

**City of Oceanside**  
**Development Services Department**  
**Memorandum**

**DATE:** January 28, 2026

**TO:** Downtown Advisory Committee

**FROM:** Nichole Weedman, Planner II NW

**SUBJECT: CONSIDERATION OF A TENTATIVE PARCEL MAP (P25-00002) DEVELOPMENT PLAN (D25-00004), AND REGULAR COASTAL PERMIT (RC25-00006) TO ALLOW THE CONSTRUCTION OF A THREE-STORY, THREE CONDOMINIUM UNIT STRUCTURE WITH SUBTERRANEAN PARKING AND A ROOFTOP DECK ON A VACANT LOT AT 718 NORTH PACIFIC STREET – APPLICANT: BLSI PROPERTIES, LLC.**

#### **Location**

The project site, located at 718 North Pacific Street, is a 4,981 square-foot parcel situated within the Townsite Neighborhood Planning Area. The site is located within the appealable area of the Coastal Zone and has a General Plan land use designation of Downtown (DT), a Local Coastal Program (LCP) land use designation of High Density Residential, and a zoning designation of Downtown Subdistrict 5 (D-5). The D-5 subdistrict permits high-density residential in an urban setting near shopping, employment, transportation, and recreational facilities.

The site is currently an undeveloped gravel parking lot. Surrounding uses include multifamily residences to the north, south, east and west.



## **Project Description & Background**

The project application is comprised of three entitlements: a Tentative Parcel Map, Development Plan, and Regular Coastal Permit. Please note that since the proposed project is located in the Downtown Redevelopment Area (Downtown District), the project numbers listed below should include a “R” as a prefix. Staff inadvertently did not assign the “R” project number upon initial intake.

Tentative Parcel Map (P25-00002) request the following:

To establish a condominium map on an undeveloped 4,981 square-foot parcel.

Development Plan (D25-00004) request the following:

To allow the construction of a three-story, three-unit, 8,524 square-foot (conditioned area) structure with subterranean parking and a rooftop deck. The structure would consist of three condominium units ranging in size from 2,383 square-feet (first floor unit) to 3,313 square-feet (second and third floor units). Each unit would have access to a private rooftop deck with a combined square-footage of 1,801 square-feet.

**Parking:** The proposed project site is located within one-half mile of public transit. Pursuant to Assembly Bill (AB) 2097, a public agency shall not impose any minimum parking requirements for projects located within one-half mile of public transit. Despite qualifying for AB 2097, the proposed project would provide six subterranean parking stalls and one ground level parking stall, resulting in a total of seven parking stalls, which is one more than what is required per the Zoning Ordinance for residential projects that do not qualify for AB 2097.

**Landscaping:** The proposed project would incorporate a variety of landscape materials including three new 24-inch box trees in the front of the property, and drought tolerant low water use shrubs, vines, and groundcover. The project, as proposed, would exceed the City’s Urban Forestry Program requirements by providing 13.5 percent tree canopy and 10.9 percent permeable surface area.

Regular Coastal Permit (RC25-00006) request the following:

To allow for development of a three-story structure within the appealable area of the Local Coastal Program (LCP) Land Use Plan jurisdictional boundary.

Per the City’s LCP Handbook, all projects requiring Development Plans require issuance of a Regular Coastal Permit. Regular Coastal Permits in the Downtown District are subject to approval by the Community Development Commission (CDC).

## Analysis

### **KEY PLANNING ISSUES**

#### **1. GENERAL PLAN CONFORMANCE**

The General Plan Land Use Map designation for the subject property is Downtown (DT). The proposed project is consistent with this land use designation and the policies of the City's General Plan as follows:

##### A. Land Use Element

###### Goal 1.12 Land Use Compatibility

Objective: To minimize conflicts with adjacent or related land uses.

Policy B: The use of land shall not create negative visual impacts to surrounding land uses.

The proposed project consists of the development of an undeveloped lot with gravel parking. The project consists of high-quality architectural design that utilizes articulation to soften the massing of the structure. In addition to enhanced architectural features, the subject site will enhance on-site landscaping by exceeding the City's Urban Forestry Requirement. As the proposed project is a multi-family development, it is consistent with surrounding uses and would not distract from nor have negative visual impacts to surrounding uses.

###### Goal 1.2 Site Design

Objective: To provide high-quality site design, all proposed land development projects shall take advantage of natural or manmade environments to maximize energy conservation, natural air circulation, public safety, visual esthetics, private and common open spaces, privacy, and land use compatibility.

Policy C: New development or land uses shall provide coordinated site design wherever possible with existing or proposed adjacent land uses to provide complimentary site design, unified circulation access, and joint use of ancillary facilities.

The proposed project offers a coordinated site design that considers and is consistent with the surrounding coastal architectural design. The proposed project offers a combination of stucco and stone making the color and materials consistent with neighboring structures. The proposed height is also compatible with nearby multifamily structures. The project site design maintains a unified circulation and access with surrounding properties as the design would utilize alley access for ground and subterranean parking.

###### Goal 1.23 Architecture

Objective: The architectural quality of all proposed projects shall enhance neighborhood and community values and City image.

Policy B: Architectural form, treatments, and materials shall serve to significantly improve on the visual image of the surrounding neighborhood.

718 North Pacific Street is currently an undeveloped lot. The proposed project offers a visual improvement on the site as it would replace an existing gravel parking area with a new building utilizing Modern Coastal Architecture with French Andalusian inspired detailing including white-washed stucco walls as well as horseshoe and pointed arches. The proposed maximum height of 35 feet (excluding the elevator enclosure per the Zoning Ordinance) is also consistent with surrounding uses.

## **2. Local Coastal Program Conformance**

The General Plan Land Use Element (Goal 1.32 – Policy A) specifies that the City shall utilize the certified LCP and supporting documentation for review of all proposed projects within the Coastal Zone. Specifically, the goals and policies of the LCP Land Use Plan shall be the guiding policy review document for coastal development.

The proposed Regular Coastal Permit would conform to the LCP, including policies within the plan. The LCP contains policies that require development to maintain the character of the existing neighborhood, preserve public coastal views and provide adequate public access to the coast.

Staff finds the application complies with applicable policies of the LCP as follows:

*The City shall maintain existing view corridors through public rights-of-way.*

The subject request to allow for the construction of a three-story structure would not impact public views as the proposed project site is located mid-block and would not obstruct or alter any existing view corridor through public rights-of-way.

*The City shall ensure that all new development is compatible in height, scale, color and form with the surrounding neighborhood.*

The proposed scope of work consists of development that abides by the height limitations of the D-5 Zoning District, that is consistent with surrounding uses in scale and utilizes coastal architecture ensuring compatibility with the surrounding neighborhood.

## **3. Downtown Zoning Ordinance Compliance**

The proposed project is subject to the Downtown District land use and development standards within Article 12 of the Zoning Ordinance. The proposed project site is located within Downtown Subdistrict 5, which provides sites for high-density residential neighborhoods in an

urban setting near shopping, employment, transportation and recreational facilities. As proposed, the project meets all applicable requirements of Downtown Subdistrict 5, as outlined in Table 1.

**Table 1: Development Standards (Residential Development)**

| <b>Development Standard</b>      | <b>Current Zoning Standard (D5)</b> | <b>Project As Proposed</b> |
|----------------------------------|-------------------------------------|----------------------------|
| Minimum Lot Area                 | 5,000 sq. ft                        | No Change                  |
| Minimum Lot Width                | 50 ft                               | No Change                  |
| Minimum Setbacks                 |                                     |                            |
| Front                            | 10 ft                               | 10 ft                      |
| Side                             | 3 ft                                | 3 ft                       |
| Rear                             | 5 ft                                | 5 ft                       |
| Maximum Height                   | 35 ft                               | 35 ft <sup>1</sup>         |
| Minimum Site Landscaping         | 25%                                 | 29.2%                      |
| Maximum Height of Fences & Walls | 6 ft                                | 6 ft                       |
| Parking & Loading <sup>2</sup>   | 6 stalls                            | 7 stalls                   |

1. Per Article 30, the elevator enclosure is allowed to exceed applicable base zoning district limits (35 ft) by no more than 10 ft. and shall not exceed 10% of the roof area. The height and percent roof area of the elevator enclosure are 40 feet and 6 inches and 7.2%, respectively.
2. The proposed project qualifies for AB 2097 and is not required to provide parking; however, the applicant is opting to provide seven parking stalls.

### **Environmental Determination**

Pursuant to the California Environmental Quality Act (CEQA), staff finds that the proposed project is categorically exempt pursuant to Article 19 Categorical Exemptions, CEQA Guidelines Section 15303 “New Construction or Conversion of Small Structures,” as the project includes construction of a new multifamily residential structure totaling no more than four dwelling units.

### **Recommendation**

Staff have determined that the project is consistent with applicable Zoning Ordinance and LCP provisions. Therefore, staff recommends that the Downtown Advisory Committee recommend CDC approval of the proposed Tentative Parcel Map, Development Plan, and Regular Coastal Permit to allow the construction of a three-story, three-unit condominium structure with subterranean parking and a rooftop deck on an undeveloped lot at 718 North Pacific Street.

Attachments:

1. Project Description and Justification (Online)
2. Project Plans (Online)