

April 10, 2019 *Updated*

Tyler Foltz, Assistant Director  
CITY OF IMPERIAL BEACH  
Community Development Department  
825 Imperial Beach Blvd.  
Imperial Beach, CA 91932



**RE: MF 1307/CP 180066/CUP 180067/DRC 180068/SPR 180069/TPM 180070/EIA 180071 – CONSTRUCT A NEW MIXED-USE DEVELOPMENT FEATURING 47-HOTEL ROOMS, 51-APARTMENTS, AND 6,680 SQUARE FEET OF COMMERCIAL AT 550 HIGHWAY 75 (APN 625-140-08-00, 626-070-33-00, AND 626-070-57-00)**

Project Name: BLUE WAVE

**Subject: Updated Parking Analysis and Transportation  
Demand Management Strategies**

Dear Mr. Foltz:

Herein is our updated response to our initial Parking Analysis and Transportation Letter of March 11, 2019 regarding parking for the Blue Wave project. In particular, the requirement from the Design Review Board hearing of March 21, 2019 requested the inclusion of transportation passes for employees. See below, first item on list. As such, please let this letter constitute our complete and final report.

The project as designed is consistent with the Imperial Beach Municipal Code as it relates to the number of parking stalls by use. Likewise, the internal traffic flow has been well thought out. More specifically, the Justification for 25 % reduction in parking per Municipal Code, Section 19.48.035 is as follows:

In Consideration of Traffic/Parking requirements at Blue Wave, the design proposal is consistent with all City requirements as well as good urban design principles. The project's program consists of 47 guestrooms, 51 residential apartments, and a hotel/café/bar-lounge. Total parking spaces: 106 stalls and are distributed as follows: Apartments 58 stalls, Hotel 38 stalls, and, Retail 10 stalls. The project is in conformance with the City Municipal Code per Section 19.48.035 for 25% reduced parking for vertical mixed-use. Likewise, the occupancy load calculations are based on, and consistent with, the 2016 CBC which limits by law the number of patrons for any given room or space.

The programmatic intent is to provide a neighborhood asset for the residents of Imperial Beach, the project is not intended to be a regional asset. The site is in the NW quadrant of the City, an area of one square mile or approximately 4,000 residents. At the farthest distance (Imperial Beach Blvd.) of one mile this would be a 20-minute walk. For the most part, patronages will be from the neighborhood, adjacent neighbors, joggers, military personnel and cyclists, as well as the residents and hotel guests of the project. In addition, the project will cater to the military base in Coronado.

### **Transportation Demand Management, Project Features**

- For employees, public transportation passes
- The project will cater to military personnel and will provide a shuttle to-and-from the base
- Shuttle bus for guests to IB pier, and other local attractions

- 14 bicycle racks will be provided on-site for the general public
- Motorcycle parking
- Resident bicycle storage racks
- Uber and Lyft pick-up zones will be on-site
- Proximity to bus stop
- Discount with proof of public ridership or alternative transportation
- Flex-parking for hotel purposes (e.g. Uber/Lyft and/or rental)

Restaurant at Hotel Bldg.

– The space has approximately 1,400 sq. ft. of indoor space at street level and fronts an 1,810 sq. ft. patio. Max. occupancy load per code (Est.): 25 persons interior and 35 persons exterior. This space will function as the café/restaurant for the project, serving only lunch, dinner, and cocktails. Breakfast will be for hotel guests only and will consist of coffee, juices, pre-set meals, and pastries. We anticipate:

No. of Employees: 5-8

Operation Hours: S -TH: 11 am to 10 pm  
F and Sat: 11 am to 12 pm

Patronage: Project residents and hotel guests, neighborhood residents, cyclists, walkers/joggers, military personnel for the Base, etc.

Automobile Drivers

Per day: 40-50 (5 cars per hour) Does not include hotel guests or those arrived via shuttle

Lounge at Hotel Bldg., Second Floor

– The space has approximately 1,150 sq. ft. of indoor space at the second level and opens up to 1,749 sq. ft. outdoor terrace. Max. occupancy load per Code (Est.): 25 persons interior and 40 persons exterior.

This space will function as the casual “lounge area” for the project, serving only appetizers, coffee/tea, and mixed-drinks from mid-day to the evening hours. This space will be used most often at dusk for patrons to enjoy the sunsets. We anticipate:

No. of Employees: 1-3

Operation Hours: S -TH: 10 am to 10 pm  
F and Sat: 10 am to 12 pm

Patronage: Project residents and hotel guests, neighborhood residents, cyclists, walkers/joggers, Coronado military

Automobile Drivers

Per day: 45 - 60 (5 cars per hour) Does not include hotel guests or those who arrived via shuttle, and/or Uber/Lyft.

**Summary**

As such, total estimated retail automobile (e.g., non-residential/non-hotel guests) usage per hour will be 12 stalls – again, this project is located in a very walkable and bike-oriented area with a good residential population base. Recall, 10 parking stalls for retail are included in the parking count, suggesting only 5 parking stalls potentially will be needed per hour off-site. However, there are 47 hotel guestrooms in the project and with an occupancy rate of 75% only 35 cars are needed. It is anticipated

about two-thirds will drive to the property, thus 24 cars are needed at all times the hotel guests. Presently we have 38 stalls devoted to guests, thus 14 stalls can be used for flex-parking, Uber/Lyft zone, or retail patrons. Additionally, most hotel patrons will leave the property during the day to enjoy the sites and sounds of Imperial Beach, as well as surrounding areas, and typically return in the evening around 6-9 pm. Thus, the hotel parking demand is lighter during the majority of the day. In turn, the peak parking demand for lunch patrons will be during the middle of the day, thus offsetting any parking shortages. Accordingly, the project as a whole will not necessarily need any additional parking stalls beyond the 106 stalls provided for the vast majority of the time. Below is our Calculations per the Imperial Beach Municipal Code:

<b>BLUE WAVE</b>					<b>Imperial Beach</b>		<b>M+C CORPORATION</b>		
January 30, 2019					Architects and Planners				
<b>RE: PARKING CALCULATIONS</b>									
<b>HOTEL</b>									
	<b>1 ST FLR</b>	<b>2 ND FLR</b>	<b>3 RD FLR</b>	<b>4TH FLR</b>		<b>REQUIRED PARKING</b>			
						Ratio	Spaces		
<b>MICRO</b>	10	9	0	0	19	1.0	19		
<b>STANDARD</b>	10	10	0	0	20	1.0	20		
<b>DELUXE</b>	4	4	0	0	8	1.5	12		
<b>TOTAL</b>	<b>24</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>47 Guestrooms</b>	<b>TOTAL</b>	<b>51</b>		<b>38</b>
<b>APARTMENTS</b>									
	<b>1 ST FLR</b>	<b>2 ND FLR</b>	<b>3 RD FLR</b>	<b>4TH FLR</b>		<b>REQUIRED PARKING</b>			
						Ratio	Spaces		
<b>ONE BEDROOM</b>	0	11	11	8	30	1.5	45		
<b>TWO BEDROOM</b>	0	0	10	11	21	1.5	31.5		
<b>TOTAL</b>	<b>0</b>	<b>11</b>	<b>21</b>	<b>19</b>	<b>51 Apartments</b>	<b>TOTAL</b>	<b>77</b>		<b>58</b>
<b>PARKING CALCULATIONS</b>									
<b>PARKING - HOTEL</b>									
	Standard	Tandem	HC	Motorcycle	E-Cars				
PODIUM LEVEL	21	0	2	4	0	23			
P1 LEVEL	18	0	2	4	5	25			
SUB-TOTAL						48			
<b>PARKING - APTS</b>									
	Standard	Tandem	HC	Motorcycle	E-Cars				
PODIUM LEVEL	0	0	0	0	2	2			
P1 LEVEL	46	2	1	5	7	56			
SUB-TOTAL						58			
<b>PARKING - RETAIL</b>									
	Gross Area -		First Floor		Second Floor		<b>REQ'D PARKING - RETAIL</b>		
	4,181	2,499					Ratio	Spaces	
	6,680					0.002	6680	13	10
<b>TOTAL PARKING PROVIDED</b>					<b>106</b>	<b>TOTAL REQUIRED PARKING *</b>			
Based on Plan Set dated January 30, 2019						141			
						* Vertical Mixed-use 25% Reduction to Parking per Section 19.48.035			
						<b>THEREFORE, 141 X 0.75 =</b>			
						<b>106</b>			

As previously mentioned, we are excited about this project, and look forward to making our presentation the before the Design Review Board, and the City Council as quickly as possible.

Sincerely,

**Martinez + Cutri Corporation Architects**

*Joseph Martinez*

Joseph Martinez, Principal Architect

cc. David and Ralph Brienza, Developer  
Consulting Team