

**IMPERIAL BEACH REDEVELOPMENT AGENCY
CITY OF IMPERIAL BEACH**

**9TH & Palm Public Workshop #2
Community Room
825 Imperial Beach Blvd
Imperial Beach, CA 91932**

WEDNESDAY, SEPTEMBER 30, 2009

6:00 P.M.

SUMMARY OF 9TH & PALM PUBLIC WORKSHOP #2

STAFF PRESENT: Jerry Selby, Imperial Beach Redevelopment Agency Coordinator
Elizabeth Cumming, Assistant Project Manager
Greg Wade, Community Development Director
Tina Barclay, Administrative Secretary II
Estean Lenyoun, Sudberry Properties Inc. – Project Manager
Colton Sudberry, Sudberry Properties Inc. - President
Andy Stevensen, Fehlman Lebarre - Architect

Jerry Selby opened the workshop by explaining the format of the workshop. In the 2nd community workshop, there were three focus discussion groups: Group A – Neighborhood Compatibility headed by Andy Stevensen; Group B – Architectural Design was an opportunity for participants to review the rendering and elevations and comment on their reactions; Group C – Other headed by Jerry Selby and Colton Sudberry to discuss issues such as financing, community needs (grocery/drugstore needs), and other questions about the project.

After Jerry Selby's introductory remarks, he reiterated that the project would never go any further south than what the project description showed. The City and the Redevelopment Agency haven't had, nor ever had, any plans to remove any residents from their homes through eminent domain. According to California Redevelopment Law and the Palm Avenue Commercial Corridor Master Plan, it is illegal to do so.

Group A: Neighborhood Compatibility

Andy Stevensen, architect for Fehlman Lebarre, started out the discussion by going over the project location and the goals for the project.

- Bring stores up to Palm Avenue with pedestrian friendly buffer between street and sidewalk
- Discussed ADA access in parking area – designated crossing/access areas in parking lot
- Discussed alley – explained that there would be a 10 foot buffer of landscape from the edge of the alley to the wall. Wall would be high enough to block headlights into homes. Can plant certain plants/shrubs to “hide” wall and deter graffiti
 - ❖ One person suggested saving water and not having plants/shrubs but instead painting a mural along the wall
 - ✓ Response – good idea and is possible. However, sometimes murals still get tagged, but sometimes they are respected and left alone

Andy Stevensen then went down the “Community Concerns” list that had been submitted prior to the workshop and addressed those concerns:

- Citizen concerned about rat-a-tat-tat noise all day and dust – very problematic
 - Response – ways to mitigate – Sudberry opens line of communication directly with neighboring residents
- Citizen concerned that call City and no one answers
 - Sudberry would have a direct line. Residents would be given the number and could call it
- Underground parking ever considered?
 - No – extremely expensive - \$22,000.00 a parking stall versus \$6,000.00 a stall – would have to put in a lot more businesses to cover cost
- Concern – how come only going with what City staff wants with building on street instead of set back like the residents want?
 - It is good urban planning to have pedestrian traffic which is why you would want the buildings closer to the street/sidewalks. Also is good way to separate commercial area from residential area
- Concern – Lighting – and Reflective Light
 - There is a lot of shielding you can do – not allowed by code/law to have light spill over into neighboring properties – this is **REQUIRED BY LAW**
 - Shields prevent that spill over – can direct that light – a concern and can be solved by consultant
 - One thought on how to deal with reflective light, make sure all walls high enough to block headlights will also help with reflective light
- Concern – Palm Avenue traffic – a lot of traffic – safety issue – shoving pedestrians toward traffic
 - Plan a 10 foot landscape buffer between traffic and the sidewalk. Sidewalk would be 15 feet wide (wider sidewalk)
- Concern – 9th & Palm bus stop
 - Provisions made in the traffic study of Palm Avenue Commercial Corridor
- When is construction of building slated?
 - It is a ways off – within a year – need to line up tenants and have other things done prior to actual construction
- Citizen spoke of how dangerous current area is along Palm for pedestrians and bicyclists. Good idea to have sidewalk, but try and work hard with City and Caltrans to make sure senior, disabled, kids can safely travel
 - Greg Wade spoke about the Palm Avenue Commercial Corridor – City obtained a grant to make a master plan to slow traffic, change highway into a community main street – decrease traffic speed. By putting in sidewalks and businesses it makes a strong street wall which slows traffic – separate commercial from urban. Wider sidewalks, pedestrian appeal, strong street wall, bike lanes. Caltrans main concern is to keep traffic flow
- Citizen suggested summarizing the Palm Avenue Master Plan to a few pages to make it easier to understand and to see how it connects with project. Current master plan over 200 pages long
 - Staff agreed that was a good idea and will work on that
- Concern – Increase of traffic in alley
 - By placing the buildings forward there should be no need for trucks to come down alley – they will come from freeway and turn onto 9th and then into parking. Much

easier for them – alley very narrow. Traffic volume in alley – there will be the same 3 access points that are currently there, but NO delivery off of alley

- Concern – Security
 - This is a property management issue. Sudberry, in all their projects, have better maintenance and security than you see at other places. Security is a huge concern for a developer because of tenants. Sudberry has their own security department
- Concern – Privacy/Noise
 - Noise – a lot of sound will be mitigated by wall designed to block headlights
- Concern – Water Drainage – by raising parcel height, water will spill over and flood homes
 - Engineer has studied this and currently water that comes into residential area comes from other areas other than project area. Current water drain pipe is a large section to a smaller pipe and then into a large pipe. Developer will put in larger pipes and that should alleviate any problems. Run off MUST be treated – storm water requirements. Must have bio swales, cannot have your water drain off your property onto other properties. By moving buildings forward it creates a good buffer between commercial and residential. You will have landscape buffers and a wall buffer
- Concern – how much space losing for occupants – is it going to be prohibitive?
 - Can't speak for Sudberry, but currently approximately 70,000 + square feet retail space and with new project there will be approximately 46,000 + square feet. The old site is under parked. Rents are market driven – every area – tenants will have to have competitive prices
- Concern/Comment – bus pullover between buildings A & B – can this be done to enhance space – is it difficult?
 - Would take up useable land, but not a bad idea
- Citizen comment – propose putting on south side of alley a wall. Have City take the alley and use the alley as an additional buffer. Similar wall was done on Palm – noise buffer
 - One issue with that is that the alley is needed for safety vehicles – fire department, ambulance, etc
- Citizen comment – possible to blend the new project with the existing shopping center across the street with colors and building style? Make neighborhood look like it united
 - Architecture is linked through color and siding. You can link it visually but not literally, not difficult to do

- A closing remark by a community member gave praise to the project, especially the improvement for bicycle, pedestrian and handicap use by creating a buffer between Palm Avenue and the sidewalk. He looked forward to seeing this project moving forward and felt replacing what is currently there would be a great addition to the City. Many community members attending the workshop were in agreement with this thought.

Group B: Architectural Design

Notes attached to the color renderings included the following comments:

Elevation – Building “D”, “C” & “B”:

1. Like the various materials used and the varying heights of the buildings
2. Concern that the materials used on the buildings will deteriorate quickly and require a lot of maintenance

3. On the opening between the two center buildings – because of the stop light @ 9th & Palm, there is a tremendous amount of noise & boom boxes that will echo thru the opening to the food court (a drawing was shown installing sound walls)

Elevation – Building “E”

1. Consider a destination type of business such as a Barnes & Noble rather than another drug store for this site
2. Try to keep Save A Lot Foods – a lot of people depend on it due to prices

Elevation - Building “A”

1. Have bike racks
2. Consider a more innovative design to attract the younger adult generation. Need to attract their talent
3. Do not need more drugstores
4. When construction starts, can Sudberry provide an estimated timeline to completion for adjacent neighbors so they know when it will be done?

Elevation – Alley

1. Likes the idea of defensive landscaping rather than a mural or in combination with a mural

Other ideas/notes – given directly to staff, not attached to elevation renderings

1. Very excited about the idea of a Fresh n Easy – currently have to drive to Chula Vista to go to Fresh n Easy – has a wide variety of everything needed – great store
2. Tenant mix is wrong
3. Fresh n Easy and Walgreens will kill Wally’s and CVS
4. Patio not big enough
5. No underground parking – parking area not big enough
6. Fresh n Easy will be huge draw – not enough parking
7. Diagonal entry parking spots on Palm

Group C: Other

- Concern - Grade Changes at the site will affect FEMA Flood Zones Designations
 - Staff has conducted a preliminary review of the FEMA Flood Zone map and the proposed change in grade of the property does not affect the FEMA designation for the neighborhood. All runoff generated by the site is required by law to be collected on site. The existing drainage inlet in the alley will remain and the developer will remove the existing and replace it with larger pipe.
- Concern - Competing Uses – CVS/Walgreen’s
 - Staff and Sudberry replied that Walgreen’s has continued to express a strong desire to locate in Imperial Beach. Colton Sudberry reminded the participants that Walgreen has locations across the street or within a close proximity to CVS in many areas of the County. Walgreen’s has expressed to staff that there is enough business within the

trade area of Imperial Beach to support the store. Colton did mention that Sudberry has not signed letters of intent with anyone.

- Concern - Cannibalization of Sales
 - Sudberry and staff both expressed a desire to maximize the amount sales tax to the City and expand shopping opportunities available to the residents.

- Types of Uses Desired by the Community
 - Grocery Store
 - Sitdown Restaurant
 - Nice Coffee shop
 - In n Out
 - No more fast food
 - General Merchandise – shoes, clothes, etc.
 - Value Shopping Opportunities – Sav-a-lot
 - Small Local Businesses
 - Brand Name Businesses

- Accessibility
 - Bike Racks
 - Pedestrian Friendly

- Attraction
 - The shopping Center needs an attraction that ties into IB

- Forward Design/Marketing for Young Professionals
 - Attention to Uses that will attract and encourage young professionals

- Demolition of Buildings
 - Concerns were expressed that neighborhood and the residents were adversely affected by the demolition of NICU. Staff assured the participants that some lessons were learned from the last demolition. Staff will adjust the demolition specifications to

describe ingress and egress for demolition related vehicles. Staff will develop a plan to address the concerns of the residents on the demolition of the Miracle Shopping Center. The plan will outline the notification methods and lines of communication for concerns and complaints.