



DATE: May 5, 2014

TO: Chairperson and Members of the Planning Commission

FROM: Development Services Department/Planning Division

SUBJECT: **CONSIDERATION OF A REGULAR COASTAL PERMIT (RC14-00003) AND CONDITIONAL USE PERMIT (C14-00008) TO ALLOW A COMMERCIAL RECREATION USE WITHIN AN EXISTING COMMERCIAL BUILDING AT 1220 SOUTH COAST HIGHWAY, WITHIN THE SOUTH OCEANSIDE NEIGHBORHOOD PLANNING AREA AND THE COASTAL ZONE – BAJA BODY APPLICANT: JONATHAN GRAVES**

RECOMMENDATION

Staff recommends that the Planning Commission by motion:

- (1) Confirm issuance of a Class 1 Categorical Exemption (Existing Facilities); and,
- (2) Approve Regular Coastal Permit (RC14-00003) and Conditional Use Permit (CUP14-00008) through adoption of Planning Commission Resolution No. 2014-P09 with findings and conditions of approval attached herein.

BACKGROUND

On March 4, 2014, an application for a Regular Coastal Permit and Conditional Use Permit was filed with the Planning Division to allow a new fitness facility within an existing commercial building at 1220 South Coast Highway.

Most recently occupied by an automotive audio store, the project site has been vacant for at least six months. Prior uses on the project site include Alan's Bike Shop (which has since relocated to 805 South Coast Highway).

The project site comprises 12,200 square feet at the northeast corner of South Coast Highway and Godfrey Street. Approximately 150 feet removed from the intersection of South Coast Highway and Oceanside Boulevard, the project site abuts a gas station to

the north, a cemetery to the south, a pharmacy to the west, and a residential neighborhood to the east. The boundaries of the project site were established in 1887, as part of Godfrey's Addition to Oceanside (Tract 260).

The project site accommodates a 4,700-square-foot, single-story building. Constructed in 1976, the building features a highly fenestrated front elevation and a prominent shingled mansard. The building rests on the rear and interior side yard property lines, adjacent to an alley. Three roll-up doors open to the alley at its northeast corner. The building is set back more than 50 feet from South Coast Highway and 25 feet from Godfrey Street.

Vehicular access to the project site is primarily afforded by driveways on South Coast Highway and Godfrey Street. Motorists can also access the site from the abutting alley. The site includes 12 surface parking spaces, including one ADA-compliant stall.

Landscape areas border the northwest and southwest corners of the project site, with additional planters located along the west-facing elevation of the building. The width of these landscape areas varies from four to eight feet. The applicant has recently installed bird of paradise, bougainvillea, sweet broom, and other shrubbery in these landscape areas, which also accommodate two mature Mexican fan palms.

The project site lies within 300 feet of the Coast Highway Sprinter Station. NCTD Breeze bus service (Routes 101, 302, and 318) can be accessed at the corner of South Coast Highway and Oceanside Boulevard.

Under the City's LCP, the project site bears a land use designation of General Commercial. The zoning designation of the property is General Commercial (GC).

PROJECT DESCRIPTION

Regular Coastal Permit (RC14-00003) and Conditional Use Permit (CUP14-00008) represent a request to establish a fitness facility within the existing commercial building on the project site.

Per Zoning Ordinance Section 265.1, the proposed land use qualifies as a "commercial recreational facility." As established in Zoning Ordinance Section 1506, such facilities require issuance of a Conditional Use Permit (CUP). Because the project site is located within the Coastal Zone, the proposed project also requires issuance of a Regular Coastal Permit, in accordance with the Staff Manual of the City's Local Coastal Program (LCP).

The proposed fitness facility would offer both personal and group fitness training to paying members. Group fitness activities would include yoga and various cross-training classes. The applicant anticipates that the core clientele of the business will be "professional,

active-lifestyle females.” In addition to fitness training, the facility would offer a “concierge” service, providing members with referrals to other products and services in the area. The facility would also market fitness-oriented excursions to the Baja Peninsula (e.g., surf camps, yoga retreats, “boot camp” programs).

Roughly 1,700 square feet of the facility would be occupied with exercise equipment, free weights, and other fitness apparatus designed for independent fitness activities. Another 1,160-square-foot space would serve as a “sand floor studio,” providing for group fitness activities. Classes within the sand floor studio would be limited to 20 members. The facility would conduct nearly 50 classes per week. The attached resolution includes a condition of approval that requires the facility to schedule these classes at least twenty minutes apart, so as to avoid overlapping demand for on-site parking.

The facility would operate seven days a week from 5AM to 11PM on weekdays and 8AM to 9PM on weekends.

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

1. Local Coastal Program (LCP)
2. 1986 Zoning Ordinance
3. Coast Highway Vision and Strategic Plan (CHVSP)

ANALYSIS

KEY PLANNING ISSUES

1. Conformance with the Local Coastal Program (LCP)

As previously noted, the LCP Land Use Map designation for the project site is General Commercial. The proposed project is consistent with this land use designation and the goals and objectives of the City’s LCP as follows:

A. Recreation and Visitor-Serving Facilities

Coastal Act Policy: The Coastal Act requires adequate distribution of public facilities such as parking areas, provision of lower costs visitor facilities, protection of ocean front areas for coastal recreation, granting of priority to commercial recreation uses, reservation of upland areas to support coastal recreation, and distribution of visitor facilities throughout the Coastal Zone.

Objective: The City shall provide and maintain a wide range of public recreation areas, beach support facilities, and visitor-serving facilities, commensurate with need.

LCP Policy: Lower-cost visitor and recreational facilities shall be protected, encouraged and, where possible, provided.

While membership fees associated with the proposed fitness facility would be market-rate, the facility would nonetheless contribute to a wide range of recreational services and amenities available to both residents of and visitors to the Coastal Zone.

B. Environmentally Sensitive Habitat Areas

Coastal Act Policy: The Coastal Act requires that environmentally sensitive habitat areas be protected against significant disruption. Development adjacent to such habitats shall be sited and designed to prevent adverse environmental impacts.

Objective: The City shall provide adequate flood protection to existing development in the vicinity of Loma Alta Creek in a manner which preserves the remaining resources of the creek.

LCP Policy: The City shall prohibit filling in Loma Alta Creek.

Although the project site lies within 700 feet of Loma Alta Creek, it is not within the associated floodplain. As the proposed project involves no expansion of the existing building or other impermeable areas of the project site, no impacts to Loma Alta Creek are anticipated.

C. Visual Resources and Special Communities

Coastal Act Policy: The Coastal Act requires that the visual qualities of the Coastal Zone be protected and that new development be sited and designed to be visually compatible with the character of surrounding areas.

Objective: The City shall protect, enhance, and maximize public enjoyment of Coastal Zone scenic resources.

LCP Policy: The City shall maintain existing view corridors through public rights-of-way.

The proposed project would not impact any existing view corridors. The fitness facility would operate within an existing building which the applicant does not propose to expand.

Objective: The City shall, through its land use and public works decisions, seek to protect, enhance, and restore the visual quality of the urban environment.

LCP Policy: New development shall utilize optimum landscaping to accent and enhance desirable site characteristics and architectural features.

The applicant has recently enhanced on-site landscaping with new groundcover and shrubbery. The attached resolution includes a condition of approval that requires that another tree be added to the planter area at the northwest corner of the project site. Together with the groundcover and shrubbery recently implemented by the applicant, the additional tree will soften the appearance of the building and parking areas and thereby contribute to an improved streetscape.

2. Compliance with the 1986 Zoning Ordinance

Purpose and Intent of the C-2 Zoning Designation

Under the 1986 Zoning Ordinance, the project site bears a zoning designation of General Commercial (C-2). C-2 zoning districts are intended to provide for "retail and service commercial uses of...relatively high intensity." Given that most C-2 properties are in close proximity to residential areas, the Zoning Ordinance states that C-2 uses should receive "a physical treatment which will guarantee compatibility with and protection of surrounding properties and their values."

Conditional Use Permit

Commercial recreation is defined as any recreational facility operated as a business and available to the public for a fee. Staff has determined that the proposed fitness facility qualifies as commercial recreation. Zoning Ordinance Section 1506 identifies commercial recreation as a conditionally permitted use in C-2 zoning districts.

The Planning Commission may conditionally approve a commercial recreation use within a C-2 zoning district when it finds that said use will: 1) provide a service that will contribute to the general well being of the neighborhood or community; 2) avoid detrimental impacts to the health, safety, peace, and general welfare of persons residing or working in the vicinity; 3) fit within the confines of the project site; 4) generate traffic that can be accommodated on abutting streets and highways; and 5) be consistent with applicable land use policies. Staff has determined that all of the above findings for approval of the proposed use can be made, as the fitness facility would contribute to healthy lifestyles, provide for natural surveillance during evening hours, maintain a limited scale of operations, generate negligible vehicle traffic, and conform to all relevant policies of the City's Local Coastal Program.

Building Height, Setbacks, and Landscaping

The existing building on the project site conforms to all applicable development standards related to building height, setbacks, and landscaping. At less than 20 feet in height, the building is substantially under the 45-foot height limit for the C-2 zone. The building maintains a front yard setback of more than 51 feet, where only a five-foot front yard setback is required. On the corner side, adjacent to Godfrey Street, the building maintains a 25-foot setback, where only a 10-foot corner side yard setback is required. Roughly nine percent of the project site is devoted to landscape area, consistent with a minimum landscape coverage requirement of eight percent. All landscape areas are served by a permanent, automatic irrigation system.

The proposed project involves only tenant improvements to an existing commercial building; neither the footprint nor the profile of the existing building would be modified.

Refuse Storage

At present, refuse storage on the project site is provided by an unenclosed bin placed against the back of the building within the alley. Zoning Ordinance Section 1703 requires that "all outdoor trash, garbage, and refuse storage...be screened on all sides from public view." The applicant proposes to replace the bin with smaller refuse and recyclable carts that will be stored within the building.

Compatibility with Surrounding Uses

Of the 4,400 square feet of total floor area within the building, more than 1,400 square feet would be devoted to reception area, office space, and locker rooms, leaving less than 3,000 square feet available for fitness activity. Group fitness activity would be further confined to the 1,160-square-foot sand floor studio denoted on the floor plan (Sheet A01). In contrast to high-capacity operations like 24 Hour Fitness and L.A. Fitness, the proposed facility would be more boutique in nature, accommodating no more than 25-30 members at a time. It is staff's position that the small scale of the proposed fitness facility is well suited to the project site and compatible with adjacent residential uses.

Parking

With respect to the proposal's compliance with zoning standards, staff finds the principal issue to be the supply of on-site parking. The 1986 Zoning Ordinance does not specify parking standards for commercial recreation. Zoning Ordinance Section 2703 states that "where parking requirements for a use are not specifically defined...the parking requirements for such uses shall be determined by the Planning [Division]...based upon the requirements for the most comparable use." However, staff is unable to identify a comparable use for which parking standards have been established, and therefore the determination of what constitutes adequate on-site parking supply for the proposed use must be determined through the discretionary review process.

Of the commercial uses that can operate by-right within the surrounding C-2 zone (that is, without the benefit of a CUP or other entitlements), few would meet applicable parking standards. Retail stores, restaurants, and medical offices are three examples of commercial uses that are permitted by-right in the surrounding C-2 zoning district. All three of these uses could occupy the project site without discretionary approval and, thus, without being required to meet applicable parking standards. Per Zoning Ordinance Section 2702, a retail store on the project site would require 15 on-site parking spaces. A restaurant with seating for 50 patrons would require 17 on-site parking spaces. A medical office would require 22 on-site parking spaces. Among those land uses permitted by-right in C-2 zones and explicitly referenced in Zoning Ordinance Section 2702, only furniture/appliance stores and professional offices would meet the parking requirements applicable to the project site.

The Coast Highway Vision and Strategic Plan (CHVSP) advocates for a variety of parking demand management strategies intended to both ensure adequate parking within the Coast Highway corridor and reduce constraints that traditional parking requirements place on redevelopment and adaptive reuse of properties in walkable, transit-served areas. Among these strategies are financial incentives for transit use, efficient use of publicly available shared parking spaces (e.g., curbside parking), and reduction of minimum parking requirements¹. Staff believes that these strategies can mitigate the potential shortage of parking on the project site and thereby justify a parking requirement less than that typically associated with fitness facilities.

As previously noted, the project site is within walking distance of the Coast Highway Sprinter Station and three separate bus routes. As more commercial and residential uses materialize on Coast Highway and as right-of-way improvements render the corridor friendlier to pedestrians and bicycle riders, alternative modes of transportation are expected to become more viable and attractive. To encourage patrons to utilize alternative transportation, the applicant will offer a 15 percent membership discount to those who agree to walk, bike, carpool, or take transit to and from the project site. The applicant will also instruct patrons who cannot find on-site parking to park on the south side of Godfrey Street (adjacent to the Oceanview Cemetery), where staff has observed average capacity for 10 vehicles within 240 feet of the project site.

Given the project site's location within a transit-served area, the availability of on-street parking resources, and financial incentives offered by the applicant to encourage patrons to utilize alternative transportation, staff recommends that the fitness facility be subject to a parking requirement of one space per 500 square feet of gross floor area, consistent with the recommendations of the CHVSP.

3. Consistency with the Coast Highway Vision and Strategic Plan (CHVSP)

Adopted in 2009, the CHVSP is an advisory document meant to encourage and guide the revitalization of the Coast Highway corridor. The CHVSP promotes the transformation of Coast Highway from an auto-centric, exclusively commercial corridor to a pedestrian-friendly, mixed-use environment that contributes to the long-term economic viability of the community. The principal objectives of the CHVSP including the following:

- Enable corridor development by optimizing urban connectivity, capitalizing on transportation/mobility options and rationalizing parking
- Maintain adequate regulatory flexibility to accommodate the community's emerging needs and safeguard the future prosperity of the reinvented district from economic market fluctuations

¹ For all non-residential uses on Coast Highway, the CHVSP advocates a parking requirement of one space per 500 square feet of gross floor area. At this ratio, the proposed fitness facility would require only nine parking spaces.

- Promote high-quality urban design and architectural design, sustainable development, synergistic land uses and enhancement of environmental resources through incentives.

Staff finds the proposed project to be consistent with the above-noted objectives of the CHVSP, in that the fitness facility would make efficient use of an existing commercial building, encourage the use of alternative transportation, and contribute to a synergistic mix of businesses in the vicinity. The fitness facility would be expected to draw customers to nearby retail, service, and restaurant uses, enhance bus and light rail ridership, and bring more human presence to what has been a somewhat inert segment of Coast Highway. Located within the Coast Highway Sprinter Station node, the fitness facility would be a convenient fitness option for both residents of anticipated transit-oriented development to the west and south of the project site, as well as visitors to the future Loma Alta Creek resort area.

ENVIRONMENTAL DETERMINATION

Planning Division staff has completed a preliminary review of this project in accordance with the California Environmental Quality Act (CEQA). Based upon that review, staff finds that the proposed project constitutes operations within existing facilities that will not involve expansion beyond what exist on-site at this time. The project therefore qualifies for a categorical exemption, Class 1, "Existing Facilities" (Section 15301).

PUBLIC NOTIFICATION

Pursuant to the Staff Handbook of the City's Local Coastal Program, legal notice was published in the North County Times and notices were sent to property owners of record within a 300-foot radius and occupants within a 100-foot radius of the subject property, to individuals/organizations requesting notification, and to the applicant. Copies of this agenda item have been mailed to the applicant.

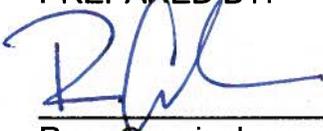
SUMMARY

The proposed project conforms to all relevant objectives and policies of the City's Local Coastal Program, complies with all relevant findings and standards of the 1986 Zoning Ordinance, and demonstrates consistency with the Coast Highway Vision and Strategic Plan (CHVSP). Staff therefore recommends that the Planning Commission:

- (1) Confirm issuance of a Class 1, Categorical Exemption "Existing Facilities;" and

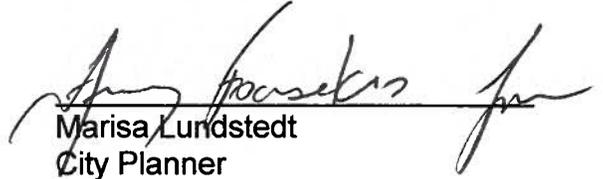
- (2) Approve Regular Coastal Permit (RC14-00003) and Conditional Use Permit (CUP14-00008) through adoption of Planning Commission Resolution No. 2014-P09 with findings and conditions of approval attached herein.

PREPARED BY:



Russ Cunningham
Senior Planner

SUBMITTED BY:

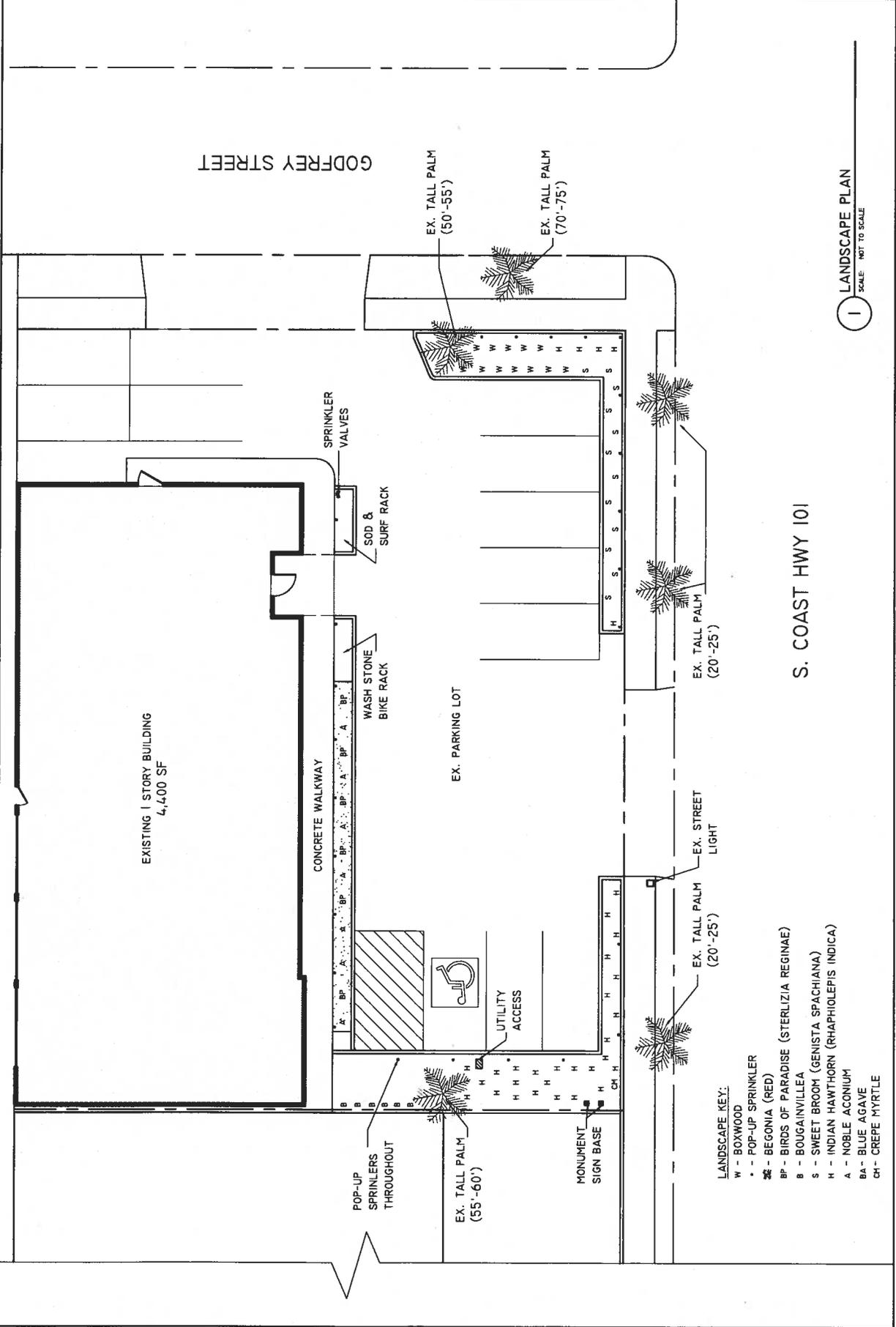


Marisa Lundstedt
City Planner

ML/RC/fil

Attachments:

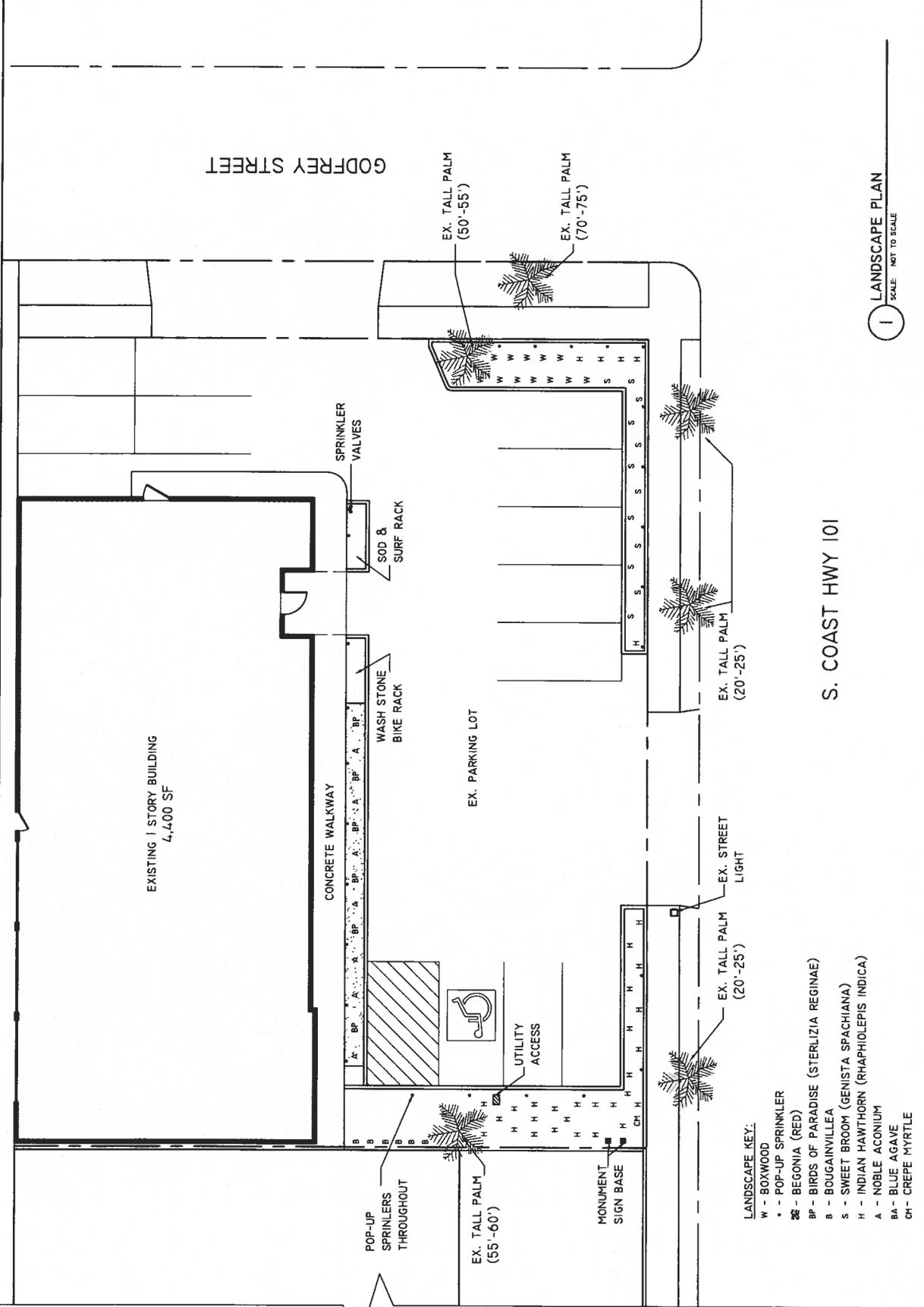
1. Plans
2. Planning Commission Resolution No. 2014-P09
3. Site Photographs
4. Excerpt from Coast Highway Vision and Strategic Plan
5. Other Attachments (Application page, Description and Justification, Legal Description, Notice of Exemption)



- LANDSCAPE KEY:**
- W - BOXWOOD
 - - POP-UP SPRINKLER
 - ☼ - BEGONIA (RED)
 - BP - BIRDS OF PARADISE (STERILIZIA REGINAE)
 - B - BOUGAINVILLEA
 - S - SWEET BROOM (GENISTA SPACHIANA)
 - H - INDIAN HAWTHORN (RHAPHIOLEPIS INDICA)
 - A - NOBLE ACONIUM
 - BA - BLUE AGAVE
 - CH - CREPE MYRTLE

S. COAST HWY 101

1 LANDSCAPE PLAN
SCALE: NOT TO SCALE



- LANDSCAPE KEY:**
- W - BOXWOOD
 - - POP-UP SPRINKLER
 - BP - BEGONIA (RED)
 - B - BIRDS OF PARADISE (STERLIZIA REGINAE)
 - B - BOUGAINVILLEA
 - S - SWEET BROOM (GENISTA SPACHIANA)
 - H - INDIAN HAWTHORN (RHAPHIOLEPIS INDICA)
 - A - NOBLE ACONIUM
 - BA - BLUE AGAVE
 - CH - CREPE MYRTLE

1 LANDSCAPE PLAN
SCALE: NOT TO SCALE

S. COAST HWY 101

GODFREY STREET

EXISTING 1 STORY BUILDING
4,400 SF

CONCRETE WALKWAY

EX. PARKING LOT

SPRINKLER VALVES

SOD & SURF RACK

WASH STONE BIKE RACK

UTILITY ACCESS

MONUMENT SIGN BASE

EX. STREET LIGHT

EX. TALL PALM (20'-25')

EX. TALL PALM (20'-25')

EX. TALL PALM (50'-55')

EX. TALL PALM (70'-75')

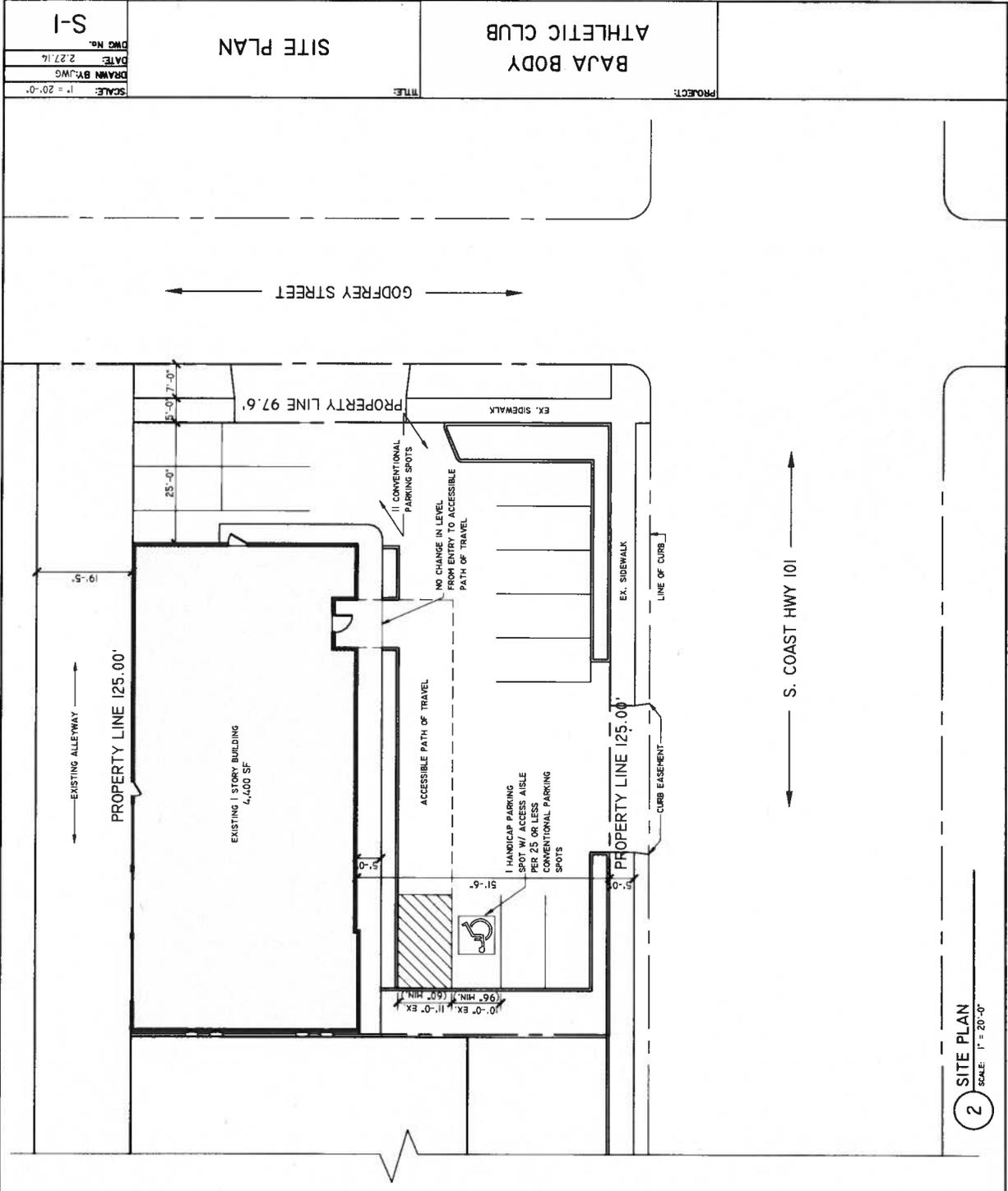
EX. TALL PALM (55'-60')

Baja Body Athletic Club
1220 S. Coast Hwy., Oceanside, CA 92054

BUILDING INFORMATION
LOT COVERAGE: 36.4%
F.A.R. = .364

CODE SUMMARY:

THIS PROJECT IS INTENDED TO COMPLY WITH THE
2013 CALIFORNIA BUILDING CODE CALIFORNIA,
2013 CALIFORNIA GREEN BUILDING STANDARDS
CODE, 2013 CALIFORNIA ELECTRICAL CODE,
2013 CALIFORNIA MECHANICAL CODE,
2013 CALIFORNIA PLUMBING CODE,
2013 CALIFORNIA FIRE CODE,
2008 CALIFORNIA BUILDING ENERGY EFFICIENCY
STANDARDS, AND ALL COUNTY OF SAN DIEGO
AMENDMENTS.

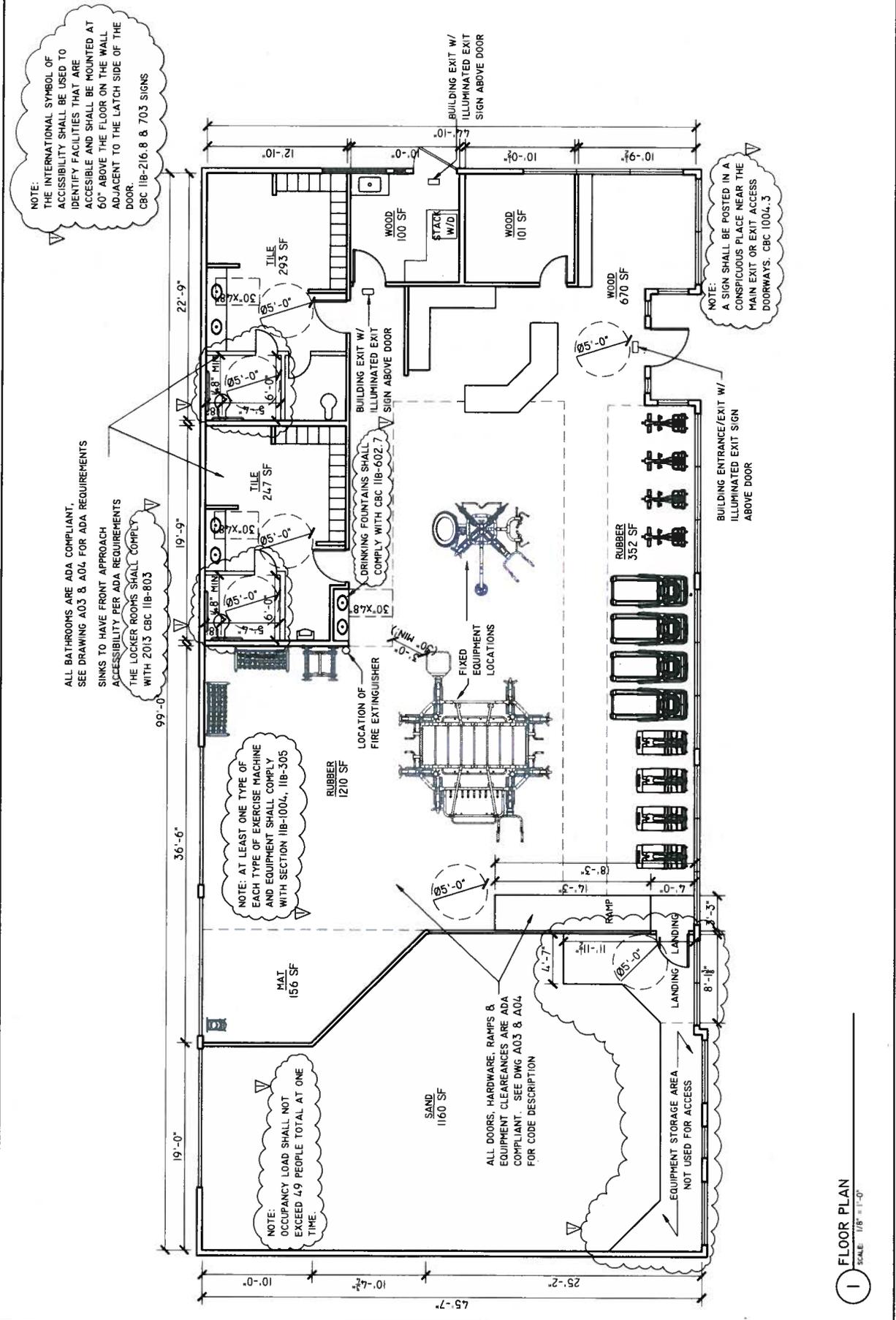


SCALE: 1" = 20'-0"
DRAWN BY: JWG
DATE: 2/27/16
DWG No. S-1

SITE PLAN

BAJA BODY
ATHLETIC CLUB

2 SITE PLAN
SCALE: 1" = 20'-0"



NOTE: THE INTERNATIONAL SYMBOL OF ACCESSIBILITY SHALL BE USED TO IDENTIFY FACILITIES THAT ARE ACCESSIBLE AND SHALL BE MOUNTED AT 60" ABOVE THE FLOOR ON THE WALL ADJACENT TO THE LATCH SIDE OF THE DOOR. CBC 11B-216.8 & 703 SIGNS

NOTE: A SIGN SHALL BE POSTED IN A CONSPICUOUS PLACE NEAR THE MAIN EXIT OR EXIT ACCESS DOORWAYS. CBC 1004.3

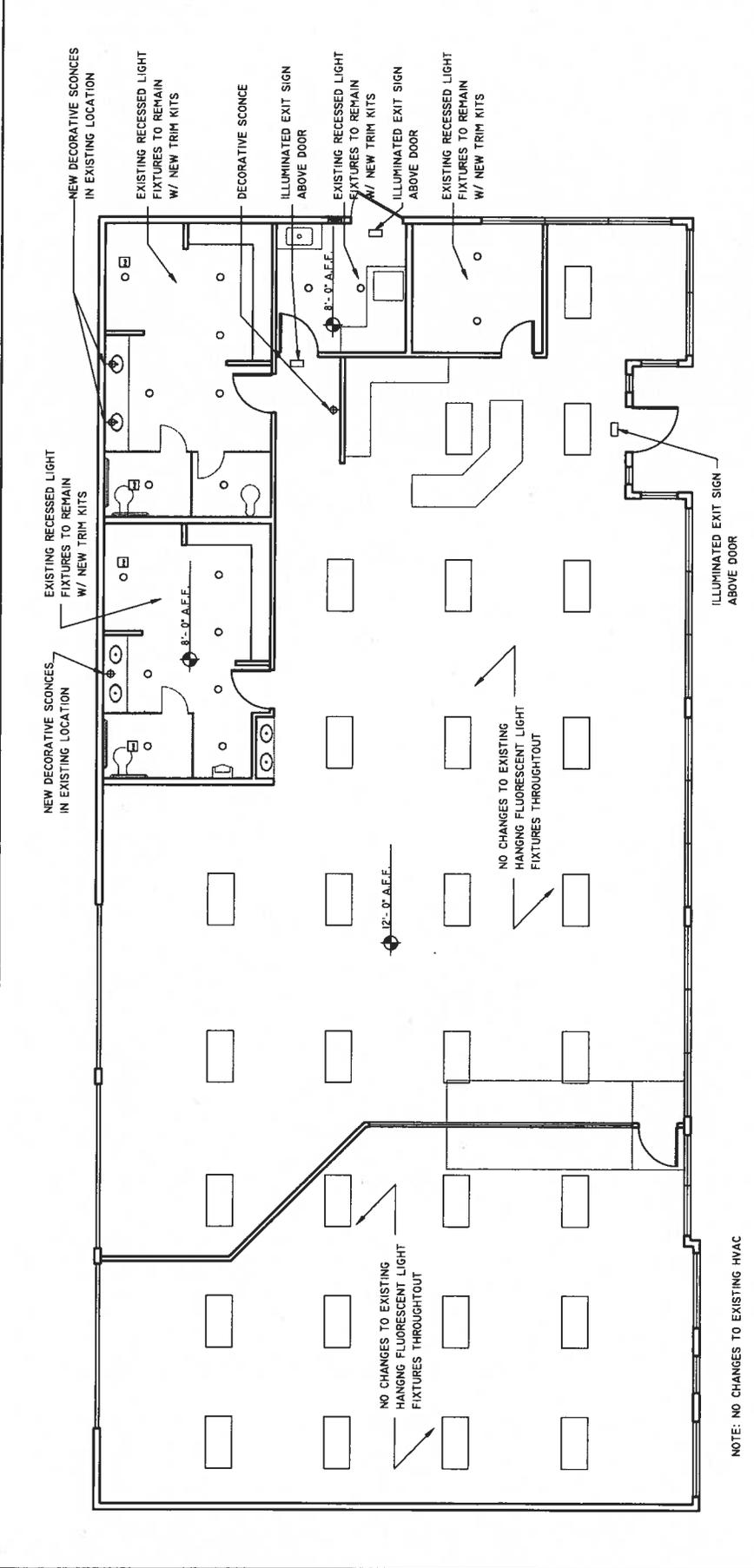
ALL BATHROOMS ARE ADA COMPLIANT. SEE DRAWING A03 & A04 FOR ADA REQUIREMENTS SINKS TO HAVE FRONT APPROACH ACCESSIBILITY PER ADA REQUIREMENTS THE LOCKER ROOMS SHALL COMPLY WITH 2013 CBC 11B-803

NOTE: AT LEAST ONE TYPE OF EACH TYPE OF EXERCISE MACHINE AND EQUIPMENT SHALL COMPLY WITH SECTION 11B-1004, 11B-305

NOTE: OCCUPANCY LOAD SHALL NOT EXCEED 49 PEOPLE TOTAL AT ONE TIME.

ALL DOORS, HARDWARE, RAMPS & EQUIPMENT CLEARANCES ARE ADA COMPLIANT. SEE DWG A03 & A04 FOR CODE DESCRIPTION

BUILDING ENTRANCE/EXIT W/ ILLUMINATED EXIT SIGN ABOVE DOOR



RCP/ELECTRICAL SYMBOL SCHEDULE

	HANGING FLUORESCENT LIGHT FIXTURE
	RECESSED DOWNLIGHT
	SURFACE MOUNTED LIGHT FIXTURE
	SCENCE
	EXHAUST FAN
	EXISTING TO REMAIN
	NEW
	RELOCATE EXISTING

(X) AFF = THE DIMENSION ABOVE FINISHED FLOOR

NOTE: NO CHANGES TO EXISTING HVAC

1 PLANNING COMMISSION
2 RESOLUTION NO. 2014-P09

3 A RESOLUTION OF THE PLANNING COMMISSION OF THE
4 CITY OF OCEANSIDE, CALIFORNIA APPROVING A
5 REGULAR COASTAL PERMIT (RC14-00003) AND
6 CONDITIONAL USE PERMIT CUP14-00008) ON CERTAIN
REAL PROPERTY IN THE CITY OF OCEANSIDE

7 APPLICATION NO: RC14-00003 and CUP14-00008
8 APPLICANT: Jonathan Graves
9 LOCATION: 1220 South Coast Highway

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

12 WHEREAS, there was filed with this Commission a verified petition on the forms
13 prescribed by the Commission requesting a Regular Coastal Permit and Conditional Use Permit
14 under the provisions of the City of Oceanside Local Coastal Program and Articles 2, 11, 15, 17,
and 27 of the Zoning Ordinance of the City of Oceanside to permit the following:

15 operation of a commercial recreation facility;
16 on certain real property described in the project description;

17 WHEREAS, the Planning Commission, after giving the required notice, did on the 5th day
18 of May, 2014 conduct a duly advertised public hearing as prescribed by law to consider said
application.

19 WHEREAS, pursuant to the California Environmental Quality Act of 1970, and State
20 Guidelines thereto; this project is categorically exempt from CEQA per Article 19, Section 15301,
21 Class 1, Existing Facilities;

22 WHEREAS, there is hereby imposed on the subject development project certain fees,
23 dedications, reservations and other exactions pursuant to state law and city ordinance;

24 WHEREAS, pursuant to Gov't Code §66020(d)(1), NOTICE IS HEREBY GIVEN that
25 the project is subject to certain fees, dedications, reservations and other exactions as provided
26 below:

1	<u>Description</u>	<u>Authority for Imposition</u>	<u>Current Estimate Fee or</u>
2			<u>Calculation Formula</u>
3	Drainage Fee	Ordinance No. 85-23 Resolution No. 06-R0334-1	Depends on area (range is \$2,843-\$15,964 per acre)
4			
5	Public Facility Fee	Ordinance No. 91-09 Resolution No. 06-R0334-1	\$0.713 per square foot or \$713 per thousand square feet for non- residential uses
6			
7	School Facilities	Ordinance No. 91-34	\$.47 per square foot non- residential for Oceanside
8	Mitigation Fee		
9	Traffic Signal Fee	Ordinance No. 87-19 Resolution No. 06-R0334-1	\$15.71 per vehicle trip
10			
11	Thoroughfare Fee	Ordinance No. 83-01 Resolution No. 06-R0334-1	\$255 per vehicle trip (based on SANDAG trip generation table available from staff and from SANDAG)
12	(For commercial and industrial please note the 75 percent discount)		
13			
14	Water System Buy-in Fees	Oceanside City Code §37.56.1 Resolution No. 87-96 Ordinance No. 05-OR 0611-1	Fee based on water meter size. Non-residential is \$37,205 for a 2" meter.
15			
16			
17	Wastewater System Buy-in	Oceanside City Code § 29.11.1 Resolution No. 87-97 Ordinance No. 05-OR 0610-1	Based on capacity or water meter size. Non-residential is \$50,501 for a 2" meter.
18	Fees		
19			
20	San Diego County Water	SDCWA Ordinance No. 2005-03	Based on meter size. Non-residential is \$23,358 for a 2" meter.
21	Authority Capacity Fees		
22			

23 WHEREAS, the current fees referenced above are merely fee amount estimates of the
24 impact fees that would be required if due and payable under currently applicable ordinances and
25 resolutions, presume the accuracy of relevant project information provided by the applicant, and
26 are not necessarily the fee amount that will be owing when such fee becomes due and payable;

27 WHEREAS, unless otherwise provided by this resolution, all impact fees shall be
28 calculated and collected at the time and in the manner provided in Chapter 32B of the Oceanside
29 City Code and the City expressly reserves the right to amend the fees and fee calculations
consistent with applicable law;

1 WHEREAS, the City expressly reserves the right to establish, modify or adjust any fee,
2 dedication, reservation or other exaction to the extent permitted and as authorized by law;

3 WHEREAS, pursuant to Gov't Code §66020(d)(1), NOTICE IS FURTHER GIVEN that
4 the 90-day period to protest the imposition of any fee, dedication, reservation, or other exaction
5 described in this resolution begins on the effective date of this resolution and any such protest must
6 be in a manner that complies with Section 66020;

7 WHEREAS, pursuant to Oceanside Zoning Ordinance Section 2114, this resolution
8 becomes effective 20 days from its adoption in the absence of the filing of an appeal or call for
9 review;

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

12 FINDINGS:

13 For the Regular Coastal Permit:

- 14 1. As conditioned, the proposed project is consistent with the land use policies of the Local
15 Coastal Program as implemented through the Zoning Ordinance. As per Article 11 of
16 the Oceanside Zoning Ordinance, commercial recreation is permitted within the General
17 Commercial District with the approval of a Conditional Use Permit. The California
18 Coastal Act identifies commercial recreation as a priority land use in the Coastal Zone,
19 and the City's Local Coastal Program requires that recreational facilities be protected,
20 encouraged and, where possible, provided.
- 21 2. The proposed fitness facility will not obstruct any existing, planned, or required public
22 beach access, nor will it result in the destruction of coastal resources.
- 23 3. The project will not result in the loss of any on-street public parking spaces. On-site
24 parking will be provided in accordance with zoning standards, which call for parking
25 requirements to be determined through the discretionary review process when such
26 requirements are not specified in the Zoning Ordinance.

27 For the Conditional Use Permit:

- 28 1. The proposed use at the specified location is a desirable service which will contribute to
29 the well being of the neighborhood and community. The proposed fitness facility will
promote healthy lifestyles among residents and visitors, bring more human presence to

1 what has been a somewhat inert segment of Coast Highway, and draw customers to
2 other businesses in the vicinity.

3 2. The proposed use will not be detrimental to the health, safety, peace, or general welfare
4 of persons residing or working in the vicinity. The small scale and limited hours of the
5 fitness facility will limit traffic, parking, and noise impacts. Activities associated with
6 the fitness facility will be contained within an existing building that is compatible in scale
7 and function with adjacent development.

8 3. The site for the proposed use is adequate in size and is so shaped as to accommodate
9 said use, as well as all yards, spaces, walls, fences, parking, loading, landscaping and
10 any other features necessary to adjust said use with the land and uses in the
11 neighborhood and make it compatible thereto. The building within which the fitness
12 facility will operate is oriented to Coast Highway, with limited openings on the elevation
13 that faces the adjacent residential neighborhood. Most of the on-site parking spaces are
14 near the Coast Highway frontage, thereby minimizing the amount of vehicle traffic
15 within the alley that abuts residential uses. Refuse storage that is presently located
16 within the alley will be relocated within the building itself.

17 4. The site abuts streets and highways adequate in width and improvements to carry traffic
18 generations typical of the proposed use, and street patterns are of such nature to
19 guarantee that such generations will not be channeled through residential areas on local
20 residential streets. Vehicular access to the project site is most conveniently taken from
21 Coast Highway, with secondary access provided on a single-loaded residential roadway
22 (Godfrey Street) that currently experiences low traffic volumes.

23 5. The granting of the conditional use permit will not adversely affect the City's Local
24 Coastal Program, which encourages commercial recreation.

25 NOW, THEREFORE, BE IT RESOLVED that the Planning Commission does hereby
26 approve Regular Coastal Permit (RC14-00003) and Conditional Use Permit (CUP14-00008),
27 subject to the following conditions:

28 **Building:**

29 1. The granting of approval under this action shall in no way relieve the applicant/project
from compliance with all Current State and local building codes.

- 1 2. All outdoor lighting shall meet Chapter 39 of the City Code (Light Pollution Ordinance)
2 and shall be shielded appropriately. Where color rendition is important high-pressure
3 sodium, metal halide or other such lights may be utilized and shall be shown on final
4 building and electrical plans.
- 5 3. Site development, parking, access into buildings and building interiors shall comply with
6 Part 2, Title 24, C.C.R. (Disabled Access - Nonresidential buildings - D.S.A.).
- 7 4. The building plans for this project are required by State law to be prepared by a licensed
8 architect or engineer and must be in compliance with this requirement prior to submittal
9 for building plan review.
- 10 5. The developer shall monitor, supervise and control all building construction and
11 supportive activities so as to prevent these activities from causing a public nuisance,
12 including, but not limited to, strict adherence to the following:
 - 13 a) Building construction work hours shall be limited to between 7:00 a.m. and 6:00
14 p.m. Monday through Friday, and on Saturday from 7:00 a.m. to 6:00 p.m. for
15 work that is not inherently noise-producing. Examples of work not permitted on
16 Saturday are concrete and grout pours, roof nailing and activities of similar
17 noise-producing nature. No work shall be permitted on Sundays and Federal
18 Holidays (New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving
19 Day, Christmas Day) except as allowed for emergency work under the provisions
20 of the Oceanside City Code Chapter 38 (Noise Ordinance).
 - 21 b) The construction site shall be kept reasonably free of construction debris as
22 specified in Section 13.17 of the Oceanside City Code. Storage of debris in
23 approved solid waste containers shall be considered compliance with this
24 requirement. Small amounts of construction debris may be stored on-site in a
25 neat, safe manner for short periods of time pending disposal.

Landscaping:

- 26 6. A Landscape Exhibit shall be submitted to the Planning Division and shall meet the criteria
27 of the City of Oceanside Landscape Guidelines and Specifications for Landscape
28 Development (latest revision), Water Conservation Ordinance No.(s) 91-15 and 10-
29 Ordinance 0412, Engineering criteria, City code and ordinances, including the maintenance
of such landscaping.

- 1 7. The Landscape Exhibit shall be reviewed by the Engineering Division – Landscape
2 Section. The final approval of the Landscape Exhibit shall be stamped approved by the City
3 Planner prior to the issuance of a permanent certificate of occupancy.
- 4 8. The Landscape Exhibit shall be designed in accordance with the Engineering Division -
5 Landscape Comments (dated 3/19/14).
- 6 9. A landscape plan check fee and landscape inspection fee shall be paid prior to final
7 approval of the Landscape Exhibit.
- 8 10. A landscape field meeting shall be conducted by the landscape architect or architect of
9 record, Public Works Inspector, owner, and landscape contractor to review the installation
10 of the landscape and irrigation prior to the request for permanent certificate of occupancy.
- 11 11. The following landscaping conditions shall be required prior to the Landscape Exhibit
12 approval and permanent certificate of occupancy:
- 13 a) Landscape architect or architect shall be aware of all utility, sewer, gas, water, and
14 storm drain lines and utility easements and place planting locations accordingly to
15 meet City of Oceanside requirements.
 - 16 b) All required landscape areas shall be maintained by the owner of the project
17 (including the irrigation). The landscape areas shall be maintained per City of
18 Oceanside requirements.
 - 19 c) All planting areas shall be prepared and implemented to the required depth with
20 appropriate soil amendments, fertilizers, and appropriate supplements.
 - 21 d) Ground covers or bark mulch shall fill in between the shrubs to shield the soil from
22 the sun, evapotranspiration and run-off. All the flower and shrub beds shall be
23 mulched to a 3” depth to help conserve water, lower the soil temperature and
24 reduce weed growth.
 - 25 e) The shrubs shall be allowed to grow in their natural forms. All landscape
26 improvements shall follow the City of Oceanside Guidelines.
 - 27 f) Root barriers shall be installed adjacent to all paving surfaces, where a paving
28 surface is located within 6 feet of a trees trunk on site (private) and within 10 feet of
29 a trees trunk in the right-of-way (public). Root barriers shall extend 5 feet in each
direction from the centerline of the trunk, for a total distance of 10 feet. Root

1 barriers shall be 24 inches in depth. Installing a root barrier around the tree's root
2 ball is unacceptable.

- 3 g) The existing retaining block wall parallel to S. Coast Highway shall be painted to
4 match the architectural elements of the building.
- 5 h) For the planting and placement of trees and their distances from hardscape and
6 other utilities/ structures the landscape plans shall follow the City of Oceanside's
7 (current) Tree Planting Distances and Spacing Standards.
- 8 i) An approved tree shall be planted from a 15-gallon size container along the
9 northwest planter area.
- 10 j) A minimum of 5-gallon shrubs, planted every 5-feet on-center in the landscape area
11 parallel to S. Coast Highway shall be required to help screen the parked vehicles
12 from public view.
- 13 k) Existing landscaping on and adjacent to the site shall be protected in place and
14 supplemented or replaced to meet the satisfaction of the City Engineer.

15 12. All landscaping, fences, walls, retaining walls etc. on the site shall be permanently
16 maintained by the owner, his assigns or any successors-in-interest in the property. The
17 maintenance program shall include:

- 18 a) Normal care and irrigation of the landscaping
- 19 b) Repair and replacement of plant materials (including interior trees)
- 20 c) Irrigation system shall be repaired and replaced as necessary
- 21 d) General cleanup of the landscaped and open areas
- 22 e) Parking lots and walkways, walls, fences, retaining walls etc.
- 23 f) Pruning standards for street trees shall comply with the International Society of
24 Arboriculture (ISA) Standard Practices for Tree Care Operations – ANSI A300,
25 Appendix G: Safety Standards, ANSI Z133; Appendix H; and Tree Pruning
26 Guidelines, Appendix F (most current edition).

27 13. The City of Oceanside Landscape Guidelines and Specification for Landscape
28 Development (latest revision) requires an automation irrigation system for all landscape
29 areas shown on the Landscape Exhibit. The City requests that the irrigation system for the
project site be an automatic irrigation system over a manual operated irrigation system to
ensure sustainability of the landscape. Low volume equipment shall provide sufficient

1 water for plant growth with a minimum water loss due to water run-off. The irrigation
2 system shall use high quality, remote control valves, controllers and other necessary
3 irrigation equipment. All components shall be of non-corrosive material. All drip systems
4 shall be adequately filtered and regulated per the manufacturer's recommended design
5 parameters.

- 6 14. Failure to maintain landscaping shall result in the City taking all appropriate enforcement
7 actions including but not limited to citations. The landscape and irrigation maintenance
8 condition shall be a requirement of the Conditional Use Permit. If the lack of proper
9 irrigation and maintenance occurs the City shall take action to require the installation of an
10 automatic irrigation system.

11 **Planning:**

- 12 15. Regular Coastal Permit and Conditional Use Permit shall expire on May 5, 2016, unless
13 implemented in accordance with the City of Oceanside Zoning Ordinance or unless a time
14 extension is granted by the Planning Commission.
- 15 16. Regular Coastal Permit (RC14-00003) and Conditional Use Permit (CUP14-00008)
16 approves only the operation of a fitness facility within an existing 4,400-square-foot
17 commercial building, with associated interior modifications and landscape
18 improvements, as depicted on the plans and exhibits presented to the Planning
19 Commission for review and approval. No deviation from these approved plans and
20 exhibits shall occur without City Planner or Planning Commission approval. Substantial
21 deviations shall require a revision to the Regular Coastal Permit and Conditional Use
22 Permit, or a new Regular Coastal Permit and Conditional Use Permit, as determined by the
23 City Planner.
- 24 17. The applicant, permittee or any successor-in-interest shall defend, indemnify and hold
25 harmless the City of Oceanside, its agents, officers or employees from any claim, action or
26 proceeding against the City, its agents, officers, or employees to attack, set aside, void or
27 annul an approval of the City, concerning Regular Coastal Permit (RC14-00003) and/or
28 Conditional Use Permit (CUP14-00008). The City will promptly notify the applicant of
29 any such claim, action or proceeding against the City and will cooperate fully in the
defense. If the City fails to promptly notify the applicant of any such claim action or

1 proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter,
2 be responsible to defend, indemnify or hold harmless the City.

3 18. All lighting showcasing building architecture shall be shown on the building plans.

4 19. All mechanical rooftop and ground equipment shall be screened from public view as
5 required by the Zoning Ordinance.

6 20. Refuse and recyclable material storage shall be provided in carts stored within the
7 building. Prior to issuance of final building permits, the refuse bin within the alley shall
8 be removed.

9 21. The hours-of-operation for all commercial activity shall be limited to 5:00 a.m. to 11:00
10 p.m.

11 22. The fitness facility shall provide a 15% membership discount to patrons who agree to
12 walk, bicycle, carpool, or take public transit to and from the project site. Said discount
13 shall be specified on signage at the membership desk within the facility. The applicant
14 shall provide on-site parking passes to members who pay full membership fees.

15 23. In the event on-site parking is unavailable, patrons shall park along the south side of
16 Godfrey Street. This off-site parking contingency shall be specified in the membership
17 contract.

18 24. Group instruction shall be limited to one class at a time, with a minimum separation of
19 15 minutes between the conclusion of one scheduled class and the start of another.

20 25. Group instruction shall be limited to 20 members per class. The applicant shall maintain
21 rosters of participants in group instruction over the previous 30 calendar days and make
22 such rosters available to City staff upon request.

23 26. A covenant or other recordable document approved by the City Attorney shall be prepared
24 by the developer and recorded prior to issuance of building permits. The covenant shall
25 provide that the property is subject to this resolution. The covenant shall list the conditions
26 of approval.

27 27. Prior to the issuance of building permits, compliance with the applicable provisions of the
28 City's anti-graffiti (Ordinance No. 93-19/Section 20.25 of the City Code) shall be reviewed
29 and approved by the Planning Division. These requirements, including the obligation to
remove or cover with matching paint all graffiti within 24 hours, shall be noted on the

1 Landscape Exhibit and shall be recorded in the form of a covenant affecting the subject
2 property.

3 28. Prior to the transfer of ownership and/or operation of the site the owner shall provide a
4 written copy of the applications, staff report and resolutions for the project to the new
5 owner and or operator. This notification's provision shall run with the life of the project
6 and shall be recorded as a covenant on the property.

7 29. Failure to meet any conditions of approval for this development shall constitute a violation
8 of the Development Plan and Conditional Use Permit.

9 30. Unless expressly waived, all current zoning standards and City ordinances and policies in
10 effect at the time building permits are issued are required to be met by this project. The
11 approval of this project constitutes the applicant's agreement with all statements in the
12 Description and Justification Plan and other materials and information submitted with this
13 application, unless specifically waived by an adopted condition of approval.

14 31. The applicant, tenants, or successors in interest shall comply with the City's business
15 license requirements as necessary.

16 32. The elevations and floor plans shall be substantially the same as those approved by the
17 Planning Commission. These shall be shown on plans submitted to the Building
18 Division and Planning Division for permit plan check, and prior to issuance of any
19 building permit.

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1 33. No project signage is approved with this application. All project signage shall be subject
2 to a separate sign permit and be in compliance with the Oceanside Zoning Ordinance.

3 PASSED AND ADOPTED Resolution No. 2014-P09 on May 5, 2014 by the following

4 vote, to wit:

5 AYES:

6 NAYS:

7 ABSENT:

8 ABSTAIN:

9 _____
10 Robert Neal, Chairperson
Oceanside Planning Commission

11 ATTEST:

12 _____
13 Marisa Lundstedt, Secretary

14 I, MARISA LUNDSTEDT, Secretary of the Oceanside Planning Commission, hereby certify
15 that this is a true and correct copy of Resolution No. 2014-P09.

16
17 Dated: May 5, 2014

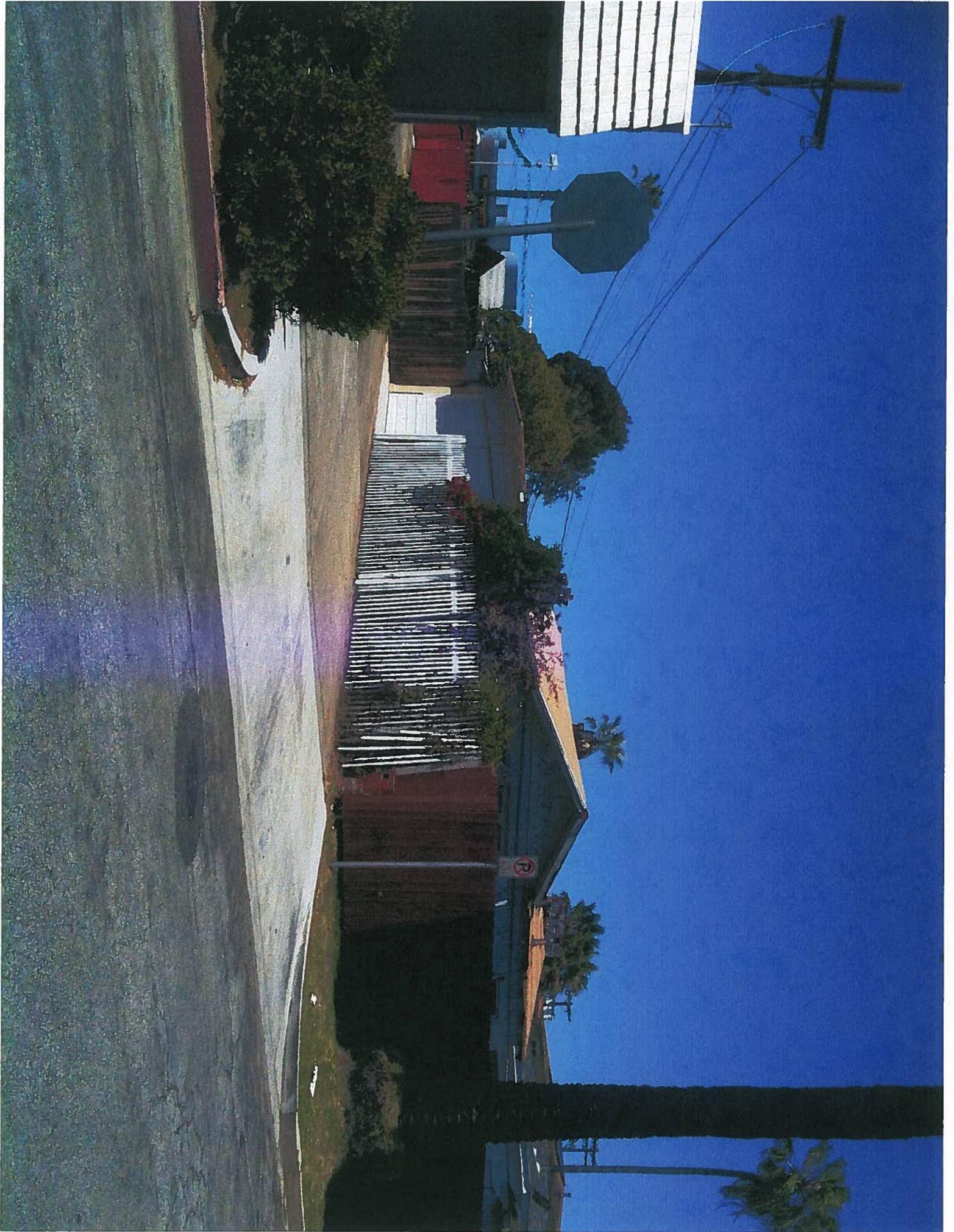
18
19 Applicant accepts and agrees with all conditions of approval and acknowledges impact fees may
20 be required as stated herein:

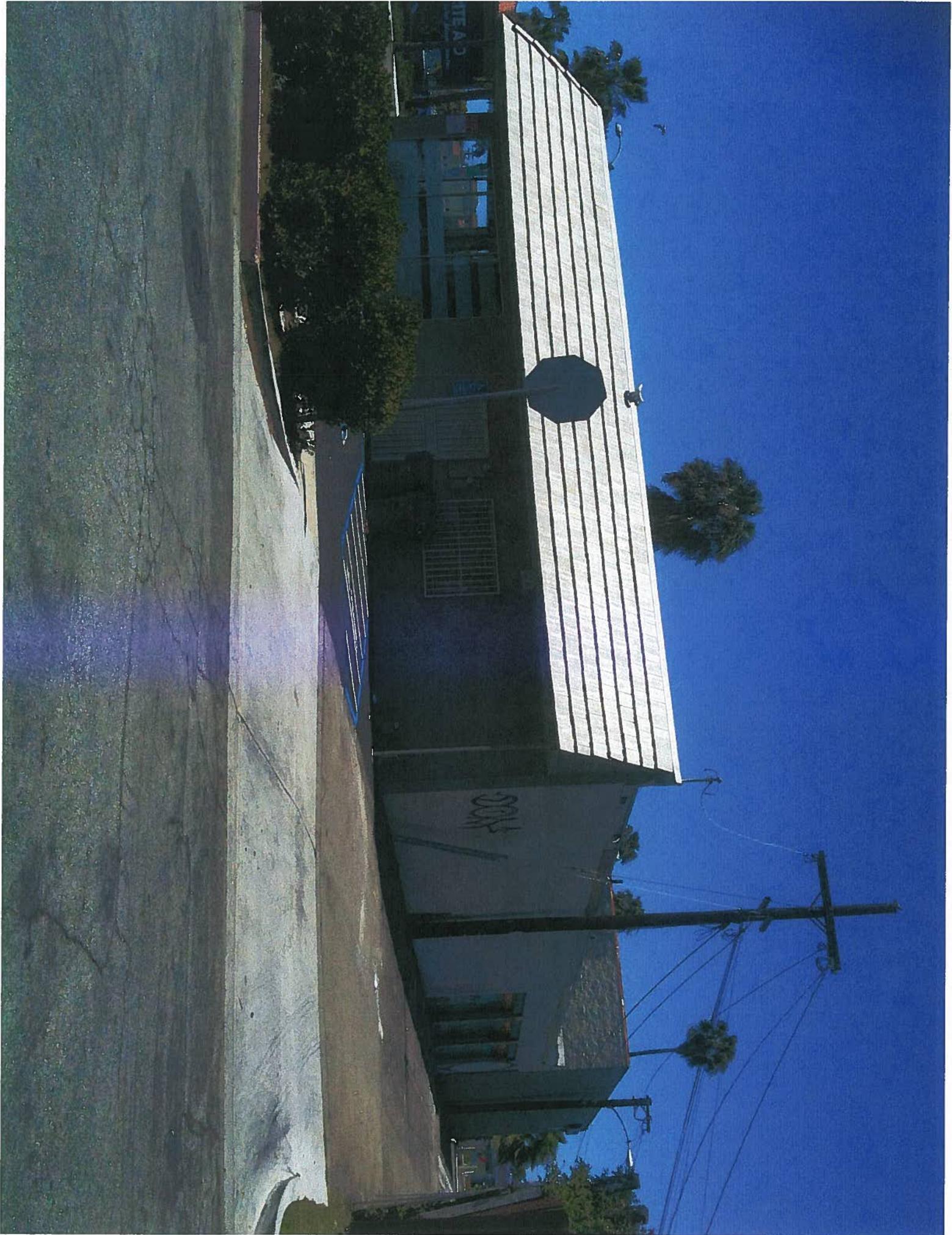
21
22 _____
Applicant/Representative

_____ Date













APPENDIX 1, PARKING DEMAND MANAGEMENT

- This section gives further information on parking management policies for the City of Oceanside - making seven recommendations:
1. Charge the right price for curb parking
 2. Return meter revenues to the neighborhoods
 3. Invest parking revenues in Transportation Demand Management Programs
 4. Provide Universal Transit Passes
 5. "Unbundle" parking costs
 6. Adopt Shared Parking
 7. Reduce minimum parking requirements

In the 21st century, it is not an exaggeration to say that when it comes to architecture and neighborhood design, form follows parking. Under conventional suburban development -- the form of growth that has produced large-scale sprawl throughout Southern California - parking policy has emphasized the creation of large parking lots at every destination, with the intent of providing sufficient parking on every block to allow on-street parking to be eliminated and additional lanes added to ease the flow of traffic. The result has often been isolated, single-use buildings surrounded by cars, or pedestrian-hostile buildings that hover above parking lots and consequently a low-density fabric that generates too few pedestrians to allow a downtown to achieve critical mass.

For existing neighborhoods and 'Nodes', the result of applying conventional suburban parking policies to existing buildings and blocks has often been stagnation and decline. Strict policies requiring a minimum number of parking spaces for each land use often leave existing Main Street building owners unable to change the existing uses (e.g., a pawn shop into a restaurant), as they are unable to provide the number of parking spaces required. When buildings do change use, the required parking spaces are often provided by acquiring and demolishing adjacent buildings, with the result being the breakdown of the traditional Main Street character.

The parking and transportation demand management recommendations contained herein are designed to support and enable the emergence of new buildings, new businesses and new residences within the framework of a walkable, transit-oriented and mixed-use neighborhood.



To that end the following policy shifts are necessary:

1. The public sector must provide and actively manage the public, on-street parking to ensure availability and prevent unwanted spillover parking.
2. The public sector should encourage use of available shared parking lots in the mixed-use centers along the Coast Highway. These may be either publicly owned, as in the heart of Oceanside's downtown, or privately owned. The essential point is that they be publicly available and actively shared between uses.
3. Parking must be treated more as an ordinary market commodity - with spaces bought and sold, rented and leased - in order to allow costly parking resources to be used efficiently and make desired development and redevelopment along Coast Highway economically viable.
4. Institute carefully crafted transportation and parking demand management policies.

The cost to construct new parking garages and lots in the Coast Highway area can be expected to exceed \$20,000 per space gained. These dismal economics for parking garages lead to a simple principle: it can often be cheaper to reduce parking demand than to construct new parking. By instituting carefully crafted transportation demand management policies, Oceanside can invest in the most cost-effective mix of transportation modes for access to the Coast Highway area. This mix should include not only new investment in parking, but also programs and infrastructure to support walking, bicycling, transit and ride-sharing. This section provides recommendations on parking and transportation demand management policies, with the goal of ensuring that sufficient parking is provided to meet the needs of all users, yet simultaneously recognizing that it is possible



to provide too much of a good thing. While parking is essential for modern life and modern commerce, the policies in this plan are designed to strike the balance that is appropriate for the creation of walkable and transit-oriented neighborhoods and the balance that allows redevelopment and revitalization to occur.

This plan includes seven essential strategies for parking and transportation demand management. They are:

1. Charge the right price for curb parking
2. Return Meter Revenue to the Neighborhoods
3. Invest Parking Revenues in Transportation Demand Management Programs
4. Universal Transit Passes
5. "Unbundle" Parking Costs
6. Share Parking
7. Reduce Minimum Parking Requirements

RECOMMENDATIONS 1 & 2:

*Charge the Right Price for Curb Parking
Return the Meter Revenue to the
Neighborhoods*

RECOMMENDATION:

On any commercial block within the plan area where the on-street parking spaces routinely fill up, install multi-space, pay-by-space parking meters. Set parking prices at rates that create a 15% vacancy rate on each block, and eliminate time limits. Dedicate all resulting parking revenues to public improvements and public services that benefit the blocks where the revenue is generated. Create "Parking Benefit Districts" to implement these recommendations.



APPENDIX 1, PARKING DEMAND MANAGEMENT

DISCUSSION: Always available, convenient, on-street customer parking is of primary importance for Main Street retail shops to succeed. To create vacancies and rapid turnover in the best, most convenient, front door parking spaces, it is crucial to have price incentives to persuade some drivers to park in the less convenient spaces (in off-street lots and garages or a block or two away); higher prices for the best spots, cheap or free for the less convenient, under used lots.

Motorists can be thought of as falling into two primary categories: bargain hunters and convenience seekers. Convenience seekers are more willing to pay for an available front door spot. Many shoppers and diners are convenience seekers: they are typically less sensitive to parking charges because they stay for relatively short periods of time, meaning that they will accumulate less of a fee than an employee or other all-day visitor. By contrast, many long-stay parkers, such as employees, find it more worthwhile to walk a block to save on eight hours worth of parking fees. With proper pricing, the bargain hunters will choose currently under utilized lots, leaving the prime spots free for those convenience seekers who are willing to spend a bit more. For merchants in the plan area, it is important to make prime spots available for these people: those who are willing to pay a small fee to park are also those who are willing to spend money in stores and restaurants.

What is the right price for parking?

If prices are used to create vacancies and turnover in the prime parking spots, then what is the right price? An ideal occupancy rate is approximately 85% at even the busiest hour, a rate which leaves about one out of every seven spaces available, or approximately one



empty space on each block face. This provides enough vacancies that visitors can easily find a spot near their destination when they first arrive. For each block and each parking lot, the right price is the price that will achieve this goal. This means that pricing should not be uniform; the most desirable spaces need higher prices, while less convenient lots are cheap or even free. Prices should also vary by time of day and day of week: for example, higher at noon, and lower at midnight.

Ideally, parking occupancy for each block and lot should be monitored carefully, and prices adjusted regularly to keep enough spaces available. In short, prices should be set at market rate, according to demand, so that just enough spaces are always available. Professor Donald Shoup of UCLA advocates setting prices for parking according to the "Goldilocks Principle":

The price is too high if many spaces are vacant, and too low if no spaces are vacant. Children learn that porridge shouldn't be too hot or too cold, and that beds shouldn't be too soft or too firm. Likewise, the price of curb parking shouldn't be too high or too low. When about 15 percent of curb spaces are vacant, the price is just right.

What alternative price could be better?

If this principle is followed, then there need be no fear that pricing parking will drive customers away. After all, when the front-door parking spots at the curb are entirely full, under-pricing parking cannot create more curb parking spaces for customers, because it cannot create more spaces. And, if the initial parking meter rate on a block is accidentally set too high, so that there are too many vacancies, then a policy goal of achieving an 85% occupancy rate will result in lowering the parking rate until the parking is once again well used (including making parking free, if need be).



What are the alternatives to charging?

The primary alternative that cities can use to create vacancies in prime parking spaces is to set time limits, and give tickets to violators. Time limits, however, bring several disadvantages: enforcement of time limits is labor-intensive and difficult, and employees, who quickly become familiar with enforcement patterns, often become adept at the "two hour shuffle", moving their cars regularly or swapping spaces with a coworker several times during the workday. Even with strictly enforced time limits, if there is no price incentive to persuade employees to seek out less convenient, bargain-priced spots, employees will probably still park in prime spaces.

For customers, strict enforcement can bring "ticket anxiety", the fear of getting a ticket if one lingers a minute too long. As Dan Zack, Downtown Development Manager for Redwood City, CA, puts it, "Even if a visitor is quick enough to avoid a ticket, they don't want to spend the evening watching the clock and moving their car around. If a customer is having a good time in a restaurant, and they are happy to pay the market price for their parking spot, do we want them to wrap up their evening early because their time limit wasn't long enough? Do we want them to skip dessert or that last cappuccino in order to avoid a ticket?"

A recent Redwood City staff report summarizes the results found in downtown Burlingame, California: In a recent "intercept" survey, shoppers in downtown Burlingame were asked which factor made their parking experience less pleasant. The number one response was "difficulty in finding a space" followed by "chance of getting a ticket." "Need to carry change" was third, and the factor that least concerned the respondents was "cost of parking."



APPENDIX 1, PARKING DEMAND MANAGEMENT

It is interesting to note that Burlingame has the most expensive on-street parking on the San Francisco Peninsula (\$.75 per hour) and yet cost was the least troubling factor for most people. This is not an isolated result. Repeatedly, surveys of shoppers have shown that the availability of parking, rather than price, is of prime importance.

Eliminating time limits

Once a policy of market rate pricing is adopted, with the goal of achieving an 85% occupancy rate on each block, even at the busiest hours, then time limits can actually be eliminated. With their elimination, much of the worry and "ticket anxiety" for customers disappears. In Redwood City, where this policy was recently adopted, Dan Zack describes the thinking behind the City's decision in this way:

Market-rate prices are the only known way to consistently create available parking spaces in popular areas. If we institute market-rate prices, and adequate spaces are made available, then what purpose do time limits serve? None, other than to inconvenience customers. If there is a space or two available on all blocks, then who cares how long each individual car is there? The reality is that it doesn't matter.

The recommendations for pricing parking, eliminating time limits, and the creation of a commercial parking benefit district are discussed in greater detail below. Given a primary goal of creating vacancies on the blocks where parking is currently overused, and shifting some parking demand to under used parking lots, meters should be installed on blocks and in parking lots where occupancy routinely reaches 85% or greater during the peak hours of demand. In addition, meters should be installed on immediately adjacent commercial blocks, where demand is likely to shift and parking will become overcrowded if the blocks remain entirely free. Parking meter prices should be set to maintain a 15% vacancy rate, according to the "Goldilocks Rule" - if occupancy rates are consistently above 85%, the parking rates are too low and if occupancy rates are consistently below 85%, the parking rates are too high.

The above standard, and a review of best practices in cities comparable to Oceanside, suggests that the boundaries of the plan area parking meter zones should initially be established at each village center. In the

future, as the commercial centers develop, the initial boundaries should be extended to other adjacent areas with curb parking spaces, but in predominantly residential areas, Residential Parking Benefit Districts should be implemented (see separate recommendation for more information).

Establishing commercial parking benefit districts and dedicating revenue to projects

within each parking benefit district.

To receive the parking revenues generated, Commercial Parking Benefit Districts should be established for each distinct area in which meters are installed. All net revenues from the parking meters within each area should be dedicated to funding public improvements and services that benefit the blocks in which the revenues are collected. ("Net revenues" means total parking revenues from the area, less revenue collection costs, such as purchase and operation of the meters, enforcement and the administration of the district.) Since the three-mile-long plan area is likely too large to successfully function as a single parking benefit district, the area should be split into parking benefit districts according to village center.

Why return parking meter revenues to the blocks where they are collected?

If parking revenues seem to disappear into the General Fund, where they may appear to produce no direct benefit for the village center in which they were collected, there will be little support for installing parking meters, or for raising rates when needed to maintain decent vacancy rates. But when merchants and property owners can clearly see that the monies collected are being spent for the benefit of their immediate surroundings, on projects that they have chosen, they become willing to support market rate pricing - and if experience from other cities is any guide, many will become active advocates for the concept.

Residential Parking Benefit Districts

RECOMMENDATION: At the same time as parking meters are implemented for curb parking in the village centers, implement Residential Parking Benefit Districts in adjacent residential areas. Residential Parking Benefit Districts are similar to residential parking permit districts, but allow a limited number of commuters to pay to use surplus on-street

parking spaces in residential areas, and return the resulting revenues to the neighborhood to fund public improvements. Existing residents should be issued permits to allow them to continue to park on-street for free.

DISCUSSION: In order to prevent spillover parking in residential neighborhoods, many cities implement residential permit districts (also known as preferential parking districts) by issuing a certain number of parking permits to residents usually for free or a nominal fee. These permits allow the residents to park within the district while all others are prohibited from parking there for more than a few hours, if at all. Currently at least 132 cities and counties in the US and Canada have such a residential parking permit program in effect.

Residential parking permit districts are typically implemented in residential districts near large traffic generators such as central business districts, educational, medical, and recreational facilities.

However, conventional residential parking permit districts have several limitations. Most notably, conventional residential permit districts often issue an unlimited number of permits to residents without regard to the actual number of curb parking spaces available in the district. This frequently leads to a situation in which on-street parking is seriously congested, and the permit functions solely as a "hunting license", simply giving residents the right to hunt for a parking space with no guarantee that they will actually find one. (An example of this Boston's Beacon Hill neighborhood, where the City's Department of Transportation has issued residents 3,933 permits

for the 983 available curb spaces in Beacon Hill's residential parking permit district, a 4-to-1 ratio.)

An opposite problem occurs with conventional residential permit districts in situations where there actually are surplus parking spaces (especially during the day, when many residents are away), but the permit district prevents any commuters from parking in these spaces even if demand is high and many motorists would be willing to pay to park in one of the surplus spaces.

In both cases, conventional residential parking permit districts prevent curb parking spaces from being efficiently used (promoting overuse in the former example and under use in the latter).

To avoid these problems, Oceanside should implement residential parking benefit districts in residential areas adjacent to the village centers at the same time that parking meters are implemented for curb parking in the village centers. This will prevent excessive spillover parking from commuters trying to avoid parking charges and, by providing new funds for the neighborhoods, further Oceanside's community revitalization goals.

Implementation Details

Implementation of residential parking benefit districts in Oceanside should differ from conventional parking permit districts in four key ways:

1. Limit the number of permits issued to residents to a number that results in a peak hour occupancy of 85% or less, as determined by an initial city survey supplemented by periodic surveys thereafter (at least biannual). Existing residents should be issued free permits.
2. Rather than entirely prohibit nonresident parking as with many conventional residential parking permit districts, the City should sell permits for any surplus parking capacity to non-resident commuters at fair market rates, up to 90% of available parking supply.
3. Use in-vehicle meters and/or multi-space pay-and-display meters for non-resident parkers (who will primarily be downtown commuters) rather than adhesive permits or rearview hangtags. These in-vehicle meters allow user and geographic transferability, multiple payment methods, variable pricing options, and networking capabilities.
4. Finally, the rates for non-residents' parking permits should be set at fair market rates as determined by



APPENDIX 1, PARKING DEMAND MANAGEMENT

periodic city surveys, and all net revenues above and beyond the cost of administering the program should be dedicated to pay for public improvements in the neighborhood where the revenue was generated.

Community Participation & Local Control
Residential parking benefit districts should only be implemented on blocks where a simple majority (50% +1) of property owners supports formation of the district.

Once implemented, residents, property owners, and business owners in the district should continue to have a voice in advising City Council how they want new parking revenue spent in their neighborhood. This could occur via existing neighborhood associations, mail-in surveys or public workshops and hearings. Another option is to appoint advisory committees in each parking benefit district, tasked with advising City Council on how the surplus revenue should be spent in their neighborhood.



Benefits of Residential Parking Benefit Districts

Residential parking benefit districts have been described as "a compromise between free curb parking that leads to overcrowding and conventional residential permit districts that lead to under-use...parking benefit districts are better for both residents and non-residents; residents get public services paid for by non-residents, and non-residents get to park at a fair-market price rather than not at all."

Benefits of implementation of residential parking benefit districts in the City of OceanSIDE include the following:

- Excessive parking spillover into downtown and village center adjacent neighborhoods will be prevented.
- Scarce curb parking spaces are used as efficiently as possible.
- Need for additional costly parking structure construction is reduced.
- Residents will be guaranteed to find a parking space at the curb.

Examples: Residential Parking Benefit Districts

Residential Parking Benefit Districts have been implemented in various forms in the following jurisdictions:

- Aspen, CO (non-resident permits: \$5/day)
- Boulder, CO (resident permits \$12/year; non-resident permits \$312/year)
- Santa Cruz, CA (resident permits \$20/year; non-resident permits \$240/year)
- Tucson, AZ (resident permits \$2.50/year; non-resident permits \$200-\$400/year, declining with increased distance from University of Arizona campus)
- West Hollywood, CA (resident permits \$9/year; non-resident permits \$360/year)



RECOMMENDATION 3 Invest Parking Revenues in Transportation Demand Management Programs

RECOMMENDATION: Invest meter revenues in a full spectrum of transportation demand management strategies for employees and residents, including transit, carpool, vanpool, bicycle and pedestrian programs.

DISCUSSION: The cost to construct new parking garages can typically be expected to be approximately \$30,000 per space gained, resulting in a total cost to build, operate and maintain new spaces of approximately \$188 per month per space, every month for the expected 40 year lifetime of the typical garage. These dismal economics for parking garages lead to a simple principle: it can often be cheaper to reduce parking demand than to construct new parking. Therefore, OceanSIDE should invest in the most cost effective mix of transportation modes for access to the Coast Highway area, including both parking and transportation demand management strategies.

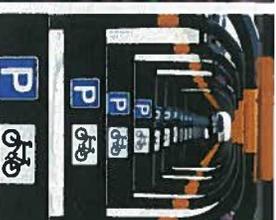
By investing in the following package of demand-reduction strategies, OceanSIDE can expect to cost-effectively reduce parking demand in the plan area (and the resulting traffic loads) by one quarter to one third. The Parking Benefit Districts should invest a portion of parking revenues (and other fees, grants, and/or transportation funds, when available) to establish a full menu of transportation programs for the benefit of all plan area residents and employers. These programs should include:

Universal Transit Passes
As described more fully in Recommendation 4, a universal transit pass program would provide free transit passes for every employee and resident of the parking benefit districts. The annual passes would be purchased at a deeply-discounted bulk rate by the parking benefit districts from the North Coast Transit District (NCTD) and potentially other transit providers. For the North Coast Transit District, universal transit passes can provide a stable source of income, while helping them meet their ridership goals.

Carpool & Vanpool Incentives
Provide ride-sharing services, such as a carpool and vanpool incentives, customized ride-matching services, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents.

Bike/Ped Facilities
Centralized provision of bicycle facilities such as clothes lockers, secure bike parking, and shower facilities.

Transportation Resource Center
A storefront office that provides personalized information on transit routes and schedules, carpool and vanpool programs, bicycle routes and facilities and other transportation options. The center could also house staff charged with implementing the City's transportation demand management programs, and would take responsibility for administering and actively



APPENDIX 1, PARKING DEMAND MANAGEMENT

marketing all demand management programs. Parking operations and administration could be housed here as well.

Case Study: Boulder, Colorado

An excellent example of a Parking Benefit District that funds transportation alternatives is the City of Boulder (Colorado) Downtown Management Commission & Central Area General Improvement District (CAGID). The responsibilities of Boulder's Central Area General Improvement District (CAGID) include:

- Analyzing most cost-effective mix of new parking or transportation alternatives
- Management and construction of all public parking downtown
- Provide a broad array of transportation demand management programs and incentives including the following commuter benefits:
- Free universal transit pass (Eco-Pass):
- Guaranteed Ride Home
- Ride-matching services
- Bicycle parking rentals

In addition to the above transportation demand management programs and incentives, CAGID also funds the operation of a "Transportation Resource Center" in a downtown storefront. The responsibilities of the resource center include the following:

- Provide personalized advice and information on transit, bike, and pedestrian travel to downtown
- Provide personalized ride-matching services for employees
- Oversee regular marketing of transportation programs and incentives
- Coordinate events to highlight transportation choices (Bike-to-work Day, etc.)
- Manage rentals of bike lockers throughout downtown
- Outreach to individual businesses to identify transportation needs of their employees and customers

All of these programs are funded by a \$325,000/year budget, funded by \$1 million in meter revenue that is transferred to CAGID via a Parking Benefit District mechanism. There are no parking requirements for any non-residential development in the District. New public parking garages are developed as needed and funded by parking fees (84%) and general fund taxes (16%).

Boulder's efforts are achieving results: carpooling increased from 35% in 1993 to 47% in 1997 and the Eco-Pass program (the free universal transit pass program) has reduced commuter parking demand by 850 spaces. Overall, Boulder has found that in many cases, it is cheaper to provide free transit and strong ride-sharing programs to all downtown employees, than to provide them parking.

RECOMMENDATION 4

Provide Universal Transit Passes

RECOMMENDATION: Use Parking Benefit District revenues to provide free transit passes to all employees and residents within the parking benefit districts. For all new multifamily residential developments, require that universal transit passes be provided to residents under a residential transit pass program.

DISCUSSION: In recent years, growing numbers of transit agencies have teamed with universities, employers, or residential neighborhoods to provide universal transit passes. These passes typically provide unlimited rides on local or regional transit providers for low monthly fees, often absorbed entirely by the employer, school, or developers. A typical example of a universal transit pass is the Eco-Pass program in downtown Boulder, which provides free transit on Denver's Regional Transportation District (RTD) light rail and buses to more than 7500 employees, employed by 700 different businesses in downtown Boulder. To fund this program, Boulder's downtown parking benefit district pays a flat fee for each employee who is enrolled in the program, regardless of

whether the employee actually rides transit. Because every single employee in the downtown is enrolled in the program, the Regional Transportation District in turn provides the transit passes at a deep bulk discount.

A review of existing universal transit pass programs found that the annual per employee fees are between 1% and 17% of the retail price for an equivalent annual transit pass. The principle of employee or residential transit passes is similar to that of group insurance plans - transit agencies can offer deep bulk discounts when selling passes to a large group, with universal enrollment, on the basis that not all those offered the pass will actually use them regularly.

Benefits from universal transit pass program Universal transit passes provide multiple benefits, as discussed below.

- For transit riders
 - Free access to transit (e.g., eliminating the current per-ride fare or monthly transit pass price)
 - Rewards existing riders; attracts new ones
 - For employees who drive, making existing transit free can effectively create convenient park-and-ride shuttles to existing under used remote parking areas
- For transit operators
 - Provides a stable source of income
 - Increases transit ridership, helping to meet agency ridership goals
 - Can help improve cost recovery, reduce agency subsidy, and/or fund service improvements
- For village centers
 - Reduces traffic congestion and increases transit ridership
 - Reduces existing parking demand: Santa Clara County's (CA) Eco Pass program resulted in a 19% reduction in parking demand
 - Reduces unmet parking demand: UCLA's BruinGo! program resulted in 1,300 fewer vehicle trips which required 1,331 fewer students on the wait list for parking permits (a 36% reduction)
 - Reduces future growth in parking demand: University of Washington's U-Pass program helped avoid construction of 3,600 new spaces, saving \$100 million (since 1993 the university population increased by 8,000 but actually reduced the number of parking spaces)

For developers

- Universal transit pass programs can benefit developers if implemented concurrently with reduced parking requirements, which consequently lower construction costs
- Providing free cost transit passes for large developments provides an amenity that can help attract renters or home buyers as part of lifestyle marketing campaign appealing to those seeking a "downtown lifestyle"

For employees/employers

- Reduces demand for parking on-site
- Provide a broad array of transportation demand management programs and incentives including the following commuter benefits: free universal transit pass (Eco-Pass), guaranteed ride home, ride-matching services, and bicycle parking rentals

Case Studies

General universal transit pass programs:

KING COUNTY (WA): A King County Metro FlexPass costs \$65 per year per employee for employers compared to the normal annual cost of \$396-1584. The King County Metro, WA, notes that in downtown Bellevue, FlexPass is responsible in part for a 24 percent drop in drive alone commutes from 1990 to 2000 (81 percent to 57 percent).

SILICON VALLEY (CA): Silicon Valley's Valley Transportation Authority (VTA) EcoPass program charges employers between \$7.50 and \$120 per year per employee, instead of the usual \$990 per year for a transit pass. The result has been a 19 percent decrease in parking demand at employers participating in the program. Neighborhood EcoPass programs apply the same principle to residential developments.

BOULDER (CO): In Boulder the Eco Pass is an annual bus pass purchased by employers for all full-time employees. The annual cost for a normal pass varies between \$540 and \$1,620 whereas the annual per employee fee for the Eco Pass ranges from \$31 to \$279. Six years after the program's implementation, the Eco Pass has reduced the drive to work mode share by 10 percent. The Eco Pass program alone has also reduced commuter parking demand by 850 spaces, according to Boulder's Downtown Management Commission.



Washington D.C. Metro Area Smartrip pass. Attribute: Flickr, Mr. T. in Washington

APPENDIX 1, PARKING DEMAND MANAGEMENT

Residential transit pass programs

Transit subsidies can also be used for a wide range of residential developments. In Santa Clara County, CA and Portland, OR, property managers can bulk-purchase transit passes for their residents at deeply discounted rates. In Portland, transit use among residents increased by between 79 percent and 250 percent in two different developments after transit passes were offered there. To provide ongoing funding for this expense, a portion of condominium association dues or rents (for rental units) can be used.

As another example, in the City of Boulder, both residential building managers and entire neighborhoods (even typical single-family areas) can purchase Eco-Passes for their residents. In the latter, neighborhood volunteers collect contributions on an annual basis, and once the minimum financial threshold is met, everyone living in the neighborhood is eligible for the transit pass. Alternatively, a neighborhood can elect to increase property taxes to purchase neighborhood-wide Eco-Passes.

A cost-effective transportation investment

Many cities and institutions have found that trying to provide additional parking spaces costs much more than reducing parking demand by simply providing everyone with a free transit pass. For example, a study of UCLA's universal transit pass program found that a new parking space costs more than 3 times as much as a free transit pass (\$223/month versus \$71/month).

In addition to the above transportation demand management programs and incentives, CAGID also funds the operation of a "Transportation Resource Center" in a downtown storefront. The responsibilities of the resource center include the following:

- Provide personalized advice and information on transit, bike, and pedestrian travel to downtown
- Provide personalized ride-matching services for employees
- Oversee regular marketing of transportation programs and incentives
- Coordinate events to highlight transportation choices (Bike-to-work Day, etc.)
- Manage rentals of bike lockers throughout downtown
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All of these programs are funded by a \$325,000/year budget, funded by \$1 million in meter revenue that is transferred to CAGID via a Parking Benefit District mechanism. There are no parking requirements for any non-residential development in the District. New public parking garages are developed as needed and funded by parking fees (84%) and general fund taxes (16%).

Boulder's efforts are achieving results: carpooling increased from 35% in 1993 to 47% in 1997 and the Eco-Pass program (the free universal transit pass program) has reduced commuter parking demand by 850 spaces. Overall, Boulder has found that in many cases, it is cheaper to provide free transit and strong ridesharing programs to all downtown employees, than to provide them parking.

RECOMMENDATION 5

"Unbundle" Parking Costs

RECOMMENDATION: Require all residential development and commercial property leases to "unbundle" the full cost of parking from the cost of the property itself, by creating a separate parking charge.

DISCUSSION: Parking costs are generally subsumed into the sale or rental price of housing for the sake of simplicity, and because that is the more traditional practice in real estate. But although the cost of parking is often hidden in this way, parking is never free. Each space in a parking structure can cost upwards of \$30,000.

Looking at parking as a tool to achieve revitalization goals requires some changes to status quo practices, since providing anything for free or at highly subsidized rates encourages use and means that more parking spaces have to be provided to achieve the same rate of availability.

For both rental and for sale housing, the full cost of parking should be unbundled from the cost of the housing



itself, by creating a separate parking charge. This provides a financial reward to households who decide to dispense with one of their cars, and helps attract that niche market of households, who wish to live in a transit-oriented neighborhood where it is possible to live well with only one car, or even no car, per household. Unbundling parking costs changes parking from a required purchase to an optional amenity, so that households can freely choose how many spaces they wish to lease. Among households with below average vehicle ownership rates (e.g., low income people, singles and single parents, seniors on fixed incomes, and college students), allowing this choice can provide a substantial financial benefit. Unbundling parking costs means that these households no longer have to pay for parking spaces that they may not be able to use or afford.

It is important to note that construction costs for residential parking spaces can substantially increase the sale/rental price of housing. This is because the space needs of residential parking spaces can restrict how many housing units can be built within allowable zoning and building envelope. For example, a study of Oakland's 1961 decision to require one parking space per apartment (where none had been required before) found that construction cost increased 18% per unit, units per acre decreased by 30% and land values fell 33%.

As a result, bundled residential parking can significantly increase "per-unit housing costs" for individual renters or buyers. Two studies of San Francisco housing found that units with off-street parking bundled with the unit sell for 11% to 12% more than comparable units without included parking. One study of San Francisco housing found the increased affordability of units without off-street parking on-site can increase their absorption rate and make home ownership a reality for more people. In that study, units without off-street parking:

- Sold on average 41 days faster than comparable units with off-street parking
- Allowed 20% more San Francisco households to afford a condominium (compared to units with bundled off-street parking)
- Allowed 24 more San Francisco households to afford a single-family house (compared to units with bundled off-street parking)

Changing separately for parking is also the single most effective strategy to encourage households to own fewer cars, and rely more on walking, cycling and transit.

According to one study, unbundling residential parking can significantly reduce household vehicle ownership and parking demand.

It is critical that residents and tenants are made aware that rents, sale prices and lease fees are reduced because parking is charged for separately. Rather than paying "extra" for parking, the cost is simply separated out - allowing residents and businesses to choose how much they wish to purchase. No tenant, resident, employer or employee should be required to lease any minimum amount of parking.

RECOMMENDATION 6

Shared Parking

RECOMMENDATION: Adopt a "Park Once" strategy for the plan area by (a) operating as many parking spaces as possible within each village center in a common pool of shared, publicly available spaces and (b) encouraging existing private commercial parking to be shared among different land uses and made available to the public when not serving private commercial use. This strategy should be implemented through the following policies:

1. Discourage private parking in new development (except for residential spaces). Instead, work to make publicly-available shared parking facilities for village center shoppers and employees, and (when more exclusive parking arrangements are necessary) lease spaces in lots and garages to private businesses, for the particular hours and days of the week when the reserved parking is actually required.
2. Purchase or lease existing private parking lots from willing sellers, and add this parking to the shared public supply.
3. Facilitate shared and/or valet parking in existing private parking lots whenever feasible:
 - a. Allow parking provided in all village center development to be off-site by right within ¼ mile of project site (about 6 blocks; a comfortable walking distance for most people).
 - b. If commercial developments in the village centers provide parking on-site, require as a condition of approval that any such parking be made available to public when not in use by owner/occupant.

DISCUSSION: Fundamental to the continuing revitalization of the plan area is the creation of a "park once" environment at each of the village centers. The typical

APPENDIX 1, PARKING DEMAND MANAGEMENT

suburban pattern of isolated, single use buildings, each surrounded by parking lots, requires two vehicular movements and a parking space to be dedicated for each visit to a shop, or office, or civic institution. To accomplish three errands in this type of environment requires six movements in three parking spaces for three tasks. With virtually all parking held in private hands, spaces are not efficiently shared between users, and each building's private lots are therefore typically sized to handle a worst-case parking need. Most significantly, when new and renovated buildings in an existing commercial center are required to provide such worst-case parking ratios, the result is often stagnation and decline: buildings are not renovated, since no room exists on the site for the required parking; new shops often demand the tear-down of adjacent buildings, generating freestanding retail boxes surrounded by cars, or pedestrian-hostile buildings that hover above parking lots; and the resulting low density fabric generates too few pedestrians to let the area reach critical mass.

When the suburban practice of building individual private lots for each building is introduced into a traditional commercial center, the result is also a lack of welcome for customers: at each parking lot, the visitor is informed that this vehicle will be towed if he or she peruses any place besides the adjacent building. When this occurs, nearby shopping malls gain a distinct advantage over the commercial center with fragmented parking. Mall owners understand that they should not divide their mall's parking supply into small fields: they operate their supply as a single pool for all of the shops, so that customers are welcomed wherever they park.

RECOMMENDATION 7

Reduce Minimum Parking Requirements

GOAL: Remove barriers to new development: encourage efficiently shared parking rather than many small, inefficient private lots; and create a healthy market for parking, where parking spaces are bought, sold, rented and leased like any normal commodity.

RECOMMENDATION: Reform minimum parking requirements by reducing minimum parking requirements in the plan area to levels that reflect typical actual demand for a successful mixed-use neighborhood commercial district.

DISCUSSION: In order for Oceanside to realize its goals

for the ongoing revitalization of downtown, the City's parking policies must support those goals. Minimum parking requirements, however, have emerged as one of the biggest obstacles to many cities' efforts to encourage new residential and commercial development in their revitalizing downtown areas. Moreover, minimum parking requirements work at cross purposes to virtually all of Oceanside's other adopted goals. As UCLA professor Don Shoup describes it, "Parking requirements cause great harm: they subsidize cars, distort transportation choices, warp urban form, increase housing costs, burden low income households, degrade urban design, damage the economy, and degrade the environment... Off-street parking requirements also cost a lot of money, although this cost is hidden in higher prices for everything except parking itself."

The one useful purpose that minimum parking requirements do currently serve is to prevent spill-over parking, the phenomenon of commuters filling up all of the parking spaces in a commercial area's streets, and then spilling over into adjacent residential areas. However, once the recommendations of this plan are in place, market rate prices for the on-street parking in the village centers will ensure that ample vacancies exist on the street. In the adjacent residential neighborhoods, the mechanism of residential parking benefit districts will ensure that unwanted spillover parking is prevented there as well. Once these two key policies have been implemented, imposing minimum parking requirements becomes superfluous.

For the reasons described under Recommendation 6 (Share Parking), conventional minimum parking requirements are particularly inappropriate for traditional commercial districts. Minimum parking requirements are typically based on parking demand observed in auto-oriented suburban areas with no transit service, where all parking is free and walking and biking is uncommon.

For example, average peak parking demand rates for downtown land uses cited in the Institute for Transportation Engineers' Parking Generation Manual (the most common basis for parking requirements) are well above 3 spaces per 1,000 sq. ft., with restaurants cited as needing more than 15 spaces per 1,000 sq. ft..

However, our review of parking demand of the Main Street districts in cities comparable to Oceanside found that parking occupancy rates for the successful mixed-

use downtowns and Main Street districts investigated ranged from just 1.6 to 1.9 spaces per 1000 ft.² of nonresidential built area. Current parking requirements in the Coast Highway plan area are far higher. As a result, new development and redevelopment of existing parcels along the Coast Highway is often both physically and financially difficult or entirely infeasible.

Given the differences in parking demand between mixed-use Main Street districts and conventional suburban developments, conventional suburban parking requirements should not be applied to the Coast Highway area.

Instead, minimum parking requirements should be reduced, and spillover parking problems resolved with residential parking permit districts or parking benefit districts.

Parking requirements

The following parking requirements have been developed for consideration based upon the transportation profile of the Coast Highway area and our review of comparable mixed-use districts.

Parking requirements for all nonresidential land uses:

- 2 parking spaces per 1000 ft.² of gross leasable building space

Residential parking requirements:

- 1 parking space per 1500 ft.² of built space
- no parking spaces required for housing units dedicated as follows:
 - affordable housing units (below market-rate)
 - senior housing units
 - single-resident occupancy units

Additional recommended parking ordinance provisions:

- No parking spaces should be required to be individually accessible (e.g., tandem, stacked and valet parking should be permitted by right to satisfy the parking requirements).
- Shared on-site parking between land uses with different periods of peak parking demand should be allowed for all uses in the plan area. Shared on-site parking should be allowed to satisfy 100% of the parking requirement for each use, so long as documentation can be provided that the existing or anticipated land-uses will have different periods of peak parking demand and the shared parking can

- accommodate the parking demand for both uses.
- Off-site parking within 1250 feet should be allowed for all uses in the plan area. Off-site parking located further than 1250 feet should be allowed at the discretion of the review authority so long as documentation that a shuttle bus service or valet parking service will be provided.
- Payment of an in-lieu of parking fee: payment of an in-lieu of parking fee for each parking space not provided should be allowed to satisfy 100% of the interim parking requirement.



Application for Discretionary Permit

Development Services Department / Planning Division
(760) 435-3520
Oceanside Civic Center 300 North Coast Highway
Oceanside, California 92054-2885

STAFF USE ONLY

ACCEPTED	BY

Please Print or Type All Information

HEARING

PART I - APPLICANT INFORMATION

1. APPLICANT <i>Jonathan V Graves</i>	2. STATUS <i>Leasee</i>
3. ADDRESS <i>693 Sunningdale DR. Oceanside, CA 92057</i>	4. PHONE/FAX/E-mail <i>212 203-8094</i>
5. APPLICANT'S REPRESENTATIVE (or person to be contacted for information during processing)	
6. ADDRESS	7. PHONE/FAX/E-mail

GPA	
MASTER/SP.PLAN	
ZONE CH.	
TENT. MAP	
PAR. MAP	
DEV. PL.	
C.U.P.	<i>CUP 14-00003</i>
VARIANCE	
COASTAL	<i>RC14-00003</i>
O.H.P.A.C.	

PART II - PROPERTY DESCRIPTION

8. LOCATION <i>1220 S. Coast Hwy Oceanside, CA 92054</i>			9. SIZE <i>4200 sq ft. (interior) 12,200 sq ft total property</i>	
10. GENERAL PLAN <i>GC</i>	11. ZONING <i>C-2</i>	12. LAND USE <i>Vacant</i>	13. ASSESSOR'S PARCEL NUMBER <i>152-193-04-00</i>	
14. LATITUDE		15. LONGITUDE		

PART III - PROJECT DESCRIPTION

16. GENERAL PROJECT DESCRIPTION
New Fitness Facility within an existing commercial building
BAJA BODY CLUB

17. PROPOSED GENERAL PLAN <i>No change</i>	18. PROPOSED ZONING <i>No change</i>	19. PROPOSED LAND USE <i>Commercial Recreation</i>	20. NO. UNITS <i>—</i>	21. DENSITY <i>—</i>
22. BUILDING SIZE	23. PARKING SPACES <i>12</i>	24. % LANDSCAPE	25. % LOT COVERAGE or FAR	

PART IV - ATTACHMENTS

26. DESCRIPTION/JUSTIFICATION	27. LEGAL DESCRIPTION	28. TITLE REPORT
29. NOTIFICATION MAP & LABELS	30. ENVIRONMENTAL INFO FORM	31. PLOT PLANS
32. FLOOR PLANS AND ELEVATIONS	33. CERTIFICATION OF POSTING	34. OTHER (See attachment for required reports)

PART V - SIGNATURES

SIGNATURES FROM ALL OWNERS 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).

35. APPLICANT OR REPRESENTATIVE (Print): <i>Jonathan V Graves</i>	36. DATE <i>3/5/14</i>	37. OWNER (Print): <i>DAVID BAKER</i>	38. DATE <i>3/4/14</i>
Sign: <i>[Signature]</i>		Sign: <i>[Signature]</i>	

• I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT. FURTHER, I UNDERSTANDING THAT SUBMITTING FALSE STATEMENTS OR INFORMATION IN THIS APPLICATION MAY CONSTITUTE FRAUD, PUNISHABLE IN CIVIL AND CRIMINAL PROCEEDINGS.

• I HAVE READ AND AGREE TO ABIDE BY THE CITY OF OCEANSIDE DEVELOPMENT SERVICES DEPARTMENT AND ECONOMIC AND COMMUNITY DEVELOPMENT DEPARTMENT POLICY NO. 2011-01/ POLICY AND PROCEDURE FOR DEVELOPMENT DEPOSIT ACCOUNT ADMINISTRATION.

Baja Body Athletic Club Info

Company Overview

Baja Body Athletic Club is a DBA of Vigor Athletica LLC. A Limited Liability Company owned and operated by Jonathan van Tassel Graves who will also act as President and General Manager.

Baja Body Athletic Club (BBAC) is a startup private athletic facility Looking to have their doors open by April 1, 2014. The facility is located at 1220 South Coast Hwy. Oceanside, CA (Oceanside Blvd. and S. Coast Hwy.).

BBAC is a professional Boutique/Concierge style Fitness facility Offering Unique Group Fitness Experience and Private Personal Training Services. Our Facility will cater to Medium and High-end Active Lifestyle Professionals. Although Baja Body Athletic Club is not exclusively female, we will be especially focused on attracting professional, active lifestyle females as our core clientele.

Our facility will be client focused with special attention to our clients' exercise experience. We strive to offer a safe, fun, comfortable, and motivating environment for our target clientele unparalleled by any regional facility.

Baja Body Athletic Club will offer Group Fitness Training Packages and Professional Memberships extended to Independent Trainers in North San Diego County area. We will also be the only facility in California and possibly the Country to offer a complete Sand Floor Fitness Studio designed for providing both a more challenging exercise experience and a safer exercise environment. With our sand floor studio we will be able to protect the joints and lower the risk of impact injury for our members. Our environment also allows us to provide an exercise experience for individuals with prior injuries, limited range of motion, or arthritic conditions.

Baja Body will also promote and host exclusive Active Lifestyle trips to Baja Mexico (i.e. Surf camps, Yoga Retreats, and Boot Camps) where members can workout, surf, bike, golf, hike, SUP, Meditate, participate in Yoga, and enjoy natural surroundings in a fun and enriching environment.

Baja Body will also offer members options such as a light concierge service, Business Partnership discounts, a membership rewards program, Nutritional Assessments, Personal/Physical Risk Stratifying Assessments, Personal Training, Indoor/Outdoor beach classes, and fun "Meet up" groups for those with similar active interests.

Our goal is to provide a fabulous workout experience and environment catered to Active Lifestyle Individuals

Management Team

The initial management team consists of Jonathan van Tassel Graves, President and General Manager; Nicole Lyn Graves, Assistant General Manager, Membership Specialist, and Concierge Manager.

Mr. Graves is a Certified Health Fitness Specialist through the American College of Sports Medicine with undergraduate degrees in Exercise Science and Psychology, along with a Masters Degree in Psychology with a focus on Exercise Adherence and Experience. He has over 15 years experience in the Fitness Industry from basic operations to retail, Management, Sales, and Training. He has been an independent Health and Fitness Consultant and is also the Owner and Operator of Surfit Baja (Surfitbaja.com), a travel tour company offering Custom Active Lifestyle Vacations for individuals and Families in Baja California Sur Mexico.

Also a part of the Senior Management Team is Nicole Lyn Graves who will act as the Assistant General Manager, Membership Specialist, and Concierge Manager. Mrs. Graves will oversee the Management of General Member experience. She has well over 10 years experience in the high-end Salon and Spa industry. She has most notably work with the Frederic Fekkai Flagship Salons in NYC (5th Ave. and Soho). She has developed and maintained a vast private and Celebrity client base and participated in numerous Fashion Week Shows in NYC for several years with several top designers.

Hours of Operation and Basic Schedule:

Our operating hours are:

We are open 7 Days a Week

M-F: 5:00am-11pm

Sat/Sun: 8am-9pm

Our style of Fitness is Cross Training or Functional Fitness. All of our classes with the execution of stretch and Yoga Classes will have Cardio/Strength/Core Fitness Components.

All of our classes are reserved, via online by members and all classes have a maximum capacity ranging of 10-15 participants per class.

15-20

SCHEDULE A

First American Title Insurance Company

Name and Address of the issuing Title Insurance Company:

First American Title Insurance Company
4380 La Jolla Village Drive, Suite 110
San Diego, CA 92122

File No.: **NCS-513784-SD**

Policy No.: **513784**

Address Reference: 1220 South Coast Highway, Oceanside, CA 92054

Amount of Insurance: \$650,000.00

Premium: \$1,568.00

Date of Policy: December 09, 2011 at 2:51 P.M.

1. Name of Insured:

AI Real Estate, LLC, a California limited liability company

2. The estate or interest in the Land that is insured by this policy is:

Fee Simple

3. Title is vested in:

AI Real Estate, LLC, a California limited liability company

4. The Land referred to in this policy is described as follows:

Real property in the City of Oceanside, County of San Diego, State of California, described as follows:

LOTS 11 AND 12 AND THE SOUTH HALF OF LOT 10 IN BLOCK 6 OF GODFREY'S ADDITION, IN THE CITY OF OCEANSIDE, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 260 FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, JUNE 18, 1887.

APN: 152-193-06-00



NOTICE OF EXEMPTION

City of Oceanside, California

Post Date:
Removal:
(180 days)

1. **APPLICANT:** Jonathan Graves
2. **ADDRESS:** 693 Sunningale Drive Oceanside, CA 92057
3. **PHONE NUMBER:** (212) 203-8094
4. **LEAD AGENCY:** City of Oceanside
5. **PROJECT MGR.:** Russ Cunningham
6. **PROJECT TITLE:** Baja Body (RC14-00003/CUP14-00008)
7. **DESCRIPTION:** A Regular Coastal Permit and Conditional Use Permit to allow a fitness facility within an existing 4,400 square-foot commercial building located at 1220 South Coast Highway. On-site improvements associated with the new fitness facility are limited to interior modifications and new landscaping.

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. Therefore, the staff has determined that further environmental evaluation is not required because:

- The project is categorically exempt, Class 1, Existing Facility (Section 15301); or,
- 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. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA (Section 15061(b)(3)); or,
- The project is statutorily exempt, Section , <name> (Sections 15260-15277); or,
- The project does not constitute a "project" as defined by CEQA (Section 15378).

Russ Cunningham, Senior Planner

Date: May 5, 2014

cc: Project file Counter file Library
Posting: County Clerk \$50.00 Admin. Fee