



AGENDA NO. 4

City of Oceanside
Development Services Department
Planning Division

Memorandum

Date: August 26, 2013

To: Planning Commissioners

Through: Marisa Lundstedt, City Planner 

From: Richard Greenbauer, Senior Planner

Subject: **EL CAMINO NORTH SHOPPING CENTER (SC13-00024) FAÇADE IMPROVEMENT DISCUSSION ITEM**

A request to comprehensively review and approve exterior façade improvements to the existing commercial retail center located at 2401-2535 Vista Way. This request is being processed under the auspice of a Planning Commission discussion item to allow façade improvements to the entire retail center in four phases rather than on a tenant by tenant basis. The subject request for a substantial conformance determination would essentially permit the demolition of the existing outdated front elevation facades and the construction of a new exterior facades that would incorporate more architecturally consistent finish materials and colors that are taken from previous façade improvements within other portions of the center. No square footage is proposed as part of this requested façade improvement and the exterior finish material change out would add for richness in materials while drawing on more simplistic forms such as flat cornice trimmed roof elements, and open wooden trellis's to break up large linear wall planes. The last façade improvement approved for the center was the L.A. Fitness suite and with approval of the subject Substantial Conformity will provide the center's owner the ability to bring the existing center into conformance with current architectural designs.



Application for Substantial Conformity

Date Accepted: _____
 Accepted by: _____
 Fee Paid Yes No

Application Number: SC13-00024

Applicant Information

Owner Name: PK II El Camino North, LP

Mailing Address: 23 Mauchly, Suite 100 Phone _____
Irvine, CA 92618

Representative Name: Steven Kohn - Kohn Architecture

Mailing Address: 9320 Chesapeake Dr. Ste 100 Phone (858) 274-1812
SAN DIEGO, CA 92123

Signature of Owner / Authorized Agent

<u>William Brewer</u> Print full name	 Signature and Date <u>07/09/13</u>
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Project Description and Required Information

File Numbers: _____

Resolution of Approval: _____

- Set of Approved Plans
- Proposed Modification Plan
- Resolution of Approval (All)
- Letter of Description and Justification
- 8 1/2" x 11" Reduction of Proposed Plan

Description of Request

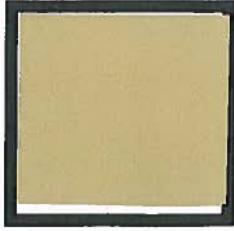
Remodel existing shopping center facade in four phases, starting with anchor buildings, to update the architectural style. Update will include 2401-2535 Vista Way (In-line shops and anchors between 24hr Fitness and entry drive from Vista Way. (Parcels: 5, 9, 11, 12, 13, and 14)

Action

Conditions

- a. El Camino North Shopping Center (SC13-00024) – Scope of Work: A request to comprehensively review and approve exterior façade improvements to the existing commercial retail center located at 2401-2535 Vista Way. This request is being processed under the auspice of a Planning Commission discussion item to allow façade improvements to the entire retail center in four phases rather than on a tenant by tenant basis. The subject request for a substantial conformance determination would essentially permit the demolition of the existing outdated front elevation facades and the construction of a new exterior facades that would incorporate more architecturally consistent finish materials and colors that are taken from previous façade improvements within other portions of the center. No square footage is proposed as part of this requested façade improvement and the exterior finish material change out would add for richness in materials while drawing on more simplistic forms such as flat cornice trimmed roof elements, and open wooden trellis's to break up large linear wall planes. The last façade improvement approved for the center was the L.A. Fitness suite and with approval of the subject Substantial Conformity will provide the center's owner the ability to bring the existing center into conformance with current architectural designs. Staff is recommending approval to the City Planner. – Project Planner: Richard Greenbauer

1 WARM BUTTERSCOTCH
DE6151



7 WHITE
DEW380



13 RETRO PEACH
DEC703



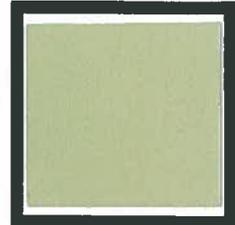
2 MEDALLION
DEC729



8 CREAM PUFF
DE5357



14 FLOATING LILLY PAD
DE5493



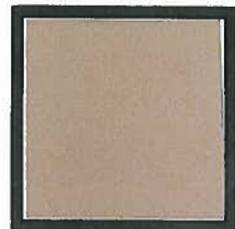
3 KRAFT PAPER
DE6109



9 PALE WHEAT
DE6106



15 MOENKOPI TAN
DEC704



4 CREAM WASHED
DE6149



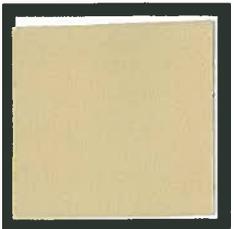
10 CARAMEL APPLE
DE5215



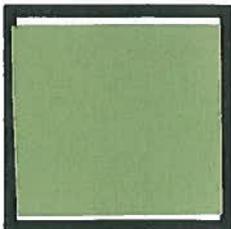
16 AUTUMN BARK
DEA164



5 CROSSROADS
DE5359



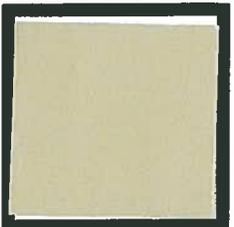
11 STUFFED OLIVE
DE5529



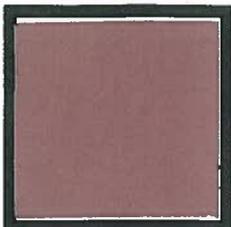
17 SUNKEN SHIP
DEA148



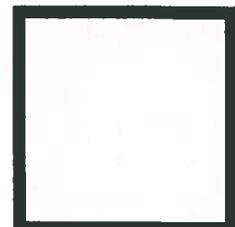
6 BOUTIQUE BEIGE
DE6178



12 HANDMADE RED
DE6026



18 CULTURE STONE
LEDGESTONE



COLOR PALETTE

ALL PAINT COLORS ARE
BY DUNN EDWARDS

10 JULY 2013

DRAWINGS BY:

KOHN
ARCHITECTURE
858.274.1812 FAX 858.227.5720

EL CAMINO NORTH, OCEANSIDE, CA

Letter of Description and Justification

Originally built in the mid-eighties, El Camino North Shopping Center has not received a major architectural update in the last thirty years.

The new owner, who purchased the center in 2007, is ready to make some changes that will bring the center into a more contemporary look. The newer buildings on the property (Barnes and Noble / Chipotle) currently stand out with more contemporary features, making the original structures to the west appear dated.

The proposed remodel would occur in four phases, starting with the three major in-line tenants' facades: Ross, Sears Outlet, and Famous Footwear. These fronts are the most dated in appearance and face the 78 corridor; and their renovation will have the greatest visual impact.

The second phase would be the in-line shops facing east, and most visible to the main entry off of Vista Way.

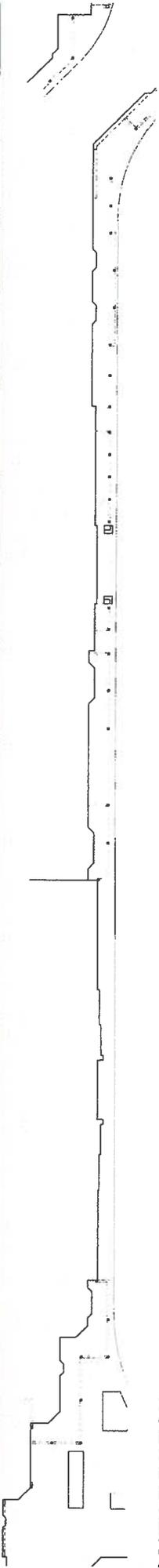
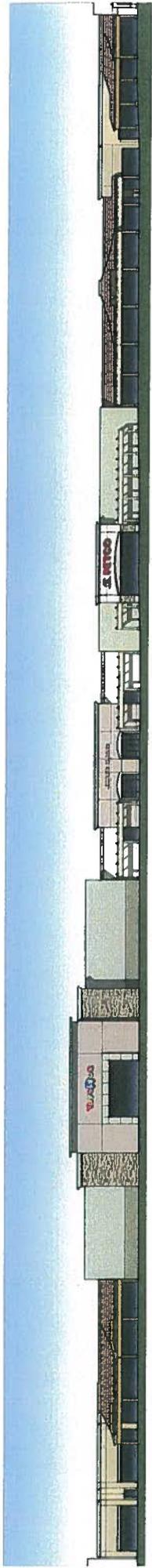
The third phase would be the in-line shops between the Famous Footwear and the Toys R Us building. The design of the Toy R Us was provided to us by the owner of that parcel. Represented in our drawings for reference, a change to the Toys R Us would proceed at the discretion of its owner in a construction phase outside of our control.

The fourth and final phase of our proposed façade improvement would be the in-line shops between the Toys R Us and the new 24-Hour Fitness building.

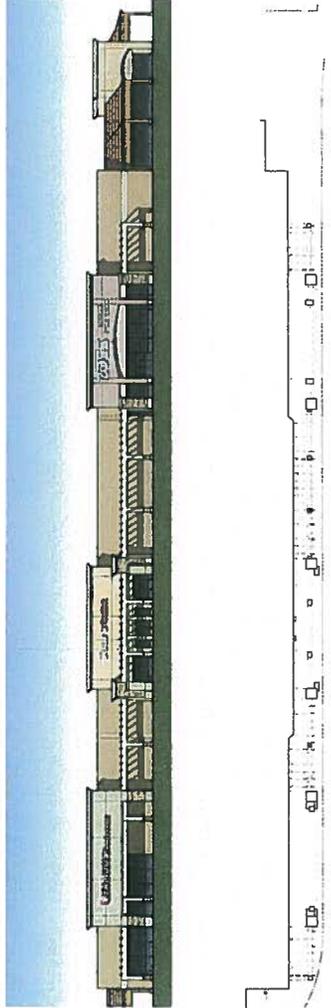
The goal of this remodel is to remove some of the mansards, cupolas, and other Spanish tile elements that appear as awkward add-ons from a forgotten past. Removing some of the long, unbroken tile canopies will bring light to some of the darker corners of the shops for a more open and inviting atmosphere to visitors.

Our proposed color selection draws from the newer buildings on site in order to integrate the center with a common palette and help unify the architectural theme with contemporary styling. Features such as new plaster forms, parapets, cornice molding, open trellises, and stone veneer are borrowed from the newer buildings, and applied throughout the four phases of our proposed design.

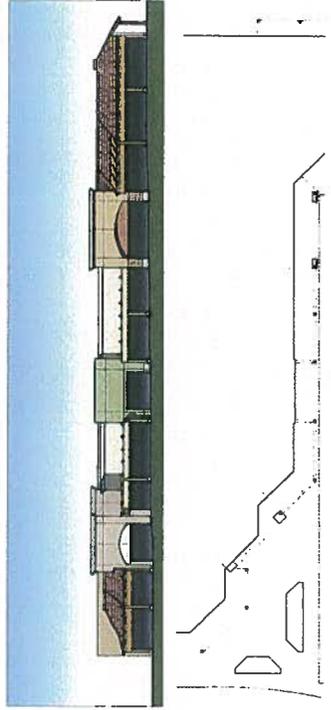
There are no proposed changes to area, parking, landscaping, or use in this project. The Owner's goal is to improve the center for the benefit of its tenants, the customers, and the community. It's good business, and a way to retain good stores and attract new merchants in the future.



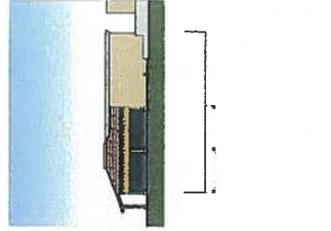
SOUTH ELEVATION



SOUTH ELEVATION



EAST ELEVATION



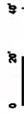
NORTH ELEVATION

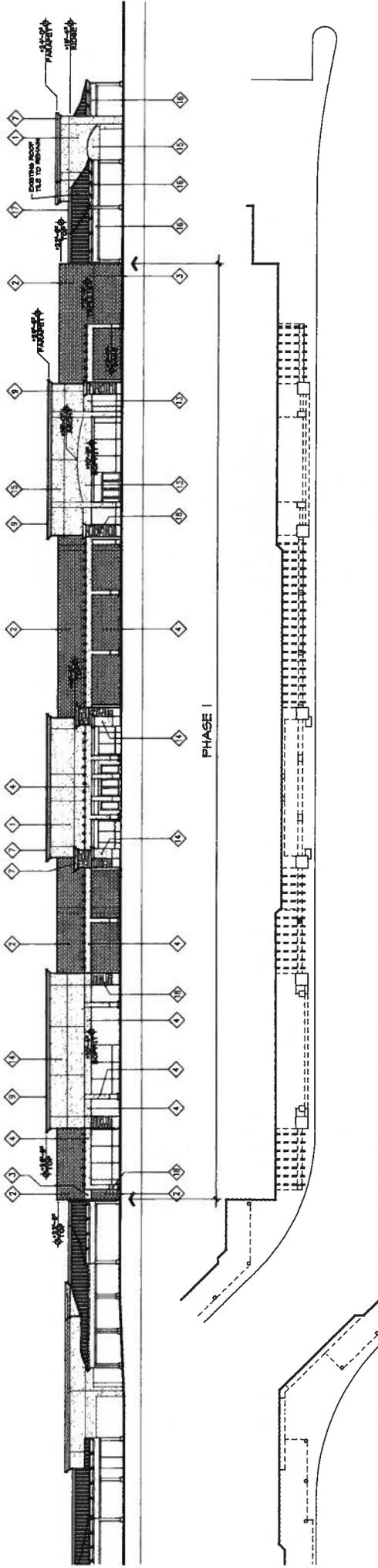


ELEVATIONS

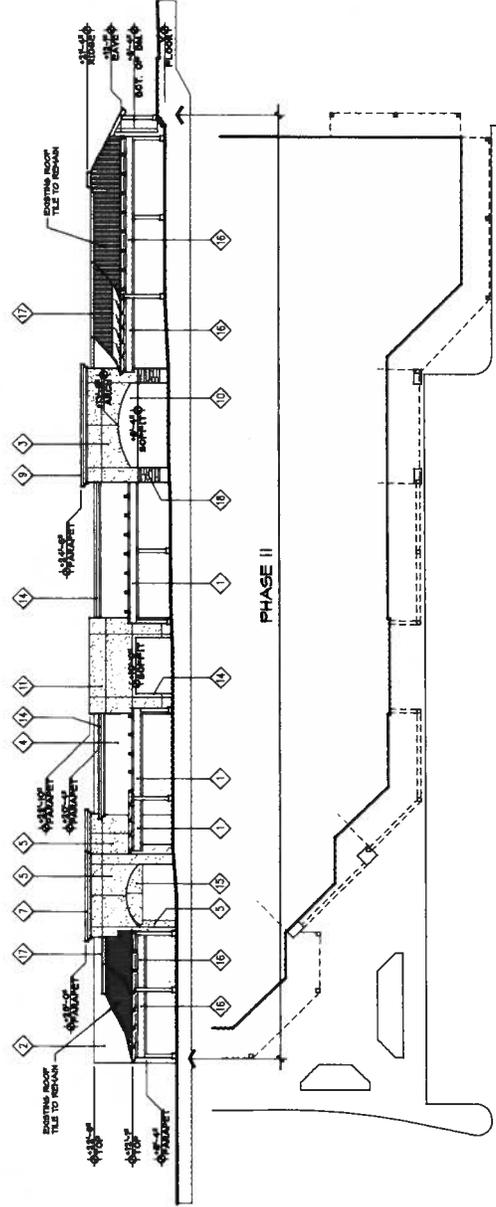
EL CAMINO NORTH SHOPPING CENTER
 Vista Way between Jefferson and El Camino Real

Kimco Realty Corporation
 34 11/11/11
 3000
 34 11/11/11

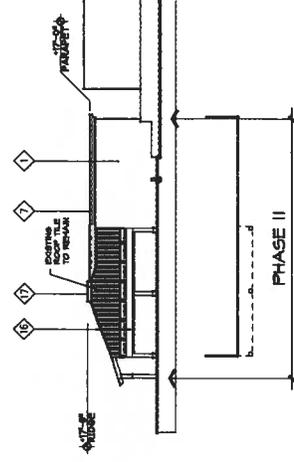




PARCELS 13 & 14: SOUTH ELEVATION (MAJOR ANCHOR RETAIL)



PARCEL 14: EAST ELEVATION (INLINE SHOPS AT ENTRY DRIVE)



PARCEL 14: NORTH ELEVATION

◇ WASH BUTTERSCOTCH DESS1	◇ CREAM WASHED DESS4	◇ WHITE DESS0	◇ CARAMEL APPLE DESS1	◇ RETRO PEACH DESS3	◇ AUTUMN BARK DESS4	◇ ALL PAINT COLORS ARE BY DUNN EDWARDS
◇ METALLIC DESS7B	◇ CROSSROADS DESS8	◇ CREAM PUFF DESS7	◇ STUPEID OLIVE DESS8	◇ FLOATING LILLY PAD DESS4	◇ SWISS WHIP DESS4	0 16' 32'
◇ DRIFT PAPER DESS7	◇ BOULIQUE BEIGE DESS7	◇ CREAM WHEAT DESS1	◇ SMOKE DESS1	◇ BROWN TAN DESS7	◇ CELESTINE DESS7	EXISTING

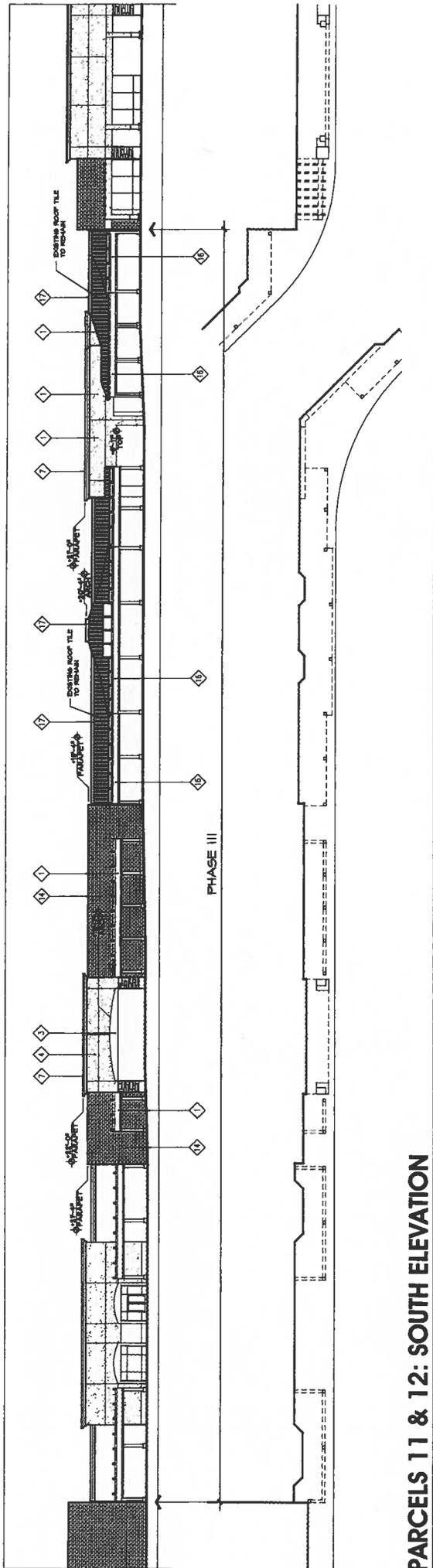
PROPOSED ELEVATIONS

EL CAMINO NORTH SHOPPING CENTER
Vista Way between Jefferson and El Camino Real

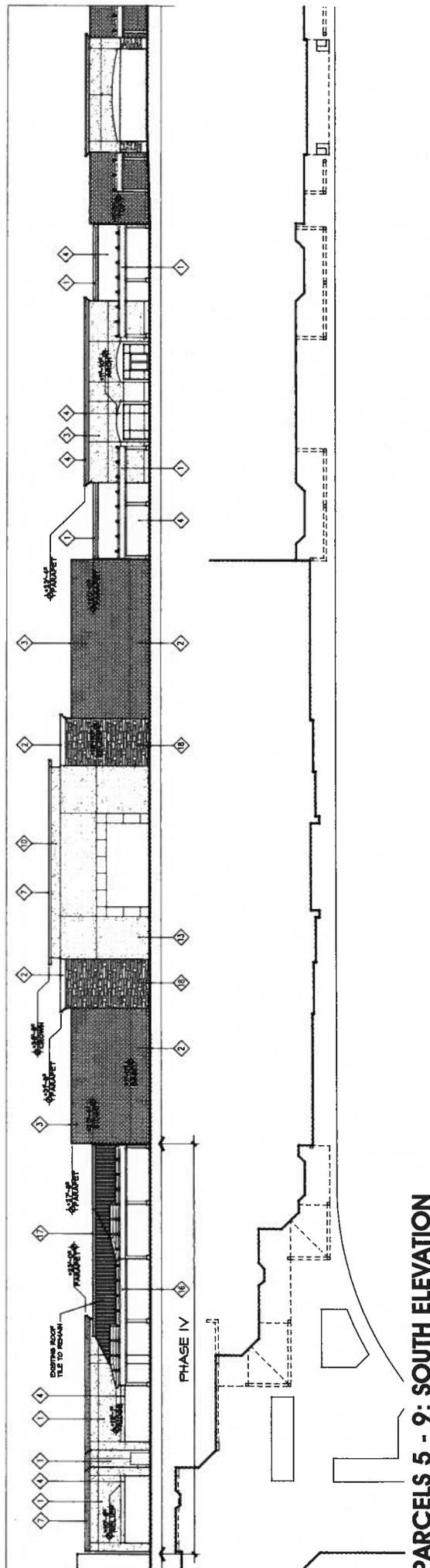
Kimco Realty Corporation



DATE: 9 MAY 2013
JOB#: 14ELN1



PARCELS 11 & 12: SOUTH ELEVATION



PARCELS 5 - 9: SOUTH ELEVATION

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|----|-----------------------------|----|----------------------------|----|----------------------|----|-------------------------|----|------------------------------|----|---------------------------------------|----|---|
| 1 | WARM BUTTERSCOTCH
DESIGN | 2 | CREAM WASHED
DESIGN | 3 | WHITE
DESIGN | 4 | CARAMEL APPLE
DESIGN | 5 | RETRO PEACH
DESIGN | 6 | AUTUMN BARK
DESIGN | 7 | ALL PAINT COLORS ARE
BY DANN EDWARDS |
| 8 | MEDALLION
DESIGN | 9 | CROSSROADS
DESIGN | 10 | CREAM PUFF
DESIGN | 11 | STRAWBERRY
DESIGN | 12 | FLEETING LILLY PAD
DESIGN | 13 | MINNEN SHIP
DESIGN | 14 | 0 1' 2' |
| 15 | CLAYT PAPER
DESIGN | 16 | SCOTTISQUE BEIRE
DESIGN | 17 | PALE WHEAT
DESIGN | 18 | MOONSHADE RED
DESIGN | 19 | POPCORN
DESIGN | 20 | CELESTINE TO MATCH EXISTING
DESIGN | 21 | 0 1' 2' |

PROPOSED ELEVATIONS

EL CAMINO NORTH SHOPPING CENTER
 Vista Way between Jefferson and El Camino Real

Kimco Realty Corporation



DATE: 9 MAY 2013
 JOB#: 132241

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