



August 25, 2020

Ms. Carolyn Luna
Housing Element Advisory Committee (HEAC) Chair
CITY OF CARLSBAD
Housing Element Advisory Committee
1635 Faraday Ave.
Carlsbad, CA 92008

RE: NORTH COUNTY PLAZA MIXED-USE DEVELOPMENT

Dear Ms. Luna:

The North County Plaza (NCP) shopping center located at the corner of Jefferson Street and Marron Road in Carlsbad is owned and operated by PK 1 North County Plaza, L.P. (Owner) a subsidiary of Kimco Realty Corp. (Kimco). As a "Stakeholder" observing the Housing Element Advisory Committee's (HEAC or Committee) work, Kimco is presently in process as a "Current Planning Project" in the City Planner's mapping of potential properties for consideration to meet California's Regional Housing Needs Allocation (RHNA) requirements. We would like to take this opportunity to provide you and the Committee with additional background information about our shopping center and our proposal to transform it into a mixed-use redevelopment.

North County Plaza is identified on SANDAG's North County Smart Growth Concept Map as a "Potential Town Center" site (western portion of Area CB-2), thus encouraging compact, efficient and environmentally-sensitive, transit-oriented urban development, in locations close to employment, services and public transportation. Site CB-2 is described in the SANDAG plan as encouraging "multi-family and mixed-use development". You will recall that the North County Transit District (NCTD) operates their Plaza Camino Real Transit Center directly adjacent to our shopping center.

The North County Plaza shopping center was built in 1984 and is now over 35 years old. Our brick-and-mortar retailers have struggled with competition from on-line retailers, a consolidating retail industry and most recently with government mandated store closures to reduce the spread of the COVID-19 Corona virus. In an effort to positively support the State of California's effort to increase the amount of affordable housing, and to reposition the shopping center to mixed-use, Kimco is planning to replace several vacant and underperforming retail buildings with a modern, attractive apartment project. Our plan will result in a more-urban, mixed-use development of residential, retail and commercial uses, in line with SANDAG's smart growth plans.

Kimco proposes to demolish approximately 46,000 square feet of existing retail buildings on the northern section of the shopping center, and replace them with a 240-unit, high-density apartment project and parking structure, all within a three (3) minute walk to the Transit Center. We believe North County Plaza is a particularly good location for mixed-use redevelopment, because it will complement the adjacent Shoppes at Carlsbad regional mall to the east and the proposed Inns at Buena Vista Creek hotel development to the north. We also believe there would not be significant neighborhood opposition to our proposed mixed-use redevelopment since there are no residential neighborhoods adjacent to our shopping center that could be impacted by our project.

We would like to inform you and the Committee that Kimco and the Owner of the shopping center are very supportive of land use policies which would designate high-density residential land uses and

allocate dwelling units to North County Plaza so as to allow us to create an exciting, mixed-use development which would significant assist the City of Carlsbad to meet California's RHNA requirements. I would be happy to provide your Committee with more information on our plans if requested.

Sincerely,

A handwritten signature in blue ink that reads "Mark Wendel". The signature is written in a cursive, flowing style.

Mark Wendel
KIMCO REALTY CORP.
Director of Development | Western Region

cc: Don Neu, Carlsbad City Planner
Paul Klukas, Planning Systems

**Lanshire
Housing
Partners llc.**

August 19, 2020

Mayor Matt Hall and City Council Members
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Honorable Mayor and Councilmembers:

I am a property owner in Carlsbad. Providing affordable housing in our community is vital given the ever-increasing cost and existing shortage of housing within our community and across the state of California. I am in strong support of the Housing Committee's recommendations to the City Council. One method being considered by the City Council is the up zoning of existing residential projects within the city. If done properly, this is a viable way to help achieve the city's housing goals. I strongly urge you to support this measure as a means to provide more affordable housing opportunities in the city.

Sincerely,



Matt Nelson
Managing Member

Mia De Marzo

Subject: FW: Public Input for August 27th City Council Housing Workshop
Attachments: letter.pdf

From: Bill Hofman <bhofman@hofmanplanning.com>
Sent: Thursday, August 20, 2020 2:29 PM
To: City Clerk <Clerk@carlsbadca.gov>
Subject: Public Input for August 27th City Council Housing Workshop

Good afternoon,

Please provide this letter to the City Council for its upcoming workshop to be held on Thursday, August 27th. Thank you.

Bill Hofman
858-442-0554

From: Matt Nelson <matt@ikonlimited.com>
Sent: Thursday, August 20, 2020 9:39 AM
To: Bill Hofman <bhofman@hofmanplanning.com>
Cc: Michael Kootchick <mk@lanshirehousing.com>
Subject: ltr

Matt Nelson
IKON Ltd
matt@ikonlimited.com

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