



## The Orlando Company, Inc.

### **SOLANA BEACH MARKET PRESS RELEASE**

FOR IMMEDIATE RELEASE

**LONGS DRUG STORES TO OPEN ON HISTORIC HIGHWAY 101  
IN SOLANA BEACH**

May 6, 2002

Solana Beach Market, LLC, a joint development of Sudberry Properties, Inc., and The Orlando Company, of San Diego and Solana Beach respectively, has leased approximately 18,000 square feet on South Highway 101 (just north of Dahlia) in Solana Beach to Longs Drug Stores. A major remodeling/reconstruction is proposed for the existing building on the property, which was built in 1958 and originally housed a Safeway market and later a local drug store. The lease to Longs Drug Stores revitalizes Highway 101 and brings back a use that has not been there for a long time. Longs will be the only major retailer on Highway 101 in North County. Longs will tailor their store to meet the needs of the local residents and vacationers that frequent Solana Beach.

Fehlman Labarre Architecture & Planning, also of San Diego, designed the architectural theme for the property. The building's redesign is reminiscent of the historic Highway 101 theme and includes architectural elements evoking a coastal feeling with the use of colors, textures and shiplap exterior walls. The redesign also includes a remodel and expansion of Nobu Japanese Restaurant, currently leasing space in the building. Nobu will remain open during construction.

This will be the 27th Longs store in San Diego County. Longs currently operates 439 stores in the Western U.S.

Managing the redevelopment of the property are Michael Orlando of The Orlando Company and Colton Sudberry of Sudberry Properties, Inc. Both firms are well established in San Diego County and have collaborated on other quality retail center developments.

#### **INFORMATIONAL CONTACT**

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# *City of Solana Beach Proclamation*

**LONGS DRUG STORE  
GRAND DEDICATION DAY  
December 16, 2003**

**WHEREAS**, Solana Beach Market, a Limited Liability Corporation, has successfully obtained community support and all necessary permits to retain Nobu restaurant, and to bring a newly-developed Longs Drug store to the community of Solana Beach; and

**WHEREAS**, we now have a very distinctive, vibrant commercial establishment in our community which all citizens and visitors can access from Highway 101, and South Sierra Avenue; and

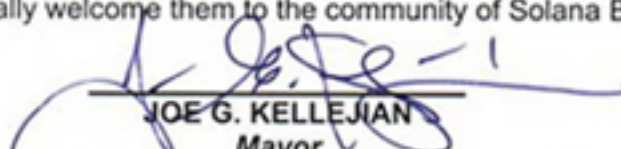
**WHEREAS**, we will cherish the memories of the former on-site businesses including Del Mar Office Products (relocated to Lomas Santa Fe Drive), several restaurants, and the former Safeway grocery store; and

**WHEREAS**, we thank the present owner, Mr. Michael Orlando, and Tom and Colton Sudberry of Sudberry Properties, Inc., for having the vision to see what could be developed at this unique location in our City, and for working with the previous long time respected owner and real estate entrepreneur, Professor Roger Brown; and

**WHEREAS**, this project has also resulted in a landmark sign for Longs Drug Store which replaced a long-term non-conforming sign along on Highway 101; and

**WHEREAS**, we dedicate this new commercial establishment and project, and wish Longs Drugs Store the best of luck in providing a fabulous shopping experience for many residents and commuters to enjoy.

**NOW, THEREFORE BE IT RESOLVED**, that I, Joe G. Kellejian, Mayor of the City of Solana Beach, California, on behalf of the entire City Council hereby dedicate this day, the 16<sup>th</sup> of December 2003, as a Grand Dedication Day for the new Longs Drug Store, and officially welcome them to the community of Solana Beach.

  
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**JOE G. KELLEJIAN**  
Mayor

**THOMAS M. CAMPBELL**  
Deputy Mayor

**DAVID A. POWELL**  
Councilmember

**THOMAS S. GOLICH**  
Councilmember

**DOUGLAS SHERES**  
Councilmember



Artist's rendering shows a Longs Drugs planned for a South Highway 101 property in Solana Beach. *Courtesy of Mike Orlando*

## Property in Solana Beach leased to drugstore chain

By Dana Littlefield  
STAFF WRITER

SOLANA BEACH — Residents who live closest to the beach soon won't have to travel as far to pick up snacks and sundries.

Two ruddy train cars, an office supply store and a Thai restaurant on South Highway 101 will soon make way for Longs Drugs, developers announced this week. They estimate the store could be open by late 2003.

Solana Beach Market LLC, has leased 18,000 square feet of space to the drugstore chain, next to Nobu Japanese restaurant. The train cars will be moved and buildings will be remodeled to house the restaurant and Longs.

Developer Mike Orlando said the project will help revitalize Solana Beach's portion of the highway, which some merchants and property owners say has become shabby and run-down.

"I think it's a first step to try and clean up 101," Orlando said. "It's a great street, but if you try to walk it, it's not the most attractive street."

He added that many of the condominium residents on South Sierra Avenue — behind the commercial property — have been open to the idea of having a major drugstore close to their homes, especially because many of them drive to retail centers near Interstate 5 or beyond for goods and services.

"I think that the rehabilitation of that property is an upgrade for both 101 and Sierra," said Bill Glockner, chairman of the Condominium Organization of South Sierra Avenue.

Both the condo organization and

the Highway 101 Merchants and Property Owners Association have told city officials they are concerned about how the area looks. The merchants group is working with the city to plan projects to clean up sidewalks, curbs and gutters along the highway's west side.

As for the two train cars that once housed the Victoria Station British Restaurant & Pub, Glockner said he won't miss them.

"I think we're ready for an upgrade," he said.

City staff is waiting for traffic reports from the developers before the City Council considers permits for the project, which would likely happen in July. The developers will then apply for permits from the state Coastal Commission.

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