



Community Frequently Asked Questions: Sunrise Tomorrow Specific Plan, Proposed Owner-Initiated Amendment, and Process for Consideration

In response to strong community interest and our commitment to keeping the public informed, the City has created this FAQ to provide information about the Sunrise Tomorrow Specific Plan and the proposed owner-initiated amendment.

1. What is the Sunrise Tomorrow Specific Plan?

Like many aging malls, Sunrise Mall has struggled due to changing shopping habits, e-commerce, and competition. While some malls have been revitalized through private investment, its owners have not historically reinvested in the property. The Sunrise Tomorrow Specific Plan (STSP) is a city-led framework to guide the comprehensive redevelopment of the site through land use guidelines, design standards, and infrastructure planning. The STSP was unanimously adopted in 2021 after nearly two years of community engagement and reflects the community’s vision for a vibrant, mixed-use destination featuring housing, retail, employment centers, entertainment, and public areas. It is not a specific development proposal; it is a toolbox that provides developers with a streamlined approval process to implement projects aligned with the community’s vision.

2. What has the City done to advance the Sunrise Tomorrow Specific Plan?

While the City does not own the mall and cannot control redevelopment timelines, it has worked to remove regulatory barriers and create a process to support private investment. This includes approving zoning and entitlements through the Sunrise Tomorrow Specific Plan, which provides a framework for property owners and developers to move forward with projects with both certainty and flexibility. The City has also approved new projects on the site, such as a Montessori school and a hotel development agreement, to introduce new business and activity to the area with uses that are consistent with the approved Sunrise Tomorrow Specific Plan.

While development decisions ultimately rest with property owners, the City is taking active steps to prepare for future opportunities. To support potential investment at Sunrise Mall, the City has commissioned an infrastructure financing study to identify funding options for necessary improvements. The City has also pursued and been awarded grants that could help accelerate redevelopment and make the site more attractive for high-quality projects. These efforts ensure that the City is ready to support redevelopment that aligns with the community’s vision and long-term economic goals.

3. What does the proposed amendment include?

Recently, Ethan Conrad Properties, which acquired the southern 20 acres of the 100-acre mall in November 2022, submitted a request to amend the Specific Plan, seeking modifications to certain development standards and land use requirements. The full project description is available [here](#). The proposed amendment would affect approximately two-thirds of the mall site. A brief summary of proposed changes is provided below:

- Removal of minimum open space requirements and community gathering spaces
- Removal of the maximum retail square footage allocation in key planning areas
- Provision that would allow new currently prohibited land uses such as storage, light industrial, Building/landscape materials sales, and drive-through restaurants
- Consideration of a Site Plan for new construction including Home Depot (Building/landscape materials sales) and up to eight (8) drive through/quick serve restaurants and use of the Sears basement as mini-storage.
- Alterations to stormwater and infrastructure planning responsibilities

The applicant has developed a website with more information about the proposed application. [Applicant’s website](#). Please note that the linked website is not a City-owned website.

4. What process does the amendment request go through?

The upcoming, yet-to-be-scheduled amendment proposal presentation will allow the property owner to receive initial and informal feedback from the City Council. This presentation is intended to offer early insights and guidance before the application is processed. Should the amendment continue to process, this would be the first of many public meetings, including Planning Commission and City Council hearings, environmental review, and community feedback opportunities.

5. How is the amendment proposal different from the original plan?

The City Council staff report will compare the proposed amendment to the existing Sunrise Tomorrow Specific Plan. It will evaluate whether it aligns with city policies and assess potential impacts to support decision-making. Staff reports are published five days before a scheduled agenda item.

6. How can I submit feedback?

The City encourages community participation in this process. Residents and stakeholders can:

- Submit feedback through the City’s online comment form at [sunrisetomorrow.net](#) or [here](#).
- Attend public meetings where community input will be considered

7. If I submitted before the meeting postponements will my previous comments still be considered?

If you have already submitted feedback before the postponements, your comments will still be included in the review process. The City will ensure all previously submitted input is considered when the amendment proposal moves forward.

8. Can I see the community feedback submitted to the City?

Submitted community comments are available to view [here](#).

9. Why hasn’t more redevelopment happened?

Redeveloping a site of this size happens in phases, driven by market conditions, infrastructure needs, and private investment. While the Sunrise Tomorrow Specific Plan provides a long-term framework, projects can advance sooner if property owners and developers choose to invest. Development opportunities fluctuate based on factors like economic conditions, interest rates, and construction costs. By securing entitlements, setting zoning guidelines, and engaging with developers, the City ensures the site is ready when the market aligns with the plan’s vision. The City remains committed to supporting responsible redevelopment and attracting investment to the area.