

## CALIFORNIA COASTAL COMMISSION

NORTH CENTRAL COAST DISTRICT  
455 MARKET STREET, SUITE 300  
SAN FRANCISCO, CA 94105  
PHONE: (415) 904-5260  
WEB: WWW.COASTAL.CA.GOV



# F7b

A-2-HMB-25-0003 (HYATT HOTEL)

**July 10, 2026**

EXHIBITS

### Table of Contents

**Exhibit 1 – Project Location**

**Exhibit 2 – Site Photos**

**Exhibit 3 – Proposed Project Plans**

**Exhibit 4 – Proposed Project Visual Simulations**

**Exhibit 5 – Proposed Lower Cost Room Provisions**

**Exhibit 6 – LCP Scenic and Visual Resource Areas**

**Exhibit 7 – Required Coastal Resource Conservation Area**

**Exhibit 8 – Notice to New Owners re: CDP A-2-HMB-25-0003**

**EXHIBIT 1: PROJECT LOCATION MAP – HYATT HOTEL APPEAL  
CITY OF HALF MOON BAY**



**Figure 1:** Project Vicinity Map. Project site is shown in red and Half Moon Bay city limit is outlined in white.



**Figure 2:** Project Location Map. The project includes 3 parcels: the proposed hotel site (Parcel 1, APN 065-012-030); the adjacent James Ford Auto Dealership (Parcel 2, APN 065-012-020); and a nearby residential-zoned parcel (Parcel 3, APN 064-352-150).

**EXHIBIT 2: SITE PHOTOS – HYATT HOTEL APPEAL  
CITY OF HALF MOON BAY**



**Figure 1:** Aerial view of the project site facing northeast.



**Figure 2:** Aerial view of the project site facing southeast.



**Figure 3:** View of Parcel 3 from the intersection of Seymour Street and Highway 1, looking northeast.



**Figure 4:** View of Parcel 2 from the intersection of Seymour Street and Highway 1, looking southeast.



**Figure 5:** View of vacant hotel parcel (Parcel 1) from Highway 1, looking southeast.



**Figure 6:** View of vacant hotel parcel (Parcel 1) from Highway 1, looking northeast.



**Figure 7:** View of vacant hotel parcel (Parcel 1) from the intersection of Highway 1 and Main Street, looking north.



REVISION TABLE	NUMBER	DATE	REVISION BY	DESCRIPTION

NOT FOR CONSTRUCTION

# FLOOR PLANS

RGJC  
DRAWINGS PROVIDED BY:

DATE: 6/24/2026

SCALE:

SHEET: A2.00

# Floor Plans

**Level 3**

**Level 2**

**Ground Level**

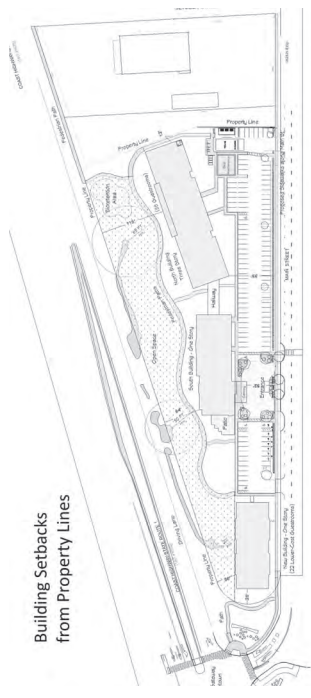
North Building  
Three Story  
(88 Guestrooms on these levels)

South Building  
(One Story)  
(Public Areas / No Guestrooms)

New Building  
One-Story  
(22 Lower-Cost Guestrooms)

48'

Bike/Maintenance Building

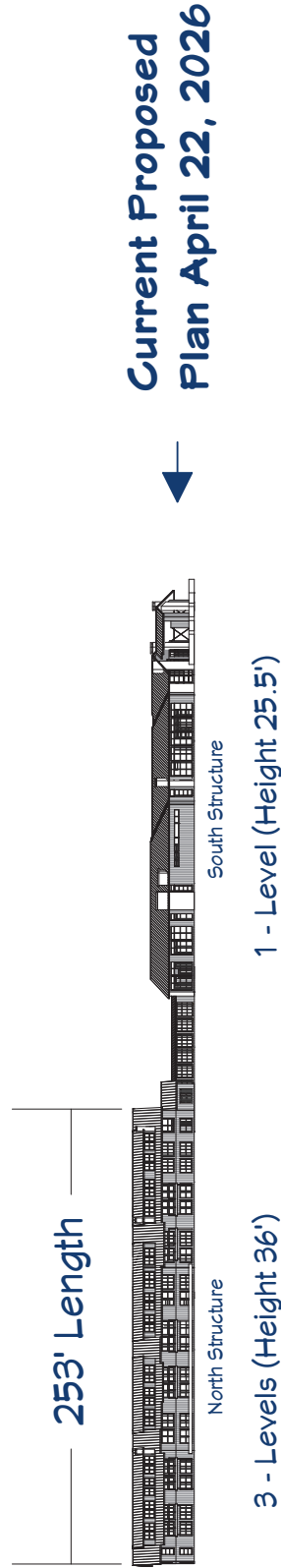


# Room Matrix

ROOM MATRIX	New Building	SOUTH BUILDING	NORTH BUILDING	TOTAL
	GROUND	GROUND	LEVEL 2	LEVEL 3
TYPE EA - KING STANDARD	21	10	6	27
TYPE EB - KING CONNECTOR	3	3	1	1
TYPE KC - KING ACCESSIBLE (ROLL IN)	0	0	0	0
TYPE KD - KING ONE BEDROOM	0	0	0	0
TYPE KE - KING ONE BEDROOM ACCESSIBLE (TUB)	0	0	0	0
TYPE KF - KING DOUBLE ACCESSIBLE (TUB)	0	0	0	0
TYPE LG - KING DOUBLE	0	0	0	0
TYPE LA - KING STANDARD	0	11	14	25
TYPE LB - KING CONNECTOR	0	6	7	13
TYPE OC - QUEEN/QUEEN STANDARD	0	0	0	0
TYPE OD - QUEEN/QUEEN ACCESSIBLE (TUB)	0	0	0	0
TOTAL	21	30	22	26
				110

# Comparing West Elevations Plan approved by the City of Half Moon Bay VS Current Proposed Plan

(View from Hwy 1 - Looking East at the Sites)



**NOTE:** With the current proposed plan, by extending the length of the upper section of the North Building by 26' (from 227' to 253'), this consolidates 88 guestrooms into the north building and eliminates 21 guestrooms and the second floor of the south building. The south building is now one level at 25.5' tall vs was two levels at 34' tall. This south building as a 1 Level design has no impact on the view corridor.

042326 812a

NUMBER	DATE	REVISION BY	DESCRIPTION

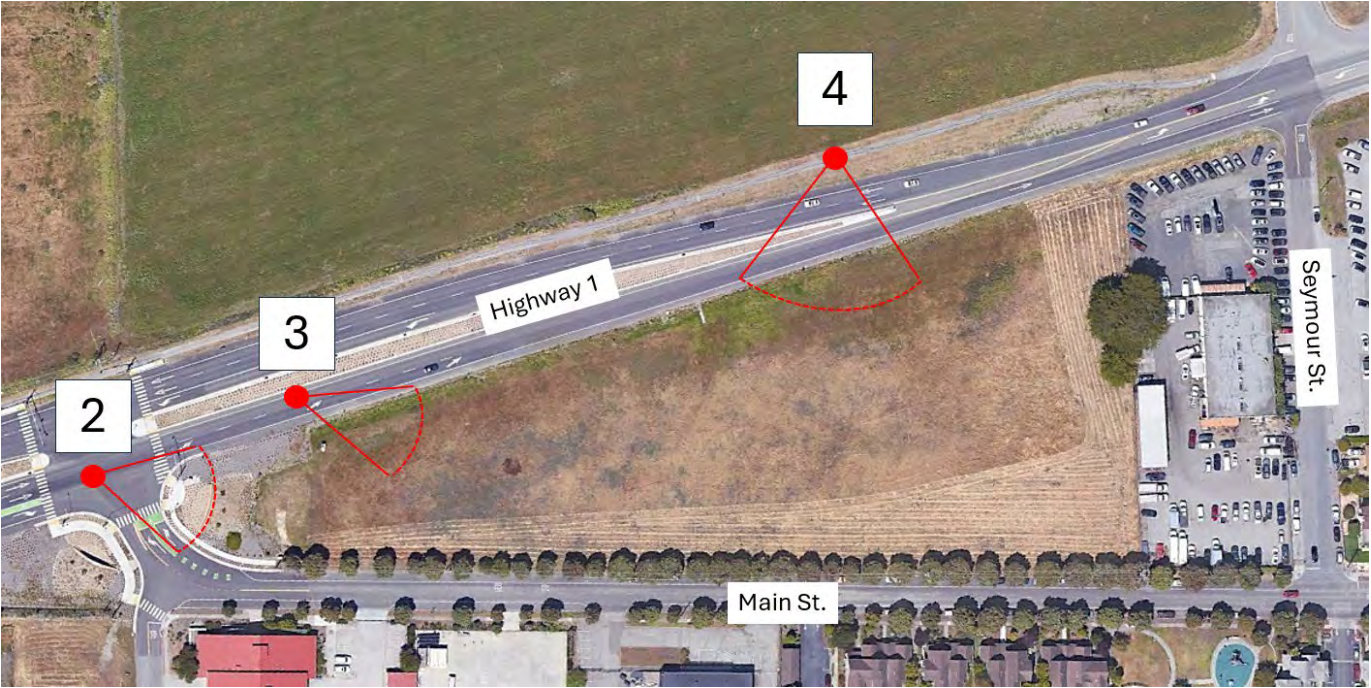
View from Hwy 1  
Looking East

Site Plan

Chief Architect  
Software  
DRAWINGS PROVIDED BY:

DATE:  
4/23/2026  
SCALE:  
SHEET:

**EXHIBIT 4: PROJECT VISUAL SIMULATIONS – HYATT HOTEL APPEAL  
CITY OF HALF MOON BAY**



**Figure 1:** Map of visual simulation viewpoints used by the Applicant.

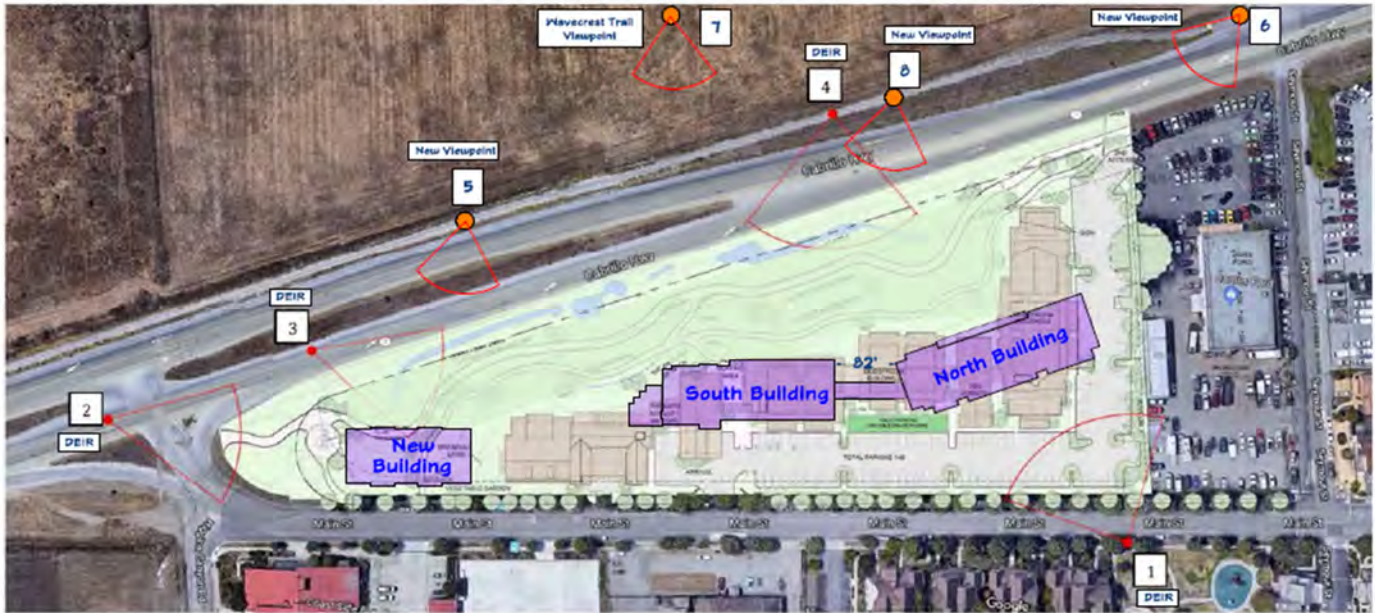
## INDEX MAP Includes additional Viewpoints

**This Map represents the locations of the Viewpoints for the Simulations that are shown on the following pages**

Hyatt Place Half Moon Bay Project

- Represents 'Project' in DEIR released 7/15/22. (Note: Modified Alternative 2 became the Proposed Project as shown in the FEIR released 8/2/24.
- Overlay - Represents "Modified Alternative 2" which now includes increasing the space between the two main buildings from 52' to 82' apart at the closest point. Also a new Structure at the South end of the Site providing 22 lower-cost rooms.

Same DEIR Map as above but with an Overlay



**Legend DEIR Viewpoints**

- 1 Viewpoint 1
- 2 Viewpoint 2
- 3 Viewpoint 3
- 4 Viewpoint 4



**Additional Viewpoints - Added to show other Views of the Site**

- 5 Viewpoint 5 Photo taken 2/10/26 after story poles put up south end of site 022426 700p
- 6 Viewpoint 6 To Capture View from North of the Site Viewing South-East
- 7 Viewpoint 7 Wavecrest View is from a popular Coastal Trail 2,537 feet West of the Site
- 8 Viewpoint 8 Photo taken on 1/10/25 after story poles refreshed

**Viewpoint Map** Figure 4.1-2

Source: SquareOne, 2019.

Note: Viewpoint 8 provides a cross-section analysis from this view

**Figure 2.** Map of additional visual simulation viewpoints used by Applicant.

Story Poles installed 2/3/26 to reflect the location of a new one-story building.

VIEWPOINT 2

3/5

Photo taken on 2/10/26 1056a.



Figure 3. Story poles as viewed from Viewpoint 2.

On the right is a one-story building containing 22 lower-cost guestrooms.



**Figure 4.** Visual simulation of new building configuration as viewed from Viewpoint 2.

Story poles installed 2/3/26 for  
a proposed new south building.  
(Shown to the right).

Photo taken on 2/14/26 1135am.



**Figure 5.** Story poles for new building configuration from Viewpoint 3.

On the right is a one-story building containing 22 lower-cost guestrooms.



**Figure 6.** Visual simulation of new project configuration from Viewpoint 3.



**Figure 7.** Showing the City approved (top) vs. newly configured (bottom) space between the northernmost buildings from Viewpoint 4.



**Figure 8.** Visual simulation of southernmost building (new configuration) from Viewpoint 5.

## **Proposed Lower Cost Room Provisions**

### **A-2-HMB-25-0003 (Hyatt Hotel)**

Your review of our last email is accurate. Both structures would have to be reduced to single story buildings to be completely below ridgeline views. As for the feasibility of losing 21 guestrooms by removing level 2 of the South Building, we have provided the following to show the economics of doing so followed by a scenario that may be the solution to all our concerns.

**All 88 market rate rooms are essential to be able to develop the 22 lower-cost rooms for the following reasons:**

- 1) Developing the 88 high-cost (market rate) rooms along with the 22 lower-cost rooms meets the upper end of the goals for both the California Coastal Commission (Section 30213 of the California Coastal Act) and the City of Half Moon Bay LCLUP policies in providing 25% lower-cost accommodations to higher-cost (market rate) accommodations.
- 2) The development provides both the lower-cost and higher-cost accommodations onsite.
- 3) The 88 higher-cost rooms subsidize developing the lower-cost rooms. The combined revenue from both room types is what generates the **average daily rate** (ADR) to make the development economically feasible. The lower-cost room rates have a maximum rate set at 75% of the statewide average daily room rate. Blending the low-cost room revenue with the high-cost room revenue (set at 125% or higher than the statewide average daily room rate), provides an ADR for the hotel as shown in the following example:

## **Economics**

In reviewing the data found in the Addendum prepared by CCC Staff for the Coastal Commission hearing held on May 8, 2025 for this property, the statewide average daily room rate for 2024 would be approximately **\$197.01** per night. For a room to be considered lower-cost the maximum daily rate allowed would be **75%** or less of the statewide average figure or **\$147.76** per night for a double-occupancy room. As for a high-cost room, the room rate would be **125%** or higher than the statewide average daily room rate or **\$246.26** per night.

**Calculating the Average Daily Rate (ADR) at the proposed room mix of 22 low-cost to 88 high-cost (providing 25% low-cost rooms to that of high-cost rooms) is as follows:**

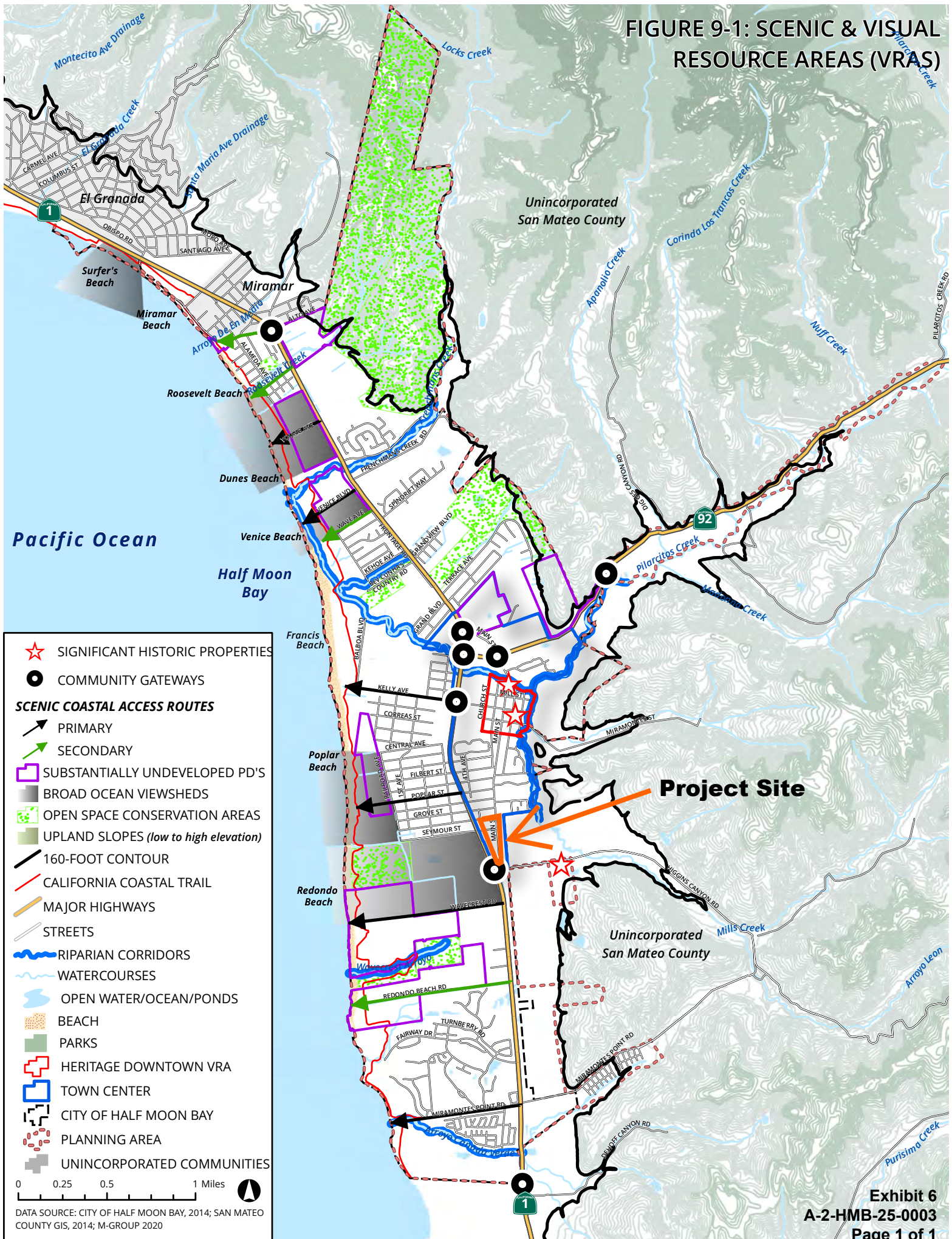
(Note: One low-cost room to 4 high-cost rooms is the same ratio as 22 low-cost rooms is to 88 high-cost rooms. The calculations here provide the ADR when blending revenues for this mix of rooms)

- \$147.76 Total per night for **one** lower-cost room (75% of the statewide average room rate) (1x\$147.76=\$147.76)
- \$985.04 Total per night for **four** higher-cost rooms (125% of the statewide average room rate)(4x\$246.26=\$985.04)
- \$1,132.80 Total revenue generated for **five** guestrooms for a one-night stay (1:4 ratio)
- **\$226.56 per night would be the average room rate for this blend of guestrooms**
  - (\$1,132.80 total revenue / 5 guestrooms = \$226.56 average rate per night per room)

**Compare this to the revenue generated per night as a moderate-cost hotel room**

- Moderate-cost room rates fall between **\$147.76 - \$246.26** per night
  - (Moderate-cost room rates are between 75% - 125% of the statewide ADR)

**FIGURE 9-1: SCENIC & VISUAL RESOURCE AREAS (VRAS)**





**NOTICE TO NEW OWNER OF PROPERTY INTEREST REGARDING COASTAL DEVELOPMENT**  
**PERMIT No. A-2-HMB-25-0003**

**Whereas**, as of \_\_\_\_\_ 20\_\_\_\_, the purchaser \_\_\_\_\_ (“New Owner”) has acquired from seller(s) \_\_\_\_\_ (“Current Owner”), an ownership interest, such as a leasehold, in the property currently known as [HOTEL] (“Hotel”), located at [ADDRESS], in [JURISDICTION] ([ASSESSOR PARCEL NUMBER]) (“Property”). For purposes of this Notice, the term “Implementation Date” shall be the date the property interest transfers from Current Owner to New Owner. At least ten days before the property interest transfers, the Current Owners must deliver this Notice to New Owner of Property Interest Regarding the Coastal Development Permit (“Notice”) to the Executive Director of the California Coastal Commission (the “Commission”), consistent with the delivery requirements of Special Condition X of Coastal Development Permit No. X-XX-XXXX (“Permit”).

**Whereas**, on \_\_\_\_\_, the Commission approved the Permit; and that Permit imposes certain obligations on each and every successor in interest of the leasehold or other property interest of the Hotel in perpetuity.

**Whereas**, Current Owner has fully and completely disclosed to New Owner the content, terms, conditions, and obligations of the Permit and provided a copy of the Permit to the New Owner, a copy of which is attached to this Notice, and the New Owner is fully aware of and understands and accepts, and agrees to comply with the terms and conditions of, the Permit.

**Whereas**, this Notice evidences the New Owner’s acknowledgement that the New Owner will be bound by the Permit beginning on the Implementation Date. This Notice intends to ensure that the New Owner understands that it assumes the obligations and responsibilities of “Permittee” under the Permit. By signing this Notice, the New Owner acknowledges that the New Owner is bound by all the terms and conditions of the Permit, the New Owner will implement and fully carry out all the requirements of the Permit, and the New Owner will not challenge the issuance or enforceability of the Permit.

**NOW, THEREFORE**, the Current Owner and New Owner agree as follows:

**1.0** As of the Implementation Date, the New Owner shall become the Permittee under the Permit, as that term is defined in the Permit. As of the Implementation Date, the New Owner shall be bound to perform all obligations of the Permittee under the Permit during and related to its period of ownership.

**2.0** Before it ever sells or transfers its property interest in the Hotel or Property, the New Owner shall fully and completely disclose to any other future owners the content, terms, conditions, and obligations of the Permit and execute this Notice, which is attached to the Permit, and deliver it to the Commission, pursuant to Special Condition [XX]of the Permit.

**3.0** This Notice will be effective upon execution of both parties. At least ten days prior to transfer of the property interest, the Current Owner shall deliver this executed Notice to New Owner of Property Interest Regarding the Coastal Development Permit (“Notice”) to the Executive Director of the California Coastal Commission (the “Commission”), consistent with the delivery requirements of Special Condition X of Coastal Development Permit No. X-XX-XXXX (“Permit”).

**4.0** Unless and until the Implementation Date has occurred, the Current Owner shall remain bound by all the terms and conditions of the Permit.

**5.0** The Current Owner will be released from any future obligations under the Permit once this Notice has been fully executed and delivered to the Executive Director; the Executive Director confirms the executed NOTICE has been received and is legally adequate; and the New Owner becomes the Permittee on the Implementation Date. This Notice does not release the Current Owner from any Coastal Act violations that may have occurred during their ownership or interest in the Hotel or the Property.

IT IS SO STIPULATED AND AGREED:

On behalf of Current Owner:

\_\_\_\_\_

By:

Name:

Title:

Address:

Email Address:

Phone Number:

On behalf of New Owner:

\_\_\_\_\_

By:

Name:

Title:

Address:

Email Address:

Phone Number:

**[INSERT NOTARY PAGE]**