

## **Attachment B**

### **Public Comments Received**

1. CHASEN
2. Birdcage Heights
3. Sunrise Ranch
4. SOAR
5. Glenda Anderson
6. Gurtej Gill
7. Doug and Dixie Lent
8. Jenna Moser
9. John Jarrett
10. Phil Jarret (Packet provided to the Planning Commission)
11. SMP Board Meeting Recap

**Bermudez, Alison**

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**Subject:** FW: Development Input from CHASEN

**From:** Kathy Morris <>

**Date:** September 8, 2022 at 8:51:58 AM PDT

**To:** "Kempenaar, Casey" <[ckempenaar@citrusheights.net](mailto:ckempenaar@citrusheights.net)>

**Cc:** Bill Shirley <[\[redacted\]](#)>

**> Subject:** Development Input from CHASEN

Hi Casey –

We did get responses to our request for development in the Sunrise Marketplace area. First off – there was a substantial ‘thank you for asking’. Seems as people really like to know that the City cares about their opinions.

Now... majority of input

NO for Car Wash and Gas Stations

YES for restaurants, mix of fine and casual dining, including high end

YES for Small businesses and entertainment

Lots of comments. The majority of the comments for additions were requesting restaurants. Also, suggesting shopping or activities that keep folks within Citrus Heights. Included are just a few comments:

\*\* There's nothing wrong with car washes and gas stations, but it seems we have enough already.

\*\* We would like to see more high-end restaurants in Citrus Heights. Currently, if you want to go out to a nice dinner, you have to go to Fair Oaks or Roseville. Everything in Citrus Heights is either fast food or middle of the road quality.

\*\* Would love to see at least a few more restaurants - a local coffee shop would be great! We would prefer to stay within Citrus Heights when possible.

\*\* Small businesses or sit down restaurants would be great for the Sunrise market place. Thanks!

\*\* Yes Stores/boutiques, Small medical offices, physical therapy, dental

\*\* Restaurants with indoor and outdoor seating, parks with water fountains, an area for concerts,

\*\* My vote is for entertainment venues

\*\* No – pawn shops/ Check cashing, chain convenience stores.

\*\* I don't want any more vape or smoke shops.

\*\* Lodging - There are many events within the city for family gatherings, city events & business events where people travel from outside the city and yet there isn't any lodging within the city.

Thrust this is good information for you

Kathy

Kathy Morris

CHASEN - Area 7/8/9

P.O.Box 852, Citrus Heights, CA 95611

[www.citrusheights.net/469/Areas-7-8-9---CHASEN](http://www.citrusheights.net/469/Areas-7-8-9---CHASEN)

[kathy@kathleenmorris.net](mailto:kathy@kathleenmorris.net)

916.947.8461

I don't want any more vape or smoke shops.
We really don't want car washes/gas stations in the Sunrise Corridor in the Marketplace area. There are higher and better uses of that property as Sunrise Mall starts to redevelop.
I would like to see more sit down restaurants and a Chick-Fil-A.
<p>I don't think a few auto intensive businesses would be bad - we currently go to Brake Master. However, we generally go to this area for restaurants and goods so these types of businesses are preferred. Our favorite current businesses in the area are Lowe's, Target, Old Navy, Once Upon a Child, Sprouts, Dollar Tree, Panera, Red Robin, Panda Express. Would love to see at least a few more restaurants - Chick-fil-A, Jack's Urban Eats, Handles Ice Cream, Sacramento Pizza Co (or another build your own pizza place)! We also wouldn't be opposed to some small businesses - a local coffee shop would be great!</p> <p>Currently we go to Roseville for REI, Buy Buy Baby, furniture stores. We go to Fair Oaks for a soccer store and Pause Coffee. We would prefer to stay within Citrus Heights when possible.</p>
<p>Keep Macy's and JC Penney's! And bring in other high end retail stores. Don't want to have to go to Galleria or Arden Fair for shopping. Some fine dining — no more fast, Appleby's type food establishments or dollar stores. Class it up, Citrus Heights. This city is becoming the hood. Have lived here for 36 years and sick of the decline. Pave the neighborhood roads and fix the sidewalks. I could go on but I'll stop since I've gotten off the Sunrise Market input.</p>
<p>We would like to see more high-end restaurants in Citrus Heights. Currently, if you want to go out to a nice dinner, you have to go to Fair Oaks or Roseville. Everything and Citrus Heights is either fast food or middle of the road quality.</p> <p>Thanks for asking for our opinions!</p>
<p>My family and I don't want more gas stations and another carwash seems unnecessary. Small businesses or sit down restaurants would be great for the Sunrise market place. Thanks!</p>
<p>I'm so glad they are seeking our input!</p> <p>Here are our thoughts</p> <p>NO: Car washes or gas stations. We feel that there are enough of those that are easily accessible.</p> <p>YES: restaurants, juice bar (like Nekter), Entertainment (movie theaters, bowling alley, coffee/lounge etc). Things that make people want to spend time here...</p>
<p>I would like to see more fine dining, possibly a bakery as there's no where hardly to go for desserts. A Home Goods would be nice in our area. We need businesses that will draw shoppers to the Citrus Heights area. We don't need more car washes or gas stations.</p> <p>Also I was surprised to see Sears and the two adjacent buildings are for sale. I thought that area was part of the revitalization? The City has been talking and getting input for Sunrise Mall way before my husband passed away 14 years ago so it's been in discussion at least 18-20 years. All we're told is it takes time but how much more time is needed before they start. I'm becoming very discouraged at no progress. Please pass my comments on as I'm not the only one that feels this way.</p> <p>Thank you</p>

Business I do want:

- Gyms (outdoor and indoor)
- Restaurants
- Stores/boutiques
- Small business shops
- Pet hotels
- Outdoor
- Small medical offices - physical therapy, dental offices, etc.

Businesses I do not want:

- Auto intensive businesses
- pawn shops/ check in cash shops
- Chain convenience stores and liquor stores
- Banks

WANT:

- Variety of restaurants (Bakery)
- Entertainment venues (Ax throwing, arcade, Karaoke "bar")
- Beauty salon (hair, nails, skin care)

DO NOT WANT:

- Gas station
- Auto repair
- Auto supplies

Citrus Heights has enough car washes, gas stations, auto repair places, supply stores, mini marts and bland, corporate junk food emporiums. If the City wants to make the Market Place a go to destination along with transforming the moribund Sunrise Mall I would like to see some upscale restaurants like Fat's, Mikuni, Ruth's Chris, Morton's et al. We also need a good, well run venue for live music, and a performing arts theatre for both indoor and outdoor events. Transform Arcadia Drive by doing something about the long vacant and ugly building across the street from the huge new housing development, Mitchell Farms? Demolish it along with the now vacant Rite Aid and 'build back better'. Why not learn from what Folsom did with Sutter Street or what my former hometown, Livermore CA, did to transform its declining downtown district into a vibrant, exciting place to be. There is really not much to do here in Citrus Heights. I could go on and on.

Oh, while I am at it, what about fleshing out Stock Ranch, starting with maybe a Raley's which might do something about the dirt and weed patch that fronts the complex?

Just my 2 cents, FWIW.

I want no more gas stations or car washes. I like having Penneys there and other stores currently in the Sunrise Mall. I was sad to see Wards leave. A sit-down restaurant would be nice.

Hi! Thanks for asking for input.

There's nothing wrong with car washes and gas stations, but it seems we have enough already.

Some ideas-

A movie theater. Maybe even a small live theater.

How about some space for a trade school?

Mini-golf and/or batting cages,

Restaurants that are locally owned. (Not exclusively owned by Citrus Heights residents, but a Buckhorn over a Sizzler.)

A butcher shop.

A bread store.

A flower store.

Maybe something like the Crafter's Mall that used to be in the Trader Joe's center on Sunrise. I loved that place. Informal, but a little upscale, outdoor dining/drinks in a beautiful courtyard (yes, as I type it's 115 degrees, but not usually!)

If just more of the same franchises are put in, well, I can go to Roseville for that, and they will probably be bigger.

Give me local business I feel good about supporting and I'll spend my money here.

Gas stations and car washes are everywhere.

Covid really highlighted the fundamental human need for connection. I'd love to buy bread from the person who makes it!

I would like to see Restaurants with indoor and outdoor seating, parks with water fountains, an area for concerts, outdoor dancing, Par Course, Dog Walking, bicycling, picnicking, family fun, basketball court, tennis courts, swimming pool. Adequate Night lighting for safety. Let the Neighborhood, the Citizens of Citrus Heights, know they are valued, will increase property value, people will want to live here. Community Police presence. Safe fun area for families and singles. Perhaps also a movie theatre. Indoor climbing, indoor trampoline. Please feel free to call. Thank you for asking.

Long Time Resident

I would love there to be a central place that I can bring friends to or go out on a date night that stays open past 8pm. Currently, I go more often to Fair Oaks, Folsom or Roseville to shop or meet up with people at a non-Starbucks cafe, pub, or fancy restaurant, but I would prefer to spend my money to help my local community.

My vote is for entertainment venues (experiences, movies, etc), a mix of fine and casual dining, cafe (plus gelato!?), and fun places to buy unique gifts. It would also be great to have an open community space for a weekly farmer's market and summer concerts.

We have a community center which is probably the only facility in Citrus Heights that can hold major events such as business symposiums (think SACPAC that hosted over 700 attendees, SCORE & SBA, Homeland Security), medical seminars, training events, wedding receptions, anniversary celebrations, funeral receptions, banquets etc.

There are many events within the city whether family gatherings, city events & business events where people travel from outside the city and yet there isn't any lodging within the city. The closest lodging is Ranch Cordova and Roseville, granted not far however those that travel also purchase fuel, meals, shopping etc. that support local businesses, along with employment and taxes. Also as Sacramento has become unattractive for businesses and lodging alike, we could be another source of choice for those traveling to Reno/Tahoe.

Possible pieces of property on Sunrise (Marie Calendars & restaurant nextdoor) instead of a car wash & service station, Antelope west of 80 and the property on Stock Ranch come to mind for some kind of lodging. Any other 3+ acre property? 2 - 3 story? Underground parking? We need to start thinking outside the "box" to be more hospitable and bring in more upscale \$\$, I'm not talking Motel 6 here!

That's all I can think of at the moment.

Hello,

Thank you for sending this email and it is a great idea asking for input from the residents of this area. I am not totally against a car wash but the location to have it, I don't think it's the right place. As for another gas station, not in favor.

The type of business I want to see in the Sunrise Marketplace area listed below:

**A restaurant that has soups and salads.** I miss Fresh Choice and Sizzler. They had such a variety of choices.

1. **La Bou** – used to be in the Sunrise Mall. I was so excited to have this bakery/restaurant close by. I have to travel to Roseville (Douglas Blvd) for their Chinese chicken salad.
2. **Chick-fil-A** - they have such a variety of chicken with sandwiches and salads. I know we have two chicken places, Canes & Popeyes, but we do have two hamburger places across the street from each other on Sunrise Blvd. The old Marie Calendars restaurant location would be ideal and room for the long drive-thru lines at peak times.
3. **Long John Silvers** – besides Red Lobster (great place), I do not know any close places to get seafood and drive thru. Recently, found out the one place closed on Auburn Blvd & Madison Ave. Love their shrimp platters combo.
4. **Movie theatre** – used to be one in the Sunrise Mall. Reasonable prizes but getting very old and needed upgrades. We can use a place for entertainment.
5. **Office Dept** – even though we have Staples but I think we can always use another office supply store. Madison Ave store closed last year and it's a bit far to go Roseville location. The only other office supply store is crossing the river into Rancho Cordova.

I have been a long time resident of 30 years plus and seen some businesses come and go. Look forward to see other residents what they wish for in Sunrise Marketplace area.

Kind Regards,



August 17, 2022

Casey Kempenaar, MPA, AICP  
Community Development Director

Dear Casey,


On behalf of Area 11 Neighborhood Association, we are opposed to the idea of another gas station/car wash coming to the Sunrise and Greenback corridor. There are already three gas stations and two car washes at the corner of Madison and Sunrise, as well another gas station and two car washes at the corner of Greenback Lane and Sunrise.

Additional car washes will provide further unnecessary competition to the existing car washes. Also another gas station will be unsightly, smelly, a hang out for the homeless and a potential source of groundwater contamination.

We feel consideration should be given to use this area to draw and keep residents in the Sunrise Market Place with a friendly and inviting manner.

Please consider this idea and/or recommendation for planning future projects. Thank you.

Yours truly,

  
Jodi Ash, President  
Area 11 Neighborhood Association



**Sunrise Ranch Neighborhood Association  
Area 6**

7806 Cottingham Court  
Citrus Heights, CA 95610

September 21, 2022

Dear City Planners,

Area 6 residents and board of directors would like to voice their support of the Sunrise Market Place Overlay District. We believe it is important that our city continue the efforts to build a family friendly core market place that supports sit-down dining, entertainment, shopping and other non automotive related opportunities. The Overlay designated area is of vital importance to the economic growth of Citrus Heights, but it should not be driven by gas station, car wash, mini mart and drive through food establishments. We feel the city's residents have strongly voiced their approval of the initial Sunrise Tomorrow development concept that did not include an intensive automotive vision that would have a negative impact on our community. Prior Planning Commission commissioners have also expressed this view in their reviews of the Sunrise Tomorrow and the Mitchell Farms community development.

Please express our support to the Market Place Overlay District to the city council.

Sincerely

Ruth A. Fox, President, Area 6  
Sunrise Ranch Neighborhood Association  
916.798-0998  
rafox1comcast.net





Sylvan Old Auburn Road Neighborhood Assn  
6929 Larkspur Avenue  
Citrus Heights, CA 95610  
(916) 599-3647  
e-mail: [info@SOAR10.com](mailto:info@SOAR10.com).

September 21, 2022

TO: Planning Department  
Planning Commission  
City Council

RE:

On June 27, Casey Kempanauer presented the Sunrise Marketplace Overlay Zone proposal to the members of SOAR. About 17 members were present and we unanimously agreed to support the overlay.

Auto-oriented businesses are already located at the four corners of the Marketplace (or close to a corner) so there is little need for these businesses. And will there be a need for gas stations after gas-powered vehicles are banned in California? Electric-charging stations are more critically located near freeways so those won't be needed in the Marketplace. So we don't need these businesses in the Marketplace.

We support the vision of the Marketplace development, the Sunrise Tomorrow Specific Plan. The Marketplace is best suited for shopping, dining and entertainment venues. These uses create a vibrant community consistent with the STSP. For years, residents have insisted we have more sit-down restaurants. We have had a few restaurants but mostly "drive through/fast food" options. Instead, we drive to Roseville or Folsom for a sit-down dining experience. We don't have enough restaurant options in our city and Sunrise Boulevard is a perfect site for more restaurants.

We urge you to adopt the Sunrise MarketPlace Overlay Zone.

Thank you.

Dr. Jayna Karpinski-Costa  
President, SOAR, Area 10

**Bermudez, Alison**

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**From:** Glenda Anderson <>  
**Sent:** Tuesday, September 20, 2022 3:09 PM  
**To:** Planning  
**Subject:** Sunrise-Marketplace overlay

I applaud any effort to make the area more like a neighborhood shopping and dining area. I hope it includes crosswalks and sidewalks where Farmgate crosses over to the Target parking area. Every time I try to walk there from my house, I feel like I'm risking my safety as there isn't even an obvious traffic lane and you can't get to the store without walking in the driveway.

Similarly, I'm hoping for speed berms on Merlindale someday. It's basically a speedway for hot rodders without mufflers.

Thanks again for trying to improve the quality of life for the neighborhood.

Sincerely,

Glenda Anderson  
North Ridge Drive

Sent from [Mail](#) for Windows

**Bermudez, Alison**

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**From:** Bermudez, Alison  
**Sent:** Friday, September 23, 2022 8:02 AM  
**To:** Bermudez, Alison  
**Subject:** FW: Feedback Request

**From:** BP Restaurant <calrestaurants@gmail.com>  
**Sent:** Thursday, September 22, 2022 8:04 PM  
**To:** Bermudez, Alison <ABermudez@citrusheights.net>  
**Subject:** Re: Feedback Request

Hi Alison,

We have the same view as the City itself. Bringing in auto uses adjacent to our business is going to be a detrimental factor for us and others as well. We definitely like to see some new eating places come up around us.

We heard See's Candy has plans to come in at the Patelco Location. We look forward to it and also the development of the plaza next door.

We have worked in different cities and counties around here, and have not found any other jurisdiction more supportive than the City of Citrus Heights for businesses be it planning, building, licenses etc.

Feel free to call me if you have any questions. Thank you again for your support of our restaurant.

If the City has any catering needs anytime let me know.

Thank you,  
 Gurtej Gill

This message may contain confidential and/or privileged information. If you are not the addressee or authorized to receive this for the addressee, you must not use, copy, disclose, or take any action based on this message or any information herein. If you have received this message in error, please advise the sender immediately by reply e-mail and delete this message. Thank you for your cooperation.

**Bermudez, Alison**

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**From:** douglent  
**Sent:** Sunday, September 25, 2022 7:31 AM  
**To:** Planning  
**Subject:** Car wash, gas station

Please, please..... no car wash and/or gas station at the old China Buffet site on Sunrise Blvd. Geez.... there are already three gas stations on the corners of Madison and Sunrise; another one should be out of the question! And a car wash? Please, no!

Doug and Dixie Lent

We live a couple of blocks from the proposed location and have been here for 42 years.

**Bermudez, Alison**

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**From:** Jenna <jenna.n.moser@gmail.com>  
**Sent:** Friday, October 14, 2022 9:04 AM  
**To:** Bermudez, Alison  
**Subject:** Sunrise Marketplace Overlay Public Notice

Good morning Miss Bermudez - thanks for speaking with me on the phone earlier - as requested I have outlined just a couple of the issues we discussed on the phone for you to cover with your staff and electeds re the sunrise marketplace overlay zoning amendment.

I am writing in favor of the amendment and also suggesting that this opportunity be used as a jumping off point to further address parking lot connectivity, sidewalk connectivity and facade aesthetics in the overlay zone.

The city does not have concrete requirements to require new development to submit a parking lot connectivity plan. This plan would ensure traffic and pedestrian movement easily between adjacent properties involved in development, and that adjacent areas connections are considered as part of new development. I suggest that this plan be required in the overlay zone. A parking lot connectivity plan is a document that an engineering company can prepare as part of any plan submittal package.

I am also suggesting As a phase II or ongoing review of the overlay to investigate more stringent aesthetic & sign regulations for this overlay. This area is ripe for a form based or a more aesthetic focused code.

If you're interested in discussing this further my contact information is below thanks for speaking with me and I hope this email covers the high points that we spoke about.

Jenna Moser  
916-547-4699

Sent from my iPhone



**Law Office of John P. Jarrett, Esq.**  
**101 Parkshore Dr., Suite 100**  
**Folsom, CA 95630**  
**916-765-5911**

09/27/2022

City of Citrus Heights Community  
Development Department Planning Division  
6360 Fountain Square Dr.  
Citrus Heights, CA 95621  
ATTN: Casey Kempenaar

Re: Objection to proposed Sunrise Marketplace Overlay)

Dear Mr. Kempenaar,

I represent the property owners of the former China Buffet building located at 5623 Sunrise Blvd., Citrus Heights Ca 95610. A.P.N. 233 0680 013.

This letter is to inform you that we object to the proposed Sunrise Marketplace Overlay project and zoning district that is currently being recommended by the Planning Division to the City Counsel.

We object to the findings and conclusion reached by the Planning Division and believe that the proposed Sunrise Marketplace Overlay Project does not protect the business interest of the owners of the property.

A representative of the owners will be present at the Hearing on 09/28/2022, to discuss our objections.

Sincerely,

John P. Jarrett, Esq.  
Attorney for Jarrett Fremont LLC



## **Re: Express Tunnel Carwash Facts for Planning and Zoning Departments**

The purpose of this narrative is to address facts and common concerns expressed from P&Z Departments and local stakeholders related to express tunnel carwash developments.

### **Common Concerns:**

- Sound Reduction
- Water Usage and Treatment
- New Retail Carwash Buildings and Designs
- Traffic – Peak Days/Hours
- Site Security

### **Our Best Bets:**

- Water reclaim system saving 70% of the fresh water.
- We have Silencing systems installed on Blowers and Vacuums which are the loudest components.
- Our Reverse Osmosis recapture system helps us reuse wastewater
- We use smaller Gallons Per Minute nozzles which helps save water
- We use ecofriendly cleaning solution (soaps and waxes)
- We use VFDs technology on equipment to save on electricity
- Transducers on Vacs saving electricity

### **Sound Reduction:**

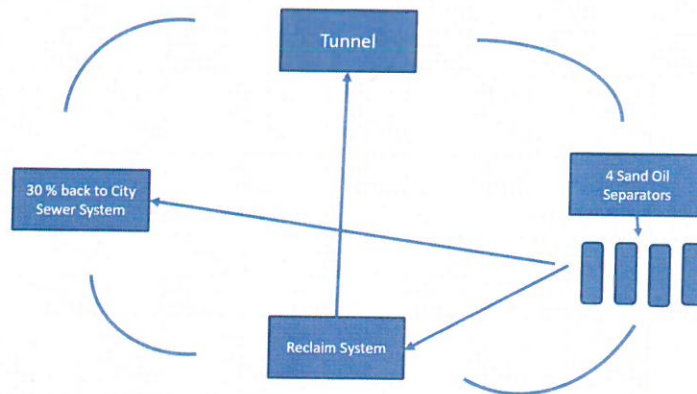
- Vacuums
  - Inclosing System in a building with a muffler – enclosed system forces the noise into the air
  - Using crevice tools vs duck foot – baffles the sound, similar to what happens when you put your hand over a vacuum opening
- Dryer Producers
  - Recessing dryers further in tunnel
  - Power locks – baffling system that goes on the producers, attached to the vacuums to make the air go out. It baffles the sound by 40 decibels, which is half.
  - Building dryers rooms – We don't do this, but could implement, if necessary
  - VFD,s technology – variable frequency drive motors (the noise ramps up slower, like Prius)
- Air Compressors
  - Keeping them enclosed in equipment room
  - Buying screw Compressors (have built in mufflers) – This cuts the typical noise from air compressor in half
- Using Electric Drive Motors – They're silent, versus hydraulic, which is older technology.
- Wall Extension to trap the sound inside the tunnel
- The construction of the bay is designed to stop sound from escaping. We use power locks, silencers on vacs, holsters and vac claws to help reduce the sound of vacuum noise. We place the equipment inside the bay to help reduce the noise.
- \*\*\* See attached sound study and visuals for more information. \*\*\*

# Waterfly CarWash

## Water Usage and Treatment

- Professional carwash vs home washers – average car wash uses 30-40 gallons of water versus average car washed at home uses 150 gallons of water
- Reclaim systems – We can reclaim 70% of fresh water usage
- RO Recapture System – Takes the solids out of the water to avoid spots, for every 2 gallons of fresh water to make 1 gallon of RO. (reverse osmosis). This is another area where we recapture/reuse water.
- Sand Oil Separator – This is what makes us green... 4 tanks in the ground to filter the solids out. National Requirement
- Capturing Rain Water – We design our tunnels to NOT capture rain water, it avoids having additional water go through the sewer system.

## Water Usage Process



## New Retail Carwash Buildings and Designs

The modern carwashes are now extremely attractive buildings with great curb appeal. The newer build are a great addition to neighborhood developments.

## Traffic – Peak Days/Hours

- 155-160 /hour – conveyor speed, which can push through 120 cars /hour for 150' tunnel
- Team Note: 3-5 minutes to get through the tunnel from the pay station.
- Peak Days: Thursday – Sunday
- Peak Hours: 11am – 5pm

## Site Security

- 3-5 team members on site
- No cash on site
- Site stays lit
- Use visible cameras as a deterrent (avg #\_\_\_/site) – Count while on site & ask Hilary if we have a diagram of the locations
- Training provided to team members on how to handle vagrancy and other threats





## The Opportunity

### INTRODUCTION – EXPRESS EXTERIOR CAR WASH

The Car Wash industry across North America is experiencing disruptive technology innovation through the refinement of the *Express Exterior* ("Express Exterior") car wash technology. The Express Exterior washes cars in 3½ minutes, with 7 cars sequentially flowing through a 130-foot tunnel at various stages of the wash. Focus is on customer convenience, consistent high-quality wash (clean, shiny, dry) and a pleasant experience.

In short, the **new** car wash Express Exterior retail business is quickly gaining name recognition. It is poised for the industry transformations similar to: Zellers vs Walmart, Donut Stores vs Dunkin Donuts and Coffee shops vs Starbucks.

### ADVANTAGES TO SUPERCENTERS

Shopper behavior has changed dramatically. That means if you operate retail properties, such as power or neighborhood centers, you have a tough job on your hands finding the right mix of tenants to attract consumers. One type of tenant you may not have considered is an exterior express car wash. These car washes are nothing like the car washes of the past. As a landlord of an express car wash you get a tenant with a beautiful building that is designed to be environmentally friendly and popular with consumers. An express car wash services between 15,000 and 30,000 cars per month. That's because consumers like the speed, cost effectiveness, convenience and consistency these facilities deliver. These consumers tend to come back week after week and month after month. Modern high-tech car washes are designed to provide a superior customer experience with low wait times. This retail niche has grown to over \$24 billion in revenue and is growing at the rate of 4% per year. Sixty-nine% of consumers outsource their car washing and prefer the convenience of an express car wash. A tenant like ourselves will drive traffic to your retail tenants. This adds value to your properties by attracting thousands of additional consumers to your property,

1. Attracts consumers your properties (150-200 Cars per hour is typical volume of a car wash)
2. Consumers using the car wash often simply park and walk into the retail properties of the supercenter.
3. No risk of contamination (such as fuel centers); ecofriendly as all water is recycled.

### ADVANTAGES TO CITIES

A car washed at home in the driveway typically consumes 100-120 gallons of fresh water. An Express Exterior car wash uses a mere 45 gallons of water. Through the implementation of **recycling equipment** and computer controls, the modern car wash operator can **reduce fresh water** requirements to 10 gallons per car. With the remaining 35 gallons coming from recycled

# Waterfly CarWash

water (~75% reduction in fresh water). In contrast, a typical 8-minute morning shower with a low flow shower head consumes 20 gallons of fresh water.

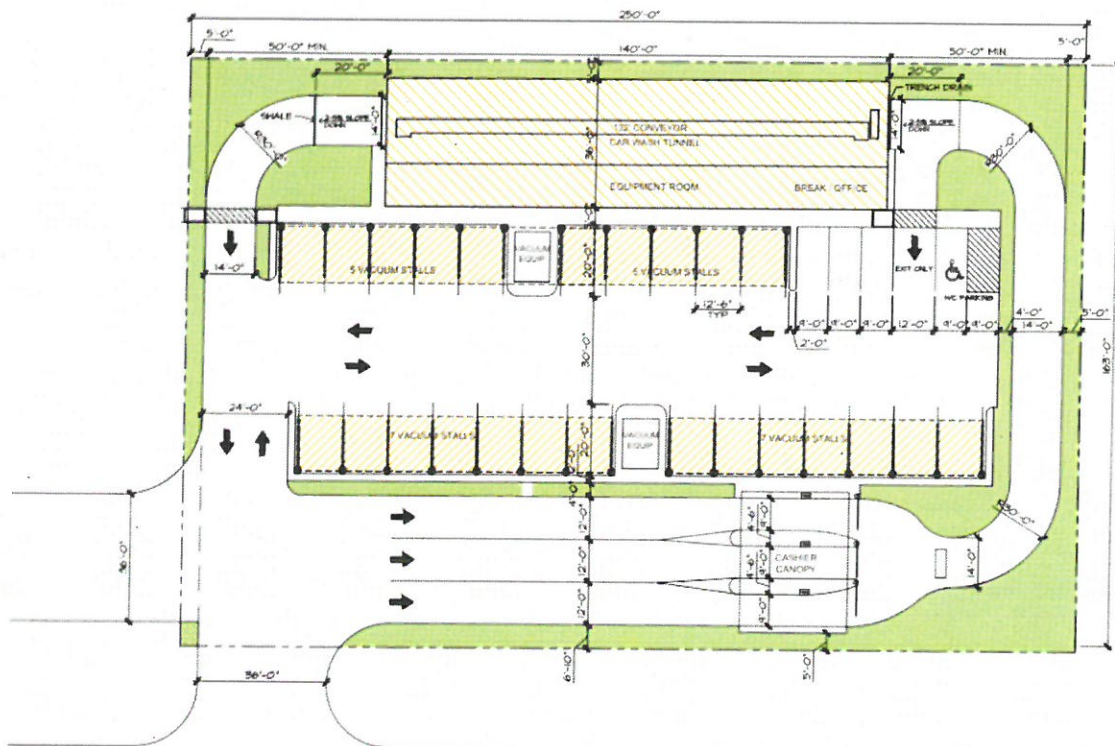
## WHY WATERFLY?

1. We are a family business looking to build lasting relationships
2. Have successfully entitled and built two express exterior washes in Sacramento.
3. Have a strong relationship with NCS (world's largest car wash equipment manufacturer). They provide us with a network allowing up to maintain relationships with the most cutting-edge technology in the industry.
4. Marketing – implement state of the art marketing strategies such as:
  - a. Geo fencing
  - b. Social media
  - c. RFID for monthly club members
  - d. Snap Chat, Instagram
5. Have one of the best car wash experiences on the market
  - a. Clean site
  - b. Motivated employees (Motivosity)
6. ASFD technology to expedite traffic

018.12.26v12

## PROPOSED SITE LAYOUT

Site plan shown take approximately 40,000 sqft. However, removal of the outside queuing lane would bring the site plan to approximately 37,000 sq.ft.









think **BLUE**  
SAN DIEGO

## Storm Water Pollution Prevention Requirement Sheet: Residential Car Washing

Many people think that when water flows into a storm drain it is treated, but the storm drain system and sewer system are not connected. Everything that enters storm drains flows *untreated* directly into our creeks, rivers, bays, beaches and ultimately the ocean. Storm water can contain pollutants which contaminate our beaches and harm fish and wildlife. You can help reduce pollution and improve water quality by using the following Best Management Practices (BMP's).

Most of us don't think of our car as a source of beach pollution-- but it is. Car washing is a pollution problem because metals and automotive fluids that are washed off with soapy water travel down the gutter, collecting more pollutants, then enter our storm water conveyance system and finally spill into our waterways and bays.

**Washing of any vehicle (residential or commercial) that creates water that carries pollutants such as paint, oils, sediment, yard waste, construction debris, chemicals, hazardous wastes and other pollutants into the storm drain system is illegal.**

**Allowing pollutants to enter the storm water conveyance system is a violation of San Diego Municipal code §43.0304 and can incur fines up to \$1,000 per incident.**

**Residential/Non-Commercial Vehicles:** The Municipal Code allows washing of residential vehicles at a place of residence for non-commercial purposes only. While washing your vehicle is allowed, washing-off pollutants from your vehicle such as paint, oils, sediment, and debris is illegal, so you must wash your personal vehicle without creating runoff. When washing at home, pollution can be minimized by washing the vehicle on the lawn or over a landscaped area to absorb the liquid and limit runoff from your property. If you cannot wash on a landscaped area, divert the water to a landscaped area to keep it from entering the gutter. Also limit runoff by using a bucket and rag to wash your car, and put a control nozzle on your hose.

**Charity Washes:** Charity Washes may be conducted as long as they are staged in a manner which avoids or minimizes the discharge of water and pollutants such as soap, fluids and sediment. Start by locating all storm drain inlets on, near or downstream of the wash site and sweeping up all sediment and debris in the area prior to washing the vehicles. On the day of the event, place sandbags or other blocking devices in front of the inlets to prevent wash water from entering the storm drain conveyance system. Any remaining standing wash water must be swept or wet-vacuumed and drained into a landscaped area or into the sanitary sewer system.

**Illegal Washing Activities:** Car dealerships, auto detailers, rental agencies and other automotive related businesses that wash vehicles for commercial purposes must prevent the dirty water from entering the storm water conveyance system. All washing activities for commercial purposes must be controlled, contained and captured. Failure to do so is illegal.

### Things You Can Do To Help:

If you see an illegal discharge into the storm water conveyance system call the **Storm Water Hotline at (619) 235-1000**. You can also visit our website at [www.thinkblue.org](http://www.thinkblue.org)

**Adopt these behaviors and help clean up our beaches and bays.  
Think Blue, San Diego.**



## Outdoor Water Conservation

Using water outdoors is always challenging. Ensuring that your landscape is healthy and vibrant can be tricky while trying to use water as efficiently as possible. Please review the information below to learn new ideas about saving water outdoors.

[Click here for the current watering schedule.](#)



### Water Efficient Car Washing Practices

1. Washing your car at home can use a significant amount of water. Without a hose nozzle, a running garden hose can waste up to 9 gallons of water per minute!
2. Under SSWD's [Current Water Use Restrictions](#), "Car washing is only permitted using a hose with an automatic shut-off nozzle and a bucket.
3. Consider taking your car to a commercial car wash that utilizes the latest technology to recycle water onsite, and use very little new water to wash cars.

### Water Efficient Landscape Practices

1. Water landscaping and plants only when necessary. Do not over-water.
2. During rainy weather, turn off your sprinkler timer. Adjust your sprinkler timers seasonally to water with the weather.
3. Install rain shut off devices to prevent watering when it rains. Rebates are available on our [Water Conservation Rebates](#) page.
4. Different soils absorb and hold water at different rates. Learn your landscapes soil type and avoid runoff and over watering by setting automatic sprinklers shut off once the soil is saturated. If your lawn requires more water, set your timer to run more often with shorter run times. This type of cycle-and-soak method of watering will help avoid water waste like gutter flooding. With manual sprinklers, set a timer to help you remember when to turn off the water.
5. If your landscape has a large slope, consider the cycle-and-soak method of watering.
6. Dethatch and/or aerate compacted soils in your lawn so that applied water penetrates deep into the root zone. After aerating, remember to apply a thin layer of compost to fill in the holes. Compost will add nutrients to your soil that will make your landscape plants more healthy.

## Global Car Wash Services Market Report 2021: On-demand Car Wash Trend Continues as Consumer Preference for Professional Vehicle Wash Services Grows - ResearchAndMarkets.com

December 02, 2021 07:13 AM Eastern Standard Time

DUBLIN--(BUSINESS WIRE)--The "Global Car Wash Services Market Size, Share & Trends Analysis Report by Type (Tunnels, Roll-over/In-bay, Self-service), by Mode of Payment, by Region (North America, APAC, Europe, CSA, MEA), and Segment Forecasts, 2021-2028" report has been added to **ResearchAndMarkets.com's** offering.

The global car wash services market size is anticipated to reach USD 37.6 billion by 2028 and is expected to expand at a CAGR of 3.8% from 2021 to 2028

Consumer preference for professional vehicle wash services over home washing is growing as the on-demand car wash trend continues. A key trend among customers with hectic lifestyles and busy schedules is the shift from 'do-it-yourself' to 'do-it-for-me.'

According to the International Carwash Association, the number of drivers who wash their cars at professional service centers on a regular basis has climbed from around 48.0% in 1994 to over 77 percent in 2019. Furthermore, around 66 percent of Americans wash their automobiles between 1-2 times each month, resulting in an average of 13 washes per year.

The concept of "all-new, all the time" appears to have driven the wash center's popularity as automated car washing has become the norm for vehicle owners during the last few decades. In the automobile care industry, new technologies and equipment improved the process, gained market share, and raised client expectations.

The emergence of COVID-19 had a huge impact on the industry. During the peak of the pandemic, most businesses were closed. New York State authorized car washes to resume in late April, but only under severe conditions that limited the number of personnel allowed on site and prohibited in-person payment. Furthermore, the pandemic ushered in several significant improvements in the industry.

To make it easier for tech-savvy consumers, car washes have begun to use smartphone apps and online booking systems. Customers who schedule services online can avoid the line and go straight to the wash when they arrive.

For some clients, not processing virtual wallet payments can be a deal-breaker in an increasingly cashless environment.

Car washes that accept more payment methods than a credit card reader attract more clients and grow more quickly.

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**Car Wash Services Market Report Highlights**  
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- The roll-over/in-bay segment accounted for the largest revenue share of 50.3% in 2020 and is expected to expand at a CAGR of 4.2% over the forecast period.
- The cashless segment accounted for the largest revenue share of 69.8% in 2020 and is estimated to ascend with a CAGR of 4.6% over the forecast period.
- North America accounted for the largest revenue share of 50.3% in 2020

#### Key Topics Covered:

Chapter 1. Methodology and Scope

Chapter 2. Executive Summary

Chapter 3. Car Wash Service Market Variables, Trends & Scope

Chapter 4. Consumer Behavior Analysis

Chapter 5. Car Wash Service Market: Type Estimates & Trend Analysis

Chapter 6. Car Wash Service Market: Mode of Payment Estimates & Trend Analysis

Chapter 7. Car Wash Service Market: Region Estimates & Trend Analysis

Chapter 8. Competitive Analysis

Chapter 9. Company Profiles

- Splash Car Wash
- Zips Car Wash
- International Car Wash Group (ICWG)
- Autobell Car Wash
- Quick Quack Car Wash
- Super Star Car Wash
- True Blue Car Wash, LLC
- Magic Hands Car Wash
- Hoffman Car Wash
- Wash Depot Holdings Inc

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**Laura Wood, Senior Press Manager**

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October 17, 2022

**RE: Sunrise Marketplace Overlay Ban**

Dear Mayor Middleton, Vice Mayor Schaefer, Councilmembers and City Manager Feeney,

As you may be aware, the Board was unable to come to a consensus regarding the Overlay Ban which Staff presented at our September 8 board meeting. The Board was unanimous in its opposition to a gas station at the former Marie Callender's site. Some members were supportive of the car wash as it is membership based and relies on a 2 to 3-mile trade zone (verified by our geo-based software).

With no consensus, I cannot advocate one way or the other for the ban. However, the board brought up many points that are germane to the issue.

- The City should be more proactive in zoning changes and consider conditional use permits (CUP's) on a case-by-case basis. In this instance, it wasn't until the property owner had acquired a use for the long dormant site that the Overlay was proposed. It takes many months of lease negotiation and attorney fees to complete this process.
- If the City prefers certain uses over others, it is incumbent on staff to assist the owner in finding the desired use, especially if that use is not easily acquired (sit-down restaurant, entertainment). This assistance should include financial incentives.
- We appreciate the communities desire for a high-end restaurant, entertainment, and other uses. We would like that too, unfortunately, sit-down restaurants and entertainment uses will take some time to come back. The owners of Marie Callender's and China Buffet have tried for several years to attract a restaurant. Merlone Geier, a well-connected, experienced developer, was unable to secure a restaurant for the former Fuddruckers building. The building will now likely house an upscale spa.
- These buildings will need to be razed and the cost will be substantial. As the City waits for the desired uses, the buildings will continue to deteriorate. These buildings are currently high targets for vandalism, abandoned cars, people living in their cars, illegal dumping, and homeless camps. The owners spend considerable sums keeping on top of these activities. SMP's maintenance porter and our security spend a significant amount of time there. This is not equitable for all the participants of the PBID.
- The City and SMP should be prepared for these buildings to be empty for some time. There are no options to arrest these transients as the County jail will not take arrests for trespassing, vandalism, etc. We no longer transport to the jail for these crimes, as it is waste of time and takes Officer Schouten off his beat for long periods.



- Property owners should have some rights, and the proposed ban, along with the Specific Plan at Sunrise Mall, represent a slippery slope. We understand and appreciate the reasoning for the Specific Plan and are not opposed to it. It does however, present some issues as the mall continues to decline. This one-hundred-acre site is the heart and the previous economic engine of the District. The board is understandably concerned about the future of the site and the length of time forecasted for the redevelopment.
- Sunrise MarketPlace currently spends approximately \$300,000 annually on security and public area maintenance. Vacant buildings make our job that much more difficult.
- Finally, staff did not mention mini storage at the board meeting. Therefore, I am unable to address that use on their behalf. However, Andy Gianulias has been planning to develop storage at his parcel behind Econo Lube, adjacent to Mitchell Village. He understands he must secure a zoning change but has requested his parcel be carved out of the Overlay. This is not the most desirable use, however, with the housing so close, the options are limited. Already residents back up to Greenback Square and Citrus Town Center and contend with noise and smells from the back alleyways. Homes in Mitchell Village and Marquee at Fair Oaks have limited driveways and strict HOA rules about garage use and cars on the street. It could be a needed amenity for residents.

We appreciate your consideration of these points and stand ready to work with the City whatever decisions are made. Again, we do not take a stand, this letter reflects discussion at the meeting and part of the reason the board was unable to take a position.

Warmest Regards

A handwritten signature in dark ink that reads "Kathilynn Carpenter". The script is fluid and cursive, with the first name "Kathilynn" and the last name "Carpenter" clearly legible.

Kathilynn Carpenter  
Executive Director- Sunrise MarketPlace PBID