



CUP 22-0001  
American Rentals

**SAN MARCOS**  
DISCOVER LIFE'S POSSIBILITIES

# Request

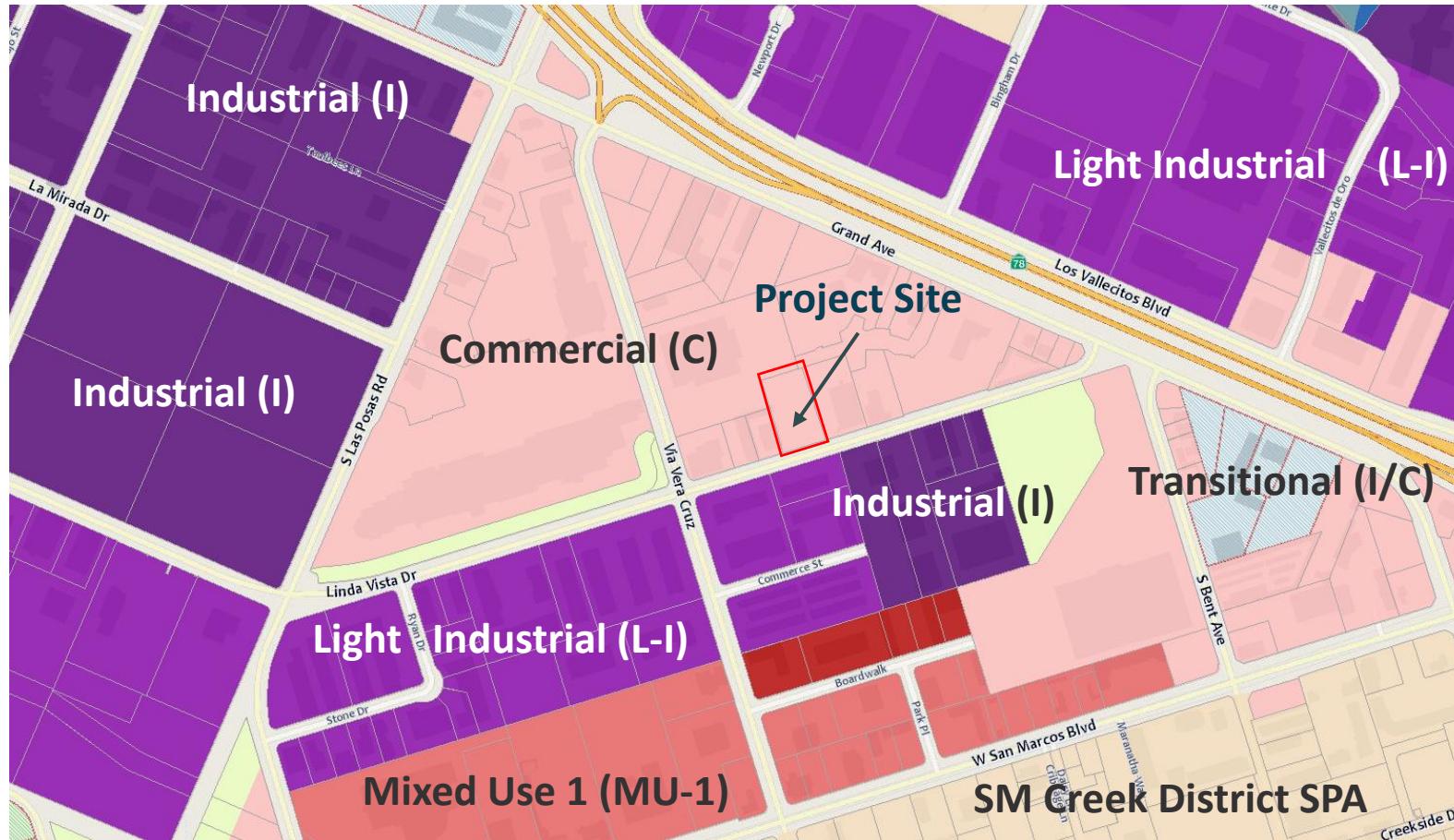
A Conditional Use Permit to remove 1,754 square feet of existing nonconforming structures and construct a new 2,500 square foot building to establish and operate an equipment rental facility with the continued use of an existing outdoor storage in the Commercial (C) Zone.

# Project Site



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# Zoning Map



# Land Use Compatibility

- Compatible with existing industrial development in the vicinity of project site
- Compatible with Commercial (C) Zone:
  - Retail oriented w/ onsite customers
  - Supportive of other construction industry businesses in the vicinity
  - Rental sales will generate sales tax revenue
  - Near SR-78, minimal impact to local roads
  - Compatible with other industrial and commercial uses in the vicinity
  - Project will enhance the appearance of the site and add street improvements and allow for future expansion

# Land Use Compatibility

- General Plan Goals/Policies:

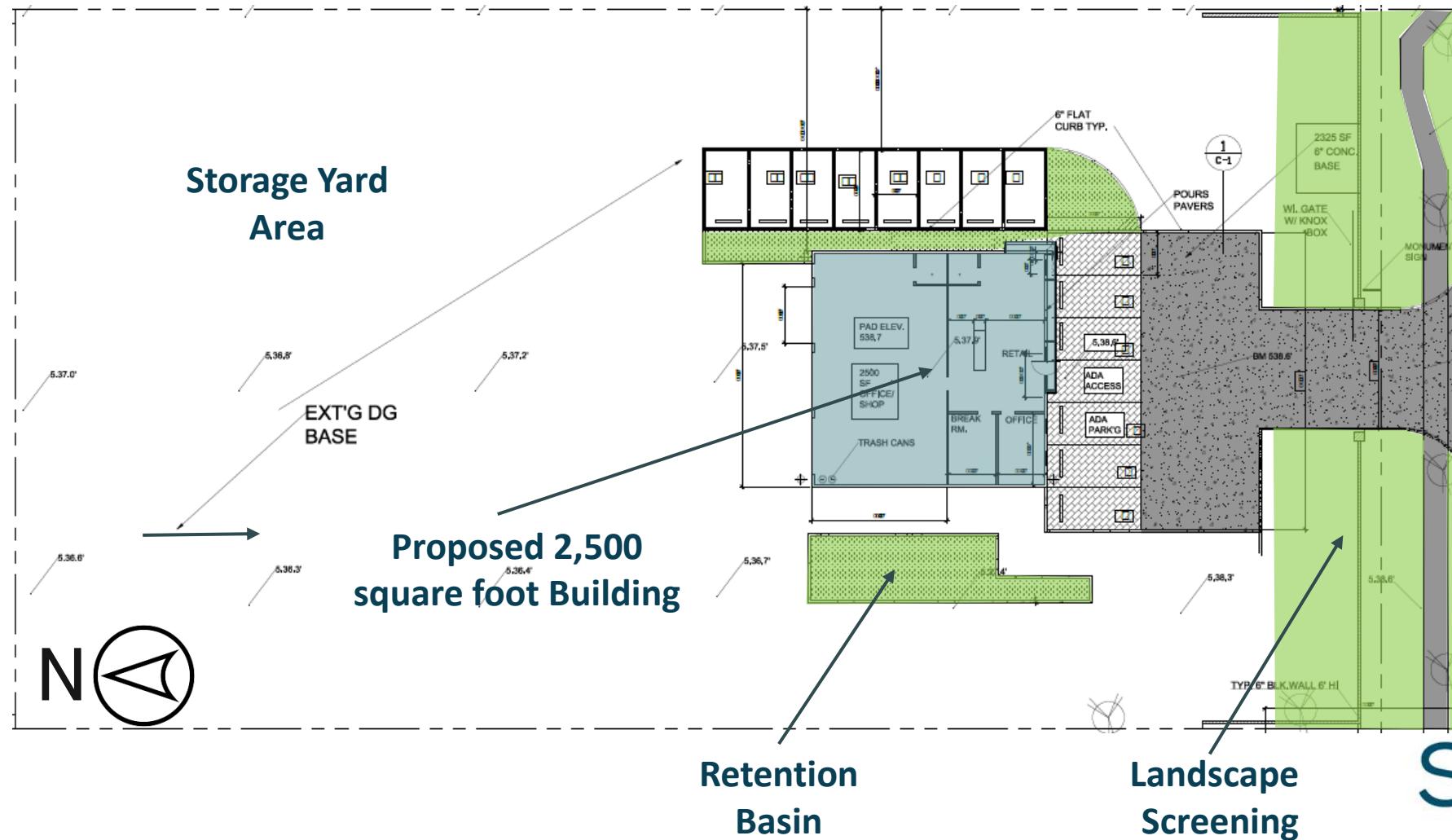
- Promote commercial uses that provide a solid economic base and employment opportunities.
- Encourage and support the renovation and reuse of underutilized or vacant parcels/buildings/shopping centers.
- Promote development and revitalization of revenue-generating land uses in areas designated for commercial and industrial uses that will support business and employment growth.

# Proposed Project



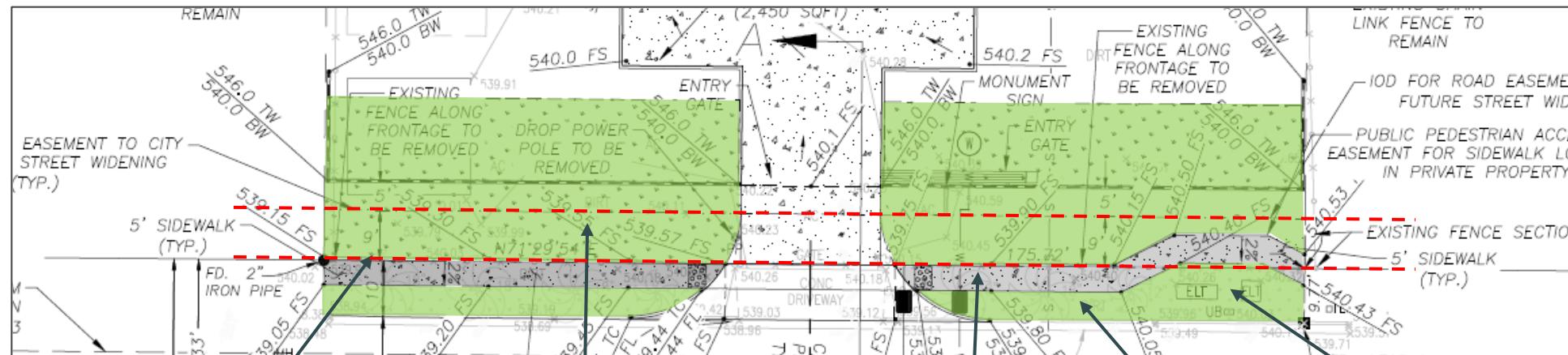
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# Proposed Project



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# Right-of-Way Improvements



Existing  
Right-of-Way  
Line

Proposed 9'-0"  
Irrevocable Offer of  
Dedication (IOD)

Proposed  
Sidewalk

Proposed  
Parkway

Existing  
Utilities



# Environmental Review (CEQA)

- Project is exempt per CCR Sec. 15303
  - Located in urbanized area
  - Project is less than the 10,000 sq.ft. threshold (2,500 sq.ft. proposed, a net increase of 743 sq.ft. of building area)
  - Use of significant amounts of hazardous substances is not proposed
  - Public services are available to serve project

# Public Comment

- One nearby business owner concerned with:
  - Compatibility
  - Potential Environmental Contamination from Prior Use
- All other comments were responses to this business owner's concerns

# Public Comment

- Compatibility
  - Continuation of existing outdoor storage
  - Proposed building will comply with the Commercial (C) Development Standards
  - Provide a customer based commercial business that generates sales taxes
  - Enhance screening from Linda Vista Drive
  - Proposed project will install street improvements
- Potential Environmental Contamination from Prior Use
  - Phase 1 environmental did not identify site contamination
  - Ongoing use of the site for storage will need to comply with the additional regulations of CUP

# Recommendation

Approval of the following:

- **Conditional Use Permit (CUP) 22-0001**  
with resolution no. PC 22-4994