



# EDDIE JONES

WAREHOUSE, MANUFACTURING &  
DISTRIBUTION CENTER

COMMUNITY INFO MEETING  
JANUARY 17, 2023



# Meeting Agenda

Jan. 17, 6:30 – 8:30 p.m.

01

## Project Milestones

Provide an overview of the City and CEQA review processes, and share opportunities to provide input

02

## Project Vision

Provide rationale for project and the vision for the site

03

## Site Constraints and Opportunities

Review land use designations and community contact

04

## Project Overview

Discussion of the project components and design features

05

## Issues of Concern

Project consultant team to discuss the topics we've heard the most about

06

## Q&A



# ▼ Project Vision

- **Who is RPG?**

Local, north county developer, known for our state-of-the-art, creative Industrial, mixed-use and office facilities

- **Why this project?**

There's a market need for this type of facility in Oceanside, specifically, and North County in general

At the end of 2022, 99% of industrial facilities in Oceanside were occupied.

- **What's going on now?**

Demolition of former industrial building and soil remediation





# ▼ Site Opportunities + Constraints

- **Location**

30.79 acres located on Eddie Jones Way at Benet Road within the City's industrial district





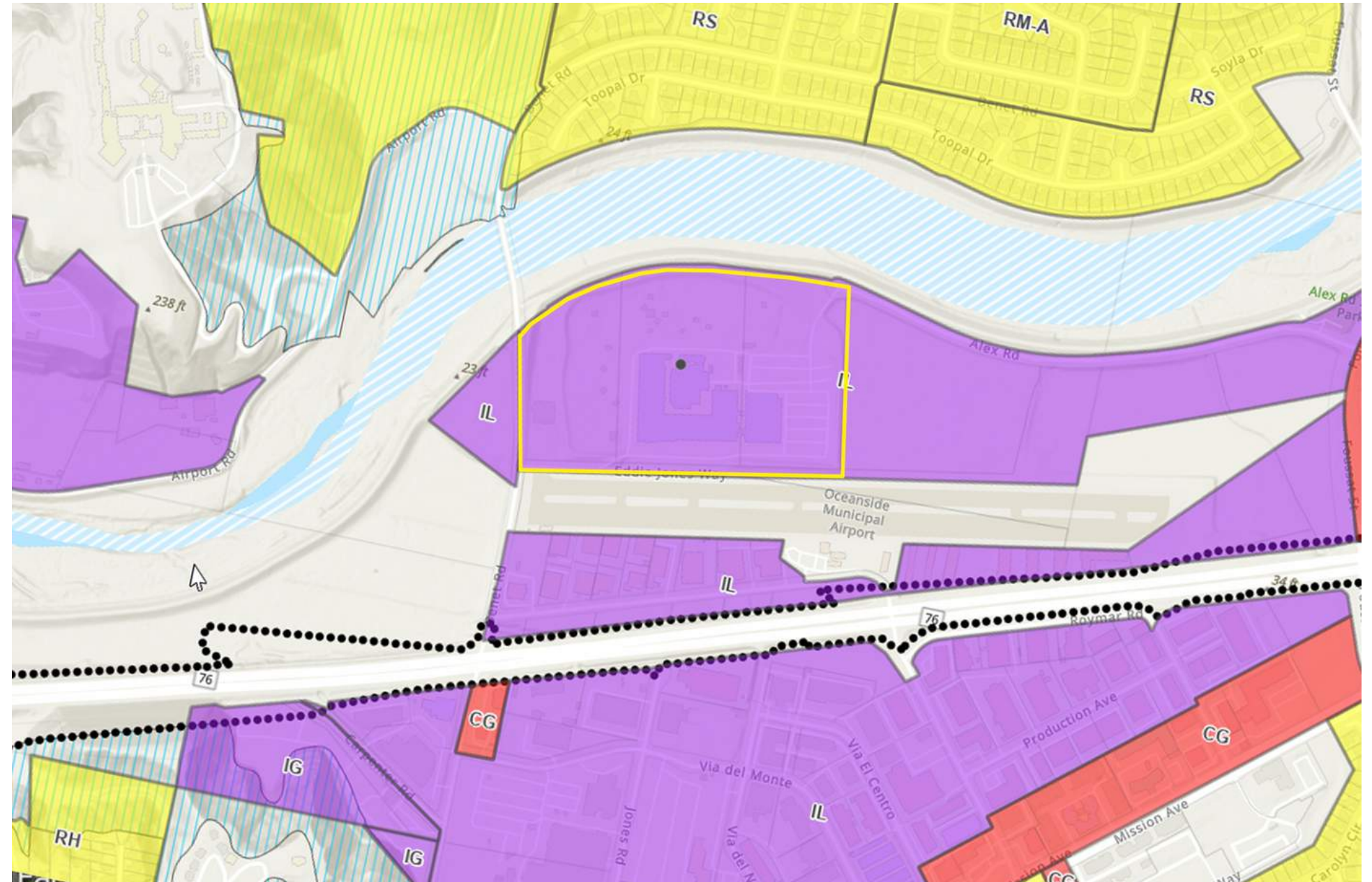
# ▼ Site Opportunities + Constraints

- **Location**

30.79 acres located on Eddie Jones Way at Benet Road within the City's industrial core

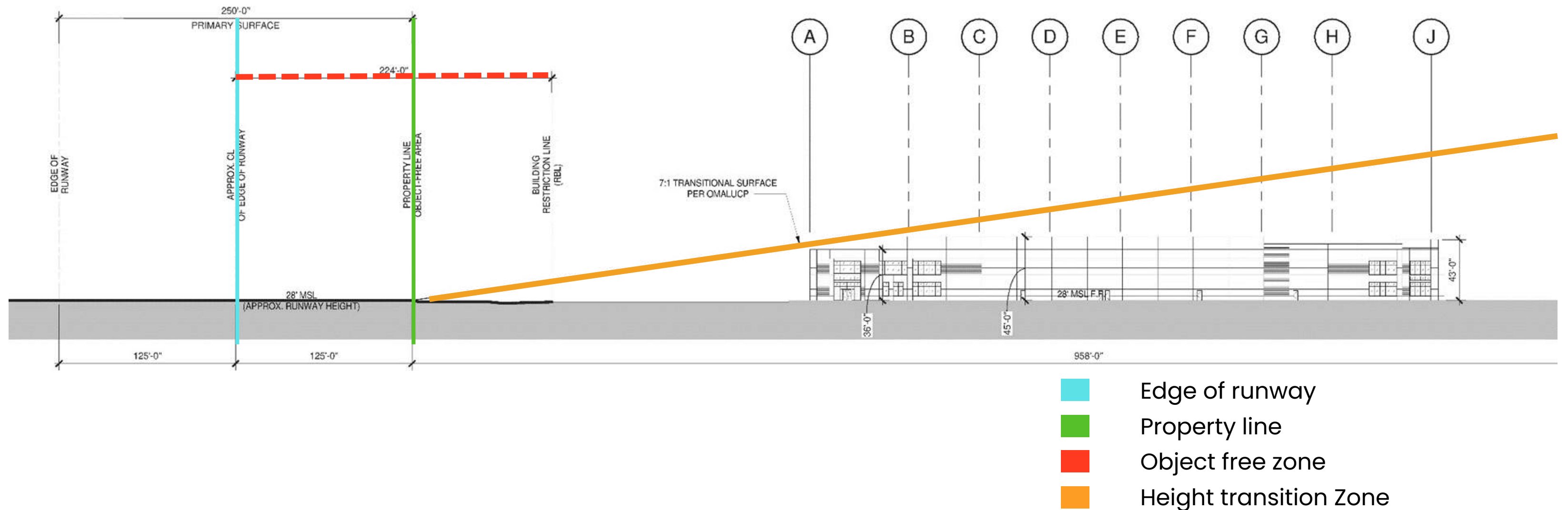
- **Land Use Designations**

- Currently Zoned IL - Light Industrial
- Project aligns with historical use as industrial
- We are not requesting a zone change or General Plan Amendment



# Site Opportunities + Constraints

- **Site Constraint 1 – Adjacency to the Airport**
  - Airport Land Use Plan – Runway Protection – Height / Transition Zones

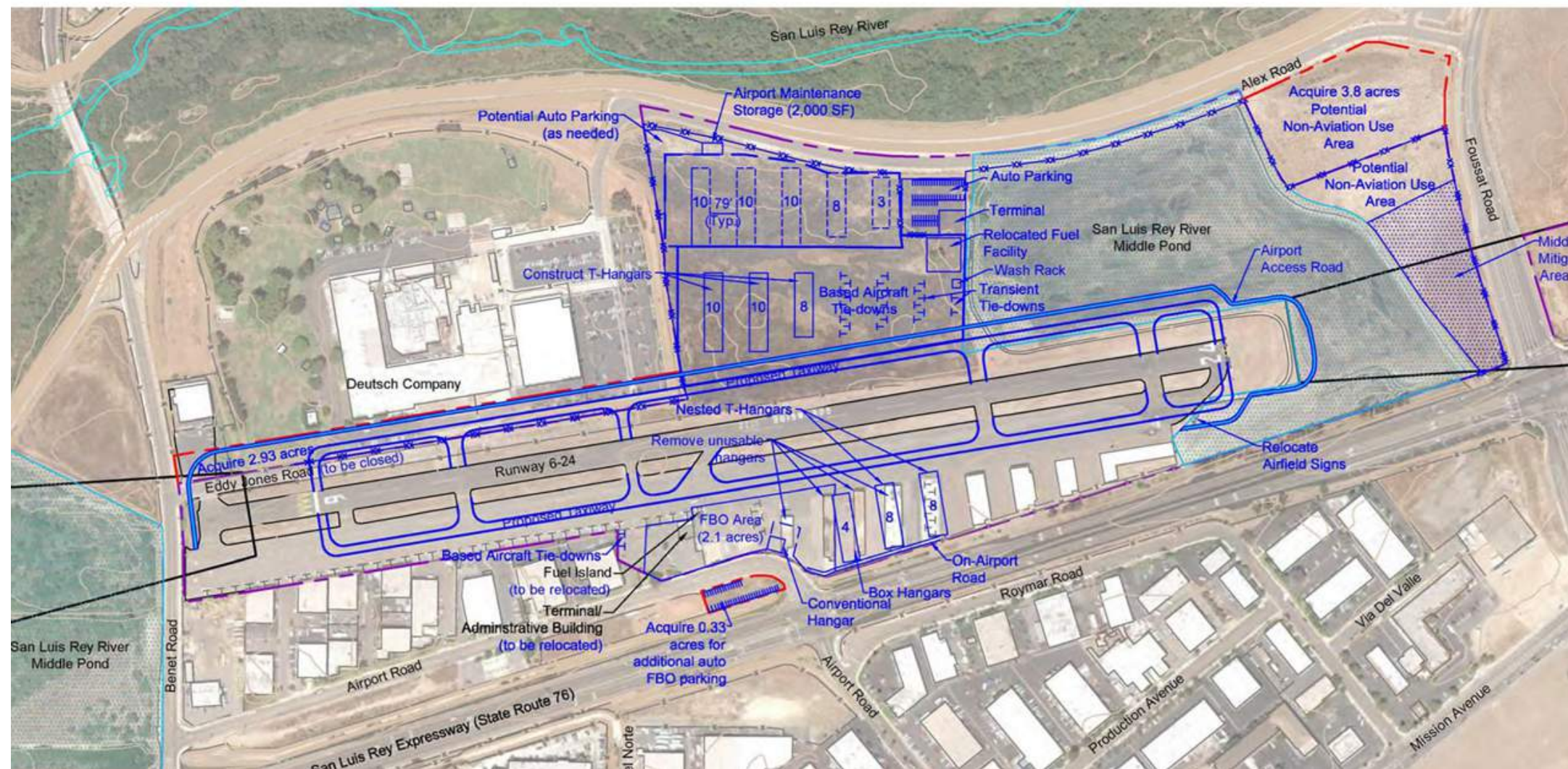




# Site Opportunities + Constraints

- **Site Constraint 1 – Adjacency to the Airport**

- Airport Land Use Plan – Runway Protection – Height / Transition Zones
- Airport Master Plan Expansion





# Site Opportunities + Constraints

- **Site Constraint 1 – Adjacency to the Airport**
  - Airport Land Use Plan – Runway Protection – Height / Transition Zones
  - Airport Master Plan Expansion
- **Site Constraint 2 – Proximity to San Luis Rey River**
  - Flood Zone – flood wall avoids need to raise the site
  - 100 foot buffer

- Flood zone
- 100-foot buffer





# ▼ Project Overview

The proposed facility incorporates industry best practices to provide a modern yet functional industrial space that could support multiple tenants.

## Building Footprint: 547K SF

- 65% Warehouse (+ 114 truck bays)
- 28% Manufacturing
- 7% Office

## 21% of site landscaped

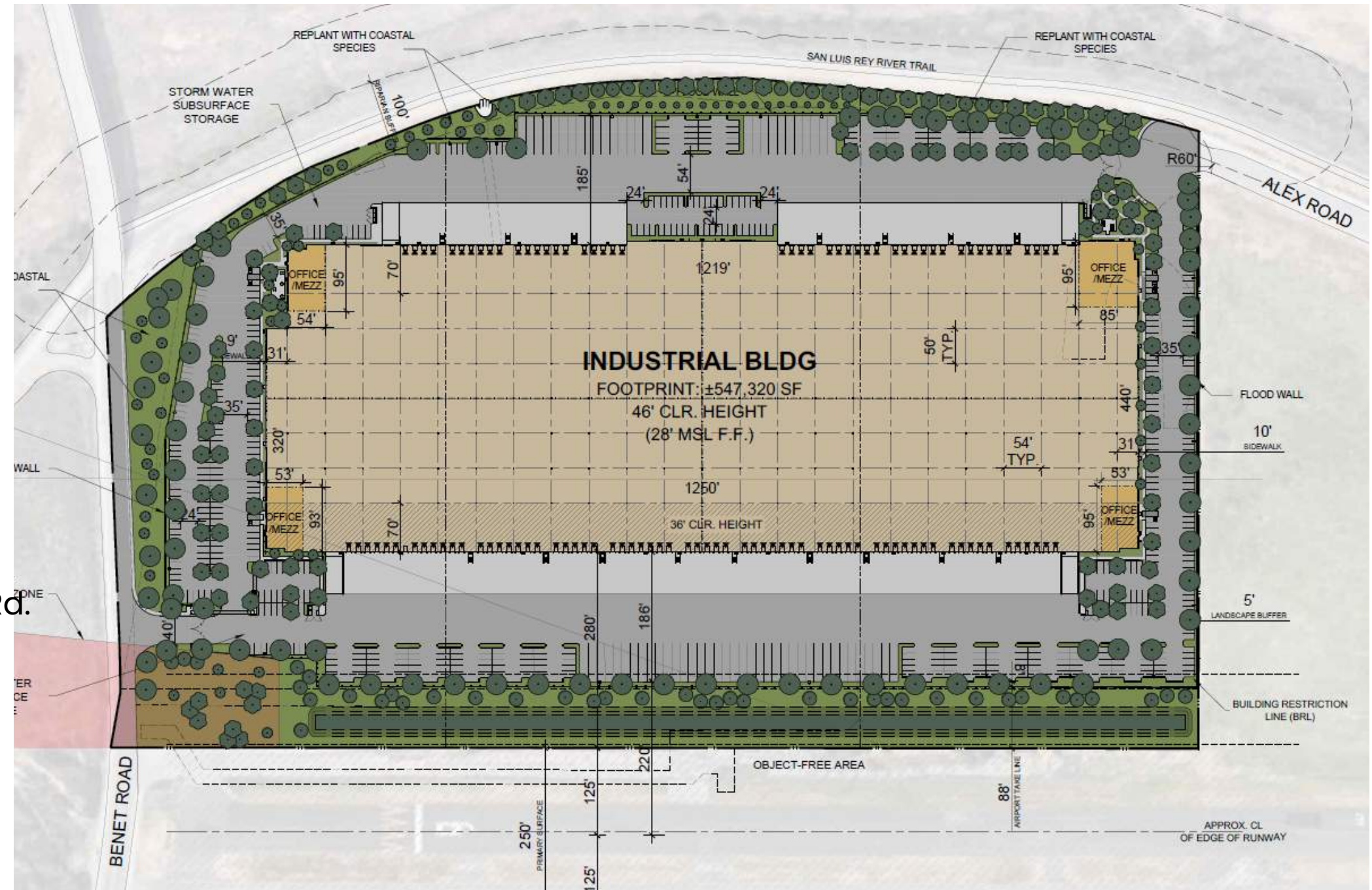
- Exceeds requirement of 12%
- Designed to buffer site and screen parking and loading areas

## Circulation improvements

- Completes the missing sidewalk on the east side of Benet Rd.

## Operations Management Plan

- Will vary based on ultimate users
- Will include business operation details, hours of operation, security protocol, and property maintenance
- Good neighbor policy detailing delivery vehicle schedules, truck haul routes, noise mitigation, best management practices, and protocol to address any concerns from neighboring property owners or tenants





**Existing Condition - View from Tishmal Court**



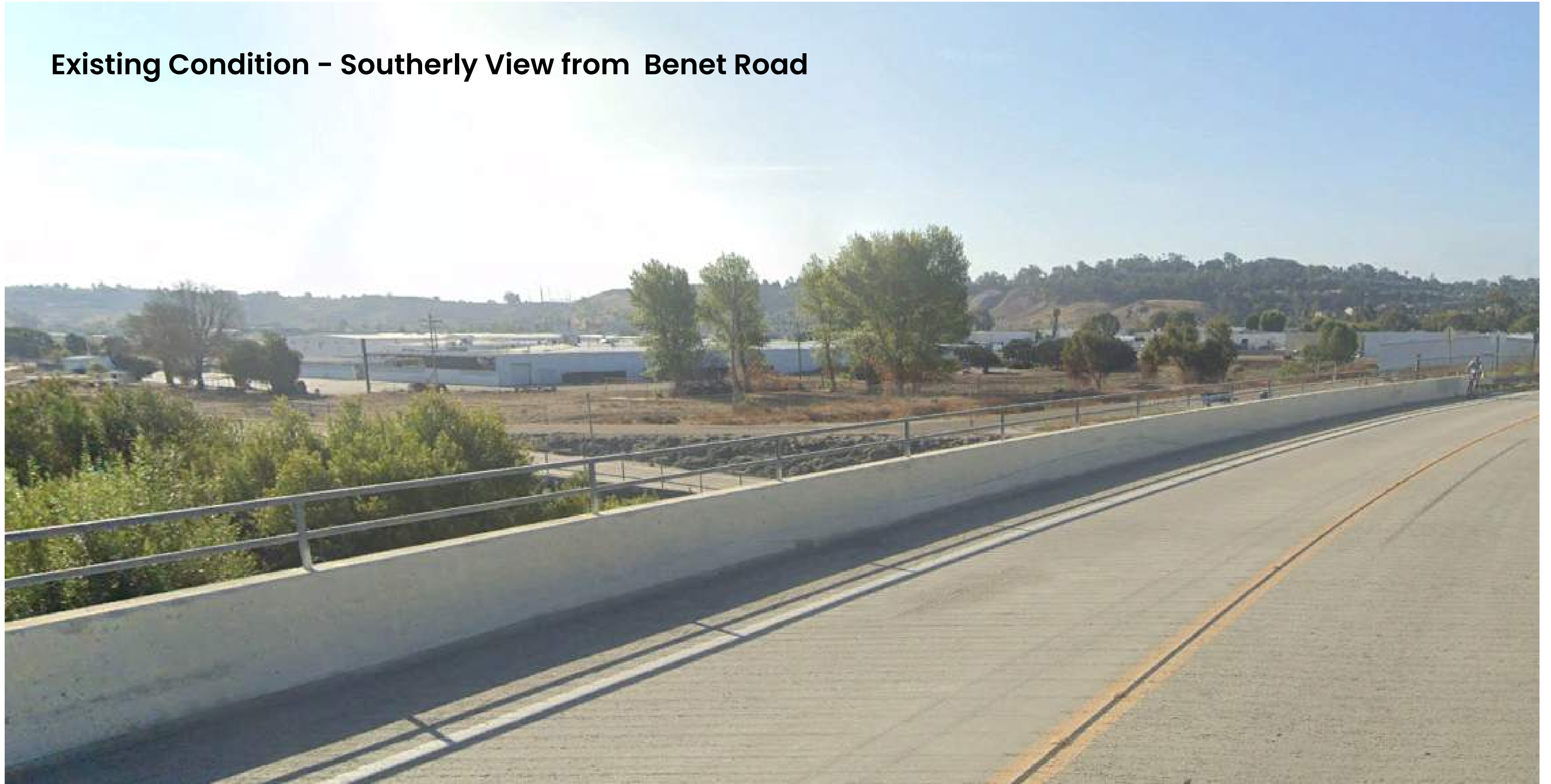


**Simulation 1 - View from Tishmal Court**





## Existing Condition - Southerly View from Benet Road





## Simulation 2 – Southerly View from Benet Road





# ▼ Aesthetics

- Contemporary light-industrial architecture
- Complementary materials, finishes and colors across all building elevations
- Vertical & horizontal accent banding and color details integrated with canopy features across wall areas
- Clerestory windows along upper level





# ▼ What We've Heard

The primary goals of the community engagement process are to identify opportunities to refine the plans based on feedback, and to share accurate and timely information so residents are informed.

The five topics that have been shared with us the most are:

- Transparency
- Traffic and Circulation
- Safety and Emergency Services
- Environmental Considerations
- Alignment with City Vision



# ▼ Transparency

- **Building Trust**

We are committed to providing accurate and consistent information.

- **Expanding Reach**

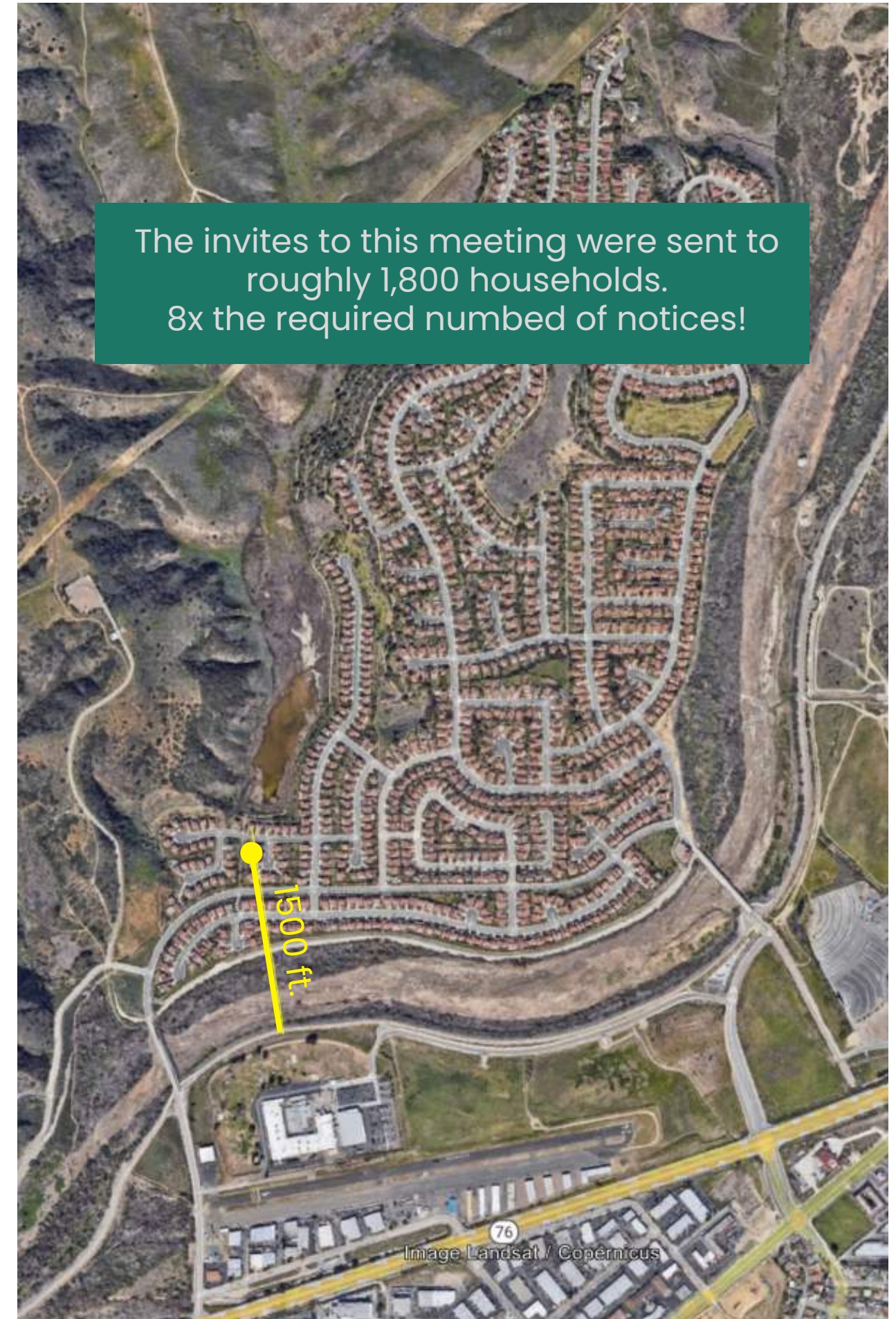
We agreed to exceed the City's required expanded notification boundary of 1,500 feet from the project site to include the entirety of the Airport Community.

- **Sharing the Process**

In addition to required public meetings, members of the community can schedule one on one or small group meetings, submit questions via email any time.



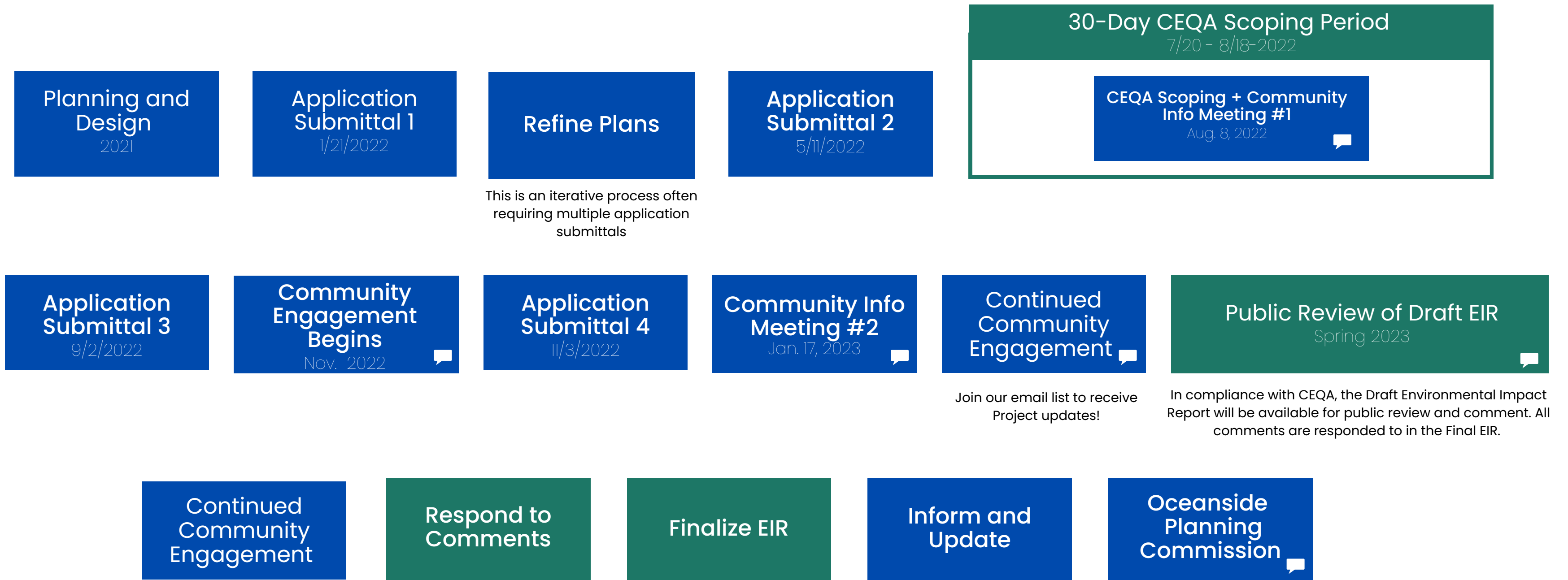
[outreach@eddiejonesproject.com](mailto:outreach@eddiejonesproject.com)





# ▼ Project Milestones

We will be offering opportunities to provide feedback, ask questions, and learn more about the Project throughout the process. Our team is available for one-on-one and small group meetings or you can reach us by email at [outreach@eddiejonesproject.com](mailto:outreach@eddiejonesproject.com). We look forward to hearing from you!





## ▼ Traffic + Circulation

### City requires two traffic reports:

- Vehicle Miles Traveled (VMT) report for the CEQA - the VMT analysis will be available for public review with the circulation of the Draft EIR this spring
- Local Transportation Study to determine if there are measurable transportation impacts based on the City of Oceanside thresholds
  - Pedestrian, Bicycle, Transit, and Traffic
  - Analysis of six traffic scenarios
  - Incorporates 12 cumulative projects, including Ocean Kamp
  - Project contributes to a public fund to improve the SR-76/Benet Rd. in the future

### Objective metrics

- Data for the traffic study was collected in October of 2021
- Analysis is based on objective metrics and standard formulas to calculate average daily trips
- The project is designed to ensure large trucks, including fire trucks, are able to navigate the site

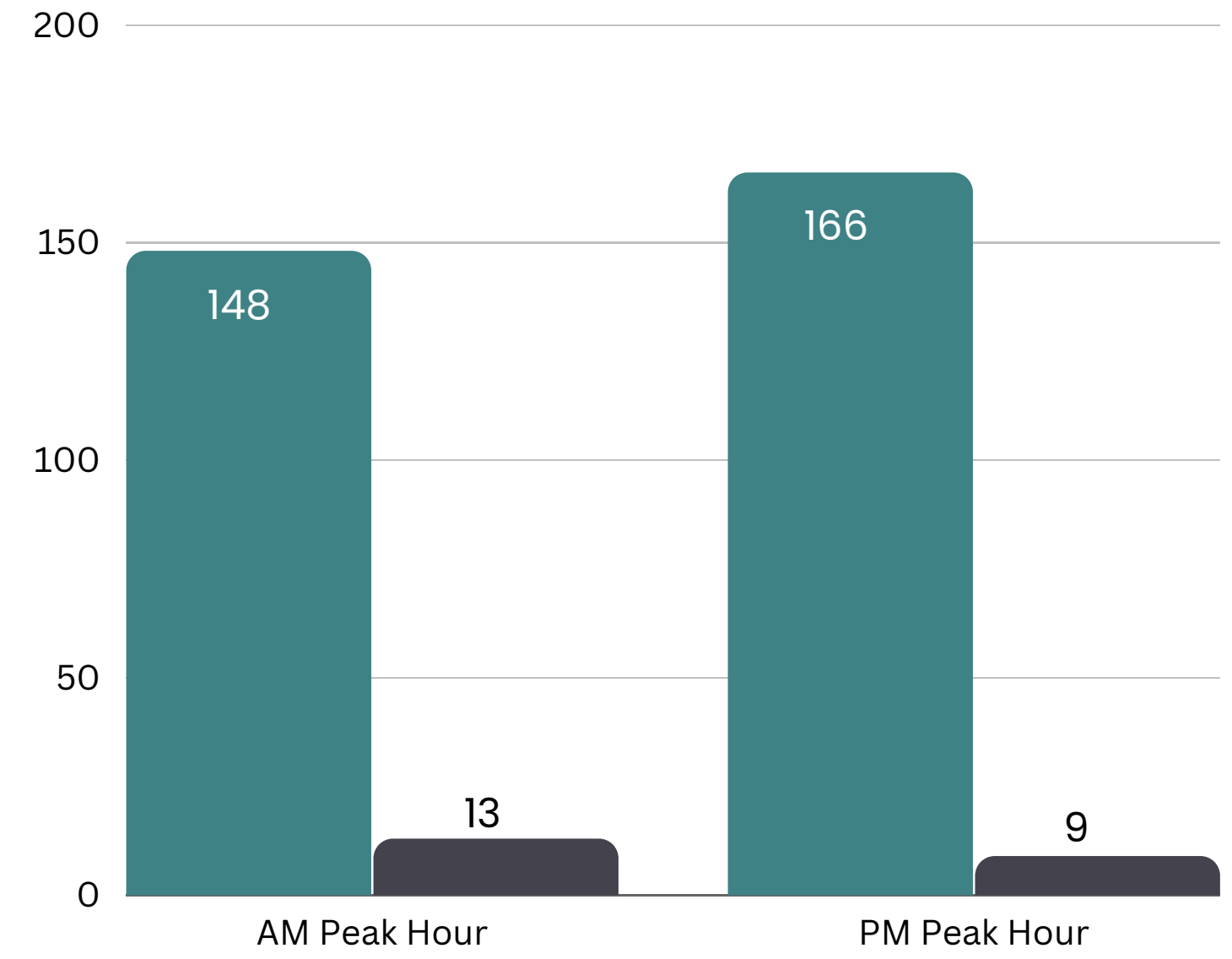




# ▼ Trip Generation Comparisons

- **Employee Cars v. Delivery Trucks**



■ Employee Vehicles  
■ Delivery Trucks

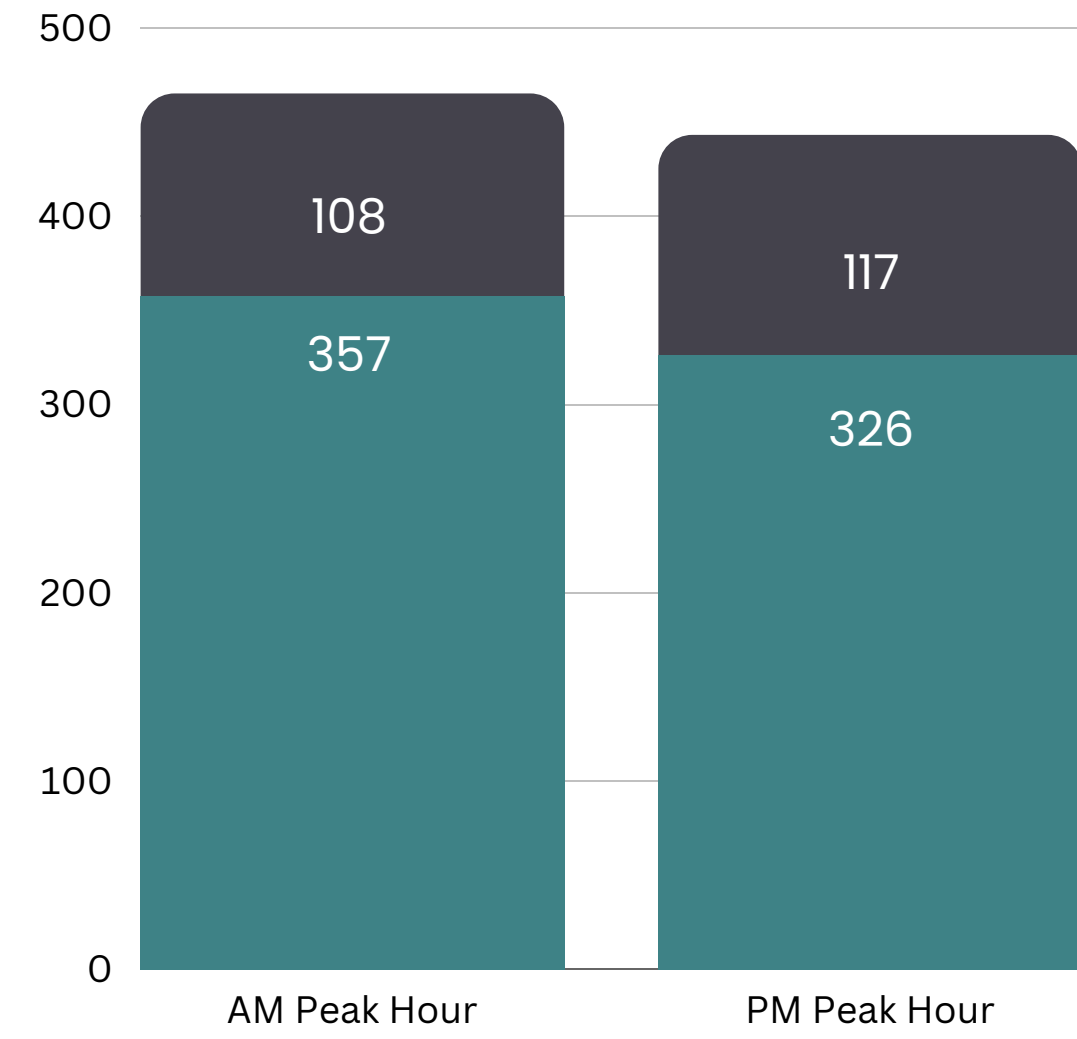




# ▼ Trip Generation Comparisons

- **Background v. Project Traffic - Benet Rd.**

 Background Traffic  
 Project Traffic





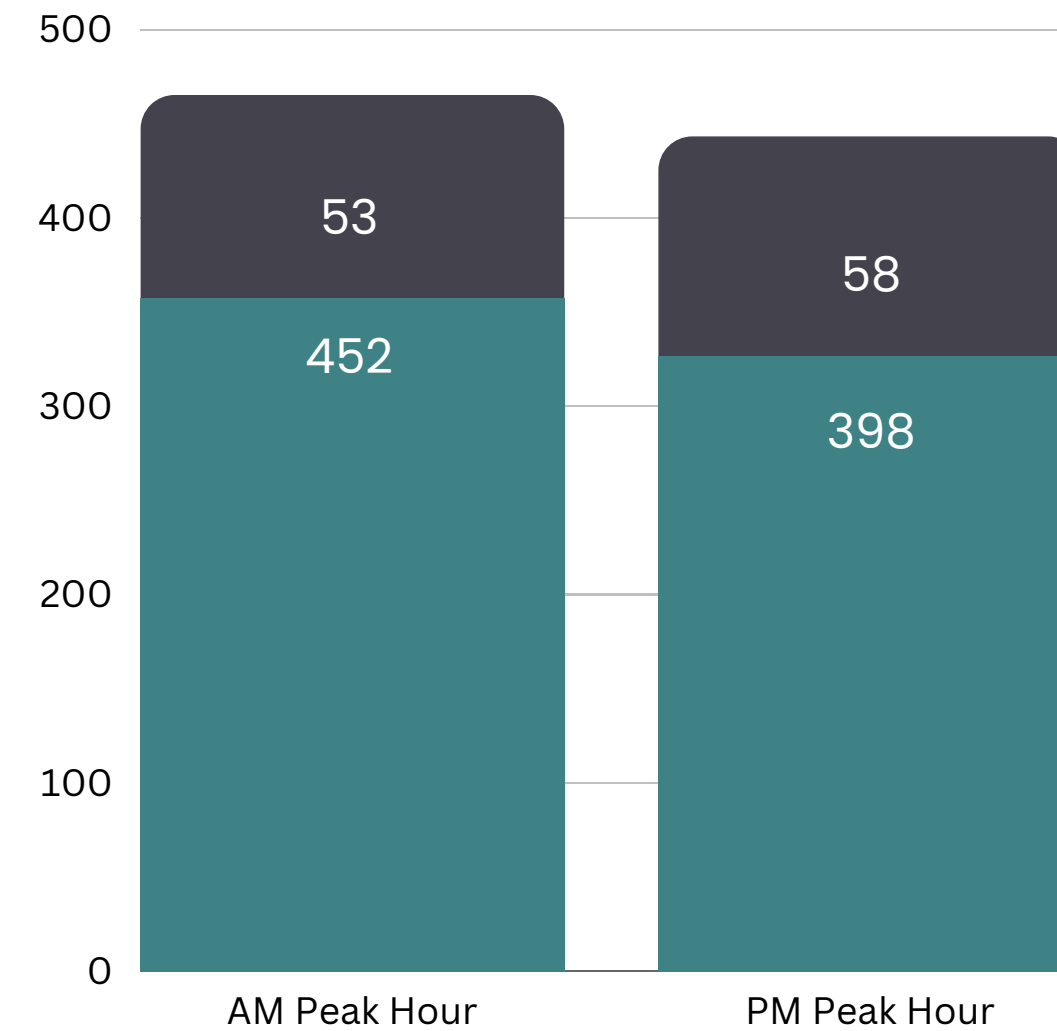




# ▼ Trip Generation Comparisons

- **Background v. Project Traffic - Foussat Rd.**

 Background Traffic  
 Project Traffic

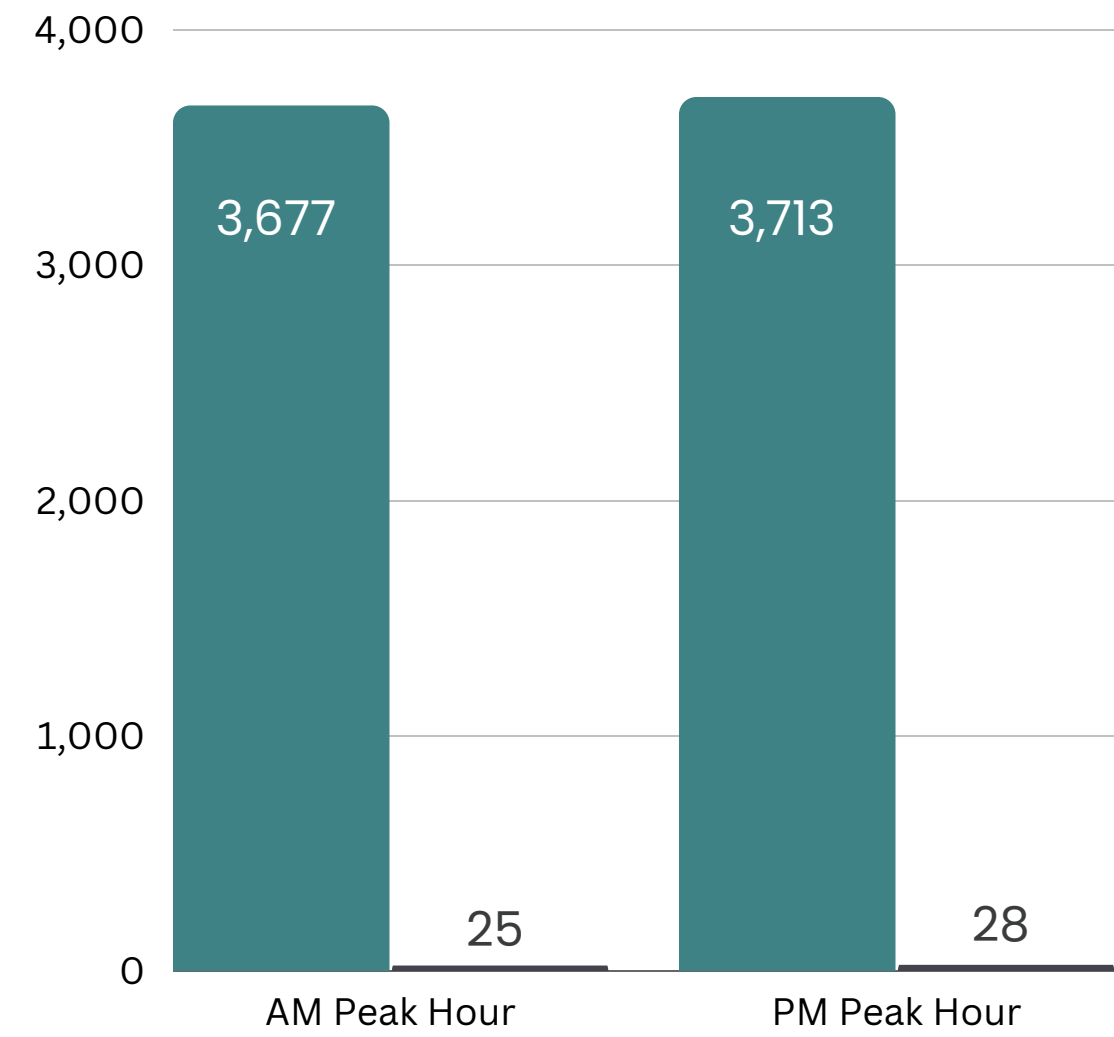




# ▼ Trip Generation Comparisons

- **Background v. Project Traffic - SR-76 at Benet Rd.**

■ Background Traffic  
■ Project Traffic





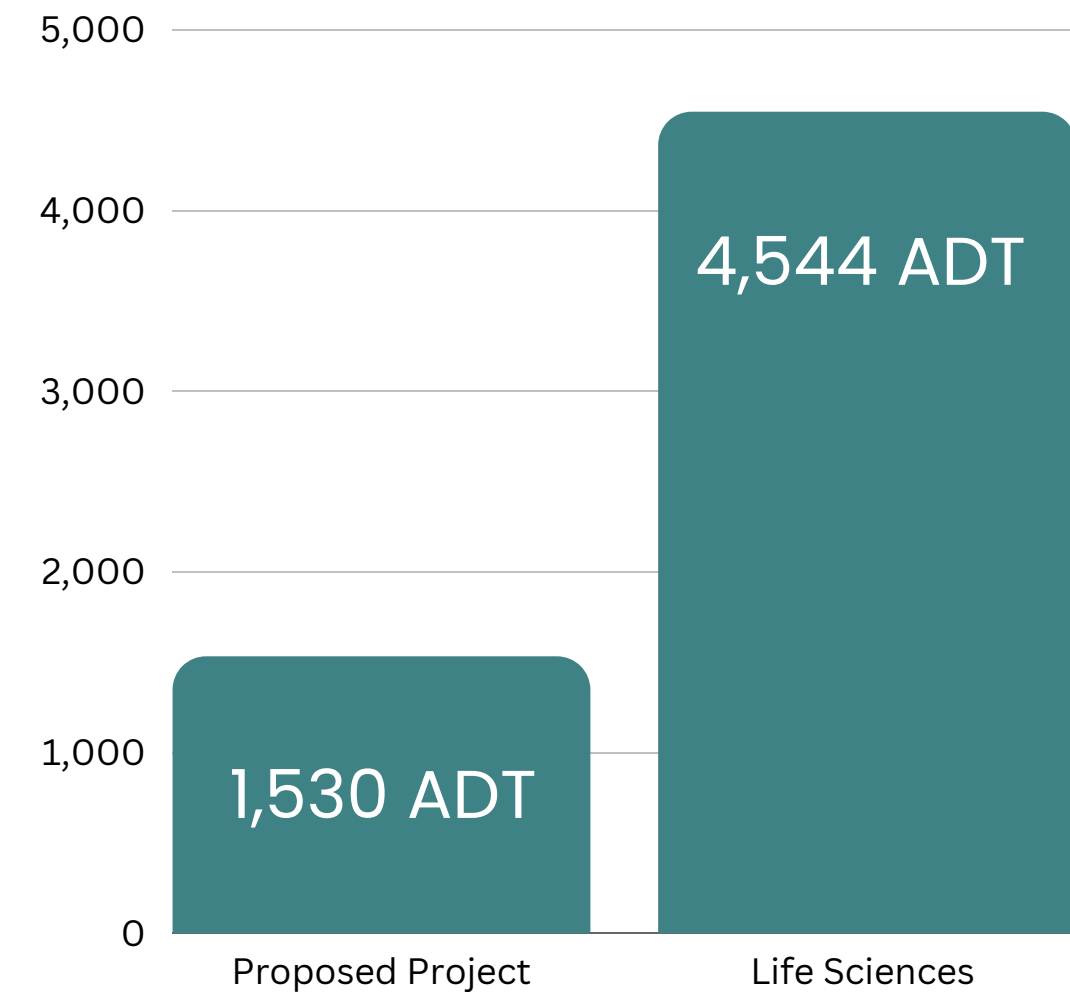


# ▼ Trip Generation Comparisons

A switch to life science use was requested by members of the community.

A life sciences facility of the same square footage would generate THREE TIMES the Average Daily Trips as the proposed project!

### Project v. Life Sciences





## ▼ Safety and Emergency Services

- Fire is one of the many City disciplines that reviews the project application
- Project is designed to accommodate fire turnaround
- Evacuation protocol would ultimately depend on the nature of the emergency
- Building features are included to safe guard the building in the event of an emergency





# ▼ Environmental Analysis

## Oceanside CAP Compliance

- Useful checklist when exempt from CEQA – EIR is most comprehensive review
- Air Quality and GHG reports have been prepared for the project to ensure that the emission targets identified in the CAP are achieved

# ▼ Environmental Analysis

With the project, all water will be treated on site, resulting in a cleaner condition than today

## Protection of the San Luis Rey River

- Storm Water Management is heavily regulated in CA
- A hydraulics and hydrology report has been prepared for the project in addition to a Drainage report and a Storm Water Quality Management Plan (SWQMP).
- The proposed site design includes an underground detention vault system which incorporates modular wetlands for treatment of the storm water.

## Biology and Habitat

- Biology report completed as part of the CEQA process
- The project maintains the 50-foot biological buffer and 50-foot planning buffer as required from the edge of the San Luis Rey River riparian habitat.
- Buffer to be replanted with native coastal species.



# Alignment with City Priorities

This new warehouse and distribution facility is consistent with General Plan policy that industrial lands "should be devoted to industrial uses for the preservation of the City's economic future, employment opportunities, and general welfare." (GP policy 2.1.A)



## Airport Influence Area

The project is consistent with the General Plan's objectives related to the current and future Airport operations



## Industrial Lands Deficit

City's Economic Development Element (2019) predicts Oceanside has "less than half of the available industrial land needed to satisfy demand through the planning period" (2018 - 2035)

In light of a declining supply of employment land, the EDE includes a number of goals, policies, and action items that work together to achieve the following:

- Development of highly-constrained commercial/industrial properties;
- Retention and attraction of high-density commercial/industrial uses;
- Preservation of existing commercial/industrial space for commercial/industrial uses;
- Efficient (re)development of commercial/industrial properties;
- Greater compatibility and synergy between businesses located in proximity to one another;
- Greater flexibility in commercial and industrial land use standards; and
- Greater flexibility in home occupation standards.

These goals, policies, and action items reflect a willingness to identify and implement creative approaches to supporting existing businesses, attracting new businesses, and augmenting both the quantity and quality of jobs in Oceanside.

Oceanside Economic Development Element, Section 2-15

# ▼ Summary

The Project aims to leverage the site's Industrial zoning with a new modern and efficient facility that meets today's needs.



## General Plan Consistency

- Consistent with the existing General Plan designation and zoning for the site
- Aligns with City priorities for economic development and preservation of industrial land



## Comprehensive Analysis

- Thorough analysis in compliance with CEQA - The DEIR is anticipated to be available for public review in the spring
- Design features improve stormwater treatment, site access, and include replanting of biological buffer areas with native coastal species



## Context-Sensitive Design

- Maintains the 100-foot buffer from the edge of the San Luis Rey River riparian habitat
- Complies with Airport Overlay Zone
- Includes landscape buffers to shield from public roadways and residential uses
- Includes Operations Management Plan with Good Neighbor Policy



## Increased Transparency

- Exceeded City's Expanded Notification Boundary
- Continued Community Engagement



# ▼ Thank you

Contact us to submit additional questions or to schedule a meeting with the project team



[outreach@eddiejonesproject.com](mailto:outreach@eddiejonesproject.com)