

CALIFORNIA COASTAL COMMISSION

SAN DIEGO DISTRICT OFFICE
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SAN DIEGO, CA 92108-4402
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Th15a

A-6-IMB-23-0026 (Buckeye Mixed-Use Redevelopment)

SEPTEMBER 7, 2023

CORRESPONDENCE

Dear Coastal Commissions.

We hope this letter finds you in good health and high spirits. Our community of Imperial Beach has always been a place of natural beauty, vibrant energy, and a strong sense of togetherness. However, recent developments have highlighted certain challenges.

One of the pressing issues we face is the overuse of Conditional Use Permit Spaces (CUPS) within our beloved Imperial Beach. While we all appreciate the charm and attraction our beach holds for both residents and visitors alike, the continuous influx of people has led to a strain on our resources and infrastructure.

The lack of available parking spaces has become a significant challenge that affects us daily. The increasing number of visitors, combined with ongoing developments, has resulted in a parking shortage throughout the community. This shortage not only inconveniences residents but also places undue stress on our local businesses and the overall atmosphere of our neighborhood.

Looking ahead, it's imperative that we consider the future of Imperial Beach. Our choices today will significantly impact the quality of life for generations to come. We envision a future that embraces sustainable development, responsible tourism, and a thriving local economy without compromising the unique environment that defines our community.

Furthermore, we cannot ignore the potential damage overuse can have on our environment. Increased foot traffic, pollution, and unregulated development can lead to irreversible damage to our precious natural resources. By acknowledging these concerns and collectively adopting responsible practices, we can safeguard the health of our environment.

Your insights, ideas, and involvement are integral to finding viable solutions that will shape the future of Imperial Beach. Let's work together to maintain the balance between growth and preservation.

Sincerely,
Larry Zajonc



City of Imperial Beach, California

OFFICE OF THE CITY CLERK

825 Imperial Beach Blvd., Imperial Beach, CA 91932 Tel: (619) 423-8301 Fax: (619) 628-1395

September 1, 2023

Buckeye Investments, Inc.
7560 Hillside Drive
La Jolla, CA 92037
619-261-0295

Sent via email: socalsweeney@gmail.com

Dear Mr. Sweeney:

I write in response to your request for records received on September 1, 2023, in which you requested "all letters of support for the project with address 745-757 Seacoast Drive from City Council Hearing dated June 21, 2023."

Please note: Under Government Code section 7922.000 personal contact information is exempt under protection of the California Public Records Act and has been withheld on some documents responding to your request. Personal information being withheld is in the interest of a person's right to privacy which outweighs the public interest of disclosure.

Should you have questions regarding the enclosed documents, please contact me at (619) 423-8301.

Sincerely,

Sunem Carballo, CMC
Deputy City Clerk

From: [Castle W Phelps](#)
To: [Public Comments](#)
Subject: 700 Seacoast
Date: Tuesday, June 20, 2023 8:48:10 AM

My name is Castle W. Phelps and I have been a resident of Imperial Beach for almost 16 years having come here for the small town beach atmosphere. I built and reside in the project I built at [REDACTED].

I am of the opinion that there are two sides to Imperial Beach; East and West of Third Avenue and I believe that each side should support the other and not be polarized as so much is these days.

I support the project at 700 Seacoast being brought by my close friends Dave Sweeney and Ken May because I believe it will encourage this support.

There is no doubt that Seacoast Drive needs to be enhanced with nicer shops and restaurants; they would cater to all residents of IB and the tourism that our community embraces with a more modern yet quaint appearance or feel.

Short term rentals will bring in family and friends who will support our small businesses and would be still encouraging enough for tourists.

Most importantly, I support strategically planned indoor and outdoor seating for our restaurants. This is starting to happen in IB as I believe it was discouraged a decade ago. This carefully and designed plan can only boost our tourism and community pride.

Sincerely,
Castle W. Phelps

From: [Corey Simone](#)
To: [Public Comments](#)
Subject: 745 Seacoast Drive -
Date: Thursday, June 15, 2023 1:51:11 PM

To whom it may concern,

It's recently been brought to my attention that 745 Seacoast Drive is having some difficult time with approval. As a local real estate agent who loves IB and lives in IB I am fully in support of this project.

We need more good development in IB that will bring more businesses here. There needs to be more short term options for people visiting. This project does both.

We hope you hear your constituents and approve this project. Thank you

Cheers,
Corey Simone
Simone Real Estate Group
brokered by eXp Realty

Sent from iPhone

From: [Marg Stark](#)
To: [Public Comments](#)
Subject: 745 Seacoast Drive
Date: Monday, June 19, 2023 3:16:33 PM

Hi there,

I'm a home owner in IB at [REDACTED]. My husband and I are in favor of the proposed project at 745 Seacoast and want to share a few reasons why.

We think the developers have worked hard to make the project attractive with the setbacks and landscaping plans. We think the short term rental rights are important for that zoned area; we could use more of those for guests that come to the area. We are satisfied that they are trying to address parking concerns by providing electric bikes and removing some of the driveways.

We need Seacoast to continue to transform and attract businesses and tourists to IB. We need some of the older eyesores to be developed.

We have prior engagements and can't be at the meeting Wednesday but support this development and its plans for 745 Seacoast.

Thank you,
Marg Stark and Duke Clark

Marg Stark
Stark Brand + Story
[REDACTED]
www.starkbrandstory.com

From: [Eugene Kocherga](#)
To: [Public Comments](#)
Subject: 745 Seacoast Drive Redevelopment
Date: Tuesday, June 20, 2023 7:16:56 PM

Dear City Council,

As a long time Imperial Beach resident, former Port Art Commissioner for the City of Imperial Beach and three time YMCA Camping services board member, I support this redevelopment plan. While I enjoy the existing restaurant (Aroma Thai), this parcel has been sorely missing the value added proposal of a higher density mixed use space. The benefits of this proposed plan are evident by the success of the current Brigantine mixed use development just a few blocks away. It is attractive and it's in line with the value proposition of adding dwelling units to our coastal community.

Sincerely,



eugene kocherga

real estate agent



powered by Coldwell Banker

From: [Ken May](#)
To: [Public Comments](#)
Subject: 745-757 Seacoast Drive project - I strongly support
Date: Tuesday, June 20, 2023 8:22:43 PM

Dear City Council,

My name is Ken May and for full disclosure I am the Realtor who assisted Buckeye in the purchase of the property at 745 Seacoast Drive. I have also been involved in consulting on the design and real estate aspects of the project and I know it well. Unfortunately I am not able to attend the meeting as I will be flying overseas.

That said, I am also a homeowner in Imperial Beach since 2003. I own 3 properties with a total of 10 existing units. I helped start Spirit Realty on Seacoast Drive back in 2003 and worked in the office until 2009 as well. I consider myself to be an active member of the community as I work in town daily and support restaurants and/or shops at least 3 or 4 times a week. In the coming future, my wife and I will most likely be moving back to Imperial Beach as we miss our time in IB (and our kids are almost out of the home). :)

I strongly support the project at 745-757 Seacoast Drive and would like to highlight a few reasons it's good for the city:

- Seacoast Drive is the "signature street" in Imperial Beach. The existing structures are well past their usable life and this brand new building would be a stunning sight for tourists and locals as they turn from Palm Ave.
- The commercial space will most likely be a restaurant and the design allows for 16 foot setbacks providing fantastic indoor/outdoor dining. The community has taken well to this concept as proven by the outdoor spaces at Mike Hess, The Brigantine, CBC, etc.
- The units above will be luxury, spacious units. They will not be small, crammed in the style of condos that only maximize the amount of units. Families were in mind as the architect was designing the property.
- The property is located in the short term rental zone. The new military base has brought in more military locals. Our community, more than ever, has family and friends who are looking to visit their loved ones in Imperial Beach on a short term basis. However, they want kitchens, living rooms, and a place where their family can "live" in Imperial Beach for a couple weeks, rather than simply "staying at a hotel" in Imperial Beach. There are SO FEW areas where short term rentals are allowed by zoning in Imperial Beach, especially by the water. This is one of those zoned areas and I fully support the short term rentals in this zoning.
- The city will receive taxes for higher property value. If/when the property is split and sold as condos, the city would again get more tax revenue.
- The project has an assumed restaurant (or shops) which will help bring more people to town. It will give jobs to community members and possibly a local business will take the space. It will provide other jobs like the "Free IB Shuttle" and even local rideshare drivers. And the people living in the units will help support other businesses/restaurants.
- The project has proposed many shade style trees which will be a welcomed sight as you drive down Seacoast Dr.
- The project is within 350 feet of a free public parking lot for added restaurant parking.
- The design was built to a height of under 35 feet. While the condos to the north are 36 feet and the Beach Club to the west is over 40 feet tall! No views are being blocked by

Date: June 21, 2023

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this building.

- The "allowable" setbacks appear to be ZERO feet in commercial zones. The current building is approximately zero facing Seacoast and @ 1-2 feet on Donax. The new design calls for 16 feet facing seacoast drive and equally very generous on Donax Ave. This opens up view corridors around the corner for cars/pedestrians and the immediate home owners.
- Imperial Beach, San Diego, and all of CA has a housing shortage. The state is requiring IB to add hundreds of units in the next few years. We need to start chipping away at those required units.

I know the ownership group has made some concessions from their proposal at the last meeting, including:

- Limiting the number of units available for short term at any one time
- Adding more trees/shade style trees
- Adding more lighting for pedestrian walkways
- Purchasing e-Bikes for all units and providing outlets/chargers for charging
- Working with RAD bikes to advertise their rentals in any of the short term units and encouraging rentals at bookings
- Working with IB Shuttle to ensure usage of the shuttle to lessen traffic
- Adding additional bike parking

I strongly support this project and others like it. This will help the community in many many ways. Thank you for your support!

Respectfully,

Ken May

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Ken May

Compass

June 18, 2023

Re: Proposed Project at 745-757 Seacoast Dr

I am writing to state my support for this proposed project along Seacoast Dr, which will sit quite close to our home on Ocean Lane.

Having moved to IB 4 years ago, we were surprised by the lack of creativity and visual interest in many of the most prominent buildings, especially along Seacoast Dr. I am so encouraged that projects like this are being proposed, and hopefully approved for our town.

Nobody likes change, unless it's thoughtful change that improves what currently exists. This project, in my opinion, appears to have all the elements IB should encourage in future developments. The proposed setbacks from the street and the mix of commercial and residential will serve to both bring more residents and visitors to our most prominent street, while encouraging more businesses and restaurants to call Seacoast Dr home. The inclusion of outdoor, streetside dining/shopping is what makes European cities charming to so many. The success of businesses like the Brigantine and the new Pizza Port are proof that the public and our citizens want this. As well, encouraging more walking and biking in IB vs. having to drive everywhere can only be a good thing for all of us who live near Seacoast Dr. This project appears to provide ample vehicle *and* bike parking.

The project appears to have plans for a few short-term rentals, which in my opinion, serves to add a more interesting element to the dynamic of Seacoast Dr. This also brings more tourist dollars, which creates even greater demand for more and different shopping and dining options for full-time residents, a positive cycle from which we all will benefit.

The developer has also designed the structures to be visually appealing, which will hopefully serve as a benchmark for future developments, which are sure to come. The more we encourage such creative developments, the more attention and dollars will flow into IB, which will create even more benefits for our community.

I encourage City Council to approve this and similar future developments along Seacoast so we can continue the renaissance of IB and realize the vision many of us have for our town.

Thank you,

Jon Palmieri & Cara Clancy

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Date: June 21, 2023

Item 10.a

Last Minute Agenda Information

From: [Sandra Brillhart](#)
To: [Public Comments](#)
Subject: Agenda Item 10a -757 Seacoast Drive - SUPPORT
Date: Monday, June 19, 2023 11:14:23 AM

I encourage Council to approve this project. The developer addressed the concerns raised by Council at when they first appeared before you and they meet the criteria for the parking and height changes requested in the CUP and they are offering a wide variety of TDM strategies to mitigate the need for parking.

As I suggested previously, I think the City should monitor the effectiveness of all of the TDM strategies that are being implemented in the City to see which ones are most effective. This information would be useful to inform future planning and zoning decisions.

Respectfully,
Sandy Brillhart



From: [arunkorn.harrell](#)
To: [Public Comments](#)
Subject: Project 757 Seacoast Dr
Date: Wednesday, June 14, 2023 2:07:36 PM

To City of Imperial Beach

I have not had time to attend any meeting in the past but would like to express my thought about this project. I think it will look nice for Seacoast and for IB since the current buildings look very old and not attractive.

All the new complex will bring more tourists and make the town looks nicer.

Please consider approving this project.

Best Regards,
KH

From: [Ron Remlinger](#)
To: [Public Comments](#)
Subject: Short Term Rentals
Date: Monday, June 19, 2023 11:33:38 AM

To Whom it may concern,

Ref. Short Term Rentals

I've owned a Home in IB for 4 years and have seen the City blossom. All the New Homes being built, replacing the dilapidated homes that once sat in the same locations. Old Timers find this disgusting, I find it fantastic. I'm a San Diego State Graduate that attended in the 80's and had not visited IB in almost 40 years. My Son, decided to purchase a home in IB and asked me to take a look. The changes in IB over that period were breath taking, the best way for me to describe my feelings.

Short Term Rentals, allows the influx of New Tenants/Tourists to come and go. These rotating Tenants/Tourists will talk to their Friends, and those Friends will want to visit! Those new Visitors will come, they will spend the money needed to allow IB to improve.

Don't stop the improvements to Sea Coast Drive. That Street alone can make of Break the City of Imperial Beach!

Sincerely,
Ron Remlinger



From: [Nolan Remlinger](#)
To: [Public Comments](#)
Subject: Support of 745 Seacoast Project
Date: Friday, June 16, 2023 5:23:04 AM

To whom it may concern,

As an owner of multiple properties in IB, I fully support the proposed development project on 745 Seacoast Drive.

The project will add a much needed upgrade to the neighborhood and will elevate the city in a positive direction.

Also, they project should absolutely be able to maintain their short term rental status. IB is a destination city for many people and short term rentals affords them the ability to enjoy the city.

Sincerely,

Nolan Remlinger

Owner:

[REDACTED]

[REDACTED]