

307 Pacific Coast Highway – Game Ready Performance Timeline

November 2017: Regarding a business license application inquiry at the public counter, staff informed the applicant that a CUP was needed for the proposed use. Staff provided the applicant the CUP application and guidelines.

December 2017: Sign Permit not accepted; Staff informed contractor at counter that a sign permit application could not be processed at the time because the proposed use required a CUP.

12/20/17: Applicant submitted Business License application with revised business description to try to avoid the need for a CUP. This is the application that staff has on file.

01/18/18: Applicant emailed staff for a status update regarding business license review; Staff emailed the applicant the same day letting them know the City was still reviewing the application.

01/22/18: Planning staff informed the applicant via email that their proposed business is classified as an assembly use (fitness center) and requires a CUP.

07/25/2018: City received CUP application materials.

08/21/2018: City Staff sent review comment letter via email to applicant and, after review of City records, noted the application includes a CUP and Parking Plan amendment (27-day City turnaround time).

12/03/18: Due to project inactivity, Code Enforcement division emailed a correction letter to the applicant informing them that the business was operating without a business license and without zoning approval.

12/17/2018: City received revised plans (118-day applicant turnaround time)

01/10/2019: City Staff sent review comment letter via email to applicant (4 out of the 7 corrections listed were unaddressed correction items from the 1st review comment letter). (24-day City turnaround time)

05/30/2019: City Attorney office conference with applicant to discuss their need to complete the application to resolve their ongoing violation of operating without a CUP.

06/24/2019: City received revised application materials from the applicant (166-day applicant turnaround time).

07/15/2019: City staff deemed the application complete and scheduled the CUP and Parking Plan for August Planning Commission meeting (22-day City turnaround time).

08/20/2019: Planning Commission Consideration of CUP 18-9 and PARK 19-4 Parking Plan.

*Several meetings were held with Planning Staff, Planning Manager, Community Development Director between above action dates