



DATE: December 17, 2007

TO: Chairman and Members of the Planning Commission

FROM: Development Services Department/Planning Division

SUBJECT: **GENERAL PLAN AMENDMENT (GPA-2-07) AND ZONE AMENDMENT (ZA-1-07) TO CHANGE THE LAND USE FROM MEDIUM DENSITY A RESIDENTIAL (MDA-R) TO GENERAL COMMERCIAL (GC) AND TO AMEND THE ZONING MAP DESIGNATION FROM MEDIUM DENSITY A RESIDENTIAL DISTRICT (RM-A) TO GENERAL COMMERCIAL (CG) DISTRICT ON A PORTION (0.66 ACRES) OF A LOT SITUATED ON THE NORTHEAST CORNER OF MISSION AVENUE AND DOUGLAS DRIVE. THE PROJECT SITE IS LOCATED IN THE SAN LUIS REY NEIGHBORHOOD – MISSION VIEW MANOR LOT – APPLICANT: COLE AND ASSOCIATES**

RECOMMENDATION

Staff recommends that the Planning Commission by motion:

1. Deny General Plan Amendment (GPA-2-07) and Zone Amendment (ZA-1-07)
2. Adopt Planning Commission Resolution No. 2007-P66 with findings of denial attached herein.

PROJECT DESCRIPTION AND BACKGROUND

Site Review: The project site is undeveloped land located in the northeast corner of Mission Avenue and Douglas Drive. The site is a 0.66-acre portion of a larger 16.37-acre parcel that is situated within the Medium Density A residential land use designation and the San Luis Rey Neighborhood.

The larger 16.37-acre site consists of the Mission View Manor East Mobile Home Park, which is identified as a part of the Senior Mobile Home Park Overlay District. The project site is also situated within the boundaries of the Historic District.

The larger 16.37-acre site includes residential land uses. Across Douglas Drive to the west is Mission View Manor West Mobile Home Park, which also includes residential land uses. To the south of the subject are commercial lands that straddle Douglas Drive. This area has a General Plan land use designation of Special Commercial (SC).

Background: The mostly vacant property was previously used, during the 1970s and 1980s, for mobile home sales. A 200 square-foot sales office remains on-site. The site is currently used for overflow parking (visitors to the mobile home park and others) and casually as a park-n-ride for people riding the casino buses.

Project Description: The project application is comprised of two components: a general plan amendment and a change to the zoning district map.

General Plan Amendment GPA-2-07 represents a request for the following:

- (a) To change the General Plan land use designation from Medium Density A (MDA-R) to General Commercial (GC) and,

Zoning Amendment ZA-1-07 represents a request for the following:

- (b) To change the Zoning District Map from the Medium Density A (RM-A) District to General Commercial (CG) District.

The applicant wishes to restore the site to a mobile home sales location, which is categorized as commercial land use 450.BB.5 *Vehicle/Equipment Sales and Rentals*. In order to sell mobile homes the land use designation and the zoning district must be changed to one of the following: Neighborhood Commercial (CN), Community Commercial (CC), General Commercial (CG), or Special Commercial Highway Oriented (CS-HO). In addition, a Conditional Use Permit must be obtained.

The project is subject to the following Ordinances and City policies:

1. General Plan Land Use Element
2. Zoning Ordinance
3. California Environmental Quality Act

ANALYSIS

KEY PLANNING ISSUES

1. General Plan Conformance

The General Plan Land Use Map designation on the subject property is Medium Density A (MDA-R). The proposed land use designation is General Commercial (GC). The proposed land use designation change is inconsistent with the goals and objectives of the City's General Plan as follows:

A. Land Use Element I. Community Enhancement

Goal The consistent, significant, long term preservation and improvement of the environment, values, aesthetics, character and image of Oceanside as a safe, attractive, desirable and well-balanced community.

Objective 1.1 Community Values: To ensure the enhancement of long term community and neighborhood values through effective land use planning.

Policies:

- A. Land uses shall be attractively planned and benefit the community.
- B. Land uses shall not significantly distract from nor negatively impact surrounding conforming land uses.
- C. The City shall analyze the long-term effects of all proposed development to assure both the present and future social, economical, and physical enhancement of the community.
- D. The City shall support and encourage the fulfillment of widespread neighborhood and community values.

The 0.66-acre site has access to Douglas Drive via the Mission View Manor East entrance. Since the current driveway is proposed to be shared, a change to a commercial land use designation would directly impact the adjacent residential land use.

The transportation needs of the residents distinctly differ from commercial land use demands. The traffic analysis found that the residential land use may generate 30 average daily trips. This is a lesser demand compared to an average 50 daily trips generated by the proposed land use (O.Z.O. 450.BB.5 Vehicle Equipment Sales and Rentals). Please note that the traffic analysis and staff concluded that signalization of the Mission View Manor East entrance is not warranted if the proposed mobile homes sales are approved.

Objective 1.11 Balanced Land Use: To develop and use lands for the long-term provision of a balanced, self-sufficient, and efficient community.

Policies:

- A. The City shall establish and enforce a balanced distribution of land uses to organize the City in a hierarchy of activity centers and land use so as to foster a sense of neighborhood, community, and regional identity.
- B. The City shall analyze proposed land uses for assurance that the land use will contribute to the proper balance of land uses within the community or provide a significant benefit to the community.
- C. The City shall continuously monitor the impact and intensity of land use and land use distribution to ensure that the City's circulation system is not overburdened beyond design capacity.

The previously approved Senior Mobile Home Park Overlay District formalizes an established neighborhood by fostering a sense of community and regional identity among the residents of the Mission View Manor East and West. Changing the land use designation to commercial could affect the neighborhood identity.

Within the immediate vicinity, there are sufficient areas of lands designated Special Commercial. The adjacent Special Commercial lands (to the south) provide adjacent neighbors and the wider community with commercial businesses such as: food and beverage sales, personal improvement, personal services, and general retail. Creating additional commercial lands at this location may not necessarily provide a balanced distribution of land uses. Connections between the existing Special Commercial areas and the project site may not be possible.

Objective 1.12 Land Use Compatibility: To minimize conflicts with adjacent or related land uses.

Policies:

- A. Adequate setbacks, buffering, and/or innovative site design shall be required for land uses that are contiguous to and incompatible with existing land uses
- B. The use of land shall not create negative visual impacts to surrounding land uses.

C. The use of land shall not subject people to potential sources of objectionable noise, light, odors, and other emissions nor to exposure of toxic, radioactive, or other dangerous materials.

A variety of commercial land uses are permitted within a General Commercial District, yet the proposed 0.66-acre site might not have sufficient area to construct the necessary building, on-site parking, and provide adequate setbacks to sufficiently buffer a vibrant commercial land use (i.e. banks, day care, restaurants, convenience stores, nurseries, offices, personal services, retail sales, and or travel services) from the adjacent residential land use. A change in land use designation to General Commercial may inadvertently create an opportunity for objectionable noise, light, odors, and other unanticipated impacts.

B. Land Use Element II. Community Development

Goal The continual long term enhancement of the community through the development and use of land which is appropriate and orderly with respect to type, location, timing, and intensity.

Objective 2.2 Commercial Development: To promote and preserve a balance of successful markets and services in aesthetic, people-oriented associations that are compatible and organized to surrounding land uses.

Policies 2.23 General Commercial:

A. General Commercial shall provide retail shops, restaurants and services which meet the "immediate" commercial needs of the community. High intensity, drive-up/drive-through and convenience businesses shall be developed in commercial centers or clustered together in coordinated site or development plans to avoid the proliferation of driveway-cuts and to accommodate their high traffic generation characteristics.

B. General Commercial shall be designated on small sites of between five and ten acres. General Commercial areas shall be located on streets designated as major arterials or higher or at the intersection of two secondary arterials.

The site is less than five acres in size. The site size is insufficient to support a vibrant commercial land use, such as retail shops, restaurants and services. The site's access to Douglas Drive and or Mission Avenue would not adequately address the needs of high intensity land uses, such as drive-up, drive-through and convenience businesses. The installation of a traffic signal at this location is not recommended and will not improve service at the intersection of Mission Avenue and Douglas Drive.

Policies 2.244 Mission San Luis Rey Historic Area:

A. Commercial development within the Mission San Luis Rey Historic Area shall place a major emphasis on protection of views; provision of architecture, landscaping and streetscapes consistent with the "Mission San Luis Rey Historic Area Development Program and Design Guidelines"; and provision of visitor-serving uses and facilities (see Figure LU-20).

The project site is situated within the Mission San Luis Rey Historic Area. A change in the land use designation could be conditioned to comply with policy 2.24.A. This would be similar to other commercial lands situated within the Mission San Luis Rey Historic Area.

2. Zoning Ordinance

The project is located in the Medium Density A (RM-A) Residential District. The applicant proposes changing the district map to General Commercial (GC). The proposed amendment to the zoning map is subject Article 45 *Amendments* of the Oceanside Zoning Ordinance.

The proposed zoning district change to General Commercial (CG) is inappropriate for a site of this size. The types of permitted land uses within the CG District are listed in table 1.

Table 1. Permitted land uses within the General Commercial (CG) District

Limited day care	Limited horticulture
Minor utilities	Maintenance and repair services
Animal sales and services and related land uses	Laboratories
Artist's studios	Marine sales and services
Banks and savings & loans	Business & professional offices
Building materials & services	Personal Services
Catering services	Retail sales
Communication facilities	Travel services and
Eating and drinking establishments serving beer and wine	Seasonal, special sales of Agricultural
Home improvement	

These permitted land uses would require the construction of a commercial building and adequate provisions for on-site parking and egress to the street. The district change is inappropriate due to the site's juxtaposition to the intersection of Douglas Drive and Mission Avenue. This 0.66-acre site is not suitable for a vibrant commercial use.

3. California Environmental Quality Act

The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.

Pursuant to Section 15061(b)(4), a project is exempt from CEQA if the project will be rejected or disapproved by a public agency.

Staff is recommending denial of the project. If Planning Commission makes a different recommendation to City Council, then staff suggests conditioning the project to complete an Initial Study and Mitigated Negative Declaration prior to considering any additional entitlements on the land.

DISCUSSION

Issue: The selling of mobile homes is no longer a conforming use at this site.

Recommendation: The opportunity to continue a nonconforming use ceased during the 1980s. The lot has remained vacant for some time.

Issue: The change in the land use designation and the zoning district would allow mobile home sales at this site.

Recommendation: The sale of mobile homes is allowed in some of the commercial districts with an approved Conditional Use Permit. After the approval of a change in the land use designation and zoning district map to a commercial designation, the applicant can apply for the consideration of a CUP allowing mobile home sales at this site.

Issue: Compliance with the California Environmental Quality Act (CEQA) did not require an Initial Study or Mitigated Negative Declaration.

Recommendation: Staff's recommendation to Planning Commission (to deny the project) determined that the project is exempt from CEQA. If the project is approved (not denied), then staff recommends any future entitlements be dependent upon further CEQA review.

Issue: The Economic Development Department staff prepared a draft report, *City of Oceanside sustainability study* November 2007. This report recommends creating additional areas for commercial land uses.

Recommendation: Staff has discussed this proposal with the Economic Development staff. It is our opinion that the site is too small to support commercial activity. The access to the site would significantly deter many commercial land uses. A commercial land use would not be compatible with residential land uses situated along a common boundary and on other residential lots situated along Douglas Drive.

ENVIRONMENTAL DETERMINATION

Pursuant to Section 15061(b)(4), a project is exempt from CEQA if the project will be rejected or disapproved by a public agency.

PUBLIC NOTIFICATION

A legal notice was published in the North County Times on Friday, December 7, 2007, and notices were sent to property owners of record within a 300-foot radius of the subject property, individuals and or organizations requesting notification, the applicant, and other interested parties.

This project was deemed complete prior to October 9, 2007 and it is therefore not required to comply with City Council Policy 300-14 *Enhanced notification program*.

As of Wednesday, December 12, 2007 three residents contacted staff by telephone stating their opposition to the project and one letter was received, also recommending denial of the project (attached). No other correspondence has been received at the time the staff report was published.

SUMMARY

The proposed General Plan Amendment (GPA-2-07) and Zone Amendment (ZA-1-07) are inconsistent with the requirements of the Zoning Ordinance and the land use policies of the General Plan. The project is incompatible with adjacent residential land uses and the surrounding neighborhood. As such, staff recommends that the Planning Commission deny the project based on the findings and subject to the conditions contained in the attached Resolution. Staff recommends that the Planning Commission:

- Move to deny General Plan Amendment (GPA -2-07) and Zoning Amendment (ZA-1-07) and adopt Planning Commission Resolution 2007-P66 as attached.

PREPARED BY:


Juliana von Hacht
Associate Planner

SUBMITTED BY:


Jerry Hittleman
City Planner

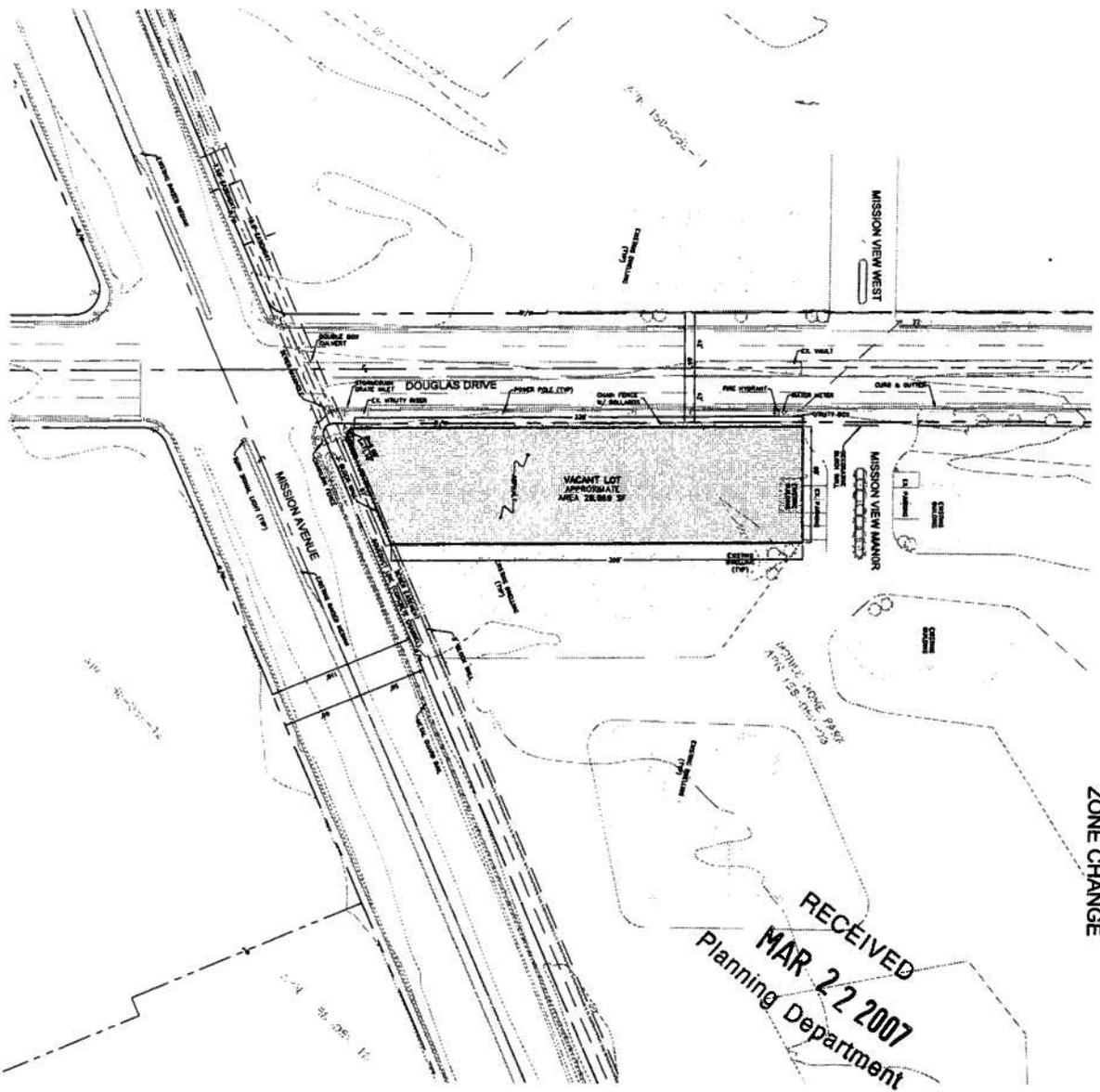
JH/jh/fil

Attachments:

1. Maps
2. Planning Commission Resolution No. 2007-P66
3. Photos/Neighborhood Meeting Sing-in Sheets

EXHIBIT for GENERAL
PLAN AMENDMENT and
ZONE CHANGE

RECEIVED
MAR 22 2007
Planning Department



LEGEND

- PROPERTY LINE
- EXISTING
- RIGHT OF WAY
- EXISTING CONDITIONS
- EXISTING PAVEMENT
- EXISTING POWER POLE
- EXISTING HOUSE
- EXISTING DRIVE HEAD
- EXISTING STORM MANHOLE
- EXISTING CHAIN FENCE W/ BOLLARDS
- EXISTING WOODEN VALE
- EXISTING FINE LIGHTING
- EXISTING WALL
- EXISTING SIGN SIGNAL, LIGHT
- EXISTING TREE

PROPERTY OWNERS:

UDEN COLE AND ASSOCIATES
100 SOUTH SANTA FE ROAD
SAN MARCOS, CA 92078
PHONE: (760) 439-4288 FAX: (760) 598-4288
WWW.UDENCOLE.COM
REPRESENTATIVE:
LINDA COLE
LINDA@UDENCOLE.COM
228 553 5522 6640
228 553 5522 6640
SAN MARCOS, CA 92078
PHONE/FAX: (760) 221-1628
ENGINEER:
CORNERSTONE ENGINEERING, INC.
600 WOODLAND AVENUE
SAN MARCOS, CA 92078
(760) 722-7345

GENERAL NOTES:

1. EXISTING CONDITIONS SHOWN FOR REFERENCE. VERIFY ALL CONDITIONS ON SITE.
2. EXISTING CHAIN FENCE W/ BOLLARDS TO BE MAINTAINED.
3. EXISTING WOODEN VALE TO BE MAINTAINED.
4. EXISTING FINE LIGHTING TO BE MAINTAINED.
5. EXISTING WALL TO BE MAINTAINED.
6. EXISTING SIGN SIGNAL, LIGHT TO BE MAINTAINED.
7. EXISTING TREE TO BE MAINTAINED.



<p>EXHIBIT for GENERAL PLAN AMENDMENT and ZONE CHANGE FOR DOUGLAS AT MISSION WITH CONCEPTUAL SITE PLAN</p>		<p>DEVELOPMENT BY: LINDA COLE ASSOCIATES 100 SOUTH SANTA FE ROAD SAN MARCOS, CA 92078</p>		<p>CORNERSTONE ENGINEERING, INC. CONSULTING CIVIL, ENGINEERING AND LAND SURVEYING www.cornerstoneeng.com</p>		<table border="1"> <thead> <tr> <th>NO.</th> <th>DATE</th> <th>REVISION</th> <th>BY</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		NO.	DATE	REVISION	BY																				
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1 PLANNING COMMISSION
2 RESOLUTION NO. 2007-P66

3 A RESOLUTION OF THE PLANNING COMMISSION
4 OF THE CITY OF OCEANSIDE RECOMMENDING
5 DENIAL OF A GENERAL PLAN AMENDMENT AND
6 ZONE AMENDMENT ON CERTAIN REAL PROPERTY
7 IN THE CITY OF OCEANSIDE

8 APPLICATION NO: GPA-2-07, ZA-1-07
9 APPLICANT: Cole and Associates
10 LOCATION: Northeast corner of Mission Avenue and Douglas Drive

11 THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA DOES
12 HEREBY RESOLVE AS FOLLOWS:

13 WHEREAS, there was filed with this Commission a verified petition on the forms
14 prescribed by the Commission requesting a General Plan Amendment and Zoning Amendment
15 under the provisions of Article 45 of the Zoning Ordinance of the City of Oceanside to permit the
16 following:

17 to change the General Plan land use designation from Medium Density A (MDA-R) to
18 General Commercial (GC) and to change the Zoning District Map from the Medium
19 Density A (RM-A) District to the General Commercial (CG) District on a 0.66-acre
20 portion of a larger lot;
21 on certain real property described in Exhibit "A" attached.

22 WHEREAS, the Planning Commission, after giving the required notice, did on the 17th
23 day of December, 2007 conduct a duly advertised public hearing as prescribed by law to consider
24 said application;

25 WHEREAS, pursuant to the California Environmental Act of 1970, the Planning
26 Commission finds that this project is exempt from review;

27 WHEREAS, studies and investigations made by this Commission and in its behalf reveal
28 the following facts:

29 For the Denial of the General Plan Amendment:

1. The long term community and neighborhood values are supported by the current general plan designation. The proposed shared egress with the mobile home park would impact

1 the existing residential land use. An increase in the average daily trips would negatively
2 affect the area.

3 2. The provision of a balanced, self-sufficient, and efficient community is fostered by the
4 current general plan designation; creating additional commercial lands at this location
5 may not necessarily provide a balanced distribution of land uses within the area. The
6 recently approved Senior Mobile Home Park Overlay District formalizes an established
7 neighborhood by fostering a sense of community and regional identity.

8 3. A General Commercial land use designation would create conflicts with the adjacent
9 residential land use. Changing the land use designation on this 0.66-acre site would
10 potentially create an opportunity for objectionable noise, light, odors, and other impacts.
11 The 0.66-acre site does not have sufficient area to provide a buffer to the adjacent
12 mobile home park and construct the necessary infrastructure to support a vibrant
13 commercial land use.

14 4. The site's access to Douglas Drive and Mission Avenue would not adequately address
15 the needs of high intensity commercial land uses. The installation of a traffic signal at
16 this location is not recommended and will not improve service at the intersection of
17 Mission Avenue and Douglas Drive.

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1 For the Denial of the Zone Amendment:

2 1. The proposed zoning district change to General Commercial (CG) is inappropriate for a
3 site of this size and juxtaposition to the intersection of Douglas Drive and Mission
4 Avenue.

5 NOW, THEREFORE, BE IT RESOLVED that the Planning Commission does hereby
6 recommend denial to the City Council of General Plan Amendment (GPA-2-07) and Zone
7 Amendment (ZA-1-07).

8 PASSED and ADOPTED Resolution No. 2007-P66 on December 17, 2007 by the
9 following vote, to wit:

- 10 AYES:
- 11 NAYES:
- 12 ABSENT:
- 13 ABSTAIN:

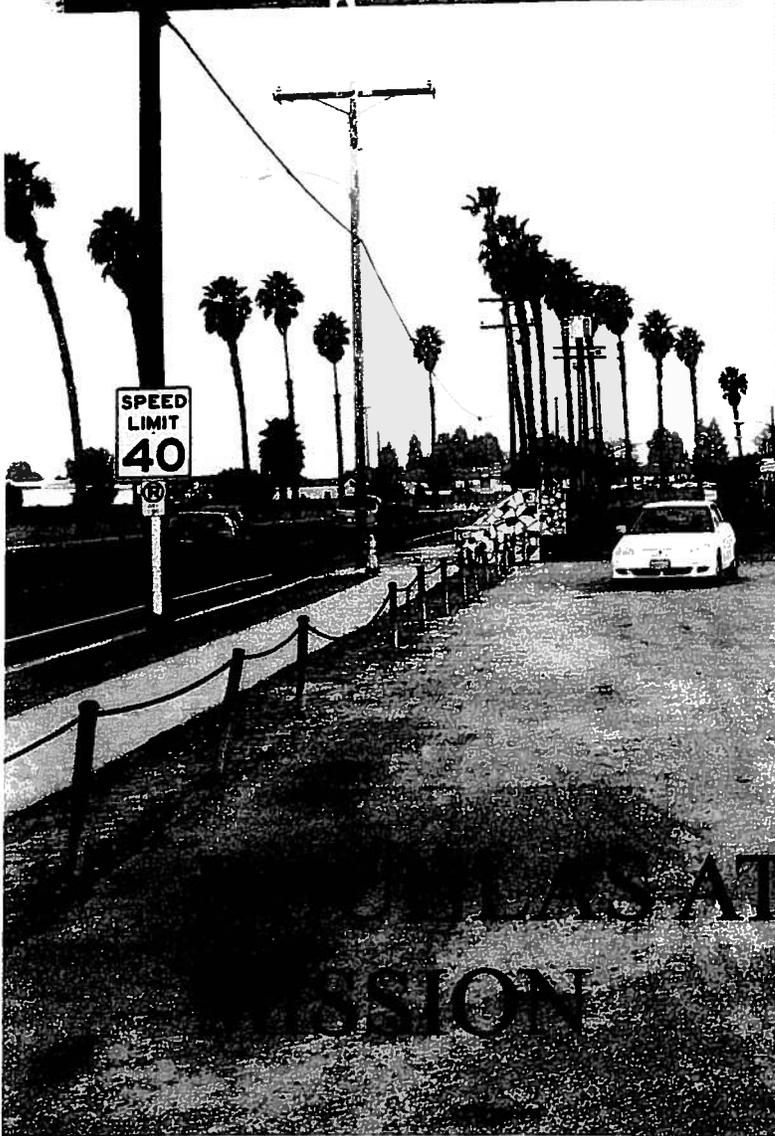
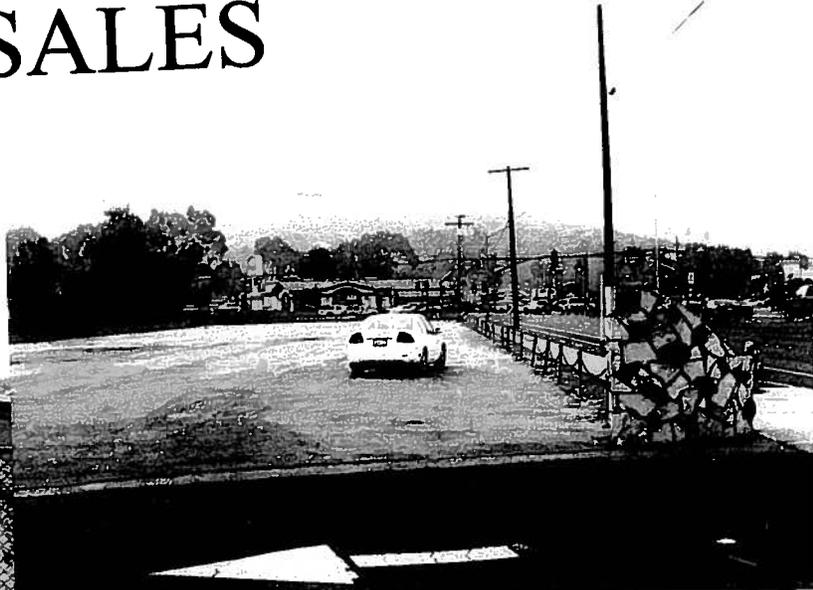
14
15
16 _____
Dennis Martinek, Chairman
Oceanside Planning Commission

17 ATTEST:
18
19 _____
Jerry Hittleman, Secretary

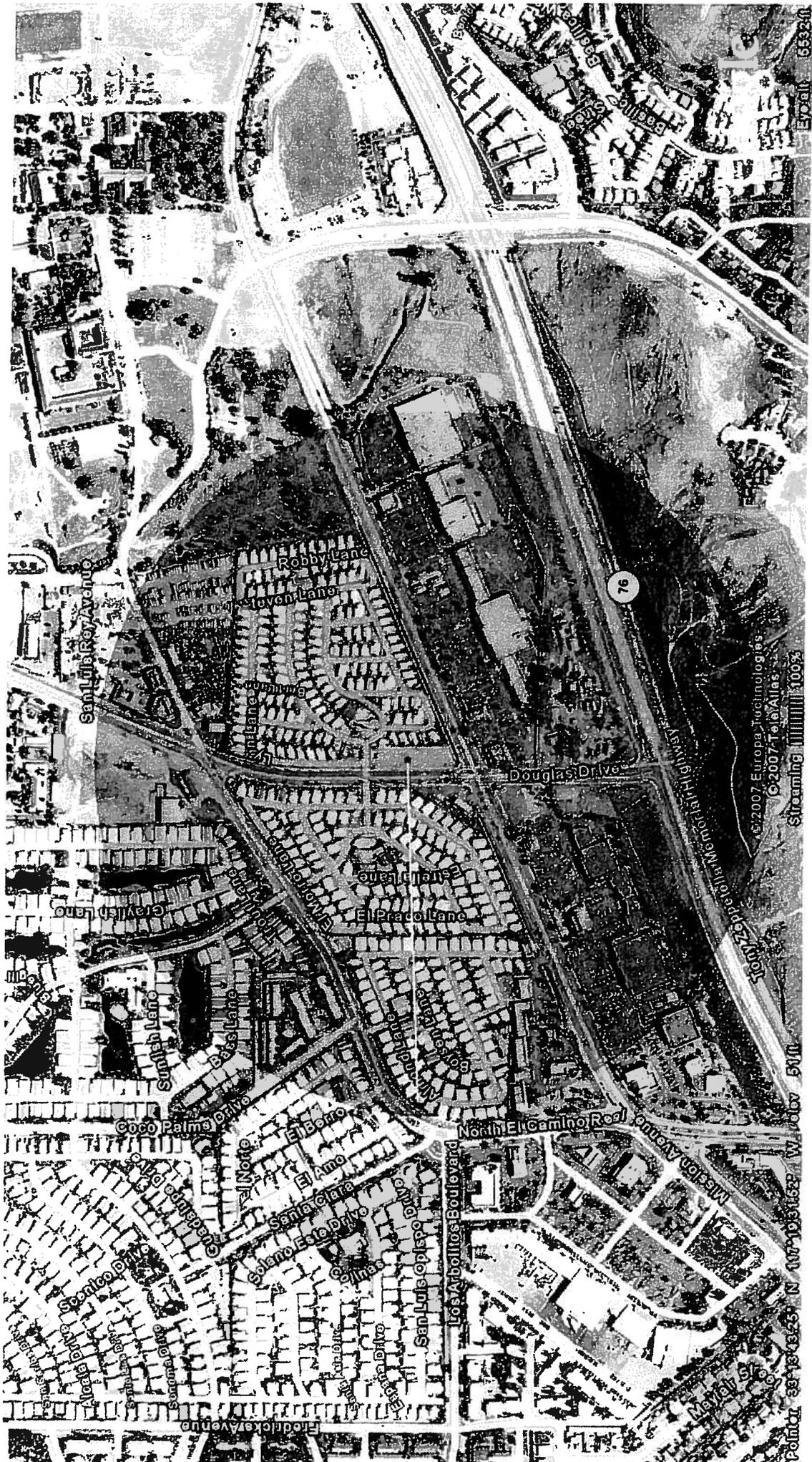
20 I, JERRY HITTLEMAN, Secretary of the Oceanside Planning Commission, hereby certify that
21 this is a true and correct copy of Resolution No. 2007-P66.

22
23 Date: December 17, 2007
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29

MOBILE HOME SALES PARCEL



MOBILE HOME SALES
PARCEL



Let's Talk!

RECEIVED
MAR 22 2007
Planning Department

A local business enterprise will be proposing
An Amendment to the Oceanside General Plan
To change the vacant parcel on the northeast corner of Mission and Douglas
so that it can be used for a **Commercial Use**
(A site to sell new manufactured homes.)

RECEIVED

MAR 22 2007

Planning Department



You are invited to provide input:
11 a.m. Thursday, March 30,
2006
in the Clubhouse at
Mission View Manor East
140 Douglas Drive



Note:
This has not yet been
filed with the City so
there is no file to
Review at City Hall
at his time

Elizabeth J. Graff AICP, land use planning consultant,
Phone/fax (760-231-7459) is the contact person

2C BEAT / HIT LIST

Officer: _____

Date: _____

Casa Antigua Apts. _____
1225-1345 Palomar Pl.
Lock 3 Laundry Rooms @ 2300 / Unlock after 0400

Casa Antigua West Apts. _____
1215 Palomar Pl.
Lock 3 Laundry Rooms @ 2300 / Unlock after 0400

Copper Hill Apts. _____
661 Copper Dr. / **Drop Report**

Courtesy Auto _____

Garden Apts. _____
401 California St.

Grande Vista Apts. _____
939-954 Postal Way - Gate Code - 0204-L/U 1 Laundry Rm @ 2200 - **Drop Report.**

Lakeview Estates _____
Lock Pool & Chain Pool P/L @ 2300 - Weekly Report

Loma Vista Apts. _____
950 Arcadia Ave. - L/U & U/L 1 Laundry Rm @ 2200 - **Drop Report.**

Mesa Garden Apts. _____
800 E. Bobier Gate Code-#1160-L/U 1 Laundry Rm. 1 Rec. Rm. 2 Restrooms 2 Pedestrian Gates & Cover
The Spa. Arm the Alarm 27762 @ 2100 (**Daily Report**)

Mesa Vista Apts. (ON CALL ONLY) _____
1208 Calle Jules

Mesa Vista Center _____
1310 E. Vista Way

Newport Vista Apts. _____
1845 Newport Terrace Dr. - Gate Code-7165-L/U 1 Laundry Rm. @ 2100 - **Drop Daily Report**

Oak Manor Apts. _____
1575 Oak Dr. - Remote to open gate **Drop Daily Report**
Lock 1 Laundry Room, 1 Fitness Room, Restrooms, and Pool between 2100-2200 *No Unlocks
Alarm Code: 1839 / Gate Codes: #1160 & #2160

Fact sheet

Proposed General Plan Amendment (north east corner Mission and Douglas)

(With conforming Zone Amendment, Development Plan and Use Permit)

The property is at the northeast corner of Mission and Douglas and has been vacant for many years. It is paved, and has an older building. There is shared driveway access from Douglas with the mobilehome park.

It is now shown on the Oceanside Land Use Element of the General Plan for Medium Density Residential Development (6-9.9 dwelling units per acre). It is now in the RM-A (H) zone. This means Medium Density Residential-A (6-9.9 dwelling units per acre) with an Historic Overlay.

The proposal is for a Commercial Land Use Designation. The application will include a Zone Amendment, Development Plan and Conditional Use Permit to allow the property to be used as a site for selling manufactured housing.

All of these actions will require public hearings at the Oceanside Planning Commission and City Council.

This meeting with neighbors is the first step in the process. There has been no project application filed with the City of Oceanside yet.

The consultant for this application is Elizabeth J. Graff, AICP, land use planning consultant. (760) 231-7459.

Cole and Associates, San Marcos, are planning to initiate the application.

Please attend the meeting on March 30 at the Clubhouse at 11 a.m.

MISSION VIEW MANOR EAST MOBILE HOME SALES SITE PROPOSAL NEIGHBORHOOD MEETING

Sign-in Sheet March 30, 2006

NAME	ADDRESS	PHONE	EMAIL
Laratta Skidalar	91 Madra Ln	967-8109	
LOUISE MORTHAM	82-Shirle Ln	757-3989	
CARMEN TARANGO	82-Shirle Ln	757-3989	
Jocanne Sorensen	68 Madra Ln?	754-9723	
René Devine	120 Lynn	460-967-9835	
Sharon Murray	51 El Morris Ln	439-6514	
Tom Madden	60 El Morris Ln	722-9502	
FLORENCE SHERMAN	7 LYNN LANE	967-4303	
W. Humphrey	4 Lynn Lane	757-7176	
PC LAMARSTON	24 Bahia Lane W side	439-1530	
Marie Patrick	149 Robby Lane	967-6331	
Anna Lynn	91 Shirle Lane	754 9010	
AMANDA WALTER	66 STEVEN LN	721 0486	
F.R. BIXLER	12 BAHIA LN.	966-1957	
Robert Berrett	16 Shirle Ln	754-4469	
Anna M. Barrett	16 Shirle Ln	754 4469	
SIM + BESS STANFIELD	69 MADRA	439-8428	
Marcel Eyster	5 Lynn Ln	79-9132	
W. C. Smith	43 E 1104	251-7192	
Delfina Leuder		721-8276	
Maria Rivas		433-7303	

MISSION VIEW MANOR EAST MOBILE HOME SALES SITE PROPOSAL NEIGHBORHOOD MEETING

Sign-in Sheet March 30, 2006

NAME	ADDRESS	PHONE	EMAIL
Rene Devine	120 Lynn Ln	967-9835	

Are you aware of Valley View Casino having a contract with this Park to use that lot? They bring their Bus into the lot to pick up passengers, who are from around the area & have their cars parked there all day on Monday, Wednesday & Friday.

Bus arrives at 9:30 a.m. returns at 4:30 p.m. Passengers with cars parked on that lot (normally about 5 to 10 cars or more, then go out and home.

I'd like to ask, also; Should that lot become Commercial zoned, then obviously it would raise the taxes to a commercial rate.

We residents have worked hard to form with other Mobile Park Residents - OMHA, An organization devoted to keeping our Area's RENT CONTROL ORDINANCE at 75% of the annual

{ CPI. (Consumer price index)
CPI. normally 3.7%. We secured that till 2007.

Would that Commercial status raise the entire Park rates to Commercial taxes? I believe it would. R.D.

March 30, 2006

MISSION VIEW MANOR EAST MOBILE HOME SALES SITE PROPOSAL NEIGHBORHOOD MEETING

Comment Sheet
Tell Us What You Think

We don't agree to convert the vacant lot next to Mission View (Mission View Manor) to a commercial zone for many reasons:

- 1) Traffic congestion, noise etc.
- 2) The 'commercial zone' opens the door not only to sell mobile homes but to sell everything in the future (beer, drugs and crime as a result)

Sign and Date.

Margot Melick Etzler Eugene G. Etzler

D.W.A. SMITH & COMPANY, INC.

Property Management/Real Estate Brokerage

December 12, 2007

Via Fascimile (760-754-2958)
Via California Overnight
City of Oceanside
Planning Department
300 N. Coast Highway
Oceanside, CA 92054

Re: General Plan Amendment (GPA-2-07) and Zone Amendment (ZA-1-07)
Mission View Manor Lot
Applicant: Cole and Associates

Dear Madame or Sir:

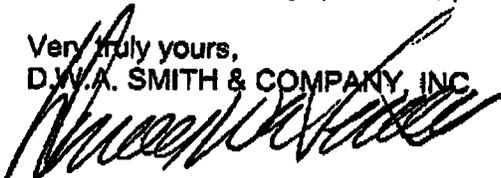
We are the property management company for the parcels across the street at Mission Douglas Plaza, 3905-3945 Mission Avenue. We have received the Notice of Planning Commission Public Hearing for the Consideration of a General Plan Amendment (GPA-2-07) and Zone Amendment (ZA-1-07) to change the land use from Medium Density A Residential (MDA-R) to General Commercial and to amend the zoning map designation accordingly.

We would like to go on record that our company and Mission Douglas Investments, LLC and A2 and E2, LLC, the owner of the parcel that we represent, are very concerned about the impact the change in zoning would have on not only our shopping center, but also the nearby commercial/retail centers in the area. This area has been struggling for business since a majority of the troops at Camp Pendleton have been deployed. What the area needs is more residential housing in order to bring business to the already existing commercial centers in the area.

We sincerely hope that this issue will be addressed at the hearing on December 17, 2007.

Should you have any questions, please give us a call at (949) 851-1244.

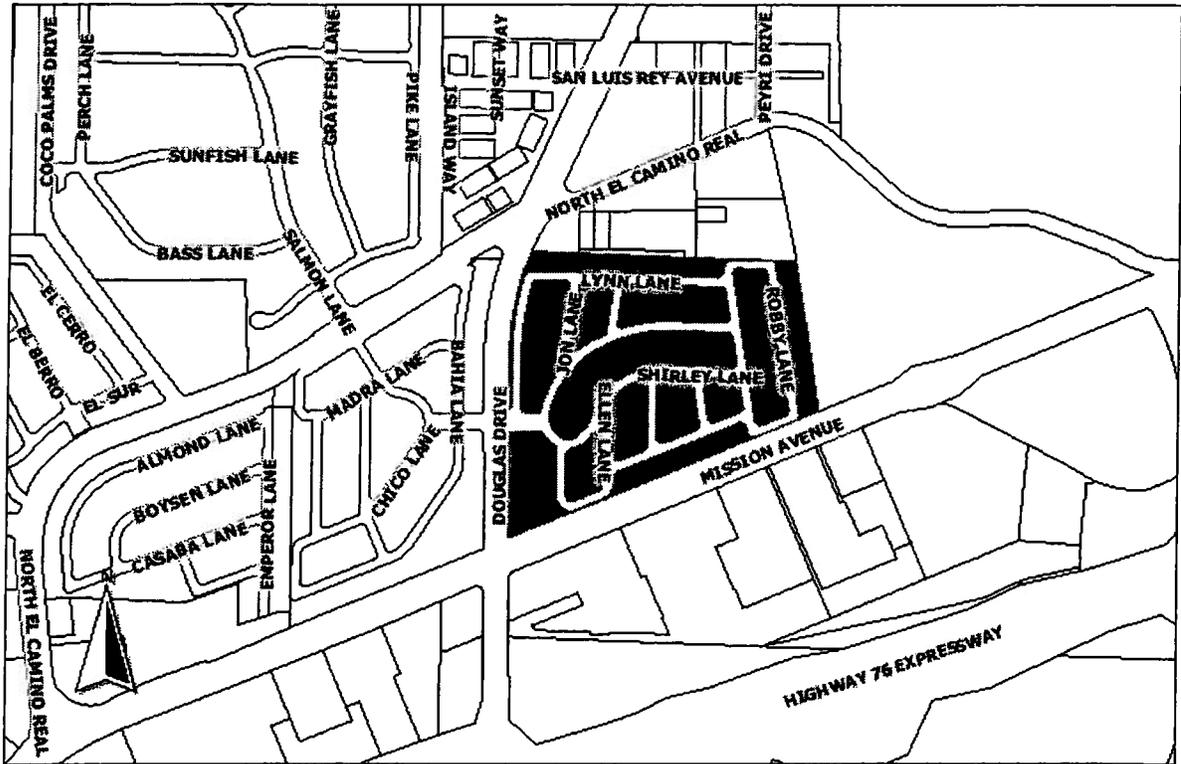
Very truly yours,
D.W.A. SMITH & COMPANY, INC.



Donald W. A. Smith, CRE®, CSM, CPM®
President

:lkg

cc: Mission Douglas Investments, LLC



File Number: GPA-2-07 and ZA-1-07

Applicant: Cole and Associates

Description:

GENERAL PLAN AMENDMENT (GPA-2-07) and ZONE AMENDMENT (ZA-1-07) to change the land use from Medium Density A Residential (MDA-R) to General Commercial (GC) and to amend the zoning map designation from Medium Density A Residential District (RM-A) to General Commercial (CG) District on a portion (0.66 acres) of the lot situated on the northeast corner of Mission Avenue and Douglas Drive. The project site is located in the San Luis Rey Neighborhood.

Environmental Determination:

The project is exempt from the California Environmental Quality Act.

City of Oceanside, Planning Division
300 N. Coast Highway
Oceanside, CA 92054
(760) 435-3520

Application For Planning Commission Hearing				STAFF USE ONLY	
Planning Department (760) 435-3520 Oceanside Civic Center 300 N. Coast Highway Oceanside, California 92054-2885				ACCEPTED	BY
Please print or type all information PART I - APPLICANT INFORMATION				HEARING	
1. APPLICANT Cole and Associates		2. STATUS owner of business		GPA	GPA-2-07
3. ADDRESS: 186 S. Santa Fe., San Marcos, CA 92078		4. PHONE/FAX 760-598-8686 760-598-8015		MASTER/SP PLAN	
5. APPLICANT'S REPRESENTATIVE (or person to be contacted for information during processing) Elizabeth J. Graff, AICP and Bartell and Associates 3900 Fifth Ave. Suite 140		7. PHONE/FAX 760-231-7459 (both) 619-756-7012 619-756-7010		ZONE CH.	2A-1-07
6. ADDRESS 3528 Sea Ridge Road, Oceanside, CA 92054 San Diego 92103		7. PHONE/FAX 760-231-7459 (both) 619-756-7012 619-756-7010		TENT. MAP	
PART II - PROPERTY DESCRIPTION				PAR. MAP	
8. LOCATION : North east corner of Mission Avenue and Douglas Drive				DEV. PL.	
				C.U.P.	
				VARIANCE	
				COASTAL	
				O.H.P.A.C.	
9. SIZE 28.869 sq. ft.					
10. GENERAL PLAN Residential -Medium Density A	11. ZONING RMA	12. LAND USE : existing vacant, adjacent to mobile home park		13. ASSESSOR'S PARCEL NUMBER 152-052-08	
PART III - PROJECT DESCRIPTION					
14. GENERAL PROJECT DESCRIPTION General Plan Amendment from Medium Density Residential A to General Commercial; and Zone Amendment from Residential Medium A (6-9.9 units per acre) to CG General Commercial District for establishment of a business selling new mobilehomes					
15. PROPOSED GENERAL PLAN General Commercial	16. PROPOSED ZONING CG-General Commercial	17. PROPOSED LAND USE mobile home sales	18. NO. UNITS n/a	19. DENSITY n/a	
20. BUILDING SIZE n/a	21. PARKING SPACES n/a	22. % LANDSCAPE n/a	23. % LOT COVERAGE n/a		
PART IV - ATTACHMENTS					
ALL APPLICATIONS			DEV. PLANS, C.U.P.S & TENT. MAPS		
<input checked="" type="checkbox"/> 24. DESCRIPTION/JUSTIFICATION	<input checked="" type="checkbox"/> 25. LEGAL DESCRIPTION	30. FLOOR PLANS AND ELEVATIONS			
<input checked="" type="checkbox"/> 26. 300-FOOT RADIUS MAP	<input checked="" type="checkbox"/> 27. PROPERTY OWNER'S LIST	31. CONSTRUCTION SCHEDULE			
<input checked="" type="checkbox"/> 28. ENVIRONMENTAL ASSESSMENT	<input checked="" type="checkbox"/> 29. PLOT PLANS	32. OTHER, Redaction, neighborhood History, TRAFFIC.			
PART V - SIGNATURES					
THE APPLICANT OR HIS/HER REPRESENTATIVE MUST BE PRESENT AT THE HEARING. FAILURE TO BE PRESENT MAY RESULT IN DENIAL OF THE APPLICATION.			SIGNATURES OF ALL OWERS OF THE SUBJECT PROPERTY ARE NECESSARY BEFORE THE APPLICATION CAN BE ACCEPTED. IN THE CASE OF PARTNERSHIPS OR CORPORATIONS, THE GENERAL PARTNER OR CORPORATION OFFICER SO AUTHORIZED MAY SIGN. (ATTACH ADDITIONAL PAGES AS NECESSARY).		
33. APPLICANT OR REPRESENTATIVE (Print): Elizabeth J. Graff		34. DATE 3-22-07		37. OWNER (Print): Steve Epstein	
Sign: Elizabeth J. Graff				38. DATE 3-19-07	
I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.			Sign: Steve Epstein		
35. APPLICANT (Print): LINDA COLE		36. DATE 3-20-07		39. OWNER (Print):	
Sign: Linda Cole				40. DATE	

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Description and Justification
General Plan Amendment and Zoning Amendment
For Property at the Northeast Corner
Of Mission Avenue and Douglas Drive
Cole and Associates.

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The Request is for a General Plan Amendment and Zoning Amendment for 28,869 square feet of vacant, paved property at the northeast corner of Mission Avenue and Douglas Drive. The property is adjacent to and was once part of what is now known as Mission View Manor East Mobile Home Park. The request is to change the Land Use Category from its present designation of Medium Density Residential A to General Commercial and the Zoning from RMA (Residential Medium Density) to CG (Commercial-General). It is and would remain in the Historic District with an H Designator on the General Plan and Zoning.

The applicants, Cole and Associates wish to restore the site to a mobile home sales location. There is an existing small building that was once used for mobile home sales. Approximately four to six modern mobile homes could be placed on the site and made available for sales to residents of this project as well as many other parks in the area and for others in local parks.

If desired by the City, the applicants would agree to policy language attached to the General Plan Amendment that would restrict its use to mobile home sales (or other low traffic generators) and not make it available for other commercial uses.

The site is the only corner of the intersection that is not now commercially designated or used. Across Mission to the south are two large shopping centers constructed during the last 20 years. To the West also facing Mission is an older gasoline station with related services.

The General Commercial Land Use Category and matching zone amendment to CG are requested because the City of Oceanside's Zoning Ordinance defines mobile home sales in the same category: as "Vehicle Equipment Sales and Rentals," although the activities associated with mobile or modular homes are different from the sale of other vehicles. The General Commercial Category is specifically designed for uses that could generate traffic patterns and be located along major corridors. The mobile home sales use proposed would fit in well with the appearance of the area in the major corridor, but would not generate significant additional traffic.

This General Plan amendment and Zoning Amendment application is the first step for the owners of the property. They understand that at a later time they will need to request a Development Plan and Conditional Use Permit application to actually develop the site. The applicants would present landscaping and signage that would enhance its appearance in the Historic District.

The site access is shared with the mobile home park; and additional access is not requested for this use. A traffic study was prepared indicating that the additional traffic that would be generated (20 trips per day) by the use would be minimal during regular business hours and non-existent during peak traffic hours. Common sense tells us that mobile home shoppers

would in all probability visit the site during weekdays or on weekends and not during the morning and afternoon work trip peak hours.

This is one of the older mobile home parks developed in the 1960's and is characterized by a number of older units. The market for these units is shifting as baby boomers reach their senior years and many are looking for this type of living style but would like a more modern unit. The replacement of existing mobile homes in the park would be based on market demand. Those wishing to remain in their existing homes or purchase and live in the older ones would be free to do so.

This application would not affect the park's status when it comes to the City's rent control ordinance.

According to City records the existing park was approved in 1960. The one across the road to the West may have been approved slightly earlier than this one. Several old list and copies of resolutions are attached to this application. The general descriptions of the project match the resolutions, but the files for the project did not contain many of the materials that more recent files have such as detailed site plans.

The site was once used for mobile home sales, it appears into the late 70's or early 80's, however there are no files to indicate how this was approved or licensed by the City. This is why it cannot be restored to that use without some action from the City. The staff has indicated that the preferred vehicle for allowing this use is to "clean up" the General Plan and Zoning designations.

The site is paved over with asphalt, surrounded by a concrete block wall and there is a small office building that was used for the sales operations. It is now used as a sort of "park and ride" for various activities including buses going to various casinos. It also occasionally serves as spill over parking for the clubhouse.

Any new Development Plans or Use Permits for the new operation would be more like modern model home sales sites with landscaping, and adequate lighting. There would be parking for the customers which could continue to be shared with the parking for the clubhouse.

The applicants met with the neighborhood in early 2006. Comment sheets and sign up sheets are part of this application. Many of the residents were in favor of "cleaning up" the parcel and of having an opportunity to see new units in their park.

The major concerns were those that usually accompany a request for any change relating to Commercial development: traffic and security. There was also some concern raised that the new homes would affect the ability of those living in the older units to sell those older units. Some were concerned that the Commercial designation could be used for more traditional small commercial developments such as a mini-mart.

The applicants commissioned a traffic study for this site which indicated that there would be about 20 additional non-peak trips per day generated. As shown below the alternatives (except for staying empty) would generate more traffic.

The applicants have also agreed to limiting policy language in the general plan. This could be related to restricting the use to mobile home sales or to restricting the use to one that would have a low trip generation rate. The site does not lend itself to many uses with its shared driveway with the mobile home park

Alternatives for the site:

<i>Alternatives</i>	<i>Impacts</i>
As it is	Unsightly, no security , no lighting, no landscaping
General Commercial for mobile home sales only as proposed.	20 additional trips per day; landscaping, enhanced lighting and security, new homes available.
Adding 4-6 additional mobile homes under existing zoning	24 – 30 additional trips, some landscaping, complete overhaul of existing 47-year old Use Permit
Adding units to match the RMA Zone 6-8 units in small complex or duplexes	Additional landscaping 48 – 64 trips per day based on apartment generation rate

In commenting on the proposal some of the residents indicated concerns about their property values. They were concerned that it might both lower property values and increase prices.

There is no published data about the economic impact on existing 40+ year-old units in the park and their salability. However, the Coles have had many years of experience in the sales of mobile homes and their observation is that there always is a market for small older homes for people who wish to and are able to purchase them and a market for larger newer ones. As the existing population moves away for various reasons there will be both types of opportunities. There may be some increase in value of some of the very well-maintained existing homes just because of a general upgrade to the overall community.

This project will not affect the City's Rent Control Ordinance. It will only allow those who wish purchase the newer units to do so.

In summary, the site as it exists is un-sightly, un-maintained and un-secured. Because of its size, location and the need for a shared entryway with low traffic, its use as a mobile home sales site is ideal.

Legal Description

Mission View Mobile Homes Property

All that portion of Lot 4 in Section 8, Township 11 South, Range 4 West, San Bernardino Base and Meridian, according to United States Government Survey, lying Northerly of the Northerly line of that portion of California State Highway XI-SD-195-A as described in deed to the State of California for Highway purposes, recorded September 30, 1952 as Document No. 122082 in Book 4608, Page 140 of Official Records.

Excepting therefrom that portion thereof lying Westerly of the Easterly line of the land described in deed to the County of San Diego (Road Survey 1408) recorded April 15, 1954 in Book 5206, Page 132 of Official Records.

Also excepting therefrom that portion, if any m, lying within San Luis Rey, according to Map thereof No. 76 filed in the office of the County Recorder of San Diego County November 18, 1873.

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NOTICE OF EXEMPTION

City of Oceanside, California

Post Date:
Removal:
(30 days)

1. **APPLICANT:** Cole and Associates
2. **ADDRESS:** 186 S. Santa Fe, San Marcos, CA, 92078
3. **PHONE NUMBER:** (760) 598-8686
4. **LEAD AGENCY:** City of Oceanside
5. **PROJECT MGR.:** Juliana von Hacht
6. **PROJECT TITLE:** Mission View Manor
7. **DESCRIPTION:** GPA-2-07 and ZA-1-07

ADMINISTRATIVE DETERMINATION: Planning Division staff has completed a preliminary review of this project in accordance with the City of Oceanside's Environmental Review Guidelines and the California Environmental Quality Act (CEQA), 1970. Based on that review, the Environmental Coordinator finds that the proposed project constitutes the demolition of an existing single-family dwelling. Therefore, the Environmental Coordinator has determined that further environmental evaluation is not required because:

- The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Pursuant to Section 15061(b)(4), a project is exempt from CEQA if the project will be rejected or disapproved by a public agency; or,
- The project is statutorily exempt, Section _____, <name> (Sections 15260-15277); or,
- The project is categorically exempt, Class 1, Existing facilities (Section 15301(l)(1) demolition and removal of existing small structures, including single-family residences
- The project does not constitute a "project" as defined by CEQA (Section 15378).

Date: 12/17/2007

Jerry Hittleman, Acting City Planner

cc: Project file Counter file Library

Posting: County Clerk \$50.00 Admin. Fee