

CITY OF IMPERIAL BEACH

**Commercial Zoning Review**

**City Council Briefing  
Wednesday, December 7, 2011**





## Commercial Zoning Review Project

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# City Council Briefing

## *PURPOSE*

- Brief City Council on Draft Amendments and Draft EIR
- Receive input and direction prior to distributing documents for public review



## Commercial Zoning Review Project

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# City Council Briefing *AGENDA*

- Project objectives
- Summary of Proposed Zoning and General Plan/Local Coastal Plan Amendments
- Draft Environmental Impact Report process



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### Project Objectives

- Stimulate economic development
- Increase economic tax base
- Promote well designed retail and mixed-use development
- Modernize parking standards
- Enhance pedestrian and community atmosphere
- Provide greater design flexibility
- Respect character of adjacent residential development



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## SANDAG/ Urban Advantage Conceptual Rendering of Old Palm Avenue and 2<sup>nd</sup> Street



Existing



Conceptual

# Summary of City Council Discussion of Topics Included in Commercial Zoning Review

Date	City Council Discussion Topic
October 26, 2009	Overview discussion including height, density, and Palm Avenue height overlay zone
November 18, 2009	Parking
December 16, 2009	Prototypes, density, floor area ratio, stepbacks, setbacks, and incentives
February 17, 2010	Density, floor area ratio, stepbacks, setbacks, and incentives
March 17, 2010	Floor area ratio and incentives
May 4, 2010	Land use table and definitions
June 2, 2010	Ground floor height and incentives
June 15, 2010	Active commercial use, design guidelines, and new zones
July 13, 2010	Design guidelines
July 21, 2010	Prototypes for Seacoast Drive and Old Palm Avenue
August 4, 2010	Prototype for Seacoast Drive, Old Palm Avenue, and Palm Avenue
August 18, 2010	Additional prototype for Old Palm Avenue and setbacks from residentially zoned properties





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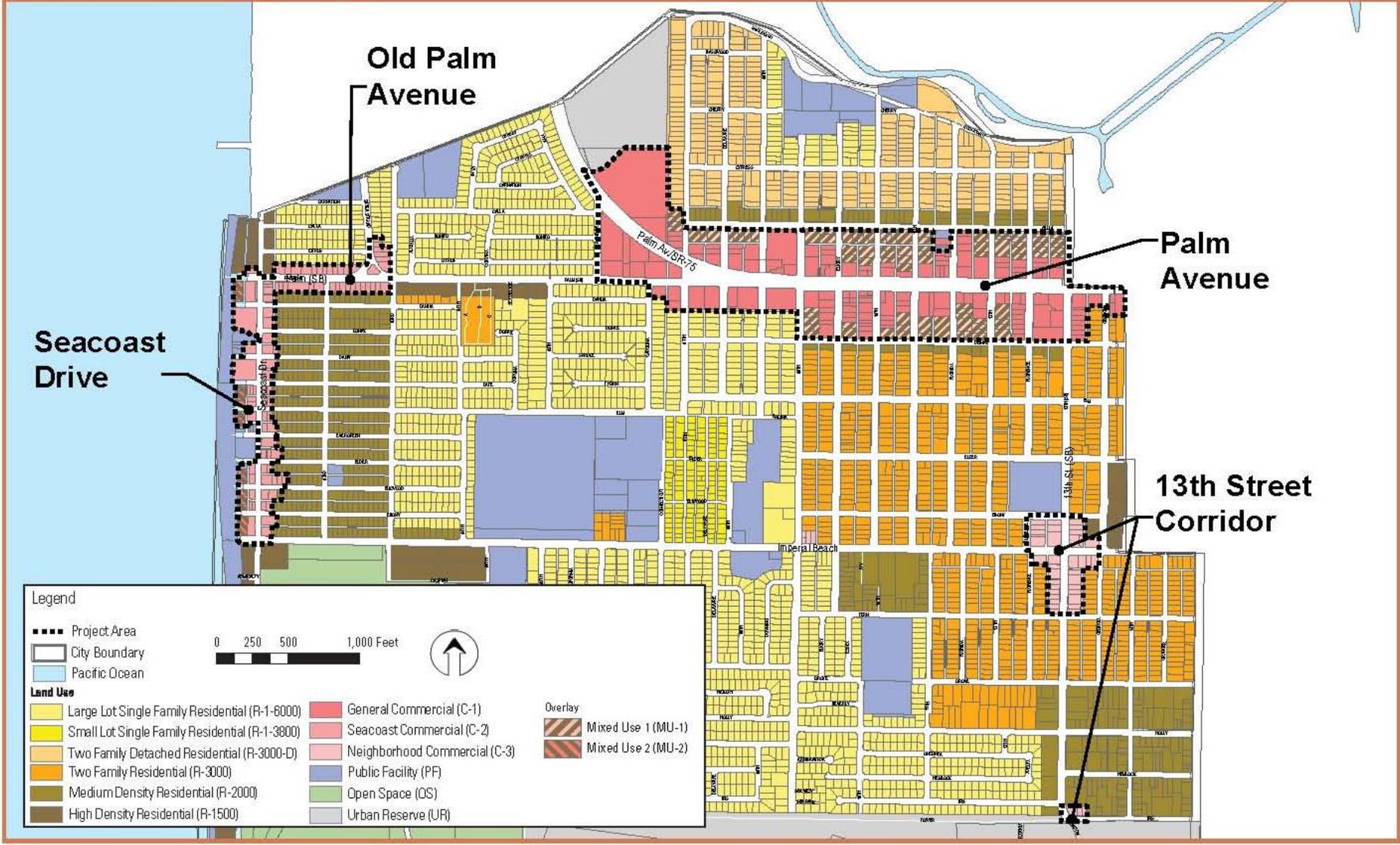
# Zoning Amendments include the following components

- Use Regulations (Table Format)
- New and Revised Definitions
- Changes to C-1, C-2, C-3 Zones
- Off-Street Parking Regulations
- General Plan/LCP Amendments
- Changes to additional sections to reflect above

# Existing Base Zones and Overlays

Study Area	Existing Base Zone	Existing Overlays
Palm Avenue (SR-75)	C-1 General Commercial R-1500 High Density Residential	MU-1 (Mixed-Use 1) overlay primarily within R-1500 area
Old Palm Avenue	C-2 Seacoast Commercial	
Seacoast Drive	C-2 Seacoast Commercial PF – Public Facility R-1500 High Density Residential	MU-2 (Mixed-Use 2) overlay within R-1500 area
13th Street Corridor	C-3 Neighborhood Commercial	

# Exhibit 1 – Existing Zoning and Planned Land Use Map



**Legend**

- Project Area
- ▭ City Boundary
- ▭ Pacific Ocean



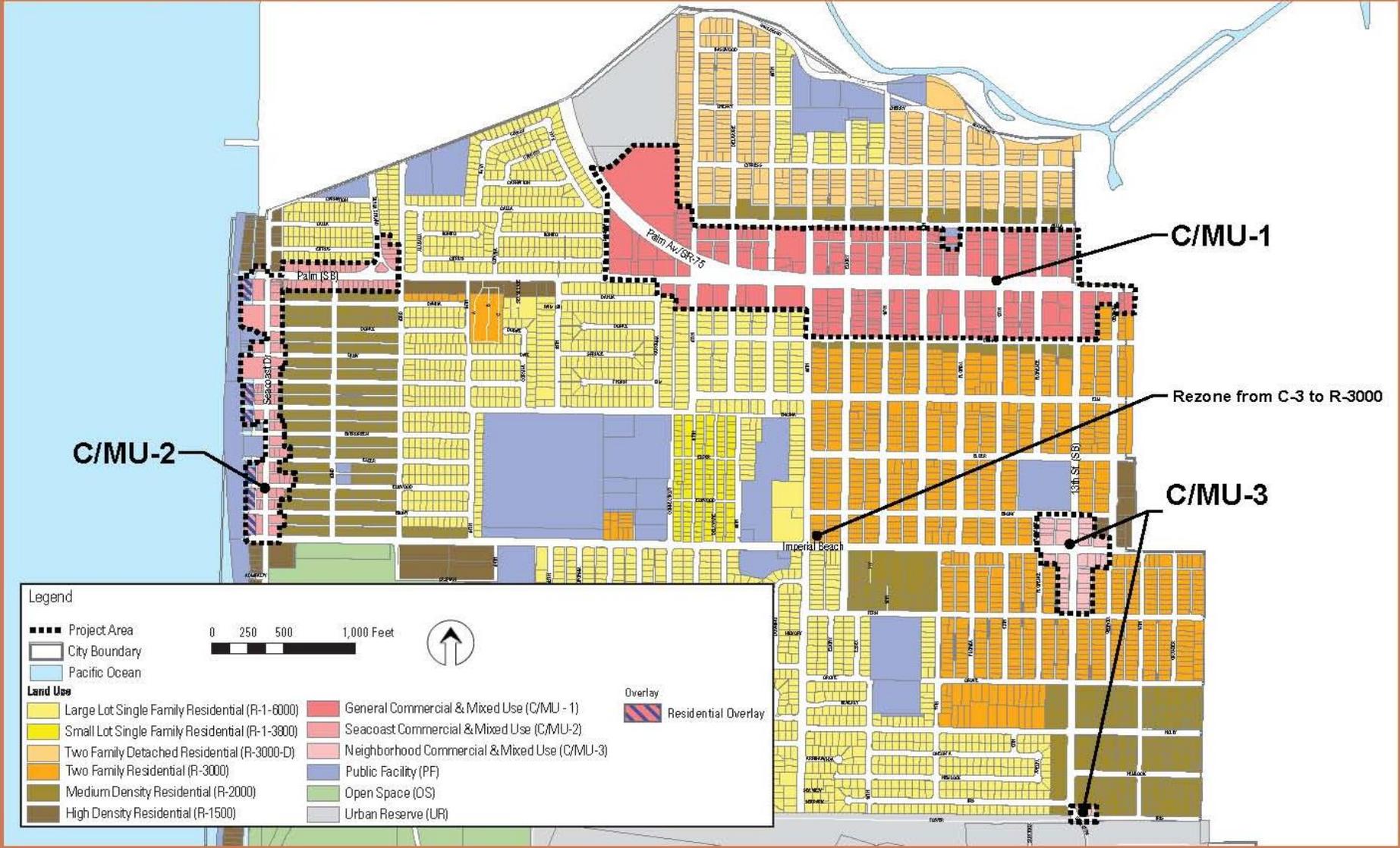
**Land Use**

- |  |                                 |
|--|---------------------------------|
| ▭ Large Lot Single Family Residential (R-1-6000) | ▭ General Commercial (C-1)      |
| ▭ Small Lot Single Family Residential (R-1-3800) | ▭ Seacoast Commercial (C-2)     |
| ▭ Two Family Detached Residential (R-3000-D)     | ▭ Neighborhood Commercial (C-3) |
| ▭ Two Family Residential (R-3000)                | ▭ Public Facility (PF)          |
| ▭ Medium Density Residential (R-2000)            | ▭ Open Space (OS)               |
| ▭ High Density Residential (R-1500)              | ▭ Urban Reserve (UR)            |

**Overlay**

- ▨ Mixed Use 1 (MU-1)
- ▨ Mixed Use 2 (MU-2)

# Exhibit 2 – Proposed Zoning Map





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### Residential Overlay Zone

- Within the C/MU-2 zone, the Residential Overlay Zone allows single-family residential units by right, as well as all other uses permitted in the C/MU-2 zone.
- The Residential Overlay Zone is the same boundary as the existing MU-2 overlay zone.
- Existing height and setback standards will continue to apply.



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### Development Standards

- Minimum active commercial use
- Building height
- First floor height
- Setbacks
- Stepbacks
- Density

**Table 3 – Minimum Active Commercial Use Requirements**

Proposed Zone	Former Standard	Proposed Standard
C/MU-1	None in the former C-1 zone	Active commercial uses shall be provided at 60% of the ground floor of all parcels with frontage along Palm Avenue, between 7th Street and Florida Street.  As indicated in Table 4, all parcels with frontage along Palm Avenue shall contain commercial uses at the ground floor level a minimum distance of 25 feet from the front property line.
C/MU-2	None in the former C-2 zone	Active commercial uses shall be provided at 60% of the ground floor of all parcels with frontage along Old Palm Avenue and Seacoast Drive.
C/MU-3	None in the former C-3 zone	Active commercial uses shall be provided at 60% of the ground floor of all parcels with frontage along Imperial Beach Boulevard and 13th Street.

**Table 4 – Building Height Standards**

Proposed Zone	Former Standard	Proposed Standard
C/MU-1	Four-story/40 feet in the former C-1 zone	Four-story/40 feet
C/MU-2	Three-story/30 feet (except hotel uses to 40 feet as part of Specific Plan) in the former C-2 zone	Three-story/30 feet Three-story/35 feet on east side of Seacoast Drive for projects that qualify for performance-based bonus (as described in Section 3e: Development Incentives)
C/MU-3	Two-story/28 feet in the former C-3 zone	Three-story/30 feet Three-story/35 feet for projects that qualify for performance-based bonus (as described in Section 3e: Development Incentives)

**Table 5 – First Floor Height**

Proposed Zone	Former Standard	Proposed Standard
C/MU-1	None in the former C-1 zone	15-foot minimum floor-to-ceiling height for all commercial spaces on the ground floor 20-foot minimum height requirement for single-story buildings
C/MU-2	None in the former C-2 zone	15-foot minimum floor-to-ceiling height for all commercial spaces on the ground floor 20-foot minimum height requirement for single-story buildings
C/MU-3	None in the former C-3 zone	15-foot minimum floor-to-ceiling height for all commercial spaces on the ground floor 20-foot minimum height requirement for single-story buildings

**Table 6 – Setbacks**

Proposed Zone	Former Standard	Proposed Standard
C/MU-1	None in the former C-1 zone	General: 0 feet front, 10 feet rear, 5 feet side, 0 feet street side Exception: 15-foot front yard/landscape setback for properties facing Donax or Calla Avenues
C/MU-2	0 feet in the former C-2 zone if lot fronts Seacoast Drive, otherwise none required	0 feet all sides Exception: <ol style="list-style-type: none"> <li>10-foot rear and/or side yard setback for properties abutting any property zoned R-1-6000; and</li> <li>5-foot rear and/or side yard setback for properties abutting any property zoned R-2000.</li> </ol> For areas within the Residential Overlay, same as existing MU-2 standards.
C/MU-3	None in the former C-3 zone	0 feet front, 10 feet rear, 5 feet side, 0 feet street side

**Table 7 – Stepbacks (new requirement)**

Proposed Zone	Former Standard	Proposed Standard
C/MU-1	None in the former C-1 zone	5 feet at second floor and 10 feet at third floor for projects abutting residentially zoned property
C/MU-2	<p>For properties fronting Seacoast Drive in the former C-2 zone, front of each building set on property line</p> <p>Second floor: Front yard=5 feet; 60% of frontage may be set back 0 feet</p> <p>Third floor: Front Yard=10 feet; 40% of frontage may be set back 5 feet</p>	<p>5 feet at second floor and 10 feet at third floor for projects abutting residentially zoned property</p> <p>Stepbacks are not required where the 10-foot setback is required or observed for at least 50% of the property line abutting residential property</p> <p>For properties fronting Seacoast Drive, an upper story stepback of 5 to 10 feet is required for a minimum of 50% of street-facing facades along Seacoast Drive</p>
C/MU-3	None in the former C-3 zone	5 feet at second floor and 10 feet at third floor for projects abutting residentially zoned property

**Table 8 – Density**

Proposed Zone	Former Standard	Proposed Maximum	Proposed Maximum with Performance-Based Density Bonus
C/MU-1	43 dwelling units (DU)/acre in the former C-1 zone	43 DU/acre	N/A
C/MU-2	29 DU/acre in the former C-2 zone	29 DU/acre	Maximum of 36 DU/acre for projects that qualify for performance-based bonus (as described in Section 3f: Development Incentives)
C/MU-3	22 DU/acre in the former C-3 zone	29 DU/acre	Maximum of 36 DU/acre for projects that qualify for performance-based bonus (as described in Section 3f: Development Incentives)



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# Development Incentives

**Table 9 – Maximum Building Height and Density with Incentives**

Proposed Zone	Current Standard		Proposed Maximum By Right*		Proposed Max. With Incentives	
	Stories/Height	Max Density	Stories/Height	Max DU/Acre	Stories/Height	Max DU/Acre
C/MU-1	Four/40 feet	43 DU/acre	Four/40 Feet	43 DU/acre	N/A	N/A
C/MU-2 (West Side of Seacoast)	Three/30 feet	29 DU/acre	Three/30 Feet	29 DU/acre	N/A	N/A
C-MU-2 (Old Palm and East Side of Seacoast)	Three/30 feet	29 DU/acre	Three/30 Feet	29 DU/acre	Three/35 feet	36 DU/acre
C/MU-3	Two/28 feet	22 DU/acre	Three/30 Feet	29 DU/acre	Three/35 feet	36 DU/acre

\*The proposed maximums described may, as an option, be provided with incentives, and not by right.

Note: In C/MU-2, 40 feet for hotel uses will continue to be allowed with a Specific Plan.

**Table 10 – Summary of Performance-Based Standards**

Qualifier	Requirements for Performance-Based Standards
<i>A project applicant could be allowed up to 36 DU/acre and up to 35 feet in height (east side of Seacoast only) for achieving any two of the following:</i>	
Lot Consolidation	Project sites that are consolidated to a final size greater than 20,000 square feet.
Green Building	Entire project achieves Leadership in Energy and Environmental Design (LEED) Green Building Rating System certification, a comparable green building certification, or can demonstrate the ability to achieve certification.
Active Commercial Use	Entire project must provide a minimum of 75% active commercial uses on the ground floor.
Three-Bedroom Units	25% of proposed residential units must be three-bedroom units.
Provision of Public Open Space, Plaza Space, or Public Community Amenities	Provide an additional 100 square feet of public open space or plaza space with minimum dimensions of 6 feet by 10 feet.
Public Right-of-Way Dedication	Dedicate a minimum of 1 foot of private property frontage to public use (creates a 1-foot front setback dedicated to public use).
Provision of Greater Floor Stepback from Residential Property	Floors above first floor provide additional setback 5 feet beyond required stepback.



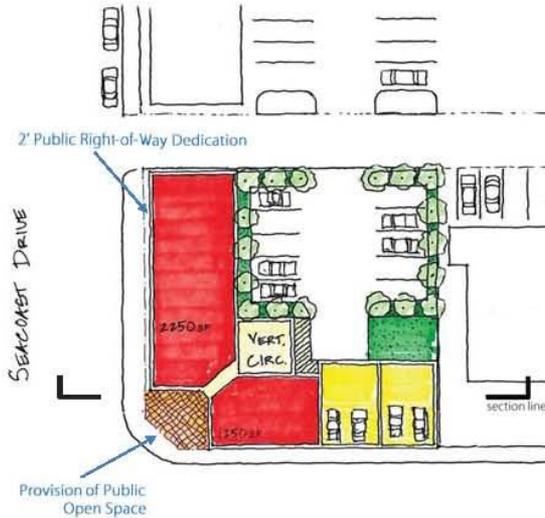
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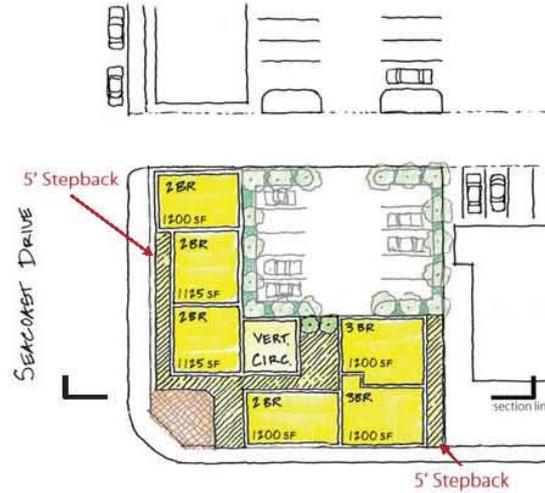
# Development Prototypes

# Prototypical Development with Incentivized Regulations for Seacoast Drive

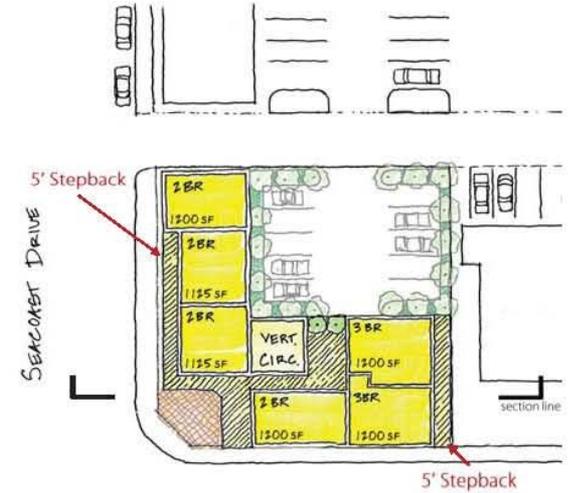
## Ground Floor Plan



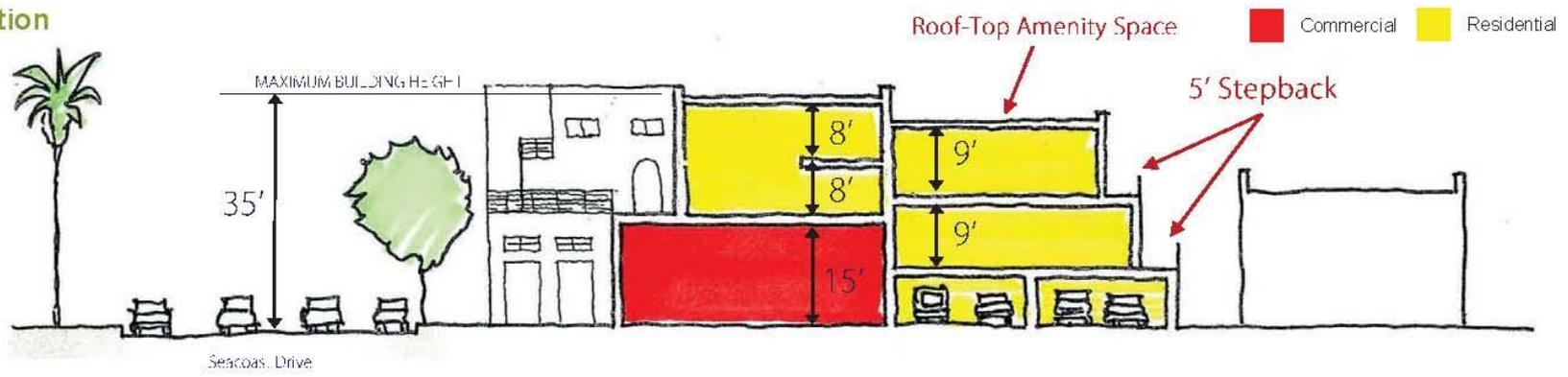
## 2<sup>nd</sup> Floor Plan



## 3<sup>rd</sup> Floor Plan

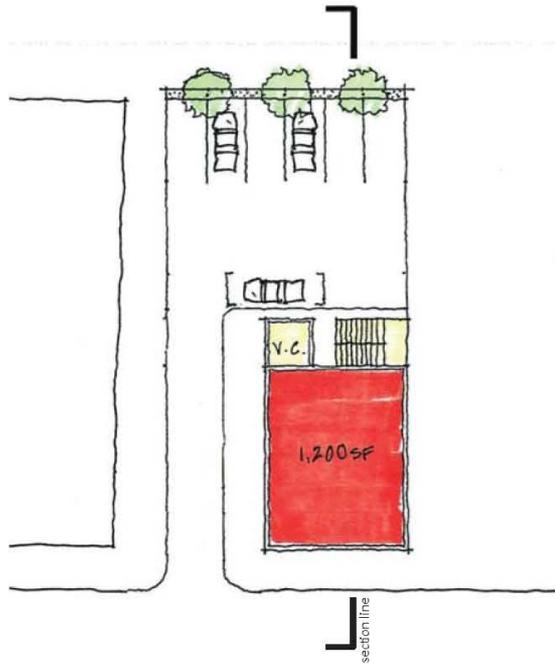


## Section



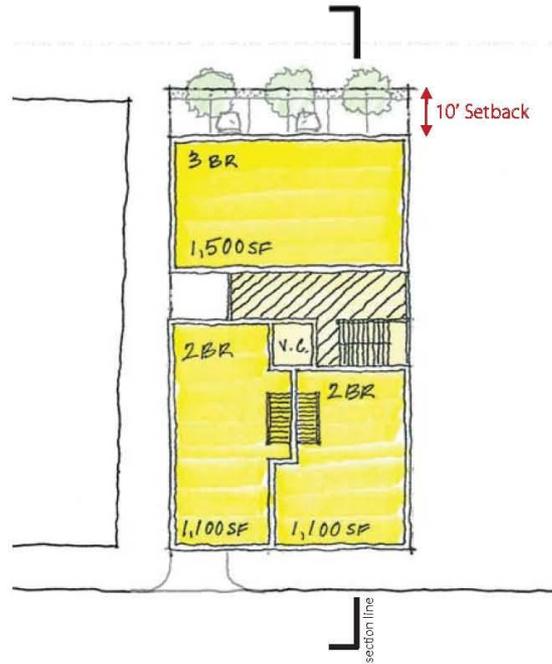
# Prototypical Development with Incentivized Regulations for Old Palm Avenue - Setback Options

Ground Floor Plan



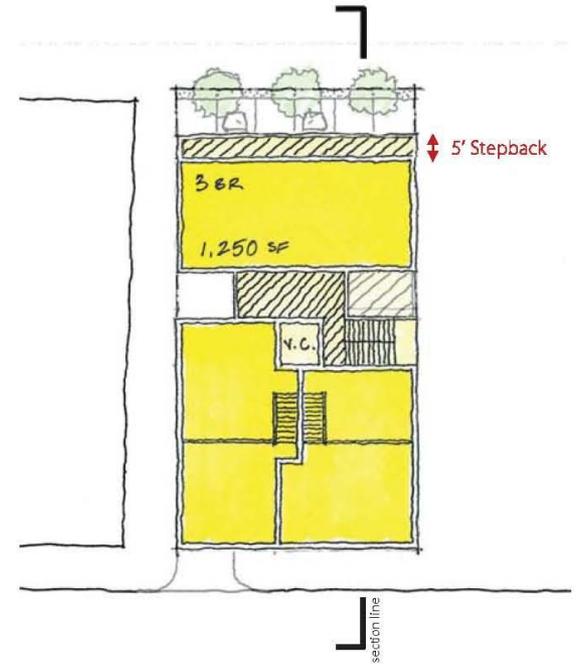
Palm Avenue

2<sup>nd</sup> Floor Plan



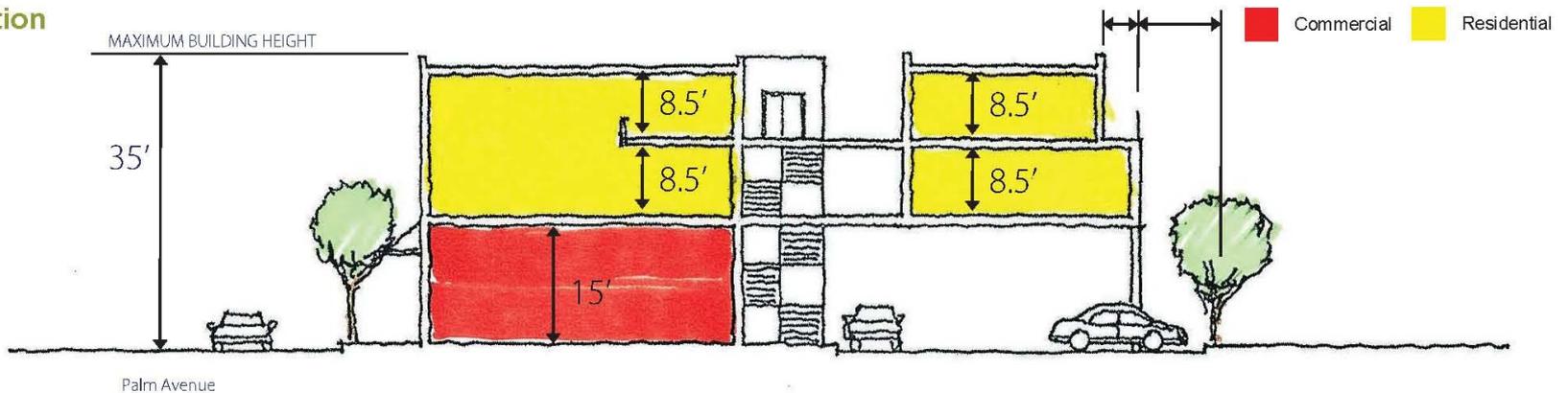
Palm Avenue

3<sup>rd</sup> Floor Plan



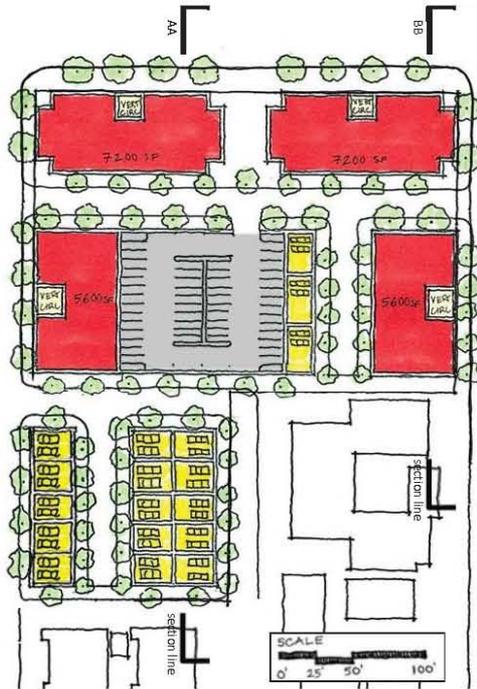
Palm Avenue

Section

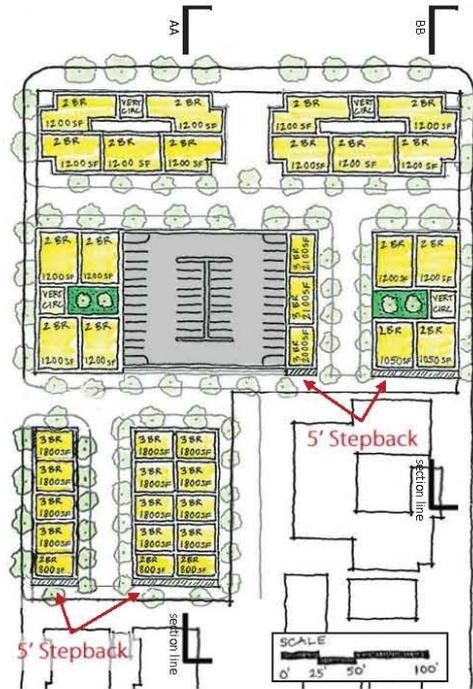


# Prototypical Development with Proposed Regulations for Palm Avenue

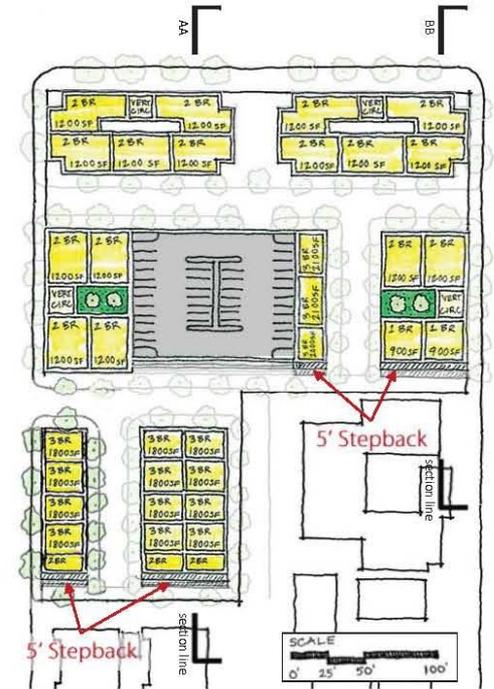
## Ground Floor Plan



## 2<sup>nd</sup> Floor Plan

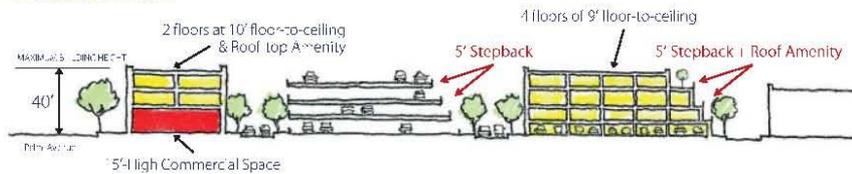


## 3<sup>rd</sup> Floor Plan

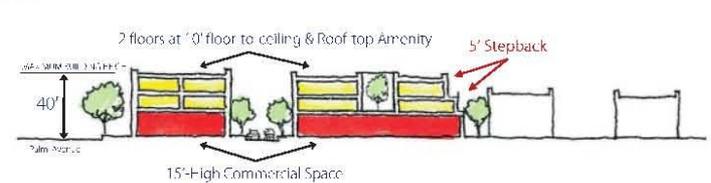


■ Commercial ■ Residential

## Section AA



## Section BB





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### Development Prototypes

- Parking Ratios
- Development and Implementation of Shared Parking Code
- Distance to Shared Facilities

**Table 14 – Summary of Parking Standard Changes**

Category	Former Standard	Proposed Standard	Eligible for Waiver for 25% Reduction for Vertical Mixed-Use	Eligible for Waiver for Commercial Uses less than 1,000 SF (Consider increase to 1,500 SF)	Eligible for Additional Parking Reduction for Shared Parking
Commercial C/MU-1 C/MU-3	Varies by use	1 space per 500 SF of commercial	X	X	X
Commercial C/MU-2	Varies by use	1 space per 1,000 SF of commercial	X	X	X
Multi-Family Residential	1.5 spaces per unit	Same	X		X
Hotel without cooking facilities	1.0 spaces per unit	Same	X		
Hotel with cooking facilities	1.5 spaces per unit	Same	X		





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# Use Regulations

Key to Land Use Tables				
P	Expressly permitted			
C	Permitted with conditional use permit			
N	Not permitted			
Notes				
Per the City's zoning code, hotels consist of various types and are defined as follows:				
H-1	A site area of a minimum of 35,000 square feet; at least 30 guest rooms; facilities for conference, meeting, or public use; and a full-service restaurant on-site.			
H-2	A "motel," which is an establishment providing guest rooms on a monthly or shorter basis, with most rooms gaining access from an exterior walkway.			
H-3	A lot, parcel, or segment of real property dedicated to "timeshare units," as defined in Section 19.04.756 of the Imperial Beach Municipal Code.			
H-4	A "bed and breakfast" lodging place containing no more than six guest rooms and one kitchen.			
H-5	An "inn" means a commercial establishment that affords public lodging to travelers, for periods less than 30 days. A kitchen and dining area may also be included to provide meal and beverage service to guests and to the general public.			
Commercial Uses	C/MU-1	C/MU-2	C/MU-3	Notes
Adult bookstore, adult hotel/motel, adult mini-motion picture theater, adult picture arcade, adult picture theater, sexual encounter studio, rap parlor, model studio	P	N	N	See definitions. Subject to requirements for adult-oriented businesses in Chapter 19.60.
Antique store	P	P	P	See definition
Arcades and game centers	C	C	C	See definition
Art studio, gallery, museum	P	P	P	See definition
Athletic and health clubs	P [C]	P [C]	P [N]	See definition
Bars or cocktail lounges	C	C	N	See definitions
with live entertainment	C	C	N	See definition
Beach equipment rental, bike rental, surf shop, fishing supply	P	P	N	
Body piercing establishment	C	N	N	See definition. Subject to Section 19.26.020(B)(1)
Bookstore	P	P	P	

Notes:

Highlighted text indicates that the use is a newly defined regulated use, or that permissions have been changed or added to address all zones.

[C] or [P] or [N] text indicates land use permission in the existing ordinance that is proposed to be changed.

Boutique	P	P	P	
Child day care center	P	P	P	See definition
Clinic	P	P	P	See definition
Department store	P	N	N	
Drive-in restaurant	P	P	N	See definition
Drive-through establishment	C	N	C	See definition
Fortune telling establishment	C	N	N	See definition. Subject to Section 19.26.020(B)(3)
Kennel	C	N	N	See definition. Subject to Section 19.74.050
Kiosk	P [C]	P	P [C]	See definition. In C/MU-2: Subject to Section 19.27.020(A)(2).
Liquor store	P	P	N	See definition.
Massage therapy establishment	P	P	P	See definition. Per Senate Bill 731
Mortuary	C	N	N	
Motor vehicle sales	C	N	N	Subject to Section 19.74.070
Palm reading establishment	C	N	N	See definition. Subject to Section 19.26.020(B)(3)
Pawnshop	C	N	C	See definition
Personal convenience services	P	P	P	See definition
Pool or billiard hall	C	C	N	See definition
with live entertainment	C	C	N	See definition
Postal services, private	P	P	P [C]	
Professional offices, financial institutions, and real estate	P	P [C]	P	
Restaurant	P	P	P	See definition
with live entertainment	C	C	C	See definition
Retail food store	P	P	P	
Retail sales	P	P	P	See definition
Sales of secondhand or used merchandise	N	N	N	See definition
Tattoo establishment	C	N	N	See definition. Subject to Section 19.26.020(B)(4)
<b>Residential and Similar Uses</b>	<b>C/MU-1</b>	<b>C/MU-2</b>	<b>C/MU-3</b>	<b>Notes</b>
Accessory building, structures, private garages	C	C	C	See definition of accessory building
Boarding house	C [P]	N	N	See definition
Emergency shelter	P	N	N	See definition
Hostel	N	C	N	See definition
Hotel, motel, bed and breakfast lodging, inn (H-1, H-2, H-3, H4, H-5)	P	P	P [C]	See definitions above
Live/work unit	P	P	P	See definition

Mixed-use development	P	P	P	See definition
Motor home/manufactured housing community	N	N	N	See definitions
Multiple-family dwellings	P	P	P	See definition. See requirement for active commercial uses on ground floor per Sections 19.26.020(A)(1), 19.27.020(A)(1), 19.28.020(A)(1)
Second-family units	N	N	N	
Senior housing, nursing home, retirement home	C	C	C	See definitions (definition of senior housing added)
Short-term rental	P	P	P	See definition
Single-family detached	N	N*	N	*Only permitted in Seacoast residential overlay zone
Timeshare	C	C	N	See definition
<b>Light Industrial Uses</b>	<b>C/MU-1</b>	<b>C/MU-2</b>	<b>C/MU-3</b>	<b>Notes</b>
Automobile dismantling or wrecking yard	N	N	N	See definition
Automobile repair or automobile body shop	C	N	N	See definitions
Automobile sales lot	C	N	N	See definition
Automobile service station/gas station	C	N	C	See definition
Energy facility	C	N	N	See definition
Equipment rental yard	C	N	N	
Incidental manufacturing	C	C [N]	C [N]	See definition
Light manufacturing, manufacturing, industrial	N	N	N	
<b>Public and Semi-public uses</b>	<b>C/MU-1</b>	<b>C/MU-2</b>	<b>C/MU-3</b>	<b>Notes</b>
Campsites	N	N	N	See definition
Clubs, fraternal/veteran/service organizations	C	C	C [N]	Subject to Sections 19.26.020(B)(2), 19.27.020(A)(3), 19.28.020(A)(2)
with live entertainment	C	C	C	
Educational institutions	C	C	N	
Governmental or quasi-public building	P	P	P	
Library	P	P	P	
Religious assembly	C	C	C	See definition. Subject to Sections 19.26.020(B)(2), 19.27.020(A)(3), 19.28.020(A)(2)
Public parking lot	P	P [C]	P	

Theatre/Assembly	C	C	C	
Wireless communication facility	C	C	C	See definition. Subject to Section 19.90
<b>Green Building Utilities</b>	<b>C/MU-1</b>	<b>C/MU-2</b>	<b>C/MU-3</b>	<b>Notes</b>
Green Building Utilities	P	P	P	See definition. Subject to Section 19.92
<b>Open Space and Recreation</b>	<b>C/MU-1</b>	<b>C/MU-2</b>	<b>C/MU-3</b>	<b>Notes</b>
Passive public parks	P	P	P	
Playground and recreation areas	C	C	C	Permitted if incidental and accessory to a permitted use
Public riding and hiking trails	P	P	P	



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### Definitions

Active Commercial Uses

Active Use Area

Antique Store

Athletic or Health Clubs

Courtyard

Dwelling, Multiple-Family

Emergency Shelter

Garage

Green Building Utilities

Ground Floor Retail

Habitable Floors

Height, First Floor

Height, Measurement of

Hostel

Hotel

Incidental Manufacturing

Kiosk

Live/Work Units



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### Definitions

Live Entertainment

Loading Area

Main Streets

Massage Therapy Establishment

Mixed-Use Development

Open Space, Private

Open Space, Public

Paseo

Parapet

Pedestrian Entrance

Personal Convenience Services

Plaza

Public Parking Lot

Retail Sales

Second Hand Store or Thrift Shop

Senior Housing

Stepback

Street Wall

Urban Open Space



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### Design Guidelines Checklist

- Would apply to all commercial mixed-use zones

## DESIGN GUIDELINES SUMMARY CHECKLIST

### 1.0 Relationship of Buildings to Site and Surrounding Area

- ❑ 1.1 View corridors to the oceanfront should be preserved, or created where possible. This can be accomplished through the use of upper story breezeways or courtyards that provide a view, or at the ground floor with mid-block pedestrian connections, plazas, or paseos that are oriented toward the view.

### 2.0 Circulation and Parking

- ❑ 2.1 Curb cuts or access to parking lots should be limited along Seacoast Drive, Old Palm Avenue, Palm Avenue/Route 75, and 13th Street.
- ❑ 2.2 Parking lots should be placed at the rear of the building where feasible.
- ❑ 2.3 Parking lots should include shade elements such as trees, vine-covered trellises, or overhead solar panels. The design of shade elements should consider safety and visibility.

### 3.0 Commercial and Mixed-Use Development

- ❑ 3.1 All buildings located along Palm Avenue, Seacoast Drive, or the intersection of 13th Street and Imperial Beach Boulevard should locate their primary entrances facing on or toward the street or another public space that intersects the sidewalk. Primary entrances oriented only to parking lots are discouraged.
- ❑ 3.2 Innovative and imaginative design and architecture is strongly encouraged.

### 4.0 Building Facades should be Well-Articulated

- ❑ 4.1 Variation and expression of building details, form, line, colors, and materials should be used to create visual interest.
- ❑ 4.2 Variation in wall plane and roof line is strongly encouraged to reduce the scale and bulk of the buildings, and to add visual interest.
- ❑ 4.3 Individual units should be expressed where possible.
- ❑ 4.4 Street-facing building facades should incorporate pedestrian-scaled elements such as balconies, awnings, and windows, to enliven the street edge.
- ❑ 4.5 Blank walls, or walls without windows, doors, or other articulation, are strongly discouraged. The maximum length of any blank wall should be limited to 20 feet.



## DESIGN GUIDELINES SUMMARY CHECKLIST CONT'D

### 5.0 Ground Floor Uses and Street Level Design

- ❑ 5.1 Ground floors should consist of primarily active uses, such as active commercial, retail, and restaurants, as well as active residential uses such as building amenities, common rooms, and building lobbies.
- ❑ 5.2 A minimum of 60% of the street-facing facades of ground floor non-residential uses should be composed of clear non-reflective glass that allow views of the indoor space. Interior blinds, drapes, posters, signage, and/or interior shelving for product displays may potentially obscure a maximum of 25% of the required transparent area.
- ❑ 5.3 The maximum height of the bottom sill of required display windows should not exceed 30 inches above the adjacent sidewalk. The minimum head height for storefronts and windows at the ground floor should be 80 inches above the adjacent sidewalk.
- ❑ 5.4 Architectural features such as canopies, awnings, lighting, and other design features should be incorporated into the ground floor to add human scale to the streetscape and add to the pedestrian experience.
- ❑ 5.5 Projects should strive to achieve three-sided or four-sided architecture to shield service and delivery areas, utility boxes, and associated infrastructure.



### 6.0 Landscape Improvements and Open Space

- ❑ 6.1 The public realm should be enhanced by creating an attractive pedestrian atmosphere. This may include the use of landscaping, seat walls, seating, plazas, fountains, public art, and other high-quality design features.
- ❑ 6.2 Common open space should be imaginatively landscaped, well designed, and well maintained.
- ❑ 6.3 Service areas, storage, trash collection areas, and equipment should be located at the rear of buildings if possible, and screened from view by the use of walls, high-quality fencing, planting, or a combination of these solutions.
- ❑ 6.4 Drought-tolerant, native plant materials should be used whenever possible.
- ❑ 6.5 Landscape plans should incorporate provisions for storm water runoff, including bioswales or other comparable methods.





## Commercial Zoning Review Project

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### General Plan/ LCP Amendments

- To ensure consistency with proposed zoning amendments.
- Land Use Element only.



Commercial Zoning Review Project

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# Market Research and Financial Feasibility

**Table 20 – Estimated Demand**

	Low	High
Sales Export Recapture Potential	55,000 SF	88,000 SF
Retail Space Demand Through 2030		
Demand from New Housing Units	44,000 SF	57,000 SF
Demand from Beyond Trade Area	11,000 SF	14,000 SF
<b>Total Retail Space Demand Through 2030</b>	<b>55,000 SF</b>	<b>71,000 SF</b>
Sales Export Recapture Potential	110,000 SF	159,000 SF

Source: Keyser Marston Associates



## Commercial Zoning Review Project

CITY OF IMPERIAL BEACH

# Financial Feasibility Testing by Keyser Marston Associates

- Based on industry knowledge and experience with comparable projects
- Found that draft zoning amendments would provide developers with greater flexibility
- Increases to height and density limits would:
  - 1) improve potential for higher quality commercial
  - 2) enhances project's ability to afford high land acquisition costs



Commercial Zoning Review Project

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# Draft Environmental Impact Report



## Commercial Zoning Review Project

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### Environmental Impact Report Process

- **Initial Study, Notice of Preparation, Scoping Meeting: April 2011**
- **Draft EIR Prep: June 2011-December 2011**
- **45-day Public Review Draft EIR: January-March 2012**
- **Final EIR, Mitigation Monitoring Reporting Program, Findings, Statement of Overriding Considerations: April/May 2012**



## Commercial Zoning Review Project

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# Draft EIR Analysis

- **Program EIR**
- **Environmental Topics Addressed**
  1. Aesthetics
  2. Air Quality
  3. Cultural Resources
  4. Greenhouse Gas Emissions
  5. Hydrology/ Water Quality
  6. Noise
  7. Population and Housing
  8. Public Services
  9. Transportation/ Traffic
- **Alternatives, Cumulative Impacts, Growth Inducement Potential**



# Commercial Zoning Review Project

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## Questions



## Commercial Zoning Review Project

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# ADDITIONAL REFERENCE MATERIAL

## 3d

### Development Prototypes

Tables 11-13 summarize potential development that could occur in Imperial Beach under existing regulations, proposed regulations, and regulations including development incentives. The subsequent prototypes illustrate prototypical development that could occur under incentivized regulations for Seacoast Drive and Old Palm Avenue - Setback Options. Prototypical development for Palm Avenue is shown using proposed regulations. The symbols  and  indicate the orientation of the section study.

The prototype sites were chosen based on their potential to test various commercial zoning concepts being recommended. The prototypes and development scenarios are meant for illustrative purposes only. They do not represent specific development proposals or any future condition of any parcel within Imperial Beach.





# Seacoast Drive

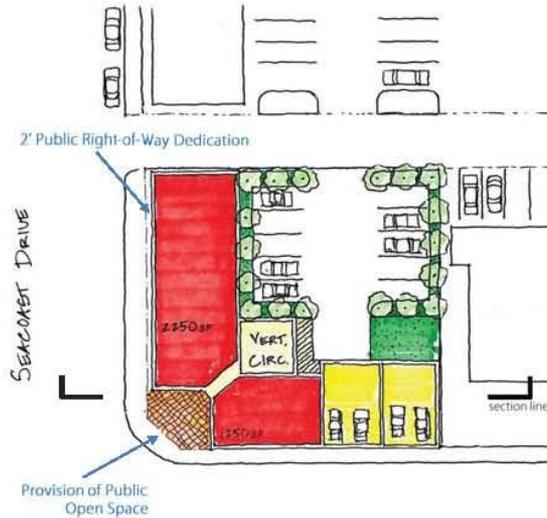
Table 11 - Seacoast Drive

Lot Size - 9,450SF	Existing Regulations	Proposed Regulations	Incentivized Regulations
Commercial Square Footage	3,350 SF	3,850 SF	3,500 SF
Commercial Parking Required	7 spaces @ 2 spaces/1000 SF	4 spaces @ 1 space/1000 SF	4 spaces @ 1 space/1000 SF
Residential Square Footage	7,800 SF or 6 DU's Unit size varies	5,600 SF or 6 DU's Unit size varies	7,050 SF or 6 DU's @ 1,200 SF each
Residential Parking Required	9 spaces @ 1.5 spaces/DU	9 spaces @ 1.5 spaces/DU	9 spaces @ 1.5 spaces/DU
<b>Total Development</b>	<b>11,150 SF</b>	<b>9,450 SF</b>	<b>10,550 SF</b>
<b>Total Parking Required</b>	<b>16 spaces</b>	<b>13 spaces</b>	<b>13 spaces</b>
<b>Total Parking Provided</b>	<b>16 spaces</b>	<b>14 spaces</b>	<b>14 spaces</b>

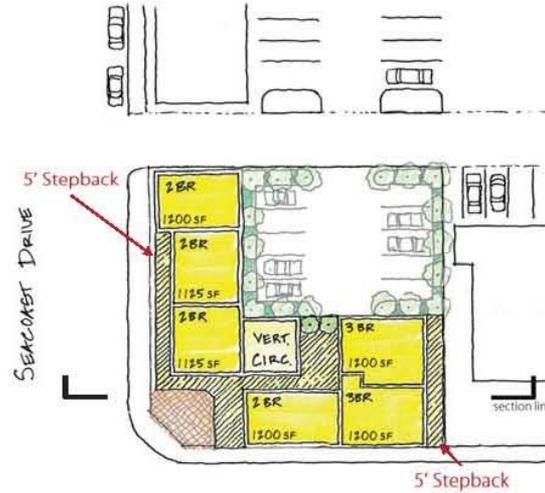
- Reduced parking requirement
- 15 ft 1<sup>st</sup> floor commercial
- 5-10 ft setback for min. 50% Seacoast Dr. street frontage
- 35 ft maximum building height
- 5-10 ft setback for min. 50% Seacoast Dr. street frontage as well as abutting residential

# Prototypical Development with Incentivized Regulations for Seacoast Drive

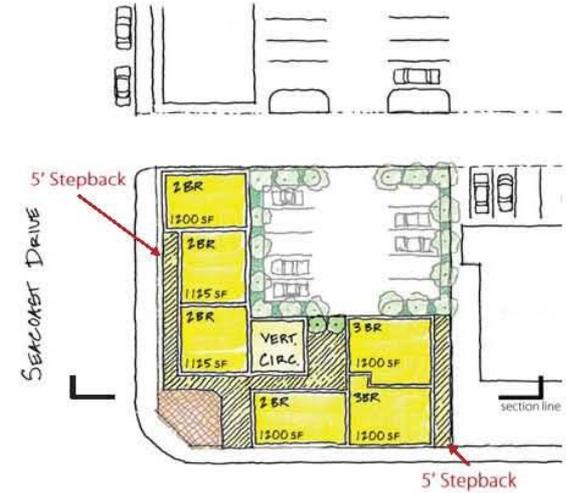
## Ground Floor Plan



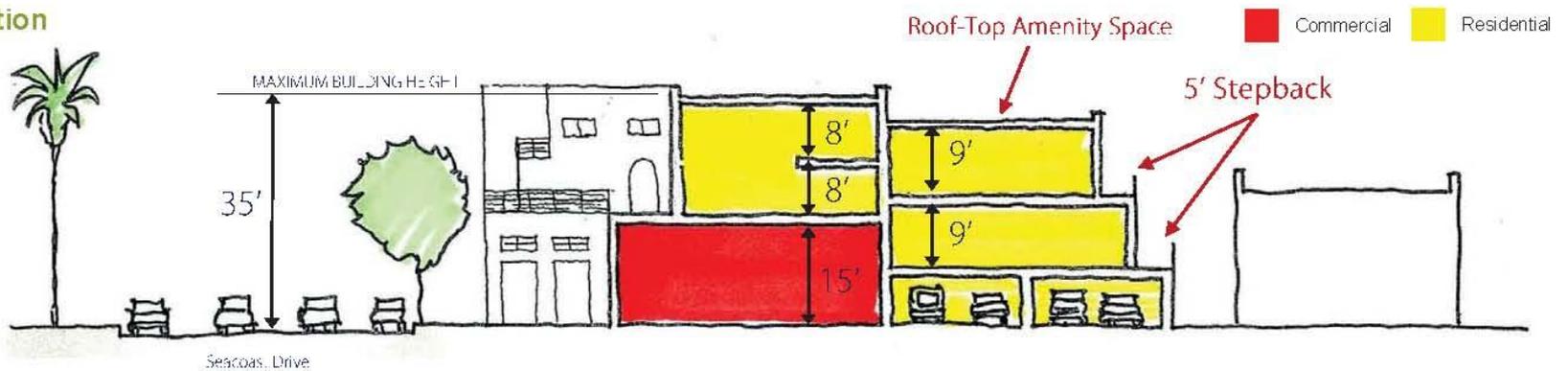
## 2<sup>nd</sup> Floor Plan

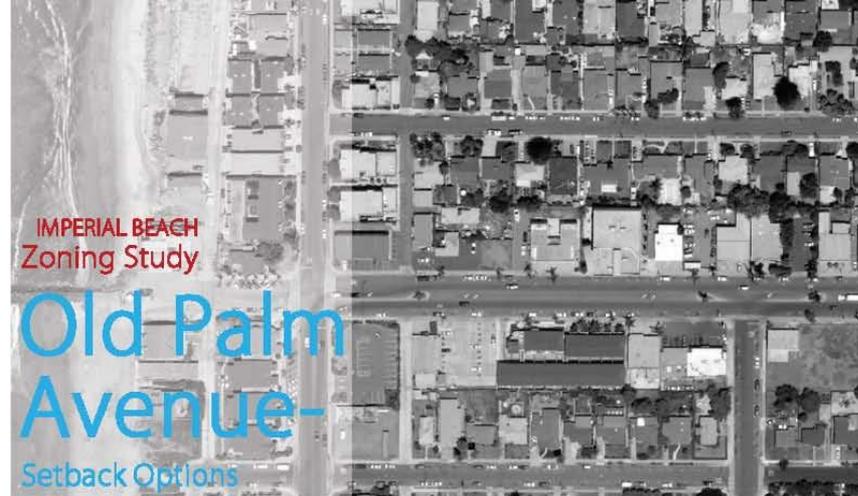


## 3<sup>rd</sup> Floor Plan



## Section





# Old Palm Avenue - Setback Options

Table 12 - Old Palm Avenue - Setback Options

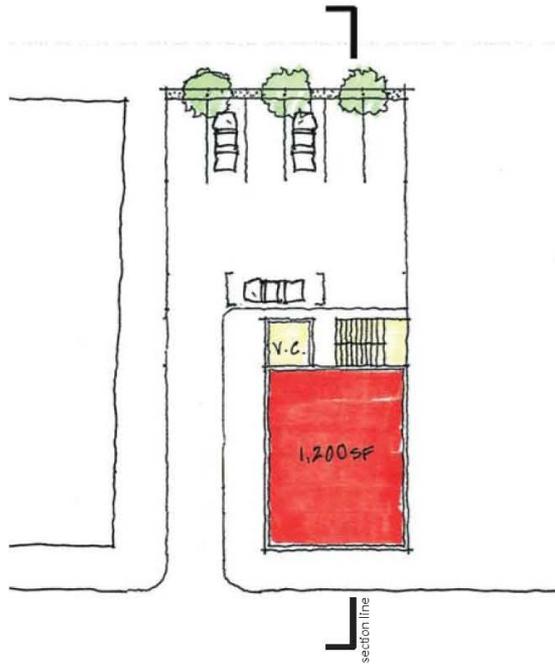
Lot Size 5,150 SF	Existing Regulations	Proposed Regulations	Incentivized Regulations
Commercial Square Footage	900 SF	1,200 SF	1,200 SF
Commercial Parking Required	2 spaces @ 2 spaces/1000 SF	1 spaces @ 1 space/1000 SF	0 spaces <1,500 SF Parking Waiver
Residential Square Footage	3,700 SF or 3 DU's @ 1,250 SF each	3,700 SF or 3 DU's Size/DU varies	4,950 SF or 4 DU's Size/DU varies
Residential Parking Required	3 spaces @ 1.5 spaces/DU	5 spaces @ 1.5 spaces/DU	6 spaces @ 1.5 spaces/DU
<b>Total Development</b>	<b>4,650 SF</b>	<b>4,900 SF</b>	<b>6,150 SF</b>
<b>Total Parking Required</b>	<b>7 spaces</b>	<b>6 spaces</b>	<b>6 spaces</b>
<b>Total Parking Provided</b>	<b>8 spaces</b>	<b>7 spaces</b>	<b>7 spaces</b>

- Reduced parking requirement
- 15 ft 1<sup>st</sup> floor commercial

- Parking waiver - commercial / retail < 1,500 SF
- 10 ft rear setback & 5 ft stepback from residential uses or zones

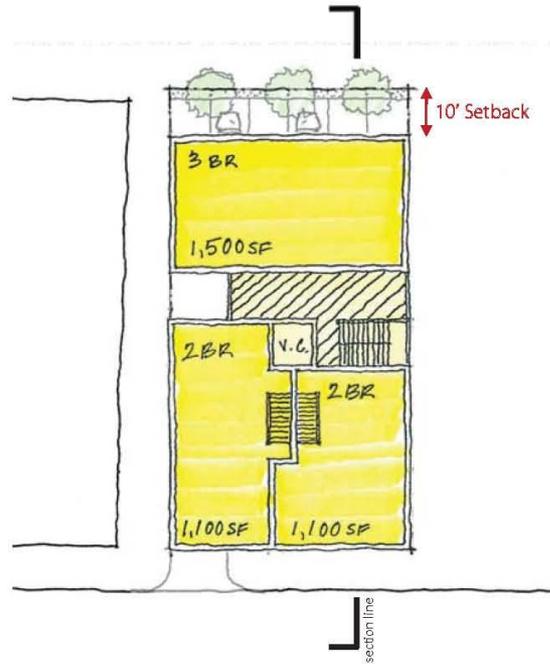
# Prototypical Development with Incentivized Regulations for Old Palm Avenue - Setback Options

Ground Floor Plan



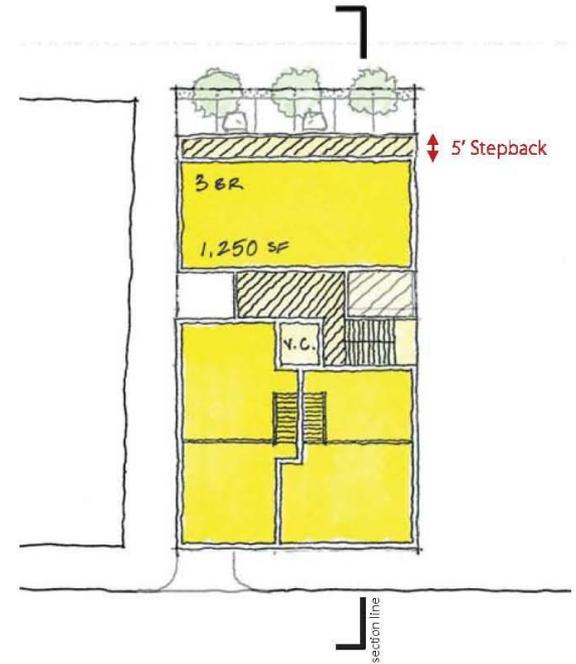
Palm Avenue

2<sup>nd</sup> Floor Plan



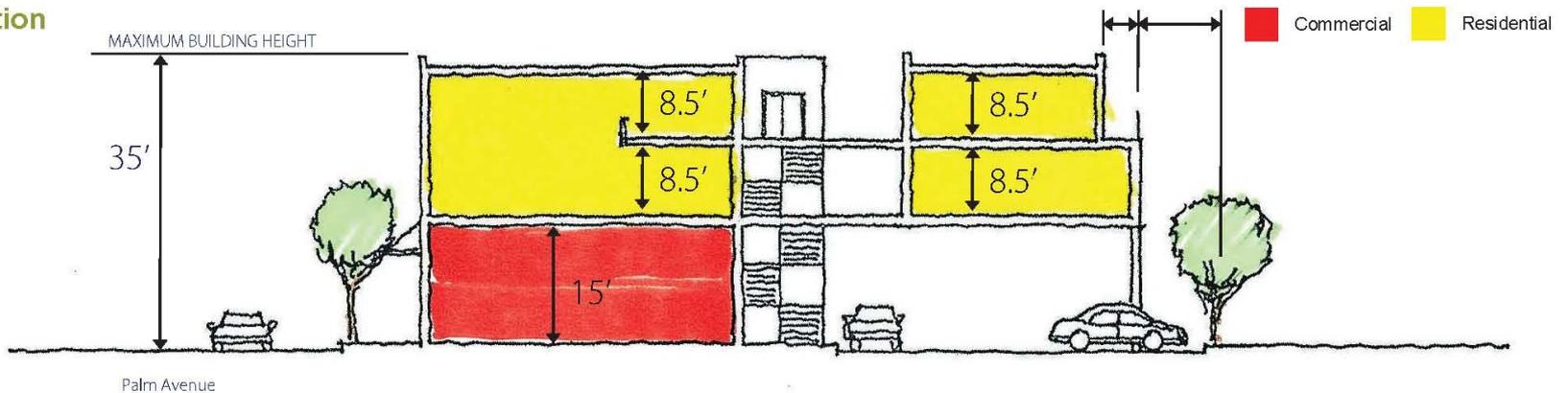
Palm Avenue

3<sup>rd</sup> Floor Plan



Palm Avenue

Section





# Palm Avenue

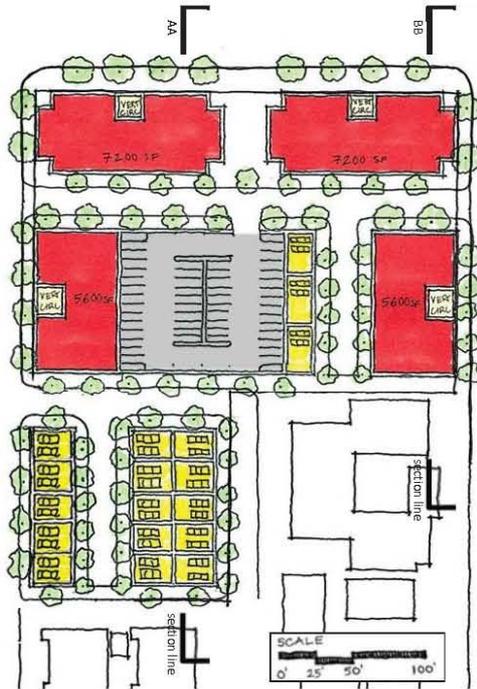
Table 13 - Palm Avenue

Lot Size 85,500 SF	Existing Regulations	Proposed Regulations	Incentivized Regulations
Commercial Square Footage	20,000 SF	25,600 SF	n/a
Commercial Parking Required	80 spaces @ 4 spaces/1000 SF	52 spaces @ 2 spaces/1000 SF	n/a
Residential Square Footage	101,700 SF or 70 DU's Size/DU varies	74,900 SF or 54 DU's Size/DU varies	n/a
Residential Parking Required	105 spaces @ 1.5 spaces/DU	81 spaces @ 1.5 spaces/DU	n/a
<b>Total Development</b>	<b>121,700 SF</b>	<b>100,500 SF</b>	<b>n/a</b>
<b>Total Parking Required</b>	<b>185 spaces</b>	<b>133 spaces</b>	<b>n/a</b>
<b>Total Parking Provided</b>	<b>186 spaces</b>	<b>159 spaces</b>	<b>n/a</b>

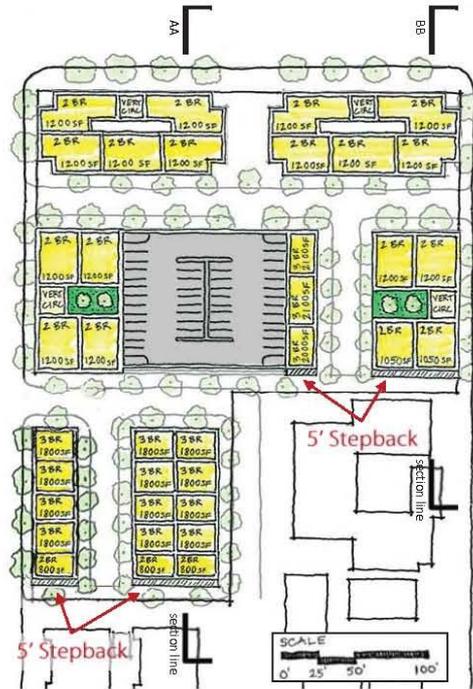
- Reduced parking requirement
- 15 ft 1<sup>st</sup> floor commercial
- At 2<sup>nd</sup> floor and above 5'-10' if abutting residential uses or zones

# Prototypical Development with Proposed Regulations for Palm Avenue

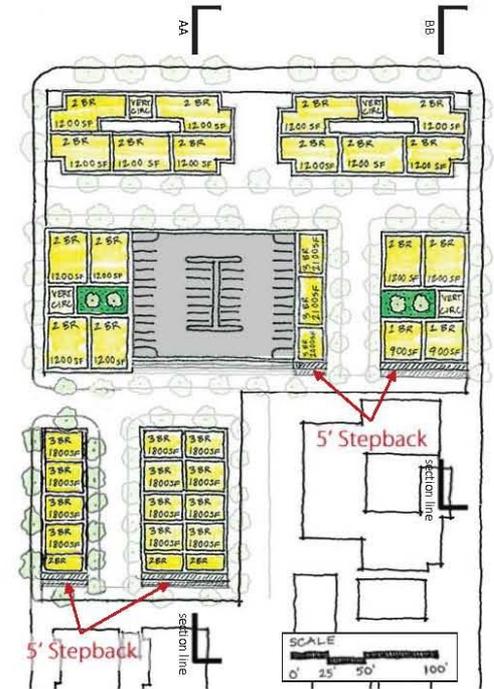
## Ground Floor Plan



## 2<sup>nd</sup> Floor Plan

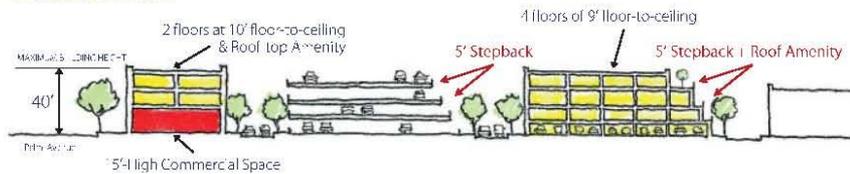


## 3<sup>rd</sup> Floor Plan

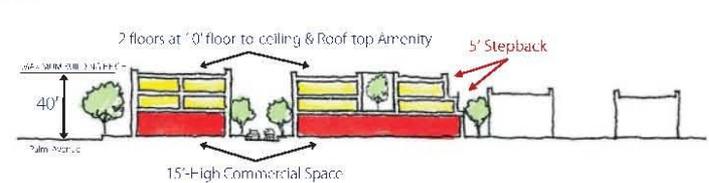


■ Commercial ■ Residential

## Section AA



## Section BB



# Commercial Zoning Review

Yard requirements in the MU-2 overlay zone are as follows:

a. Residential uses:

Ocean Lane: five (5) feet.

Side yard: five (5) feet.

Ocean Boulevard (Beach): ten (10) feet.

b. Commercial uses with approval of a conditional use permit:

Ocean Lane: zero (0) feet.

Side yard: fifteen (15) feet.

Ocean Boulevard (Beach): ten (10) feet.

c. Height:

Residential Uses. Two stories or twenty-six (26) feet, whichever is less.

Commercial Uses. Three stories or thirty (30) feet, whichever is less and subject to approval of a conditional use permit.