

**Jesse Brown**

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**From:** Arora <[REDACTED]>  
**Sent:** Sunday, April 4, 2021 7:28 PM  
**To:** Jesse Brown  
**Subject:** Dense Housing Site

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Members of the Coronado City Council:

I'm very concerned about the plan to consider the parking lots next to City Hall as a potential site to accommodate affordable housing.

It will dramatically and adversely affect the traffic flow and boardwalk congestion. This will have a negative effect on tourism which is very important to the city of Coronado and to its economy.

Not to mention the significant loss of view corridors with the subsequent domino effect on property prices and property taxes.

I would like to sincerely request the city Council to delete this site as an option for this housing project.

Vijay

--

Vijay Arora, MD, FACOG, FACS  
Asst Clinical Professor, Dept of Obstetrics and Gynecology  
USC Keck School of Medicine  
760-242-2146 (Office)  
[REDACTED] (Cell)

**Jesse Brown**

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**From:** Jennifer Ekblad  
**Sent:** Wednesday, March 24, 2021 11:41 AM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: Opposition

This seems like the same thing...

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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-----Original Message-----

From: Virginia Aspe Armella <[REDACTED]>  
Sent: Tuesday, March 23, 2021 20:15  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: Opposition

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Jenifer. I have had my 2 Coronado Shores units for 27 years. I am very concerned with the rules of construction in the Isle. The greed and the bigotry is alarming. I have seen how a One unit property becomes Four or eight houses ! These regulations are surely mistaken and the prices will soon drop because of the problems of security and traffic. But most important , my alarm is on the issue of water. California has experienced difficult times because of the absence of rain. The construction of the 400 houses at our small Island will

Compromise our efforts on the water issue. Please please tell Authorities that they must be more conscious of this.  
Your sincerely. Virginia Aspe

Enviado desde mi iPhone

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**Jesse Brown**

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**From:** Carlos Atri <[REDACTED]>  
**Sent:** Monday, March 29, 2021 5:07 PM  
**To:** Jesse Brown  
**Subject:** 400 Housing Units at City Hall

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Mr. Brown,

I own a condo at 1820 Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base. I am STRONGLY OPPOSED to the construction of 400 units across the street, known as the "City Hall" location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater population density than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at "City Hall."
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to "purchase price plus" under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at "City Hall" cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.
7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

## **Attachment 1**

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

Sent from my iPhone

**Jesse Brown**

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**From:** Marlys Badzin <[REDACTED]>  
**Sent:** Friday, April 9, 2021 6:45 PM  
**To:** Jesse Brown; Elliott Badzin; Erika  
**Subject:** New affordable housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi Jerry,

My name is Marlys Badzin. My husband and I live in Minneapolis, MN and bought a unit in La Playa tower in the Shores development about 3 years ago.

During those three years, we have

Lived through Covid-19 delays, the additions and remodeling of the Del Coronado and the complete closure of the street and boardwalk closest to our building.

All these changes will be welcome and appreciated when they are finished, but I think I can speak for all residents at the Shores when I say, please do not add 1000 units to our very narrow space.

Traffic has been a nightmare, and the concept of adding another almost 1000 units, cars and congestion is unthinkable. It will be a disaster.

At the same time, all of the fabulous public amenities across the street will be demolished. The new Coronado residents will not have a beach, a boat house, a swimming pool, etc that we ALL enjoy.

And I haven't even touched on the fabulous new del Coronado hotel and the increased traffic that it will bring.

With so much congestion and density, property values (...so taxes) will drop.

I cast my vote for the Smart and Final property. It is near moderate retail and restaurants, conveniently located by the ferry. These establishments already exist and would provide employment opportunities for our new residents.

Please consider my concerns. We have been planning to retire here for many years. We are already in our 70's, as are many of the residents here. I am asking that we can look ahead to the calm, bucolic life we came here to enjoy.

Thank you.

A grateful resident,

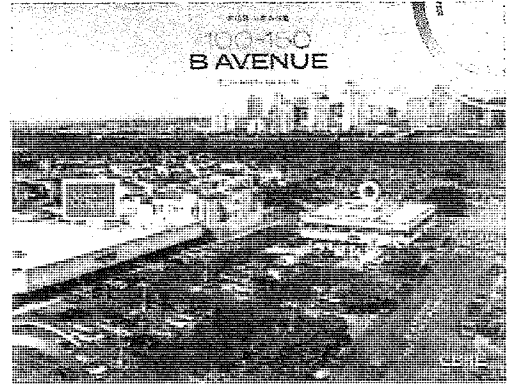
Marlys Badzin

Ph [REDACTED]

Sent from my iPhone

March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am **STRONGLY OPPOSED** to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents **STRONGLY OPPOSE any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

Deborah L. Bell   
Print Name & Signature

[Redacted Address]  
Address

[Redacted Phone & Email]  
Phone & Email (optional)

**Jesse Brown**

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**From:** [REDACTED]  
**Sent:** Monday, March 29, 2021 7:05 PM  
**To:** Jesse Brown  
**Subject:** FW: Proposed Construction of Housing Units  
**Attachments:** Mail Attachment.eml (14.2 KB)

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown,

As a Condo homeowner at 1820 Avenida Del Mundo (El Mirador) I am writing you in total agreement and support of the email sent to you by Mr. David Zacharias <[REDACTED]> (see attachment).

In this email Mr. Zacharias expresses very clearly all seven of my concerns reference the proposed construction of 400 housing units across the street, known as the City Hall area.

And, as he urged you, I too urge you to: "... DO EVERYTHING WITHIN YOUR POWER TO ... MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!"

Sincerely,  
Patricia M. Boer

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**From:** El Mirador <elmiradorcoronado@gmail.com>  
**Sent:** Monday, March 29, 2021 4:01 PM  
**To:** Rafael Estrada <coronadoshores9@live.com>; El Mirador <elmiradorcoronado@gmail.com>  
**Subject:** Proposed Construction of Housing Units

Dear El Mirador Owners,

I'm attaching for your review an e-mail that was sent to the City of Coronado by one of our Association members, David Zacharias, which I believe sets forth very articulately our objections to the proposed City Hall housing project. Obviously, you are completely free to disregard it, or to incorporate as much of it as you would like into any communication you send to the City of Coronado regarding the project. Again, the Senior Planner to send your comments to is Jesse Brown. His e-mail is [jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us).

It is important that we make our voices heard strongly. Please let the City know how you feel about having 400 housing units built across the street.

Thanks.

Ken

Ken Sigelman  
President, CSCA #9

Rafael Estrada  
Association General Manager

Coronado Shores Condominium Association #9  
1820 Avenida del Mundo  
Coronado, CA 92118  
619-437-4575  
fax: 619-437-4738  
[elmiradorcoronado@gmail.com](mailto:elmiradorcoronado@gmail.com)  
[CoronadoShores9@live.com](mailto:CoronadoShores9@live.com)

**Jesse Brown**

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**From:** Brower, Sandra J. <[REDACTED]>  
**Sent:** Tuesday, April 6, 2021 7:52 PM  
**To:** Jesse Brown  
**Cc:** Richard Bailey; Bill Sandke; Casey Tanaka; Mike Donovan; Marvin Heinze  
**Subject:** Opposition to City Civic Property Site for Designation in 2021-2029 Housing Element Update

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown,

My husband and I own and live in Coronado Shores as full-time residents, and have for several years. After living in various homes in the City of San Diego, it had always been my dream to live in Coronado, and after a few decades, we finally achieved that goal. I love the historic charm and character of the village neighborhood, so I was much surprised and shocked to learn last week of the City's plan to designate the City owned property occupied by City Hall, the City Recreation Center, Coronado Playhouse, the City Aquatics Center, Glorietta Bay Park and the City Boathouse as the site for 400 units of low income housing in the Housing Element Update in the Coronado General Plan. Such a housing designation will forever change the character of Coronado.

I understand that this is a very difficult decision to make, and one forced upon the City by the State and SANDAG to locate and designate 912 new dwelling units to meet its RHNA allocation of various levels of affordable housing. I have also just learned that the City Council on February 16, 2021 voted to place in your hands the arduous decision of selecting from a list of sites which to include in the Housing Element Update, delegating this most important decision to your discretion.

A review of the sites presented for your selection at the City Council hearing identifies 1,632 total new dwelling units, of which 400 proposed on the City Civic property can be eliminated from the list and still exceed the 912 required housing units, leaving 1,232 remaining, plenty of cushion to meet the "No Net Loss" requirement. I understand the City must provide not only 912 housing units, but those are to be categorized into levels of affordable housing, including 481 units of low income housing. The City's list of sites includes 828 units of low income housing. Removing the 400 units from the City Civic property (all low income units) leaves a remainder of 428 low income units, a shortfall of 52 units. However, there exist 797 moderate income housing units on the City's list, from which 53 could be moved to low income by increasing the conservative percentage allocations made to low income in the "Existing Zoning Parcels" (currently 98 low income/225 moderate income) and the "Existing Parcels with Rezones" (currently 530 low income/484 moderate income). A much better alternative than use the City Civic property, with all its public government buildings which were completely redeveloped not too long ago, to concentrate and squeeze 400 living units on that site, all of which is under the jurisdiction of the California Coastal Commission.

In making you decision, please consider that once a site has been designated and certified by the State, it cannot be "undesigned". It is required to be rezoned for the designated use within three years of the



approved designation and later incorporated in the City's General Plan. Both rezones and General Plan Amendments must comply with the California Environmental Quality Act (CEQA) and are subject to administrative appeals and court review.

Please also give serious consideration to the recent survey of Coronado residents conducted by the City which shows its residents 1) do not support increased density, such as the 47 units/acre which will be necessary on the City Civic property, and 2) their desire to maintain existing neighborhood character, which will be completely lost by concentrating 400 housing units on the City's property, along with the significant impacts such a development will have on traffic, parking, noise and City services.

Thank you for your attention to this most important matter.

HIGGS | FLETCHER | MACK



**Sandra J. Brower**

Partner

Phone (619) 236.1551

Fax (619) 696.1410

Email [REDACTED]

401 West A Street, Suite 2600, San Diego, CA 92101

[www.higgslaw.com](http://www.higgslaw.com)

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**PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR  
AFFORDABLE HOUSING**

We oppose the City's designation of the City Hall property to be used for affordable housing in the Housing Element Update of the City's General Plan. A survey of Coronado residents conducted by the City shows its citizens do not want increased density and do want to maintain existing neighborhood character. Both desires will be violated by designating the proposed 400 affordable housing units on the current City Hall property. City staff has determined that the State mandated affordable housing can be spread out throughout the City utilizing existing capacity for residential units and ADUs, designating vacant military sites, and potential rezones at smaller targeted areas along Orange Ave. and other commercial sites. Concentrating 400 affordable housing units on the City Hall property will have a substantial detrimental affect on an already congested area of Strand Blvd., as well as increase traffic, noise and crowds, resulting in a significant impact that will forever change the existing charming neighborhood character of Coronado.

Date	Print Name	Signature	Address
4/2/21	THERESE ABBOND	Therese Abbond.	
4/2/21	ANTHONY ABBOND	Anthony Abbond	
4/3/21	Cameron Galloway	Cameron Galloway	
4/3/21	Ann Kennedy	Ann Kennedy	
4/3/21	Jon Schiff	Jon Schiff	
4/3/21	LOIS LOZANO	Lois Lozano	
4/3/21	Sofia Bejarano	Sofia Bejarano	
4/3/21	Gabriela Am	Gabriela Am	
4/4/21	Francesca Krasnow	Francesca Krasnow	
4/4/21	Rachel Epperson	Rachel Epperson	
4/4-21	albert Epperson	al Epperson	
4/5/21	EDUARDO SACH	Eduardo Sach	
4/5/21	JOHN DEHLER	John Dehler	
4/5/21	H. AROUSA	H. Arousa	
4/5/21	Luis A. morphy	LAM	
4/5/21	Gabriel Jimenez	Gmm	

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Date	Print Name	Signature	Address
4/03/21	Nancy Tortorice	Nancy Tortorice	
4/2/21	Tara Brumhart	Tara Brumhart	
4/3/21	Gabriela Hirschfeld	JH S.	
4/3/21	Rebekah Jensen	Rebekah Jensen	
4/3/24	Carlos Hill	Carlos Hill	
4/3/24	Abigail Hill	Abigail Hill	
4/3/24	Anne Blumental	Anne Blumental	
4/6/21	HARVEY FRIEDMAN	Harvey Friedman	
4/3/	SWANIE SCHIST	SWANIE SCHIST	#907
4/3/21	RHONDA RA	Rhonda Ross Adcock	
4/3/21	Crys Ren	Crys Ren	
4/3/21	Granz Roebman	Granz Roebman	
4/3/21	Lara Oakey	Lara Oakey	
4/3/21	Rand Oakey	Rand Oakey	
4/3/21	Tami Dorr	Tami Dorr	
4/3/21	Mack Williams	Mack Williams	

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Date	Print Name	Signature	Address
4-2-21	Inet Simkins	Inet Simkins	
4-2-21	DAVE BELSON	Dave Belson	
4/3/21	PETER MYCHAELS	Peter J. Mychaels	
4/3/21	Cari Roehmann	Cari Roehmann	
4/3/21	Jose Daniel Kablar	Jose Daniel.	
4/3/21	Elvira Daniel	Elvira.	
4/3/21	Monica Daniel	Monica.	
4/3/21	Jose Daniel	Jose Daniel	
4/3/21	Jose Daniel Kablar	Jose Daniel	
4/3/21	JUDY HOLT	Judy Holt	
4/3/21	Tim Amdahl	T. Amdahl	
4/3/21	ALBERT KIEK	Albert Kiek	
4/3/21	DIANE LIPOWSKIY	Diane Lipowsky	
4/3/21	Kathleen M. deVillegas	Kathleen M. deVillegas	
4-3-21	FATRICK O'MALLEY	Fatrick O'Malley	
4/3/21	Ivan Gaudin	Ivan Gaudin	

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Date	Print Name	Signature	Address
4/3/2021	Ashlee Nicolls	Ashlee Nicolls	
4/3/21	Randy Pedregon	Randy Pedregon	
4/3/21	Bertina Osborne	Bertina Osborne	
4/3/21	Ed Kenna	Ed Kenna	
4/3/21	Eduardo Yedib	Eduardo Yedib	
4/3/21	Esther Saeed	Esther Saeed	
4/3/21	Rence Mussali	Rence Mussali	
4/3/21	Ofelia Gonzalez	Ofelia Gonzalez	
4/3/21	Scott R. Nicoll	Scott R. Nicoll	
4/3/21	Cheryl Nicoll	Cheryl Nicoll	
4/3/21	Lina Mussali	Lina Mussali	
4/3/21	Lena Lahanas	Lena Lahanas	
4/3/21	Kostas Pantis	Kostas Pantis	
4/3/21	MIKE SLOAN	MIKE SLOAN	
4/3/21	FRANK NOLTE	FRANK NOLTE	
4/3/21	Wanda Nolte	Wanda Nolte	

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Date	Print Name	Signature	Address
4/4/21	Giselle Gray	Giselle B. Gray	
4/4/21	Myrthe Becker	Myrthe E. Becker	
4/4/21	Helel Cojas	Helel Cojas	
4/4/21	Beverly Yorke	Beverly Yorke	
4/4/21	Larry Jarnagin	Larry Jarnagin	
4/4/21	RD MARE B	RD MARE B	
4/4/21	Buck Kimbridge	Buck Kimbridge	
4/4/21	Mike Hale	Mike Hale	
4-4-21	Kristina Hillstrom	Kristina Hillstrom	
4-4-21	Mike E. Hale	Mike E. Hale	
4-4-21	Heather Jones	Heather Jones	
4-4-21	Tim Amdahl	Tim Amdahl	
4-4-21	Derek Foley	Derek Foley	
4-4-21	Mitch Amdahl	Mitch Amdahl	
4-4-21	Brian Evans	Brian Evans	
4.4.21	Christine Evans	Christine Evans	

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Date	Print Name	Signature	Address
4/3/21	Karla Gavito	[Signature]	[Redacted]
4/3/21	Esteban Nunez	Esteban Nunez	
4/3/21	Manuel Villagas	[Signature]	
4/2/21	Dennis Henriquez	Dennis Henriquez	
4/3/21	Thomas J. Vince	Thomas J. Vince	
4/3/21	Mike Sandan	[Signature]	
4/3/21	Juli Gragg	Juli Gragg	
4/4/21	Ram McIntosh	Ram McIntosh	
4/5/21	Carole Vince	Carole Vince	
4/5/21	Raquel Letayf	[Signature]	
4/5/21	Raquel Nunez	Ry	

**PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR  
AFFORDABLE HOUSING**

We oppose the City's designation of the City Hall property to be used for affordable housing in the Housing Element Update of the City's General Plan. A survey of Coronado residents conducted by the City shows its citizens do not want increased density and do want to maintain existing neighborhood character. Both desires will be violated by designating the proposed 400 affordable housing units on the current City Hall property. City staff has determined that the State mandated affordable housing can be spread out throughout the City utilizing existing capacity for residential units and ADUs, designating vacant military sites, and potential rezones at smaller targeted areas along Orange Ave. and other commercial sites. Concentrating 400 affordable housing units on the City Hall property will have a substantial detrimental affect on an already congested area of Strand Blvd., as well as increase traffic, noise and crowds, resulting in a significant impact that will forever change the existing charming neighborhood character of Coronado.

Date	Print Name	Signature	Address
4/2/21	SANORA J. BROWER	<i>Sanora J. Brower</i>	
4/2/21	JAMES D Nix	<i>James D Nix</i>	
4/2/21	Laurie Mychaels	<i>Laurie Mychaels</i>	
4/2/21	T. Amdahl	<i>T. Amdahl</i>	
4/2/21	Liz Amdahl	<i>Liz Amdahl</i>	
4/2/21	Joe CARNEY	<i>Joe Carney</i>	
4/2	Andrew Legway	<i>Andrew Legway</i>	
4/2/21	MAKENA KRAPP	<i>Makena Krapp</i>	
4/2/21	Mary Ford	<i>Mary Ford</i>	
4/2/21	BEATRIZ PULADO	<i>Beatriz Pulado</i>	



[illegible]

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[illegible]

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[illegible]

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[illegible]

[illegible]

[illegible]

April 3, 2021 at 4:57 PM

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[illegible]

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[illegible]



**Sharon Lapid** [Sharon.Lapid@nyu.edu](#) 

April 3, 2021 at 4:57 PM

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[illegible]

[illegible]

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[illegible]

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[illegible]

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[illegible]

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[illegible]



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[illegible]

[illegible]

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[illegible]



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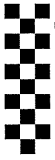


1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26









From: **laprincesa frontdesk** [laprincesafrontdesk@coronadoshores.org](mailto:laprincesafrontdesk@coronadoshores.org)  
Subject: RE: PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR AFFORDABLE HOUSING  
Date: April 2, 2021 at 9:18 PM  
To:

Dear Residents,

To help Homeowners who will not be able to be physical present to sign the petition, we will be sending out a blank form for residents to fill out. Please scan or fax back a copy of the filled-out form to our front desk. I will include the fax number here: 619-435-3410. Unfortunately, the petition cannot be signed by proxy.

Thank you,

Mario Deleon



## *La Princesa Tower*

Coronado Shores Condominium Association no. 10  
1750 Avenida del Mundo  
Coronado, CA 92118  
P: (619) 435-4173  
F: (619) 435-3410  
W: <https://www.princesatower.com/home/>  
E: [LaPrincesaFrontDesk@coronadoshores.org](mailto:LaPrincesaFrontDesk@coronadoshores.org)  
For GM use: [LaPrincesaGM@CoronadoShores.org](mailto:LaPrincesaGM@CoronadoShores.org)

### PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR AFFORDABLE HOUSING

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Date	Print Name	Signature	Address
4-3-20	EUGENE J. LUNN		

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[illegible]

## AFFORDABLE HOUSING

Signature \_\_\_\_\_

\_\_\_\_\_

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[illegible]

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[illegible]

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[illegible]

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[illegible]



(619) 437-1267

CONDOMINIUM ASSOCIATION No. 4  
1770 Avenida del Mundo « Coronado, California 92118

FAX (619) 437- 4507

April 7, 2021

**From: President of Las Flores Tower Board of Directors  
Coronado Shores Condominium No. 4  
1770 Avenida Del Mundo  
Coronado, CA 92118**

**TO: Jesse Brown | Senior Planner  
City of Coronado  
Community Development Department  
1825 Strand Way  
Coronado, CA 92118**

**Subject: Petition Opposing Low Income Housing Across from Coronado Shores**

**Encl (1): Homeowners signed petition opposing designation of the City Hall site for affordable housing**

**Dear Mr. Brown,**

**I am writing this letter as the President of the Board of Directors for the Las Flores Tower at the Coronado Shores representing 150 homeowners.**

**As a 30-year homeowner in Coronado concerning the above-named future housing proposal, I feel that these proposals affecting the quality of life in this association will certainly lead to countless complaints to state & local government agencies and elected officials along with marked impairments to existing property valuations which will further burden San Diego county homeowners.**

**Weekends and holidays presently are witness to restricted access to the Coronado beach due to limited parking availability. Further housing in this corridor will severely exacerbate Californian's access to this outstanding public natural resource. Our government has a responsibility to maximize rather than minimize access to these public assets.**

**Attached is a petition from Las Flores Tower owners opposing the City's designation of the City Hall property to be used for affordable housing in the general plan.**

**Thank you for soliciting and considering the views of those of us whom seek to build a thriving, sustainable and livable California community.**

**Respectively submitted,**

A handwritten signature in black ink, appearing to read 'George Kachigian'.

**George Kachigian  
President, Board of Directors  
Las Flores Homeowners Association**



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Date	Print Name	Signature	Address
4/5/21	GARRY SHUSTER	Garry Shuster	
4/5/21	Sharon Shuster	SHARON SHUSTER	
06/03/21	Daniel Remeno	[Signature]	
06/03/21	Elias Remeno	[Signature]	
6/03/21	Dence Muscoli	[Signature]	
4/6/21	Marvin Spatz	[Signature]	
4/6/21	Susan Spatz	[Signature]	
4/7/21	Renee McAllister	Renee McAllister	
4/7/21	Kimberly Robb	Kimberly Robb	
4/7/21	CHRIS FORTONE	Chris Fortone	
4/7/21	MIRIAM SCOTT	Miriam Scott	
4/7/21	RICHARD M. LONG	[Signature]	
4-7-21	Violet Foster	[Signature]	
4-7-21	Dave McAllister	Dave McAllister	
4-07-21	LEWIS ZIRPOLI	Lewis Zirpoli	
4-7-21	MERRY ZIRPOLI	Merry Zirpoli	

**PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR  
AFFORDABLE HOUSING**

We oppose the City's designation of the City Hall property to be used for affordable housing in the Housing Element Update of the City's General Plan. A survey of Coronado residents conducted by the City shows its citizens do not want increased density and do want to maintain existing neighborhood character. Both desires will be violated by designating the proposed 400 affordable housing units on the current City Hall property. City staff has determined that the State mandated affordable housing can be spread out throughout the City utilizing existing capacity for residential units and ADUs, designating vacant military sites, and potential rezones at smaller targeted areas along Orange Ave. and other commercial sites. Concentrating 400 affordable housing units on the City Hall property will have a substantial detrimental affect on an already congested area of Strand Blvd., as well as increase traffic, noise and crowds, resulting in a significant impact that will forever change the existing charming neighborhood character of Coronado.

Date	Print Name	Signature	Address
04/05/21	EDUARDO LEBEISA	[Signature]	
04/05/21	Brianne Urtowski	[Signature]	
4/05/21	Jose Guerrero	[Signature]	
4/5/21	John Corbe	[Signature]	
4/5/2021	Diane Ruthersford	[Signature]	
4/5/2021	Ana Villalon	[Signature]	
4/5/21	Manuel Perez	[Signature]	
4/5/21	Sara Smith	[Signature]	
5 Apr/21	Bob Stringham	[Signature]	
5/1 Apr/21	Emma Mendida Hill	[Signature]	
4-5-21	Fidel Gutierrez	[Signature]	
4-5-21	Daniele J. Simon	[Signature]	
4-5/21	Evelyn G. Simon	[Signature]	
4-5/21	Mary Hendrickson	[Signature]	
4/5/21	Sergio Donisch	[Signature]	
4-5-21	Terald Hendrickson	[Signature]	



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Date	Print Name	Signature	Address
4/5/21	Elliot Feldman		
4-5-21	Marilyn Feldman	Marilyn Feldman	
4/5/21	Maricarmen Anaya		
4-5-21	Phyllis MAAS	Phyllis K. MAAS	
4-5	Myrtha Becker	Myrtha Becker	
4-5-21	Gisele Gray	Gisele Gray	
4-5-21	SYLVIA GORSHEN	Sylvia Gorshen	
4-5-21	Marisa Saer		
4-5-21	Michelle Michie		
4/5/21	DEAN MALEZMAN		
4/5/21	John Robinson		
4/5/21	Susie Sloan		
4/5/21	Neil Sbrana		
4/5/21	Dwanie Schmidt	Dwanie Schmidt	
11	MICHAEL LUTZ	M. Lutz	
4/11/21	Walter Urtrusk	Walter Urtrusk	

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Date	Print Name	Signature	Address
4/5/21	SOFIA KAPLAN	Sofia Kaplan	
4/5/21	CARLOS KAPLAN	Carlos Kaplan	
4/5/21	JONATHAN KAPLAN	Jonathan Kaplan	
4/5/21	Aleeza Kaplan	Aleeza Kaplan	
4/5/21	Teri Loudon	Teri Loudon	
4/5/21	Carlos Cancino		
4/5/21	Jeromino Cancino		
4/5/21	FRANZESCO KAPLAN	FranzESCO KAPLAN	
4/6/21	Lori N VIK	Lori N VIK	
4/6/21	Isaac Mayo	Isaac Mayo	
4/6/21	JAVIER ALONSO	JAVIER ALONSO	
4/6/21	Adriana Bened	Adriana Bened	
4/6/21	Linda Litchi	Linda Litchi	
4/6/21	Rebecca Litchi	Rebecca Litchi	
4/6/21	Daniel Litchi	Daniel Litchi	
4/6/21	Diana Litchi	Diana Litchi	

Golden Valley Memorial Healthcare HIPAA Privacy Officer at 660-890-7134. Thank you.

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Date	Print Name	Signature	Address
4.6.21	Mark D. Vogt	Mark D. Vogt	[REDACTED]
4/6/21	Bonnie L. Vogt	Bonnie L. Vogt	
4/8/21	SAL GORSHEN	[Signature]	
4/7/21	SARAH GORSHEN	[Signature]	
4-7-21	SYLVIA GORSHEN	Sylvia Goshen	
4-7-21	SYLVIA GORSHEN	Sylvia Goshen	
4-7-21	ROBERT BRENNER	Robert Brenner	
4-7-21	MARY BRENNER	Mary Brenner	
4/7/21	George Kachigian	[Signature]	

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[illegible]

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[illegible]

ENC(1)





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[illegible]

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[illegible]

two (1)



[illegible]

1. Name: SETH PINES Signature: [Signature] Date: 4/8/21  
Building Name: EL MIRADOR Unit Number: [Redacted]  
Email address: [Redacted]
2. Name: FRAN KIRASNA Signature: [Signature] Date: 4/8/21  
Building Name: EL MIRADOR Unit Number: [Redacted]  
Email address: [Redacted]
3. Name: Dave & Rebecca Lazoff Signature: [Signature] Date: 4/8/21  
Building Name: El Mirador Unit Number: [Redacted]  
Email address: [Redacted]
4. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
5. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
6. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
7. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_

15. Name: Clare Conley Signature: Clare Conley [REDACTED]  
Building Name: El Mirador Unit Number: [REDACTED]  
Email address: [REDACTED]  
16. Name: James Conley Signature: James Conley Date: 4-9-21  
Building Name: El Mirador Unit Number: [REDACTED]  
Email address: [REDACTED]  
17. Name: Maria Vesce Signature: Maria Vesce Date: 4-9-21  
Building Name: El Mirador Unit Number: [REDACTED]  
Email address: [REDACTED]  
18. Name: Ken Sigman Signature: Ken Sigman Date: 4/9/21  
Building Name: El Mirador Unit Number: [REDACTED]  
Email address: [REDACTED]  
19. Name: Jamie Schenfeld Signature: Jamie Schenfeld Date: 4/10/21  
Building Name: El Mirador Unit Number: [REDACTED]  
Email address: [REDACTED]  
20. Name: NABIL ZAKI Signature: Nabil Zaki Date: 4-10-2021  
Building Name: EL CAMINO Unit Number: [REDACTED]  
Email address: [REDACTED]  
21. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Unit Number: \_\_\_\_\_



**Jesse Brown**

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**From:** Howard Card <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 9:22 AM  
**To:** Jesse Brown  
**Subject:** Housing Element Update Inquiry

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown:

I am a resident at 1710 Avenida Del Mundo in Coronado. I am an owner in the La Playa Tower at Coronado Shores. I appreciate your apparent attempts to follow the law. However, the suggestion to place 400 units across from the Coronado Shores seems substantially impractical. I base my opinion on two very real and obvious conditions. The first is The Strand, or more descriptively, the extension of Orange Avenue past the Hotel del Coronado, is a major ingress and egress for the military who are stationed at North Island. Every morning, some midday and certainly every evening, literally hundreds, if not more, vehicles utilize this corridor to reach and leave the base. Further, the Naval Amphibious Base (NAB Coronado), has hundreds more military using the same corridor. I suppose on some level this is a national defense issue, but setting that aside, the congestion that would result would be extreme. Secondly, the Hotel del Coronado itself, the largest employer in the City, obviously has again hundreds of guests and visitors all year round utilizing the same corridor to access its premises. While there certainly are challenges to executing provisions for housing in the City, this proposal lacks the foresight of the gridlock that would result from such a proposal. I realize that the City of Coronado has limited open space available. Although it may have already been considered, but the area along the bay and the park, adjacent to the Coronado Bridge might be an appropriate area for housing. Further, the traffic pattern for proposed housing, leaving Coronado in the morning and returning in the evening, would be opposite the traffic patterns for the military in their ingress and egress to North Island utilizing the Coronado Bridge. Thank you for the opportunity to comment on this issue.

H. Bryan Card  
1710 Avenida Del Mundo  
Unit [REDACTED]  
Coronado, Ca. 92218  
[REDACTED]

Sent from [Mail](#) for Windows 10

**Jesse Brown**

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**From:** Michael Cohanad <[REDACTED]>  
**Sent:** Wednesday, April 14, 2021 5:46 PM  
**To:** Jesse Brown; assemblymember.ward@assembly.ca.gov; senator.atkins@sen.ca.gov; Richard Bailey; Bill Sandke; Casey Tanaka; Mike Donovan; Marvin Heinze; Jennifer Ekblad  
**Subject:** Opposition to the Low Income Housing Proposal - Coronado Shores Resident

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jennifer Ekblad, City Clerk and Honorable Coronado City representatives,

My name is Michael Cohanad, and I reside in 1730 Avenida Del Mundo unit [REDACTED]

Firstly, I would like to thank Mayor Richard Bailey and everyone else for thoughtfully explaining the Housing Cycle and the current predicament we are all facing.

While we understand all the history and State Housing requirements, I wanted to make clear my opposition to the proposed housing on the parking lot site next to City Hall.

Even if the zoning for the proposed housing is allowed, my family and our City would be greatly negatively impacted by the actual development of the Housing units. This proposed strand of housing so close to our bay would completely change the shape of our beautiful home. Additionally, it would be an environmental disaster for the long term health and safety of our community. We want to continue to walk and bike that path area close to bay without the fear of the massively dense project being proposed.

This is not the right location for an additional housing complex by any means and I strongly oppose the development of the proposing housing units on the City Hall parking area.

Thank you for your time and consideration and support.

Sincerely,

Michael Cohanad

Michael Cohanad  
1730 Avenida Del Mundo unit [REDACTED]  
Coronado, CA 92118  
Tel: [REDACTED]  
Fax: [REDACTED]



**Jesse Brown**

---

**From:** Clare Conley <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 10:24 AM  
**To:** Jesse Brown  
**Subject:** Proposed Housing Units Near The City Hall

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown, my husband and I own a unit in Coronado Shores, and I'm writing to express opposition to your plan to put 400 housing units across the street from this nearly 1500 unit complex. We bought our unit after vacationing in Coronado for over 20 years, and we did it because the town is well-run, safe and relatively quiet. A large portion of our fellow owners are elderly, frequently frail and with underlying health conditions. They live here because they feel secure. This proposal will change that: traffic will explode past the current rush hour traffic, parking is already impossible, and the safe, quiet places where we older folks feel comfortable will cease to exist.

Please reconsider. This placement of the 400 units helps nobody. The current residents of Coronado Shores will see a degradation in quality of life, and the City will see a decrease in property taxes as the units lose resale value.

There has to be another solution--perhaps taking a segment of the golf course and a segment of Tideland's Park where they abut the highway? Those areas have minimal housing near them and would provide some access to the bridge.

I know you're in a no-win situation, but some solutions are worse than others. This is just about the worst one possible.

Clare Conley

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause

the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
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Many thanks.

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Thursday, March 25, 2021 4:26 PM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Housing plan on Strand

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.

-----Original Message-----

From: Malcolm Danoff <[REDACTED]>  
Sent: Thursday, March 25, 2021 14:09  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: Housing plan on Strand

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

I am an owner at the Shores across from the proposed development and oppose the plan because of increased congestion and view blockage. Thank you. Malcolm Danoff.

**Jesse Brown**

---

**From:** Malcolm Danoff <[REDACTED]>  
**Sent:** Monday, March 29, 2021 2:51 PM  
**To:** Jesse Brown  
**Subject:** Proposed low cost housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

I am an owner at the Shores and I am opposed to the proposed housing development because of traffic congestion and effects on views. Thank you. Malcolm Danoff

**Jesse Brown**

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**From:** Valentina Davó <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 4:47 PM  
**To:** Jesse Brown  
**Cc:** Alan And Randy  
**Subject:** Coronado Housing Proposal

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To: Mr.Jesse Brown | Senior Planner

City of Coronado  
 Community Development Department  
 1825 Strand Way  
 Coronado, CA 92118

Dear Mr. Brown,

I received notification from my Condominium Association No. 8, located at 1810 Avenida del Mundo, Coronado, CA, regarding the California policy named "Regional Housing Needs Allocation". I am writing this letter to express my **complete opposition** to the construction of 400 very low income housing units on the parking lot corresponding to your offices located on Strand Way, Coronado.

As you must be aware working next to the 1631-1775 Strand Way Parking, the location already suffers from heavy automobile and pedestrian traffic especially at the intersection of Strand Way and Orange Ave. I have personally witnessed pedestrians and bicycle riders not respecting the signals running into oncoming traffic. The intersection is already dangerous, and having the entrance to a dense housing project along the south of Strand Way will only exacerbate the already jammed traffic situation.

I have been a long-time resident of Coronado Shores, since 1970 when I was a child living here with my family. I have seen Coronado morph into a tourist attraction, making the life of residents turn from a peaceful community alienated from the problems of the city of San Diego, into a town now repleated with non-residents who bring deteriorating living conditions to its residents: unable to turn onto side streets from Orange Ave due to pedestrian congestion, an ever lasting number of cars cruising without a purpose, overcrowded sidewalks, beaches and bicycle paths, and of course the everlasting traffic jam, to name a few. I am sure visitors have been good for the local economy, but adding 400 low income housing units at the proposed location will worsen the already overcrowded and congested situation our city suffers, and will directly affect adversely all residents of Coronado Shores across the street.

Living in Coronado is not cheap. From gas to groceries to transportation. Does it make sense to provide government subsidized housing to individuals with limited income so they find themselves having to spend more on basic needs?

I am a resident concerned about the well being of the City of Coronado, a place I love and consider unique in this country. I ask that you help manage uncontrolled housing growth in order to maintain what is left of our village life.

Sincerely,



Valentina Davo

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Tuesday, April 13, 2021 9:42 AM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: Strand Way Coronado Housing Allocation Petition

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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**From:** Ana Paula De Alba <[REDACTED]>  
**Sent:** Tuesday, April 13, 2021 09:12  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Cc:** [REDACTED] Francisco De Alba <[REDACTED]> Juan De Alba Velásquez <[REDACTED]>  
**Subject:** Strand Way Coronado Housing Allocation Petition

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jennifer Ekblad, Coronado City Clerk

As owners at Cabrillo Tower in The Coronado Shores since 1994 we've recently been made aware by the Cabrillo board that the California Department of Housing and Community Development is proposing as a potential site for 400 affordable housing units under the Regional Housing Needs Allocation program, the Strand Way lot located across the street and directly in front of Cabrillo Tower.

We are reaching out to communicate our strong opposition to this property being considered as a possible site for such a densely populated and overwhelming housing project. This will directly affect our property and the way we live by overwhelming our boardwalks, increasing traffic and will obstruct our view corridors tremendously among other collateral impacts that will compromise the value of all the Coronado Shores properties.

## **Attachment 1**

We ask for your consideration on the removal of the Strand Way location as a possible plot for this development; we are positive there must be alternative sites that will allow for good opportunities for affordable housing that will not affect the local communities with such a strong adverse impact.

Sincerely,

Ana Paula Velasquez, Francisco De Alba, Juan de Alba, Ana Paula De Alba.

MARIA & JOSE DE LA SIERRA, UNIT 504 AVENIDA DEL MUNDO 1810, EL ENCANTO TOWER,  
CORONADO SHORES, CORONADO CA 92118.

JENNIFER EKBLAD, CTY CLERK  
CORONADO CITY HALL  
1825 STRAN WAY  
CORONADO CA 92118

EL PROPÓSITO DE LA PRESENTE, ES CON EL ÚNICO FIN DE OPONERNOS AL PROYECTO DE LA CONSTRUCCIÓN DE VIVIENDAS EN EL ÁREA DE CORONADO, EN VIRTUD QUE ES UN ÁREA MUY POBLADA Y ATENTA EN CONTRA DE NUESTRA SEGURIDAD, A LA DE NUESTROS HIJOS Y NIETOS PUES VIVIMOS EN UN ÁREA RECREATIVA EN DONDE SE CAMINA CON TRANQUILIDAD A CUALQUIER HORA DEL DÍA O LA NOCHE, TENIENDO EN CUENTA QUE LOS JÓVENES Y NIÑOS USAN LOS CORREDORES DONDE SE PRETENDE CONSTRUIR LAS CASAS DE BAJO PERFIL, PARA PASEAR EN BICICLETA O LOS PEQUEÑOS SALIR A TOMAR EL SOL EN CARRIOLAS.

POR LO EXPUESTO, LE DOY A USTED MI AUTORIZACIÓN PARA QUE A NUESTRO NOMBRE SE OPONGA ROTUNDAMENTE A ESTE PROYECTO.

CORONADO, CAL, 7 DE ABRIL 2021.

MARÍA & JOSÉ DE LA SIERRA.

\*\*\*TRANSLATION\*\*\*

THE PURPOSE OF THE PRESENT, IS FOR THE SOLE PURPOSE OF OPPOSING THE PROJECT OF THE CONSTRUCTION OF HOUSING IN THE AREA OF CORONADO, UNDER WHICH IT IS A VERY POPULATED AND ATTENTIVE AREA AGAINST OUR SECURITY, THAT OF OUR CHILDREN AND GRANDCHILDREN BECAUSE WE LIVE IN A RECREATIONAL AREA WHERE WE WALK WITH TRANQUILITY AT ANY TIME OF DAY OR NIGHT , CONSIDERING THAT YOUNG PEOPLE AND CHILDREN USE THE CORRIDORS WHERE IT IS INTENDED TO BUILD THE LOW-PROFILE HOUSES, TO CYCLE OR THE LITTLE ONES GO OUT TO SUNBATHE IN STROLLERS.  
FROM THE FOREGOING, I GIVE YOU MY AUTHORIZATION TO STRONGLY OPPOSE THIS PROJECT ON OUR BEHALF.

CORONADO, CAL, 7 APRIL 2021.

**Monaghan Farms, Inc.**

7950 E. Prentice Avenue  
Suite 101  
Greenwood Village, CO 80111  
Telephone: 303-743-0100  
Fax: 303-771-0257

April 14, 2021

Jennifer Ekblad, City Clerk  
Coronado City Hall  
1825 Strand Way  
Coronado, CA 92118

To Whom it May Concern;

I am writing in regards to the Regional Housing Needs Allocation review of Coronado, CA and the related City Council meeting which occurred on February 16, 2021. It is my understanding that the City Council is reviewing recommendations to identify the future locations of affordable housing units in Coronado and that one proposed site for 400 housing units is the parking lot adjacent to City Hall.

As an owner of a unit in Coronado Shores since the mid 1970's, I would like to voice my opposition to such a plan as I believe it would be a detriment to the local community. The proposed high-density housing in that location will not only increase vehicle and pedestrian traffic in the already busy area but would soon become a burden on the local community with an influx of new residents. This will surely strain the City's schools with an influx of students, not to mention, the additional City resources that will be required for additional police officers, firefighters, and medical care for potential new residents would burden the City's resources and residents.

Additionally, the construction of a new high-density housing development will assuredly have a negative impact on current and future real estate values in the immediate area. It is my understanding that the proposed plan would include a high-rise building at the site. This construction will diminish the view corridors of current residents in the Coronado Shores and reduce future property values where the view corridor is eliminated as well as other property values as a result of being in such proximity to the proposed high-density housing.

Coronado Island is a spectacular town with rich character and a unique history. Under the proposed plan, I believe that residents and visitors alike will have a substantially different experience than the City currently offers.

Sincerely,



Thomas C. Deline  
Vice President

**Jesse Brown**

---

**From:** Juan Carlos Domenzain <[REDACTED]>  
**Sent:** Saturday, April 10, 2021 12:21 PM  
**To:** Jesse Brown  
**Cc:** MaeColleen Balcobero  
**Subject:** Subject: Public Review Draft Housing Element Update 2021-2029

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

## **PETITION OPPOSING DESIGNATION OF THE CITY HALL SITE FOR AFFORDABLE HOUSING**

**Dear Jesse Brown,**

We oppose the City's designation of the City Hall property to be used for affordable housing in the Housing Element Update of the City's General Plan. A survey of Coronado residents conducted by the City shows its citizens do not want increased density and do want to maintain existing neighborhood character. Both desires will be violated by designating the proposed 400 affordable housing units on the current City Hall property. City staff has determined that the State mandated affordable housing can be spread out throughout the City utilizing existing capacity for residential units and ADUs, designating vacant military sites, and potential rezones at smaller targeted areas along Orange Ave. and other commercial sites. Concentrating 400 affordable housing units on the City Hall property will have a substantial detrimental affect on an already congested area of Strand Blvd., as well as increase traffic, noise and crowds, resulting in a significant impact that will forever change the existing charming neighborhood character of Coronado.

Regards,

Juan Carlos and Sophie Domenzain

1770 Avenida del Mundo [REDACTED]

Coronado, CA.

92118

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Monday, March 29, 2021 8:16 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Coronado shores.

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.

-----Original Message-----

From: Mia Donley <[REDACTED]>  
Sent: Monday, March 29, 2021 07:02  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: Coronado shores.

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Good morning, we were told there is going to be a housing development next to the shores. We are residents at the shores, and we disagree with the development. It's unjust and unconstitutional. It violate our rights and our liberty. Thank you. Jim and Mia Donley

Sent from my iPhone

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Thursday, March 25, 2021 10:11 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Coronado Low income housing

Will distribute to City Council/BK/JNC.

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

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---

**From:** michael dunleavy <[REDACTED]>  
**Sent:** Thursday, March 25, 2021 09:59  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Subject:** Coronado Low income housing

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Jennifer

As a resident of Coronado, and specifically the Coronado Shores I take exception of low housing being located by the current city hall complex. Traffic is at horrendous levels currently in the area and pedestrian crossing is currently very dangerous. Locating additional housing will only further exacerbate these problems.

Please make my voice heard to the city, county and state.

Let me know if you require further info.

Mike Dunleavy

Cabrillo # [REDACTED]  
1730 Avenida Del Mundo  
Coronado, CA 92118



Sent from [Mail](#) for Windows 10

March 01, 2021

TO: City of Coronado  
 Mayor Richard Bailey  
 Council Members  
 City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am **STRONGLY OPPOSED** to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents **STRONGLY OPPOSE any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

*KATHRYN HARVEY* *Kathryn Harvey*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



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Sincerely,

*E. MILES HARVEY*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
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Sincerely,

*SABRINA TAYLOR* *Sabrina Taylor*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
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[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



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Sincerely,

CLIFFORD P. BEE 

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
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Sincerely,

*Mary W. Boe*  
Print Name & Signature

[Redacted Address Line]

[Redacted Address Line]

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
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[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



RE: Proposed Zoning and General Plan Housing Element Changes

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Sincerely,

*Sondra Seeright* *Sondra Seeright*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
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[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

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Sincerely,

*Gren Strouse*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
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Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents **STRONGLY OPPOSE any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

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Sincerely,

*Jim Taylor*

Print Name & Signature

[Redacted Address Line]

[Redacted Address Line]

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



RE: **Proposed Zoning and General Plan Housing Element Changes**

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Sincerely,

*Carol Taylor* *Carol Taylor*

Print Name & Signature

Phone & Email (optional)

March 11, 2021

City Clerk

[iekblad@coronado.ca.us](mailto:iekblad@coronado.ca.us)

\*Hand Delivered

Attached are 10 more opposition letters to the North Commercial Rezone site being added in order to meet SANDAG's RHNA targets. Please distribute a copy to the Mayor and all Council members for their upcoming meeting on the matter.



March 1, 2021

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us) [bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us) [mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us) [bking@coronado.ca.us](mailto:bking@coronado.ca.us)

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Sincerely,

*Mary Hunt*

Print Name & Signature

Address

Phone & Email (optional)



March 1, 2021

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)

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[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)

[bking@coronado.ca.us](mailto:bking@coronado.ca.us)

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Sincerely,

*Sheila K Gorey*

Print Name & Signature

*Sheila K Gorey*

Address

Phone & Email (optional)



March 1, 2021

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
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Sincerely,

MICHAEL J. FINNANE  
Print Name & Signature

Michael J. Finnane

Address

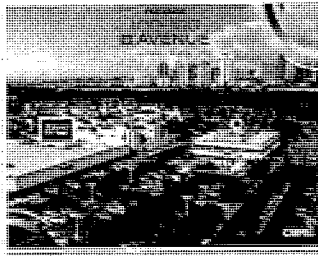
Phone & Email (optional)

March 1, 2021

REC'D CLERK'S OFFICE  
Attachment 1  
MAR 11 2021 PM 02:44

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us) [bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
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Sincerely,

*JO LYNN WINTER*

*Joey White*

Print Name & Signature

Address

Phone & Email (optional)

March 1, 2021

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[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)    [bking@coronado.ca.us](mailto:bking@coronado.ca.us)

Re: Proposed Zoning and General Plan Housing Element Changes



Attachment 1  
RECEIVED OFFICE  
MAR 11 2021 PM 02:44

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Sincerely,

JEROME WINTER

A handwritten signature in black ink, appearing to read "Jerome Winter".

Print Name & Signature

[Redacted line]

Address

[Redacted line]

Phone & Email (optional)

[Redacted line]

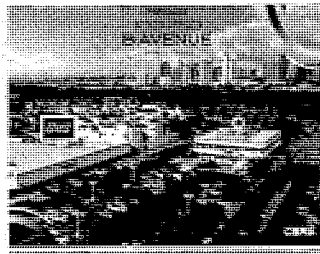


March 1, 2021

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To: Mayor Richard Bailey, Council Members and Mr. King

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Sincerely,

David Winter 

Print Name & Signature

Address

Phone & Email (optional)

March 1, 2021

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)      [bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
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Sincerely,

*Jim Stewart*  
 Print Name & Signature

Address

Phone & Email (optional)



March 1, 2021

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Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Villages, Crown View, and Coronado Village residents STRONGLY OPPOSE any rezone change to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

**Due to the density issues discussed above, I urge the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.**

Sincerely,

*Bruce Gill*    *Bruce D. Gill*  
 Print Name & Signature

Address

Phone & Email (optional)



March 1, 2021

To: Mayor Richard Bailey, Council Members and Mr. King

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)      [bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)      [mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)      [bking@coronado.ca.us](mailto:bking@coronado.ca.us)

Re: **Proposed Zoning and General Plan Housing Element Changes**



I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am STRONGLY OPPOSED to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Villages, Crown View, and Coronado Village residents STRONGLY OPPOSE any rezone change to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

**Due to the density issues discussed above, I urge the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.**

Sincerely,

BETSY Gill

Betsy Gill

Print Name & Signature

Address

Phone & Email (optional)

**From:** Uintah Collection  
**To:** [Jennifer Ekblad](#)  
**Subject:** Coronado Project  
**Date:** Thursday, April 1, 2021 11:52:47 AM

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THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi Jennifer

In 1973 my family purchased a condominium in Coronado Shores that was under construction. The fabric of Coronado is unique to other communities. It is like walking back in time. Please do not approve this location for housing units. This area would be overwhelmed with traffic including pedestrian traffic on our boardwalks. In addition, a loss of view corridors. We urge the City Council to remove this site from the plan. Thank you for your consideration,

Janie Franks

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Wednesday, March 24, 2021 4:40 PM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Regional Housing Needs Allocation  
**Attachments:** Before.png; After.png; Screen Shot 2021-03-24 at 4.49.00 PM.png; Screen Shot 2021-03-24 at 4.48.06 PM.png

FYI, expecting more of these since the Shores HOA letter...although I have not seen the letter.

Best Regards,

Jennifer Ekblad | MMC | CPM  
 City Clerk

**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
 1825 Strand Way | Coronado, California 92118  
 Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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**From:** Herm Franks/USA <[REDACTED]>  
**Sent:** Wednesday, March 24, 2021 16:36  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Cc:** Herm Franks/USA <[REDACTED]>  
**Subject:** Regional Housing Needs Allocation

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

In 1973 my family purchased a condominium in Coronado Shores that was under construction. The fabric of Coronado is unique it is to other communities. It is like walking back in time. Please do not approve this location for housing units. This area would be overwhelmed with traffic including pedestrian traffic on our boardwalks. In addition, a loss of view corridors. We urge the City Council to remove this site from the plan. What other locations have been identified? What is the City Council's reaction to this location? I quickly site planned a building on the parking lot. The building is a 4-5 stories that is approximately 209,206 square feet. This is terrible for all property owners. If you want to discuss my number is [REDACTED] I uploaded my SketchUp site plan on Google Earth. See attached screen shots.

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Although we have taken reasonable precautions to reduce the risk of transmitting software viruses, we accept no liability for any loss or damage caused by this email or its attachments due to viruses, interference, interception, corruption or unapproved access.

Please see our website to view our privacy notice / statement.





before



after





**Jesse Brown**

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**From:** Joe Garagiola <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 7:49 PM  
**To:** Jesse Brown  
**Subject:** Housing across from Coronado Shores

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown: I write as an owner of a unit in Coronado Shores to express my opposition to locating what I understand to be 400 housing units in what are now the parking lots adjacent to City Hall. This section of Orange Avenue/Silver Strand is already extremely active, and the addition of this large number of units will only make a difficult situation much worse. It's hard to understand why the City would pick this congested area to jam hundreds of units into, when, for example, there is so much open land between the naval base and Imperial Beach. And this is to say nothing of what becomes of all the cars who currently use these lots. Street parking on that stretch of the Silver Strand is always at a premium. There is simply no ability to absorb any more cars in terms of parking. I realize there is a hint of "NIMBY" in this, but the property that has been identified as the site of this proposed housing simply makes no logical sense in terms of the impact it will have on the immediate area. I find it difficult to believe this is the best location. Thank you for your consideration.

Joe Garagiola, Jr. (El Encanto # [REDACTED])

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause

the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

**Jesse Brown**

---

**From:** Glenda Garcia <[REDACTED]>  
**Sent:** Monday, March 29, 2021 2:38 PM  
**To:** Jesse Brown  
**Subject:** housing issue

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Please reconsider the location for 400 units. You need to spread the 400 units OUT. NOT one location. Where are they going to park???

Glenda Garcia

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Monday, April 12, 2021 8:15 AM  
**To:** Jesse Brown  
**Cc:** Richard Grunow  
**Subject:** FW: 400 affordable housing plan across the Silver Strand from the Coronado Shores

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
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Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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**From:** Juan Gavito <[REDACTED]>  
**Sent:** Friday, April 9, 2021 05:04  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Subject:** 400 affordable housing plan across the Silver Strand from the Coronado Shores

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Miss Ekblad,

I represent three properties at the Coronado Shores, I am very worried in relation to a planed development of 400 units of affordable housing across the Silver Strand.

I want to let you know that I strongly oppose this development, since it will very negatively affect all the owners at the Coronado Shores, do to the increase in traffic, the possible lack of water, the blocking of our view and and the crowding of our boardwalks.

Therefore I am asking the City Council to remove this planned project across the Silver Strand.

Thank you in advance for your prompt attention.

Sincerely,





March 25, 2021

Jennifer Ekblad, City Clerk  
Coronado City Councilmembers  
Coronado City Hall  
1825 Strand Way  
Coronado CA 92118

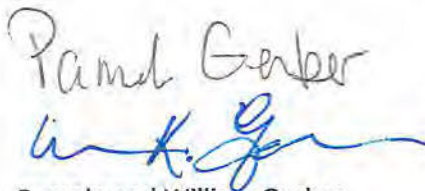
Dear Ms. Ekblad and Councilmembers:

We are not residents of California, however we own a vacation condo in Coronado. We strongly oppose building low-income housing or any housing on the parking lots next to City Hall on Strand Way. This project will overwhelm our boardwalks, increase traffic and block view corridors of Glorietta Bay.

Tourists and residents all enjoy what the city of Coronado has carefully created. To build such dense housing on that prime view site is too prominent of a location and will negatively impact this community.

Surely there are more suitable locations.

Respectfully submitted,

Handwritten signatures of Pamela and William Gerber in blue ink. The first signature is 'Pamela Gerber' and the second is 'William Gerber'.

Pamela and William Gerber

1730 Avenida del Mundo [REDACTED]

Coronado CA 92118

REC'D CLERK'S OFFICE  
MAR 29 2021 PM02:27

To whom it may concern,

I Alberto Lebrija, strongly oppose to the Regional Housing Needs Allocation.

I have an apartment in Cabrillo Shores and I am concerned about the overwhelming situation it will be with all these new people living in the Strand Way, I worry about more traffic, a lot of people at the sidewalk, contamination and loss of view/sight.

Best regards,

Alberto Lebrija

1730 Avenida Del Mundo  
Unit [REDACTED] Coronado CA  
92118

REC'D CLERK'S OFFICE  
MAR 29 2021 PM 02:27

To whom it may concern,

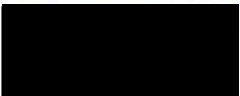
My name is Gabriela Loizaga.

I own an apartment at the Cabrillo tower,

I strongly oppose to the Regional  
Housing needs allocation. I worry  
about the growing population, it will  
cause, the increase of contamination  
and the environment.

Best Regards,

Gabriela Loizaga

1730 Avenida del Mundo  
Unit 

**Jesse Brown**

---

**From:** dean gesme <[REDACTED]>  
**Sent:** Friday, March 19, 2021 1:53 PM  
**To:** Jesse Brown  
**Subject:** Public Review Draft Housing Element Update 2021-2029

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

I am writing as a 20 year homeowner in Coronado concerning the above named future Housing proposal.

The proposal to locate additional housing along Glorietta Bay in Coronado by relocation or modification of City Hall and our Community Center would unacceptably give rise to excessive increases in traffic congestion, air pollution, and noise pollution along Glorietta Bay over and above the extremely high population density preexisting in that small area of Coronado.

These decrements in quality of life will certainly lead to countless complaints to state & local government agencies and elected officials along with marked impairments to existing property valuations which will further burden San Diego county homeowners.

Weekends and Holidays presently are witness to restricted access to the Coronado Beach due to limited parking availability. Further housing in this corridor will severely exacerbate Californians access to this outstanding public natural resource. Our government has a responsibility to maximize rather than minimize access to these public assets.

Thank you for soliciting and considering the views of those of us whom seek to build a thriving, sustainable and livable California community.

Sincerely,

Dean Gesme  
1770 Avenida del Mundo  
Coronado, CA. 92118  
[REDACTED]

**Jesse Brown**

---

**From:** Jill Goldstein <[REDACTED]>  
**Sent:** Monday, April 12, 2021 12:44 PM  
**To:** Jesse Brown  
**Subject:** Strong opposition against dense housing on silver strand

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown,

As a Senior planner for the City of Coronado, I am writing in STRONG opposition to the affordable housing site proposed on CA 75/Silver Strand. I URGE the city council to remove this site from the proposed recommendations. The density that 400 units would provide on the narrow isthmus is preposterous. The traffic, congestion and noise is already at an extreme level. If any council member would like to live in my condo for one day, they will hear the profound noise pollution..If any council member would like to dodge cars, bikes and people in the crosswalks from Avenida de las arenas and CA 75, I ask them to try this with conditions the way they currently are. It is impossible to add 400 housing units to this system at this location. IT WILL BREAK. Please strike this location from the recommendation to the STATE...It is NOT feasible on so many levels.

Please recommend open land like the parks, where there are roundabouts,, and access from many locations off of the streets...

I IMPORE YOU TO REMOVE THE SILVER STRAND location for 400 housing units.

Thank you

**Jill Goldstein**  
1810 Avenida Del Mundo  
Unit [REDACTED]  
Coronado, CA

**Jesse Brown**

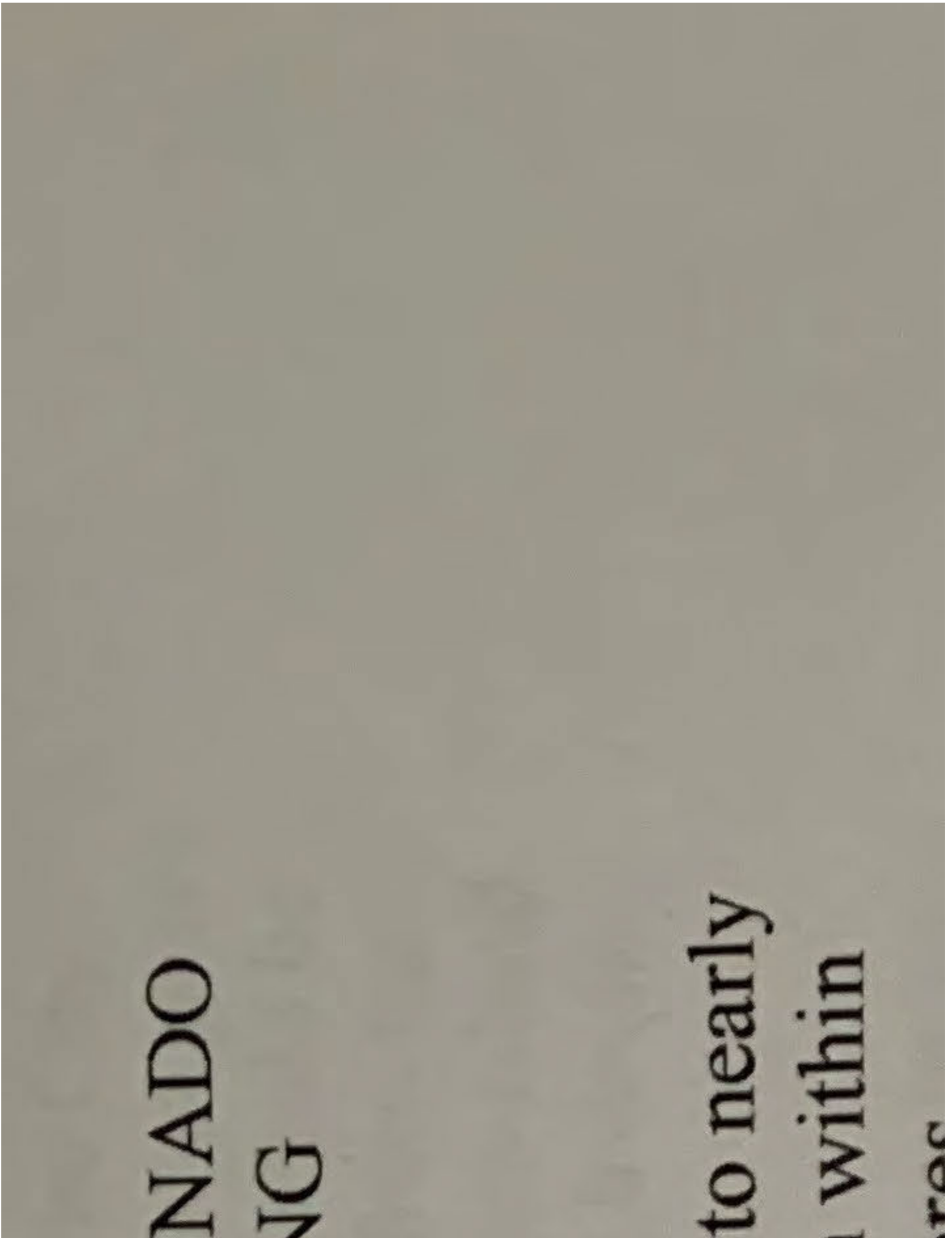
---

**From:** Marissa Gonzalez <[REDACTED]>  
**Sent:** Friday, April 9, 2021 4:30 PM  
**To:** Jesse Brown  
**Cc:** Casey Tanaka; Mike Donovan (at home); El Mirador  
**Subject:** Opposition with proposed new housing project

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## **Attachment 1**

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Enviado desde mi iPhone

**Jesse Brown**

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**From:** Marissa González <[REDACTED]>  
**Sent:** Friday, March 26, 2021 9:24 AM  
**To:** Jesse Brown  
**Cc:** elmiradorcoronado@gmail.com; [REDACTED]  
**Subject:** Not agree with the proposed

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

,

Dear Mr Brown,

I hope you and your family are doing well.

I write you , because we are not agree with the proposed new housing project to be built on the Coronado City. Our city doesnt have all the infraestructure necessary to built 1001 units.

Thank you for undertstand.

Sincerely

Kind regards

Marissa Gonzalez Ramirez  
El Mirador Avenida del Mundo 1820- Unit [REDACTED]

**Jesse Brown**

---

**From:** John Graham <[REDACTED]>  
**Sent:** Friday, April 9, 2021 1:25 PM  
**To:** senator.atkins@senate.ca.gov; assemblymember.ward@assembly.ca.gov; clerk@sandag.org  
**Cc:** Jesse Brown; Richard Bailey; Casey Tanaka; Bill Sandke; Mike Donovan; Marvin Heinze; Kathleen Graham; coronadoshores2@att.net; [REDACTED]  
 [REDACTED] Jennifer Ekblad  
**Subject:** Public Comment on Low Income Housing in Coronado

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Good afternoon all,

My name is John Graham and I have been an owner in La Sierra of the Coronado Shores since 2004. While I have been a homeowner since 2004, my frequent trips to Coronado span back nearly six decades. My address is 1720 Avenida del Mundo [REDACTED] Coronado, CA 92118.

I have been in real estate development my entire life. I am well into my fourth decade in this business, and I have earned a sterling reputation doing such. I have worked in nearly every municipality in Maricopa County (the 4th largest County in America by population) and Pima County Arizona, as well as in Texas, Georgia, and others. My company, Sunbelt Holdings, has personally developed over 50,000 acres of raw land into residential, commercial, and industrial uses. We have built the largest single tenant commercial office building in the State of Arizona and many other large projects that have meaningful impact on infrastructure. This acreage equates to nearly 2 ½ times the size of the City of Coronado.

I have reviewed the City of Coronado Draft Housing Element Update which calls for nearly 400 low and very low income R-5 density housing units across the street from the Coronado Shores where a parking lot currently sits. Quite frankly, it is one of the most poorly planned and ill advised ideas I have ever seen. It does not take into account the absolutely overwhelming burden such development will place on the local streets, the burden it will place on city services, and the burden it will place on residents.

I cannot place the blame on the City of Coronado, however, as they have been mandated to find places for over 1,000 low income housing units in a completely developed City. We are bordered on three sides by ocean and cannot pull land out of thin air. Further, developing infrastructure for such a large and rapid growth will cost millions. The sanitary sewer, water supply, electrical grid, natural gas, fire suppression services, emergency medical services, and police services will all need to be augmented. Money does not grow on trees, so how do you suggest we fund such infrastructure development. It is particularly in poor taste to launch this on Coronado, a city that relies so heavily on tourism as their primary source of income when the tourism industry has been nearly dead for the past year.

Coronado is only predicted to grow in population by 1% in the next 30 years, so how do you suppose 1,000 new units fit into that growth? Do you suggest we disrupt the environment more, dredge out of the bay and build on this newly destroyed ecosystem? Or perhaps build more on the coast and destroy our coastline even more.

Bills such as SB9, introduced by Senator Atkins totally disadvantages smaller cities and eclipses any sense of local control. Small cities such as Imperial Beach, Carlsbad, Del Mar, Solana Beach, and Coronado are placed in an unfair situation.

I of course understand the need for low income housing, and further understand the need for every single municipality to participate in developing a fair share of low income housing. However, SANDAG and the State of California have completely neglected the fact that Coronado has a very low percentage of undeveloped land available for such units. Further, it ignores the fact that we have a large percentage of land controlled by the Federal Government that is not able to be developed into such units. Finally, it ignores the fact that our population does fluctuate significantly given seasonal residency and military residency.

I urge you to stand up for your constituents and make sure that percentage of undeveloped land, projected population growth, seasonal and military residency, and land controlled by the Federal Government be taken into account whenever these allocations of low income housing are made. So far, any allocations that have been made have neglected these extremely important factors. Anything less is a complete abdication of duty and shows that you are turning your back on your constituents. Senator Atkins, Assemblymember Ward, and SANDAG Board of Directors, it is time to do what is right for your communities.

Please contact me directly via email or my cell phone, [REDACTED] if you have any questions or if I can be of assistance.

Respectfully,  
John Graham

John W. Graham, Chairman and CEO  
Sunbelt Holdings  
6720 North Scottsdale Road, Suite 250 Scottsdale, AZ 85253  
Reception: (480) 905-0770  
Desk: (480) 609-2303  
Sandy Johnson: [REDACTED]

**Jesse Brown**

---

**From:** John Graham <[REDACTED]>  
**Sent:** Wednesday, April 7, 2021 4:51 PM  
**To:** Jesse Brown; Richard Bailey; Casey Tanaka; Bill Sandke; Mike Donovan; Marvin Heinze  
**Cc:** coronadoshores2@att.net; Oliver Mcgonigle; Kathleen Graham; [REDACTED]  
**Subject:** Proposed Low Income Housing Across from the Coronado Shores

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Good afternoon all,

My name is John Graham and I have been an owner in La Sierra of the Coronado Shores since 2004. While I have been a homeowner since 2004, my frequent trips to Coronado span back nearly six decades. My address is 1720 Avenida del Mundo [REDACTED] Coronado, CA 92118.

I have been in real estate development my entire life. I am well into my fourth decade in this business, and I have earned a sterling reputation doing such. I have worked in nearly every municipality in Maricopa (the 4th largest County in America) and Pima County Arizona, as well as in Texas, Georgia, and others. My company, Sunbelt Holdings, has personally developed over 50,000 acres of raw land into residential, commercial, and industrial uses. We have built the largest single tenant commercial office building in the State of Arizona and many other large projects that have meaningful impact on infrastructure. This acreage equates to nearly 2 ½ the size of the City of Coronado.

I have reviewed the plans for nearly 400 low income housing units across the street from the Coronado Shores where a parking lot currently sits. Quite frankly, it is one of the most poorly planned and ill advised ideas I have ever seen. It does not take into account the absolutely overwhelming burden this development will place on the local streets, the burden it will place on city services, and the burden it will place on residents.

I urge you to absolutely scrap any ideas of developing this parking lot for any kind of development other than its current use and function including low income housing. There are other better options that would place less burden on local streets, city services, and current residents.

Please contact me directly via email or my cell phone, [REDACTED] if I can be of assistance.

Respectfully,  
John Graham

John W. Graham Chairman and CEO  
Sunbelt Holdings  
6720 North Scottsdale Road, Suite 250 Scottsdale, AZ 85253  
Reception: (480) 905-0770  
Desk: (480) 609-2303  
Sandy Johnson: [REDACTED]



**Jesse Brown**

---

**From:** Harriet Greenberg <[REDACTED]>  
**Sent:** Wednesday, March 31, 2021 12:32 PM  
**To:** Jesse Brown  
**Subject:** Coronado Waterfront

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Mr Brown. I am a resident of both New York and Coronado, having spent winters and vacations here for 30 years and living here virtually full time for the last 5. In New York, I live in Greenwich Village, a delightful enclave in lower Manhattan, with Washington Square Park at its heart. Several years ago New York University bought part of the block adjacent to the park and built a library. It hovers over the park and has negatively changed the area since it is totally out of character for Greenwich Village. That is why I am writing to you about the suggestion to erect a "tower" in the "City Hall" area of Coronado. It will destroy the character of this beautiful stretch of waterfront - in my mind the most beautiful in all of Coronado. The Yacht Club, the historic restaurant, the boats anchored and often rented to visitors, the Civic Center, Coronado Playhouse and even the tiny Children's Playground, all give Coronado it's unique character. The proposed building will change this area forever. Coronado is a tourist destination. Without tourists, the city's economy would collapse. That almost became reality because of COVID. This waterfront area fronts Coronado's Beach, our major attraction. The Del is upgrading its Avenida del Sol entrance and both beach goers and hotel guests will use it. The other access, Avenida Arenas, runs right through Coronado Shores to a tiny parking area that fills up early - virtually every day of the year. Beach goers then park along Silver Strand and fan out along nearby streets. This huge building will overwhelm the parking situation and many visitors will throw up their hands and head to Mission Beach. The other major draw here is The Civic Center and Coronado Playhouse. The Center offers programs for Coronadans of all ages- from toddlers to seniors. Many of the children come on their own, after school or all day during the summer, often on bicycles. Overcrowding will cause parents to be concerned for their children's safety. The Playhouse depends on locals but primarily on San Diegans and tourists. Where will they park ? What about safety concerns with so many people in this small area?

Finally, Silver Strand is virtually as traffic clogged as 3rd and 4th Streets. The Shores residents, people working at the adjoining Naval Base and other Naval facilities along Rte 75, arrive en masse in the morning and the traffic leaving in the afternoon is backed up for blocks and hours.

I recognize that Coronado is faced with a very difficult situation not of it's own making. Hopefully, continued action on our part will manage to change these absurd requirements but faced with this dilemma, the only solution is to build these units in outlying residential areas and not on the Waterfront - not in the part of the city that is already crowded and adds so much to the quality of life for all Coronadans and visitors. Thank you for your attention and for your service to the community. Harriet Greenberg. El Mirador, Coronado Shores.  
 Sent from my iPad

**Jesse Brown**

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**From:** Alan Guindi <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 1:37 PM  
**To:** Jesse Brown  
**Subject:** I am STRONGLY OPPOSED to the construction of 400 units across from The Shores

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the "City Hall" location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at "City Hall."
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to "purchase price plus" under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at "City Hall" cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause

the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

**Attachment 1**

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

Alan  
1710 AVENIDA DEL Mundo

**Jesse Brown**

---

**From:** Lola Guindi <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 5:03 PM  
**To:** Jesse Brown  
**Subject:** Increase in Housing Units

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jesse Brown

I am Lola Guindi. Resident in La Playa building in Coronado Shores.

My family and I are totally against the increase in housings units in front of Coronado Shores.

It will mean increase vehicle and pedestrian traffic, increase security costs, an loss of views.  
And most important the magic of what Coronado is.

It is a terrible idea. It will impact Coronado life as well as Coronado Shores.

I don't know if the Planning Comisión is counting also the places where the soldiers live and all the marinas where also people live.

It is a really terrible idea.  
We would like our voices heard.

Regards  
Lola Guindi and Family

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

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3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
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7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.



**From:** noreply@coronado.ca.us  
**To:** [CC Web Contact](#)  
**Subject:** Contact the City Clerk 2021-04-05 10:54 AM(PST) Submission Notification  
**Date:** Monday, April 5, 2021 10:54:24 AM

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Contact the City Clerk 2021-04-05 10:54 AM(PST) was submitted by Guest on 4/5/2021 1:54:18 PM (GMT-08:00) US/Pacific

Name	Value
<b>Full Name</b>	Carol Hegerman
<b>Subject</b>	up to 400 units for low income housing
<b>Email</b>	[REDACTED]
<b>Phone</b>	[REDACTED]
<b>Message</b>	I strongly oppose this proposition. I cannot think of even one positive aspect of this recommendation .

To view this form submission online, please follow the link below:

[https://www.coronado.ca.us/form/one.aspx?](https://www.coronado.ca.us/form/one.aspx?objectId=17565987&contextId=2985045&returnto=submissions)  
[objectId=17565987&contextId=2985045&returnto=submissions](https://www.coronado.ca.us/form/one.aspx?objectId=17565987&contextId=2985045&returnto=submissions)

1730 Avenida del Mar

Coronado, CA

92118

March 26, 2021

REC'D CLERK'S OFFICE  
APR 05 2021 PM 02:40

City Clerk, City of Coronado.

As a home owner in the Coronado Shores I am amazed of the possible choice by the city of Coronado to build low income housing in the pristine area on Strand Way, next to city Hall.

The increased traffic, loss of view will be horrendous. Surely there is another, more appropriate site.

Sincerely,  
Lawrence G. Green

**Jesse Brown**

---

**From:** Janice Hunt <[REDACTED]>  
**Sent:** Monday, April 5, 2021 12:41 PM  
**To:** Jesse Brown; Richard Bailey; senator.atkins@sen.ca.gov;  
assemblymember.ward@assembly.ca.gov; Bill Sandke; Mike Donovan; Marvin Heinze  
**Subject:** against building on bay

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Jesse and Mayor Bailey,

Thank you for all your work you do for Coronado. I am against any low income buildings being built on the bay side. Realistic planning wouldn't place low income residents where they have miles to travel to afford life's necessities. I am aware Sacramento isn't all that smart but ruining the bay views and cramming in a building is idiotic. Here's hoping better plans prevail.

*Rock On,*

Janice Hunt  
Hunt Broadcasting, LLC  
Hunt Media Group, LLC  
1730 Avenida del Mundo  
[REDACTED]  
Coronado, CA 92118

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
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Many thanks.

April 15, 2021

**To:** Jesse Brown, Senior Planner [jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)  
 Mayor Richard Bailey [rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
 Councilmember Mike Donovan [mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
 Councilmember Casey Tanaka [ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
 Councilmember Marvin Heinz [mheinz@coronado.ca.us](mailto:mheinz@coronado.ca.us)  
 Councilmember Bill Sandke [bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)

**Re: Comments on City of Coronado 2021-2029 Housing Element Draft (DRAFT)**

**From:** Stephanie Kaupp 

Thank you for the opportunity to comment on Coronado's DRAFT Housing Element for the 6th Housing Cycle.

Following are a number of suggestions for revising the *DRAFT* and development of Coronado's *FINAL* Housing Element.

### **Public Engagement and Participation:**

More public participation opportunities should be made available during the revision phase of the *DRAFT* to ensure public engagement is *"a vital component to the Housing Element update process"*.

As part of the process, access to the *DRAFT* needs to be made more accessible to the public by adding a condensed "printer friendly" version to the website. The file size of the current *DRAFT* is Over **31 MB**, too large to email or easily print at home. A condensed version of the file at **8 MB** was submitted to City staff, but still not posted on the City's site.

Hard copies of the *DRAFT* were recently made available at City Hall for a nominal fee. However, the public was not notified of this option. Residents who aren't computer literate, or don't have the capability of accessing and printing the document, would have appreciated obtaining a copy from the City.

Further the City has not done an adequate job meeting the requirements of 65583 of the Government Code *"to make diligent and continued efforts to achieve meaningful public participation, and ensure that a variety of stakeholders and community members are offered a platform to engage in the City's planning process."*

### **For example:**

- \* **Community Workshop (October 29, 2020) - 36 people participated**
- \* **Online Housing Element Update Survey (October 14 - November 23, 2020) - 37 responses**
- \* **City Council Meeting February 16, 2021- Review of Potential Housing Policies and Opportunity Sites - inadequate based on community response.**

With the significant number of petitions, emails, and letters in opposition to the Council's decision to vote and *"move forward with the recommended site inventory summary as is"*, it's evident the public was not informed of the significance of the meeting, Not until the Coronado Eagle published an article summarizing the actions taken by the Council and adding the list of proposed sites for high density housing did the public get energized and involved with the process.



The project schedule in the *DRAFT* indicates two additional Community Workshops and Public Hearings are scheduled for 2021. Dates for these events should be publicized as soon as possible in order that residents who are interested in attending can plan accordingly.

Questionnaires mailed directly to residents should also be considered. The previous online survey proved to be inadequate based on the small number of responses received.

Additional Zoom meetings similar to the one Mayor Bailey held with residents at the Coronado Shores is another way to update the public, obtain feedback, and improve public engagement and participation. Residents want to be involved with the process and work with the City on finding solutions to Coronado's housing dilemma.

#### **Response to Public Comment:**

The City should respond in a reasoned manner to the comments received, summarized in a spreadsheet and included in the *REVISED DRAFT* for public review. The comments and responses should also be included in Coronado's *FINAL* Housing Element for submittal to HCD.

Public comments from all sources (emails, letters, faxes, petitions, etc.) sent to the Mayor, Councilmembers, and Planning Department should be included, as well as feedback obtained from surveys, public workshops, hearings, zoom meetings, and Council meetings that pertain to the City's existing and projected housing needs.

#### **Data Analysis:**

More thorough research and **quantified analysis** is needed. Although the state only requires an "inventory and "identification" of suitable and adequate sites that have the potential for redevelopment, the City should go further and assure the public that the potential sites selected for housing do not impact the health and safety of residents, or the environment.

To meet the requirements of HCD, the City must ensure that "*Goals, programs and policies, **and quantified objectives** within the Housing Element are consistent with state law and are implemented with a designated timeline to ensure the City accomplishes the identified action as well as maintains compliance with state law*".

#### **Data Sources:**

Active links to the referenced data sources should be included to allow for public access and review. Current data specific to Coronado population, number of residents in each district/area near sites proposed for high density housing, traffic counts, vehicle, pedestrian and bicycle collision data, all need to be analyzed prior to finalizing the proposed "Site Inventory List".

#### **Coronado's Active Transportation Plan - Adopted by the City Council September 4, 2018**

According to the City's website:

*"The Active Transportation Plan is a strategic document which includes a Pedestrian Master Plan, a Safe Routes to School Plan, and a Bicycle Master Plan".*

*Coronado's Active Transportation plan was a project supported by SANDAG as part of the TransNet Active Transportation Grant Program and developed for Coronado to identify and prioritize existing pedestrian, bicycle, and other non-automobile transportation issues affecting Coronado. The Active Transportation Master Plan provides a set of recommendations to improve pedestrian and bicycle safety throughout the City."*

## Collision Locations:

*A total of 47 collisions involving people who were walking were reported in Coronado during the five-year analysis period. Figure 2-13 on the following page displays the location of these collisions across Coronado. The majority of collisions involving people who were walking occurred along Caltrans roadways that provide intercommunity connections, including Third Street, Fourth Street, Orange Avenue (SR-75), and Silver Strand Boulevard (SR-75). **An additional concentration of collisions occurred in the northeast area of the City, along First and Second Streets.***

*Collisions involving people walking were examined by roadway location, differentiating between intersection and mid block locations. The majority of collisions occurred at intersection locations, 36 out of 47 collisions (76.6%).*

## Supporting Data:

The above numbers do not include current data or “near misses”. Vehicle traffic at the intersection of 1st and Orange in particular has become extremely hazardous for pedestrians and bicyclists, due to the significant increase in Navy traffic going to and from NASNI.

Although bike lanes have been installed along 1st Street, due to traffic congestion and narrow streets, bikes and surreys are now going the wrong way in the bike lanes in order to get to and from the Ferry Landing and other destinations in the North City area of Coronado.

Further, with the Port’s plans to redevelop the Ferry Landing, vehicle traffic, bike and pedestrian collisions, risks to public health and safety will increase even more.

Although HCD does not consider “lack of infrastructure” to be an impediment, health and safety does take precedence. The City needs to take a balanced and “**safe housing approach**” when analyzing which sites and areas are safe for adding high density housing.

## Community Profile and Population Characteristics:

Military population data with duty location at Coronado bases needs to be updated to include the increase in military personnel and the need for military housing on military property.

## Housing for Vets

The Navy should allow affordable housing for veterans on the 36.9 acre military parcel listed in the *DRAFT*.

Veteran housing in this area would be located near public transportation to VA Hospitals and support services throughout the San Diego region.

The City should also lobby the Navy to allow affordable housing for enlisted personnel on military land. This would also meet SANDAG’s requirements for providing housing near public transportation and job sites, reduce transit times, and reduce GHG emissions

## SANDAG’s 6th Cycle Regional Housing Needs Methodology:

*In addition to state housing element law, state law associated with development of Regional Transportation Plans (RTPs) requires that there be consistency between transportation planning, development of housing, and reduction of greenhouse gas (GHG) emissions. (See Government Code Sections 65080 and 65584.) Increased use of public transportation leads to reduced GHG emissions compared to driving alone. This is why the methodology was developed with an eye toward maximizing access between public transportation and all housing types.*

## Residential Development Standards:

The maximum building heights listed in the *DRAFT* should include the **number of stories** allowed for each zone designation to give the public a better description of what is allowed.

For example, building heights in the **R-5 Zone** (currently proposed for the North Commercial Rezone), is **150 feet, “no more and no less”**. This computes to **13 stories in height**, similar in height to buildings at the Coronado Shores. Building structures of this height will block existing residential views, in violation of Coronado’s building rules and regulations.

Coronado is entirely within the jurisdiction of the **California Coast Act**, which preserves, enhances, and where possible, restores views to the bay and beach for all of the people as stated and intended by the Coastal Act of 1976.

Coronado’s **Local Coastal Program** designates Orange Avenue from Third Street to the Bay as a “view corridor”.

The California Coastal Commission regulates land use within a defined coastal zone. Any changes in Local Coastal Program view corridors that restrict or obscure views to the bay or beach need to be submitted to the California Coastal Commission for approval.

In addition, the **Open Space Element of Coronado’s General Plan on View Preservation** states that *“Because of their significant aesthetic and psychological values, the City encourages the preservation of scenic corridors and view sheds. When possible the City shall, in coordination with Federal and State agencies, and the private sector, also support the Element of view corridors or view sheds.”*

## Restrict R-5 Zoning:

To prevent building excessively high buildings like the Coronado Shores, the City should not allow R-5 zoning at any location in the City. All development should meet the City’s building rules and regulations and not exceed the City’s 40 foot height limit.

A section on the zoning process and procedures, including public notification, public hearings, and time frame should also be included in the revised *DRAFT* and *FINAL* Housing Element

## Housing Plans and Goals - Program 1E: North Commercial Properties Rezone:

The *DRAFT* refers to “certain parcels” located in the North Commercial Rezone. This should be rephrased and state the “Smart & Final Site” and the “Broadstone Parking Lot”.

Further, these two sites are currently designated as **one parcel** to meet HCD’s acre requirements for high density low income housing. These sites do not share boundaries and should be analyzed as **separate sites**.

This would allow a more thorough analysis to determine if each individual site is suitable for high density housing other than the total acreage of both sites allows for 47 high density units per acre.

Further, the current Smart & Final leasehold extends for another 5 years with an option for a 2 year extension. The HCD requirements state construction must be completed within 36 months from the date the Housing Element is adopted. If the property owner has plans to develop the site for high density housing, then the leasehold agreement and any potential building plans and zoning requirements should be made available to the public prior to considering this site for high density housing.

The City should take a more **balanced and equitable approach** and locate housing sites in additional areas spread throughout the City to prevent impacting any one area with high density, excessively tall buildings used primarily for housing

***The Smart & Final and Broadstone Parking lot in the North Commercial Rezone should not be included in the proposed Site Inventory List.***

**Additional Proposed Housing Sites:**

To reduce the impacts of high density housing and to take a more equitable and balanced approach, the City should consider adding the following to the list of proposed affordable housing sites:

- \* Coronado Police Station
- \* Library and Senior Center
- \* AT & T Building
- \* Additional housing above businesses along Orange Avenue including the downtown area
- \* Increased housing at the Coronado Retirement Village
- \* Housing above local churches
- \* Housing units in hotels for service workers
- \* Parcels in the Coronado Cays along the Silver Strand
- \* Low rise housing on City Hall property and other public and private properties
- \* Incentives for apartment owners including the Shores and Broadstone to offer affordable housing
- \* Incentives to private property owners of ADU's and carriage houses to offer affordable housing
- \* Incentives to public and private property owners to offer affordable housing to military personnel, first responders and service workers

**Time Frame:**

If more time is required for public participation, revisions to the *DRAFT* and development of the *FINAL* Housing Element, the City should consider asking HCD for a time extension. With COVID restrictions placed on holding public meetings and reducing city operations, operational hours and on-site services, the difficulty of developing a Housing Element under these conditions is a legitimate reason for the City to ask for more time.

**Conclusion:**

I hope the City and the public can work together to identify sties for affordable housing that benefits and not detracts from the community. The more involvement by the public the greater the opportunity for finding creative solutions to meet our housing requirements. A considerate approach to a neighborhood's needs. Simply building more affordable housing isn't enough by itself.

Jesse Brown, Senior Planner  
City of Coronado: Community Development Department  
1825 Strand Way, Coronado, CA 92118  
P: 619.522.2415  
[jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)

3/31.2021

Dear Mr. Brown:

I am an old resident of San Diego since 1977, in my old age I decided to move to beautiful Coronado for its peace and tranquility.

Now I have found a tremendous increase in traffic noise and most probably with the expansion of the Hotel del Coronado it will explode to more traffic and more people and noise and unfortunately more accidents.

Now I have been informed of the possibility to increase more traffic more people and a tremendous high density of housing just across the street of the building I live in Coronado Shores.

This is something I never expected to be possible in this community that's supposed to be quiet and tranquil.

I urge you to oppose to this potential development that will forever change this area. Security and tranquility will never be the same.

Respectfully, and Best Regards

Albert Klein  
1750 Avenida del Mundo  
Unit [REDACTED] Coronado, CA. 92118  
[REDACTED]

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
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I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

A handwritten signature in cursive script, reading "Jerry Knott". The signature is written in dark ink on a white background.

March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



RE: **Proposed Zoning and General Plan Housing Element Changes**

I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am STRONGLY OPPOSED to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents STRONGLY OPPOSE **any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

SANDRA STOUER Kolaca *Sandra Stouer Kolaca*

Print Name & Signature

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



RE: **Proposed Zoning and General Plan Housing Element Changes**

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However, I am STRONGLY OPPOSED to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

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Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

*Richard Kolasa*  
Print Name & Signature

Address

Phone & Email (optional)

***Paul E. Krupp***  
***1730 Avenida del Mundo***  
***Unit # [REDACTED]***  
***Coronado, CA 92118***  
*Home:* [REDACTED] *Cell:* [REDACTED]  
*Email:* [REDACTED]

April 4, 2021

Mr. Jesse Brown  
Senior Planner, City of Coronado  
Community Development Department  
1825 Strand Way  
Coronado, CA 92118

Dear Mr. Brown:

What a unique pleasure it is to live in the beautiful city of Coronado. Being the "Crown Jewel" of the west coast, thousands of tourists visit our beaches and our merchants every year. Much of its appeal has come from your office and the strategic planning it has done to make Coronado the attraction it is. Our most famous and prominent landmark is of course the Hotel del Coronado. They are investing over \$400,000,000 in their property because they believe in their future and the future of Coronado. Are we not the most fortunate to be a part of such a magnificent place to live?

So, it is with great sadness that I have to write you this letter. But I must, because if I do, it just might make a difference to you, the Coronado Community Development Planners, and the powers that be as mandated by SANDAG's "Regional Housing Needs Allocation" (RHNA) vote to provide low to moderate income housing units. Specifically, I wish to address the Coronado Community Development Planner's proposal of 400 of these units that are in the planning stage for the tract of land on Strand Way currently being occupied by your office, City Hall, the Coronado Community (Recreation) Center, the Coronado Playhouse and the associated parking lots of these facilities.

As a city planner, I am hopeful that you see the folly of such a notion. To wantonly destroy existing pristine and very functional facilities to accommodate moderate to low-income housing construction should be considered impractical if not absurd on many levels. I am not a professional City Planner, as you are, but as a lay person, the concerns that come to mind as well as the concerns of many others are numerous:

1. Of necessity, in order to accommodate this number of units, the building(s) will need to be multi-storied. This, in and of itself, would be a distraction to the natural scenic beauty of the bay, Coronado Yacht Club and surrounding area.
2. Parking will have to be provided for cars owned by the tenants of these units as well as additional public parking for visitors to the beach across the street.

Mr. Jesse Brown  
Senior Planner, City of Coronado  
Page Two

3. Traffic will be significantly increased resulting in more exhaust and noise pollution. Be mindful that traffic along Strand Way is already very dense, particularly in the mornings and afternoons as Navy personnel travel to and from their duty stations in North Island and the Amphibious Base.
4. One could argue that property values would be significantly and unnecessarily diminished, particularly at each of the 1,500 condominium units of Coronado Shores. Reduced property values translate into less property tax revenue for the City, County and State not to mention the owners who have sizeable investments secured in their beach properties.
5. Lastly, no mention has been made of where City Hall plans to relocate its operational offices. Currently, this is a modern, multi-million-dollar facility that is a source of pride for our city. The same is applicable to the Recreation Center if that facility is to be included in this Strand Way proposal.

I strongly urge you, as the Senior Planner for the City of Coronado, and your colleagues to reject any proposal to use this site for any purpose other than for what it is being currently utilized. To do otherwise would be a tragic and unnecessary affront and significant loss to the city as well as the citizens of Coronado.

Very truly yours,

Paul E. Krupp

Ec: The Honorable Richard Bailey  
Mayor, City of Coronado  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)

Jennifer Ekbald  
City Clerk  
[jekbald@coronado.ca.us](mailto:jekbald@coronado.ca.us)

## Jesse Brown

---

**From:** Dave Landis <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 1:58 PM  
**To:** Jesse Brown  
**Subject:** Proposed Construction of Housing Units

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I'm opposed to building 400 housing units by the Coronado Shores.

I came to Coronado in 1980 to attend BUD/S Training and have lived here off and on ever since. Just three months ago, my wife and I managed to buy a condo in the Coronado Shores. Now it looks like the quality of life here is in serious jeopardy!

I'm reminded of the book, Is Paris Burning, by Lapierre and Collins. True story. During the last days of WW2 in occupied France, Hitler gave a direct order to his Paris-based General to destroy the city. Haversacks of explosives were attached to all the historic landmarks and bridges. To disobey the order would mean certain death for the General and his family back in Germany. Still, he knew that "History will never forgive the man who destroyed Paris." He didn't... and we have Paris today.

400 housing units will not destroy Coronado, but it will irrevocably degrade the town with overwhelming human density and traffic. We hope you'll play the role of the aforementioned General and not let this happen. You would have the gratitude of the people of Coronado.

Regards,  
Dave Landis!

**Jesse Brown**

---

**From:** [REDACTED]  
**Sent:** Tuesday, March 30, 2021 9:36 PM  
**To:** Jesse Brown  
**Subject:** Opposition to 400 housing units next to city hall  
**Importance:** High

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

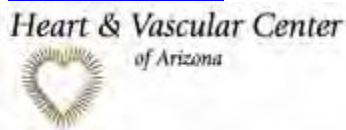
Dear Jesse Brown:

I understand that the parking lots next to City Hall have been identified as a potential site to accommodate affordable housing of up to 400 units for low to very low-income families.

As an owner in the Coronado Shores, and as a tax payer, I strongly oppose this location. Adding 400 housing units will ***mean increased vehicle and pedestrian traffic, increased security costs, and loss of views***. I urge the City Council to remove this site from their plan.

Thank you for your consideration of this request

Nathan Laufer, MD, FACC  
Medical Director  
Heart & Vascular Center of Arizona  
1331 N. 7th Street, #375  
Phoenix, AZ 85006  
office: 602-307-0070  
fax: 602-307-0080  
cell: [REDACTED]  
[www.heartcenteraz.com](http://www.heartcenteraz.com)





**Jesse Brown**

---

**From:** Levine Family <[REDACTED]>  
**Sent:** Wednesday, March 31, 2021 4:56 PM  
**To:** Jesse Brown  
**Subject:** 400 Housing Units on "City Hall"

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I own a condo at 1820 Avenida Del Mundo. This is our second home, and as such, I've not been as invested in keeping up with the details of this issue as I might. Now that I'm trying to "catch-up" I'm having trouble finding detailed information on the City website regarding which areas are being considered for rezoning.

I've read David Zacharias' email to you of 3/27/21, and agree in principal with most of the issues he brings up. I've also read Jeri Hickman's letter which appeared in the 3/7/21 issue of The Coronado Times.

All these issues regarding traffic, parking, negative impact on infrastructure, property values, etc. are Coronado-wide, not just applicable to the "City Hall" or the "Smart N Final" properties.

From what I have kept up with, the City Council is already appealing the RHNA and I strongly encourage they continue to explore all legal remedies.

I cannot imagine Coronado with 900 additional housing units, but, assuming the Council must rezone properties, then I strongly recommend they rezone in as many areas of the community as they can, and limit actual building permit approvals in any one of those areas, so as to spread the impact evenly across the City.

Adding almost half the required units to just one property would be devastating to the small surrounding area. Especially taking into account the extra traffic etc. expected as the Hotel Del completes their construction, and can start hosting more guests, groups, and events when the pandemic situation resolves.

We can't all be NIMBY's. Of course I'm strongly opposed to the construction of 400 units across the street from The Shores. But I understand that the City's hands are tied.

As I mentioned above, if the Council must rezone, they should do it fairly, and across the entire City. Building permits should be approved or disapproved in the same manner, fairly, and across the entire City, so density is not concentrated in any one area.

*Debra Levine*  
 [REDACTED]  
 [REDACTED]

Jesse Brown, Senior Planner  
City of Coronado: Community Development Department

3/31/2021

1825 Strand Way, Coronado, CA 92118  
P: 619.522.2415  
[jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)

---

Attention Mr. Brown:

I am aware of the **California's Regional Housing Needs Allocation policy, or RHNA**, and how it will impact the City of Coronado as well as Coronado Shores Residents.

I would like to express my concerns, because of the traffic, noise and security issues it will create. as well as changing completely the Charm and ambiance the City of Coronado provides.

Coronado is known for its charm and tranquility and with this proposal I believe the charm and the touristy nice little town feeling will be drastically changed.

It should be kept a small resort type little town. Not a hectic traffic location with security and traffic issues. I would appreciate if you can voice my concerns as many others who live in Coronado. And oppose to this 400 Units to be built.

Thank You! for your kind attention to this matter,

Best Regards,

Diane Lipowsky

1750 Avenida del Mundo,

Unit [REDACTED],

Coronado CA 92118

[REDACTED]



**Jesse Brown**

---

**From:** Daniel Litchi <[REDACTED]>  
**Sent:** Saturday, March 27, 2021 5:36 PM  
**To:** Jesse Brown  
**Cc:** daniel litchi  
**Subject:** Public Review Draft Housing City Hall Site

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr Brown,

Subject: Public Review of Housing at City Hall Site.

As residents of Las Flores building at the Coronado Shores complex, we are very worried about the proposed plan to allocate 400 units of low and very low income housing at the City Hall site. Building these units at this site will have a devastating impact on our investments and well being. It will create increased traffic, congestion, loss of views, and greatly increase the cost of security.

This project **will grind to a halt all future investments in Coronado**. Its remarkable what is being accomplished in terms of new investments at the Hotel Del, and all the new restaurants and businesses being set up in the last few years, all of this will stop and gradually disappear as tourists and conventions look for a better and safer city. We urge the Coronado planning Commission to reconsider allocating this low income housing in a more appropriate site where it will not have such a devastating impact on the local economy. We all have a responsibility to maintain Coronado as the very special place it is, lets work towards maintaining and creating a better place for future generations.

Thank You

Daniel Litchi  
Resident Coronado Shores  
Las Flores units [REDACTED]

REC'D CLERK'S OFFICE  
APR 01 2021 PM 12:45

Jennifer Ekblad, City Clerk  
Coronado City Hall  
1825 Strand Way  
Coronado CA 92118

City Planning Commission and City Council:

I am an owner of a unit at the Shores and writing to voice my concerns about adding 400 housing units to the area across the Strand. This will overwhelm the boardwalks, increase traffic to an already overwhelmed area, and a loss of view corridors. I urge the City Council to remove this site from the plan.

Sincerely,



Darran Littlefield  
1730 Avenida Del Mundo, [REDACTED]  
Coronado, CA 92118

[REDACTED]  
[REDACTED]

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause



the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

**Jesse Brown**

---

**From:** Michael <[REDACTED]>  
**Sent:** Friday, March 19, 2021 11:11 AM  
**To:** Jesse Brown  
**Cc:** [REDACTED]  
**Subject:** Housing Element Update

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jesse, I am greatly troubled by the thought of having hundreds of units and thousands of low income residents on the proposed site between the Coronado boathouse and the Bluewater restaurant. I/we live in Las Flores and selected our condo based on the beautiful and unimpeded view of the golf course, Glorietta Bay and the downtown skyline with minimal lighting affecting that view at night. The plan will carry destruction of the unique character of the Strand at this end of town. I am prepared to do all I can to help mitigate what would surely be a catastrophe for the residents of the Shores with such a plan.

Please do not hesitate to contact me as to how I can help fight this plan.

Thanks, Michael

Michael Lutz  
1770 Avenida del Mundo Unit [REDACTED]  
Coronado, CA 92118  
[REDACTED]

**Jesse Brown**

---

**From:** Michael Smith <[REDACTED]>  
**Sent:** Sunday, March 21, 2021 9:28 AM  
**To:** Jesse Brown  
**Subject:** Low income tower

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

This sounds like such idiocy has to be unbelievable. Whoever ordered such a thing is not thinking straight, or is a liberal who feels that punishing people with more money is the proper thing to do in society. Such a project would get rid of a valuable building/office space, remove a large number of parking spots that are used by people all over the county who are middle income or lower income who want to go to the beach, and devalue the homes across the street in the shores by destroying their views. What about the school you were not using right next to the airfield - build a tower there. Better yet buy 500 acres in Alpine or Ramona in the unincorporated area, and annex it to the city of Coronado and then build there.

From the first time I heard about this whole project, I thought the people who directed Coronado to come up with 1000 low income housing units were obviously on some thing. There are only 1100 units in all of Coronado Shores.

Sent from my iPhone - Michael Smith

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Wednesday, March 24, 2021 11:40 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: New low Income Housing project coronado

This wasn't directed to the Council and not sure if its in reference to the Housing Element?

I have been told that the Shores HOA sent a letter regarding housing near City Hall.

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.

-----Original Message-----

From: Oscar a Fernandez Malvido <[REDACTED]>  
Sent: Tuesday, March 23, 2021 22:59  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: New low Income Housing project coronado

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

To whom it May concern :

It was called to our attention a new low to very low income housing project in coronado california, and we totaly opose the idea as it would Ruin the years of care and maintenance of our town , considered a high end residential area , and its impact on our comunity and the value of our Properties in the neighborhood.

Thanks for considering the relocation of your project in This peaceful , quiet. And beautiful residential área .

Owners of Apt [REDACTED] Cabrillo .

**Jesse Brown**

---

**From:** Perry mansfield <[REDACTED]>  
**Sent:** Sunday, March 28, 2021 9:14 PM  
**To:** Jesse Brown; Perry mansfield  
**Subject:** coronado housing development

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jesse,

This letter is in strong opposition of any plan to put low income housing across from the Coronado Shores development.

My family has lived in Coronado for 25 years, and our children went to school in all three systems. As a resident of our Island community we have been repeatedly impacted adversely by massive military expansion and growth, which has not been adequately evaluated in this broad stroke of Government housing expansion.

The new Strand expansion of the military and the enormous car egress onto the Island have made it difficult as a surgeon to get off the Island in emergencies when I am on call especially between 7 to 9am and 3 to 4pm.

It is irresponsible to continue expanding housing when the military has expanded without compromise for our community.

It is the responsibility of our elected politicians of Coronado to stand up against this unjust and unfair and incorrect ruling that continues to stretch our Island resources. In addition, the Hilton Hotel Coronado Del expansion was NOT approved by the City nor the residents of the Coronado Shores with the understanding that an additional 400 housing units may exist adjacent to the Shores. If so, the Shores would likely not have participated cooperatively in the expansion, which is vital to the City's economic stability. I am hopeful the Del is involved with this ongoing negotiation with our State, as they represent a very powerful voice in this conversation.

Please keep me informed as to this ongoing problem.

Thank you,

PTM

**Perry T. Mansfield MD., FRCSC.**  
**Chief Executive Officer and Founder**

**E** [REDACTED]

**T** [REDACTED]

**W** [MansfieldCompanies.com](http://MansfieldCompanies.com)

**MANSFIELD**  
 THE MANSFIELD COMPANIES

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at [REDACTED] The author will make best efforts to ensure the accuracy of the content; however, no warranties of the content are made or implied and the reader is obligated to independently verify accuracy. Any unauthorized use, review, disclosure or copying of any portion of this message, content or its attachments is strictly prohibited.

**Medical Disclaimer:**

The content of this email should not and cannot be considered in any regard, as either explicitly or by implication, to serve as medical advice under any circumstances or in any form. The reader acknowledges that this content does not represent medical advice.

**SAFE HARBOR STATEMENT:** Contents and discussion may include concepts, predictions, estimates or other information that might be considered forward-looking. While these forward-looking statements represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place reliance on these forward-looking statements, which reflect only our opinions only as of the date of this presentation. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. No warranties are provided or implied. Data contained or referenced is to the best of our knowledge accurate, though the reader should independently verify and seek alternative sources.

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Thursday, March 25, 2021 4:24 PM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: Housing

Another one....

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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-----Original Message-----

From: Elaine Marcus <[REDACTED]>  
Sent: Thursday, March 25, 2021 14:00  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: Housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

As an owner at 1810 Avenida Del mundo I am opposed to your plan the increase in traffic will impact an already crowded space. Please take this site off your list Elaine Marcus

Sent from my iPhone



**Jesse Brown**

---

**From:** Elaine Marcus <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 8:49 AM  
**To:** Jesse Brown  
**Subject:** Housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Please don't consider putting housing up across from the hotel Del that area is already over congested and the increase in traffic would be intolerable! Thank you Elaine Marcus 1810 Avenida Del mundo unit [REDACTED]

Sent from my iPhone

**From:** HOA Admin  
**To:** [Richard Bailey](#); [Mike Donovan](#); [Bill Sandke](#); [Casey Tanaka](#); [Marvin Heinze](#); [CM Web Contact](#); [Jennifer Ekblad](#)  
**Subject:** Assistance with Smart and Final Development  
**Date:** Monday, March 8, 2021 5:14:24 PM

---

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Good Afternoon,

I co-manage 4 HOA's totaling roughly 140 Units on the corner of 1st St and C Ave including: Coronado Point, The Village in Coronado, Crown View and Regatta Bay. We are aware of the potential plans for rezoning and developing the Smart and Final lot and know that there is ample correspondence from the Ownerships in these communities that see this as detrimental to home values and day to day life on the Island. I trust their comments are playing a role in your considerations and plans, and I understand that you are being forced to make a decision on something you likely didn't want in the first place.

I am a firm believer in planning ahead for all of the possible outcomes and understand that the City is in a tight spot with some higher authorities. If there is no way around this plan and it moves forward, I believe my firm is uniquely situated to assist in the transition.

I've seen that many of the frustrations from the Homeowners comes from a lack of information and communication. This is not the fault of the City as it isn't feasible to expect daily updates and personnel calls to every Owner on the Island. Due to our close proximity, our relationship with the current residents, our ability to communicate quickly with each resident, and our expertise in managing residential and mixed used condominiums in Coronado, I feel that RG Investment would likely be a great asset to both the City and the Developer if the Project were to be approved.

I am very interested in the potential benefits for both the current residents, and potential future residents, and would like to be further involved in this process with both the City Council Members and the Developer. If there are ways that you can see us being of value, please let me know and I would be more than happy to discuss further.

Thank you for your time and I look forward to hearing from you.

[Nate Moncrief](#)  
[RG Investment](#)  
[Real Estate Services, Inc.](#)  
[REDACTED]  
[Phone: 858-268-5004](#)

Fax: 858-268-7743  
[www.rginvestmentre.com](http://www.rginvestmentre.com)

**Jesse Brown**

---

**From:** Mike Morgan <[REDACTED]>  
**Sent:** Sunday, March 28, 2021 3:52 PM  
**To:** Jesse Brown  
**Cc:** Casey Tanaka; Richard Bailey; Marvin Heinze; Bill Sandke; mdonanvan@coronado.ca.us  
**Subject:** Comments on the City of Coronado Housing Element Plan

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

Why are NASNI/NAB Military and Navy Civilian employees counted as working in Coronado? Has anyone considered that these bases could probably be considered Federal Enclaves, and the employees are actually working on Federal Land? I would think this would help get the population numbers down, and lower the requirement for affordable housing.

Thanks for your hard work on this issue,

Mike Morgan, CPA  
Unit [REDACTED]  
1760 Avenida del Mundo  
Coronado, CA 92118

**DR. DONALD LEROY NIEWOLD**

**5140 RALLS ROAD  
LAS CRUCES, NM 88012**

**Attachment 1**

April 3, 2021

**Via Email**

**iekblad@coronado.ca.us**

Ms. Jennifer Ekblad  
City Clerk  
Coronado City Hall  
1825 Strand Way  
Coronado, CA 92118

**Re: Regional Housing Needs Allocation (RHNA)**

Dear Ms. Ekblad:

This will confirm that I reside part of the year in the Cabrillo Towers at the Coronado Shores located at 1730 Avenida del Mundo in Coronado, California. I was advised that the Coronado City Council conducted a meeting on February 16, 2021. In that regard, the consultants hired by the City of Coronado were asked to identify particular sites for adding housing stock based on income categories pursuant to the Regional Housing Needs Allocation (RHNA) review of cycle of housing needs for Coronado, California.

I am opposed to the site wherein the property directly across the street from the Coronado Shores on Strand Way would be identified as a potential site to accommodate affordable housing of up to 400 units for low to very low income families.

The 400 housing units added to this area would overwhelm the ingress and egress from Coronado Shores to Strand Way. In addition, the traffic would overwhelm the traffic corridors. Further, based upon the height requirement, the housing would block and obscure my view of the downtown bay area of San Diego in that my condominium currently has a panoramic view of the City of San Diego and bay area, The Hotel Del, and the Pacific Ocean. The proposed housing development would greatly diminish the market value of my condominium. I would respectfully request and urge the city council to remove this site from the plan.

Further, I would request that your office forward a copy of this Comment to the California Department of Housing and Community Development (CDHCD) for consideration.

Respectfully,



Dr. Donald Leroy Niewold  
The Cabrillo  
1730 Avenida del Mundo  
Unit [REDACTED]  
Coronado, CA 92118  
Cell Phone Contact: [REDACTED]

March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager  
  
[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



RE: **Proposed Zoning and General Plan Housing Element Changes**

I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am STRONGLY OPPOSED to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents STRONGLY OPPOSE **any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

ANN NORMAN

A handwritten signature in black ink, appearing to read 'Ann Norman', written over a horizontal line.

Address

Phone & Email (optional)

**Jesse Brown**

---

**From:** Raul Obregon <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 7:55 AM  
**To:** Jesse Brown  
**Subject:** Coronado Housing Proposal

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Jesse Brown  
Senior Planner  
City of Coronado

Mr Brown,

I have been visiting Coronado since the early 1990 and now I am home owner since 2015 of the Coronado Shores.

We as a family have been learning and understanding the planned development of low income and affordable housing project nearby.

We want to commend the City Council on taking a step towards being part of the solution in the State of California to a problem that keeps on growing and that is nor easy nor challenging.

Having said these I am very concerned on the solution provided for the development site. Unfortunately these housing development bring a broad scope of social vices to communities like Coronado. I am sure that there are severall families as well as ours that are very concerned with this fact.

I am sure that as City Council you have looked at the different yet limited options that Coronado has but this solution is really perplexing and not supported by us both as home owner and head of family.

Sincerely

Raul Obregon  
El Encanto  
Coronado Shores



**Jesse Brown**

---

**From:** judy parris <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 1:13 AM  
**To:** Jesse Brown  
**Subject:** Hwy 75

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Jesse, I am a resident at The Coronado Shores. I have lived here since 2010. The traffic has doubled in the last five years. The traffic noise is horrendous. The housing that you are purposing on Hwy 75 will cause even more traffic in this already high traffic area. Has the city done research on the amount of traffic in this area? The amount of tourists that cross Hwy 75 at this City Hall area is enormous. Adding more traffic in this area will be fatal. May I suggest another area on the island. The Coronado Tidelands Park has room for housing and is easily accessed from the bridge. Easy on and easy off the bridge. Another thought is the Verneti Stadium baseball field between A and B Avenue. Please reconsider building at the City Hall area on Hwy 75.

Sincerely, Judy Parris

Sent from my iPhone

**Jesse Brown**

---

**From:** Irene Pedroza <elranchocoronado@gmail.com>  
**Sent:** Thursday, April 1, 2021 2:46 PM  
**To:** Jesse Brown; richard@richardbailey.com; caseytanaka@yahoo.com; mikedonovancornado@gmail.com  
**Subject:** Letter Opposing Coronado's increase in density

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Mr Brown,

My name is Irene Pedroza. Coronado is my home and my family owns several properties on this beautiful island including El Rancho Motel.


We are strongly opposed to the proposed increase of density in Coronado.

Coronado is one of the few Historic towns in California, why would any San Diegan see devaluing Coronado as something positive?

There are only two very tight points of access to the Island. Adding 900+ units to Coronado will strongly impact the island's uniqueness and tourism income.

Coronado lacks supermarkets, gas stations, schools and other basic infrastructure, residents would have to leave the island to purchase their groceries, and this would add traffic to the already problematic situation we live in.

We ask you to help us stop this construction, we believe it will be a huge mistake.

Sincerely,  
Irene Pedroza  


**Jesse Brown**

---

**From:** Dr Marvin Peterson <[REDACTED]>  
**Sent:** Tuesday, April 13, 2021 8:22 AM  
**To:** Jesse Brown; Richard Bailey; Bill Sandke; Casey Tanaka; Mike Donovan; Marvin Heinze  
**Subject:** Re: Town Hall Meeting on Low Income Housing by City Hall - Wednesday, April 7th at 5:00pm via Zoom

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear fellow Coronado residents,

I see no benefit for either the potential new low income residents of Coronado with this plan to add them to Coronado be destroying badly needed areas of our city. I served for nine years in the Navy first with the SEALs, then as a pilot off the Aircraft Carriers. I do not see the reason to destroy the city to benefit low income housing. There is space in Imperial Beach and in the hills East of San Diego. There are many areas where the population is shrinking in the farming areas which could easily give space for more people. I specifically recommend areas like Kittson County, Minnesota where i was born. The schools have excess capacity and the population is plummeting. Why destroy Coronado to help a politician who wants more votes at the cost of destroying something beautiful? Many of us served in the military and fought for this country. Why should we be penalized to benefit people who have never served?

Cordially,

Dr. Marvin Peterson  
 Coronado Shores

On Thu, Apr 8, 2021 at 5:38 PM Leni Peterson <[REDACTED]> wrote:  
 We should all write in. Mom

----- Forwarded message -----

**From:** Erika Taylor <[notify@buildinglink.com](mailto:notify@buildinglink.com)>

**Date:** Mon 5 Apr 2021 at 10:12

**Subject:** Town Hall Meeting on Low Income Housing by City Hall - Wednesday, April 7th at 5:00pm via Zoom

**To:** Helen Peterson <[REDACTED]>

Good Morning La Playa Residents,

Please find the information on the Town Hall Meeting presented by Mayor Richard Bailey on Low Income Housing.

Rough outline below:

- 1) housing cycle background.
- 2) historical process for housing cycle.
- 3) what made this housing cycle different.
- 4) how the city is fighting it.
- 5) the city's current legal requirements.
- 6) what happens if city does not meet legal requirements.
- 7) the city's game plan for meeting legal requirements in least impactful way.
- 8) why the shores shouldn't worry about proposed units.
- 9) why the smart and final lot is being considered for "low income housing"
- 9) the public process going forward.
- 10) proposed state legislation that further complicates everything.
- 11) Q and A

**The Zoom meeting is open to the first 100 participants** and can be viewed on **YouTube** starting **Thursday, April 8<sup>th</sup>** by searching "Mayor Richard Bailey answers questions on proposed low income housing in Coronado".

**Please encourage as many homeowners as possible to write a letter to:**

**Jesse Brown | Senior Planner**

**City of Coronado**

Community Development Department

[1825 Strand Way](#)

[Coronado, CA 92118](#)

[jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)

**State Assembly** (District 78) –

[Assembly Member Christopher M. Ward](#)-DEM

**District Office**

[1350 Front Street, Suite 6054](#)

[San Diego, CA 92101](#)

**State Senate** (District 39)-

[Senator Toni G. Atkins-DEM](#)

**San Diego District Office**

[1350 Front Street, Suite 4061](#)

[San Diego, CA 92101](#)

Mayor Richard Bailey:

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)

Bill Sandke

[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)

Casey Tanaka

[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)

Mike Donovan

[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)

Marvin Heinze

[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)

### **Zoom Link:**

Join Zoom Meeting

<https://us02web.zoom.us/j/81081346469?pwd=S25QS3VEQ2ZWdTFTWmFBUVZpSkNrZz09>

Meeting ID: 810 8134 6469

Passcode: 123456

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## Attachment 1

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--



**Dr. Marvin Peterson**  
Founder

**Jesse Brown**

---

**From:** Olen Petznick <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 1:04 PM  
**To:** Jesse Brown  
**Subject:** RHNA HOUSING

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

March 30, 2021

Jesse Brown | Senior Planner  
 City of Coronado  
 Community Development Department  
 1825 Strand Way  
 Coronado, CA 92118

Dear Mr. Brown,

My wife and I have been residents of Coronado Shores since 1986, and we have seen many changes to the City over the past thirty-five years. What was once a calm summer haven for hot weather visitors is now almost unrecognizable. We understand that growth is beneficial to local businesses, and we also know that the City must comply with the RHNA mandate. However, we are adamantly opposed to the addition of low-income, high-density housing adjacent to City Hall for the following reasons:

1. **Parking.** The parking lot adjacent to City Hall is already overcrowded, even in the winter months. Without this lot, where would visitors park to access the beach, the Bluewater Grill, or Seaforth Rentals? The boardwalk lot on El Encanto is standing room only, and parking along the Strand west side curb is constantly full. Also, where would boat owners park who dock their boats at the Glorietta Bay Marina?
2. **Overcrowding.** As I mentioned, parking is at a premium, but so is ingress/egress to the beaches. To my knowledge, the only southern access point to the boardwalk sits west of the parking lot at City Hall, above the parking lot west of the Shores gate. RHNA residents could easily walk across the street to the beach while vacationers and residents would be forced to park inland, assuming they could find a space at all. Is this fair to vacationers and owners?
3. **Safety.** The addition of up to 400 housing units in this location would pose several areas of concern. First, The Shores is not a fully gated community. There are perimeter walls along a portion of the community, but somebody could easily jump them. The roadways between the units are protected from vehicle traffic by gate arms, but they are not fenced. Adding hundreds of additional residents around the area would inevitably cause the Shores to add more fencing and more round-the-clock security at the owner's expense. Is this fair to the Shores residents?
4. **Loss of views.** Many of our residents have purchased their homes to enjoy the view of Glorietta Bay. RHNA housing would adversely impact these views from their residences.



In closing, we understand that you must find space for RHNA housing, but this option would be unfair and create unneeded chaos. It is not the answer.

Respectfully Yours,

*Belle and Olen Petznick*

1810 Del Mundo Unit [REDACTED]  
Coronado CA 92118

**Jesse Brown**

---

**From:** Lisa L. Portnoff <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 6:07 AM  
**To:** Jesse Brown  
**Cc:** 'Lee Portnoff '  
**Subject:** FW: Regional Housing Needs Allocation

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Jesse Brown:

As owners of two condos at Coronado Shores we are strongly opposed to any kind of housing development on the property directly across the street on Strand Way on or near the parking lots next to City Hall. The last thing the area needs is loss of parking. The area is already densely populated and cannot accommodate more housing, more cars, more residents or more traffic. Please forward our comments to the California Department of Housing and Community Development for their consideration.

Sincerely,

Lisa and Lee Portnoff  
1810 Avenida del Mundo [REDACTED]  
1830 Avenida del Mundo [REDACTED]  
Coronado CA 92118

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Wednesday, April 14, 2021 7:55 AM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: Section 8 Housing

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

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**From:** Sunny Freidkin <[REDACTED]>  
**Sent:** Tuesday, April 13, 2021 19:15  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Cc:** [REDACTED]  
**Subject:** Section 8 Housing

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To whom it may concern,

I reside in the Shores Condos, and I have lived here for over 15 years. When I purchased this property I bought a 1700 sq ft unit at \$700 a sq ft. As of today, the equity in the unit has risen to \$1335 a sq ft. I understand you are considering adding Section 8 Housing across the street at the City Hall parking lots -- this move will affect traffic, property values, and the views that were many of the reasons I purchased this unit. If you go through with this construction project, I think you need to inform the condo owners of your plans to ease the traffic and parking, and provide compensation for the drop in property values that is sure to occur if you proceed. Also, added security will be required to keep parking overflow from moving to our parking lots that we pay to maintain.

I do not think it appropriate to put 400+ units here when there are other more accessible places to put these units, that would have better access to streets for the traffic that is certain to be added to the island. We are a small community within the island, and this is just another reason I so enjoy living here. This move will change

**Attachment 1**

the dynamic of the complex, and not for the better. I pay over \$8000 a month in HOA fees to ensure the privacy of myself and my neighbors, and I fear the fee will rise and our privacy will be encroached upon if you proceed with building at this site.

I would love to hear from you on how you plan to resolve these issues with property owners that pay property taxes.

Sincerely yours,  
Dr Tawfik Rizkallah MD

[REDACTED]

**Jesse Brown**

---

**From:** John Robinson <[REDACTED]>  
**Sent:** Sunday, March 21, 2021 11:56 AM  
**To:** Jesse Brown  
**Subject:** Subject: Public Review Draft Housing Element Update 2021-2029

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Hello Mr. Brown,

Thank you for the chance to make an input for the record in regard to the subject housing element draft update.

The proposal to put 400 units where the mayor's office is located along with other community buildings I know is being forced upon you by the state. I also gather that unless the Navy can cede land for this effort, and I doubt if it will, your office can only look upon the land it actually owns for possible development.

Sometimes in my career, the answer to my superiors was that the mission was impossible. I think this is where we are at with the state. To try to build 400 units on that strip of land facing the yacht club and bay is impossible when you must also provide parking, safe entry and exit, and meet all the demands of the permitting process. Further, that large number of new residents and corresponding vehicles will result in a traffic nightmare as vehicles barrel down the highway on their way to work and individuals of all ages and in great numbers try to cross the street.

There will be a huge impact on the Shores owners who presently face that direction as I assume you will have to build a multi-story high-rise to accommodate so many units. How would such a high-rise meet the various codes for height I do not know, but in the end, there will be a very negative loss of value to the Shores units. I do not own a Shores unit facing in that direction, but I do care what happens to those that do.

I also wonder about the effect on the Hotel Del as large numbers of people wander through that facility already chocked full of tourists as they are bused in for the day. The beach is already packed by the Del and Shores, and the new development you have described will not help that situation either.

What about security for those yachts presently moored along the bay and facing west towards the mayor's office. My guess is that they would all have to relocate.

In closing, the concept to put on some of the most valuable bayfront land in the San Diego area low income high rise housing in an already congested area makes little sense. Why would the city government give up the facilities in which they now work, or the citizens of Coronado give up their meeting rooms and gym, the Playhouse Theater and much more and where would such amenities and offices relocate?

Sincerely,

John Robinson

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause

the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.



**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Wednesday, March 31, 2021 7:56 AM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: Coronado Low income Housing

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

*Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

---

**From:** John Rubenstein <[REDACTED]>  
**Sent:** Wednesday, March 31, 2021 07:36  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Cc:** [REDACTED] <[REDACTED]>  
**Subject:** Coronado Low income Housing

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To the City of Coronado,

My wife and I own [REDACTED] @ 1730 Avenida Del Mundo, Coronado, CA

We agree with the City's position on this matter.

Respectfully

**John L. Rubenstein**  
**Rubenstein Real Estate**  
**6310 Lamar, # 220**  
**Overland Park, KS 66202**  
913-362-1999 office

cell

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Friday, March 26, 2021 8:42 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Housing at strand

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk

CITY OF CORONADO  
City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.

-----Original Message-----

From: Lorena Saenz Ruiz <[REDACTED]>  
Sent: Thursday, March 25, 2021 21:30  
To: Jennifer Ekblad <[jekblad@coronado.ca.us](mailto:jekblad@coronado.ca.us)>  
Subject: Housing at strand

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi ,  
I am writing you to please attend this matter, There is no logic in place 900 Houses , in a place that receives tourism Coronado has his value because of his beauty , small island, small community, recibe a lot of money from tourism , fro abroad an another states ,

That will result in:  
Less tourists  
Less money revenue  
Less sells for stores an restaurant  
Equals for less jobs .  
Less school capacity.  
To crowed equal to more crime .  
It will lower the value o the land.  
More traffic so more pulled.  
People that buys uninstructed views

Will loose in a second the value o their propertied.

This is like communism,  
I can not believe this is happening  
In the US.  
Thanks  
Lorena

**Jesse Brown**

---

**From:** Diane Rutherford <[REDACTED]>  
**Sent:** Thursday, March 18, 2021 2:05 PM  
**To:** Jesse Brown  
**Subject:** COMMENTS FOR - Public Review Draft Housing Element Update 2021-2029

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Jesse,  
 Thank you for sending me the Draft Housing Document.  
 Here are my comments:

I am opposed to the requirement that Coronado increases its housing by over 900 units. I encourage the City to **continue fighting** SANDAG on this requirement.

That being said, I am opposed to the use of the "City Hall Site" to support 400 units of low and very low income R5 housing (described on page 137 of the draft.). The 8.9 acres to accommodate these 400 units includes a parking lot, city hall building, park used for weddings, community center and playhouse, community rec center, olympic pool, the boat launch and city park. To rezone and bulldoze that entire area so that hundreds of units could be accommodated is an outrage. Coronado and its waterfront is a gem to the entire region. It allows free parking and access to the Bay, Marina, and Pacific Ocean at/near Avenida De Las Arenas. All that beauty and access would be destroyed by public housing units, increased congestion, reduced parking availability, increased foot traffic, the need for more public transportation, grocery stores, public infrastructure like household water, electricity, sewage, water runoff management, etc. Don't destroy Coronado!

PLEASE REMOVE THE CORONADO CITY HALL SITE from consideration for 400 R-5 units.

PLEASE FIGHT SANDAG's overreach and flawed plan requiring Coronado to bear this housing load without considering the US Navy and its role in Coronado's housing. Please elevate the fact that other communities have plenty of available land - without destroying the very fabric of their entire town. We love Coronado - please don't destroy our crown gem!

Respectfully submitted,

Diane Rutherford  
 Full-time Coronado Resident since 2016

On Mar 17, 2021, at 10:02 AM, Jesse Brown <[jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)> wrote:

Hello,

You are receiving this email because you have expressed an interest in the City of Coronado's Housing Element Update process. The City has published the Public Review Draft Housing Element Update 2021-2029 document on our website and are seeking public comments. Comments received prior to April 16,

2021 at 5pm will be provided to the California Department of Housing and Community Development to consider, and all comments received will be considered by the City of Coronado's Planning Commission and City Council prior to adopting a Housing Element Update at a later yet to-be-determined date.

The Public Review Draft Housing Element Update can be found here: [https://www.coronado.ca.us/government/departments\\_divisions/community\\_development/housing\\_element\\_update](https://www.coronado.ca.us/government/departments_divisions/community_development/housing_element_update)

Comments can be provided to me via email or mailed to City Hall to my attention at the address in my signature line below.

Regards,

**Jesse Brown | Senior Planner**

City of Coronado  
Community Development Department  
1825 Strand Way  
Coronado, CA 92118  
P: 619.522.2415

**Jesse Brown**

---

**From:** Nanette Saad <[REDACTED]>  
**Sent:** Friday, March 26, 2021 8:01 AM  
**To:** Jesse Brown  
**Subject:** Do not agree with the housing project in Coronado

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Mr Brown I do not support Sandag's decision to build 912 new housings in Coronado by 2029 because we are already overbooked and the traffic is heavy in the Stand and in the bridge. Thank you Nanette Saad Coronado resident



**Jesse Brown**

---

**From:** Jacky Haddad <[REDACTED]>  
**Sent:** Monday, March 29, 2021 4:49 PM  
**To:** Jesse Brown  
**Subject:** Proposed construction of housing units

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I own a condo at [1820 Avenida Del Mundo](#), (El Mirador), located immediately north of the Seal Base. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.
7. Virtually the only food shopping capability is Von’s-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

Best regards,

Gerardo and Jacqueline Salomé

**Jesse Brown**

---

**From:** Jon sandler <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 4:16 PM  
**To:** Jesse Brown  
**Subject:** regional housing needs allocation

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown-

My family has been visiting Coronado for 40 years and has been an owner of an apt at the Shores since 2006. We were alerted by our building manager of the possible plans to build up to 400 units across the Strand from the Shores.

Coronado has changed so much over the time we have been visiting and it continues to do so, some for the good, some for the not so good. A 400 unit apt complex would fall into the latter category so I wanted to send off this email.

There are so many more people in the area, at the beach, in the restaurants (post pandemic hopefully) and the traffic is already horrible. Some of the problems may be the Del's construction but that is hopefully an end we can count on. A 400 unit, multi story complex, is a problem which will keep on giving increasing our traffic problems (both cars on the roads and people on the streets and boardwalk), affect what views we currently enjoy and in general, take much away from what Coronado is to those of us who have been coming for a long time.

I know of no way to write an email commenting on a government proposal/policy like this without sounding like a NIMBY (not in my backyard) but Coronado is a small island and I fear a project of this size and location can do nothing but harm the area and the people who call it home.

I appreciate you taking the time to read my email and can be reached here at any time as appropriate. Thank you.

Jon Sandler

**Jesse Brown**

---

**From:** Brian Shook <[REDACTED]>  
**Sent:** Tuesday, April 6, 2021 11:11 AM  
**To:** Jesse Brown  
**Subject:** Affordable Housing - City Hall Location

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

I am aware of the difficult challenge in Coronado of finding space to abide by California's and SANDAG's affordable housing requirement.

The proposal to locate 400 units along the strand adjacent to city hall will result extreme traffic issues. Currently, prior to the completion of the Hotel Del expansion, that portion of Silver Strand Blvd, Strand Way, Glorietta Blvd and Pamona Ave are heavily congested with

- Emergency/First Responders. Coronado Shores has an older demographic who frequently call upon Coronado's first responders during health emergencies.
- Buses
- Residents heading to/from their homes
- Military personnel to the based
- Boaters accessing the marina
- San Diegans headed to the beach and searching for parking
- Weddings along the bay
- Pedestrians and cyclists using the bike paths

There are times of the day when the roads are at a standstill. It's not difficult to foresee the outcome of 400 new homes.

The increased traffic, congestion and less parking will assuredly create not just a significant logistical problem, but certainly slow emergency vehicles and increase the likelihood of accidents involving bikers, runners, beach goers and tourists. The dynamics of that portion of The Strand make the city hall location an unnecessary safety risk to residents, tourists and children.

I ask that you reconsider the location and remove city hall from the list of options.

For consideration,

Brian Shook  
 1810 Avenida Del Mundo  
 Unit [REDACTED]  
 Coronado, CA  
 92118

PETITION TO THE CITY OF CORONADO  
IN OPPOSITION TO CITY HALL HOUSING PROJECT

1. The creation of 400 new residential units is equivalent to nearly three towers at the Coronado Shores. There is no location within Coronado that has greater population density than the Shores. Adding 30% more units would create unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult and potentially dangerous, not only because of the population at the Shores, but also because of the residents and workers at the Base. It plainly makes no sense to take the highest density area and enhance it beyond reasonableness.
2. Individuals living at proposed development would presumably be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is horrendous today; the traffic would be close to impossible should the development be built at the City Hall site.
3. Parking is already a major problem. The current city parking is wholly inadequate today, particularly in beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars would need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above-ground parking facilities. Underground parking is terribly expensive given the low water table. Above-ground destroys the visual appeal that has made Coronado the great city that it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores would be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, decreased assessments would result in decreased tax revenue to the County of San Diego. Alternatively, if property tax relief were not offered, many owners at the Shores would be paying an extremely high tax rate relative to the newly depressed value of their units. This would not be not fair treatment.
6. The local infrastructure of Coronado in the vicinity of the City Hall site cannot support the increase in the population. The negative impact on schools, health care facilities and general trade would be substantial. Emergency runs to Sharp Coronado Hospital from the Shores would likely be slowed considerably due to the cross-island nature of the City Hall site relative to the hospital, putting lives in jeopardy.
7. The only nearby market is VON'S which is already overwhelmed and arguably too small to serve its existing customer base. Parking is a problem currently, and would become a true nightmare should the units be built.

WE STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY.

1. Name: SETH PINES Signature: [Signature] Date: 4/8/21  
 Building Name: EL MIRADOR Unit Number: [Redacted]  
 Email address: [Redacted]
2. Name: FRAN KIRASNO Signature: [Signature] Date: 4/8/21  
 Building Name: EL MIRADOR Unit Number: [Redacted]  
 Email address: [Redacted]
3. Name: Dave & Rebecca Landis Signature: [Signature] Date: 4/8/21  
 Building Name: El Mirador Unit Number: [Redacted]  
 Email address: [Redacted]
4. Name: Manuelito Signature: [Signature] Date: 4/8/21  
 Building Name: El mirador Unit Number: [Redacted]  
 Email address: [Redacted]
5. Name: gabriel ll Signature: [Signature] Date: 4/8/21  
 Building Name: El Mirador Unit Number: [Redacted]  
 Email address: [Redacted]
6. Name: BAIAN DRA Signature: BAIAN DRA Date: 4/8/21  
 Building Name: EL MIRADOR Unit Number: [Redacted]  
 Email address: [Redacted]
7. Name: BAIAN DRA Signature: BAIAN DRA Date: 4/8/21  
 Building Name: EL MIRADOR Unit Number: [Redacted]



Email address: \_\_\_\_\_

8. Name: Catalonia Signature: Catalonia Date: 4/8/21Building Name: El Mirador Unit Number: [REDACTED]

Email address: \_\_\_\_\_

9. Name: MICHAEL GARCIA Signature: [Signature] Date: 4.9.21Building Name: Mirador Unit Number: [REDACTED]

Email address: \_\_\_\_\_

10. Name: Carlene McJella Signature: [Signature] Date: 4.9.21Building Name: EL Mirador Unit Number: [REDACTED]

Email address: \_\_\_\_\_

11. Name: THOMAS GREEN Signature: [Signature] Date: 4-9-2021Building Name: EL MIRADOR Unit Number: \_\_\_\_\_Email address: [REDACTED]12. Name: CHARYL MAHONEY Signature: Cheryl Mahoney Date: 4-9-2021Building Name: EL MIRADOR Unit Number: [REDACTED]Email address: [REDACTED]13. Name: ROBERT MAHONEY Signature: [Signature] Date: 4-9-2021Building Name: EL MIRADOR Unit Number: [REDACTED]Email address: [REDACTED]14. Name: PATRICIA M. BOER Signature: [Signature] Date: 4/9/21Building Name: EL MIRADOR Unit Number: [REDACTED]



Email address: [REDACTED]

15. Name: Clare Conley Signature: Clare Conley Date: 4-9-21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: [REDACTED]

16. Name: James Conley Signature: James E. Conley Date: 4-9-21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: [REDACTED]

17. Name: Maria Vesce Signature: Maria Vesce Date: 4-9-21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: [REDACTED]

18. Name: Ken Sigelman Signature: Ken M. Sigelman Date: 4/9/21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: [REDACTED]

19. Name: Tamie Schrenfeld Signature: Tamie K. Schrenfeld Date: 4/10/21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: [REDACTED]

20. Name: NABIL ZAKI Signature: Nabil Zaki Date: 4-10-2021Building Name: EL CAMINO

Unit Number: [REDACTED]

Email address: [REDACTED]

21. Name: Callister Investment Co Signature: Callister Investment Co Date: 4/10/21Building Name: El Mirador

Unit Number: [REDACTED]

Email address: \_\_\_\_\_

22. Name: Therese Carranza Signature: Therese Carranza Date: 4/10/2021  
 Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

23. Name: LILA ~~MIRAZ~~ RUIZ Signature: [Signature] Date: 04-12-21  
 Building Name: EL MIRADOR Unit Number: [REDACTED]

Email address: [REDACTED]

24. Name: PABLO FONTANET Signature: [Signature] Date: 04/12/21  
 Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_

Email address: \_\_\_\_\_

25. Name: Debbie AFD Signature: [Signature] Date: 4/12/21  
 Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

26. Name: G WELCH Signature: [Signature] Date: 4/12/21  
 Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

27. Name: JAMES O. STRICKLAND Signature: [Signature] Date: 4/13/2021  
 Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

28. Name: ANDRA STRICKLAND Signature: [Signature] Date: 4/13/2021  
 Building Name: El Mirador Unit Number: [REDACTED]



Email address: [REDACTED]

29. Name: M. GARCIA Signature: [Signature] Date: 4.13.21Building Name: MIRADOR Unit Number: [REDACTED]

Email address: [REDACTED]

30. Name: Robert Bishop Signature: R. G. Bishop Date: 4/13/21Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

31. Name: J. DEHLER Signature: [Signature] Date: 4/15/21Building Name: EL MIRADOR Unit Number: [REDACTED]

Email address: [REDACTED]

32. Name: Jan Signature: [Signature] Date: [REDACTED]

Building Name: [REDACTED] Unit Number: [REDACTED]

Email address: [REDACTED]

33. Name: Laury S. Graves Signature: Laury S. Graves Date: 4/16/21Building Name: El Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

34. Name: Grisel Ocas Signature: Grisel Ocas Date: 4/16/21Building Name: Mirador Unit Number: [REDACTED]

Email address: [REDACTED]

35. Name: [REDACTED] Signature: [REDACTED] Date: [REDACTED]

1. Name: Stacy Mc Carthy Signature: [Signature] Date: 9 April 2020  
Building Name: El Mirador Unit Number: [Redacted]  
Email address: [Redacted]
2. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
3. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
4. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
5. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
6. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_  
Email address: \_\_\_\_\_
7. Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Building Name: \_\_\_\_\_ Unit Number: \_\_\_\_\_

March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

I support the City's efforts to challenge SANDAG's unfair Regional Housing Needs Assessment and encourage the use of legal remedies.

However, I am **STRONGLY OPPOSED** to the Council's decision to approve the inclusion of the Smart & Final site and the Broadstone site (North Commercial Site Rezone) in the inventory of City property proposed to be rezoned from commercial to mixed commercial/residential in order to meet SANDAG's RHNA targets.

A change in zoning and development of these two sites would greatly increase the housing density, placing additional burdens on residents like myself who live in the Northern quarter. We are already dealing with traffic congestion and pedestrian safety issues, which will only become worse with the Port's plans to redevelop the Ferry Landing marketplace.

The population of my area is much too dense already. Any additional residents would be overwhelming. According to the 2020 census, the population within a one mile radius of Smart & Final is 14,000. The daytime population is 18,000. On weekends it is even more crowded with visitors and residents, and more traffic and congestion.

The City has identified more than enough property sites to satisfy the HCD requirement (178% of the HCD requirement) without including the 111 housing units which are proposed for the North Commercial Rezone.

Further, the City's General Plan shows the Smart and Final site is zoned C (Commercial w/in OACSP). You cannot explore mixed use for this property as a strategy, because it is zoned Commercial.

The General Plan represents the community's view of its future; a constitution made up of the goals and policies upon which the City Council and Planning Commission will base their land use decisions. All zoning decisions must be consistent with the General Plan. If it is not consistent, you must not approve.

Regatta Bay, The Landing, The Point, The Village in Coronado, Crown View, and Coronado Village Residents **STRONGLY OPPOSE any rezone change** to the Smart and Final lot and the Broadstone site which are included in the North Commercial Rezone.

Due to the density issues discussed above, I am requesting the City Council to remove the entire North Commercial Site Rezone (Smart and Final parcels and Broadstone parking lot) from the plan. The number of units in all categories far exceed the amount of units requested by the State of California.

Sincerely,

*Richard Irene* *Richard Irene*

Address

Phone & Email (optional)

March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

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Sincerely,

*Donna Irene*  
Print Name & Signature

*Donna Irene*

Address

Phone & Email (optional)



March 01, 2021

TO: City of Coronado  
Mayor Richard Bailey  
Council Members  
City Manager

[rbailey@coronado.ca.us](mailto:rbailey@coronado.ca.us)  
[bsandke@coronado.ca.us](mailto:bsandke@coronado.ca.us)  
[ctanaka@coronado.ca.us](mailto:ctanaka@coronado.ca.us)  
[mdonovan@coronado.ca.us](mailto:mdonovan@coronado.ca.us)  
[mheinze@coronado.ca.us](mailto:mheinze@coronado.ca.us)  
[bking@coronado.ca.us](mailto:bking@coronado.ca.us)



**RE: Proposed Zoning and General Plan Housing Element Changes**

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Sincerely,

*Arlene Inch*

*Arlene Inch*

Print Name & Signature

Address

Phone & Email (optional)



**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Thursday, March 25, 2021 8:04 AM  
**To:** Richard Grunow; Jesse Brown  
**Subject:** FW: LOW INCOME SITE SELECTION

Will distribute this one to the City Council.

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

*Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

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**From:** DANIEL SINGER <[REDACTED]>  
**Sent:** Wednesday, March 24, 2021 20:44  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Subject:** LOW INCOME SITE SELECTION

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

CITY COUNCIL: PUTTING. LOW. INCOME HOUSING ACROSS FROM MILLION DOLLAR  
YAUGHTS IS WITHOUT ANY MERIT.  
IT WILL DEVALUE THE REAL ESTATE VALUE OF THE SHORES WHICH WILL REFLECT  
LOWER. PROPERTY TAXES TO CORONADO.  
IT WILL INTRODUCE THE WRONG SOCIAL ELEMENT TO OUR NEIGHBORHOOD.  
THE CITY COUNCIL SHOULD BE RECALLED WITH GAVIN FOR APPROVING SUCH A.  
RIDICULOUS PLAN TO. DEVALUE PROPERTY IN CORONADO.  
THE NEGATIVE VALUE AS IT WILL AFFECT THE DEL AFTER THEY. ARE SPENDING. OVER  
\$221 MILLION TO UPGRADE IS A SLAP IN. THE. FACE.

ASK THE RESIDENCE OF CORONADO THEIR OPINION AND YOU WILL GET A VERY POOR  
RESPONSE TO THEIR VOTE.

DANIEL SINGER  
1730 AVENIDA DEL UNDO. # [REDACTED]

**Jesse Brown**

---

**From:** Jennifer Ekblad  
**Sent:** Monday, March 29, 2021 10:44 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Proposed housing

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

*Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

---

**From:** Dave Slaughter <[REDACTED]>  
**Sent:** Monday, March 29, 2021 09:44  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Subject:** Proposed housing

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Good morning Jennifer. My name is David Slaughter and I live in the Coronado Shores, Cabrillo Tower, [REDACTED]. My wife and I strongly opposed the proposed low-rent housing being considered next to the City Hall. The traffic on Strand Way is already almost unmanageable, and additional housing in that area would increase the traffic flow many times over. We understand the wonderful lifestyle we all enjoy in Coronado and realize how attractive it is for anyone to live here. However, more housing units, especially in the numbers that are proposed would present a huge detriment to not only the Shores, but everyone living on Coronado. Please consider our opposition and determine that this location would not be suitable to such density. Thank you, Dave Slaughter

**Jesse Brown**

---

**From:** Susie <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 7:29 PM  
**To:** Jesse Brown  
**Subject:** Fwd: Proposed Low Income Housing Regional Project

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Susan H. Sloman

Begin forwarded message:

**From:** Jill Esrock <[REDACTED]>  
**Date:** April 1, 2021 at 4:06:24 PM PDT  
**To:** NEIL SLOMAN <[REDACTED]> Susan Sloman <[REDACTED]>  
**Subject:** Re: Proposed Low Income Housing Regional Project

Excellent and well written letter. Well done gang!  
Jill

On Thu, Apr 1, 2021 at 12:29 PM NEIL SLOMAN <[REDACTED]> wrote:

Susan H. Sloman  
Chef's Pride: Director-Holiday Sales 🍷  
[REDACTED] Susie  
[REDACTED] Neil  
[www.chefspride.com](http://www.chefspride.com)

Begin forwarded message:

**From:** Susan Sloman <[REDACTED]>  
**Date:** April 1, 2021 at 12:25:41 PM PDT  
**To:** [Rbailey@coronado.ca.us](mailto:Rbailey@coronado.ca.us)  
**Cc:** [REDACTED]  
**Subject:** Proposed Low Income Housing Regional Project

To whom it may concern,

Please note that my husband, Neil and I are Coronado Shores owners since 2001. (Retiree's from KC, Mo). After falling in love with Coronado, since the late 80's, We bought in Las Flores, a bay view Terrace Unit. City Hall and The Community Center were under construction at that time. Our Bay view is unobstructed, and a total delight. Further our daughter (& son in law, & boys 8&5) have chosen to live in Coronado, and are extremely active in local business, and civic affairs.

We oppose the California Regional Housing Project being built in the proposed site of The Bay Front reaching from the Boat House to the South beach Launch, which directly impacts Shores properties.

Please note we feel that this is not a prudent site. The city hall and multiple community assets and structures are "perfect and exquisite" where they exist and provide phenomenal facilities to all Coronado residents.

Please reconsider...we deem the site proposed would become obtrusive and irresponsible to our community needs. Further, the assets removed would need to be relocated, obviously at "theoretically unknown locations," and certainly at unreasonable expense. We strongly feel this proposed site of regional housing impacts not only Shores residents but all residents of Coronado in a negative way.

In an attempt to be reasonable, (and not merely a complainer), we feel a better site conceivably exists. This being the vacant land mass (less than 1 mile south), directly south of the Navy Seal Base, on the Bay side, and parallel to the Strand. It seems a 3 story project at that site, could meet the "unit requirement," and with creativity, could become "iconic." I offer the analogy of "Turning Lemons into Lemonade."

I hope our input might be relevant to the issue at hand.

.

Thank you for your consideration, All the Best,

Susie & Neil

Susan H. & Neil W. Sloman

Chef's Pride/Honeybake Farms: Director-& CEO

1770 Avenida del Mundo #106

Coronado, Ca. 92118

[REDACTED] Susie

[REDACTED] Neil

[REDACTED]

[www.chefspride.com](http://www.chefspride.com)

**Jesse Brown**

---

**From:** Sandra Smith <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 3:59 PM  
**To:** Jesse Brown  
**Subject:** RHNA

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Hi Jesse Brown:

It has come to my attention that the City of Coronado is being forced to add 912 units of affordable housing. As a resident of the Shores, I feel that the addition and increase in density would be detrimental to those living at the Shores and to the whole of Coronado. The area where you are proposing these 912 units is already congested. I also think it would impact tourism because Orange Avenue is already a busy thoroughfare.

It seems like there is more space down by the Cays.

The Del has already spent a great deal of money improving its facilities and a building like this would impact it as well.

Thank you.

Sandra Smith  
1750 Avenida del Mundo [REDACTED]  
Coronado, Ca. 92118

**Jesse Brown**

---

**From:** shawn syndergaard <[REDACTED]>  
**Sent:** Monday, March 29, 2021 2:58 PM  
**To:** Jesse Brown  
**Subject:** Affordable housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

> Dear Jesse,

>

> As one of your constituents I am saddened and concerned to hear about the new strand way proposal for affordable housing in Coronado next to the Shores.

>

> Adding 400 housing units to this area will overwhelm our boardwalks, increase traffic which is already bad on the strand, and with it, a loss of view corridors. Me and my wife strongly urge you and the City Council to remove this site from the plan.

>

> Shawn & Lindsey Syndergaard

> 1810 Avenida Del Mundo [REDACTED]

> Coronado CA 92118

> Phone : [REDACTED]

>

>

> Sent from my iPhone



**Jesse Brown**

---

**From:** Henry Steinberg <[REDACTED]>  
**Sent:** Monday, April 12, 2021 10:30 AM  
**To:** Jesse Brown; Richard Bailey; Casey Tanaka; Mike Donovan; Marvin Heinze; Atkins@sen.ca.gov; Bill Sandke  
**Subject:** CITY OF CORONADO HOUSING ELEMENT PLAN

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Subject: City of Coronado Housing Element Plan

To whom it may concern,

As a decades-long resident of Coronado Shores, I strongly oppose the current City of Coronado Housing Element Plan under consideration to build low and very low income housing.

It places an unfair and heavy burden on our community, as 85% of the low and very low income units are to be shouldered by our very small side of town. There isn't any other area of the island that is being overtaxed as severely as ours.

We understand the difficulties of the imposed number of dwellings required by the city, but this should not be a burden to be suffered by a small fraction of the island's population. The impact of having this project approved, not only will affect the quality of our daily lives, but the ecological impact to the area will be devastating.

During the summer months, one can clearly see the impact in traffic, noise, and pollution to the area. Buses full of tourists park exactly where you are planning to build these units. And the summer influx of people is nothing compared to what the council is proposing. The impact will be destructive to the area.

By approving this plan you are destroying a community that has been in this place since 1976. We have a right to preserve the quality of life we have worked so hard for. This will completely transform the landscape, wellbeing, and lifestyle of the current residents. It will devalue our properties and increase our building's security costs.

This is an absolute disregard for people like me, who have always been responsible taxpaying residents, taking care of our community. You cannot ask people to suffer the impact, not only of the months of construction of 400 units, but a senseless and excessive amount of population for such small stretch of land.

The Silver Strand has empty stretches of land down the road that can be repurposed for this development without ruining the lives of hundreds of current residents.

Also, I stand against the dismantling of the current installations of city hall, the community center, and the park, which taxpayers paid for and use, to repurpose this land. Why do you completely disregard our use of the installations our taxes paid for? It was clearly another wasteful use of our taxes.

The congestion created by the military base already makes traffic on the bridge a tremendous problem. The island only has two access points — this will be another terrible hit to the island's population.

This is by no means the least impactful way to resolve this situation. It's the least impactful way for only a handful of people who are not taking into consideration the rest of the residents of this specific area.

I strongly stand against this proposal.

Sincerely,  
 Frida Steinberg



**Jesse Brown**

---

**From:** Alina Stempa <[REDACTED]>  
**Sent:** Monday, April 12, 2021 10:51 AM  
**To:** Jesse Brown; Richard Bailey; Bill Sandke; Casey Tanaka; Mike Donovan; Marvin Heinze  
**Subject:** City of Coronado Housing Element Plan

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To whom it may concern,

As a decades-long resident of Coronado Shores, I strongly oppose the current City of Coronado Housing Element Plan under consideration to build low and very low income housing in the City Hall site.

It places an unfair and heavy burden on our community, as 85% of the low and very low income units are to be shouldered by our very small side of town. There isn't any other area of the island that is being overtaxed as severely as ours.

We understand the difficulties of the imposed number of dwellings required by the city, but this should not be a burden to be suffered by a small fraction of the island's population. The impact of having this project approved, not only will affect the quality of our daily lives, but the ecological impact to the area will be devastating.

During the summer months, one can clearly see the impact in traffic, noise, and pollution to the area. Buses full of tourists park exactly where you are planning to build these units. And the summer influx of people is nothing compared to what the council is proposing. The impact will be destructive to the area.

By approving this plan you are destroying a community that has been in this place since 1976. We have a right to preserve the quality of life we have worked so hard for. This will completely transform the landscape, wellbeing, and lifestyle of the current residents. It will devalue our properties and increase our building's security costs.

This is an absolute disregard for people like me, who have always been responsible taxpaying residents, taking care of our community. You cannot ask people to suffer the impact, not only of the months of construction of 400 units, but a senseless and excessive amount of population for such small stretch of land.

The Silver Strand has empty stretches of land down the road that can be repurposed for this development without ruining the lives of hundreds of current residents.

Also, I stand against the dismantling of the current installations of city hall, the community center, and the park, which taxpayers paid for and use, to repurpose this land. Why do you completely disregard our use of the installations our taxes payed for? It was clearly another wasteful use of our taxes.

The congestion created by the military base already makes traffic on the bridge a tremendous problem. The island only has two access points — this will be another terrible hit to the island's population.

This is by no means the least impactful way to resolve this situation. It's the least impactful way for only a handful of people who are not taking into consideration the rest of the residents of this specific area.

I strongly stand against this proposal.

Sincerely,  
Alina Stempa

Mr. Brown,

I write to you as a unit owner and resident of The Shores. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause

the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

**Jesse Brown**

---

**From:** RStrimling <[REDACTED]>  
**Sent:** Thursday, March 25, 2021 5:03 PM  
**To:** [REDACTED] [REDACTED] Jesse Brown  
**Subject:** Re: Coronado City Hall! Public Review Draft Housing Element Update 2021-2029

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Hi, I strongly oppose this measure. Coronado is extremely over-crowded now. What needs to be done from us to voice our very strong disapproval of this.

Sincerely, Robert Strimling, MD

[This email is confidential. If received in error, please notify sender and delete.](#)

-----Original Message-----

**From:** Debbie Strimling <[REDACTED]>  
**To:** Bob <[REDACTED]>  
**Sent:** Thu, Mar 25, 2021 3:13 pm  
**Subject:** Fwd: Coronado City Hall! Public Review Draft Housing Element Update 2021-2029

Did you see this????

Sent from my iPhone

Begin forwarded message:

**From:** Debbie Strimling <[REDACTED]>  
**Date:** March 25, 2021 at 3:12:29 PM PDT  
**To:** Kim Cohen <[REDACTED]>  
**Subject:** Fwd: Coronado City Hall! Public Review Draft Housing Element Update 2021-2029

Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED]  
**Date:** March 19, 2021 at 10:57:01 AM PDT  
**To:** [REDACTED]  
**Subject:** Coronado City Hall! Public Review Draft Housing Element Update 2021-2029  
**Reply-To:** [REDACTED]

Dear Homeowners,

Below is an important email from the City of Coronado Community Development Department Jesse Brown, Senior Planner regarding the addition of 900+ dwelling units to be built here in Coronado by 2029. The draft Housing Update document can be



downloaded from the link below. The purpose of this draft is to show WHERE that many units could be built in Coronado. City Hall must approve zoning changes to enable these units to be built. On page 137 of the document, it mentions the City Hall site - to be allocated 400 units of low and very low income R5 density housing. The map shows a blue shaded area of 8.9 acres for these units - spanning from the boathouse parking lot, city hall, the wedding park, community center, pool, and past the boat launch. There are no indications that the units would be built on the boathouse parking lot or if the entire city hall complex would be redeveloped. The purpose is to show WHERE and HOW MANY units and the zoning required. Building 400 units on the City Hall site will impact every resident of Las Flores and of the Coronado Shores in general (increased traffic, congestion, loss of views, increased campus and building security costs, etc.). The deadline to provide public commenting on this document is April 16 at 5pm.

From: Jesse Brown [jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)  
Date March 17, 2021 at 10:02:52 AM PDT  
To: Jesse Brown [jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)  
Cc: MaeColleen Balcobero [mbalcobero@coronado.ca.us](mailto:mbalcobero@coronado.ca.us)

**Subject: Public Review Draft Housing Element Update 2021-2029**


You are receiving this email because you have expressed an interest in the City of Coronado's Housing Element Update process. The City has published the Public Review Draft Housing Element Update 2021-2029 document on our website and are seeking public comments. Comments received prior to April 16, 2021 at 5pm will be provided to the California Department of Housing and Community Development to consider, and all comments received will be considered by the City of Coronado's Planning Commission and City Council prior to adopting a Housing Element Update at a later yet to-be-determined date.

The Public Review Draft Housing Element Update can be found here: [https://www.coronado.ca.us/government/departments\\_divisions/community\\_development/housing\\_element\\_update](https://www.coronado.ca.us/government/departments_divisions/community_development/housing_element_update)

Comments can be provided to me via email or mailed to City Hall to my attention at the address in my signature line below.

Regards,

**Jesse Brown | Senior Planner**  
City of Coronado  
Community Development Department  
1825 Strand Way  
Coronado, CA 92118  
P: 619.522.2415

Sincerely,  
Anthony Diaz  
Association Manager  
Coronado Shores Condominium Association #4  
1770 Avenida Del Mundo  
Coronado, CA 92118  
PH 619-437-1267  
FX 619-437-4507  




This message may contain information which may be confidential and/or legally privileged. Unless you are the addressee (or authorized to receive e-mail from the addressee), you may not use, copy or disclose to anyone the message or any information contained in the message or any attachment. If you have received the message in error, please advise the sender by reply e-mail and delete the message and any attachments and destroy the hard copies of same. Thank you.

**Jesse Brown**

---

**From:** Bombon <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 10:59 AM  
**To:** Jesse Brown  
**Subject:** PROJECT CITY HALL

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

**HELLO**

**I OWN TWO UNITS ON EL MIRADOR TOWER**, located JUST north of the Seal Base. **AND I AM WRITING THIS TO OPPOSE TO THE** construction of 400 units across the street, known as the “City Hall” location for many reasons:

The creation of such units is equivalent to three towers at Coronado Shores. It has greater **population density** and adding 30% more units creates unimaginable traffic problems. Acces

From and to the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base..

Another problems is the parking , which as now is crowded almost every day. The current city parking is wholly inadequate today, particularly in the beach areas.


WE don’t know how tall the building will be, but the shores where bought and owned with the assurance that the view will always stay the same, with this units the view will be compromised and the value of our property’s will be decreased.,

The local infrastructure of Coronado at “City Hall” will not support the increase in the population. Everything will have a great impact including schools, hotels, retails, etc. The tourism in the area will be affected by the lack of fluence, accessible areas, accessible parking, etc.

The Coronado Island as we know it will disappear, it will become a nightmare to live in, to spend vacation in, to visit, etc. **PLEASE ALL THE NEIGHTBORS AGREE IN THIS, WE ARE NOT COMFORTABLE AND HAPPY FOR THIS PROYECT. PLEASE TRY TO DO EVERYTHING TO STOP THIS PROYECT FROM BUILDING, SPECIALLY IN THE CITY HALL AREA, WHERE IS PROGRAMED TO BE BUILD. WE CAN GET ENOUGH SIGNATURES FROM THE CORONADO POPULATION TO STOP THIS PROYECT. COUBT US IN.**

THANK YOU

MARIA IVONNE TAME  
 1820 AVENIDA DEL MUNDO [REDACTED]

415.774.2991 direct  


March 14, 2021

File Number: 76GD-326909

**VIA ELECTRONIC MAIL ONLY**

City of Coronado  
City Council  
1825 Strand Way  
Coronado, California 92118  
cityclerk@coronado.ca.us

Re: Comment Letter - 2020-2025 Nonpoint Source Program Implementation Program

To The Hon. Mayor Richard Bailey and Members of the Coronado City Council:

This firm represents the Coronado Point Condominium Owners Association (the "Association"). The Association hopes the City Council will consider these comments regarding the draft 2021-2029 Housing Element Update policies and housing opportunity sites in the North Commercial Zone. The Association asks that the City Council consider the potential impacts associated with adoption of the draft 2021-2029 Housing Element Update policies and the resulting development would have on capacity of the City's infrastructure, including the sanitary sewer system.

The Coronado Point Condominiums (the "Condominiums") are located at 1101-1133 First Street, adjacent to the North Commercial Zone. The Condominiums were constructed with a system of sump pumps below the garage level to pump tidal water and groundwater from under and around the building and discharge the pumped water into the San Diego Bay via the Centennial Park stormwater outfall. This dewatering apparatus is necessary to preserve the integrity of the structures that constitute the Condominiums. The sump pump system was part of the building plans that were approved by the City in the early 1990s.

Over the past several years, the Association has been in discussions with the City of Coronado's Department of Public Services and Engineering and the San Diego Regional Water Quality Control Board regarding a permitting strategy for the groundwater discharge to the San Diego Bay from the Condominiums. During those discussions, three potential options have been identified: (1) adding the Condominiums to the City's existing general discharge permit (Order No. R9-2015-0013) as a grandfathered discharge, (2) the Association obtaining an individual permit from the San Diego Regional Water Quality Control Board to discharge into the San Diego Bay, and (3) routing the flow from the Condominiums' pumps into the City's sanitary sewer system.

Based on initial evaluations by the Association's engineers, options (1) and (2), above, are logistically difficult and may prove cost prohibitive due in part to design challenges associated



with stringent treatment standards for discharge to the San Diego Bay. Option (3), by contrast, would not involve discharge to the Bay and therefore would avoid those same design challenges. Although under option (3) the Association would be required to pay the City's sewer discharge usage fee, the costs associated with this option are orders of magnitude lower than those associated with the other options.

Nonetheless, City staff have raised concerns regarding option (3) due to the capacity of the sanitary sewer system to handle the flow associated with the Condominiums. City staff have stated that routing the Condominiums' flow to the sanitary sewer would increase the probability of sanitary sewer overflow events, with San Diego Bay as the receiving waters. The Association is currently performing extensive flow monitoring and water composition analysis to assess the viability of all of the options listed above.

The Association is concerned that the draft 2021-2029 Housing Element Update policies and related rezoning would result in development that would significantly increase the burden on existing City infrastructure, including the City's sanitary sewer system. Because the City has cited sewer flow capacity as a possible impediment to routing the Condominiums' dewatering flows to the City's sanitary sewer, it follows that any additional burden due to rezoning in the area could further limit the options available to the Association for permitting its dewatering flows.

The Association is an existing user of the City's sewerage infrastructure and the Association's members have been longstanding residents of the City. The Association asks that the City consider these potential burdens on City infrastructure, and the specific impacts to the Association, in its 2021-2029 Housing Element Update and related decisions. The Association submits that the City Council should not make any decisions that would unnecessarily limit the options available to the Association and the City in resolving this challenge.

Thank you for your consideration. The Association looks forward to continuing to work with the City on these issues.

Very truly yours,

S. Keith Garner  
for SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

SMRH:4828-0435-7855.3

cc: Tom Gorey, Coronado Point Condominium Owners Association  
Pete Ceccherini, RG Investment Real Estate Services

**Jesse Brown**

---

**From:** diane tierney <[REDACTED]>  
**Sent:** Monday, March 29, 2021 7:10 PM  
**To:** Jesse Brown  
**Subject:** Housing Proposal Route 75

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

As residents in Coronado Shores, we are greatly concerned about the possible location of additional housing on Rte. 75 across from Coronado Shores.

Traffic congestion, as it exists today, is already **extremely heavy** due to the 10 condo buildings at the Shores, military base traffic, the Coronado Community Center, City Hall and last but not least the Hotel Del Coronado. With the expansion of the Del and relocation of the main entrance as well as the addition of a new convention hall and villas, it is **unfathomable** what the traffic will be like when that is completed. More housing on that stretch is **insane**. Traffic on Glorietta is already 100% backed up during rush hour with traffic trying to get onto the bridge and traffic coming off the bridge. There is an overcrowding of parking as it stands right now in order to provide access to the beaches. What will happen to the bike path? Where in the world would 400 family units with probably more than one car per household park?

The island is jam packed as it is. A more reasonable solution would be to take away the baseball field down on the Bay. Games could be played at the middle school or high school fields. Tideland Park is another solution. Putting more housing units in the direct route of the village is careless.

We know this is being forced on you but this scenario is **crazy!**

Tom and Diane Tierney  
 1810 Avenida Del Mundo  
 Unit 9 [REDACTED]

Jesse Brown

---

**From:** John Valencia <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 2:31 PM  
**To:** Jesse Brown  
**Subject:** 400 Housing Units on "City Hall"

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown,

I believe you received the below email from David Zacharias recently that I would like to "DITTO". Basically I agree with each of his points. I'm sure there are others, but he pretty much said how, I would suspect, ALL of the current residents, their families and their visitors would feel.

I am a family member of one of the residents that is an original owner since 1978. There are great grandchildren (four generations) that are now visiting and creating new memories. To have such a project built across the street would be a travesty to these new generations and disrespectful to the residents that make the El Mirador what it is today. A wonderful and beautiful home!

I totally agree with Mr. Zacharias and his concerns. Please put me in the NO category of support for this proposal.

Thank you,

John Valencia

Family Member of El Mirador

\*\*\*\*\*

Subject: 400 Housing Units on "City Hall"

David Zacharias <[REDACTED]>  
to [jbrown@coronado.ca.us](mailto:jbrown@coronado.ca.us)

Sat, Mar 27, 4:15 PM (3 days ago)

Mr. Brown,



I own a condo at 1820 Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.
7. Virtually the only food shopping capability is Von’s-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

\*\*\*\*\*

**Jesse Brown**

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**From:** Trend Manor <[REDACTED]>  
**Sent:** Thursday, April 1, 2021 11:41 AM  
**To:** Jesse Brown  
**Subject:** Housing Project

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To : Jesse Brown | Senior Planner

This email is in regards to the housing project for route 75. My business has owned a unit in El Encanto since it was built and my family owned 3 other units since the early 80's. Coronado has always been a special unique place, unlike any place in the country. Peaceful and safe are the best words to describe a visit to Coronado Island. We have had customers visit for over 30 years, for anniversaries, honeymoons and to get away. This rule by the State of California is absolutely ridiculous. It should be fought with every available resource. If it cannot be removed, this site in question is a bad idea. There are already major parking and traffic issues. If you add that many more people, the problem will be intolerable. I also think it a safety risk to increase the amount of people in such a small area. Traffic Collisions with pedestrians will sky rocket.

Please do everything in your power to fight this rule and find a suitable place to build. I want to make sure all our community voices are heard, whether you just bought a place or if you have been an owner like us since the beginning.

Thank you in advance for your consideration.

Greg Vecchione

Trend Manor Furniture  
17047 Gale Ave  
Industry, CA 91745  
626-964-6493  
[REDACTED]

**Jesse Brown**

---

**From:** maria vesce <[REDACTED]>  
**Sent:** Thursday, April 15, 2021 7:07 AM  
**To:** Jesse Brown  
**Subject:** Sandag housing proposal

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

As a long time Shores owner in El Mirador, I'd like to state that I am strongly opposed to the 400 proposed residential units for the Coronado City Hall location.

There are multiple reasons for my **opposition**.

I am concerned that the current infrastructure cannot support the additional population, traffic and parking. Often times, the current flow of traffic on Orange Ave. has caused delays not only for residents but for base workers and emergency vehicles. The additional congestion will slow the path for emergency vehicles to act when time is of the essence. The increase in population will no doubt be a strain on our schools, retail and medical care facilities. Parking is difficult now. It will become a major problem with the additional numbers of cars traveling on our roads.

Simply put, adding that many units and an unknown number of residence is just not safe and it's irresponsible.

I implore you to please use your powers and all available tools to prevent these units from being constructed especially those in the most densely populated location on Coronado.

Thank you for your time,  
Maria Vesce

**Jesse Brown**

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**From:** javier villa <[REDACTED]>  
**Sent:** Friday, March 26, 2021 11:53 AM  
**To:** Jesse Brown  
**Subject:** Coronado city hall site

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

I hereby express my opposition to the proposal to authorize the construction of housing in the Coronado City hall site.

Coronado is a small island, which can be accessed either by the Coronado bridge or via silver strand, which creates a high risk in case the island has to be evacuated.

Increasing the population of the island is an irresponsibility that cause many deaths in the event of an evacuation, it is enough to try to enter the island al 7 am or leave it from 2 pm to 4.30 pm to corroborate what I am commenting on.

Like any island in the world, we have limited infrastructure and limited services, an example of this is new house development, schools, police, firefighters etc.

Today we are responsible for the growth decision of a place limited by nature, do not make mistakes that make us regret in the future.

Javier Villa

**Jesse Brown**

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**From:** Guillermo Merino de Villasante <[REDACTED]>  
**Sent:** Friday, April 9, 2021 1:55 PM  
**To:** Jesse Brown  
**Cc:** Flora H-P de Merino; Severino Pérez Alonso  
**Subject:** 400 Housing Units on City Hall

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown,

I own an apartment at 1820 Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to “purchase price plus” under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.
7. Virtually the only food shopping capability is Von’s-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

**Attachment 1**

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Best regards,

Guillermo Merino de V



**Jesse Brown**

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**From:** patricia wars <[REDACTED]>  
**Sent:** Friday, March 26, 2021 10:35 AM  
**To:** Jesse Brown  
**Subject:** Housing

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Hi

I've been a resident of Coronado since 1973 and have enjoyed every minute being there ,I honestly think that if the housings in front of the Coronado Shores are built they would ruin our town,please I am asking you NOT TO ALLOW IT.

My best regards

Patricia Warschawski  
La Princesa [REDACTED]  
Coronado Shores

Sent from my iPhone

**Jesse Brown**

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**From:** G N <[REDACTED]>  
**Sent:** Thursday, March 25, 2021 9:46 PM  
**To:** Jesse Brown  
**Subject:** Housing project on city hall ground next to glorietta bay. Accros from the shores!!!!

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Please confirm if this is accurate !!

If this is accurate it is the most pathetic crazy idea on the planet - a plethora of law suites will abound ——. We will fight this till hell freezes over

Who do you think you are ?

Wayne  
[REDACTED]

Sent from my iPhone

**Jesse Brown**

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**From:** Joni weikel <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 6:47 AM  
**To:** Jesse Brown  
**Subject:** Construction of 400 units

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Jesse Brown

My family has owned a unit in El Mirador for over 40 years. We are raising our 3rd generation of grandchildren to enjoy Coronado. We have seen many changes in our years, some good and some bad. The construction of 400 units is a BAD idea by City Hall.

With the expansion of the Del and then these units there is no doubt that would create more traffic which is already an issue, not to mention the parking. I don't know if you live around the strand but the traffic starts at 5:30 am and slows down around 9 am. Then a repeat around 2:30 pm till 6 pm. Is the city planning on widening the strand? What infrastructure goes along with all this increased population? Grocery Stores, schools, hospitals, emergency services?

This area of the strand is the most densely populated area on the island. How about the park area over by the bridge - the Marriot isn't expanding and that park is only busy in the summer, not like the pool and community center which is busy year round. Or take some of the golf course area. Spread the traffic out - the south end of town does NOT need any more traffic.

There are many other concerns but I will stop with this.

Best Regards,  
Joni Weikel



Virus-free. [www.avast.com](https://www.avast.com)

**Jesse Brown**

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**From:** Joni weikel <[REDACTED]>  
**Sent:** Sunday, March 28, 2021 9:50 AM  
**To:** Jesse Brown  
**Subject:** City Hall - Housing Units

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown

I will be short - I'm not in favor of a housing unit at City Hall - I've owned a home since the Shores was built.

Lorraine Weikel



Virus-free. [www.avast.com](https://www.avast.com)

**Jesse Brown**

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**From:** Jackie Wendt <[REDACTED]>  
**Sent:** Tuesday, April 6, 2021 10:14 AM  
**To:** Richard Bailey; Bill Sandke; Casey Tanaka; Mike Donovan; Marvin Heinze; Jesse Brown  
**Subject:** Letter for L

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

To whom it may concern

I am a homeowner and Coronado resident and I am a former owner of a condo at the Coronado Shores and was for over 20 years. I copied a letter from another Coronado homeowner because I believe all my concerns and the concerns of the community are addressed.

I STRONGLY OPPOSE the construction of 400 units across the street, known as the "City Hall" location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater population density than the Shores. Adding 30% more units creates unimaginable traffic problem, Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today the traffic will be impossible should the units be built at "City Hall."
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to "purchase price plus" under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at "City Hall" cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative.

Emergency runs to the hospital from the Shorewall cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic

7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

**I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT,  
BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!**

Thank you,  
Jackie Wendt

**Jesse Brown**

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**From:** Sandra Westin <[REDACTED]>  
**Sent:** Friday, March 19, 2021 8:50 PM  
**To:** Jesse Brown  
**Subject:** Planned housing

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown -

My family and I have owned in Coronado at the Shores for 47 years.

The charm and quaintness of the island will, in my opinion, certainly be destroyed if the proposed, high-density housing plan is approved and subsequently implemented.

I **STRONGLY** oppose doing this.

Respectfully,  
Sandra Westin  
1770 Avenida del Mundo, [REDACTED]  
Coronado

**Jesse Brown**

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**From:** Charles Wilson <[REDACTED]>  
**Sent:** Monday, April 5, 2021 9:18 AM  
**To:** Jesse Brown; Mike Donovan (at home)  
**Subject:** Urgent Letter City of Coronado .

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Good morning, This is a Letter that one of my good neighbors wrote, and I agree 100% , that is why I will just resend the same letter . I own a condo at 1820 apartment [REDACTED] in Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base.

I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the “City Hall” location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at “City Hall.”
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
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7. Virtually the only food shopping capability is Von’s-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Thanks . Charles Edward Wilson.  
 Alejandra Wilson.



**Jesse Brown**

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**From:** Jennifer Ekblad  
**Sent:** Thursday, March 25, 2021 8:03 AM  
**To:** Jesse Brown; Richard Grunow  
**Subject:** FW: Regional Needs Housing Allocation

Here you go...

Best Regards,

Jennifer Ekblad | MMC | CPM  
City Clerk



**CITY OF CORONADO**

City Clerk's Office | [www.coronado.ca.us](http://www.coronado.ca.us)  
1825 Strand Way | Coronado, California 92118  
Direct: (619) 522-7321 | Main: (619) 522-7320 | Fax: (619) 522.2407

*Please note that email correspondence with the City of Coronado, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

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**From:** Cyndy Wright <[REDACTED]>  
**Sent:** Thursday, March 25, 2021 07:20  
**To:** Jennifer Ekblad <jekblad@coronado.ca.us>  
**Subject:** Regional Needs Housing Allocation

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

March 25, 2021

Dear Ms. Ekblad,

We are writing to voice our strong objection to using the parking lots next to City Hall as a possible site for 400 low-income units. It is not that we object to these units because they are "low-income" per se, it is the addition of any high-density project in this location.

Adding any type of 400-unit project to this location, on the waterfront next to the marina, is an idea that we believe would adversely impact the delicate synergism that currently exists between the Del, the marina, the beaches and downtown.

## **Attachment 1**

While we do support the addition of units to address the needs of low-income families and persons, we think the city should concentrate on locations or even multiple locations where the addition of such a project would clearly enhance the area.

As retired real estate developers, we have found that any existing synergism that exists in any area can only be amplified and improved when a well thought out and thoroughly circumspect project is approved based only upon answering one simple question, and that is whether the proposed project will likely add to the synergism of the area or will it likely degrade the synergism of the area. The answer is almost always unequivocally clear to all.

If a project will likely amplify the existing synergism of an area, the project should be approved and be deemed to serve the greater good, if it is determined that it will likely detract from the synergism that exists in an area then it should be rejected.

We have found that when this one question is posed to City Planners as the only relevant question that should be asked and answered, it tends to clarify any tangle of opinions and arguments that typically arise from the complex analysis of the data - competing interests, what is known, and the human effort to try and know what is ultimately unknowable or which is only something which can only be known in hindsight, typically after a mistake is made which of course usually produces upset and regret.

When you factor in the fact that the revenue the city generates is derived from City Planner's ability to create such synergisms, it become even more obvious as to what is the right path to follow.

Thanks for listening to us. We appreciate you being there doing the job and we sincerely hope this perspective will help you.

Best wishes and good luck!

Michael and Cyndy Wright

Cabrillo Tower [REDACTED]

Property owners

**Jesse Brown**

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**From:** Yetwin, Richard <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 10:35 AM  
**To:** Jesse Brown  
**Cc:** CoronadoShores9@live.com; elmiradorcoronado@gmail.com  
**Subject:** Proposal to construct residential units on the "City Hall Site"

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mr. Brown

I very recently became aware of the above referenced proposal and wanted to support the recent email you received from David Zacharias and to add a couple of my comments to his well thought out correspondence to you.

My wife and I also live in a condo in El Mirador where we moved last June after having retired to a home on E Ave in 2014. Before that I practiced law in Tucson for 44 years in the general areas of litigation and complex commercial real estate transactions. I also taught a single Real Estate Transactions course at the U. of AZ School of Law for 19 years as an Adjunct Professor and am currently a lecturer at UCSD teaching real estate transactions to undergraduates for one quarter per year. I am NOT an expert in Land Use Law nor am I licensed in the State of California to practice law. Nothing in this letter to you should be construed as a professional opinion and I write to you only on behalf of my wife and myself and not in a professional capacity.

I assume for purposes of this letter that the City Hall parcel under consideration for residential development is a portion of the 13.5 acres of property designated as CU ( Civic Use) in the Glorietta Bay Master Plan adopted in 2001, as may have been amended. I have not had an opportunity as yet to review any previous materials sent out by your office to stake holders about this issue and I apologize if this is incorrect or misleading.

I would like to add two additional comments to the Zacharias email.

First, the expansion of the Hotel del Coronado will also have a dramatic impact on the Strand and the City Hall, Rec. Center, Marina, Parks and open space. The addition of rooms at the del will allow it to qualify for major off season conventions and events, particularly if the San Diego Convention Center ever expands. Major corporations that have not found the del large enough for their events will now, in my view, consider it. The increase in traffic that we as residents all feel in the few summer months will likely become a year round event. The movement of the main vehicular entrance to the del to Avenida del Sol will bring an enormous new traffic flow down the Orange "hill". That flow has not been extensively evaluated ( at least that I am aware of) but common sense tells me that its impact on the Civic complex will be dramatic, certainly during the rush hours. In my view construction of a significant number of residential units anywhere on the Civic Use parcel will have a significant and continuing negative impact on the whole Island.

Second, I believe it is likely that the proposed residential use on the CU parcel may be prohibited by the Master Plan and Title 86 zoning code as they now exist. I have done a very cursory reading of both and recognize that a lengthy series of governmental actions may allow that use, but an expert California Land Use lawyer will need to be hired by the 10 buildings in the Shores to render those opinions. It also appears to me that certain possible changes to the Civic Center may require a majority vote of the citizens of Coronado and that the clear purpose and intent of the CU zone is not for residential use.

**Attachment 1**

Thank you for your consideration of this email. I am not completely up to date on the current State requirements to add these units within our city limits, but it appears to me that this would be one of the worse possible sites.

Richard and Deborah Yetwin

**Jesse Brown**

---

**From:** ANITA YORK <[REDACTED]>  
**Sent:** Monday, March 29, 2021 3:17 PM  
**To:** Jesse Brown  
**Subject:** route 75 Housing project

THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.

Dear Mr. Brown,

As you know there is much concern over the low income housing development in Coronado. i live in the Shores and this will not only impede my view but lower my property value. Increased traffic, crime, will also decrease all of the property values in Coronado. Please reject the proposed project for Coronado.

sincerely,

Anita York  
ElEncanto [REDACTED]

Amy and Howard Young  
1830 Avenida del Mundo, Unit [REDACTED]  
Coronado, California 92118

April 13, 2021

Jesse Brown  
Senior Planner  
City of Coronado  
Community Development Department  
1825 Strand Way  
Coronado, CA 92118  
jbrown@coronado.ca.us

Re: Low Income Housing Proposal

Dear Jesse:

We are writing to add our voice of concern to the proposal that has been circulating to add 400+ units of low income housing on the Glorietta Bay land bordering Strand Way and across from Coronado Shores.

We've been told that the city is not pleased with the need to add this housing, but that it's being dictated by the State of California despite your objections. While we understand the city has opposed this requirement, we would support further efforts to challenge the inequities of forcing a municipality like Coronado to submit to such aggressive additional housing requirements, without regard for preserving the unique nature of the community, and without consideration for the lack of available space. (Especially since the city is bordered on all sides by either the North Island Naval Air Station and its operations, the ocean, or the bay.) As you are aware, The Coronado Bay Bridge, as the main access point for both residents and personnel working on the island, is already a bottleneck. Traffic starts backing up either onto Silver Strand Blvd or Orange Avenue every day starting at about 3:00 pm until 6:00 pm or later. This situation then impacts all access roads with significant traffic as commuters leave the island by winding through the neighborhoods to avoid the congestion through town or around the golf course to reach the entrance to the bridge (recently we experienced wait times in traffic that barely moved of 25 minutes simply trying to access the bridge).

With respect to the location that is being targeted on Strand Way, we would like to express our strong concern that this will make this area of Coronado almost impassable and unlivable. With the additional accommodations going up at Hotel del Coronado, and what feels like an increasingly busy Navy facility to the south, Strand Way south of Orange Avenue is experiencing constant traffic and congestion. For those of us that frequently travel by foot or bicycle, it's become a much more harrowing experience navigating around and across Strand Way, and passage by car is slow and very congested. Even crossing with the light in a pedestrian crosswalk has become dangerous due to the sheer number of people passing through the intersection currently. The city has already posted signs to no avail asking

people to slow down, and limit the noise of loud cars and motorcycles on that busy street. It is simply astonishing that the city is even entertaining the possibility of locating 400 additional high density housing units on that narrow section of road, where there is already congestion, safety and traffic issues.

On sunny beach days, the Coronado Beach in front of Coronado Shores is packed with residents and visitors. On weekends and holidays, there is little available parking for the public as the public beach lot within the shores is usually full by mid morning, along with the cul de sac parking on the east side of Coronado Shores (Avenida Lunar). Currently, beach goers park along Silver Strand Blvd and unload children and beach chairs and then cross directly through traffic rather than walk the additional distance past other parked cars to the crosswalk at Avenida de las Arenas. If the tide is high and sand space is limited, the crowding and lack of public facilities on this stretch of beach is a real problem. The addition of more beachgoers and crowds from the expansion currently taking place at the Hotel del and the construction of more high density resort condo suites has already impacted and severely limited the beach access on Avenida del Sol, and will greatly impact the number of people using this area. And this is already impacting the area before the proposed low income housing units are approved.

We're surprised that with all of the low-density space further south on Silver Strand Blvd, both on the Naval Base and further toward Imperial Beach, another location could not be found within the Coronado city limits that would direct resident traffic south rather than over the Coronado Bridge, which, as mentioned earlier, has become a terrible traffic bottleneck from the Island. We understand that the large housing requirement was driven in part by the inclusion of the number of military personnel that work on the island, so it would seem that the Navy should cooperate in a solution to the housing problem, or at least be involved in identifying resources where they can contribute to the allocation since their personnel were included in the data used.

Also, the site on Glorietta Bay is the only direct access to the bayfront for residents and visitors. Whether to walk along and enjoy the views, picnic at the park, or launch personal watercraft from the city facilities located there, it is unbelievable that this location is even being considered for mandatory high density housing. Other than walking across the golf course, after this development, there will be no open space left to enjoy the beauty of this bay, let alone have access to one of the most unique and historic waterfront locations in Coronado. And it is our belief once that line is crossed, additional development will follow either in future quotas assigned from the capital, or via developers realizing that this prized land is up for grabs under the right circumstances or with the right influence.

Please note our profound concern about this proposal and our strong desire that the Strand Way location not be selected for the additional housing quotas assigned at this time. We would encourage the City to continue to fight to be heard at this important juncture in planning for the future and will back any efforts to continue this discussion rather than moving ahead at this time.

Thanks for your consideration,

*Amy Young / Howard Young*

Amy and Howard Young



**Jesse Brown**

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**From:** Sandy Zacharias <[REDACTED]>  
**Sent:** Tuesday, March 30, 2021 10:25 AM  
**To:** Jesse Brown  
**Subject:** Fwd: 400 Housing Units on "City Hall"

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I own a condo at 1820 Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the "City Hall" location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at "City Hall."
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to "purchase price plus" under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.



6. The local infrastructure of Coronado at “City Hall” cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.

7. Virtually the only food shopping capability is Von’s-a sad, dirty and currently too small-to- service store will be over-whelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

Sandra Zacharias



**Jesse Brown**

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**From:** David Zacharias <[REDACTED]>  
**Sent:** Saturday, March 27, 2021 2:16 PM  
**To:** Jesse Brown  
**Subject:** 400 Housing Units on "City Hall"

**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Mr. Brown,

I own a condo at 1820 Avenida Del Mundo, (El Mirador), located immediately north of the Seal Base. I am **STRONGLY OPPOSED** to the construction of 400 units across the street, known as the "City Hall" location for the following reasons:

1. The creation of such units is equivalent to three towers located at Coronado Shores. There is no location within Coronado that has greater **population density** than the Shores. Adding 30% more units creates unimaginable traffic problems. Ingress and egress from the Shores onto the Silver Strand is already difficult, not only because of the population at the Shores, but because of the residents and workers at the Base. It plainly makes no sense to take the most highly density area and exaggerate it beyond all reasonableness.
2. Individuals living at the proposed units will be employed either within the retail shopping area of Coronado, at the Naval Base, in San Diego, or at points south (Imperial Beach, Chula Vista). The traffic through the City to the Bridge, along Ocean Avenue to the Base, or southward is unimaginable today; the traffic will be impossible should the units be built at "City Hall."
3. Parking is now a major problem. The current city parking is wholly inadequate today, particularly in the beach areas. Assuming two cars per unit, an additional 800 cars plus guest cars will need to be parked somewhere, taking either more ground space (which is unavailable) or force underground or above ground parking facilities. Underground parking is terribly expensive given the low water table. Above ground destroys the visual appeal that has made Coronado the great city it is.
4. Depending how tall the buildings will be, the view from various condos within the Shores will be inhibited, reducing the value of those condos. The location does not do justice to those who have paid a heavy price/sq. ft. to acquire their condos with a view.
5. Given the desecration of value for various condos, a property tax relief from the Prop 13 is most likely not being offered. This only suggests that some people will be paying an extremely high tax rate relative to value (depressed). This is not fair treatment. If there is an adjustment to "purchase price plus" under Prop 13, the tax revenue for the City of Coronado will be decreased at a time when school building and infrastructure needs are increased.
6. The local infrastructure of Coronado at "City Hall" cannot support the increase in the population. The impact on schools, the health care facilities and general trade is nothing but negative. Emergency runs to the hospital from the Shores will cause the loss of life given the cross-island nature of the City Hall location relative to the hospital with the increase in traffic.
7. Virtually the only food shopping capability is Von's-a sad, dirty and currently too small-to- service store will be overwhelmed. Parking, not only a problem currently, will become horrendous should the units be built.

I STRONGLY URGE YOU TO DO EVERYTHING WITHIN YOUR POWER TO STOP THE 912 UNITS FROM BEING BUILT, BUT MOST CERTAINLY NOT BUILD THEM IN THE ONE AREA OF CORONADO THAT HAS THE HIGHEST POPULATION DENSITY!

Many thanks.

**From:** [Brower, Sandra J.](#)  
**To:** [Richard Bailey](#); [Bill Sandke](#); [Casey Tanaka](#); [Mike Donovan](#); [Mike Donovan](#)  
**Cc:** [Jesse Brown](#)  
**Subject:** Opposition to City Hall/Civic Property Site for Designation in 2021-2029 Housing Element Update/City Council Meeting June 15, 2021/Agenda Item 10.c.  
**Date:** Monday, June 14, 2021 5:21:48 PM

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**THIS IS AN EXTERNAL EMAIL. Do not click links or open attachments unless you trust the sender and know the content is safe.**

Dear Mayor Bailey and City Councilmembers;

As a homeowner and full-time resident at Coronado Shores, I earlier submitted an email to you on April 6, 2021 opposing the City Hall/Civic property as a designated site in the Draft Housing Element Update (HEU). My email along with close to 800 other emails and letters were received by the City opposing that site designation, including a petition in opposition to the City Hall /Civic site signed by 258 Coronado residents. Together the oppositions to that site designation were detailed and diverse as to the detrimental impacts of such a designation, all of which were made loud and clear.

A review of the comments to the Draft HEU received back from the Department of Housing and Community Development (HCD), along with the City staff's report to the City Council in response, demonstrates staff's recommended Option 2, to revise the HEU to designate only the 200 opportunity sites that could currently accommodate 200 new housing units without amendments to the General Plan, Zoning Ordinance, Local Coastal Program or Orange Avenue Corridor Specific Plan, is the only realistic and justifiable option moving forward.

Staff's own analysis shows that Option 1, to proceed with present HEU, is doomed to failure, for all the reasons outlined by staff. In addition, HCD stated in its comments that the designated sites have "realistic and demonstrated potential for redevelopment" within the next 8 years, and in particular, nonvacant sites, such as the City Hall/Civic site, "shall also support the assumption that these uses will likely discontinue based upon past trends." This cannot be said of the City Hall/Civic site, especially since statements have been made on behalf of the City at a recent Town Hall meeting that "the Coronado Shores should not worry at all about the proposed units ever being constructed on that site"; "the City is required only to rezone, not to actually see them built, it's a paper chase"; "it is very unlikely to see those units come to fruition"; and "can't force the City to build, just to rezone." That being said, it would not be possible for the City to meet HCD's requirement that it is realistic to redevelop the City Hall/Civic site with 400 low income units within the next 8 years.

Staff's Option 2, designate 200 sites already zoned and planned for the required use, demonstrates a realistic, good faith effort to comply with RHNA while the appeal of the lawsuit is pending. Any penalty would hopefully be no more than placement on a four-year update cycle.

Staff's Option 3, to do nothing further, would likely result in unwanted sanctions being imposed on the City as described in staff's report.

Thank you and your staff for the diligent work performed in addressing this most difficult task and your anticipated support of the approach outlined in staff's Option 2.



**Sandra J. Brower**  
Partner

Phone (619) 236.1551  
Fax (619) 696.1410  
Email [REDACTED]

401 West A Street, Suite 2600, San Diego, CA 92101

[www.higgslaw.com](http://www.higgslaw.com)

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**MEMORANDUM**

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**TO:** CITY OF CORONADO CITY COUNCIL

**FROM:** M. NOLAN GRAY, AICP

**SUBJECT:** DRAFT 6<sup>TH</sup> CYCE RHNA HOUSING ELEMENT

**DATE:** 06/07/2021

**CC:** CORONADO DEPARTMENT OF COMMUNITY DEVELOPMENT;  
CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY  
DEVELOPMENT

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For the 6<sup>th</sup> Cycle of the Regional Housing Needs Assessment (RHNA), the City of Coronado (“the City”) is required to plan for the construction of 912 housing units between 2021 and 2029, of which 312 must be very low-income, 169 must be low-income, 159 must be moderate-income, and 272 may be above moderate-income. The City recently submitted a draft 6<sup>th</sup> Cycle Housing Element to the California Department of Housing and Community Development (HCD) toward this end.

While Coronado officials have thus far characterized this process as a “paper chase,” the City has a legal obligation to plan for its fair share of housing in good faith<sup>1</sup>. Failure to do so could result in the loss of substantial state funds, the loss of local zoning powers, and years of costly litigation. As it exists today, Coronado has not produced a Housing Element that HCD can in good faith certify.

Without substantial revisions, the City’s draft Housing Element is unlikely to produce any income-restricted housing over the 6<sup>th</sup> Cycle planning period. In a letter to Coronado dated May 12, 2021, HCD raised various concerns toward this end. The following memo expands on this feedback. In its current form, Coronado’s housing element makes no attempt to revisit underperforming 5<sup>th</sup> Cycle programs, offers a sites inventory full of sites virtually guaranteed to remain undeveloped, and sets out a rezoning program that leaves most sites physically and/or financially incapable of redevelopment.

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<sup>1</sup> “City Council Debates Housing Allocation Plan; State Route Relinquishment; Tree Removal,” *Coronado Eagle & Journal* (February 26, 2021): [http://www.coronadonewsca.com/news/coronado\\_city\\_news/city-council-debates-housing-allocation-plan-state-route-relinquishment-tree-removal/article\\_a380bb22-7ac3-11eb-8984-8708085af800.html](http://www.coronadonewsca.com/news/coronado_city_news/city-council-debates-housing-allocation-plan-state-route-relinquishment-tree-removal/article_a380bb22-7ac3-11eb-8984-8708085af800.html)

To rectify these errors, Coronado staff should amend the Housing Element in three ways: First, the City should specify the likelihood of development for each site, based on market realities and available funding sources. Second, the City must expand the sites inventory to account for the historically low likelihood of development on any given parcel; particularly the City Hall site, which City leaders have admitted they will not allow to be redeveloped. Finally, the City should develop a rezoning program that makes redevelopment physically and financially feasible by amending its R-5 zoning district.

### **Fifth Cycle Retrospective**

In 2013, Coronado was tasked with accommodating 50 housing units as part of the 5<sup>th</sup> Cycle RHNA spanning from 2014 to 2021, including 13 very low-income units, 9 low-income units, 9 moderate-income units, and 19 above moderate-income units. Unlike many other 6<sup>th</sup> Cycle Housing Elements, Coronado's draft Housing Element does not meaningfully assess this previous cycle's Housing Element. In its current form, the Review of Past Performance is a superficial restatement of 5<sup>th</sup> Cycle programs, with no qualitative assessments of any kind.

So how *did* Coronado's 5<sup>th</sup> Cycle Housing Element perform? Based on federal permitting data, we know that the City permitted 283 single-family units and 22 multifamily units between 2014 and 2021. It is laudable that Coronado continues to permit housing in any form, yet we should approach these figures with a great deal of caution. While data is limited, a quick survey of the City would indicate that many of these single-family housing permits were preceded by the demolition of an older, cheaper single-family unit, producing no net gain in housing.

There is also no evidence that any income-restricted units were produced during this period. None of the 283 single-family units or three duplexes developed would have been subject to the City's inclusionary zoning ordinance. While the four fourplexes constructed may have been subject to its provisions, these developments would have produced only four income-restricted units in total; yet these developers would most likely have paid the \$7,000 in-lieu fee, as cross-subsidy rarely pencils within projects of this scale without significant outside subsidies.

While it is possible that some of these duplexes and fourplexes—or some unknown share of the single-family units—were income-restricted, Coronado has produced no evidence of this. If the City can produce evidence that its 5<sup>th</sup> Cycle programs successfully produced even one income-restricted unit, it should include this in the 6<sup>th</sup> Cycle Housing Element and assess the efficacy of each 5<sup>th</sup> Cycle program accordingly.

Another way to assess the efficacy of Coronado's 5<sup>th</sup> Cycle Housing Element would be to audit the proposed developable sites. In 2013, the City proposed 18 possible sites for low-income housing production. As of 2021, all but two of these sites remain as they existed in 2013. One of the developed properties—575-59 Orange Avenue—now hosts three

single-family units priced at well above market rate.<sup>2</sup> The City's 5<sup>th</sup> Cycle Housing Element incorrectly reported to the state that this lot would soon sustain 10 low-income multifamily units, thus potentially running afoul of "No Net Loss" provisions.

The other project underdoing development—434 Orange Avenue—is a five-unit multifamily development. It is unclear whether any of these units are income-restricted. Let us assume that at least two are, as the City's 5<sup>th</sup> Cycle Housing Element does; this would indicate, at most, a 5.5 percent success in identifying sites for income-restricted housing production, as the remaining 17 sites either followed a radically different development path—as with 575-79 Orange Avenue—or remain undeveloped—as with the 16 remaining sites.

What can we learn from the apparent failure of Coronado's 5<sup>th</sup> Cycle Housing Element to plan for the City's fair share of housing? First, we see that its housing programs—largely repeated word-for-word in the draft 6<sup>th</sup> Cycle Housing Element—are not sufficiently accommodating the City's fair share of income-restricted housing. This should engender significant revisions to the draft 6<sup>th</sup> Cycle Housing Element and heightened scrutiny by HCD in their review.

Second, we see that the City has a poor track record of identifying and/or following through on sites earmarked for future low-income housing production. Like the 5<sup>th</sup> Cycle Housing Element, Coronado's draft 6<sup>th</sup> Cycle Housing Element does not attempt to ascertain the likelihood that its predictions will come to pass. The City should make a good faith attempt to estimate the likelihood of redevelopment for each site in the sites inventory and considerably expand the inventory to accommodate this risk.

### **Sixth Cycle Sites Inventory**

A likelihood of redevelopment analysis would significantly improve Coronado's draft 6<sup>th</sup> Cycle Element, as many of the sites listed in the draft element are transparently unlikely to be developed into low-income housing. As outlined on the next page (Chart 1), none of the low-income housing sites offered as part of the draft 6<sup>th</sup> Cycle sites inventory survive even a preliminary attempt at ground-truthing. The following section discusses the barriers to redevelopment facing these sites that the City must meaningfully address as part of a revised draft.

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<sup>2</sup> According to Zillow, the estimated value of at least one of these homes is \$4.4 million.



Chart 1: Coronado 6th Cycle Housing Element Sites Inventory Assessment						
APN	Site	Potential Units	Parcel Size (Acres)	Current Occupant	Proposed Action	Assessment
7600551500	1825 Silver Strand Blvd	400	8.5	City Hall; Park; Marina Parking	R-5 Zoning	Highly unlikely
Current site of a relatively new City Hall. Mayor has indicated this site will not in fact be developed as low-income housing at 4/7/2021 town hall.						
5373411900	900 C Ave	19	0.7	Church, Religious School	None (R-3)	Unlikely
Long-standing religious institution; No additional zoned capacity offered; No indication of owner interest						
5370912400	706 C Ave	18	0.7	Church; Religious School	None (R-3)	Unlikely
Long-standing religious institution; No additional zoned capacity offered; No indication of owner interest						
5373423400	919 C Ave	16	0.6	Church	None (R-3)	Unlikely
Long-standing religious institution; No additional zoned capacity offered; No indication of owner interest						
5372422200	845 D Ave	19	0.7	Supermarket Parking	None (R-3)	Highly unlikely
Required parking for an adjacent Vons and retail; Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment.						
5375611700	1320 Ynez Pl	13	0.5	USPS Office	None (R-3)	Highly unlikely
Only USPS office in Coronado; No additional zoned capacity offered; No indication of owner interest						
5370822500	756 Orange Ave*	16	0.3	AT&T Data Center	R-5 Zoning	Highly unlikely
Essential data center; R-5 zoning absurdly presumes the construction of a 150-foot tower on a 0.3 acre lot; No indication of owner interest.						
5370821500	776 Orange Ave*	9	0.2	AT&T Data Center	R-5 Zoning	Highly unlikely
Essential data center; R-5 zoning absurdly presumes the construction of a 150-foot tower on a 0.2 acre lot; No indication of owner interest.						
5361023200	0 C Ave**	35	0.8	Supermarket Parking	R-5 Zoning	Highly unlikely
Required parking for an adjacent Smart & Final; Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment; Unworkable massing standards.						
5361101900	0 2nd Ave	60	1.3	Multifamily Parking	R-5 Zoning	Highly unlikely
Required parking for an adjacent garden apartments; Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment; Unworkable massing standards.						
5361023100	0 C Ave**	23	0.5	Supermarket Parking	R-5 Zoning	Highly unlikely
Required parking for an adjacent Smart & Final; Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment; Unworkable massing standards.						
5361023300	120 B Ave**	21	0.5	Multistorey Commercial	R-5 Zoning	Highly unlikely
Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment; Unworkable massing standards.						
5361022800	140 B Ave**	32	0.7	Supermarket	R-5 Zoning	Highly unlikely
Existing supermarket; No indication of owner interest; Development of the site would require significant discretionary approvals; Zoned capacity unlikely to justify redevelopment; Unworkable massing standards.						

Sites in the City's 6<sup>th</sup> Cycle Housing Element commit one of three errors: First, sites theoretically hosting 91 of the proposed 681 low-income units—13.3 percent—currently host either long-standing institutions or essential infrastructure, neither of which are natural candidates for redevelopment. As noted above, all of the R-3 sites currently host religious institutions. Another site, which the draft element proposes will soon host 13 low-income units, currently hosts Coronado's United States Postal Service office. Two sites currently comprising cellular infrastructure are characterized as likely to host 25 low-income housing units. The draft element provides no evidence for any of these self-evidently unlikely scenarios.

Second, sites theoretically hosting 98 of the proposed 681 low-income housing units—14.4 percent—currently host Coronado's only two supermarkets. In their current form, these are highly profitable land uses, providing essential goods and services for the city. Redevelopment along the lines envisioned in the draft Housing Element would involve the suspension of these profitable uses, to be replaced by inherently unprofitable low-rise income-restricted units. While Coronado could develop a financially feasible rezoning program that would keep these existing commercial uses while adding housing, the draft Housing Element envisions no such policy. These sites are guaranteed to remain in their current state without significant changes to zoning or support with public subsidy, neither of which is *contemplated/offered/discussed/established by program* in the draft Housing Element.

Third, and most gallingly, Coronado's draft 6<sup>th</sup> Cycle Housing Element proposes to build 400 of the City's projected low-income housing units—two-thirds—on a lot that currently hosts a relatively new City Hall, a parking lot for a marina, and public park. The draft 6<sup>th</sup> Cycle Housing Element includes no plan for such an ambitious redevelopment proposal. Indeed, in an April 7, 2021 town hall, the Mayor of Coronado explicitly assured residents that redevelopment of the site would not occur.<sup>3</sup> How can HCD in good faith certify a draft Housing Element so heavily dependent on a project that city leadership has indicated—repeatedly, publicly, and in no uncertain terms—is not going to occur?

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<sup>3</sup> “It's hard for me to imagine that a city council would approve building on the City Hall site.” (36:55); Mayor Richard Bailey Answers Questions On Proposed Low Income Housing in Coronado; <https://youtu.be/sexsrbMma4c>.

While this memo focuses on the draft low-income housing sites inventory, two elements of the moderate-income housing sites inventory deserve consideration. First, 38 of the 61 moderate-income sites—all of which have remained in their present form for decades—receive no increase in zoned capacity. The remaining 23 moderate-income sites receive a minor increase in zoned capacity, subject to massing rules that make redevelopment physically infeasible without discretionary relief.<sup>4</sup> Why does the City expect these sites to redevelop now, after all these years? The draft Housing Element is silent.

Second, the draft 6<sup>th</sup> Cycle Housing Element reserves the only site likely to be redeveloped—a vacant 40-acre lot along Silver Strand Boulevard—for mostly above-market income single-family homes. At a modest 12 units per acre, this site alone could realistically host all of Coronado’s 6<sup>th</sup> Cycle very-low- and low-income allocation. Yet as written, the plan reserves this site for 275 above-moderate-income homes and 200-moderate income homes. As evinced by permitting data, the City has no trouble meeting its above-moderate-income housing production targets. Privileging its production over low-income housing in this way defies the spirit and purpose of the RHNA process, is noncompliant with Housing Element Law, and cannot be certified by HCD.

### **The Trouble with R-5 Zoning**

A perceptive reader will note that the success of Coronado’s 6<sup>th</sup> Cycle Housing Element depends on the R-5 zoning district. As indicated above, the City proposes to accommodate 88 percent of low-income units in newly designated R-5 districts. Even if we remove the City Hall site—which City leaders have admitted is off the table—nearly 70 percent of Coronado’s proposed low-income housing would need to be built on parcels rezoned to R-5 districts. There is just one problem: The massing parameters of the R-5 district make redevelopment of these sites physically and financially infeasible.

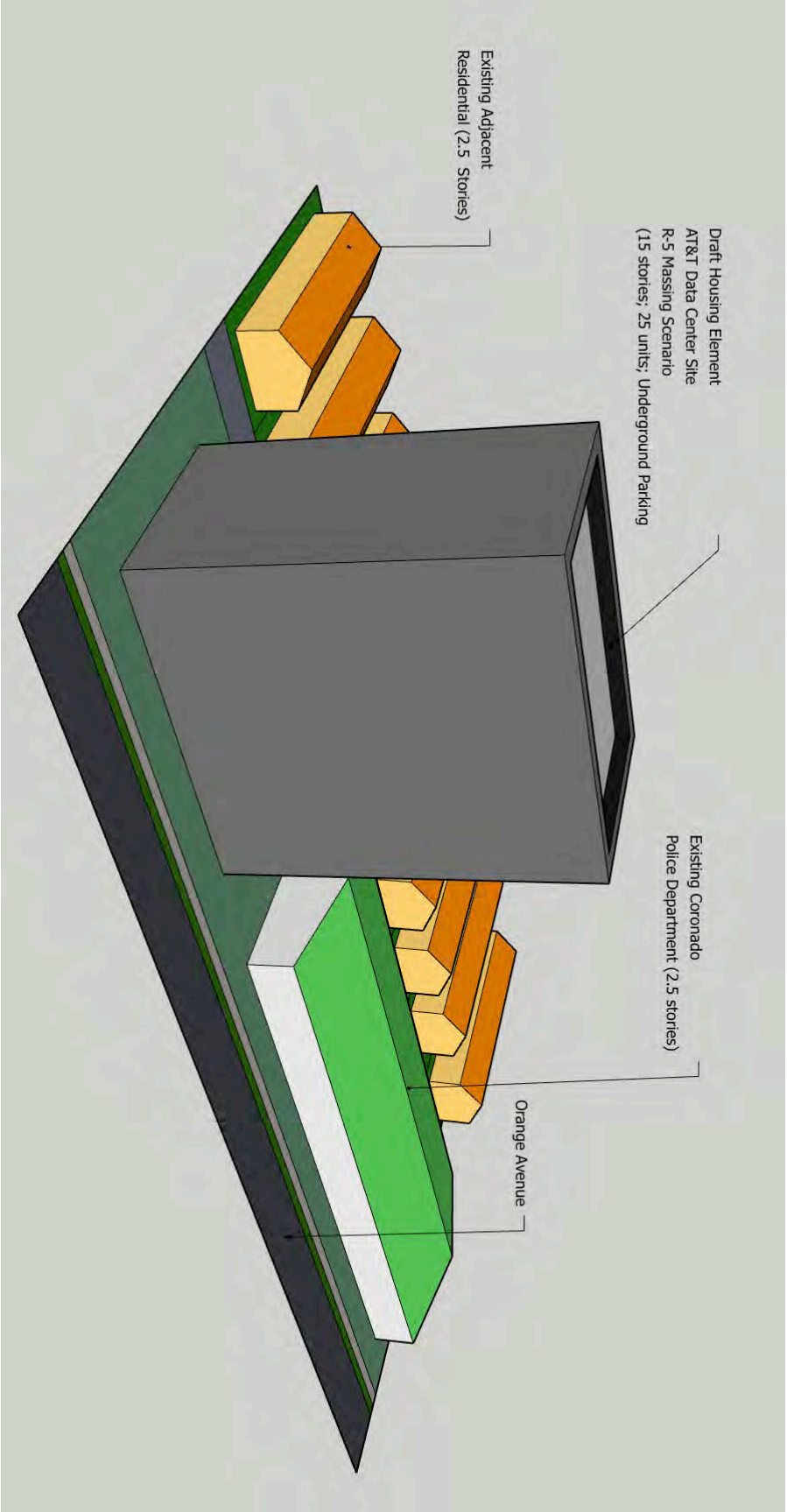
The draft Housing Element characterizes R-5 as a high-density multifamily zone, allowing 47 units per acre. In truth, the R-5 zone is a boutique district adopted specifically for Coronado Shores, a luxury tower-in-the-park condominium campus. In addition to the typical zoning standards that would make infill on most of the small lots referenced above infeasible—such as parking requirements or maximum lot coverage—this district contains an unusual provision: “All multiple-family dwelling structures shall be no more and no less than 150 feet in height.”<sup>5</sup>

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<sup>4</sup> At least two sites along Orange Avenue—comprising a proposed 17 moderate-income units—have simply been laundered from the 5<sup>th</sup> Cycle Housing Element sites inventory, with only a very slight increase in zoned capacity.

<sup>5</sup> Coronado Municipal Code 86.18.030

Figure 1: AT&T Data Center Site R-5 Massing Scenario



The City’s draft 6<sup>th</sup> Cycle Housing Element thus envisions one of two scenarios: Either 15-story towers—with as few as nine units each, based on a maximum density of 47 units per acre—will sprout up next to two-story homes across the city, or each of these projects will require substantial discretionary zoning relief. For an illustrative example of what this first scenario might look like for the AT&T site, see Figure 1. Needless to say, both scenarios are equally unlikely. Whether by negligence or bad faith, these provisions guarantee that none of the R-5 low-income housing sites will be developed. If this rezoning program is indicative of other programs discussed in the draft 6<sup>th</sup> Cycle Housing Element, this document requires substantial revisions and heightened scrutiny by HCD.

## Conclusion

Like every city in California, Coronado has a legal and ethical obligation to plan for its fair share of housing. In its current form, the draft 6<sup>th</sup> Cycle Housing Element does not satisfy this obligation. Without learning the lessons of the City’s failed 5<sup>th</sup> Cycle Housing Element, producing a sites inventory that incorporates a likelihood of redevelopment for each site, or developing a realistic zoning program that is both physically and financially feasible, this document is unlikely to produce a single income-restricted unit between 2021 and 2029, let alone 481 very low- and low-income homes. That is to say, it is not a document that HCD can certify as compliant with state law.

Now is the time to bring this document into compliance and put together a workable plan for meeting the City’s RHNA obligations. City leaders have indicated their intention to drag the process out as long as possible, risking significant financial penalties and the suspension of local zoning powers.<sup>6</sup> But that is a cure worse than the supposed disease. In a revised Housing Element, the City could easily accommodate its allocation with thoughtful plans for the Silver Strand Boulevard site, or mixed-use redevelopments on either supermarket site. Either scenario would preserve Coronadans’ quality of life while providing affordable housing for people—many of whom *already* live in unaffordable or overcrowded conditions in the City—who would like to live, work, or retire in Coronado.

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<sup>6</sup> “City Council Debates Housing Allocation Plan; State Route Relinquishment; Tree Removal,” *Coronado Eagle & Post* (February 18, 2021): [http://www.coronadonewsca.com/news/coronado\\_city\\_news/city-council-debates-housing-allocation-plan-state-route-relinquishment-tree-removal/article\\_a380bb22-7ac3-11eb-8984-8708085af800.html](http://www.coronadonewsca.com/news/coronado_city_news/city-council-debates-housing-allocation-plan-state-route-relinquishment-tree-removal/article_a380bb22-7ac3-11eb-8984-8708085af800.html)