

EXHIBITS PREVIOUSLY SENT TO COMMISSION

To conserve resources, copies of exhibits previously sent to the Commission for this item at the June 2010 hearing can be found at the Commission's website. The website is www.coastal.ca.gov, located under Past Commission hearing, June 2010, Wednesday, June 9, 2010, Items 8a and 8b A-6-COR-08-89 & 99 (one staff report for both items).

The direct link is: <http://documents.coastal.ca.gov/reports/2010/6/W8a-s-6-2010.pdf>

All exhibits previously sent to the Commission can be found at this location, including the following:

1. Location Map
 2. Existing Hotel Site
 3. Approved Site Plan
 4. Proposed Site Plan
 5. Staff Recommended Fault Zone
 6. Fault Zone Effect on Proposed Structure
 7. Approved Shoreline Setback
 8. Proposed Shoreline Setback
 9. Proposed Paseo Setback
 10. View Analysis
 11. Approved Elevations
 12. Proposed Elevations
 13. City Resolutions
 14. Commission Appeals
 15. Concerned Citizens Appeal
 16. Unite Here Withdrawal Letter
 17. Commission Staff Geologist Memo
 18. Applicant's Analysis of Project Redesign Options
 19. Regional Hotel/Motel Survey
 - 19.5 Summary of Project's Public Benefits
 20. 2007-2008 Condo-Hotel Use Report
 21. 2008-2009 Condo-Hotel Use Report
 22. SOHO Letter
 23. Ex-Partes
 24. Letters of Support
 25. Letters of Opposition
- Addendum items



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20 May 2010

Letter of Correction

To: Diana Lilly, Coastal Program Analyst
From: Mark Johnsson, Staff Geologist
Re: Appeals A-6-COR-08-098 & 99 (Hotel del Coronado)

This letter is to correct an error in my Geotechnical Review Memorandum of 4 May 2010. On page 7 of that memo I provided the eastern limit of the Coronado fault zone as I identify it. Those numbers are incorrect; they are from an earlier draft made under a different set of assumptions. The correct eastern limit of the fault zone is as follows:

- Line C: 46 feet east of the fault zone identified in reference (7)
- Line B: 51 feet east of the fault zone identified in reference (7)
- Line D: 30 feet east of the fault zone identified in reference (7)

I apologize for the confusion and any inconvenience.

Sincerely,

Signature on file

Mark Johnsson, Ph.D., CEG, CHG
Staff Geologist

EXHIBIT NO. 16
APPLICATION NO. A-6-COR-08-98 & 99
Commission Staff
Geologist Memo
California Coastal Commission

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4 May 2010

GEOTECHNICAL REVIEW MEMORANDUM

To: Diana Lilly, Coastal Program Analyst
From: Mark Johnsson, Staff Geologist
Re: Appeals A-6-COR-08-098 & 99 (Hotel del Coronado)

NOTE: This memo is a revision of my 30 April 2010 memo. That memo contained a typographical error on page 7. At two places on that page, reference was made to "CPT-14". That should read "CPT-24". Please replace the 30 April 2010 memo with this memo.

In connection with the above-referenced appeals, I have reviewed the following documents:

- 1) Kleinfelder, 2007, "Review of February 2, 2007 URS draft report", 5 p. third party fault hazard review dated 5 March 2007 and signed by S. Rugg (CEG 1651), R.E. Larson (GE 2027), and B. Hilton (CEG 2212).
- 2) URS Corporation, 2007, "Response to third party fault hazard review, proposed Hotel Del expansion, Coronado, California, URS Project No. 27666007.10000", 11 p. response letter dated 26 March 2007 and signed by D.L. Schug (CEG 1212).
- 3) Kleinfelder, 2007, "Additional comments from meeting of March 28, 2007", 3 p. third party fault hazard review dated 3 April 2007 and signed by R.E. Larson (GE 2027) and S. Rugg (CEG 1651).
- 4) URS Corporation, 2007, "Response to additional comments from meeting of March 29, 2007 and proposed plan for additional field explorations, Fault hazard investigation, Hotel Del expansion, Coronado, California, URS Project No. 27666007.10000", 5 p. response letter dated 16 May 2007 and signed by D.L. Schug (CEG 1212).
- 5) Kleinfelder, 2007, "Review of May 16, 2007 URS letter response", 1 p. review letter to Peter Fait dated 18 May 2007 and signed by R.E. Larson (GE 2027) and S. Rugg (CEG 1651).
- 6) Kleinfelder, 2007, "Review of September 14, 2007 URS final draft report", 2 p. third party fault hazard review dated 20 September 2007 and signed by R.E. Larson (GE 2027) and S. Rugg (CEG 1651).
- 7) URS Corporation, 2007, "Fault hazard investigation, Hotel del Coronado, Coronado, California", report dated 10 October 2007 and signed by D.L. Schug (CEG 1212).
- 8) URS Corporation, 2008, "Geology/seismicity update, Master Plan EIR, Hotel del Coronado", report dated 4 April 2008 and signed by D.L. Schug (CEG 1212).

- 9) Earth Consultants International, 2008, "Preliminary review of fault zone location, Hotel del Coronado, Coronado, California", 4 p. letter report dated 3 October 2008 and signed by E. Gath (CEG 1292), T. Gonzalez (CEG 1859), and T. Rockwell.
- 10) URS Corporation, 2008, "Review of: "Preliminary review of fault zone location, Hotel Del Coronado, Coronado, California", prepared by Earth Consultants International (ECI), October 1 2008, Project No: 2812, URS Project 27666007.10000", 2 p. letter to Kathy Breedlove dated 6 October 2008 and signed by D.L. Schug (CEG 1212).
- 11) Leighton Consulting Inc., 2009, "Review of preliminary review of fault zone locations, Hotel Del Coronado, Coronado, California by Earth Consultants International (ECI), dated October 3, 2008", 3 p. letter report dated 9 March 2009 and signed by R. Stroh (CEG 2099).
- 12) Kleinfelder, 2009, "Review of various consultants' letter responses, Coronado fault on Hotel Del site, Coronado, California", 4 p. review letter to Peter Fait dated 27 March 2009 and signed by S. Rugg (CEG 1651) and B.R. Bevier (GE 143).
- 13) SWAPE, 2009, 2 p. letter to Tanya Gulesserian dated 7 May 2009 and signed by M. Hagemann (PG).
- 14) URS Corporation, 2009, "Preliminary geotechnical evaluations, proposed conference center and guest rooms, Hotel Del Coronado, Coronado, California, URS Project 27666007.10000", 8 p. letter to Mike Haslett dated 8 July 2009 and signed by J.L. Nevius (GE 2825) and D.L. Schug (CEG 1212).
- 15) Degenkolb, 2009, "Affects [sic] of potential secondary faulting on the proposed conference center with guest rooms [Degenkolb job number A9128005.PO]", 2 p. letter to Bill Dodds dated 27 July 2009 and signed by C.D. Poland (SE 2336).
- 16) Jeffrey A. Johnson, Inc., 2009, "Finds [sic] and conclusions, fault investigation review, Coronado fault, Hotel Del Coronado, California", 6 p. letter report to William J. Dodds dated 31 July 2009 and signed by J.A. Johnson (CEG 981).
- 17) Roy J. Shlemon and Associates, 2009, "Coronado fault setback zone, Hotel del Coronado, Coronado, California", 4 p. technical assessment dated 27 August 2009 and signed by R.J. Shlemon (PG 2867).
- 18) Earth Consultants International, 2009, "Response to review letters from URS, Leighton Consulting, and Kleinfelder regarding our review of URS' report on faulting at the Hotel Del Coronado property, City of Coronado, California", 16 p. letter report to Tanya A. Gulesserian dated 8 September 2009 and signed by T. Gonzalez (CEG 1859) and T. Rockwell.
- 19) Degenkolb, 2009, "Proposed conference center with guest rooms -- Calculations supporting secondary faulting impacts [Degenkolb job number A9128005.PO]", 1 p. Letter to Bill Dodds dated 9 September 2009 and signed by C.D. Poland (SE 2336).
- 20) Kleinfelder, 2009, "Review of Earth Consultants response letter for URS, Leighton Consulting and Kleinfelder responses, Coronado fault at Hotel Del Coronado site, Coronado, California. Third party fault hazard review, A-P zone area of proposed Hotel Del Coronado expansion, Coronado, California", 5 p. review letter to Peter Fait dated 23 September 2009 and signed by S. Rugg (CEG 1651) and K.M. Crennan (GE 2511).

- 21) URS Corporation, 2009, "Responses to additional review comments, fault hazard investigation, Hotel Del Coronado, Coronado, California 92118, URS Project 27666007.10000", 3 p. letter to Kathy Breedlove dated 29 September 2009 and signed by D.L. Schug (CEG 1212).
- 22) Earth Consultants International, 2010, "Minimum fault setback zones for the Hotel del Coronado project, City of Coronado, California", 2 p. letter report to Tanya A. Gulesserian dated 12 January 2010 and signed by T. Gonzalez (CEG 1859) and T. Rockwell.
- 23) Degenkolb, 2010, "Affects of potential secondary faulting on the proposed conference center with guest rooms [Degenkolb job number A9128005.P0J]", 3 p. Letter to Bill Dodds dated 28 January 2010 and signed by C.D. Poland (SE 2336).

I visited the subject site on 26 January 2009 and since then have met with both the applicant and representatives of UNITE HERE, and their respective consultants and agents on numerous occasions.¹ I also consulted with Chris Wills of the California Geological Survey, who was able to briefly review some of the documents above (most notably references 7 and 9). Mr. Wills was able to share with me his interpretation of the data in reference (7) as well as provide perspective on how the California Geological Survey would evaluate a fault hazard setback. My conversations with Mr. Wills were a follow-up of a visit that the Commission's Staff Engineer Lesley Ewing had with him on 25 September 2009, summarized in her memo to you dated 30 September 2009. Our discussion expanded on that earlier discussion between Mr. Wills and Ms. Ewing, and resulted in my recommendations below, which are somewhat different than the preliminary recommendations outlined in Ms. Ewing's 30 September 2009 memo.

This memo covers the consistency of the project with regard to the geologic hazard provisions of the LCP. Flooding issues, including wave inundation, storm surge, tsunami, and sea-level rise are covered separately in a memo prepared by the Commission's Staff Engineer dated 28 April 2009. The geologic hazards associated with the site are largely limited to seismic issues: ground shaking, liquefaction, and surface rupture of the Coronado fault, which traverses the site. Each issue is discussed separately below.

Ground shaking

The site is likely to be subjected to severe ground shaking due to an earthquake located on either the Coronado fault or any of several nearby faults in the Rose Canyon fault system. This situation is similar to many other locations in coastal California and can be adequately mitigated by adherence to the California Building Code. Site specific seismic design criteria are necessary and will have to be developed prior to construction. Accordingly, I recommend that, if the project is approved, a special condition be attached requiring a geotechnical report that specifies appropriate seismic design criteria per the California Building Code.

¹ The City's approval of this project was appealed to the Coastal Commission by a number of parties. UNITE HERE was the primary appellant to pursue questions about the adequacy of the proposed project's ability to minimize risks to life and property posed by the geological hazards on site. UNITE HERE has since withdrawn its appeal of this project.

Liquefaction and seismic-related ground failure

The site is underlain at depth by the Pleistocene-age Bay Point Formation. This formation is composed of fairly dense, but poorly consolidated, fine sand and silt, and is generally not considered to be subject to liquefaction because of its density. The unit is overlain, however, by 16 to 17 feet of beach sands (reference 7). These sands are cohesionless, poorly graded, and show low blow counts in Standard Penetration Tests (reference 7). In addition, reference (7) indicates that ground water was encountered at shallow depths (4.5 to 7 feet above mean sea level) in borings. Accordingly, both the applicants (reference 7) and appellants (reference 13) agree that liquefaction and lateral spread are a hazard for which mitigation is necessary. It is my understanding that the applicant intends to found the conference center on a mat foundation, both to mitigate for the liquefaction hazard and to resist buoyant forces from the shallow ground water table. I recommend that if the project is approved, a special condition be attached requiring submittal of final foundation plans, showing such a mat foundation, together with an evaluation of the final foundation plans by a geotechnical engineer to ensure that the liquefaction hazard has been properly mitigated.

Surface rupture of known and unknown faults

Summary of City Actions and Provided Information: As stated previously, the Coronado fault traverses the site. This fault has been defined as an active (Type B) fault by the State of California, and the site lies in an Alquist-Priolo Earthquake Fault Zone. As such, a fault hazard investigation is required under the Alquist-Priolo Act. The purpose of such an investigation is to accurately locate the fault and all its branches in order to ensure that no structure for human habitation will be placed across the trace of a known active fault. Because of the difficulty in assuring that all branches of a fault have been encountered, the Act further states that unless proven otherwise, the area within fifty feet of an active fault is presumed to be underlain by active branches of the fault. The fault investigation is used to determine (A) the location and width of the fault zone and (B) the appropriate setback from the identified fault zone. Reference (7) is the final report prepared for the applicant to comply with the Act.

Ideally, a fault hazard investigation will make use of multiple trenches through the younger materials at a site. In the trench, experienced geologists will be able to see if any of the soil or sediment horizons have been offset by faults, and materials in the soils and sediments can be dated by radiocarbon or other means to establish the timing of movement along these faults. The applicant has indicated that trenching was not attempted at the subject site because the applicant's consultants felt that the combination of sandy soils and a high ground water table would make the trenching difficult and dangerous. The City reviewers agreed. Instead, a series of transects of conventional borings and Cone Penetrometer Test (CPT) borings were performed. In addition, seismic reflection surveys along these transects were undertaken for imaging of sediment layers, and two-dimensional cross sections were obtained. These test results are presented in reference (7).

The City of Coronado was the lead agency under the Alquist-Priolo Act, and references (1), (3), and (5) represent third-party reviews of earlier drafts of reference (7). These reviews requested additional investigation in the form of additional CPT borings to extend the previous traverse lines, and to undertake an additional line in Orange Avenue, and these were undertaken and incorporated in the revised reference (7). In addition, references (1) and (3) questioned the adequacy of the originally proposed “no-build” setback (5 feet to the west of a ten-foot wide fault zone, and 20 feet to the east of the fault zone). Ultimately, reference (7) recommended 20 foot wide “no-build” zones on either side of a 10-foot wide fault zone, and reference (6) represents the third-party review concurring that this fault zone and the “no-build zone” would satisfy the requirements of the Alquist-Priolo Act. The City of Coronado then accepted the fault hazard study (reference 7) under the Act, and the EIR for the Master Plan was amended (reference 8).

The City action was appealed by several parties. Some of the appellants, including UNITE HERE, raised the issue as to whether reference (7) had accurately interpreted the data they had collected and opined that the “no-build zone” was not of sufficient width to satisfy the requirements of the Act. The matter was litigated, and it is my understanding that the City prevailed, but on procedural rather than technical grounds. That is, the court found that it must defer to the City in the evaluation of expert opinions; the court expressed no opinion on whether the applicants’ or appellants’ experts were more likely correct in their interpretation of the Coronado fault zone.

The same appellants appealed the Master Plan to the Commission, and among the grounds for the appeal raised by UNITE HERE was the same contention that the data in reference (7) could neither support the identified fault zone nor the setback recommendation. Although the Coastal Commission has no responsibility for administering the Alquist-Priolo Act, the Commission can use the provisions of the Act as guidance in determining if the LCP requirement that new development in areas of high geologic hazard be designed in such a way to minimize risks to life and property and assure stability and structural integrity, has been met.

Reference (9) represents UNITE HERE’s re-interpretation of the data in reference (7). In addition to identifying several possible faults both east and west of the main trace, reference (9) identifies the main trace of the Coronado fault as a “negative flower structure.” Such a feature, common in strike-slip faults such as the Coronado fault, takes the form of numerous secondary faults radiating outward from the main fault as the trace of the fault is followed to the surface. I concur that such an interpretation is reasonable, and perhaps likely, at the subject site. Reference (9) identifies several possible secondary faults east of the main trace of the Coronado fault, and recommends establishing a fault zone 70-85 feet wide—35 feet wider to the west of the zone established in reference (7), and 35-50 feet wider to the east. Further, the appellants point out that when indirect means of identifying faults are used rather than trenching, it is prudent to establish wider setback zones than would be established through trenching.

The applicant submitted to Commission staff references (10), (11), (12), (14), (15), (16), and (17), rebutting UNITE HERE’s contentions and attempting to answer concerns that I expressed in several meetings with the applicant’s consultants. These concerns revolved around the limited and indirect data that were used to constrain the fault zone and the fact that alternative

interpretations involving additional faults and a wider fault zone were not ruled out by the existing data. To summarize and paraphrase, the applicant's consultants disagree with UNITE HERE's identification of many of the secondary faults; they contend that any secondary faults that do exist would only exhibit minor movement during an earthquake; they contend that the mat foundation proposed can resist such modest movement; and they reiterate that the 20 foot setbacks ("no build zone") recommended in reference (7) are adequate. Most of these letters were rebutted by UNITE HERE in reference (18), which concludes:

"the width of the setback proposed by URS is narrow by most standard practices. Such a narrow setback requires extraordinarily good control on the location of potentially active strands, and that control has not been demonstrated."

After my own review of the data, and discussion with Chris Wills of the California Geological Survey, I concur that either a conservative interpretation of the potential fault zone or a wider setback is appropriate in this case. The Coastal Act does not distinguish between primary or secondary faulting nor does it find that secondary faulting is not a geologic hazard. I consider secondary faulting to be a geologic risk. Furthermore, I cannot confirm that the secondary faults will have movement of only a few inches. The entire fault movement in the next earthquake could easily be taken up by any one of them—or a new trace—rather than the trace that has been identified as the "main trace."

After additional meetings and exchanges between the applicant's and UNITE HERE's geologists (references 19, 20, and 21), UNITE HERE issued what they considered to be the minimum adequate "structural setback" or "no-build" zones. Referring to the transect lines in reference (7), they felt that the no-build zone should be widened relative to the recommendations in reference (7) as follows (from south to north, perpendicular to the fault):

Line C: 30 feet west and 35 feet east of the fault zone identified in reference (7)
Line B: 20 feet west and 25 feet east of the fault zone identified in reference (7)
Line D: 20 feet west and 30 feet east of the fault zone identified in reference (7)

They further opined that secondary faults not included in this zone will have movements of a few inches or less, and that the structural engineer (reference 19) indicates that the structure will be built to accommodate this amount of movement.

As a result of these discussions, the applicant revised its proposed project to conform to the "no build zone" set out in reference (22). The applicant's proposal now consists of buildings lying entirely outside of that "no build zone." UNITE HERE subsequently withdrew its appeal.

Current Review of Provided Geologic Material: The Commission is required to undertake an analysis of the geologic conditions of the site and make a determination about the ability of this new development to minimize risks to life and property from geologic hazards. Based on my review of the data, I feel that the no-build zone identified by the appellants in reference (22) and now proposed by the applicants continues to be too narrow (that is, it does not include all of the secondary faults suggested by the existing data) and, further, that secondary faults cannot be assumed to only be capable of a few inches of movement in the next earthquake. In addition, the

applicant has confused the issue of geologic fault risk (which can result from main or secondary faulting) with mitigation of possible movement through structural design. The steps for the analysis of fault risk are to first develop a good understanding of the fault zone, then to establish a setback from the fault zone, where the setback depends to a great extent upon the quality of the data used to define the active fault zone. Once the fault zone and setback are established, then engineering options can be considered that minimize the remaining risks.

I feel that there is clear indication of an offset of stratigraphic units beyond the zone identified above. Specifically, my concerns are with indications of an offset between CPT borings CPT-24 and CPT-210 in Line B; and between CPT borings CPT-312 and CPT-314 in Line C (See Figure 4 for the locations of the survey lines and CPT boring locations.). Such an offset is a warning flag that a fault may lie between these borings, and certainly warrants further investigation. Especially in Line C, data are sparse and thus a conservative interpretation (i.e. wide fault zone delineation) is necessary in order to have a reasonable degree of confidence that the identified fault zone encompasses all of the likely faults.

With more data (either from trenches, more CPT borings, or seismic reflection profiles of better resolution than currently available), it might be possible to confirm or rule out faults between these locations. In the absence of such data, it is my recommendation that the fault zone be extended to including these offsets. It can only be stated that the possible faults that might be responsible for these offsets are located only somewhere between the indicated borings. Thus, a conservative approach would extend the fault zone to the easternmost boring in each line (CPT-210 in line B and CPT-314 in line C). However, after discussing the uncertainties involved with Mr. Wills, we concluded that a less conservative approach was adequate. This approach extends the fault zone only to the westernmost borings (CPT-24 in line B and CPT-312 in line C).

Please note that in the 30 September 2009 memo to you from Ms. Ewing, the possibility is raised that active faulting could extend as far east as CPT-25. Mr. Wills based this interpretation on the lack of continuity of the "weathered horizon" between CPT-210 and CPT-25. I agree that continuity of this layer is not well demonstrated, but, I do not feel that this is suggestive of a fault between these borings. Further, based on my analysis of the seismic reflection profile, no anomaly points towards a possible fault as far east as CPT-25.

The fault is poorly constrained in Line D, but based on the data that are available, I see no reason to widen the fault zone beyond that suggested by UNITE HERE in reference (22).

Thus, my recommendation is that the fault zone be identified as follows:

- Line C: 65 feet east of the fault zone identified in reference (7)
- Line B: 55 feet east of the fault zone identified in reference (7)
- Line D: 30 feet east of the fault zone identified in reference (7)

Please note that I did not review UNITE HERE's suggestion for the location of the western boundary of the "no build zone" in reference (22), as no habitable portions of the proposed project are located west of the applicant's fault zone.

My recommended fault zone is the area outlined in dark pink in the attached figure. Superimposed on this figure is the fault zone from reference (7) (red cross-hatch) and the "no-build zone" (light pink) identified therein. I recommend that all structural foundation elements be located outside of the fault zone as defined above.

To summarize, if foundation elements are located outside of the fault zone defined above, and any Coastal Development Permit issued is conditioned as recommended above, it is my opinion that the seismic hazards at the site will have been adequately mitigated and the project will be consistent with the geologic hazard provisions of the LCP.

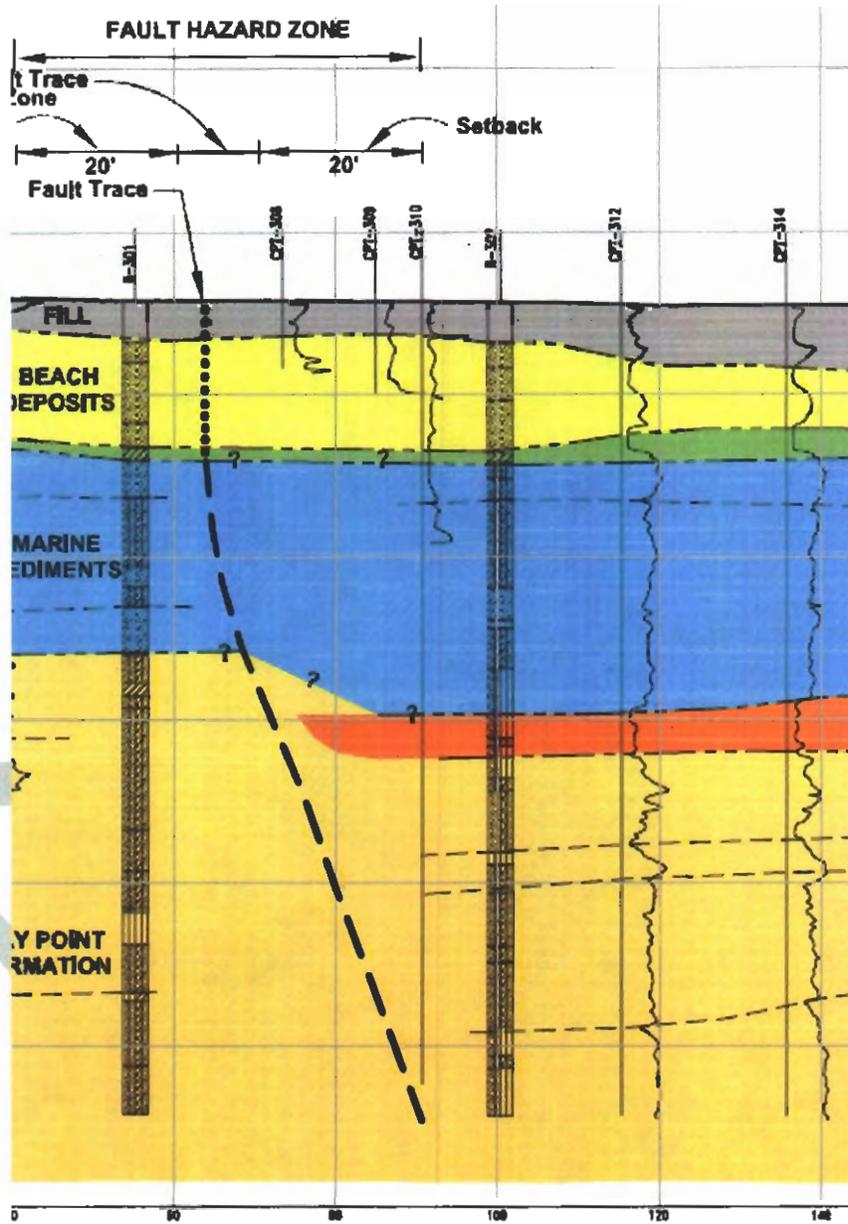
I hope that this review is useful. Please feel free to contact me at any time if you have any questions.

Sincerely,

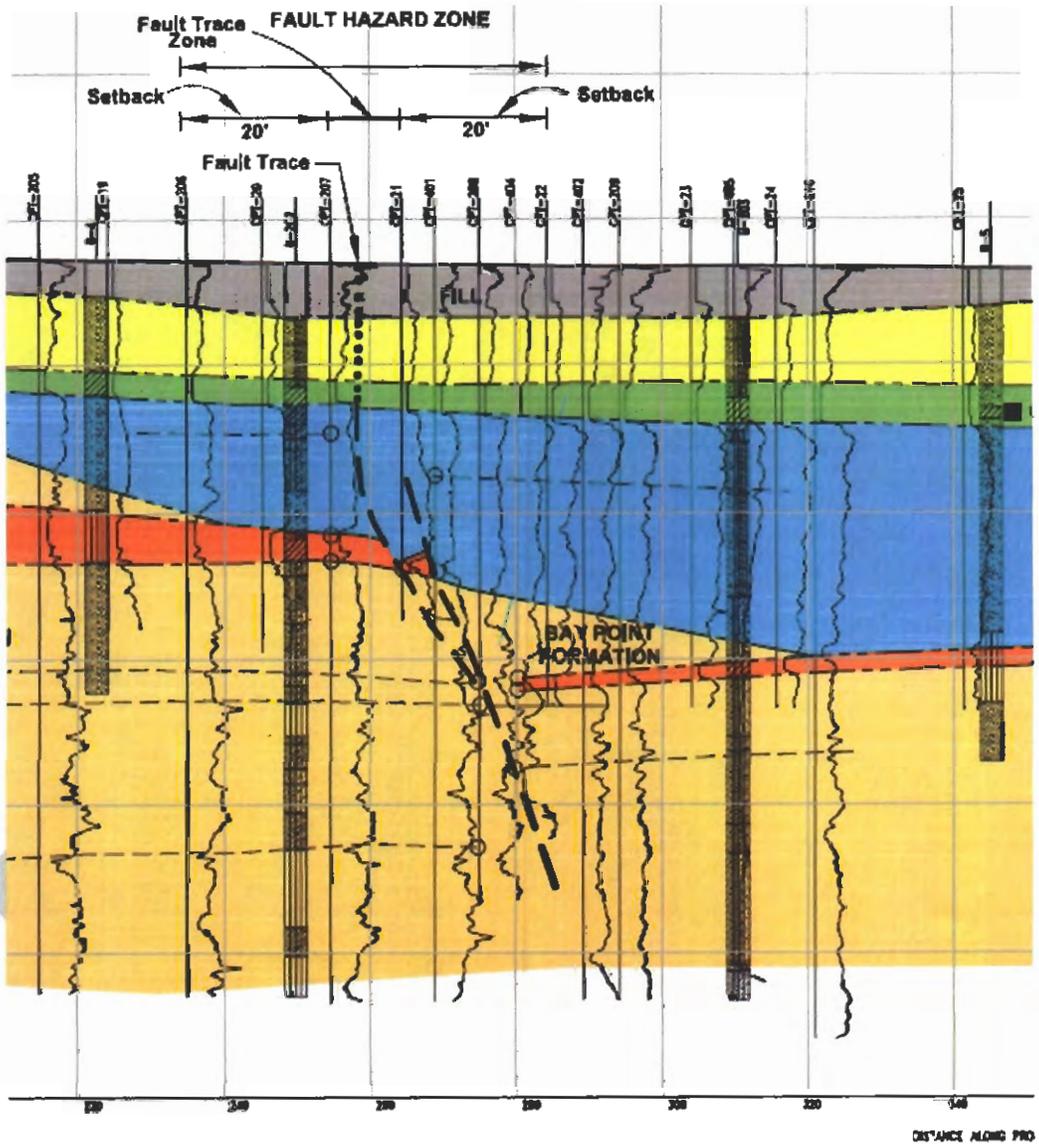
MJ
Signature on file —

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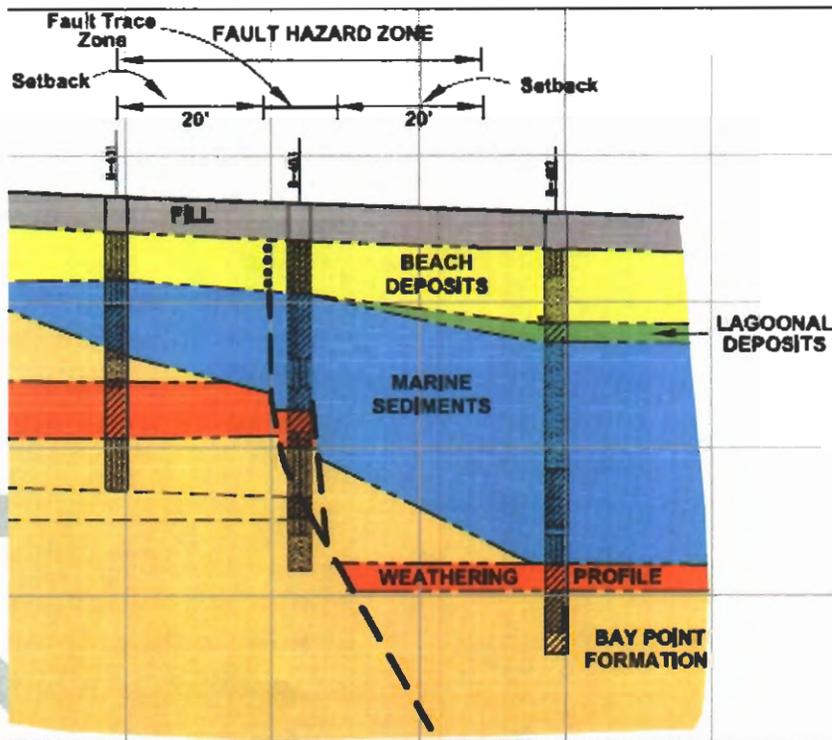
Mark Johnsson, Ph.D., CEG, CHG
Staff Geologist



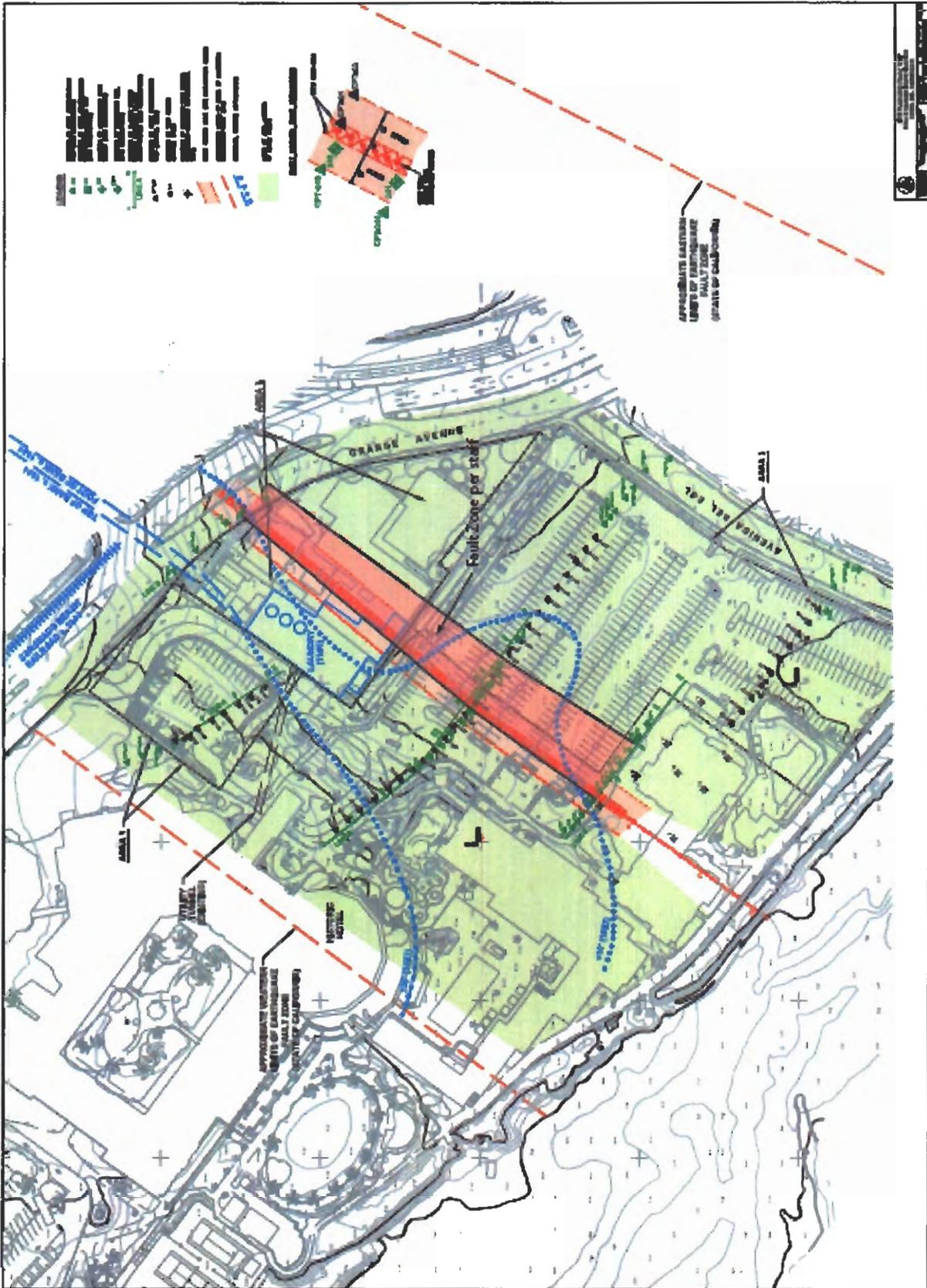
Portion of Line C from Reference (7). I interpret a possible fault between Cone Penetrometer Test boring CPT-312 and CPT-314



Portion of Line B from Reference (7). I interpret a possible fault between Cone Penetrometer Test boring CPT-24 and CPT-210



Portion of Line D from Reference (7).



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29 April 2010

GEOTECHNICAL REVIEW MEMORANDUM

To: Diana Lilly, Coastal Program Analyst
 From: Mark Johnsson, Staff Geologist
 Re: Appeals A-6-COR-08-098 & 99 (Hotel del Coronado)

In our meeting with representatives of the Hotel del Coronado on 27 April 2010 in San Francisco, I promised to present to them and to you the amount of displacement that can be expected during a major earthquake on the Coronado fault.

Unfortunately, the Coronado fault is not one of the more studied faults in California, and no data concerning it were included in the 2007 Uniform California Earthquake Rupture Forecast. Accordingly, and at the advice of Chris Wills of the California Geological Survey, I made use of empirical correlations drawn by Wells and Coppersmith (1994) among earthquake magnitude, rupture length, rupture width, rupture area, and surface displacement.

I first determined the length of the fault (L) from the USGS Quaternary fault and fold database, using the scaling tool from the interactive map at <http://gldims.cr.usgs.gov/qfault/viewer.htm>. This length was 13.05 km. I assumed a depth of 15 km for the base of the rupture zone (W). This is a typical depth for strike-slip earthquakes in California, as seen by microseismicity associated with aftershock sequences from major earthquakes. The rupture area (RA) is then:

$$\begin{aligned} RA &= L * W \\ &= (13.05) * (15) \text{ km}^2 \\ &= 195.75 \text{ km}^2 \end{aligned}$$

I next used Wells and Coppersmith's (1994) equation relating Moment Magnitude (M) to rupture area to calculate the magnitude of the maximum earthquake that may be expected on the Coronado fault. Their equation specific to strike-slip faults is:

$$\begin{aligned} M &= 3.98 + 1.02 * \log (RA) \\ &= 3.98 + 1.02 * \log (195.75) \\ &= 6.32 \end{aligned}$$

Finally, I used Wells and Coppersmith's (1994) equation relating Moment Magnitude and maximum fault displacement (MD) to calculate the maximum movement that can be expected during a major earthquake on the Coronado fault. Their equation specific to strike-slip faults is:

$$\begin{aligned} \log (MD) &= -7.03 + 1.03 * M \\ &= -7.03 + 1.03 * (6.32) \\ MD &= 0.30 \text{ m} \end{aligned}$$

Thus, my best estimate of the amount of displacement that may occur during the design earthquake is 0.30 meters, or about 11.8 inches.

Sincerely,

Signature on file

Mark Johnsson, Ph.D., CEG, CHG
Staff Geologist

References Cited

2007 Working Group on California Earthquake Probabilities, 2007, The Uniform California Earthquake Rupture Forecast, Version 2 (UCERF 2), 96p. (USGS Open File Report 2007-1437D; CGS Special Report 203D; SCEC Contribution #1138D)

Wells, D.L., and Coppersmith, K.J., 1994, New empirical relationships among magnitude, rupture length, rupture width, rupture area, and surface displacement: Bulletin of the Seismological Society of America, v. 84, p. 974-1002.

**Hotel del Coronado
Informal Survey of Visitor Accommodations
Coronado/South Bay Region
September 2009**

Hotel del Coronado
1500 Orange Avenue
Coronado, CA 92118

Note: This document is an informal survey of hotels/motels in the Coronado/South Bay region, with rates for a one-night stay on or about September 22, 2009. In total, the properties provide for 3,951 rooms, 1,927 of these offer rates starting at \$100 or less per night (48%). Additionally, there are 1,631 RV/campsite accommodations in the region, with nightly rates starting at \$35. This list may not be comprehensive, but offers a "snapshot" of available accommodations in the region.

EXHIBIT NO. 17
APPLICATION NO. A-6-COR-08-98 & 99
Regional Hotel/Motel
Survey
 California Coastal Commission

Hotel del Coronado
 Informal Survey of Visitor Accommodations
 September 2009

City	Property	Stars	Address	# of Rooms	Rate	
Coronado	Coronado Island Inn	N/A	301 Orange Avenue	12	\$ 79.00	
	El Rancho Motel	N/A	370 Orange Avenue	8	\$ 79.00	
	Coronado Village Inn	N/A	1017 Park Place	15	\$ 85.50	
	Coronado Inn	2	286 Orange Avenue	30	\$ 89.00	
	Crown City Inn	N/A	520 Orange Avenue	45	\$ 98.55	
	Coronado Beach Resort Condos	3	1415 Orange Avenue	53	\$129.00	
	Coronado Victorian House B&B Inn	N/A	1000 Eighth Street	7	\$129.00	
	Cherokee Lodge	NR	984 D Avenue	12	\$145.00	
	La Avenida Inn	2	1315 Orange Avenue	29	\$148.50	
	Best Western Suites	3	275 Orange Avenue	63	\$150.08	
	Glorietta Bay Inn	3	1630 Glorietta Boulevard	100	\$159.00	
	Villa Capri by the Sea	2	1417 Orange Avenue	14	\$169.00	
	El Cordova Hotel	3	1351 Orange Avenue	45	\$175.00	
	Coronado Island Marriott Resort & Spa	4	2000 2nd Street	300	\$196.00	
1906 Lodge	3	1060 Adella Avenue	17	\$199.00		
Loews Coronado Bay Resort	4	4000 Coronado Bay Road	440	\$219.00		
Hotel Del Coronado	4	1500 Orange Avenue	757	\$249.00		
	Subtotal			1947		
National City	Stardust Inn	N/A	1700 E Plaza Blvd	34	\$ 39.95	
	Paradise Motel	N/A	1470 National City Blvd	26	\$ 47.99	
	National City Motel	N/A	510 National City Blvd	24	\$ 52.00	
	Grand Plaza Inn	N/A	1125 E. Plaza Blvd	25	\$ 59.95	
	Rodeway Inn National City	1	607 Roosevelt Avenue	40	\$ 59.99	
	Sweetwater Inn	N/A	2435 Sweetwater Road	36	\$ 59.99	
	National City Super 8	2	425 Roosevelt Avenue	56	\$ 64.00	
	Howard Johnson Express	2	521 Roosevelt Avenue	65	\$ 69.99	
	Comfort Inn South Bay	2	1645 East Plaza Boulevard	92	\$ 79.45	
	Holiday Inn National City	3	700 National City Boulevard	180	\$ 79.95	
	Best Western Marina Gateway	3	800 Bay Marina Drive	173	\$109.00	
		Subtotal			751	

Chula Vista	Riviera Motel		N/A	327 Broadway	22	\$ 44.00
	Palomar Motel		N/A	1160 Walnut Avenue	28	\$ 45.00
	Harbor View Motel		N/A	1089 Broadway	23	\$ 46.00
	Good Nite Inn Chula Vista		2	225 Bay Boulevard	117	\$ 47.00
	Bay Breeze Inn & Suites		N/A	692 H Street	41	\$ 48.00
	Best Western South Bay Inn		2	710 East Street	76	\$ 52.00
	Days Inn		2	699 E. Street	100	\$ 52.00
	Palomar Inn		N/A	801 Palomar Street	37	\$ 53.33
	Big 7 Motel		N/A	333 Broadway	45	\$ 54.00
	Bay Cities Motel		N/A	864 Broadway	28	\$ 55.00
	Chula Vista Vagabond		2	230 Broadway	88	\$ 58.00
	Travelodge Inn Suites		2	235 Woodlawn Avenue	40	\$ 60.33
	Best Western Chula Vista Inn		3	946 Broadway	52	\$ 62.99
	Travel Inn		N/A	394 Broadway	77	\$ 63.00
	Ramada Inn		2	91 Bonita Road	99	\$ 69.00
	La Quinta Inn		3	150 Bonita Road	141	\$ 71.25
	El Primero Boutique Hotel		N/A	416 Third Avenue	20	\$ 90.00
	Holiday Inn Express		3	4450 Main Street	118	\$ 99.00
	Comfort Inn and Suites		3	632 E. Street	87	\$ 99.28
	Subtotal				1239	
	Sand Castle Inn		N/A	7875 Seacoast Drive	14	\$130.00
	Subtotal				14	
RV/Camping	Silver Stand State Park		N/A	5000 Highway 75	1,000 spaces	\$ 35.00
	Chula Vista RV Resort		N/A	460 Sandpiper Way	237 spaces	\$ 49.50
	Bernardo Shores RV Resort 35' Space		N/A	500 Highway 75	124 spaces	\$ 49.99
	San Diego KOA		N/A	111 North Second Ave	270 sites	\$ 53.50
	Subtotal				1631	



HOTEL DEL CORONADO

Amended Master Plan Public Benefits Summary

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JUN 11 2009

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Phase 1 and 2 Public Benefits Completed:

- Entry Garden connecting the Hotel to the village of Coronado
- Pedestrian connection from the entry garden to the Paseo del Mar beach walkway
- Paseo del Mar beach walkway (continuous accessible walkway with direct beach access from R.H. Dana along Hotel property connecting with existing public walkway to Avenida del Sol), with benches, trash receptacles, and footwashes. Also stairs providing direct access to the beach at Ocean Blvd./R.H. Dana Place
- Widened sidewalks and street edge landscaping along R.H. Dana and along Orange Avenue to Grande Hall area
- R.H. Dana street improvements including public parking and median
- \$1,000,000 cash contribution to the City of Coronado
- \$300,000 cash contribution to the City of Coronado for public recreational improvements
- Dedication of 2.1 acres of sandy beach
- **Total public benefits provided to date: (approx.) \$4,100,000 plus beach dedication**

Future Phases Public Benefits per 2002 Master Plan:

- Orange Avenue median improvements (including closing of existing median at current main entry)
- Continuation of widened sidewalks and street edge landscaping along Orange Avenue from Grande Hall to Avenida del Sol
- Avenida del Sol street edge improvements including widened sidewalks and new angled parking
- Signalized intersection with pedestrian crosswalk at Orange Avenue/SR-75 and Avenida del Sol
- Landscaped sidewalk for pedestrian access from Avenida del Sol to Historic Hotel along new main entry drive
- Expanded bus turn-out (location revised per Amended Master Plan)
- Storm drainage improvements for Avenida del Sol (not specifically described in 2002 Master Plan)
- Historic renovation to Main Hotel façade, including re-creation of historic front porch, and east façade (Orange Avenue)
- Construction of History Gallery

Additional Public Benefits per 2008 Amended Master Plan:

- Relocation and extension of Paseo del Mar to provide continuous, accessible beachfront walkway along Hotel property and around Avenida del Sol cul-de-sac, connecting to boardwalk in front of Coronado Shores (improves public views and access to beach)

EXHIBIT NO. 18
APPLICATION NO.
A-6-COR-08-98 & 99
Applicant's Summary
of Project Benefits
 California Coastal Commission

- Significant street improvements raising Avenida del Sol cul-de-sac and re-grading street to slope easterly towards SR-75 to correct flooding condition that periodically occurs, and storm drainage improvements
- \$1,000,000 cash contribution for City's future construction of such public improvements as a public restroom facility along the coast, improvements to the SR-75 median between Avenida del Sol and the Naval Amphibious Base or other public improvements as determined by the City (\$250,000 paid upon execution of Second Amendment to Development Agreement)
- Preservation of existing historic buildings (power plant and laundry building) including exterior renovations

Overall, the Hotel del Coronado Amended Master Plan provides:

- 4,619 lineal feet of widened sidewalks and street edge landscaping improving pedestrian access
- 2,072 lineal feet of continuous accessible beachfront walkway
- 3,304 lineal feet of street improvements with 1,766 lineal feet of median improvements
- Net gain of 21 additional public parking spaces on surrounding streets

Total Public Benefits to be provided: over \$20,000,000*

*** Plus dedication to the City of Coronado of 2.1 acres of private sandy beach for public recreational use at one of the Top 10 beaches in America.**

*



HOTEL DEL CORONADO

**Master Plan
Phases Completed to Date
(January 2009)**

In connection with Phases 1 and 2 of development under the Master Plan, the Hotel has completed the following improvements:

- **Beach Village:** Construction of 78 new oceanfront guestrooms (35 condo-hotel units)
- **Paseo del Mar beachfront walkway:** Construction of public access walkway from R. H. Dana Place along hotel property connecting to pre-existing walkway, including stairs for pedestrian access to the beach. Also includes lighting, landscaping, benches, trash receptacles, and footwashes.
- **Storm drainage improvements:** New storm drain catch basin on Ocean Blvd. where it intersects with the Paseo del Mar
- **Entry Garden:** Removal of chain link fence barrier between Hotel and community; construction of landscaped plaza open to the public with central fountain and benches; and pedestrian access pathway connecting the Entry Garden to the Paseo del Mar and the beach.
- **Street improvements and median improvements:** Extension of the center median at R.H. Dana Place and Churchill Place with landscaping, automatic irrigation and street trees; new pedestrian crosswalk and ADA ramps; and signalization upgrade
- **Sidewalks and street-edge improvements:** Street edge landscape improvements along R.H. Dana Place and along Orange Avenue from R.H. Dana Place to Grande Hall, with widened sidewalk and irrigated landscaped parkway with street trees, and streetlights
- **Additional public parking:** Additional on-street angled public parking on Ocean Blvd. where it intersects with the Paseo del Mar, and on R.H. Dana Place

DL

MCCABE & COMPANY

Government Affairs Consulting

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FAX (858) 368-9722

1121 L STREET, SUITE 100
SACRAMENTO, CA 95814
(916) 553-4088
FAX (916) 553-4089

Diana Lilly
California Coastal Commission
San Diego District
7575 Metropolitan Drive
San Diego, CA 92108

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FEB 18 2009

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

February 12, 2009

SUBJECT: A-COR-08-098 and 099 (Hotel Del Coronado): Potential Mitigation Fee

Dear Diana,

Thank you for taking the time to meet with us in your office on January 9, 2009 and to visit the site on January 28, 2009. We were happy to have the opportunity to show you some of the Hotel Del Coronado's public access improvements and to give you a better understanding of the Hotel's Amended Master Plan. In our January 9th meeting, you indicated that the current project may be subject to an in-lieu fee requirement to ensure that the public access provisions of the Coastal Act are being satisfied. Given the extensive public access/amenities being provided with this project, and the number of lower cost accommodations already available in the surrounding region, we believe that an in-lieu fee is unwarranted.

Extensive Public Benefits Provided

The "Hotel del Coronado Amended Master Plan Public Benefits Summary" provided to you on February 5, 2009 lists the many physical improvements and monetary contributions that have already been made (or have been committed to) at the local level in an effort to improve public access and recreation. These improvements include new widened sidewalks (increasing 3-foot sidewalks to 8 feet), landscaped parkways, a new Entry Garden, and the Paseo del Mar public walkway along the beach (with benches and footwashes). Substantial street and parking improvements will also improve the public's ability to access the coast at this site. These include the addition of public parking spaces, signalization of crosswalks, and the correction of adverse drainage conditions at the Avenida del Sol cul-de-sac. Overall, the Hotel del Coronado Amended Master Plan provides for over one mile of landscaped public walkway around the property along with over one mile of street edge and landscape median improvements.

In addition, more than \$2 million in cash contributions to the City will provide even more public improvements, such as a public restroom facility along the coast. Total improvements provided are estimated at approximately **\$20 million**. Perhaps most importantly, 2.1 acres of sandy beach once privately held is now open for public use as a result of the Hotel Del's dedication of that beach area as part of the Master Plan. We believe that the public access requirements of the Coastal Act are fully satisfied through the public access improvements, beach dedication and cash contributions described above, and any additional fee requirement imposed upon the applicant would be

unnecessary and only places an unfair burden on a landowner that is making great efforts to enhance and encourage public use of a prime visitor-serving destination.

Affordability of Surrounding Area

The applicant provided an analysis of overnight accommodations in the region (including Coronado, Imperial Beach, Chula Vista, and National City), in their letter to you dated December 12, 2008. The analysis concluded that over half of the hotel stock in the surrounding area is low-cost at \$100 or less per night. Many more are priced within the moderate range. Additionally, there are more than 600 campsites/RV spaces in the area starting at less than \$60 per night, plus 1,000 spaces for fully self-contained vehicles at Silver Strand State Beach. Therefore, there is sufficient stock and ample opportunity for visitors to the region to secure low and moderate cost accommodations.

Although the Commission has previously imposed an in-lieu fee as one way to implement Section 30213 of the Coastal Act, they have done so on a case-by-case basis, as the consistency with the public access provisions depends on the facts of each case. For example, in the Coastal Commission's actions on the City of Oceanside LCPA 2-08, City of Imperial Beach Seacoast Inn (A-6-IMB-07-131), and City of Carlsbad LCPA 1-07A, no in lieu fees were required due to site specific circumstances and the existence of lower cost accommodations in the region. Similarly, the current project has a sufficient supply of lower cost accommodations in the region and does not eliminate any existing lower cost accommodations or recreational uses.

You have noted that there are fewer low-cost rooms in the City of Coronado than in other cities within the region. While this may be the case, the Hotel del Coronado property is unique in that so much of the site is available for the general public's use and enjoyment with little or no cost involved. The site is a prime visitor-serving destination that offers low or no cost recreational opportunities such as walking along the "Paseo," touring the historic hotel, visiting the shops, or putting a towel down on the newly dedicated sandy beach. We believe that these no and low-cost public amenities fully satisfy the visitor-serving policies of the Coastal Act and that no further mitigation should be required. This is consistent with the Commission's action on a condo-hotel project in Grover Beach in August 2008 (A-3-GRB-07-051), in which the Commission found that no mitigation fee was required. As stated in the staff report, *"With the inclusion of free facilities and other amenities available to the public, the project meets the intent of [the] LCP and Coastal Act in this case."*

We look forward to continuing to work with you to resolve any outstanding issues. If you have any questions or need any additional information, please do not hesitate to call me at (310) 463-9888. Thank you for your consideration of this matter.

Sincerely,

Signature on file

Arhe Blemker

cc: Bill Dodds, HDC

Use, Occupancy and Average Daily Rate for Beach Village at The Del

June 2007 - July 2008

	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08
Available Room Nights	211	843	1296	1860	2388	2340	2418	2418	2418	2418	2418	2418	2340	2418
Available Units	7	27	42	62	77	78	78	78	78	78	78	78	78	78
Occupancy Rate (Guest Occupied)	51.2%	62.0%	72.2%	32.8%	27.4%	25.7%	24.0%	12.2%	29.0%	56.4%	46.6%	44.3%	56.7%	53.5%
Occupancy Rate (Owner Occupied)	8.5%	12.1%	10.2%	3.7%	4.8%	3.9%	4.9%	1.2%	3.4%	6.5%	4.1%	2.7%	4.0%	
Total % Occupancy	59.7%	74.1%	82.4%	36.5%	32.2%	29.6%	28.9%	13.4%	32.4%	62.9%	50.7%	47.0%	60.7%	62.9%
Guest Occupied Room Nights	108	523	936	610	654	602	580	295	657	1363	1090	1070	1327	1294
Owner Occupied Room Nights	18	102	132	69	115	90	120	30	75	158	97	66	93	227
Total Occupied Room Nights	126	625	1068	679	769	692	700	325	732	1521	1187	1136	1420	1521
Average Daily Rate (excludes Owner Occupied)	\$809.63	\$1,279.68	\$1,125.20	\$807.43	\$899.92	\$705.43	\$952.48	\$808.52	\$727.59	\$836.66	\$766.49	\$907.50	\$943.47	\$1,310.29

EXHIBIT NO. 19
APPLICATION NO.
A-6-COR-08-98 & 99
2007-08 Condo-Hotel
Use Report
 California Coastal Commission

Use, Occupancy and Average Daily Rate for Beach Village at The Del

Aug 2008 - July 2009

	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Available Room Nights	2418	2340	2418	2340	2418	2418	2184	2418	2340	2418	2340	2418
Available Units	78	78	78	78	78	78	78	78	78	78	78	78
Occupancy Rate (Guest Occupied)	76.1%	47.0%	34.3%	29.8%	30.8%	14.2%	18.5%	36.4%	42.6%	34.2%	62.6%	63.4%
Occupancy Rate (Owner Occupied)	5.8%	2.5%	3.1%	3.2%	4.5%	3.1%	3.0%	3.1%	5.2%	3.9%	2.2%	9.0%
Total % Occupancy	81.9%	49.5%	37.3%	32.9%	35.4%	17.2%	21.4%	39.4%	47.8%	38.1%	64.8%	72.3%
Guest Occupied Room Nights	1840	1100	829	697	745	343	403	879	997	826	1465	1532
Owner Occupied Room Nights	141	59	74	74	110	74	65	74	122	95	51	217
Total Occupied Room Nights	1981	1159	903	771	855	417	468	953	1119	921	1516	1749
Average Daily Rate (excludes Owner Occupied)	\$1,246.14	\$754.89	\$775.17	\$750.23	\$791.01	\$839.42	\$841.31	\$834.30	\$730.84	\$782.31	\$749.21	\$1,122.83

EXHIBIT NO. 20
APPLICATION NO.
A-6-COR-08-98 & 99
2008-09 Condo-Hotel
Use Report
 California Coastal Commission

Use, Occupancy and Average Daily Rate for Beach Village at The Del

Aug 2009 - July 2010

	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10
Available Room Nights	2418	2340	2418	2340	2418	2418	2184	2418	2340	2418	2340	2418
Available Units	78	78	78	78	78	78	78	78	78	78	78	78
Occupancy Rate (Guest Occupied)	81.5%	45.6%	38.8%	36.9%	32.5%	19.4%	29.6%	51.7%	53.9%	43.5%	71.2%	70.1%
Occupancy Rate (Owner Occupied)	4.1%	3.6%	2.4%	1.2%	2.9%	1.5%	2.7%	4.4%	3.2%	3.0%	5.0%	8.0%
Total % Occupancy	85.6%	49.2%	41.2%	38.1%	35.3%	21.0%	32.3%	56.1%	57.2%	46.6%	76.2%	78.1%
Guest Occupied Room Nights	1971	1068	937	863	785	470	647	1250	1262	1053	1666	1695
Owner Occupied Room Nights	100	84	59	29	69	37	58	107	76	73	117	193
Total Occupied Room Nights	2071	1152	996	892	854	507	705	1357	1338	1126	1783	1888
Average Daily Rate (excludes Owner Occupied)	\$980.28	\$764.43	\$759.34	\$695.28	\$760.07	\$711.80	\$739.83	\$753.50	\$746.19	\$719.87	\$748.63	\$1,142.91

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SEP 14 2010

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COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

EXHIBIT NO. 21
APPLICATION NO.
A-6-COR-08-98 & 99
2009-10 Condo-Hotel
Use Report
 California Coastal Commission



Save Our Heritage Organisation

Saving San Diego's Past for the Future

2476 San Diego Avenue • San Diego CA 92110 • www.sohosandiego.org
619/297-9327 • 619/291-3576 fax

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CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

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Bruce Coons
Executive Director

December 1, 2008

Chairman Patrick Kruer and
Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 108
San Diego, CA 92108

Re: Hotel Del Coronado 2008 Amended Master Plan

This letter is written in support of the Hotel Del Coronado and its Amended Master Plan. The Master Plan for the Hotel del Coronado has a long history. Save our Heritage Organization ("SOHO") opposed the original Master Plan, and ultimately entered into a binding preservation agreement with the Hotel Del which provided for modification of the original plans to preserve some of the historic buildings on the site. SOHO has also been actively involved in the 2008 Amended Master Plan process, this time in support of the plan.

An important benefit of the Amended Master Plan is that it preserves additional historic buildings, including the laundry building, which would have been razed under the approved Master Plan. This lessens the impacts on historic resources. Furthermore, the location planned for the Conference Center under the approved Master Plan would have blocked the view to the Historic Hotel from various locations on Orange Avenue, from Pomona, and from the Boathouse. With the Amended Master Plan, the Conference Center has been relocated to the southern portion of the resort, which is essentially the only developable site on the property and the one that has the least impact on the Historic Hotel. This has the effect of improving the public views from many locations.

SOHO was concerned about potential view impacts from the south, and has carefully assessed the elevations and visual simulations provided by the Hotel. Essentially, the new development does not block views of the Hotel any more than they are currently blocked with existing trees. The view to the Hotel from Avenida del Sol is not an important view as historically it has been blocked by accessory structures (both constructed and planned) and/or landscaping. While it was suggested during the public hearing process that the Hotel consider relocating the Conference Center to the north side of the

EXHIBIT NO. 22
APPLICATION NO.
A-6-COR-08-88 & 89
SOHO Letters
 California Coastal Commission

property adjacent to Grande Hall, SOHO expressed strong opposition in siting a new structure so close to the Historic Hotel as it would block the historically significant view approaching the Hotel from the north.

We believe the owners of the Hotel Del have taken great care to design the Amended Master Plan in a manner which will be complementary to, and compatible with, the Historic Hotel. The best way to preserve and restore the Hotel del Coronado is to ensure it stays economically viable and successful into the future. The Amended Master Plan does this by adding much needed new guestrooms and a new conference center to keep the hotel competitive. For these reasons, SOHO supports the Amended Master Plan and we encourage the California Coastal Commission to do so as well.

Sincerely,


Signature on file

Bruce Coons,
Executive Director

cc. Bill Dodds

approach to the historic hotel, and at the same grade elevation. A new structure in this location would almost completely obscure the character-defining features of the historic building, the historic views of the North and East Sides of the hotel from Orange Avenue and the City of Coronado. This would not be consistent with the Secretary of the Interior Standards. The North and East sides of the hotel both historically and currently, were main entrances to the hotel and were and are the views that the majority of the public sees. The Hotel del Coronado is presently engaged in enhancing and restoring these important historic entrances to the property.

On behalf of SHPO, I request that the Commission not consider a design alternative that is incompatible with Secretary of the Interiors Standards and which, in addition, significantly degrades the historic character of this National Historic Landmark.

Sincerely,


Signature on file


Signature on file

Milford Wayne Donaldson, FAIA
State Historic Preservation Officer

cc: William Dodds, Hotel del Coronado

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SEP 14 2010 619 435 6611

WWW.HOTELDEL.COM

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

September 14, 2010

Diana Lilly
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

Re: Appeal #A-COR-08-098 & -099

Dear Ms. Lilly,

This letter is written in response to the letter from Deidra Price/Concerned Citizens for Keeping the Hotel Del Beautiful, dated August 28, 2010. That letter contends that the issue of visual impacts has not been addressed by the Hotel. In fact, this issue was addressed in depth in the Hotel's August 2010 Amended Master Plan submittal, see Section 5.0.



The letter from Coastal Commission staff dated June 17, 2010 requested that the Hotel "address *and/or* further analyze specific public view, bulk and scale issues identified by the appellants, including design alternatives" (emphasis added). The August 2010 submittal includes additional visual simulations from the public viewpoints subsequently identified by Coastal Commission staff (see Figures 5-B, 5-H, also 5-I). These depictions demonstrate that the new buildings will not adversely impact the pedestrian experience along Avenida del Sol, or from the Avenida del Sol cul-de-sac. To the contrary, the Amended Master Plan will be an improvement over the existing condition -- creating an inviting and welcoming streetscape leading pedestrians along Avenida del Sol, opening up as it approaches the beach and the Paseo beachfront walkway to offer ocean views and access that do not exist today.

The August 2010 submission also specifically addresses bulk and scale issues and provides an explanation for both the increase in square footage from the 2002 Master Plan to the 2008 Master Plan and the size of the new guestrooms (see Section 5.5). This section addresses the two design alternatives proposed by Concerned Citizens at the June hearing -- relocating the Conference Center and condensing guestroom wings - and concludes that these design alternatives are not feasible or desirable. These design suggestions, as well as Concerned Citizen's comments regarding competitive analysis and viability, are further addressed below.

EXHIBIT NO. 24
APPLICATION NO.
A-6-COR-08-98 & 99
Letter from Applicant
 California Coastal Commission

Conference Center Location

It is clear that the design alternative most favored by Concerned Citizens is to locate the Conference Center on the north side of the property adjacent to Grande Hall. As the Hotel has repeatedly stated, this design alternative is not feasible in that it would block the historically significant view approaching the Hotel from the north, and would not meet the Secretary of the Interior Standards for additions to historic structures (See correspondence from Bruce Coons, Save our Heritage Organisation, December 1, 2008; David Marshall, Heritage Architecture & Planning, December 1, 2008). As the oldest continually operating historic preservation organization in California, SOHO is an undisputed expert in this topic.

Furthermore, this alternative is not desirable in that it would require the removal of the Entry Garden plaza completed in 2008 as part of Phase I Master Plan improvements, which serves to connect the Hotel to the village of Coronado and provide a welcoming sense of arrival, and the removal of the pedestrian pathway from the Entry Garden to the beach, which the Hotel is required to maintain as a condition of both the 2002 and 2008 Coastal Development Permits. This location would also block the existing and planned entrance to the main loading dock for the Hotel off R.H. Dana Place and would displace a significant number of parking spaces in the north parking structure, which are necessary to meet parking requirements. Enclosed for your reference is an aerial view depicting the Conference Center in this proposed location, along with two additional visual simulations that show massing models of the Conference Center from Orange Avenue and from R.H. Dana Place. It is clear from these depictions that the north side of the property is not a viable location for the Conference Center.



Concerned Citizens contend that “a new building on the south side would destroy the historic relationship between the historic and iconic front of the Hotel Del and Avenida Del Sol and Silver Strand Boulevard”, and that if the Plan is allowed to go forward “no one will ever see the panoramic image of this National Historic Monument from the pedestrian street level again”. Clearly, these opinions are not shared by historic preservationists (see letters referenced above). View issues were thoroughly analyzed in the Addendum to the Program EIR for the Amended Master Plan, which concluded that there were no significant impacts to public views with the Amended Master Plan. As Figure 5-A (enclosed for your convenience) illustrates, instead of obscuring the view of the hotel from the south, the new main entry with landscaped sidewalk providing pedestrian access allows everyone approaching the hotel from Avenida del Sol a full view of the south side of the historic hotel and the turret – a significant improvement over the current arrival sequence.

Guestrooms

The remaining “design solutions” proposed by Concerned Citizens in their most recent correspondence generally involve a reduction in guestroom size to a range of 350 to 450

square feet. Concerned Citizens provides a list of assorted hotels with room sizes ranging from 340 to 500 square feet. Clearly, the existing guestrooms at the Hotel del Coronado are at the lower end of this range, with standard room sizes ranging from 200-420 sq ft. Furthermore, the majority of the properties on this list were constructed in the mid-1980's through early 1990's. When you consider resort hotels with conference facilities that have been built in the last five years, the room sizes for standard rooms have grown larger: Terranea – 450 sq ft minimum; Pelican Hill – 850 sq ft; and Grand Del Mar – 550 sq ft. In addition, each of these properties offers suites of up to 3,000 square feet.

As stated in the August 2010 submittal, 73% of the traditional hotel room inventory at the Hotel del Coronado is 350 square feet or less – a significant competitive disadvantage. Competitive properties such as the St. Regis Monarch Beach (535 sq ft); Bacara Resort and Spa (450 sq ft); Casa Palmero at Pebble Beach (585 sq ft); and the Park Hyatt Aviara (540 sq ft) are offering significantly larger rooms, and this is clearly the trend with new properties being built. Therefore, building more 350 sq. ft. guestrooms would not meet the goal of the Amended Master Plan of enabling the Hotel to remain competitive into the future. Similarly, locating guestrooms in the Oxford Building (as provided in the 2002 Plan) is not feasible since that plan *as a whole* is no longer feasible – and the Hotel needs to retain the current administrative office space provided in this building.

While Concerned Citizens continues to refer to the 2002 Master Plan as compared to the 2008 (now 2010) Amended Master Plan, the fact remains that the 2002 Master Plan cannot be built due to the fault zone. Because of the location of the fault zone, the Conference Center was relocated to Avenida del Sol. Although this shifts the bulk and mass closer to the Coronado Shores condominium towers, it is also the location that has the least impact on the Historic Hotel. Public views to the Hotel from SR-75 are preserved, and views from Orange Avenue are improved. Public views to the ocean from Avenida del Sol are enhanced, and public access to the beach is significantly improved.

Viability

The key objective of the Amended Master Plan is to allow the Hotel, a National Historic Landmark, to remain competitive in the conference and leisure hospitality markets for many years to come. This is consistent with LCP Policy III. H. 7, which is to “designate and encourage the rehabilitation, preservation **and viability** of the community’s historic and architecturally significant structures” (emphasis added). While Concerned Citizens expresses their unsupported opinions as to what the Hotel needs or doesn’t need in order to remain competitive in the market, they do not claim to have any particular expertise in the hospitality industry. Remaining competitive in the market is not simply a question of number of guestrooms and total meeting square footage, it is the size and amenity level of the rooms and the configuration and functionality of the conference space.

As noted in the attached article from the San Diego Union-Tribune, the needs of large in-house groups for space have changed dramatically in the last 10 years – requiring more space for sophisticated audiovisual presentations and for vendor exhibits. Group business



is essential to the Hotel's ability to fill rooms during the non-summer months. To meet these demands, the Hotel needs new conference space and particularly a clear-span ballroom with pre-function space, break-out meeting space, and adequate back-of-house facilities. Additional meeting space creates a need for additional guestrooms, which are appropriately sized to complement the Hotel's existing guestroom inventory and to meet market demand.

Conclusion

We believe that the Amended Master Plan strikes the appropriate balance between meeting the needs of the Hotel to remain competitive into the future, and being sensitive to the impact on its neighbors. The loading dock for the Conference Center is underground to shield these activities from view, the Conference Center has a "green roof" design with mechanical equipment hidden from view, and the South Beach Guestroom building steps from three stories to two stories to one story as it approaches the Paseo to enhance views.

The 2010 Amended Master Plan locates the foundation elements of all new structures outside of the increased no-build zone as identified by Coastal Commission staff, and, in addition to the multitude of public benefits and public access improvements provided, includes an offer to pay an in-lieu fee of \$1,080,000 for lower-cost overnight accommodations along the coast. The Amended Master Plan is consistent with the Public Access and Recreation Policies of the Coastal Act and LCP, the Visual Quality and Geologic Hazard Policies of the LCP, and with the Secretary of the Interior Standards for the Treatment of Historic Properties.

We believe that we have fully responded to the issues raised in your June 17, 2010 correspondence and anticipate a positive staff recommendation for the October hearing. Please let me know if you have any further questions.

Sincerely, / /

Signature on file

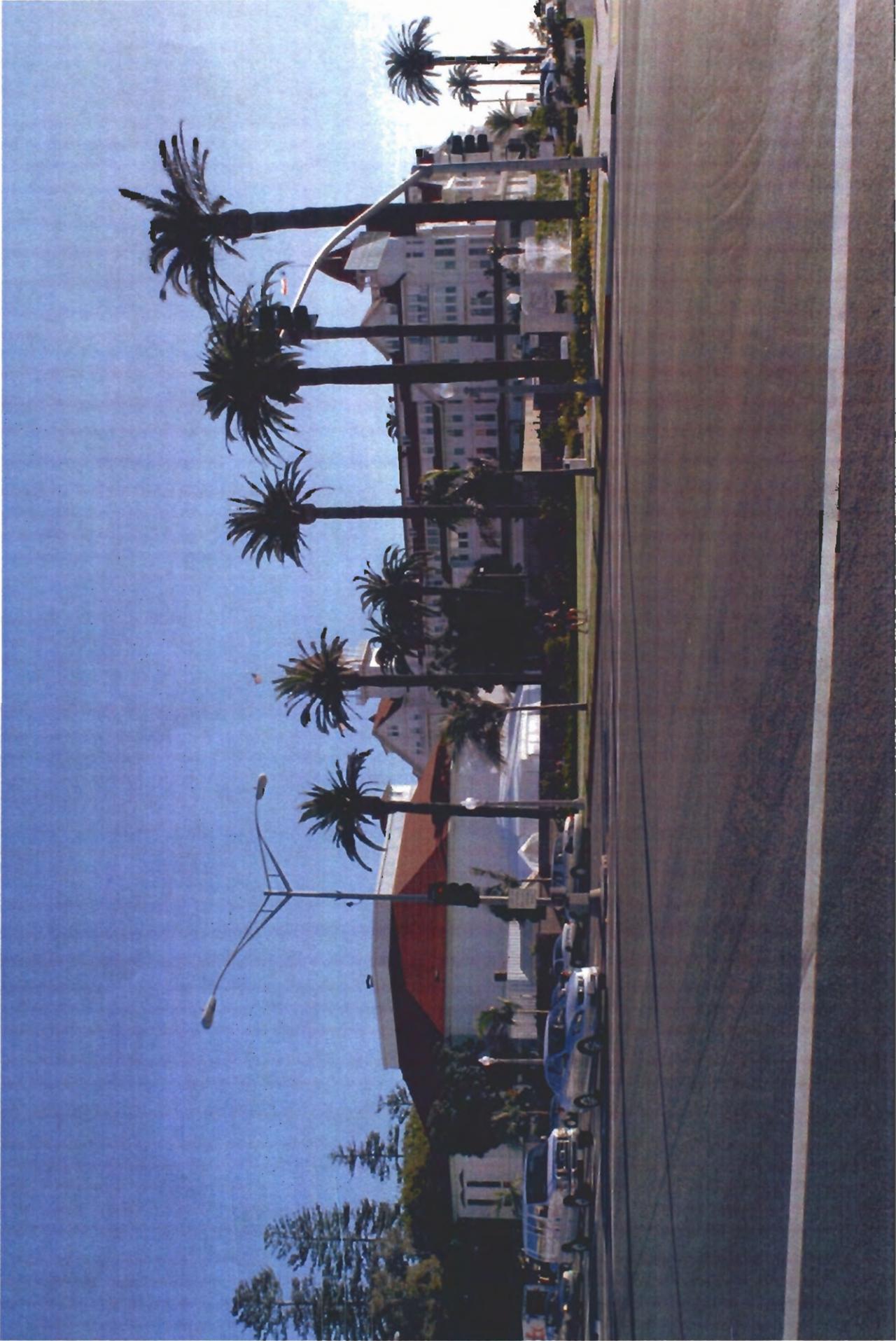


William J. Dodds
Vice-President





Aerial view – Alternate Conference Center Location



Existing Conditions – Orange Avenue



Massing Model of Alternate Conference Center Location – Orange Avenue



Existing Conditions – R.H. Dana Place



Massing Model of Alternate Conference Center Location – R.H. Dana Place



Visual Simulation – Main Entry Drive



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Waterfront Marriott to undergo \$200 million revamp

By [Lori Weisberg](#)

Friday, September 10, 2010 at 4:41 p.m.



/ San Diego Marriott Hotel and Marina

The rendering shows the new exhibit and ballroom space planned by the San Diego Marriott.

One of San Diego's largest waterfront hotels, the San Diego Marriott, is planning a \$200 million renovation that comes with an added bonus for the public: a 32-foot-wide promenade that will give pedestrians a direct connection to the harbor.

While periodic remodels are standard practice for hotels seeking to refresh their brand, the Marriott Hotel and Marina's mammoth project is far more ambitious, focused in part on boosting convention and meeting business that is a key driver of the hotel's revenues.

Planned is a \$97 million expansion of ballroom space that will replace the hotel's 23,000-square-foot Marriott Hall with a state-of-the-art, 40,000-square-foot ballroom and a 40,000-square-foot exhibit hall, which general

manager Ray Warren said will meet growing demands in the meeting industry for added space for vendors and sophisticated audiovisual presentations.



- Marriott Hotel and Marina

The planned 32-foot walkway will lead pedestrians from Harbor Drive to the waterfront.

“For large in-house groups, their needs for space have changed dramatically in the last 10 years,” said Warren. “For their general sessions, they need a huge amount of space for all the technology to put on these major presentations. The second issue is that these corporate groups and small associations, in order to subsidize their meetings, want to do exhibits with vendors who they charge to put a booth in.”

Because the Marriott leases land from the San Diego Port District, its walkway and exhibit hall reconstruction will require approval from Port Commissioners in October following a 30-day comment period for the public.

The new walkway, which will be bordered by palm trees and other landscaping, will give pedestrians on Harbor Drive not only easy access to the water but also a clear view now blocked by a parking lot, cooling towers and trees, says the port. It will complement an already existing pathway installed several years ago by the adjacent Manchester Grand Hyatt.

“Visually, if you walk down Harbor, you don’t know how to get to the water,” said Penny Maus, asset manager for the Port District. “But now you’ll have this beautiful, wide pedestrian promenade that will provide you with views of the marina, port parks and the bay.”

The 1,362-room Marriott already has completed renovation of its guestrooms in one of its two towers and expects to finish the \$41 million redo of the north tower by next April. Also planned is a \$4.2 million makeover of the lobby and front entrance and a \$7.7 million redo of the pool area, which will include two new waterfalls, Jacuzzi, pool bar and restaurant and new lighting and sound system.

The revamped Marriott, says Warren, is supposed to reflect a “cool, coastal Californian” look. The redone rooms, which will all have flat-screen televisions, modernized bathrooms with walk-in showers and new carpeting and bedding, will have a color scheme of blues, corals, golds and greens.

9/14/2010

Waterfront Marriott to undergo \$200 m...

Warren said the overall \$200 million investment is the most that the hotel's owner, Host Hotels and Resorts, has ever spent on one of its properties.

Find this article at:

<http://www.signonsandiego.com/news/2010/sep/10/waterfront-marriott-to-undergo-200-million-renova>

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Check the box to include the list of links referenced in the article.

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**FORM FOR DISCLOSURE OF
EX-PARTE COMMUNICATIONS**

Name or description of the project:: Hotel Del Coronado
Time/Date of communication: 6/3/2010, 3pm
Location of communication: 22350 Carbon Mesa Rd, Malibu
Person(s) initiating communication: Donna Andres, Bill Dobbs, Chris Poland
Person(s) receiving communication: Sara Wan
Type of communication: meeting

stated that this has been a long process- over 2 years.
conference center approved in 2002 in a different location - no discussion of fault issue- then in
2003 there was an update of the Alquist- Priolo pan and it is now considered an active fault.
city said they couldn't build in original location

discussed the issue of the fault lines- said Mark Johnsson recommend denial on the basis of
avoidance rather than structural mitigation.
did c petrometers, boring, etc. didn't do trenching because too dangerous. but CalTrans did
trenching near here and didn't find any secondary faults. They believe that there would be only a
few inches of distortion on these faults Mark Johnsson says up to 11 inches- but have designed to
withstand displacement of 11 inches- maximum magnitude of 6.8 on main fault- the building
will move as a rigid block.

Donna commented that the commission has not required avoidance in the past and has allowed
mitigation- I asked for an example and she did not have one. I stated that as far as I knew I
couldn't remember us dealing with this issue before and she agreed. She also said that if we
required avoidance nothing would be allowed to be built anywhere. I disagreed with that and
said obviously plenty could still be built since maximum avoidance was only 20-50' and would
hardly prevent all development. Sometime later during the discussion Poland said that we hadn't
dealt with this before because there weren't any of these faults in the coastal zone. I also took
exception to that but I note that those two statements are inconsistent with each but I would
guess the Alquist-Priolo Act only recommends avoidance for a specific, limited type of fault.
Donna discussed their meeting with Peter, Mark and Leslie and said that Mark said that he was
recommending avoidance but recognized it was the commission's policy call and that Leslie
agreed with them that mitigation was possible.

They then commented that they could not get this facility built if they had to avoid the faults. I
said I didn't see why they couldn't reduce the size of the facility but they argued they needed this
size.

Discussed the mitigation fee and converting the rooms to condo units. I said we didn't usually
allow 100% of the rooms to be condo and they pointed out that in the case of Huntington Beach
we allowed a 100% of the new rooms as long as the total in the hotel wasn't over 50%.
Said that they felt they should only have to pay 540,000 because they had already given many
public benefits. I indicated that the public benefits they referred to were mostly not public



FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION

Date and time of communication: June 8, 2010 at 11:00 AM

Location of communication: Meeting

Person (s) initiating communication: Bill Dodds and Donna Andrews

Person (s) receiving communication: Commissioner/Dr. Bill Burke

Name or description of project: Hotel Del Coronado – 2008 Amended Master Plan

Detailed substantive description of content of communication:

Del's representatives offered updates on Hotel Del Coronado's 2008 Amended Master Plan. For the past year, Del has repeatedly met with Coastal staff, including staff geologist Mark Johnsson, and have successfully resolved most outstanding matters with the exception of the geologic issue. In mid-March, Hotel Del met with CCC staff, including Mark Johnsson, to review plan modifications and letters from geologic and structural experts supporting the plans as submitted. However, Mark Johnsson identified potential faults outside of the "no-build zone" at two specific locations and suggested increasing the "no-build" setback by another 30 feet.

Although the staff report had not been released prior to our call, they anticipate a staff recommendation of denial on the grounds of total avoidance to address potential geologic hazards. Even so, staff will be prepared to discuss conditions for structural mitigation should the Commission choose to approve the project with special conditions. The representatives also indicated that mitigation measures are available to address the geologic hazards at the Del Coronado site. They presented results from an expanded structural investigation of the impact of site faulting on the proposed Hotel Del Coronado conference center and findings that support structural engineering measures to mitigate potential geologic hazards. The report prepared by Chris Poland, licensed structural engineer, indicates that the building will be much stronger than the surrounding ground; therefore, the building would withstand even the maximum amount of displacement from secondary faulting as suggested by staff.

The Del has considered the possibility of redesign to accommodate setbacks proposed by Mark Johnsson, however, Del's architect has concluded that the impacts to the ballroom/meeting space, kitchen, underground loading dock, guestrooms, and underground parking would be substantial; thus, rendering the project infeasible. Anticipating staff recommendation of denial, the Hotel will have geotechnical and structural engineering experts available at the June Coastal hearing.

The presentation included a description of the many public benefits provided by the Amended Master Plan, including public access improvements such as the Paseo del Mar beachfront walkway. The presentation also identified several local organizations supporting the project, including: UNITE HERE Local 30, Save Our Heritage Organisation (SOHO), Coronado Chamber of Commerce, City of Coronado, San Diego Convention and Visitors Bureau (CONVIS) and San Diego Regional Chamber of Commerce. Most notably, they have resolved all outstanding issues with one of appellants as UNITE HERE Local 30 has withdrawn their appeal and is now actively supporting the Hotel's revised Amended Master Plan.

6/9/10
Date

Signature on file
Signature of Commissioner

Received at Commission Meeting
JUN 09 2010
From: _____

JUN 22 2010
California State Board of Equalization

FORM FOR DISCLOSURE OF
EX-PARTE COMMUNICATIONS

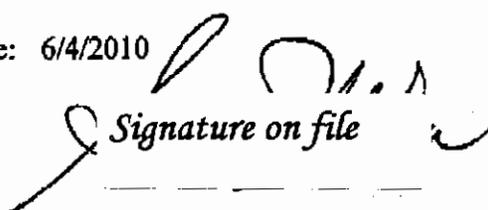
415-
357-3789

Name or description of the project:: Hotel Del Coronado
Time/Date of communication: 6/4/2010 9am,
Location of communication: 22350 Carbon Mesa Rd, Malibu
Person(s) initiating communication: Fran Gibson
Person(s) receiving communication: Sara Wan
Type of communication: phone call

in-lieu-imposed on other facilities - this would set a terrible precedent. She did not see what the public amenities are that they were talking about amounted to 20 million. Except for the coastal trail, they were all community amenities or things that would be required for the project to meet the other requirements of the Coastal Act, such as public recreation and access. The 1 million given to the City was not required to be used for public amenities as per the coastal act which is what this commission requires when it considers public amenities. Most of that 20 million they claim they have provided in public benefits was spent over the years and not associated with this development. The 30K fee is low to begin with but the commission has applied this to other high-end hotels and this would set the adverse precedent that that amount could be reduced by providing other public benefits. This fee is directly linked to the lower cost visitor serving facilities required by the Coastal Act and other benefits are separate, Also would result in an argument about what the other benefits are worth, etc. not a good precedent

geology- discussion revolved around the issue of avoidance or mitigation. Fran said that there should be avoidance to minimize the risk which is what the coastal act requires. We discussed the applicant's contention that the commission had not ever required avoidance and my comment was that was because as far as I knew we hadn't dealt with it before, which is a big difference. We discussed the applicant's contention that requiring avoidance would mean that they couldn't build the project. I mentioned that Donna had said that if the commission used avoidance that would mean nothing could be built anywhere and that several minutes later their geologist said that the reason we hadn't dealt with it before was because there weren't any faults along the coast. I had challenged both comments and in the least they were mutually exclusive. As for have to use mitigation because that was the only way to be able to build we discussed the entire issue of having to build this project and not a smaller one which, while it might not be what they wanted was still possible and that just because they wanted this larger project they had to deal with the limitations of the land just like any other project.

Date: 6/4/2010


Signature on file

JUN 22 2010

Californ
San J

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION**

Date and time of communication: September 16, 2009 at 2:00 PM

Form of communication: Conference call

Person (s) initiating communication:

William (Bill) Dodds, Kathy Breedlove, Donna Andrews and Edgar Gutierrez

Person (s) receiving communication: Commissioner Patrick Krueer

Name or description of project: Hotel Del Coronado – 2008 Amended Master Plan

Detailed substantive description of content of communication:

Del's representatives followed up on our previous discussions (July 31, 2009) regarding the status on issues they are proactively addressing with Coastal staff. Del's representatives noted that they felt confident about resolving all of the outstanding issues. They noted momentous progress on the seismic matter prior to Mark Johnsson's, Commission staff geologist, unexpected leave of absence. Since then, the seismic review has been reassigned to the Sr. Coastal Engineer.

Due to the abrupt shift, Del's representatives are diligently cooperating with coastal staff to answer any uncertainties they may have on the seismic matter in efforts to keep the item in the October agenda.

Signature on file

Date

Signature of Commissioner

Commission to hear Hotel Del expansion plans

by THOR KAMBAN BIBERMAN,
The Daily Transcript | May 27, 2010

A proposal to add 144 hotel condominium units, a conference facility and three subterranean parking structures at the Hotel del Coronado is slated to come before the California Coastal Commission on June 9.

The project, being designed by San Diego-based **Delawie Wilkes Rodrigues Barker**, is part of a 2005 amendment of earlier master plan for the net addition of 205 condo rooms (after an adjustment for existing guestrooms lost in the expansion).

Seventy-eight of these hotel condominium units known as the Beach Villages were constructed in 2007 and have been sold.

The project will also have a 20,000-square-foot conference center and three subterranean parking structures with about 1,100 spaces.

The plan, which could be developed in about five years, gained the approval of the Coronado Planning Commission in August 2008 and the Coronado City Council in October of that year.

It is just getting on the Coastal Commission docket now.

William Dodds, Hotel del Coronado vice president of development, said unlike the downtown San Diego Convention Center on the bayfront, the hotel's new oceanfront underground parking structures will not require water pumps to keep them dry.

Rather, they will be encased in cement and waterproof liners.

Dodds said the subterranean structures will not only provide badly needed parking, but will enable hotel visitors to see more landscaping rather than a sea of asphalt.

The hotel condominium addition isn't loved by everybody.

A group calling itself **Concerned Citizens for Keeping the Hotel del Beautiful** has been trying to stop the plan, out of fear the additions obscure and detract from the historic hotel.

Officials from the group couldn't be reached for comment Thursday.

Dodds countered the buildings are stepped down from three stories to one as they get closer to the water.

The project has earned the endorsement of Save Our Heritage Organization both for its Victorian-style design and the fact the plans saves the Eugene Hoffman-designed laundry building, built around the time of World War I; the Hotel Del's original icehouse, which dates back to 1887; and a power plant building constructed in 1909.

"And the new buildings will be a nice contrast to the (Coronado) Towers," said Bruce Coons, SOHO executive director. The Del's done a really good job on this."

Dodds said while the addition will be Victorian in style, it will no way try and clone the hotel.

Coons said he also likes a proposal to re-open two entrances along the north side of the hotel.

"This allows trucks to go to the other side," he said.

Others are unhappy with the plan.

Coastal Commissioners Patrick Kruer -- who couldn't be reached for comment - and Sara Wan, of Malibu, were concerned enough to appeal to the Coastal Commission after the plan was approved by the Coronado City Council about 1-1/2 years ago.

Coastal Commission staff has two major beefs and is recommending denial of the project.

Diana Lily, a local coastal planner with the governmental body, claims despite expansion already being redesigned to keep it from being atop an earthquake fault line, it still lies atop the fracture.

"There's 26 feet along the northernmost part of the building we would like to see redesigned," Lily said.

The other issue is one that seems to appear every time the Coastal Commission considers an expensive hotel in the vicinity of the coast -- a provision for low-cost accommodations.

Lilly said if the hotel owners -- **Strategic Hotels & Resorts** (NYSE: BEE), a majority owner, and **KSL Resorts** are unable to provide low-cost accommodations at or near the Del, they should be required to pay \$30,000 for 25 percent of the units for a total of about \$1.08 million.

"This isn't unusual," Lilly said. "When Lane Field was approved (in January 2009), the developers agreed to build a hostel downtown."

The Del's owners have listed a host of benefits from the project they claim amount to \$20 million.

About \$4.1 million of this has already been spent for everything from a new entry garden to 2.1 acres of beach dedication and a \$1 million cash contribution to the city for infrastructure.

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION**

Date and time of communication: April 8, 2010 at 11:00 AM

Location of communication: 7727 Herschel Ave., La Jolla, CA 92037

Person (s) initiating communication: William (Bill) Dodds, Donna Andrews and Kathy Breedlove

Person (s) receiving communication: Commissioner Patrick Kruer

Name or description of project: Hotel Del Coronado – 2008 Amended Master Plan

Detailed substantive description of content of communication:

Del's representatives provided updates on Hotel Del Coronado's 2008 Amended Master Plan. Since our prior meeting (July 31, 2009), the Hotel has submitted Plan Modifications including increased geologic setbacks, offered to pay an in-lieu fee of \$540,000, and resolved all outstanding issues with the appellant UNITE HERE Local 30. In fact, UNITE HERE Local 30 has withdrawn their appeal and is fully and actively supporting the Hotel's revised Amended Master Plan. Local 30's technical consultant, ECI, has also submitted letter agreeing that the increased setbacks meet the Coastal Act life safety standard. The representatives added that the issue of compliance with Alquist-Prilo Act has been resolved as the Superior Court has ruled that the City has fully complied with Alquist-Prilo Act requirements.

Del has continued to meet with Coastal staff, including staff geologist Mark Johnsson, and have successfully resolved most outstanding issues with the exception of the geologic issue and in-lieu fees. Most recently, Hotel Del met with CCC staff including staff geologist Mark Johnsson in mid-March to review the plan modifications and new letters from geologic and structural experts supporting the plans as submitted. However, Mark Johnsson raised issues and has identified potential faults outside of the "no-build zone" at two specific locations and has suggested increasing the setback by another 30 feet. If the Hotel does not make this modification, the Hotel expects a staff recommendation of denial based on the geologic issue. The Del has considered the possibility of redesign to accommodate wider setback proposed by Mark Johnsson, however, Del's architect has concluded that the impacts to the ballroom/meeting space, kitchen, underground loading dock, and underground parking would be substantial, rendering the project infeasible.

Furthermore, the Del is now offering to pay an in-lieu fee of \$540,000, in addition to the \$20M in public benefit improvements that will be provided upon full build-out of the project, and has actively explored potential to contribute to specific projects. Nonetheless, staff has indicated that they will recommend the full in-lieu fee (\$1,080,000) as a condition of approval irrespective of the public access improvements and public benefits of the project.

Lastly, the representatives will be requesting a June hearing in LA/Orange County. Anticipating staff recommendation of denial based on geologic issue of postulated secondary faulting, the Hotel will have geotechnical and structural engineering experts available at hearing.

Signature on file

Date

Signature of Commissioner

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION**

Date and time of communication: June 1, 2010 at 10:00 AM

Location of communication: Conference call

Person (s) initiating communication: William (Bill) Dodds, Donna Andrews and Chris Poland

Person (s) receiving communication: Commissioner Patrick Kruer

Name or description of project: Hotel Del Coronado - 2008 Amended Master Plan

Detailed substantive description of content of communication:

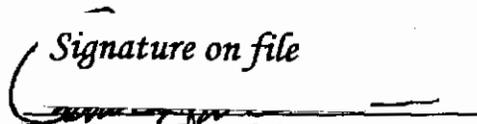
Del's representatives offered updates on Hotel Del Coronado's 2008 Amended Master Plan. For the past year, Del has repeatedly met with Coastal staff, including staff geologist Mark Johnsson, and have successfully resolved most outstanding matters with the exception of the geologic issue. Staff continues to recommend denial on the grounds of total avoidance to address geologic hazard. Staff disagrees with the Hotel's experts as to areas of potential faulting outside of the current no-build zone. However, the area identified by Mark Johnsson as a potential fault has not been included within his recommended increased no-build area.

Chris Poland, licensed structural engineer, indicated that mitigation measures are available to address the geologic hazards at the Del Coronado site. He discussed his expanded structural investigation of the impact of site faulting on the proposed Hotel Del Coronado conference center and findings that support structural engineering measures to mitigate potential geologic hazards. Chris Poland indicated that the building will be much stronger than the surrounding ground, therefore, the building would withstand even the maximum amount of displacement from secondary faulting as suggested by staff.

The Del has considered the possibility of redesign to accommodate setbacks proposed by Mark Johnsson, however, Del's architect has concluded that the impacts to the ballroom/meeting space, kitchen, underground loading dock, guestrooms, and underground parking would be substantial; thus, rendering the project infeasible.

The Hotel noted that they have resolved all outstanding issues with former appellant as UNITE HERE Local 30 has withdrawn their appeal and is now actively supporting the Hotel's revised Amended Master Plan. The Hotel will have geotechnical and structural engineering experts available at the June Coastal hearing.

6/1/10
Date

Signature on file

Signature of Commissioner

DISCLOSURE OF EX PARTE COMMUNICATIONS

Name or description of project:

Permit No. 6-04-88-A4 (Southern California Edison (SCE) & San Dieguito River Park Joint Powers Authority, Del Mar & San Diego) Request by Southern California Edison (SCE) to amend Special Condition Nos. 4, 12 and 27 of permit for restoration of San Dieguito Lagoon. Project includes replacement of restoration module W45 with restoration module W16, modification of timing for construction of public beach accessways, and modifications to special conditions for riverbank revetment, located within western end of San Dieguito River Valley between El Camino Real and Pacific Ocean, Del Mar and San Diego, San Diego County.

Date and time of receipt of communication:

June 1, 2010 @ 3:00 pm

Location of communication:

Phone

Type of communication:

Teleconferences

Person(s) in attendance at time of communication:

Susan McCabe, David Kay, Patrick Tennant

Person(s) receiving communication:

Pat Kruer

Detailed substantive description of the content of communication:

(Attach a copy of the complete text of any written material received.)

I received a briefing from the project representatives in which they described the proposed permit amendment and informed me that they are in agreement with the staff recommendation for approval with conditions. The wetland restoration project is a requirement of Southern California Edison's CDP #6-81-330 to mitigate the adverse impacts of the operation of the San Onofre Nuclear Generating Station Units 2 and 3 on the marine environment. A change in the site conditions at one of the wetland restoration sites caused the applicant to utilize an alternative restoration area to fulfill a portion of the mitigation requirement. Slight changes to the design and location of the riverbank revetment were also proposed. The project includes improved public access through the City of Del Mar, ensures public safety, and satisfies the originally-imposed mitigation wetland creation requirements. A briefing booklet was provided prior to our phone call.

Date: 6/3/10

Signature of Commissioner:

Signature on file

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION**

Date and time of communication: September 16, 2009 at 2:00 PM

Form of communication: Conference call

Person (s) initiating communication:

William (Bill) Dodds, Kathy Breedlove, Donna Andrews and Edgar Gutierrez

Person (s) receiving communication: Commissioner Patrick Kruer

Name or description of project: Hotel Del Coronado – 2008 Amended Master Plan

Detailed substantive description of content of communication:

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Due to the abrupt shift, Del's representatives are diligently cooperating with coastal staff to answer any uncertainties they may have on the seismic matter in efforts to keep the item in the October agenda.

Date

Signature on file

Signature of Commissioner

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATION**

Date and time of communication: April 8, 2010 at 11:00 AM

Location of communication: 7727 Herschel Ave., La Jolla, CA 92037

Person (s) Initiating communication: William (Bill) Dodds, Donna Andrews and Kathy Breedlove

Person (s) receiving communication: Commissioner Patrick Kruer

Name or description of project: Hotel Del Coronado - 2008 Amended Master Plan

Detailed substantive description of content of communication:

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Signature on file

Date

Signature of Commissioner



CITY OF CORONADO

1825 STRAND WAY
CORONADO, CA 92118

OFFICE OF THE CITY MANAGER
(619) 522-7335
FAX (619) 522-7846

August 2, 2010

Bonnie Neely, Chairperson, and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

Registered

AUG 10 2010

California Coastal Commission
San Diego Coast District

RE: Hotel del Coronado Amended Master Plan

Dear Ms. Neely and Honorable Commissioners:

This letter is written on behalf of the City Council of the City of Coronado in support of the Council's approval of amendments to the Hotel del Coronado Master Plan and granting of a Local Coastal Development Permit.

Over the last decade, the City of Coronado has been closely involved in reviewing and critiquing the Hotel del Coronado's Master Plan. The original Master Plan was approved by the City in 2003 after numerous community meetings and extensive public review and discussion at the City's Design Review Commission, Planning Commission, and City Council meetings.

The Amended Master Plan, considered in light of geologic hazard concerns, was also subject to numerous hearings and public input. The City Council appreciates and respects the varied points of views of its residents and while seeking consistency with the adopted Local Coastal Plan, the City Council also sought to harmonize local input and sentiment. After a thorough public review process and full deliberation by the City Council, development approvals were granted in accordance with Coronado's zoning standards, planning policies and adopted Local Coastal Plan.

The City Council knows and appreciates the importance of maintaining the financial viability of this iconic historic California coastal resort.

The City Council's approval of the Amended Master Plan not only helps to maintain the competitiveness of the Hotel del Coronado in the modern economic climate, but also provided numerous public benefits including:

- ✓ Funding to construct a beach accessible public restroom;

EXHIBIT NO. 26
APPLICATION NO.
A-6-COR-08-98 & 99
Letters of Support
California Coastal Commission



Bonnie Neely and Honorable Commissioners

Page 2

August 2, 2010

- ✓ Installing or providing lateral shoreline paved walkways to enhance accessibility and coastal views;
- ✓ Improving beach access by providing additional on-street parking and improved stairs to the public beach;
- ✓ Returning The Del's main entrance to its historic location facing south; and
- ✓ Improving traffic circulation at the entrance and around The Del.

Subsequent to the Commission's June 2010 meeting, it is understood that the Hotel del Coronado has responded to issues raised during the Commission's hearing with regard to earthquake safety, lower-cost visitor-serving facilities, and visual quality. Based upon the City Council's previous approval and the above revisions made in response to the Coastal Commission, the application should be stronger and even more consistent with the adopted Local Coastal Plan. The Coastal Commission is encouraged to approve the Amended Master Plan.

Sincerely,

Signature on file

Blair King
City Manager

cc: Mayor and City Council
William J. Dodds, Vice President of Development Hotel del Coronado

18 copies of this letter signed by SOHO members
were received

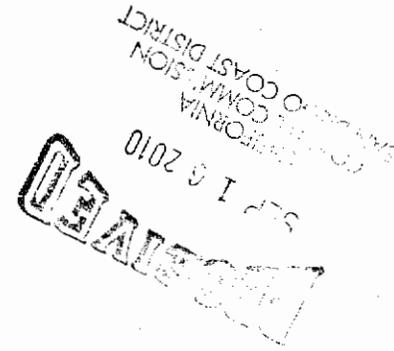


Save Our Heritage Organisation

Saving San Diego's Past for the Future

September 15, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As executive director of Save of our Heritage Organisation and a local San Diego-area resident, I am writing to support the Hotel del Coronado and the Amended Master Plan. The Hotel del Coronado is a national historic landmark and a historic treasure of our region. The best way to preserve this resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value.

As I understand it, the Hotel del Coronado needs a new conference center and guestrooms to remain competitive in the resort hotel market, and to continue to restore and protect this national landmark. The City of Coronado has already approved a plan, which features the new structures being built on the south side of the property, adjacent to Avenida del Sol. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

To move the location would also erase the significant improvements that have been done to bring back the Del to its historic relationship with Orange Avenue that has begun with the new entry garden opening the north side up to the village of Coronado, allowing the historic and significant views of the Hotel from Orange Avenue to be preserved and enhanced.

As executive director of SOHO and a concerned citizen it has been decades since a thoughtful and preservation-friendly owner has been involved with the Del. I am not in favor in any way of this historic resource being detrimentally affected by a new building on the north side. It is both inappropriate, non-historic and an impact to the community at large.

BOARD OF DIRECTORS

Curtis Drake, President • Jaye Furlonger, Vice President • Jessica McGee, Treasurer • John Eisenhart, Secretary • Michael J. Kravcar, Ex-officio
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Bruce Coons, Executive Director

With the Amended Master Plan, the historically significant view of the hotel from this approach is preserved and prepares the way for future restoration of this important national landmark.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Signature on file

Bruce Coons
Executive Director
Save Our Heritage Organisation
2476 San Diego Avenue
San Diego, CA 92110

cc: William Dodds
Vice President of Development
Hotel del Coronado

September 14, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a member of Save of our Heritage Organisation and a resident of San Diego, I am writing to support the Hotel del Coronado and the Amended Master Plan. I can attest to the importance of the Hotel del Coronado as a current resident, but even prior to residing in San Diego, the Hotel del Coronado was a major draw as a visitor. To that end, the Hotel del is a significant part of our local and, furthermore, our national architectural heritage. I firmly believe that preserving the historical nature of the Hotel del is in the best interest of the community at large.

Beyond the historical importance of the Hotel del Coronado, the local economy relies heavily on the Hotel del to produce much of the foot traffic that leads to the businesses nearby. The build-out detailed in the Master Plan, with its 144 additional guestrooms and the new conference center will allow the Hotel del to stay competitive itself, while creating even more traffic for the local businesses. I recently had the great fortune of staying one evening at the Hotel del Coronado, so I can confirm, from personal experience, the Hotel's ability to drive business to nearby stores and restaurants. That said, it is of the utmost importance that the build-out maintain the Hotel's historical integrity. A loss in its historical integrity will correspond to a loss in its draw to tourists and locals alike and in turn, this will have a detrimental effect on local businesses as well.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Signature on file

John Peterson
3748 Haines St., Apt. 2
San Diego, CA 92109

cc: William Dodds
Vice President of Development
Hotel del Coronado

15 September 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

I support the approved Amended Master Plan for the Hotel del Coronado, which includes a new Conference Center and guestrooms to be located on the south side of the hotel's property. This location is at a lower elevation than, and at some distance from, the historic hotel and allows its character-defining views from Orange Avenue to be preserved and enhanced while permitting the Hotel to remain competitive and profitable. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

I am against any efforts to move the location of the Conference Center and guestrooms to the north side of the hotel's property. To allow the location to move to the north side under the guise of maintaining historical viewscapes would be a travesty of historical preservation and would severely sully this gem of Coronado.

I urge you to vote to approve the Amended Master Plan with its current design.

Sincerely,
Richard Bellows, Ph.D.
2265 Ft Stockton Dr.
San Diego, CA 92103

cc: William Dodds
Vice President of Development
Hotel del Coronado

September 14, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

I am writing to express my dismay at the construction of new buildings that would obscure the Hotel Del in any way. This is an iconic structure that is the very heart of Coronado and draws many tourists. Why would you want to obscure the view of what many of these tourists come to see?

I hope you will rethink this poor business decision and continue with the Amended Master Plan for the Hotel del Coronado which preserves the views of this irreplaceable structure.

Glenda de Vaney
200 K Street
Chula Vista, CA 91911

Linda A. Canada
Your History Matters

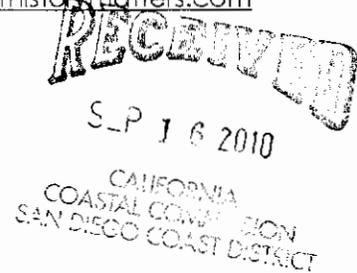
Researching, writing, and speaking about local history
(858) 457-9676

5093 Via Cinta
San Diego, California 92122

lcanda509@aol.com
www.yourhistorymatters.com

September 11, 2010

California Coastal Commission
(letter sent via combined communications
through SOHO San Diego)



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

I am a resident of the City of San Diego, and a historian specializing in the history of the San Diego region. Part of my business consists of conducting tours for international visitors that include the spectacularly sited and restored Hotel del Coronado.

Over the past ten years or so, management of the Hotel has cooperated with the local historic preservation community in finding creative ways to meet the Secretary of Interior's Guidelines while meeting the Hotel's development needs. Most recently, a design solution was reached, placing a new conference center on the south side of the Hotel's property. This location preserves historic outward viewsheds of the Hotel to the north and east, as well as preserving Coronado's and visitor's views of the hotel and its classic Victorian architecture.

I understand that there is now opposition to the Application to amend the Hotel's master plan which advocates relocation of the proposed conference center to the north of the hotel. I strongly urge you to disregard the opposition, and to approve the Hotel's proposed amended master plan. For residents of the City of Coronado, and for the hundreds of thousands of visitors to the San Diego region, an unobstructed view of the north and east side of the hotel is critical for understanding local history.

Sincerely,

Signature on file

Linda A. Canada

09/10/2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Support for Hotel del Coronado Amended Master Plan

Dear Commissioners:

We are writing to **support** the preservation-friendly owners of the Hotel del Coronado and the Amended Master Plan, which includes underground parking allowing for surface gardens to replace current parking lots, improved pedestrian beach access, improving access to and around the hotel with widened landscaped sidewalks, and a new signalized intersection at Avenida del Sol. This new intersection will improve traffic safety and also provide for a safe way for pedestrians to cross Orange Avenue and access the beach.

The Hotel del Coronado is a National Historic Landmark, a local icon and much beloved by not just San Diegans, but by tourists and visitors from all over the nation and the world. This marvelous building deserves to be treated with sensitivity and the present owners have planned their current project carefully and in co-operation with historic preservation experts.

The Hotel del Coronado needs a new conference center and guestrooms to remain competitive in the resort hotel market and the City of Coronado has already approved a plan allowing the desired new structures to be built on the south side of the property, adjacent to Avenida del Sol. This is the preferred location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

As members of SOHO (Save our Heritage Organisation), of the San Diego Neighborhood Historic Preservation Coalition and as concerned citizens, we vehemently oppose the idea of a new building on the North side of the hotel. It is both inappropriate, non-historic and a negative impact to the community at large.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Dionné & Glen Carlson
4970 Vista Place
San Diego Ca 92116

cc: William Dodds
Vice President of Development
Hotel del Coronado

Sept. 10, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a 40+ year San Diego-area resident, and long time supporter of the Save of our Heritage Organisation, I am writing to support the Hotel del Coronado and the Amended Master Plan. Since we first came to the area in 1966 as a young Navy family, the Hotel del Coronado has always been one of our favorite places, and we recommend it to all who come to visit. It is one of San Diego's foremost treasures, and needs to be preserved for both its historic value and as a popular resort destination, and we applaud the thoughtful and preservation-friendly work of the current owner of the Del and of SOHO.

As I understand it, the Hotel del Coronado needs a new conference center and additional guestrooms in order to remain competitive in the resort hotel market. I further understand that the City of Coronado has already approved a plan, which features the needed new structures being built on the south side of the property, adjacent to Avenida del Sol. I applaud that plan. Keeping the new buildings at a lower elevation than the historic hotel is the best place for them. It not only follows historic resource guidelines, but preserves the historically significant view of the hotel and prepares the way for future restoration of this important national landmark.

I am very much against the more recent proposal to move the needed additions to the north side instead. So doing would erase the significant improvements that have been done to bring back the Del to its historic relationship with Orange Avenue that has begun with the new entry garden opening the north side up to the village of Coronado, allowing the historic and significant views of the Hotel from Orange Avenue to be preserved and enhanced.

I ask you to please vote to approve the original Amended Master Plan with its current design of the needed additions being added to the lower, south side.

Sincerely,
Lynne Jennings
281 East Millan Street
Chula Vista, CA 91910

cc: William Dodds
Vice President of Development
Hotel del Coronado

September 13, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

RECEIVED

SEP 16 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a docent at the Rancho Santa Margarita y Las Flores aboard Marine Corps Base Camp Pendleton and a local San Diego-area resident, I am writing to support the Hotel del Coronado and the Amended Master Plan. The Hotel del Coronado is a national historic landmark and a historic treasure of our region. The best way to preserve this resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value.

As I understand it, the Hotel del Coronado needs a new conference center and guestrooms to remain competitive in the resort hotel market, and to continue to restore and protect this national landmark. The City of Coronado has already approved a plan, which features the new structures being built on the south side of the property, adjacent to Avenida del Sol. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

To move the location would also erase the significant improvements that have been done to bring back the Del to its historic relationship with Orange Avenue that has begun with the new entry garden opening the north side up to the village of Coronado, allowing the historic and significant views of the Hotel from Orange Avenue to be preserved and enhanced.

As a docent at the Rancho Santa Margarita y Las Flores aboard Marine Corps Base Camp Pendleton, a local San Diego-area resident and a concerned citizen it has been decades since a thoughtful and preservation-friendly owner has been involved with the Del. I am not in favor in any way of this historic resource being detrimentally affected by a new building on the north side. It is both inappropriate, non-historic and an impact to the community at large.

With the Amended Master Plan, the historically significant view of the hotel from this approach is preserved and prepares the way for future restoration of this important national landmark.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Peter A. and Ellen R. Gabor
610 Creekside Ave
Oceanside, CA 92057

cc: William Dodds
Vice President of Development
Hotel del Coronado

September 14, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear members of the California Coastal Commission,

Having owned property in Coronado for 15 years and been a regular visitor since 1960, I am opposed to moving the proposed conference center from the south to the north side of the Hotel del Coronado.

The Hotel is a remarkable institution and Southern California landmark. It's fortunes and appearance have morphed in the last fifty years, and recently it has been both revitalized and restored. The momentum behind the preservation of the Hotel should be sustained. To meet both the economic and historic considerations involved, the placing of the conference center to the south of the original structure is the best solution.

The Hotel del Coronado and the high rise towers of the Coronado Shores condominiums are a study in contrasts. The values of civic identity come into play in considering the conference center siting. Having an authentic example of high Victorian resort architecture is priceless. The community has consistently recognized this as a unique asset. Unlike many other hotels, it is welcoming to pedestrians, local shoppers and diners, and the history-minded. The hotel's relationship to the Coronado's naval history is also well documented. By adding conference facilities to the south side of the hotel property, the Hotel will retain its important and original orientation to the center of Coronado.

Yours truly,
Margaret S Davis, 333 Orange Ave #36, Coronado CA 92118

September 13, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

RECEIVED
SEP 16 2010
CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

I was amazed and appalled to learn of a proposal to consider putting the proposed Conference Center on the north side of the historic Hotel Del Coronado. As a San Diego native, I have savored the site of the Hotel Del Coronado for most of my 69 years. The idea of obscuring it from Orange Avenue is inconceivable to me! Please exercise all of your powers and discretion to prevent this proposal at your earliest opportunity.

Don Taylor
2680 San Marcos Avenue
San Diego, CA 92104

September 11, 2010

Members of the California Coastal Commission
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a member of SOHO and a San Diego resident, I write in support of Hotel del Coronado Amended Master Plan, which I believe will both allow the Hotel Del to remain competitive in the resort hotel market and still preserve the extraordinary historic character of this priceless national landmark. In particular, the Plan will preserve and enhance the iconic views of the Hotel from Orange Avenue. I strongly oppose moving the proposed new conference center from the south side to the north side of the Del, a change that would mar the most historically significant views of the Hotel, the very views that the public associates with the Del and that have always been among the Del's most recognizable and memorable features.

I respectfully urge you to vote in favor of the Amended Master Plan, with its current design.

Sincerely,

Mark Evans
1409 Park Row
La Jolla, CA 92037

cc: William Dodds
Vice President of Development
Hotel del Coronado

=

September 13, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

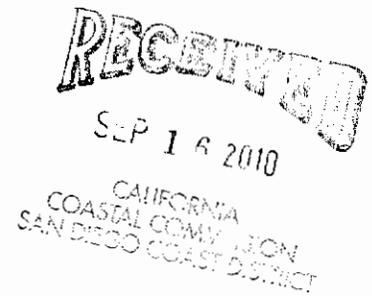
I support SOHO's recommendation that you not approve the design alternative (regarding the design alternative of the Conference Center at the Hotel Del Coronado). The design alternative would degrade the historic character of the Hotel Del Coronado which is a National Historic landmark.

Personally, I think the high, stark, architecturally unattractive condos compromised the Hotel Del Coronado property. Please don't do it again.

Pat Taylor
2680 San Marcos Avenue
San Diego, CA 92104

September 14, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a local San Diego-area resident and mom, I am writing to support the Hotel del Coronado and the Amended Master Plan. The Hotel del Coronado is a national historic landmark. My family and I have created great memories here for as long as I can remember. The best way to preserve this amazing historical resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value.

I believe this will help the business in Coronado, which in turn helping the locals. The Hotel Del is the main source for generating income to Coronado and I believe the hotel needs more space to hold Conferences and guest rooms to remain competitive in the resort hotel market place.

Not only that, it's going to look better. Parking is always a hassle for the locals and tourist. Parking should have been put underground a long time ago!! Anyone who opposes this is selfish. I have heard there are those who live at the Coronado Shores who only care about blocking their view!!

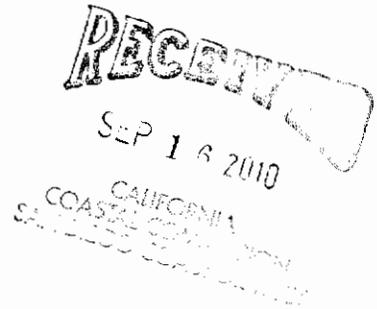
Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Sabrina Mills
1520 First Street
Coronado, CA 92118

September 12, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108



Re: Hotel del Coronado Amended Master Plan

To the Members of the California Coastal Commission:

My name is Gerry MacCartee. I have lived in Coronado since 1968 and have been active in the preservation efforts of this unique community for over 35 years, including 8 as President of the Coronado Historical Association. I wish to urge you in the strongest way to not consider relocating the proposed Hotel del Coronado conference center and guest rooms to the north side at the request of the residents of the Coronado shores condominiums. The view of the Hotel from Orange Avenue is essential, both to its historicity and to its attraction to guests and visitors. To consider destroying this view to accommodate the wishes of a comparably small number of residents and part-time residents is surely without merit.

Please do not allow this to happen.

Thank you,

Gerry MacCartee
836 D Avenue, Coronado
619-435-5892

September 12, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

RECEIVED
SEP 16 2010
CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a 52-year resident of San Diego, I am well aware of the important and historic significance of the Hotel Del Coronado to the entire region. I am supporting the Amended Master Plan as presented to your Commission. I am strongly opposed to moving the Conference Center to the north side of the hotel, where it will detrimentally affect the view of the hotel from Orange Avenue, Coronado's main artery. Please consider this letter with the others you may receive supporting keeping the Amended Plan as is.

William Smith
13783 Mar Scenic Drive
Del Mar, CA 92014

**William R. Ball
1414 Sixth Street
Coronado CA 92118**

RECEIVED

SEP 13 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

September 9, 2010

Chair and Honorable Commissioners

California Coastal Commission
C/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108
Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

As a Coronado resident, I am writing to urge you to support the Hotel Del and its Amended Master Plan. The recent improvements have been a wonderful addition to the Hotel that benefits the entire community, such as the new entry garden, widened sidewalks along R.H. Dana Place and Orange Avenue, and of course the Paseo beachfront walkway. The entry garden serves as a beautiful welcome to the Del, showing visitors their first view of the Hotel and making a connection to the village of Coronado. Locating the Conference Center on this side of the property would take away this beautiful amenity and block views to the Hotel from the village.

Each year, many thousands of visitors come to Coronado to experience its small-town beach community character which is intertwined with the historic charm of the Hotel Del. The Amended Master Plan, with its new Conference Center and guestrooms, will allow the Hotel to continue to thrive and to attract visitors to our community for many years to come. Please support the Amended Master Plan for the Hotel Del Coronado and the many benefits it provides to our community

Sincerely,

Signature on file

William R. Ball
1414 Sixth Street
Coronado, CA 92118



D O N N A
FARROW
& COMPANY
PROFESSIONAL PROPERTY
MANAGEMENT

2400 Frederick Ave.
Suite #101
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816.232.9991

September 10, 2010

California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

RECEIVED

SEP 13 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

As a Coronado resident and community business advocate I understand the importance of the Hotel del to our entire community. The recent improvements have served to benefit not just guests of The Del, but the Coronado business community, residents, and visitors.

Being involved in the local business community I am very aware of the importance to the local businesses that rely upon the Hotel Del to generate traffic to their coastal visitor serving retail and restaurant establishments, particularly during the off-season. The build-out of the Master Plan, with 144 additional hotel guestrooms and a new conference center is necessary to keep the Hotel competitive into the future.

The Amended Master Plan continues the beautification of the Hotel that has already begun, including improving access to and around the Hotel with widened landscaped sidewalks and a new signalized intersection at Avenida del Sol. This new intersection will improve traffic safety and also provide for a safe way for pedestrians to cross Orange Avenue and access the beach.

The Entry Garden provides the first view of the Del as well as pedestrian access directly through the Hotel property to the beach. It should not be eliminated by locating the new conference center building to this side of the property, and blocking the view of the Historic Hotel from the Village.

With the Amended Master Plan, the Paseo beachfront walkway will be relocated to improve beach access and route pedestrians safely around, instead of through, the Avenida del Sol cul-de-sac.

The Amended Master Plan also provides for the continued restoration of the Historic Hotel including restoration of the historic front porch and much-needed facade improvements for Grande Hall.

With the Master Plan improvements, the majority of parking will be underground, eliminating much of the unsightly surface parking that exists today and adding new garden areas. The new guestrooms and conference center, with architecture that is complementary to the Historic Hotel's Victorian style, will be a beautiful addition to the Hotel.

I respectfully request that the Coastal Commission vote to approve the Hotel Del Amended Master Plan so that the Hotel can continue to enhance this historic treasure, to the benefit of the entire community.

Sincerely, *Signature on file*

Donna
Donna Farrow BAII
President

Donna Farrow & Co
Residence:
1414 Sixth Street
Coronado CA 92118

DL
David R. Landon
555 H Avenue
Coronado, CA 92118
619 437-6693
drlandon@att.net

September 16, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

This letter is written in support of the Hotel Del and its Amended Master Plan. The Hotel Del is the economic engine for the Coronado community. This has become painfully evident during the most recent economic downturn. As the Del's occupancy declined, so has the customer base for our local retail establishments. In addition, the decline in TOT also has had a deleterious effect on the City's tax revenues and has resulted in a decline in General Fund expenditures. The Master Plan is a well conceived rejuvenation of the Del and is in keeping with the original historic roots of the Hotel. We want it to remain a vital conference and leisure destination for many years to come. The continued build-out of the Master Plan, with its new conference center and additional guestrooms, is necessary for the hotel to remain competitive with other newer hotels and conference centers that continue to enter the market.

As a Coronado resident and business owner, I am also excited about other benefits of the Amended Master Plan, including underground parking, widened sidewalks around the property, and the extension of the Paseo del Mar beachfront walkway.

Please support the Amended Master Plan for the Hotel del Coronado and the many benefits it will bring to our community.

Sincerely,



Signature on file

David R. Landon
Vice Chairman
Coronado Chamber of Commerce

RECEIVED

SEP 27 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT



EMERALD PLAZA
402 West Broadway, Suite 1000
San Diego, California 92101-3585
Tel 619.544.1300
www.sdchamber.org

September 9, 2010

RECEIVED

SEP 12 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COUNTY DISTRICT

California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Appeal No. A-6-COR-08-098 & -99

Dear Members of the Commission:

On behalf of the San Diego Regional Chamber of Commerce, please consider our continued support for the Hotel del Coronado's Amended Master Plan.

The Hotel Del is a Historic Landmark and a legendary treasure in the San Diego region. The tourism that it generates for local, small businesses is an important component of our economy. The Amended Master Plan will further enhance the Hotel del Coronado's unique appeal to visitors from throughout the world, create greater opportunities for local visitor serving businesses, and benefit tourism in the region.

The Amended Master Plan continues the beautification of the Hotel Del, including widened sidewalks and the beachfront walkway. Future phases of the Amended Master Plan will increase traffic and pedestrian safety, and improve beach access.

We strongly believe that this project will benefit visitors, residents and the local business community. We respectfully request that the Coastal Commission vote to approve the Hotel Del Amended Master Plan. We support the efforts of the Hotel del Coronado to further contribute to our region's quality of life and our tourism economy.

Thank you for your consideration.

Sincerely,

Signature on file

Ruben Barrales
President and Chief Executive Officer

RB/eac

September 9, 2010



Chair Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
California Coastal Commission
7575 Metropolitan Avenue, Suite 103
San Diego, CA 92108-4421

RECEIVED

SEP 13 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Dear Members of the Commission:

On behalf of the San Diego Convention & Visitors Bureau, I strongly support the proposed Hotel Del Coronado's Amended Master Plan.

This plan will help to provide continued restorations as well as adding an additional 144-guestrooms and conference space, allowing this historic property to remain competitive within its market. Resort properties with conference facilities occupy a specialized niche in the market. While these properties typically have less total conference space as compared to downtown properties, the guestrooms are typically larger and offer a different level of amenities.

The Amended Master Plan would also enhance the public access areas, with a new main entry, signalized intersection with pedestrian crosswalk, and improvements to the popular beachfront walkway. These improvements will not only benefit the guests of The Del, but also the local businesses, residents and the many visitors who come annually to experience this iconic destination.

I respectfully request the California Coastal Commission vote to approve the Hotel Del Coronado's Amended Master Plan. Ensuring that this distinguished San Diego landmark remains a vital and thriving visitor destination will benefit the entire region.

Sincerely,

Signature on file

Joe Terzi
President & CEO



September 12, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a member of Save of our Heritage Organisation, author of *San Diego County Victorians*, and a long-time San Diego County resident, I am writing to support the Hotel del Coronado and the Amended Master Plan.

The Hotel del Coronado is a wonderful example of Victorian architecture that must be preserved. It is a national historic landmark and arguably one of premiere historic treasures in our region. The best way to preserve this resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value. Preserving this resource includes ensuring that historic views are preserved. In photographing Victorian houses for my recent book, there were numerous locations where walls, landscaping, and other man-made features eliminated views to the property. Doing so is the equivalent of locking up an Old Masters painting in a closet and throwing away the key!

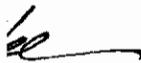
As I understand it, the Hotel del Coronado plans to construct a new conference center and additional guestrooms to remain competitive in the resort hotel market. The City of Coronado has already approved a plan, which features the new structures being built on the south side of the property, adjacent to Avenida del Sol. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel. Locating the new buildings on this part of the property also preserves critical views of this historic hotel from Orange Avenue.

As I also understand it, there are some local interests pushing an alternative plan that would locate the new buildings in direct conflict with maintaining historic views to the hotel. They are willing to sacrifice the hotel's historic significance to achieve their own selfish interests. Please don't support these myopic, self-serving opponents to the Amended Master Plan.

Anyone who truly cares for San Diego and its heritage has to be thrilled that the Hotel del Coronado is now in the hands of a thoughtful and preservation-friendly owner. Approving the Amended Master Plan developed by the current owner will help ensure the historically significant view of the hotel and pave the way for future restoration of this important national and local landmark.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

Signature on file 

Eric C. Pahlke
San Diego County Victorians

SEP 14 2010

SEP 14 2010

at home
San Diego

cc: William Dodds
Vice President of Development
Hotel del Coronado

Bruce Coons
Executive Director
Save Our Heritage Organisation

Douglas St. Denis
1504 Parkview Place
Coronado, CA 92118
(619) 435-0413
dstdenis@san.rr.com

September 13, 2010

Bonnie Neely, Chairperson
Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite #103
San Diego, CA 92108

RE: Hotel del Coronado Amended Master Plan

Dear Ms. Lilly and Honorable Commissioners:

I write this letter in strong support of the Hotel del Coronado Amended Master Plan. My husband Dale St. Denis and I are longtime residents of Coronado. As the daughter of a career naval officer I spent a good part of my growing up years here, and was fortunate to return as an adult to raise my own three children in Coronado. It's home, and there's no other place in the world quite like it. It might also be fair to say that, with perhaps a little help from Marilyn Monroe and Tony Curtis, our beloved "Del" has put our small seaside community on the worldwide map.

Dale and I are partner/owners of St. Denis & Associates, Inc., an architecture firm founded in 1972 and located at 2442 State St., San Diego. We have both served on many of the City of Coronado's boards, commissions, sub-committees and task forces over the years, always seeking to balance the celebration of Coronado's unique past while embracing her exciting future. Dale served six years on Coronado's Design Review Commission, serving two terms as Chair. In Dec. 2009, he was "termed out" of the Coronado Planning Commission after serving for six years. I was a member of Coronado's Design Review Commission from 2001-2007 (two terms as Chair), after which I was appointed by City Council to serve as a Planning Commissioner, a position I still hold today. Since 2007 I have been a member of Coronado's Historic Resource Commission. Preserving and protecting our treasured historic resources is one of the great passions of my life.

Over the past several years, we have been closely involved in nearly every step of the long public review process of the Hotel del Coronado Master Plan. We have participated in countless meetings (both public and private), heard many, many opinions and suggestions, and reviewed various versions of design solutions. We were deeply

SEP 14 2010
California Coastal Commission
San Diego, Coronado District

disappointed, along with many Coronadans, when a new geologic hazard concern caused a delay and re-working of the approved 2003 project design. However, after reviewing the visionary proposal by the extremely knowledgeable and talented Del team, we realized that the necessary changes would make the proposed designs *even better!* This amendment to the plan was favorably received and approved, not only by our City Council, but also by the historic preservation community (SOHO). Since that time, we have had the opportunity to review some even more recent changes, all of which will further enhance the Avenida del Sol experience.

Avenida del Sol is a *street*, not a living room, and a magical one at that. Shortly after turning into this one-block-long street from Orange Avenue, you will look to your right and experience a GLORIOUS view of the hotel from the new (once, the original) entrance road to the hotel, with its allee of trees – the very same view enjoyed by the earliest guests as they entered the lush grounds. People (in cars, on bikes, on skateboards, or on foot) who use Avenida del Sol are *in motion*, not standing still. You're not there to pull up a chair and sit awhile. You're there because *you're on your way someplace*. You're either headed to or from the beach, to the Del itself, or to the Coronado Shores.

Ahead of you is the sun, sparkling off the Pacific ocean; waves are breaking mere steps away. (This view will be further enhanced after Avenida del Sol has been raised up approximately five feet.) In less than two minutes you could be burying your toes in the sand of one of this country's top ten beaches!

Just past the Hotel entrance on your right will be the new row of South Beach Guestrooms – clean, white, lighthearted wooden buildings articulated with a variety of red roofs, towers, porches, and open gingerbread railings. Right at eye level you will see doorways and tall, slender openable windows. There will be lights in windows after dark, *and people. This is a description of pedestrian scale.* In short, there will be life and vitality where now there is an unsightly chain link fence around a blacktop parking lot. Continue a few steps further along the Avenida and the entire beach, ocean, and Point Loma beyond open up to you. Or turn around and head back the other way for sunset drinks at the historic 1888 Boathouse restaurant on the Bay, just at the opposite end. Streets like this are hard to come by. The height and stature of the South Beach Guestrooms are the perfect “across-the-street-neighbors” to the mid-century modern Coronado Shores towers, counterpoint examples of two important eras of Coronado's architectural mix.

And so I ask: Where else in Southern California could you stand in one place and see the entrance to a glorious, historic beachfront resort, the Pacific Ocean, the whitest sandy beach, the San Diego Bay, and the San Diego skyline, just by turning around? I should think this project would be the poster child for exactly what we'd like to see in every California coastal city. My husband and I urge you to approve the Hotel del Coronado Amended Master Plan.

Very Sincerely,

Signature on file

Doag St. Denis

cc: William J. Dodds, Vice President of Development Hotel del Coronado

September 13, 2010

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SEP 13 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

I am writing to you today in support of the Hotel del Coronado and the Amended Master Plan. Many of us in Coronado enjoy an active lifestyle, and that includes running, walking or biking on the Paseo beachfront walkway along the Hotel property. With the Amended Master Plan, the southern portion of this walkway will be relocated closer to the beach and the walkway will be extended around the Avenida del Sol cul-de-sac, connecting to the existing boardwalk in front of the Coronado Shores. This will improve recreational opportunities for hotel guests, Coronado residents, and visitors.

The Amended Master Plan will also provide a new signalized intersection at Avenida del Sol, allowing pedestrians to safely cross this busy intersection to reach the beach or to connect to the bay. While the Hotel Del needs a new Conference Center and new guestrooms to remain competitive, the community and the public also benefit with the many public improvements being provided – a true win-win.

Please approve the Amended Master Plan for the Hotel del Coronado so that the hotel can continue to enhance this historic treasure.

Sincerely,

Signature on file

m

J

Name

Local Address

Jenna Brossman
258 H Avenue
Coronado, CA 92118



Brigantine

SEAFOOD

September 14, 2010

RECEIVED

SEP 14 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

As a Coronado business local, I am writing to urge you to support the Hotel Del and its Amended Master Plan. The recent improvements have been a wonderful addition to the Hotel that benefits the entire community, such as the new entry garden, widened sidewalks along R.H. Dana Place and Orange Avenue, and of course the Paseo beachfront walkway. The entry garden serves as a beautiful welcome to the Del, showing visitors their first view of the Hotel and making a connection to the village of Coronado. Locating the Conference Center on this side of the property would take away this beautiful amenity and block views to the Hotel from the village.

Each year, many thousands of visitors come to Coronado to experience its small-town beach community character which is intertwined with the historic charm of the Hotel Del. The Amended Master Plan, with its new Conference Center and guestrooms, will allow the Hotel to continue to thrive and to attract visitors to our community for many years to come. Please support the Amended Master Plan for the Hotel del Coronado and the many benefits it will bring to our community.

Sincerely,

Signature on file

Eileen Montgomery
General Manager
Coronado Brigantine
1333 Orange Ave.
Coronado, Ca. 92118

DL
September 14, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a resident of Coronado I am writing to support the Hotel del Coronado and their Amended Master Plan. The City of Coronado approved the Del's Plan to add to it's buildings on the south side of their property along Avenida del Sol.

I heard that the Shores' community is apposed to this as it will block their view. I oppose the Shores' buildings because they block everyone's view. They want the construction to take place on the opposite end of the Del, which would block the recently opened view of the hotel and crowd all the buildings. It seems that the southern property line of the Hotel is the smartest location for the new buildings.

I don't want the Del's historic and beautiful lines changed in a clumsy way. The northern corner of the hotel is graceful, welcoming and handsome and should stay this way. Protect this jewel and keep with the Amended Master Plan.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

S, *Signature on file* ut

Sandy Shortt
1211 Fifth St.
Coronado, Ca 92118

cc: William Dodds
Vice President of Development
Hotel del Coronado

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SEP 16 2010
CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

September 11, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

RECEIVED

SEP 16 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a local San Diego-area resident, I am writing to support the Hotel del Coronado and the Amended Master Plan. The Hotel del Coronado is a national historic landmark and a historic treasure of our region. The best way to preserve this resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value.

Hotel del Coronado needs a new conference center and guestrooms to remain competitive in the resort hotel market, and to continue to restore and protect this national landmark. The City of Coronado has already approved a plan, which features the new structures being built on the south side of the property, adjacent to Avenida del Sol. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

Local businesses rely heavily upon the Hotel del to generate traffic to their coastal visitor-serving retail and restaurant establishments. The build-out of the Master Plan, with 144 additional hotel guestrooms and a new conference center is necessary for the hotel to remain competitive into the future. The Amended Master Plan also provides for the restoration of the hotel's historic front porch, which has been covered over for decades.

To move the location would also erase the significant improvements that have been done to bring back the Del to its historic relationship with Orange Avenue: improvements that have begun with the new entry garden opening the north side up to the village of Coronado, allowing the historic and significant views of the Hotel from Orange Avenue to be preserved and enhanced.

As a concerned citizen I recognize that it has been decades since a thoughtful and preservation-friendly owner has been involved with the Del. I am not in favor in any way of this historic resource being detrimentally affected by a new building on the north side. It is both inappropriate, non-historic and an impact to the community at large. With the Amended Master Plan, the historically significant view of the hotel from this approach is preserved and prepares the way for future restoration of this important national landmark.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

William T. Eckhardt

12821 Camino Ramillette, San Diego, California 92128

Signature on file

cc: William Dodds
Vice President of Development
Hotel del Coronado

Denise Schwab
CORONADO FERRY LANDING
1311 First Street
Coronado, CA 92118

September 14, 2010

Chair and Honorable Commissioners
CALIFORNIA COASTAL COMMISSION
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

RE: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

This letter is written in support of the Hotel Del and its Amended Master Plan. Local businesses in Coronado like those that I represent at the Ferry Landing rely upon the Hotel Del to generate traffic to our establishments. In addition to keeping The Del beautiful, we want it to remain a vital conference and leisure destination for many years to come. The continued build-out of the Master Plan, with its new conference center and additional guestrooms, is necessary for the hotel to remain competitive with other newer hotels and conference centers that continue to enter the market.

As a Coronado Chamber of Commerce Director, I am also excited about other benefits of the Amended Master Plan, including underground parking, widened sidewalks around the property and the extension of the Paseo del Mar beachfront walkway. As the Property Manager of the Coronado Ferry Landing, I can see the benefits to our businesses. The increased business that an expanded conference center and more guest rooms will bring to Coronado could make the difference in a business survival.

Please support the Amended Master Plan for the Hotel del Coronado and the many benefits it will bring to our community. Thank you for your time.

Sincerely,

Signature on file

Denise Schwab
Coronado Ferry Landing

Denise Schwab

SEP 20 2010

California Coastal Commission
San Diego District

Matt Bartell
Business Products Express
1019 C Avenue
Coronado, CA 92118

September 14, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

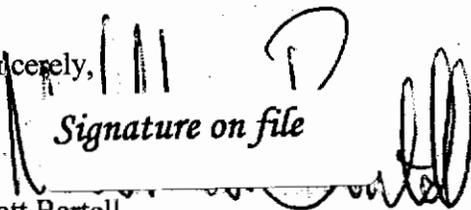
Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

This letter is written in support of the Hotel Del and its Amended Master Plan. Local businesses in Coronado like mine rely upon the Hotel Del to generate traffic to our establishments. In addition to keeping The Del beautiful, we want it to remain a vital conference and leisure destination for many years to come. The continued build-out of the Master Plan, with its new conference center and additional guestrooms, is necessary for the hotel to remain competitive with other newer hotels and conference centers that continue to enter the market. And from my perspective the added guests should ultimately result in added business for Business Products Express. While we are a service business, many of my clients are local business owners. While I may not see a direct benefit in my business, I certainly see an included benefit.

As a Coronado resident, I am also excited about other benefits of the Amended Master Plan, including underground parking, widened sidewalks around the property, and the extension of the Paseo del Mar beachfront walkway.

Please support the Amended Master Plan for the Hotel del Coronado and the many benefits it will bring to our community. As a member of the Coronado Chamber of Commerce Board of Directors, I certainly support the Amended Master Plan.

Sincerely,

Signature on file
Matt Bartell
Business Products Express

Received
SEP 20 2010
California Coastal Commission
San Diego Coast District

SEP 20 2010
California Coastal Commission
San Diego Coastal District

Jefferson Alison III

15 September 2010

California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Amended Master Plan
Hotel del Coronado, Coronado, CA

Dear Commissioners and Staff:

Again, I apologize, as I did last year, for not being able to present my thoughts on the Hotel del Coronado's Amended Master Plan to you in person. As I have stated before, I have been closely following the evolution of this Hotel's plans for ten years, and am aware of your previous concerns and the current objections of the "concerned citizens". I must state that those concerns reflect the viewpoint of a very small group of individuals who choose to continue to overlook a parking lot rather than an improved entrance, public roadway and enhanced traffic control.

I should like to make three salient points in support of the Hotel's Amended Master Plan.

1) The Plan recognizes the Commission's concern over the earthquake fault line and has compressed the depth of the Conference building to meet that concern.

2) The "concerned citizens" want the conference center relocated to the Orange Ave. and R. H. Dana Place corner of the Hotel property. Such an action would totally destroy the work that has been done to open-up that corner of the property to the city and visitors and provide access to the beach and the Hotel's coast facing side. In addition, such a move will permanently block any view of the historic NW side of the hotel from Orange Ave. Your exhibits show visually the travesty of such action!

3) Finally, the concern over the proposed room sizes. The room sizes in the new wing reflect the economic realities of resort/ convention business in this day and age. The requested size, 500 sq ft , represents the competitive minimum for this market. The "concerned citizens" request for 350 sq ft is not competitive today and the main Victorian building has a majority of that sized rooms anyway.

The residents of Coronado want the "Hotel del" to continue to be an economic magnet for this community. The steps that have been taken over the past number of years by current management have opened the property to us all; guests, visitors and residents alike, and the completion of this ten year (so far) project will complete this crown jewel of our community.

I urge the Commission to approve this Amended Master Plan.

Respectfully submitted,

Signature on file

Jefferson Alison III

1057 Ocean Blvd.
Coronado, CA 92118
(619) 435-3632

Kerry Keiser
Discover Wellness Center
543 Orange Avenue
Coronado, CA 92118

September 14, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

SEP 20 2010
California Coastal Commission
San Diego Coast District

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

This letter is written in support of the Hotel Del and its Amended Master Plan. Local businesses in Coronado like mine rely upon the Hotel Del to generate traffic to our establishments. In addition to keeping The Del beautiful, we want it to remain a vital conference and leisure destination for many years to come. The continued build-out of the Master Plan, with its new conference center and additional guestrooms, is necessary for the hotel to remain competitive with other newer hotels and conference centers that continue to enter the market. And from my perspective the added guests should ultimately result in added business for Business Products Express. While we are a service business, many of my clients are local business owners. While I may not see a direct benefit in my business, I certainly see an included benefit.

As a Coronado resident, I am also excited about other benefits of the Amended Master Plan, including underground parking, widened sidewalks around the property, and the extension of the Paseo del Mar beachfront walkway.

Please support the Amended Master Plan for the Hotel del Coronado and the many benefits it will bring to our community. As a member of the Coronado Chamber of Commerce Board of Directors, I certainly support the Amended Master Plan.

Sincerely,

Signature on file

Kerry Keiser
Discover Wellness Center

Glorietta Bay Inn

Celebrating 100 Years

September 11, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

This letter is written in support of the Hotel Del and its Amended Master Plan. Local hotels in Coronado like mine rely upon the Hotel Del to generate traffic to our establishments. The Del's group business has been wonderful for us at Glorietta Bay Inn. In addition to keeping The Del beautiful, we want it to remain a vital conference and leisure destination for many years to come. The continued build-out of the Master Plan, with its new conference center and additional guestrooms, is necessary for the hotel to remain competitive with other newer hotels and conference centers that continue to enter the market.

As the General Manager of the Glorietta Bay Inn, I understand the importance of room sizes. Scaling the rooms down to 350 square feet would be doing this project and the Del a disservice. Guests love to come to Coronado with their families. They want spacious rooms with all the amenities. I would do anything to have larger rooms here at Glorietta Bay Inn. We have all types of rooms here and the smallest rooms present the most challenges for us. The Del is a wonderful hotel and has made so many wonderful memories for it's' guests. Approving this Amended Master Plan would be such a wonderful addition to our city of Coronado. The new guestrooms and conference center, with architecture that is complementary to the Historic Hotel's Victorian Style, will also be a beautiful addition to the Hotel.

The Hotel Del Coronado has been a true ally to Glorietta Bay Inn and I respectfully request that the Coast Commission vote to approve the Hotel Del Amended Master Plan so that the Hotel can continue to enhance this historic treasure.

Sincerely,

Signature on file

HOLLY AUSTEY
General Manager
Glorietta Bay Inn

Received
SEP 20 2010

California Coastal Commission
San Diego Coastal District

CC – Bill Dodds
Hotel Del Coronado

RECEIVED

SEP 14 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COUNTY DISTRICT

HOTEL DEL CORONADO

TEL 619 433 9911
WWW.HOTELDEL.COM

September 14, 2010

Deidra Price
1710 Avenida Del Mundo #1109
Coronado, CA 92118

Dear Ms. Price,

Thank you for your letter of July 31, 2010. The issues raised in this letter are essentially the same as the issues raised in your August 28, 2010 letter to the Coastal Commission. Enclosed for your convenience is a copy of our response to that letter. We believe this response fully addressed the issues that have been raised by Concerned Citizens.



Sincerely, /

Signature on file

William J. Dodds
Vice-President

cc: Diana Lilly w/o enclosures

RECEIVED

SEP 14 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

September 11, 2010

California Coastal Commission
Chairperson Bonnie Neely and Honorable Commissioners
c/o Diana Lilly, Coastal Planner
San Diego District Office
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108

Re: Hotel del Coronado Amended Master Plan

Dear Commissioners:

As a member of Save of our Heritage Organization and a local San Diego-area resident, I am writing to support the Hotel del Coronado and the Amended Master Plan. The Hotel del Coronado is a national historic landmark and a historic treasure of our region. The best way to preserve this resource is to make sure that it can continue to thrive as a popular resort destination, while preserving its historic value.

As I understand it, the Hotel del Coronado needs a new conference center and guestrooms to remain competitive in the resort hotel market, and to continue to restore and protect this national landmark. The City of Coronado has already approved a plan, which features the new structures being built on the south side of the property, adjacent to Avenida del Sol. This is the best location for the new buildings because it follows historic resource guidelines in keeping the new buildings at a lower elevation than the historic hotel.

To move the location would also erase the significant improvements that have been done to bring back the Del to its historic relationship with Orange Avenue that has begun with the new entry garden opening the north side up to the village of Coronado, allowing the historic and significant views of the Hotel from Orange Avenue to be preserved and enhanced.

As a member of SOHO and a concerned citizen it has been decades since a thoughtful and preservation-friendly owner has been involved with the Del. I am not in favor in any way of this historic resource being detrimentally affected by a new building on the north side. It is both inappropriate, non-historic and an impact to the community at large.

With the Amended Master Plan, the historically significant view of the hotel from this approach is preserved and prepares the way for future restoration of this important national landmark.

Please vote to approve the Amended Master Plan with its current design.

Sincerely,

(Signature on file)

William Dodds, 3308 Second Ave San Diego CA 92103

cc: William Dodds
Vice President of Development

September 21, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Re: Appeal No. A-6-COR-08-098 and 099

Dear Chair and Commissioners:

I grew up in Coronado and will always consider it home. I have served as President of the Coronado Historical Association and worked on other community committees and groups. In these roles I was reminded about the Hotel Del's essential role in maintaining the community's quality of life. It is both an economic engine for Coronado and a source of immense local pride.

For those reasons, and it's historical significance, I am writing to encourage you to support the Hotel Del and its Amended Master Plan. Recent improvements to the Hotel Del such as the entry garden, widened, landscaped sidewalks, and the Paseo beachfront walkway have made the Hotel more beautiful and accessible not just for guests, but for community residents and visitors alike.

With the Amended Master Plan, the Del will add a new Conference Center and guestrooms. These new amenities are needed so that the Hotel Del and the local business community can continue to thrive. The new main entrance will improve traffic safety and provide a safe way to cross SR-75 at Avenida del Sol to get to the beach. The improvements to the Paseo beachfront walkway, connecting to the boardwalk in front of the Coronado Shores, will be enjoyed by everyone who walks, bikes or runs along this walkway.

The Amended Master Plan also provides for the continued restoration of the Historic Hotel including restoration of the historic front porch and much-needed façade improvements for Grande Hall.

Please support the Hotel Del and approve the Amended Master Plan.

Sincerely,

Signature on file

Whitney Benzian
510 S. Evans Street
San Diego, California 92113

SEP 23 2010
California Coastal Commission
San Diego District

H E R I T A G E
ARCHITECTURE & PLANNING



September 21, 2010

CALIFORNIA COASTAL COMMISSION
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Attention: Ms. Diana Lilly, Coastal Planner

Subject: Hotel del Coronado
Visual Impact Issues



Dear Ms. Lilly:

Heritage Architecture & Planning (Heritage) has been providing as-needed preservation consulting services for the Hotel del Coronado as part of Master Plan Update and Coastal Development Permit process. This letter addresses the visual impact issues raised by the "Concerned Citizens for Keeping the Hotel Del Beautiful" in their August 28, 2010 letter.

As a consultant to the design team, Heritage has reviewed the design and location of the proposed new buildings as well as their relationship to Hotel del Coronado (The Del). As stated in my December 1, 2008 letter, Heritage feels that the proposed location is the best site on the hotel's property to locate the new buildings for the following reasons:

1. The proposed southwest portion of the property will keep the new buildings as far away from The Del as possible and at an elevation ten feet lower than The Del.
2. The proposed site will not significantly block or obscure public views of The Del from Orange Avenue/Silver Strand Highway or R.H. Dana Place.
3. A large portion of the proposed new building is located between the existing seven story Ocean Towers and 17-story Coronado Shores condo towers. This midrise context reduces the visual impact of the new three story building.

The Concerned Citizens group has suggested that the proposed Conference Center should be located to the north of The Del adjacent Grande Hall, at the intersection of R.H. Dana Place and Orange Avenue, where there is currently an entry garden and parking lot. This location was looked at by the design team as one of only two possible locations for the Conference Center due to the "no build" seismic zone. However, the north site was quickly dismissed to avoid significant negative impacts to The Del that are outlined below.

In my previous letter I addressed the problems inherent with the Concerned Citizens site adjacent to Grande Hall. In summary, the items that violate *The Secretary of the Interior's Standards for the Treatment of Historic Properties* are [underlines added]:

H E R I T A G E
ARCHITECTURE & PLANNING



September 21, 2010
Hotel del Coronado
Visual Impact Issues
Page 2

- Introducing a new building or site feature that is out of scale of otherwise inappropriate design.
- Locating any new construction on the building site in a location which contains important landscape features or open space.
- Introducing new construction onto the building site which is visually incompatible in terms of size, scale, design, materials, color, and texture; which destroys historic relationships on the site; or which damages or destroys important landscape features.
- Designing a new addition that obscures, damages, or destroys character-defining features of the historic building.

The biggest problem with locating the new buildings north of The Del rather than where they are proposed is that it would destroy historic relationships and obliterate views of the hotel from the intersection of R.H. Dana Place and Orange Avenue, where the vast majority of visitors first see the hotel. Photo simulations showing the dire visual impact of this scenario have been provided by The Del and the obstruction of views is clear. The Del would become virtually invisible to the public from this vantage point.

Interestingly, the Concerned Citizens group has suggested that the south façade of the Hotel del Coronado is the “front” of the hotel while the north façade (that they propose screening) is dismissed as the “back.” A review of historical images from 1888 onward show that The Del has never had a true front or a back. One of the character-defining features of The Del is that it is a four-sided landmark with unique and important facades in every direction – not to mention the courtyard facades. There were primary entrances to the building from the south, north, and east. One could argue that the west, beach-facing façade is the true “front” or face of The Del because it is so regularly featured in postcards and promotional material.

What cannot be argued by anyone familiar with the City of Coronado is that the current view of the north and east facades as seen from the intersection of R.H. Dana Place and Orange Avenue is the most publically viewed aspect of The Del. This is the route were almost every visitor to the hotel approaches after passing over the Coronado Bay Bridge and through the Village. This view is the first unveiling of the Hotel Del Coronado, in all its Victorian glory. The Concerned Citizens’ proposal to locate the Conference Center in this location would be an architectural abomination.

A telling aspect of the Concerned Citizens’ letter is that they don’t bother to argue the fact that their proposed northern location for the Conference Center would place the new building much closer to the historic hotel than the southern location proposed in the application. They argue that their site adjacent to Grande Hall “would be no closer to the Hotel Del than the closest condominium in the

H E R I T A G E
ARCHITECTURE & PLANNING



September 21, 2010
Hotel del Coronado
Visual Impact Issues
Page 3

Beach Village complex.” Of course the Beach Village structures are already constructed and are significantly smaller than the proposed Conference Center, both in footprint and height.

In conclusion, it is our professional opinion that the proposed location south of The Del is the best place on the hotel’s property to locate the South Beach Guestrooms and Conference Center. We ask that you reject the design alternative being proposed by the Concerned Citizens group based on the severe visual impact to this important historical resource. Clearly their agenda has nothing to do with preserving history or public views.

Please call me if you have any questions or need to discuss any of these issues further. Thank you.

Sincerely,

Signature on file

David Marshall, AIA, NCARB
President
C24785

cc. Hotel del Coronado



875 Orange Avenue, Suite 102
Coronado, CA 92118

(619) 435-9260 [phone]

(619) 522-6577 [fax]

www.coronadochamber.com

August 1, 2010

Chair and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Dear Chair and Commissioners:

This letter is written in our continued support of the Hotel Del and its Amended Master Plan. The Hotel Del has a strong positive impact on tourism in Coronado, and therefore on the Coronado business community. The continued build-out of the Master Plan, with 144 additional hotel guestrooms and a new conference center, along with historical renovations, is necessary to provide for the sustainability of the Hotel as a world-class conference and leisure destination.

Phase I of the Master Plan opened up the Hotel to the village of Coronado with a new entry garden and widened landscaped sidewalks. The Amended Master Plan continues these public benefits and public access improvements with widened landscaped sidewalks around the property, a new main entry and signalized intersection, and the extension of the Paseo del Mar public beachfront walkway. The new pedestrian crosswalk will provide a safe connection between the beach, the Hotel, and recreational amenities along the bay including the marina, golf, tennis, and swimming facilities, all of which are open to the public, and the Bayshore Bikeway.

For these reasons, we ask the Commission to support the Hotel Del Amended Master Plan, and the benefits it will bring to this coastal community.

**SERVING
CORONADO**

1. CREATING A STRONG LOCAL ECONOMY.
2. PROMOTING THE COMMUNITY.
3. PROVIDING NETWORKING OPPORTUNITIES.
4. REPRESENTING THE INTERESTS OF BUSINESS WITH GOVERNMENT.
5. POLITICAL ACTION.

Sincerely,

Signature on file

M. Tami Sandke
Chairman of the Board

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SEP 2 7 2010
CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT



Promoting Walkable Communities
740 13th Street Suite 502, San Diego, CA 92101

August 2, 2010

Chairperson Neely and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108-4421

Dear Chairperson Neely:

Subject: Hotel Del Amended Master Plan

WalkSanDiego is pleased to endorse Hotel Del Amended Master Plan. The Plan incorporates principles of walkable communities and is designed to promote livability by making walking a safe and viable choice for all people.

WalkSanDiego is a regional, grassroots organization that formed in 1998 and is dedicated to making our neighborhoods more walkable. Through our educational events, training, advocacy, and work with local governments and SANDAG, WalkSanDiego is working to reclaim our streets and blocks through improved streetscape designs, accessible walking paths, and traffic calming measures.

We had the opportunity to review the Hotel Del Amended Master Plan and believe it successfully integrates a number of positive features for pedestrians:

- Improving the pedestrian experience in and adjacent to the site.
- Reducing surface parking, by replacing it with underground parking.
- Increasing landscaping throughout and additional public open space.
- Improving facades facing public streets.
- The inclusion of doors and windows providing "eyes on the street" for added pedestrian security.
- A new signal at Avenida del Sol, including pedestrian phase.
- A new mid-block pedestrian connection across Orange Avenue.
- Additional length of publicly-accessible beachfront walkway.
- Connection to the Bayshore Bikeway/Silver Strand (not clear this is new, but it looks to be nicer).

We encourage the City Council to recognize the positives improvements included in the Amended Master Plan and the precedent it sets for walkable communities throughout the San Diego region.

Sincerely,

Signature on file

Kenneth Grimes
Executive Director

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SEP 27 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COASTAL DISTRICT



P.O. Box 87588
San Diego, CA 92138
www.movesandiego.org

Chair

Marcela Escobar Eck,
Atlantis Group

Secretary

Aaron Contorer,
Everyone Counts

Treasurer

Jay Corrales,
Turner Real Estate
USGBC

Directors

Jonathan Bradhurst,
Westfield Corp

Keely Halsey,
Oppen and Varco

Fred Maas,
Pacific Eco Companies

Humberto Peraza,
City of San Diego

John Ponder
Sheppard Mullin
Richter & Hampton, LLP

Tom Sudberry,
Sudberry Properties

Reed Vickerman,
Amylin Pharmaceuticals

Of Counsel

Sheppard Mullin
Richter & Hampton, LLP

Executive Director

Elyse W. Lowe
elowe@movesandiego.org

Ex Officio
Carolyn Chase
Sierra Club

August 20, 2010

Chairperson Neely and Honorable Commissioners
California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Ste. 103
San Diego, CA 92108-4421

Re: Hotel del Coronado Amended Master Plan

Dear Chairperson Neely:

Move San Diego's primary goal is to promote progress on the planning, development, and use of different transportation modes including walking, bicycling and public transit. We advocate for smart growth development that is equally friendly to all transit modes. We are working to help neighborhoods make walking, biking and public transit safe and convenient alternatives of transportation.

The Hotel del Coronado's Amended Master Plan supports the principles of Move San Diego by incorporating various improvements into the plan:

- A safe pedestrian access route from an existing transit station to the coast.
- Incorporation of an existing parking lot into a mixed use conference center with underground parking.
- Improved coastal access from the Bay Shore Bikeway.
- An overall enhanced pedestrian experience in and around the Hotel del Coronado.

We encourage the Coastal Commission to support these and other pedestrian-oriented improvements in the Amended Master Plan endorsed by Move San Diego. These strategies are very important in creating and maintaining healthy communities that are walkable, bikeable and transit-friendly.

Sincerely,

Elyse Lowe
Signature on file

Elyse Lowe
Executive Director, Move San Diego
EL:nb





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JUL 26 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

3300200

401 B Street, Suite 800
San Diego, CA 92101-4231
(619) 699-1900
Fax (619) 699-1905
www.sandag.org

July 23, 2010

California Coastal Commission
Chair and Commissioners
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

MEMBER AGENCIES

- Cities of
- Carlsbad
- Chula Vista
- Coronado
- Del Mar
- El Cajon
- Encinitas
- Escondido
- Imperial Beach
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- Lemon Grove
- National City
- Oceanside
- Poway
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- and
- County of San Diego

Dear Commissioners:

SUBJECT: Hotel del Coronado Amended Master Plan

I am pleased to offer SANDAG's support for the Hotel del Coronado's amended master plan. In particular, we appreciate the components of the plan that will improve beach access from the Bayshore Bikeway and that will enhance the California Coastal Trail in the San Diego region. These are important state and regional facilities that provide for environmentally sustainable means of access to the California coast.

Sincerely,

Signature on file 

STEPHAN M. VANCE
Senior Regional Planner

SV/cd

cc: Kathy Breedlove, Hotel del Coronado

ADVISORY MEMBERS

- Imperial County
- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
- United States Department of Defense
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- San Diego County Water Authority
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- Mexico

DL



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NOV 10 2009

CALIFORNIA COASTAL COMMISSION SAN DIEGO COAST DISTRICT

September 24, 2009

California Coastal Commission
c/o Diana Lilly, Coastal Planner
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

Dear Ms. Lilly,

I am writing as a resident and business owner in Coronado to express my support for the Hotel Del Coronado's Amended Master Plan.

The Del is the centerpiece of Coronado's business community - tourism. I applaud their foresight to continually improve their offering to attract visitors to our town.

As a business owner of another historic building, I support their continued maintenance of the historic hotel. In a very small way, I am competitor of the Del as I am an owner of a 17 room hotel one block from the Del. However, the Del's advertising puts the entire city on the tourism map and I appreciate their investment.

As a resident, I am especially supportive of their plans to build underground parking and a traffic signal for the hotel main entry. I particularly enjoy the boardwalk as it exists today and welcome an extension of this lovely walkway.

As a California resident, I appreciate the mission of the Coastal Commission. I love the fact that we have access to the entire coastline, something that isn't available in every state. I believe that the Hotel Del Coronado's Amended Master Plan is in concert with that mission.

Sincerely,

Signature on file (handwritten signature)

Sue Gillingham

Owner, 1906 Lodge at Coronado Beach, 1060 Adella Avenue, Coronado
Resident, 649 Pomona Avenue, Coronado

September 17, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

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SEP 21 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

RE: Coastal Development Permit Application #A-COR-08-098 and #A-COR-08-99

Dear Ms. Lilly,

I read William Dodds letter sent to you on September 14, 2010. Concerned Citizens for Keeping the Hotel Del Beautiful continues to raise the same issues because the 2008 Amended Master Plan, as confirmed by the California Coastal Commission, is too massive in "*bulk and scale*." The Commission requested design alternatives to address this issue along with the "*impact of bulk and scale on public access due to the increase intensity of use*." Concerned Citizens has always endorsed appropriate development of the Hotel Del Coronado Property.

Concerned Citizen's Focus

Concerned Citizens is a group of Coronado residents who advocate a *community plan*, not just a business plan, for development of the Hotel Del Coronado property. We want the Hotel Del to stay successful. We also care about the surrounding community of residents and small businesses along with visitors who come to our island. People visit Coronado specifically to see the Hotel Del and play on our beaches. Many do not venture onto the Hotel property. However, they have always had the pleasure of seeing the identifiable front of this National Historic Landmark, the broad expanse of beach, and Point Loma in the distance from Silver Strand Blvd and Avenida Del Sol. Beach goers choose this cul-de-sac because the water is closer and therefore easier to access than from Ocean Blvd. As building projects on the island move forward, we want Coronado, the Hotel Del, and our beaches to retain their unique characters and charms.

View, Bulk, and Scale

Your June 17, 2010 letter to Mr. Dodds identifies "Visual Impacts" as a substantial issue, stating, "Therefore, before the project can be scheduled for further review by the Commission, *design alternatives that address these specific public view, bulk, and scale issues identified by the appellants must be submitted and further analyzed*."

The 2010 Amendment states, "With this re-design, the north elevation of the Conference Center moves back approximately 30 additional feet from the City-approved setback, resulting in the loss of approximately 26,000 square feet of total building area." "In addition, these modifications have not resulted in any changes to the following elements of the plan:

- *No change to any building height or grade elevations. No change to building elevations, setbacks, or views along Avenida Del Sol. The only change is a along the north end of the conference Center where the building depth was reduced by approximately 30 feet.*

EXHIBIT NO. 27
APPLICATION NO.
A-6-COR-08-98 & 99
Letters of Opposition
 California Coastal Commission

- *No changes to grading plan*, other than the small area to the north of the Conference Center which has changed from building footprint to landscape area.”

Reasons for Bulk and Scale

Concerned Citizens understand that the earthquake fault necessitated a redesign of the 2002 Approved Master Plan. However, 2008 Amended Plan effectively blocks most of the pedestrian view of the historic and *iconic* front of the Hotel Del Coronado as well as a broad view of the beach and Point Loma from Avenida Del Sol and Silver Strand Blvd. There are four reasons for these problems.

- Massing the hotel rooms and Conference Center on the south side into one 40 to 55 foot high continuous building along most of Avenida Del Sol.
- Increasing square footage of hotel rooms by 32,000 and Conference Center by 5000.
- Removing the South Beach Garden.
- Extending the guest room building 44 feet closer to the beach.

I am including a rendering sent by Mr. Dodds. The vantage point is from a pedestrian standing *in* the proposed guest vehicle entrance. Much of the front of the Hotel Del Coronado and signature rotunda can be seen. When the pedestrian moves to the sidewalk and heads towards the beach, the new Conference Center and guest room structure immediately obliterates the view of the Hotel. If the rendering was of a pedestrian standing on Avenida Del Sol (other than in the driveway), all a person would see is a very high and long building that has no historical relevance. From this perspective, much of the view of the beach is blocked and Point Loma is hidden behind the new structure.

For over 100 years, visitors and residents of Coronado have enjoyed an unblemished view of the historic front of the Hotel, the beach, and Point Loma. If the 2010 Amendment is implemented, the expansive views of all three will be gone forever.

In addition, the Conference Center and new guest vehicle entrance on Avenida Del Sol will adversely impact visitors who use the beach. This is due to increased traffic from Hotel guests driving into and out of the Hotel property and all the delivery trucks that need to service the new development. Traffic will negatively affect beach visitors during the day and delivery truck noise will bother your hotel guests at night

North Side Conference Center

There are so many benefits to placing the Conference Center on the north side:

- Hotel Del owners will have a beautiful and functional Conference building
- Beach goers will continue to have easy access to Avenida Del Sol
- Visitors and residents will retain a full view of the historic and iconic Hotel front
- Small business owners will potentially have conference attendees head directly into downtown Coronado to browse, shop, and dine
- Delivery trucks would use R.H. Dana Place, a wide commercial street, instead of Avenida Del Sol to deliver food and supplies to the Hotel

Mr. Dodds sent images of the Conference Center placed on the north side. **It fits into the space next to Grande Hall.** The renderings are quite blocky and unattractive without the faux Victorian details as shown in the south side building images. With the ability to place parking underground, it may be that part of the building can be placed underground. And with Victorian details, it will be a very attractive addition to Orange Avenue. Plus a view of the full back of the Hotel will continue to be preserved.

Hotel Del Partners LP is willing to decrease the square footage of the south side Conference Center and hotel room structure by 26,000 square feet with a reduction in Conference Center kitchen space, back-of-house facilities, storage space, pre-function space and meeting space. The problem is that reduced square footage has not changed the building's height, elevations, setbacks, or views along Avenida Del Sol.

By moving this newly designed Conference Center structure to the north side, Hotel Del Partners, LP can begin to address the Commission's concerns about "*specific public view, bulk and scale issues.*" Their clever and creative design team can find ways to make this building work in this space. They can also figure out where to create above and underground parking spaces on the north or south side. I cannot discern from the renderings offered by Mr. Dodds whether the north side Conference Center is the 2010 reduced-size building or 2008 sized Conference Center.

Mr. Dodds has stated his concern over altering the Entry Garden on the north side as it is a condition of the 2002 and 2008 Coastal Development Permits. Yet the whole 2002 Approved Plan has been dismantled, except for the Entry Garden, and reconfigured in a whole new way.

Moving the Conference Center is the one logical change that opens up the south side guest rooms to be redesigned so that the sightlines of the historic Hotel front, beach, and Point Loma can be maintained. In addition, traffic problems will be mitigated for visitors using Avenida Del Sol.

Summary

Concerned Citizens cares about the Hotel Del Coronado and the City of Coronado. We want to create a win/win situation for everyone involved. We believe that moving the Conference Center to the north side of the property and the accompanying changes in design can please everyone.

Sincerely,

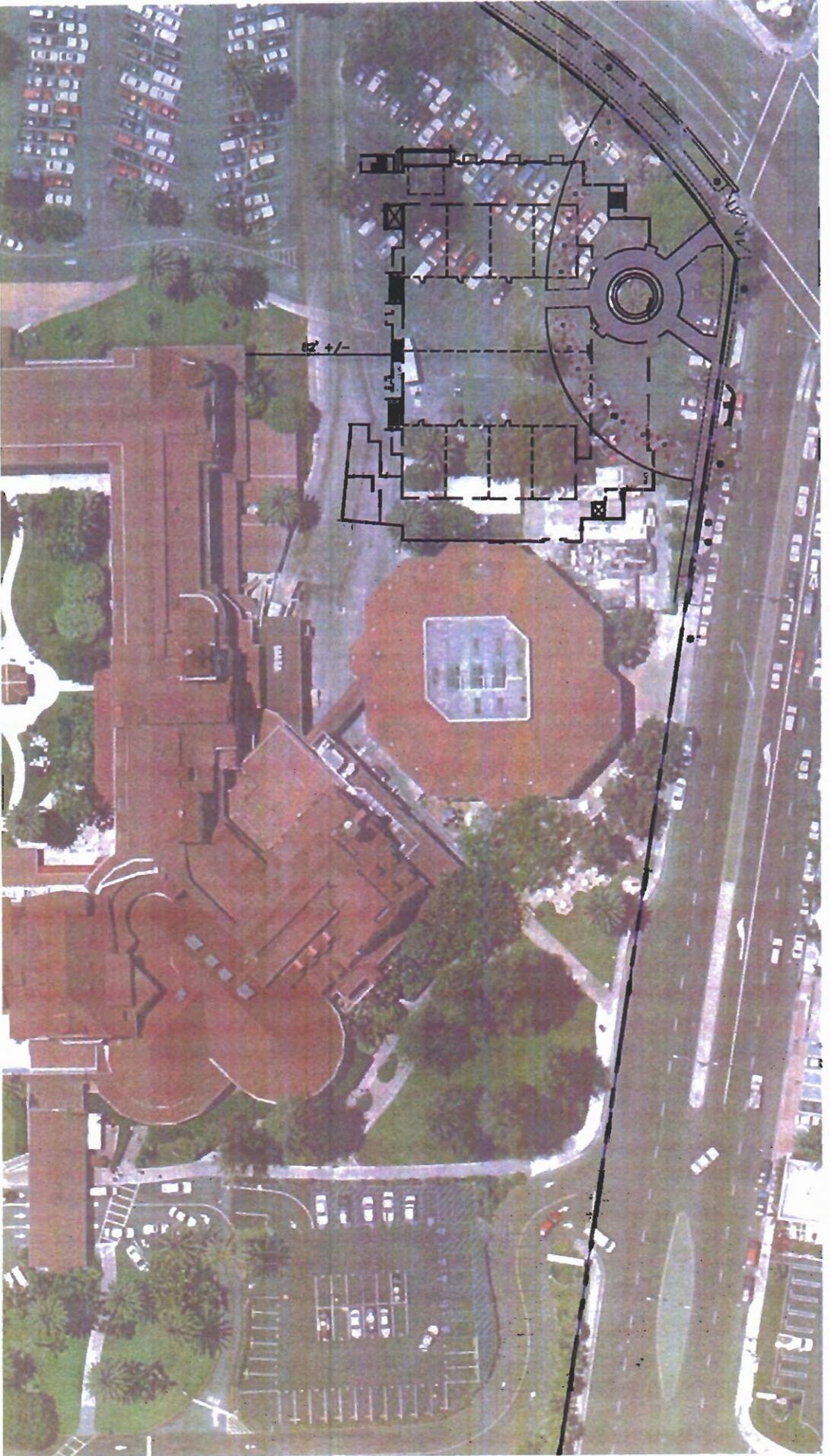
Signature on file

Deirdra Price
Concerned Citizens for Keeping the Hotel Del Beautiful
1710 Avenida Del Mundo #1109
Coronado, CA 92118

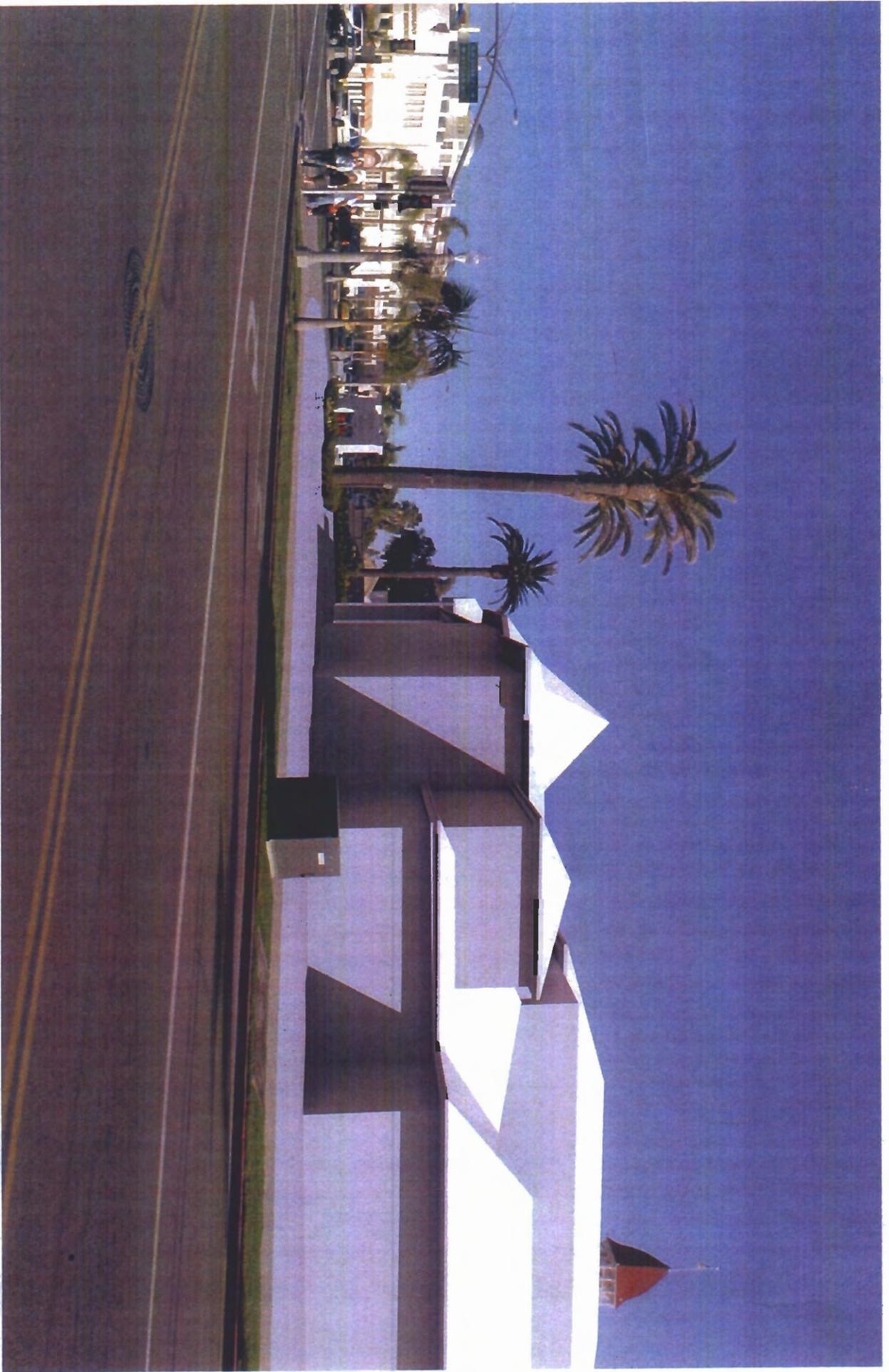
cc: Bill Dodds



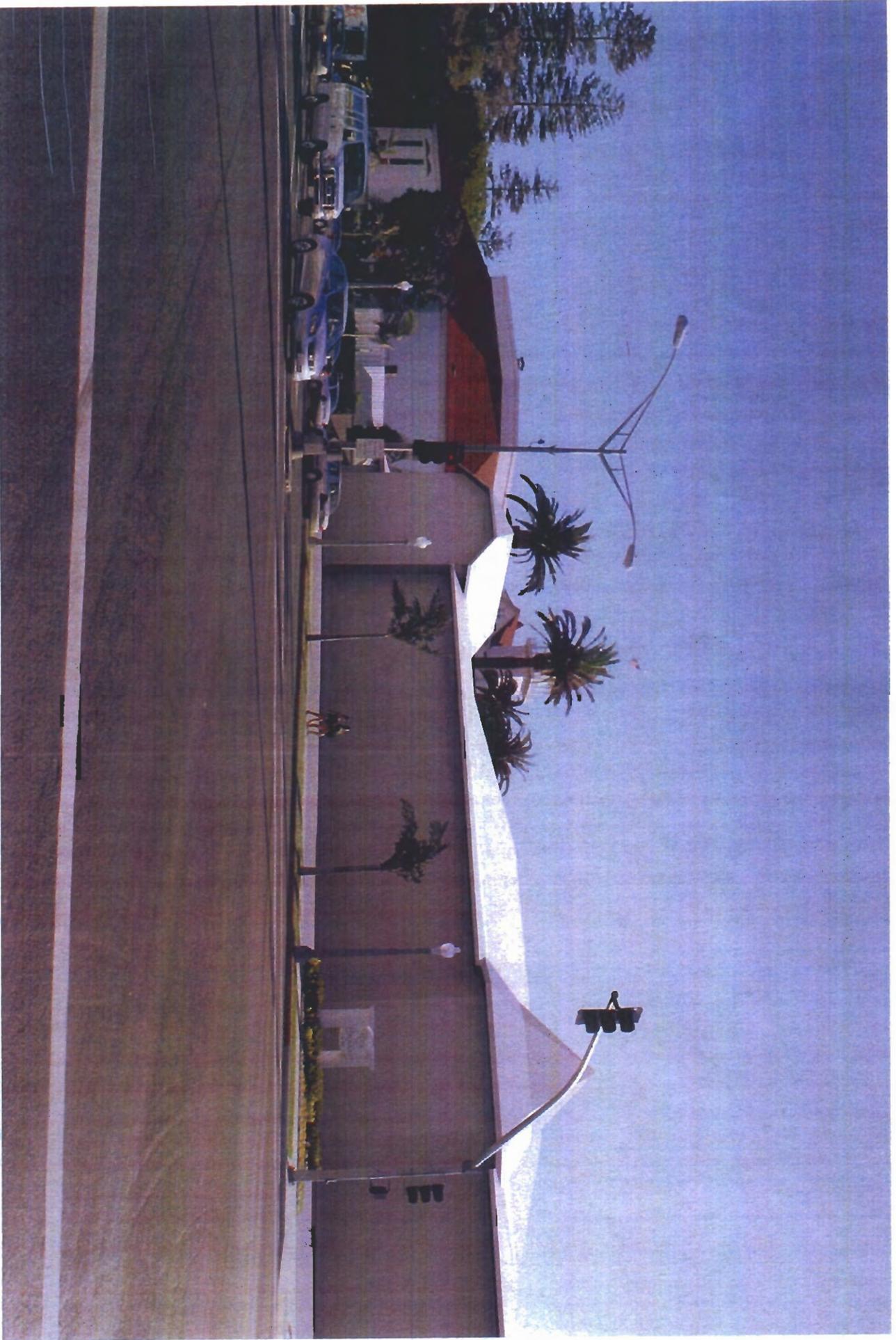
Visual Simulation – Main Entry Drive



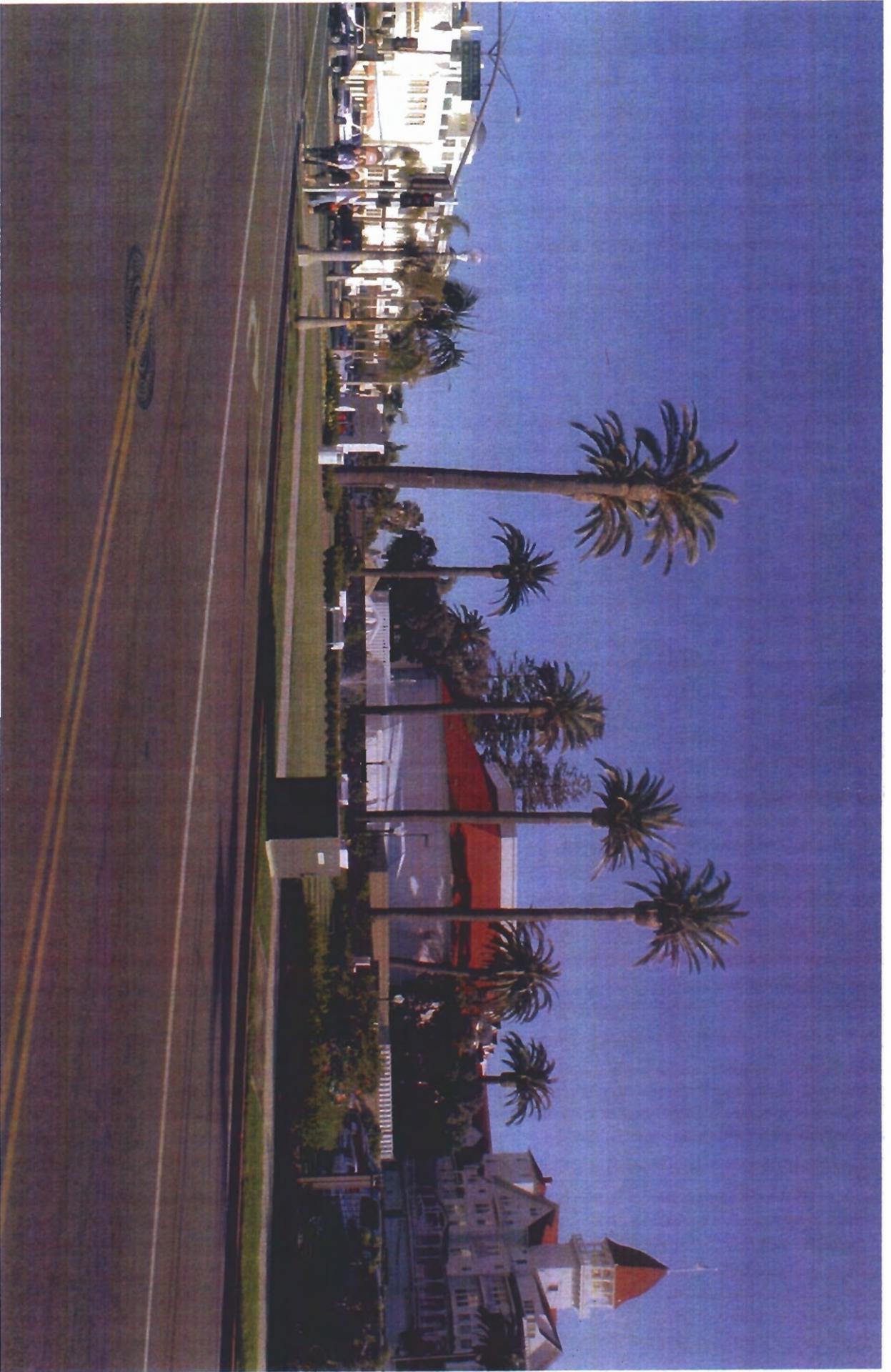
Aerial view – Alternate Conference Center Location



Massing Model of Alternate Conference Center Location – R.H. Dana Place



Massing Model of Alternate Conference Center Location – Orange Avenue



Existing Conditions – R.H. Dana Place



Existing Conditions – Orange Avenue

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SEP 02 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

August 28, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

RE: Coastal Development Permit Application #A-COR-08-098 and #A-COR-08-099

Dear Ms. Lilly,

I am writing to you on behalf of Concerned Citizens for Keeping the Hotel Del Beautiful. We read Hotel Del Partners, LP's 2010 Amendment addressing the California Coastal Commission's request for a redesign of the 2008 Amended Master Plan. The 2010 Amendment is not substantially different than the 2008 Plan.

Concerned Citizens hope you recommend to **DENY** the permit application for this project or send it back for a redesign because one of the three substantial issues stated in the Commission's June 17, 2010 letter to William J. Dodds has not been addressed: Visual Impacts.

Three Substantial Issues

The permit application was not approved due to: 1) geologic concerns and structural stability, 2) visual impacts, and 3) lower-cost overnight accommodations.

Two Substantial Issues Addressed

Hotel Del Partners LP's 2010 Amendment addresses the first and third main substantial issues. The building is pulled back approximately 30 feet to ensure that the Commission's no-build zone is respected and a \$1,080,000 in-lieu fee will be paid.

One Substantial Issue Not Addressed

In your June 17, 2010 letter to Mr. Dodds, you explicitly state, "Therefore, before the project can be scheduled for further review by the Commission, *design alternatives that address these specific public view, bulk, and scale issues identified by the appellants must be submitted and further analyzed.*" These issues include:

- "Impacts of bulk and scale of the proposed developments on public views and the scenic and visual quality of the area."
- "Impact that the bulk of the building would have on the public street and sidewalk and Avenida Del Sol due to the lesser street setback compared with the approved plan."
- "Impact to views from ocean end of Avenida Del Sol, given the proposed construction would occur approximately 44 feet closer to the beach than in the approved plan."
- "Impact of bulk and scale on public access due to increase of intensity of use."

Hotel Del Partners, LP is **ignoring** the Commission's concerns. The 2010 Amendment states on page 3-1: "In addition, these modifications [for the earthquake fault line] have **not resulted in any changes** to the following elements of the plan:

- "No change to any building height or grade elevations. No change to building elevations, setbacks, or views along Avenida Del Sol or the Paseo. The only change is along the north end of the Conference Center where the building depth was reduced by approximately 30 feet."
- "No changes to grading plan, other than the small area to the north of the Conference Center which has changed from building footprint to landscape area."

All problems identified by the Commission still exist in the 2010 Amendment.

Reasons for Bulk

The Master Plan for the Hotel Del Coronado changed substantially from 2002 to 2008. These changes will impact pedestrian street-level views of the beach, Point Loma, and the historic and iconic front of the Hotel Del Coronado.

- In the 2008 Plan, the Conference Center was moved from a space next to the Oxford Building on Orange Avenue to a space in front of the historic and iconic Hotel front.
- In the 2002 Plan, guest rooms were placed in three separate locations on the south side of the property allowing sight lines to be maintained. Thus 27,200 square feet in the Oxford Building were to be hotel rooms. In the 2008 Plan, guest rooms are housed in one long building along Avenida Del Sol.
- From 2002 to 2008, south beach guest rooms square footage grew from 58,600 to 90,600. In the 2002 Plan, hotel rooms were 350 square feet. In the 2008 Plan, the condo-hotel rooms are 550 or more square feet with kitchens, eating areas, and full living rooms.
- In the 2008 Plan, the 55,000 square foot Conference Center became attached to the 90,600 square foot condo-hotel room structure creating a 40 to 55 foot high building that is about 400 feet long and stretches most of Avenida Del Sol.
- In the 2008 Plan, the condo-hotel building is extended approximately 44 feet closer to the beach than in the 2002 Plan.
- The South Beach Garden in the 2002 Plan has been replaced by condo-hotel rooms in the 2008 Plan.

Reasons for Intensity of Use

Avenida Del Sol is a small cul-de-sac that serves as an entryway to the beach for visitors to Coronado.

- In the 2008 Plan, the Conference Center is moved to Avenida Del Sol. Up to 10 trucks a day (including 18-wheel semi's) will deliver food and supplies to the new development. The 2010 Amendment proposes a size reduction for the kitchen, back-of-house facilities, and storage areas. This is likely to increase the number of delivery trucks on Avenida Del Sol due to less storage for food and supplies needed to serve the same number of guests.
- The vehicle guest entrance will now be moved to Avenida Del Sol.
- With diagonal parking as shown in the 2008 Plan, beach visitors will unload gear in the road. Currently, parallel parking allows visitors to unload equipment by the sidewalk. Parallel parking is not only safer but creates less traffic congestion.

Design Solutions

Concerned Citizens proposes a number of design solutions:

- Build Conference Center next to Grande Hall to create a Conference Center Complex.
- Vary the height of the hotel room building instead of building one long continuous structure, which would be easier to do with the Conference Center relocated to north side.
- Reduce room size to a range of 350 to 450 square feet.
- Reduce the number of rooms in the development.
- Place some guest rooms into the Oxford Building as shown in the 2002 Plan.
- Eliminate the 44 feet of building that extends towards the beach.
- Bring back green space along Avenida Del Sol as shown in the 2002 Approved Plan.
- Move the guest vehicle entrance onto hotel property or widen Avenida Del Sol.

Conference Center Location

The Hotel Del Coronado is famously recognized by its *iconic* front, with the large round rotunda on the left side. While the whole building is historic, it is the front that is iconic. Avenida Del Sol is the only street from which a full view of the front of the Hotel is seen. A near full view is seen from Silver Strand Blvd., with sight lines hindered only by existing buildings. Therefore, placing the Conference Center directly in front of the historic and iconic front of the Hotel will permanently alter the public's experience of visiting Coronado and the Hotel Del. No visitor will ever see the panoramic front of the hotel from Avenida Del Sol or Silver Strand Blvd. again.

Hotel Del Partners, LP contend that the new Conference Center will not impede views of the historic front of the Hotel Del Coronado from these two streets. They also state that the Conference Center cannot be moved next to Grande Hall, an existing 38,960 square foot Conference Center. Two groups offer their support for this opinion. However, Concerned Citizens disagree and offers their response to each point.

Save Our Heritage Organization (SOHO) wrote a letter to the Commission on December 1, 2008 outlining their commitment to preserve historic buildings on the Hotel's property and keeping views of the Hotel from various locations on Orange Avenue, Pomona, and the Boathouse. The Conference Center location does not affect views of the Hotel from Pomona or the Boathouse. Concerned Citizens applaud SOHO's preservation efforts. Concerned Citizens dispute a number of SOHO's premises. They state that:

- The 2008 Amended Plan structure, a 400 foot long, 40 to 55 foot high building that stretches along most of Avenida Del Sol *"does not block views of the Hotel any more than they are currently blocked by existing trees."* There is no way that 40 tall narrow-trunked palm trees lining the parking lot exit can be compared to a 145,600 square foot structure. Trees are permeable and can be removed when necessary.
- *"The view to the Hotel from Avenida Del Sol is not an important view as historically it has been blocked by accessory structures and/or landscaping."* The only full view of the historic Hotel is from Avenida Del Sol. All surrounding streets only offer a partial view. The accessory structures include the laundry building SOHO wishes to preserve and the Oxford Building, a historic hotel moved onto the Hotel Del Coronado property.

- *“While it was suggested during the public hearing process that the Hotel consider relocating the Conference Center to the north side next to Grande Hall, SOHO expressed strong opposition to siting a new structure so close to the Historic Hotel as it would block the historically significant view approaching the Hotel from the north.”* An aerial photo (see attachment) shows that the Conference Center would be no closer to the Hotel Del than the closest condominium in the Hotel’s Beach Village complex. The back of the Hotel, while historic, is not iconic. The back could belong to any large white-walled, red-roofed hotel. The back of the Hotel Del would not be blocked at all, only a corner view from Orange Avenue would be obscured. Once a pedestrian walks onto R.H. Dana Place heading towards the beach, the back is in full view (see attached photos). A 400 foot long building placed directly in front of the Hotel Del does not compare to a Conference Center placed on a back corner of the lot.

David Marshall, of Heritage Architecture and Planning also wrote a letter to the Commission on December 1, 2008 in support of the 2008 Amended Plan. Concerned Citizens disputes a number of his premises. He states that the best location for the new development is what is shown in the 2008 Amended Plan for the following reasons:

- *“The proposed southwest portion of the property will keep the new buildings as far away from The Del as possible.”* As stated above, the Conference Center would be no closer to the Hotel Del than the closest condominium in the Beach Village complex.
- *“The proposed site will not significantly block or obscure public views of The Del from Orange Avenue/Silver Strand Highway or R.H. Dana Place.”* Other than Avenida Del Sol, Silver Strand Blvd. is the only street offering a full view of the iconic rotunda. The back of the Hotel from R. H. Dana Place would not be blocked by a Conference Center placed on the north corner of the property (see attached photos).

Mr. Marshall also cites criteria from *The Secretary of the Interior’s Standards for the Treatment of the Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*. Concerned Citizens disagree with his interpretations of these guidelines.

- *“Not Recommend: Locating any new construction on the building site in a location which contains important landscape features or open space.”* Mr. Marshall writes, *“A three story building on the north side would be out of scale and would be located on a portion of the site where no building has ever been located. A new building on the north side would eliminate and obstruct existing open space.”* Concerned Citizens find the open space in front of the Hotel Del to be highly valuable to visitors and residents of Coronado. Open space throughout the property has never been built upon. If the 2010 Amendment is allowed to go forward, the development will obstruct the open space in front of the Hotel forever. Building the Conference Center on the north side’s open space will not affect the iconic front of the Hotel Del and it will have little impact on the back view of the Hotel. The fountain and plantings by the back of the Hotel on Orange Avenue and R.H. Dana Place are part of the 2008 Amended Plan. They did not exist before.

- *“Not Recommended: Introducing new construction onto the building site which is visually incompatible in terms of size, scale, design, materials, color, texture; which destroys historic relationships on the site; or which destroys important landscape features.”* Mr. Marshall writes, *“A new building on the north side of The Del would destroy historic relationships and views between the hotel and adjacent public streets.”*

The Commission has determined that there is a substantial issue with the bulk and scale of the proposed development on the south side. Concerned Citizens contend that a new building on the south side would destroy the historic relationship between the historic and iconic front of the Hotel Del and Avenida Del Sol and Silver Strand Blvd.

- *“Recommended: Placing a new addition on a non-character-defining elevation and limiting the size and scale in relationship to the historic building.”* Mr. Marshall writes, *“A new building on the north side would negatively impact the primary character-defining elevation of the historic building.”* The Conference Center on the north side would be no higher than the existing historic building. The character-defining elevation is the Hotel.

- *Not Recommended: Designing a new addition that obscures, damages, or destroys character-defining features of the historic building.* Mr. Marshall writes, *“A new building north of The Del would obscure character-defining features of the historic building.”* Concerned Citizens contend that building a structure stretching most of the length of Avenida Del Sol right in front of the Hotel Del Coronado obscures the most important features of the historic building.

Concerned Citizens make these aforementioned points to highlight problems with the 2010 Amendment. If it is allowed to go forward as is, no one will ever see the panoramic image of this National Historic Monument from the pedestrian street level again. All that will be seen is the 145,600 square foot structure. In addition, the Conference Center’s delivery truck traffic combined with the Hotel’s vehicle guest entrance on Avenida Del Sol will decrease the ease of accessibility for visitors who want to go to the beach using this small cul-de-sac. For these reasons, Concerned Citizens continues to propose moving the Conference Center next to Grande Hall.

R.H. Dana Place is a wide commercial street where hotel delivery trucks bring food and supplies to the Hotel. Placing the Conference Center next to Grande Hall keeps all delivery truck service on this street which prevents burdening Avenida Del Sol with this kind of extra traffic.

Competition and Viability

Hotel Del Partners, LP state that to remain competitive, they must build 144 larger than standard size condo-hotel rooms. Yet four and five star hotel rooms worldwide generally do not exceed 450 square feet. Most hotels have a small percentage (about 10%) of suites with a larger square footage. For instance, the traditional room at the Hilton New York in Manhattan is 320 square feet (see attachment, New York Magazine, April 12, 2010).

As Kelly Purvis states in her May 30, 2010 letter to the Commission, *“I was surprised to discover that the Hotel Del Coronado, before any new construction, has more rooms than any comparables. Also they have a significant edge on inventory in the higher square footage range. Currently in the historic hotel and Beach Village, they have 176 units ranging in size from 420-650 sq. ft. (140 units), 650-900 sq. ft. (27 units), and 900-1200 sq. ft. (9 units).”* Currently, the Hotel Del Coronado has 757 rooms. The suites constitute 25%+ of the total room count.

A number of hotels in Coronado, San Diego, and Southern California are competitors of the Hotel Del Coronado. Most rooms are standard size ranging from 340 to 450 square feet without kitchens, eating areas, or full living rooms. Listed below are the hotels with information showing total number of rooms, number of standard rooms, square footage, number of suites, square footage, and conference center square footage. Many are similar to the Hotel Del Coronado in that they are in a city setting, which defines the amount of space that can be developed. *None of these hotels have condo-hotel rooms.*

<u>Hotel Name</u>	<u>Rooms</u>	<u>Standard</u>	<u>Sq. Ft</u>	<u>Suites</u>	<u>Sq. Ft</u>	<u>Conf. Sq. Ft</u>
Hotel Del Coronado*	757	581	200-420	176†	500-1200	50,000
† Includes 35 Villa Condominiums						
Coronado Marriott Resort*	300	273	500	27	662-1459	14,000
Loews Coronado Bay*	439	402	450	37	700-1800	65,000‡
S.D. Marriott & Marina*	1360	1305	400	55	650 & up	75,000
S.D. Manchester Grand Hyatt	1625	1530	340	95	700 & up	125,000‡
Ritz Carlton Laguna Niguel	393	362	400	31	780-1550	26,224
Marriott Laguna Cliffs*	378	363	425-525	15	900-1800	20,000

* AAA 4 Diamond Rating

‡ Indoor/Outdoor Space

St. Regis Monarch Beach	476	400	535	76	735-3100	30,000
Montage Laguna Beach	389	250	500	139	1000-2800†	14,500
† Includes 14 Villa Condominiums (3 bedrooms, square footage listed includes all rooms)						
Terranea	582	360	450	134	450-2800†	135,000
† Includes 82 Casita & Villa Condominiums (2-3 bedrooms, square footage listed includes all rooms)						

In the 2010 Amendment, Hotel Del Partners, LP list only three hotels as their competition: St. Regis Monarch Beach in Dana Point, Montage in Laguna Beach, and Terranea in Rancho Palo Verdes. They do not acknowledge the other aforementioned hotels.

Whereas the Hotel Del Coronado sits on *28 acres* and the Montage on *30 acres*, St. Regis Monarch Beach is *172 acres* and Terranea *102 acres*. These last two properties have much more open space on which to build. None of these three hotels are ringed by a city where beach access on an existing cul-de-sac has been clearly established for decades. Building within a city calls for special consideration regarding the surrounding community. Concerned Citizens wants to avert permanent and irreversible adverse impacts that this development will bring if the 2010 Amendment is not redesigned.

Hotel Del Partners, LP state that to stay competitive with these three properties, they must build the 2010 Amendment as designed. Yet even without the 2010 Amendment expansion, the Hotel Del Coronado currently has more hotel rooms, more suites, more condominiums, and more Conference Center square footage than the St. Regis Monarch Beach, Montage, and all other hotels except the S.D. Marriott & Marina and Manchester Grand Hyatt. The Terranea is in bankruptcy.

Terranea has a troubled financial history. In 2009, it defaulted on its secondary loan with Cascade Investments and received a default notice from its primary lender Corus Bank. It continues to operate and a leading principal states that they are working with their lenders and equity partners. Commitments were made to purchase the 82 condos in 2006, but none were purchased by mid-2009 when the bankruptcy occurred. Two condominiums have sold and 40 are defined as “pending” sale, but have not sold as of yet.

Condo-Hotels

The Commission will have to determine whether it is appropriate for 144 hotel rooms to be sold as condominiums. This privatization of beach front property is an issue. The increase in room size from the 2002 Plan to the 2008 Plan is linked to condo-hotel rooms. Kitchen, eating areas, and full living rooms have been added to half of the rooms with a lock-out room attached to the larger room.

In January 2009, Jim Holliman, a senior vice-president of San Diego National Bank, is quoted as saying, “Going forward, it’s plain vanilla. We as lenders are not going to underwrite condos anymore. We as lenders are going to want you to produce a hotel for a cost, and you can’t use crazy things on top of it... Whatever your plans are for the next 10 years, it’s got to work as a hotel only.”

To Reduce Bulk and Scale

The size of the development grew from 58,600 square feet in the 2002 Plan to 90,600 square feet in the 2008 Plan, an increase of 32,000 square feet, which is where the much of the bulk and scale comes from (the other factor is the 55,000 square feet attached conference center).

If the 144 rooms were to be standard non-condo-hotel rooms at 350 square feet, the total square footage would be 50,400 and at 450 square feet, it would be 64,800. These size rooms would reduce the bulk and scale by 25,800 to 40,200 sq. ft.

Impact on the Environment

During Coronado City Council hearings, Concerned Citizens requested an Environmental Impact Report (EIR) in order to assess the environmental impact that the 2008 Amended Plan’s proposed development would have on Coronado’s environment.

An EIR was not conducted, so it is unclear how the increased room and conference center size will affect the environment in terms of increased water, air conditioning and heating usage as well as pollution due to increased guest car traffic, delivery trucks, and waste. Standard size rooms would mitigate these impacts.

Summary

Concerned Citizens want to keep the Hotel Del Beautiful. We consider it the crown of our city. We seek to have the property appropriately developed so that through time and various owners it will continue to be a beautiful historic landmark for all to enjoy, including those who do not stay at the hotel. We want Avenida Del Sol to continue to be a street that is easy to access and welcoming for visitors who come to our beach.

The Commission has stated that the current project is too massive in bulk and scale and therefore needs to be redesigned. The 2010 Amendment does not offer a redesign that addresses these problems. Concerned Citizens is looking for solutions that create a win/win for everyone involved. We have made a number of suggestions for design changes that will allow the project to go forward and be a happy success for all who care about the Hotel Del Coronado.

Thank you for your attention.

Sincerely,

Signature on file

Deirdra Price

Concerned Citizens for Keeping the Hotel Del Beautiful
1710 Avenida Del Mundo, #1109
Coronado, CA 92118







California Coastal Commission
Existing Hotel Site
EXHIBIT NO. 2
APPLICATION NO.
A-6-COR-08-98 & 99

Existing Hotel Complex





Existing Hotel Complex

EXHIBIT NO. 2
APPLICATION NO.
A-6-COR-08-98 & 99
Existing Hotel Site
California Coastal Commission





Intelligencer

TOPIC

The Next Small Thing

The Yotel chain—purveyors of tiny, chic hotel rooms inspired by Tokyo’s famous “Kapseru Hoteru” capsule lodgings—recently announced plans to open an outpost in Times Square. Inexpensive “Kapseru Hoteru” are the SROs of Japan—some capsule-hotel “rooms” are simply three-foot-high sleeping units stacked on top of one another. But the Yotel is a higher-end version, part of a larger city trend toward smaller accommodations.

CHRISTINE WHITNEY

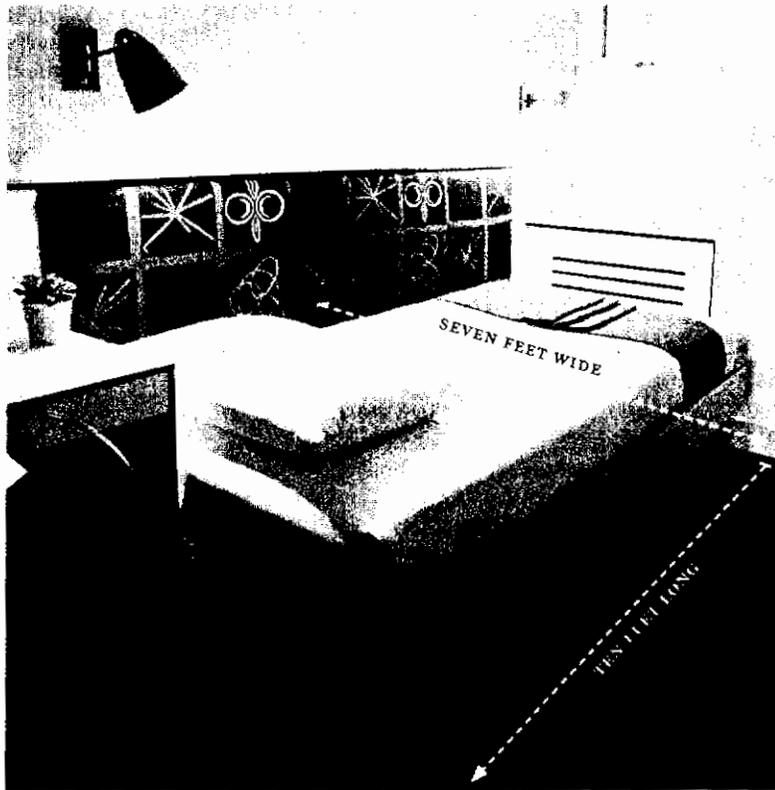
YOTEL AMENITIES

Large single bed, foldout desk and stool, private bathroom with shower, flat-screen TV, free wi-fi. “We use the language of first-class airline travel,” says Yotel founder Simon Woodroffe. The company’s three existing hotels are all near European airports—London’s Gatwick and Heathrow and Amsterdam’s Schiphol.

A ROOM IN NYC’S POD HOTEL.

NOT YET TURNING JAPANESE

The Japanese capsule trend began with the 1972 opening of a Tokyo apartment building, Nakagin Capsule Tower, that catered to businessmen with 140 rooms the size of shipping containers (104 square feet). The first capsule hotel opened in 1979. Most are equipped with only a radio and a small TV that hangs down from the ceiling like the screens on buses and airplanes.



“In general in the industry there’s a movement toward more efficient rooms, and companies like Yotel are capitalizing on that.”

—ALEX CALDERWOOD, CO-OWNER OF THE ACE HOTEL, WHICH RECENTLY OPENED IN A FORMER SRO

CAPSULE FACTS

109	21.5	18	16
Number of capsule hotels currently in Tokyo	Average size of Japanese capsule-hotel unit (cost: \$38)	Size of smallest available Japanese unit	Size of an average casket

MINI-ROOMS

A traditional hotel room at the **Hilton New York** in midtown is **320** square feet and rents for \$309. But cool new hotels are going smaller:

THE STANDARD

245 square feet (meat-packing district) **\$195**

YOTEL

170 square feet (planned, midtown) **\$150**

THE ACE

140 square feet (Flatiron) **\$209**

THE POD

70 square feet (midtown) **\$99**

THE JANE

50 square feet (West Village) **\$99**

WHITEHOUSE

24 square feet (Bowery SRO turned hotel) **\$33.50**

PHOTOGRAPHS: FROM TOP, COURTESY OF THE POD HOTEL; NORA BIBEL/LAIF/REDUX



July 31, 2010

William J. Dodds
Vice President, Development
Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118

RE: Coastal Development Permit Application #A-COR-08-098 and #A-COR-08-99

Dear Mr. Dodds,

This is a follow-up letter to the one sent to you on July 9, 2010. Concerned Citizens for Keeping the Hotel Del Beautiful (“Concerned Citizens”) has been seriously considering Hotel Del Partners LP’s position that the components of the 2008 Amended Master Plan need to be retained in order for the Hotel Del Coronado to be viable.

Concerned Citizens has always endorsed appropriate development of the Hotel Del Coronado Property. Members of this organization fully supported the 2002 Approved Master Plan.

Three Substantial Issues

At the June 9, 2010 hearings, the California Coastal Commissioners (“Commissioners”) stated that there is a project here and formally made the recommendation for a redesign of the 2008 Amended Master Plan in their June 17, 2010 letter to you. This decision is based on three main substantial issues: 1) geologic hazards and structural stability, 2) visual impacts, and 3) lower-cost overnight accommodations.

Design Solution

Ultimately, Concerned Citizens would like to support your redesign. After careful consideration of all the solutions Concerned Citizens has proposed, one solution stands out as superior. It will allow all other concerns to be addressed so that the components of the 2008 Amended Plan can be retained. The viability of the Hotel Del Coronado will no longer be endangered. This one change benefits everyone concerned.

BUILD THE CONFERENCE CENTER WHERE GRANDE HALL STANDS TO CREATE A CONFERENCE CENTER COMPLEX.

As stated in the 2008 Amended Master Plan documents, Grande Hall on the north side of the property is 38,960 sq. ft. The new Conference Center is 55,000 sq. ft. If the Conference Center replaces Grande Hall, only an additional 16,040 sq. ft. is required. By combining Grande Hall with the Conference Center, a total of 93,960 sq. ft. would be utilized in that location.

Included is page 4:2a of our booklet showing that there is enough space to build the Conference Center adjacent to Grande Hall. Also included is an aerial photo showing the actual space available for development and two photos of the back of the hotel.

Benefits of Moving the Conference Center

Hotel Del Partners, LP Benefits:

Architect Frank Ternasky, of Delawie Wilkes Rodrigues Barker, states in his June 2, 2010 letter to you, that due to the earthquake fault, the increased setback would impact the proposed structure in a number of ways. However, the losses listed will not occur if the Conference Center is relocated to the north side of the property. This change in location would allow the project to retain up to 20,000 sq. ft. that includes:

- 14 guestroom keys
- 5 breakout meeting rooms that support the ballroom
- Kitchen square footage for food service
- Fully-recessed mechanical well
- 29 parking spaces will need to be relocated or the parking area reconfigured

You have emphasized that all components of the 2008 Amended Master Plan need to remain. This change allows them to do so, just in a different configuration.

California Coastal Commission Benefits:

The Commission is clear on three main substantial issues that need to be addressed in the redesign. With the Conference Center relocated, the Commission benefits because:

- The fault zone is respected. No building will be erected within the no-build zone.
- Space now allows for a redesign of the hotel room structure in order to eliminate the:
 - 44 foot extension towards the beach,
 - bulk and scale (i.e., the continuous wall of building with no variation in height),
 - reduced street setback allowing green space to be added at end of Avenida Del Sol.
- The traffic and increase intensity of use is mitigated on Avenida Del Sol because delivery trucks for the new Conference Center would use R.H. Dana Place (where deliveries currently occur).
 - Parallel parking can be reconsidered. It is safer for beachgoers to unload gear next to the street instead of in the street as with diagonal parking.

Visitor/Tourist Benefits:

Day visitors and tourists who do not stay at the Hotel Del Coronado will benefit in a variety of ways. They will have:

- The pleasure of seeing the iconic and historic front of the Hotel Del Coronado from the street level on Avenida Del Sol and Silver Strand Blvd.
- A welcoming experience and broader view of the beach and Point Loma as they enter Avenida Del Sol (due to the new hotel building redesign).
- Better traffic flow to the beach because delivery trucks use R. H. Dana Place.
- Parallel parking which is safer than diagonal parking for unloading beach equipment.

Coronado Residents Benefits:

One of the unique reasons for living in Coronado is being able to see the Hotel Del Coronado every day. The most special view is of the rotunda on the front of the building. Coronado residents benefit by knowing that the:

- Iconic and historic front of the Hotel Del Coronado will be preserved forever.
- Hotel Del Coronado retains its charm and character no matter who owns and further develops the property.

Merchants Benefits:

The merchants benefit when visitors seek out their services. If the Conference Center is placed on the north side of the Hotel Del Coronado property:

- Conference attendees are more likely to head directly into town to shop, dine, and explore because the Conference Center is near the beginning of Coronado's downtown.
- Increased sales means that merchant's businesses are more successful.

City of Coronado Benefits:

Concerned Citizens wants Coronado to have a healthy and vibrant economy. The proposed development of the Hotel Del Coronado:

- Increases Transient Occupancy Taxes
- Increases sales taxes due to higher volume of visitors to Coronado
- Provides approximately 500 to 1000 construction jobs
- Offers approximately 150 new jobs

No More Blocked Views

In relocating of the Conference Center to the north side of the property, a concern has been raised that the view of the historic back of the hotel will be blocked. The view of the back of the hotel would still be broad and visible. The Conference Center would not interfere with this view. The structure would be seen from Orange Avenue, however, once a pedestrian walks onto R.H. Dana Place heading towards the beach, the back of the hotel is in full view. Two photos show the back of the hotel, one on R.H. Dana Place at the parking lot entrance and the other on Churchill and R.H. Dana Place.

As important as preserving the historic back of the hotel, it is highly important to preserve the *iconic* as well as historic front of the Hotel Del Coronado. The whole building is historic, however, the building is only recognized by the front of the hotel.

Condo-Hotels

The Commission will have to determine whether it is appropriate for 144 hotel rooms to be sold as condominiums. This privatization of beach front property is at issue. This

would mean that 222 rooms out of 901 rooms would be condo-hotels. The size of the hotel rooms grew from 350 sq. ft. in the 2002 Approved Master Plan to 550 sq. ft. in the 2008 Amended Master Plan. The size of the rooms has been linked to them being sold as condo-hotels. The Commission will need to take all these factors into account when making a decision about the appropriateness of condo-hotel rooms on the Hotel Del Coronado Property.

Concerned Citizens cares about the Hotel Del Coronado and the City of Coronado. We want to create a win/win situation for everyone involved. We believe that moving the Conference Center to the north side of the property and the accompanying changes in design can please everyone.

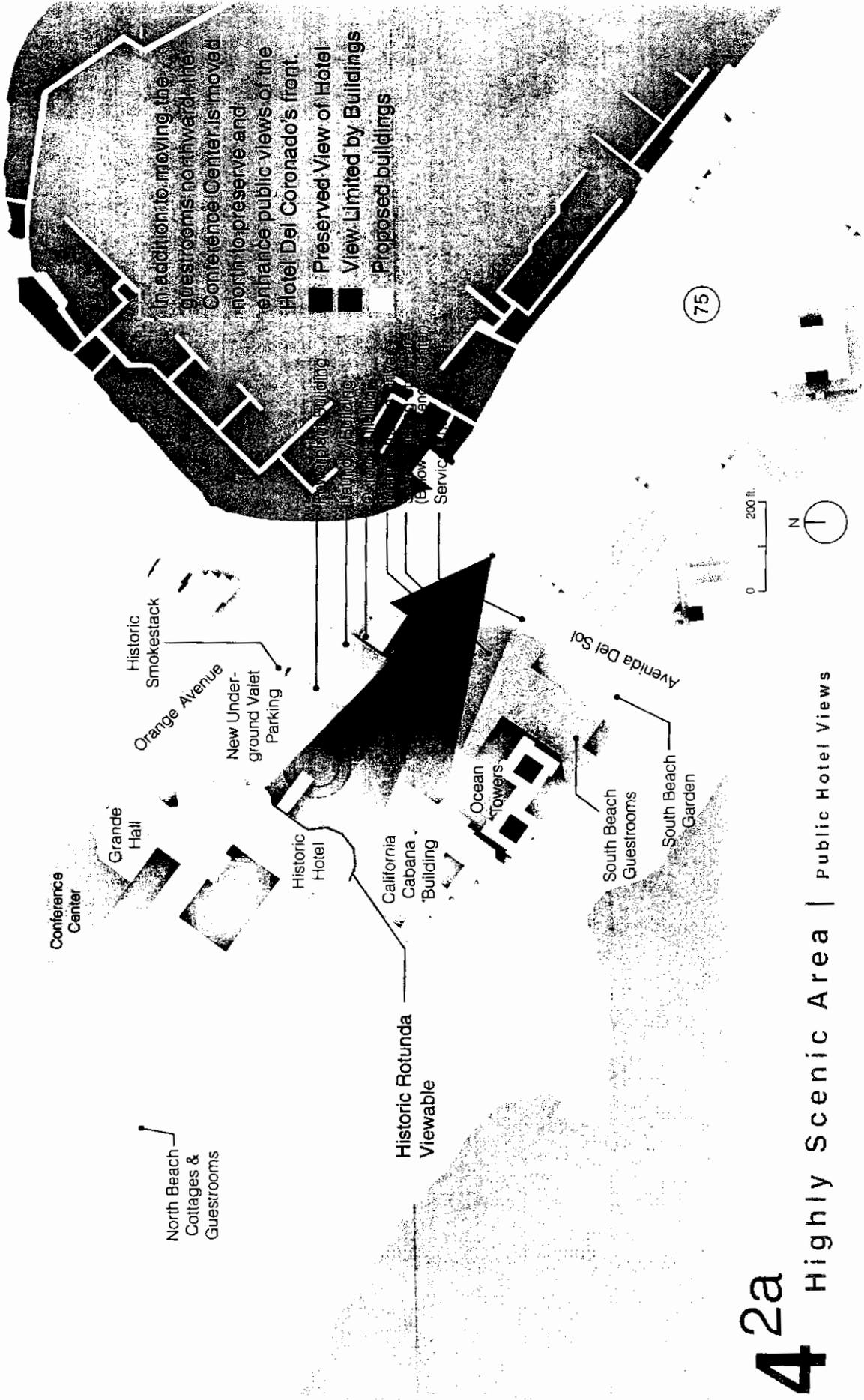
Thank you for your attention.

Sincerely,

Deirdra Price
Concerned Citizens for Keeping the Hotel Del Beautiful
1710 Avenida Del Mundo #1109
Coronado, CA 92118

cc: Diana Lilly-San Diego District Office of California Coastal Commission
cc: California Coastal Commissioners and Alternates

Alternative 2 Master Plan



4 2a

Highly Scenic Area | Public Hotel Views

July 22, 2009

California Coastal Commission
Attn: Diana Lilly
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108

RE: Appeal No. A-6-COR-08-098

RE: Appeal No. A-6-COR-08-099

Dear Ms. Lilly,

Thank you for meeting with representatives from Concerned Citizens for Keeping the Hotel Del Beautiful. We are a group of Coronado residents and homeowners who are concerned about KSL Properties 2008 Amended Master Plan for the Hotel Del Coronado.

We are proponents of appropriate development. The 2002 Approved Master Plan balances expansion with the public's views of and access to the beach. The 2008 Amended Master Plan is an overbuilding of the south side of the hotel's property. If this design is allowed to be implemented, it will have a permanent and profound impact on visitors to and residents of Coronado. Listed below are the qualities we hope the California Coastal Commission will help Coronado retain. We would like you to consider a number of solutions to the problems created by the 2008 Amended Master Plan.

PRESERVE PUBLIC VIEWS

Problem: The 2008 Amended Plan proposes a massive new building that will obstruct pedestrian's street-level views of the beach, Point Loma, and historic front of the Hotel Del Coronado from Avenida Del Sol and Silver Strand Boulevard. Avenida Del Sol is a key entry point to the public beach used by visitors all year long.

Views will be impeded due to significant changes made to the 2002 Approved Plan. The 2008 Amended Plan adds 62,000 square feet, creates one large condo-hotel building instead of three separate buildings, attaches the 55,000 square foot conference center to the condo-hotel building, removes green space, and increases room size from 350 square feet to 550 square feet. The result is a 40 to 48 foot high continuous wall of structure stretching most of Avenida Del Sol.

A key piece of the 2002 Approved Plan is the South Beach Garden at the end of Avenida Del Sol. It is described as "an area landscaped with lush tropical plants and palms that frame the ocean views." The 2008 Amended Plan eliminates the South Beach Garden and other green space along Avenida Del Sol by expanding the size of the condo-hotel structure and placing it right next to the sidewalk.

Received

AUG 05 2009

Solution 1: *Reduce room size to a range of 350 to 450 square feet.*

By bringing the room size to what was approved of in 2002 or a degree larger, the building can be designed in a variety of ways to retain public views. The structure can be two stories high instead of three and/or the height can vary to open up sight lines.

KSL properties stated that part of the reason for enlarging all 144 rooms to 550 square feet is to sell them as condominiums. If this plan goes forward, 25% of the total would be condos for rent and not year-round rooms available to guests. Financing of condo-hotels has changed since the 2008 Amended Plan was approved by the Coronado City Council. In January 2009, Jim Holliman, a senior vice-president of San Diego National Bank, is quoted as saying, "Going forward, it's plain vanilla. We as lenders are not going to underwrite condos anymore. We as lenders are going to want you to produce a hotel for a cost, and you can't use crazy things on top of it. . . Whatever your plans are for the next 10 years, it's got to work as a hotel only." According to public records, as of July 16, 2009, 17 percent of the 35 condo-hotel units in the Hotel Del Coronado's Beach Village development are for sale (six units are for sale and two have received notices of default).

Solution 2: *Bring back the green space along Avenida Del Sol as shown in the 2002 Approved Master Plan.*

The South Beach Garden in the 2002 Approved Plan allows pedestrians a clear view of the beach and Point Loma. The 2008 Amended Plan eliminates the garden. Green space can be added back by retaining all or part of the South Beach Garden. This can be accomplished by relocating the South Beach Guestroom's private pool courtyard and reducing room size. Both changes allow for a design that enhances the public's views of the broad expanse of ocean.

Solution 3: *Build the conference center where Grande Hall currently stands or adjacent to it or locate part of conference center underground.*

Moving the conference center from the south side to the north side will significantly open up views to the historic front of the hotel and greatly reduce the bulk and mass of the proposed development. KSL Properties stated that there are no current plans for Grande Hall. They will use this facility while the new conference center is being built. Grande Hall is 38,960 square feet. The 2008 planned conference center is 55,000 and 2002's is 50,000 square feet. The difference is 11,040 to 16,040 square feet. Grande Hall and the surrounding area can accommodate the extra square footage. The conference center can also be attached to Grande hall to create a conference center complex. A creative architect can design a beautiful building to fill the space. During construction, events can be held in a temporary tent-like structure placed in the south parking lot, which has been done in the past.

If the conference center stays on the south side, one-half of the structure can be placed underground so that 20 feet (versus 40+ feet) will be above ground. This option does not

mitigate traffic, although it will allow more of the historic front of the hotel to be seen from the street.

If the earthquake fault is deemed safe to build upon, the conference center can be moved to the location chosen in the 2002 Approved Plan.

ENSURE EASY ACCESS TO THE BEACH

Problem: The 2008 Amended Plan compromises visitor's access to beach parking. The hotel's new guest vehicle entrance and exit will be located on Avenida Del Sol as will delivery trucks service for the proposed development. Up to 10 trucks a day, including 18 wheel semi's, will bring food and supplies to the conference center and condo-hotel rooms. The 2002 Approved Plan places the guest vehicle entrance and exit on hotel property, making it easier for the public to turn directly onto Avenida Del Sol without being held up by hotel traffic.

Beachgoers choose to park on Avenida Del Sol because the water's edge is closer than on Ocean Boulevard. Multiple weddings are held each week on the beach at the end of Avenida Del Sol. With guest and delivery traffic placed on this small cul-de-sac, the public will have a harder time using this street. Diagonal parking proposed in the 2008 Amended Plan makes it more dangerous for people to unload their beach gear because their trunks face the street. If visitors consistently find this location too difficult to navigate, they will migrate to the other two beach access streets.

Emergency vehicle access to residents in Coronado Shores and guests at the hotel may also be impeded.

Solution 1: *Build the conference center where Grande Hall currently stands or adjacent to it.*

This one change ensures all delivery truck traffic occurs on R.H. Dana Place, a wide commercial street on the north side of the hotel. Parallel street parking then can extend most of the length of Avenida Del Sol. Parking spaces on both sides of the street will not need to be removed in order to accommodate delivery trucks entering and exiting the conference center. The public is more likely to park on Avenida Del Sol when the passage is easy and convenient.

Coronado merchants also benefit when the conference center is placed closer to town. Attendees will exit the building and have the option to head directly into town to shop, dine, and explore.

Solution 2: *Move guest entrance onto hotel property or widen Avenida Del Sol.*

The ideal solution is to return to the 2002 Approved Plan in which hotel vehicle guest entrance is located on the hotel's property instead of Avenida Del Sol. The other option is

to widen the street to create two lanes. Drivers in the right-hand lane will enter the hotel and those in the left lane can pass by and head towards public street parking. This will reduce traffic jams especially during the busy summer months and holidays.

Concerned Citizens hopes the California Coastal Commission will aid us in creating a win/win/win/win situation for all. KSL Properties develops 144 new rooms and conference center; the City of Coronado collects more taxes; Coronado residents retain the beauty of the Hotel Del Coronado; and visitors have easy access to the beach as well as unobstructed views of the ocean, Point Loma, and the historic front of the hotel.

Thank you for your attention,

Sincerely,

Signature on file

Deirdra Price

Concerned Citizens for Keeping the Hotel Del Beautiful

1710 Avenida del Mundo #1109

Coronado, CA 92118

(619) 435-0280

Sent to all Commissioners

RECEIVED

July 17, 2010

JUL 22 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Bonnie Neely
Board of Supervisors
825 Fifth Street, Room 111
Eureka, CA 95501

RE: Coastal Development Permit Application A-6-COR-08-098 and A-6-COR-08-99

Dear Chairperson Neely,

Thank you for voting at the California Coastal Commission hearing on June 9, 2010 for a CONTINUANCE of the permit application for Hotel Del Partners, LP 2008 Amended Master Plan to build guest rooms, conference center, and underground parking on the south side of the Hotel Del Coronado property. The Commission determined there are substantial issues with 1) geologic hazards and structural stability, 2) visual impacts, and 3) lower-cost overnight accommodations.

Enclosed is a copy of the letter sent to William J. Dodds, Vice President, Hotel Del Coronado, after a meeting with him and two representatives of Concerned Citizens for Keeping the Hotel Del Beautiful. Concerned Citizens' letter states our agreement with the three main substantial issues mentioned above and reiterated the alternatives to design problems in the 2008 Amended Master Plan. These problems and solutions were also highlighted in our presentation at the California Coastal Commission hearing of June 9, 2010.

Please take these design alternatives into consideration so that the public views of the beach, Point Loma, and historic front of the Hotel Del Coronado as well as public access to the beach are preserved. These solutions can aid in redesigning the buildings to meet the Commission's recommendations to construct outside the no-build zone.

Thank you for your attention.

Sincerely,

Signature on file

Deirdra Price
Concerned Citizens for Keeping the Hotel Del Beautiful
1710 Avenida Del Mundo #1109
Coronado, CA 92118

cc: Diana Lilly-San Diego District Office of the California Coastal Commission

July 9, 2010

William J. Dodds
Vice President, Development
Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118

RE: Coastal Development Permit Application #A-COR-08-098 and #A-COR-08-99

Dear Mr. Dodds,

Thank you for meeting with Lew Barnum and Felicia Bell, representatives for Concerned Citizens for Keeping the Hotel Del Beautiful (“Concerned Citizens”), on June 22, 2010.

Concerned Citizens is in agreement with the California Coastal Commission regarding the three main substantial issues regarding the Hotel Del Coronado’s 2008 Amended Master Plan. These issues are 1) geologic hazards and structural stability, 2) visual impacts, and 3) lower-cost overnight accommodations.

Geologic Hazards and Structural Stability

Since April 4, 2010, San Diego County has experienced numerous earthquakes and aftershocks up to 7.2 in magnitude along two active fault lines, the El Mayor-Cucapah in Northern Baja California and the San Jacinto that passes through Imperial and Riverside Counties. The latest 5.4 magnitude earthquake occurred on Wednesday, July 7, 2010 near Borrego Springs. Any fault can become active. Public safety is of utmost concern.

Concerned Citizens supports the Commission’s staff position regarding the location of an identified no-build zone and the placement of all structural foundation elements outside that zone.

Visual Impacts

The Commission has brought up concerns regarding public views, bulk, and scale of the 2008 Amended Master Plan. The concern focuses on how the proposed development potentially impacts public views as well as the scenic and visual quality of the area specifically along Avenida Del Sol from the public street and sidewalk, due to a lesser street setback as compared with the 2002 Approved Master Plan. There are also concerns about the potential impact on public access due to the increase of intensity of use along this street. Another concern is the impact of views from the end of Avenida Del Sol near the ocean because the proposed building would be about 44 feet closer to the beach than the building in the 2002 Approved Plan.

Lower-Cost Overnight Accommodations

Concerned Citizens is in agreement with the fee proposed by the Commission to address lower-cost overnight accommodations.

Design Alternatives

As stated in Concerned Citizen's July 22, 2009 letter to the California Coastal Commission, we are proponents of appropriate development. We are interested in a balance between expansion and the public's views and access to the beach.

The problem with the 2008 Amended Master Plan is that the plan proposes a continuous 40 to 48 foot high building that stretches along most of Avenida Del Sol. The condo-hotel room and conference center complex in this plan adds 62,000 square feet over the 2002 Approved Master Plan by increasing the room size from 350 to 550 square feet and increasing the size of the conference center by 5000 square feet. The 2008 Amended Plan places this structure, with its continuous height and length, right next to the street. The south beach garden at the end of Avenida Del Sol has been removed and the building is extended out towards the beach by approximately 44 feet. The result is that the street-level views of the beach, Point Loma, and historic front of the Hotel Del Coronado from Avenida Del Sol and Silver Strand Boulevard are obstructed.

In addition, all guests who drive to the formal entrance will enter the hotel from Avenida Del Sol and all delivery trucks (up to 10 a day) bringing food and supplies to this new condo-hotel room and conference center building will use Avenida Del Sol, a small beach access cul-de-sac.

Design alternatives are stated in Concerned Citizen's July 22, 2009 letter to the Commission. These solutions directly address the bulk and scale of the proposed condo-hotel room and conference center structure as well as public access and intensity of use of Avenida Del Sol.

Solution 1: Reduce room size to a range of 350 to 450 square feet.

By bringing the room size to what it was approved of in 2002 or a degree larger, the building can be designed to retain public views. The structure can be two stories high instead of three and/or the height can vary to open up sight lines.

In addition to bringing room size into alignment with the 2002 Approved Plan, one option discussed in the June 22, 2010 meeting is to make a request to the City of Coronado to change the hotel/motel zone to allow a height limit of 5 or 6 stories. A Hotel Del Coronado Coastal zone could be created to allow for the building to have more stories at some spots in the development and drop down to 1 and 2 stories so that the height of the building is varied along Avenida Del Sol.

Solution 2: Reduce number of rooms in the development.

This solution was not mentioned in Concerned Citizens July 22, 2009 letter. However, if the size of room is of utmost importance, with 550 square feet per room, then the number of rooms could be reduced from 144 to a number that would eliminate much of the excess square footage added in the 2008 Amended Plan. Solutions 1 and 2 clearly address the bulk and scale of the hotel room part of the structure.

Solution 3: *Build the conference center where Grande Hall currently stands or adjacent to it or locate part of the conference center underground.*

Moving the conference center from the south side of the property to the north side will significantly open up views specifically to the historic front of the hotel and greatly reduce the bulk and mass of the proposed development. Although you stated in your presentation to the City of Coronado that there are no current plans to address Grande Hall, a new conference center complex can be built where Grande Hall exists. The complex would extend towards R.H. Dana Place. This would allow for all conferences to be held in one location. A creative architect can design a beautiful building to fill the space. During construction, events can be held in a temporary tent-like structure placed in the south parking lot, which has been done in the past.

Coronado merchants also benefit when the conference center is placed closer to town. Attendees will exit the building and have the option to head directly into town to shop, dine, and explore.

The view of the back of the hotel would still be broad and visible. The conference center complex on the north side would not interfere with this view. The conference center complex would be seen from Orange Avenue, however, once a pedestrian walks onto R.H. Dana Place heading towards the beach, the back of the hotel is in full view.

Traffic congestion on Avenida Del Sol is reduced because delivery trucks would make deliveries to the conference center complex using R.H. Dana Place, a wide commercial street. Parallel parking could then be kept along Avenida Del Sol which is a much safer way to park than diagonally (as shown in the 2008 Amended Plan). Beachgoers can more safely unload their beach gear because their trunks won't face the street.

The other alternative is to build the conference center partially or fully underground in its current proposed location, although this would not address the problem of increased intensity of use along Avenida Del Sol.

Solution 4: *Bring back the green space along Avenida Del Sol as shown in the 2002 Approved Master Plan.*

The South Beach Garden in the 2002 Approved Plan allows pedestrians a clear view of the beach and Point Loma. The 2008 Amended Plan eliminates the garden. In addition, the building in this plan is extended 44 feet further towards the ocean than in the 2002 Plan. Green space can be added back to by retaining all or part of the south beach garden. This can be accomplished by relocating the South Beach Guestroom's private pool courtyard and reducing room size or room number. Both changes allow for a design that enhances the public's views of the broad expanse of ocean.

Solution 5: *Move guest entrance onto hotel property or widen Avenida Del Sol.*

The ideal solution is to return to the 2002 Approved Plan in which the hotel guest entrance is located on the hotel's property instead of Avenida Del Sol. The other option is

to widen the street to create two lanes. Drivers in the right-hand lane will enter the hotel and those in the left lane can pass by and head towards public street parking. This will reduce traffic jams especially during the busy summer months and holidays.

Concerned Citizens cares about the Hotel Del Coronado and the City of Coronado. We want to create a win/win/win/win situation for everyone involved. Hotel Del Partners, LP develops the hotel property, the City of Coronado collects more taxes, Coronado residents retain the beauty of the Hotel Del Coronado, and visitors have easy access to the beach as well as unobstructed views of the ocean, Point Loma, and the historic front of the hotel.

Thank you for your attention.

Sincerely,

Deirdra Price
Concerned Citizens for Keeping the Hotel Del Beautiful

cc: Diana Lilly

2 copies of this letter were received with different signatures

PAUL L. BULLER

July 22, 2010

Bonnie Neely
Board of Supervisors
825 Fifth Street, Room 111
Eureka, CA 95501

RE: Coastal Development Permit Appeals A-6-COR-08-098 and A-6-COR-08-99

Dear Chairperson Neely,

Thank you for voting at the California Coastal Commission hearing on June 9, 2010 for a CONTINUANCE of the permit application for Hotel Del Partners, LP 2008 Amended Master Plan to build guest rooms, conference center, and underground parking on the south side of the Hotel Del Coronado property. The Commission determined there are substantial issues with 1) geologic hazards and structural stability, 2) visual impacts, and 3) lower-cost overnight accommodations.

I am in agreement with Concerned Citizens for Keeping the Hotel Del Beautiful's alternatives to design problems in the 2008 Amended Master Plan. These problems and solutions were highlighted in our presentation at the California Coastal Commission hearing of June 9, 2010.

Please take these design alternatives into consideration so that the public views of the beach, Point Loma, and historic front of the Hotel Del Coronado as well as public access to the beach are preserved. These solutions can aid in redesigning the buildings to meet the Commission's recommendations to construct outside the no-build zone.

Thank you for your attention.

Sincerely

Signature on file

Paul Buller

cc: Diana Lilly-San Diego District Office of the California Coastal Commission

DL

5 copies of this letter were received with different signatures

CDR PAUL M. GUETTER, USN (RET)
1710 AVENIDA DEL MUNDO #1607
CORONADO, CA 92118

7-20-10

Ms. Diana Lilly
Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive
Suite 103
San Diego, CA 92108-4421

RECEIVED

JUL 26 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Re: Coastal Development Permit Application A-6-COR-08-098 and A-6-COR-08-99

Dear Ms. Lilly,

I want to thank you so much for your recommendation at the California Coastal Commission hearing to DENY, due to Geotechnical Reasons, the permit application for Hotel Del Partners, LP plan to build guest rooms, conference center, and underground parking on the south side of the Hotel Del Coronado property. The Commission voted for continuance and determined there are substantial issues with: (1) geologic hazards and structural stability, (2) visual impacts, and (3) lower-cost overnight accommodations.

Enclosed are copies of letters sent to California Coastal Commissioners. I am in agreement with Concerned Citizens for Keeping the Hotel Del Beautiful's alternatives to design problems in the 2008 Amended Master Plan. These problems and solutions were highlighted in Concerned Citizens' presentation at the California Coastal Commission hearing of June 9, 2010.

Please take these design alternatives into consideration so that the public views of the beach, Point Loma and historic front of the Hotel Del as well as public access to the beach are preserved. These solutions can aid in redesigning the buildings to meet the Commission's recommendations to construct outside the no-build zone.

Thank you for your attention.

Sincerely,

Signature on file

CDR USN (RET)

16 copies of this letter with different signatures were received

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

Dear Ms. Lilly,

I support the California Coastal Commission staff recommendation to DENY, due to Geotechnical Reasons, the permit application for Hotel Del Partners, LP plan to relocate the conference center, south beach guest rooms, and underground parking at the Hotel Del Coronado.

The 7.2 El Mayor-Cucapah Earthquake on April 4 in Mexicali, Mexico severely shook Coronado. Since then, there have been hundreds of aftershocks and earthquakes that continue to affect Coronado.

It would be potentially hazardous to allow the Hotel Del Coronado 2008 Amended Master Plan to go forward because the new structures would be so close to identified earthquake faults. Public safety is of utmost importance. Therefore, new buildings should be placed as far as possible from the fault lines.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations. This would also address the concerns stated in the formal appeal filed by Concerned Citizens for Keeping the Hotel Del Beautiful.

I hope you will follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

Sincerely,

Signature on file

Deirdra Price
Concerned Citizens for Keeping the Hotel Del Beautiful
(619) 435-0280

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

Dear Ms. Lilly,

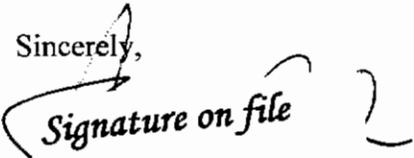
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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,


Signature on file

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

Signature on file

Benjamin Yedid
1710 Avenida del Mundo apt. 704
Coronado, CA

05/29/2010

California Coastal Commission
San Diego District Office

Richard Swinton
1710 Avenida del Mundo
#1502
Coronado, CA 92118

May 29, 2010

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JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

Signature on file 
Richard Swinton

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

 *Signature on file*

1507

Da Porta Tower

Coronado Shores

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Since the 7.2 El Mayor-Cucapah Earthquake on April 4 in Mexicali, Mexico severely shook Coronado, there have been hundreds of aftershocks and other earthquakes that continue to affect Coronado. If the Hotel Del Coronado's 2008 Amended Master Plan were approved, it would allow the construction of new structures very close to known earthquake faults, which would be potentially hazardous. Public safety is of utmost importance.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

Signature on file

Farhad Kamani
P.O. Box 181484
Coronado, CA 92178

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

Signature on file

*La Perla Tower - Unit 1507
Coronado Shores*

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JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

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A-6-COR-08-098 and A-6-COR-08-99**

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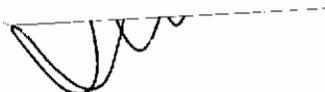
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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

Signature on file

A handwritten signature in black ink, appearing to be a stylized name, located below the typed signature text.

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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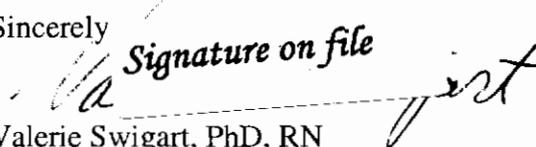
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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely

Signature on file


Valerie Swigart, PhD, RN
1710 Avenida del Mundo
Unit 908
Coronado,, Calif 9211...

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JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

Signature on file

Martha Kuenhold
707 Orange Avenue, 2 D

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

Dear Ms. Lilly,

I support the California Coastal Commission staff recommendation to DENY because of Geotechnical Issues the permit application for Hotel Del Partners, LP plan to relocate the conference center, south beach guest rooms, and underground parking at the Hotel Del Coronado.

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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sincerely,

A *Signature on file* *ed*

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

Dear Ms. Lilly,

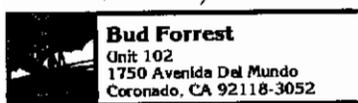
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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sir
Signature on file



S. L. Schorr
Unit #1101, Cabrillo Tower
1730 Avenida del Mundo
Coronado, California 92118

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

June 1, 2010

Ms. Bonnie Neely
Chair
California Coastal Commission
c/o Board of Supervisors
825 Fifth Street, Room 111
Eureka, California 95501

Re: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-099

Dear Chair Neely:

I fully support the California Coastal Commission staff recommendation to DENY the permit application for Hotel Del Partners, LP plan to relocate the conference center, south beach guest rooms, and underground parking at the Hotel Del Coronado.

The 7.2 Earthquake on April 4 in Mexicali, Mexico, severely shook Coronado. Since then, there have been aftershocks that continue to affect Coronado.

I respectfully request that the Commission follow the recommendations of its staff to DENY the permit application for Hotel Del Partners, LP.

Sincerely,

Signature on file

S. L. Schorr

SLS/clc

cc: Ms. Deirdra Price (via e-mail)
Mr. Michael Nothum, Jr. (via e-mail)
Ms. Diana Lilly, Coastal Program Analyst

William

KRISEL

A.I.A. ARCHITECT

568 Tigertail Road
Los Angeles California 90049
Telephone (310) 824-0441
Fax: (310) 476-2576
lesirk@mindspring.com

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

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The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Sinc

Signature on file

WILLIAM KRISSEL, A.I.A.
1750 AVE. del MUNDO
UNIT #1107
CORONADO, CA. 92118

cc: Diana Lilly-San Diego District Office

RECEIVED

JUN 03 2010

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92118-4421

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A-6-COR-08-098 and A-6-COR-08-99**

Dear Ms. Lilly,

I support the California Coastal Commission staff recommendation to DENY because of Geotechnical Issues the permit application for Hotel Del Partners, LP plan to relocate the conference center, south beach guest rooms, and underground parking at the Hotel Del Coronado.

Since the 7.2 El Mayor-Cucapah Earthquake on April 4 in Mexicali, Mexico severely shook Coronado, there have been hundreds of aftershocks and other earthquakes that continue to affect Coronado. Allowing the construction of new guest rooms and a conference center so close to known earthquake faults would be potentially hazardous. Public safety is of utmost importance.

Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

The most appropriate location for the new development would be on the northern side of the property where a large parking lot currently exists. This location is far enough away from the earthquake faults and meets the staff recommendations.

Signature on file

Jewel Nothum
1710 Avenida del Mundo, #1501
Coronado, CA 92118

May 29, 2010

Diana Lilly, Coastal Program Analyst
California Coastal Commission
San Diego District Office
7575 Metropolitan Drive, Suite 103
San Diego, CA 92108-4421

**RE: Coastal Development Permit Appeals
A-6-COR-08-098 and A-6-COR-08-99**

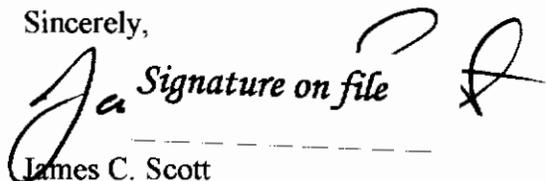
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Please follow the recommendations of the California Coastal Commission staff to DENY the permit application for Hotel Del Partners, LP based on the aforementioned grounds.

Sincerely,

Signature on file 

James C. Scott
958 I Avenue
Coronado, Ca. 92118

2010
JUN 07 2010
California Coastal Commission
San Diego Coast District