEM 2





Development Services Department – Planning Division  
300 North Coast Highway | Oceanside, CA 92054 | (760) 435-3520

Project Number:  
ADM TBD - TBD  
ADM26-00006

## Developer’s Conference Application

### General Information

Applicant Name: Atlas West Group  
Applicant Address: 550 W. B Street, 4th Floor, Suite #181, San Diego CA 92101  
Applicant Email Address: trent@atlaswestgroup.com Applicant Phone: 925-813-0974  
Property Owner Name: Atlas West Group  
Property Owner Address: 50 W. B Street, 4th Floor, Suite #181, San Diego CA 92101  
Property Owner Email Address: trent@atlaswestgroup.com Property Owner Phone: 925-813-0974

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

I authorize the applicant indicated above to submit the application on my behalf: NA  
Signature of Property Owner  
(or attach a letter of authorization)

### Property Information

Property Address: APN: 149-064-32-00  
Assessor’s Parcel Number (APN): 149-064-32-00 Lot Size: 13,440 SF  
Existing Use: Vacant Land  
Brief Description of Project Proposal: SB 1123 Small Lot Subdivision. 9 Homes For Sale

### Requested Meeting Date & Time (please provide 2 options)

1st Choice Date: 3/25/2026 Time Preference:  9:30 am  10:30 am  either  
2nd Choice Date: 3/25/2026 Time Preference:  9:30 am  10:30 am  either

### Requested Divisions to Attend (Planning attends all meetings)

Building  Fire  Water  Engineering  Traffic  Solid Waste  Other

### Required Documents (Attach to application or email to [planneroftheday@oceansideca.org](mailto:planneroftheday@oceansideca.org))

Project Description Letter  Vicinity Map (Aerial Image)  Conceptual Site Plan & Elevations

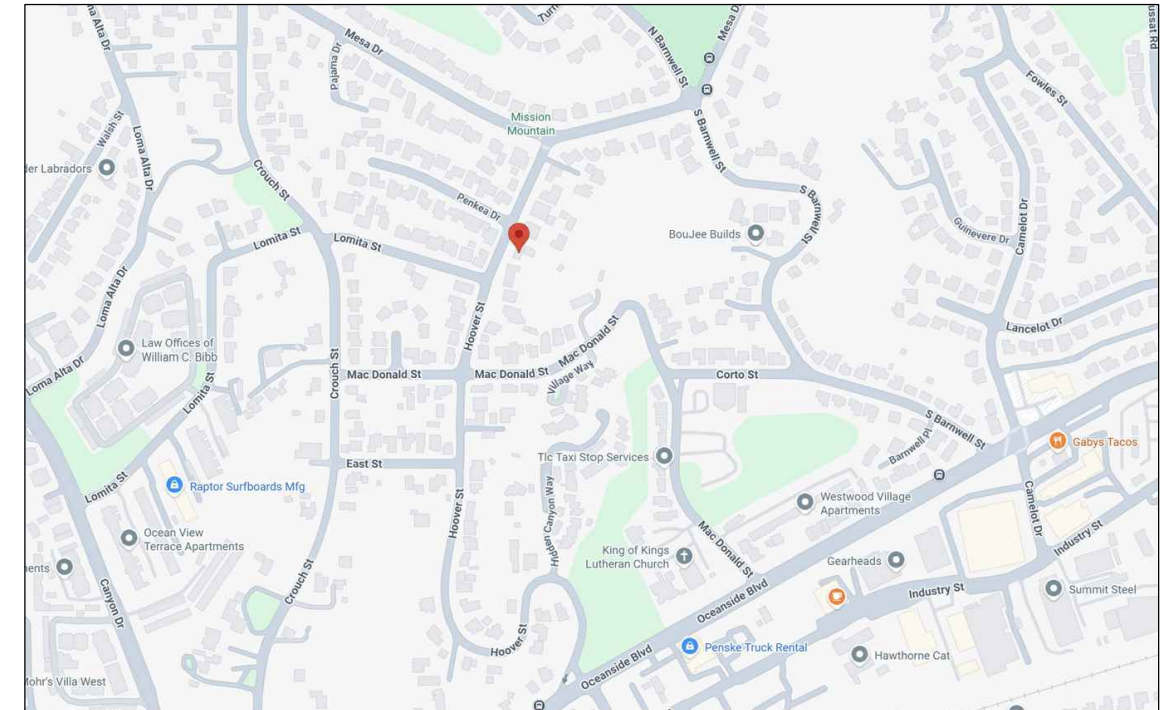
**To be completed by City Staff**

Assigned Meeting Date: March 25, 2026 Time: 10:30am  
Assigned Project Planner: Dane Thompson

SCOPE OF WORK

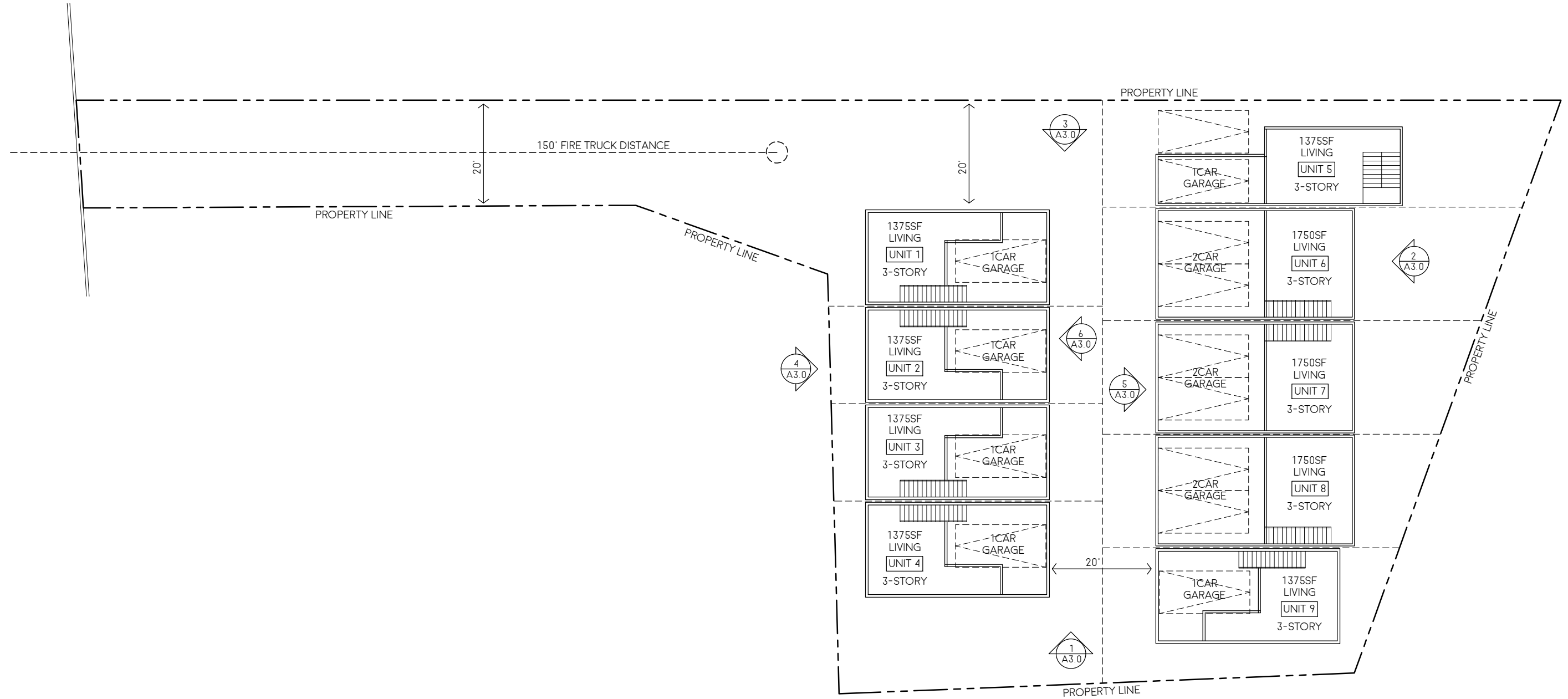
THE CONSTRUCTION OF NINE (9) NEW SINGLE FAMILY HOMES.

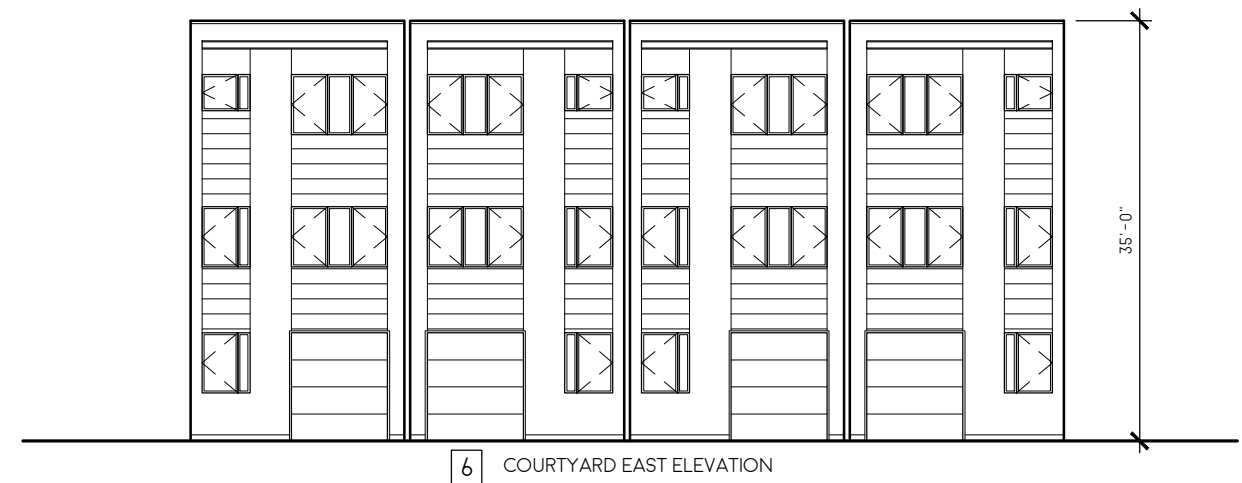
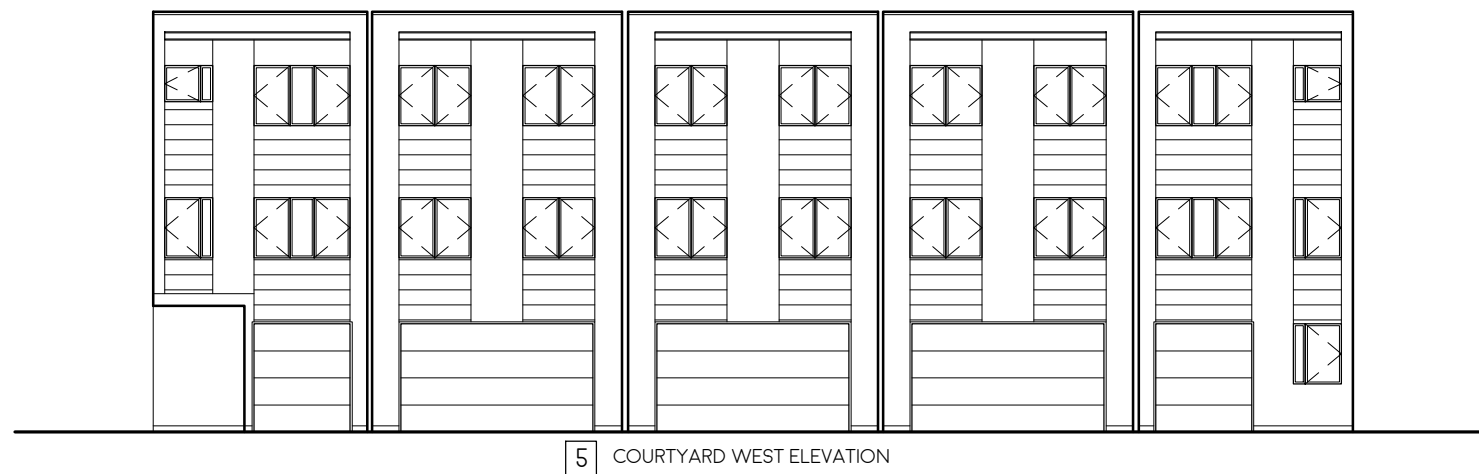
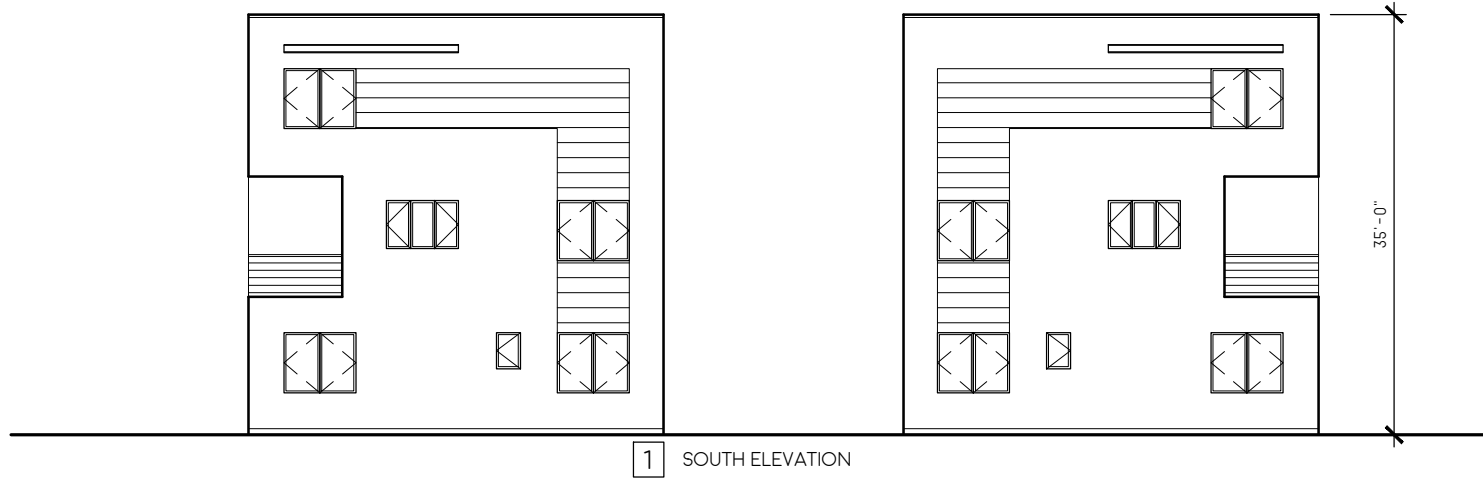
<p><u>ZONE:</u> RE-B</p> <p><u>LOT SIZE:</u> 16.633 SF</p> <p><u>EXISTING USE:</u> VACANT LAND</p> <p><u>PROPOSED USE:</u> NINE (9) SFRS</p> <p><u>EXISTING OCCUPANCY:</u> N/A</p> <p><u>PROPOSED OCCUPANCY:</u> R-3</p> <p><u>LEGAL DESCRIPTION:</u> PM 21512 PARCEL 2</p> <p><u>DENSITY:</u> (9) SFRS</p>	<p><u>TYPE OF CONSTRUCTION:</u> TYPE V-B, SPRINKLERED</p> <p><u>PROJECT AREAS:</u></p> <p>UNIT 1 LIVING: 1375 SF          UNIT 1 GARAGE: 250 SF</p> <p>UNIT 2 LIVING: 1375 SF          UNIT 2 GARAGE: 250 SF</p> <p>UNIT 3 LIVING: 1375 SF          UNIT 3 GARAGE: 250 SF</p> <p>UNIT 4 LIVING: 1375 SF          UNIT 4 GARAGE: 250 SF</p> <p>UNIT 5 LIVING: 1375 SF          UNIT 5 GARAGE: 250 SF</p> <p>UNIT 6 LIVING: 1750 SF          UNIT 6 GARAGE: 400 SF</p> <p>UNIT 7 LIVING: 1750 SF          UNIT 7 GARAGE: 400 SF</p> <p>UNIT 8 LIVING: 1750 SF          UNIT 8 GARAGE: 400 SF</p> <p>UNIT 9 LIVING: 1375 SF          UNIT 9 GARAGE: 250 SF</p> <hr/> <p>TOTAL LIVING:: 13.500 SF          TOTAL GARAGE:: 2.700 SF</p>
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VICINITY MAP







EXTERIOR ELEVATIONS  
1/16"=1'-0"

## **Hoover St Project Description Letter**

**Project Location:** APN 149-064-32-00, Hoover Street, Oceanside, California

**Project Type:** Residential Development – Single Family Homes

To Whom It May Concern,

This letter provides a description of a proposed residential development located off Hoover Street in Oceanside on Assessor's Parcel Number (APN) 149-064-32-00.

The proposed project consists of the subdivision and development of nine (9) individual residential lots, each containing a detached single-family home. The development is designed to provide modern, high-quality housing while maintaining compatibility with surrounding residential uses.

Each residence will be a three-story single-family home designed with private living spaces and integrated garages. The project includes a mix of two home types to provide a variety of housing options within the development.

### **Proposed Unit Mix**

#### **Four-Bedroom Homes (3 Units)**

- 4 Bedrooms / 3 Bathrooms
- Approximately 1,750 square feet
- Two-car garage

#### **Three-Bedroom Homes (6 Units)**

- 3 Bedrooms / 2 Bathrooms
- Approximately 1,375 square feet
- One-car garage

All homes will include private residential spaces and individual garage parking. The architectural design will emphasize efficient use of space, contemporary residential layouts, and compatibility with neighborhood character. The three-story configuration allows for comfortable living areas while maintaining a compact development footprint.

The proposed subdivision will create nine separate lots, each accommodating one detached single-family residence with appropriate access, parking, and private living areas. Site design will incorporate circulation, utility connections, and infrastructure improvements necessary to support the residential development.

This project aims to contribute to the local housing supply in Oceanside by providing well-designed single-family homes suitable for families and long-term residents.

Please feel free to contact us with any questions or requests for additional information regarding this proposed development.

Sincerely,  
Atlas West Group