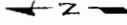
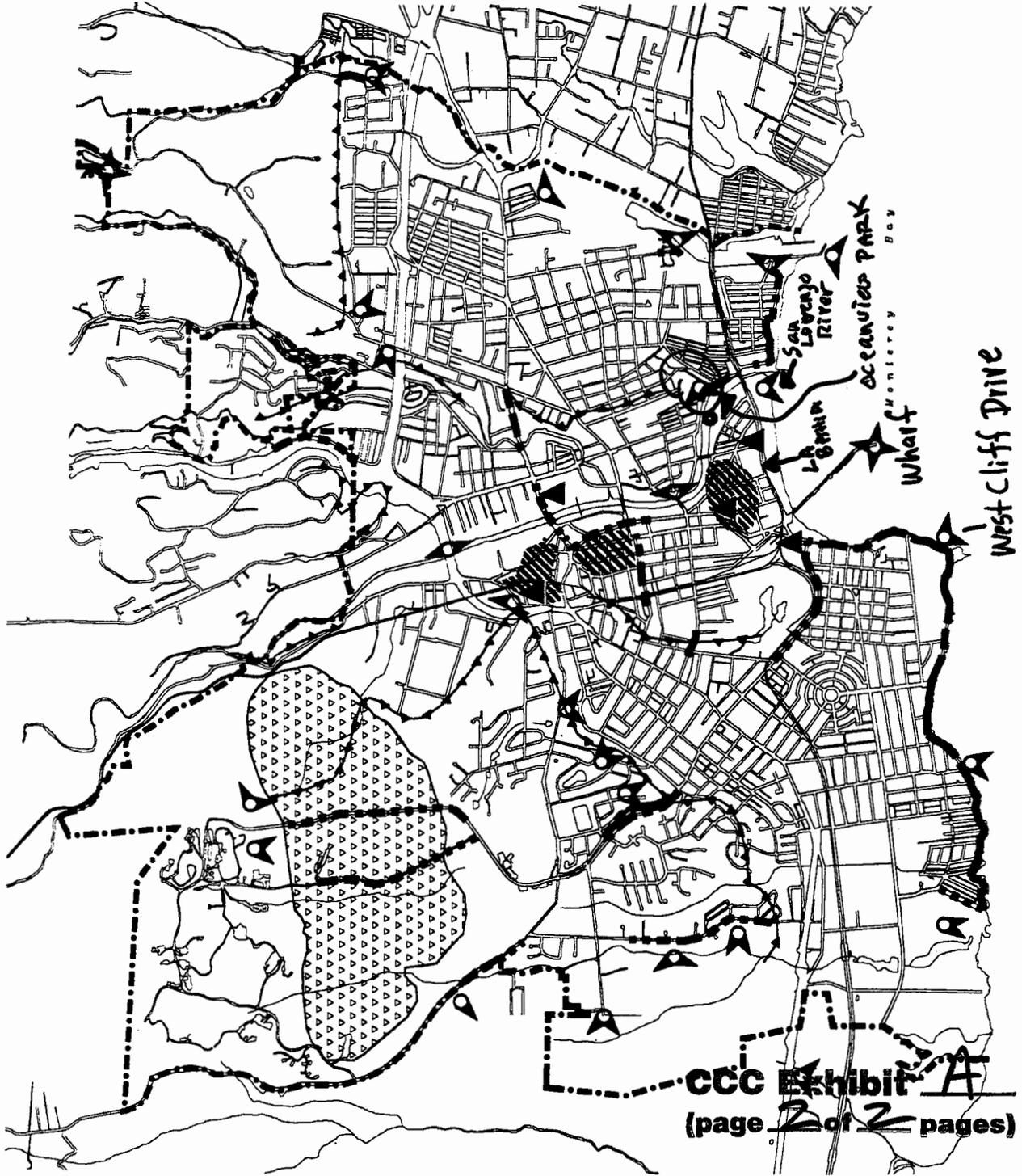


County of Santa Cruz

Sheet 2 of 3

CCC Exhibit A
(page 1 of 2 pages)

MAP CD-3: SCENIC VIEWS
The City of Santa Cruz, California



LEGEND

SCENIC VALUES:



VIEWPOINTS AND PANORAMAS

VISUALLY DISTINCTIVE
STRUCTURES



SCENIC DRIVES



URBAN SKYLINE



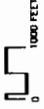
RIDGE SKYLINE



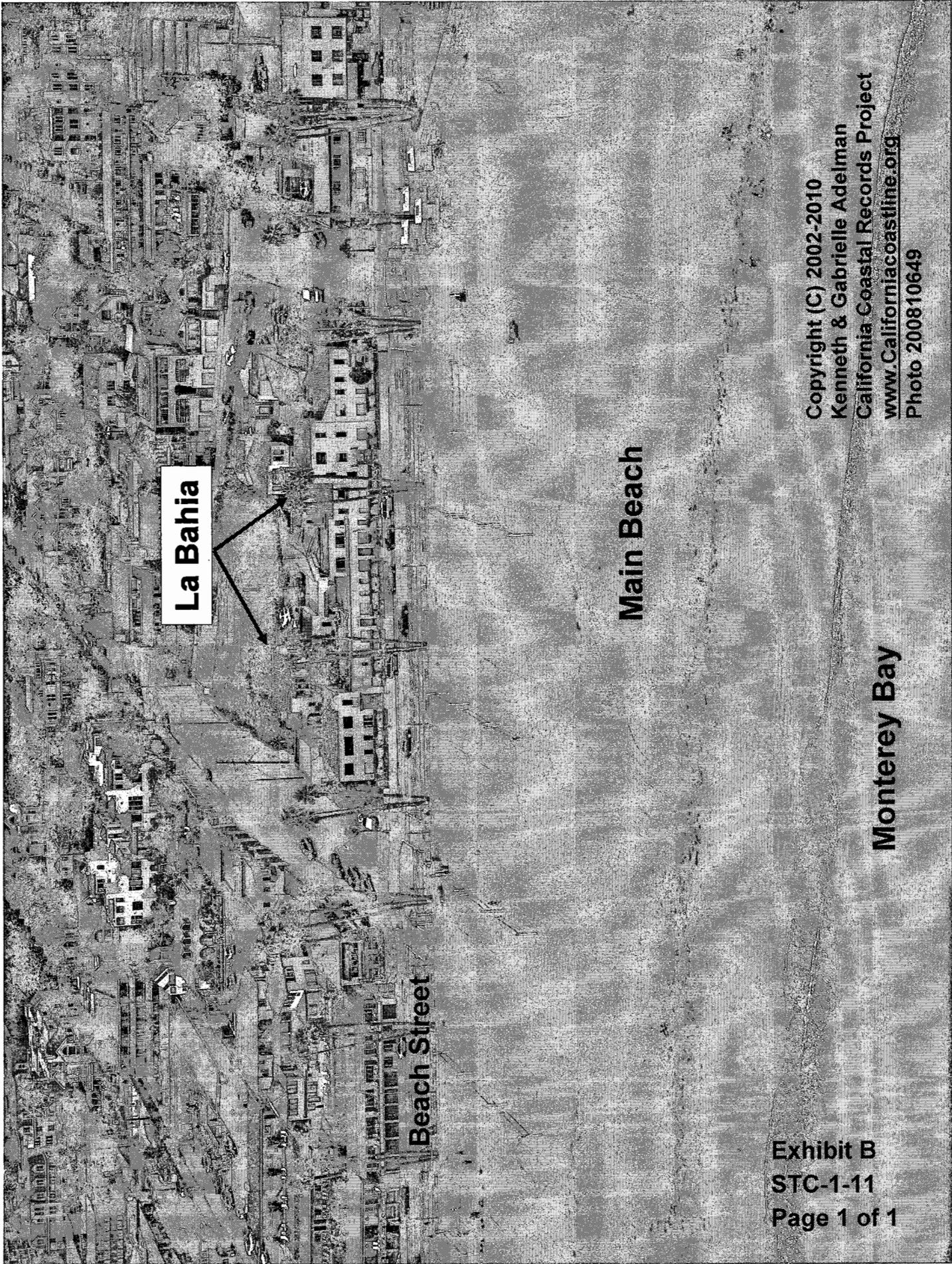
FOOTHILL SKYLINE



SOURCE: City of Santa Cruz
Planning Department, 1992



FILE: I:\INTERIM\MAPS\GPACD\SCEN-ER
REVISED 21.58 10/27/1992



La Bahia



Main Beach

Monterey Bay

Beach Street

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Kenneth & Gabrielle Adelman
California Coastal Records Project
www.Californiacoastline.org
Photo 200810649

RESOLUTION NO. NS-

EXHIBIT "B"

LOCAL COASTAL PLAN/PROGRAM AMENDMENT NO. 06-004

LA BAHIA HOTEL PROJECT SITE
215 BEACH STREET
APNS 005-213-02 & -03

Land Use Policy 2.16 in the Beach/South of Laurel Area Plan would be amended as follows:

The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia site is ~~converted~~ redeveloped to visitor-serving condominiums in order to fund the ~~renovation~~ project, restrict use of the condominiums by individual owners to no more than 45 days per year.

LAND
USE
PLAN
AMENDMENT

The LCP Zoning Map and Text would be amended by changing the site zoning from "RTC" to "RTC-PER 2" and by adding the following "RTC-PER 2" zoning ordinance language.

Part 7C.2: R-T(C)/PER 2: SUBDISTRICT C -
BEACH COMMERCIAL/PERFORMANCE
OVERLAY ZONE 2/ LA BAHIA HOTEL SITE

NEW ZONING
DISTRICT (ZP)
STANDARDS
(These apply to the
La Bahia site
exclusively)

24.10.625.80 PURPOSE.

The purpose of the Beach Commercial Performance Zone is to identify areas of critical public interest in the Beach Commercial Area, and to provide regulations and standards necessary to achieve planning goals for development and/or redevelopment in a manner which protects neighborhood integrity while stimulating appropriate economic development.

The goal of RTC/PER 2 is to promote the General Plan policy for the development of regional visitor serving uses in the Beach Area while accomplishing the directives of the adopted Beach and South of Laurel Comprehensive Area Plan. The Beach Commercial Performance Zone 2 establishes the requirements for development on the La Bahia Hotel Site under the Planned Development process.

24.10.625.81 INTENT OF THE ZONE.

CCC Exhibit C
(page 1 of 9 pages)

The RTC/PER 2 is designed to accomplish the following:

- (a) to create development standards which will encourage the development of a quality full-service hotel with conference facilities along Beach Street on the La Bahia site with direct ocean and wharf views;

RESOLUTION NO. NS-

(b) to permit a flexible development response to the local market as well as the regional visitor market, and to allow for the development of a quality beachfront hotel with conference facilities to meet the needs and requirements of visitors, residents and workers;

(c) to provide a density of development which will allow development of a quality beachfront hotel with conference facilities which is compatible with uses adjacent to the Beach Commercial Area;

(d) to encourage design which produces an appropriate relationship between the development on this site and adjacent residential and commercial areas;

(e) to ensure development of a quality, full-service hotel with conference facilities in a building which incorporates the existing historical landmark La Bahia building or which creates a new architectural landmark in the Spanish Colonial Revival style to replace the historical La Bahia Apartments building which will be demolished;

(f) to allow setback modifications and additional height if visual analysis, architectural quality and consideration of public and economic benefits provide sufficient rationale for approval by the City Council.

24.10.625.82 APPLICABILITY.

ALL
NEW

The RTC/PER 2 zone shall be applied to all the parcels that comprise the La Bahia site, which is bounded by Beach Street, Main, First, and Westbrook Streets, and shall be subject to a permit process that is carried out to review the proposed design of development within the district through a Planned Development process subject to the criteria and standards established by the Performance Zone. This process should take into account the proposed development's potential to meet the City's adopted economic development goals; its compliance with Local Coastal Zone policy and adopted design guidelines, and identify the benefits of the proposed project.

24.10.625.83 DESIGN AND USE PERMIT REQUIREMENTS.

1. The following uses are permitted subject to a Design Permit and other requirements of the Municipal Code. The goal is to provide a quality, full-service hotel with conference facilities which will integrate existing commercial uses along Beach Street. (Numerical references at the end of these categories reflect the general use classifications listed in the city's land use codes.)

a. Lodging, hotel development provided it incorporates a full-service restaurant and not less than 5,000 square feet of conference facilities, (300)

b. Retail uses and eating and drinking establishments, not including drive-up or drive-in services, subject to alcohol regulations in Part 12 of Chapter 24, incidental to the conference hotel facilities, (280)

c. Exhibit space, auditoriums and conference space, (570b,570c)

CCC Exhibit C
(page 2 of 1 pages)

RESOLUTION NO. NS-

- d. apparel and accessory stores (250)
- e. museums and art galleries (600)
- f. specialty retail supply stores (290)

2. The following uses are subject to approval of a Special Use Permit, a Design Permit and other requirements of the Municipal Code:

- a. Nightclubs, establishments providing entertainment or permitting dancing and establishments serving alcoholic beverages. (630)

24.10.625.84 USE DETERMINATION.

Any other use or service establishment determined by the zoning administrator to be of the same general character as the foregoing uses, and which will not impair the present or potential use of adjacent properties, may be permitted. A use permit shall be required and processed pursuant to Part 1, Chapter 24.08, Use Permits, of this title. Ord. 85-05 § 1 (part), 1985).

24.10.625.85 DISTRICT REGULATIONS.

- 1. General.

Provision	
a. Maximum Height of Buildings	
· Number of Stories	3-4.5*
· Principal buildings (feet)	36-50*
· Accessory buildings (feet)	15
b. Minimum lot area (net) (square feet)	one acre
c. Minimum lot width (feet)	65

*All
2/2/85*

* The number of stories allowed above average grade of the site. Given the unique topography of this site, height shall be measured based on a four quadrant method from average grade elevation to the mid-point of the roof for each building segment. Approval of projects above three stories and heights above 36 feet shall require City Council approval according to criteria below. Heights may be increased by one story or 11 feet with approval of a Planned Development Permit.

Additional Height Criteria

CCC Exhibit c
(page 3 of 7 pages)

Allowance of heights above 36 feet for lodging and hotel uses only shall be discretionary and subject to approval of the City Council. Building heights above 36 feet shall not be allowed for more than 60 percent of the site area. Proposals for height above 36 feet shall prepare a detailed visual analysis of the proposed building to determine the visual impact of the development. The visual impact analysis must consider the views from key locations with the City, and the views from immediately adjacent streets. Building heights above 36 feet require the recommendation of the Director of Planning to the City Council, with the finding that the proposed building

RESOLUTION NO. NS-

provides an extraordinary contribute to the aesthetic goals of the Beach/South of Laurel Area Plan. In addition to the finding of extraordinary design, further consideration for the additional building heights may be given for public benefit or economic benefits attributed to the project. The City should negotiate a development agreement which provides for the specific public benefits outlined above. In addition, this agreement should detail any on-site parking provisions and incorporate lease or purchase arrangements for any off-site parking which may be approved for conference facility parking.

2. Other Requirements.

a. The minimum distance between buildings on the same lot shall be ten feet, or one foot of setback for each two feet of height of, or portion thereof, a structure, whichever is greater.

b. Other regulations which may be applicable to site design in this zone are set forth in General Site Design Standards, Part 2, Chapter 24.12.

c. Height

Maximum Building Height: One additional story or 11 additional feet in height over the 4.5 story (61 foot) height limit may be approved with a Planned Development Permit.

d. Additional Height Allowances

d1. Uninhabitable mechanical penthouses shall be limited to 10% of the roof area and will be permitted an additional 10 foot height allowance (i.e. up to 71 feet), provided that they are set back from the face of the building by a minimum of 20 feet so as not to be visible by pedestrians.

d.2 Architectural elements such as bell towers, spires, turrets, cupolas, chimneys, dormers, flag poles, etc. are limited to 15% of the roof area and may extend 10 feet above the height limitation (i.e. up to 71 feet), subject to design permit review.

e. Setbacks:

Development on this site should be designed to encourage and support activities that unify Beach Street. For that reason, development on the first floor shall be required to build to the property line adjacent to Beach Street. Significant planter boxes and other narrowcape concepts should be used to soften this edge but provide active pedestrian access. Setbacks shall be varied depending on the street frontage and in order to achieve the Spanish Colonial Revival architectural style, as follows:

CCC Exhibit e
(page 4 **of** 9 **pages)**

RESOLUTION NO. NS-

- Beach Street - 0-6 feet required on first floor; zero allowed on upper floors;
- Main Street - 0-3 feet, varied as the building increases in height;
- Westbrook Street - 0-3 feet, varied as the building increases in height;
- First Street - 0-3 feet, varied as the building increase in height.

f. Design: All development must be in compliance with adopted Design Guidelines. Regulations which may be applicable to site design in this zone are set forth in General Site Design Standards Part 2, Chapter 24.12. and the *Design Guidelines* of the Beach and South of Laurel Comprehensive Area Plan.

f.1 It is recommended that the design of all new structures be based upon "Spanish Colonial Revival" architecture as well as Mission Revival and Mediterranean architecture as described in the *Design Guidelines*. "Fantasy Victorian" is encouraged for recreational and entertainment development.

ALL
NEW

f.2 Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, or appropriate materials that emulate the scale, proportions and look of wood, decorative iron and tile details or other features typical of Spanish Colonial Revival style.

f.3 Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.

f.5 Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet. This parapet shall incorporate curvilinear decorative shapes and moldings.

f.6 Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance.

g. Siting:

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(page 5 of 9 pages)

RESOLUTION NO. NS-

g.1 Development shall be designed to create plazas and pedestrian spaces featuring amenities such as shade, benches, outdoor dining, fountains, gardens and performance spaces.

g.2 All hotel lobbies shall be located along streets, plazas, courtyards, or sidewalks in order to create visual interest to the pedestrian.

g.3 Building facades shall be articulated with wall offsets, recesses, openings, ornamentation, and appropriate colors and materials to add texture and detail to the streetscape.

h. Accessibility:

h.1 Access must be aesthetically integrated within the development.

i. Parking:

i.1 Underground parking shall be required for hotels in excess of 36 feet in height.

i.2 Parking shall not be the dominant visual element of the site. Existing and/or expanded surface parking which is visible from the street or other areas exposed to public view must be screened and softened by landscaping, low screen wall or a combination of these elements.

i.3 Surface lots must be planted with trees to reduce heat and glare that include at least 15% of the surface area to provide visual relief from broad expanses of paving. Shade trees shall be planted around the perimeter and within the lot.

i.4 Off-site parking may be permitted within this subdistrict if:

• there is adequate public parking (including the privately operated Boardwalk parking lots) to accommodate parking for conference facility requirements; or

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(page 6 of 9 pages)

RESOLUTION NO. NS-

- the development identifies and develops a suitable permanent parking facility; or
- the development secures and provides evidence of a long-term lease from a suitable permanent parking facility.

j. Landscaping:

j.1 Interior courtyards and passages are encouraged and shall be planted with colorful, perennial and annual plant species. A combination of trees, shrubs and groundcovers shall be used to frame, soften and embellish the quality of the development, to screen undesirable views and to define development boundaries. Landscaping shall be maintained in an attractive condition.

j.2 Permanent containers for flowering plants, such as window boxes and planters, are encouraged for use in limited space areas, at entries and in courtyards and plazas, and along the frontages of Beach Street, Main Street, Westbrook Street and First Street.

k. Transit: All development proposals within the RTC/PER2 district shall:

- discourage employee automotive use by instituting one or more of the following: carpooling requirements, transit subsidies, employee shuttle service, and/or
- provide a contribution and/or cost-sharing for shuttle and/or parking such as on the Depot site.

24.10.624.86 Findings
Required.

In addition to required Use and Design Permit findings, any development permit must also meet the following findings. The proposed project:

CCC Exhibit C
(page 7 of 7 pages)

RESOLUTION NO. NS-

1. Can be coordinated with existing and proposed development of the surrounding areas; and
2. Shall provide the amenity level of the development, the quality of architecture, and the landscaping to meet the requirements listed above.
3. Shall be found to contribute to the overall economic health, vitality and general mix of uses in the beach area by providing quality hotel and conference facilities for the area.

All
New

★ Existing La Bahia zoning standards. These zoning standards will continue to apply to all other properties in the BSOL Area that are zoned RT-C.

Part 7C: R-T(C) SUBDISTRICT C – BEACH COMMERCIAL

24.10.618 PURPOSE.

The purpose of the R-T(C) Subdistrict is to establish standards for development of residential uses mixed with neighborhood commercial, motel, and regional tourist commercial use. These standards are designed both to improve existing uses and encourage new developments in a manner that maintains a harmonious balance between residential and regional commercial uses. It is the intent of this zoning that preservation of La Bahia be conducted in accordance with the measures described in the certified final Environmental Impact Report for the Beach and South of Laurel Comprehensive Area Plan.

(Ord. 2000-18 § 7 (part), 2000: Ord. 93-21 § 2, 1993: Ord. 85-05 § 1 (part), 1985).

24.10.619 PRINCIPAL PERMITTED USES.

1. The following uses are allowed, subject to a Design Permit and other requirements of the Municipal Code. (Numerical references at the end of these categories reflect the general use classifications listed in the city's land use codes. Further refinement of uses within these categories can be found in the land use codes, but they are not intended to be an exhaustive list of potential uses.)

- a. Food and beverage stores (except liquor stores) (240);
- b. Motel, hotel, and bed-and-breakfast inn uses subject to annual business license review (300);
- c. One or two multiple-family units when located above the first floor of permitted commercial uses with no additional parking required (820);
- d. Off-site parking fewer than five spaces (930);
- e. Small family day care facility in single-family home or duplex;
- f. Eating and drinking establishments without alcohol sales and subject to the live entertainment regulations in Part 2 of Chapter 24.12 (280).

2. Accessory Uses. Other uses and buildings customarily appurtenant to a permitted use, subject to the provisions of Section 24.12.140, accessory buildings, and Section 24.10.620.

(Ord. 2005-30 § 2 (part), 2005: Ord. 2000-18 § 7 (part), 2000: Ord. 96-39 § 9, 1996: Ord. 93-21 § 3, 1993).

24.10.620 USE PERMIT REQUIREMENT.

(1) The following uses require an administrative use permit and design permit and are subject to other applicable requirements of the Municipal Code. (Numerical references at the end of these categories reflect the general use classifications listed in the city's land use codes. Subcategories of uses within these use

CCC Exhibit D
(page 1 of 9 pages)

categories can be found in the land use codes, but they are not intended to be an exhaustive list of potential uses.)

- (a) Accessory buildings containing plumbing fixtures subject to provisions of Section 24.12.140;
- (b) Acting/art/music/dance/studios/schools (610);
- (c) Apparel and accessory stores (250);
- (d) Churches (500);
- (e) Community organizations, associations, clubs and meeting halls (570);
- (f) Convenience stores, subject to alcohol regulations in Part 12 of Chapter 24.12 (240B);
- (g) Developed parks (710);
- (h) Undeveloped parks and open space (700);
- (i) Eating and drinking establishments (except bars and fast-food restaurants) subject to live entertainment and alcohol regulations of Chapter 24.12 (280);
- (j) Educational facilities (public/private) (510);
- (k) General merchandise stores (drug and department stores) (230);
- (l) Government and public agencies (530);
- (m) Home furnishings (270);
- (n) Liquor stores, subject to alcohol regulations in Part 12 of Chapter 24.12 (240B);
- (o) Mixed residential, and commercial developments when multiple family units are located above first floor of commercial uses, subject to the R-T(A) District regulations (830);
- (p) Multiple dwellings, townhouse dwelling groups and condominiums (three to nine units) subject to the R-T(A) District regulations (830);
- (q) Museum and art galleries (600);
- (r) Professional offices associated with a visitor-serving use (400);
- (s) Repairs, alterations, maintenance services to household items (except boat repair) (340);
- (t) Single-room occupancy (SRO) housing, fifteen units or fewer (860);
- (u) Specialty retail supply stores (290);

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(page 2 of 8 pages)

- (v) Temporary structures and uses;
- (w) Video rental (360B);
- (x) Sports and recreation facilities, without alcohol sales (720);
- (y) Wireless telecommunications facilities, subject to the regulations in Part 15 of Chapter 24.12.

(2) The following uses require a special use permit and design permit and are subject to other applicable requirements of the municipal code. (Numerical references at the end of these categories reflect the general use classifications listed in the city's land use codes. Subcategories of uses within these use categories can be found in the land use codes, but they are not intended to be an exhaustive list of potential uses.)

- (a) Bars/taverns subject to alcohol regulations in Part 12 of Chapter 24.12 (280C);
- (b) Communication and information (550);
- (c) Large family daycare facilities;
- (d) Fast-food restaurants subject to alcohol regulations in Part 12 of Chapter 24.12 (280H);
- (e) Professional offices (400), except as associated with a visitor-serving use;
- (f) Multiple dwellings, townhouse dwelling groups and condominiums ten units or more subject to the R-T(A) District regulations (840);
- (g) Marine facilities and related uses (560E);
- (i) Related research facilities (400L);
- (ii) Related storage and warehousing (330);
- (iii) Fish/seafood wholesale sales (200F);
- (h) Mixed residential and commercial developments with non-commercial uses on the ground floor, subject to the R-T(A) District regulations (830);
- (i) Nightclubs/music halls, subject to live entertainment and alcohol regulations in Part 12 of Chapter 24.12 (630);
- (j) Off-site public/private parking facilities, five or more spaces (930);
- (k) Single-family residences if lot size does not allow multifamily development (800);
- (l) Single-room occupancy (SRO) housing, sixteen units or more (860);
- (m) Sports and recreation facilities subject to alcohol regulations in Part 12 of Chapter 24.12 (720);

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(page 3 of 8 pages)

- (n) Theaters (620);
- (o) Utilities and resources (540);
- (p) Professional offices (400);
- (q) Duplexes (810);
- (r) Personal services (except contractors yards and mortuaries) (310);
- (s) Triplexes (820);
- (t) Educational facilities (public/private) (510);
- (u) Financial, insurance, real estate offices (420);
- (v) Medical/health offices (410).

(Ord. 2005-30 § 2 (part), 2005: Ord. 2005-15 § 6, 2005: Ord. 2004-27 § 5, 2004: Ord. 2000-18 § 7 (part), 2000: Ord. 96-39 § 10, 1996: Ord. 96-08 § 1, 1996: Ord. 95-04 § 1, 1995: Ord. 93-21 § 4, 1993; Ord. 89-39 § 3, 1989; Ord. 88-60 § 12, 1988; Ord. 88-41 § 4, 1988; Ord. 88-26 § 1, 1988; Ord. 88-25 § 7, 1988; Ord. 87-22 § 1, 1987; Ord. 85-66 § 12, 1985: Ord. 85-05 § 1 (part), 1985).

24.10.622 USE DETERMINATION.

Any other use or service establishment determined by the zoning administrator to be of the same general character as the foregoing principal permitted uses, and which will not impair the present or potential use of adjacent properties, may be permitted. A use permit shall be required and processed pursuant to Part 1, Chapter 24.08, Use Permits, of this title.

(Ord. 2000-18 § 7 (part), 2000: Ord. 85-05 § 1 (part), 1985).

24.10.624 DISTRICT REGULATIONS.

1. General.

Provision	Dwelling Unit Type			
	One-Family Detached	Duplex	3 or More Units	Other Uses
a. Maximum Height of Buildings				
• Number of Stories	2	2	3	3
• Principal buildings (feet)	30	30	36	36

CCC Exhibit D
(page 4 of 8 pages)

• Accessory buildings (feet)	15	15	15	15
b. Minimum lot area (net) (square feet)	5,000	5,000	8,000	5,000
c. Minimum lot area (net) per dwelling unit (square feet)	5,000	2,500	1,450	-
d. Minimum lot width (feet)	50	50	65	65
e. Usable open space per dwelling unit (square feet)	-	-	400	-

2. Other Requirements.

a. When located across a street from Subdistrict A, parking and loading facilities shall be at least ten feet distant from said property line, and buildings and structures at least fifteen feet from said property line.

b. The minimum distance between buildings on the same lot shall be ten feet, or one foot of setback for each two feet of height of, or portion thereof, a structure, whichever is greater.

c. For any attached garage or carport fronting on a front or exterior side property line, the setback shall be twenty feet from said property line, to the entrance of the garage.

d. Other regulations which may be applicable to site design in this zone are set forth in General Site Design Standards, Part 2, Chapter 24.12.

e. Height:

e.1. Maximum Building Height: Uninhabitable mechanical penthouses shall be limited to ten percent of the roof area and will be permitted an additional ten-

CCC Exhibit 2
 (page 5 of 8 pages)

foot height allowance; provided, that they are set back from the face of the building by a minimum of twenty feet so as not to be visible by pedestrians.

- Architectural elements such as bell towers, spires, turrets, cupolas, chimneys, dormers, flag poles, etc., are limited to fifteen percent of the roof area and may extend ten feet above the height limitation, subject to design permit review.

e.2. Minimum Building Height: Not less than two stories, of which the first floor retail, restaurant and entertainment uses must have a minimum floor-to-floor height of fifteen feet.

f. Design: All development must be in compliance with adopted design guidelines. Regulations which may be applicable to site design in this zone are set forth in General Site Design Standards, Part 2, Chapter 24.12 and the Design Guidelines of the Beach and South of Laurel Comprehensive Area Plan.

f.1. The design of all new structures shall be based upon "Spanish Colonial Revival" architecture as well as Mission Revival and Mediterranean architecture as described in the design guidelines. "Fantasy Victorian" is encouraged for recreational and entertainment development.

f.2. Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, or appropriate materials that emulate the scale, proportions and look of wood, decorative iron and tile details or other features typical of Spanish Colonial Revival style.

f.3. Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.

f.4. Building walls shall be stucco and colored white, off-white or very light value, warm-toned hues. Multiple color combinations may be used, provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.

f.5. Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet. This parapet shall incorporate curvilinear decorative shapes and moldings.

f.6. Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare-box appearance.

g. Siting:

g.1. Development shall be designed to create plazas and pedestrian spaces featuring amenities such as shade, benches, outdoor dining, fountains, gardens and performance spaces.

CCC Exhibit D
(page 6 of 8 pages)

g.2. All store fronts, theater entries, and hotel lobbies shall be located along streets, plazas, courtyards, or sidewalks in order to create visual interest to the pedestrian.

g.3. Building facades shall be articulated with wall offsets, recesses, openings, ornamentation, and appropriate colors and materials to add texture and detail to the streetscape.

h. Accessibility:

h.1. All retail uses must be directly accessible from a sidewalk, plaza, courtyard or other public open spaces.

h.2. Access must be aesthetically integrated within the development.

i. Setbacks: Development on this site should be designed to encourage and support activities that unify both sides of Beach Street. For that reason, development shall be required to build to the property line adjacent to Beach Street. Significant planter boxes and other narrowscape concepts should be used to soften this edge but provide active pedestrian access.

j. Parking:

j.1. Surface or structured parking may be constructed if the parking is visually screened and/or separated from the street by commercial development of at least fifty feet in depth.

j.2. Parking structure exteriors shall maintain the same high-quality architectural design and construction standards as all other commercial buildings.

- The large scale and mass of parking structures shall be alleviated through wall offsets, pilasters, arched openings and other distinctive design elements.

- Decorative elements such as cornices, balustrades, finish materials, colors and lighting shall be used to add interest and integrate the structures within the design character of the area.

j.3. Parking shall not be the dominant visual element of the site. Existing and/or expanded surface parking which is visible from the street or other areas exposed to public view must be screened and softened by landscaping, low screen wall or a combination of these elements.

j.4. Surface lots must be planted with trees to reduce heat and glare, that include at least fifteen percent of the surface area to provide visual relief from broad expanses of paving. Shade trees shall be planted around the perimeter and within the lot.

j.5. Off-site parking may be permitted within this subdistrict if:

CCC Exhibit D
(page 7 of 8 pages)

- The city establishes a parking district for the area, the district develops a suitable parking facility, and the development pays an in-lieu parking fee; or
- The development identifies and develops a suitable permanent parking facility; or
- The development secures and provides evidence of a long-term lease from a suitable permanent parking facility.

k. Landscaping:

k.1. Interior courtyards and passages are encouraged and shall be planted with colorful perennial and annual plant species. A combination of trees, shrubs and groundcovers shall be used to frame, soften and embellish the quality of the development, to screen undesirable views and to define development boundaries. Landscaping shall be maintained in an attractive condition.

k.2. Permanent containers for flowering plants, such as window boxes and planters, are encouraged for use in limited space areas, at entries and in courtyards and plazas, and along the frontages of Beach Street and Riverside Avenue.

l. Transit: All development proposals within the RTC shall:

- discourage employee automotive use by instituting one or more of the following: carpooling requirements, transit subsidies, employee shuttle service, and/or
- provide a contribution and/or cost-sharing for shuttle and/or parking such as on the depot site.

3. All new development adjacent to a "CON – Neighborhood Conservation District" overlay zone shall comply with Section 24.10.4060 standards for new construction on sites abutting overlay district boundaries, to ensure compatibility with the established district.

(Ord. 2007-24 § 1, 2007: Ord. 2006-10 § 2, 2006: Ord. 2002-41 § 1, 2002: Ord. 2000-23 § 2, 2000: Ord. 2000-18 § 8 (part), 2000).

24.10.624.1 FINDINGS REQUIRED.

In addition to required Use and Design Permit findings, any development permit must also meet the following findings. The proposed project:

1. Can be coordinated with existing and proposed development of the surrounding areas, and, if appropriate, particularly addressing the issue of transition to the adjacent RTA and RTB neighborhoods; and
2. Shall provide the amenity level of the development, the quality of architecture, and the landscaping to meet the requirements listed above.
3. Shall be found to contribute to the overall economic health, vitality and general mix of uses in the beach area by providing diverse retail and merchandising for the area.

CCC Exhibit D
 (page 8 of 8 pages)

**City of Santa Cruz Local Coastal Plan/Program Amendment
Coastal Commission File No.: STC-1-11
Coastal Commission Hearing August 11, 2011**

Proposed LCP Amendment

- This site-specific amendment will create a new zoning district to facilitate development of hotel, restaurant and conference facilities with heights limited to 36-60 feet for 60-percent of the site.

Project Summary

Location: 215 Beach Street (Between the Wharf and the Boardwalk), City of Santa Cruz

Proposed Project: Demolition of 43-unit Apartment building and replacement with 125 Quality Hotel Rooms
201 On-Site Parking Spaces
5,300 Sq. Ft. Meeting Space (Conferences in conjunction with Coconut Grove)
Public Restaurant & Bar

RECEIVED

JUL 26 2011

California Coastal Commission,
Central Coast Area

(TT)

**Exhibit E
STC-1-11**

City of Santa Cruz Local Coastal Plan/Program Amendment
Coastal Commission File No.: STC-1-11
Coastal Commission Hearing August 11, 2011

LCP Consistency Summary

- Site designated Regional Visitor Commercial (RVC) in General Plan/Local Coastal Plan and zoned Residential Tourist Commercial – Beach Commercial Subdistrict (RTC).
- Hotel, restaurant and conference facilities consistent with both current and proposed land use designation and zoning.
- Amendment facilitates a project which replaces a Coastal Act low priority residential serving use with a high priority visitor serving use.
- Certified LCP policies recognize abundance of low cost visitor serving motels in the City and encourage improvement of hotel stock and development of a range of quality visitor serving accommodations.
- Expands the operational season of the Beach Area and provides year-round support for existing business along Beach Street and the Wharf. The amendment will facilitate a project which will provide, in conjunction with the Coconut Grove, a conference facility in the Beach Area as recommended in the City Beach/South of Laurel Area Plan; therefore, promoting development of the conference tourism market.



**City of Santa Cruz Local Coastal Plan/Program Amendment
Coastal Commission File No.: STC-1-11
Coastal Commission Hearing August 11, 2011**

Coastal Benefits

- The proposed La Bahia Hotel is visitor serving, which is a priority use of the Coastal Act and Local Coastal Plan. It replaces a lower priority Residential use.
- Enhanced connection to Beach Street with open, pedestrian friendly street frontage, increasing beach access.
- Converts existing private property to quasi-public property (conference space, bar, and restaurant) for greater public access. Visually compatible with community character.
- This project will be environmentally sustainable by design and be L.E.E.D. certified.
- Demolition of the historic building found necessary after review of geo-technical site conditions, the extent of necessary structural improvements, and peer-reviewed construction cost studies; and new project design retains historic tower and central courtyard and historic design characteristics.

(11)

(11)

City of Santa Cruz Local Coastal Plan/Program Amendment
Coastal Commission File No.: STC-1-11
Coastal Commission Hearing August 11, 2011

Community Benefits

- The Hotel will bring economic benefits to the beach area in the form of new construction jobs (short-term) and hotel operations (long-term), and by extending the tourist season.
- Committed to contributing funds for operating a Beach Shuttle from the downtown area to the beach.
- Committed to contributing to an off-site low-cost visitor serving amenity, such as improvements to a State Parks infrastructure project.
- Committed to hiring 80% Union & Local contractors making every effort to make certain that 50% of this commitment is with Union labor. Wages and benefits for hotel staff will be equal to or better than union scale.
- The historic Bell Tower will be removed, restored, and reinstalled on the new building.
- New Hotel will meet all current earthquake and wheelchair-accessibility codes.

(E)

(E)

Location - Beach Area



(E)

(E)

PROPOSED LA BAHIA (OPTION 3A)

Conceptual 43 Ft. Ht. Graphic Plane
 above Average Quadrant Heights
 La Bahia Hotel - Opt. 3A
 03/19/2009



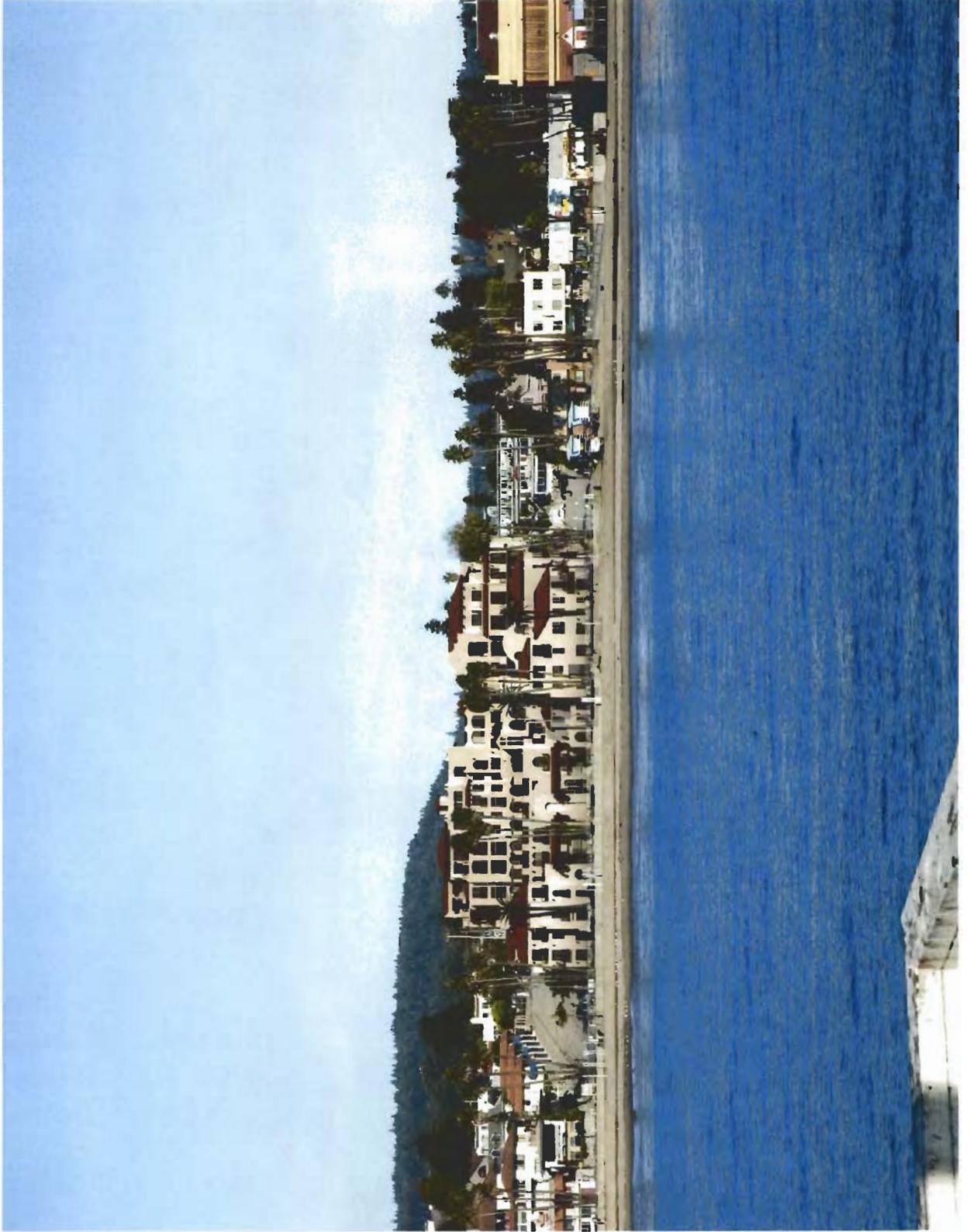
Quad No.	1	2	3	4
Average Grade (ft.) *	21.4	35.6	27.3	18.2
Building Roof (ft.)*	49.3	93.5	87.0	49.3
Building Height (ft.)	27.9	57.9	59.7	31.1

* Above Sea Level

(11)

(12)

View From Mid-Point on Municipal Warf (View A)

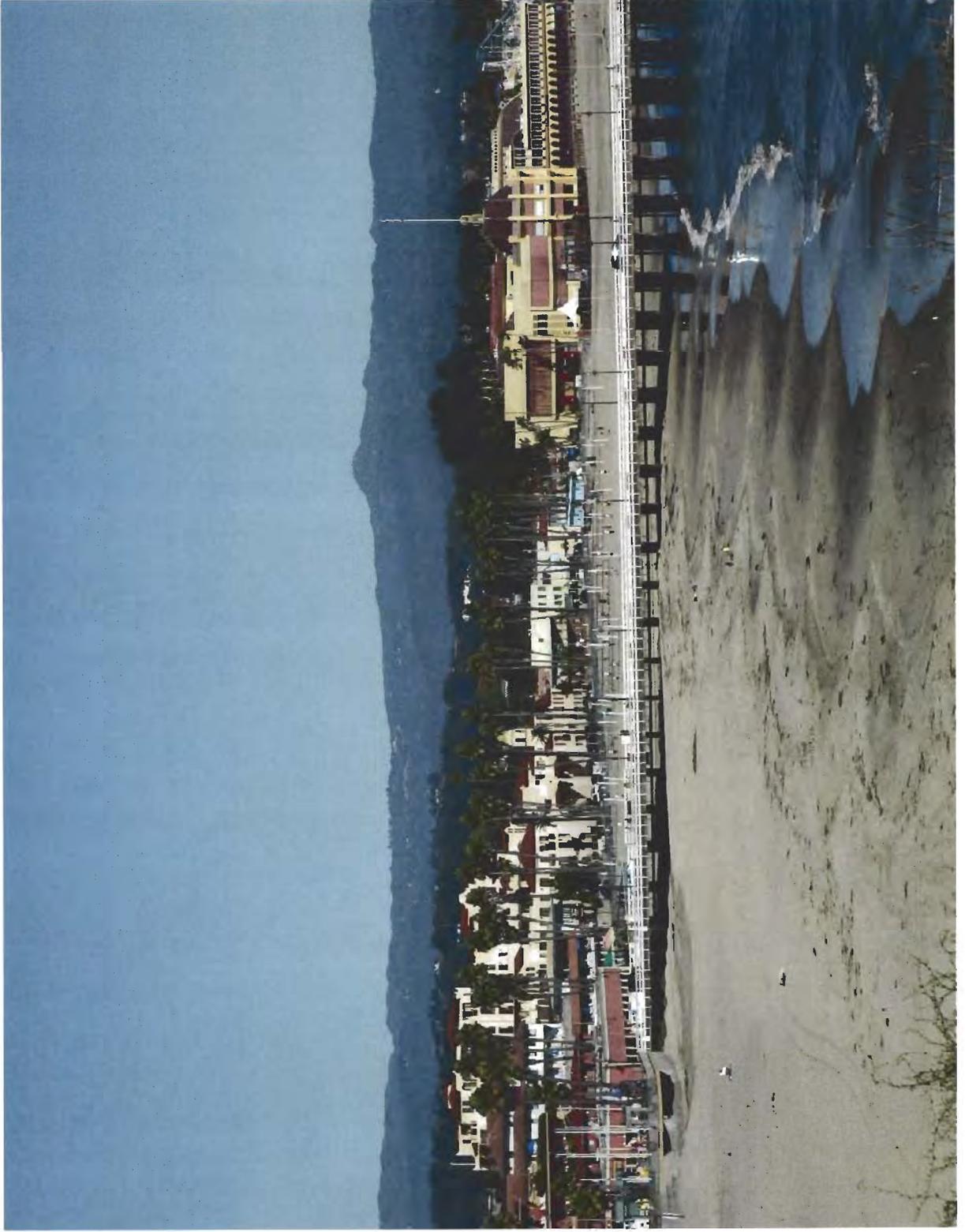


(E)

(E)

View From Pedestrian Path along W. Cliff Drive

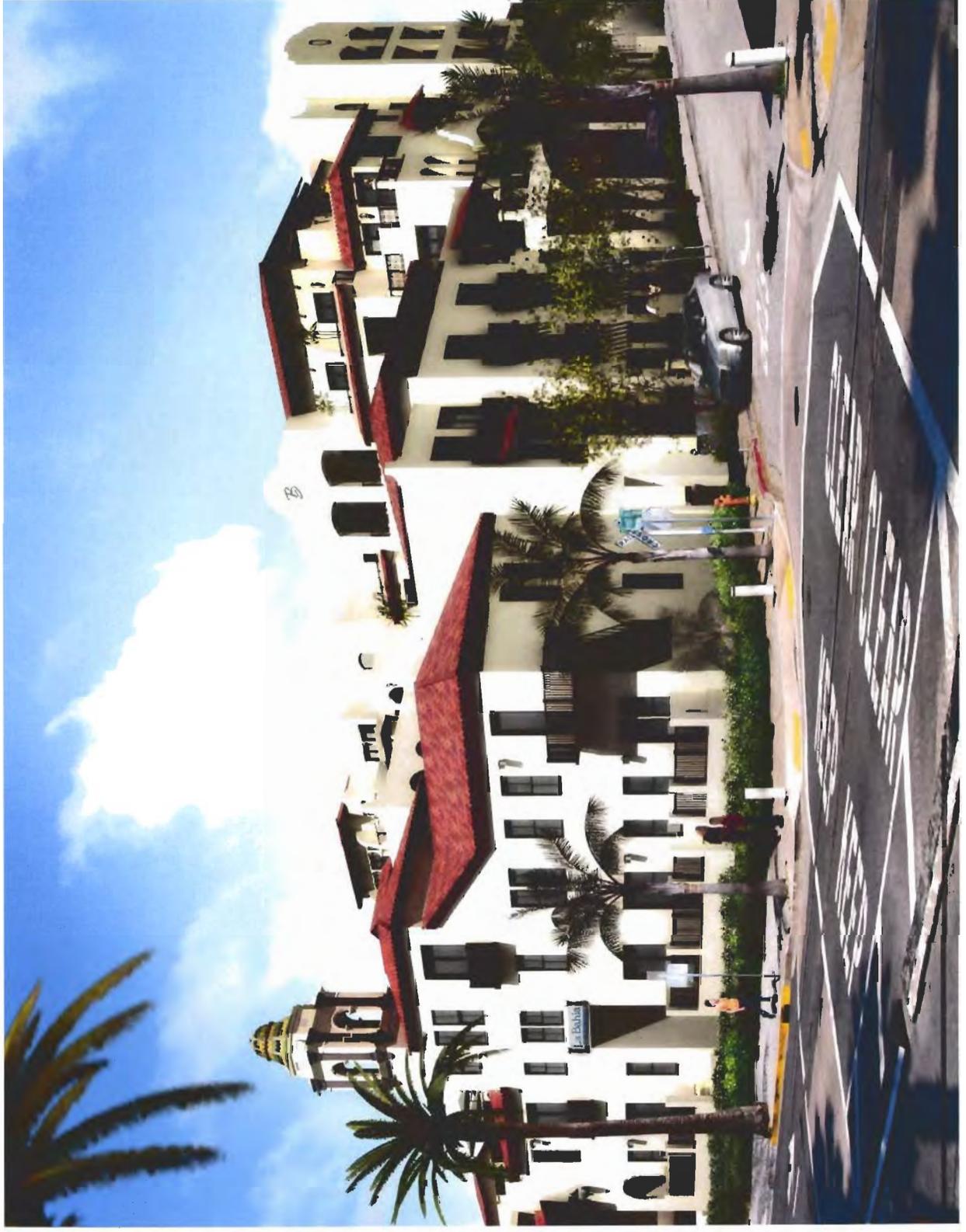
(View B)



(E)

(E)

View From Beach Street & Westbrook (View H)



(H)

(H)

View from Beach Street Looking up Main St (View F)



(E)

(F)



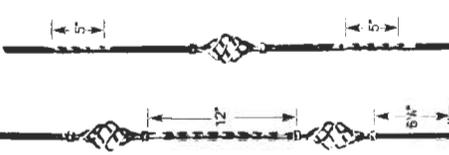
- Visitor Serving to the Santa Cruz Coast of the Monterey Bay
- Poolside dining w/ Monterey Bay views
- Gathering space for activities & group functions
- Creation of new courtyards in the style of La Bahia to go w/ Court of the Laurels, Court of the Mariners and Court of the Troubadours



Colors & Materials



Style: Ceceova Color: 65% Franciscan / 35% #8 Mix



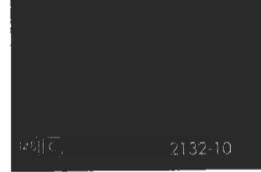
navajo white

OC-95



arroyo red

woodwork & windows



iron



doors



Courtyard of the Laurels



EXISTING COURTYARD OF THE LAURELS



NEW VISUAL SIMULATION OF THE
COURTYARD OF THE LAURELS

COPY

RESOLUTION NO. NS-28,038

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ APPROVING HISTORIC DEMOLITION PERMIT, HISTORIC BUILDING SURVEY DELETION, PLANNED DEVELOPMENT PERMIT, DESIGN PERMIT, SPECIAL USE PERMIT, RESIDENTIAL DEMOLITION AUTHORIZATION PERMIT, AND TENTATIVE SUBDIVISION MAP AND ADOPTING THE COASTAL PERMIT IN CONCEPT FOR THE "LA BAHIA" HOTEL PROJECT - DEMOLITION OF AN EXISTING 44-UNIT APARTMENT COMPLEX BUILDING LISTED ON THE CITY HISTORIC BUILDING SURVEY AND CONSTRUCTION OF A 125-ROOM HOTEL WITH A RESTAURANT, MEETING SPACE, AND A PARTIALLY UNDERGROUND GARAGE IN THE RTC-PER2/HO/CZ/SPO ZONING DISTRICT. (APPLICATION NO. 06-004)

WHEREAS, on December 13, 2005, the City Council directed staff to prepare an amendment to the Zoning Ordinance for the City Council to consider raising the allowable building height on the block on which the La Bahia is located from 43 feet to "approximately 55 feet" and to process this amendment in conjunction with an land use application for a new hotel on the site through the normal planning process; and

WHEREAS, Barry Swenson Builder, applicant for property located at 215 Beach Street ("applicant"), also known as Assessor's Parcel Number 00005-213-02 & -03 have applied for a General Plan/Local Coastal Plan Amendment, Zoning Amendment, Historic Demolition Permit, Historic Building Survey Deletion, Planned Development Permit, Coastal Permit, Design Permit, Special Use Permit, Residential Demolition Authorization Permit, and Tentative Subdivision Map for the proposed 125-room hotel with conference, restaurant/bar and spa facilities and a two floor enclosed garage; and

WHEREAS, the project site and its development is governed by the standards and guidelines contained in Municipal Code Titles 23 and 24, the Subdivision and Zoning Ordinances, and the Beach/South of Laurel Area Plan; and

WHEREAS, the application has undergone environmental review in accordance with CEQA and the State CEQA Guidelines; and

WHEREAS, a Recirculated Environmental Impact Report was prepared and circulated for a 45-day review period which end on May 28, 2008, and a Final EIR was issued on July 25, 2008; and

WHEREAS, the Historic Preservation Commission conducted a public hearing on July 30, 2008, and reasons stated in their resolution recommended (with prejudice) that the City Council certify the EIR; that the Historic Demolition Permit should not be approved; and, that the signature City landmark and NR2 National Register Landmark should not be delisted from the Historical Building Survey; and

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RESOLUTION NO. NS-28,038

WHEREAS, the Planning Commission conducted a public hearing on August 7, 2008, and recommended that the City Council certify the EIR and approve the zoning permits and Tentative Subdivision Map to allow construction of said project; and

WHEREAS, Revised Alternative 3A has been developed to address public, Historic Preservation Commission and Coastal Commission staff concerns by lowering the building by one story to allow ridgeline views from the wharf, and modifying the project design to result in a southeastern corner to better resemble the existing building and allow more light into the adjacent courtyard; and

WHEREAS, Additional Environmental Information has been produced to review and assess any potential impacts from Revised Alternative 3A; and

WHEREAS, the Historic Preservation Commission and Planning Commission conducted public hearings on March 4th and 5th, 2009 to consider the application; and

WHEREAS, the Historic Preservation Commission recommended denial of the Historic Demolition Permit and Historic Survey Deletion; and

WHEREAS, the Planning Commission recommended approval of all amendments, permits, the subdivision map and the Development Agreement for the project; and

WHEREAS, the City Council conducted a public hearing on March 31, 2009 to consider the application; and

WHEREAS, the City Council adopted a separate resolution and ordinance to amend the City General Plan/Local Coastal Plan/Program and zoning text and map; and

WHEREAS, the City Council adopted a separate ordinance to approve a Development Agreement for the project; and

WHEREAS, the City Council adopted separate resolutions to certify the environmental impact report and adopt environmental findings and a Mitigation Monitoring Program; and

WHEREAS, the City Council now makes the following findings:

With respect to the Planned Development Permit, Section 24.08.770

1. **The project is consistent with the General Plan, the Local Coastal Land Use Plan, and adopted area plans.**

A General Plan/Local Coastal Plan/Program amendment is being processed concurrently with the proposed project. The proposed hotel project is consistent with the amended City General Plan, Local Coastal Plan and adopted Beach/South of Laurel Area Plan which call for Regional Visitor Commercial uses on the project site which is located on a

RESOLUTION NO. NS-28,038

primary arterial in the City's beach-tourist area. The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors. The amended Beach Area Plan policies recognize that a new hotel at the project site involves demolition of the existing historic buildings. The General Plan/Local Coastal Plan amendment also allows additional height on the project site in accordance with visual impact analysis and certain findings. The project is consistent with the following General Plan/Local Coastal Land Use Plan Land Use policies:

Land Use Policy 2.7.2

Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

Economic Development Policy 5.2

Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

The amended Land Use Policy 2.16 in the Beach/South of Laurel Area Plan reads as follows (underlines and strikethroughs show the changes):

The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia site is ~~converted~~ redeveloped to visitor-serving condominiums in order to fund the renovation project, restrict use of the condominiums by individual owners to no more than 45 days per year.

2. The project is consistent with the purpose of this chapter and other applicable sections of this title.

Hotel uses are permitted uses in the RTC-PER2/CZ/SPO/FP zone district. Alcohol service located within restaurants can be allowed with an Administrative Use Permit. Reductions in parking requirements for cooperative parking facilities can be allowed with a Special Use Permit. In accordance with the General Plan/Local Coastal Plan and zoning ordinance amendments related to the project, allowance of heights above 36 feet is discretionary, subject to approval of the City Council and requires preparation of a detailed visual analysis of the proposed building to determine the visual impact of the development. The visual impact analysis must consider the views from key locations with the City, and the views from immediately adjacent streets. Building heights above 36 feet require the recommendation of the Director of Planning to the City Council, with the finding that the proposed building provides an extraordinary contribution to the aesthetic goals of the Beach/South of Laurel Area Plan. In addition to the finding of

extraordinary design, further consideration for the additional building heights may be given for public benefit or economic benefits attributed to the project.

The EIR provides visual analysis of the proposed building and views from designated viewpoints as well as adjacent streets. After consideration of visual simulations and project plans for the building, the Planning Director recommended that the proposed building provides an extraordinary contribution to the aesthetic goals of the Beach/South of Laurel Area Plan, that the project would help redevelop the rather deteriorated project site and will have public and economic benefits in terms of tourism jobs and taxes as well as beautification of the popular beach area.

3. **The project includes planned variations to underlying district regulations which serve public purposes to an equivalent or higher degree than would underlying district regulations.**

The RTC/PER2 zone district allows heights up to 36 feet and buildings with up to three stories. The project includes a building with 4.5-5.5 stories above grade at the rear/uphill portion of the site. Allowance of this additional height will enable the project economics necessary for construction of a major hotel with partially underground parking. Construction of a major hotel fulfills many goals of the General Plan and Beach/South of Laurel Area Plan policies discussed in Finding No. 1 above.

The project provides 43 required parking spaces off-site at the Main Boardwalk parking lot which is located in excess of 300 feet from the project entrance. The distance of the main parking lot requires a Planned Development Permit variation. This variation is appropriate because the 43 spaces will only be needed during conference events and will be utilized by valets from the hotel. The independent traffic study for the project indicates that 70-percent of hotel rooms will be occupied by conference attendees when such meetings are held.

4. **The project can be coordinated with existing and proposed development of surrounding areas.**

The proposed hotel use is consistent with visitor-serving uses along Beach Street which is a major arterial leading to the beach and Boardwalk attractions. The new hotel is bordered on the east and west by other motel uses. On the north, the site is bordered by a mix of visitor-serving uses and multiple-unit housing development.

5. **Overall, the amenity level of the development and the amount of open space shall be greater than what would have been permitted by the underlying district regulations.**

The project is a full-service hotel with partially underground parking, two courtyards and a major pool/restaurant open space area on the fourth level. While the RTC/PER2 zone district does not include specific open space requirements, the project open spaces are well integrated into the hotel layout.

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With respect to the Design Permit, Section 24.08.430

6. The site plan shall be consistent with physical development policies of the General Plan, any required or optional element of the General Plan, any area plan or specific plan or other city policy for physical development. If located in the Coastal Zone, a site plan shall also be consistent with policies of the Local Coastal Program.

A General Plan/Local Coastal Plan/Program amendment is being processed concurrently with the proposed project. The proposed hotel project is consistent with the amended City General Plan, Local Coastal Plan and adopted Beach/South of Laurel Area Plan which call for Regional Visitor Commercial uses on the project site which is located on a primary arterial in the City's beach-tourist area. The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors. The amended Beach Area Plan policies will recognize that a new hotel at the project site involves demolition of the existing historic buildings. The General Plan/Local Coastal Plan amendment also allows additional height on the project site in accordance with visual impact analysis and certain findings. The project is also consistent with the following General Plan policies:

The project is consistent with the following General Plan/Local Coastal Land Use Plan Land Use policies:

Land Use Policy 2.7.2

Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

Economic Development Policy 5.2

Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

The amended Land Use Policy 2.16 in the Beach/South of Laurel Area Plan reads as follows (underlines and strikethroughs show the changes):

The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia site is converted redeveloped to visitor-serving condominiums in order to fund the ~~renovation~~ project, restrict use of the condominiums by individual owners to no more than 45 days per year.

7. The exterior design and appearance of buildings and structures and the design of the site plan shall be compatible with design and appearance of other existing buildings and structures in neighborhoods which have established architectural character worthy of preservation.

The proposed building design is consistent with the Beach/South of Laurel Area Plan design guidelines which call for Spanish Colonial Revival style buildings. The project design strives to emulate many of the design details from the existing La Bahia buildings. Elements include plaster walls, tile roofs, retention or replication of the existing tower on Beach Street, additional projecting tower elements, shaped parapets, arched windows, metal balconies, interior courtyards, and a grand stairway at the rear of the building.

8. **Design of the site plan shall respect design principles in terms of maintaining a balance of scale, form and proportion, using design components which are harmonious, materials and colors which blend with elements of the site plan and surrounding areas. Location of structures should take into account maintenance of view; rooftop mechanical equipment shall be incorporated into roof design or screened from adjacent properties. Utility installations such as trash enclosures, storage units, traffic-control devices, transformer vaults and electrical meters shall be accessible and screened.**

The building design includes the following features which respect design principles in terms of maintaining a balance of scale, form and proportion: landscaped setbacks along street frontages; parking hidden within and below the building facades; provision of an entry court, two ground level courtyards which emulate existing courtyards, a grand stairway at the rear; use of varying tower, parapet, roof and terrace elements to provide articulation; and organization of trash and delivery functions in one area.

9. **Where a site plan abuts, or is in close proximity to, uses other than that proposed, the plan shall take into account its effect on other land uses. Where a nonresidential use abuts or is in close proximity to a residential use, the effect of the site plan should maintain the residential quality of adjacent or nearby areas.**

The project abuts areas primarily developed with similar visitor-serving uses. Some multiple residential uses are located to the north. While the hotel is taller than development to the north, the project includes building elements which articulate the rear façade along First Street where some residential uses are located. The revised Alternative 3A design was partially developed to address height and design concerns of landowners along First Street. The building height was lowered by 10 feet and stair towers were eliminated and/or moved southward into the building façade.

10. **The orientation and location of buildings, structures, open spaces and other features of the site plan shall be such as to maintain natural resources including significant trees and shrubs to the extent feasible, maintain a compatible relationship to and preserve solar access of adjacent properties, and minimize alteration of natural land forms, building profiles, location, and orientation must relate to natural land forms.**

The project site does not include any natural areas. The solar shading study in the project EIR concluded that new shadows would be limited. Due to the short duration of time

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areas would be shaded and the limited area of coverage, the EIR concluded that the new shading would be insignificant.

11. **The site plan shall be situated and designed to protect views along the ocean and of scenic coastal areas. Where appropriate and feasible, the site plan shall restore and enhance visual quality of visually degraded areas.**

Since the project is located north of Beach Street (the first public road next to the ocean), no public views of the ocean would be impacted. Revised Alternative 3A has been chosen because it will not substantially alter scenic views from designated view areas within the City, most prominently from the Municipal Wharf and West Cliff Drive. Additionally, it should be noted that the proposed project does not incorporate Westbrook Street into the project site as an earlier proposal, discussed during preparation of the Beach/South of Laurel Area Plan, did. The north-south Westbrook Street allows views along the Ocean from First Street.

12. **The site plan shall minimize the effect of traffic conditions on abutting streets through careful layout of the site with respect to location, dimensions of vehicular and pedestrian entrances, exit drives and walkways; through the adequate provision of off-street parking and loading facilities; through an adequate circulation pattern within the boundaries of the development; and through the surfacing and lighting of off-street parking facilities.**

The project EIR concludes that the project traffic will not result in substantial increases in traffic on Highways 1 and 17; and, that project traffic and planned street modifications will not result in unsafe conditions or inadequate access. The project will pay Beach Area and Citywide traffic fees which will be used to make needed improvements in the street system. The project provides 167 parking spaces in underground and partially underground parking garage levels. This is sufficient off-street parking with approval of a 10-percent (26 space) reduction in parking for non-auto use programs, and 10-percent (26 space) reduction for cooperative parking facilities, use of valet parking (34 spaces), and provision of 43 parking spaces off-site at the Main Boardwalk parking lot. Such parking reductions recognize the joint use of hotel room, restaurant and meeting room facilities by hotel patrons. City parking requirements are based on each individual use of the building and then reductions can be granted if warranted. The independent traffic study for the project indicates that 70-percent of hotel rooms will be occupied by conference attendees when such meetings are held. A Special Use Permit is required for the 10-percent reduction for cooperative parking facilities; see findings below.

13. **The site plan shall encourage alternatives to travel by automobile where appropriate, through the provision of facilities for pedestrians and bicyclists, including covered parking for bicycles and motorcycles where appropriate. Public transit stops and facilities shall be accommodated as appropriate, and other incentive provisions considered which encourage non-auto travel.**

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The project location near the beach and Boardwalk visitor-serving facilities will result in many pedestrian trips between the hotel and these facilities. Bicycle parking will be provided in accordance with City parking requirements. The project is within walking distance of transit routes and will be conditioned to contribute a fair share toward operation of beach shuttle.

14. **The site shall provide open space and landscaping which complement buildings and structures. Open space should be useful to residents, employees, or other visitors to the site. Landscaping shall be used to separate and/or screen service and storage areas, separate and/or screen parking areas from other areas, break up expanses of paved area, and define open space for usability and privacy.**

The project is a full-service hotel with partially underground parking, two courtyards and a major pool/restaurant open space area on the fourth level. While the RTC/PER2 zone district does not include specific open space requirements, the project open spaces are generous and well integrated into the hotel layout.

15. **The site plan shall reasonably protect against external and internal noise, vibration and other factors which may tend to make the environment less desirable. The site plan should respect the need for privacy of adjacent residents.**

The project will require building permits which in turn have noise insulation requirements. The site is separated from most adjacent uses by surrounding streets.

16. **Signs shall complement the site plan and avoid dominating the site and/or existing buildings on the site or overwhelming the buildings or structures to which they are attached. Multiple signs on a given site should be of a consistent theme.**

Conceptual signage on the buildings complements the buildings. A condition of approval requires a separate sign permit when more detailed signage plans are developed.

17. **Building and structures shall be so designed and oriented to make use of natural elements such as solar radiation, wind, and landscaping for heating, cooling and ventilation.**

The proposed building will be designed to meet and exceed the City's Green Building Program requirements.

18. **The site plan shall incorporate water-conservation features where possible, including in the design of types of landscaping and in the design of water-using fixtures. In addition, water restricting shower heads and faucets shall be used, as well as water-saving toilets utilizing less than three gallons per flush.**

The building will require issuance of a building permit and water-saving elements will be required.

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19. In all projects in Industrial (I) Zones, building design shall include measures for reusing heat generated by machinery, computers and artificial lighting.

Not applicable.

20. In all projects in Industrial (I) Zones, all buildings and structures shall be so designed and oriented to make use of natural lighting wherever possible.

Not applicable.

21. Heating systems for hot tubs and swimming pools shall be solar when possible but in all cases energy efficient.

The project's swimming pool and hot tub will be heated with energy efficient equipment. Solar heating will be explored prior to issuance of a building permit.

22. Enhance the West Cliff Drive streetscape with appropriate building mass, modulation, articulation, coloring and landscaping that is compatible with and would not diminish the visual prominence of the public open space.

Not applicable.

With respect to the Coastal Permit, Section 24.08.250

23. The development is consistent with the General Plan, the Local Coastal Land Use Plan and the Local Coastal Implementation Program.

This permit is being approved in concept at this time. A General Plan/Local Coastal Plan/Program amendment is being processed concurrently with the proposed project. The proposed hotel project is consistent with the amended City General Plan, Local Coastal Plan and adopted Beach/South of Laurel Area Plan which call for Regional Visitor Commercial uses on the project site which is located on a primary arterial in the City's beach-tourist area. The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors. The amended Beach Area Plan policies will recognize that a new hotel at the project site involves demolition of the existing historic buildings. The General Plan/Local Coastal Plan amendment also allows additional height on the project site in accordance with visual impact analysis and certain findings. The project is also consistent with the following General Plan policies:

The project is consistent with the following General Plan/Local Coastal Land Use Plan Land Use policies:

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Land Use Policy 2.7.2

Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

Economic Development Policy 5.2

Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

The amended Land Use Policy 2.16 in the Beach/South of Laurel Area Plan reads as follows (underlines and strikethroughs show the changes):

The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia site is ~~converted~~ redeveloped to visitor-serving condominiums in order to fund the ~~renovation~~ project, restrict use of the condominiums by individual owners to no more than 45 days per year.

24. **The project is consistent with the purpose of this chapter and other applicable sections of this title.**

The project site is currently zoned RTC/CZ/SPO/H (Tourist Residential-Beach Commercial/Coastal Zone/Shoreline Protection Overlay/Historic Overlay). The project is being rezoned from RTC to the RTC-PER2 zone district and the site is being delisted from the City Historic Building Survey because of the building's demolition. Hotel uses are permitted uses in the RTC-PER2/CZ/SPO/H zone district. Alcohol service located within restaurants can be allowed with an Administrative Use Permit. Reductions in parking requirements for cooperative parking facilities can be allowed with a Special Use Permit. In accordance with the General Plan/Local Coastal Plan and zoning ordinance amendments related to the project, allowance of heights above 36 feet is discretionary, subject to approval of the City Council and requires preparation of a detailed visual analysis of the proposed building to determine the visual impact of the development. The visual impact analysis must consider the views from key locations with the City, and the views from immediately adjacent streets. Building heights above 36 feet require the recommendation of the Director of Planning to the City Council, with the finding that the proposed building provides an extraordinary contribution to the aesthetic goals of the Beach/South of Laurel Area Plan. In addition to the finding of extraordinary design, further consideration for the additional building heights may be given for public benefit or economic benefits attributed to the project.

The EIR provides visual analysis of the proposed building and views from designated viewpoints as well as adjacent streets. The Planning Director and Planning Commission have recommended that the proposed building will provide an extraordinary contribution to the aesthetic goals of the Beach/South of Laurel Area Plan, that the project would help

RESOLUTION NO. NS-28,038

redevelop the rather deteriorated project site and will have public and economic benefits in terms of tourism jobs and taxes as well as beautification of the popular beach area.

25. **Maintain views between the sea and the first public roadway parallel to the sea;**

Not applicable due to location of project north of Beach Street.

26. **The project protects vegetation, natural habitats and natural resources consistent with the Local Coastal Land Use Plan;**

The project site does not include any natural areas.

27. **The project is consistent with any applicable design plans and/or area plans incorporated into the Local Coastal Land Use Plan;**

The proposed building design is consistent with the Beach/South of Laurel Area Plan design guidelines which call for Spanish Colonial Revival style buildings. The project design strives to emulate many of the design details from the existing La Bahia buildings. Elements include plaster walls, tile roofs, retention or replication of the existing tower on Beach Street, additional projecting tower elements, shaped parapets, arched windows, metal balconies, two interior courtyards, and a grand stairway at the rear of the building.

28. **The project maintains public access to the coast along any coastline as set forth in the Local Coastal Land Use Plan;**

This finding is not applicable due to project location across Beach Street from the public beach and wharf.

29. **The project is consistent with the Local Coastal Land Use Plan goal of providing visitor-serving needs as appropriate;**

The project replaces a 44-unit apartment building with a large full-service hotel. The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors.

The following General Plan/Local Coastal Plan policies recognize the over-supply of lower quality visitor-serving motels in the City and encourage improvement of the hotel stock, and the development of a range of quality visitor-serving accommodations.

Land Use Policy 2.7.2:

Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

Economic Development Policies

RESOLUTION NO. NS-28,038

5.2 Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

5.2.1 Encourage the development of facilities that would help accommodate conference users in conjunction with existing hotels or new hotel development.

5.2.2 Investigate the attraction of a top-end, full-service hotel to expand and improve the year-round conference segment of the tourism market.

5.2.3 Assess the impact of an over-supply of inferior hotel/motel rooms and develop incentives to encourage owners to upgrade existing hotel/motel facilities while also ensuring the retention of moderately-priced accommodations.

It should be noted that the applicant has offered \$200,000 worth of construction services toward improvements at the Carmelita Cottages Youth Hostel on Beach Hill or toward the improvement of State Park campsites. This offer is intended to provide additional public benefit in addition to the full-service La Bahia Hotel project. This offer has been included in the Development Agreement for the project.

It should also be noted that one project condition and Development Agreement public benefit requires the hotel operator to contribute to the operation of a beach shuttle on a fair share basis. A similar condition has been included in a number of recently approved projects including the Marriott Courtyard Hotel on Riverside Avenue. The City purchased a shuttle bus and has operated a shuttle in the past but is short of funding to operate one at this time. The City intends to pursue operation of a beach shuttle again when a sufficient funding mechanism is available. The "fair share shuttle contribution" project condition assures that the La Bahia Hotel project will contribute toward a future beach shuttle.

There is an on-site parking deficit of 37 spaces. Since the development also results in a loss of six parking spaces on the street, the total deficit is 43 spaces. An EIR mitigation measure requires that these spaces be made up in nearby parking lots (with a guaranteed lease) or the provision of parking lifts in the project garage. A parking agreement is included in the Development Agreement to provide these 43 spaces in the Main Boardwalk parking lot, with valet service. Since there is a surplus of 521 public parking spaces in the Beach/South of Laurel area (4,211 space supply minus 3,690 space Coastal Commission/Beach-South of Laurel Area Plan requirement), the 43 needed off-site parking spaces will not result in parking impacts, and is consistent with adopted plans.

30. The project is consistent with the Local Coastal Land Use Plan goal of encouraging coastal development uses as appropriate.

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The proposed hotel is consistent with coastal land use plan policies and zoning for the site which is on a primary access road to the beach and Boardwalk visitor area and adjacent to several other motels. The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors. The project site is considered one of the City's premier sites for a full-service hotel with conference facilities.

With respect to Shoreline Protection Overlay District Review Criteria, Section 24.10.243.

31. The project protects trees and vegetation and sensitive wildlife habitat.

The project site does not include any natural areas or heritage trees.

32. The project is consistent with the following criteria for bluff or cliff development:

- The development is sited and designed to assure stability and structural integrity of its expected economic life span and minimize alterations to natural land forms.
- The development will not create or contribute significantly to problems of erosion or geologic instability on the site or on surrounding geologically hazardous areas.
- The development minimizes alteration of cliffs, bluff tops, faces or bases, and will not interfere with sand movement.
- The development which proposes use of retaining walls shall be allowed only to stabilize slopes. Sea walls at the toe of sea cliffs to check marine erosion shall be allowed only where there is no less environmentally damaging alternative.
- The development within one hundred feet of any cliff or bluff line shall follow the recommendations of an approved geologic report by a registered geologist. The area where such a report is required may be increased where the issue of slope stability requires a greater distance from any cliff or bluff line.

Not applicable. The project is not located near a coastal bluff.

33. The project provides maximum erosion protection, using accepted engineering practices and other methods and specifications set forth in this title;

The project site does not contain steep slopes. Erosion control measures will be required as part of the grading permit.

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34. **The project maintains public view corridors between the sea and the first public roadway parallel to the sea and maintain natural views of the coastline;**

Not applicable because of the project location north of Beach Street.

35. **The project protects paleontological resources as prescribed in the Land Use Plan;**

The site is not located within a mapped sensitive paleontological area. A condition of approval requires work to be stopped in the unlikely event that resources are discovered during construction.

With respect to the Special Use Permit, Section 24.08.050

36. **The proposed structure or use conforms to the requirements and the intent of this title, and of the General Plan, relevant area plans, and the Coastal Land Use Plan, where appropriate;**

With approval of a Special Use Permit, a 10-percent reduction of parking space requirements may be allowed for cooperative parking facilities. The project provides 167 parking spaces in underground and partially underground parking garage levels. This is sufficient off-street parking with approval of a 10-percent reduction (26 spaces) in parking for non-auto use programs, and 10-percent reduction for cooperative parking facilities (26 spaces), use of valet parking (34 spaces), and provision of 43 parking spaces off-site at the Main Boardwalk parking lot. A Planned Development Permit variation to off-site parking distance requirements is being approved for the project based on the facts that this parking is for peak use conference event periods and will be serviced by hotel valets. Such parking reductions recognize the joint use of hotel room, restaurant and meeting room facilities by hotel patrons. City parking requirements are based on each individual use of the building and then reductions can be granted if warranted. The independent traffic study for the project indicates that 70 percent of hotel rooms will be occupied by conference attendees when such meetings are held. General Plan/Coastal Land Use Plan Policy 6.4.6 calls for consideration of reduced parking requirements for developments and major destination centers implementing alternative transportation programs.

37. **That any additional conditions stipulated as necessary in the public interest have been imposed;**

No additional conditions are necessary in regard to this parking reduction. The planned use of valet parking at the Main Boardwalk parking lot will be available during high use periods.

38. **That such use or structure will not constitute a nuisance or be detrimental to the public welfare of the community; and**

The parking reduction will not cause a nuisance as traffic studies show that many hotel rooms are occupied by meeting attendees.

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39. That all thrift store uses shall include a management plan that identifies collection facilities for donated items, operating hours for donation facilities which discourage unsupervised drop-offs, adequate storage areas for sorting the materials, and provides a plan to properly dispose of unusable items in a timely, secure, and orderly fashion and maintains premises in a clean and attractive condition.

Not applicable.

With respect to the Residential Demolition Authorization Permit, Section 24.08.1330

40. The building is not subject to the provisions of Part 11 (regarding Historic Demolition Permits) of this chapter, or that the demolition or conversion has been approved pursuant to the procedures set forth in Part 11; and

A Historic Demolition Permit will be issued for the project in accordance with procedures set forth in Part 11 of the Zoning Ordinance. The Historic Preservation Commission will make a recommendation to the City Council regarding this permit and the City Council will take final action on all the project permits.

41. The project which will replace the demolished or converted unit(s) has been approved by the city, and an appropriate building permit has been issued; unless no building permit is required or some other practical hardship can be documented rendering this finding inappropriate; and

In 2002, a 71-unit single-room occupancy apartment project was constructed by the applicant at 401 Pacific Avenue. The 44-unit apartment project at the project site will be replaced by a large hotel building which is a coastal-related use consistent with the General Plan and zoning for the property. Low-moderate income replacement housing will be required in accordance with the City ordinance and provided at the existing 401 Pacific Avenue project.

42. The building is not in the coastal zone, or, if it is in the coastal zone, is being replaced by a residential use or a nonresidential coastal-dependent use as defined by Section 30101 of the Public Resources Code; and

The 44 unit apartment use will be replaced by a large hotel building which is a coastal-related, visitor-serving use consistent with the amended General Plan and zoning for the property.

43. Relocation assistance has been provided to eligible tenants consistent with Section 24.08.1350; or

A project condition requires relocation assistance in accordance with this section of the zoning ordinance.

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44. The building which is in the coastal zone and is being replaced by a nonresidential use which is not coastal-dependent as defined in Section 30101 of the Public Resources Code, is located where residential use is no longer feasible, but will not be issued a demolition permit or building permit in connection with the conversion until the applicant has entered into an agreement to provide relocation assistance and replacement housing or in-lieu fees consistent with Sections 24.08.1350 and the applicable portions of Sections 24.08.1360 and 24.08.1370 of this chapter.
45. The 44 unit apartment use will be replaced by a large hotel building which is a coastal-related, visitor-serving use consistent with the amended General Plan and zoning for the property. A demolition permit for the project will not be issued until the applicant has entered into an agreement to provide relocation assistance and replacement housing consistent with Sections 24.08.1350 and applicable portions of Sections 24.08.1360 and 24.08.1370 of the City zoning ordinance.

With respect to the Tentative Subdivision Map, Section 23.16.050

46. The proposed tentative map is consistent with the applicable general and specific plans.

The development project includes a commercial hotel building with underground and enclosed parking in an area designated by the General Plan as a Residential/Visitor Commercial Infill and Intensification - Map L-3. The Tentative Map will allow limited stay condominium hotel rooms to be created consistent with City General Plan/Local Coastal Plan policies.

47. The design or improvements of the proposed subdivision are consistent with applicable general and specific plans.

The development will be served by existing public streets and public infrastructure. Sidewalk areas, street trees and other facilities will be required in conformance with the Beach/South of Laurel Area Plan and standard requirements from City departments. Traffic fees will be paid to help fund planned beach area and citywide traffic improvements in key areas.

48. The site is physically suitable for the type of development proposed.

The site is suitable for the proposed commercial hotel development. A condition of approval requires compliance with a soils/geotechnical report for the project.

49. The site is physically suitable for the proposed density of development.

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With appropriate engineering and site preparation in accord with the soils and geotechnical report, the site can accommodate the planned hotel with an enclosed parking garage which is primarily underground. The site and building plans demonstrate that the site can accommodate the number of rooms, the restaurant and planned meeting space. Forty-three parking spaces may be provided with parking lifts in the garage or with off-site parking.

50. **The design of the subdivision or proposed improvements is not likely to cause substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat.**

The project site is surrounded by urban development and does not contain any natural areas. The design and improvements of the subdivision will not cause substantial environmental damage, or substantially injure fish, wildlife, or their habitats, or cause serious public health problems. The subject parcel does not contain any bodies of water.

51. **The design of the subdivision and the type of improvements are not likely to cause serious public health problems.**

No public health problems are anticipated as a result of the development. Project conditions address geology and soils, noise and traffic concerns.

52. **The design of the subdivision or the type of improvements will not conflict with easements acquired by the public at large for access through, or the use of, property within the subdivision.**

The design of the subdivision will not conflict with any easements.

53. **The discharge of waste from the proposed subdivision into an existing community sewer system will not result in violation of existing requirements prescribed by the California Regional Water Quality Control Board.**

The Public Works Department has indicated there are no concerns regarding the treatment of sewage from the development.

With respect to development in the RT(C)/PER2 zone district, Section 24.10.624.86

53. **The project can be coordinated with existing and proposed development of the surrounding areas; and**

The proposed hotel use is consistent with visitor-serving uses along Beach Street which is a major arterial leading to the beach and Boardwalk attractions. The new hotel is bordered on the east and west by other motel uses. On the north, the site is bordered by a mix of visitor-serving uses and multiple-unit housing development.

54. The project shall provide the amenity level of the development, the quality of architecture, and the landscaping to meet the RTC/PER2 zone requirements.

The proposed hotel meets the setback, height, parking, landscaping and other requirements listed in the RTC/PER2 zone district.

55. The project shall be found to contribute to the overall economic health, vitality and general mix of uses in the beach area by providing quality hotel and conference facilities for the area.

The Beach/South of Laurel Area Plan was adopted in 1998 and specifically studied various sub-areas. This Plan discussed the need for improvement of motel and hotel facilities and the need for meeting space to attract more overnight and off-season visitors. The amended Beach Area Plan policies will recognize that a new hotel at the project site might involve demolition of the existing historic buildings. The General Plan/Local Coastal Plan amendment also allows additional height on the project site in accordance with visual impact analysis and certain findings. The project is consistent with the following General Plan/Local Coastal Land Use Plan Land Use policies:

Land Use Policy 2.7.2

Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

Economic Development Policy 5.2

Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

The amended Land Use Policy 2.16 in the Beach/South of Laurel Area Plan reads as follows (underlines and strikethroughs show the changes):

The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia site is converted redeveloped to visitor-serving condominiums in order to fund the ~~renovation~~ project, restrict use of the condominiums by individual owners to no more than 45 days per year.

With regard to Demolition of Buildings Listed in the Historic Building Survey, and with regard to Demolition of Designated Historic Landmarks, Section 24.08.1014

56. The action proposed is consistent with the purposes of historic preservation as set forth in Section 24.12.400 of this title and in the Cultural Resources Element of the General Plan; or

Preservation of the historic La Bahia buildings within an overall hotel project would be consistent with the purposes of historic preservation. However, after exploration of the economic and technical issues involved of the 2003 project which preserved the historic buildings, the developer has determined that such a project does not meet their objectives for the project. As part of the Project EIR, Biggs Cardosa Associates, an independent consulting firm under contract with the City, reviewed building conditions, structural requirements and cost estimates for the project in relation to the 2003 project. The independent review concludes that retrofitting the historic buildings would require extensive modifications on the structural systems; that insurance requirements related to the "for sale" limited stay condominium nature of the project would require upgrade to current building codes instead of more lenient historic building codes; and, that most historic retrofits, even with the use of more lenient building codes, are not cost effective and often need government subsidies. The City Council has considered evidence related to the feasibility of preserving the La Bahia buildings and has determined that such preservation is not feasible. The hotel project incorporates historic design elements of the existing building's Spanish Colonial style. Revised Alternative 3A includes a southeastern tower building segment which closely matches the existing building and which includes a Westbrook building wing which allows more sunlight into the adjacent courtyard.

57. The applicant has demonstrated that the action proposed is necessary to correct an unsafe or dangerous condition on the property pursuant to Section 24.08.1040; or

The liquefaction conditions on the project site require considerable soils and foundation remediation work which is technically difficult and costly for a project which would retain the existing buildings. Portions of the building, including an elevated walkway in the southwestern quadrant, have failed due to deterioration and age over the years.

58. The applicant has demonstrated the denial of the application will result in immediate and substantial economic hardship; or

The Project EIR includes the applicant's demolition rationale and cost estimates and an independent review of the rationale and estimates by Biggs Cardosa Associates, a structural engineering firm with historic rehabilitation experience. The independent review concludes that retrofitting the historic buildings would require extensive modifications on the structural systems; that insurance requirements related to the "for sale" limited stay condominium nature of the project would require upgrade to current building codes instead of more lenient historic building codes; and, that most historic retrofits, even with the use of more lenient building codes, are not cost effective and often

need government subsidies. The Additional Environmental Information regarding Revised Alternative 3A includes new costs estimates for Alternative 2, the 2003 project which preserved most of the historic buildings, and Revised Alternative 3A. The new cost estimates indicate that Alternative 2 would cost \$ 156.90/square foot and Revised Alternative 3A would cost \$140.17/square foot, which equates to a \$16.73/square foot difference.

59. **There are no reasonable alternatives to the demolition as of the time of the hearing.**

The Historic Preservation Commission recommended against approval of this permit which allows demolition of the historic La Bahia buildings. The City Council considered their recommendation as well as the recommendation of the Planning Commission. The City Council also considered the environmental information, the structural and cost estimates report by Biggs Cardosa which concluded that the current building condition and liquefaction concerns of the underlying soils would require foundation work which would make preservation cost prohibitive. The City Council has found that the demolition of the buildings is necessary to allow a hotel project to be developed on this site consistent with other Beach/South of Laurel Area

With regard to delisting the La Bahia site from the City Historic Building Survey, Section 24.12.420

60. **The proposed landmark has or no longer has significant aesthetic, cultural, architectural, or engineering interest or value of a historic nature.**

The buildings have deteriorated over time and the proposed project will utilize design elements common to the Spanish Colonial Revival style of the historic buildings. The Project EIR includes the applicant's demolition rationale and cost estimates and an independent review of the rationale and estimates by Biggs Cardosa Associates, a structural engineering firm with historic rehabilitation experience. The independent review concludes that retrofitting the historic buildings would require extensive modifications on the structural systems; that insurance requirements related to the "for sale" limited stay condominium nature of the project would require upgrade to current building codes instead of more lenient historic building codes; and, that most historic retrofits, even with the use of more lenient building codes, are not cost effective and often need government subsidies. The Additional Environmental Information regarding Revised Alternative 3A includes new costs estimates for Alternative 2, the 2003 project which preserved most of the historic buildings, and Revised Alternative 3A. The new cost estimates indicate that Alternative 2 would cost \$ 156.90/square foot and Revised Alternative 3A would cost \$140.17/square foot, which equates to a \$16.73/square foot difference.

61. **The designation or deletion of the landmark is consistent with the purposes and criteria of the City's historic preservation policies set forth in Section 24.12.400 of the zoning ordinance, and the Cultural Resources Element of the General Plan,**

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The La Bahia landmark is located on a site with significant liquefaction constraints which would make preservation of the historic buildings economically infeasible. The site would not be delisted unless and until a building permit is obtained for demolition and construction of the new hotel project.

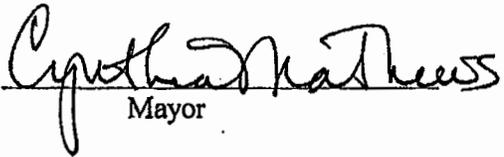
NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz, that Permit Application No. 06-004 requesting approval of the project is hereby approved subject to the Conditions of Approval attached hereto as Exhibit "A".

BE IT FURTHER RESOLVED by the City Council of the City of Santa Cruz, that the text amendments to the General Plan, Local Coastal Program, and Beach South of Laurel Area Plan, as well as the Zoning Ordinance and Local Coastal Implementation Plan amendments, and permit entitlements shall not become effective until final certification by the California Coastal Commission.

BE IT FURTHER RESOLVED by the City Council of the City of Santa Cruz, that the Coastal Permit for the project is being approved in concept at this time. The Coastal Permit for the project will be finally approved after Coastal Commission approval of the General Plan/Local Coastal Plan and Zoning Ordinance amendments. In accordance with Section 24.04.130 of the City zoning ordinance, the City Council refers final action on the Coastal Permit to the Zoning Administrator after Coastal Commission action on the related Local Coastal Plan/Program amendments.

PASSED AND ADOPTED this 14th day of April, 2009, by the following vote:

AYES: Councilmembers Coonerty, Robinson, Lane, Vice Mayor Rotkin; Mayor Mathews.
NOES: Councilmember Madrigal.
ABSENT: Councilmember Beiers.
DISQUALIFIED: None.

APPROVED: 
Mayor

ATTEST: 
City Clerk

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RESOLUTION NO. NS-28,038
EXHIBIT "A"

COPY

CONDITIONS OF APPROVAL FOR THE PROJECT ON PROPERTY AT

215 Beach Street; Application No. 06-004

Historic Demolition Permit, Planned Development Permit, Coastal Permit, Design Permit, Special Use Permit, Residential Demolition Authorization Permit, and Tentative Subdivision Map for "La Bahia" Hotel Project – Demolition of an existing 44-unit apartment complex building listed on the City Historic Building Survey and construction of a 125-room hotel with a restaurant, meeting space, and a partially underground garage in the RTC/HO/CZ/SPO zoning district. (Environmental Determination: EIR)

1. If one or more of the following conditions is not met with respect to all its terms, then this approval may be revoked.
2. All plans for future construction which are not covered by this review shall be submitted to the City Planning and Community Development Department for review and approval, subject to these permit conditions and City zoning ordinance requirements.
3. These zoning permits shall be in effect for five (5) years of the date of final approval. The building permit for the project must be obtained within 3.5 years and the project construction shall be completed and an occupancy permit shall be obtained within five years of the date of final approval of these zoning permits.
4. The applicant shall be responsible for the completeness and accuracy of all forms and supporting material submitted in connection with any application. Any errors or discrepancies found therein may result in the revocation of any approval or permits issued in connection therewith.
5. All final working drawings shall be submitted to the Zoning Administrator for review and approval in conjunction with building permit application.
6. Except as provided in the conditions below, development of the site shall be substantially in accordance with the approved plans prepared by Barry Swenson Builders dated November 3, 2008, submitted and on file in the Department of Planning and Community Development of the City of Santa Cruz. All aspects of construction must be completed prior to occupancy. Major modifications to plans or exceptions to completion may be granted only by the City Council which approved the project.
7. All requirements of the Building, Fire, Public Works and Water Departments shall be completed prior to occupancy.
8. Handicap accessibility shall be provided in accordance with Uniform Building Code, as determined by the Building Official.
9. The final design of the refuse facilities shall approved by the Public Works Department.

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EXHIBIT A

10. The following improvements shall be included in the Subdivision Improvement Agreement and bonded as required by the Tentative Map:
 - Re-striping of parking spaces and relocation of parking meters, as necessary, on Beach, Westbrook, First and Main Streets;
 - Curb, gutter, sidewalk, bulb outs, signage, meter poles and striping bordering the lot; and,
 - Construction of a right turn only intersection with bulb-outs from Westbrook Street onto First Street.
11. Final building plans shall include underground fire service plans, a standpipe system, fire sprinkler system plans, and fire alarm system plans.
12. Prior to issuance of a building permit for the project, the applicant shall pay required traffic impact fees, unless phased or deferred payment terms are approved by the Planning and Public Works Directors; and, shall submit a Transportation Management Plan to include membership in the Transportation Management Association, free price bus passes, shower facilities and other similar non-auto use options for employees.
13. Curbs, gutter, sidewalks, streetlights and other public improvements shall be repaired or replaced, as determined by the Public Works Department, prior to final inspection of the new building.
14. An exterior lighting plan shall be submitted for approval by the Zoning Administrator prior to issuance of a building permit. The exterior lighting plan shall be consistent with the Beach and South of Laurel Design Guidelines by indicating that adequate security will be provided, while minimizing excessive off-site glare.
15. Adequate provisions shall be made to supply water to each of the premises covered by this application. The design of water facilities shall be to standards of the Water Department, and plans therefore must be submitted to the Water Department Director for review and approval prior to the issuance of a building permit.
16. Final building plans shall indicate that Energy Star labeled laundry facilities will be used in the development. The pool and spa shall either include energy-efficient equipment or solar power. If solar power is used, the solar collectors shall be placed behind a roof parapet in a manner that is not visible from the adjacent streets, beach or wharf.
17. A final landscaping plan shall be submitted for review and approval by the Zoning Administrator and Water Conservation department with the building plans, and shall be consistent with the preliminary landscape plan. The landscape plan shall be prepared by a landscape architect and shall result in high quality landscaping and courtyard features consistent with Spanish Colonial Revival architecture.

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RESOLUTION NO. NS-28,038
EXHIBIT A

18. All landscaping shall be installed prior to final utility release or issuance of occupancy permits. Subsequent to occupancy of the premises, all landscaping shall be permanently maintained. Such maintenance shall be secured through an 18-month bond or time certificate of deposit prior to occupancy.
19. All utilities and transformer boxes shall be placed underground or in an enclosed utility room unless otherwise allowed after review by the Zoning Administrator. The developer shall agree to participate, on a fair share basis, in a larger scale utility undergrounding project in the area and sign a no-protest agreement for the future formation of an undergrounding district.
20. Rooftop drainage shall be directed to the storm water drainage system in such a manner that it does not flow across the sidewalk. A drainage and stormwater pollution prevention plan which utilizes best management practices and conforms to the Citywide Stormwater Permit, subject to approval of the Public Works Department, shall be submitted in conjunction with the building permit application. The final design and location of the downspouts shall be compatible with the building architecture.
21. The applicant shall provide Planning and Building Department staff with verification that a qualified geotechnical engineer has reviewed the plans for consistency with the project geotechnical and geologic reports, prior to issuance of a building permit.
22. The applicant shall provide Planning and Building Department staff with certification that all development has occurred in accordance with the recommendations contained in the project geotechnical and geologic reports, prior to final inspection of the building permit.
23. An erosion control and stormwater pollution prevention plan shall be approved by the Zoning Administrator prior to issuance of a building permit and all work shall be installed by November 1. The erosion control plan shall include provisions for implementation of "Best Management" construction practices that include the following measures:
 - Water all active construction areas at least twice daily;
 - Prohibit all grading activities during periods of high winds (over 15 mph);
 - Cover all trucks hauling dirt, sand or loose materials.
 - Cover or water stockpiles of debris, soil and other materials which can become windblown;
 - Install wheel washers at the entrance to construction sites for all trucks;
 - Sweep streets if visible soil material is carried out from the construction site;
 - Apply chemical soil stabilizers on inactive construction sites;
 - Plant vegetative ground cover in disturbed areas as soon as possible; and,
 - Oil and grease traps.
24. Grading shall be done during periods of dry weather and protective measures shall be incorporated during grading to prevent siltation from any grading project halted due to rain.

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25. All new mechanical equipment and appurtenances, including gas and water meters, electrical boxes, roof vents, air conditioners, etc. visible from the public way and from adjacent properties, shall be screened with material compatible with the materials of the building and shall be subject to the approval of the Zoning Administrator.
26. Final building plans shall incorporate the building materials specified in the approved plans.
27. Prior to issuance of a building permit for the project, the applicant shall provide the Zoning Administrator with written verification that all permit requirements of the Monterey Bay Unified Air Pollution Control District relative to asbestos investigation and disposal, if necessary, have been fulfilled in accordance with Federal, State and local laws.
28. Prior to issuance of a building permit for the project, the applicant shall provide the Zoning Administrator with written verification that a lead assessment has been conducted in accordance with the Department of Toxic Substances Control standards and disposal, if necessary, has been fulfilled in accordance with Federal, State and local laws.
29. Prior to issuance of a building permit, the applicant shall submit a construction and transportation system management program for approval by the Zoning Administrator and Public Works Department that will at a minimum:
 - Establish a reasonable route and number of truck trips to be permitted going to and from the site during demolition and grading activities;
 - The project contractor shall obtain permission for off-site parking to park construction vehicles and equipment during the construction period so that neighborhood street parking is not impacted by such parking; and, once the parking garage levels are completed, they can be utilized for such parking;
 - Prohibit hauling of excavated materials during peak traffic hours on weekdays between the hours of 7:00 and 9:00 AM and 4:00 and 6:00 PM.;
 - Construction activities shall be limited to the hours of 8:00 am to 6:00 pm, Monday through Friday. Limited interior construction activity, which is not anticipated to cause noise problems in the nearby neighborhood, from 8:00 am to 5:00 pm on Saturdays may occur with the approval of the Chief Building Official. Limited exterior construction, such as the concrete foundation pour, may also occur outside these basic construction hours, with the approval of the Chief Building Official;
 - Utilize properly muffled vehicles and equipment on the construction site to ensure compliance with noise standards. If the developer exceeds noise standards, the project shall immediately be brought into compliance;
 - Delineate areas of the site where stationary equipment will be in place away from sensitive noise receptors to the maximum extent feasible;
 - Notification of adjacent residents of the construction schedule.
 - To promote a "good neighbor" relationship, the owner will provide a designated neighborhood representative with information for 24-hour access to individuals responsible for the construction operations;

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30. Within five (5) days of project approval, a Notice of Determination filing fee shall be paid to the Clerk of the Board of Supervisors, as required by CEQA regulations.
31. In accordance with Santa Cruz City Ordinance Section 24.08.1360, the City has identified two units with two total bedrooms that require replacement at a low income affordability level and two units with two bedrooms that require replacement at a moderate income affordability level. One additional unit requires income verification to determine whether an additional replacement unit is required. In the event that a tenant's income is not verified, the assumption shall be made that the unit is occupied by a low- and moderate- income household. The Developer has identified that certain project commonly referred to as South Pacific Apartments and located at 401 Pacific Avenue, Santa Cruz, CA. Replacement housing requirements shall be implemented as follows:
- Replacement Housing Agreement: Upon the completion of all necessary governmental and quasi-governmental approvals for the Project, and not later than the date of the issuance of the demolition permit, Developer will enter into an Replacement Housing Agreement with the City of Santa Cruz for the required 4-5 replacement housing units at low or moderate affordability levels at the Replacement Housing Project.
 - This Replacement Housing Agreement will have the following terms:
 1. The number of units/bedrooms identified by the City of Santa Cruz and referenced in Paragraph 1.3 above is to be reserved at the Replacement Housing Project at low or moderate affordability levels (2-3* units/bedrooms low income, 2-3* units/bedrooms moderate income). (* see No. 5 below)
 2. The Replacement Housing Project is hereby identified as the existing 71-unit SRO project located at 401 Pacific Avenue. Eleven of the existing units at the Replacement Housing Project are regulated under an Affordable Housing Participation Agreement and may not be counted as Replacement Units.
 3. Prior to execution of the Replacement Housing Agreement, Developer will provide the City with a list of all current lease termination dates at the Replacement Housing Project. Upon issuance of the demolition permit for the La Bahia residential dwelling units, any existing, non-regulated unit at the Replacement Housing Project whose lease expires shall be made immediately available for use as a Replacement Unit. The Developer may also provide information related to existing tenants at the Replacement Housing Project who may qualify as low or moderate income tenants within the required replacement units.
 4. All replacement units shall be identified and under lease to eligible tenants no later than six months from the date of issuance of the demolition permit for the La Bahia residential dwelling units.
 5. Not less than two entire units to meet replacement housing requirements shall be deemed low income units and not less than two entire units shall be deemed moderate income units subject to affordability requirements in perpetuity. One additional unit requires income verification to determine whether an additional replacement unit is required. In the event that a tenant's income is not verified, the assumption shall be made that the unit is occupied by a low- and moderate- income household.

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32. Relocation assistance shall be provided in accordance with Section 24.08.1350 of the zoning ordinance. Prior to issuance of a building permit for the project, or at the time of the termination of tenancy, which ever occurs first, the applicant shall provide a written agreement between all low- or moderate-income tenant(s) and the applicant outlining the method of relocation assistance (defined by the Zoning Ordinance as two months rent or other agreed upon assistance).
33. Prior to issuance of a building permit, the applicant shall submit a revised bike parking plan. Prior to final inspection and occupancy of the project, the applicant shall install at least 39 bicycle spaces on site, of which at least eight shall be Class 1 spaces (lockers or supervised areas) and 31 shall be Class 2 spaces (bike racks) in accordance with the approved bike parking plan.
34. The use shall meet the standards and shall be developed within limits established by Chapter 24.14 of the Santa Cruz Municipal Code as to the emission of noise, odor, smoke, dust, vibration, wastes, fumes or any public nuisance arising or occurring incidental to its establishment or operation.
35. The final map of the subdivision shall be submitted showing compliance with all the provisions of Title 23 of the Santa Cruz Municipal Code.
36. All utility easements shall be provided as shown on the approved tentative map on file to meet the requirements of the utility companies and of the Director of Public Works.
37. All plans and profiles of improvements shall be approved by the Director of Public Works prior to the filing of the final map, and the construction of said improvements shall be in accordance with the City specifications and shall be inspected by the Public Works Department.
38. The reproducible mylars and electronic AutoCAD files of the plans and profiles for said improvements shall be furnished to the Public Works Department and shall become the property of the City of Santa Cruz at the time of approval.
39. Approval of the final plans and the conditions necessary for said approval are not necessarily limited to the approved tentative map conditions listed herein.
40. Prior to the approval of the final map, Covenant, Conditions and Restrictions (CC&Rs), containing the provisions set forth in Section 23.37.010.1 of the Subdivision Ordinance, shall be reviewed and approved by the City Attorney and the Zoning Administrator.
41. Prior to the approval of the final map, draft Covenant, Conditions and Restrictions (CC&R's), shall be reviewed and approved by the Zoning Administrator and City Attorney and include the following provisions:
 - Limit occupancy restrictions to limit use by owners not to exceed 45 days per year and 29 consecutive days. If a unit has more than one owner, the 45 day occupancy limit and 29

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- consecutive day limit shall constitute a limitation on the aggregate use of the unit by all of such owners;
- State that the project will be operated as a hotel and will be subject to transient occupancy tax and audits (except when a unit is occupied by an owner); and
 - Provide a method of collection of transient occupancy taxes by the hotel operations management;
 - C,C&R's provisions shall not be altered without prior written consent by the City Director of the Planning and Community Development Department.
42. A copy of the recorded CC&Rs shall be submitted to the Zoning Administrator.
43. The project shall be operated as a hotel with daily linen service, central lobby, front desk check in, valet parking service and central guest registration with management available on a 24-hour basis.
44. The hotel shall be staffed with full-time and part-time staff such as the following: general manager, front desk clerks, building engineer, and house keeping staff.
45. Daily linen services shall be provided - either with contract off-site linen/laundry vendor or with on-site linen/laundry services.
46. Hotel occupancy shall be managed and controlled through a central reservation system and central management company for the life of the project.
47. All units are subject to City of Santa Cruz Transient Occupancy Tax for a minimum of 320 days per calendar year. Transient occupancy taxes shall be paid for all nights that rooms are occupied by persons other than condominium owners.
48. The project shall be audited by the City for conformance to room occupancy requirements on a quarterly basis. The audit shall be prepared by a financial auditor approved by the City utilizing room occupancy records provided by the applicant.
49. The applicant/owner shall furnish 100-percent of funds to cover the costs of quarterly audits for the purpose of establishing project Transient Occupancy Taxes as required by the Director of Finance.
50. Collection of Transient Occupancy Taxes shall be provided by centralized management operations of the hotel. Should any conditions conflict with the City's Transient Occupancy Tax code, the Transient Occupancy Tax code shall prevail.
51. The project shall not be altered or reconstructed to preclude its use for transient occupancy as a hotel.

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52. A property management and maintenance plan shall be submitted for the review and approval of the Zoning Administrator, prior to final inspection of the development. The plan shall address such topics as landscape maintenance and upkeep of the general building appearance.
53. The applicant shall provide proof to the Police Department of Responsible Beverage Service training for all employees serving alcohol.
54. All local, state and federal laws, rules and regulations applying to the sale and consumption of alcohol shall be complied with.
55. The applicant shall have a listed phone number for this establishment.
56. The restaurant/bar area shall be operated as a "low-risk" alcohol outlet and the applicant shall have food available at all hours during which alcohol is served; however, the full kitchen does not have to be open or staff at all hours.
57. Prior to issuance of a building permit for the project, compliance with all adopted Mitigation Measures shall be demonstrated, including all Mitigation Monitoring and Reporting Program requirements, attached as Exhibit "B." The developer shall pay for City staff and/or consultant time necessary to monitor implementation of the mitigation measures in Exhibit "B."
58. The project shall comply with the City Green Building Ordinance regulations in effect at the time of building shall apply to the project; current Green Building Ordinance regulations shall not be "locked in" as part of the Development Agreement. LEED certification shall also be obtained for the project.
59. The developer shall pay their fair share toward the operation of a beach shuttle program that includes remote parking alternatives. A no-protest agreement shall be executed for the future formation of a beach shuttle assessment district.
60. The applicant shall work with the Department of Public Works on project details to address any pedestrian/car interface safety issues on Beach Street.
61. The columns of the existing bell tower and tower element itself, not just the tower cap, shall be preserved for replacement on the new building.
62. Prior to demolition of the building, decorative historic materials shall be removed and stored for reuse on the new building. Such materials include, but are not limited to, tile roofing, fountain and wall tiles, signage, wrought iron elements, light fixtures, fountain features, cement urns, cement benches, and wood plank doors where feasible.
63. A demolition permit shall not be issued unless it is issued simultaneously with a building permit to construct the new hotel. The site shall not be delisted from the Historic Building Survey until the building has been demolished pursuant to a demolition and replacement

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project permit issued by the Planning Department through its Building Division, and after a Certificate of Occupancy is obtained for the replacement structure after it is constructed and receives a final inspection.

64. Prior to issuance of a building permit for the project during the design development phase of the construction plans, the applicant shall work with City Staff, an architect on the State of California Office of Historic Preservation's list of qualified historic architects, and/or the City's architectural consultant, at the Planning Director's discretion, and a two-person subcommittee (one Commissioner from the Planning Commission and one Commissioner from the Historic Preservation Commission) appointed by the City Council to technically review and refine exterior design details to assure they include appropriate Spanish Colonial Revival elements required by the B/SOL Area Plan design guidelines and Mitigation Measure 4.4-1a, and sufficiently incorporate character defining features of the original La Bahia structure; and, to review interior floor plans after consultation with a hotel operator to address potential operational issues. The results of this review and any project modifications will be submitted to the City Council for review and approval. The subcommittee shall review the design, with specific attention to items 1 through 6 of the Historic Preservation Commission's recommendations on the project as follows. The intent of this review is not to require reconstruction "in kind" literally where it would substantially compromise the overall project; instead, the intent is to include design details which faithfully reproduce as many character-defining components of the existing buildings as possible, consistent with Secretary of Interior Standards for Reconstruction.

1. Reconstruction in-kind of the tower wing on Beach Street;
2. Reconstruction in-kind of the Court of the Troubadours from Westbrook Avenue into the Court of the Laurels;
3. Reconstruction in-kind of the first floor of the Westbrook wing allowing for a two-story addition above;
4. Reconstruction of the character-defining features of the Court of the Laurels to include octagonal stairs, maintaining the immediate line of parapets, walls, and a significant portion of the natural daylighting;
5. Faithful reconstruction of as many components of the existing buildings as possible.
6. Preservation or reconstruction in-kind of the majority of the Beach Street Façade, excluding the flat roof section;

65. The property owner agrees as a condition and in consideration of the approval of this discretionary development permit that it will, pursuant to agreement and/or statutory provisions as applicable, including but not limited to Government code Section 66474.9, defend, indemnify and hold harmless the City of Santa Cruz or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval, which action is brought within the time period provided for under law, including but not limited to, Government Code Section 66499.37, as applicable. The property owner will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such

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participation shall not relieve applicant of his obligations under this condition. An agreement to this effect shall be recorded upon demand of the City Attorney or concurrent with the issuance of building permits, use of the property, filing of the final map, whichever occurs first and as applicable. The City shall promptly notify the property owner of any such claim, action or proceeding and the City shall cooperate fully in the defense thereof. If the City fails to promptly notify the property owner of any such claim, action or proceeding or fails to cooperate fully in the defense thereof, the property owner shall not thereafter be responsible to defend, indemnify or hold the City harmless.

66. The developer and any future owners shall comply with any service area-wide water restrictions or mandatory use curtailment imposed by the City, including limitation on development as a result of a water connection moratorium, in the same manner as any similarly situated development.
67. During all grading and subsurface excavations (including utility-line trenching), construction will be halted if significant archaeological resources are discovered. For the purpose of this use permit, significant archaeological resources shall include the remains of previous Indian living areas or human burials. In the instance of Indian living areas, these objects shall be recorded and mapped prior to further excavation on that portion of the site. In the event human burials are discovered during excavation, work shall be halted and the County Coroner, the Northwest Indian Cemetery Protective Association (NICPA), and other appropriate authorities shall be notified. Mitigation measures developed by the applicant and authorized archaeologists shall be subject to the approval of the Planning Department. Any information developed as a result of this survey shall be forwarded to the County Archaeological Society, the County Historical Museum, and the Santa Cruz Collection, University of California Library.
68. The project developer agrees to participate, on a fair share basis, in a Beach Area Business Improvement District. A no-protest agreement shall be executed for the future formation of a beach area business improvement assessment district.
69. The Developer shall pay for City staff and/or consultant time necessary to monitor implementation of the Development Agreement.
70. The developer is obligated to fully implement the following public benefits during construction and operation of the hotel project, and these obligations shall continue in perpetuity.
 - Temporary Construction Jobs, both local and union during development in accord with March 13, 2009 letter from Barry Swenson Builder, Inc.;
 - LEED certified building design and construction;
 - Approximately 102 jobs with a First Hire Program for local residents living in close proximity to the project - the First Hire Program shall consist of the elements described in the April 8, 2009 letter from Barry Swenson Builder, Inc.;

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- A commitment to the following living wages and benefits and fair work practices for the employees during hotel operations:

Wage and Benefit Program:

The project will commit, as a minimum, to the below listed wages. The project will incorporate this list into their selected Operator's Management contract.

The starting wage scale will be comparable to the union wages paid at neighboring hotels.

- Server, Bus person, Banquet Houseman, Bellman/Valet \$8.00
- Room and Laundry Attendants \$12.41
- Houseman/Janitorial \$12.95
- Room Inspector \$12.92
- Maintenance \$15.09
- Front Desk/Reservations/PBX \$13.68
- Cook \$13.99, \$14.79, \$15.68, depending on experience
- Dishwasher \$13.28
- Bartender \$13.13

Beginning January 2010 and for each calendar year thereafter, the wages will increase at the same percentage of the CPI in each classification. Once operational and at their annual review, the employee could receive an annual merit increase contained within the guidelines of the operator's policies.

The benefits for full time employees will be based on the Operator's standard benefit package which generally encompass 5-7 paid holidays, 3-5 sick days, vacation pay, medical and dental insurance benefits, pension or 401K, uniforms and a complimentary meal while working. In addition, the Operator's policy and procedure manual will include a specific grievance procedure in which any and all disputes will be disposed of. At a minimum, the grievance policy will allow for the employee to have a formal process with final "one on one" access to the decision maker (generally the General Manager or the Corporate Director of Human Resources) as well as outline specific time guidelines in which all disputes are to be resolved.

- The Project will purchase local Art for both the guestrooms and the public areas of the hotel from local artists in cooperation with the Cultural Council;
- The Project will save, reconstruct and reuse the existing bell tower and incorporate a courtyard similar to the former Court of the Laurels;
- The project will make available up to 50 bicycles, three e-bikes and several electric car docking stations; therefore reducing guest traffic;
- The hotel operator will provide free bus passes to employees in order to reduce auto-oriented traffic to the hotel;

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- The project will contribute its fair share of funds for the operation of a Beach Shuttle; a no-protest agreement shall be executed for the future formation of a beach shuttle assessment district;
- The project will contribute approximately \$505,000 towards traffic improvements on a one time basis – the actual amount of traffic fees will match the amount required at the time building permits are approved;
- The project will agree to participate, on a fair share basis, in a Beach Area Business Improvement District, once implemented; a no-protest agreement shall be executed for the future formation of a beach area business improvement assessment district;
- The developer will provide a historic display (old photographs, historic background information) of the La Bahia/Casa Del Rey Apartment building in the lobby or other publicly accessible common area location prior to occupancy;
- The provision of \$200,000 worth of construction labor and materials or \$200,000 cash funding for a low-cost visitor serving facilities project in the County, prior to occupancy.
- Priority will be given to The Santa Cruz Hostel Society for the provision of this \$200,000 worth of construction labor and materials or \$200,000 cash funding for a low-cost visitor-serving facilities project.

COPY

**RESOLUTION NO. NS- 28,038
EXHIBIT B**

MITIGATION MONITORING PROGRAM

For

**ENVIRONMENTAL IMPACT REPORT
La Bahia Hotel Project**

**CITY COUNCIL
CITY OF SANTA CRUZ**

February 2009

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(page 34 of 40 page)**

Mitigation Measure	Implementation Actions	Monitoring/Reporting Responsibility	Monitoring, Reporting and/or Timing Requirements
<p>Air Quality</p> <p>Mitigation Measure 4.3-1a In accordance with the recommendations of the MBUAPCD, the following measures shall be required on heavy-duty equipment to reduce impacts from diesel exhaust and acrolein emissions during grading:</p> <ul style="list-style-type: none"> The proposed project shall require that heavy-duty equipment use a biodiesel fuel (B99 blend) or similar fuel that meets or exceeds the standards outlined by CARB and the MBUAPCD to minimize emissions of diesel exhaust on all onsite equipment used during grading activities. <p>OR</p> <ul style="list-style-type: none"> The project applicant shall be required to use construction equipment in compliance with the CARB Off-Road Diesel Engine Standards (i.e. 2003 or later models) for all onsite heavy-duty equipment used during grading activities or install oxidation catalysts on heavy-duty equipment. 	<ul style="list-style-type: none"> Include measure as Condition of Approval. Include measure in construction specifications as part of grading plan. 	<ul style="list-style-type: none"> The applicant is responsible for incorporating measures into grading plans and construction specifications. The Planning & Community Development Department is responsible for review of grading plans and construction specifications and to periodically inspect the site during grading. 	<ul style="list-style-type: none"> Prior to the issuance of the grading permit. On-going site inspections during grading and construction, at the discretion of the City.
<p>Cultural Resources</p> <p>Mitigation Measure 4.4-1a In the design of the proposed structure, the applicant shall follow the Spanish Colonial Revival architectural style and include character defining features of the existing structure, as described in the Architectural Analysis & Recommendations for New Development (1998), prepared by Architectural Resources Group (ARG).</p>	<ul style="list-style-type: none"> Include measure as Condition of Approval. Confirm that all building plans are consistent with ARG's Recommendations for New Development as part of design review. 	<ul style="list-style-type: none"> The Planning & Community Development Department is responsible for review of the final building plans. 	<ul style="list-style-type: none"> Review the building designs and plans prior to issuance of the building permit(s).

Mitigation Measure	Implementation Actions	Monitoring/Reporting Responsibility	Monitoring/Reporting and/or Timing Requirements
<p>Mitigation Measure 4.4-1b</p> <p>Prior to the issuance of demolition permits, the project applicant shall prepare an Historic American Buildings Survey (HABS) and an Historic American Engineering Record (HAER) Level I documentation of project site, its architectural style (Spanish Colonial Revival) and character defining features, and its role in Santa Cruz history as a major tourist destination. Level I analysis shall include drawings, photographs, and written data including oral histories, per HABS/HAER guidelines. The HABS/HAER report shall be prepared by a qualified architectural historian in consultation with the local preservation agencies.</p> <p>The HABS/HAER report shall be distributed to national, state and local repositories including:</p> <ul style="list-style-type: none"> • Library of Congress • Northwest Information Center • Santa Cruz City Library System • UC Santa Cruz 	<ul style="list-style-type: none"> • Include measure as Condition of Approval. • Prepare HABS/HAER report and submit to Planning and Community Development Department for review. 	<ul style="list-style-type: none"> • The applicant is responsible for acquiring a qualified architectural historian and preparing and distributing the HABS/HAER report. • The Planning & Community Development Department is responsible for review of HABS/HAER report and proof of distribution. 	<ul style="list-style-type: none"> • The HABS/HAER documentation shall be completed prior to issuance of the demolition permit.
<p>Mitigation Measure 4.4-1c</p> <p>Prior to issuance of a final occupancy permit, the applicant shall create an interpretive exhibit with graphic and narrative panels documenting the history of La Bahia site, its architectural style (Spanish Colonial Revival) and character defining features, and its role in Santa Cruz history as a major tourist destination. Once the construction is completed the interpretive exhibit shall be located in a publicly accessible area such as proposed project's lobby or other appropriate space.</p>	<ul style="list-style-type: none"> • Include measure as Condition of Approval. • Design, prepare, and install the interpretive exhibit. 	<ul style="list-style-type: none"> • The applicant is responsible for preparing and installing the interpretive exhibit. • The Planning & Community Development Department is responsible for review of the interpretive exhibit. 	<ul style="list-style-type: none"> • Installation of exhibit shall be completed prior to issuance of the final occupancy permit.

Mitigation Measure	Implementation Actions	Monitoring/Reporting Responsibility	Monitoring, Reporting and/or Timing Requirements
<p>Geology and Soils</p> <p>Mitigation Measure 4.5-1a</p> <p>Require implementation of all recommendations set forth in the Geotechnical Investigation and Geology Report for La Bahia Hotel, prepared by Pacific Crest Engineering (January 2008), including foundation and structural design recommendations. These include construction of a building foundation system that consists of a structural slab supported by drilled piers that extend through all loose liquefiable soils and penetrate at least 15 feet into the underlying sandstone bedrock.</p>	<ul style="list-style-type: none"> • Include measure as Condition of Approval. • Include recommendations of the project geotechnical report as part of grading, drainage, and building plans. • Confirm that all project plans are consistent with current California Building Code. 	<ul style="list-style-type: none"> • The applicant is responsible for incorporating the geotechnical recommendations into the project design. • The Planning & Community Development (including Building staff) is responsible for review of grading and building plans to ensure that geotechnical recommendations are included in project design. 	<ul style="list-style-type: none"> • Review grading and building plans prior to issuance of the grading and building permits, respectively.
<p>Hydrology & Water Quality</p> <p>Mitigation Measure 4.6-2a</p> <p>Require preparation and implementation of an erosion control plan, prepared in conformance with City standards, including, but not limited to: limiting ground disturbance and vegetation removal during construction; conduct work prior to the rainy season if possible and protect disturbed areas during the rainy season; and immediately revegetate disturbed areas. Incorporate all applicable BMPs included in the City's SWMP that reduce erosion and sedimentation during construction, such as:</p> <ul style="list-style-type: none"> • Conduct grading operations in phases in order to reduce the amount of disturbed areas and exposed soil at any one time. In addition, clearing, excavation, and grading shall not be conducted during rainy weather if possible. • Use one or more of the following to reduce the erosion potential from bare, exposed, or disturbed soil: filter fabric, erosion control blankets, geotextiles, mulching, seeding, 	<ul style="list-style-type: none"> • Include measure as Condition of Approval. • Include measures in the erosion control plan. 	<ul style="list-style-type: none"> • The project engineer is responsible for preparing the erosion control plan. • The Planning & Community Development and Public Works Departments are responsible for review of the erosion control plan. 	<ul style="list-style-type: none"> • Review final erosion plan prior to issuance of grading permit and implement actions during construction. Building Department staff to conduct periodic site visits during grading to ensure measures are in place.

Mitigation Measure	Implementation Actions	Monitoring/Reporting Responsibility	Monitoring/Reporting and/or Filing Requirements
<ul style="list-style-type: none"> • vegetation planting, or other appropriate cover material. • Effective erosion and sediment control measures must be implemented and maintained on all disturbed areas in order to prevent a net increase of sediment load in a site's storm water discharge relative to pre-construction levels. • During the rainy season, erosion control measures must also be located at all appropriate locations along the site's perimeter and at all inlets to the storm drain system. • Effective methods to protect storm drain inlets include sand bag barriers, heavy rubber mats to cover and seal the inlet, and sediment traps or basins. • Protect nearby storm drain inlets (preferably with heavy rubber mats) and adjacent water bodies prior to breaking up asphalt or concrete. • Inspect equipment and vehicles frequently and repair any leaks as soon as possible. Perform major maintenance and repairs off-site. • Clean up leaks, drips, and spills immediately. Use dry cleanup methods if possible. • Material stockpiles must be located away from gutters, storm drain inlets, and water bodies. In addition, keep soil and material stockpiles away from steep slopes and unstable soil in order to minimize the chance of an accidental release to the environment. • Keep materials protected from wind and rain. Cover piles of soil, construction materials and wastes with plastic sheeting or tarps so that wind or rain will not carry them into the street or storm drain. Open bags of particulate, granular, or powder materials (such as plaster or concrete) should be stored indoors if possible. If stored outside, they must be covered at all times and, during the rainy season, 			

Mitigation Measure	Implementation Actions	Monitoring/Reporting Responsibility	Monitoring, Reporting and/or Timing Requirements
<p>kept within secondary containment.</p> <ul style="list-style-type: none"> Waste debris should be stored in containers or dumpster whenever possible. Piles of uncontained wastes should be covered and protected from wind and rain. 			
Transportation & Traffic			
<p>Mitigation Measure 4.7-1a The project applicant shall pay its proportional fair share contribution towards improvements at the Pacific Avenue/Beach Street intersection (signalization or roundabout) with payment of the Citywide traffic impact fee (\$366 per daily vehicle trip) and the B/SOL traffic impact fee (\$82 per daily vehicle trip).</p>	<ul style="list-style-type: none"> Include measure as Condition of Approval. 	<ul style="list-style-type: none"> The Planning and Community Development Department is responsible for collecting fees as part of building permit fees. 	<ul style="list-style-type: none"> Payment of traffic impact fees at the time of issuance of building permit(s).
<p>Mitigation Measure 4.7-5a Prior to approval of the Final Map, the project applicant shall either: (1) provide sufficient parking on site through the use of parking lifts or some other means acceptable to the City, or (2) provide proof of an agreement for the provision of forty-three (43) off-site valet parking spaces in the main Boardwalk parking lot with approval of a Planned Development Permit to accommodate conference event parking during peak use periods.</p>	<ul style="list-style-type: none"> Include measure as Condition of Approval. 	<ul style="list-style-type: none"> The Planning & Community Development and Public Works Departments are responsible for review of the final parking plan or parking agreement. 	<ul style="list-style-type: none"> Submit revised parking plan or proof of agreement prior to approval of the Final Map or issuance of building permit, whichever comes first.
<p>Mitigation Measure 4.7-5b The project applicant shall prepare a revised parking plan for the on-site parking garage, including valet parking. Final approval of on-site parking and circulation shall be required by the City's Planning and Public Works Department.</p>	<ul style="list-style-type: none"> Include measure as Condition of Approval. Prepare revised parking plan and submit to Planning & Community Development and Public Works Departments for review. 	<ul style="list-style-type: none"> The applicant is responsible for providing a revised parking plan. The Planning & Community Development and Public Works Departments are responsible for review of the final parking plan or parking agreement. 	<ul style="list-style-type: none"> Submit revised parking plan prior to approval of the Final Map or issuance of building permit, whichever comes first.

Mitigation Measure	Implementation/Actions	Monitoring/Reporting Responsibility	Monitoring, Reporting and/or Filing Requirements
<p>Mitigation Measure 4.7-5c The project applicant shall revise the site plan to include bicycle-parking facilities per City's requirements. Six tandem compact parking spaces on the third level should be allocated to employees. On-street parking spaces on the project frontage should be striped according to City requirements and standards.</p>	<ul style="list-style-type: none"> • Include measure as Condition of Approval. 	<ul style="list-style-type: none"> • The applicant is responsible for providing a revised parking plan. • The Planning & Community Development and Public Works Departments are responsible for review of the final parking plan or parking agreement. 	<ul style="list-style-type: none"> • Submit revised parking plan prior to approval of the Final Map or issuance of building permit, whichever comes first.

APPLICABLE LCP POLICIES AND BSOL AREA PLAN DESIGN GUIDELINES

LCP Community Design Element Policy 2.1.3: *Protect the Monterey Bay National Marine Sanctuary and the shoreline and views to and along the ocean, recognizing their value as natural and recreational resources.*

LCP Community Design Element Policy 2.2: *Preserve important public views and viewsheds by ensuring that the scale, bulk, and setback of new development does not impede or disrupt them.*

LCP Community Design Element Policy 2.2.1 (in relevant part): *Develop siting, scale, landscaping, and other design guidelines to protect visually sensitive areas and ensure that development is compatible with the character of the area. Areas to be protected include... scenic coastal areas, Beach Hill...*

LCP Community Design Element Policy 2.2.2: *Identify important vistas and view corridors of community wide value to be preserved and require development to provide visual and physical breaks to allow access to these areas.*

LCP Community Design Element Policy 3.5 (in relevant part): *New or renovated development shall add to, not detract from City-identified landmarks, historic areas and buildings, and established architectural character worthy of preservation. (See...the Santa Cruz Historic Building Survey.)*

LCP Community Design Element Policy 3.5.4: *Maintain the prominence of Beach and Mission hills when development is proposed on or near them.*

LCP Community Design Element Policy 3.6: *In pedestrian areas, require building design to be responsive to the pedestrian environment. These areas include, but are not limited to, Downtown, South of Laurel,, the Beach, wharf, shoreline, and commercial shopping areas.*

LCP Community Design Element Policy 5.2: *Prepare and implement corridor plans for imageable paths addressing visitor-serving uses, high traffic volumes, pedestrian and bicycle access, building and parking siting and design, landscaping theme, undergrounding of utilities, commercial/residential transition, comprehensive signs and other amenities.*

LCP Cultural Resources Element Policy 2.1: *Protect and encourage restoration and rehabilitation of historic and architecturally-significant buildings and landmarks.*

LCP Cultural Resources Element Policy 2.2.2: *Encourage compatible development within historic districts and on sites outside but immediately adjacent to those boundaries.*

LCP Cultural Resources Element Policy 2.3: *Ensure that City administrative and review procedures effectively recognize and protect historic and architectural resources and coordinate preservation activities with local, State, and federal agencies.*

LCP Cultural Resources Element Policy 2.3.2: *Ensure the identification and protection of historic and archaeological resources affected by redevelopment and public works projects and design projects in a manner that will protect the quality of these resources.*

LCP Land Use Element Policy 1.6: Minimize, when practical, obstruction of important views and viewsheds by new development. In the Coastal Zone, development shall be sited and designed to and along the ocean and in scenic coastal areas to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and to restore visual quality in visually degraded areas.

LCP Land Use Element Policy 2.7.2: Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.

LCP Land Use Element Policy 3.5.1: Protect coastal bluffs and beaches from intrusion by non-recreational structures and incompatible uses and along the shoreline, require new development or remodeling to be sited and designed so as to avoid a "wall" of buildings.

LCP Economic Development Element Policy 5.2: Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.

LCP Economic Development Element Policy 5.2.4: Possible conversion of overnight visitor accommodations to non-visitor serving uses shall be monitored to assure a no net loss of visitor accommodations in the City.

LCP Economic Development Element Policy 5.3: Provide careful evaluation and require appropriate design of visitor-serving facilities and serves to reduce traffic and also ensure protection of neighborhood, important views and the natural environment.

LCP Economic Development Element Policy 5.3.1: Ensure that development maintains important public views from Beach Hill, especially towards Monterey Bay.

LCP BSOL Area Plan Community Design Policy 1.6: Protect and enhance the unique historic and architectural qualities that are present by establishing/maintaining historic conservation districts.

LCP BSOL Area Plan Land Use Policy 2.4: Establish a stronger definition of where the Beach Hill neighborhood begins and ends to protect it from tourist-related penetration as well as increasing local traffic along Third Street.

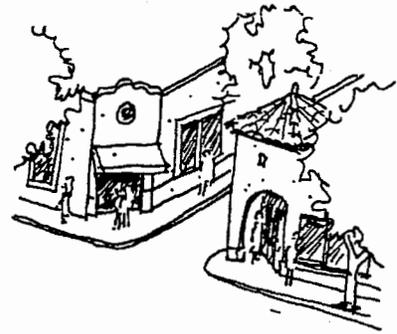
LCP BSOL Area Plan Land Use Policy 2.5: Formally designate the Beach Hill area as an Historic Preservation District. Modify Cultural Resources Map CR-3 to implement the district.

LCP BSOL Area Plan Land Use Policy 2.6: Provide significant opportunities for Beach Commercial area redevelopment of underutilized land that will provide attractive retail, entertainment, lodging and support uses that will appropriately extend the operational activities of the Beach.

. SITE PLANNING

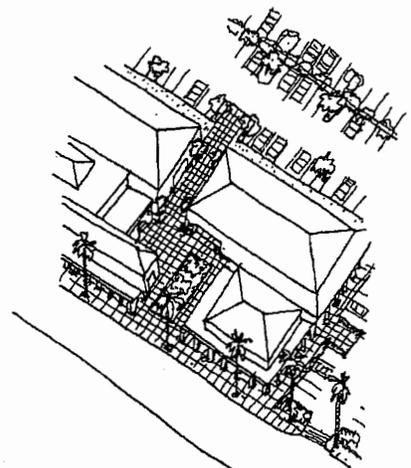
Compatibility And Building Placement

- The arrangement of structures, parking, and circulation areas, and open spaces shall recognize the particular characteristics of the site and shall relate to the surrounding built environment in pattern, function, scale, character and materials.
- The siting and design of structures and landscaping shall ensure that the development blends into rather than dominating the neighborhood.
- Where adjacent to single story developments, multiple story developments shall minimize scale through upper story setbacks, modular building units and other similar design techniques.
- Structures shall be sited in a manner that will complement adjacent land uses and circulation patterns.
- Building setbacks shall be proportionate to the scale of the structures and considerate of existing development. Larger structures require more setback area for balance of scale and so as not to impose on neighboring uses.



Building modules and setbacks minimize scale.

- Buildings located on corner lots shall integrate design features that create focal points at intersections such as angled corners and towers.
- The design and orientation of buildings and open space shall take advantage of available sunlight and, where possible, be sheltered from the noise of traffic or other incompatible uses.
- Multiple building developments shall be visually linked with arcades trellises or similar structures.
- Commercial development shall locate store fronts in proximity to streets and sidewalks and parking lots at the rear of structures.



CCC Exhibit G
(page 3 of 14 pages)

2. Open Space

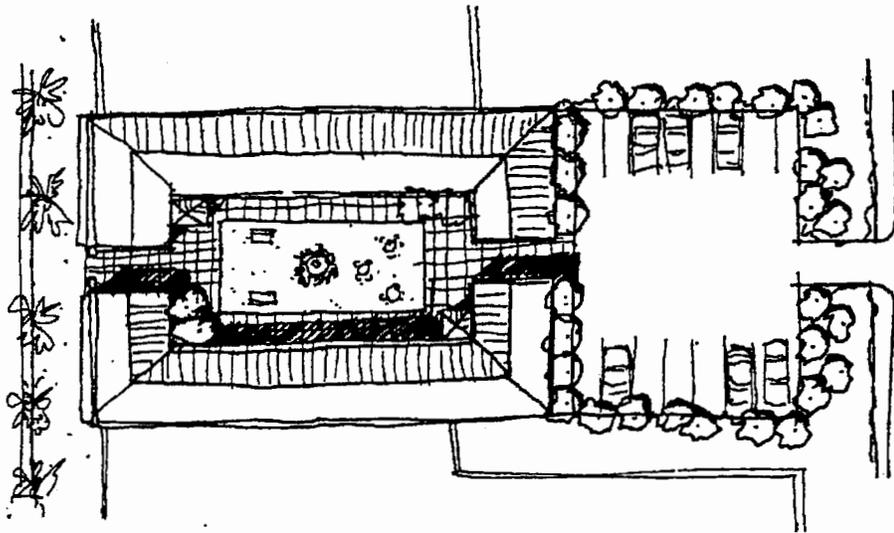
- Courtyard style developments are encouraged and shall have main entries oriented to the street.
- Multiple building developments shall be clustered to increase open space, enhance spaciousness.
- Standards shall be developed to address this issue.

Commercial Development

- Commercial development shall be designed to create plazas and pedestrian spaces for amenities such as shade and benches.

Hotels and Motels

- Recreational open spaces shall be centrally and conveniently located for guests.
- Private open spaces shall be directly accessible from guest rooms and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.



Hotel open space is provided in a central courtyard - parking is located at the rear of the building.

C. ARCHITECTURE

1. Compatibility

- Building design shall demonstrate compatibility with the community as a whole, the streetscape or block, and adjacent structures. New buildings shall emulate the finest architecture of the community.
- New and renovated developments shall exhibit high quality design and construction that will enhance the community.
- Building design shall demonstrate compatibility with community character. Compatibility shall be demonstrated through architectural style, building scale, mass and form, and building materials and colors.
- All structures within a development, including accessory structures such as carports, garages and storage facilities shall share a common architectural theme and design characteristics for overall development unity.
- The chosen architectural style shall be employed on all building elevations. The designer is expected to vary building form, details and siting to create visual interest.
- Additions or remodeling to buildings that exhibit a distinct historic architectural style shall adhere to the guidelines for Conservation Districts in Section III G.
- New buildings located adjacent to buildings that exhibit a distinct historic architectural style shall adhere to the guidelines for new construction in Conservation Districts in Section III G.
- Remodeling of existing buildings that do not exhibit a distinct historic style shall be in accordance with the design guidelines and shall incorporate elements of the design theme identified for the Plan Area.
- New developments shall incorporate elements of the design theme identified for the Plan Area.
- Standardized "corporate" architectural styles associated with chain-type facilities shall be modified to be compatible with the Plan Area design themes.



Single story buildings with minimal facade interest are incompatible with the larger building that exhibits a distinctive architecture style.

CCC Exhibit 6
(page 5 of 14 pages)

2. Proportions

- Building proportions (relationship of height, width and depth of a structure) shall be compatible with the prevailing proportional relationships along a street or block except in areas that have been identified to be developed with larger scale buildings.
- The height of new development shall “transition” from the height of adjacent development. This can be achieved by varying the height of the building so it appears to be divided into distinct elements and/or articulating the building facade by horizontal and vertical offsets in wall planes.
- Building articulation shall be used to create interest and reduce building scale. This can be achieved through varying heights and setbacks within the same building, offsetting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.
- Second stories shall be differentiated from the lower floor by wall offsets, stepbacks, balconies or other features. Standards shall be prepared to address this issue.



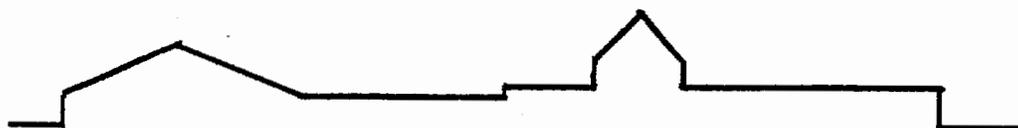
Building mass is divided into smaller parts and third story is stepped back to transition to neighboring two story building.

3. Building Envelope

- Building envelope design shall adhere to the allowable height, size, projections, setbacks, etc. defined by the city zoning ordinance and also incorporate creative design application of volume, mass and roof line.
- Community compatibility can be achieved through replicating the strong volume and mass exhibited in historic structures. For example, recessed doors and windows can be used to suggest thick masonry reminiscent of Spanish Colonial Revival architecture. Bay windows and porches can be used to provide the sculptural, three dimensional qualities of Bungalow architecture.
- Building volume and mass are partially defined by facade treatment. Facades shall be designed to be proportional to the overall building and reflect the architectural style. Building volumes shall be reduced through wall offsets or projections. Such variations shall be designed so that there is no more than 25 linear feet of unvaried facade.



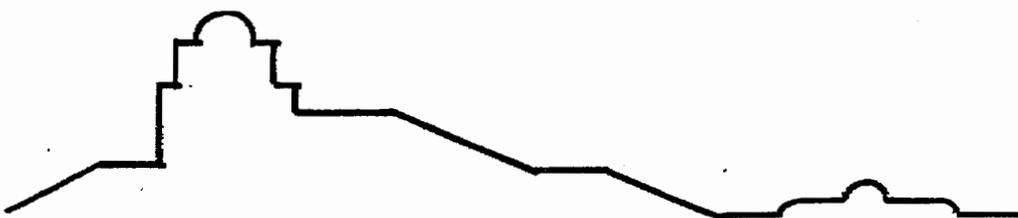
- For multiple family residential developments, dwelling units shall be individually recognizable. This can be accomplished through varied roof lines, setbacks, projections, balconies, color and other features that set units apart from one another.
- Building roof lines make a profile against the sky and the design of profile helps define community character. Roof line design shall be consistent with existing block or neighborhood patterns where appropriate.
- Roof design shall be an integral part of the overall building design. It shall be of a scale and proportion so as not to appear as an afterthought or appendage.
- Hipped or gabled roofs are encouraged with roof slopes comparable to surrounding structures.
- Spanish Colonial Revival and related Mediterranean style buildings may have flat roofs completely surrounded by a parapet. Parapets shall incorporate moldings, curvilinear decorative shapes or other finish features. Flat roofed buildings must incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance.
- Roof materials shall be appropriate to the building' architectural style. Composition and wood shingle are appropriate to the Bungalow and Victorian styles and red clay tile is appropriate to the Spanish Colonial Revival style. Materials with highly reflective surfaces are not allowed.



Undesirable roofline is flat and monotonous. Sporadic gable roofs have unrelated slope forms.



Desirable roofline repeats steep pitched gable roof forms of Victorian architecture.

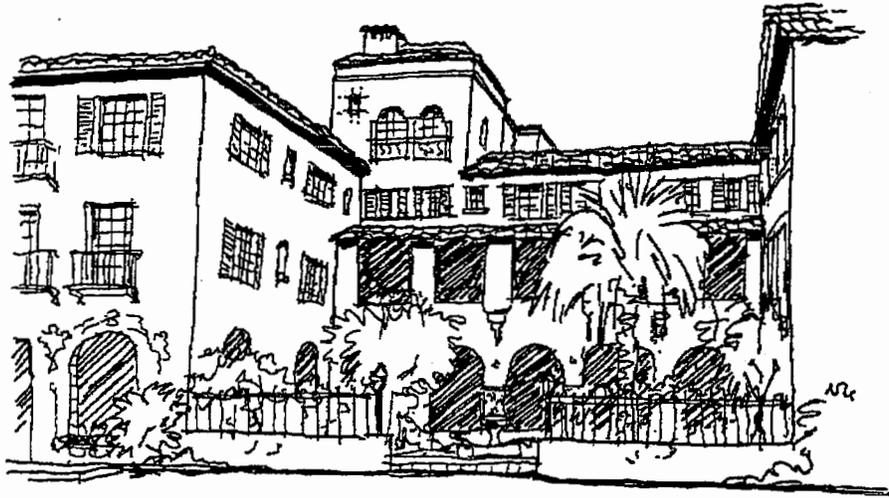


Desirable roofline repeats low sloped gable roof forms of Spanish Colonial Revival architecture. The domed tower creates an accent in the skyline. The curved form is repeated in a parapet surrounding a flat roof.

6. Spanish Colonial Revival

- “Spanish Resort” architectural styles shall be used to establish the design theme for the new development in the Beach Commercial and Beach Flats Plan Areas. While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general “Spanish Resort” style. Architecture shall adhere to the following design guidelines:
- Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the **Spanish Colonial Revival style**.
- Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.
- Building walls shall be stucco and colored white, off-white or very light to medium value, warm-toned hues.
- Multiple color combinations may be used provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.
- Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet.
- Parapets shall incorporate curvilinear decorative shapes and molding.
- Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance. Wall surfaces have decorative texture or ornament concentrated around doors and windows.
- Tile roof colors shall be natural clay terra cotta tones.
- Stained wood is preferred, however, trim may also be painted a darker value color than the main building color.
- Wood sash or casement windows shall be used to maintain compatible architectural character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established architectural style.

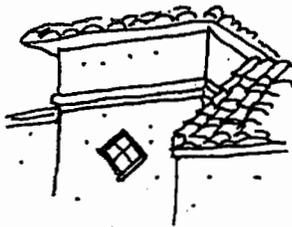
CCC Exhibit 6
(page 8 of 14 pages)



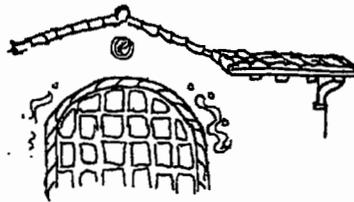
Spanish Colonial Architecture



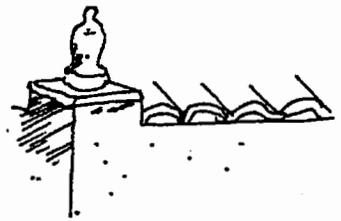
Mansard Tile Roof



Banding and Tile Detail



Plaster Detail



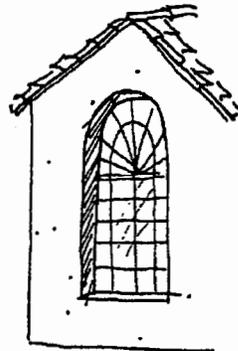
Parapet Detail



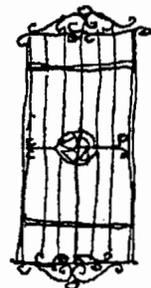
Balcony



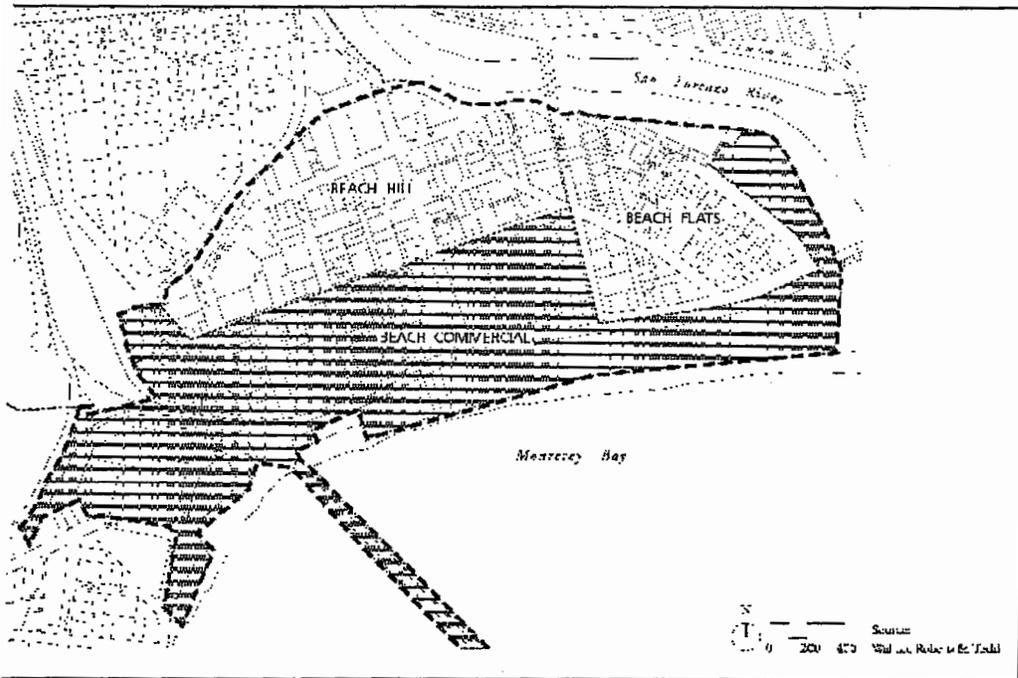
Wood Panel Door



Arched, Multi-Paneled Window



Decorative Metal Window Grille



The Phelps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 7

Beach Commercial Area

Objectives:

- Recapture the Ocean Resort through intensification of uses.
- Support maintenance and improvements to the amusement park and boardwalk.
- Encourage improvements to lodging facilities including development of a quality, full service, hotel conference facility and redevelopment of older facilities.
- Develop zoning and development regulations which ensures design flexibility and encourages recreation of the Ocean Resort style.
- Encourage Bed and Breakfast lodging throughout the area.
- Add and improve parking facilities.
- Enhance the wharf with landscaping, signage and other design improvements.
- Preserve the character of the area as demonstrated by historic buildings.
- Establish a strong sense of place, with edges in the Beach Commercial area which have a beginning and an end, and with gateways and intimate residential streets clearly defined.
- Develop physical design and transportation linkages with Downtown.

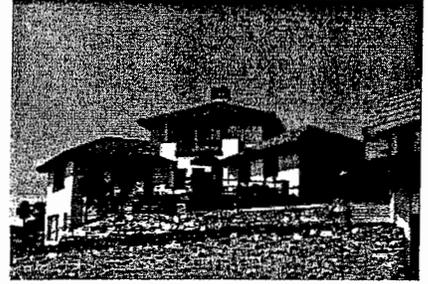
CCC Exhibit G
(page 10 of 14 pages)



- Enhance the entries to the area at definable intersections to strengthen and improve the appearance of the area.
- Locate parking and utilitarian areas within or behind main structures and not on major streets.
- Enhance pedestrian and bicyclist safety and comfort with improved streetscapes including bike paths, sidewalks, street trees, landscaping, and other amenities.

3. Design Guidelines

- Development shall adhere to the guidelines listed in the General Design Guidelines section and the following guidelines.
- Development shall utilize the natural topography to create stepped and terraced multi-level buildings and open spaces and optimize view potential.
- Multi-level development is encouraged to enhance the grand resort character of the area. No new buildings shall be less than two stories.
- Building articulation shall be used to create interest and reduce the visual impact of large buildings. This can be achieved through varying heights and setbacks within the same building, offsetting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.
- Roof design shall consider the natural topography and potential views of roofs from higher elevations as well as characteristic area architecture. Care shall be taken to ensure sensitive placement, pitch, style, materials and colors of roof designs. Views of flat roofs and roof top mechanical equipment shall be screened.
- Flat roof forms that create a monotonous skyline are not allowed. Gable roof forms are encouraged to create an attractive skyline. Towers, turrets, spires, cupolas and other architectural forms are encouraged to create interest in the skyline.
- Whenever possible, new structures shall be clustered to create plazas and pedestrian spaces. Such spaces shall provide amenities such as shade, benches, and fountains. When multiple-structure projects cannot be clustered, they shall be visually linked with arcades, trellises or similar structures.
- Balconies, terraces, courtyards and similar outdoor spaces shall be provided along building street facades to take advantage of views, create street vitality and enhance the resort atmosphere of the area.
- Standardized "corporate" architectural styles associated with chain-type commercial and hotel and motel development shall be modified to be compatible with the Plan Area design themes.



The Casa Del Rey is an excellent example of an elegant Spanish Colonial Revival Style building designed to fit the site topography.

- Corporate color striping, wall logos, murals or other paint and color combinations used to transform buildings or building elements into a sign or advertising are not permitted.
- The number of vehicular site access points on Beach Street shall be limited. Site access and internal circulation shall promote safety, efficiency and convenience. Avoid conflicts between vehicles and pedestrians and provide adequate areas for maneuvering, stacking, truck staging and loading and accommodating emergency vehicles on side streets and alleys.
- Spanish Colonial Revival architecture shall be used to establish the Beach Commercial design character in proximity to the La Bahia Apartments and Casa Blanca Hotel. While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general "Spanish Resort" style. Architecture shall adhere to the following design guidelines for Spanish Colonial Revival:
 - Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the Spanish Colonial Revival style.
 - Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.
 - Building walls shall be stucco and colored white, off-white or very light value, warm-toned hues.
 - Multiple color combinations may be used provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.
 - Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet.
 - Parapets shall incorporate curvilinear decorative shapes and molding.
 - Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance. Wall surfaces have decorative texture or ornament concentrated around doors and windows.
 - Tile roof colors shall be natural clay terra cotta tones.
 - Stained wood is preferred, however, trim may also be painted a darker value color than the main building color.
 - Wood sash or casement windows shall be used to maintain neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.

CCC Exhibit 6
(page 12 of 14 pages)



- The facades of commercial buildings shall provide transparent glass in the entry street facing wall to promote visibility between the street and building interiors.
- Street fronting windows shall be no more than 30 inches above the sidewalk level.
- Based on the Downtown model, building facades are encouraged to introduce architectural variation at the pedestrian level in order to create a diverse building edge between the public and private realms. Bay windows, entry porticos, marquis, canopies, awnings, transparency, retractable storefronts and similar elements are encouraged.
- Building entry porticos may project into the public right-of-way provided there is adequate area for pedestrian circulation.
- Colorful landscaping shall be provided to frame doorways or accent windows. Landscaping may be sidewalk planters, containers or window boxes.

Hotel and Motel



Street level landscaping in the Commercial District.

- New and remodeled developments shall utilize Spanish Colonial Revival or Victorian architecture to recreate the Ocean Resort style.
- Buildings three stories or higher shall step back from adjacent streets after the second story. Standards will be developed for this guideline.
- When located on sloping topography, multiple level buildings shall be stepped or terraced for site compatibility and to provide solar access.
- The design and orientation of buildings and open space shall take advantage of available sunlight and, where possible, be sheltered from the noise of traffic or other incompatible uses with walls or other screening.
- Developments on primary thoroughfares shall orient common use facilities such as the entry lobby, shops and services at street level to contribute to the commercial resort mix of uses.
- Openings, including courtyard entries, gates, doors, windows and balconies shall be located along street facades at closely spaced intervals to avoid expanses of blank walls and to contribute to the pedestrian-oriented commercial resort character of the area.
- Upper level terraces are encouraged for common open space areas and outdoor restaurants.
- Courtyard style developments are preferred. Courtyards shall be used as hotel entries, outdoor café or common open space. Multiple building unit developments shall be clustered to consolidate open space.

- Encourage development that provides a variety of unit layout, orientation and entries.
- Long monotonous access balconies and corridors which provide access to five or more hotel/motel units are not allowed. Access points shall be clustered in small groups.
- Guest rooms shall be located to avoid noise generators such as mechanical equipment, trash enclosures and adjacent incompatible uses. Architectural measures such as masonry sound walls and noise attenuating building materials shall be used where exterior noise is excessive and unavoidable.
- Security is enhanced through visibility. Clear views shall be maintained to parking areas and through pedestrian paths and landscape areas. Windows shall be located so that guests have views into common areas.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture. Night security grilles shall be designed to be completely retractable during daylight hours.
- Pedestrian walkways shall be provided to link guest units with common open space areas, recreational and support facilities, parking areas and the street. Appropriate paving shall be used where pedestrians are likely to cross landscaped area.
- Recreational open spaces shall be centrally and conveniently located for guests.
- Private open spaces shall be directly accessible from guest rooms and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.
- Landscaping shall be lush, eclectic, colorful, and exotic to reflect the mild climate and resort character. The use of flowering and scented shrubs and trees, species with sculptural, bold forms and the use of a variety of palm species is encouraged.



Spanish Style Hotel



Victorian Style Hotel

Commercial Recreation and Entertainment

- The design and orientation of buildings and open space shall maintain and encourage safe, convenient and aesthetic pedestrian-oriented development.
- New buildings and entertainment facilities, such as amusement park rides, shall be designed to minimize blockage of ocean views.
- A unified character including architecture, colors, materials, lighting, signage and landscaping shall be identified and implemented for all structures and facilities within a development.
- Gateways and entries shall be designed as focal points with exceptional architecture and landscaping.

CCC Exhibit 6
(page 14 of 14 pages)

ZONING/PERMIT PROCESSING
831/420-5100 • FAX 831/420-5434
INSPECTION SERVICES
831/420-5120 • FAX 831/420-5434

COMPREHENSIVE PLANNING,
HOUSING AND
COMMUNITY DEVELOPMENT
831/420-5180 • FAX 831/420-5101

809 Center Street • Room 206 • Santa Cruz, CA 95060 • cityplan@ci.santa-cruz.ca.us
GREG LARSON, PLANNING DIRECTOR

May 2, 2007

Jesse Nickell
Barry Swenson Builders
5300 Soquel Avenue, Suite 103
Santa Cruz, CA 95062

Re: La Bahia Position Statement

Dear Jesse,

This past year, the Historic Preservation Commission Subcommittee for the La Bahia has been working with the La Bahia Hotel Project design team, keeping them apprised of the specific requirements of the Commission. The Subcommittee felt both the Commission and the builder would appreciate having these statements in writing. At the Historic Preservation Commission meeting of April 18, 2007, the Commission adopted the Position Statement final wording. The Commission is forwarding the Statement to you in order that its elements are clearly stated and can be considered early in the review process.

David Subocz, Chairman
Santa Cruz City Historic Preservation Commission

cc: Greg Larson, Planning Director
Economic Development Department
City Council

CCC Exhibit H
(page 1 of 2 pages)

**CITY OF SANTA CRUZ
HISTORIC PRESERVATION COMMISSION
LA BAHIA POSITION STATEMENT
Adopted 4/18/07**

The La Bahia is a listed landmark, rated "excellent" in our City Historic Building Survey, and experts called it eligible for a State or National landmark listing.

So the City Historic Preservation Commission's (HPC) preferred approach (as we have already approved for La Bahia) has always been total preservation, or part preservation with some reconstruction in-kind.

For the expansion element, our preferred approach (as has already been approved) is a low-rise "Hill Village Ambiance" in keeping with the unique concept of the existing landmark.

A total demolition is *not* the course we choose or want. If we are to even consider such a proposal, we would require a higher level of detail and fidelity to the look and spirit of the existing landmark, to mitigate the overwhelming loss of a protected signature landmark.

At the very least, the HPC would insist on the following requirements (especially if total demolition is proposed):

1. *Retain the Hill-Village ambiance* of intimate courtyards, cozy passageways, and the appearance of small building clusters, which is the defining characteristic that makes this landmark unique.
2. Any high-rise portion must demonstrate *compatible scale* with the low-rise historic section in front, and have pedestrian-friendly dimensions along First Street.
3. *The southeast corner* with the bell tower wing and Westbrook stair-court entry, should be (if replaced) exact or indistinguishable from what is there now.
4. *The Court of the Laurels* and facades fronting this court must be (if replaced) as close to the scale and detail of the existing court as possible.
5. *The stepped profile* of the Beach Street facade must be maintained, and not flattened into a less-articulated horizon.
6. The architecture must exhibit *a spontaneous hand-made finish*, with undulating surfaces, blunted (rounded) corners, and various trowel patterns as on the existing landmark.

July 21, 2011

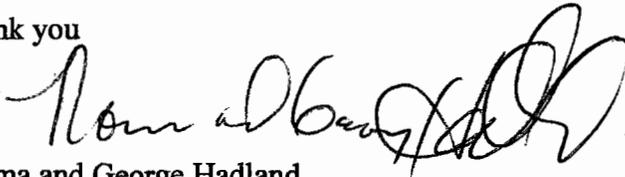
RE: City of Santa Cruz LCP Amendment Number 1-11

Dear Sirs:

We are in support of the La Bahia project and feel that the Spanish style and other design specifics are consistent with provisions in the codes. Our area badly needs an updated facility which will attract economic growth and the current state of the La Bahia is an eyesore.

We know many people from out of town who would truly love to spend their vacation dollars residing in a newly renovated La Bahia and we would love to see this move forward as quickly as possible

Thank you



Norma and George Hadland
606 Woodrow Avenue
Santa Cruz, CA 95060

RECEIVED

JUL 25 2011

California Coastal Commission,
Central Coast Area

CCC Exhibit F
(page 1 of 54 pages)



Santa Cruz County Association
of REALTORS®, Inc.

June 10, 2011

Dear Commissioners:

The Santa Cruz County Association of Realtors® is in support of the current proposal for the La Bahia Hotel project and we urge approval of the variance.

Santa Cruz is in need of visitor accommodations within walking distance to the beach front attractions and activities. This would include the new Monterey Bay National Marine Sanctuary Exploration Center, the Santa Cruz Wharf, the Santa Cruz Beach & Boardwalk, as well as downtown Santa Cruz.

The current La Bahia is now at the end of its economic life. Buildings do not last forever. At some point they either need major renovation, or need to be redeveloped. The current structure pre-dates current building standards thus it is not economic feasible to renovate the La Bahia. However, the proposed new La Bahia Hotel will be constructed with the same mission architect style, yet will be a modern structure which includes being ADA compliant. Moreover, the redevelopment of the La Bahia Hotel includes incorporating the original bell tower into the new structure.

Several Santa Cruz Neighborhood Organizations (Santa Cruz Neighbors, Take Back Santa Cruz, and the Beach Flats Community Center) strongly support this project. Neighborhoods have economic life cycles as well, and it is anticipated that the redevelopment of the La Bahia Hotel will encourage gentrification. Additionally, the new La Bahia is projected to provide 100 new annual jobs, which is a huge benefit for our community.

Any development or redevelopment raises issues. An issue on this proposed project appears to be the 14 foot height variance. This variance will have an overall minimal impact due to retaining the original architecture style and spirit from the 1920's era. Furthermore, this project is consistent with the goal of the Coastal Act to provide visitor beachfront access and services to the community. It is interesting to note that prior to the construction of the La Bahia Hotel in the 1920's this property was improved with a Victorian-era hotel, which was taller than the proposed new La Bahia Hotel.

In conclusion, the proposed redevelopment of the La Bahia Hotel will be a major benefit to the community allowing Santa Cruz to better compete with other coastal designations.

Respectfully,

Candace Bradfield
Candace Bradfield, President

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JUN 23 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 2 of 54 pages)

Ronald W. Jones
114 Clipper Cove
Santa Cruz, Ca. 95062

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MAR 28 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

March 26, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, California 95060

RE: La Bahia Project: City of Santa Cruz LCP Amendment #STC-1-11

Dear Chairperson Wan and Commissioners,

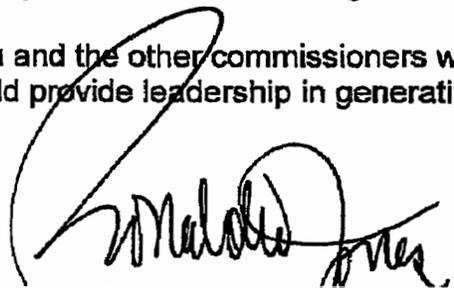
My name is Ron Jones and my residence is located at 114 Clipper Cove, Santa Cruz, 95062 and I have lived in Capitola and Santa Cruz for 62 years.

I am in favor of this project and believe it is very beneficial for the City and County of Santa Cruz for the following reasons:

- 1-The Spanish Revival style is compatible with the community character, has architectural integrity, provides similar but "new" amenities versus the very run-down, and unappealing structures now existing.
- 2-Provides economic benefit to the City with well-paying jobs, increased tax base, and a strong additional catalyst for beach area improvement. Beach street and surrounding beach-proximity areas have a very long history of economic impact to Santa Cruz.
- 3-Provides public access to private amenities where none currently exist.
- 4-Enhances the connection to Beach Street with pedestrian friendly street frontage
- 5-Provides Visitor Serving uses which is a Coastal Act priority and a goal of the City's Local Coastal Plan (LCP).
- 6-Will incorporate environmentally sustainable design and be L.E.E.D. green building certified.
- 7-Will promote alternate transportation through bike facilities, beach shuttle support, employee bus passes, electric docking areas and enhanced pedestrian access.

I ask that you and the other commissioners would vote in favor of the project and I ask that you would provide leadership in generating support among other commissioners.

Thank you.
Ron Jones



CCC Exhibit I
(page 3 of 54 pages)

Noreen E. Rosellini-Jones
114 Clipper Cove
Santa Cruz, Ca 95062

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MAR 28 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

March 26, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, California 95060

RE: La Bahia Project: City of Santa Cruz LCP Amendment #STC-1-11

Dear Chairperson Wan and Commissioners,

My name is Noreen Rosellini-Jones and my residence is located at 114 Clipper Cove, Santa Cruz, 96062 and I am a third generation resident of Santa Cruz.

I am in favor of this project and believe it is very beneficial for the City and County of Santa Cruz for the following reasons:

- 1-The Spanish Revival style is compatible with the community character, has architectural integrity, provides similar but "new" amenities versus the very run-down, and unappealing structures now existing.
- 2-Provides economic benefit to the City with well-paying jobs, increased tax base, and a strong additional catalyst for beach area improvement. Beach street and surrounding beach-proximity areas have a very long history of economic impact to Santa Cruz.
- 3-Provides public access to private amenities where none currently exist.
- 4-Enhances the connection to Beach Street with pedestrian friendly street frontage
- 5-Provides Visitor Serving uses which is a Coastal Act priority and a goal of the City's Local Coastal Plan (LCP).
- 6-Will incorporate environmentally sustainable design and be L.E.E.D. green building certified.
- 7-Will promote alternate transportation through bike facilities, beach shuttle support, employee bus passes, electric docking areas and enhanced pedestrian access.

I ask that you and the other commissioners would vote in favor of the project and I ask that you would provide leadership in generating support among other commissioners.

Thank you.

Noreen Rosellini-Jones



CCC Exhibit I
(page 4 of 54 pages)

MEMORANDUM OF SUPPORT

TO: Chair Sara Wan and Commissioners
California Coastal Commission
C/o Central Coast Division Office
725 Front Street, Suite 300
Santa Cruz, CA 95060

Mark Stone, Board of Supervisors
County Government Center
701 Ocean Street, Room 500
Santa Cruz, CA 95062

FROM: Mike Schmidt, President
Second Opinion & Associates
519 C Frederick Street
Santa Cruz, CA 95060
SOandA@comcast.net

DATE: March 14, 2011

SUBJECT: City of Santa Cruz, LPC Amendment #STC-1-11

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MAR 15 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
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Commission Chair and Commissioners:

Since 1990 my company has worked with businesses seeking improvements to their operations resulting in economic and job growth and enhancement to the community's standard of living. During this time I have had the opportunity to see some really good projects and some which clearly infringe on community standards. However, an objective analysis of the La Bahia Hotel project demonstrates it clearly meets and exceeds community standards and in this economy...complements a major economic need now and into the future.

Being a resident of Santa Cruz for over 23 years, I have seen, heard and read about this project and the site's history. I am knowledgeable about Barry Swenson Builders and their excellent reputation. After the Loma Prieta earthquake, it was Barry Swenson Builders who took the risk and invested and built in this community when few builders would even consider such a bold move after a devastating natural disaster.

Here is why I support this project and strongly recommend Commission approval of the variance request for this much needed economic development tourist services project. They are:

- It achieves a higher standard for providing tourist services which is a key priority in the city of Santa Cruz's Local Coastal Plan
- In a community which prefers sustainable development, this project will be L.E.E.D. Certified
- The new structure will provide clear architectural connection to the Spanish Revival style of the current structure. A structure which stands as an example of an "missed opportunity" thus far to further complement the beauty and character of this coastal beach community
- It will add to the pedestrian friendly atmosphere along the Beach Street corridor
- It's consistent with land use designations and zoning with a hotel, restaurant and convention meeting services and facilities

In closing, given the state of our economy within and outside this city, further delays to this project in this economy is "INSANE!" And, for a local County Supervisor to vote against this project when this city needs jobs and is millions in debt is unconscionable and out of touch with the economic realities we face or those of our workforce. We need employment opportunities for our citizens, not just keeping the La Bahia as it is today providing little work and not a dime in new revenue for this community. I ask the California Coastal Commission to approve this much needed project. Thank you.



 **SANTA CRUZ**
CHAMBER OF COMMERCE

RECEIVED

FEB 28 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

To: California Coastal Commission
From: William Tysseling
Executive Director of the Santa Cruz Area Chamber of Commerce
Re: City of Santa Cruz LCP Amendment STC-1-11 -- La Bahia Hotel Project
Date: February 22, 2011

The Santa Cruz Area Chamber of Commerce urges you to approve this application by the City of Santa Cruz to amend the Local Coastal Plan. The proposed amendment would increase the maximum permitted height under the LCP. Without this amendment the La Bahia Hotel project would be unable to fulfill its role as the catalyst to revitalization of the Santa Cruz Beach Area.

Planning for redevelopment of the Santa Cruz Beach Area began in the early 1990s following the Loma Prieta Earthquake. Beginning in the late 1800s the Santa Cruz beach area had been the upscale destination for visitors from the bay area but by the 1960s many of the hotel properties were in decline and most of the former beach cottages near the beach had been converted to year-round housing. These residences were dilapidated and had become a spawning-ground for criminal activity.

1993 the City's Redevelopment Agency began a complex community visioning process focused on revitalizing the beach area. This process included:

- Focus groups that identified the issues of ten constituencies: property owners, residents & their advocates, political leaders, neighbors, businesses, transportation, city staff, tourism, planners and designers, and public safety
- A museum style exhibit of beach area issues with an accompanying 135 question survey completed by more than 500 participants
- A survey of the residents of the dilapidated residences near the beach
- Two half-day Beach Outlook Conference planning workshops, each attended by more than 100 residents.

The conclusions of this community visioning process were then submitted to a rigorous planning process which resulted in a draft Beach Area / South of Laurel Plan. Following an 18 month long environmental review and two public hearings attended by more than 1,000 residents, this plan was modified and adopted by the City in October of 1998. It was integrated into the general plan with the necessary amendments to zoning and other regulatory structures. Included in this process was its adoption into the Santa Cruz Local Coastal Plan.

It is a complex plan that includes transportation, transit, parking, housing, infrastructure, design, and finance elements. But the key to the success of this plan is a revitalization of the economic elements of the Beach Area. To finance the city's investment in beach area infrastructure and sustain the public services needed

Exhibit I
(page 6 of 54 pages)

achieve the plan's vision, the beach area tax base had to be increased with new investments, especially in lodging. The La Bahia Property is the lynchpin of that plan.

To quote from the plan document, "*The Beach Area Plan, Strategy* identified the La Bahia as having the best potential to 'serve as the main catalyst for future beach improvements. Unparalleled views and location suit this site well of development of the premier conference hotel facility in the beach area."

The La Bahia Hotel as proposed as been downsized from the original concept of a 300 room property, but continues to be the centerpiece development for the Beach Area. The property offers much to attract visitors. Conversion of the current La Bahia apartments, long an eye-sore, into an upscale hotel promises to be the catalyst necessary to attract not only thousands of new visitors, especially in the fall and spring seasons, but also to stimulate investment in other existing properties. This new hotel and conference center will extend the visitor season not only for the La Bahia property but also for other properties across price ranges. It will permit attractions such as the Seymour Center at Long Marine Laboratory and the new Monterey Marine Sanctuary Exploration Center as well as visitor services providers like Kayak Connection at the Santa Cruz Harbor and the Elkhorn Slough to grow their programs, expand their services, and increase their investment. It's estimated \$10 million of direct economic impact will encourage improved visitor-serving services and sustain quality public services.

Critical to this strategy is the quality of the hotel. Creating another Holiday Inn or Courtyard Marriott at this site would not have the economic impacts necessary to achieve the Beach Area Plan's vision. To achieve this larger vision, the hotel must generate enough revenue to attract a top-quality operator. And, it must create a higher-end market sufficient to attract new investment in other beach area properties, stimulate improvement in the quality of visitor services, and extend the season for other operators.

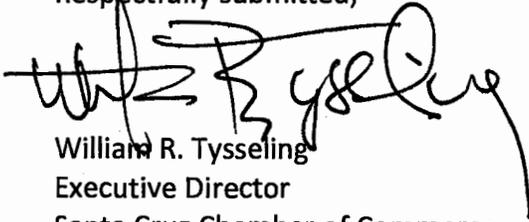
When the height constraint was adopted, the project was conceived as a 300 room hotel covering not only the La Bahia property but also the adjoin block of Beach Street. A series of economic, political, and businesses events caused the project to be reduced to its current 125 room format. While this will have less impact than the larger project recommended in the Beach Plan, it is important to note that the Beach Planning Analysis included two options for this property, both expected to have the necessary keystone effects. One option was the 300 room proposal, the other a 120 to 200 room property.

However, reduction in the overall room count increases the importance of maintaining room size, overall quality, and room views. Without the additional height it was found impossible to attract the quality operator necessary to achieve this vision.

Finally, it is worthwhile noting that in the original vision process 73 percent of the participants in the planning workshops endorsed renovating the La Bahia property as an upscale hotel. Given the dire fiscal needs of local government, Santa Cruz County unemployment rates in excess of 12.5%, and continuing economic duress for local workers and businesses, the percentage of local residents supporting this project is very likely greater than it was in 1998.

Please approve the requested amendment to the LCP. It will achieve not only the goals of the Santa Cruz Community but also those of the Coastal Commission – expanding the opportunities for access and enjoyment of the California coast and the Santa Cruz Beach Area.

Respectfully submitted,



William R. Tysseling
Executive Director
Santa Cruz Chamber of Commerce

cc: Mark Stone

CCC Exhibit 
(page 8 of 54 pages)

RECEIVED

FEB 25 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Chair Sara Wan and Commissioners

California Coastal Commission,
45 Fremont Street, Suite 2000
San Francisco, CA 94105

**Re: Support for La Bahia Hotel and the
City of Santa Cruz LCP Amendment # STC-1-11**

Dear Commissioners,

I am writing to ask for your **YES VOTE** on the above referenced amendment and encourage your Coastal Commission colleagues to support the amendment as well.

The La Bahia Hotel will provide a much-needed boost to visitor and hospitality services, will bring significant construction and construction-related jobs to the area, and will provide union scale wages (at a minimum). In addition, I understand employees will be offered the opportunity to take advantage of career advancement classes. On top of this, the owners have committed to a first hire program for local residents.

As someone deeply committed to enhancing the economic development opportunities in the mid-coast area, I volunteer with a local non-profit that seeks to improve job opportunities and local government revenue generation through economic development. The high un-employment rate, the deteriorated public infrastructure, and the lack of employment opportunities demand imaginative new public-private partnerships, and creative ways of leveraging private sector investment. The Bahia Hotel project presents an excellent example of private sector investment that will increase the attractiveness of our local community and serve as a catalyst for enhanced economic development.

Thank you.

Sincerely,


Cindy Rubin

2450 Trout Gulch Road

Aptos, CA 95003

CCC Exhibit I
(page 9 of 54 pages)

Jonathon Lee
P.O. Box 3637
Santa Cruz, CA 95063

RECEIVED

FEB 23 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

Chair Sara Wan and Commissioners, California Coastal Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, CA 95060

RE: City of Santa Cruz LCP Amendment #STC-1-11

Dear Chair Sara Wan and Commissioners,

I am writing to you today to express my support for the La Bahia Hotel project set to go before the Coastal Commission. As a resident born and raised in Santa Cruz County I eagerly await this addition to our community. I believe this Hotel will be a great asset to County, provide a catalyst for revitalization in the beach area, attract tax dollars and jobs, and elevate the accommodations for the visitors coming to the area. Santa Cruz does not have a high-end hotel.

Additional visitors translates into increased traffic to our local businesses (restaurants, shops, tours) that employ and provide our residents with opportunities, either permanent or as a stepping stone. The ancillary revenue that is generated by increased visitors could dictate and influence the success of a local business, which affects the owner and the owner's employees. As a lifetime resident, my concern is for the future of my children and their ability to work and live in this community. If opportunities are not present, families are forced to be fragmented living were it is affordable or were there are opportunities for employment. I would like to see opportunities grow here in Santa Cruz so I can ensure my children and children's children have the opportunity to live and succeed here in Santa Cruz County.

Please support the La Bahia Hotel Project.

Sincerely,


Jonathon Lee

Dear Chair Sara Wan and Commissioners,
I am writing to you today to express my support for the La Bahia Hotel project set to go before the Coastal Commission. As a resident born and raised in Santa Cruz County I eagerly await this addition to our community. I believe this Hotel will be a great asset to County, provide a catalyst for revitalization in the beach area, attract tax dollars and jobs, and elevate the accommodations for the visitors coming to the area. Santa Cruz does not have a high-end hotel.

CCC Exhibit I
(page 10 of 54 pages)



1555 S. 7th Street Bldg 7F
San Jose, CA 95112
(408) 938-1600
(408) 938-1345

City of Santa Cruz LCP Amendment #STC-1-11

Chair Sara Wan and Commissioners
California Coastal Commission
c/o Central Coast District Office
725 Front St. Ste 300
Santa Cruz, Ca. 95060

RECEIVED

FEB 28 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Sara Wan and Commissioners,

I am writing to support the redevelopment and replacement of the La Bahia Hotel at 215 Beach St. in Santa Cruz by Barry Swenson Builder for the following reasons:

- It is my belief that rebuilding the La Bahia with a modern structure would improve safety in the case of a major earthquake. Damages from the Loma Prieta quake in downtown Santa Cruz provided a good argument against keeping substandard building materials in place to preserve historical aesthetics.
- New hotel would increase revenue for the Santa Cruz municipalities and businesses.
- Green building practices would ensure values consistent with area values and community goals to replace materials that may be hazardous in the existing structure.
- Upgrade in Fire safety for the area.
- Promotes alternative transportation and reduced car dependency
- Underground parking keeps cars out of view with no impact on surrounding neighborhoods.
- Will create new construction jobs in the area over an 18 month period.
- Will create 100 new year-round hotel jobs in the area.

Some of the other reasons may not be as obvious as these – possibility of reduced crime in the area – and many that cannot be easily captured in the planning / visioning stage. Thank you for considering this important upgrade to the Beach St. area. We would all benefit from making a new La Bahia happen.

Sincerely,

Chris Beaumont
Sales Representative for Amberwood Installation and
Santa Cruz County Resident

CCC Exhibit I
(page 11 of 54 pages)



February 22, 2011

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FEB 22 2011

Chair Sara Wan and Commissioners

California Coastal Commission,
45 Fremont Street, Suite 2000
San Francisco, CA 94105

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

**Re: Support for La Bahia Hotel and the
City of Santa Cruz LCP Amendment # STC-1-11**

Dear Commissioners,

I urge you to **vote for** the above referenced amendment and urge you to take a leadership position on this issue with your California Coastal Commission colleagues in generating their support for this amendment as well.

I've been a resident of Santa Cruz for more than 27 years; lived in California for more than 50 years; am a professional civil engineer; am the founder and president of Mesity-Miller Engineering, Inc. a local consulting firm in business for more than 23 years and currently employing nine persons; and, presently serve on the Economic Strategy Team of COPA (Communities Organized for Relational Power in Action).

The main reason I urge your support for La Bahia is this hotel will provide visitor serving uses where none currently exist. As you know, visitor serving uses are a Coastal Act priority and a goal of the City's Local Coastal Plan (LCP). This project will convert an entire city block to a visitor serving use and provide improved opportunities for access to the ocean for visitors from elsewhere in California and beyond.

Furthermore, this project will provide a tremendous economic benefit to local residents by providing a significant increase in construction related jobs right now and a long term increase in hospitality jobs for the foreseeable future. With the owners committed to paying union or better wages, providing education/career advancement classes and committed to a first hire program for local residents, our citizens will gain much!

Lastly, this project will be built entirely with private money, yet will generate much needed and substantial increases in many types of tax dollars flowing both to the City and the State for years to come. As a catalyst for other economic activity, this project may prove to be a tipping point to reinvigorate our local economy in other ways presently unimaginable.

CCC Exhibit I
(page 12 of 54 pages)



Thank you for your time and thank you for your support.

Respectfully yours,

Mark Mesiti-Miller, President

CC: Original hand delivered on February 22, 2011 to
CCC Central Coast District Office,
725 Front Street, Suite 300, Santa Cruz, CA 95062
Copy faxed to (831) 427-4877

c:\users\mark.mme\desktop\la bahia support letter to california coastal commission.doc



RECEIVED

February 21, 2011

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Supervisor Mark Stone
Santa Cruz County Board of Supervisors
County Government Center
701 Ocean Street, Room 500
Santa Cruz, CA 95060

RE: City of Santa Cruz LCP Amendment #STC-1-11 (La Bahia)

Dear Supervisor Stone,

I urge you to vote for this much needed and well-qualified project and ask that you provide leadership in generating support among the other commissioners. As a long-time local official, I do not feel it necessary to convince you of the many economic benefits that this project will bring to our local community in the way of jobs, fees, prestige, taxes, aesthetics, safety, traffic as well as a needed catalyst for additional improvements to a blighted area.

What I hope that you will do is inform and remind your fellow commissioners of the environmental and access benefits that this LEED principled project brings to our community. Specifically:

- Converts low-priority residential apartments into a high-priority, visitor-serving quality hotel.
- Provides public access to private amenities where none currently exist.
- Promotes alternative transportation through bike facilities, beach shuttle support, employee bus passes and an electric car docking area.
- Preserves or creates key historic features while its overall style is consistent with the community character.
- And finally, but most importantly, it provides visitor serving uses that are consistent with current and future land use designation and zoning.

The city of Santa Cruz has appropriately approved this project and has waived the existing building height requirement for a number of good reasons. In part, they are: The nature of the design, functionality of the overall project, recognition that it is an integral part of the project's economic feasibility and because the nature of the site itself allows for modest height modification.

Thus, I urge you to follow the actions of the city of Santa Cruz that has approved this project after looking long and hard at all the environmental issues and having determined that a waiver in overall height was justifiable. I sincerely hope that you and your fellow commissioners will not trump their thoughtful consideration but rather approve the "La Bahia" application without delay as a project that not only satisfies the Coastal Act and the City's LCP but will make a vital contribution to the sustainability of Santa Cruz as a coastal destination well into the future.

Sincerely,



Ted Burke
Owner

C.C. Coastal Commissioners



Santa Cruz Police Management Association

155 Center Street, Santa Cruz, CA 95060

February 18, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: City of Santa Cruz LCP Amendment #STC-1-11

Chair Wan and Commissioners,

On behalf of the Santa Cruz Police Management Association, I am writing to encourage your support for the City of Santa Cruz LCP Amendment STC-1-11 (La Bahia Hotel) coming before the California Coastal Commission on March 10, 2011.

Aside from the obvious and much needed financial boost; this project serves to support more significant benefits to the overall quality of life, and public safety enjoyed by the greater Santa Cruz community. This project is an important component to a revitalization of the beach area which has struggled with crime and residual problems invited and proliferated by blighted properties. The La Bahia project will serve to set an environment of renaissance. It is the environment or emotional feeling of safety that invites access and enjoyment of the area. As it sits, the La Bahia invites additional problems and feelings of insecurity in the region.

The careful design of this project serves to improve current view-sheds from the surrounding areas as well as the view-shed from the Municipal Wharf and surrounding cliffs. A lesser project, or choosing to leave the hotel in its current state of dilapidation, would disrespect any historical significance of this important and iconic area of our community.

As a public safety executive, I have studied and taught these effects from many perspectives. My education and experience points to the invaluable benefits a project like La Bahia will have on the overall health and safety of our entire community.

Finally, we are all aware of the fiscal crisis experienced by many cities and our own State. The La Bahia project will bring important revenue in a time where I am forced to consider layoffs of police officers to help balance our budget. Santa Cruz can ill afford this kind of outcome, but unfortunately may have to face that reality. Fiscally and environmentally responsible projects such as the La Bahia will help alleviate that concern.

I urge your support of this vital and important project.

Sincerely,

Steven Clark
President
Santa Cruz Police Management Association

CCC Exhibit II
(page 14 of 54 pages)



Santa Cruz Firefighters • Local 1716

P.O. Box 1477 • Santa Cruz, California 95061

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
C/O Central Coast District Office
725 Front St. Suite 300
Santa Cruz, CA 95060

Dear Chair Sara Wan and Commissioners,

As you know, the La Bahia project is coming up for discussion and an eventual vote by the California Coastal Commission in March. I am writing this letter to inform you of the support that the Santa Cruz City Firefighters, L1716 has for this particular project. Aside from the obvious financial benefit for the city and the services we provide our citizens, our local is interested in the various other benefits that this project possesses.

As you know this particular building is quite dated and in need of numerous improvements to ensure safety for the public. Most importantly, a fully operational and updated fire protection system is necessary for the residents/tenants and the neighbors living in the immediate vicinity. A seismic upgrade is also necessary to prevent the catastrophic failure of such a large building in a densely populated area. In addition to these fire safety issues, we firmly believe that this project has the potential to improve the look and feel of the beach area in such a dramatic fashion, that the crime and other unsavory activities that are currently an issue will be significantly reduced if not eliminated. With the inclusion of underground parking and alternative transportation added to this project as well as the additional funds slated for traffic improvements, this project will undoubtedly improve and enhance the beach environment while fulfilling the vision of the Coastal Act.

The lack of a suitable replacement for the current structure could very well contribute to further deterioration and stagnation of an area which we as city workers and city residents rely on for financial strength and a uniquely strong sense of pride. The mere fact that this project itself can generate nearly \$600,000 in hotel taxes and an additional \$135,000 in sales tax will help Santa Cruz flourish as it maintains its identity and unique coastal community character. As a labor group, we also value the employment benefits that this project offers our local community. The presence of year round employment (72 full time/30 part time) along with competitive wages, benefits and continuing career training/education is what sets this project apart from others.

The Santa Cruz City Firefighters hope that you will seriously consider supporting and voting for this project. We feel that is the right time and the right project for the City of Santa Cruz to ensure that the citizens are provided with the utmost in both public safety and future financial security.

If you have any questions or would like to discuss this issue or our reasons for endorsing the project, please feel free to contact me at any time. Thank you very much for your time, consideration, and service to our community.

Sincerely,

Rob Oatey, President
Santa Cruz City Firefighters, Local 1716
roatey@comcast.net

CCC Exhibit I
(page 17 of 54 pages)



SANTA CRUZ COUNTY BUSINESS COUNCIL
Addressing Strategic Issues Through Private / Public Partnership

RECEIVED

February 22, 2011

Chair Sara Wan and Commissioners
 California Coastal Commission
 c/o Central Coast District Office
 725 Front Street, Suite 300
 Santa Cruz, CA 95060

FEB 22 2011

CALIFORNIA
 COASTAL COMMISSION
 CENTRAL COAST AREA

Dear Ms Wan and Commissioners

By this letter the Santa Cruz County Business Council wishes to express its support for the proposed La Bahia Hotel project at 215 Beach Street, Santa Cruz, California.

The Santa Cruz County Business Council is a group of approximately 60 businesses that employ nearly 20,000 local residents. Its goal is to assemble, organize, and coordinate the talents and resources of the business and professional leadership for the purposes of creating a private/ public collaboration in order to assist the public sector in the identification, examination, and successful resolution of countywide issues.

The Coastal Commission is being asked to approve a variance to the Local Coastal Plan, which will allow the La Bahia to reach a height of 42 feet – some 14 feet above current plan. If approved, the La Bahia project will provide more accommodations and services to people visiting our coastal area, a priority of the Coastal Act and a goal of the Local Coastal Plan. Given that the City of Santa Cruz has considered the environmental, social and economic impacts of this height extension and has approved this variance, we strongly encourage you to support our community by advocating for the project's approval by the Coastal Commission.

We believe the La Bahia Hotel project will play a critical role in the economic and social revitalization of the Beach Area both in the short term and in years to come. In the short term, the project will create new living wage, and higher compensated, construction jobs. Barry Swenson Builder has committed to employing 80% union and local contractors. In the longer term, the project is estimated to create over one hundred new year-round jobs for local residents.

Moreover, the La Bahia will attract individuals and groups to a year-round quality visitors and meeting destination. A hotel of this quality will stimulate reinvestment and improvement in the beach area, increasing Santa Cruz sales tax revenue for much needed community improvement and public safety programs.

It is said, "a rising tide lifts all boats". The Santa Cruz Business Council believes that the La Bahia Hotel will directly or indirectly benefit Santa Cruz County businesses of all kinds. Our county needs new visitors, who are able and willing to spend more dollars, over more months of the year.

We urge you to support the approval of the La Bahia Project at the upcoming Coastal Commission meeting.

Sincerely,

Gary W. Merrill,
 Executive Director on behalf of the Santa Cruz County Business Council

CCC Exhibit I
 (page 18 of 54 pages)

RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Tim Brown Electric, Inc.

3088 Winkle Ave, Suite B

Santa Cruz, CA 95065

PH: 831-465-9870 FAX: 831-477-0614

City of Santa Cruz LCP Amendment #STC-1-11

To Whom It May Concern:

Tim Brown Electric, Inc. supports the project La Bahia Hotel because of the coastal benefits it provides. The La Bahia project is based on turning a low-priority residential apartment complex into a high quality, visitor-serving hotel. The hotel will not be for visitors alone, it also provides public access to private amenities, where none currently exist. This beachfront location will also promote alternate transportation through bike facilities, beach shuttle support, bus passes for employees, and electric car stations to reduce car dependency by visitors and employees.

Overall, we feel that this would help with Santa Cruz County's economy by drawing tourists and locals to the area's beautiful features and attractions. We also feel it is important to build this project with local contractors.

Sincerely,

Tim Brown Electric, Inc.



SANTA CRUZ COUNTY BUSINESS COUNCIL
Addressing Strategic Issues Through Private / Public Partnership

RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Supervisor Mark Stone
Santa Cruz County Board of Supervisors
County Government Center
701 Ocean Street, Room 500
Santa Cruz, CA 95060

Dear Supervisor Stone,

By this letter the Santa Cruz County Business Council wishes to express its support for the proposed La Bahia Hotel project at 215 Beach Street, Santa Cruz, California.

The Santa Cruz County Business Council is a group of approximately 60 businesses that employ nearly 20,000 local residents. Its goal is to assemble, organize, and coordinate the talents and resources of the business and professional leadership for the purposes of creating a private/public collaboration in order to assist the public sector in the identification, examination, and successful resolution of countywide issues.

The Coastal Commission is being asked to approve a variance to the Local Coastal Plan, which will allow the La Bahia to reach a height of 42 feet – some 14 feet above current plan. If approved, the La Bahia project will provide more accommodations and services to people visiting our coastal area, a priority of the Coastal Act and a goal of the Local Coastal Plan. Given that the City of Santa Cruz has considered the environmental, social and economic impacts of this height extension and has approved this variance, we strongly encourage you to support our community by advocating for the project's approval by the Coastal Commission.

We believe the La Bahia Hotel project will play a critical role in the economic and social revitalization of the Beach Area both in the short term and in years to come. In the short term, the project will create new living wage, and higher compensated, construction jobs. Barry Swenson Builder has committed to employing 80% union and local contractors. In the longer term, the project is estimated to create over one hundred new year-round jobs for local residents.

Moreover, the La Bahia will attract individuals and groups to a year-round quality visitors and meeting destination. A hotel of this quality will stimulate reinvestment and improvement in the beach area, increasing Santa Cruz sales tax revenue for much needed community improvement and public safety programs.

It is said, "a rising tide lifts all boats". The Santa Cruz Business Council believes that the La Bahia Hotel will directly or indirectly benefit Santa Cruz County businesses of all kinds. Our county needs new visitors, who are able and willing to spend more dollars, over more months of the year.

CCC Exhibit I
(page 20 of 54 pages)



We urge you to support the approval of the La Bahia Project at the upcoming Coastal Commission meeting and to strongly advocate for its approval on behalf of your Santa Cruz County constituents to the other Coastal Commissioners.

Sincerely,

Gary W. Merrill

Gary W. Merrill,
Executive Director on behalf of the Santa Cruz County Business Council

CCC Exhibit I
(page 21 of 54 pages)

Kendall and Renee King
140 Fern Rock Way
Boulder Creek, California 95006
Email: kenren79@comcast.net Phone: (831) 338-0305

LCP
City of Santa Cruz ^Amendment # STC - 1- 11

February 18, 2011

To Whom It May Concern,

I am writing in support of the La Bahia Project. With its prominent location on Beach Street, its breathtaking views of the Monterey Bay, it is an ideal site for a new destination hotel, a beautiful location for overnight/weekend/vacation stays.

This renovation project will be a visitor's project, and tourism is one of Santa Cruz's major industries. Yet Beach Street, an important connection to the beach and boardwalk is in dire need of revitalization.

This project can do no less than provide Santa Cruz with additional revenue and jobs that we are in need of to provide for our community. This construction project will provide jobs for trades people, and once finished will provide continuing employment for the hospitality industry. This project will generate additional tax revenue, help build a stronger local economic base with continuing employment and support City services. It's time to get with the program and support this project.

The La Bahia project will be visually enhancing, providing a beautiful, safe, visitor and working environment for Santa Cruz, very much unlike its current degraded state.

It is my hope that you will join me and give this project your support.

Sincerely



Renee Lusk-King
Boulder Creek, California

RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit J
(page 22 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

February 18, 2011

To Whom It May Concern:

I am writing in regards to the proposed La Bahia project in the beach flat area of Santa Cruz, CA. This project will be extremely beneficial not only for the community it impacts but for the businesses in the area as well. Furthermore, this beach front property will add to the support of tourism, which Santa Cruz County and surrounding counties thrive on. With walking distance to the wharf and the boardwalk, this new development will be a key participant in providing shelter, food and activities to visiting families and corporations. Not only will La Bahia be a place for families to stay, it will also provide meeting rooms and banquet rooms for businesses and formal gatherings. As a Santa Cruz local, I believe La Bahia will benefit every aspect of what we stand for, from being environmentally friendly to supporting the local community and businesses. Thank you for your time and please help support the La Bahia project by voting yes.

Sincerely,



Spencer Dillon

RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 23 of 54 pages)

FRANK NARCISO
SOQUEL RESIDENT
(831) 475-4152

RE:CITY OF SANTA CRUZ LCP AMENDMENT #STC-1-11

I ENDORSE THE LA BAHIA PLAN. I THINK IT WILL CREATE A BEAUTIFUL BEACH FRONT SETTING. I HAVE SEEN THE DETERIORATION OF THE EXISTING LA BAHIA OVER THE YEARS AND SEE THE NEW PROJECT AS A WAY TO REVITALIZE THE AREA.

I THINK BY MOVING FORWARD WITH THE NEW PROJECT IT WILL HELP CLEAN UP THE AREA. THIS WOULD BE A BENEFIT TO NEIGHBORING HOTELS, RESTAURANTS AND BUSINESSES. PEOPLE WOULD STAY IN THE AREA LONGER SPEND MONEY AND HELP OUR LOCAL ECONOMY.

I SUPPORT THE PROJECT AND LOOK FORWARD TO STAYING THERE.

REGARDS,

FRANK NARCISO



RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 24 of 54 pages)

City of Santa Cruz LCP Amendment # STC-1-11

MARILYN CRENSHAW GREEN ARCHITECT
Cell: 831-713 9860, office 831 454 8014
Licensed: CA#C21382;CO#306446;WA#8947;AZ#50164
P.O. Box 4204 Santa Cruz, CA 95063-4204 USA
Skype: arcwoman, email: thegreenarchitect@gmail.com

LEED Accredited by U.S. Green Building Council
www.thegreenarchitect.com
ARCSA accredited rain harvesting professional
MBA in Sustainable Management Candidate -2012

To: Coastal Commission Staff and all Coastal Commissioners
2/18/11

I would like to go on record that I am personally in favor of the La Bahia project.
I moved to Santa Cruz when I was 4 years old (almost a lifelong resident).
I am always embarrassed when I take visitors around Santa Cruz & ultimately to the beach where we have world-class beauty & run down scruffy infrastructure. Always the question is why there isn't an elegant upscale world-class place for locals to go.

Santa Cruz is home to 2 excellent upper learning institutions: UCSC & Cabrillo. We have world-class professors, researchers, presenters, guest speakers & culture that make a steady flow of appearances here.

We have authentic intellectual capital & innovation activities here that contribute to solutions for a healthy economy & global warming to benefit our national, state & local economies.

It seems to me that our intellectual, cultural, recreational communities, & natural resources deserve a respectable convention facility to host events that attract awareness to their activities & to Santa Cruz.

I chaired the Green Building Working Group (GBWG) for the first half of our progress to adopt a green building program. We were one of the first in the nation to adopt a mandatory green building program. We are leaders! When the GBWG began researching appropriate green building programs, BIGPAC <http://www.builditgreen.org/councils/pac> (Build It Green Public Agency Council) was created & in the 2 years of my chair it grew from 10 jurisdiction members to 75, then split into No California vs. So California chapters, currently 100+ CA jurisdictions). Every quarter BIGPAC meets, hosted by a different jurisdiction, so that the jurisdictions can basically have a big support group meeting. The jurisdictions that are further along on their green path coach the "want to be green" jurisdictions on a template of how to navigate the adoption of a green building program in their respective jurisdiction. No doubt BIGPAC will go beyond adoption of green building programs once that becomes mainstream & go on to other topics such as AB32 caps on CO2 emissions.

Santa Cruz is a leader, & we need to have an appropriate convention center where we can express our leadership, and have a proper facility to host meetings such as the BIGPAC quarterly meeting. We need to participate on this scale to invite the world outside of Santa Cruz to come & tango here!

My request to the City Council is please approve the La Bahia project.
Respectfully,

Marilyn Crenshaw

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 25 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

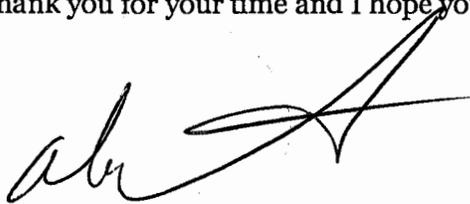
February 18, 2011

RE: La Bahia Project

To whom it make concern:

I am writing to show my support for the La Bahia Project. I am a local resident of Santa Cruz County for over thirty years and believe that the La Bahia Project would benefit our local community. It would provide an increase in general fund tax dollars - which supports funding for local programs, enhance the connection to Beach Street and create new jobs.

Thank you for your time and I hope you vote in support of the La Bahia Project.



Ali Scontrino
(831) 475-7100
Santa Cruz, CA

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 26 of 54 pages)

February 18, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, CA 95060

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: City of Santa Cruz LCP Amendment STC-1-11

To Whom It May Concern;

Coming from Monterey County at least once a week during Summer Vacation with my two teenagers who have season passes to the Boardwalk; I would love to see the La Bahia area improved with a new hotel. It will bring new jobs and a much needed infrastructure to the area that to me is a disintegrated eyesore in a beautiful area that has a huge potential for tourist and tax base for the City and Boardwalk area.

Please approve the City of Santa Cruz Local Coastal Plan Amendment.

Sincerely,



Larry Johnson

CCC Exhibit F
(page 27 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

Jeff Huff
3121 Dee St.
Santa Cruz, CA 95062
February 18, 2011

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Sara Wan and Commissioners,
California Coastal Commission,
c/o Central Coast District Office,
725 Front Street, Suite 300,
Santa Cruz, CA 95060

Dear Sara Wan and Commissioners:

I am a long-time resident of our city, and I am writing to express my full support for the La Bahia project along Beach Street near the boardwalk.

I understand that some in our community have voiced concern over the possibility of removing the existing facility due to its historic features.

However, I am one of hundreds of citizens who have to drive down Beach Street and see a run down, fractured, eye sore of a building that is in desperate need of repair. The existing building does not appear to be safe and needs help. After reviewing preliminary plans for a new La Bahia, the project is in line with the local Coastal Plan while **preserving** the existing historic building features.

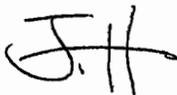
Citizens like me would benefit greatly from a new La Bahia. Not only would it provide a safe place for my family and I to spend time, it would be a start to cleaning up the Beach Flats. This project is a stepping stone to a new Beach Flats where currently drugs and crime are the norm. Save Our Shores just did a boardwalk beach cleanup (which runs along beach street and in front of the new La Bahia) and found several used hypodermic needles in the sand. This is where many children run and play. Again, the new La Bahia project is a stepping stone to cleaning up the beach community!!

In addition, there is great economic benefit to a new La Bahia. This includes temporary jobs during construction, permanent well-paying jobs during business operations and city revenue. Jobs our community needs and revenue our city can't do without. This project makes sense on all levels; the environment, the community, the city, and local business.

I urge you to move forward on the decision to build a new La Bahia and take advantage of the opportunities to improve our beach community while providing city revenue.

I am looking forward to your response.

Sincerely,



Jeff Huff

CCC Exhibit I
(page 28 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

VIA FAX 831-427-4877

February 22, 2011

Chair Sara Wan and Commissioners
California Coastal Commission

I am in favor of the LaBahia Hotel project which will increase and improve the visitor serving facilities in our city. The current low use property will become a high use visitor serving facility. In addition, it provides public access to private facilities in the area, it keeps the historic features utilizing Spanish Revival style architecture, and it draws visitors from other parts of the area to our important beach front. Handicapped accommodations with access to the beach would also improve dramatically.

I live on Beach Hill and firmly believe this project would be a major addition of visitor facilities with coastal access and would retain visitors in our community rather than have them choose other destinations. Please support this project.

Sincerely,

DAVE TURNER
Beach Hill, Santa Cruz
Cell 925-360-4403

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 29 of 54 pages)

February 18, 2011

Chair Sara Wan and Commissioners
California Coast Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, Ca. 95060

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

City of Santa Cruz LCP Amendment #STC-1-11

Honorable Chair Sara Wan and Commissioners:

The Capitola-Soquel Chamber of Commerce supports the renovation of the historical La Bahia Hotel on Beach Street in the City of Santa Cruz.

The Chamber knows the importance of supporting commerce in our County of Santa Cruz not just Capitola and the Soquel Area. When Visitors stay at any hotel and motel in the area they travel the County to see the sites, eating at a Restaurant in Capitola, visiting Roaring Camp in Felton, golfing at Seascapes Golf Course in Aptos, having fun at the Boardwalk across the street. There is so much to do in our County. We need quality Hotels/Motels to accommodate Visitors.

The Chamber supports and sees the value of the following benefits:

1. Hotel that provides amenities to its patrons.
2. Conference Facilities - A needed facility for Large and Small Corporations that bring many people to our area that we might not have the opportunity to serve.
3. Well paying jobs to our County residents.
4. Increased Sales Tax Base
5. Promotes alternative transportation and reduced car dependency by visitors and employees by providing an under ground garage.
6. Increased Hotel Tax.
7. Quality hotel rooms would improve the mix of visitor facilities in Santa Cruz.
8. Improvements contributing to the sustainability of Santa Cruz as a Coastal Destination which benefits everyone.

Thank you for your review of the plan.

Sincerely,

Toni Castro
Chief Executive Director

CCC Exhibit I
(page 30 of 34 pages)

City of Santa Cruz LCP Amendment #STC-1-11

Sara Wan and Commissioners
California Coastal Commission
C/O Central Coast District Office
725 Front St. Suite 300
Santa Cruz, CA 95060

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 19, 2011

Dear Coastal Commissioners,

I am writing this letter in support of the La Bahia Hotel project proposed for 215 Beach St. Santa Cruz. As a resident of Santa Cruz County for the past 37 years and a voter of every election, I have often visited the main beach area. I've personally witnessed a steady deterioration of this area and feel strongly that the La Bahia project will be the catalyst necessary to turn the deterioration around. The design preserves the historic value and look of the old dilapidated existing structure. This along with other benefits, that are extremely important to the community in these rough economic times, that I see are;

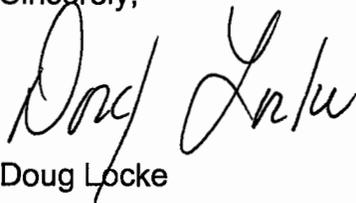
- New jobs, both during and after construction
- Additional tax money for the City
- A new quality beach front hotel, so desperately needed in Santa Cruz
- Increase of visitors that will stay in this new hotel

I embrace all these benefits along with the proposed green features;

- LEED certification
- Promotion of alternate transportation
- Pedestrian friendly
- On site parking

All of the above will no doubt prove to benefit all Santa Cruz residents and visitors. I strongly urge you to vote yes to support this important project.

Sincerely,



Doug Locke

City of Santa Cruz LCP Amendment #STC-1-11

VIA FAX 831-427-4877

February 21, 2011

Chair Sara Wan and Commissioners
California Coastal Commission
%Central Coast District Office
725 Front Street
Suite 300
Santa Cruz CA 95060

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: LaBahia proposed project

Chair Sara Wan and Commissioners:

I fully support the LaBahia Hotel project in the beautiful Spanish Revival architectural style that preserves and re-creates historic features important to the community. It is currently a very low use property and the proposed project will become a high use visitor serving facility providing public access and allowing year-around use of a beachfront property. It would also increase handicapped access to Santa Cruz's coastal visitor facilities.

I have been a homeowner on Beach Hill since spring of 2002 and live two blocks from the LaBahia site. Currently that lot is a public eyesore for our community and does not serve visitors in our community. The more our neighborhood becomes rundown, crime prevails and tourists quickly choose other destinations. This project will dramatically improve and increase Santa Cruz's visitor facilities. The project is also environmentally friendly, a sustainable design and the increase in jobs, tax revenue, and tourist dollars should not be overlooked. It will also become an incentive for neighboring homeowners and commercial businesses to invest in their existing property which visitors will appreciate.

Significant thought has been given to this project. It is time to realize the benefits to the coastal visitors: the opportunity to convert a property from low use to a high use visitor-serving hotel; the addition of quality hotel rooms to the mix of current visitor facilities; gives free access to the beach; offers public access to other private tourist facilities in the area.

Sincerely,

Julia Jackson

Julia Jackson
202 Villa Mar Vista
Santa Cruz CA 95060
Cell 925-963-0747

CCC Exhibit I
(page 32 of 54 pages)

Sara Wan
California Coastal Chairperson
& Coastal Commissioners,
California Coastal Commission,
c/o Central Coast District Office,
725 Front Street, Suite 300,
Santa Cruz, CA 95060

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

City of Santa Cruz LCP Amendment #STC-1-11
La Bahia Hotel Project

Ms. Wan, and our Coastal Commissioners

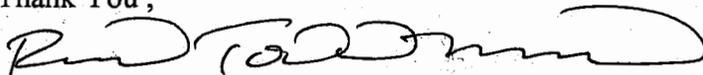
I have been following the progress of the proposed La Bahia Hotel in Santa Cruz and I hope you can help. I am a long time advocate for 'sprucing' up the Santa Cruz Boardwalk and Beachfront area. This has been in plan stages for years and I think this project is the vehicle to help bring back the grandeur and lure of our local beachfront. It will be the beginning of the new revival! I want you to know that I support this project wholeheartedly and I hope you will share the same enthusiasm.

As a corporate event planner, my wife knows that in addition to the La Bahia Hotel being a new tourist destination, business groups will use the conference spaces that will be available drawing more clientele to the area. Many will return with their families to enjoy the coast.

We already know that the California Coast is draws visitors from near and far. We want to make Santa Cruz a more enticing visitor experience. From here, visitors will explore up and down our beautiful coast to see the natural wonders at the ocean's edge, then return to rest and enjoy a night in Santa Cruz.

I ask that you please recognize the benefits in being part of this project, being part of the solution, to making a better Santa Cruz for all to enjoy.

Thank You ,



Richard Todd Mansfield
9 Locke Way
Scotts Valley, CA

CCC Exhibit I
(page 33 of 54 pages)

City of Santa Cruz LCP Amendment STC-1-11

Mark Stone
Santa Cruz County Supervisor
California Coastal Commissioner
February 18, 2011

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Support for the La Bahia Hotel Project

Mr. Stone

I am concerned that your lack of positive attention to the La Bahia project will negatively affect Santa Cruz County residents' prospects for a better life. I look at other small cities on the coast and they have attractive attributes to draw visitors to enjoy the ocean side life. I wholeheartedly support the La Bahia Project and other ideas to create a better beach front visitor experience.

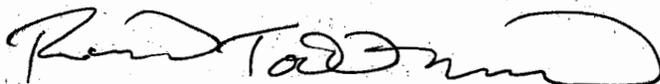
I understand that every project has something that someone doesn't want or like. The "Not in my backyard" attitude is arrogant and really a nuisance for anyone trying to get a project off the ground, whether it is a single family residence or a multi-use project like the La Bahia Hotel.

It simply astounds me how often people fight so hard to stop something so beneficial to someone else just because they fear the change.

Change is good. Change brings progress, new growth, better conditions and prosperity for many classes of people. My wife and I are registered voters in your district, a resident of Scotts Valley and the county for 30 years I have voted in your favor many times. I, and many of my neighbors and friends residing in Scotts Valley & Santa Cruz are in favor of the La Bahia Project and want to see it happen.

You and I know all of the benefits—jobs, tax revenue, visitors, how can you honestly not support this project?

I ask again, that you please see the opportunities in being part of this project & being part of the solution to making a better Santa Cruz County for all to enjoy.



Richard Todd Mansfield
9 Locke Way
Scotts Valley

CCC Exhibit I
(page 34 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

February 18, 2011

California Coastal Commission,
c/o Central Coast District Office,
725 Front Street, Suite 300,
Santa Cruz, CA 95060

RECEIVED

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Commissioners:

I am a long-time resident of our city, and I am writing to express my full support for the La Bahia project along Beach Street near the boardwalk.

I am one of many who have to drive down Beach Street and see a run down, fractured, eye sore of a building that is in desperate need of repair. The existing building does not appear to be safe and needs help.

I believe our community would benefit greatly from a new La Bahia. Not only would it provide a safe place for my family and I to spend time, it would be a start to cleaning up the Beach Flats. This project is a stepping stone to a new Beach Flats where currently drugs and crime are the norm. Again, the new La Bahia project is a stepping stone to cleaning up the beach community!

In addition, there is great economic benefit to a new La Bahia. This includes temporary jobs during construction, permanent well-paying jobs during business operations and city revenue. Jobs our community needs and revenue our city can't do without. This project makes sense on all levels; the environment, the community, the city, and local business.

I urge you to move forward on the decision to build a new La Bahia and take advantage of the opportunities to improve our beach community while providing city revenue.

I am hoping that you vote yes on the La Bahia Project.

Sincerely,



Michael Martinsen

CCC Exhibit I
(page 35 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

To Whom It May Concern:

I am writing this letter in support of the La Bahia Hotel, a long awaited and much needed improvement to the boardwalk area of Santa Cruz. As a realtor and as an involved member of the Santa Cruz community, I know the importance that tourism brings to our area. A beautiful hotel such as la Bahia would not only provide a wonderful choice for traveling families, but for also for businesses needing conferencing capabilities. I understand the project will be a green buidling, which is so much of what Santa Cruz is about. With the creating of new jobs, overall, it will extremely beneficial to our community.

Sincerely,

Gloria Behman
(831) 588-622

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 36 of 54 pages)

CITY OF SANTA CRUZ, LCP AMENDMENT #STC-1-11

Chair Sara Wan and Commissioners
California Coastal Commission
c/o Central Coast Distric Office
7025 Front Street, Suite 300
Santa Cruz, CA 95060

February 21, 2011

Dear Chair, Sara Wan,

I am writing to you and the commissioners of the Coastal Commission about the City of Santa Crus LCP Amendment #STC-1-11. I am asking you to support the La Bahia project. Santa Cruz has a need for a quality hotel in the beach area to provide year round beach access. This project would meet the Coastal Act's requirement of making visitor serving uses a priority. In its present shape the La Bahia does not serve visitors in a key beachfront location.

This project would provide public access to the beach area and public meeting space for community use in an area not currently available. Handicapped accessibility to the coast would be enhanced.

Santa Cruz has long had a need for a quality hotel in the beach area. Currently there are a lot of low to moderate quality hotels/motels in our beach area. La Bahia would improve the visitor mix by giving more choices to visitors wishing to use the beach.

For over 10 years this area has been a public eyesore. It has given the area a blighted beach appearance. The time to revitalize this area is overdue. Many years ago I spent a lot of my personal time gathering votes for a petition to get a Coastal Commission proposition on the ballot. At the time I was excited about protecting our coast and gaining coastal access for all Californians. Now I am excited about the La Bahia project as it fulfills and continues that mission.

I was born and raised in Santa Cruz, attended local schools, spent 25 years as a local public school teacher, counselor and administrator. Upon retiring and starting a family business I have served as a two term Chair of the SC Chamber, a member of the steering committee for the Locally Owned Business Alliance, the current chair of the SC Downtown Management Corporation, Past President of the Friends of Long Marine Lab and first elected President of the Rotary Club of Santa Cruz Sunrise.

I urge your support of this project.

Sincerely,

Peter Prindle
234 4th Avenue
Santa Cruz, CA 95062

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

CCC Exhibit I
(page 37 of 54 pages)

2/18/2011

Gmail - La Bahia Hotel



Friends of La Bahia <friendsoflabahia@gmail.com>

La Bahia Hotel

1 message

RECEIVED

FEB 22 2011

Ron Slack <rslack@gtweekly.com>
To: friendsoflabahia@gmail.com

Fri, Feb 18, 2011 at 11:36 AM

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Coastal Commission,

We need your support more than ever at this critical juncture, for this most important project, the La Bahia Hotel. We have this incredible opportunity to create greater coastal access, to bring a large number of jobs immediately to Santa Cruz, and to beautify an area that has been neglected for far too long.

In the future, we will be creating permanent jobs for our local community, while at the same time increasing our City's sales tax revenue. it will be a great shot in the arm for tourism, and for our local economy. And it is a project that will serve this community long after we have all passed on.

Please provide the leadership we need to see the La Bahia project become a reality. Help spur economic growth and bring jobs to Santa Cruz, where unemployment hovers at 13.8%. Only your leadership can make this happen. Please support this worthwhile endeavor.

Thank you,

Ron Slack
Publisher/Good Times
1205 Pacific Avenue, 3rd Floor,
Santa Cruz, CA 95060
phone: 831.458.1100 x205 fax 458.1296
rslack@gtweekly.com

CCC Exhibit I
(page 38 of 54 pages)

2/18/2011

Gmail - La Bahia Project



RECEIVED

Friends of La Bahia <friendsoflabahia@gmail.com>

La Bahia Project

FEB 22 2011

1 message

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Thu, Feb 17, 2011 at 5:10 PM

Darrel Louis <dlouis@whyreroof.com>
To: friendsoflabahia@gmail.com

Thanks for the opportunity to provide support for the project. I have lived and worked in Santa Cruz for 30 years and at this point consider myself a local although some of the old timers might think otherwise. This project appears that it will go now or at some point in the future. The matter of timing I believe is important as the local construction trades could certainly use the work. I sit on the local Santa Cruz County Builders Exchange Board of Directors as Vice President. We have seen our numbers dwindle to the point of not being able to support the mortgage on the building we occupy. Our membership has diminished 25+% over the past 18 months and we are now considering down sizing, moving and returning the building to the lender. We need strong support for local projects and we need a strong tax base as we move into the future.

This project will bring into our community a strong desire for convention housing, symposium participation and attract for other housing, motel and hotel owners additional traffic as a result of the development being put into motion. I urge you to consider the long range impact of having this project launch more construction jobs, provide and expanded tax base and certainly clean up Beach Street. A lot of though design and re-design has gone into the development of this project and if not now, I know it will simply be a matter of time. I urge you support and look forward to your approval. Thanks!



Darrel Louis
831.212.0330

w 831.439.0180
f 831.439.0188

275-A Technology Circle
Scotts Valley, CA 95066
dlouis@whyreroof.com

Darrel Louis
Cell: 831-212-0330
dlouis@whyreroof.com
www.WHYREROOF.com
Louis & Associates, Inc.
Roofing & Waterproofing Solutions

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CCC Exhibit I
(page 39 of 54 pages)

2/18/2011

Gmail - La Bahia Project



Friends of La Bahia <friendsoflabahia@gmail.com>

La Bahia Project

1 message

Daniel Birns <danielbirns@gmail.com>

Thu, Feb 17, 2011 at 4:47 PM

To: friendsoflabahia@gmail.com

I'm a support of La Bahia project, and I live in santa Cruz.

Daniel Birns
118 Palmetta St.
Santa Cruz, 90560
831-247-0475

City of Santa Cruz LCP Amendment #STC-1-11

Board of Supervisors, County Government Center
Attn: Mark Stone
701 Ocean St., Room 500
Santa Cruz, CA 95060

RECEIVED

FEB 22 2011

Re: Approval of La Bahia Hotel

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

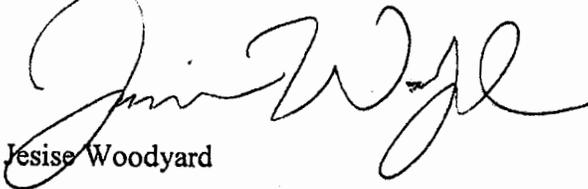
Dear Mark:

I'm writing to you in support of the La Bahia Hotel. Having a classy hotel like La Bahia is the absolute best use for that property. Additionally, to renovate the current property would not only benefit the immediate neighbors but also the greater community.

The proposed design and concept of La Bahia is appropriate and should be approved. I have full confidence in the development and construction team from Barry Swenson Builder who are proposing this project.

I hope you will vote "YES" for this project and furthermore, encourage you to help the rest of the Commissions understand the importance of this project to also vote "YES".

Sincerely,



Jesise Woodyard

City of Santa Cruz LCP Amendment #STC-1-11

February 18, 2011

Re: Santa Cruz La Bahia Project

Dear Mr. Stone,

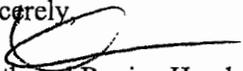
I have lived and worked in Santa Cruz since the 1989 earthquake. I love this town and want to see continued sustainable betterment and success within our city limits. I am writing you specifically to express my support for the La Bahia project for a number of reasons which I would like to express to you here:

I Support the La Bahia project because:

- Tourism is our strongest industry in the city. Let's embrace it. Our beach front Boardwalk has a rich history as a destination tourism spot. Let's restore the charm.
- People visiting our city might just want to stay the night if this upscale Hotel / Restaurant were offered to them. The trickle down to other businesses near the beach and in the rest of the City will be great. Residents of SC will certainly enjoy the benefits and bring their out of town guests along. As it is, we are forced to make excuses for the blighted building which is barely standing.
- Beach area is in need of an upscale hotel that will become an anchor for surrounding businesses. It's construction will become a vote of confidence for SC's future.
- We are proud of our rebuilt downtown. Lets do the same with the Beach area. This project has the potential of being a jewel in the area
- Investing in this project is an investment in the future of the beach area.
- The new hotel will create lots of construction jobs and permanent jobs and contribute greatly to the City tax base.

Thank you for your time and I hope to see you vote for our community by voting in favor of La Bahia.

Sincerely,


Keith and Regina Henderson
140 Franklin Street
Santa Cruz, CA 95060
831-457-8178

City of Santa Cruz LCP Amendment #STC-1-11

February 18, 2011

Mark,

I met you about three years ago at the annual Lobster Feed up in Felton. Given your current role on the Coastal Commission I wanted to voice my support for the Bahia Hotel Project. I believe this proposed development will help set a positive tone for improving the use and tax base for not only this specific property, but also the Boardwalk area in general. Our community needs smart projects, led by seasoned and local developers, that will provide jobs, tax revenue, and property improvements that are consistent with our local culture and our environmental sensitivities. As a 28 year resident, property owner, and small-scale developer in Santa Cruz County I am asking that you please cast your vote in favor of this project.

Best Regards,

Mark Bernardi

Mobile Phone: (408) 497-2127

m.bernardi@expressworks.com

February 18, 2011

City of Santa Cruz LCP Amendment #STC-1-11

Dear Coastal Commissioner Mark Stone:

Hope things are going well with you.

I have been reading in the newspaper about the project "La Bahia" for some time. I drove by it a few months ago when I attended an event in the area. I read it is coming up before the Coastal Commission soon.

Visually from the street this is an eyesore.

What worse it is so old that I stayed there when I was a teenager -- my first trip to Santa Cruz with friends -- and it was old and falling apart then. Beach flats should be a mecca for conferences, visitors and jobs. Instead it is seedy and a crack-meth-heroin haven.

Please let them get rid of it and finally put up something of real value in the area. I have not seen the plans, nor do I know the developer, but I assume to get this far it is esthetically pleasing.

It is time for Santa Cruz to rise above the fray and let private industry create a structure that will bring jobs and more visitors to Santa Cruz. More visitors will bring more success for all of us.

Thanks for listening.

Barbara J Palmer, REALTOR® CRB

DRE #00777977

Business Manager

Bailey Properties Inc.

831-688-7434 x 603

City of Santa Cruz LCP Amendment #STC-1-11

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

Re: Santa Cruz La Bahia Project

Dear Mr. Stone,

I have lived and worked in Santa Cruz County for over 40 years. I love the area and want to see continued sustainable betterment and success through out the area. I am writing you specifically to express my support for the La Bahia project for a number of reasons which I would like to express to you here:

I Support the La Bahia project because:

- Tourism is our strongest industry in the city. Let's embrace it. Our beach front Boardwalk is our crown jewel and we parade our guest through the worst part of town. We must take steps to improve this area.
- People visiting Santa Cruz will have the option to stay the night if this upscale Hotel / Restaurant were offered to them. The trickle down to other businesses near the beach and in the rest of the surrounding area will be great. Locals will certainly enjoy the benefits and bring their out of town guests along. As it is, we are forced to make excuses for the blighted building which is barely standing.
- Beach area is in need of an upscale hotel that will become an anchor for surrounding businesses. La Bahia's construction will become a vote of confidence for SC's future.
- Investing in this project is an investment in the future of the beach area.
- The new hotel will create lots of construction jobs and permanent jobs along with contributing to the greatly needed tax base.

Thank you for your time and I hope to see you vote for our community by voting in favor of La Bahia.

Sincerely,



Shawn Williams
10 Fred CT
Scotts Valley, CA 95066
831 439-9123

CCC Exhibit I
(page 45 of 54 pages)

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

City of Santa Cruz LCP Amendment #STC-1-11

Hello Mark,

I am an enthusiastic supporter of the La Bahia project as currently proposed and considered by The Coastal Commission at its March 7th 2011 meeting.

As a 27 year resident of Beach Hill (911 Third St), I have for a long time hoped for a better use of what must be one of the most visible and valuable properties in Santa Cruz. We frequently walk our dogs past the old and decaying La Bahia and hope that no one knows we live only two blocks away. This formally beautiful structure is way past the point of attracting tourism to our city. Now, it is clearly a blight on the beach front area—what could be and should be our most attractive asset. Even locals shun the area.

Some of my neighbors feel that the size and scope of the proposed structure is too big and not consistent with the neighborhood. But, I do not agree. Everyone who lives on the Beach Hill knows that we live in a mixed use area that has historically attracted tourists to Santa Cruz. Tourists help pay for many of our civic and social programs, employ large numbers of people and add to our cultural life. I think the developers have done a reasonable job of scaling the project to compromise the residents interest with the realities of business.

We have waited a long time for this project to move forward. Please do your best to bring it to fruition.

Cliff Warren

CCC Exhibit I
(page 46 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

Mark,

I don't have a "dog in this fight" but I'm not really sure why a new hotel on the La Bahia property would be considered "controversial " as you are quoted in the paper as saying?

Don't get wrong, I'm well aware there are people who are both for are against the project for various reasons but after all the hue and cry this seems like the right project at the right time on the right site. The community impacts are minimal, the chances to create good jobs seems very high, and it is a site in desperate need of redevelopment.

I would also consider the level of city council support in your deliberations given the significant amount of thought they have put into the project over the years. I'm sure your would expect the same courtesy, if the shoe were on the foot.

Warm Regards,

Owen Lawlor
Lawlor LandUse
612 Spring Street
Santa Cruz, CA 95060
(831) 457-1331
(831) 457-1338 fax
(831) 212-8594 cell

owen.lawlor@gmail.com
www.LawlorLandUse.com

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NMLS 274835

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COASTAL COMMISSION
CENTRAL COAST AREA

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CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

February 18, 2011

Mark Stone
California Coast Commission
c/o Central Coast District Office
725 Front Street, Suite 300
Santa Cruz, Ca. 95060

City of Santa Cruz LCP Amendment #STC-1-11

Mark Stone:

As a citizen of Santa Cruz County and a Family Business Owner of more than 75 years, I support the renovation of the historical La Bahia Hotel on Beach Street in the City of Santa Cruz.

I know the importance of supporting commerce in our County of Santa Cruz. When Visitors stay at any hotel and motel in the area they travel the County to see the sites, eating at a Restaurants, visiting Roaring Camp in Felton, golfing at Seascape Golf Course in Aptos, having fun at the Boardwalk across the street. There is so much to do in our County. We need quality Hotels/Motels to accommodate these Visitors.

I see the value of the following benefits:

1. Hotel that provides amenities to my patrons.
2. Conference Facilities
3. Well paying jobs to our County residents.
4. Increased Sales Tax Base

Thank you for your review of the plan.

Sincerely,

Lynn Falcon

Lynn Falcon
Citizen and a Family Business Owner
214 Esmeralda Dr
Santa Cruz, Ca 95060

CCC Exhibit I
(page 48 of 54 pages)

City of Santa Cruz LCP Amendment #STC-1-11

RECEIVED

February 19, 2011

Coastal Commissioner Mark Stone
Coastal Commission

FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: LA BAHIA HOTEL

Dear Commissioner Stone:

I am writing this letter to express some of my concerns regarding the La Bahia Hotel development being proposed by Barry Swenson Builder. My concern stems mainly from Construction Trade Unions opposition to this project. While this develop creates 100's of temporary construction jobs that are desperately needed in this community, it appears that the Construction Trade Unions have chosen to oppose this project in an "all or nothing" type arrangement. With so many folks in this community being tied to the construction industry (along with a great many of my personal friends who by the way are great construction workers, do great work and are not a part of the Unions), it seems insane that the Unions would choose ZERO work for everyone because they cannot get 100% of the work. I understand from the newspapers that Barry Swenson Builder does employ union construction workers, has committed to a large percentage of Union work (60% is what I remember reading), the fact that the construction trades do not have a large presence in Santa Cruz, I IMPLORÉ you, I BEG you... PLEASE support this project. Your leadership on the this project is essential to the creation of these much needed construction jobs and the over 80 new full time jobs I understand will be created by this project.

I'd also like to note that this project would create a new and sustainable income stream to fund government operations in the form of T.O.T. I know I do not have to point out how desperately the local governments need these revenues as I am sure you are well aware of it given your Supervisor role at the County. These revenues can go a long way to helping fund the employees of the local government who I understand ARE union members. In fact, it appears to me that the vast majority of union labor in this County is along the lines of government and schools, which derive their revenue from projects such as this. It is my guess that this is the reason that the largest Union in town, SEIU, has not joined the construction labor unions in a pointless fight that only hurts this community.

In reviewing the request that is being made of the Coastal Commission, it appears that the applicant is merely asking for 14 additional feet. I cannot think of a reason that Mr. Swenson would be willing to take on this fight for a mere 14 feet except that he wants to do the right thing for this project and create something extraordinary. It continues to baffle me that in today's society, the ordinary... the average... the mediocre is the best that can be accomplished. It appears to me that everyone must cater to the lowest common denominator to get anything done, which results in average... and that when folks step forward to do the extraordinary and the best that is possible, they are stymied at every turn. This location that truly deserves the extraordinary, something iconic,

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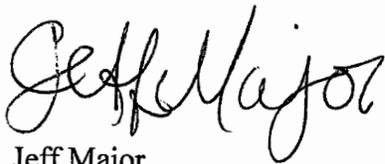
something that can represent this community as the paradise that it truly is. We are truly fortunate and should be grateful that two gentlemen such as Barry Swenson and Charles Cantfield would have the foresight, the gumption, the determination and resources to do right by this community is this way. These are not "Out of Ttowners" or "Johnny Come Latelys" but two local gentlemen doing the best that they can to make this community a better place.

In conclusion, I implore you again... Beg you again... PLEASE stand up and show your leadership for this community by showing your support for this project. HELP make this vision a reality. Be one of the few that say, "YES WE CAN" versus a small, self interested group of folks looking for another freebie. Let the construction trades unions compete for the work like everyone else and don't discriminate against the local construction workers at a time when these jobs are so desperately needed.

Please lead the charge to getting this moving forward again. It has been a long time in coming and this community deserves it.

Thank you for your attention in this matter and please make it a great day.

With gratitude,



Jeff Major
4701 Woolsey Circle
Capitola, CA 95010

2/18/2011

Gmail - Re:



Friends of La Bahia <friendsoflabahia@gmail.com>

Re:

1 message

Fri, Feb 18, 2011 at 9:20 AM

To: friendsoflabahia <friendsoflabahia@gmail.com>

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FEB 22 2011

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

----- Forwarded message -----

From: **Bill Brooks** <bill@brooksproperties.net>

Date: Thu, Feb 17, 2011 at 5:38 PM

Subject:

To: stone@co.santa-cruz.ca.us

Mark. I really don't need to tell you this as you know the La Bahia is a good thing to happen for Santa Cruz. It will up grade the commercial tourist beach area. It's good looking, will not only create jobs but because of it's size will generate tons of union and non union jobs during construction. The folks I hear talking against it are special interest people not community interest people, because if your community interest person and looking for the betterment of Santa Cruz, the La Bahia is a great addition. I know Charles Canfield personally and you couldn't find a more straight up guy that is good to his employees and good to Santa Cruz. I hear this is coming up with the Costal Commission. I supported you for the Commission because I know you look out for what is really important, not just a sales job. The La Bahia is really important to advance the upgrade of the beach commercial area and I would hope you would give it your support. Bill Brooks.

Ps. I have no financial interest or any other connection with this project other than I know Charley Canfield.

CCC Exhibit I
(page 51 of 54 pages)



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Gmail - LA BAHIA

FEB 22 2011

Friends of La Bahia <friendsoflabahia@gmail.com>

LA BAHIA

1 message

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

JAMES THOMPSON <jctscz@yahoo.com>

Fri, Feb 18, 2011 at 11:17 AM

To: JAMES THOMPSON <jctbjt@gmail.com>, mark.stone@co.santa-cruz.ca.us, friendsoflabahia@gmail.com
Cc: ARIADNYE <arijustice@yahoo.com>, BURT REES <bapa184@yahoo.com>, Charles & Karen <leighwood08@comcast.net>, CYN REES <cece40@comcast.net>, DAVID LEE <Davidalee17@gmail.com>, GARY REECE <gary@reece.net>, HARV NICKELSON <hjnicksel@comcast.net>, JUDY JUDY NICKELSON <junickels8@aol.com>, LINS THOMPSON <bydesigne@msn.com>, MARK VAN EVERY <mrvan80@aol.com>, MICHAEL ZABALLOS <mzaballos@heinekenusa.com>, RINI Van Every <rinivan@aol.com>, TOBY ALEXANDER <tututobita@aol.com>, FISCHER DUF <duf_fischer@yahoo.com>

THIS EMAIL IS ADDRESSED TO MARK STONE.

I HAVE COPIED OTHERS PRIMARILY BECAUSE I SUSPECT THAT THEY MAY NOT BE AWARE OF THE SHORT SIGHTED AND FOOLISH POLITICAL GAMES THAT HAVE PLAGUED THE LA BAHIA PROJECT OR THAT FACT THAT IT IS ONCE AGAIN ON A CALENDAR FOR REVIEW.

I DO NOT NEED TO TELL ANYONE THAT "PROCESS" HAS BEEN USED REPEATEDLY TO DELAY AND DEFEAT RATIONAL AND NEEDED PROJECTS IN OUR COUNTY.

THE LA BAHIA PROJECT IS IMPORTANT TO OUR COMMUNITY AND IT WAS, IN MY OPINION, RATIONAL AND IN FULL COMPLIANCE WITH THE LEGAL AND REQUIREMENTS AND DESIGN GOALS PRIOR TO SEVERAL OF THE LAST "FORCED" AMENDMENTS.

THE PROJECT AS CURRENTLY BEFORE THE COASTAL COMMISSION IS AESTHETICALLY APPROPRIATE, ECONOMICALLY IMPORTANT AND IN THE BEST INTEREST OF THE COMMUNITY AND OUR VISITORS. I STRONGLY URGE SUPPORT OF THE APPLICATION.

THERE IS A SEPARATE ISSUE THAT I WANT TO MENTION. AS WE ALL KNOW, THIS PROPOSAL ACTUALLY BEGAN SEVERAL YEARS AGO. I PERSONALLY BELIEVE THAT THE MOST OF THE RECENT DELAYS HAVE BEEN INAPPROPRIATE AND SOUGHT FOR THE PURPOSE OF BRINGING PRESSURE FOR MATTERS UNRELATED TO LEGITIMATE PLANNING CONCERNS.

LABOR / MANAGEMENT RELATIONS AND RELATED ISSUES ARE NOT PLANNING CONCERNS - THEY ARE NARROW AND SELF SERVING POLITICAL CONCERNS.

CCC Exhibit I
(page 2 of 21 pages)

THE MOST EGREGIOUS OPPOSITION VOTES COME FROM THOSE WHOSE PRINCIPAL PURPOSE IS TO USE THE APPROVAL PROCESS TO CURRY FAVOR FROM OR RESPOND TO PRESSURE FROM LABOR UNIONS. IN THIS PARTICULAR CASE THE CONCESSIONS ALREADY EXTRACTED FROM THE DEVELOPER ARE, IN MY OPINION UNNECESSARY AND EXCESSIVE. HOWEVER, THEY HAVE RESULTED IN BRINGING SUPPORT FROM A MAJORITY OF LOCAL UNIONS.

I URGE YOU TO VOTE TO APPROVE THE CURRENT LA BAHIA PROJECT PROPOSAL.

JAMES THOMPSON

City of Santa Cruz LCP Amendment #STC-1-11

Dear Supervisor Mark Stone:

I am an 11 year resident of Santa Cruz and have owned and operated a business here since 2004. I am writing in support of the building of a new La Bahia. Some time ago, I attended a Santa Cruz City Council meeting and spoke on behalf of the plan put forth by Barry Swenson Builders. In the interim the La Bahia has continued to remain in a woeful state and has contributed to a beach area that seems a microcosm of the inertia that is exhibited at the national and California state levels of government.

I have a long and very personal history with the La Bahia. Long ago, when I was a tourist in Santa Cruz, my family would visit the beach area and stay at the La Bahia. During the 1970's and early 1980's the La Bahia was a beautiful place. We loved renting a room at the street level and waking up in the morning to a sun filled beach. We loved to swim in the pool when we were tired from the cold sea and in the late afternoons we played shuffle board at the highest level of the property. I will always have these memories to reflect upon and it is very sad to me that today, my wonderful memories are compared with a building that is decaying and is neglected. Santa Cruz is a tourist city. Beyond the university and other government agencies that support so many families in Santa Cruz, tourism is our number one vehicle for job creation and viability. Yet, sadly we allow this part of our beach area to continue as an eyesore and as a result, Santa Cruz is not always on the top of one's tourist destination but rather, the back-up when funds are low.

I am disappointed that the process for rehabilitating the La Bahia has taken so long. The slowness of the process is yet another example of inertia in our current national, state and local efforts to remain competitive with other economies. While you are not able to correct the larger ills that I reference I hope, in your dual role as County Supervisor and Coastal Commissioner, that you can vote to move the "New La Bahia" project forward. Please.

Sincere regards,

Nick Guerrero
408-568-1965 mobile

RECEIVED

JUL 26 2011

Edward J. Davidson
e-davidson@sbcglobal.net

California Coastal Commission,
Central Coast Area

200 Button Street, #15
Santa Cruz, CA 95060
Tel. 831 423-9294
July 25, 2011

Subject: La Bahia Hotel LCP Amendment

Honorable Coastal Commissioners:

This bifurcated hearing on the proposed La Bahia Hotel should focus on the LCP Amendment and reserve judgment on the project itself despite the well-organized campaign by its supporters. The single hearing before the City Council had the opponents focusing on the Historic Demolition and union issues, with little time for Coastal Act issues. My 1 ½ - minutes were devoted to EIR deficiencies.

The LCP Amendment process (Coastal Act Section 30514) requires a finding of **conformity** with Chapter 3 policies rather than the less stringent finding for CDP's of **consistency** with the Chapter 3 policies. In this case, there are two policies in conflict with Chapter 3 policies thus the LCP Amendment must be rejected. These policies are:

- Section 30253, "New development shall: (5) Where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreation users", and
- Section 30253, "The location and amount of new development should maintain and enhance public access to the coast by (4) providing adequate parking facilities. ."

In addition, the proposed LCP Amendment gives no justification for granting a height exception to this single property other than the economic benefits to the City. These same economic benefits are available from hotels that conform to the design guidelines of the certified LCP. These policies will be examined after some background issues about the Beach and South of Laurel Area Plan (B/SOL) and the Beach Hill neighborhood.

Excepting Beach Hill, the South of Laurel, Beach Flats and adjacent Lower Ocean Neighborhoods contain the City's highest residential densities, renter to owner ratios (approx. 70% to 30%), and three recent low/moderate-income housing projects. Most of the area was "red-lined" before the Community Reinvestment Act of 1977 and is noted for an absence of neighborhood parks, schools, and shopping. These neighborhoods are impacted by beach-goer traffic congestion, and parking overflow when Beach Area lots are full and from all-day employee parking.

Beach Hill is a predominately residential area with 17 mostly smaller motels representing perhaps 20% of the area. Homes run a full range from single-family detached to cottage clusters, small apartment houses and expensive condominiums. Because of the mix of small-scale residences with a major coastal recreation attraction, the area falls within the Coastal Plan's definition of Special Communities and Neighborhoods.

CCC Exhibit J
(page 1 of 76 pages)

Much of the Beach Flats and Beach Hill housing predates 1950 when families from as far away as Fresno would take the train for a week or two of summer vacation. Much of this older housing stock provided no on-site parking, leading to the need for resident permit parking from June to September. With coastal access now nearly all by car, congestion on the principal access route, Hwy 17 and Ocean Street, seems to increase every year. The congestion worsens on days when parking lots and metered spaces are filled.

The Draft B/SOL Area Plan presented three proposals that had not been mentioned in the pre-planning and which led to formation of an active organized opposition. These were:

- Boardwalk expansion onto the Third St. parking lot between the levee and a relocated Third St. A multi-level parking structure would replace the surface parking. The City Council killed that proposal.
- A 225,000 sq. ft. factory outlet center on the main beach parking lot. I pointed out the 30252 requirement for commercial facilities to be located outside the Coastal Zone and the Planning Commission reduced the proposal to 125,000 sq. ft. of unspecified commercial uses. Recent improvements to the parking lot infer abandonment of the proposed commercial development.
- A 300-room conference hotel at one of three potential sites. The one near La Bahia would have entailed abandonment of Westbrook Street and demolition of the Coastview Motel and Surf Bowl lanes on Cliff St. The City Council adoption of the B/SOL plan reduced the number of rooms to 250-275 and a pending application for the site was withdrawn.

Public parking for the B/SOL Area Plan traffic study and EIR were stated at 15,000 spaces, including the Seaside Co. Main Beach lot, and Third St. parking structure, the Municipal Wharf, and 300-space Depot site (remote parking). The Resolution adopting the Plan was reduced to 10,000 spaces reflecting dropping the Boardwalk expansion and factory outlet center. The number was further reduced to 7800 spaces for the Coastal Commission's LCP Certification, reflecting the actual number of curb spaces and major parking facilities. An athletic field and 200-space lot at the Depot site was claimed to be an addition to the 7800 required spaces thereby allowing removal of 200 spaces within the adopted minimum. Among removed spaces are the south side of Beach Street for the two-way bike lanes, abandonment of a portion of Liebrandt St. for Nueva Vista parking, the small Fun-spot lot for a temporary skate park (now the Monterey Bay Sanctuary visitor center.)

Since the conflict with the 30253 policy to protect special neighborhoods is at the heart of my opposition to the LCP Amendment, it becomes important to understand its origin and purpose. The Coastal Plan adopted by the Prop 20 Commission included Policies 58, 125, and 126 under the chapter headings "Special Coastal Communities and Neighborhoods" and "Equality of Access". (Chapters attached)

Policy 58, to "Protect and enhance special coastal communities and neighborhoods" would restrict developments out of scale, size and character of its surroundings, and provide a diversity of coastal housing opportunities, particularly for low- and moderate-income persons and the elderly. Policy 126, "Increase coastal access for low- and

moderate-income persons” requires protection of existing low- and moderate-income housing opportunities as well as new opportunities for such persons. Policy 125, **“Provide lower cost tourist facilities in the nearcoast area”** has been codified in Section 30213 of the Act to protect and encourage lower-cost visitor and recreational facilities. These policies were included in the Coastal Act of 1976 to secure the votes of legislators from inland districts and coastal districts with high populations of lower incomes and the elderly. The Coastal Zone should allow access for all the people of California, regardless of income. It is noteworthy that the B/Sol Plan makes no mention of the 30213 policy but recommends motel upgrades and high quality hotels only.

The proposed La Bahia Hotel, in addition to raising the height limit, would require demolition of a historic landmark and 46-apartments affordable to low- and moderate-income households. Since the proposed Ordinance creates a new definition of building height applicable to this single project it is difficult to assess what height limit is being requested. Viewed from Beach Street, the rear 40% appears to have six and seven stories. This compares to the two-story motels with Beach Street frontage along Main and Westbrook Sts. The north side of First Street contains 2- and 3-story residences. While the elevation of one corner of the property is about 30 feet higher than the other three corners, that does not justify the increased height and bulk in comparison to its surroundings.

The Resolution adopting the new overlay zone includes a **Finding of public necessity, general welfare, and good zoning practice** which begins with this statement: “The B/SOL recommends a major conference facility on the La Bahia site.” A correct statement would indicate the B/SOL Plan suggest three possible sites for a 250 to 275-room conference hotel, one being near the La Bahia site. The resolution requires two findings to increase the height limit for this property alone. First, that it be a hotel although half the size of the conference hotel called for in the B/SOL Plan, and second, that it be of “extraordinary design” as determined by the Planning Director. But the rococo “Spanish Colonial Revival” style is unlike any other structure on Beach Street, Beach Hill or the B/SOL Area and incompatible with the scale and character of its surroundings.

Approval of the LCP Amendment must find conformity with the Chapter 3 policy 30252(4) to provide adequate parking facilities. Here the aggregate of parking spaces for guest rooms, bar/restaurant patrons, and banquet/meeting room space was reduced by 10% for hotel guests’ use of restaurant or conference facilities. But an additional 10% reduction for “alternate transportation” should not be allowed. Santa Cruz County has neither passenger rail nor airport services and one could not expect guests to arrive by Greyhound. Since employee parking is neither required nor provided, use of transit passes for employees is irrelevant.

Further, the design of the parking garage is unacceptable. Sixty-two of the required spaces are in all the garage’s aisles, blocking 120 of the prime spaces. This is not only a logistics nightmare, but also a bad example of “extraordinary design.” The balance of required spaces would be at a reserved portion of the Main Beach Parking Lot over 300

feet away. This would further reduce the number of spaces available to the public for coastal recreation.

Finally, a discussion of the Mello Act regarding replacement of low- and moderate-income housing in the Coastal Zone (Government Code Section 65590 ff.). These provisions were included in the Coastal Act of 1976 but proved so cumbersome to the permit process that the Legislature passed the Mello Act in 1982. A new Chapter was added to the General Plan Law, just after Housing Elements, and its provisions deleted from the Coastal Act. It requires 100% replacement of demolished low- and moderate-income units to within three miles of the Coastal Zone. There are several exceptions such as fewer than ten units in multiple structures, vacancy for over one year, and following a disaster. The City argued that replacement wasn't required for UCSC students whose parents guaranteed rent payments. (See EIR for my comments and City Attorney's response.) Applicant now argues that an already built 51-unit SRO project meets the requirement. But these units are single person studios not equivalent to demolished apartments. And the Mello Act requires future construction of the replacement housing.

In conclusion, it should be clear that the project does not conform to the Protection of Special Neighborhoods and Provision of Adequate Parking Facilities Chapter 3 policies. Therefore the LCP Amendment must be denied.

Respectfully submitted,



Edward J. Davidson

Attachments:

- Excerpts of the 1976 Coastal Plan
- Mello Act (GC Sect 65590 ff)
- Parking garage layout
- 2008 Letter to City Council

SPECIAL COASTAL COMMUNITIES AND NEIGHBORHOODS

Findings

Certain Small Towns and Neighborhoods Within Large Urban Areas Are Significant Coastal Resources. Certain communities and neighborhoods have special cultural, historical, architectural, and aesthetic qualities that are as important to the coastal zone as are its natural resources. These areas are resources either because they have a physical coherence that complements the visual character of the coastal zone, or because they provide significant opportunities for access to the coast through pedestrian orientation or through the provision of housing and recreation-oriented commercial facilities in a broad price range.

Special Characteristics of Such Coastal Areas. These resource areas include both small coastal towns and coastal neighborhoods in larger cities that are characterized by orientation to the water, usually a small scale of development, pedestrian use, diversity of development and activities, public attraction and use of facilities, distinct architectural character, historical significance, or ethnic or cultural characteristics sufficient to yield a sense of identity and differentiation from nearby areas. Examples include such different coastal communities as:

- The Ocean Beach and La Jolla areas of the City of San Diego and the community of Encinitas in San Diego County,
- The Naples area of Long Beach and the Venice area of the City of Los Angeles,
- The Pierpont Beach area of the City of Ventura,
- Summerland in Santa Barbara County,
- Morro Bay and Cayucos in San Luis Obispo County,
- Carmel in Monterey County,

- The town of Bolinas in Marin County, and
- The towns of Mendocino in Mendocino County and Ferndale in Humboldt County.

Careful Development is Required to Complement the Distinctive Qualities of Special Neighborhoods. As recreational and visitor attractions and as an integral part of the experience of the coast, distinctive coastal neighborhoods are of value to their residents and the public at large. Maintaining their qualities is dependent on maintaining the prevailing scale and mix of development. In some areas large-scale condominiums, townhouses, highrises, shopping centers, and motel developments are replacing architecturally interesting and lower-density, smaller-scale uses, destroying special places and neighborhoods, displacing lower-income residents in favor of the more affluent, and increasing the level of traffic congestion in the community for residents and visitors alike.

Policy

58. Protect and Enhance Special Coastal Communities and Neighborhoods. The unique cultural, historical, architectural, and aesthetic qualities of special coastal communities (e.g., La Jolla, Carmel, Mendocino) and neighborhoods that contribute to the enjoyment of the coast shall be protected and, where feasible, enhanced. New developments shall not be allowed to significantly detract from the special qualities of these areas. The protection

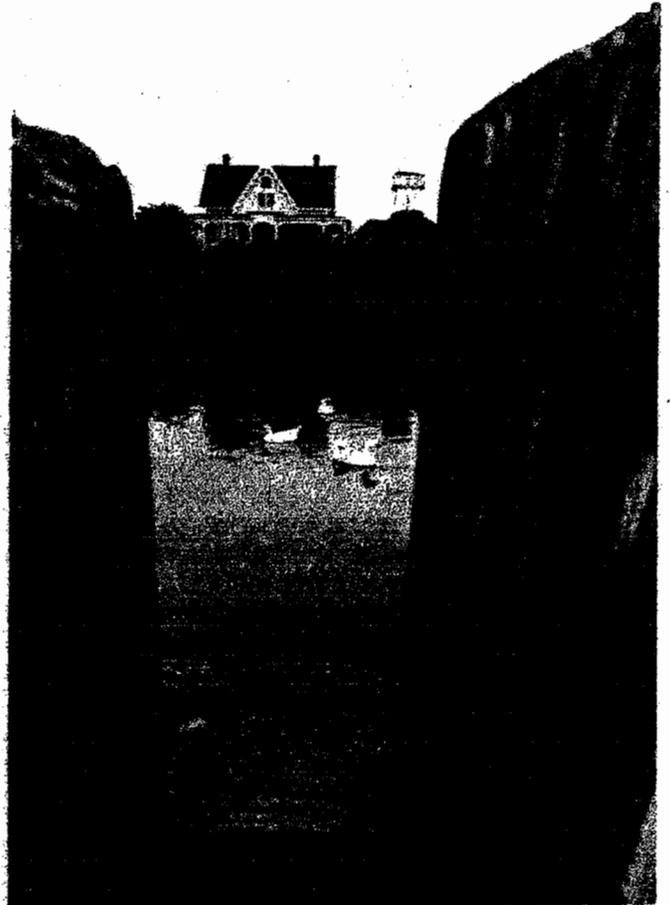
this policy offers may not be used in any way for exclusionary purposes.

a. Identification of Special Communities and Neighborhoods. The special qualities of coastal communities and neighborhoods, although hard to define with precision, nevertheless exist in a limited number of places and include the following: (1) areas characterized by a particular cultural, historical, or architectural heritage and continuity that is distinctive in the coastal zone; (2) areas presently recognized as important visitor destination centers on the coastline; (3) areas with small-scale and limited automobile traffic providing opportunities for pedestrian and bicycle access for visitors to the coast; (4) areas having a physical scale consistent with and complementary to coastal landforms or having a particular physical coherence that adds to the visual attractiveness of the coast for residents and for the general public traveling to the coast; (5) areas that provide a diversity of coastal housing opportunities, particularly for low- and moderate-income persons and the elderly; or (6) areas within walking distance of a beach with generally 20 per cent of all parcels in either small-scale hotel-motel or beach-oriented commercial uses. Normally such coastal neighborhoods and communities will be within walking distance of the coastline — roughly 1,000 yards — but in some cases they may extend further landward.

b. Community Participation. As part of the subregional or local coastal planning process (see Policies 161 and 162), residents of a coastal neighborhood or community, perhaps organized in community advisory committees, shall assist in determining the particular values of their area and how new development can be consistent with them.

c. Restrict Inappropriate Development. Development out of scale, size, or social character shall not be allowed in designated special communities and neighborhoods. In determining the appropriateness of a proposed development, consideration shall be given to intensity of use (e.g., lot size, unit size, residential composition, height, bulk), pedestrian accessibility, open space, economic and social factors, and the cumulative impact that potential development would have on an area's resources.

d. Coastal-Dependent Development and Access Facilities Desirable. Considerations of appropriateness of development shall not preclude coastal-dependent development or coastal access and visitor-serving facilities. In coastal villages in rural surroundings, visitor facilities



McCallum House (Inn), Mendocino

shall be consistent with the local community scale in size and shall not necessarily be concentrated in any one village or location.

e. Design Guidelines. Permissible new or expanded development shall be designed to be compatible with the special values and character of the community and shall avoid the overcrowding of access roads and local streets. Development shall (1) strengthen the physical form of the community or neighborhood, (2) enhance and restore visual qualities by being of a bulk, height, and color that is compatible with the existing character, (3) harmonize with the essential design characteristics that distinguish the place from other communities (e.g., a rustic weathered or whitewashed appearance of the waterfront), (4) protect ocean views from many vantage points, and (5) provide for maximum pedestrian circulation and shoreline access. Motels in rural coastal villages, for example, shall be unpretentious in appearance (stereotyped motel-chain architecture shall be prohibited) and shall feature some small separate structures rather than large bulky facilities so as to complement the detached homes and small commercial buildings that characterize the area.

EQUALITY OF ACCESS

Policies

125. Provide Lower-Cost Tourist Facilities in the Nearcoast Area. To increase recreational access to the coast for the general public, tourist facilities

(including campgrounds, hotels, youth hostels, recreational vehicle parks, etc.) for low- and moderate-income persons shall be provided in the nearcoast area through the use of all available financing techniques, including the tax increment obtained from high-cost coastal housing and tourist

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facilities. Lower-cost visitor facilities such as campgrounds, rustic shelters, ranch houses converted to inns, bed and board in private homes, *summer home rentals where several families can share the cost*, and new tourist accommodations that provide some moderately priced units and short-term rentals of other recreational facilities (e.g., boats) shall be given priority over exclusively expensive facilities (e.g., private residential developments, some yacht clubs). Recreational vehicle campgrounds – provided both by the public and private sectors – shall be encouraged where consistent with other Coastal Plan policies (see especially Recreation chapter). Where possible, vehicle camping areas shall be designed separately from tent camping areas. Such facilities shall be located well back from the water's edge and shoreline pedestrian access provided.

126. Increase Coastal Access for Low- and Moderate-income Persons. Housing for persons of low and moderate income shall be adequately provided to increase access for all people to the coast. New developments that provide some percentage of moderately priced units shall be given priority over exclusively expensive facilities to the extent possible, as provided below:

a. **Do Not Decrease Low- and Moderate-income Housing Opportunities.** An important goal shall be to protect and, where necessary, rehabilitate existing low- and moderate-income housing in coastal neighborhoods. To the extent that public or other funds are available to build low- and moderate-income housing, new replacement housing shall be required as a condition of

approval of the demolition of any such existing housing in the nearcoast area. The replacement housing shall be in the same general area and *shall be of a size and in a price range similar to the housing to be demolished*. This requirement shall not apply to single-family homes occupied by the owner of the home or the owner's immediate family.

b. **Provide New Low- and Moderate-income Housing.** A significant percentage of new housing within the nearcoast area shall serve low- and moderate-income persons to the extent that funds are available from State and Federal sources, such as the Community Development Act of 1974. State and national programs to assist low- and moderate-income housing, such as the bills (pending in the State Legislature) to provide increased mortgage funds, shall be encouraged and expanded.

c. **Regulate Condominium Conversions.** Condominium conversions in areas which provide significant rental opportunities for low- and moderate-income persons, the elderly, and families with children (as determined by the 1970 census figures) shall be approved only if (1) proposed units are or will be brought into substantial conformance with current code standards; (2) other rental units are available in the immediate coastal area at similar rental rates (e.g., the rental vacancy rate in the coastal area of the local jurisdiction has remained above three per cent for the preceding six-month time period); (3) first option to purchase is provided to present tenants; and (4) 90 days notice of conversion is provided to present tenants.

GOVERNMENT CODE

SECTION 65590-65590.1

65590. (a) In addition to the requirements of Article 10.6 (commencing with Section 65580), the provisions and requirements of this section shall apply within the coastal zone as defined and delineated in Division 20 (commencing with Section 30000) of the Public Resources Code. Each respective local government shall comply with the requirements of this section in that portion of its jurisdiction which is located within the coastal zone.

(b) The conversion or demolition of existing residential dwelling units occupied by persons and families of low or moderate income, as defined in Section 50093 of the Health and Safety Code, shall not be authorized unless provision has been made for the replacement of those dwelling units with units for persons and families of low or moderate income. Replacement dwelling units shall be located within the same city or county as the dwelling units proposed to be converted or demolished. The replacement dwelling units shall be located on the site of the converted or demolished structure or elsewhere within the coastal zone if feasible, or, if location on the site or elsewhere within the coastal zone is not feasible, they shall be located within three miles of the coastal zone. The replacement dwelling units shall be provided and available for use within three years from the date upon which work commenced on the conversion or demolition of the residential dwelling unit. In the event that an existing residential dwelling unit is occupied by more than one person or family, the provisions of this subdivision shall apply if at least one such person or family, excluding any dependents thereof, is of low or moderate income.

For purposes of this subdivision, a residential dwelling unit shall be deemed occupied by a person or family of low or moderate income if the person or family was evicted from that dwelling unit within one year prior to the filing of an application to convert or demolish the unit and if the eviction was for the purpose of avoiding the requirements of this subdivision. If a substantial number of persons or families of low or moderate income were evicted from a single residential development within one year prior to the filing of an application to convert or demolish that structure, the evictions shall be presumed to have been for the purpose of avoiding the requirements of this subdivision and the applicant for the conversion or demolition shall bear the burden of proving that the evictions were not for the purpose of avoiding the requirements of this subdivision.

The requirements of this subdivision for replacement dwelling units shall not apply to the following types of conversion or demolition unless the local government determines that replacement of all or any portion of the converted or demolished dwelling units is feasible, in which event replacement dwelling units shall be required:

(1) The conversion or demolition of a residential structure which contains less than three dwelling units, or, in the event that a proposed conversion or demolition involves more than one residential structure, the conversion or demolition of 10 or fewer dwelling units.

(2) The conversion or demolition of a residential structure for purposes of a nonresidential use which is either "coastal dependent,

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as defined in Section 30101 of the Public Resources Code, or "coastal related," as defined in Section 30101.3 of the Public Resources Code. However, the coastal-dependent or coastal-related use shall be consistent with the provisions of the land use plan portion of the local government's local coastal program which has been certified as provided in Section 30512 of the Public Resources Code. Examples of coastal-dependent or coastal-related uses include, but are not limited to, visitor-serving commercial or recreational facilities, coastal-dependent industry, or boating or harbor facilities.

(3) The conversion or demolition of a residential structure located within the jurisdiction of a local government which has within the area encompassing the coastal zone, and three miles inland therefrom, less than 50 acres, in aggregate, of land which is vacant, privately owned and available for residential use.

(4) The conversion or demolition of a residential structure located within the jurisdiction of a local government which has established a procedure under which an applicant for conversion or demolition will pay an in-lieu fee into a program, the various provisions of which, in aggregate, will result in the replacement of the number of dwelling units which would otherwise have been required by this subdivision. As otherwise required by this subdivision, the replacement units shall, (i) be located within the coastal zone if feasible, or, if location within the coastal zone is not feasible, shall be located within three miles of the coastal zone, and (ii) shall be provided and available for use within three years from the date upon which work commenced on the conversion or demolition.

The requirements of this subdivision for replacement dwelling units shall not apply to the demolition of any residential structure which has been declared to be a public nuisance under the provisions of Division 13 (commencing with Section 17000) of the Health and Safety Code, or any local ordinance enacted pursuant to those provisions.

For purposes of this subdivision, no building, which conforms to the standards which were applicable at the time the building was constructed and which does not constitute a substandard building, as provided in Section 17920.3 of the Health and Safety Code, shall be deemed to be a public nuisance solely because the building does not conform to one or more of the current provisions of the Uniform Building Code as adopted within the jurisdiction for new construction.

(c) The conversion or demolition of any residential structure for purposes of a nonresidential use which is not "coastal dependent", as defined in Section 30101 of the Public Resources Code, shall not be authorized unless the local government has first determined that a residential use is no longer feasible in that location. If a local government makes this determination and authorizes the conversion or demolition of the residential structure, it shall require replacement of any dwelling units occupied by persons and families of low or moderate income pursuant to the applicable provisions of subdivision (b).

(d) New housing developments constructed within the coastal zone shall, where feasible, provide housing units for persons and families of low or moderate income, as defined in Section 50093 of the Health and Safety Code. Where it is not feasible to provide these housing units in a proposed new housing development, the local government shall require the developer to provide such housing, if feasible to do so, at another location within the same city or county, either within the coastal zone or within three miles thereof. In order to assist in providing new housing units, each local government shall

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offer density bonuses or other incentives, including, but not limited to, modification of zoning and subdivision requirements, accelerated processing of required applications, and the waiver of appropriate fees.

(e) Any determination of the "feasibility" of an action required to be taken by this section shall be reviewable pursuant to the provisions of Section 1094.5 of the Code of Civil Procedure.

(f) The housing provisions of any local coastal program prepared and certified pursuant to Division 20 (commencing with Section 30000) of the Public Resources Code prior to January 1, 1982, shall be deemed to satisfy all of the requirements of this section. Any change or alteration in those housing provisions made on or after January 1, 1982, shall be subject to all of the requirements of this section.

(g) As used in this section:

(1) "Conversion" means a change of a residential dwelling, including a mobilehome, as defined in Section 18008 of the Health and Safety Code, or a mobilehome lot in a mobilehome park, as defined in Section 18214 of the Health and Safety Code, or a residential hotel as defined in paragraph (1) of subdivision (b) of Section 50519 of the Health and Safety Code, to a condominium, cooperative, or similar form of ownership; or a change of a residential dwelling, including a mobilehome, or a mobilehome lot in a mobilehome park, or a residential hotel to a nonresidential use.

(2) "Demolition" means the demolition of a residential dwelling, including a mobilehome, as defined in Section 18008 of the Health and Safety Code, or a mobilehome lot in a mobilehome park, as defined in Section 18214 of the Health and Safety Code, or a residential hotel, as defined in paragraph (1) of subdivision (b) of Section 50519 of the Health and Safety Code, which has not been declared to be a public nuisance under Division 13 (commencing with Section 17000) of the Health and Safety Code or any local ordinance enacted pursuant to those provisions.

(3) "Feasible" means capable of being accomplished in a successful manner within a reasonable period of time, taking into account economic, environmental, social, and technical factors.

(h) With respect to the requirements of Sections 65583 and 65584, compliance with the requirements of this section is not intended and shall not be construed as any of the following:

(1) A statutory interpretation or determination of the local government actions which may be necessary to comply with the requirements of those sections; except that compliance with this section shall be deemed to satisfy the requirements of paragraph (2) of subdivision (c) of Section 65583 for that portion of a local government's jurisdiction which is located within the coastal zone.

(2) A limitation on the program components which may be included in a housing element, or a requirement that a housing element be amended in order to incorporate within it any specific provision of this section or related policies. Any revision of a housing element pursuant to Section 65588 shall, however, take into account any low- or moderate-income housing which has been provided or required pursuant to this section.

(3) Except as otherwise specifically required by this section, a requirement that a local government adopt individual ordinances or programs in order to implement the requirements of this section.

(i) No provision of this section shall be construed as increasing or decreasing the authority of a local government to enact ordinances or to take any other action to ensure the continued affordability of housing.

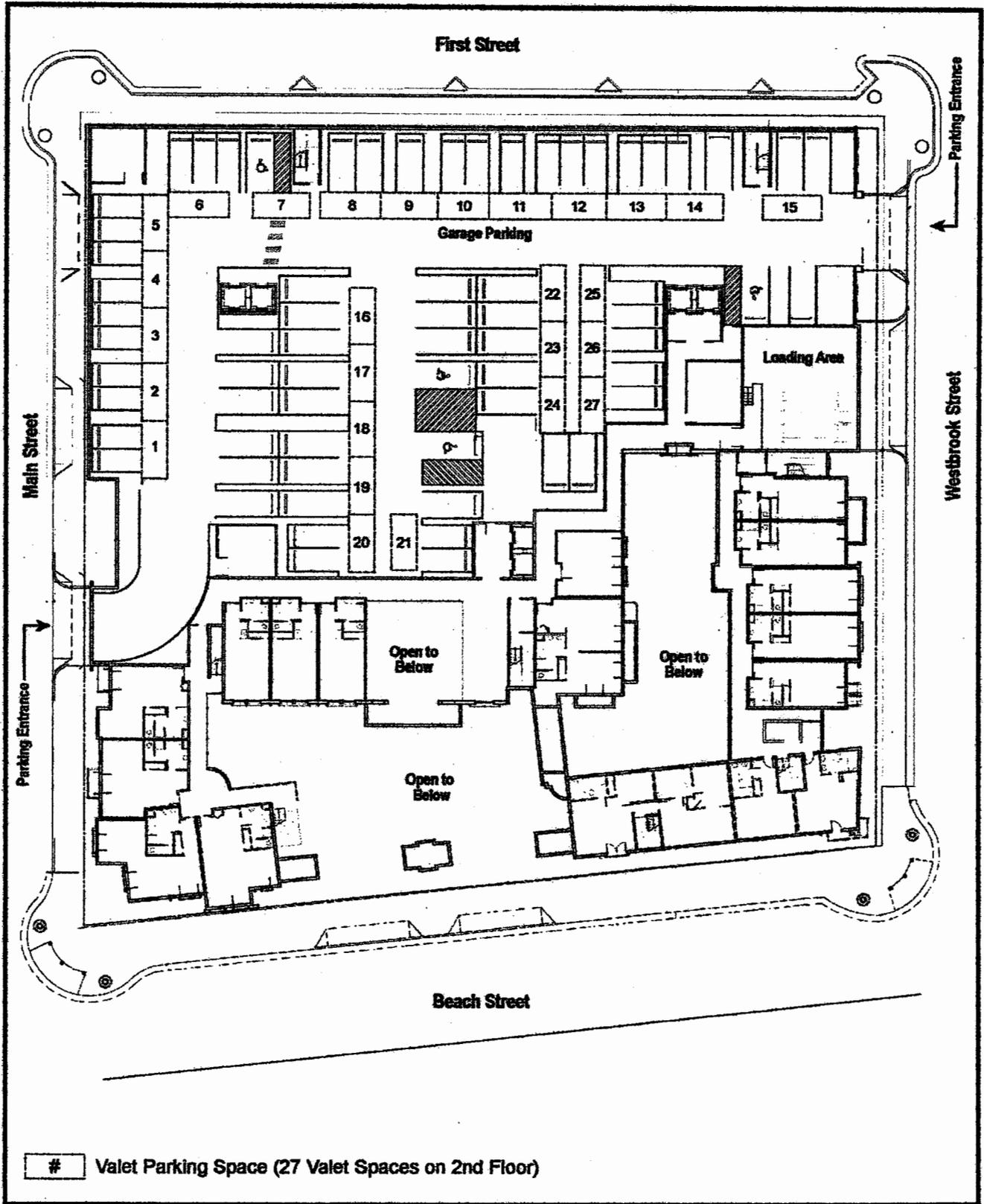
(j) Local governments may impose fees upon persons subject to the provisions of this section to offset administrative costs incurred in

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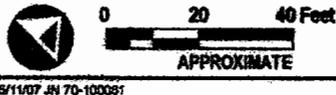
order to comply with the requirements of this section.

(k) This section establishes minimum requirements for housing within the coastal zone for persons and families of low or moderate income. It is not intended and shall not be construed as a limitation or constraint on the authority or ability of a local government, as may otherwise be provided by law, to require or provide low- or moderate-income housing within the coastal zone which is in addition to the requirements of this section.

65590.1. Any local government which receives an application as provided in Section 30600.1 of the Public Resources Code to apply the requirements of Section 65590 to a proposed development shall apply these requirements within 90 days from the date on which it has received that application and accepted it as complete. In the event that the local government has granted final discretionary approval to the proposed development, or has determined that no such approval was required, prior to receiving the application, it shall, nonetheless, apply the requirements and is hereby authorized to conduct proceedings as may be necessary or convenient for the sole purpose of doing so.



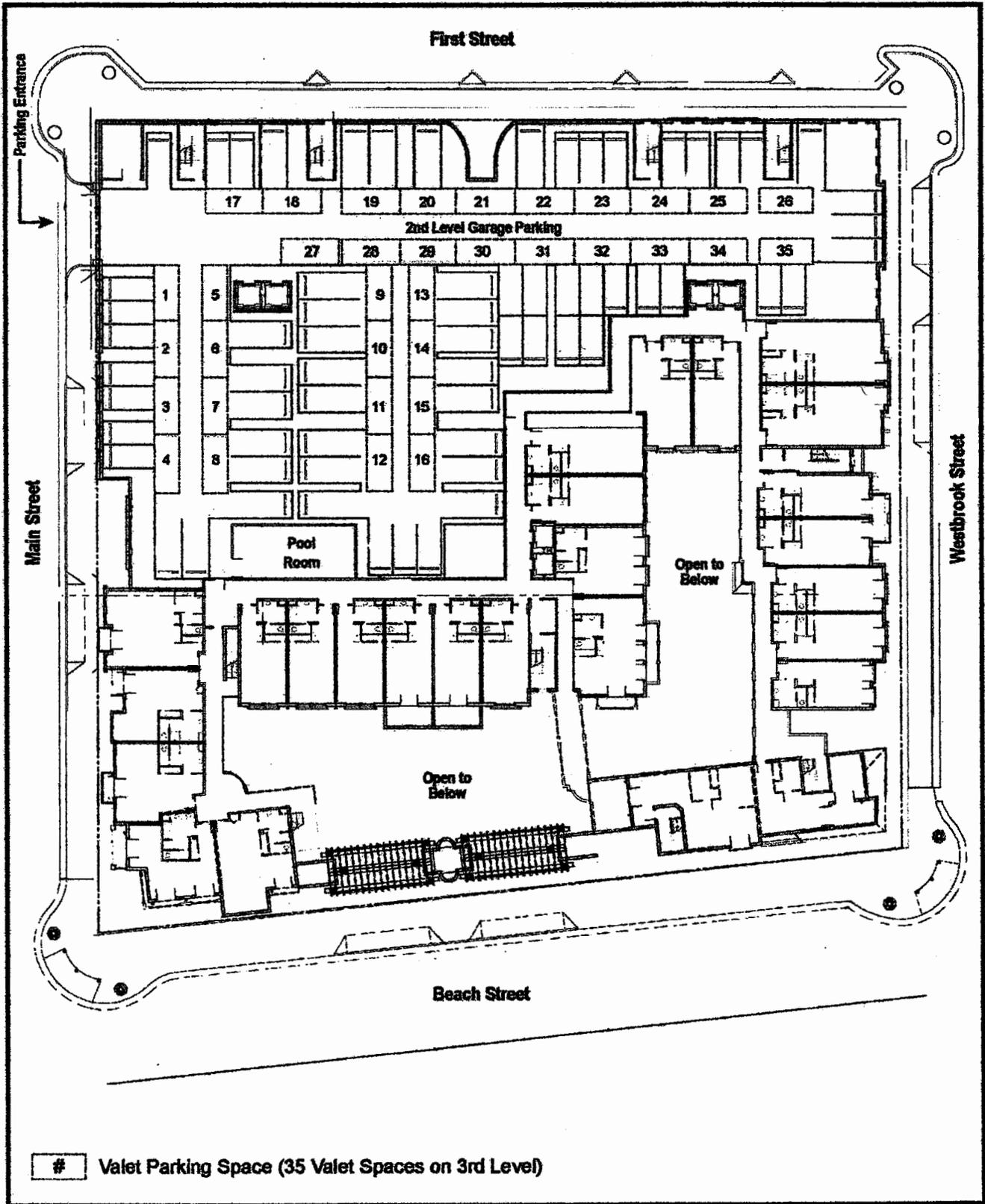
Source: Barry Swenson Builder (2006)



LA BAHIA HOTEL EIR

Floor Plan - Elevation 27 Feet

Figure 3-6
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Source: Barry Swenson Builder (2006)



5/07/07 IN 70-100051

LA BAHIA HOTEL EIR

Floor Level - Elevation 37 Feet

Figure 3-7
CCC Exhibit J
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Edward J. Davidson
e-davidson@sbcglobal.net

200 Button Street #15
Santa Cruz, CA 95060
TEL/FAX 831 423-9294

March 26, 2009

Subject: La Bahia Hotel

Honorable Councilmembers,

I was disappointed that the Planning Commission approval of the La Bahia project was based solely on the economic benefits of the project; accepting Staff recommendations on the planning issues without discussion. It were as though they had previewed all those letters planted in the Sentinel by the applicant. While economic benefits such as jobs, TOT, and off-season sales-tax revenue apply to any hotel, including the recently approved Courtyard Marriott conference hotel, it does not explain why this site is entitled to additional height and bulk not allowed any other property within the B/SOL Area Plan.

I believe the Staff recommended Findings contain numerous omissions, distortions, and factual errors. Since any future appeal to the Coastal Commission limits my discussion to issues I raised at the City Council, my list may seem overly long, but necessary. Numbers in parentheses refer to Attachment 6.

General Plan/LCP/BSOL Area Plan Consistency

There appears to be a tension between the BSOL policy to encourage upgrades of existing hotels and attract quality hotel and conference facilities and Coastal Act policy (PRC 30213) Lower cost visitor and recreation facilities shall be protected, encouraged, and, where feasible, provided. The Council recently pledged to respect that policy despite permission to demolish the Peter Pan Motel for the Courtyard Marriott Hotel. Acknowledgement of both policies should be part of the Findings. (1)

Visual impact analysis ignores location along the Beach Promenade. Pk & Rec policy 1.4.2 requires implementation of the Beach Promenade Design Plan and improved pedestrian linkages Between West Cliff Drive and the San Lorenzo River. (2)

The added height and bulk allowances do not, per se, serve public purposes. The economic benefits should not be used to justify a structure out of scale and character with its neighbors. Coastal Act policies (PRC 30252) require visual qualities to be compatible with the scale and character of its surroundings. (3, 4, &7) Interior courtyards on the Ground and Fourth levels do not improve amenity levels for the public. (5)

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The solar study (see attachment) incorrectly sets the First Street façade 42 feet from the property line where the actual setback is six feet. All shadow patterns are incorrect. Note the summer 10:00 AM shadow is nearly overhead; impossible at this latitude and possible only at noon. (10 & 17)

Coastal Act policies should protect views to and along the coast. Finding only considers views from the first public road toward the sea rather than from the Beach Promenade to the distant ridgeline. (11)

The LCP and B/SOL Area Plan do not “call for” a conference-hotel at this site. Rather, the Plan encourages a conference-hotel in the Beach-Commercial subarea in any of three suggested sites. The prime site would involve partial demolition of La Bahia combined with the abandonment of Westbrook Street and demolition of the 2-story Coastview Inn. A 275-room hotel was proposed soon after B/SOL adoption but was withdrawn due to Council resistance. (23)

Off-Street Parking

While it is appropriate to grant a 10 % reduction in required off-street parking (hotel guests/restaurant/meeting rooms) I do not accept an additional 10 % reduction for alternative transportation. I do not expect guests to arrive on foot or by bicycle or use transit to arrive at a high-end hotel. Planning Staff suggests that employees may arrive by such means, but no employee parking is required or provided.

Valet parking is to be provided for the 43 deficient spaces at the Main Beach Lot some 300-feet away. However, reserving these spaces for La Bahia reduces available public parking for recreational users in conflict with Coastal Act policies. A discrepancy between the total public parking spaces required by the B/Sol Plan and those actually provided remains in dispute. (36)

Residential Demolition

Based on a memorandum from the City Attorney (Attachment 10) the City Ordinance finds that students whose parents guarantee rent payments and seasonal employees whose rent is built into their employment are not considered low- or moderate- income residents for the purpose of replacement housing. However, the Mello Act (Government Code 65590 ff. attached) provides no such exception in its definition (GC 5590 (b)). The memorandum for an earlier project would have allowed displaced residents at 401 Pacific. The Mello Act requires replacement of 100 % of demolished units, not placement in existing units. (41 & 42)

The sections cited above describe the hotel as a "coastal-dependent use". Hotels may be located anywhere and falls outside the Coastal Act definition. Elsewhere in the Staff Report is the use of the term "coastal-priority" use. Coastal Act section 30213 reserves that term for visitor-serving recreational opportunities, not hotels.

Cumulative Impact on Water Supply

The discussion of this issue in the EIR process is found in my attachments. The Staff Report gives a fair summary of the issue. I contend that the supply quantity figures did not include accurate figures for projects in Live Oak and Capitola (including the proposed Sutter Hospital) nor the UCSC requirements based on the settlement with 3000 more students housed on campus. The quantity numbers will be a major issue at upcoming LAFCO hearings. Under CEQA, a statement of overriding considerations must be based on (accurate) findings of fact, not estimates. The cumulative impacts on the constricted water supply should be a mandatory finding of significance. The proposed mitigation measures for the project use of water-saving devices do not help. These devices are required by our building codes and built into quantity calculations.

Historic Building Demolition

I have to question the accuracy of the estimate of the cost of the seismic retrofit to preserve the historic building. In the EIR and elsewhere, the severity of ground shaking due to liquefaction is the principal problem. These problems did not appear for the prior application which preserved the key portion of the building. Liquefaction generally does not occur on hillsides and the entire property is on Beach Hill.

Respectfully submitted,

Ed Davidson

Susan Craig

From: Joe Michalak [jmich43@pacbell.net]
Sent: Wednesday, February 09, 2011 1:20 PM
To: Susan Craig
Subject: Comments on the upcoming La Bahia discussion

Dear Ms. Craig,

I understand that the La Bahia project may be considered at your March meeting.

I am still opposed to the proposed amendments to the Santa Cruz Local Coastal Program that would allow for the complete demolition of the La Bahia Apartments and the replacement of the Santa Cruz City designated landmark structure with a banal, *massively scaled* relative to the surrounding neighborhood, and *out-of-character* hotel.

I lived on nearby Third Street for many years, and I am quite familiar with the character and scale of this charming enclave, replete with distinctively styled, modest residences and apartments. The La Bahia Apartments are an integral part of the historic and architectural character that defines the Beach Hill community. The proposed amendments would essentially negate all the work that has been achieved in our City to preserve and protect landmarks that define Santa Cruz. I believed that La Bahia and similar structures were protected by the City's own laws and regulations, but evidently, development interests trump preservation.

La Bahia's proposed replacement is an example of the kind of development that is a symbol of why the California Coastal Commission was created in the first place: to preserve the integrity of coastal communities and their unique character. The demolition of La Bahia is forever, and this act would set a terrible precedent, encouraging further erosion of our cultural heritage and community character.

Thank you for listening.

Joe Michalak
114 Escalona Drive
Santa Cruz, CA 95060

Susan Craig

From: Don Webber [donwebber@cruzio.com]
Sent: Tuesday, February 08, 2011 6:37 PM
To: Susan Craig
Subject: Re: La Bahia Resubmission

Attachments: Alternative Four.pdf



Alternative
Four.pdf (157 KB)

Susan,

Please accept the attached letter to the staff regarding your recommendations on La Bahia.

Clearly, the city doesn't want to reduce the room count, but the room count is directly related to the mass and height of the intended structures, and it's the mass and height that are driving the proposed LCP amendments as well as the adverse environmental impacts.

Our coalition has preferred Alternative Four outlined in the EIR all along (with some preservation provision). It is a smaller project, of course, and both the city and Swenson reject it on that basis.

But it is clearly superior to the proposed project, under CEQA as well as the Coastal Act.

Because Alternative Four does not require LCP amendment, perhaps asking you to recommend it is tantamount to asking you to recommend outright denial. I don't know.

In any event, if you are inclined to recommend an alternative, please review Alternative Four with the addition of a requirement to make a reasonable attempt to preserve (rather than demolish) key features of the existing historic resources.

Thank you for all your efforts.

Don

February 8, 2011

To: Charles Lester, Dan Carl, Susan Craig
From: Build a Better La Bahia

Re: La Bahia LCP Amendments

As you struggle to define a position to recommend to the Coastal Commissioners, please review Alternative Four as outlined in the EIR.

The city council was able to reject this alternative without even a discussion because they reasoned that the project as proposed did not have a significant impact on the surrounding area. Hence they didn't need to consider any alternative project.

I think you would agree that the project as proposed does indeed have a significant adverse impact on the surrounding area. If you think so, then please take the time to reconsider incorporating Alternative Four (as amended below) in your final recommendations to the Commission.

Here are its salient features of Alternative Four.

Alternative Four

New Design within the Height Limit

(See Section 5.9 of the Environmental Impact Report generally)

Alternative Four would reduce the height of the two towers located along First Street to be consistent with the existing city zoning regulations. The room-count would be reduced by approximately thirty rooms.

Under **Alternative Four**, building height would be reduced to 42.5 feet for the east tower and to 41.5 for the west tower. At 42.5 feet at the highest point, this alternative would be consistent with the 43 feet maximum allowable height under a Planned Development Permit. As such, neither a General Plan/LCP nor Zoning Ordinance amendment would be required.

Alternative Four would eliminate significant “unavoidable” project impacts related to aesthetics.

Under Alternative Four, the reduced building height, scale and massing would eliminate the significant “unavoidable” aesthetic impact from designated scenic viewpoints. The top of the building would remain well below the ridge line of the Santa Cruz Mountains in the background, as seen from the Municipal Wharf and below the ridge line in the foreground as seen from the West Cliff Drive viewpoint.

Under Alternative Four, impacts to the visual character of surrounding uses would be reduced. The above ground levels would not exceed three to four levels. The building height would be comparable to the two-to four-level Casa Blanca Inn and Coastview Inn (located to the west and east of the project site along Beach Street, respectively) and two- to three-level residential buildings located along First Street. The scale and bulk of the building would be comparable with character of surrounding buildings, which also follow a stepped up design along the existing slope.

Under Alternative Four, the design of the building would be consistent with the B/SOL Area Plan Design Guidelines recommendations for hotel and motel development in the Beach Commercial Area as well as the Spanish Colonial Revival style. This includes breaking up of building mass into smaller units, terracing to follow site topography, and extensive use of balconies, terraces, courtyards and plazas.

Implementation of these and other B/SOL Area Plan Design Guidelines recommendations would assure a high quality design that would enhance visual quality of the site while keeping with the surrounding buildings’ scale and bulk. As a result of height, scale and bulk reductions, and implementation of the B/SOL Area Plan Design Guidelines, significant unavoidable impacts related to visual character of surrounding environment would be eliminated.

Additionally, Alternative Four would eliminate project impacts associated with shadows on the residential development to the north of the site and the Coastview Inn property, located to the east of the project site.

Alternative Four would meet the majority of project objectives.

The EIR recognized that **Alternative Four** would *fully* meet the majority of project objectives, namely:

- Build a project consistent with the objectives of the Beach and South of Laurel Area Plan and General Plan/Local Coastal Plan and provide all intended public benefits.
- Serve as the Gateway to the north end of Beach Street (#3).
- Achieve ADA accessibility (#5).
- Rooms would be designed as similar as possible in order to support financial and operational efficiency reasons. Due to the sales of the room with a deed restriction that the room can be stayed in by the owner for only 45 days a year, typical management companies would have to have the ability to meet a "fairness test." Rooms would fall into different levels and the operator would need the rooms to be the same enough to rent them out the same amount as similar rooms.
- Provide year round support for existing businesses along Beach Street and the Municipal Wharf (#13), and act as a major catalyst for future beach improvements and to attract new investments in area (#14, 17).
- Design the site to provide appropriate land uses that complement other coastal uses within the City, including supporting the existing Municipal Wharf, as well as, the proposed Marine Sanctuary Exploration Center and the Natural History Museum (#19).
- Reduce vehicle trips with provision of low speed bikes to hotel guests for short-term trips (#20) and provide valet parking during peak seasons (#4).
- Provide quasi-public spaces Provide quasi-public spaces and recreate existing courtyards (#10).
- Provide high quality, state of the art meeting space that meets the needs of small conferences, local community functions, and other group meetings (#15, 16) and utilize vacant space at the Coconut Grove for larger meetings (#11).
- Promote sustainability and "green building" design techniques and design and construct the hotel in accordance with the LEED (Leadership in Energy & Environmental Design) Green Building Rating System to the maximum extent feasible (#21).
- Act as a major catalyst for future beach improvements. Even with fewer rooms, the hotel would act as a major catalyst in the beach area. (See response to public comments.)

The EIR recognized that **Alternative Four** would *partially* meet these three project objectives:

- Convert a "private" rental apartment complex into a "visitor serving" hotel facility with restaurant, spa and breakout meeting space (#1). This is because this alternative has fewer rooms located on the top two floors than the proposed project.
- Maximize ocean views (#7) and provide amenities (#9) that benefit from proximity to Monterey Bay. This is because this alternative has fewer ocean-view rooms than the proposed project.
- Create economic opportunities for the hotel owner, the City and local residents (#18) and create full-time employment (#12). This is because this alternative has fewer hotel rooms than the proposed project. Hence the operation would produce somewhat fewer jobs, somewhat less revenue for the hotel owner, and somewhat less tax revenue for the city.

Alternative Four would still entail significant unavoidable impacts to cultural resources.

Because the authors of the EIR structured Alternative Four in such a way as to require demolition of all existing historic structures, significant unavoidable impacts to cultural resources, in particular historic resources, would remain the same under this alternative as that described for the proposed project.

This is a serious drawback to the way in which Alternative Four was structured.

A cynic might conclude that Alternative Four was designed to fail.

If Alternative Four had included a provision to require a reasonable amount of preservation of key historic architectural features of the existing structures, where feasible, there is little doubt that it would be the environmentally superior alternative.

But Alternative Four was designed with a fatal flaw – the significant unavoidable impact to a historic resource – so it could be rejected out of hand, and so it was.

The clear antidote is to renew Alternative Four, but without the fatal flaw.

Alternative Four contemplates a new design within the existing height limits. If that new design also required a reasonable attempt to preserve key historic architectural features of the existing structures, the La Bahia site could be improved with a unique hotel that would preserve important parts of our beachfront architecture, satisfy most of the project objectives, not create a significant adverse aesthetic impact on the surrounding area, and not require an amendment of the Santa Cruz Local Coastal Program.

Thank you.

Don Webber

Susan Craig

From: Bill Malone [billmalone@pacbell.net]
Sent: Monday, July 12, 2010 11:27 AM
To: Mark Stone
Cc: Dan Carl; Susan Craig
Subject: Coastal Commission hearing for the La Bahia project in Santa Cruz

Coastal Commissioner Mark Stone--

I am writing to ask you to do what you can to ensure that the Coastal Commission hearing for the La Bahia project takes place in Santa Cruz.

I am very concerned that if the Coastal Commission La Bahia project hearing takes place at a Commission meeting anywhere other than Santa Cruz, it will not get a fair and balanced hearing.

As you may recall, the Santa Cruz City Council hearing on the La Bahia project a few years ago, was held in the large City Civic Auditorium, attended by 100 - 200 people. 20 - 30 people, on each side, spoke for and against the project. A Coastal Commission hearing in Santa Cruz probably would not draw that many people, but it would be close.

A Commission meeting outside of Santa Cruz would not get anywhere near that large a turnout. And, the hearing would be one-sided. I believe the overwhelming majority of the attendees would be supporting the project. Like at the City Council hearing, the developer and staff, the Chamber of Commerce, the Visitors Bureau, the business community, and others that will profit from the project, will turn out in force. It is in their financial interest to spend their money to make the trip.

However, probably only a few local activists that are concerned about the too-large hotel will make the trip.

The developer has stated that the new La Bahia hotel will "transform the beach area." I believe he is right! A new large hotel that greatly exceeds existing zoning, and is taller and larger than any current building, will set a new precedent for future buildings in the area. It will "transform the beach area."

A project that will transform the Santa Cruz beach area, must get a Coastal Commission hearing in Santa Cruz. A large turn out from both sides is the only way to ensure the project gets a fair and balanced hearing before the Coastal Commission.

Bill Malone
519 Walnut Ave
Santa Cruz 95060

cc. Dan Carl, Susan Craig
cc. All Coastal Commissioners

Susan Craig

From: E. D. Schragg [edschragg@cruzio.com]
Sent: Tuesday, October 12, 2010 3:51 PM
To: Susan Craig
Subject: La Bahia Santa Cruz

Dear Susan Craig: I am writing to express my dismay at the changes the city of Santa Cruz have tried to make to the Santa Cruz Local Coastal Program to allow the developer Barry Swenson to demolish the historical La Bahia Apartments and build a condo-hotel complex well above the current height limits in the Beach Hill community. I am concerned not only for the removal of what should be a protected piece of Santa Cruz city cultural history, but also for the disregard of the community character we have here in Santa Cruz. We are not Rio de Janeiro nor Miami Beach, and the precedent this oversized project sets for the future development of our small beach community is troubling. Swenson cites an economic necessity for building at a scale that disregards our coastal safeguards. This strikes me as nothing more than developer's greed. I am confident that many smaller community builders could find a way to upgrade the La Bahia landmark without destroying the character of the surrounding neighborhood, home to residents and temporary visitors alike. Thank you,
-E. D. Schragg
Santa Cruz

RECEIVED

SEP 20 2010

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear California Coastal Commission and Staff:

I have lived in the Santa Cruz area for a long time. After a lot of meetings and debate, the community put in laws to protect the special look of the city. Now, I understand a hotel developer wants to change those rules, just for him, so he can build a huge hotel where La Bahia is today.

I think everybody should follow the rules. If the developer wants to build a hotel, he needs to keep it to the standards set by the community.

Please take the side of the people and the rules we made, not some developer whose only rule is money. Don't change the rules on us. We need them to keep Santa Cruz beautiful.

Sincerely,



Cristina Ramirez

144 Mason St

Santa Cruz, CA 95060

9/14/10

Susan Craig

From: Meyberg, David [dmeyberg@epri.com]
Sent: Wednesday, September 15, 2010 9:45 AM
To: Susan Craig
Subject: Santa Cruz Local Coastal Program does not need revision
Susan Craig,

My name is David Meyberg and I am a long-time resident of Santa Cruz and attorney at law. I do not believe the Santa Cruz Local Coastal Program ("LCP") is in need of revision. I am very suspect that often times a developer with an over-sized project which does not fit into local zoning or established limits, feels it is necessary to modify the rules to allow their plan. The proposed destruction of the beach front La Bahia appears to be another instance of this manipulation. Historic buildings should be protected, and community standards should be upheld.

If the community truly wanted to modify the rules (size of buildings, height of buildings) then the community would do so. The proposed changes are not so different from the massive development proposed just up the street a few years ago, namely the Santa Cruz West Coast Hotel, which was defeated by public concern and outrage. This issue has been raised and rejected by the Santa Cruz community just a few years ago.

Please inform the CCC that I do not support any modification to the LCP. Santa Cruz needs the protections provided under this existing document.

Regards,
David Meyberg

223 Walnut Ave. Ste.D
Santa Cruz, CA 95060

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Susan Craig

From: Margy Baron [mcpbaron@sbcglobal.net]
Sent: Tuesday, September 14, 2010 1:04 AM
To: Susan Craig
Subject: La Bahia LCP Amendment

RE: La Bahia LCP Amendment

Dear Ms. Craig and Coastal Commission Staff,

I am writing out of deep concern about the La Bahia project of Mr. Barry Swenson and the City of Santa Cruz. I am against changing the Santa Cruz Local Coastal Program, the unnecessary demolition of a protected, iconic beach area landmark, and the introduction of a new massive scale of building which will act as a precedent for transforming the scale and the character of the beach area.

Please stop the La Bahia LCP Amendment.

Thank you for your efforts on behalf of our community.

Sincerely,

Margaret C. P. Baron
207 Mission Street
Santa Cruz, CA 9506

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Susan Craig

From: Joe Michalak [jmich43@pacbell.net]
Sent: Thursday, September 09, 2010 8:58 AM
To: Susan Craig
Subject: La Bahia LCP Amendments

Dear Ms. Craig,

I am opposed to the proposed amendments to the Santa Cruz Local Coastal Program that would allow for the complete demolition of the La Bahia Apartments and the replacement of the Santa Cruz City designated landmark structure with a banal, massive, and out-of-character hotel. The La Bahia Apartments are an integral part of the historic and architectural character that defines the Beach Hill community. La Bahia's proposed replacement is an example of the kind of development that is a symbol of why the California Coastal Commission was created in the first place: to preserve the integrity of coastal communities and their unique character.

The proposed amendments would essentially negate all the work that has been achieved in our City to preserve and protect landmarks that define Santa Cruz. We believed that La Bahia and similar structures were protected by the City's own laws and regulations, but evidently, development interests trump preservation. The demolition of La Bahia is forever, and this act would set a terrible precedent, encouraging further erosion of our cultural heritage and community character.

Thank you for listening.

Joe Michalak
114 Escalona Dr.
Santa Cruz, CA 95060
Office: 831.429.2074
Mobile: 831.234.4817

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9/17/2010

Susan Craig

From: webbcruz@comcast.net
Sent: Wednesday, September 08, 2010 12:02 PM
To: Susan Craig
Subject: La Bahia LCP Amendments

Dear Ms Craig:

I live on Beach Hill in Santa Cruz directly adjacent to the La Bahia apartments. While I support building an appropriately-sized hotel on the La Bahia site, I believe that the proposed structures are too large and out-of-scale with the surrounding neighborhood. They will dominate our neighborhood and overwhelm the residential and commercial structures surrounding them.

The developer and the city maintain that the proposed development is appropriate for the neighborhood.

Why then are they seeking to amend the current coastal program, which is the product of years of careful community review? Doesn't the approved coastal program define what is appropriate?

Furthermore, these kinds of amendments to our coastal program will serve as an obvious precedent for other beach area developments that will transform the beach area as we know it. The approved project will remove a 30,000 square foot landmark, which is protected under the current coastal plan, and replace it with a development six times that size. It will also remove a large section of the hill on the La Bahia site to accommodate underground parking. It should be clear that this project is too big for the site.

The Environmental Impact Report included an alternative to the proposed project that I and many others support: Alternative number 4. This alternative calls for redesigning the project to conform with existing ordinances and plans. City officials have entirely ignored Alternative 4 in all public discussions of the project. It was dismissed by the developers as being not financially feasible, but they never produced any empirical data to support that claim and the city never asked for any.

Without bothering to support their claim of economic infeasibility, this appears to be just a callous attempt by powerful interests to make as much money as possible, even if it means shredding an approved local coastal program, destroying a landmark, imposing massive structures on neighboring properties, and establishing a truly bad precedent.

I understand the impulse to make as much money possible, especially during difficult economic times. But it is especially in such times that it is imperative to take a deep breath and step back from avarice long enough to understand the long-term ramifications of our actions. We should not sacrifice future benefits to fill current needs. I urge the Commission to abide by the approved coastal program, painstakingly created by wide community consensus, and not to create an exemption for one big transformational project.

The Coastal Commission will be the final arbiter in this case. I ask Commissioners to take a deep breath. Look at all the facts and alternatives. Please stand firm.

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9/8/2010

conformance with the Santa Cruz Local Coastal Program and reject the proposed plan. My hope is that soon a beautiful hotel will be built on the La Bahia site; one that conforms to existing plans and ordinances and will be considered a treasure to current and future generations of Santa Cruzans. I hope the Commission will help realize that dream.

Thank you for your consideration.

David Webber

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Susan Craig

From: fred geiger [fredjgeiger@yahoo.com]
Sent: Monday, September 06, 2010 9:27 AM
To: Susan Craig
Subject: Proposed La Bahia Project in Santa Cruz

RE: La Bahia LCP Amendment

- I object to the proposed amendments to the Santa Cruz Local Coastal Program.
- The massive structures permitted under the proposed LCP amendments are inconsistent with the community character of the beach area.
 - They will dominate, rather than blend with, the surrounding area.
 - They will disrupt the public views to and along the ocean for residents and visitors alike.
 - They will require the destruction of an iconic beach area landmark.
 - They will act as a precedent for transforming the scale and the character of the beach area.
- Demolishing a beach area landmark like the La Bahia (1926), and replacing it with a massive modern box hotel is certainly disruptive of the character of the beach area.
- The beach area is a small, distinct community built on the coastal terrace that runs for several blocks from Beach Street to Third Street. None of the buildings in this area are above three stories tall. All of the buildings in this area conform to the existing zoning law. Any new commercial construction should conform to the scale of the surrounding area.
- The La Bahia Apartments are themselves representative of the character of the beach area, and they have been for more than eighty years. They are protected under the current Local Coastal Program. The city should make a good faith effort to follow the current Local Coastal Program requirements to preserve significant portions of this landmark. To demolish it is to lose one of the premier landmarks that define the community character of the beach area.
- The scale of building in the beach area, with the exception of the Coconut Grove, is characterized by one, two, and three-story homes, apartments, and lodging facilities. To allow one massive commercial structure to dominate the area would certainly transform the community character of the beach area. This is true not only for beach area residents, but for the millions of people who visit the beach area. New construction on the La Bahia parcel should be designed in a scale that conforms to the scale of existing La Bahia Apartments and the surrounding area.

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- It may be difficult to exactly define what “community character” is, but it's easy to say what it is not. It is certainly not destroying the landmarks that identify a specific community and replacing them with structures that dominate, rather than blend with, the surrounding area.

Susan Craig

From: nana montgomery [nana@bluesharkdesign.com]

Sent: Sunday, September 05, 2010 10:25 PM

To: Susan Craig

Subject: RE: La Bahia LCP Amendment

hi Susan

I recently received the information about the proposed amendments to the Santa Cruz Local Coastal Program that will allow Swenson builders to demolish the La Bahia Apartments in the main beach area and to replace these historic structures (1926) with a massive new luxury condo-hotel complex with heights well above the current limit.

The massive structures permitted under the proposed LCP amendments are inconsistent with the community character of the beach area.

They will dominate, rather than blend with, the surrounding area.

They will disrupt the public views to and along the ocean for residents and visitors alike.

They will require the destruction of an iconic beach area landmark.

They will act as a precedent for transforming the scale and the character of the beach area.

Demolishing a beach area landmark like the La Bahia (1926), and replacing it with a massive modern box hotel is certainly disruptive of the character of the beach area. I urge you to vote NO on allowing the demolition of La Bahia and NO to Swenson's proposal for a huge new condo-hotel complex.

Thanks for your time and consideration. I am just one longtime local resident of Santa Cruz that feels that this is a project that will not ultimately serve the best interests of our fair town.

Sincerely,
Nana Montgomery

--

blue shark design
831/423-6804

<http://www.bluesharkdesign.com>

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9/17/2010

Susan Craig

From: Drew Meyer [andrew_c_meyer@yahoo.com]
Sent: Saturday, September 04, 2010 10:40 AM
To: Susan Craig
Cc: David Subocz; Judy Steen; Kristine Eriksen; Hugh Carter
Subject: La Bahia is a mistake

Susan-

I'm a member of the Santa Cruz Historic Preservation Commission asking you to please reject the amendments to the Santa Cruz LCP in your upcoming October session.

The HPC has repeatedly turned this project down and I am opposed for several key reasons:

1. This City Landmark suffers from neglect at the hands of the property owner, an approach tacitly sanctioned by the City government. Demolition by neglect is a poor precedent to set for California landmarks, especially when they are part of the cultural tract defended by the Coastal Commission. It is a mistake to allow short-term local interests overrule longer term statewide directions, the fundamental reason for the CC's existence.
2. The HPC's design review found numerous issues with the proposed design, relating to the massing, the bland character of the structure, the inconsistency with the previous structure and the tremendous impact to the beachfront skyline.
3. Community character will be significantly impacted if zoning variances for height are accepted. The current single family residential and light commercial use buildings will be at first shadowed and later transformed by taller structures. This zoning change would allow the community to be redefined in a rather conformist style, completely uncharacteristic of the existing.
4. Perhaps your fellow commissioner expressed it best after a site visit:

"the applicant showed me the proposed project and said that without the extra height the developer claimed they would be unable to make it financially viable. After looking at the proposed project I observed that they were going to tear down a building whose street frontage defined the local Santa Cruz community character and were proposing to replace it with a hotel that was indistinguishable from one in Santa Monica, Santa Barbara, or Pismo Beach."

Andrew C. Meyer

745 Pine Street, Santa Cruz CA 95062

TO: CALIFORNIA COASTAL COMMISSION
RE: LA BAHIA LCP AMENDMENTS

I would like to voice my opposition to the proposed amendments to the Santa Cruz Local Coastal Program that would allow the total demolition of the La Bahia Apartments and the replacement of the landmark with a massive, generic hotel. The La Bahia Apartments have been protected by the City of Santa Cruz Historic Preservation Ordinance since its inception thirty-five years ago. A building that receives this protection is one that helps define the historic and architectural character of this city. As one of the most distinctive structures on the shoreline of our coastal community for over eighty years, the La Bahia Apartments are also protected by the current LCP.

The proposed amendments to the LCP go against the basic reasons for the laws and regulations that are in place to preserve our coastal community. Objections of the City of Santa Cruz Historic Preservation Commission (HPC) to the proposed La Bahia project are on record. I currently serve on the HPC, but I write this communication as a citizen of the city of Santa Cruz, who, for forty-one years, has worked toward saving this area's unique built and natural environment. I make this plea that you **do not approve** the proposed La Bahia LCP amendments.

Thank you for your consideration.

Judith Steen, 114 Escalona Drive
Santa Cruz, CA 95060
September 4, 2010

Susan Craig

From: Ren Curry [RCurry@aasi.com]
Sent: Friday, September 03, 2010 12:56 PM
To: Susan Craig
Subject: change in LCP

Ms Craig,

I ask the Coastal Commission to reject the change to the Santa Cruz LCP requested by the City and the developers (Swenson/Canfield). This change refers to the development of the La Bahia property in Santa Cruz.

My primary reason is that the introduction of such an out-of-character and massive structure will set a state-wide precedent which will have a deleterious impact on the character of Santa Cruz and many other coastal cities.

Secondly, in my opinion they are not preserving enough of of the original historic landmark. The developer claims that it has deteriorated too far is the fault of the Seaside Company for their lack of maintenance.

--Ren Curry

Renwick Curry, PhD
2395 Delaware Ave #21
Santa Cruz, CA 95960
Tel & Fax 831-466-3332

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Susan Craig

From: Sally Wittman [sallywittman@mac.com]
Sent: Thursday, September 02, 2010 10:47 AM
To: Susan Craig
Subject: La Bahia

I want to speak out about the S.C. local coastal program amendments. It is not just about La Bahia, though I'm certain it is preferable to anything Barry Swenson would design/build. His buildings are uniformly tasteless, crude in scale, and completely lacking in design sense. I say this as a former designer who has worked in an architectural office). Less is more, Mr. Swenson.

The height, size of the buildings are inappropriate and will completely block the views of the coast forever (that should be illegal). They will dwarf the other structures and dominate the atmosphere, cast the street, sidewalk and other areas in shade. The old small-town feel that generations have come to see and treasure will be replaced with the usual "phony Spanish" shopping center-type of architecture as seen in the new Mission Safeway/Almar plaza. Absolutely hideous.

I worked in Europe, where they would never destroy historic buildings. That's why American tourists pay big money to go to Europe. If we are looking to attract tourists this is certainly not the way to go.

Sally Wittman

Susan Craig

From: charles paulden [yogacharles@yahoo.com]

Sent: Thursday, September 02, 2010 2:24 PM

To: Susan Craig

Subject: Fw: LETTER NEEDED NOW COASTAL COMMISSION REVIEW OF LA BAHIA LCP AMENDMENTS

| I agree with the ideas expressed in this following message.

| I would like to point out that the waterfront in Santa Barbara has smaller development then the one proposed at this location.

| Santa Barbara has a much longer Coastline and it is much less developed.

| It has parks and open space as well as lower hight development.

| Please reinforce the idea of visual resource and keeping the buildings harmonious with the existing Neighborhood Character

| Thank you

| Charles Paulden

Friends,

THIS IS AN URGENT REQUEST.

As many of you know, Barry Swenson Builder and the city of Santa Cruz have made changes to the Santa Cruz Local Coastal Program (LCP) that are designed to allow Swenson to demolish the La Bahia Apartments in the main beach area and to replace these historic structures (1926) with a massive new luxury condo-hotel complex with heights well above the current limit.

The California Coastal Commission must approve these LCP changes. They are scheduled to hear the matter at their October meeting (13 – 15) at the Oceanside City Council Chambers.

NOW IS THE TIME TO CONTACT THE COASTAL COMMISSION.

You don't have to write a long, complicated letter. A short, simple statement in your own words is preferable to a diatribe.

The Coastal Commission staff is in the process of composing its recommendations for the October meeting. The Coastal Commissioners are especially wary of development plans that alter the "community character" of coastal areas.

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Please take the time simply to communicate your objection:

- o to changing the Santa Cruz Local Coastal Program
- o to the unnecessary demolition of a protected, iconic beach area landmark,
- o to the introduction of a new massive scale of building which will act as a precedent for the future transformation of the beach area.

PLEASE SEND YOUR EMAIL TO SUSAN CRAIG OF THE COASTAL COMMISSION STAFF.

Email: scraig@coastal.ca.gov

Here are some samples of ideas that might help you compose an email message:

RE: La Bahia LCP Amendment

- I object to the proposed amendments to the Santa Cruz Local Coastal Program.
- The massive structures permitted under the proposed LCP amendments are inconsistent with the community character of the beach area.
 - o They will dominate, rather than blend with, the surrounding area.
 - o They will disrupt the public views to and along the ocean for residents and visitors alike.
 - o They will require the destruction of an iconic beach area landmark.
 - o They will act as a precedent for transforming the scale and the character of the beach area.
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- The beach area is a small, distinct community built on the coastal

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terrace that runs for several blocks from Beach Street to Third Street. None of the buildings in this area are above three stories tall. All of the buildings in this area conform to the existing zoning law. Any new commercial construction should conform to the scale of the surrounding area.

- The La Bahia Apartments are themselves representative of the character of the beach area, and they have been for more than eighty years. They are protected under the current Local Coastal Program. The city should make a good faith effort to follow the current Local Coastal Program requirements to preserve significant portions of this landmark. To demolish it is to lose one of the premier landmarks that define the community character of the beach area.
- The scale of building in the beach area, with the exception of the Coconut Grove, is characterized by one, two, and three-story homes, apartments, and lodging facilities. To allow one massive commercial structure to dominate the area would certainly transform the community character of the beach area. This is true not only for beach area residents, but for the millions of people who visit the beach area. New construction on the La Bahia parcel should be designed in a scale that conforms to the scale of existing La Bahia Apartments and the surrounding area.
- It may be difficult to exactly define what "community character" is, but it's easy to say what it is not. It is certainly not destroying the landmarks that identify a specific community and replacing them with structures that dominate, rather than blend with, the surrounding area.
- Last month, one of the Coastal Commissioners met with representatives from the city and Barry Swenson Builder for a tour of the La Bahia. After that meeting, the Commissioner reported that:

"the applicant showed me the proposed project and said that without the extra height the developer claimed they would be unable to make it financially viable. After looking at the proposed project I observed that they were going to tear down a building whose street frontage defined the local Santa Cruz community character and were proposing to replace it with a hotel that was indistinguishable from one in Santa Monica, Santa Barbara, or Pismo Beach."

Thanks for your help.

Don Webber

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9/17/2010

Susan Craig

From: Bill Malone [billmalone@pacbell.net]
Sent: Monday, July 12, 2010 11:27 AM
To: Mark Stone
Cc: Dan Carl; Susan Craig
Subject: Coastal Commission hearing for the La Bahia project in Santa Cruz

Coastal Commissioner Mark Stone--

I am writing to ask you to do what you can to ensure that the Coastal Commission hearing for the La Bahia project takes place in Santa Cruz.

I am very concerned that if the Coastal Commission La Bahia project hearing takes place at a Commission meeting anywhere other than Santa Cruz, it will not get a fair and balanced hearing.

As you may recall, the Santa Cruz City Council hearing on the La Bahia project a few years ago, was held in the large City Civic Auditorium, attended by 100 - 200 people. 20 - 30 people, on each side, spoke for and against the project. A Coastal Commission hearing in Santa Cruz probably would not draw that many people, but it would be close.

A Commission meeting outside of Santa Cruz would not get anywhere near that large a turnout. And, the hearing would be one-sided. I believe the overwhelming majority of the attendees would be supporting the project. Like at the City Council hearing, the developer and staff, the Chamber of Commerce, the Visitors Bureau, the business community, and others that will profit from the project, will turn out in force. It is in their financial interest to spend their money to make the trip.

However, probably only a few local activists that are concerned about the too-large hotel will make the trip.

The developer has stated that the new La Bahia hotel will "transform the beach area." I believe he is right! A new large hotel that greatly exceeds existing zoning, and is taller and larger than any current building, will set a new precedent for future buildings in the area. It will "transform the beach area."

A project that will transform the Santa Cruz beach area, must get a Coastal Commission hearing in Santa Cruz. A large turn out from both sides is the only way to ensure the project gets a fair and balanced hearing before the Coastal Commission.

Bill Malone
519 Walnut Ave
Santa Cruz 95060

cc. Dan Carl, Susan Craig
cc. All Coastal Commissioners

Susan Craig

From: Susan Craig
Sent: Thursday, June 24, 2010 11:55 AM
To: 'Build a Better La-Bahia Coalition'
Subject: RE: CAN THE COASTAL COMMISSION HEAR THE LA BAHIA MATTER LOCALLY?
Don,

Thanks for the email. I understand your concerns. We will do our best to get La Bahia on an agenda that is in Santa Cruz or not too far from Santa Cruz, but I can't promise a specific location, unfortunately.

Susan

From: Build a Better La Bahia Coalition [mailto:bbl@calcentral.com]
Sent: Wednesday, June 23, 2010 9:52 AM
To: Susan Craig; Dan Carl; Mark Stone
Subject: CAN THE COASTAL COMMISSION HEAR THE LA BAHIA MATTER LOCALLY?

Susan,

In February of this year, when a group of concerned community members met with you and Dan, it was suggested that the matter of the La Bahia LCP Amendment would probably appear on the Commission's agenda sometime this summer, possibly at a meeting in Watsonville or Monterey.

Since then, the Commission has met twice in our county, but on neither occasion was La Bahia on their agenda. I'm sure that the press of other matters made this necessary, but the unfortunate result is that when the Commission finally hears the La Bahia matter, it will likely be at a meeting far from Santa Cruz.

The amendment of our LCP to accommodate a development intended to "transform the beach area" is a matter of importance not only to the City and the developer, but to many local individuals and groups as well. Both the Commission and our community are ill-served if so important a matter is decided in a forum where few local people will be able to attend.

We were initially hopeful that the Commission could arrange to have this matter heard, if not in the city of Santa Cruz, then as close by as either Watsonville or Monterey. If this is still a possibility, we urge you to take what steps you can to make it happen. Thank you.

Best regards,

Don Webber

cc: Dan Carl

cc: Mark Stone

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6/24/2010

RECEIVED

MAR 09 2010

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

LA BAHIA OBSERVATIONS

By

Ross Eric Gibson
La Bahia Historian

Thy

When examining the La Bahia, consider some of the following points.

LANDMARK: The City-hired expert Ward Hill determined La Bahia is an NR-2 National Register-Eligible landmark in 1996; and in 1997, Washington DC's Phipp's Group determined it was the third most important waterfront Signature Landmark after the wharf and boardwalk. La Bahia is a rare example of Mediterranean Hill Village architecture in America, designed by noted architect Wm. C. Hays, who founded the Berkeley School of Architecture. With craftsman simplicity, it builds-with-nature, and expresses the topography of the hillside. The casual layout was deliberately designed to create stage-set vistas from its various vantage points.

CHARACTER-DEFINING FEATURES: The landmark was designed in 1928 to be seen from all four sides, continue the Casa Blanca's hillside massing, and nestle into the (until recently) forested hillside. It was a pedestrian-only luxury complex, featuring courtyards, flights of stairs and ramps, and covered breezeways. It provides a calm oasis in the midst of a busy tourist waterfront. The City's hired experts "Architectural Resources Group" of San Francisco required any project should preserve the chief street facades, courtyards & court facades, stairs and breezeways, as character-defining features.

RESTORATION POSSIBLE: This landmark is in better condition than the Lynch House (now the West Cliff Inn near Dream Inn), which Barry Swenson Bulder restored into what they called a popular inn with the "highest average daily rate and highest occupancy rate than any hotel in Santa Cruz County" from the moment it opened. (City Council Hearing 3/31/09, La Bahia Report p.VII-12[3]). West Cliff Inn is successful with preservation, without a highrise addition, and with most rooms lacking ocean-views. It is proof of their ability to restore a landmark, and make a success out of preservation.

VIEWING

STREET & BEACH: Compare the La Bahia's compatibility with the scale and massing of neighboring landmarks, chiefly the Casa Blanca to the west. The proposed project is 7-stories from base to top, which is higher than the Boardwalk Casino roof.

COURTYARDS: The natural lighting effects of the courtyards would be lost with the proposed 30-foot walls enclosing them, creating deep, dark pits. The Court of the Mariners to proposed to be turned into a driveway.

ROOFTOP VIEWS: The La Bahia enhances the view from all angles, with its articulated rooftop vistas. Note views from street, especially on First and Main streets, and view from the top of the Casa Blanca steps on Main Street.

To: California Coastal Commission
From: Build a Better La Bahia

Re: Proposed Tour of La Bahia Site
Thursday Morning, March 11

We appreciate the fact that Coastal Commissioners will have an opportunity to experience the views from the proposed La Bahia site firsthand. The documentation used in support of the proposed development (the EIR and the City's findings) relied heavily on two relatively distant views of the proposed hotel. These viewpoints were chosen to demonstrate that the proposed hotel would not unduly interfere with views of the ridge line of distant hills, but they do not effectively demonstrate the visual impact that the proposed development will have on the immediately surrounding area. We are hopeful that Commissioners will note the substantial visual and aesthetic impact the proposed development will have on the immediately surrounding area and on the coastal terrace rising gently from the beach into the Beach Hill neighborhood.

From the four corners of the site, we believe that Commissioners will get a visceral (rather than abstract) feel for the effect that the proposed hotel will have on the Main Beach, on the adjoining commercial structures, and on the Beach Hill neighborhood. If possible, please arrange to have the Commissioners view the proposed development from these specific viewpoints:

- From the Main Beach. Consider that a five-story building built along the back of the site will appear as an eight-story structure from the Main Beach.
- From the high corner behind the La Bahia site at the intersection of First and Main Streets. Please take note of the highest telephone pole on that corner; this pole (at 49 ft tall) represents the low point of the proposed construction along First Street.
- From any one of a variety of nearby viewpoints where the aforementioned telephone pole is visible. Suggestions include (a) the end of Gharkey Street on West Cliff Drive; (b) the Dream Inn corner where West Cliff Drive turns downhill onto Beach Street; and (c) along the Municipal Wharf approaching the exit. From each of these viewpoints, consider what construction at the height of the telephone pole will have on our coastal terrace.
- To appreciate the coastal terrace and the architectural scale of the surrounding area, please travel from Beach Street, up Cliff Street, up Second Street, and then down Main Street back to Beach Street.

We want to ensure that the Commissioners take this opportunity to view the precedent-creating effect that the proposed construction (six times the size of the existing La Bahia) is likely to have all along the Beachfront.

Thank you.

Build a Better La Bahia

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Build a Better La Bahia
218 First Street • Santa Cruz 95060

www.BuildaBetterLaBahia.org

BBL@calcentral.com



To: California Coastal Commission

Re: Proposed Amendment to the
City of Santa Cruz Local Coastal Program
with respect to the La Bahia site

Build a Better La Bahia is a group of Santa Cruzans—neighbors, environmentalists, labor leaders, preservationists, and others—who are committed to improving the design of the hotel proposed for the landmark La Bahia site. Not to stop the development of the site—but to IMPROVE THE DESIGN.

The La Bahia site is ocean-front property located in the very heart of our main beach area, across from the Santa Cruz Main Beach, between the Municipal Wharf, the Beach Boardwalk Amusement Park, and the residential neighborhood of Beach Hill.

It is a remarkably visible beach location, seen by millions of visitors each year. It houses a 30,000 square foot landmark of local and national importance. Because of this prominent location, development of the site will affect not only the site itself, but the scenic and visual qualities of the entire beach area.

The proposed amendments to the Santa Cruz Local Coastal Program (LCP) are connected to a 125-unit condominium/hotel project that the City Council has already approved in concept. That project (and these LCP amendments) require:

- replacement of 44 low- and moderate-income residences with high-end commercial condos (operated as a hotel);
- demolition of all of the historic structures that constitute the landmark (only the bell tower is to be preserved);
- excavation of approximately 8,000 cubic yards of the hill on the northwest quarter of the site to accommodate a partially underground garage; and
- a substantial increase in building height limits (from 43 feet to 71 feet).

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This project and these LCP amendments were designed to provide maximum economic benefit. While we recognize that economic benefits are important, we also know they ought to be achieved within the constraints of maintaining historic resources and designing new development that is compatible with its surroundings. This prominent new beachfront hotel should be visually integrated with—rather than dominate—our scenic coastal resources and our established neighborhoods.

The City has overreached in projecting the economic benefits that may be derived from this project and has fallen short in protecting the environment. The final result is a project that requires the questionable demolition of an historic landmark and imposes unwarranted visual impacts on the surrounding area and on scenic coastal resources.

The Coastal Act requires protection of scenic and visual qualities of coastal areas as a resource of public importance. New development must be sited and designed to protect views to and along the ocean and scenic coastal areas. Development must also minimize landform alteration and be compatible with the character of its surroundings. In highly scenic areas, new development is required to be subordinate to its setting. The Coastal Act also specifically protects the character of special coastal communities that may have unique characteristics or are popular visitor destination points (Sections 30251, 30253).

The economic pressure to develop (and overdevelop) our coast is relentless. But because the Coastal Act policies so clearly intend this Commission to protect scenic resources, we respectfully request that the Coastal Commission review the following environmental considerations.

1. Public Views To and Along the Ocean

Because the Coastal Act (Section 30251) requires that development in the coastal zone be designed “to protect views to and along the ocean,” we request that the Commission consider the public views to and along the ocean from the four corners of the site itself. The City dismisses these views as unimportant, and chooses to rely primarily on views of the proposed hotel against the distant hills from the end of the Municipal Wharf, nearly half a mile away from the La Bahia site, or from West Cliff Drive, even farther away. While these are important views, they are certainly not the only—nor even the most important—ones.

The views from the Main Beach directly in front of the proposed hotel and from the corners at the back of the building site are just as important in deciding whether the proposed development adequately protects public views to and along the ocean.

From the point of view of the hundreds of thousands of visitors who will view it from the Main Beach, the proposed building at the back of the site, which will rise five stories from the top of the hill, will appear as an eight-story building. Rather than follow the existing hillside topography of the site, the proposed development is designed with the lowest buildings on the low part of the site, and the tallest buildings on the high part of the site. We recognize that this design is based on maximizing the number and extent of ocean-view condominium hotel rooms to be sold to private parties. While this makes economic sense from the developer's point of view, it is unnecessarily destructive of public views to and along the ocean, and it disturbs the terraced topography of the site and its surroundings.

Similarly, from the northwest corner of the site (atop Beach Hill), pedestrians currently enjoy expansive views of the ocean, the Main Beach, the Municipal Wharf, and West Cliff Drive. Beach Hill is a walking neighborhood; many pedestrians, both locals and tourists, enjoy these important public views. And they will simply disappear under the proposed project.

Pedestrians approaching the proposed project from either of the north corners of the site will be presented with buildings that have no view corridors and miniscule setbacks—essentially large walls towering over adjacent sidewalks. And the buildings are designed to be nearly twice as high as adjoining residential properties and considerably higher even than adjoining commercial properties, like the Casa Blanca Inn. This too bulky design disrupts the ambience of the public space that both locals and tourists currently enjoy.

From the Main Beach, the public will view the proposed hotel as an eight-story building, and from behind the site, without view corridors, public views to the ocean will be obliterated.

In light of the specific requirements of Section 30251 of the Coastal Act, it is mandatory to protect these stunning public views to and along the ocean and not simply settle for a view of the ridge line of distant hills over the new hotel from half a mile away.

2. Visual Compatibility with the Character of Surrounding Areas

Because the Coastal Act (Section 30251) also requires that development in the coastal zone be designed to be visually compatible with the character of surrounding areas, we request that the Commission review the proposed amendments to the Zoning Ordinance that is part of the LCP amendments.

Under the currently approved LCP, a 36-foot height limit applies to Beach Hill, including the La Bahia site. No building in the entire Beach Hill neighborhood exceeds that height limit.

Because it is eligible for a Planned Development Permit, under the currently approved LCP, the La Bahia site is entitled to exceed the 36-foot height limit by 20% (an additional 7 feet). Therefore, under the currently approved LCP, development on the La Bahia site cannot exceed 43 feet in height.

In 2005, after the developer abandoned a project that had been approved under current zoning, at the developer's request the City Council resolved to consider increasing the height limit for the La Bahia site by an additional 7 feet. That zoning change would have allowed a maximum building height of 50 feet on the La Bahia site. That's a 16% increase in the height limit over the 43 feet currently allowed.

The zoning changes that are part of the proposed LCP amendment, however, treat what would have been a 50-foot maximum as a new minimum. In order to obtain an additional story, buildings along the back of the La Bahia site would be entitled to exceed the 50 foot height limit by an additional 11 feet. This part of the proposed zoning change would permit a maximum building height of 61 feet on the La Bahia site. That's a 42% increase in the height limit over the 43 feet currently allowed.

Furthermore, the proposed zoning changes permit yet another 10 feet in height over a portion of the property to accommodate "mechanical penthouses" and other architectural elements. This part of the proposed zoning change would permit a maximum building height of 71 feet on the La Bahia site. That's a 65% increase in the height limit over the 43 feet currently allowed.

It's difficult to rationalize increasing the height limit for a single development by 42%, let alone 65%, with the notion of maintaining visual compatibility with the character of surrounding areas. The City attempts to justify the increase by suggesting

that the proposed project is comparable in height and massing to the Cocoanut Grove, the area's largest commercial structure, situated nearby on the beach. In other words, the City substitutes this one large commercial structure as a surrogate for the "surrounding area." Even if, as the City contends, the height and massing of the proposed project is comparable to the height and massing of the Cocoanut Grove, this does not make it compatible with the surrounding area. This is an incredibly narrow view of the meaning of surrounding area and is misleading. It purposefully ignores the entire area comprising the coastal terrace that surrounds the La Bahia site.

We expect this Commission would take a broader view of what constitutes "surrounding area" under Sections 30251 of the Coastal Act, and review the height and massing of the proposed project in the context of the adjoining residential neighborhood as well as nearby commercial structures. How can an analysis of impact on the surrounding area ignore the immediate neighborhood in which a proposed development is located? To determine whether an LCP will produce development that is visually compatible with the character of surrounding areas, we believe this Commission must weigh the aesthetic impact of the proposed project on its immediate surroundings.

3. Protect Special Communities and Neighborhoods

The Coastal Act [Section 30253(e)] requires that development in the coastal zone be designed to protect special communities and neighborhoods which, because of their unique characteristics, are popular recreational destinations. We request that the Commission take special care to determine the extent to which the proposed LCP amendment will preserve the unique character of the beach area, including the site itself, the adjoining residential neighborhood, and the significant topographical features of the surrounding coastal terrace—as well as the adjacent commercial attractions.

The main beach area is protected under Section 30253(e). The 30,000 square foot landmark at the base of the hill from which Beach Hill takes its name is certainly one of that area's unique characteristics. Indeed, it is protected under the current LCP as an important landmark of the City of Santa Cruz, and even of national importance.

Santa Cruz is fortunate to have a handful of important beach area landmarks: the Loeff Carousel, the Giant Dipper, the Cocoanut Grove, the La Bahia, etc. To the extent the proposed LCP amendments fail to protect the La Bahia (indeed they are

designed to demolish it), they fail to protect one of the unique characteristics of the main beach area, of Beach Hill, and of Santa Cruz.

Moreover, to the extent the La Bahia site is spot zoned to permit building heights of 71 feet in an established area of 36-foot buildings and to allow massing that is significantly out of scale with the surrounding area, the proposed LCP amendments fail to require new development that is subordinate to its setting.

Beach Hill is one of Santa Cruz's original neighborhoods and is characterized by historic Victorian and Craftsman homes alongside modern two- and three-story residences. Its visual aesthetic is one of the unique characteristics of Beach Hill, and the proposed LCP amendments fail to protect it. The quality of its historic structures and their scale (none is taller than three stories) are among the unique characteristics that help make Beach Hill a popular neighborhood for pedestrians. And that in turn helps to make the beach area a popular regional recreational destination.

4. Redesign Under Current Height Limits

Among the Alternatives included in the EIR that accompanied the project and LCP amendment is a project that is designed to fit within the height requirements under the current LCP—a smaller hotel. The City dismissed this alternative on the grounds that it did not provide as much economic benefit as the proposed project.

While a larger hotel will generally produce greater revenue for the owner and the taxing authority than a smaller hotel, that, in itself, should not be sufficient reason to rewrite planning laws in order to spot zone, to double height limits, and to demolish landmarks.

In its response to the draft EIR in May of 2008, the Coastal Commission staff expressed a preference for a hotel design that honored the existing LCP height requirements, reasoning that the additional height of the other proposed alternatives imposed a significant adverse visual impact on the surrounding area. The staff recommended the alternatives that complied with current zoning laws.

We especially agree with these particular items cited in the staff's initial response:

- it is not clear that the proposed LUP amendments are consistent with these Coastal Act policies contained in Sections 30251 and 30253;

- the City should limit the allowable development height on the La Bahia parcels to that which will not create a significant impact to the aesthetics of the surrounding Beach area;
- alternatives that limit development height to no more than that allowed by the currently certified LCP should be pursued, as should design articulation that serves to limit perceived scale, e.g., stepping the design of the building up the hill, varied projections and offsets, etc.;
- Alternative #3 (a variant of the approved project), which would remove one story from the proposed development, would appear to be insufficient in this regard;
- appropriate starting points in this respect would appear to be either of the other alternatives, which would greatly reduce impacts to the visual character of the surrounding area relative to the proposed project.

We respectfully request that the Coastal Commission endorse the alternative outlined in the EIR (Alternative #4: Redesign under Current Height Limits) which conforms to the existing LCP with regard to Coastal Act policies contained in Sections 30251 and 30253.

As stated in the EIR, under this alternative:

- the reduced building height, scale and massing would eliminate the significant aesthetic impacts from designated scenic viewpoints from the Wharf (the top of the building would remain well below the ridgeline of the Santa Cruz Mountains in the background) and West Cliff Drive;
- impacts to the visual character of surrounding uses would also be reduced;
- the above ground levels would not exceed three to four levels;
- the building height would be comparable to the two-to four-level Casa Blanca Inn and Oceanview Inn (located to the west and east of the project site along Beach Street, respectively);

- the building height would be comparable to the two- to three-level residential buildings located along First Street and throughout the adjoining Beach Hill neighborhood;
- the scale and bulk of the building would be comparable with the character of surrounding buildings, which also follow a stepped up design along the existing slope;
- the design of the building would be consistent with the B/SOL Area Plan Design Guidelines recommendations for hotel and motel development in the Beach Commercial Area.

5. Developer's Acquiescence

In testimony before the City Council on April 14, 2009, the developer's representative was asked by Councilmembers what the developer's response would be if the Coastal Commission were to condition the LCP amendment so as to require adherence to the current zoning law. The developer answered that they would redesign the project accordingly. The developer's acquiescence in considering to redesign the project to conform to existing height requirements is a clear indication that feasible alternatives to a radical change in zoning exist.

6. Conclusion

We respectfully request that the Commission condition its approval of the LCP amendment in a manner that accomplishes these goals:

- preserve and maintain a greater portion of public views to and along the ocean from the four corners of the building site;
- direct that massing of new structures conform to the density of the surrounding area, including the adjoining commercial and residential structures;
- direct that massing of new structures conform to the terraced topography of the site and its surroundings
- maintain the current height limit of 43 feet; and

- preserve and rehabilitate a greater portion of the existing landmark in accordance with the California Historic Building Code and the Secretary of the Interior's Standards for Rehabilitation of Historic Properties.

We are fortunate to have an oversight body of the stature of the California Coastal Commission established to protect our coast and the long-term interests of our people, to uphold the policies enshrined in the Coastal Act, and to maintain the integrity of the public processes by which our Local Coastal Programs are determined.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Pomerantz". The signature is stylized with a large initial "R" and a long horizontal stroke extending to the right.

Ron Pomerantz, President

RECEIVED

Edward J. Davidson
e-davidson@sbcglobal.net

APR 28 2009

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

200 Button Street #15
Santa Cruz, CA 95060
Tel/Fax 831 423-9294
April 28, 2009

Subject: La Bahia Hotel, 215 Beach Street, Santa Cruz

California Coastal Commission:

I hereby appeal approval of a Coastal Development Permit by the City of Santa Cruz for the La Bahia Hotel. My specific grounds for the appeal are based on PRC Section 30603

- Subsection (b) (2), The development fails to protect public views from any public road or from a recreational area to, and along, the coast, and;
- Subsection (b) (3), The development is not compatible with the established physical scale of the area.

The Coastal Development Permit for the La Bahia Hotel was approved by the City of Santa Cruz on April 14, 2009 thus a timely appeal, after ten working days, is April 28, 2009. I realize the CDP cannot become effective until after the Coastal Commission approves an amendment to the B/SOL Area Plan and implementing ordinances. Since I cannot be certain when the clock starts for an appeal of the CDP, I am filing my appeal today. The issues I raise in this appeal should be sufficient to result in a denial of the LCP amendment but there are additional issues which could help solidify a decision for denial of the amendment. Please note that I requested bifurcated hearings at the City level to separate the two actions. *

The project does not conform to Coastal Act Section 30251 which requires protection of scenic and visual qualities of coastal areas. "New development shall be sited and designed to protect views to and along the ocean and scenic coastal areas (Beach Promenade, Main Beach). . .(and) be visually compatible with the character of surrounding areas.." (and) "shall be subordinate to the character of its setting."

The project is an eight-story building viewed from Beach Street; three-stories (38') at the front half and an additional five-stories at the rear (First Street) half. The visual impact analysis considered views from West Cliff Drive and the Municipal Wharf, each more than a quarter-mile distant. The Parks and Recreation Element of the General Plan and certified LCP in sections 1.4, 1.6, and 1.7 recognize the Beach Street Promenade as a pedestrian and recreation use of concern. A design plan is required for linkages of the promenade with West Cliff and East Cliff Drives. (1.6) "Where the recreational use of a natural area (e.g. Main Beach) ...ensure the types, location, design, and character of improvements preserve the quality and are compatible with the character of these areas.

The Beach Commercial Subarea and the Beach Street frontage consist of one- and two-story structures (one three-story building is at Beach and Raymond Sts.) and an approved four-story conference hotel at Second and Riverside Sts. Two-story motels are across the streets from the Beach Street frontage. Across the six-story towers facing First Street are 2- and 3-story residences. With the south façade twice the

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height of the flanking motels and the tower heights taller than structures on Beach Hill, the height and bulk of the proposed La Bahia cannot be considered subordinate to the character of its setting.

Coastal Act Section 30253 requires new development to, (5) Where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses. This provision of the Coastal Act of 1976 was taken directly from Policy 58 of the Proposition 20 Coastal Plan. * This policy addresses the special neighborhoods which are both residential neighborhoods with visitor-serving recreational areas. These areas are characterized by small-scale development and a diversity of development and activities. The Beach Area, South of Laurel and Lower Ocean Street areas are in mostly small scale residential uses, predominantly lower-income, and the site of three subsidized low- and moderate-income housing projects. A few newer high price condominium projects on Beach Hill reflect the gentrification trends of this low-income area..

Policy 58© reflects the legislative intent of Section 30253. **Restrict Inappropriate Development.** "Development out of scale, size, or social character shall not be allowed in designated special communities and neighborhoods. In determining the appropriateness of a proposed development, consideration shall be given to intensity of use (e.g. lot size, unit size, residential composition, **height, bulk**) pedestrian accessibility, open space, economic and social factors, and the cumulative impact that potential development would have on area resources." Clearly the demolition of the historic building and 44 low- and moderate-income residences to be replaced with an overly tall and bulky high-end hotel so out of character with its surroundings cannot be found conforming to the 30253 policy to protect special communities and neighborhoods.

There are several issues affecting this project which will be discussed in attachments to this appeal letter. These include off-street parking arrangements, application of the Mello Act for replacement of demolished low- and moderate-income residences, and the cumulative impact on water supply. There will also be discussion General Plan consistency findings based solely on economic development benefits.

Respectfully submitted,


Ed Davidson

* see attachments.

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

May 13, 2008

Re: Story Poles along First Street at La Bahia

State of California
Coastal Commission
725 Front Street
Santa Cruz, California
Attention: Susan Craig

RECEIVED

MAY 13 2008

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Susan:

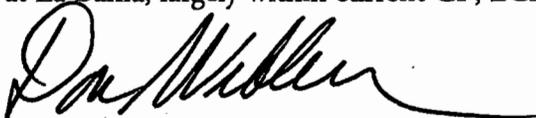
It is encouraging to hear of your concern over some of the potentially negative effects of overbuilding at the La Bahia site. I share your concern. Perhaps I was remiss in not bringing to your attention sooner the correspondence that has transpired over the use of story poles along First Street as a part of the La Bahia project. You will find attached seven letters that outline the story pole saga so far. You are most welcome to join this exchange of ideas.

Along with labor leaders and other community actors, I have met with most of the city council individually about story poles. City leaders remain non-committal at best. It is after all a rocking of the boat, and no one wants to risk being accused later of being the one who pulled the trigger that doomed the La Bahia project. Some are still smarting from the Coast Hotel adventure.

Anyway the public hearings at both the planning and historic preservation commissions have been scheduled, and no doubt the public comment period on the EIR will expire, without any action by the city in the direction of using story poles. The whole point of story poles is to inform the public *before* public hearings.

It is instructive that in the developer's public meeting last week, their new and improved Powerpoint presentation contained not one word about story poles, notwithstanding a slide entitled Community Concerns. That tracks with the fact that the words "Beach Hill" appear in the RDEIR only three times (and two of those are essentially footnotes). And even when Beach Hill is finally mentioned, the EIR denies that Swenson's project is actually "on" Beach Hill, rather that it is "below" Beach Hill. The exact language used is that "*The project site is located below the Beach Hill neighborhood.*" (Section 4, page 4-17).

I commend you for taking an interest on behalf of the public in this matter, and all of the thirty eight people who signed our original petition for story poles would appreciate any action that the Coastal Commission might take to hasten the day that a community-friendly hotel is designed and developed at La Bahia, largely within current GP, LCP, and zoning law. Story poles would be a start. Thanks.



Don Webber
218 First Street

attach: copies of story pole correspondence

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Summary of Story Pole Correspondence

1. On September 12, 2007, thirty eight Beach Hill neighbors submitted a written request to Barry Swenson Builder for story poles to be erected along First Street where Swenson intends to construct a seven story hotel on Beach Hill at the back of the La Bahia site.
2. After six weeks of no response, I submitted a written request to the City Council at their regular meeting on October 23, 2007, asking them to encourage Swenson to make use of story poles at La Bahia. I believe that Ryan Coonerty asked the developer to respond to my request.
3. Barry Swenson Builder's vice-president, Jesse Nickell III, responded to me by letter dated October 31, 2007, rejecting story poles as being infeasible without further explanation.
4. After the winter holidays, on January 15, 2008, I wrote to Mayor Coonerty again requesting him to encourage Swenson to respond positively to our request for story poles at La Bahia before the next round of public hearings.
5. The city planning department's principal planner, Eric Marlatt, responded to me by letter dated February 12, 2008, explaining that our city planners reject story poles in favor of reliance on the developer's computer-generated simulations.
6. On March 5, 2008, I submitted another letter to Mayor Coonerty and the city council, this time signed by five other labor and community leaders, questioning the reasoning of the city planning department and again requesting that story poles be erected before public hearing are scheduled on the matter of La Bahia.
7. On April 22, 2008, I submitted another letter to Mayor Coonerty and the city council explaining that I had located suitable self-supporting towers for sale on Ebay, and I included a cost estimate for installing eight such poles in what I would consider a minimum application.

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

September 12, 2007

Barry Swenson Builder
5300 Soquel Avenue
Santa Cruz CA 95062
Attention: Jesse Nickell

Re: Story Poles at La Bahia Hotel

Dear Jesse:

In response to your current proposal for a hotel at La Bahia, several members of the public requested that story poles (or tethered balloons) be installed along the First Street frontage where the proposed hotel meets the residential neighborhood. These were thoughtful requests made by informed citizens, and they suggest a simple way for the public to visualize the height and scale of your proposal in context. Story poles need be installed only for the proposed buildings on the north half of the La Bahia parcel (the corner tower blocks and connector).

Story poles, as you know, generally consist of white plastic pipe or wood with orange meshing or yellow tape to indicate the height and location of the corners and ridges of proposed buildings. Story poles help planners, neighbors, and interested members of the public visualize the height and size of proposed projects.

Opinions vary as to the appropriateness of the scale of your proposed construction. Some people agree with you that the project is a good fit in the beach area; others see it as significantly out of scale with the adjoining neighborhood. Story poles will allow proponents and opponents alike the opportunity to see the actual outlines of your proposal on the site. They are relatively inexpensive to install and far more informative than the computer simulations you currently use and that so few members of the public ever see.

Before the next draft EIR and another round of public hearings arrive, you have ample time to make use of this simple and beneficial tool. We hope that you would be sensitive to the concerns of residents and seek to show faithfully what the proposed construction will look like in its context, so that issues of views, sunlight, and the scale of this proposal may be openly judged with full information.

We hope you agree that the community deserves to "see" the proposed development from a variety of viewpoints through the use of story poles. Please confer with the principals and contact Don Webber with your decision.

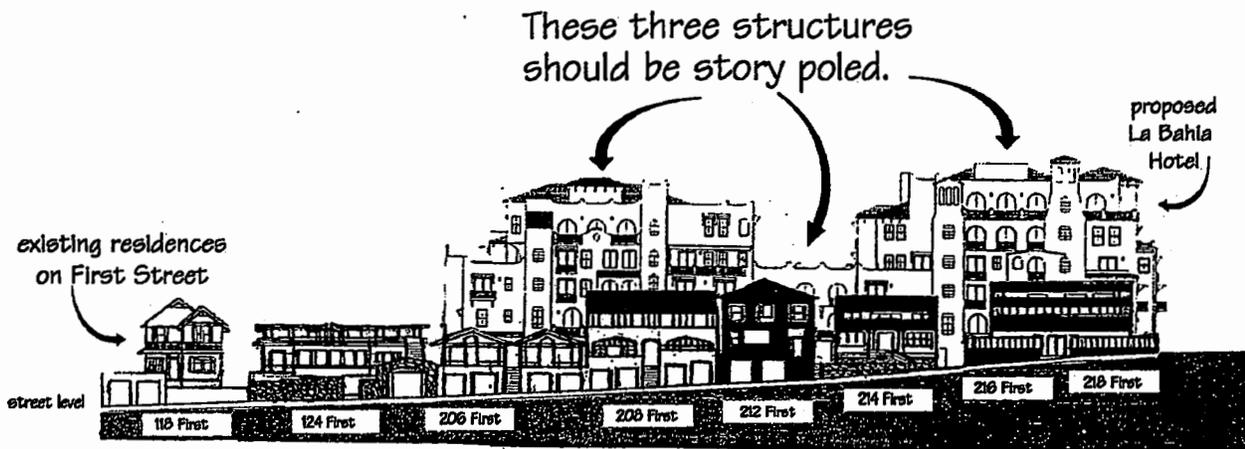
Thank you.

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(page 58 of 76 pages)

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MAY 13 2008

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA



We hope you take this opportunity to provide a valuable public service. Thank you.

Very truly yours,

Don Wickber
signature

219 First St.
address

[Signature]
signature

218 First Street
address

Cliff Wanner
signature

911 Third St.
address

Debbie Jelten
signature

103 Younger Way
address

Kwercy Wolfe
signature

321 Second St.
address

[Signature]
signature

300 Main St.
address

Peter H. Weller
signature

265 Main St.
address

Karilyn Carter
signature

526 2nd St.
address

Juan Colon

508 2nd Street

Signature
Gary Roberts

Signature
Marla Colli

Signature
David Colli

Signature
Amy Sargin

Signature
Aaron Stein

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Michael C. Cuzzoc

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Mike Keltner

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MaryLee Lincoln

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Cara Orte

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Jan Buring

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Dick K. Williams

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Thomas Ferris

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Address
214 First St.

Address
212 First St.

Address
212 First St.

Address
203 First St.

Address
399 Beach St.

Address
214 First St Santa Cruz

Address
214 First St Apt 19

Address
175-14th Ave, Santa Cruz, Ca

Address
206 FIRST ST. #11 SANTA CRUZ CA

Address
206 First St Apt 11 Santa Cruz

Address
214 1st St Santa Cruz CA

Address
206 FIRST ST. #7 SANTA CRUZ

Address
206 1st St 11

Address
124 1st Street Apt 7 Santa Cruz Ca 95060

Address
2031 Jose Ave Santa Cruz 95062

Address
208 First #5 Santa Cruz CA 95060

Address
208 1st #1 Santa Cruz CA

Address
124 FIRST 3# SANTA CRUZ

Address
129 FIRST 3# SANTA CRUZ

Address
[Handwritten]

Paul [Signature] (Paul Dellosso)
signature

241 Main Street, SC
address

Man Dellosso
signature

241 Main Street, SC
address

Catherine P. [Signature]
signature

251 Main Street, SC
address

Dexter [Signature]
signature

525 2nd St. S.C.
address

Alan [Signature]
signature

526 Second St.
address

Flora Anecito
signature

526 Second St.
address

Gene Smith
signature

526 2ND ST.
address

[Signature]
signature

321 2ND ST #10
address

[Signature]
signature

417 2nd St. #10
address

[Signature]
signature

310 Main Street
address

Jay Hall
signature

address

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

October 23, 2007

Re: STORY POLES and the La Bahia Hotel Proposal

City Council of Santa Cruz
Planning and Community Development Department

Since the publication of the first EIR last summer, thoughtful members of the public (including at least one public official) have requested that "story poles" be installed along the First Street frontage where the proposed La Bahia hotel meets the residential neighborhood of Beach Hill. Story poles generally consist of white plastic pipe or wood with orange meshing or yellow tape to indicate the height and location of the corners and ridges of proposed buildings. Story poles are used throughout California to help planners, neighbors, and members of the public view the size and placement of proposed developments in their actual context. As a visual aid, story poles are far superior to the PowerPoint presentations that the developer and City staff currently use. Local jurisdictions that require story poles include the cities of Carmel, Half Moon Bay, Hillsborough, Lafayette, Los Altos Hills, Los Gatos, Menlo Park, Monterey, Novato, Orinda, Piedmont, Portola Valley, San Leandro, and the County of Santa Clara.

Of course the people of Santa Cruz deserve to "see" this development in context. It will be visible from so many public viewpoints, and its height and mass will have a significant impact on the views and solar access of neighboring homes, and more broadly on Beach Hill and the entire beach area. I have talked to many people from all over Santa Cruz, and whatever they may think of Swenson's proposal, they are near unanimous in their belief that story poles would be of immense help in visualizing the effect that it will have on the beach area. They understand that story poles provide a relatively inexpensive way to show faithfully what proposed construction will look like in its context.

On September 12, 2007, some 38 Beach Hill residents, including both proponents and opponents of the Swenson proposal, signed and delivered a letter to Barry Swenson Builder requesting that he undertake to erect story poles along First Street. A copy is attached.

That was six weeks ago. Thus far there has been no response from Swenson. Therefore, would you please use your good offices to encourage the developer to make use of this simple and inexpensive tool, of such obvious benefit to the public, so that issues of views, sunlight, and the scale of this proposal may be openly judged with full information before the next round of public hearings. Thank you.

Sincerely,



Don Webber
218 First Street

BARRY SWENSON

BUILDER

October 31, 2007

Don Webber
218 First Street
Santa Cruz, CA 95060

RE: Story Poles at La Bahia Hotel

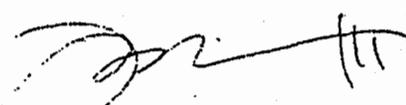
Dear Don,

This letter is in response to your current request for story poles (or tethered balloons) for a hotel at La Bahia. At this time, we will not be able to full fill your request. I agree that the request for this was thoughtful and was made by informed citizens. We have been out in the neighborhood educating them through many community meetings over the last four years. Although this suggestion may be a simple way for the public to visualize the height and scale for our project, story poles installed for the proposed buildings on the north half of the La Bahia parcel with the white plastic pipe or wood with orange meshing or yellow tape is not feasible.

We could tether helium balloons at the corners although this solution has its own problems. It is our opinion the balloons would be more distorted than representational of the actual building. As per you concern regarding shadows and light voiced at neighborhood meetings, attached are the Shadow studies done by DES Architect and Engineers on the best and worse case Shadowing at the extreme times of the year, please look them and share them with the Neighbors.

We will be up on Beach hill with the neighbor Association in the near future for another Neighborhood meeting.

Sincerely,



Jesse L. Nickell III
Vice President
Barry Swenson Builder

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Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

January 15, 2008

Re: STORY POLES and the La Bahia Hotel Proposal

Dear Mayor Coonerty:

Thank you for encouraging Swenson to respond to Beach Hill residents' request that "story poles" be installed where the proposed La Bahia hotel meets our homes. Mr. Nickell did in fact respond after your encouragement. Attached is his response. Alas, he concludes with no explanation that story poles are "infeasible" and that tethered balloons would be "distorted." I understand why Swenson does not want to erect story poles, but his claim of infeasibility is plainly incorrect. But does anyone in city officialdom care? Ultimately, it will be up to you or other councilmembers to instruct planning staff to pursue this path. In urging you to do so, I submit two salient facts.

1. Story poles are in fact a tool designed to assist city officials, planners, and decisionmakers to more clearly envision what they are being asked to approve. Of course many members of the public will also be able to better assess the visual effects of the proposed construction, but it is to city planners, and planning commissioners, and councilmembers that such a tool is of primary benefit. How can anyone charged with making such important decisions for the benefit of all of the public reasonably reject a tool of such obvious benefit? Similarly charged, most people would welcome such a tool.
2. All of the many jurisdictions that use story poles insist that they be erected *before and during* public hearings. That's why I began asking back in September. There was ample time (and there still is enough time) to place them before the next round of hearings. But *now* is the time to set it in motion; not *at* the public hearings, but *before* the public hearings.

The size, scope, and location of this project make it uniquely important. It will be visible from so many public viewpoints, and its height and mass will have a significant impact on the views and solar access of neighboring homes, and more broadly on Beach Hill and the entire beach area. Whatever Santa Cruzans may think of Swenson's proposal, in my experience they are near unanimous in their belief that story poles would be of immense help in visualizing the effect that it will have on the beach area. Who (besides Swenson) doesn't want to see a simple but faithful representation of the proposed construction in context?

Once again, therefore, I ask you to use your good offices to encourage the developer to make use of this simple and inexpensive tool. It will be of great benefit to planning staff and commissioners, and to councilmembers, as well as to the public. Then issues of views, sunlight, and the scale of this proposal may be openly judged with full information before and during the next round of public hearings. Thank you again.

Sincerely,



Don Webber
218 First Street

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ZONING/PERMIT PROCESSING
831/420-5100 • FAX 831/420-5101
INSPECTION SERVICES
831/420-5120 • FAX 831/420-5101



COMPREHENSIVE PLANNING,
HOUSING AND
COMMUNITY DEVELOPMENT
831/420-6250 • FAX 831/420-6458

PLANNING DEPARTMENT

809 Center Street • Room 206 • Santa Cruz, CA 95060 • cityplan@ci.santa-cruz.ca.us
ALEX KHOURY, INTERIM DIRECTOR

February 12, 2008

Don Webber
218 First Street
Santa Cruz, CA 95060

SUBJECT: STORY POLES FOR THE LA BAHIA PROJECT (APPLICATION NO 06-004)

Dear Mr. Webber:

Planning Staff is in receipt of your letter to the Mayor of January 15, 2008 regarding the above-referenced issue. The purpose of this correspondence is to provide you with an explanation of our department's position on this matter.

Quite frankly, use of story poles was something we considered for this project early on in the process. You are correct in your assertion that other jurisdictions use story poles as a tool for assessing visual impacts. I've personally worked in a couple of these jurisdictions. It's been my experience that these story poles are used primarily for buildings such as single-family residences, which are about 30 feet in height. In contrast, if this technique were used for the La Bahia project, some of the story poles would reach heights of 65 feet. Poles reaching this height in this location would pose liability hazards, not to mention likely targets of vandalism. Story poles are also somewhat misleading in that they don't fully convey an accurate sense of a project's massing. Over the past decade, technology has evolved to the point where visual simulations are a more effective means of evaluating a project's visual impacts. As you are aware, the applicant has provided visual simulations for the La Bahia project. The consultant preparing the environmental impact report is independently reviewing those to ensure they accurately depict the project.

Thank you for your continued interest and involvement in this project. If you have any questions, I can be reached at (831) 420-5115.

Sincerely,

ERIC MARLATT
Principal Planner

cc: Mayor and City Council
Alex Khoury, Interim Director
Don Lauritson, Senior Planner
Jesse Nickell III, Barry Swenson Builder

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(page 65 of 76 pages)

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

March 5, 2008

RE: Story Poles for the La Bahia Project (App 06-004)

Mayor Coonerty and Members of Council
809 Center Street
Santa Cruz CA 95060

Ryan,

Thank you for directing my January 15 request for story poles at La Bahia to our planning department. Eric Marlatt did in fact respond to me by letter dated February 12, a copy of which is attached for your reference. Please take the time to review it.

Absent a city policy on story poles, the views of the planning department, a lead agency in this development, are important. While I appreciate Mr. Marlatt's response and respect his experience, his stated reasons for rejecting the use of story poles at La Bahia are unconvincing. Ironically, they seem to suggest that the proposed construction is too tall for story poles.

In response to the planning department's explanation:

1. It is precisely *because* this project is so big and tall in relation to the adjoining neighborhood that story poles are necessary. Our planning department should be looking for ways that enable more Santa Cruzans to understand the scope of the proposed construction so they can make informed judgments about its impact on the beach area. It is absurd for the city to take a position that this project is too tall for the use of a tool designed to demonstrate to the public just how tall it is.
2. What specific "liability hazards" do we face by erecting story poles on First Street? Properly constructed story poles don't present any particular hazard different from any other construction. Surely the developer and planning department can conceive of a story pole construction that won't fall down.
3. The planning department's contention that "story poles are somewhat misleading in that they don't fully convey an accurate sense of a project's massing" is nonsense. Story poles are designed specifically for demonstrating the height and placement of proposed construction. They provide a full-scale, three-dimensional outline of the proposed construction, accurately positioned on the site, enabling all of us to see it in context with its surroundings. It's not the story poles that are misleading.
4. The planners are content to rely on computer simulations alone, contending that they are "a more effective means of evaluating a project's visual impacts." For some purposes, maybe. But story poles provide an opportunity to walk up to and around a full-scale three-dimensional representation of proposed construction in the actual context of the building site. They provide a more valuable kind of information about a project than a computer screen does - no matter how sophisticated the software. The superior, visceral

quality of the information gained by means of story poles should be evident to anyone who has ever seen them.

5. Finally, very many more Santa Cruzans will see the story poles than will ever see the Powerpoint show. It is cynical to suggest if they were *really* interested in the La Bahia, members of the public would make more of an effort to attend meetings to view computer simulations. Does the public bear all of that burden? Don't city leaders have some responsibility to take reasonable steps to inform a great many citizens about important proposals like La Bahia? Rather than fuss about vandalism, shouldn't our planners provide the public this great opportunity to appreciate and understand the scope of the La Bahia proposal? Routine in many California cities, extremely informative, relatively inexpensive, story poles are a reasonable step to take for this project.

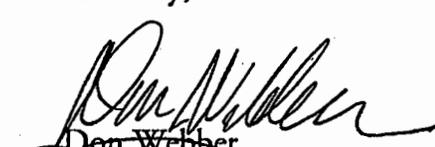
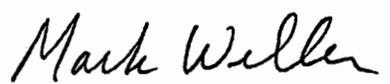
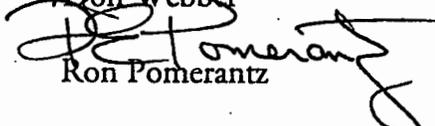
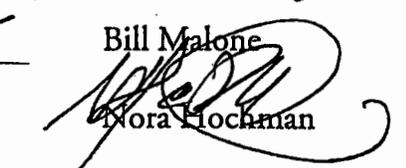
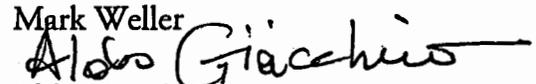
When 38 Beach Hill neighbors first suggested story poles for this project last year, we thought it a reasonable and not particularly extraordinary request. When Mr. Swenson resisted, we assumed that one or more members of the city council would request, or insist if need be, that the planning department arrange for the developer to erect the poles along First Street as a part of proceeding with a project.

If the request is extraordinary, then it is made so by the extraordinariness of the construction Mr. Swenson proposes. As you know, it will require a substantial amending of the height limits in effect on Beach Hill. That alone makes it extraordinary. It's height and mass will impose significant impacts on Beach Hill and the surrounding area in terms of the quality of the lives of the people who live nearby, on private and on public views, and on solar access. Story poles will help all of us make better informed judgments about it.

Neither Mr. Swenson's claim of infeasibility nor the planning department's explanations have dissuaded me that story poles should be erected to show the public the height and placement of the buildings proposed along First Street. Therefore, on behalf of those who made the original request, and of the community at large, the undersigned respectfully ask members of the city council to arrange for story poles to be erected along First Street before further public hearings are scheduled in the matter of Application No. 06-004.

Together we can make a community-friendly hotel development at La Bahia.

Sincerely,

 Don Webber	 Bill Malone	 Mark Weller
 Ron Pomerantz	 Nora Hochman	 Aldo Giacchino

cc: Planning Department, Barry Swenson Builder

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

April 22, 2008

Re: Story Pole Construction at La Bahia

Mayor Coonerty and members of city council:

In our meetings some of you have expressed concern over the cost and feasibility of story pole construction over 70 feet in height.

Here is a brief cost estimate for construction of story poles along First Street at the La Bahia site. I believe that eight such poles would suffice. Because of the extraordinary height of the proposed construction, special self-supporting towers are required.

I have located such self-supporting towers (72-feet in height) on E-Bay, see item number: 160199085283. There are ten available at a cost of \$1650 each.

They will require a substantial concrete footing. For purposes of this rough estimate, let's say it costs another \$1650 to set each pole.

That's a total of \$26,400 ($\$1650 \times 8 \times 2$).

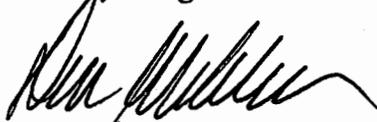
Not an insignificant sum, but considering Mr. Swenson's estimate of over \$29 million in hard construction costs, it's an insignificant percentage—less than a tenth of one percent.

On behalf of the thirty eight Beach Hill neighbors who signed the original petition requesting Mr. Swenson to construct story poles, I again ask you to use your offices to arrange for such construction before public hearings are scheduled on this matter.

There is still time. It is not infeasible. It is not costly. It will be of great benefit to the public understanding of the height and mass of the proposed construction.

Attached is a diagram of the suggested placement of poles and netting along First Street.

Thank you again.



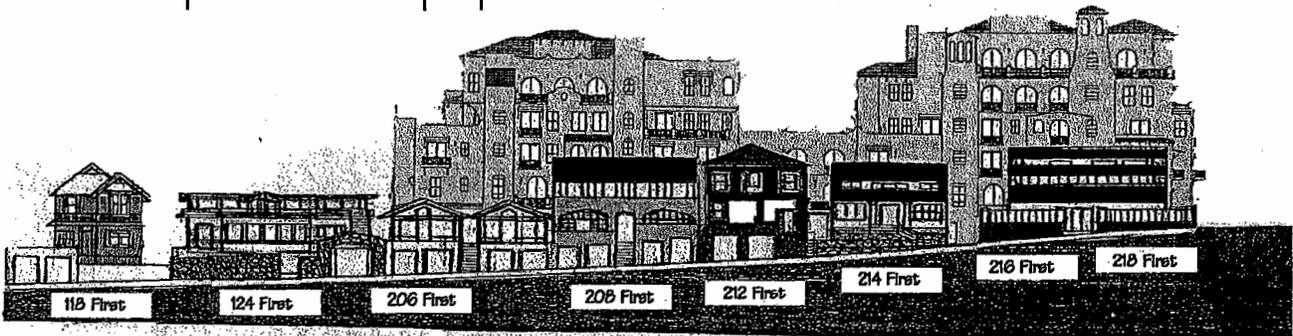
Don Webber
218 First Street

Proposed Story Pole Construction along First Street at La Bahia site

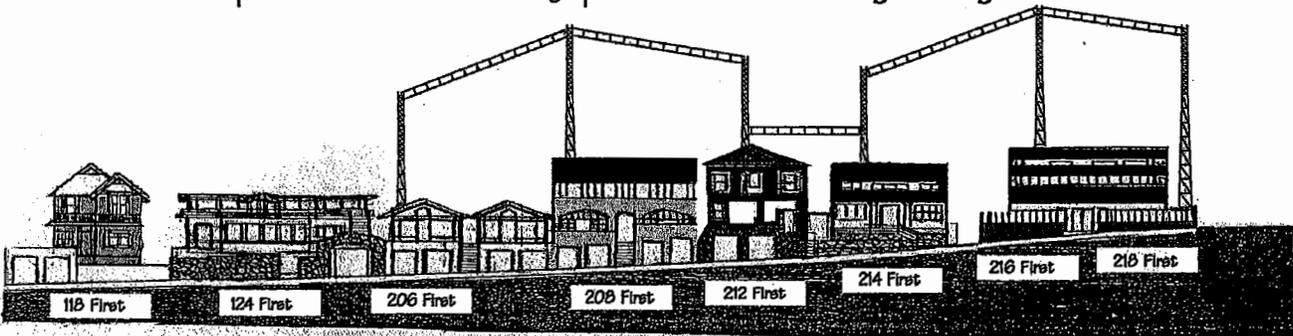
This is a profile of the existing homes on First Street.



This is a profile of the proposed construction on First Street.



This is the placement of story poles and netting along First Street.



Note: Additional netting would connect from each corner pole to two additional poles; one along Westbrook and one along Main. Eight poles in all.

Don Webber

218 First Street Santa Cruz CA 95060

831-425-8100

donwebber@cruzio.com

May 12, 2008

Re: Coastal Commission Comments on La Bahia RDEIR (due May 28, 2008)

State of California
Coastal Commission
725 Front Street
Santa Cruz, California
Attention: Susan Craig

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MAY 13 2008

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Susan:

Please review the Scenic Views and Resources findings in the City's REVISED INITIAL STUDY / ENVIRONMENTAL CHECKLIST, signed on November 27, 2007, included as APPENDIX A of the La Bahia RDEIR. These findings are in Section VI of Appendix A, entitled EXPLANATION OF ENVIRONMENTAL CHECKLIST RESPONSES.

Since these explanations are the basis for the EIR's analysis of how the proposed La Bahia project will affect our local scenic views and resources, it is important to base them on fact, not fiction.

The EIR dismisses the value of the public views of Monterey Bay from First Street because "existing buildings, topography, and trees on the La Bahia site block views to the ocean from First Street except for a limited view at the corner of First and Main." (Appendix A Section VI, page 16)

This statement is false and misleading. There is in fact a wide and substantial public view of the bay, the beach, and the wharf from the corner of First and Main. Naturally the view is not completely unobstructed, but existing buildings do not block the public ocean view substantially.

Most prominently, the La Bahia bell tower, itself a scenic resource, actually enhances and compliments the ocean and beach view from First Street near Main. The buildings are part of the ocean view. It is unacceptable that the same bell tower is seen as a valuable historic resource in one section of the EIR, but a mere obstruction in the Scenic Views and Resources section. Moreover, the topography favors public ocean and beach views from First Street since First and Main is atop Beach Hill and overlooks both the La Bahia property and the bay. Finally, at the time this Initial Study was signed off last November, there were no trees blocking the ocean view from First Street; all large trees had been previously removed.

The City's findings lead the public to believe that there are no valuable scenic public views of Monterey Bay from First Street. That is plainly wrong, as a simple visit to the site will make clear. The disinterested observer will see a relatively unobstructed public view of the bay, the beach, the bell tower, and the wharf. And it's not limited to the corner. Further down First Street the public view includes a clear view of West Cliff Drive as well. (See attached photos)

I invite the Coastal Commission to make an independent site visit to the corner of First and Main Streets to verify the existence and confirm the value of these public views. I believe the Commission should review and challenge the language in the Revised Initial Study and the conclusions of the EIR based thereon. How else will the public be informed correctly as to the nature of the public scenic views and resources from above the La Bahia property?

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Here is the pertinent language from Section VI of the City's Revised Initial Study
APPENDIX A, page 16

"1. AESTHETICS

(a-b) Scenic Views and Resources.

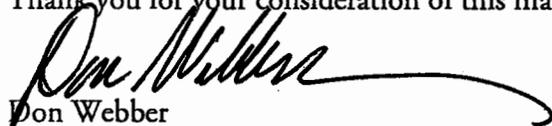
The project site is located in a developed, urbanized area of the City, within the "Beach Commercial" subarea of the Beach/South of Laurel Area Plan planning area. The visual character of the Beach Commercial subarea is dominated by the Boardwalk and other visitor-serving commercial development along Beach Street. Views along Beach Street in the project vicinity consist of a variety of buildings of mixed architectural styles and age on the north side of Beach Street and the Wharf, Monterey Bay and Boardwalk on the south side of Beach Street.

There are no designated public viewpoints to, through or from the La Bahia site as identified in the City's General Plan (Map CD-3) or in the Beach/South of Laurel (BSOL) Plan. The site is visible from the Main Beach, the Wharf and portions of West Cliff Drive. A cluster of acacia trees in the central portion of the site is visible from neighboring properties and from portions of the beach and wharf, but isn't a prominent scenic feature in the area. The prominent scenic features from these areas are the bay, beach and Boardwalk. From the beach, Wharf and West Cliff Drive, the primary visual feature is foreground views of the bay and beach and distant views of the Santa Cruz Mountains. From these points, the onsite trees are not a prominent visual feature.

Views of the bay and Wharf are provided down Westbrook and Main Streets for motorists, bicyclists and pedestrians traveling toward Beach Street. The B/SOL Plan EIR identified views of the ocean along First Street, but a site visit conducted for this Initial Study revealed that existing buildings, topography, and trees on the La Bahia site block views to the ocean from First Street except for a limited view at the corner of First and Main. At this location, the Wharf and part of the ocean are visible. Additionally, a narrow bay view is available from the corner of First and Cliff. Although the currently proposed project is less than half the size and intensity (120 rooms) of the La Bahia project that was analyzed in the B/SOL Plan EIR (300 rooms), the currently proposed project has a different layout and increased building heights than evaluated in the B/SOL Plan EIR. Therefore, project impacts upon scenic views should be reviewed as a part of the EIR analysis.

The proposed project will result in removal of existing trees in the central portion of the site. As described above, the trees are not considered a prominent scenic feature from most public viewpoints, and thus, removal is not considered a significant aesthetic impact. See section 4— Biological Resources, below for further discussion of heritage tree removal impacts."

Thank you for your consideration of this matter.

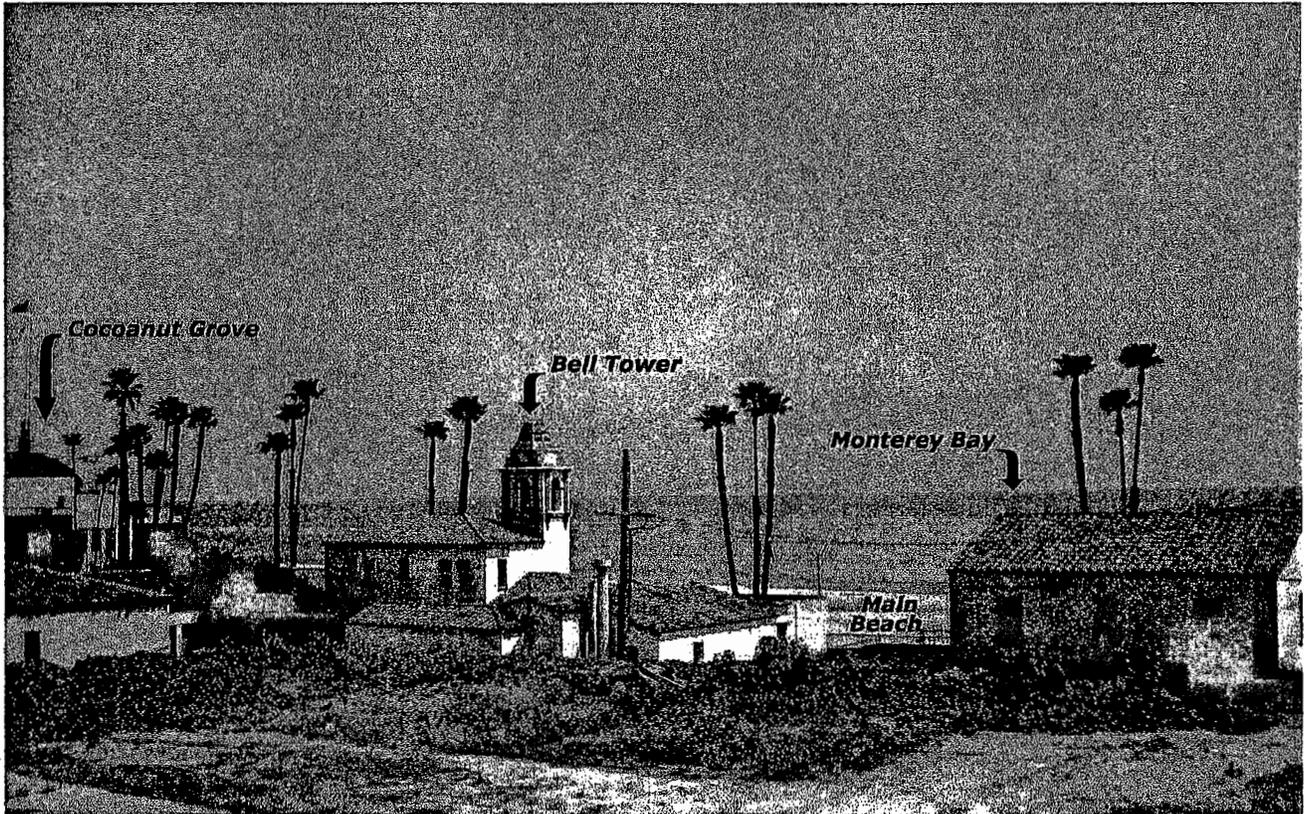


Don Webber
218 First Street

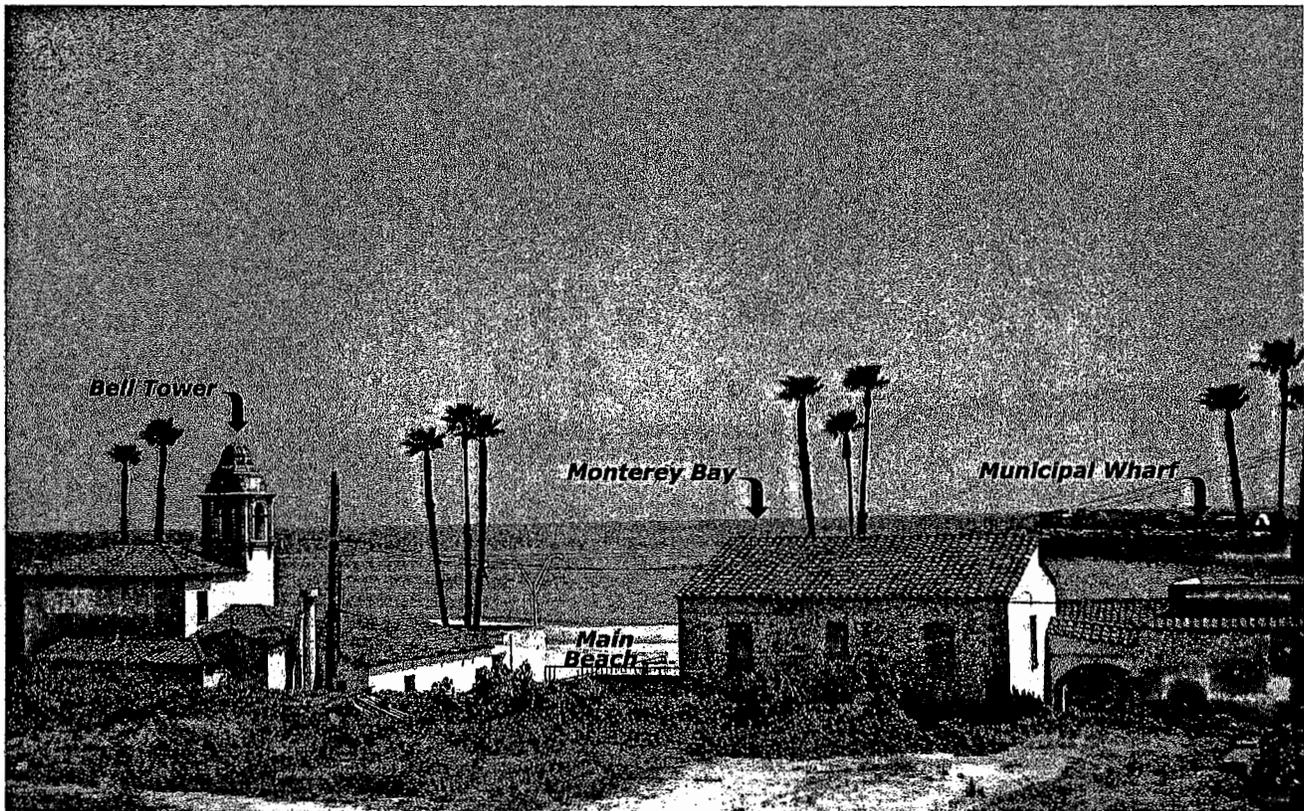
attach: photos of scenic public views from First Street

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Existing Views from Viewpoint E (corner of First & Main)

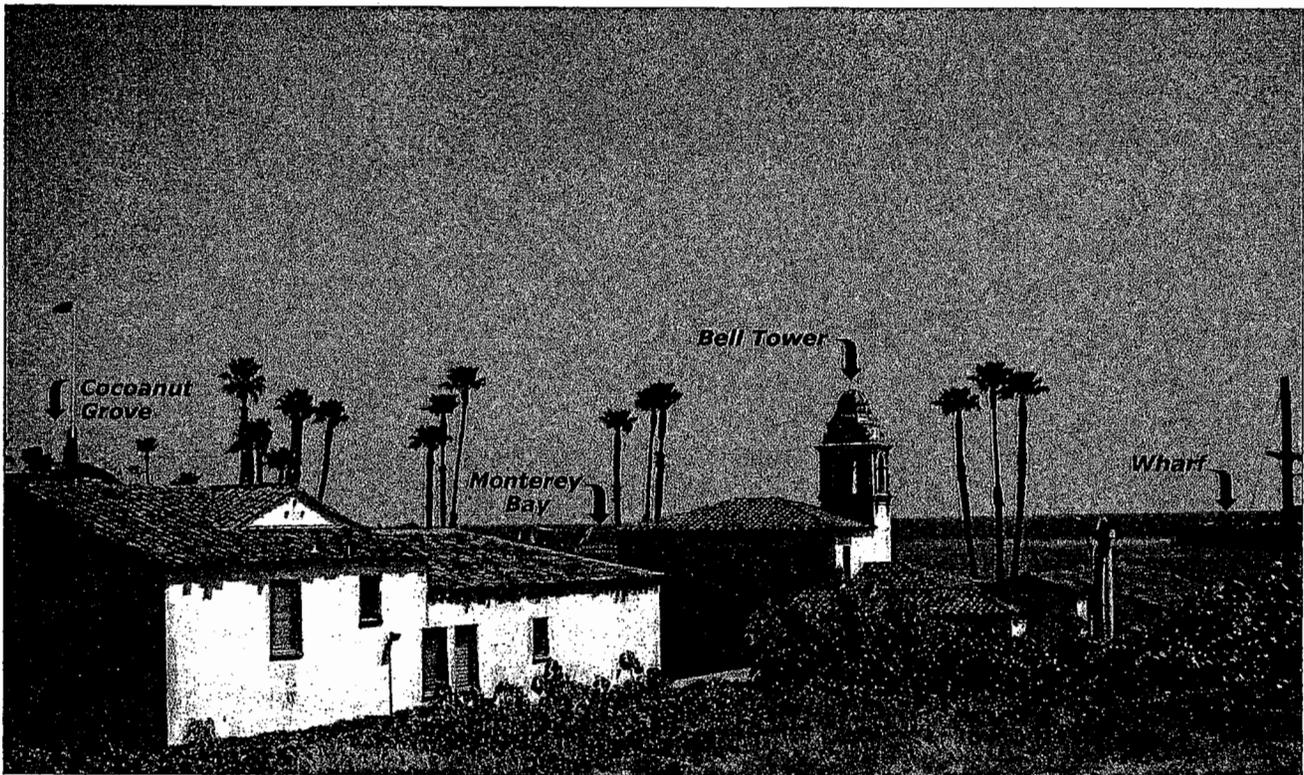


These are street level views of the Cocoanut Grove, the La Bahia bell tower, the Monterey Bay, Santa Cruz Main Beach, and the Municipal Wharf.



Photos taken on May 6, 2008, from the corner of First & Main Streets (Don Webber)

Existing Views from First Street 75 feet east from the Main Street corner



These are street level views of the Coconut Grove, the La Bahla bell tower, the Monterey Bay, the Municipal Wharf, West Cliff Drive, and the Casa Blanca Motel.



Photos taken on May 6, 2008, on First Street, 75 feet east from the corner of First and Main Streets (Don Webber)

Edward J. Davidson

200 Button Street #15
Santa Cruz, CA 95060
TEL/FAX 831 423-9294
June 27, 2007

Subject: La Bahia Hotel

Honorable Planning Commissioners:

I was unhappy with last Thursday's "Informational" Public Hearings on La Bahia Hotel. There were at least a dozen public hearings for which the public was given three minutes to address the Commission. This allows less than 15 seconds per item. I suggested that bifurcated hearings be held in September when these items return. One hearing would cover the planning and zoning issues with the second hearing for the project itself.

I believe the two sets of issues should be seen in sequence rather than concurrently. In theory, the proposed building could not be considered under the zoning and planning regulations. The same bifurcation should apply to the City Council and Coastal Commission. The following is my suggested grouping of the issues:

Environmental Impact Report

General Plan (B/SOL Area Plan) Amendment,
Local Coastal Plan Amendment,
Zoning Ordinance Amendment (Overlay zone text and zoning map amendment applying
the new overlay zone),

Historic Demolition Permit, and
Historic Building Survey Deletion.

A subsequent hearing would consider the following:

Design Permit,
Planned Development Permit,
Special Use Permit,
Coastal Permit,
Tentative Subdivision Map,
Residential Demolition Authorization Permit (With Mello Act consideration for
replacement of low- and moderate-income housing in the Coastal Zone), and,
Development Agreement.

There is no question that the tower height will be the focus of public comments on the project. I am more concerned with the integrity of the Beach and South of Laurel Area Plan. As with the West Coast Pacific Hotel, this project requires amending the B/SOL Plan and Zoning Ordinance to alter the height limits and design guidelines applicable to all properties within the planning area. The implications for the 7-acre Main Beach parking lot's future development as well as all Beach Hill properties would defeat many

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COASTAL COMMISSION
CENTRAL COAST AREA

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of the basic design purposes of the Plan. Ad hoc height allowances are inimical to sound planning practices.

Although peripheral to the project at hand, I offer some thoughts on issues affecting the long term planning for the beach area, something to ponder during the summer. I note that only two Councilmembers remain from the B/SOL planning process a decade ago and some of the concerns from that time may be overlooked.

An expanded La Bahia site had been the prime site for a conference hotel as the Plan evolved. I supported a 300-room hotel while the organized opposition pressed for a smaller facility. A tentative proposal for a 300-room hotel was reduced to 250-rooms by the Council before the project was dropped. I had argued that 300 rooms were needed to maximize revenue during peak periods to carry it through the off-season slack period. The current project is half the size envisioned by the Plan

The proposed high-end time-share condominium hotel is not likely to attract the large events that would help fill other Beach Area hotels. Fewer guests would have fewer benefits for Beach Area or Downtown restaurants or retailers. Further, the hotel appears to be in direct competition with high-end conference facilities including Chaminade, the Seascape Resort, the Monterey Convention Center, and Hyatt Resort. The niche for serving a wide range of groups and budgets remains unfilled.

I don't question the marketing strategy for the project: it is the developer who assumes all the risk for his investment. But the Coastal Act contains policies to protect and provide access to the coast for all Californians. PRC Section 30213 "Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided." The beach area has the desired mix of motel prices, however, since passage of the B/SOL Plan, only high-end motels have been developed (along with expensive condos).

Another form of lower cost visitor facilities is tent camping. The seven square mile Wilder Ranch was purchased by the State to include much needed camping opportunities between San Francisco and Big Sur. Three camping sites were identified in the Master Plan yet they remain undeveloped thirty years later.

The Coastal Act of 1976 required a 100% replacement of low- and moderate-income housing in the coastal zone. The Mello Act replaced that provision with separate requirements which exempted projects of fewer than ten units, destroyed by disaster, etc. Whether \$750,000 condos are credited for demolition of middle-income rentals is an open question. Remaining language in the Coastal act is in Section 30252, "New development shall . . . (5) shall protect special communities and neighborhoods which . . . are popular visitor destination points." Our beach area should not become an exclusively high-end area.

Respectfully submitted,

Ed Davidson

Edward J. Davidson

200 Button Street #15
Santa Cruz, CA 95060
TEL/FAX 831 423-9294

December 11, 2005

Subject: La Bahia Height Ordinance Amendment

Agenda Item #20

Dear Councilmembers, Planning Commissioners,
and Planning Staff,

The definition of "height" can be tricky in the Coastal Zone. In Sonoma County we had three different definitions. The Sea Ranch definition was by court order, Bodega Bay had an Area Plan's special definition, the remainder of the County was per certified LCP. The most common definition is based on average natural grade (ANG).

For the La Bahia site, the ANG might be calculated something like this: (Elevations stated are my assumption.) If the two corners on Beach Street are at 0.0 elev. and the two corners on First Street are at +6.0 and +10.0 elev., the ANG would be +4.0 elev., six feet below the sidewalk at 1st and Main. From what base is the 55' tower height measured? That definition should apply throughout the zone.

To avoid spot zoning, the Zoning Ordinance Amendment should apply to all properties within the RTC zone. The permitted height should be a horizontal line above the base (ANG?), not parallel to the grade of 1st Street. I suggest that any height bonus be allowed as an average height above the permitted height. This would allow one or two slender towers for the bonus area and be less visually intrusive than a line parallel to the permitted height. At 36' the view is already blocked from the first two stories across the street; a bonus in towers would benefit the neighbors' view.

Respectfully submitted,

Ed Davidson

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AUG 10 2007

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CENTRAL COAST AREA

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