

## CALIFORNIA COASTAL COMMISSION

SAN DIEGO COAST AREA  
 3111 CAMINO DEL RIO NORTH, SUITE 200  
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Filed: May 8, 1996  
 49th Day: June 26, 1996  
 180th Day: November 4, 1996  
 Staff: BP-SD  
 Staff Report: May 20, 1996  
 Hearing Date: June 11-14, 1996



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REGULAR CALENDAR  
STAFF REPORT AND PRELIMINARY RECOMMENDATION

Application No.: 6-96-58

Applicant: National Assoc. of Music Merchants

Agent: Stephen Harrison

Description: Construction of a two-story, 45 foot high, 34,000 sq.ft. office building with 136 parking spaces on Lot 11 within the Carlsbad Ranch Specific Plan acreage.

Lot Area	175,802 sq. ft.
Building Coverage	19,538 sq. ft. (11%)
Pavement Coverage	53,575 sq. ft. (31%)
Landscape Coverage	102,689 sq. ft. (58%)
Parking Spaces	136
Zoning	O-Q/PM-Q
Plan Designation	Office and Planned Industrial
Ht abv fin grade	45 feet

Site: Lot 11 of Carlsbad Ranch, east side of Armada Drive, north of Palomar Airport Road, south of Cannon Road, Carlsbad, San Diego County, APN 211-022-06

Substantive File Documents: Certified Carlsbad LCP Mello II segment, Local Coastal Program Amendments 2-87, 1-88, 1-93, 1-96(C), CDP 6-93-34, CDP 6-96-9

Summary of Staff's Preliminary Recommendation:

Staff is recommending approval of the proposed project with special conditions requiring final grading and drainage plans, evidence of recordation of the master tentative map approved in CDP #6-96-9 and dedication of the on-site trail to public use.

The staff recommends the Commission adopt the following resolution:

I. Approval with Conditions.

The Commission hereby grants a permit for the proposed development on the grounds that the development, as conditioned, will be in conformity with the

adopted Local Coastal Program, and will not have any significant adverse impacts on the environment within the meaning of the California Environmental Quality Act.

## II. Standard Conditions.

See attached page.

## III. Special Conditions.

1. Final Grading and Drainage Plans. Prior to the issuance of the coastal development permit, the applicant shall submit for the review and written approval of the Executive Director, final grading and drainage plans approved by the City of Carlsbad for site improvements including utility, road, and drainage improvements. The final plans shall indicate that contour grading, revegetation of graded areas and hydroseeding of slopes has been provided to mitigate the visual impacts of development of the site.

2. Evidence of Recordation of Master Tentative Map. Prior to the issuance of the coastal development permit, the applicant shall submit to the Executive Director for review and written approval, evidence of recordation of the final map for master tentative map CT 94-09, dated 10/14/95 and approved in CDP #6-96-9.

3. Recordation of Public Trail Easements and Trail Installation. Prior to the issuance of the coastal development permit, the applicant shall submit to the Executive Director for review and written approval, evidence of compliance with either the easement dedications or recordation of the offers to dedicate trail easements for the on-site trail for public use that were required in the Commission's approval of master tentative map CT 94-09. Additionally, this trail shall be installed prior to the occupancy of the proposed development.

## IV. Findings and Declarations.

The Commission finds and declares as follows:

1. Detailed Project Description. The applicant is proposing construction of a two-story, 45 foot high, 34,000 sq.ft. headquarters office building with 136 parking spaces on Lot 11 of the Carlsbad Ranch Specific Plan acreage. Finish grading on the subject site requires excavation of 11,237 cubic yards, and fill of 44,662 cubic yards to reach necessary grades for building pads and parking lots. The site is located on a portion of the Carlsbad Ranch which is 423 acres east of Paseo Del Norte and west of the future Hidden Valley Road and between Cannon Road and Palomar Airport Road to the north and south, respectively, in the Mello II segment of the Carlsbad LCP. Portions of the 423+ acre Carlsbad Ranch have been in continuous agricultural production since the 1950s.

The proposed headquarters will consist of a museum displaying historical musical instruments and other items of interest to the music industry, a

reference library, historic archives, educational seminar rooms for training programs and association meetings, a corporate board room, a conference room, shipping and receiving areas, typical administrative offices, and employee dining areas on 4 acres located on the east side of the future Armada Drive in the Carlsbad Ranch. In April 1996, the Commission approved Master Tentative Map 94-09 (CDP #6-96-9) for the master subdivision of the entire Carlsbad Ranch including the subject site. This action approved mass grading, drainage and infrastructure improvements for the subject site. Because the subject lot is not a legal lot until recordation of the final map approved under CDP #6-96-9, Special Condition #2 requires submittal of evidence of such recordation, prior to issuance of the subject permit.

2. Preservation of Agriculture. In May 1996 as LPCA 1-96(C), the Commission approved an amended specific plan which replaced the Carlsbad Ranch Specific Plan. The amended plan allows the development of office, research and development, related light manufacturing, commercial, hotel/timeshare, destination resort, golf course, agriculture, a vocational school campus and Legoland Carlsbad. The above uses would take place within 19 planning areas. The project site is located in the central portion of the Carlsbad Ranch. Lot 11 is located on the east side of Armada Drive which is the main road serving the proposed urban uses on the ranch. Lot 11 is presently fallow but has been used in the past for agricultural activities.

As approved in LPCA 1-96(C), the currently certified Mello II LCP and Carlsbad Ranch Specific Plan allows possible conversion of designated agricultural lands subject to compliance with one of three specified conversion options, provided it is demonstrated that agricultural conversion is appropriate in order to support retained agricultural use either elsewhere in the coastal zone or on the Ranch, or that conversion serves to concentrate urban development in an appropriate manner. Alternatively, the burden would be to demonstrate that agricultural operations are no longer viable. However, the subject site is identified in the LCP as being within an area that is identified as suitable for "urban uses" as approved in LCPAs 2-87 and 1-88 and is not subject to the agricultural conversion policies contained in the Mello II LCP and the Carlsbad Ranch Specific Plan. Thus, the Commission finds the proposed project is consistent with the agricultural preservation policies of the certified Mello II LCP and the Carlsbad Ranch Specific Plan.

3. Visual Impacts/Community Character. The Carlsbad Ranch is composed of gently rolling topography and contains three north-south trending ridges. Elevations range from a high of 280 mean sea level (msl) in its northeastern portion to a low of 60 feet MS1 in the southwestern portion of the site. Portions of the Ranch are currently in agricultural production. The site is a Carlsbad landmark in the spring when the ranunculuses are in bloom.

The approved Carlsbad Ranch Specific Plan contains a number of provisions to address the visual impacts associated with the buildout of the Carlsbad Ranch, including the proposed project. The specific plan limits building height on-site to 45 feet. The proposed building height is 35 feet with two stories. The focal point of the design is a centrally located rotunda with an ornamental roof that protrudes as a purely architectural feature to 45 feet.

No usable floor area or accommodation of building/rooftop equipment is involved with this architectural projection. According to the City, the floor plan layout combined with the architecture and rotunda are designed to maximize the ocean vistas to the west of the site. As required, the building maintains a 30 foot front yard setback off of Armada Drive. For building heights that exceed 35 feet in height, the Specific Plan requires base building setbacks from streets and other setbacks (rear yard, side yard, front yard) be increased at a ratio of one horizontal foot for every one foot of vertical construction over 35 feet. The additional setback must be maintained as landscaped open space. The proposed structure is consistent with this requirement.

The project also complies with the development standards and design guidelines of the approved Carlsbad Ranch Specific Plan regarding number of parking spaces, building coverage and signage. In addition, the Carlsbad Ranch Specific Plan contains development standards and design guidelines that have been incorporated into project design to protect the visual quality of the area. For example, the specific plan allows a maximum of 50% building coverage and the project proposes 11% coverage. The specific plan requires building/landscape setbacks of 30 feet for front yards and 20 feet for side yards while the project proposes 30 foot front yard setbacks and 20 foot side yard setbacks. Regarding parking area landscaping, the specific plan requires 1 tree/4 parking spaces or 34 trees to cover at least 3% of the total parking area. The proposed project is in conformance with this standard. Parking (136 parking spaces required, 136 parking spaces proposed) is located behind the proposed building as required by the specific plan so as to screen parking to the greatest extent feasible from view points to the west. Therefore, the Commission finds the proposed project consistent with the the design guidelines and development standards of the Carlsbad Ranch Specific Plan.

The mass grading of this lot along with the other developable portions of the Carlsbad Ranch was approved in CDP #6-96-9 at approximately 2,083,900 million cubic yards and is expected to occur in June 1996. Additional finish grading on the subject site requires excavation of 11,237 cubic yards, and fill of 44,662 cubic yards to reach necessary grades for building pads and parking lots. The specific plan requires a number of measures to mitigate the visual impacts of grading (contour grading, revegetation of graded areas, hydroseeding of slopes). Special Condition #1 requires final grading and drainage plans to ensure the above measures will be implemented upon finish grading of the subject site. As conditioned, the Commission finds the proposed project consistent with the visual resource policies of the Mello II LUP and the Carlsbad Ranch Specific Plan and no adverse impacts to coastal visual resources are anticipated.

4. Erosion/Sedimentation. Policy 5-B of the Carlsbad Ranch Specific Plan states:

Establish a storm water management system which utilizes, to the extent feasible, natural drainage courses and improves environmental quality of water runoff prior to discharge from the site.

In addition, Policy 4-F of the specific plan states:

Require the disposal of irrigation and storm water runoff from the buildings, streets, parking lots and landscaped areas through a system of detention basins and storm drains so as to segregate urban and agricultural runoff and mitigate the potential water degradation associated with each land use.

The project site is less than 1,000 yards from Agua Hedionda Lagoon, one of 19 wetland areas of significant importance as referenced in Coastal Act section 30233. The project would add coverage by impervious surfaces; thus, the amount of runoff would be higher than with present natural conditions. However, the specific plan proposes three drainage basins, one for each watershed the site drains to, and proposes to construct and maintain permanent retention ponds which will have sufficient capacity to detain or hold back additional storm water, while releasing water at pre-development rates. The EIR states the storm drain system would be adequate to handle the runoff from the proposed project.

The Commission found in CDP #6-96-9, the master tentative map for Carlsbad Ranch, that to further ensure that increased runoff associated with proposed development of Carlsbad Ranch would not result in downstream impacts to sensitive areas from erosion and sedimentation, a drainage plan with supporting calculations was required to insure the proposed drainage system had sufficient capacity to detain or hold back additional storm water, while releasing water at pre-development rates. The project proposes finish grading in addition to the mass grading that was approved in CDP #6-96-9 which could alter on-site drainage patterns. Special Condition #1 requires final grading and drainage plans be submitted for the subject site to assure that no downstream impacts to coastal resources would occur as a result of the proposed project. The final plans shall also indicate that contour grading, revegetation of graded areas and hydroseeding of slopes has been provided to mitigate the visual impacts of development of the site. Only as conditioned, can the Commission find the proposed project consistent with the visual resource and resource protection provisions of the certified LCP.

5. Visitor Accommodations/Priority Uses. The proposed master tentative map incorporates a public access trail system that basically follows street and sidewalks on the perimeter of the Carlsbad Ranch and at some key interior streets. A pedestrian promenade and its associated public viewpoints are proposed adjacent to Armada Drive near the ridgeline which will give the public a panoramic view of the ocean to the west. Also, a pathway from Planning Area 6 near Paseo Del Norte, to the ridgeline across the flower fields, is proposed which will give the public immediate visual and physical access to the flower fields. However, in CDP #6-96-9, the Commission found that while a trail system was proposed in the specific plan, a number of special conditions were warranted to insure that public access would be maintained on the Carlsbad Ranch in perpetuity.

Special Condition #3 of CDP #6-96-9 requires recordation of public trail and walkway access easements. Special Condition #5 requires that implementation

of the trail system shall occur concurrent with development of the planning areas which contain the trail easements, and improvements shall be installed prior to occupancy of the development within those lots that include the public trail system.

Regarding the subject site, a portion of the public trail system is proposed on the sidewalk fronting Armada Drive. As noted, this trail segment will not be legally dedicated until access easements are recorded through condition compliance associated with CDP #6-96-9, which is the responsibility of another applicant. Special Condition #3 requires the subject applicant to provide evidence that the trail easements have been recorded prior to the issuance of the coastal development permit. Additionally, the condition requires the trail shall be installed prior to the occupancy of the proposed development. Only as conditioned, can the Commission find the proposed project consistent with the public access provisions of the certified LCP.

In summary, as conditioned to provide final grading and drainage plans for the subject site, evidence of recordation of the final subdivision map for Carlsbad Ranch and evidence of recordation of public access trail easements and trail installation on the subject site, the Commission finds the project consistent with the sensitive resource and public access provisions of the Carlsbad Ranch Specific Plan and the certified Mello II LCP.

6. Local Coastal Program. The Mello II LCP designates the area proposed for development appropriate for conversion from agriculture to urban uses under the mixed use concept. The proposed project is consistent with the combination district designations given to the site in the LCP. As noted, the proposed project is also consistent with the development standards and design guidelines of the approved Carlsbad Ranch Specific Plan which is part of the certified LCP. Thus, the Commission finds that the proposed project is consistent with the local coastal program, and will not prejudice the City from implementing its certified LCP.

STANDARD CONDITIONS:

1. Notice of Receipt and Acknowledgement. The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. Expiration. If development has not commenced, the permit will expire two years from the date on which the Commission voted on the application. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. Compliance. All development must occur in strict compliance with the proposal as set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.

4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections. The Commission staff shall be allowed to inspect the site and the development during construction, subject to 24-hour advance notice.
6. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
7. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

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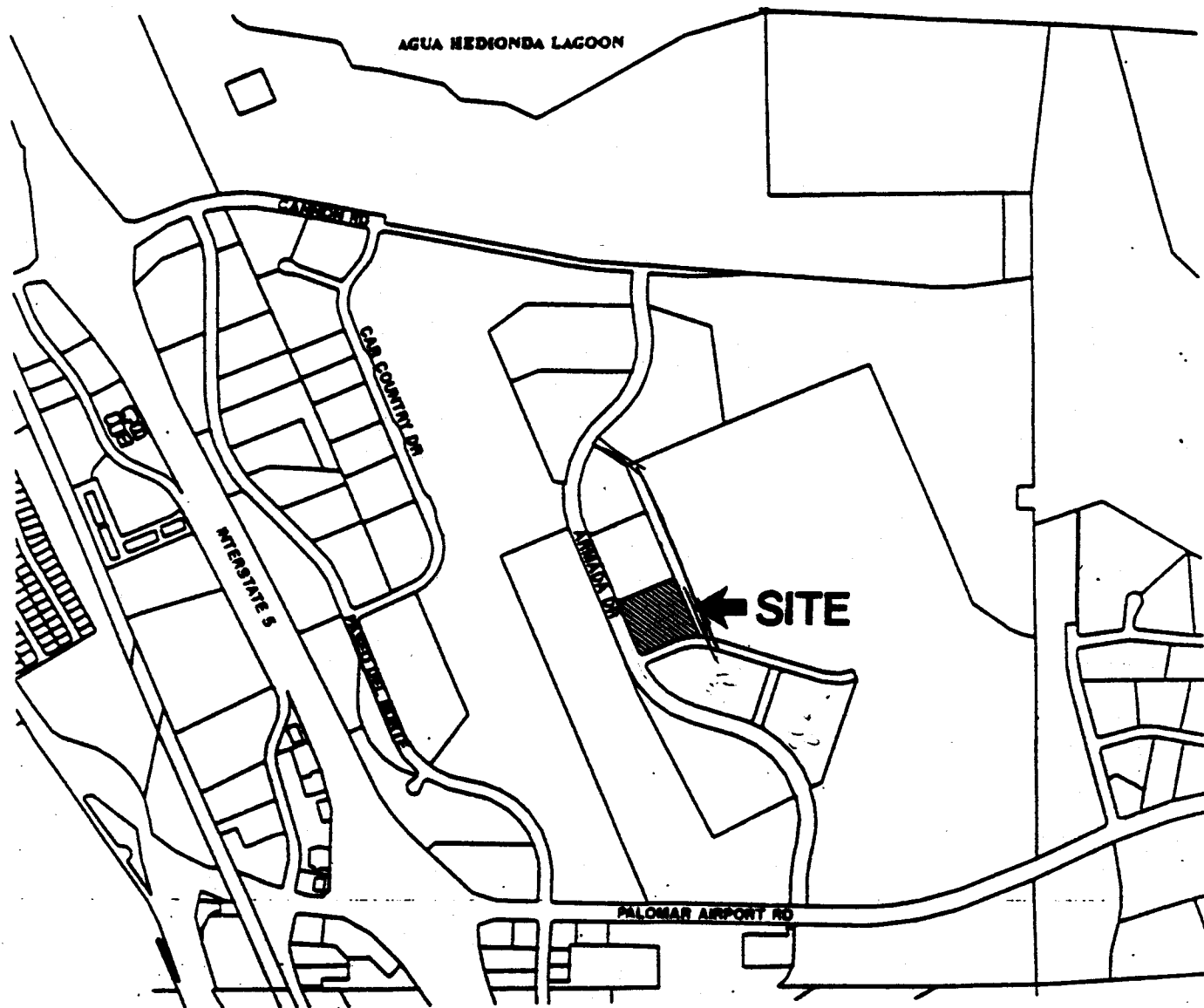



EXHIBIT NO. 1
APPLICATION NO. 0-90-58
Location
 California Coastal Commission

# N.A.M.M. HEADQUARTERS

SDP 95-09



ALL DIMENSIONS IN FEET AND INCHES

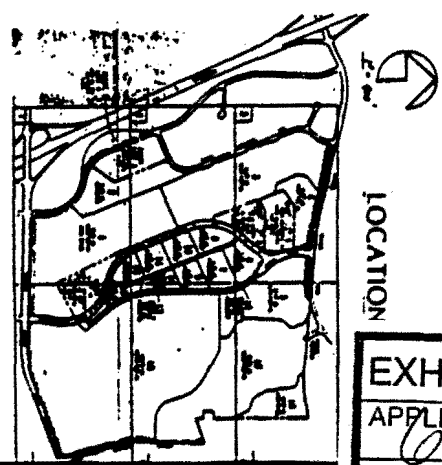
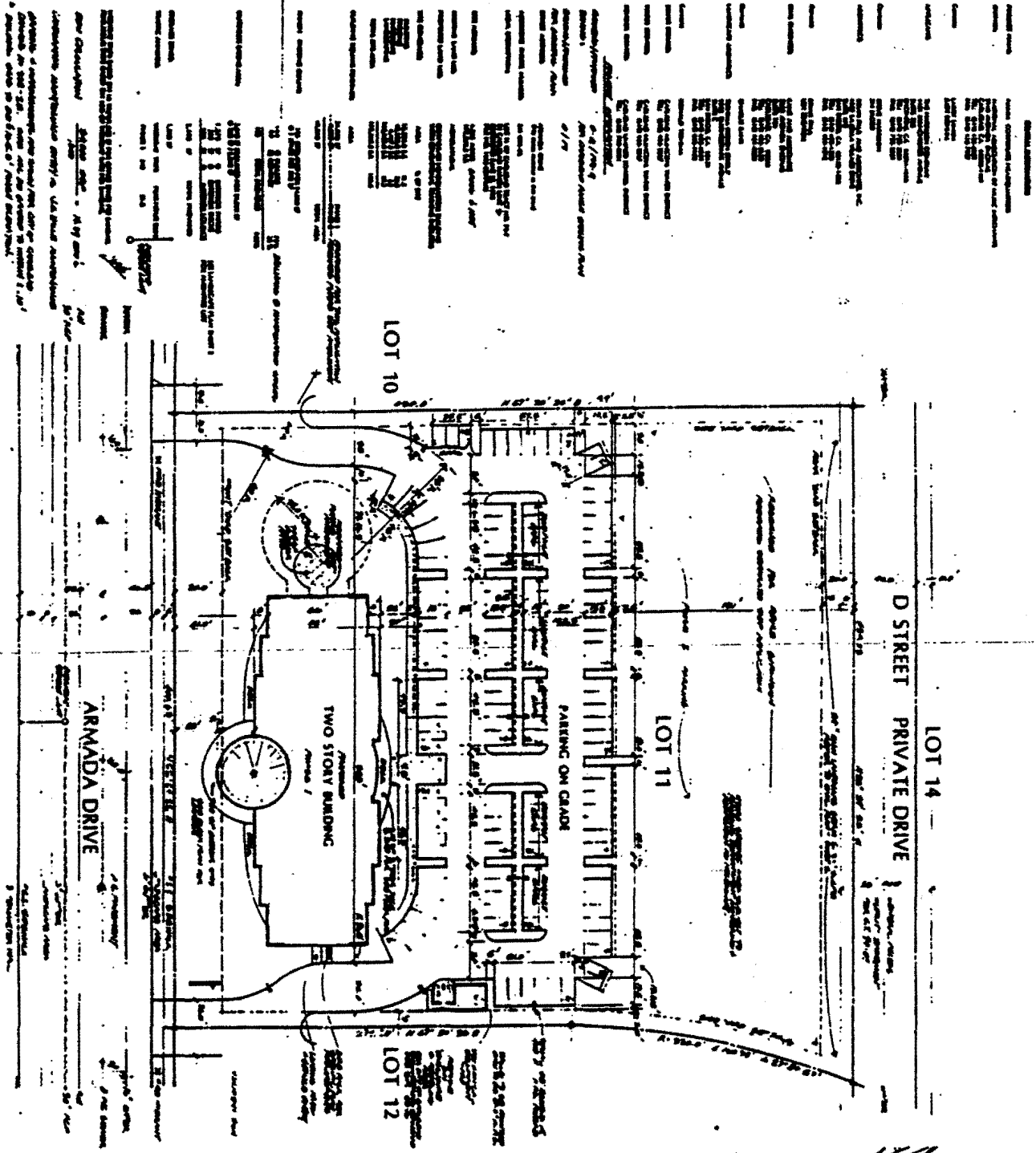


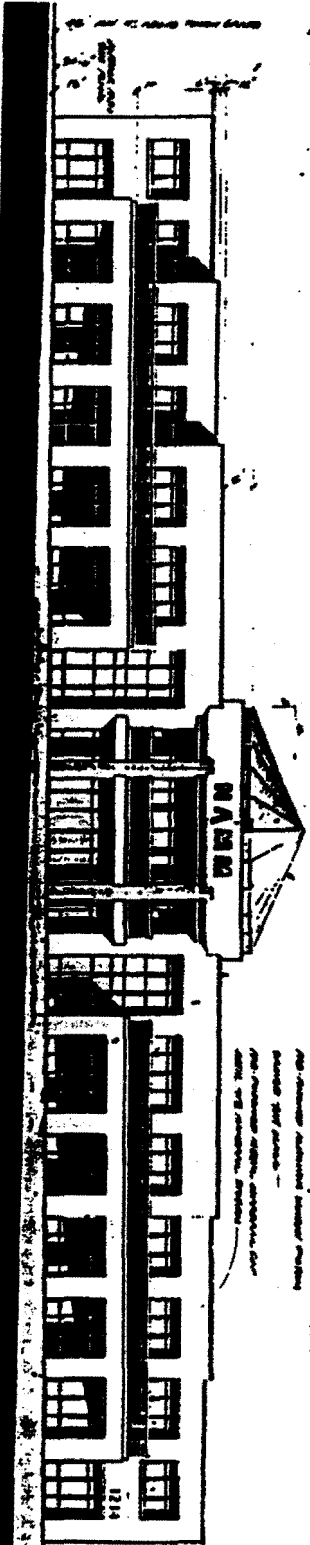
EXHIBIT NO. 2  
 APPLICATION NO. 10-90-58  
 Site Plan  
 California Coastal Commission

1. The applicant shall not be liable for the cost of any permit.
2. The applicant shall not be liable for the cost of any permit.
3. The applicant shall not be liable for the cost of any permit.
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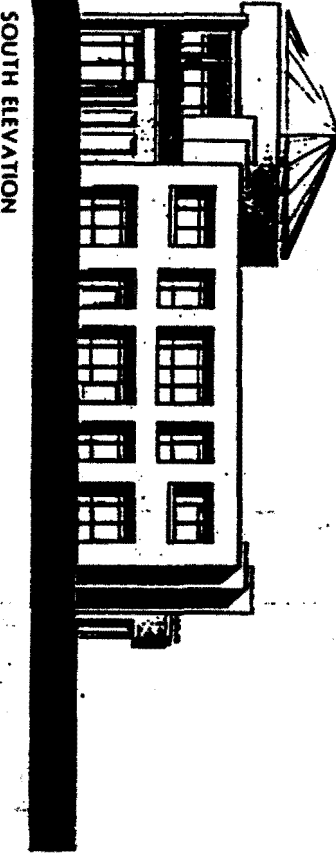
SITE DEVELOPMENT  
 APPLICATION  
 95-09  
 NAMM

Exhibit "A"

WEST ELEVATION



SOUTH ELEVATION



SEE ELEVATION 12

SEE ELEVATION 12 FOR DETAILS OF THE ENTRANCE CANOPY AND THE SIGNAGE ABOVE THE ENTRANCE.

SEE ELEVATION 12 FOR DETAILS OF THE ENTRANCE CANOPY AND THE SIGNAGE ABOVE THE ENTRANCE.



Exhibit "H"

BRIAN PAUL & ASSOCIATES ARCHITECTS AND PLANNERS

BUILDING ELEVATIONS

**NAMM** CORPORATE HEADQUARTERS  
NATIONAL ASSOCIATION OF MUSIC MERCHANTS

EXHIBIT NO. 3  
APPLICATION NO. 0-96-52  
Elevation

California Coastal Commission