

EX PARTE COMMUNICATIONS

Project: Santa Cruz LCP Amendment 1-09 (La Bahia Site Standards)
Date/time of communication: July 12, 2010 at 10:30 am
Location of communication: La Bahia, 215 Beach Street, Santa Cruz
Type of communication: Site tour

Persons in attendance: Juliana Rebagliati, Mike Ferry, Steve Hammack;
Chris Schneider; Jesse Nickell, Susan McCabe

Person receiving communication: Steve Blank

Detailed description of the communication:

I took a site tour of the La Bahia property with City staff, the applicant, and their representative in which they described the proposed LCPA and associated project. They provided written materials that had previously been provided to staff.

The applicant is requesting an LCP amendment on building height. When I asked why the commission should grant it, 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. I asked what were the community character standards for the boardwalk area and Santa Cruz.

Date: Friday, July 16, 2010

Signature of Commissioner:



Exhibit K (Ex Parte Communication)
STC-1-11
155 pages total

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia Hotel Redevelopment
(County of Santa Cruz)

Date and time of receipt of communication: 5/27/10, 9:00 am

Location of communication: Board of Supervisor's Offices, Santa
Cruz, California

Type of communication: In person meeting

Person(s) initiating communication: Andy Hartmann
Ross Gibson
Bill Malone
Ralph Mayberg
Tim & Ginny Fitzmaurice
Don Webber
Ron Pomerantz

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

This group represents the Build a Better La Bahia Coalition. They emphasized that they are not against the redevelopment of the hotel but have issues with the current plan. They feel that it violates the Coastal Act in four ways:

1. It does not protect public viewsheds. The city only analyzed the views from West Cliff and the Wharf. They did not analyze the view from Main Beach where most people will see the project. The project also completely blocks all views from behind where the neighborhood and public will see only a wall.
2. The Project dominates the surrounding area. All buildings in the area are at a max height of 36'. This project is mostly at 61' or 50' with some features up to 71'. It does not conform to the surrounding area and will lead to other requests to redevelop at this height, thereby completely changing the area.
3. The project completely changes the land forms. The existing building at the site and all other buildings in the area take advantage of the existing coastal terracing. This project will grade 8000 cubic yards of the cliff thereby changing the coastal terrace landform. The project does not reflect the terraces nature of development on this hill.
4. The project destroys one of the unique characteristics of the area. The existing structure should be salvaged and retained, but just the bell tower.

(K)

They also gave me some materials that were previously given to Commission staff. They request that the current LCP be heeded. It was done with a lot of community input and this project represents spot zoning that breaks the community process and the identity of the area. The project replaces low cost housing with a condo-hotel that will not be accessible to low income people. They question the rush on the project as the developer will not be building until 2017 anyway, so any benefit to the local economy is speculative.

The feel that this is a signature issue to this area and sets a very dangerous precedent for coastal resources within the City of Santa Cruz.

Date: 5/27/10 Signature of Commissioner: Maher. St

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(R)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz, Santa Cruz County)

Date and time of receipt of communication: 3/30/10, 2:30 pm

Location of communication: Board of Supervisor's Offices, Santa Cruz, California

Type of communication: In person meeting

Person(s) initiating communication: Tony Madrigal

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

I met with Tony Madrigal of the Santa Cruz City Council. He said that the project should be sent back to the drawing board. It is too large and does not respect the historical values of the community. He does not object to a project on the site but feels that it can be a better project.

Date: 3/30/10 Signature of Commissioner: Mark Stone

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(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: 7/1/11 1:30 pm

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: In-person Meeting

Person(s) initiating communication: Celia Scott
Bill Malone
Andy Hartman
Don Webber
Ron Pomerantz
Ned Van Valkenberg
Ralph Maybach
Ross Gibson

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

I met with the group representing the Build a Better La Bahia coalition. They told me that they had heard that the Coastal staff's recommendation is changing from oppose to support and they do not know why as nothing in the project has changed. They are not happy with the city that appears to have been gaming the Commission by applying for the LCP amendment only to ask for a postponement almost immediately. They feel that the project violates the Coastal Act because it is spot zoning, provides too much bluff form alteration and fails to address the historic nature of the existing building. In fact, I am told, the project was rejected by the City's historic resources commission. They are asking that the Commission reject the project. They also asked about the new commissioners and whether they would be upset by turning this project into a political football.

Date: 7/1/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

(K)

Mr. Webber:

Currently in order to manage the requests for ex parte I am only scheduling dates for after a staff report is out which I can review. I need to have an understanding of the proposal to be able to consider interested parties' concerns. I do not know when that will occur for the August hearing. Also, I have been limiting requests to telephone conferences, so I will be unable to accommodate you in Santa Barbara. I will certainly entertain a request within those parameters as it becomes timely. I suggest you get back in touch with me mid-July.

Thank you for your understanding.

On Tue, Jun 21, 2011 at 1:17 PM, Jana Coastal <zimmerccc@gmail.com> wrote:
Please enter into record. Contains substantive material.

Begin forwarded message:

From: Don Webber <donwebber@cruzio.com>
Date: June 21, 2011 9:12:17 AM PDT
To: zimmerccc@gmail.com
Subject: Request for ex parte meeting on the Santa Cruz LCP Amendment (August)

Dear Ms Zimmer,

Congratulations on your appointment to the CC!

As I watched the Marina Del Rey proceedings last week, I was most impressed by your reasoned contribution to each discussion. I think it fair to say that your fellow commissioners were equally impressed. You clearly demonstrated your understanding of the chapter three standards in the Coastal Act. You are a most welcome addition to the Commission and certain to be a pivotal voice for preserving coastal resources.

Could we please arrange a time to meet to discuss the Santa Cruz LCP amendment application that will be before you at the CCC meeting in Watsonville in August?

I hope to meet with you for perhaps for an hour, and I will come to Santa Barbara at your convenience. If we cannot arrange to meet in Santa Barbara, then perhaps in Watsonville in August, but I'd prefer an earlier meeting.

Normally, I would not take up your time, but this is not a normal application. The proposed LCP amendment applies to only one parcel, and is made necessary because the hotel development that the City approved for that parcel violates the certified LCP. The city submitted its application to the CC in the summer of 2009, withdrew it in 2010, and resubmitted it earlier this year. It was to be heard in March, but the City postponed it until this upcoming meeting in August.

City officials, the developer and other boosters of the project behind this LCP amendment are lobbying the Commission intensely. You will hear plenty from them. I'd like the opportunity to offer you a perspective other than that of city officials and the Chamber of Commerce. I believe you would find it worthwhile to hear from those of us who support the currently certified LCP, who oppose piecemeal spot-zoning as a sure way to eviscerate a LCP, who oppose LCP amendments that are driven by a single

Ⓚ

project, and who believe in preservation of our cultural and historic resources and in coastal development that's visually compatible with the surrounding area.

I look forward to hearing from you about how we might arrange a meeting time and place that is convenient for you. In any event I hope you are able to visit the La Bahia site (without minders) at the main beach area in Santa Cruz before hearing the matter, and that you are able to view the building site from all four corners.

If I can help you in any way, do not hesitate to ask.

Thank you.

Don Webber
donwebber@cruzio.com
[831-425-8100](tel:831-425-8100)

<http://buildabetterlabahia.org/>



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/29/11 Signature of Commissioner: *Mark Stone*

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

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(K)

Mark Stone

From: sansom.robin@gmail.com on behalf of Robin Sansom [robin@robinsansom.com]
Sent: Thursday, March 17, 2011 10:48 AM
To: Mark Stone
Subject: La Bahia

Hello,

I am writing to ask that the Coastal Commission fully considers the positive community and cultural impacts the proposed La Bahia project would have and give these aspects extra weight in your permitting considerations. The boardwalk is the center of our community as far as the outside world is concerned . . . and it is a blight at the moment. The positive ramifications of this project will extend far beyond the neighborhood in which it exists, and will help to restore pride in the broader coastal communities in the region. I believe that visitors and locals will show greater respect for the community and it's fragile environment if projects like this are allowed to move forward to replace crumbling infrastructure with modern buildings that aside from generating revenue will also provide greater efficiency and safety for those using it.

My background is in environmental science and I believe the requests are reasonable given the current status of the site and pose no greater impacts than the existing structures. I do however feel that any impacts should be mitigated for and construction compliance should be monitored carefully.

Best,
Robin Sansom

--
.....
www.robinsansom.com
santa cruz :: california



Mark Stone

From: Ronald Jones [norrone@sbcglobal.net]
Sent: Saturday, March 26, 2011 11:40 AM
To: Mark Stone
Subject: City of Santa Cruz LCP Amendment #STC-1-11 La Bahia Project

Dear Mr. Stone, My name is Ron Jones and my residence is located at 114 Clipper Cove, Santa Cruz, 96062. 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 would vote in favor of the project and I ask that you provide leadership in generating support among other commissioners. Thank you.



Mark Stone

From: Ronald Jones [norron@sbcglobal.net]
Sent: Saturday, March 26, 2011 12:03 PM
To: Mark Stone
Subject: City of Santa Cruz LCP Amendment # STC-1-11 La Bahia Project

Dear Mr. Stone,

Dear Mr. Stone, My name is Noreen Rosellini-Jones and my residence is located at 114 Clipper Cove, Santa Cruz, 96062 and I am a 3rd 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 would vote in favor of the project and I ask that you provide leadership in generating support among other commissioners. Thank you.



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/14/11 Signature of Commissioner: *Mark Stone*

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

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(K)

Mark Stone

From: Carola Barton [carolab@sbcglobal.net]
Sent: Monday, March 14, 2011 2:44 PM
To: Mark Stone
Cc: John Supan
Subject: La Bahia

Dear Mr. Stone,

As a resident of the city and county of Santa Cruz, I would like to express my support of approval for the La Bahia redevelopment project which has been stalled for such a long time. Having a visitor-friendly and attractive facility would greatly enhance our beach area, bring in new tourism revenue, and be nothing but a positive for our community.

I hope we will soon see reconstruction under way.

Best,

Carola Barton

Carola M. Barton
Director of Development
Myelin Repair Foundation
18809 Cox Avenue, Suite 190
Saratoga, CA 95070
Phone: 408.871.2410
Mobile: 831.419.1471
www.myelinrepair.org

The content of this message from the Myelin Repair Foundation is offered for informational purposes only. The information is not provided for the purpose of giving medical advice or recommending specific treatment options. The Myelin Repair Foundation urges you to consult one or more licensed physicians who are trained to diagnose and treat the symptoms of MS and other neurological diseases.



Mark Stone

From: akimboss@aol.com
Sent: Sunday, March 13, 2011 2:43 PM
To: Mark Stone
Subject: New Bahia Hotel

Hello, Mark!

This is the first time I have contacted a Santa Cruz official, but the recent article in the Goodtimes about the proposed New Bahia Hotel suggested the community provide input on the project.

I am retired, my wife & I live in Aptos. I have been going to the Boardwalk since 1947 and still love to do so. I have watched all the changes over the years, and have watched the Bahia deteriorate.

We LOVE the new proposed project which would upgrade the area and create a lot of jobs and wealth for the county.

PLEASE VOTE TO APPROVE THE PROJECT.

Respectfully,

Richard & Marty Kimball



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

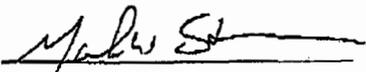
Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/16/11 Signature of Commissioner: 

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(K)

Mark Stone

From: John Supan [jsupan@sbcglobal.net]
Sent: Monday, March 14, 2011 8:28 PM
To: Carola Barton
Cc: Mark Stone
Subject: Re: La Bahia

I completely agree!

John Supan

Sent from my iPhone

On Mar 14, 2011, at 2:43 PM, Carola Barton <carolab@sbcglobal.net> wrote:

Dear Mr. Stone,

As a resident of the city and county of Santa Cruz, I would like to express my support of approval for the La Bahia redevelopment project which has been stalled for such a long time. Having a visitor-friendly and attractive facility would greatly enhance our beach area, bring in new tourism revenue, and be nothing but a positive for our community.

I hope we will soon see reconstruction under way.

Best,

Carola Barton

Carola M. Barton
Director of Development
Myelin Repair Foundation
18809 Cox Avenue, Suite 190
Saratoga, CA 95070
Phone: 408.871.2410
Mobile: 831.419.1471
www.myelinrepair.org

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Mark Stone

From: Gabriella Cafe [gabriellacafe@gmail.com]
Sent: Monday, March 14, 2011 10:03 PM
To: Mark Stone
Subject: Fwd: la bahia

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

From: Gabriella Cafe <gabriellacafe@gmail.com>
Date: Sun, Mar 6, 2011 at 9:05 PM
Subject: la bahia
To: paul@gabriellacafe.com

As a business that has benefitted from a landlord with a vision of architectural preservation i see the La Bahia debate as possibly the last chapter of a story beginning with the earthquake...should we preserve our historic buildings or tear them down and put up larger, potentially more profitable, but certainly less authentic buildings.

My building was built in 1928 by the famous Dr. McPherson of the Sentinel clan. it has its original doors and windows. I moved some walls around. Customers very often ask what it's original purpose was.

Pacific Avenue is lined with large new buildings, possibly five times larger than their predecessors, that are largely empty and certainly lack the character of their predecessors. The building at the corner of Pacific and Church took almost 20 years to build, sits empty. What other coast community would have tolerated such a vacant lot on their main street? The very prime lot across from the post office still sits empty. What Central Valley community would tolerate that?

I recently had lunch at Chateau Marmont in Hollywood, someone else was buying, this the location of the quintessential Hollywood movie "Somewhere," which place owes everything to the fact that it has been preserved down to the doorknobs.

Preservation means preservation. If a large beachfront hotel can be profitable (look what pros like Chip Connolly can do with the Deam Inn or the owners of the very authentic looking West Cliff Inn, the Victorian across the street) build one on one of the many lots down there occupied by cheap fifties buildings or vacant lots. The Marmont shows the preservation can be also profitable. Make La Bahia the most carefully preserved and the most exclusive hotel in town.

PAUL COCKING
GABRIELLA CAFE
910 CEDAR ST
SANTA CRUZ, CA. 95060
831.457.1677



Mark Stone

From: Joel Avila [berkeleyllc@msn.com]
Sent: Wednesday, March 16, 2011 11:31 AM
To: Mark Stone
Subject: re: La Bahia comments

Mr. Stone:

I've lived in Santa Cruz since 1987, and am self-employed. I understand the economic benefits of the La Bahia Hotel proposal, and strongly support a remodel of this property. However, I am deeply concerned about the height amendment required for the rear penthouse section of Swenson's current design. I am frankly quite tired of developers proposing 7-story projects (in the hope of getting 4 stories out of the deal) - and assuming that height restrictions can then be adjusted to accommodate a particular profit model that suits their needs.

In short, I think it sets a bad precedent to allow this project to proceed without further concessions (either economic, or better yet in terms of design modification), should the current 4-story La Bahia Hotel proposal be presented to the Coastal Commission. The Seaside Company obviously needs to do something with this property, but approval of the current Swenson design would be an indication that current height restrictions are just an arbitrary 'ballpark' figure, and that future developments can also be of similar scale (provided of course that the developer threaten economic ruin should this additional bonus height not be secured, as in the case of the La Bahia model).

Thank you for considering this opinion, and I look forward to hearing your views on this project as the La Bahia Hotel proposal moves forward.

Joel Avila
(408) 499-8749



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: 3/14/11 2:00 pm

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

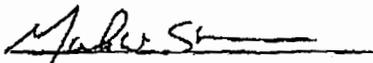
Type of communication: In-person Meeting

Person(s) initiating communication: Juliana Rebagliati
Martin Bernal
Hilary Bryant
Don Lane

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

I met with representatives of the City of Santa Cruz who talked about the benefits of the project like tax revenues, jobs in the Beach Flats area and the fact that this development may spur other hotel owners in the area to upgrade their facilities. They also told me that they are looking forward to working with Coastal staff on any concerns that they have but are not sure what those concerns are at this point.

Date: 3/14/11 Signature of Commissioner: 

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(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

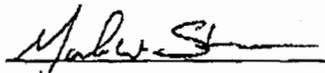
Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/11/11

Signature of Commissioner: 

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(K)

Mark Stone

From: sidewalkcracks@riseup.net
Sent: Wednesday, March 09, 2011 12:23 PM
To: Mark Stone
Subject: La Bahia

Hello Mark,

I am a Beach Hill resident writing in regards to the recent article in the Santa Cruz Good Times about the La Bahia Hotel Proposal.

I have been living in Beach Hill for 5+ years, and am writing on behalf of a group of more than 40 (forty) Beach Hill residents, some of whom have been living here for upwards of a decade.

We wanted to express our utmost opposition to the proposed hotel. We feel that the last thing our neighborhood needs is another huge hotel project. Many of the arguments in favor of the project seem to focus on the "beauty" of the new hotel (a totally subjective idea, personally I would find it just the opposite); and the "green" retrofitting of the building (ignoring that 80% of all urban pollution comes from new building projects).

There are already a sufficient number of large and small hotels in the area, that are more than enough to accommodate the tourists during the summer months. We want to do all we can to save La Bahia as it exists, we see it as not only a beautiful building, but as a necessary pillar of lower-income housing for our neighborhood.

thank you for your time,

Nicholas Golden



Mark Stone

From: Bruce R. Holloway [b3r1h@sbcglobal.net]
Sent: Thursday, March 10, 2011 6:28 AM
To: Mark Stone
Subject: Fw: your question about contracts for buildings

Hi Supervisor Stone,

Library Director Landers was unable to answer my questions about the contracts between the county and the cities (and/or redevelopment agencies) of Capitola and Scotts Valley to build new library branches. Can I look at these agreements? I believe they date from around the dawn of the Library Joint Powers in 1996. One reason I had called Supervisor Pirje's staff is that she was on the board at that time.

On another issue, I attended an SLV Water District meeting a couple of weeks ago and a staff member expressed how hard it seems to be to work together with the county Public Works Dept. There are a couple of new pipelines SLVWD would like to lay along Graham Hill and Glen Arbor Roads and it would be best to arrange the work in conjunction with road construction. In particular, tearing up a road to build a pipeline is inadvisable after the road has been repaved.

On a third issue, I watched on Community TV much of the public comment about the La Bahia project at a city council meeting a couple of years ago. All of it was criticism of the city for not following its own ordinances regarding height requirements and historical preservation. I don't know much about the historical preservation issue, but if a downhill neighbor of mine built a structure in excess of an established height ordinance, I'd consider that a "taking" of my viewshed. As a California Coastal Commissioner, please make the City of Santa Cruz enforce its own ordinances equally.

Thanks, Bruce

----- Forwarded Message -----

From: Teresa Landers <landerst@santacruzpl.org>
To: b3r1h@sbcglobal.net
Sent: Wed, March 9, 2011 5:12:47 PM
Subject: your question about contracts for buildings

The contracts to build new libraries using RDA funds are between the individual Cities and the County. the Library has nothing to do with it. You will need to contact the other entities.

Sorry I cannot help you

Teresa Landers
Director of Libraries
Santa Cruz Public Libraries
117 Union St.
Santa Cruz, CA 95060
office: 831-427-7706 ext 7612
fax: 831-427-7720
cell: 831-345-4099
landerst@santacruzpl.org



Mark Stone

From: John Paul Schafer [dawolfie44@comcast.net]
Sent: Thursday, March 10, 2011 9:06 AM
To: Mark Stone
Subject: La Bahia!

Supervisor Stone,

As a long time Santa Cruz resident (since 1968), I want to continue to be proud of where I live. After the earthquake, some things changed for the better, some not so good. Like it or not, we need to continue to make Santa Cruz a destination of choice for tourists. The La Bahia project would be a star in the Beach Flats area. I would think that the entire block would then follow suit and improve to match. With the NOAA project on one end and the Boardwalk on the other, with several good restaurants already in existence, this should be a no-brainer! Please put your support behind the project and let's bring Beach Flats to be a sought after vacation choice!

Thank you
John Paul Schafer



Mark Stone

From: Linda Sorauf [linda_sorauf@yahoo.com]
Sent: Thursday, March 10, 2011 10:39 AM
To: Mark Stone
Subject: Coastal Commission and Santa Cruz Hotel

Hello Mark Stone,

I read the article about the La Bahia development proposal in the 3/3/11 issue of the Good Times paper.

As a resident of Santa Cruz, I am strongly in favor of the new development project as described in the article. The current building is an eye-sore in my opinion and is in dire need of renovation. And doing a renovation right with an eye towards the local economy is the right approach. I like that Santa Cruz has a long history of being a vacation destination and I think that the new development will be in line with that tradition and maybe even help to restore that tradition a little as it seems to have sagged under the weight of age.

Sincerely, Linda Sorauf

A handwritten letter 'K' enclosed within a hand-drawn circle, located in the bottom right corner of the page.

Mark Stone

From: Nancy McCalister [ngmccali@cruzio.com]
Sent: Thursday, March 10, 2011 2:48 PM
To: Mark Stone
Subject: hotel

It is so important to the coast and the City of Santa Cruz to have the beach area presentable for tourist and locals alike. We often go the Santa Cruz Wharf for lunch and drive past the hotel and amusement park and the area certainly looks unpresentable. I remember as a child going to the Board Walk and beach and feeling very safe. I am 75 years old and certainly would not wish to walk past the hotel at night the way it looks now. It is downright scary. Please speak at the coastal commission and ensure that the beach area once again is brought to a safe and presentable appearance. Thank you.
Nancy McCalister
Capitola



Mark Stone

From: SUSAN MAYO [smayo@pacbell.net]
Sent: Thursday, March 10, 2011 10:35 PM
To: Mark Stone
Subject: Responsible Redevelopment

Hi Mark,

I am writing concerning the proposed development of the new La Bahia by Barry Swenson. I am a realtor and had a client ready to buy a townhome right behind the proposed new development. It had ocean views and he was willing to pay the price for them. However, when we found out that the new La Bahia was going to dwarf the boardwalk area and be a big block of cement in front rather than the beautiful ocean, he said the value wasn't there anymore. I am actually going to sell him another home in Aptos for more money so I don't want you to think I am writing you for sour grapes. I am a resident of the county and live in Aptos so I also won't be effected directly by the extra stories proposed. However, I am very disappointed in the town of Santa Cruz's government that they would sell the quaintness of the boardwalk and have the attitude and action of "screw" the Santa Cruz residents that were there first by disregarding their rights. Those residents are losing property value without any consideration or compensation. Why can't the new Bahia stay with the usual limit of the rest of the building there? I know its money but think of the destruction of value that the homes will suffer, and the character will be like putting Miami Beach in the middle of our quaint wharf area. Is there no decency or can all things be bought with "bribes" and money? It will hurt in the long run.

We all agree La Bahia needs to be rebuilt and even the old one to be demolished. But please don't let short sighted government and greedy developers get the heighth variance.

Thanks for taking my opinion into consideration, Susan Mayo

Susan Mayo, Realtor. M.A., CRS, SRES
Over 20 Years of Real Estate Results
American Dream Realty, Santa Cruz, CA
831-419-2209
smayo@pacbell.net
susanmayo.com

(K)

Mark Stone

From: Lori-Ann Tracy [lorianntracy@gmail.com]
Sent: Tuesday, March 08, 2011 6:12 PM
To: Mark Stone; richard@bloomlaw.net; esanchezccc@aol.com
Subject: La Bahia

I was pleasantly surprised today when i saw the large article in the Good Times about the La Bahia apartment/hotel renovation project.

I am an Emergency Room Physician who moved out to Santa Cruz two years ago. I have spent very little time in the Beach Flats area even though i live close by, in West Cliff near Cowell's. Working in the emergency department I was told shortly after my arrival into town to steer clear of that area as that is where a lot of the crime and drug activity goes on, and thus it is not always the safest place to be.

About a month ago, however, I went on a walk with my husband and we ended up at the Falafel Hut which is just a block down from La Bahia. To my surprise again, the woman who owned it told me she had been there for a number of years. It was a cute place and the food was decent. We even ventured back a week later to go to the South Beach Pizza Restaurant.

On both of these occasions i was profoundly struck by the amount of space the old La Bahia building takes up and the fact that is very run down and has a facade of that of an old, neglected building one would often find in the projects area of a town.

It amazed me that this building had not been renovated. I had the vision of new life and positive energy and change manifesting in this area which i feel would be very beneficial to santa cruz, to the beach flats neighborhood and also to the west cliff neighborhoods which i think would be safer if the beach flats area was renovated and better taken care of. It would bring more tourism, help local businesses, revitalize beach flats hopefully reducing crime in this area, and its environmental vision of being a LEED building and local hiring first will bring even more positive press to the area.

So, for what it is worth, i think this would be a great project to move forward with and i believe the time for the change is now. I had been so inspired that i had pondered writing an article to the Good Times or the Sentinel, and am thus very happy to see that the Good Times has posted this information in order to get more community feedback.

Thank you for your time

Lori-Ann Tracy



Mark Stone

From: Bryan Mackenzie [fabatac@msn.com]
Sent: Tuesday, March 08, 2011 9:06 PM
To: Mark Stone; richard@bloomlaw.net; esanchezccc@aol.com
Subject: La Bahia Hotel Santa Cruz

Dear Commissioners,

I am a resident of Capitola CA and I want to voice my **STRONG** support of the La Bahia hotel project as proposed.

I am in no way connected to anyone who will profit from this project directly. We will **ALL** profit indirectly.

I am just a citizen who is concerned what this amazing county will be like in 15-40 years. So much to protect, so much to be done. I am working with the Capitola General Plan Committee, to help in my direct neighborhood.

I moved here with my young family 5 years ago. I am the biggest fan of Santa Cruz County there is! I have been wondering for quite some time, "why is the area next to our biggest tourist draw such an eyesore?" It is the definition of blight. I love the architecture of the old building. The new hotel does a fantastic job integrating the style and feel. Even better than the old building, if you ask me.

There are many reasons to say yes. See the Good Times article in issue 03.03.11. I agree **WHOLE HEARTEDLY** with all points mentioned. That is the motivation to write to you. I have been for the project for some time and to hear there is a possibility of it's not getting approved by Coastal... I couldn't stand by and let that happen without voicing my **STRONG** support for the projects being built!!

The economic development of the area will be so significant. It will be wonderful to walk that area and remember what an eyesore it used to be. I have witnessed, as a local resident, first hand the development of 3rd Street Promenade in Santa Monica and Old Town Pasadenia when I lived down south. What a **MAJOR** difference it made to those communities. On **SO** many levels! Changed the face of those communities for the better. It created jobs, cut violence, improved the beauty of the area. I can not imagine one person who would now remark... "I miss the slum this place used to be"... why is Santa Cruz so different? We get such a bad rap for being so difficult and anti-business. I know it is very important to protect the feel and vibe of Santa Cruz, but the current La Bahia? **YUCK!** A big strong **YUCK YUCK YUCK!!** We have a jewel in that location and the potential this hotel brings for positive change is mind boggling!

Please bring this hotel here for my children. I want them to have a beautiful, safe, vibrant Boardwalk area to enjoy.

Respectfully,

Bryan MacKenzie
508 Escalona Dr.
Capitola CA 95010

831.535.8101



Mark Stone

From: Mia Begin [miabx3@comcast.net]
Sent: Tuesday, March 08, 2011 11:01 PM
To: Mark Stone
Subject: City of Santa Cruz LCP Amendment #STC-1-11- (In support of La Bahia)

Dear Mr. Stone,

As a long time resident of Santa Cruz, I want to let you know I am greatly in support of the La Bahia project. I understand your important position in deciding matters on the Coastal Commission. This proposed project has been going through various approval processes for a very long time and I feel that there is no better time than "now" to bring the La Bahia Hotel to fruition.

How many times have I been to other coastal communities that have a beautiful water front to look at and enjoy? Many. How many times have I walked or biked by the current La Bahia and wondered how we could let such a high profile location sit in such decay? Too many to tell. When can we have something of beauty on our door step to the ocean to enjoy and be the jewel of our ocean front, in addition to bringing in economic benefits? You represent Santa Cruz on this issue and NOW is the time to say "YES" the La Bahia Hotel SHOULD be built to benefit the community of Santa Cruz.

Given the current economic climate and the community benefits involved we need you to be a **leader** to represent the people who believe that this is a beneficial project for the greater good of Santa Cruz. A leader understands the benefits that a project like this will bring to a community. The hotel at this location will improve our beach front area while spurring reinvestment and improvement throughout the beach area. The hotel provides new visitor serving uses where none currently exist. The project promotes alternative transportation and reduced car dependency by visitors and employees. As an avid bicyclist and bike commuter this is a wonderful asset to a town that can easily be explored by bicycle. The facilities are consistent with both current and proposed land use designation and zoning with a hotel, restaurant and conference meeting space. Also, this hotel that is dilapidated and has been an eye sore and embarrassment for years in its current condition will preserve or re-create historic features of the existing structure and the style will reflect our community character.

Mr. Stone, I ask you to please **LEAD** in the approval of this project. We need the jobs the construction will bring, we need the jobs the hotel will create, we need taxes to add to our City General Fund and we need to be proud of our beach front again.

Thank you for all the time and energy you have put into sitting on the Coastal Commission and deciding the important issues that mean so much to so many communities. At this time, please lead the Coastal Commission in making the decision of passing the La Bahia Hotel project so Santa Cruz can have a wonderful visitor-serving use which will benefit the whole community tremendously. We have no more time to waste on this project.

Sincerely,

Mia Begin,
miabx3@comcast.net



Mark Stone

From: kathyrunyon@gmail.com on behalf of Kathy Runyon [kathy@kathyrunyon.com]
Sent: Wednesday, March 09, 2011 7:31 AM
To: Mark Stone
Subject: New La Bahia Hotel

Mr. Stone,

Please support and vote for the new proposed La Bahia Hotel. Please encourage the other commissioners to vote for this beautiful, well designed building that will help revitalize our beach area and make the neighborhood safer for visitors and local residents.

Santa Cruz needs the revenue, jobs and image that this new hotel will provide. We need to support and promote a healthy community and county. Cleaning up this destination place and creating attractive accommodations is good for everybody.

Please vote for and support the new La Bahia Hotel!

Thank you,

Kathy Runyon

Seabright resident.

Kathy Runyon
Monterey Bay Properties
831-464-5239
831-325-7300
kathy@kathyrunvon.com



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

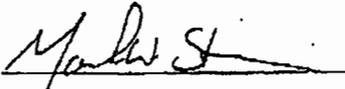
Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/8/11 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

Mark Stone

From: Daryl Tempesta [lyradius@yahoo.com]
Sent: Monday, March 07, 2011 11:19 AM
To: Mark Stone
Subject: Ring...Ring...Daryl calling

Hello Mark,

As you know I have been steadily increasing my involvement in the area. Like you, I have friends and associates throughout the County and cities.

While my company grows and creates employment opportunities and working with community non-profits to raise needed money for them, there is still out-standing business to be finished.

The last time we briefly spoke, you asked what you could do for me, being that you were in the district that covers Felton.

You have the capability to protect the HWY 17 Scenic Corridor (it is one of the few officially eligible Scenic Routes) Also the reason I asked to speak to you. Here is that answer now.

Your District is directly adjacent to property formally known as the Target project next to the Hilton. It would bring congestion, pollution, destroy the environment, and bring in 40 felony level crimes (Targets own statistics) and sap the community of 200 million+ every 10 years. One foot from your District. Target has moved down the street but the issues are still alive.

Here is how you can protect the environment, preserve the designation and attract tourism dollars:

- 1) By officially voting, after a study, to declare a Scenic Route for the portion that runs adjacent to HWY 17.
- 2) This will require a revisit to the environmental plan recently adopted by the SV Council. As a resident of the area, I believe it to be importantly incomplete and in error in a variety of ways. Instead of getting into all of these issues. I will just describe my direct observations. (Your friends in SV will not object if you start the wheels of progress turning in the La Bahai, this would be a watershed moment, that would cascade and create direct jobs to the construction industry and have a greater effect in cleaning up both crime and the increasing employment)
 - a) When SV report was created, the company doing the survey, filled the area with vehicles, driving over virtually the entire area with trucks, forcing the fauna to be dispersed. Since then, they have returned and need to be properly identified. I have video taped quail. The Northern California quail is a protected species and should be properly identified.

As you are aware there are protected species of a variety of animals of all kinds in the area. I have personally encountered a black Santa Cruz Salamander. It only exists in the region and this is part of it's living space. It was about 8 inches long, bony and standing bold with grin full of teeth. It's a wonder.

In the skies, we seen Golden and Bald Eagles. It's documented the Golden Eagle nest near. During driving rains, we see egrets and herons use the area to take shelter. You would be surprised to know that the standing water behind our house is used by these coastal birds, and this basis alone might expand the Coastal Commissions authority.

(K)

Back to the main point, there are a great many reasons why a Scenic Route Designation is appropriate and needed to control the distracting and over development along 17, which is dangerous to begin with.

The Scenic Route Designation will attract tourists to the area without raising any more than a few signs. This is what we need in the economy as well.

3) The La Bahai. I understand the balancing act you perform, the friends you have and the overall responsibility that you have even above their personal interests. rolling out the rug of a Scenic Route, that goes through Scotts Valley and a gateway to the redwoods in Felton and Boulder Creek, and ending at the warf. You can see the reason why it would be in everyones interest to enact, and take the lead on this issue.

No doing so, would be proof that you have made a choice to allow big development in areas like 17 which is not suited. I would think that having the position you do that disarming your critics by protecting the areas that rely on your voice for their defense, especially for the native species, this is important to the future.

It's also why it can be possible to get support along the entire 17, stemming from your small sliver along 17, support the La Bahai as peace offering, where it's no stretch at all since a foot print already exists there. and you can continue to support your record, and shore up your base of support in Santa Cruz.

There is two sides to every story, you will find that I have the will and desire to protect, my family and community and that I have both information and perspectives that may not always be convenient to the point that they are suppressed where they can, but you also know, that I am heard because I have the desire to help.

I am a strong ally, where I am treated fairly; and maintain an indomitable sprit where I find things that are not fair. I have been here for 10 years and the learning experience has transformed me to be more resolved, and continue the work to help our community and those needing a voice.

Looking forward to crossing paths.

Thank You,

Daryl Tempesta
433 Silverwood dr
Scotts Valley, 95066
831-439-9777 (h)



Mark Stone

From: laura cook [lauramcook@yahoo.com]
Sent: Tuesday, March 08, 2011 8:04 AM
To: Mark Stone
Subject: La Bahia Hotel

I wanted to write a letter in support of the La Bahia Hotel project. I think it would be an amazing opportunity for re-habilitation of the Beach Flats neighborhood. This area is prime real estate and yet looks and feels sketchy day and night.

How the builder has handled previous projects like the Del Mar Theater helps build my confidence that he understands the feel of Santa Cruz. Also, how they have lined out their priorities for green building, electric car docking stations and providing bikes is really exciting. This project would also bring significant amount of work to local people, which we need.

Mainly though, I just love the idea of when I bike through that area it feels progressive and aesthetically pleasing instead of down-trodden.

Thanks for your consideration to this matter.

laura cook

540 30th Ave 95062

360. 981. 3359

lauracookstyle.com



Mark Stone

From: halley.vick@comcast.net
Sent: Tuesday, March 08, 2011 2:31 PM
To: Mark Stone
Subject: La Bahia support

Dear Mark,

The GoodTimes had a good article about this project. Among the all the good reasons, Santa Cruz needs to open up and allow the entrepreneurial spirit unleashed. They advocate creativity, but they actually stifle creative businesses. This project is the same concept but on a much bigger level. If we would open up to business, we would be alot healthier and not catering to tourism and Silicon Valley as we do. We could have a third leg supporting our community. Because of their stance, we are now having heavier crime rates and people are living lives that ultimately tear down this community, due to drugs, single parenting, and depravity leading to poverty. I strongly approve of this endeavor.

1



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

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Santa Cruz, CA

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There is two sides to every story, you will find that I have the will and desire to protect, my family and community and that I have both information and perspectives that may not always be convenient to the point that they are suppressed where they can, but you also know, that I am heard because I have the desire to help.

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Looking forward to crossing paths.

Thank You,

Daryl Tempesta
433 Silverwood dr
Scotts Valley, 95066
831-439-9777 (h).



Mark Stone

From: Joan Timpany [djtimpany@hotmail.com]
Sent: Monday, March 07, 2011 10:17 AM
To: sarahcoastalcom@yahoo.com; Mark Stone; richard@bloomlaw.net; esanchezccc@aol.com

March 7, 2011,

Dear Coastal Commission members,

I am writing regarding the proposed La Bahia project in Santa Cruz, CA. In the main I think the project is well designed, but absolutely the high rear portion of the project needs to be eliminated or, at the very least, significantly down-scaled to avoid a "Mc Monster hotel" appearance.

In the local Good Times paper it was mentioned that Barry Swanson Bulder has allotted \$200,000. to State Parks projects. While that is an admirable gesture, it is a drop in the bucket compared to the money Swanson will see if the project is approved in its current format.

Please help create a **balance** between the advantages of a future LaBahia with concerns related to permitting of an over-sized building in that area. It is not just this building that will be affected by your decision, but as you must know, others with building projects will use the La Bahia as a precedent for getting their oversized projects approved. Some coastal areas of Santa Cruz are already overrun with McMansions - please don't add an oversized hotel to the mix.

Thank you for your thoughtful consideration of this letter regarding my concerns about La Bahia.

Joan Timpany
203 Pennsylvania Avenue
Santa Cruz, CA 95062



Mark Stone

From: JOANNE ORSETTI [knackie@verizon.net]
Sent: Sunday, March 06, 2011 4:14 PM
To: Mark Stone
Subject: La Bahia

March 6, 2011

To: Mark Stone, Santa Cruz County Supervisor

From: Joanne Orsetti and Karen Perkins

We own property in Santa Cruz and just read in the Good Times about the proposed upgrade of La Bahia Hotel. What a wonderful opportunity to bring a fresh, updated look to the Beach Flats area. Not only will it provide hundreds of much needed jobs but it will also allow Santa Cruz to finally have a place for conventions and for tourists to stay near the beach and the wonderful Santa Cruz Boardwalk. This opportunity to bring much needed revenue to Santa Cruz should definitely be a GO. And it will also get rid of the blighted look that La Bahia presents at this time. It can be nothing but a positive for Santa Cruz to go through with this much needed upgrade.

Cudos to Barry Swenson!



Mark Stone

From: Molly Ording [mollyording@yahoo.com]
Sent: Sunday, March 06, 2011 12:12 PM
To: Mark Stone
Subject: La Bahia and Beyond!

Dear Commissioner Stone:

I will not take your precious time, at this premature juncture, to write a long and impassioned letter regarding my thoughts, and the thoughts of SO many others, regarding La Bahia and the HUGE importance of the Coastal Commission's future decision regarding the height variance requested by Barry Swenson and the on-going and forever implications of that decision..

I am a resident of Capitola and have been following closely the La Bahia struggle, as it obviously portends to what our community has in store when, and if, Barry Swenson brings his plans forward regarding the proposed "Capitola Beach Hotel" in our village. It is not surprising to note that the proposed "Capitola Beach Hotel" looks like a clone of the proposed La Bahia! Again, with the obvious excessive height and mass, the obstruction of the precious view corridor from above, across and into Capitola village from out on the water...from all directions, actually..to say nothing of the view, light and air obstructions as well as, for all of Capitola and its many visitors and the inappropriate sheer mass of the hotel and its impact upon our small, precious coastal VILLAGE!

I am sure you do not need to be reminded of the precariousness of our coastal access...not only the literal access, but the visual access, which is just as important, as the loss of this is, as you well know, forever! These views and vistas of our beaches, waves, village, wharf, surf breaks, cliffs...ALL will be forever lost to our grand-children and their grand-children...forever! Not just for the "75 year neighborhood life cycle" that Mr. Nickell so blithely refers to in the Good Times article but...FOREVER!

Please, Mr. Stone, I urge you and your fellow Coastal Commission members to not forget that your decision regarding La Bahia will have ongoing, perpetual and possibly devastating ripple effects. I trust that you will take this most seriously into consideration in your deliberations. I look forward to meeting you personally and speaking with you further about this very critical coastal preservation matter as your meeting draws closer.

Most sincerely,

Molly I. Ording



Mark Stone

From: NORMAN ERBA [bcfboss@aol.com]
Sent: Sunday, March 06, 2011 9:23 AM
To: Mark Stone
Subject: la bahia

As a long time resident of santa cruz and santa cruz county I urge you to support a yes vote on an amendment to a plan that will allow the 14 extra feet to the la bahia project...to do other wise will be a great economic lost to santa cruz not to mention the up grade of our beach front

NORM ERBA



Mark Stone

From: judi gremminger [judigrem@sbcglobal.net]
Sent: Saturday, March 05, 2011 1:02 PM
To: Mark Stone
Subject: Bahia thoughts

Dear Mr. Stone, I just read the article in Good Times on the Bahia convention/hotel idea- They did an excellent job of summing up the project, pros and cons. It seems like a wonderful project to me in terms of a big plus to the Boardwalk area, jobs, tourist industry, etc. Plus it is beautiful. I was down in that area this summer and saw the beautification going on in the small shops and hotels across from the beach and was so pleased to see how they had improved that whole area. Then looked up the street to the Bahia and said, "what an eyesore!!!! why don't they do something about that place?" beautiful location, such great promise- Swanson builders sound like they have gone way beyond the extra mile to satisfy all the committees and loops they are required to jump through to do anything of substance in Santa Cruz county. Please don't add your voice to the nay sayers who would love to put the cabash on the whole deal . sincerely, judi gremminger, Ben Lomond



Mark Stone

From: Sherri and Gerry [gh4x4@cruzers.com]
Sent: Saturday, March 05, 2011 12:05 PM
To: Mark Stone
Subject: La Bahia Project

Supervisor Stone,

We support the proposed La Bahia Hotel and Convention Center. My Husband and I are life long residents of the County and are very familiar with the beach area. This could be a much needed addition to the County and City of Santa Cruz. We need to stop the life flowing out of our county. Every day there is a business closing its doors due to the economy and here is a great chance to stop this from happening and it sounds like your the one who could be an influence on success of this project.

The La Bahia in it's prime must have really been something to see. I had friends stay there many years ago and got to walk though the courtyards and see the possibilities and always wondered why it was let to crumble. The beach flats area has had many problems though the years ad some progress has been made, but there is along ways to go. This is a tourist town and destination point so we need to embrace that fact and make the beach area a jewel on the bay, not a blight on the bay.

Thank you for your time,
Gerald and Sherri Larrabee
3260 Gross Road
Santa Cruz, Ca 95062
831-476-9530



Mark Stone

From: Sherri and Gerry [gh14x4@cruzers.com]
Sent: Saturday, March 05, 2011 11:46 AM
To: Mark Stone
Subject: La Bahia Project

Supervisor Stone,

We support the proposed La Bahia Hotel and Convention Center. My Husband and I have been life long County residents and very familiar with the Beach Area. This could be a much needed addition to the county and city of Santa Cruz. We need to stop the the life flowing from our county. Ever day there's a business closing it's doors to the economy and here is a great change to stop this from happening and it's sounds like you are the one who could be influential on the success of this project.

The La Bahia in it's prime must have really been something to see. I had friends who stayed there many years ago and got to walk through the courtyards and see the possibilities and always wondered why it was let to crumble. The beachflats area has had many problems though the years and some progress has been made, but there is a long ways to go. This is a tourist town and a destination point so we need to imbrase the fact.

(K)

Mark Stone

From: John Bilanko [john@iveta.com]
Sent: Saturday, March 05, 2011 11:04 AM
To: Mark Stone
Subject: La Bahia project

Mr. Stone:

As a resident of Santa Cruz and the owner of a local business I urge you to support the La Bahia Hotel project.

The City is facing an economic crisis, Barry Swenson is a quality developer and the beach area is badly in need of improvement. It seems to me that the economic benefits of the project outweigh the other concerns. Issues relating to building height and union participation can be resolved and should not be allowed to kill the project.

John N Bilanko
Iveta Gourmet Inc.
2125 Delaware Ave., Ste F
Santa Cruz, CA 95060

831-423-5149 P
831-423-5169 F
john@iveta.com
www.iveta.com (retail)
www.sconecentral.com (wholesale)



Mark Stone

From: Scott Owen [scott916@pacbell.net]
Sent: Saturday, March 05, 2011 6:38 AM
To: Mark Stone
Subject: Fwd: La Bahia

Scott

Begin forwarded message:

From: Scott Owen <scott916@pacbell.net>
Date: March 5, 2011 6:14:19 AM PST
To: "mark.stone@santa-cruz.ca.us" <mark.stone@santa-cruz.ca.us>
Cc: Judy Owen <jowenig@gmail.com>
Subject: La Bahia

Dear Mr Stone,

I am a long time resident of Santa Cruz formally on Lighthouse Ave (20 years) and now W Cliff Dr. I appreciate your service to the community knowing it can be difficult and challenging at times.

I wanted to urge you to favorably consider the La Bahia project during your Coastal Commission duties. I think all cities need renewal at times, it is Santa Cruz's time. No project will ever be a perfect fit. This one appears to offer more than it takes by a wide margin. As for unions, I am a supporter, but also see that a large fraction of the work is better than none.

Best regards,

Scott Owen

A handwritten capital letter 'K' enclosed within a hand-drawn circle, located in the bottom right corner of the page.

Mark Stone

From: Carolyn LeBaron [cdlebaron@comcast.net]
Sent: Friday, March 04, 2011 5:12 PM
To: Mark Stone
Subject: La Bahia

Mark, I hope you would be an advocate for the La Bahia project as it heads to the costal commission. I have a home on 8th Ave and have been watching this building decline for over 40 years and the plan that the developer has in place is wonderful!

I am surprised that anyone would be so patient to spend almost 10 years on this and to design such a wonderful and thoughtful project with minimal variances is a real benefit to Santa Cruz and the surrounding cities.

PLEASE support the project as submitted by the applicant so we can have a new gem in the area that will encourage other property owners in the area to join in on the much needed upgrading of this important part of Santa Cruz.

Please feel free to call me if you would like to discuss this. Thank you for your service!

David LeBaron
408-209-1019

Sent from my iPad

A handwritten letter 'K' inside a hand-drawn circle, located in the bottom right corner of the page.

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/3/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

Mark Stone

From: Matt Merrifield [matt.merrifield@gmail.com]
Sent: Thursday, March 03, 2011 6:34 PM
To: Mark Stone
Cc: Jill Schontag
Subject: I support the Bahia Hotel redevelopment project

Hello Mark - my wife and I are residents and homeowners in the Seabright neighborhood. We fully support the redevelopment of the Bahia apartments to a luxury hotel. As a representative of our community we encourage you to vote in favor of this project.

Thanks

Matt Merrifield & Jill Schontag



Mark Stone

From: Judi Grunstra [judiriva@hotmail.com]
Sent: Thursday, March 03, 2011 6:48 PM
To: Mark Stone
Subject: La Bahia

Dear Commissioner Stone: As a resident of the city of Santa Cruz for 20 years, I would like to express my support for the La Bahia project. I have no connection to anyone involved with the project. I appreciate Santa Cruz' wish to maintain a certain unique "vibe" and not be over-run by big box stores or hotel chains. It seems that opponents of the La Bahia project are far too alarmed that the beach area is somehow going to turn into Miami Beach should this project go through as currently designed. Also, just because residents have had an unobstructed ocean view till now, that doesn't guarantee that they will have the same view forever. Walking past the current La Bahia is depressing when one can envision how a beautiful new hotel would revitalize this area. The jobs and tax revenue are so badly needed, and I understand that "green building" materials will be used to have less of a negative impact on the environment. Of course beach traffic is always an issue, but the tourism industry is vital, and Santa Cruz is really lacking in a classy hotel that would attract more affluent visitors. As a Coastal Commissioner, I hope you will vote "yes" on the La Bahia project so that it can move forward without additional delays. The entire process must be extremely daunting for the developer; it's a wonder he just doesn't abandon the project, which would be a real loss for Santa Cruz' economy. Thank you.

Judi Grunstra
220 McMillan Dr.
Santa Cruz, CA 95060



Mark Stone

From: deposums.com@gmail.com on behalf of Kevin Cummings [KC@deposums.com]
Sent: Friday, March 04, 2011 4:21 AM
To: Mark Stone
Cc: ryancoonerty@gmail.com; mathews@cruzio.com; Mike Rotkin
Subject: In favor of La Bahia project as is

Mr. Stone:

A parallel can be drawn between La Bahia with another fine Barry Swenson project built in Santa Cruz, The St. George. In 1993, the St. George had just been completed; I was doing an internship with Legal Aid Society of Santa Cruz and got to know a number of the attorneys there. There had been a vocal, "SAVE THE OLD ST. GEORGE" campaign, which Legal Aid worked on. Just as there are lawsuits pending now against a new and much improved, La Bahia. The lead attorney involved in that effort told me now that he had seen the "new" St. George that it had been a mistake to try and save the old one. Most sane folks would agree, with the added benefit of hindsight. I suspect that once the new La Bahia is built people will wonder what all the fuss was about and marvel at how wonderful it is on many levels. I wish the project the best of luck. I think it is going to be a fantastic addition to our coastline and ask that you support it as my representative member of the Coastal Commission. Its time has come. Thank-you.

--
Best regards,

Kevin S. Cummings
President
West Coast Paralegal Services &
DepoSums.com
833 Front Street, Suite 201
Santa Cruz, California 95060
Toll Free: 1 877 896 0125
www.deposums.com

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Mark Stone

From: aj_elliott [dell_elliott@hotmail.com]
Sent: Friday, March 04, 2011 12:02 PM
To: Mark Stone
Subject: La Bahia

418 Walnut Ave.
Santa Cruz, CA
95060

Dear Mr. Stone

The new La Bahia will start the renewal of a blighted area in Santa Cruz. The new La Bahia will be a place that I will have my friends stay when they visit Santa Cruz and I will point to with pride in the coming decades. Please approve it.

I have lived in Santa Cruz county since 1979 and at my present home in the city of Santa Cruz since 2001. The beach flats area has been an embarrassment that I and most locals avoid. The new La Bahia will be a dramatic improvement.

A J Elliott, PE
831 458 6587



Mark Stone

From: Vinacruz [info@vinacruz.com]
Sent: Wednesday, March 02, 2011 5:24 PM
To: Mark Stone
Subject: La Bahia Support

Commissioner Stone,

My name is J-P Correa. I am a local business owner and former President of the Downtown Association of Santa Cruz.

Last year I sent a letter to the City Council endorsing the proposed La Bahia project. I did this as I am confident the completed project will further solidify the perception of Santa Cruz as a world-class destination. Not only for our beach areas, but also for the greater community in total. I am also confident that this project will build a stronger perceived relevance between our downtown community and that of our beach area.

Years ago the city embarked on a plan to revitalize our downtown. This plan was aimed at making our downtown the heart of Santa Cruz County and an attraction to the many tourists that visit our city. A place where individuals and families could shop, dine in a variety of restaurants, and be entertained in a friendly and welcoming environment.

Today we have a vibrant downtown that has achieved these goals. We have a city center that is home to mostly locally owned businesses, a place where people want to spend their leisure time, eat, support the local economy, engage in a thriving art scene, and be entertained in a variety of intriguing venues. All of this has been achieved while maintaining the spirit and energy that makes Santa Cruz unique and colorful.

Before you now is an opportunity to make our beach area once again as vibrant as our downtown. The La Bahia project is critical in making this opportunity a reality. It is a bold step in returning the area to its rightful place as the premiere beach, entertainment, and tourist destination on the Northern California coast. It is time to let that area once again be the best that it can be. The plan you have in front of you is the right project at the right time in order to make this happen.

We are fortunate to have enthusiasm from the private sector at this point in time and in this economy, with funding for a plan that will respect and retain the unique elements of the area while elevating it to a place where it can be the best expression of what Santa Cruz has to offer. This enthusiasm and investment will also translate into local jobs that will further help stimulate our local economy.

The completed La Bahia project will create a dynamic synergy between our existing downtown business environment and a vibrant beach area. The project is a critical element in creating a direct relevance between our downtown business community and the international draw of our beaches, Boardwalk, wharf, and hospitality areas. This strategic link between two of our city's biggest attractions will only help enhance business opportunities and the economic health of our community.

The City of Santa Cruz is behind this project. The local business community is behind this project. The vast majority of people I know are behind this project. (actually, I don't know anyone that is against this project!!) It will create jobs from groundbreaking through future management for people LIVING IN Santa Cruz. It will generate much needed tax revenue that could secure city programs and services. This is THE project for that property.

I ask you to support the La Bahia project as is, and make Santa Cruz the best that it can be.

Thank you,

J-P Correa
Owner, Vincoruz
Santa Cruz



Mark Stone

From: John Kiley [jkiley@pacificgrouppartners.com]
Sent: Friday, March 04, 2011 2:04 PM
To: Mark Stone; 'John Kiley'
Subject: I support the La Bahia Hotel project
Attachments: image001.jpg

Mark,

I am writing you to let you know that I support the La Bahia Hotel Project In Santa Cruz. The project will add vitality to an area that is starting to look tired and the LEED Certified Green status will help our kid's generation as well. The impact on the street is nonexistent and the bicycles and amenities will minimize the traffic throughout town.

I hope that you will approve the variance when you are asked to vote.

Thank you,
John Kiley

John R. Kiley



jkiley@pacificgrouppartners.com

A handwritten signature, possibly "JK", enclosed in a circle.

Mark Stone

From: B Smith [brian@cre8ivsales.com]
Sent: Wednesday, March 02, 2011 8:23 PM
To: Mark Stone
Subject: Santa Cruz is in need of and deserves a Renewed "La Bahia"

Dear Mark,

I am sending you this email as a concerned citizen of Santa Cruz, I have lived here for over 35 years, raised 2 sons and now have 2 grandsons living in Santa Cruz. I would like to make certain that the voice of majority is heard as opposed to the vocal minority that has existed in Santa Cruz for the past 20++ years who espouse words of environmental conservatism but in actuality are supporting regressive policy's aimed at keeping Santa Cruz stagnant and ultimately in a state of disrepair. Santa Cruz is dependent upon the tax revenue generated by tourism (I hope more from intellectual/green industry in the future, but this takes time to evolve) and the La Bahia project has all of the right elements and neighborhood support to make this project a success.

I ask that you support this project as I see a great benefit to Santa Cruz and believe that this revitalization project is exactly what is needed on our waterfront. I respectfully ask that you take this into consideration when evaluating this project for the Coastal Commission

Sincerely,

Brian Smith

Creative design & manufacturing
a manufacturing solutions company
343 soquel avenue, #43
santa cruz, california 95062
phone: (1) 831.621.4996
fax: (1) 831.426.6757
mobile: (1) 831.331.5170



Mark Stone

From: Eddy O'Connor [light10up@aol.com]
Sent: Wednesday, March 02, 2011 8:46 PM
To: Mark Stone
Subject: La Bahia Endorsement

Please accept this endorsement for the La Bahia project.
My wife & I are homeowners here in the City Of Santa Cruz.
We have lived here since 1984. We have witnessed the steady decline throughout the city. The
La Bahia project is a big step in a new and positive direction.

Eddy O'Connor
236 Cayuga St
Santa Cruz, CA. 95062



Mark Stone

From: Mark Engel [mark.engel1@mac.com]
Sent: Wednesday, March 02, 2011 9:32 PM
To: Mark Stone
Subject: La Bahia

Dear Supervisor Stone,

I have read the editorial in support of the Barry Swenson Builders La Bahia Hotel project in the current *Santa Cruz Good Times* and I find it completely persuasive. Although I live in Ben Lomond, I of course care about the state of our "metropolitan area," and the La Bahia project sounds like a great idea in every respect.

Like many longtime residents, I have some fond memories of the old La Bahia, but my memories date from the 70s and frankly it was kind of a dump back then. Since there is obviously no economic possibility of renovating the old structure, the alternative to the Swenson plan must be either further deterioration or demolition.

On a personal note, although I've chosen the simple country life, my family (my brother, his daughters, and their respective households) all live in Beverly Hills. They would visit me more often if there were a 4-star hotel in a fun location not too far from me where they could stay in the style to which they're accustomed.

The height of the proposed building is perhaps unfortunate, although as the Good Times says it would be a shame to stop this project over a matter of 14 feet. I remember the view from the West Side before the abomination of the Dream Inn was built. If only we'd had a Coastal Commission in those days! By extreme contrast, the Swenson plan seems like a very well-proportioned, even modest use of a unique oceanfront site.

So I urge you and your fellow commissioners to approve this project when it finally comes before you. Thanks for your attention.

Yours,

Mark Engel

Mark Engel
12600 Alba Road
Ben Lomond, CA 95005
831-336-8832
mark.engel1@mac.com



Mark Stone

From: Derek Timm [dtimm@montalvohomes.com]
Sent: Thursday, March 03, 2011 12:41 PM
To: Mark Stone
Cc: 'Patricia Timm'
Subject: La Bahia
Attachments: image001.jpg

Hi Mark,

Hope all is well. You used to work with Tricia in the legal department at Borland, and we have met a few times. I appreciate all that you are doing with the County Board and Coastal commission. I just wanted to reach out and voice our support for the La Bahia hotel project.

We own property just a block away from the proposed project, and as neighbors and community members I wanted to let you know that we are very supportive of the project. I think there are a multitude of benefits for Santa Cruz if the project is approved. Fiscally it is very good for the City as a revenue generator and an excellent source of local jobs (short and long term), both things desperately needed in our town right now. Equally important is the fact that the hotel will beautify a blighted area of the City that is seen by the vast majority of tourists in our town.

Working as a broker in Santa Cruz, I speak with a lot of people every day as part of my job, and I have heard nothing but support for the project from the community at large. Moreover, there is a general sense of confusion about why the project has not moved forward. I understand that one of the main impediments to the project is the height. However, this is a reasonable variance given the opposition seems to be coming from a few self-interested neighbors that are concerned about their views. It would be a shame to let the concerns of the very few outweigh the benefit to the great public good.

Thanks for taking the time to listen to my thoughts on this issue, and please let me know if you have any questions.

Sincerely,
Derek Timm
Broker & President
Montalvo Homes & Estates
[Click to View Commercial Listings](#)
[Montalvo Homes & Estates Website](#)
831.239.9203



CA DRE lic#01386067



Mark Stone

From: Catherine O'Kelly [catherinesv@cruzio.com]
Sent: Thursday, March 03, 2011 8:54 AM
To: seajems@pacbell.net; dene@bustichl.com; rj12@comcast.net; dlindsind@earthlink.net; jimreedSV@gmail.com
Cc: Mark Stone
Subject: La Bahia Hotel

Dear Scotts Valley Mayor and City Council Members,

I read that you have been sent letters from the business community urging you to ask Supervisor Mark Stone to approve the construction of the four-star hotel that the developers want to build on the site of the historical La Bahia in Santa Cruz.

It is my sincere wish that he will *not* approve the construction of the new hotel. At least, not as it is presently planned, with its projected height to be four stories and blocking the ocean views of the residents on Beach Hill. The hotel could have been built by now, but the developers will not budge from their insistence that the height be well over zoning regulations. They say that they must have that fourth story for two large, and we must assume, very expensive, penthouses.

The new La Bahia will not be just a hotel. It will be a *four-star hotel*. Meaning that it's not going to be a place where the grandkids can stay and be close to the Boardwalk. When I was a young Bay Area mother, taking my three kids to the Boardwalk was the highlight of our summers. We'd stay at the Bluebird Motel on East Cliff Drive because it had kitchenettes, so necessary for those of us who couldn't afford to eat every meal out. We need a family-friendly hotel with kitchenettes down by the Boardwalk, certainly not a four-star hotel with condominiums and conference facilities.

Please trust that our Supervisor will make a sound decision when he is called upon by the Coastal Commission to cast his vote. I trust that he will do the right thing, and vote "no" until the impediments are ironed out to everyone's satisfaction.

Sincerely,

Catherine O'Kelly
P. O. Box 66802
185 Lucinda Street
Scotts Valley, CA 95067



Mark Stone

From: Dora Levesque [dora@thevaultgallery.com]
Sent: Thursday, March 03, 2011 1:03 PM
To: Mark Stone
Cc: tobe@thevaultgallery.com
Subject: La Bahia Project Advocate

Dear Mark Stone-

I never write letters to public figures with a plea for my neighborhood. I have been a Santa Cruz Beach Hill Resident for 14 years and have followed the La Bahia Project for the last ten. I can only imagine how difficult this has become for you as the Santa Cruz County Supervisor and Central Coast Representative of the Coastal Commission. I invite you to walk in my shoes. Daily I experience the beauty of my neighborhood. I also have discussions regarding the project with down town merchants and our customers. We are hard working individuals who welcome the hyper-local employment opportunity and the economic benefit for the entire community. I do not want to see another parking lot in Beach Flats. I beg of you to please use your influence to lead on this proposal and vote for the La Bahia Resort Hotel to be the shining light on our hill.

Yours sincerely,

Dora Levesque

The Vault Gallery
www.thevaultgallery.com



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

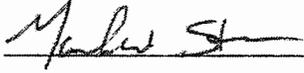
Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 3/2/11 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.



Mark Stone

From: Catherine O'Kelly [catherinesv@cruzio.com]
Sent: Wednesday, March 02, 2011 11:53 AM
To: Mark Stone
Subject: La Bahia Hotel - Please vote NO!!

Dear Supervisor Mark Stone,

It is my sincere wish that you will *not* approve the construction of the new La Bahia hotel in Santa Cruz. At least, not as it is presently planned, with its projected height to be four stories and blocking the ocean views of the residents on Beach Hill. The hotel could have been built by now, but the developers will not budge from their insistence that the height be well over zoning regulations. They say that they must have that fourth story for two large, and we must assume, very expensive, penthouses. The new La Bahia will not be just a hotel. It will be a *four-star hotel*. Meaning that it's not going to be a place where the grandkids can stay and be close to the boardwalk.

When I was a young single Bay Area mother, taking my three kids to the boardwalk was the highlight of our summers. We'd stay at the Bluebird Motel on East Cliff Drive because it had kitchenettes, so necessary for those of us who couldn't afford to eat every meal out. We need a family-friendly hotel with kitchenettes down by the Boardwalk, certainly not a four-star hotel with condos and conference facilities.

Santa Cruz has no airport. We had one in here in Scotts Valley as you know, where Skypark now sits. Without a place for corporate jets or helicopters to land, our city by the bay can never be a destination for business conferences. We aren't Monterey or Carmel. We're the place where low and middle-income people can take their family and friends and have an affordable good time. Instead of striving for an upgrade, we should be proud of who we are. And the Seaside Company should continue to provide good clean fun for us ordinary folks.

Please don't cave in to the heavy pressure you must be getting from the developers and the Seaside Company and their business-owner pals. Think of the "little guy" when you make that crucial decision.

Sincerely,

Catherine O'Kelly
P. O. Box 66802
185 Lucinda Street
Scotts Valley, CA 95067



WAVES
Costa Rica



Mark -

THE LA BAHIA HOTEL
THAT WHOLE CITY BLOCK
VISITOR SERVING AND
ACCESS TO THE OCEAN.

THE LA BAHIA IS A
VISITOR SERVING PROJECT.

THANKS

Jesse Nickerson

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UNITED STATES POSTAGE
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02 1P \$ 000.410
0003857480 MAR 01 2011
MAILED FROM ZIP CODE 95062



BY BROWN

Mark Stone
701 Ocean Street, Room 500
Santa Cruz, CA 95060

SAN FRANCISCO, CALIFORNIA



February 23, 2011

Dear La Bahia supporter.

Because you have been a strong supporter of the proposed La Bahia Hotel, we're writing to give you an update on the status of the Coastal Commission hearing on this project.

Just a few weeks ago it was decided that the item would be placed on the Commission's March 10 agenda, for their meeting here in Santa Cruz March 9 - 11. As the cornerstone of beach area revitalization and the Beach/South of Laurel Plan, the La Bahia is extremely important to this community, so a local Coastal Commission hearing was preferred.

It now appears that it may be in the project's best interest to request a slight delay. **Therefore the City of Santa Cruz in cooperation with the project developer is requesting a POSTPONEMENT of the Commission's consideration of this project.** Here's why:

- The La Bahia is a complex project that requires significant review by Coastal Commission staff, as they conduct their final analysis and prepare their staff report. The City wants to continue to be able to work with Commission staff to answer any questions and consider any ideas that may arise, to be sure the results of their input is considered in the final project that is presented to the Commission.
- Second, we just learned that the Governor has dismissed two of his predecessor's appointees to the Commission, and the new appointees will likely not be seated by March. As well, there is possibility of further change right up to the March meeting date. Due to the significance of this project to the City and the community it is important that the project be afforded consideration by a full Commission. We want to make sure that all of them have time to familiarize themselves with the project and the goals of the City's certified Local Coastal Plan for the Beach/ South of Laurel Area.

We will work with Commission staff to reschedule the hearing in the near future, with the request that the future hearing also be scheduled in or near Santa Cruz.

We appreciate your support up to this point, and look forward to eventual approval of the very best plan for the La Bahia site and the Santa Cruz beach area.

Sincerely,

Ryan Coonerty
Mayor, City of Santa Cruz

Jesse Nickell III
Vice President, Barry Swenson Builder

For future updates, check the Facebook page: Friends of the La Bahia Hotel



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: various

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

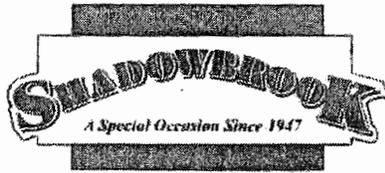
Date: 2/24/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)



S

February 21, 2011

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.

K

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.

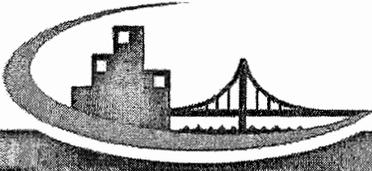
Sincerely,



Ted Burke
Owner

C.C. Coastal Commissioners





February 22, 2011

Supervisor Mark Stone

Board of Supervisors
701 Ocean Street, Room 500
Santa Cruz, CA 95060

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

Dear Supervisor Stone,

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 Mesiti-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.

(K)



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
Copy faxed to (831) 454-3262
Copy scanned and emailed to mark.stone@co.santa-cruz.ca.us

c:\users\mark.mme\desktop\la bahia support letter to supervisor mark stone.doc



Santa Cruz Firefighters • Local 1716

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

S

February 18, 2011

Supervisor Mark Stone
701 Ocean St. Room 500
Santa Cruz, CA 95060

Dear Supervisor Stone,

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
roaty@comcast.net



02/24/2011 16:11

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BOARD OF SUPERVISORS

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Mark Stone

From: Dave Turner [daveturner@turnerhomeoffice.com]
Sent: Tuesday, February 22, 2011 8:34 AM
To: Mark Stone
Subject: La Bahia Hotel project

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

Via email: mark.stone@co.santa-cruz.ca.us

February 22, 2011

County Supervisor Mark Stone:
Board of Supervisors

I am in favor of the La Bahia 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 vote for this project. Please ask other commissioners to recognize the importance of voting for this project.

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

Dave Turner
925-944-9918
925-360-4403 cell
daveturner@turnerhomeoffice.com



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BOARD OF SUPERVISORS

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Mark Stone

From: Steve Clark [rimshot@comcast.net]
Sent: Monday, February 21, 2011 11:10 PM
To: Mark Stone
Subject: La Bahia Project Support
Attachments: LaBahia Project.doc

Supervisor Stone

I am looking forward to your support of the La Bahia project both as a County Supervisor and Coastal Commissioner. This project has many benefits, not the least of which is financial revitalization of an important and iconic area of the county.

Attached is my letter as President of the Santa Cruz Police Management Association sent to all the Commissioners. Please take the time to consider our points. I would enjoy the opportunity to speak with you in person if you have any questions. Feel free to contact me by phone, or just stop by the house on a walk. Thanks

Steve Clark

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BOARD OF SUPERVISORS

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Mark Stone

From: Julia Jackson [juliaann@sbcglobal.net]
Sent: Monday, February 21, 2011 6:12 PM
To: Mark Stone
Subject: City of Santa Cruz LCP Amendment #STC-1-11

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

February 21, 2011

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

RE: LaBahia proposed project

County Supervisor Mark Stone:

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.

Please vote for this project and encourage other commissioners to recognize your leadership and to support your positive vote. 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



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BOARD OF SUPERVISORS

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Mark Stone

From: Cliff Warren [cliffwarren@sbcglobal.net]
Sent: Monday, February 21, 2011 4:18 PM
To: Mark Stone
Subject: Support for La Bahia Project

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 you best to bring it to fruition.

Cliff Warren



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BOARD OF SUPERVISORS

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Mark Stone

From: Gary Merrill [gary@emergentsystems.com]
Sent: Monday, February 21, 2011 12:26 PM
To: Mark Stone
Cc: Ted Burke; Chris Mann; Mike Machado
Subject: Santa Cruz County Business Council - La Bahia
Attachments: SC Business Council Ltr La Bahia.pdf; ATT00001..htm

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.

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

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BOARD OF SUPERVISORS

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Executive Director on behalf of the Santa Cruz County Business Council

Attached is a pdf copy of this letter.

02/24/2011 16:11

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BOARD OF SUPERVISORS

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Mark Stone

From: David J Shuman [dshuman@sbcglobal.net]
Sent: Monday, February 21, 2011 12:11 PM
To: Mark Stone
Subject: Email in support of the La Bahia project

Please accept this email as a letter of support for the La Bahia project as approved by the Santa Cruz City Council. In its current condition it is a blight and although it was once a very nice property it no longer is. The jobs, revenue and locational stability it will bring to the beach area is long overdue.

I would ask for you to also offer your support.

Thank you for your consideration.

David J. Shuman, DVM

President
Santa Cruz Westside Animal Hospital, Inc.
411 Laurel Street
Santa Cruz, CA 95060
(831)427-2239



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BOARD OF SUPERVISORS

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Mark Stone

From: Andy Hartmann [Andy@ibew234.org]
Sent: Friday, February 18, 2011 9:33 PM
To: Mark Stone
Subject: La Bahia

Mark,

I want to urge you to get the City to reconsider the La Bahia project. Although it is a much needed improvement for that neighborhood, the currently proposed project falls in a number of respects. The project is too large and would be too tall for that particular neighborhood. The historical significance of the property and building are being mostly ignored and undervalued by the current developer. It seems like some of the City Council is blinded by potential TOD and not readily concerned with the culture and make up of Beach Hill and the Boardwalk. Swenson already had an approved project that would have worked well at that location and in that neighborhood. They need to rethink their current proposal and make some much needed improvements.

Thank you.

Sincerely,

Andy Hartmann

International Brotherhood of Electrical Workers Local 234
10300 Merritt Street
Castroville, CA 95012
(831) 594-7471 cell
(831) 633-2311
(831) 633-0570 fax

www.ibew234.org
twitter - ibew234

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02/24/2011 16:11

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BOARD OF SUPERVISORS

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Mark Stone

From: john.w.davis@comcast.net
Sent: Sunday, February 20, 2011 8:04 AM
To: Mark Stone
Subject: La Bahias role in our recovery

Dear Mr. Stone,

As our community searches for ways to recover, and as resources for recovery from State and Federal sources dwindle, our community is desperately searching for ways to extract ourselves from the economic and social recession that seems only to get worse. There is considerable pessimism - and fear - in the community, as the impacts of this dual-recession splits us into groups that do not share equal parts in the losses. I also, however, see considerable enthusiasm recently for the improvement that we - as a whole community can visit upon ourselves, without dependency upon the State or Federal resources.

A tremendous part of that push is embodied in the restoring of La Bahia as a *place we can be proud of* along our otherwise decaying beachfront. This broadly accepted project is positive for the community on many clear levels, and it represents an important indication of our ownership of our own futures. Yet there are self-interested groups who seek to separate their own fortunes from those of the larger community...perpetuating the division that so plagues and cripples this community.

This is a rare opportunity for courageous leadership from officials in the position to do Good for all of us. Through your energetic support of this effort to pull ourselves up by the bootstraps, you will rightly earn the respect and admiration of this struggling community. Please cast your votes on the Coastal Commission in favor of the La Bahia Project as it is currently accepted by city and other officials, and rest assured that doing This Right Thing will also reap future support of this - your community - for the courage you show.

Sincerely,

John W. Davis
Member, Board of Directors
Santa Cruz Neighbors

(K)

Mark Stone

From: Ren Curry [RCurry@aasi.com]
Sent: Saturday, February 19, 2011 12:22 PM
To: Mark Stone
Subject: La Bahia

Dear Commissioner Stone,

Please reject the City of Santa Cruz's application to modify the LCP in order to build the very large La Bahia. If they are allowed to build according to the current plans, it will set a bad precedent, not only for Santa Cruz, but other coastal cities in the State.

--Ren Curry

Renwick Curry, PhD
2395 Delaware Ave #21
Santa Cruz, CA 95960

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02/24/2011 16:11

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BOARD OF SUPERVISORS

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Mark Stone

From: Nick Guerrero [nick.guerrero@sbcglobal.net]
Sent: Saturday, February 19, 2011 12:13 PM
To: Deborah Elston; Suzanne Silvergate; Distefano, John [BMG]; Teren D. Ellison; John Davis; JD Sotelo; Kathryn Tobisch; Kathryn Tobisch; Mark Stone; friendsoflabahia@gmail.com; Celeste Guerrero; Lynn Robinson; hbryant@ci.santa-cruz.ca.us; dt terrazas@ci.santa-cruz.ca.us; rcoonerty@ci.santa-cruz.ca.us; dlane@ci.santa-cruz.ca.us
Subject: In support of a new La Bahia

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

Please consider the impact on our environment before printing this e-mail.



Mark Stone

From: Gloria Behman [gloria.behman@gmail.com]
Sent: Saturday, February 19, 2011 9:29 AM
To: Mark Stone
Subject: Support of La Bahia

I am writing this letter to urge you to vote for the La Bahia project, which is a long awaited and much needed improvement to the boardwalk area of Santa Cruz. This area of Santa Cruz could be a much more desirable location, should the hotel finally be developed! 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 building, 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

(K)

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 Seascap 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

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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

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 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 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

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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

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02/24/2011 16:11

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BOARD OF SUPERVISORS

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Mark Stone

From: Owen Lawlor [owen.lawlor@gmail.com]
Sent: Friday, February 18, 2011 4:56 PM
To: Mark Stone
Subject: La Bahia

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 and 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 you 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

CA DRE Broker's License #01805817
NMLS 274835

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BOARD OF SUPERVISORS

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

February 21, 2011

Dear Mr. Stone,

I am writing to you as our local Coastal Commissioner representative and 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

(k)

02/24/2011 16:11 8314543252
Feb. 22. 2011 12:18PM

BOARD OF SUPERVISORS

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No. 2585 P. 1/1

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.

(E)

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

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

Dear Commissioner Stone,

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

(K)

02/24/2011 16:11

8314543262

BOARD OF SUPERVISORS

PAGE 27/30

S

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

Re: Approval of La Bahia Hotel

February 18, 2011

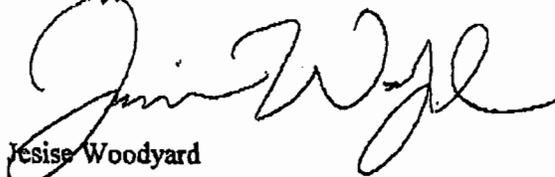
Dear Mark:

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,



Jessie Woodyard

(K)

Mark Stone

From: Dunn [bjdunn2@pacbell.net]
Sent: Wednesday, February 23, 2011 9:39 PM
To: Mark Stone

Mark, I urge you to vote in favor of La Bahia Hotel., We need this clean type of work place and we certainly need all the jobs . It has been stalling to long now.
Sincerely, Bruce L. Dunn, M.D.

(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: 2/23/11 10:00 am

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: In-person Meeting

Person(s) initiating communication: Ross Gibson
Bill Malone
Don Webber
Ralph Meyberg
Joe Michalak
Ned Van Valkenburgh

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

These folks represent the group Build a Better La Bahia. Even though it appears that the item may be postponed, they wanted me to know their concerns. They feel that the development violates a number of aspects of the Coastal Act and that the Commission should not allow the amendments to the City's LCP. They feel that a project done within the current LCP would be economically viable without damaging coastal resources. If the amendment is allowed, the resulting project would result in major alterations to the coastal bluff and would stand out, dwarfing both the adjacent properties and the Cocomanut Grove and Boardwalk which are signature landmarks for the City. The lack of setbacks would make the resulting project loom over the area and would not be in keeping with the terraced nature of existing development. This change to the LCP also would set a new standard for redevelopment along this coastal bluff. Any new changes would then be allowed to be built bigger and would forever change the appearance of this entire hillside. The effects on public views would be dramatically negative. They also asked about recent changes to the Commission and who is on or not.

Date: 2/23/11 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: City of Santa Cruz LCP Amendment
STC-1-11 (La Bahia Hotel)

Date and time of receipt of communication: 2/22/11 3:00 pm

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

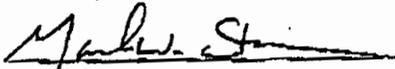
Type of communication: In-person Meeting

Person(s) initiating communication: Bill Tysseling

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

Mr. Tysseling is in favor of the development. He went over the main points of the attached letter that he has sent in to the Commission.

Date: 2/22/11 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

SANTA CRUZ
CHAMBER OF COMMERCE

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.

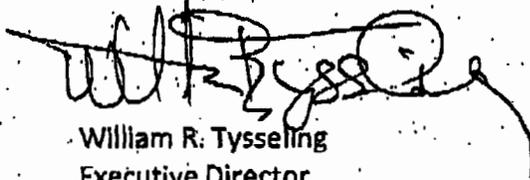
It is a complex plan that includes transportation, transit, parking, housing, infrastructure, design, and finance elements. But the key to the success of this plan is a revitalization of the economic elements of the Beach Area. To finance the city's investment in beach area infrastructure and sustain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

(k)

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

(K)

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.



**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz)

Date and time of receipt of communication: 2/18/11

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 2/18/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

Mark Stone

From: Carol Canaris [ccanaris@ctbt.com]
Sent: Thursday, February 17, 2011 4:47 PM
To: Mark Stone
Subject: La Bahia
Attachments: CT_BT_4cp_pos.jpg

Mark,

I would like to express my support for the La Bahia project. The existing building needs to be replaced due to the condition if nothing else. Having a modern, quality hotel at the beach will be a benefit to the community and the businesses surrounding the hotel will definitely benefit. There are very few options of a nice place to stay for visitors at the beach. Please support this project.

Carol Canaris Managing Broker
CA License 00556991

Cassidy Turley BT Commercial
2121 41st Ave, Suite 204, Capitola, CA 95010
D 831.600.1026 T 831.478.8000 C 831.419.4225 F 831.479.4387
ccanaris@ctbt.com [vcard](#) www.ctbt.com [Profile](#) [Listings](#)

Cassidy
Turley ^{BT} Commercial

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Mark Stone

From: Daniel Birns [danielbirns@gmail.com]
Sent: Thursday, February 17, 2011 4:47 PM
To: Mark Stone
Subject: La Bahia

I live in Santa Cruz, and I support the La Bahia project. It will be beautiful, and we need the tax revenue. Opponents are hoping for a time and place that doesn't exist, and would be dead if it did.

-Daniel Birns
118 Palmetta St.
Santa Cruz, 95060
831-247-0475

(K)

Mark Stone

From: aquafit@aol.com
Sent: Thursday, February 17, 2011 9:29 PM
To: Mark Stone
Subject: re: La Bahia

Hello:

We have been residents and homeowners here in Santa Cruz for over 30 years and we are in support of the renovation of the La Bahia Hotel. Please support this project, and thank you. We hope you will encourage others to support the project also

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

(K)

Mark Stone

From: Darrel Louis [dlouis@whyrooof.com]
Sent: Friday, February 18, 2011 9:15 AM
To: Mark Stone
Subject: FW: La Bahia Supporters
Attachments: image001.png; image002.png; image003.jpg; image004.png; image005.jpg; image006.jpg; image007.jpg; image008.png; image009.jpg

Mark; Al Hittle is a client of mine. Al runs the Portola Hotel and Spa in Monterey near the Wharf. They provide convention facilities and operate a very successful business. I think his support is important. Lets make this happen.

From: Al Hittle [mailto:ahittle@portolahotel.com]
Sent: Friday, February 18, 2011 7:59 AM
To: Darrel Louis
Subject: RE: La Bahia Supporters

Thanks Darrel,
I live in Santa Cruz and believe this project will have be a positive benefit to the beach area and Santa Cruz in general.



Alvin R. Hittle
Director of Engineering
Portola Hotel & Spa
Two Portola Plaza | Monterey, CA. | 93940
P: (831) 647-4436 - F: (831) 649-1109 - C: (831) 713-6833
ahittle@portolahotel.com | www.portolahotel.com

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From: Darrel Louis [mailto:dlouis@whyrooof.com]
Sent: Thursday, February 17, 2011 5:20 PM
To: 'Janet R'; bruce.kissel@plantronics.com; 'Diane Ross'
Cc: kim@scbuild.com; 'Robert Goldspink'; Al Hittle; 'Bonita Mugnani'; Barb3113@aol.com; 'Bill Brooks'; 'Bill Tysseling'; 'Craig French'; 'Mark Cooper'; cmathews@d.santa-cruz.ca.us; 'Doug Maher'
Subject: FW: La Bahia Supporters

You may want to assist in supporting the cause as the work at some point in time will be accomplished. This project moving forward will be a landmark location, generating local jobs and interest in related projects being upgraded. Please pass this along.



Darrel Louis
831-212-0330
dlouis@whyrooof.com
www.WHYREROOF.com

Darrel Louis
Cell: 831-212-0330
dlouis@whyrooof.com
www.WHYREROOF.com

(K)

Louls & Associates, Inc.
Roofing & Waterproofing Solutions

From: Keith Henderson [mailto:khenderson@barryswensonbuilder.com]
Sent: Thursday, February 17, 2011 4:36 PM
To: Keith Henderson
Cc: Jennifer Cosby; Michelle Henry
Subject: Fwd: La Bahia Supporters

Friends,

Please see email below including attachment. Please do whatever you feel comfortable doing to support the La Bahia Cause.

Thank you,

Keith Henderson - ShelterboxUSA SRT

Senior Project Manager - BARRY SWENSON BUILDER
2400 Chanticleer, Suite H, Santa Cruz, CA 95062
Direct: 831.475.7100 | Mobile: 831.901.1575
khenderson@barryswensonbuilder.com
www.BarrySwensonBuilder.com

From: Friends of La Bahia <friendsoflabahia@gmail.com>
Date: Thu, Feb 17, 2011 at 4:07 PM
Subject: La Bahia Supporters
To: friendsoflabahia@gmail.com, Jennifer Cosby <jcosby@barryswensonbuilder.com>, Keith Henderson <khenderson@barryswensonbuilder.com>, mhenry@barryswensonbuilder.com

Hello,

We are looking for support from the community to help achieve the long awaited development of the La Bahia Hotel. Attached you will find a Flyer listing several ways you can show your support and a Project Summary listing several benefits that you could reference when writing your letter. **We are close to achieving that goal, but now we really need your help!** La Bahia has been approved by the Santa Cruz City Council. The final step is approval by the California Coastal Commission, which will meet here in Santa Cruz in mid-March.

Please forward any contacts you have to friendsoflabahia@gmail.com and we can add them to our database.

Thank you for your participation and continued support of the La Bahia Project!

~The La Bahia Team

This message contains confidential information and is intended only for dlouis@whyeroof.com. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. E-mail transmission cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of e-mail transmission. If verification is required please request a hard-copy version.

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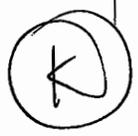


Mark Stone

From: kris woolf [ktwoolf@yahoo.com]
Sent: Friday, February 18, 2011 10:36 AM
To: Mark Stone
Subject: Fw: La Bahia

--- On Tue, 10/12/10, kris woolf <ktwoolf@yahoo.com> wrote:

> From: kris woolf <ktwoolf@yahoo.com>
> Subject: La Bahia
> Resending my earlier e-mail.
> Can't The City please get off the
> dime & do something that shows alittle class with what could be a
> major high light and source of revenue for the City, La Bahia.
> Thank you for your consideration.
> K Woolf,
> Long time SC resident
>
>
>
>
>

A handwritten letter 'K' inside a circle, located in the bottom right corner of the page.

Mark Stone

From: kenren79@comcast.net
Sent: Friday, February 18, 2011 11:04 AM
To: Mark Stone
Subject: La Bahia

Dear Mr. Stone,

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

Mark Stone

From: JAMES THOMPSON [jctscz@yahoo.com]
Sent: Friday, February 18, 2011 11:17 AM
To: JAMES THOMPSON; Mark Stone; friendsoflabahia@gmail.com
Cc: ARIADNYE; BURT REES; Charles & Karen; CYN REES; DAVID LEE; GARY REECE; HARV NICKELSON; JUDY JUDY NICKELSON; LINS THOMPSON; MARK VAN EVERY; MICHAEL ZABALLOS; RINI Van Every; TOBY ALEXANDER; FISCHER DUF
Subject: LA BAHIA

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.

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.

Mark Stone

From: Tom North [tom.north@vistage.com]
Sent: Friday, February 18, 2011 12:11 PM
To: Mark Stone
Subject: La Bahia
Attachments: image001.gif

Mark, I am a resident of Soquel and a strong supporter of the La Bahia project. As a member and strong supporter of the leadership committee for the Monterey Bay National Marine Sanctuary Exploration Center Capital Campaign, I see both these two projects as pivotal for the revitalization of our blighted beach flats area. This project will greatly impact our local economy helping to change it from a strictly seasonal tourism economy to a more year-round business friendly one attracting conferences which favorably impact off-season occupancy. It will set an overall tone of a much more business friendly community to help attract the kinds of businesses that will augment our economy and quality of life.

Therefore, I am asking you to vote in favor of the project and to facilitate support within the commission and our community.

All the best,

Tom North
Vistage Chair, Santa Cruz, CA

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Cell: 831.212.4506
tom.north@vistage.com • vistage.com/chairs/tom.north.html



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(K)

Mark Stone

From: Ron Slack [rslack@qtweekly.com]
Sent: Friday, February 18, 2011 11:31 AM
To: Mark Stone
Subject: La Bahia Project

Dear Mark,

We need your leadership 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,

to beautify an area that has been neglected for far too long. In the future, we will create another large number of permanent jobs

for our local community, while at the same time increasing the City's sales tax revenue. It will be a great shot in the arm for tourism,

and the local economy. And it is a project that will serve this community long after we have passed on.

Please provide the leadership we need to see the La Bahia project become a reality.

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@qtweekly.com

(K)

Mark Stone

From: Jean Doyle [jean.k.doyle@surfnetusa.com]
Sent: Friday, February 18, 2011 11:34 AM
To: Mark Stone
Subject: La Bahia

Hello Mark,

I am a longtime Santa Cruzan (since 1966), married to a Santa Cruz native. We own a home on the westside, off Bay Street. I believe that the new plans for a new, green La Bahia hotel complex would be a huge asset to the community and hope that you will strongly support it!

Thank you,

Jean

jean.k.doyle@surfnetusa.com

1

(K)

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

Re: Approval of La Bahia Hotel

February 18, 2011

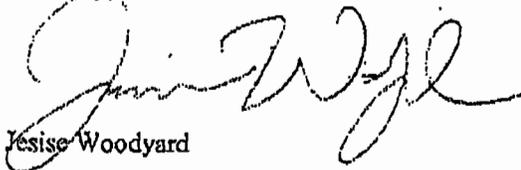
Dear Mark:

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,



Yesise Woodyard

(K)

Mark Stone

From: Mark Bernardi (m.bernardi@expressworks.com)
Sent: Friday, February 18, 2011 2:20 PM
To: Mark Stone
Subject: La Bahia Hotel Project

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



Mark Stone

From: Ellen Carter [ellen@mainstreetors.com]
Sent: Friday, February 18, 2011 1:51 PM
To: Mark Stone
Cc: ellen@mainstreetors.com
Subject: La Bahia - Support!!
Attachments: image001.jpg

Hello Mark,

I am writing you to make sure that I stand up and ask you to vote YES for the La Bahia Hotel Project – it could become again the shining jewel it once was. Not only in support of our economy here in Santa Cruz but as well for the support of the jobs it will create as well as re-establish property taxes and hotel tax to town. While you are at it would you kindly provide leadership for the other commissioners in the county – you are so good at that!

Good luck and thank you!

Best, Ellen Carter



Mahalo Nui Lou...Thank You from the Heart!
Ellen Carter, Realtor & Senior Short Sale Negotiator
Managing Director Short Sale Division
Main Street Realtors DRE # 01417614
2567 Main Street
Soquel, CA 95073
(831) 345-1381 Cell (866)446-3142 Fax
ellen@mainstreetors.com
<http://www.mainstreetors.com/contact/bios/ellen.php>
www.mainstreetors.com

*"Building Relationships, Making a Difference"
Serving the Mainland and Hawaii*

This email has been sent to you in the strictest of confidence. If you are not the intended recipient please discard it immediately with thanks. February 2010

Mark Stone

From: Kristen Macken [kristenmacken@me.com]
Sent: Friday, February 18, 2011 2:37 PM
To: Mark Stone
Subject: La Bahia

Mr. Stone: i write to say I completely support the project commonly known as La Bahia. I am enthusiastic about this suggested change for our community and believe it will be a nice addition to our beach neighborhood which is in need of some up shot changes. Please take into consideration all of the positives this project can bring into the area primarily the improvement to the beach district. Thank you, Kristen Macken

(K)

Mark Stone

From: Barbara J Palmer [bpalmer@baileyproperties.com]
Sent: Friday, February 18, 2011 3:21 PM
To: Mark Stone
Subject: La Bahia proposal

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-mefh-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

Mark Stone

From: Duf Fischer [duf_fischer@yahoo.com]
Sent: Friday, February 18, 2011 3:53 PM
To: Mark Stone
Cc: friendsoflabahia@gmail.com
Subject: City of S.C. LCP Amendment #STC-1-11

Dear Mark, I am writing to you to strongly request your approval of the City of Santa Cruz amendment. This project is vital to the environmental and economic future of the beach area and Santa Cruz in general.

The new hotel will provide visitor serving uses at a key beachfront location. This service is not available now.

In these economic times, there are not many projects that can be built without the use of any Duf Fischer

(K)

Mark Stone

From: Duf Fischer [duf_fischer@yahoo.com]
Sent: Friday, February 18, 2011 4:27 PM
To: Mark Stone
Cc: friendsoflabahia@gmail.com
Subject: City of Santa Cruz LCP Amendment #STC1-11

Mr. Stone, As a long time resident and active community member, I asked for your support of the City's amendment request.

The La Bahia project will be both an environmental and economic stimulus to the beach area and the city as a whole.

In these economic times, to have a project which requires no public funds and provides an extraordinary structure is unique in itself.

The future of the beach area will be enhanced by approving this project. The hotel will provide new visitor serving uses. A current apartment, will become a high quality hotel and tourist attraction.

This hotel will strive for full LEED certification. It will give our visitors the opportunity to stay longer, enjoy our beautiful city and surrounding area, and spend tourist dollars in our local area.

Please accept this email as my sincere hope and request that you will look on this application favorably.

IT IS TIME TO MOVE FORWARD FOR THE BETTERMENT OF THE BEACH AREA

Thank you for reading this and your positive response.

Duf Fischer
Duf Fischer

(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz)

Date and time of receipt of communication: 2/16/11

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: correspondence received

Person(s) initiating communication: Jesse Nickel

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 2/16/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

WAVES
North shore, Oahu

MARK -

THE COASTAL BENEFITS

THE LABAHA HOTEL IS THAT IT
IS CONSISTENT WITH BOTH
LAND USE DESIGNATION AND
ZONING AS A HOTEL,
RESTAURANT AND CONF. MEETING
SPACE.

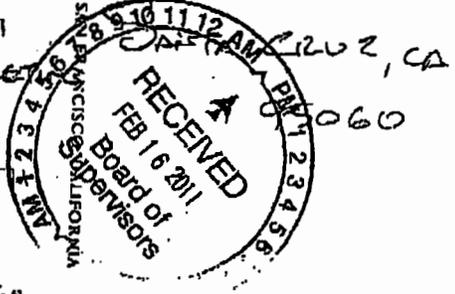
IT IS CONSISTENT WITH
THE LONG TERM GENERAL
PLAN FOR THE BEACH AREA.



UNITED STATES POSTAGE
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MAILED FROM ZIP CODE 96062

MARK STONE
BOARD OF SUPERVISORS
701 OCEAN ST
#500



PHOTOGRAPHY © 1996 BOB BARBOUR
THANKS JESSE NICKER

(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz)

Date and time of receipt of communication: 2/7/11

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

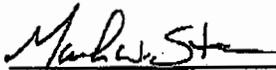
Type of communication: correspondence received

Person(s) initiating communication: Jesse Nickel

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached correspondence.

Date: 2/7/11 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

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(K)

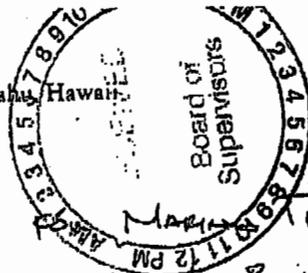
WAVES
Waimea shorebreak, Oahu, Hawaii

Mark

THANKS

TO TALK ABOUT THE LA BAHIA
HOTEL. WE DO HAVE UNION
SUPPORT FOR LA BAHIA HOTEL
FROM: OES (MID LEVEL MANAGERS),
SANTA CRUZ POLICE, AND SANTA
CRUZ CITY FIRE DEPT.

SINCE YOU MAKE MOST OF
.. YOUR DECISIONS, AFTER YOU READ
STAFF (COASTAL) REPORT, I WANT TO MEET AGAIN
TO TALK ABOUT HOW YOU COULD SUPPORT AND
PROVIDE LEADERSHIP FOR THE LA BAHIA BASED PROJECT
LIKE THE LA BAHIA. THANKS 😊 JESSE NIKKEL



UNITED STATES POSTAGE
FITNEY BOWES
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MAILED FROM ZIP CODE 95062

OUT PUBLISHERS • SAN FRANCISCO, CALIFORNIA
"MARK STONE"
"BOARD OF SUPERVISORS"
701 OCEAN ST.
RM 500
SANTA CRUZ, CA
95060

PHOTOGRAPHY © 1996 ROB BARBOUR

(K)

02/03/2011

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz)

Date and time of receipt of communication: 2/2/11, 2:00 pm

Location of communication: Office of the Board of Supervisors,
Santa Cruz, CA

Type of communication: in-person meeting

Person(s) initiating communication: Jesse Nickel

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

Mr. Nickel represents the builder of the project, Barry Swenson. He gave a brief history of the project and the status of the negotiations with the various unions and the neighbors. He feels that they have been very liberal with the potential solutions to the issues that have been brought up. He asked if I had any issues with the project and told me about the areas that he felt were controversial: height, historic resources, social benefits and other impacts.

Date: 2/2/11 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

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If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz)

Date and time of receipt of communication: various

Location of communication: e-mails received at the Board of Supervisor's Offices, Santa Cruz, California

Type of communication: e-mails

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached e-mails.

Date: 9/21/10 Signature of Commissioner: 

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

Mark Stone

From: Darrell Darling [ddarling@darlinghouse.com]
Sent: Monday, September 13, 2010 7:51 PM
To: Mark Stone
Cc: Darrell Darling
Subject: la bahia

Dear Mark,

For many years, even while I was a pastor prior to our being in the B&B accommodations, Karen and I have been supportive of maximizing the visitor-serving industry as an environmental low-impact industry on the coast for several reasons.

1. I spent a good portion of my boyhood in a factory town in Illinois and am familiar with environmental impacts which were off the chart. The comparison with the coastal developments is virtually nonexistent. Likewise, to suppose that we can sustain human community without any industry or economic base has no reality. The balance is obviously to optimize both which we are convinced the development of La Bahia does in replacing the existing two story dilapidated energy sieve which serves little social good, no quality housing, and is a negative blight economically, aesthetically and communally.
2. It is irresponsible to dedicate uses of coastal land to visitor service which do not take full advantage of that purpose, which is the reason for our having passed the Coastal Act: to concentrate visitor-serving and residential uses in urban areas while protecting the open space of our environment.
3. We who live on the coast have a special responsibility to the rest of the country not only to preserve the environment but to share it with our fellow citizens, as well as with the rest of the human community, who can spend only limited time here.
4. It is entirely counter-productive by every human valuing to continue for another decade prolonging the presence of the existing rundown building at the very center of the commercial heart of our community, the coast of Santa Cruz, and the recreation beach of Santa Cruz [little guards, volleyball, kayaking, swimming, snorkeling, surfing, picnicking, frisbee, triathlons, marathons, not to mention sand castles and the Boardwalk]. Virtually no neighborhood in Santa Cruz would have tolerated this to persist, nor would the City or County governments look favorably on it anywhere else.

Respectfully,

Darrell & Karen Darling

The design and construction of the planned La Bahia will be a boon for this community. Please approve your staff's recommendation.

Mark Stone

From: jonnylee@bayarea.net
Sent: Tuesday, August 31, 2010 1:49 PM
To: Mark Stone
Cc: jlee@bayarea.net
Subject: La Bahia

Dear Supervisor Mark Stone,

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, owners family, and the owner's employees and their family's. 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 where it is affordable or where 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

(k)

Mark Stone

From: Doug Locke [knottydoug@comcast.net]
Sent: Sunday, September 05, 2010 9:23 AM
To: Mark Stone
Subject: Vote yes and support LaBahia

Dear Mark Stone,

I am writing this email in support of the LaBahia project. My wife and I have been residents of Santa Cruz County since 1973. We've watched the main beach area continue in a downward spiral. The LaBahia project will bring a much needed fresh new look and feel to this area. It will become a destination for tourists and an economical boom to the City. We hope you as a Coastal Commissioner will also support the project so we can continue to support you through your political career.

Sincerely,

Douglas and Carol Locke

Mark Stone

From: ToddMansfield [toddmansfield@comcast.net]
Sent: Monday, August 30, 2010 9:08 PM
To: Mark Stone
Subject: La Bahia Support

Mr. Stone, please take a moment to read the following.

Mark Stone
Santa Cruz County Supervisor
California Coastal Commissioner
August 30, 2010

La Bahia Hotel Project

Mr. Stone

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 Boardwalk area. I think this project is the vehicle to help bring back the grandeur 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.

In addition to a new tourist destination, as a corporate event planner, my wife knows that business groups need the conference spaces that will be available. She and her associates know there is a shortage of larger format spaces in this county. They do not believe the La Bahia would take others' business away, but rather draw in other clientele.

Our local economy will certainly benefit from the jobs, both short and long term. The revenue generated for the city by way of the hotel tax and property taxes cannot be overlooked, and will be something other generations can rely on.

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

Sincerely,

R. Todd Mansfield
9 Locke Way
Scotts Valley

(K)

Mark Stone

From: Shawn Williams [shawnbsb@hotmail.com]
Sent: Tuesday, September 21, 2010 9:46 AM
To: Mark Stone
Subject: La Bahia

Mark Stone,

I have been a resident of Santa Cruz County for 40yrs and I have always asked myself why do we have our Crown Jewel (Beach and Boardwalk) surrounded by such unappealing surroundings. Tourism is the only industry we have left to depend on and we run all our visitors through the worst part of town. I am so happy that someone has finally stepped up to take the lead in improving such a vital part of the city. Thank you to Barry Swenson for not giving up and listening to community. We have much to loose if this project is not built as these are just some of the many advantages:

- This is a Visitor Serving project
- The project Enhances the connection to the Beach with an open, pedestrian friendly street frontage.
- The La Bahia site is already designated in General Plan as Regional Visitor Commercial (RVC). Hotel, restaurant and conference facilities consistent with both current and proposed land use designation and zoning.
- Visitor-serving uses are a Coastal Act priority and a goal of our Local Coastal Plan.
- Conversion of low-priority 43 apt. residential use to high-priority visitor-serving 125 rm. hotel use.
- Public access provided where none currently exists.
- Visually compatible with community and neighborhood character.
- This is an environmentally sustainable green design project.

Thanks in advance to your support of this project.

Shawn Williams – Scotts Valley

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz, Santa Cruz County)

Date and time of receipt of communication: various

Location of communication: Board of Supervisor's Offices, Santa Cruz, California

Type of communication: e-mails and correspondence received

Person(s) initiating communication: various *the pages 17*

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached e-mails

Date: 8/31/10 Signature of Commissioner: *Mark Stone*

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(K)

Mark Stone

From: Jonnylee@bayarea.net
Sent: Tuesday, August 31, 2010 1:49 PM
To: Mark Stone
Cc: jlee@bayarea.net
Subject: La Bahia

Dear Supervisor Mark Stone,

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, owners family, and the owner's employees and their family's. 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

Mark Stone

From: ToddMansfield [toddmansfield@comcast.net]
Sent: Monday, August 30, 2010 9:08 PM
To: Mark Stone
Subject: La Bahia Support

Mr. Stone, please take a moment to read the following.

Mark Stone
Santa Cruz County Supervisor
California Coastal Commissioner
August 30, 2010

La Bahia Hotel Project

Mr. Stone

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In addition to a new tourist destination, as a corporate event planner, my wife knows that business groups need the conference spaces that will be available. She and her associates know there is a shortage of larger format spaces in this county. They do not believe the La Bahia would take others' business away, but rather draw in other clientele.

Our local economy will certainly benefit from the jobs, both short and long term. The revenue generated for the city by way of the hotel tax and property taxes cannot be overlooked, and will be something other generations can rely on.

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

Sincerely,

R. Todd Mansfield
9 Locke Way
Scotts Valley

Mark Stone

From: ChristopherOw1@aol.com
Sent: Tuesday, August 17, 2010 2:25 PM
To: Mark Stone
Subject: La Bahia Project

Dear Mr. Stone:

Please consider approval of the currently proposed La Bahia project. As a life long Santa Cruz County resident I believe the currently planned project would be an asset to the County.

The existing building appears to be dilapidated beyond repair. The drawings I have seen reflect a beautifully designed hotel that will aid in the beautification of the area near the Boardwalk. Further, providing a modern alternative for visitors will be wonderful as currently a majority of the hotel options in the area do not meet the standards of many travelers. Providing walking access to the beach and Boardwalk would be a welcomed enhancement for many families visiting Santa Cruz.

My understanding is that the property in question is currently zoned in the General Plan as Regional Visitor Commercial. The La Bahia project will provide such a use and appears consistent with the overall general plan.

I am asking that you consider approval of the La Bahia Project as proposed. The project is consistent with the general plan of Santa Cruz County and the Coastal Commission. A new modern hotel will be a welcomed addition to the beach area and will be well received by visitors. The project will provide pedestrian access which is much needed near the Boardwalk. The developer will be using many Green building materials and will be a project the community will be proud of for years to come. Further, the project will help many other businesses in the area by attracting additional sales dollars to the community.

Thank you for your consideration.

Sincerely,

Christopher Ow
Ow Family Properties
230 Mt. Hermon Road #200
Scotts Valley, CA 95066
831.438.2810 Office
831.438.8411 Facsimile
831.247.4800 Cellular



Mark Stone

From: Brian MacDonald [briansantacruz@yahoo.com]
Sent: Saturday, August 14, 2010 9:25 PM
To: Mark Stone
Subject: Please support the La Bahia project

Dear Mark

I'm writing to express my support for the proposed La Bahia project in Santa Cruz. As I'm sure you know, this part of Santa Cruz is long overdue for a face lift. La Bahia will transform the beach area into a destination that goes beyond just the Boardwalk. If you look at other cities on the Central Coast - Carmel, Monterey, and Half Moon Bay - they all have beachfront hotels that bring overnight guests and conventions into their communities. Santa Cruz desperately needs the jobs and tax revenues that this project will bring.

La Bahia is going to be a tremendous asset to the city of Santa Cruz, and you will be proud to point to it one day and tell your kids you helped make it happen!

Regards,

Brian MacDonald
219 Walnut Avenue
Santa Cruz, CA 95060

831-426-4282

Mark Stone

From: GeorgeOwJr@aol.com
Sent: Saturday, August 14, 2010 7:34 AM
To: Mark Stone
Subject: La Bahia

Hi Mark

I support the Barry Swenson, Charles Canfield La Bahia Project. The new project will bring beauty and economic activity to the beach area. The beach area and especially Beach Flats, needs a makeover and anyone willing to invest in new buildings there should be encouraged. Thank you. George Ow, Jr.

Mark Stone

From: JSQ57@aol.com
Sent: Thursday, August 12, 2010 11:46 AM
To: Mark Stone
Subject: La Bahia Project

Dear Supervisor Stone,

I am a local hotel owner (we own the Pacific Blue Inn on Pacific avenue in Santa Cruz) and want to express my support for the La Bahia hotel project. (I also served under your district on the Disabilities Commission before I switched to Supervisor Coonerty's District).

Jobs, tax revenues, tourism, beautification of an area that needs it and just plain common sense, make this project very desirable for all of Santa Cruz.

We're trying desperately to improve the area in the City of Santa Cruz that ties the beach to our downtown area. We see this new hotel, not as competition but as a way to serve the tourists that are looking for a 4 star hotel and can't find in this area.

Please support this project!

Thank you,

Joe Quigg

(K)

Mark Stone

From: Cliff Warren [cliffwarren@sbcglobal.net]
Sent: Wednesday, August 11, 2010 7:28 PM
To: Mark Stone
Subject: Support of Bahia Project

Hello Mark,

I am an enthusiastic supporter of the La Bahia project as currently proposed.

As a 26 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 properties in Santa Cruz. We walk our dogs past the old and decaying La Bahia and hope that no one knows we live only two blocks away. Definitely not helping to attract tourism to our city. It is clearly a blight on the beach front area—our most valuable asset.

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 civic 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 you best to bring it to fruition.

Cliff Warren



Mark Stone

From: Richard Andrews [richardandrews@baymoon.com]
Sent: Wednesday, August 11, 2010 5:42 PM
To: Mark Stone
Subject: La Bahia Development

Mark Stone
Supervisor, Santa Cruz County, California

Dear Mr. Stone.

I am writing you as a supporter of the long delayed La Bahia project. I see no negative differences in this latest proposal to the Coastal Commission as opposed to the last approved proposal. I am very much in favor of developing this large unsightly parcel so close to our main beach and upgrading the economic viability of our area. My wife and I live on Beach Hill at 3rd. and Younger, and my daughter and grand daughter live on Main St. I am the president of the Beach Hill Neighbors Association and believe I speak for the majority of residents who feel that the benefits to us from this project far out-weigh any of the perceived problems. The design of the buildings is far superior to the previous design and in fact will be superior to anything on Beach Street. The step back of the different stories from the streets is also a wonderful feature when viewed down the streets. I know some people on First Street are unhappy about the height of the buildings but even without a height variance their views would be greatly affected. Also, I am incensed that some union members from San Jose are injecting their views into a project that is in the planning process which has nothing to do with their issues.

I think this project fulfills the planning goals for the area to be visitor serving; and, I believe it is zoned for commercial development which this project certainly qualifies. Simply put, there is no reason to continue to delay this project as it is a fitting, carefully thought out development that will enhance the total beach area.

Sincerely,

Richard Andrews
President
Beach Hill Neighbors Association

Mark Stone

From: Monika Klein [monika.klein@comcast.net]
Sent: Wednesday, August 11, 2010 3:53 PM
To: Mark Stone
Subject: Friend of La Bahia

Importance: High

Dear Mr. Stone,

Please do your best to get the La Bahia project through. It is beautiful, environmentally sustainable green design project that would fit in beautifully with the community and neighborhood character. I understand that it is already designated in the general plan as a Regional Visitor Commercial Hotel and everyone knows that Santa Cruz really lacks a higher end hotel with conference facilities. It makes such sense to turn less than 50 apartment units into this amazing hotel 125 room hotel that would serve visitors and residents so well.

Thank you,

Monika Klein

Mark Stone

From: Craig French [craig@redtreeproperties.com]
Sent: Wednesday, August 11, 2010 9:29 AM
To: Mark Stone
Cc: jnickell@barryswensonbuilder.com
Subject: Support for La Bahia

Dear County Supervisor and Coastal Commissioner Mark Stone:

I want to communicate my support for the approval of the La Bahia hotel application before you. This project represents the key to unlock a revitalization of the Beach Flats area, provide for an economic boost to the City and County of Santa Cruz by providing a quality hotel conference facility, and what I think will be a catalyst for other upgrades and improvement to Beach Flats and our local tourism industry.

With regards to the height of the building as proposed, I would strongly urge you to support the current design and height. The additional height serves the scale of the building and this site well and it would be very unfortunate to eliminate this upper floor for the sake of a blanket height limitation. It will lose character, articulation and become a very ordinary building. The site deserves better. If we cannot recognize and allow certain important sites and projects to distinguish themselves by their design, then we will be left with very common buildings that serve only to satisfy some blanket applied height restriction. Santa Cruz would have no town clock, no El Palomar hotel, no roller coaster. Imagine San Francisco with no Coit Tower, Transamerica Pyramid building or Golden Gate bridge towers. These structures define communities.

Your vote will send an important message to our local community. I look forward to your support of La Bahia in its current form.

Craig French

Mark Stone

From: Susan Goldstein [susan@pacificsunproperties.com]
Sent: Wednesday, August 11, 2010 7:41 AM
To: Mark Stone
Subject: La Bahia at the Coastal Commission

Dear Mark,

We have lived and worked in Santa Cruz since 1970. We write to express our enthusiastic support for the La Bahia Hotel at the beach in Santa Cruz. We attended all of the public hearings and have followed the project for many years. It is a great design and fits in well with our beach area. Primarily, we need a good hotel for our visitors! When our friends and family come to visit and want to be at the beach... we want them to have a great choice of a place to stay. This hotel will be great for bringing in business conferences. We live in such a rich area, we need to have accommodations to support tourists and conferences. It is so much better for our local economy than sending them down to Monterey. We are definitely a worthy destination! Being a brand new building, La Bahia Hotel will have state of the art technology and design, and the "green" architecture that we support. Barry Swenson Builder has done a great job of working with the neighbors and the community to compromise on a really great project. And we support it whole-heartedly!

Please give your support to the project at the Coastal Commission meeting this Fall. Thank you for your public service to Santa Cruz County.

Sincerely,

Susan and Alan Goldstein
734 Chestnut Street
Santa Cruz, California 95060



5

**Frank E Miller
300 Main Street
Santa Cruz, CA 95060**

August 10, 2010

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

Dear Commissioner Stone,

My wife and I retired in early 2002 and moved to Santa Cruz from Atlantic City on the East coast. After several trips to California, including San Diego, Los Angeles, and San Francisco, we decided on Santa Cruz as the place for us to be.

Upon locating at 300 Main St., one block from the proposed La Bahia Hotel project, I became immediately involved and supportive of the project and continuing so for the past 8 plus years. With my career as a practicing architect on large projects in the entertainment industry, I was familiar with the approval process for a coastal zone project and felt that the developers plans for this site with its location midway between the municipal wharf and the Boardwalk/Amusement Center area, has been superbly designed with consideration of scale and theme of the area and would become a major enhancement to the Santa Cruz waterfront.

I therefore, would urge you, as a Coastal Commissioner, to allow this project to proceed by your approval. Thank you.


Frank E. Miller

(K)

Mark Stone

From: Andrew & Maria Waddell [waddellfive@gmail.com]
Sent: Tuesday, August 10, 2010 10:08 PM
To: Mark Stone
Subject: La Bahia

Dear Mr. Stone

As residents of Santa Cruz for nearly 20 years, we strongly support the work to improving La Bahia. The plan proposed by Barry Swenson goes a long way to a truly beautiful, inviting beachfront promenade. This plan fits in well with the slow growth goals of the city while enhancing the currently run-down beach front. It opens the area up to more local families who want to enjoy a nice, safe, clean beach area as well as offering tourists a more welcoming Santa Cruz. Santa Cruz will benefit from the reintroduction of the beach front hotel not just by additional revenue but also by having another venue for out of town guests to meet and greet and enjoy what should be a beautiful ocean gathering place.

Andy and Maria Waddell
835 Riverside Ave
Santa Cruz, CA 95060



Mark Stone

From: Steve Sanchez [sanchez.design@yahoo.com]
Sent: Tuesday, August 10, 2010 7:35 PM
To: Mark Stone
Subject: La Bahia

Dear Mr. Stone.

We are the owners of 3 properties on the same street as La Bahia (Main St.), our personal residence being the 1887 historic landmark blue Victorian on the corner of 3rd & Main. As you can imagine, we are big fans of our historic neighborhood and its unique architecture and heritage. PLEASE help us to restore our Beach Hill Neighborhood to the beautiful intent and vision of its historical founders! **The proposed La Bahia is critical** to turning not only our neighborhood around, but a key project for revitalizing the image of the whole city and waterfront. The plan embraces the Spanish period architecture and we believe will go on to become a future historic landmark. It's hard to imagine how we could not embrace such a project/gift during such dire economic times. It will provide an appropriate aesthetic upgrade, short and long term employment, city revenue, draw respectable visitors, and be instrumental to a positive recovery for our city. Please help to make the new La Bahia a reality and an admired architectural icon of the city and waterfront, now and for years to come.

Sincerely,
Steve & Nicole Sanchez
408.655.2361

Mark Stone

From: Jeff Current [studiocurrent2009@gmail.com]
Sent: Tuesday, August 10, 2010 6:28 PM
To: Mark Stone
Subject: La Bahia Hotel

Dear Commissioner Stone-

I am supportive of the La Bahia Hotel project in Santa Cruz.

It will make a wonderful addition to the Beach Area and provide many new jobs for the community.

La Bahia also provides 125 new quality hotel rooms and much needed meeting space to attract year round visitors to the Beach Area.

Thanks for your work on the Coastal Commission and please support the La Bahia project!

Sincerely,

- Jeff Current -
Project Architect - La Bahia Hotel

--
Jeffrey R. Current, AIA
Vice President + Dir of Architecture
Barry Swenson Builder
Ph.408.287.0246 cell.408.205.1126
email.jeff@bsbarchitect.com



Mark Stone

From: Peter Silva [peterjsilva@yahoo.com]
Sent: Tuesday, August 10, 2010 4:09 PM
To: Mark Stone
Subject: La Bahia

Dear Commissioner Stone,

I am writing in support of the La Bahia project. I believe that this project will be a catalyst for improving the beach area and provide a significant economic benefit to the city of Santa Cruz.

While I believe the architectural design could be refined so that the new structure evokes the same playful charm as the old, this criticism does not diminish my belief that the project will be pivotal in creating a positive transformation in the beach area and in Santa Cruz as a whole.

Sincerely,

Peter Silva
416 Rigg Street
Santa Cruz

(K)

Mark Stone

From: George Hawkins [hawk95080@sbcglobal.net]
Sent: Tuesday, August 10, 2010 10:07 AM
To: Mark Stone
Subject: La Bahia Hotel

Mark - I enthusiastically endorse the construction of a new La Bahia Hotel. IMHO the current structure is an eyesore. I fail to see any significant historical value to a ramshackle building with cracked and deteriorating stucco, regardless of when it was built. If it were part of the original SC mission that would be another story. Fact is, if the termites and cockroaches stopped holding hands the building would fall down and good riddance. And here comes a builder/developer who has invested outrageous amounts of time and money to upgrade and improve the site and in doing so enhance the overall beach/boardwalk appearance. I cannot understand the reluctance of some members of the community and local government to jump at the chance to approve this project, nevermind support it. I rest my case, but encourage you as a responsible county supervisor and member of the Coastal Commission to approve this project and encourage your commission colleagues to approve it too. I am a registered voter, resident of westside SC and a retiree.

**FORM FOR DISCLOSURE
OF EX PARTE
COMMUNICATIONS**

Name or description of project, LCP, etc.: La Bahia (City of Santa Cruz, Santa Cruz County)

Date and time of receipt of communication: various

Location of communication: Board of Supervisor's Offices, Santa Cruz, California

Type of communication: e-mails received

Person(s) initiating communication: various

Person(s) receiving communication: Mark Stone

Detailed substantive description of content of communication:
(Attach a copy of the complete text of any written material received.)

See attached e-mails

Date: 8/6/10 Signature of Commissioner: Mark Stone

If the communication was provided at the same time to staff as it was provided to a Commissioner, the communication is not ex parte and this form does not need to be filled out.

If communication occurred within seven or more days in advance of the Commission hearing on the item that was the subject of the communication, complete this form and transmit it to the Executive Director within seven days of the communication. If it is reasonable to believe that the completed form will not arrive by U.S. mail at the Commission's main office prior to the commencement of the meeting, other means of delivery should be used; such as facsimile, overnight mail, or personal delivery by the Commissioner to the Executive Director at the meeting prior to the time that the hearing on the matter commences.

If communication occurred within seven days of the hearing, complete this form, provide the information orally on the record of the proceeding and provide the Executive Director with a copy of any written material that was part of the communication.

(K)

Mark Stone

From: Robert Hightower [rhigh59@gmail.com]
Sent: Thursday, August 05, 2010 3:17 PM
To: Mark Stone
Subject: The New La Bahia

Dear Supervisor Stone,

This message is to express my support and to urge you to join me in supporting the construction of a new La Bahia Hotel as proposed by Barry Swenson Builder.

There are two major reasons that I support this project. The first is the obvious need for these kinds of quality visitor serving developments in our town, especially at this perfect location. This is the area that the Coastal Commission should be targeting for this kind of development as a way to enhance public access to our coasts. Isn't that in their charter or something? There is no better place for this kind of development. In fact, I would support an even denser (and taller) version because this is the one beach area in our entire county that can not only handle this kind of density, but will benefit from it, especially given the apparent quality of this project. The entire beach area will be lifted up if this project goes forward, and the entire City will benefit from the resulting revenue stream. Those who worry about the height and density are blowing smoke. There are plenty of great buildings that are far bigger and less articulated than this one. Once it is built I am sure that we will get used to it very quickly and accept it as a great asset much like the Palomar or most of the other larger buildings in our town.

The other point that I would like to make is in regard to the existing building. There are those who say that the existing building is some sort of great historic landmark. I can tell you it is a shoddily constructed piece of stage set that was never intended to last as long as it has. Walk the site again yourself. The construction materials and craftsmanship are second-rate at best. The concrete appears to be a cheap mix that has too much sand in it. The stairways and paths are not finished in the nice decorative tiles that you would expect. The railings are simple. The original light fixtures are made from pot metal or something that was never intended to last in this location. The stucco wall finishes appear to have been installed by first time laborers. The design itself shows a lack of care was given to the 'other' sides of the building. This is evidence of the stage set design of this building. There is not much really worth saving here. From what I can tell the proposed La Bahia will be a facility that our children will really cherish. It will be a structure that, in 80 years, will be far more worth saving than the current building will ever be, so I urge you to support the new and greatly improved La Bahia.

Sincerely,

Bob Hightower
721 Seaside Street
Santa Cruz, CA 95060
(831) 426-6868

Mark Stone

From: Bob M (bobcrows@hotmail.com)
Sent: Thursday, August 05, 2010 2:27 PM
To: Mark Stone

Supervisor Stone:

It is becoming more and more clear that Santa Cruz County's economic engine is run to a great extent on tourist 's dollars. The most efficient source of this income is through over night visitors who spend significantly more than day use guests. First class hotel rooms and meeting spaces are the only way to service this market. Both Santa Cruz citizens and hospitality workers benefit from the tax stream and jobs created by attractive and well managed hotel properties. La Bahia will be one of these properties. I hope you will support the realization of the La Bahia Hotel. It is a community enhancement we cannot afford to lose.

Thank you for your consideration of this matter.

Bob Munsey
Crow's Nest



Mark Stone

From: Alex Anderson [h.alex.anderson@gmail.com]
Sent: Wednesday, August 04, 2010 3:41 PM
To: Mark Stone
Subject: please support La Bahia!

I'm writing to let you know of my support for the La Bahia project. Let's put up a building we can be proud of that will enhance the Santa Cruz beach/visitor experience.

Thank you,

Alex Anderson
231 John St.
Santa Cruz, CA 95060

Mark Stone

From: yeslek@gmail.com on behalf of Kelsey Schwind [kelsey.schwind@gmail.com]
Sent: Wednesday, August 04, 2010 3:36 PM
To: Mark Stone
Subject: La Bahia project support

Mr. Stone,

As a lifelong Santa Cruz County resident, I would like to voice my support of the La Bahia project. This visitor-serving project is a Coastal Act priority and a goal of our Local Coastal Plan. It enhances our connection to the beach with an open, pedestrian friendly street frontage. The city has no conference center to speak of and adding this in the environmentally sustainable way this has been designed is a win all around. The conversion of low-priority 43 unit residential use to high-priority visitor-serving 125 room hotel use is what is needed for tax revenues for the city and cleaning up the whole general area.

Thank you for your support of the project,

Kelsey Schwind
Santa Cruz

Mark Stone

From: Creedence Shaw [crendo.etc@gmail.com]
Sent: Wednesday, August 04, 2010 3:10 PM
To: Mark Stone
Subject: Support La bahia project

I believe the La bahia project would be a beautiful productive, environmentally friendly addition to the boardwalk area.

In addition there are some coastal benefits below, all of which i am sure you are already aware.

Coastal Benefits

- This is a Visitor Serving project
- Enhance connection to the Beach with an open, pedestrian friendly street frontage.
- The La bahia site is already designated in General Plan as Regional Visitor Commercial (RVC). Hotel, restaurant and conference facilities consistent with both current and proposed land use designation and zoning.
- Visitor-serving uses are a Coastal Act priority and a goal of our Local Coastal Plan.
- Conversion of low-priority 43 apt. residential use to high-priority visitor-serving 125 rm. hotel use.
- Public access provided where none currently exists.
- Visually compatible with community and neighborhood character.
- This is an Environmentally sustainable green design project

Thank you for your time,
Creedence Shaw
831-332-1368
370 7th Ave
Santa Cruz, CA 95062

(K)

Mark Stone

From: Richard Josephson [rjsphsn@pacbell.net]
Sent: Wednesday, August 04, 2010 11:53 AM
To: Mark Stone
Subject: La Bahia Hotel

Supervisor Stone,

I believe that the many potential advantages of the La Bahia Hotel project have already been dealt with at length, and thus I support the project whole-heartedly. As a business owner in the county, the one other issue I might add, if it has not already been addressed, is that this project, in my opinion, would be one significant step forward, in not sending crucial tourist dollars to Monterey-Carmel, for lack of such a facility.

Thank you,

Richard Josephson

Mark Stone

From: timberworksinc@comcast.net
Sent: Wednesday, August 04, 2010 10:34 AM
To: Mark Stone
Subject: La Bahia

Dear Mark,

I writing to ask for your support for the La Bahia project in Santa Cruz as submitted to the Coastal Commission. I am a 41 year resident of Santa Cruz and grew up here and love this community. I have been a building contractor here in Santa Cruz since 1982 and want to say that we are fortunate to have a project of this caliber and scope and beautiful design especially in this economic time as presented by Barry Swenson Builder. I encourage you to approve it as presented to you. The following are benefits that the La Bahia will bring to this community.

Coastal Benefits

- This is a Visitor Serving project
- Enhance connection to the Beach with an open, pedestrian friendly street frontage.
- The La bahia site is already designated in General Plan as Regional Visitor Commercial (RVC). Hotel, restaurant and conference facilities consistent with both current and proposed land use designation and zoning.
- Visitor-serving uses are a Coastal Act priority and a goal of our Local Coastal Plan.
- Conversion of low-priority 43 apt. residential use to high-priority visitor-serving 125 rm. hotel use..
- Public access provided where none currently exists.
- Visually compatible with community and neighborhood character.
- This is an Environmentally sustainable green design project.

Thank You,

Rob Stuart
P.O. Box 66339
Scotts Valley, CA 95067
(831) 438-6030 FAX (831) 438-6090

(K)

Mark Stone

From: William Shady PE [bill@sustainabledesignpm.com]
Sent: Tuesday, August 03, 2010 5:38 PM
To: Mark Stone
Cc: 'Jesse Nickell'
Subject: La Bahia

Mr. Stone,

Thanks for being the supervisor for my district.

I am a local consulting mechanical engineer and I have worked on La Bahia in its many iterations since inception.

This community needs this project and your support is very critical.

Please support this project. This replacement of a dilapidated old, rotten structure and replacement with a revenue and job creating opportunity will not last forever.

Do not let this one slip through the cracks.

The construction and design professionals in this community deserve an opportunity to create and build energy efficient, sustainably operated and architecturally impressive project and the local community supports this project.

I would love to hear back what your position will be on this project.

Regards,

Bill

William Shady PE
Sustainable Design and Project Management
122 Fairmount Ave
Santa Cruz, CA 95062
831-459-7300 office
831-234-5151 mobile
bill@sustainabledesignpm.com
www.sustainabledesignpm.com
Join our mailing list

Build a Better La Bahia

BBL@calcentral.com

831-425-8100



July 25, 2011

Re: La Bahia LCP Amendments (City of Santa Cruz)

To: California Coastal Commissioners:

On Monday, July 25, 2011, I delivered to the Coastal Commission Office in Santa Cruz all of the following items, which are the exact items contained in the enclosed packet:

1. July 25, 2011 Letter from Build a Better La Bahia to California Coastal Commissioners
2. November 2007 Biggs Cardosa Associates Report on La Bahia Structural Systems
3. February 19, 2009 Biggs Cardosa Associates Letter on La Bahia Cost Comparisons
4. January 12, 2009 S.C. Seaside Company Letter on Parking Agreement
5. 26 Color Slides on La Bahia LCP Amendments

Build a Better La Bahia, a community association

Don Webber

Don Webber, Secretary

RECEIVED

JUL 25 2011

California Coastal Commission,
Central Coast Area

**Exhibit L
STC-1-11
53 pages total**

Build a Better La Bahia

BBL@calcentral.com

831-425-8100



July 25, 2011

Re: La Bahia LCP Amendments (City of Santa Cruz)

Dear Coastal Commissioner,

This is a project-driven LCP amendment that seeks to spot zone a 1.4-acre beachfront parcel in the heart of the Santa Cruz waterfront. A weathered but sturdy cultural resource (the La Bahia Apartments, c. 1926, 28,000 square feet) stands there now. In April 2009, the city council approved a plan to demolish these structures and to replace them with a new seven-story, high-end condo-hotel with underground parking and other amenities. The city needs Coastal Commission approval to change one LUP (dealing with restoration) and to create a new spot zoning ordinance for the La Bahia parcel.

Here is why we believe the Commission should reject the city's application.

Background

Over twenty years ago, in the wake of the Loma Prieta earthquake, our city's most important downtown landmark, the Cooper House, was demolished by an order of our city government. The loss is still mourned today; it was the cultural center of the city.

A decade later, in 1997 and 1998, after a long series of meetings widely attended by members of the public, we adopted a Beach Area Plan. Cognizant of how easily the Cooper House had disappeared – despite its status as a protected landmark – we sought to protect the La Bahia Apartments from a similar fate. We took pains to obtain a professional report of the architectural significance of the La Bahia Apartments (the Architectural Resources Group study). We took pains to include specific language in our general plan designed to ensure that the essential elements of the La Bahia Apartments would not simply disappear for the sake of economic convenience or political expediency.

That is why the Beach Area Plan contained language that provided for “retaining the architectural character defining elements identified in the Architectural Resources Group study” (*emphasis added*).



In the decade since the Beach Area Plan was adopted and the local coastal program certified, our city's financial position has worsened, and now the city believes it is in its economic interest not to restore, but to raze the La Bahia Apartments. In April of 2009, the city council approved a plan for a seven-story, high-end resort condo-hotel project to replace the La Bahia Apartments, and it amended the general plan to permit demolition rather than retention and rehabilitation of the coastal landmark.

Now the city council wants a development that exploits every design advantage of using condominiums – but it wants to renege on its obligation to rehabilitate the landmark.

This LCPA seeks to change LUP 2.16 by dropping any reference to *renovation* in favor of simply calling it a *redevelopment* project.

The amended version would provide “If the La Bahia site is redeveloped to visitor-serving condominiums in order to fund the project, restrict use of the condominiums by individual owners to no more than 45 days per year.”
(*emphasis added*)

On its face, the amended language seems little changed from the original. But the difference in effect is profound. The certified LUP reflects a commitment to rehabilitate a cultural resource. The amending language is designed to destroy and replace it with a condominium resort hotel six times its size.

The standard of review that the Commission uses in reviewing the adequacy of this proposed amendment to the Land Use Plan is whether the Land Use Plan as amended would be consistent with, and meet the requirements of the policies of Chapter 3 of the Coastal Act. To approve it, the Commission would need to find that the proposed LUP amendment is consistent with these Coastal Act policies:

- Coastal Act Section 30251 requires protection of the scenic and visual qualities of coastal areas by requiring that development be sited and designed to protect views to and along the ocean and scenic coastal areas.
- Coastal Act Section 30251 requires that development be visually compatible with the character of the surrounding area.
- Coastal Act Section 30251 requires that alteration of natural land forms be minimized.
- Coastal Act Section 30253 protects popular visitor destinations, such as the Beach Area, against inappropriate development.
- Coastal Act Section 30240(b) protects adjacent recreational areas such as the Main Beach.

The amended LUP would usher in development inconsistent with each of these Coastal Act policies, as follows.

Today, however, the city council no longer wants to retain the La Bahia Apartments; they want to demolish and replace them. In April 2009, the city council changed the Beach Area Plan language above to permit "demolition of all existing buildings" and to permit replacement construction that "utilizes newly constructed character defining elements which are substantially similar to those in the existing La Bahia building identified in the Architectural Resources Group study" (emphasis added).

We lament that change. We believe the city council decided to abandon restoration and rehabilitation of these historic structures without a bona fide analysis of feasible alternatives that could preserve a substantial portion of the landmark. Instead they gave up on the idea of rehabilitation entirely. Rather than requiring the development to comply with the law, the city council changed the law to comply with a proposed development.

Condo-conversion and the LCP

We are all agreed that the La Bahia site is well suited for conversion to visitor-serving uses, and the framers of the Beach Area Plan clearly expressed our city's interest in developing the La Bahia into visitor-serving accommodations.

But the framers of the Beach Area Plan originally rejected the use of condominiums because private use of the units for any extended period would reduce the visitor-serving use of the property and limit availability of the units during conferences. This was the view held by both the public participants and the city council at the time.

Because the use of condominiums made it easier to finance development of the La Bahia parcel, the use of a condo-hotel was deemed acceptable under certain circumstances. In certifying a major modification of the Santa Cruz LCP, the Coastal Commission modified Land Use Policy 2.16 of the Beach Area Plan to accept the use of condominiums to fund the rehabilitation of the La Bahia Apartments, provided that private use by individual owners was limited to only 45 days per year.

The language of the certified LCP provides "If La Bahia is converted 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."
(emphasis added)

That language reflects the grant of a privilege to convert La Bahia into limited-use condominiums as part of a bargain to fund the restoration of this coastal landmark.

Coastal Landmark Demolition

It is cheaper to demolish and replace the old landmark than it is to restore it, but CEQA, and the Coastal Act, and the certified LCP all aim to protect a cultural resource like the La Bahia Apartments. The city was therefore obliged to consider feasible alternatives to demolition as part of the public process that led ultimately to this LCPA. In the event, they undertook to analyze only one alternative to demolition: *a restoration project that had already been abandoned by the developer.*

Unsurprisingly, they found that alternative infeasible and demolition unavoidable.

They relied on a November 2007 engineering report issued by Biggs Cardosa Associates (attached), which was based on a review of pertinent documentation and a site visit to inspect the exteriors of the La Bahia structures.

The authors of this report found deficiencies in the structural components of the La Bahia Apartments and concluded that significant upgrades of the buildings' structural systems would be required if La Bahia were to be rehabilitated and made suitable for reuse as a hotel.

Even though the city relies heavily on this report to justify demolition, its authors did not conclude that demolition is necessary. To the contrary, a careful reading of the report illustrates the feasibility of rehabilitation, recognizing that rehabilitation is likely to be more expensive than demolition and replacement.

How much more expensive? On the question of cost, the developer submitted more than one comparison of the cost of restoration vs. the cost of demolition and replacement. On March 15, 2008, the developer informed the city that "there is a \$32.99 per square foot cost increase to restore and renovate the old building compared to new construction." Two weeks later, on March 31, 2008, the developer informed the city that "there is a \$48.32 per square foot cost increase to restore and renovate the old building compared to new construction." Finally, eleven months later, on February 19, 2009, Biggs Cardosa Associates informed the city by letter (attached) that the estimated increase in cost to restore and renovate the old building compared to new construction "equates to a difference of \$16.73 per square foot" (i.e., \$140.17 per square foot to demolish and replace vs. \$156.90 per square foot to renovate and reuse).

By quoting these estimates, we are not suggesting that any of them are accurate or inaccurate. Rather we suggest that these numbers illustrate both the developer and the city had evidence that renovation was not an infeasible alternative—simply a more expensive option than demolition and replacement. The city's reliance on the Biggs Cardosa Associates report to justify its finding that renovation is infeasible and demolition is unavoidable is not warranted.

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At the outset of this long public process, the developer and the city had already concluded that the cost of restoration and renovation of the La Bahia Apartments would be prohibitive and that the loss of this cultural resource was "unavoidable." Since the only restoration "alternative" they considered was the very project that the developer had already abandoned, it wasn't hard to find that alternative to be infeasible. In finding the abandoned renovation project infeasible, the developer and city chose to close the book on all renovation.

They gave no further attention to rehabilitating La Bahia – despite a range of design alternatives that could comply more closely with our general plan and local coastal program, and despite an LUP provision calling for renovation and a general plan obligation to retain (not replace) the essence of the landmark.

Since renovation is specifically called for in the certified local coastal program, Coastal Commissioners should be aware they are being asked to discard an important cultural coastal resource without consideration of feasible renovation alternatives.

Even if its renovation were not specifically mentioned in the certified local coastal program, amending the LCP to permit demolition of this coastal landmark would violate Coastal Act Section 30253 (5) which provides that "new development shall . . . where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses."

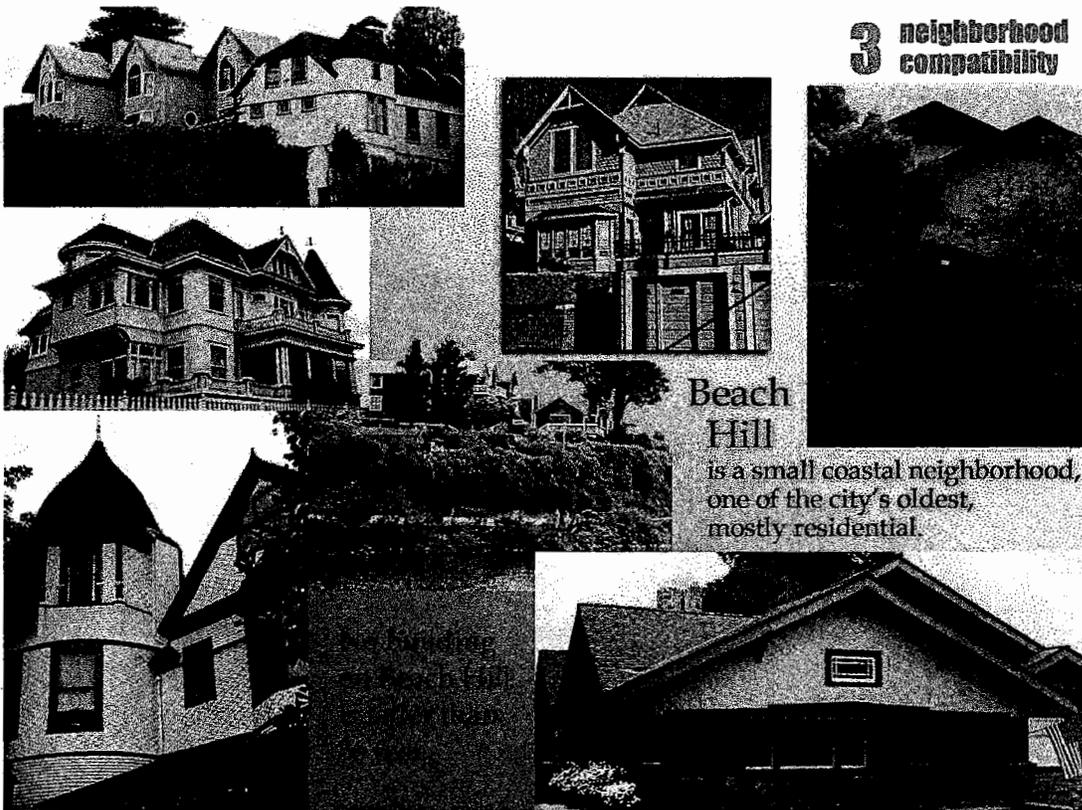
If the La Bahia Apartments aren't a unique characteristic of the Beach Hill neighborhood and the Santa Cruz waterfront, what is? They are an immediately recognizable visual centerpiece of the Santa Cruz waterfront, as they have been for over eighty years. The La Bahia Apartments qualify as a landmark of national significance. They are iconic.

Destroying the old La Bahia Apartments to make way for an outsized modern replica is akin to replacing actual dunes with a new hotel called "The Dunes" or replacing old cottages in Carmel with a new condominium complex called "The Cottages." These may well be profitable strategies, but they risk replacing something that's valuable, because it is authentic, with something that's valuable because it makes money. Coastal Commissioners are uniquely situated to guard against exploiting a special coastal community by unnecessarily destroying the very characteristics that define it as special.

Visual Compatibility with Surrounding Area

Amending the LCP to permit replacement of the La Bahia Apartments (a 28,000 square-foot Mediterranean hillside village) with a 52,000 square-foot parking structure and a modern 120,000 square-foot, seven-story mass would also violate Coastal Act Section 30251 which provides that "permitted development shall be sited and designed to be visually compatible with the character of surrounding areas."

The surrounding area contains the Main Beach, a number of beachfront attractions and lodgings, and the residential neighborhood of Beach Hill. This is one of the oldest residential areas in the region, home to fine historic homes as well as modern residences and inns, none above three stories in height.



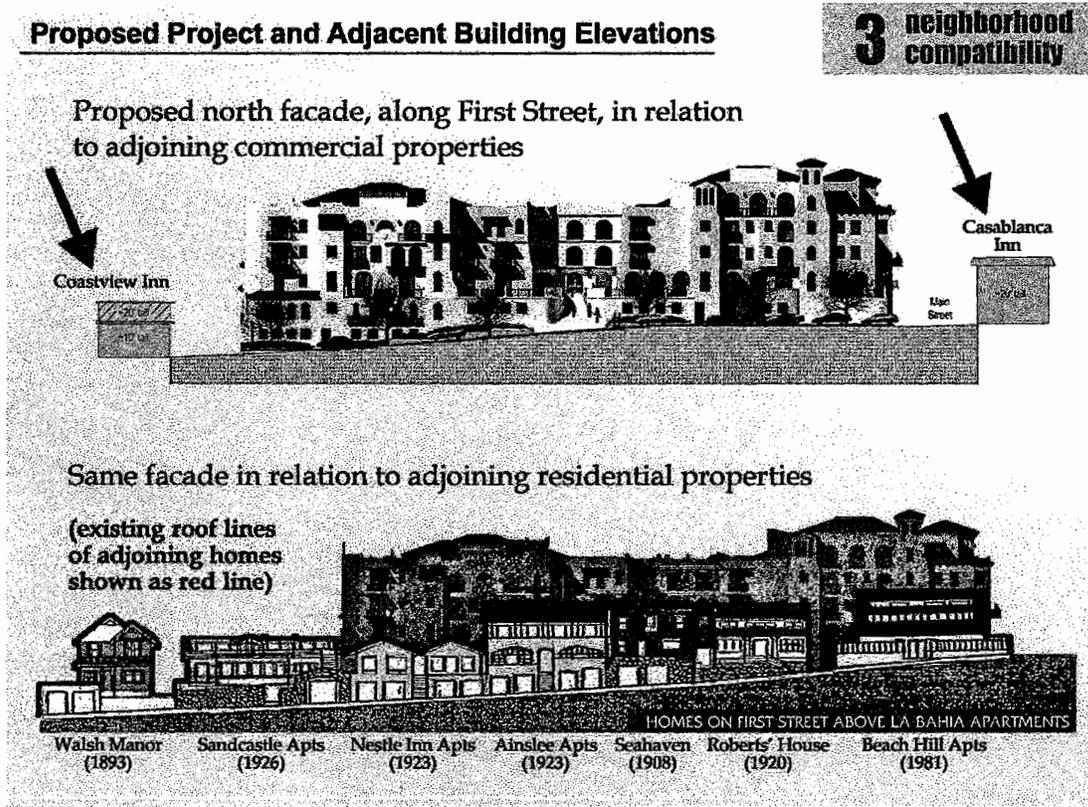
In contrast, the proposed LCPA creates a spot zone to permit building heights on one parcel to increase from 43 feet currently to a new limit of 61 feet, and then an additional 10 feet (to 71 feet) over back portions of the site, where it meets the residential neighborhood. And it would provide for minimal, if any, setbacks (zero to three feet).

The city concluded that this scheme would impose no significant visual impacts on the surrounding area. But the Coastal Commission should review some of the city's reasoning for this surprising conclusion in the final EIR.

- “With regard to the residential development north of the site on First Street, . . . While this alternative would be taller than the residential structures (4 ½ to 5 stories versus 3 stories, respectively), the buildings in this alternative would be separated by the approximately 55 foot wide First Street right-of-way. The front yard setbacks of First Street residential buildings, above the first level, provide additional distance from the project buildings.”

So the Coastal Commission is being asked to approve a zoning scheme that requires only a 0-3 foot setback for massive new construction on the novel theory that the public street provides a sufficient buffer for the residential properties across from the new construction – and besides, those properties themselves have setbacks.

You can see from the following illustration that the proposed project dominates not only adjoining residences but adjoining commercial properties as well.



There's been a great deal of discussion about the "height" of the new construction. The developer and the city have taken a great deal of credit for having reduced the height of their original application by 10 feet. Crucially, they claim that this "reduction" transformed what had been a *significant* visual impact into an *insignificant* one.

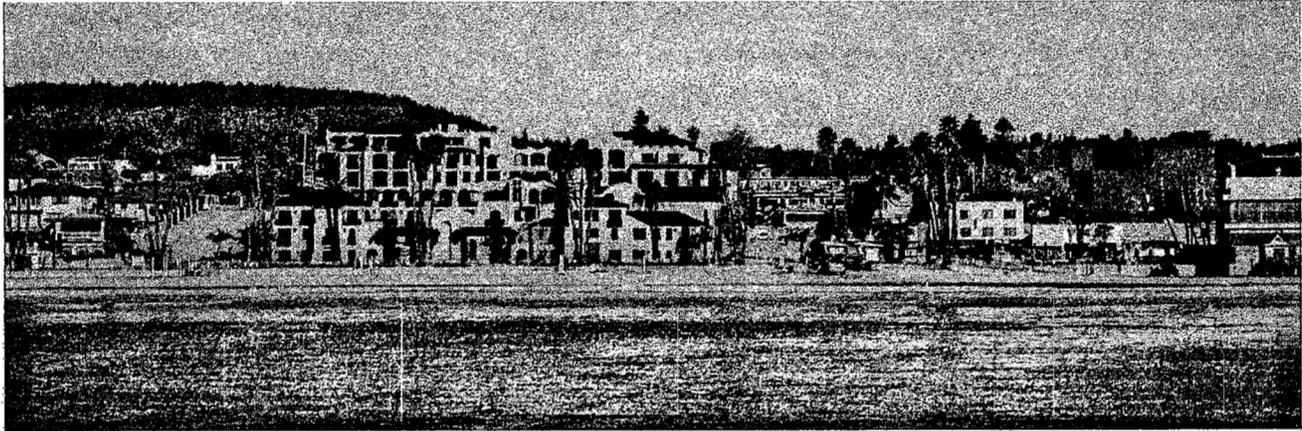
Height is not the sole criterion by which to judge whether construction is visually compatible with surrounding areas. By focusing so intently on height, it's easy to lose sight of the effect of the overall mass and volume of the proposed construction. While the approved project is shorter by 10 feet than that originally proposed, the massing and volume barely changed. The developer simply moved the nine rooms taken from the former peaks and distributed them elsewhere in the project.

It would be incorrect to view this reconfiguration of the same number of rooms and nearly the same volume and mass as much of a reduction, even if the package is a bit shorter. The rooms that were removed from the top of the original proposal didn't disappear. It is still 170,000 square feet of new construction, a solid mass, uniformly higher than its surroundings, with miniscule setbacks and no view corridors. To pretend that qualifies as a significant "reduction" implies that the only significant visual impact of the original proposal consisted of the top ten feet.

The effect of trying to fit the maximum mass into a finite envelope (even an expanded envelope with new height limits and skimpy setbacks) necessarily results in one solid mass. Note that this is not anything like the original Mediterranean hillside village that the architecture of the La Bahia Apartments ought to inspire. At 71 feet, or even at 61 feet, the effect along the back of the building site, atop Beach Hill, is that of a high solid wall on a near-zero lot line. Commissioners would be hard pressed to conclude that this development was sited and designed to be visually compatible with the surrounding area.

Protecting Scenic Coastal Views

The city relies heavily on this view as justification that scenic views won't be significantly impacted by their actions. It's a view from the end of the wharf.



LA BAHIA HOTEL EIR

RBF
CONSULTING

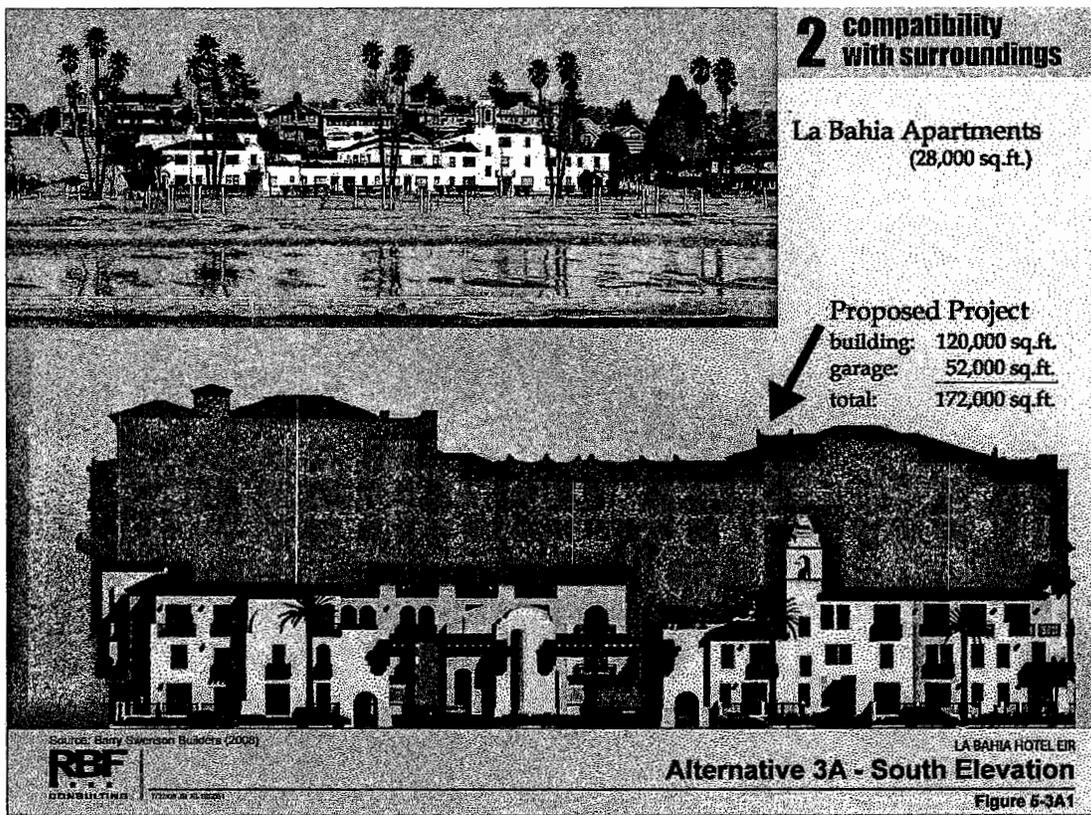
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Revised Alternative 3A - View from the Wharf

Revised Figure 5-3A3

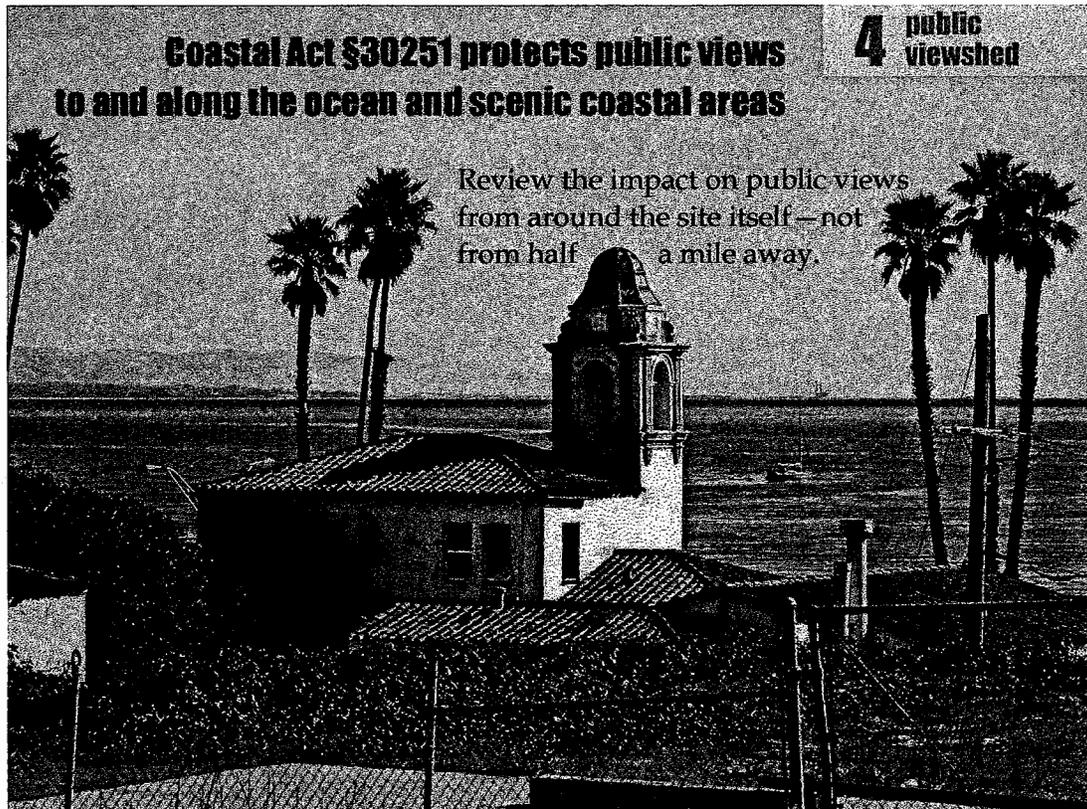
Since it is possible to see most of the distant ridge line over the proposed construction from the end of the wharf, the developer and city reason that public views to and along the ocean are adequately protected. But one view from a half a mile away is not the sole parameter for judging the overall impact of this development on coastal scenic views.

By approaching the property more closely – say from the perspective of visitors to the Main Beach directly in front of the proposed development – it becomes less a matter of seeing the ridge line, and more a question of replacing what is now a view of a gentle coastal terrace and a community of homes that parallel the topography with a view of a seven-story building.



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Similarly, by approaching the property as a pedestrian from behind the intended construction, visitors currently enjoy a substantial view of the ocean and miles of coastline along Monterey Bay, all of the Municipal Wharf, and portions of Main Beach and West Cliff Drive. This is a favorite spot for visitors to photograph—and even to paint—the La Bahia bell tower with the Bay as the backdrop.



In the EIR for this project, the city brushed aside this view by concluding that

- “existing building, topography, and trees on the La Bahia site block views to the ocean from First Street.”

We encourage all Coastal Commissioners to stand at this point in person to judge for themselves the accuracy of this assertion.

Amendment of the LCP will replace this view with a view of a solid four-story wall. Without any provision for public view corridors, the views along the northwest boundary of the parcel will disappear completely. This would violate Coastal Act Section 30251 which provides that “permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas.”

Hilltop Removal

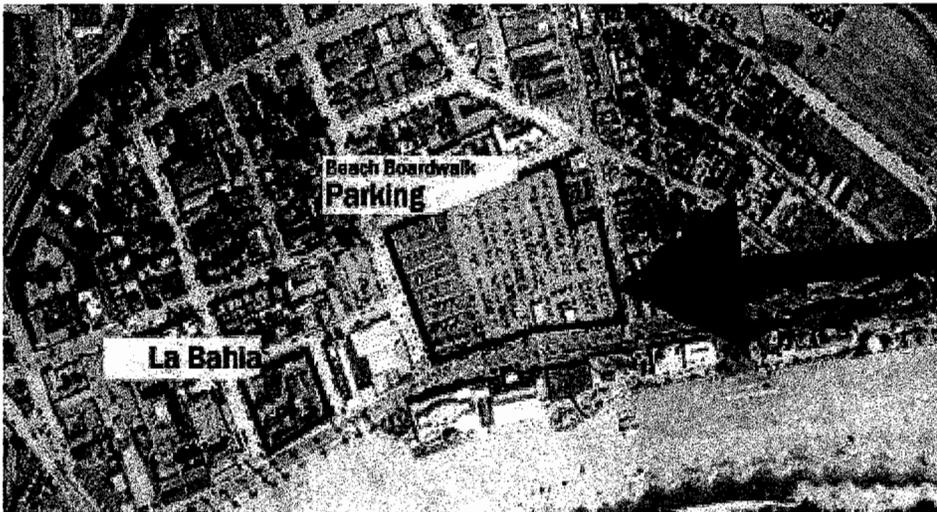
Finally, the city concluded that there are no natural land forms on the building site. This is a bizarre finding since the promontory of Beach Hill plainly covers the northwest quadrant of the La Bahia parcel.

After demolition of the existing structures, the developer intends to excavate all of that promontory, approximately 8,000 cubic yards, for the purpose of constructing a partially underground parking garage.

Amending the LCP to allow an unnecessary excavation of this coastal hill would violate Coastal Act Section 30251 which provides that "permitted development shall be sited and designed to minimize the alteration of natural land forms."

What constitutes a "minimum" alteration is admittedly a subjective judgment. However, removing the entire hill is clearly the maximum alteration. It would qualify as the minimum alteration only if there were no alternative way to satisfy the hotel's parking requirement. If the hotel and its parking requirement were reduced, or if another way to park the hotel's cars exists, then removing less than all of the hill would be possible.

The La Bahia parcel and a nearby 7-acre parking lot are under common ownership.



To satisfy the city's parking requirements, the common owner has already agreed by letter of January 12, 2009 (attached) to allow the future hotel to utilize that parking lot for overflow valet parking. There is a possibility of expanded use of that facility to accommodate more of the hotel's parking demand.

If the nearby parking lot under common ownership were to be more fully utilized or the room count and parking requirement were reduced, the alteration of Beach Hill would be subject to a smaller excavation (perhaps for foundation purposes only).

That would be the minimum alteration.

Zoning Amendment

The proposed IP amendment creates a spot zone that would permit building heights on the La Bahia parcel to rise from the current limit of 43 feet to a new limit of 61 feet, and then an additional 10 feet (to 71 feet) over back portions of the site, where it meets the residential neighborhood.

Please read the attached zoning amendment. In the part entitled District Regulations you will read that something referred to as "Maximum Height of Buildings" is changed from 36 feet to 50 feet. That is the basis for all of the public statements that suggest that the new IP amounts to a mere "14-foot variance."

If you read further, however, you will read that something referred to as "Maximum Building Height" increases the "Maximum Height of Buildings" from 50 feet to 61 feet. And that for purposes of "mechanical penthouses" and "architectural elements" and additional 10 feet in height is allowed, from 61 feet to 71 feet, over a portion of the building.

A careful reading of the amended zoning ordinance reveals that what is now a height limit of 43 feet will be increased to 71 feet. This is an increase of 28 feet, not 14 feet as advertised.

Coastal Act Section 30513 provides that the Commission may only reject zoning ordinances on the grounds that they do not conform with, or are inadequate to carry out, the provisions of the certified land use plan.

To reject it, the Commission would need to find that the proposed zoning amendment is inconsistent with these certified Land Use Plan policies:

- Certified LUP Cultural Resources Policy 2.1:
Protect and encourage restoration and rehabilitation of historic and architecturally significant buildings and landmarks.
- Certified LUP Cultural Resources 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.
- Certified LUP Community Design Policy 3.5:
New or renovated development shall add to, not detract from City-identified landmarks, historic areas and buildings, and established architectural character worthy of preservation.

The amended zoning ordinance language would permit development inconsistent with each of these certified Land Use Plan policies as delineated above.

Conclusion

We all understand that our city needs revenue, and that the La Bahia parcel is a suitable site for a hotel. But not just any hotel. We should admit that it is a parcel subject to significant site restraints. It is improved by a culturally and architecturally significant coastal landmark. It is adjacent to an established residential neighborhood of one-, two-, and three-story homes. These restraints are best met by a sensitive understanding of what is required to protect and enhance coastal resources.

Before we amend a certified LCP to empower a city council to demolish a unique and valuable coastal landmark and to replace it with a massive replica, we should step back and review the project they've already approved.

Aside from its use of stucco and tile, its incorporation of an ornamental bell tower, and its willingness to place a picture of the authentic La Bahia in the lobby, there is little to connect this new hotel with the old landmark apartments.

The original is a unique Mediterranean hillside village; the proposed replacement—six times the size of the original—is a large, modern hotel that would not be out of place in downtown San Jose.

In terms of mass and height, the new structures can reach 71 feet in an area of 36-foot residences, a solid mass barely set back from the lot line, dominating even adjoining commercial structures.

In terms of preserving public views, they are changed from a coastal terrace to a seven-story behemoth—or obliterated.

Allowing local governments to carve out spot zones from an approved LCP in order to allow this kind of radical transformation of a prime coastal area sets a terrible precedent for our city planners.

Does it not set a new de facto standard for the beach area?

Does it not undermine the very idea of a coastal program?

What is the true value of a coastal program if powerful interests can simply exempt themselves from its provisions?

Carving spot zones out of local coastal programs sets an adverse precedent that is certain to transform the beach area and alter profoundly the character of our waterfront and the beach community.

The Santa Cruz community worked hard to arrive at the Beach Area Plan and the certified LCP. Provisions intended to protect coastal resources shouldn't be thrown overboard by a city council eager to approve a profitable development.

Request

Therefore, to the extent that it would permit:

- (a) demolishing and replacing a unique protected coastal landmark contrary to the express provisions of the certified LCP, and
- (b) spot zoning of a prime site in a manner incompatible with the density, building heights, and visual character of the surrounding area, and
- (c) degrading or obliterating scenic public views to and along the ocean, and
- (d) permanently removing the promontory of Beach Hill,

under Sections 30251, 30253 (5), and 30240 (b) of the Coastal Act and the certified land use policies noted above, we request that the California Coastal Commission reject this application to amend the Santa Cruz LCP.

Respectfully,

Build a Better La Bahia, a community association

Don Webber

Don Webber, Secretary

cc: Charles Lester, Acting Director

Attachments:

- Biggs Cardosa Report
- Biggs Cardosa Cost Comparison Estimate
- Seaside Company Parking Lot Letter

①

INTRODUCTION AND SUMMARY

Biggs Cardosa Associates Inc. has prepared this preliminary structural investigation regarding the rehabilitation and reuse of the La Bahia complex located at 215 Beach Street in Santa Cruz, California. Biggs Cardosa Associates has 25 years of experience in structural retrofits of historic buildings, many of which are located in Santa Clara and Santa Cruz Counties. Our experience includes retrofit and restoration of unreinforced masonry, wood, steel and concrete structures. Examples of our projects include the Jose Theater, St. Josephs Cathedral, the Hayes Mansion, the Fallon House, the Metropole Building, the Montgomery Hotel, the DeAnza Hotel, the Letitia Building, the Security Building and the First Unitarian Church all of which are in San Jose, California.

The purpose of this report is to assist in responding to the letter from Barry Swenson Builder to the City of Santa Cruz regarding their application to demolish the existing buildings on the subject property. The aforementioned letter includes a section discussing the structural system. In this section, the following structural issues are discussed:

1. The structural system of the existing building does not comply with the requirements of current code.
2. The existing unreinforced foundations do not comply with current code.
3. The existing soil does not provide adequate support for the existing foundation.
4. The buildings are not adequately connected to the existing foundation.
5. The compressive strength of the concrete is not adequate.
6. The roof and floor sheathing does not have adequate bracing capacity.
7. Even with the use of the more lenient California Historic Building Code significant upgrades of the structural system would be required.
8. Removal of existing finishes would be required to retrofit the buildings.

As a result of our evaluation, our responses to the above issues are as follows:

1. With the exception of the concrete foundations, the majority of vertical load system of the building may meet the requirements of the current code. The lateral load resisting system of the building does not meet current code requirements (see the Building Deficiencies section below).
2. Per current code, foundations are required to have minimum reinforcement and therefore the existing unreinforced foundations do not meet code.
3. Based on the Geotechnical Investigation, the existing foundation will need to be replaced with a deep foundation, a mat slab or the soil itself will need to be strengthened (see Design Criteria and Expected Building Performance and Building Deficiencies sections below).
4. The buildings are not adequately connected to the foundations (see the Building



Deficiencies section below).

5. The compression test results for the existing concrete foundations published in the Washington – Jenson evaluation are close to current compression test standards.
6. The roof and floor sheathing does not have adequate diaphragm strength and will need to be strengthened or replaced (see the Building Deficiencies section below).
7. Significant upgrades of the structural system will be required (see the Building Deficiencies section below).
8. Based on our experience, removal of the majority of the existing finishes would be required to retrofit the building.

ASSUMPTIONS

The information in this investigation is based on the following information:

- A site visit to view the exterior of the building. Observations were limited to what was visible at the time of our site visit.
- Original drawings by William C. Hays, Architect, some sheets dated 3/11/26, Sheets 2 through 9
- Geotechnical Investigation by Steve Raas and Associates dated September 2001
- Draft EIR by RBF Consulting dated May 2007
- City of Santa Cruz Initial Study / Environmental Checklist date March 29, 2006
- Structural Evaluation of the La Bahia Hotel by Washington – Jenson Associates dated August 1989
- Letter from Barry Swenson Builder to the City of Santa Cruz Planning Department, dated February 24, 2006, clarifying their application for a Historic Demolition Permit

The information supplied in this report is based on available data and preliminary visual observations of the existing construction. Demolition of existing finishes to verify existing construction and testing of existing materials was not performed. This report addresses only structural deficiencies and recommended modification. Potential issues related to access, architectural, mechanical, electrical, plumbing or fire protection are not considered. It should be understood that the recommendations specified herein are preliminary only. A thorough design of the project must be done if the contract drawings for the proposed modifications are to be prepared.

The following is a summary of our observations of the structure, code requirements, deficiencies found and recommendations of structural modifications to the existing structures.



BUILDING DESCRIPTION AND CONDITION

The project was constructed in the late 1920's on the site which slopes from the northwest to the southeast. The subject structure consists of two and three story wood-framed apartment buildings situated around two outdoor courts. According to original architectural drawings, the five separate buildings that make up the complex are organized into six divisions (Blocks) used for clarification and design. The apartment buildings face Westbrook Street to the East and Beach Street to the South. Surface parking and a backfilled swimming pool are located on the northern portion of the site.

The structure's highest point is the bell tower that sits approximately 53' above Beach Street level. The 1st, 2nd and 3rd floor heights are at approximately 13', 23' and 32' respectively. The square footage of the footprints and the number of stories of the divisions are as follows:

Block Number	Approximate Footprint	Number of Stories
1	1,930 square feet	2
2	2,280 square feet	1
3	2,490 square feet	3
4	4,250 square feet	2
5	2,830 square feet	2
6	2,860 square feet	2

Interior walls are 2x4 stud walls with wood lath and plaster on each face. Exterior walls are 2x6 stud walls with wood lath and plaster on the interior face and plaster over what, on the drawings, appears to be wood sheathing on the exterior face. The drawings do not indicate if the wall sheathing is straight or diagonal. The floor framing is constructed of straight sheathing over 2x8 joists. The roof is assumed to be constructed of wood carpenter's trusses with spaced straight sheathing supporting the roof tiles.

The buildings are supported at their perimeters by unreinforced concrete footings extending approximately 12" below grade. Buildings are supported at the interior by 4x8 girders spanning to 4x6 posts that rest on interior concrete spread footings.

Structural Drawings include no information with regards to the intended lateral load resisting system. As constructed, the floors and roofs are serving as diaphragms and the interior and exterior walls are the shear walls. The drawings show no connection from the walls to the foundations and no reinforcement in the footings.

The building is in poor condition and appears to be minimally maintained. The exterior plaster has cracking, some of which appears to be the result of foundation settlement. There are signs of water infiltration and plumbing leaks which has likely resulted in dryrot in some of the structural members.



DESIGN CRITERIA AND EXPECTED BUILDING PERFORMANCE

At the time this report was written, the currently adopted code was the 2001 edition of the California Building Code (CBC) and the 1997 edition of the California Code for Building Conservation. The State of California is intending to adopt the 2007 IBC, with California amendments, on January 1, 2008. Should design work on this project be submitted for plan check after January 1, 2008, the Building Department will require that the design meet the newly adopted requirements. It is our expectation that some of the recommendations in this report will vary under the newer code.

Vertical Load Resisting System

In existing buildings, where there is no increase in load, the Vertical Load Resisting System is considered to have "withstood the test of time" and is assumed be adequate. The condition of the building indicates that there may be damage to the existing wood framing. Also, the proposed project will likely include modifications that will require strengthening of the vertical load resisting system. Therefore, the following upgrades to the vertical load resisting system will likely be required:

1. Where members are deteriorated due to termites or dryrot. Depending on the severity of the damage, the members can be repaired or removed and replaced to match the original member size.
2. Where there are signs of damage or distress due to over loading. For example cracks and checks in beams, bowing columns and sagging floors. In this case the existing members should be analyzed and strengthened or replaced as required.
3. Where load is increased. For example, if gypcrete is added to the floors or if a heavier roofing material is added to the roof. In this case the existing members should be analyzed and strengthened or replaced as required. Conversely, load may be reduced to compensate for additional load, for example, by removing the existing wood lath and plaster on the ceiling and replacing it with gypsum board or installing a lighter roof material.
4. When a change in use requires that the building be designed for a live load greater than would be required for the original building use. For example if a guest room is changed to an office or a meeting room. In this case the existing members should be analyzed and strengthened or replaced as required. Additional support members will likely be required.
5. Where the Vertical Load Resisting System is altered. For example where a bearing wall is removed to increase room size. In this case the existing members should be analyzed and strengthened or replaced as required. Additional support members will likely be required.

The retrofit and reuse of the existing La Bahia building will likely be impacted by all five of the above items. Until the existing framing is exposed and a final building plan is developed, the extent of each item cannot be determined.



The analysis of existing members would be done using the current edition of the California Building Code (CBC) and the Uniform Code for Building Conservation (UCBC). All new members would be designed to meet the requirements of the current edition of the CBC.

Lateral Load Resisting System

Design criteria for the lateral analysis of existing buildings may vary based on the intent of the building owner and requirements of governing agencies. Generally accepted guidelines for analysis include the most current edition of the California Building Code (CBC) as the most stringent criteria. Performance goals of the current California Building Code for lateral loads include mitigation of life safety hazards as well as damage control.

When evaluating existing buildings, it is not uncommon to reduce the performance goal level to include mitigation of life safety hazards only. Evaluating the building for life safety only would reduce the required load level for which the building would be evaluated. The reduced load could be established using the California Historic Building Code (CHBC) which allows current evaluation recommendations set forth by the Federal Emergency Management Agency (FEMA), the American Society of Civil Engineers (ASCE) or American Technology Council (ATC) and/or an older version of the Uniform Building Code (UBC), etc.

In many cities, there are two triggers that would require the building be brought up to current code. The first trigger is a change in occupancy classification to a higher relative hazard level as defined in the UCBC, Table 5-E – Hazard Categories and Classifications Earthquake Safety. For example if the current classification is R-1 and it is changed to an A, a current code retrofit would be required. Likewise a change from R-3 to B, etc. The second trigger is if the weight of the building is increased more than 5% (see exception item 3 above for examples), a current code retrofit would be required.

We discussed the City of Santa Cruz's requirements with Dick Stubendorff, the Chief Building Official. Based on this discussion, the City will accept a minimum life safety seismic retrofit of the building provided that there is no use change, as described above, and no load is added.

Another consideration that should be taken into account when deciding what code the building should be retrofitted to is the industry standard of care for the use of the building. If the La Bahia project is intended to be a for sale residential building managed by a homeowners association, it is considered by the construction industry to be at a high risk for future litigation. If this is the case, the industry standard of care is to retrofit the building to meet the requirements of current code for life safety and damage control.

Foundation System

Although building foundation system of the building is unreinforced and does not meet the requirements of the current code, the majority of the system appears have to performed adequately for the life of the building to date. There are some signs of settlement indicated by large diagonal cracks in the exterior wall plaster. With our limited access, we did not confirm



that the foundations were damaged at these locations but, due to the lack of reinforcement, some damage can be expected.

The Geotechnical Investigation indicates that this site has the potential for liquefaction and lateral spreading in the event of an earthquake. The existing foundation will not perform adequately when subjected to the movement described in the Investigation. Therefore, modifications to the foundations will be required. The strengthening of the existing foundations and all new foundations will be designed to meet the requirements of the Geotechnical Investigation and the current CBC.

BUILDING DEFICIENCIES

The following building deficiencies are based on our experience with the rehabilitation of buildings similar to the La Bahia complex and on data provided in the Geotechnical Investigation:

1. Existing floor diaphragm is not adequate to resist lateral loads. The existing floor diaphragm may be adequate in some location where interior shearwalls are used. The roof and floor diaphragms are not adequately tied between adjacent buildings and at reentrant corners.
2. Existing shear walls are not adequate to resist lateral loads and overturning forces.
3. Existing foundations do not meet current code and are not adequate to resist settlement and movement from liquefaction and liquefaction induced lateral spreading
4. There is no connection of the shearwalls to the concrete foundation.
5. Parapets, exterior balconies and ornamentation may not be adequately anchored to the studwalls.

RECOMMENDATIONS: RETROFIT OF EXISTING STRUCTURE

Based on the deficiencies noted in the previous section, the following modifications to the building's structural system will be required to meet current code:

1. Remove existing roofing and roof sheathing and install plywood over the existing roof framing. Where the floor sheathing does not have adequate strength or is removed for access to during construction, replace with floor plywood to meet the requirements of current code. Install additional beams, blocking and straps at reentrant corners and at collectors to tie buildings together. Some seismic separations might be used in lieu of tying the buildings, for example between Blocks 1 and 6.
2. Install plywood over the existing studs at required shearwall locations. This will be done on the interior and/or exterior of the exterior studs and at selected interior stud walls. Install holdowns at the ends of shearwalls, and strapping where required at perimeter of openings.



3. The Geotechnical Investigation recommends the installation of a mat slab. The mat slab is to have additional support of concrete piers where it does not bear on sandstone. In order to meet the requirements of current code, portions of the existing unreinforced concrete footing will need to be removed to install this mat. Its removal will require shoring and bracing of the existing building.
4. Install anchor bolts to connect the shear walls the new foundation.
5. Add parapet braces, and anchor architectural elements as required.

CONCLUSIONS

In order to assist the City of Santa Cruz in responding to the letter from Barry Swenson Builder regarding their application to demolish the existing buildings on the subject property, our responses to the structural issues in the letter are as follows:

1. With the exception of the concrete foundations, the majority of vertical load system of the building may meet the requirements of the current code. Due to deterioration and proposed modifications, repairs and strengthening will likely be required. See item 2, below, for foundation requirements. The lateral load resisting system of the building does not meet current code requirements.
2. Per current code, foundations are required to have minimum reinforcement and therefore the existing unreinforced foundations do not meet code.
3. Based on the Geotechnical Investigation, the soil that supports the existing foundations is likely to liquefy in the event of a significant earthquake. Therefore, the existing foundation will need to be replaced with a deep foundation, a mat slab or the soil itself will need to be strengthened. Due to the cost of replacing the existing foundations and/or strengthening the soil, this is issue is the biggest obstacle in upgrading the existing buildings. The cost of the new foundation system will be huge. Also, the temporary support of the existing structures during the foundation removal and installation of new foundations is likely to damage existing finishes further and the difficulty of installing the new foundations with the existing structures in place greatly complicates the process.
4. The buildings are not adequately connected to the foundations.
5. The compression test results for the existing concrete foundations published in the Washington – Jenson evaluation vary from 2210 psi to 4400 psi. These values are close to current compression test standards. The evaluation also found the foundation to be unreinforced. The condition of the footings is not relevant as, discussed in item 2 above, the existing foundations are required to be replaced.
6. The roof and floor sheathing does not have adequate diaphragm strength and will need to be strengthened or replaced.
7. As the La Bahia project is intended to be a for sale residential building managed by a homeowners association, it is considered to be at a high risk for future litigation. This being the case, the industry standard of care is to retrofit the building to meet the requirements of current code. Therefore, the use of the Historical Building code would

not be applicable. Biggs Cardosa Associates, Inc. has performed structural engineering on other condominium reuse projects and, in each case, the buildings have been upgraded to meet the current code requirements. We have performed structural engineering on many other retrofit projects throughout the Bay Area. While retrofitting more modern buildings often makes financial sense, it has been our experience that most historical retrofits are not cost effective, even with use of more lenient codes. Therefore, many of the historical projects we have been involved with were subsidized by government agencies.

8. Based on our experience, removal of the majority of the existing finishes would be required to retrofit the building.

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**BIGGS CARDOSA
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STRUCTURAL ENGINEERS

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February 19, 2009
2008317

City of Santa Cruz
809 Center Street, Room 206
Santa Cruz, CA95060

Attention: Don Lauritson, Senior Planner

Subject: La Bahia Hotel
Santa Cruz, CA

Dear Mr. Lauritson:

Per your request, we have reviewed revised estimates by Barry Swenson Builder dated February 19, 2009. The estimates compare the relative cost of two development projects and may not reflect actual construction costs. The 2003 development project includes retrofitting and rehabilitating a portion of the existing structure, replacing a portion of the existing historic structure and constructing a new 3+ story wood framed structure over one level of parking on the north side of the site. The 2008 Revised Alternate 3A development project consists of removing and replacing the existing structure with a 3 story wood framed structure on grade and constructing a new 4 story wood framed structure over two levels of parking on the north side of the site. The following are the assumed areas of the estimated schemes:

Site - 1.41 Acres approximately equal to 61,420 square feet.

<u>2003 Development Project</u>	<u>Footprint (sf)</u>	<u>Square footage (sf)</u>
Existing Building	16,640	27,124
Existing Building to be Demolished	5,665	8,848
Existing Building to remain	10,975	18,276
New Building on grade		15,219
New parking structure		23,116
New building on podium		56,284
Balconies and Terraces		9,905

2008 3A Development Project

New parking structure	51,798
New building on podium/grade	139,214
Balconies and Terraces	18,788

The results of the estimates, including contingencies, are \$156.90/sf for the 2003 development project and \$140.17/sf for the 2008 3A development project. This equates to a difference of



City of Santa Cruz
February 19, 2009
Page 2

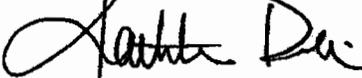
\$16.73/sf. These costs per square foot are related to the habitable space and garage and do not include the exterior balconies and terraces.

Our review included numerous iterations with the Barry Swenson Builder estimating team. We are satisfied that the estimate and results stated above give a reasonably accurate cost comparison of the two schemes.

Please note that items under the categories of thermal, moisture, doors, windows, finishes, specialties, equipment, special construction, mechanical and electrical were not included in our scope of work and were not formally checked as part of our review. We did however review the square footages, compared unit costs for each of the projects and eliminated duplication of items. If you have any questions, please feel free to call.

Sincerely,

BIGGS CARDOSA
ASSOCIATES, INC.



Kathleen Dillon
Associate



January 12, 2009

City of Santa Cruz
c/o City Planning Department
Don Lauritson, Senior Planner
809 Center Street, Room 107
Santa Cruz, CA 95060

RE: La Bahia Project Overflow Parking at Main Beach Street Lot

Dear Don:

This letter is intended to provide you with information regarding the Santa Cruz Seaside Company's (SCSC) position on the overflow parking requested for the La Bahia project. While we agree with the developer and think the project has more than adequate parking on site, in accordance with Parts 2 and 5 of Section 24.12.290 of the City Zoning ordinance, related to Off-Site Parking and Shared Parking Facilities, the Santa Cruz Seaside Company will allow La Bahia guests to utilize 45 spaces in the main lot on Beach Street. It is understood that the operator of the La Bahia Hotel will compensate the owner, SCSC, of the main parking lot, (based on use and lost revenues) for utilizing such spaces when the hotel is in an overflow situation. Provision of this parking will also require approval of a Planned Development Permit to recognize the parking is located further than 300 feet from the La Bahia site.

In the event it is proven, to the City's reasonable satisfaction, that this accommodation is unnecessary, the requirement for this accommodation can be removed through a permit modification in accordance with Part 4 of Section 24.04.160 of the City zoning ordinance.

Additionally, should we decide to develop our parking lot in the future, the ownership of the La Bahia Hotel will make alternative arrangements to provide its overflow parking. This would also be handled through a permit modification in accordance with Part 4 of Section 24.04.160 of the City zoning ordinance.

Thank you for your attention in this matter.

Sincerely,

Charles Canfield
President

cc: Jesse Nickel
Barry Swenson

Ⓛ

We are neighbors,
environmentalists,
preservationists,
labor leaders, and
others who live
in Santa Cruz.

We are committed
to improving the
design of the
hotel proposed
for the landmark
La Bahia site.

We support hotel
development on
the La Bahia site,
provided that it
is *compatible* with
its surroundings,
and *not destructive*
of our community
character or our
cultural resources.



We respectfully request that the California Coastal Commission reject this application for amendment of the Santa Cruz Local Coastal Program.

**Build a
Better La Bahia**

This project-driven LCPA permits a cultural resource to be destroyed and replaced by a high-end resort designed as a condominium project.

Our certified LCP calls for restoration of the landmark La Bahia Apartments.

This LCPA sets an adverse precedent by fundamentally altering the visual character of the Santa Cruz waterfront community through spot zoning.

It violates the Coastal Act in these areas:

- 1 community character**
- 2 compatibility with surroundings**
- 3 coastal scenic views**
- 4 minimum landform alteration**

Coastal Act § 30253 (5) protects special communities with unique characteristics in popular tourist destinations.

1 community character

The Santa Cruz beach area is one such destination, and the La Bahia architecture is certainly among our most unique characteristics. It is among the special features that distinguish our waterfront from any other. Such unique characteristics attract visitors to our city.

Designed in 1926 in the style of an old Mediterranean hillside village, La Bahia qualifies as a landmark of national significance.

Rehabilitation of the La Bahia is part of our certified LCP because these iconic structures help uniquely to define the character of the Santa Cruz waterfront – as they have for nearly a century.



1 community character



Rick Homer Collection

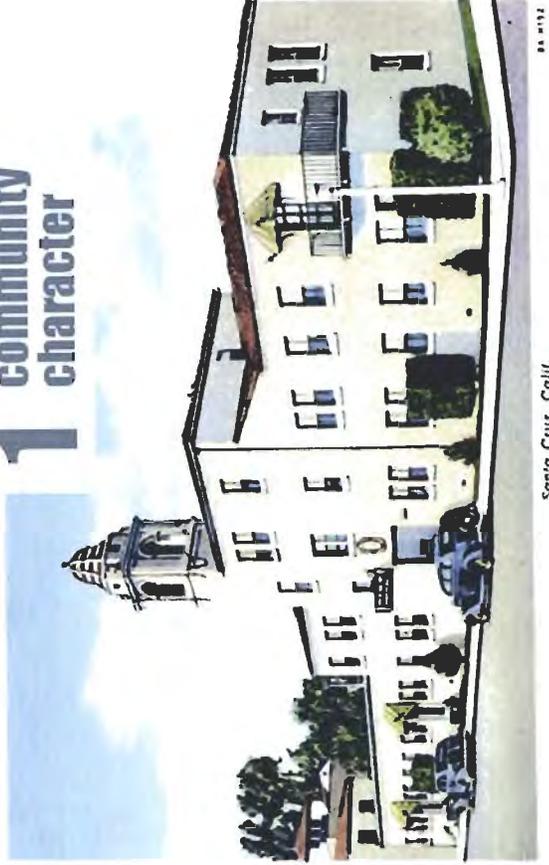
Back in the Golden Age of Santa Cruz Tourism, before WWII, the La Bahia Apartments (originally the *luxury Casa Del Rey Apartments*) were part of a sprawling tourist complex that included the Casa Del Rey Hotel (300 rooms), a 150-unit Cottage City, a trolley terminal and railway station, a night club, convention facilities in the Boardwalk Casino, gardens, tennis courts, a putting green, and the golf and country club at Pogonip.

This LCPA proposes to demolish them, reducing La Bahia to a hotel lobby photograph.

La Bahia was designed in 1926 by noted architect William C. Hays, a member of the distinguished Berkeley school of folk architects that included Bernard Maybeck, Julia Morgan, and C.J. Ryland.



1 community character



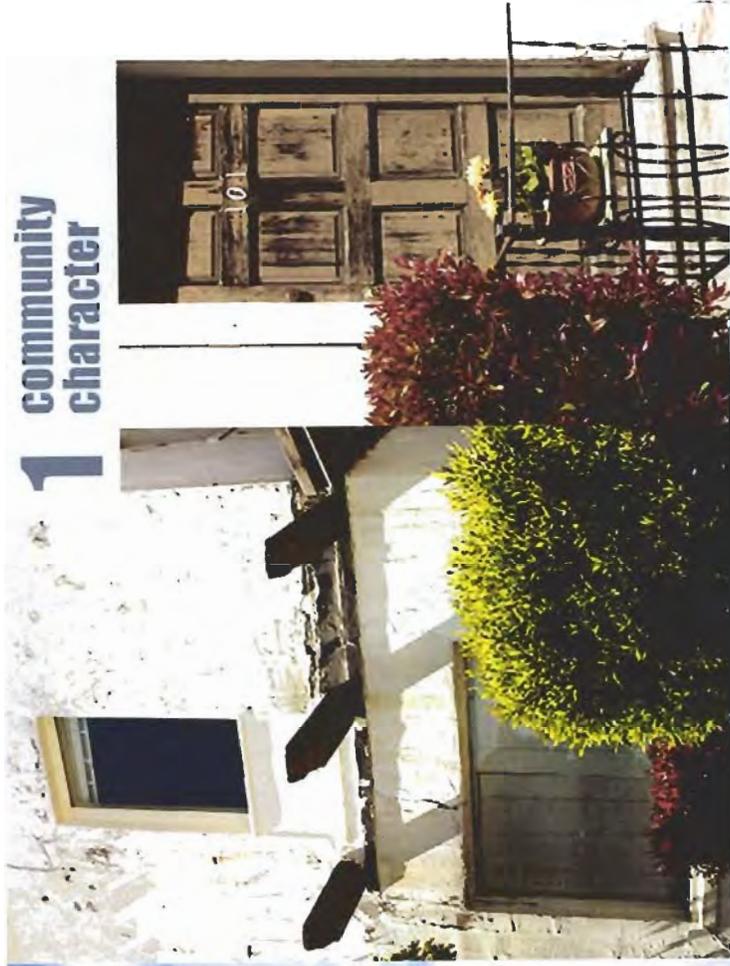
A leading architectural theoretician, Hays lectured beside Frank Lloyd Wright. His architecture was influenced by the cloistered gardens and courtyards and passages he had experienced in Mediterranean hill villages.

La Bahia is the only example of his work locally. Its layout integrates architecture and landscape beautifully. Well-articulated one- and two-story buildings form a walled perimeter whose interior opens onto several intimate central garden courtyards.

Once elegant and luxurious, La Bahia suffers from years, even decades, of calculated neglect.



1 community character



The very report* used to justify the city's finding that demolition is unavoidable outlines the scope of the work necessary to adapt it for reuse. The report's authors estimate the additional expense of rehabilitation to be approximately \$17 per square foot.

Rehabilitation will require extensive work and additional expense, but the city's finding that rehabilitation is infeasible is unwarranted.

* Biggs Cardosa Associates Report dated November 2007



LUP Amendment

Certified LUP:

“If La Bahia is **converted** 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.”

As amended:

“If the La Bahia **site is redeveloped** to visitor-serving condominiums in order to fund the **project**, restrict use of the condominiums by individual owners to no more than 45 days per year.”



Build a
Better La Bahia

We respectfully request the California Coastal Commission to reject the proposed LUP that provides for using condominiums to fund a project without renovation.

1 community character

Our certified LCP reflects the value of rehabilitating the La Bahia by explicitly recognizing the use of condominiums to fund a “renovation project.”

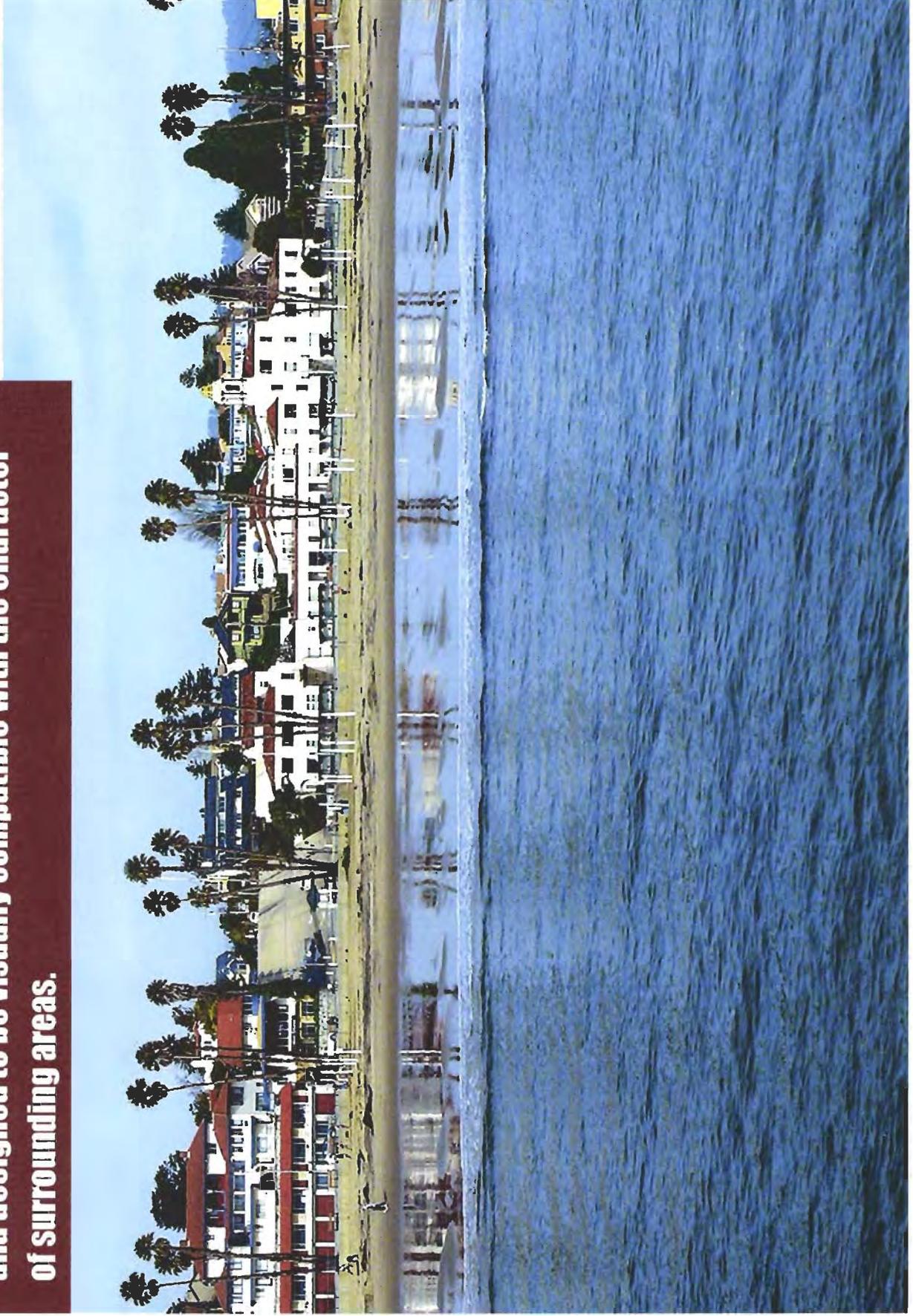
The development that drives this LCPA uses condominiums to fund a demolition project instead. It is designed as a large high-end resort with condominium-style amenities, including pool, spa, large suites, and underground parking. It is designed to exploit every advantage of using condominiums, but to avoid the cost of rehabilitation.

The city is willing to renege on its obligation to rehabilitate the La Bahia, but the Coastal Commission should not approve demolition without a legitimate search for a rehabilitation alternative.

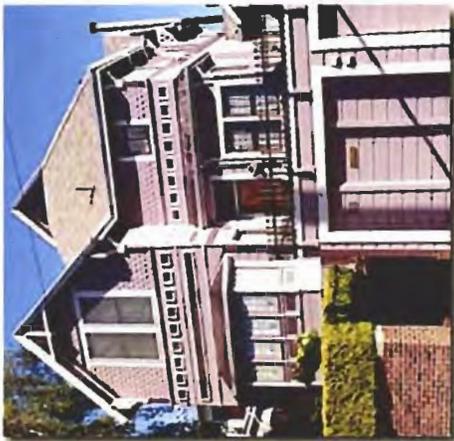
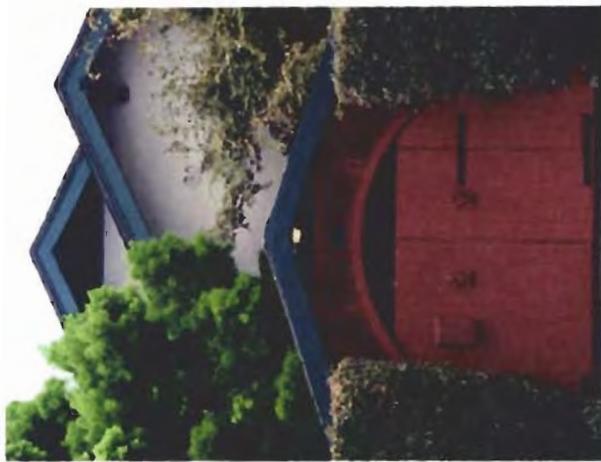
**Build a
Better La Bahia**

Coastal Act § 30251 requires new development to be sited and designed to be visually compatible with the character of surrounding areas.

2 compatibility with surroundings



2 compatibility with surroundings



Beach Hill

is one of the city's oldest residential areas, only three blocks square.



The Beach Hill neighborhood is made up of one-, two-, and three-story structures.



2 compatibility with surroundings

Beach Hill land uses

- residential
- lodging
- other commercial

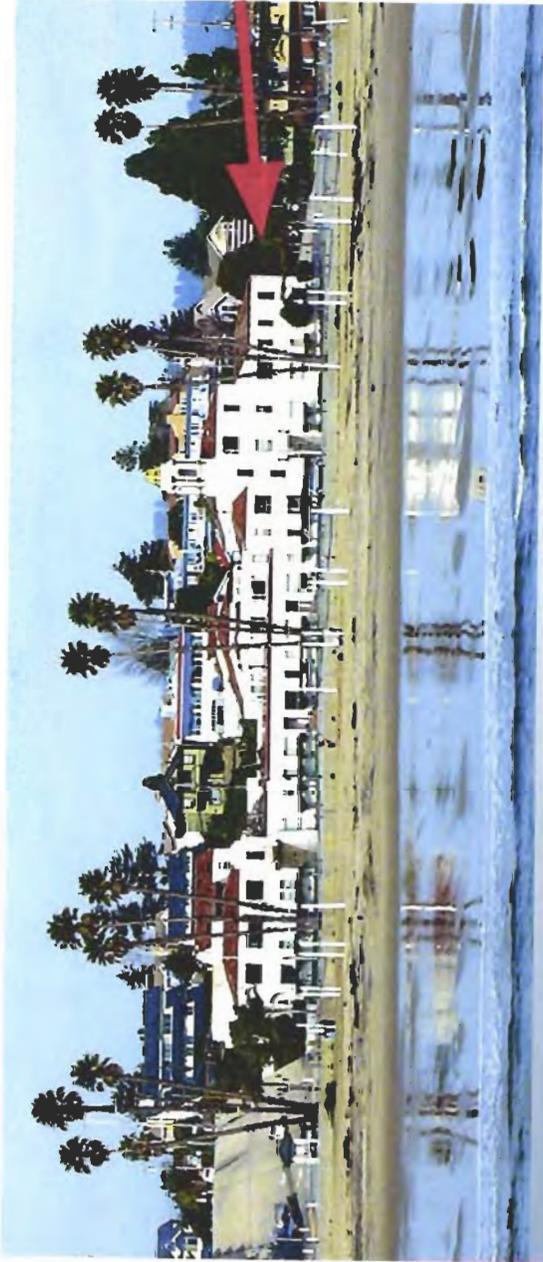


2 compatibility with surroundings

La Bahia Apartments
(28,000 sq.ft.)

Proposed Project

building: 120,000 sq.ft.
garage: 52,000 sq.ft.
total: 172,000 sq.ft.



Source: Barry Swenson Builders (2008)



7/22/08 JN 7/15/08/081

LA BAHIA HOTEL EIR

Alternative 3A - South Elevation

Figure 5-3A1

Proposed Project and Adjacent Building Elevations

2 compatibility with surroundings

Proposed north facade, along First Street, in relation to adjoining commercial properties



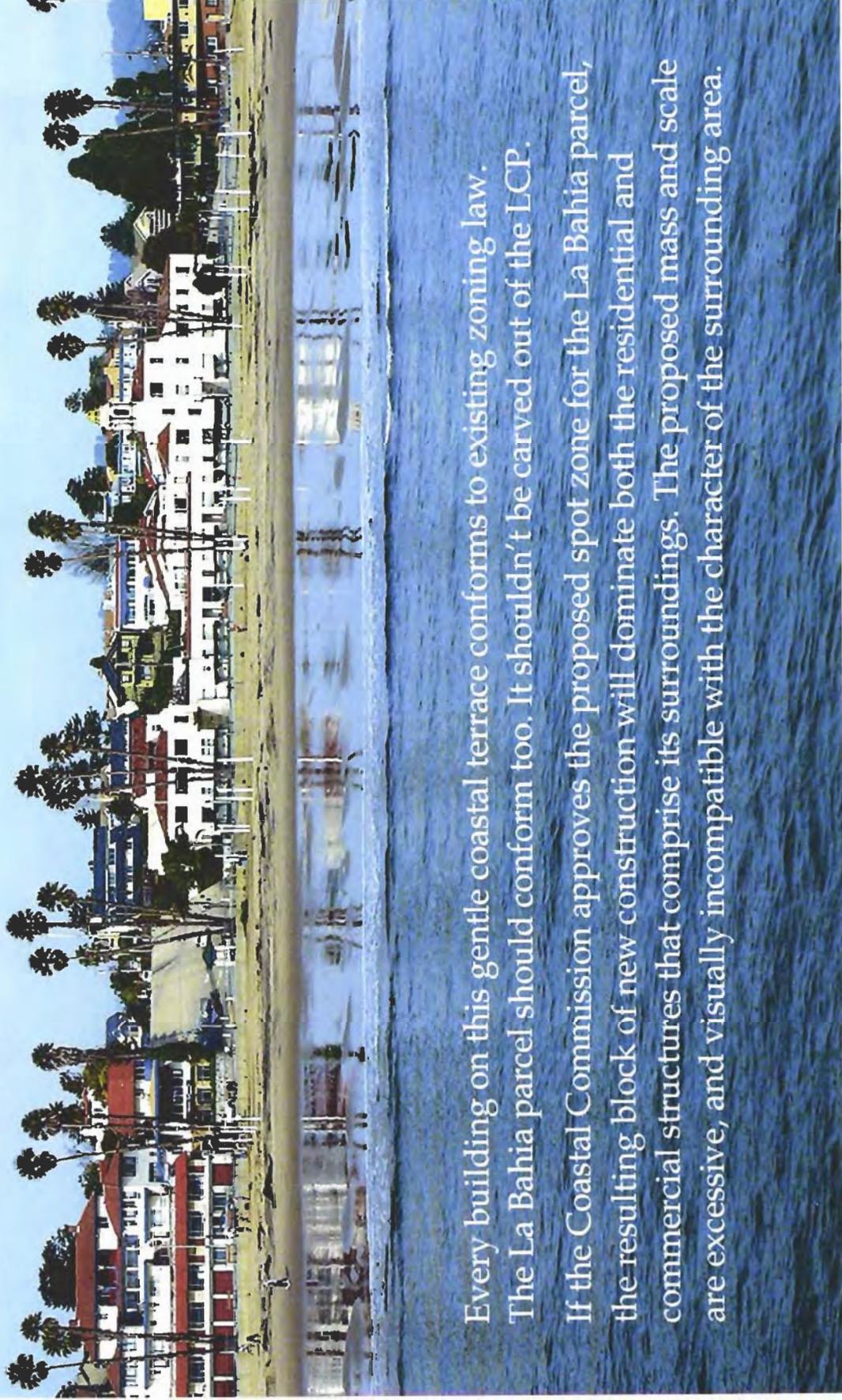
Same facade in relation to adjoining residential properties

(existing roof lines of adjoining homes shown as red line)



We respectfully request the California Coastal Commission to reject the proposed IP permitting development that is visually incompatible with the character of surrounding areas.

2 compatibility with surroundings



Every building on this gentle coastal terrace conforms to existing zoning law. The La Bahia parcel should conform too. It shouldn't be carved out of the LCP. If the Coastal Commission approves the proposed spot zone for the La Bahia parcel, the resulting block of new construction will dominate both the residential and commercial structures that comprise its surroundings. The proposed mass and scale are excessive, and visually incompatible with the character of the surrounding area.

Coastal Act § 30251 requires new development to be sited and designed to protect views to and along the ocean and scenic coastal areas.

3 coastal scenic views



3 coastal scenic views

The city concluded that the proposed changes in zoning don't have a significant impact on scenic views because the distant ridge line is only partially blocked by the proposed seven-story construction when it is viewed from the end of the wharf, half a mile away, as illustrated by this simulation.



01/14/09 JN 70-100061

LA BAHIA HOTEL EIR

Revised Alternative 3A - View from the Wharf

Revised Figure 5-3A3

While the view of the distant ridge line is important, it is not the only important view. A more complete assessment of the impact of proposed zoning changes on scenic coastal views requires consideration of other equally important viewpoints closer to the site.



3 coastal scenic views

The view from the ocean's edge on the main beach directly in front of the La Bahia is seen by millions of visitors. It's a view of the La Bahia itself and the neighborhood beyond. It's a view of a gently rising coastal terrace on which the buildings are seen to parallel the topography of the terrace.



3 coastal scenic views

The proposed zoning changes permit construction that would interpose a solid seven-story building block on the view from the main beach. The effect is to obscure the terrace, to hide entirely the neighborhood beyond, and to dominate the beach in much the same way that the adjoining properties are dominated.



Source: Barry Swenson Builders (2008)



7/22/08 IN 70-100081

LA BAHIA HOTEL EIR

Alternative 3A - South Elevation

Figure 5-3A1



3 coastal scenic views

Closer still, from the corner of Beach Street and Main Street, one recaptures a sense of the hill, but here too – as on the main beach – views of the neighborhood beyond La Bahia will disappear.

La Bahia will no longer *connect* the neighborhood to the beach; it will serve to *isolate* one from the other.



Pole Height

Rooftop Height of Adjacent Residences

The view that pedestrians enjoy from First Street includes nearly all of Monterey Bay, miles of coastline, the wharf, and portions of main beach and West Cliff Drive.

3 coastal scenic views

The city does not recognize this view. The EIR states, "existing building, topography, and trees on the La Bahia site block views to the ocean from First Street."



We respectfully request the California Coastal Commission to reject the proposed IP that permits development that is not designed to protect ocean views in a scenic coastal area.

3 coastal scenic views

Assessing the impact of new zoning or proposed development on the public viewshed in scenic coastal areas requires analysis of a variety of viewpoints, not only distant ones.

The effect on views in the immediate vicinity of the development should be considered as well.

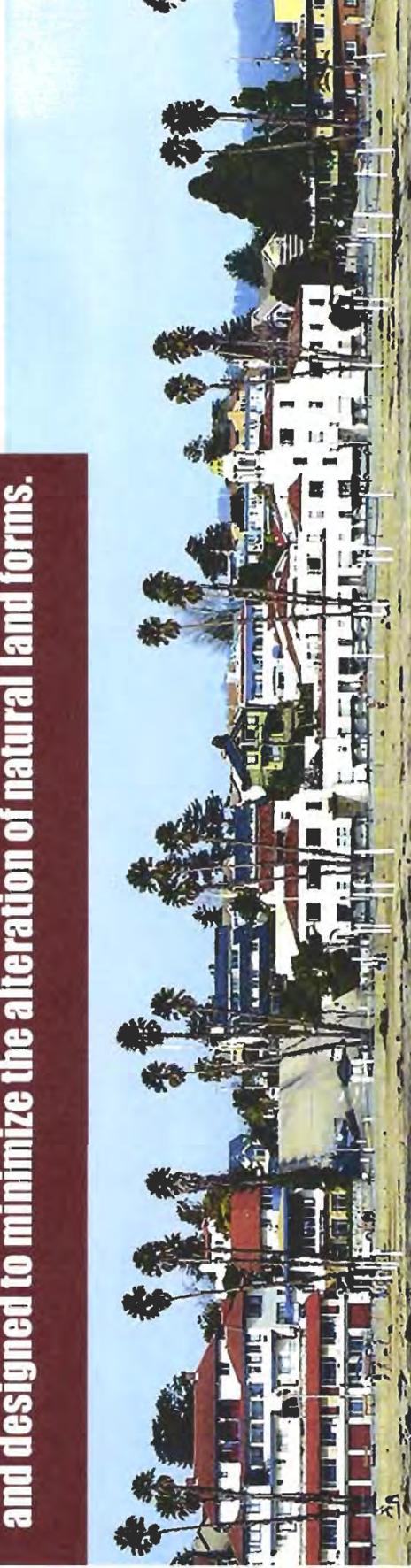
Spot zoning that permits increased building heights, miniscule setbacks and solid massing, with no provision for view corridors, is unlikely to result in development that is sited or designed to protect the public viewshed.

The development driving this LCPA degrades public views from both the main beach and Beach Hill.

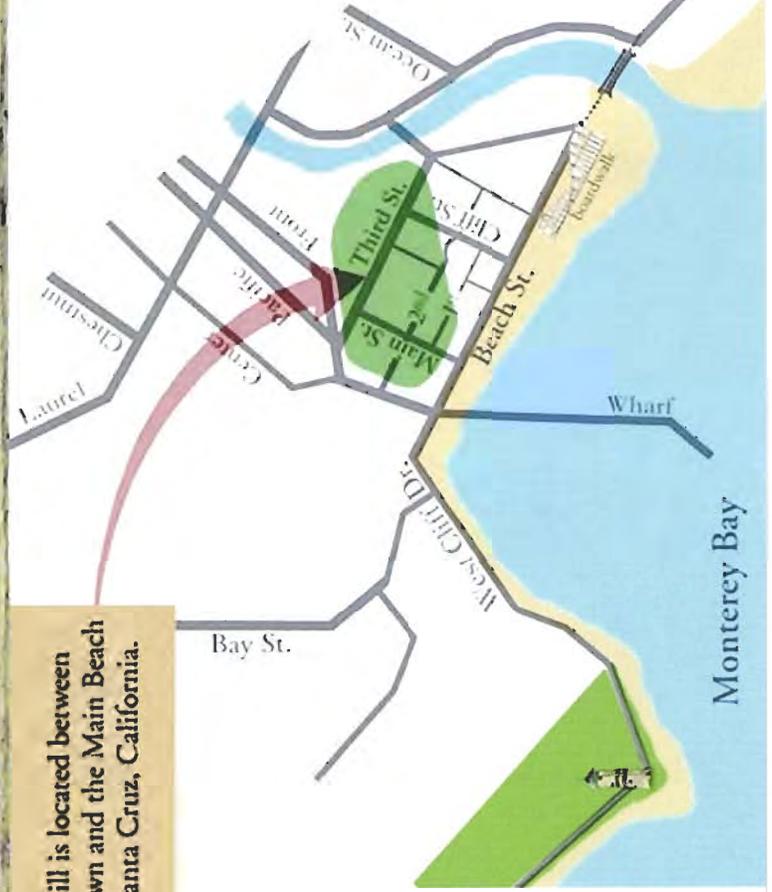
**Build a
Better La Bahia**

Coastal Act § 30251 requires new development to be sited and designed to minimize the alteration of natural land forms.

4 minimum landform alteration



Beach Hill is located between Downtown and the Main Beach area in Santa Cruz, California.



Beach Hill rises near the west bank of the San Lorenzo River at Third Street, runs west to Front Street and extends south onto the back portion of the La Bahia site.



4 minimum landform alteration

The southern promontory of Beach Hill covers most of the northwest quadrant of the La Bahia site.

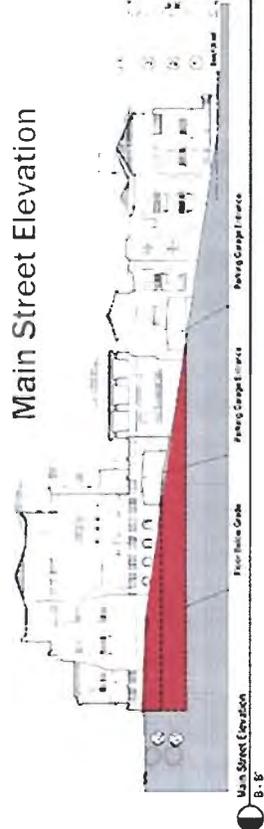
The development driving this LCPA requires (after demolition of all structures) excavation and removal of the entire promontory.

Excavation estimate: approximately 8000 cubic yards of soil; some will be distributed on site, most will be removed from the site.

The purpose of removing the hill is to make way for two levels of underground parking along the entire back half of the site.



Main Street Elevation



Removing the entire hill is clearly the maximum alteration of this land form. Whether it is also the minimum alteration depends on whether a two-level parking garage is necessary in that location.

4 minimum landform alteration



The La Bahia parcel and the 7-acre surface parking lot at the end of First Street are under common ownership. The lot is approximately 300 feet from the La Bahia site.

It is already agreed* that up to 45 spaces in this lot can be used for overflow valet parking.

Expanding this use may be one feasible alternative to the planned hill removal.

Removing a hill to create underground parking when you own a large parking lot nearby is not a *minimum* alteration of the land form.

* Santa Cruz Seaside Company
Letter of January 12, 2009



We respectfully request the California Coastal Commission to reject the proposed IP that permits maximum alteration of a natural land form when feasible alternatives exist.

4 minimum landform alteration

The development that drives this LCPA is a high-end condominium resort. It can be operated as a hotel, but it's designed with the amenities that appeal to condominium buyers, including underground parking. Hotel guests are accustomed to valet parking, but condo buyers demand their own space.

Underground parking is yet another design element (along with oversized rooms and a large pool and spa area) that flows from the use of condominiums.

What was once seen as a way to restore an aging landmark has ramified into proposals to demolish the landmark, overbuild the lot, destroy scenic views, and remove the southern promontory of Beach Hill.

**Build a
Better La Bahia**



