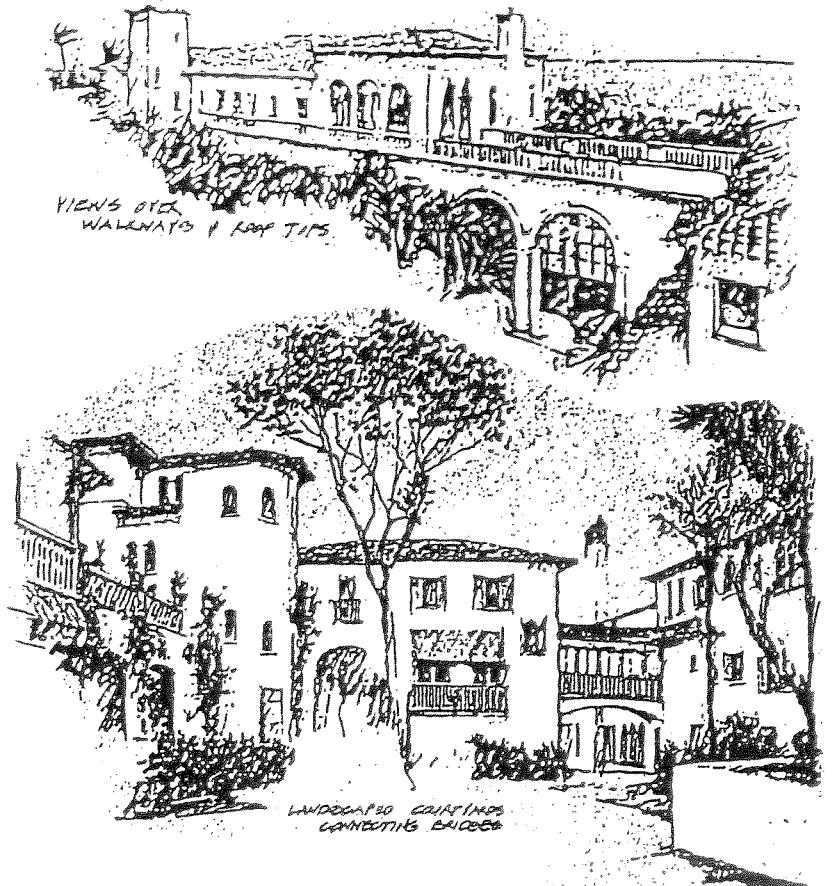
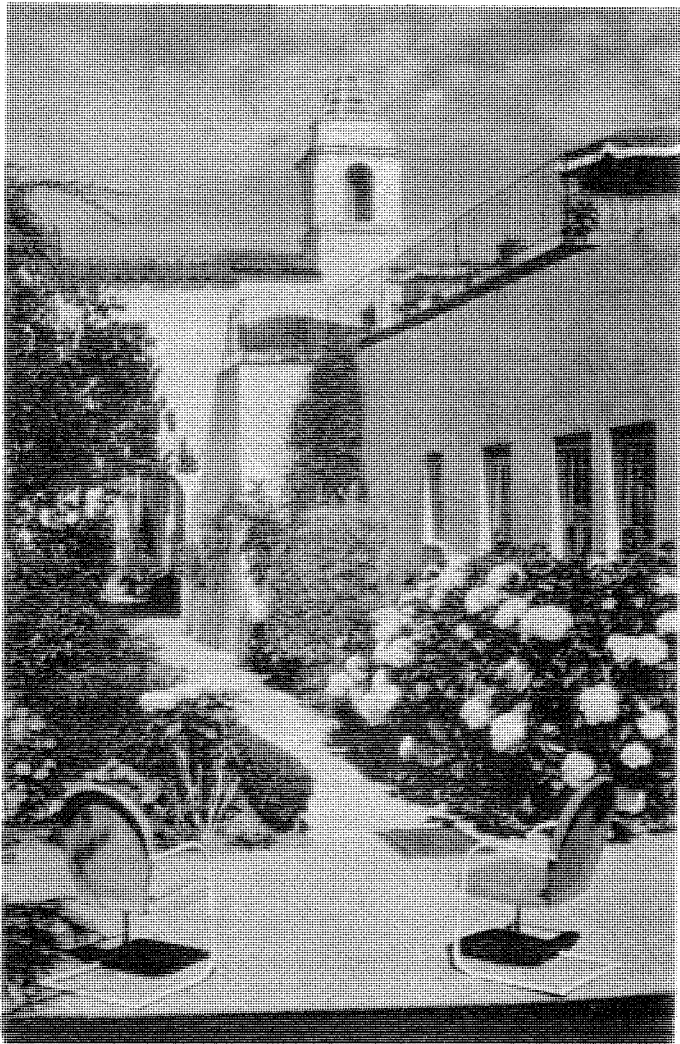
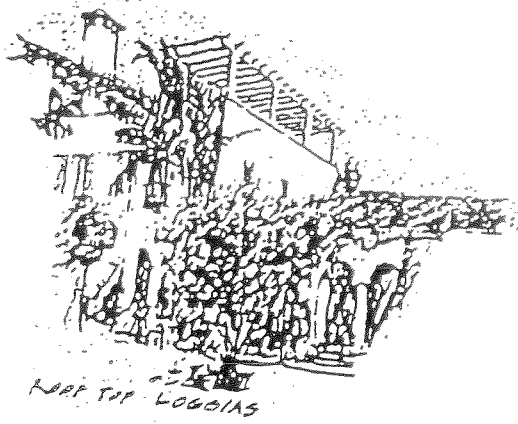
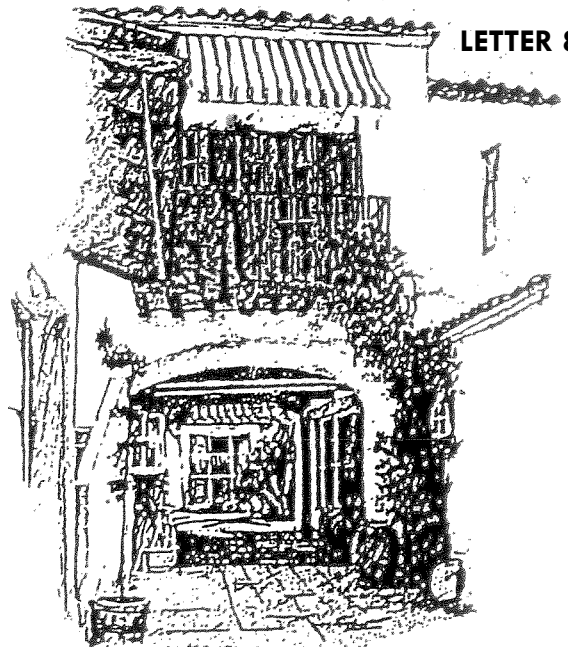


The Court of the Mariners included a roof garden like the deck of a ship, seen here modernized in the 1940s. Thatcher/Thompson sketches show remodeling suggestions in a more picturesque vein.





ROOF TOP LOGGIA



COVERED PORCHES
SUNNY BALCONIES

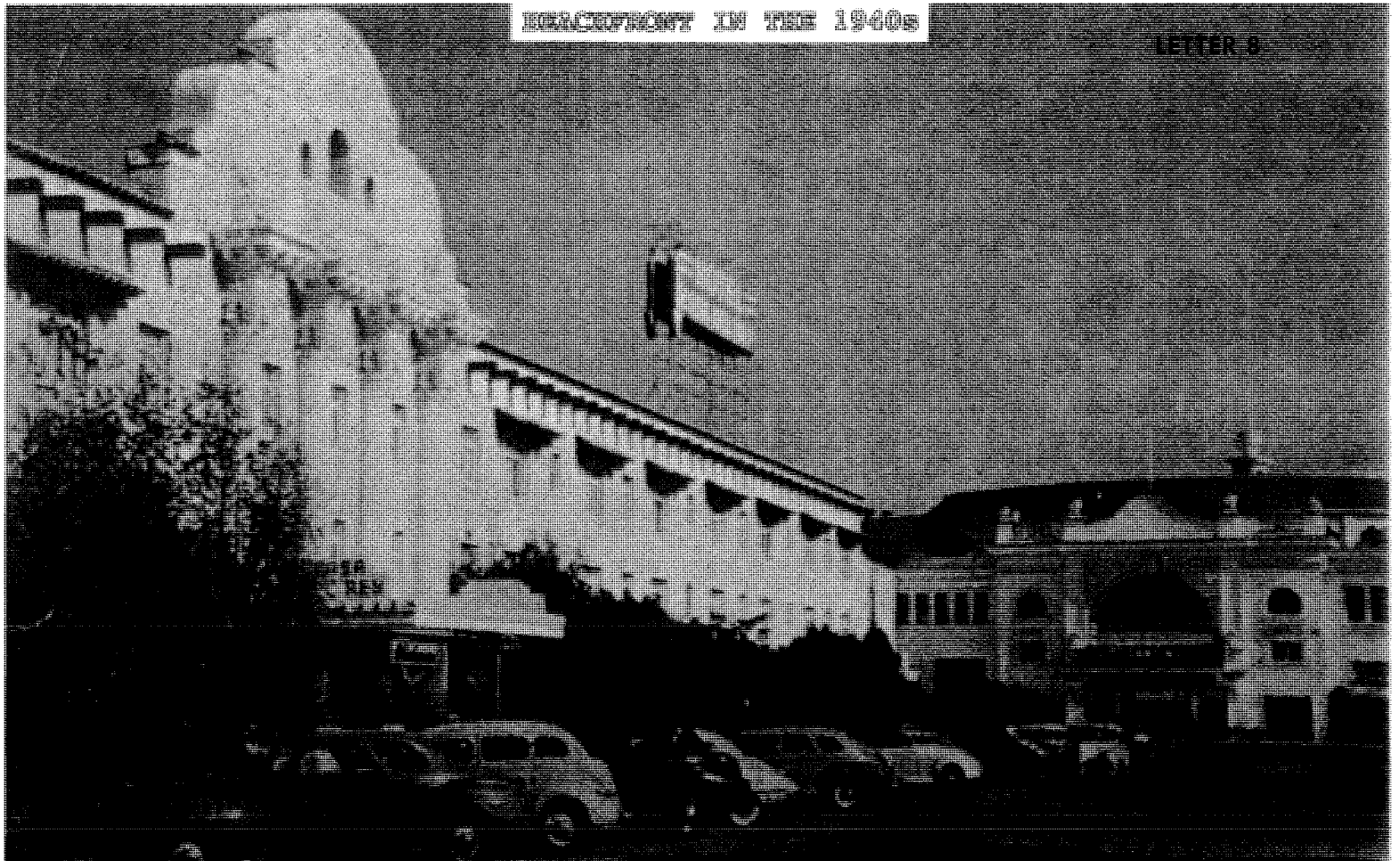


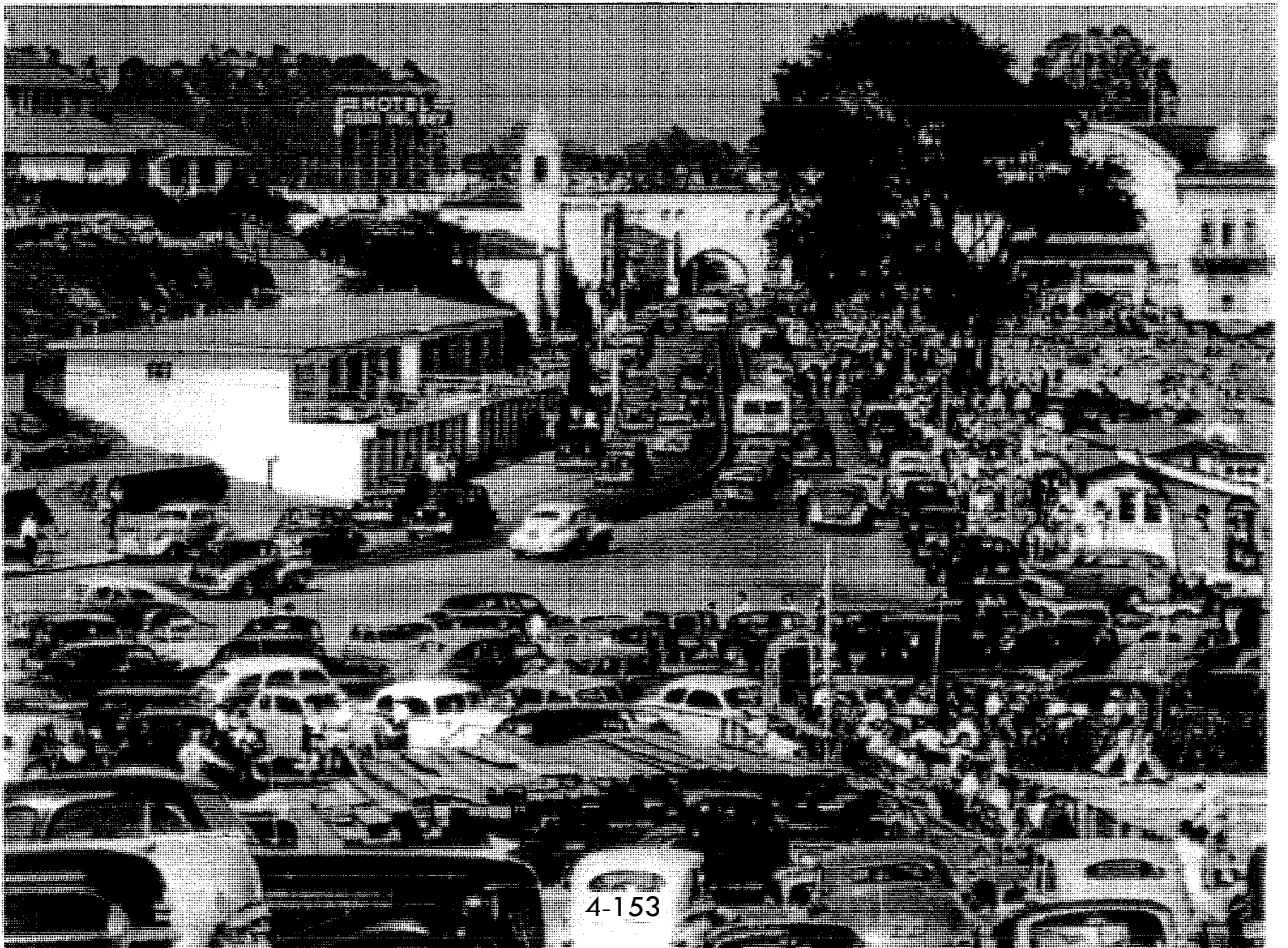
TILE ROOF
INTERLOCKING
MOSAIC



OPEN STAIRS







In 1952, the boardwalk and hotel severed their relationship, and demolished the Spanish Arches.

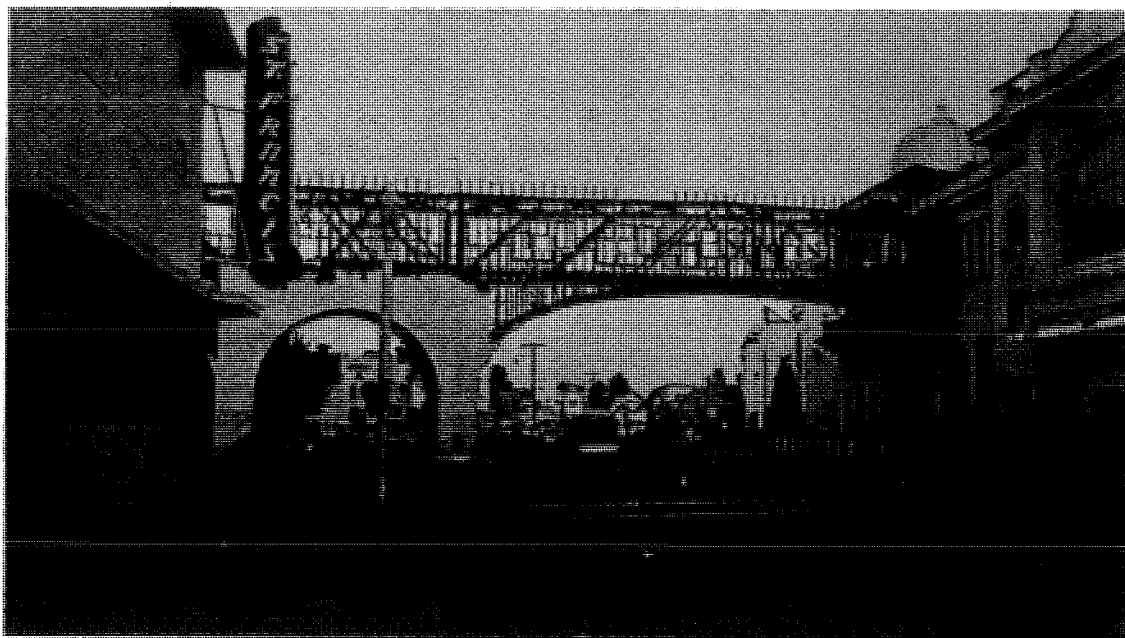
Conventions were a sustaining basis of the Santa Cruz economy, with two-to-three conventions in town weekly, year-round. The summer season was still the main bread-winner, but the opening of fishing season May 1st was second in importance. The San Lorenzo River was rated in Sacramento as "the most fished river in California". Downtown and beachfront hotels and downtown and Beach Flats campgrounds and cottages were booked solid, as they were within easy walking distance of the river.

Then a restauranters strike in 1953 temporarily halted the convention trade, and just as it began

Likewise, the once **LETTER 8** Ben-like Riverside neighborhood became a depressed drug-haven, and River Street campgrounds became trailer parks.

The problems caused by the dikes were blamed as the total failure of the tourist industry, and an anti-tourism political sentiment directed the town to industrialize, using the then-booming Detroit as the model of Santa Cruz's new future. All the town's first-class hotels were converted into retirement homes, or "flop-houses" contracted to house parolees.

The interests of the Historic Community are not to obstruct the goal of first-class convention facilities, but to overcome the limited



returning, the flood of 1955 helped kill the local economy. The Army Corps of Engineers stripped the forests from the banks of the San Lorenzo to install dikes, turning the San Lorenzo into a drainage ditch. It destroyed the ecology of the river, reducing shady places for fish to gather, and created an unpleasant place to fish. In the name of "Freeway-Centric City Planning", all services once concentrated downtown were decentralized away from Pacific Avenue, removing government, tourist amenities and staple-goods stores, until mostly non-essentials shops remained. Two years later, the downtown suffered the first 63% vacancy-rate in its history.

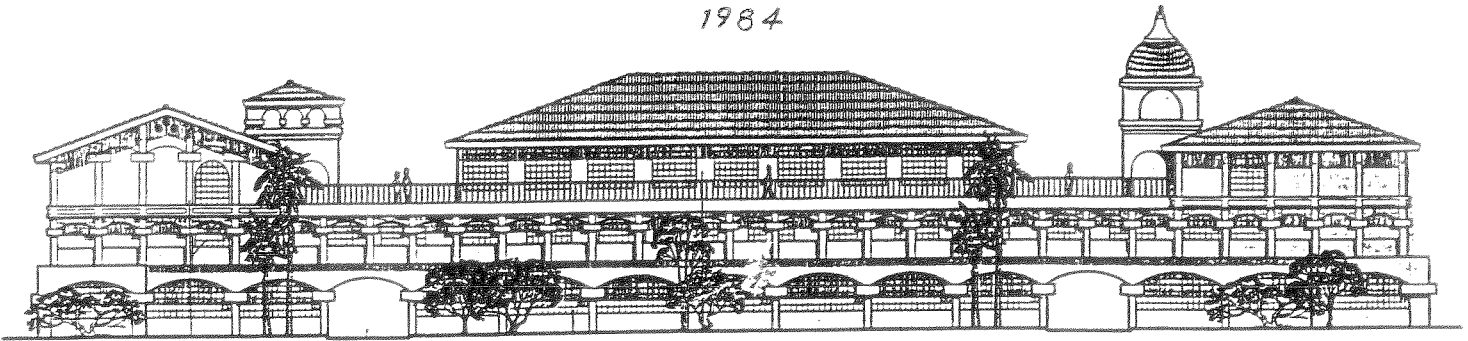
The dikes further devalued all adjacent property, as Beach Flats bungalows that once had a river view and forest setting, now sat in a viewless dike-walled pit, like a drained bathtub. What had once been a Capitola-like bungalow colony was turned into the town's first slum 4-154

imagination of anti-historic budget-rate planning during the last 30 years. In that time, first-rate landmarks were discarded to promoted second-rate high-rise motels, hardly business or tourist draws in themselves, whose only beauty was their view, which they ruined for everyone else with the sight of their cinderblock shafts. With new interest in reviving our historic convention industry, we must also revive the concept of picturesque historic facilities that have proven promotional power in themselves.

SITES CONSIDERED

In the 1960s and '70s, Hilton Hotel made two proposals for an enormous convention center on Lighthouse Field, consisting of 11-story skyscrapers, with half the field turned into a parking lot. This became a major controversy, as West Cliff Drive would be enlarged to a four-lane freeway, and its remoteness was criticized as not supporting the existing downtown and beachfront business centers. The

1984



Underly's Beach Street facade

issue became moot when Lighthouse Field became a state park in 1978.

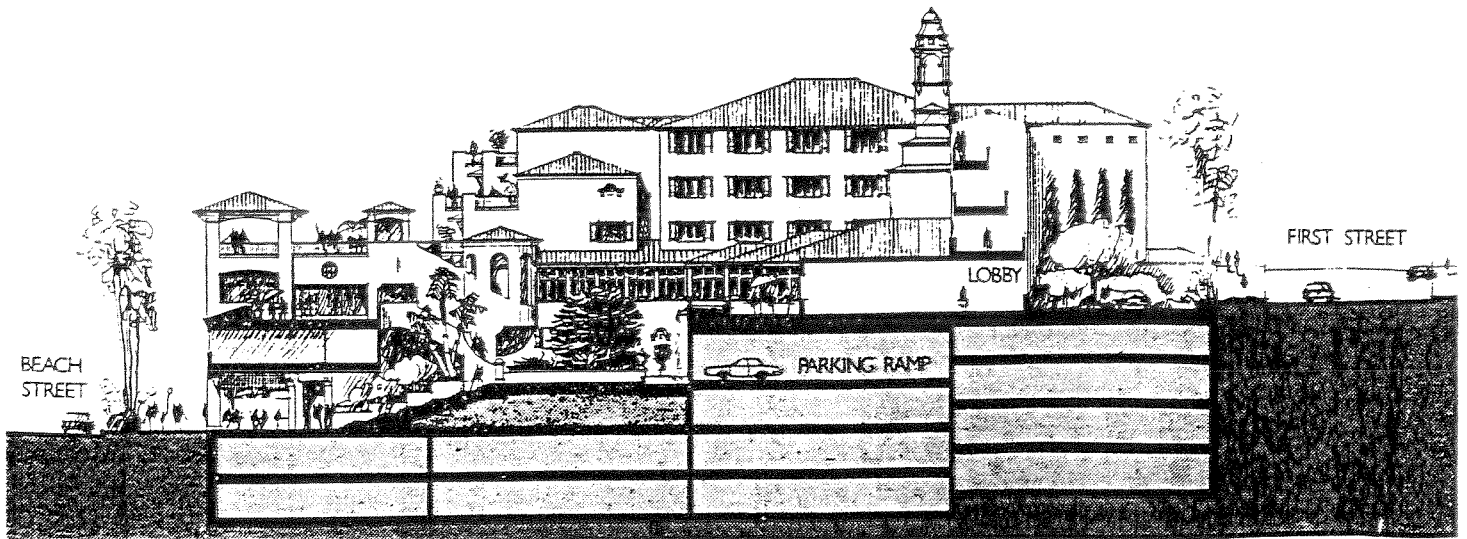
In 1978, the alternate site for a "conference/arts center" was the paved block of mostly car-dealerships bounded by Sycamore, Pacific Avenue Extension, and Center Street. A facility at this site would act as a hub connecting downtown and beachfront business centers, and could be used in conjunction with a revived railway station/transit center. A second site was what is today's Ford's lot; but both were ultimately rejected for having no ocean view. Yet somehow this wasn't a drawback when the Holiday Inn was built on Ocean Street, and functioned as a defacto conference center without ocean views.

In the city's 1976 Historic Building Survey, planning department criteria for rating landmarks designated the La Bahia's historic significance as "excellent". It is one of a limited number of town structures eligible for the National Register of Historic Places. Ironically, Beach Street sites not worth saving, such as Terrace Court Apartments, or the block between Westbrook and Cliff streets, are never considered for redevelopment while

the landmark La Bahia is.

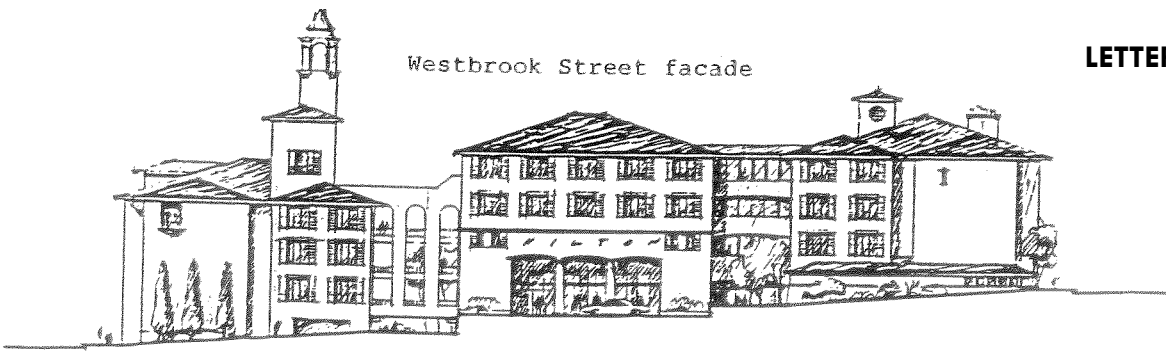
Up until 1980 (wrote Sam Mitchell in the "Santa Cruz Express"), the La Bahia was "one of our city's most elegant and exclusive luxury hotels." Then in 1979 Harry Stutz sold it to a group of four investors whose "lax management led to weekly and then monthly permanent occupancy," according to 1985 planning commissioner and city Zoning Board member Richard Rahders. This was against the Santa Cruz General Plan's guidelines for the waterfront. Zero maintenance, rampant vandalism, rising rents, drug dealing problems, plus one of the owners jailed for trying to sink his yacht to collect the insurance, led to public characterizations that they were "slum lords" and "this former showplace a flop house." One resident complained in 1985 that "after letting the place go to hell for so many years...[the owners] have worked hard to make sure it can't be renovated." Former owner Stutz agreed only to the extent that the people he sold it to were investing in the site, not the landmark.

In 1984 developer Thomas Underly, through the Texas RJS Development Co., proposed replacing the La Bahia



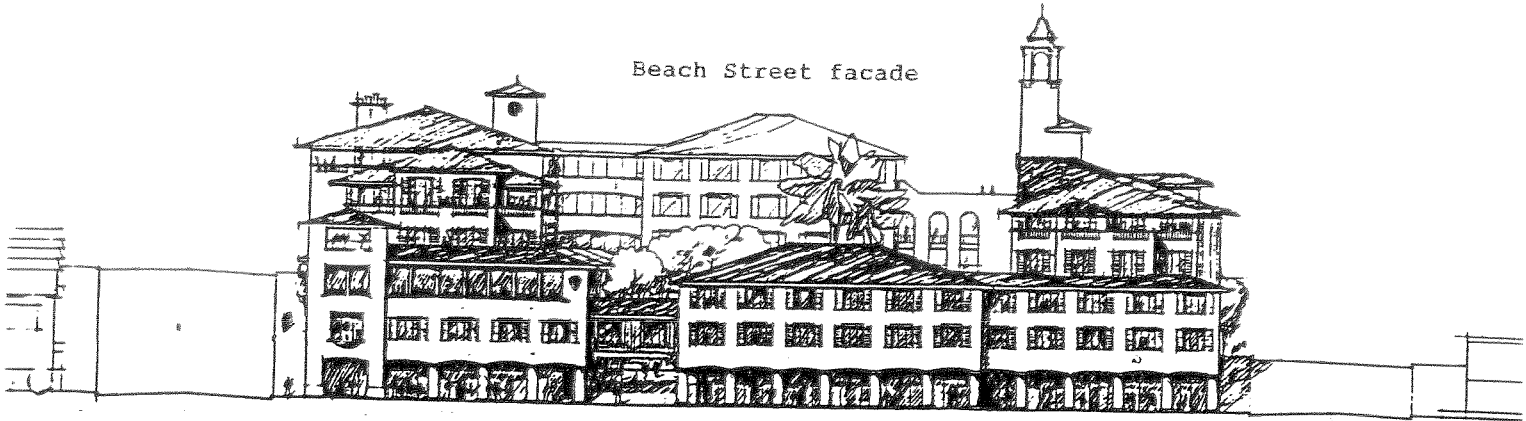
Cross-section of Thatcher Thompson design

Westbrook Street facade

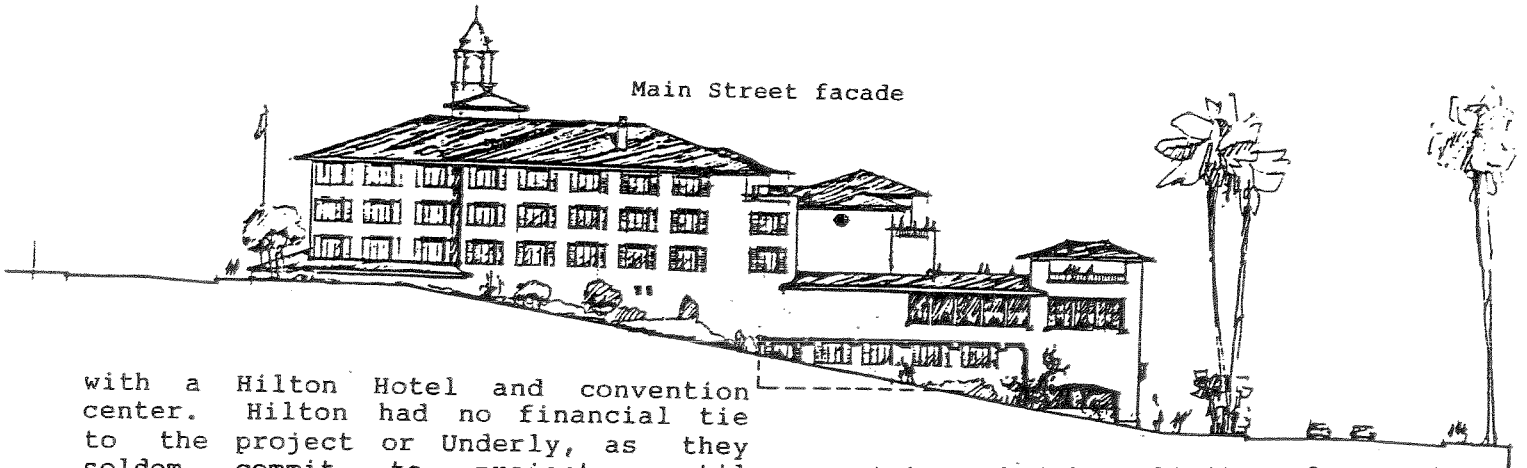


LETTER 8

Beach Street facade



Main Street facade



with a Hilton Hotel and convention center. Hilton had no financial tie to the project or Underly, as they seldom commit to projects until construction commences. But through "a good deal of contact" with Underly they were "very interested", and the project was promoted as the "Hilton Plan". The \$20 million, 230-unit four-story building with a 350-space underground garage, was later changed to 200-210 units, three-to-four stories, with a 400-space garage.

It face the problems of needing the site rezoned for augmented height and density, a required amendment to the state coastal plan, review by the City Historic Preservation Commission, and relocation of now-permanent La Bahia residents. The city council was divided, accepting the concept, but balking at four stories. Underly unsuccessfully applied to have the beachfront area including the Casa Blanca, some Second Street apartments, the Surf Bowl block, Casa Del Rey and boardwalk, given the downtown's "community commercial" zoning,

raising height limits from three stories to five, and loosening density restrictions.

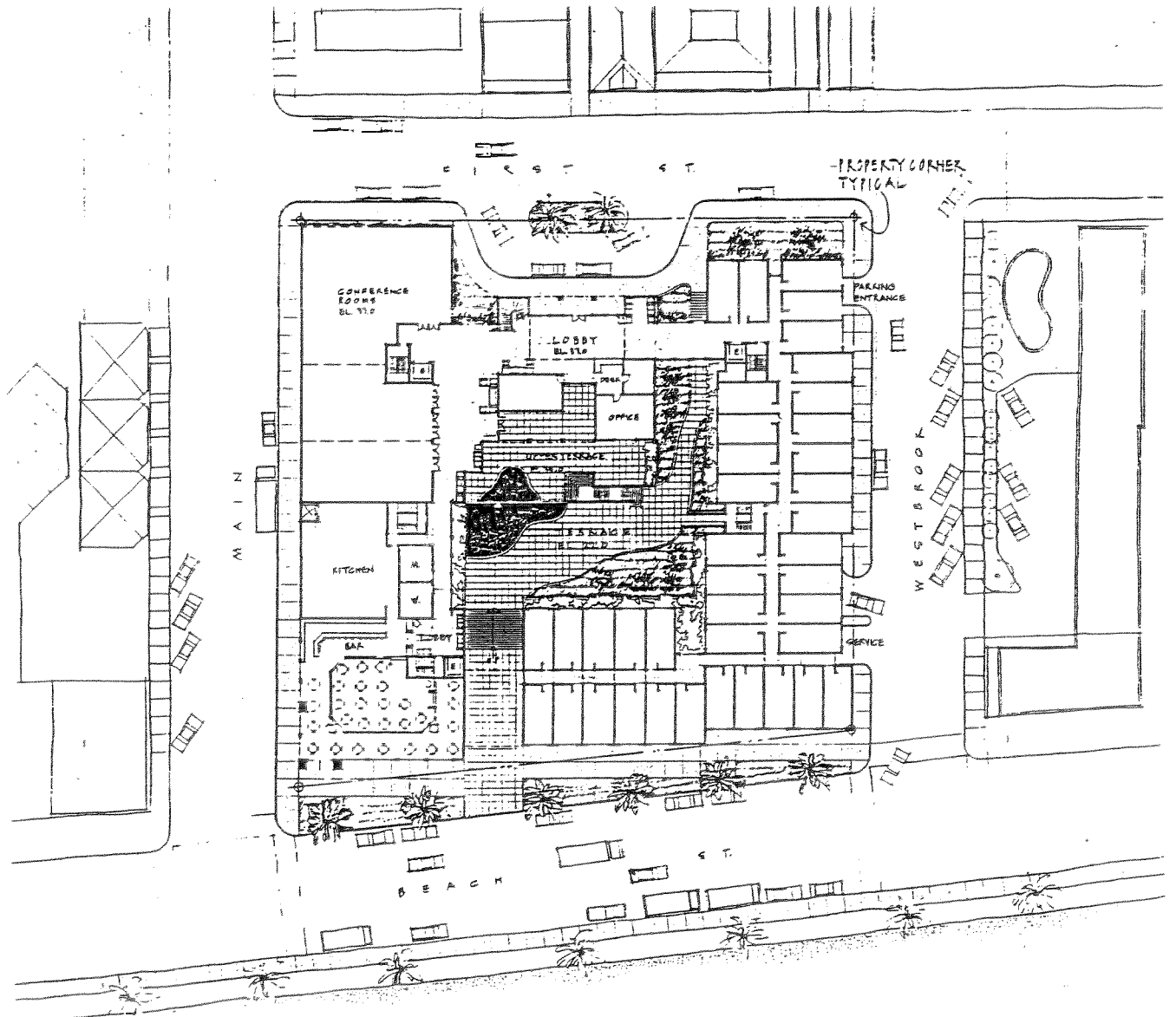
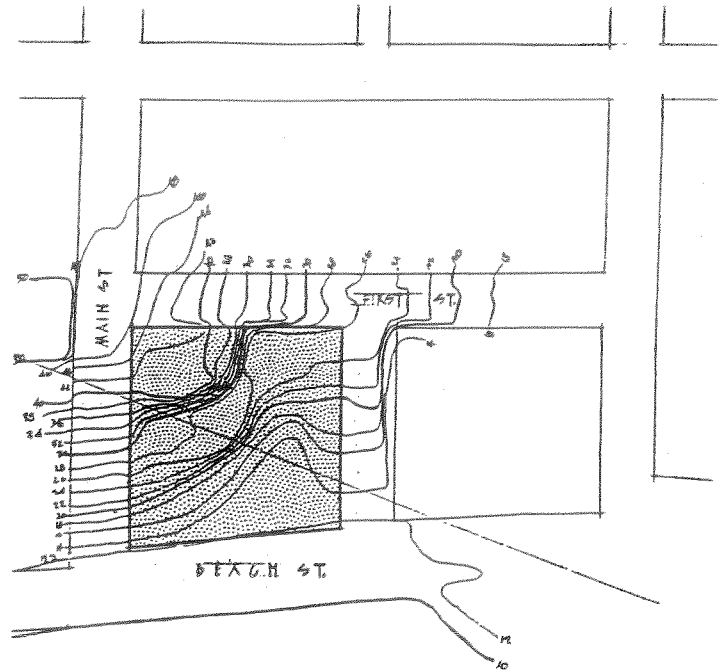
While Underly promised to recycled features of the original landmark, his original sketches showed a freeway-vernacular parody of the historic architecture, with clunky post-modern features. But after hiring local architects Thacher and Thompson, their replacement design showed a more interesting reuse of La Bahia features. Matthew Thompson said he wanted to use "a lot of the things that people like about the La Bahia -- cool courtyards, fountains, waterfalls, terraces and swimming pools", plus its photogenic composition.

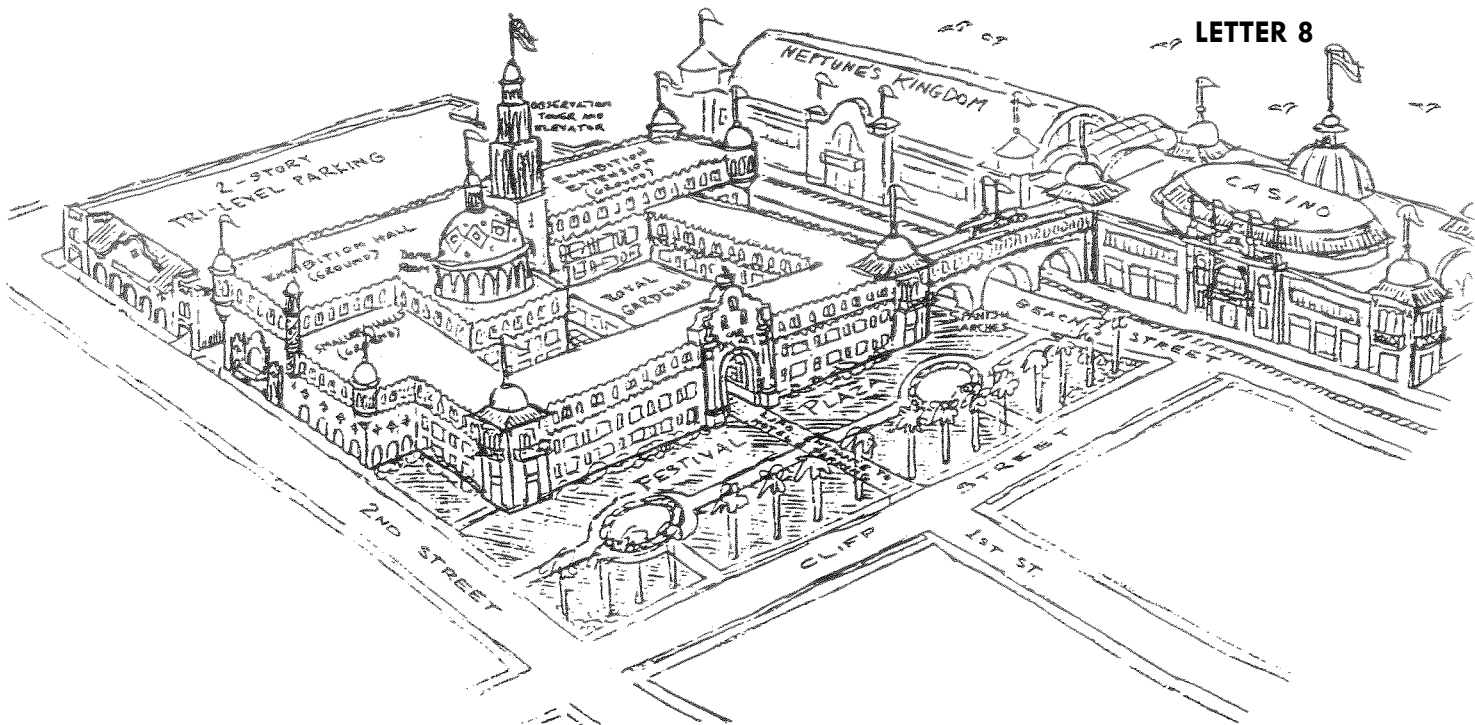
But controversy surrounded the height of the proposed structure, displacement of La Bahia residents, and loss of a beloved landmark. Archaeological Consulting and Research Services, Inc., were asked to provide

an historical overview to John Gilchrist and Associates, project environmental planners, preparatory to review of the proposed Hilton development by the planning dept. It was conducted in August and September 1984 by Mary Ellen Ryan, who reaffirmed the landmarks' historic significance.

The boardwalk's Seaside Company had in the previous 30 years divested itself of many of its Beach Flats and Beach Street boarding facilities, only to see them disintegrate into a setting bad for beachfront business. So in 1983 the Seaside Company bought back the Casa Del Rey; and in 1985 when Underly faced two lawsuits for over \$100,000 in local unpaid bills, the Seaside Company repurchased the La Bahia, ending Underly's plans for that site.

In 1988, Thacher Thompson Architects through Barry Swenson Builder, proposed to the Seaside



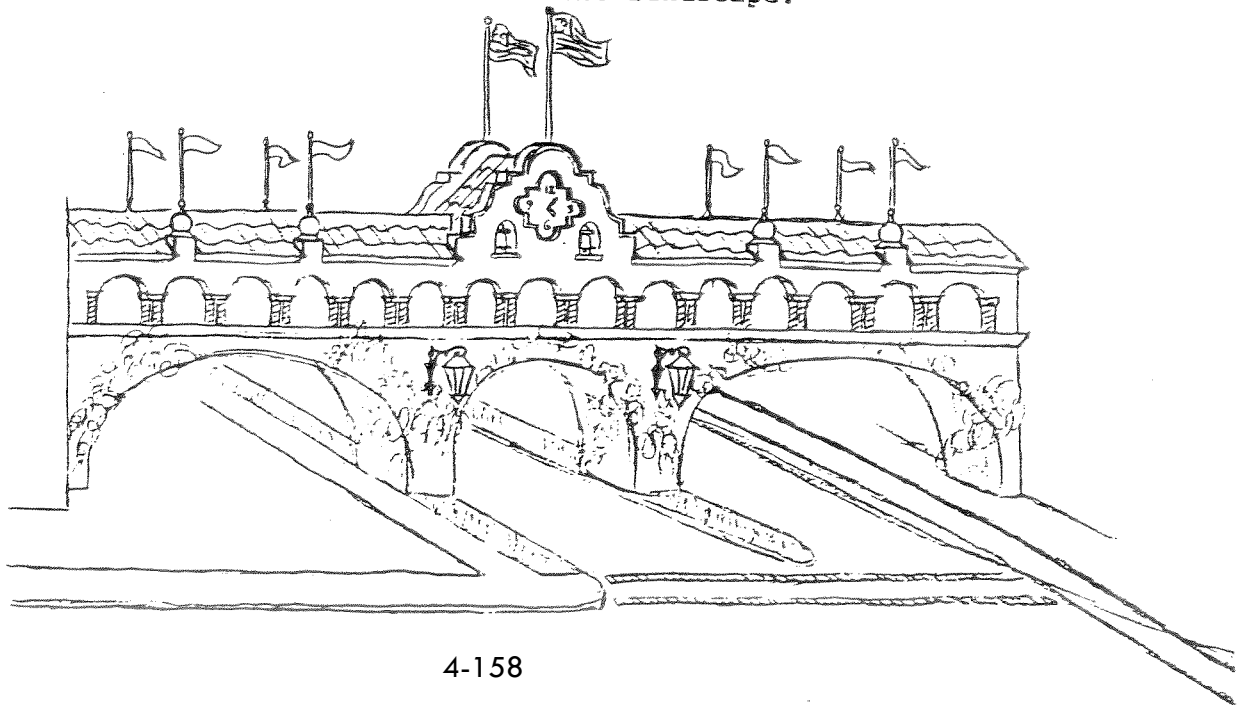


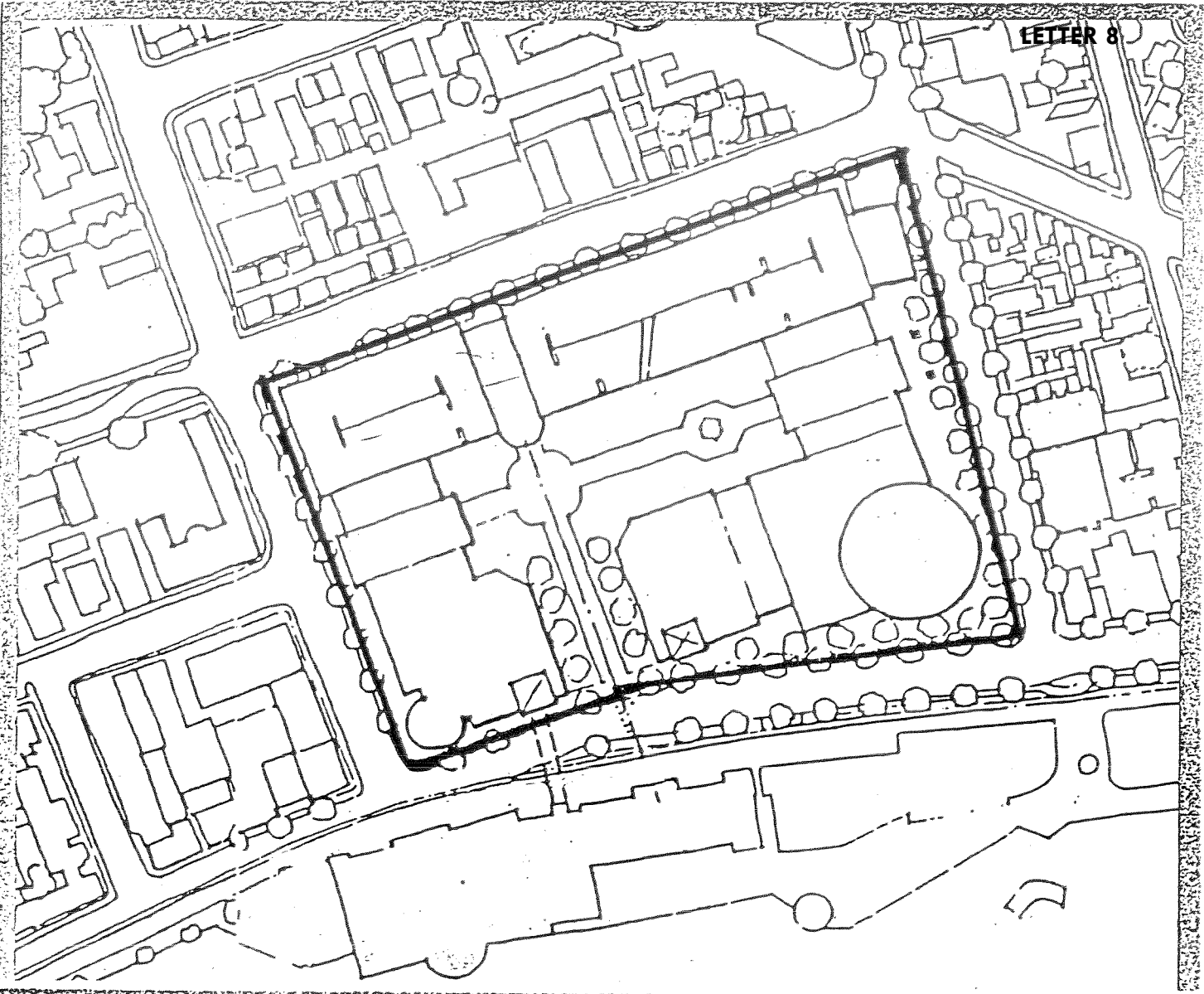
Company a scaled-down 120-room La Bahia, saving the courtyards and most of the Beach Street/Westbrook landmark, with new units in the northwest corner, and a lobby in the northeast corner. "This may have been where its 1926 lobby was intended to go," Thompson speculated, "as its vista and cascading stairs draw one down into the main courtyard, and out to the beach." The proposal was not accepted, one reason mentioned that the landmark was on too many levels with too many stairs, to provide room service with wheeled carts."

Following the 1989 Loma Prieta quake, the demolition of the damaged Casa Del Rey was the ironic end for what was once called the "most fireproof and earthquake-proof hotel on the Pacific Coast". Vision Santa

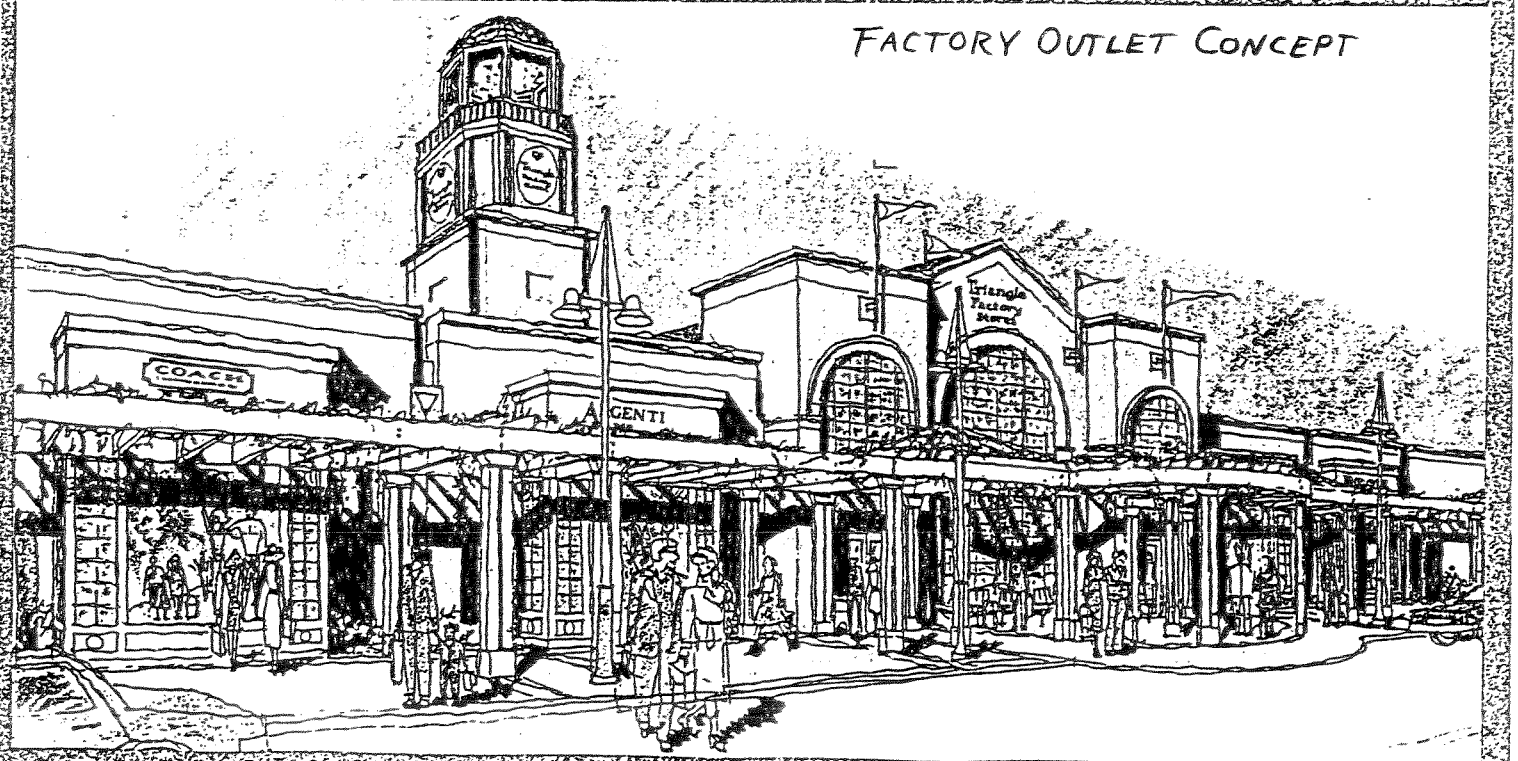
Cruz and Beach Area workshops were conducted in 1994 to propose the kind of redevelopment the community felt appropriate to this area.

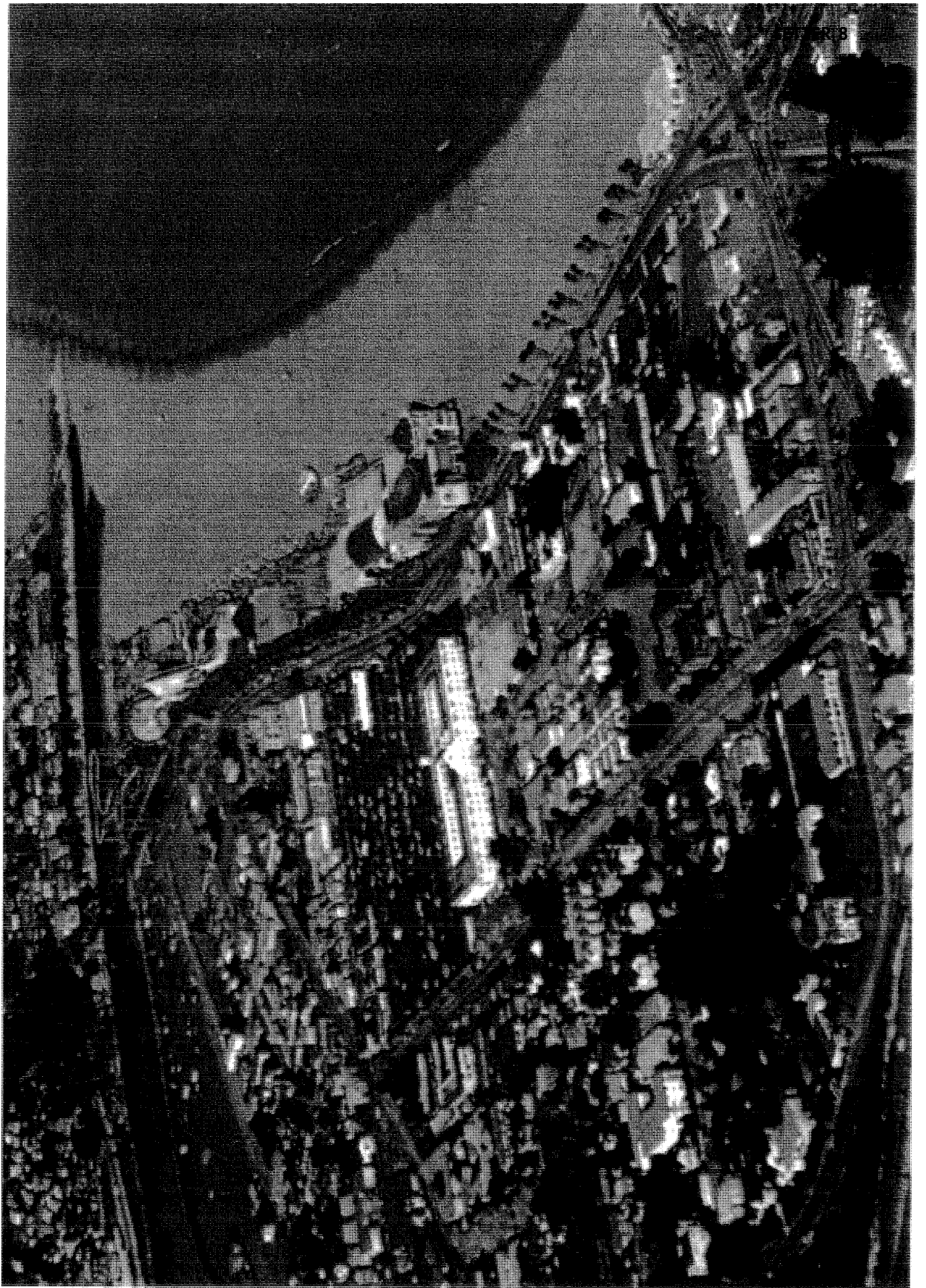
Based on one groups suggestions, a new Casa Del Rey convention hotel was visualized to include a Festival Lawn (similar to the original Royal Gardens), as a plaza for outdoor events such as the Beach Street Revival's classic car displays. A new Spanish Arches would tie the hotels convention halls to the boardwalk's. First street would extend into the hotel's garden court's with a private limousine entrance, leading into the hotel passed its convention halls to a three-level parking garage attached to the hotel. A rooftop banquet hall and observation tower would provide aerial views of the landscape.



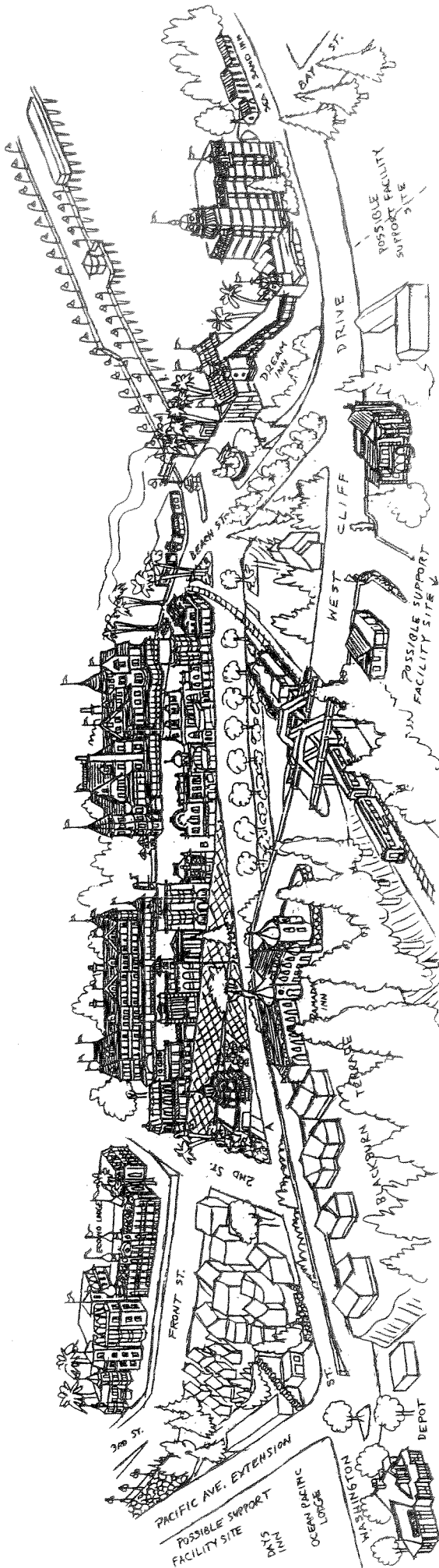


FACTORY OUTLET CONCEPT





EMBARCADERO SLOT DEVELOPMENT



But developers discouraged the idea of building a new Casa Del Rey on a site lacking ocean views, preferring something on the order of a factory outlet store there instead. While convention facilities were considered at the Dream Inn, or the vacant Driftway lot on Beach Hill (between Second and Beach streets), the La Bahia site was favored due to its proximity to the boardwalk's major ballroom and banquet hall.

DRIFTWAY LOT STUDY

A convention hotel on the Driftway lot could be built in conjunction with reviving the Embarcadero Slot area near the corner of Washington and Beach Streets. This was a once-thriving shopping area which bridged the gap between the steamship depot at the wharf and the train depot. The Washington Street block between Second and Beach streets had a row of shops, restaurants, hotels and meeting halls, all of which looked out on Fleet Park (now the old "Otto's" parking lot).

Fleet Park was constructed by the Chamber of Commerce for the 1908 visit of Teddy Roosevelt's "Great White Fleet": the first armada to circumnavigate the globe. A series of rowboats painted white and planted with flowers depicted the fleet in this parklike setting. The park originally included the triangle lot and another lot flanking the entrance to Second Street.

The Driftway lot could be excavated for underground parking topped with two Queen Anne wings reminiscent of the famous Sea Beach Hotel that once stood at the east end of the block. Like the Sea Beach, its main hall could emerge from the hillside under the hotel, with a wall of windows facing the ocean.

Additional rooms could be situated atop a series of mostly-new Italianate storefronts along Washington Street. One of these could house a theater, with a sideways lobby connecting both to the street, and to the hotel ballroom. Thus it could be used either for public events, or hotel-related conventions. The proximity to surrounding lodgings makes it possible to book larger conventions, and share rooms and meeting halls with the Dream Inn. By using fancy pavers on lower Front Street and the triangular parking area, a plaza-like setting can be created to unify this block of shops.

LA BAHIA SITE STUDY

The 1995 space-study for a 275 room replacement to the La Bahia, while not an actual proposal, none-

the-less demonstrates the fallacy of concentrating all the facility's needs on a single site. The schematics show Beach Street narrowed to two-lanes and no street-parking, one lane of which must be the railroad tracks leaving a single lane for traffic.

The shape conceived was a four-story sheer-wall donut, with a box-courtyard for a pool. If concentrating all rooming, parking and meeting needs on this site is to take advantage of the ocean view, the model shows only 84 rooms out of 275 will have this ocean view (30%). 191 rooms have no view other than a side street, or shaft courtyard. To update this model, we must pack 25 more rooms into the site (to meet a 300-room goal), and if the boardwalk withdraws its facilities from hotel use, add another Coconut Grove and Bayview Room on the site.

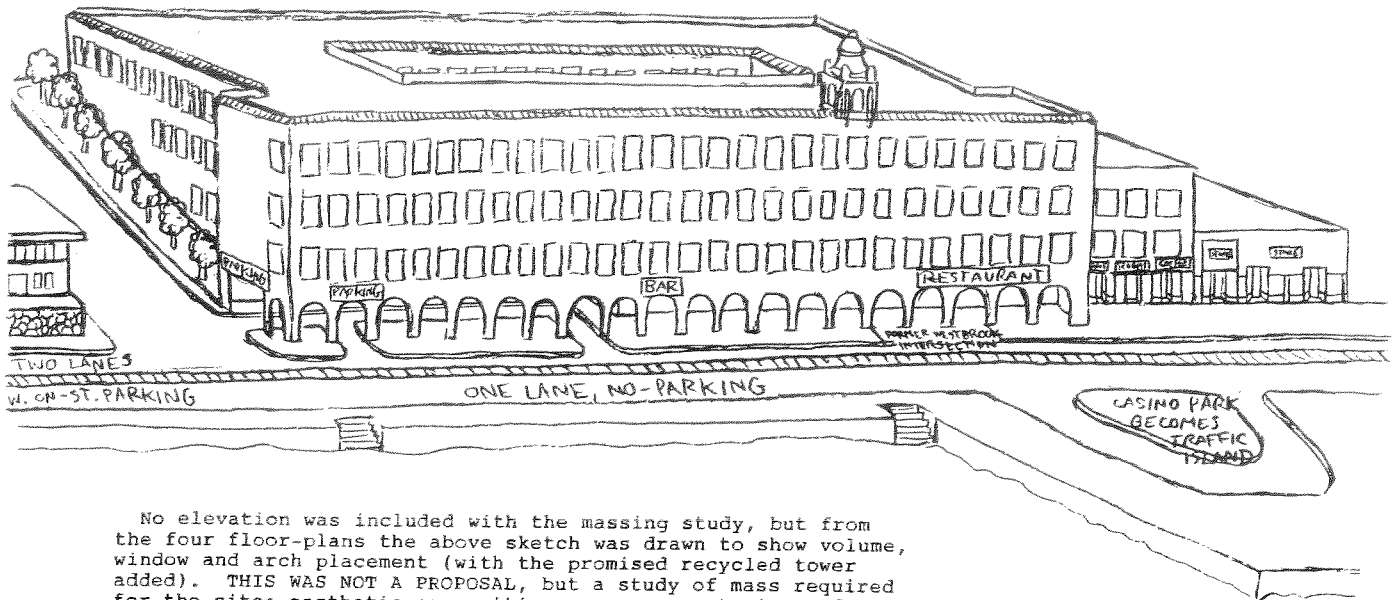
This dumptruck approach to packing every use possible on a single site ignores what made the Casa Del Rey great in its day. It built an empire on facilities spread over several sites. When the La Bahia was constructed as an annex to the Casa Del Rey, the main hotel was two blocks away. The first parking garage was located at First and Cliff streets, a handsome Moorish-style structure with a corner tower.

Today's project must entertain the option of allowing facilities to be spread over a wider area. Even if a factory outlet is built on the Casa Del Rey site, the single-story structure would have space for one or two floors of hotel rooms above it (since 70% of rooms at La Bahia would have no ocean view anyway). Here could even be additional convention halls tied to the Coconut Grove by a new Spanish Arches, to give the boardwalk more freedom to continue their own booking schedule.

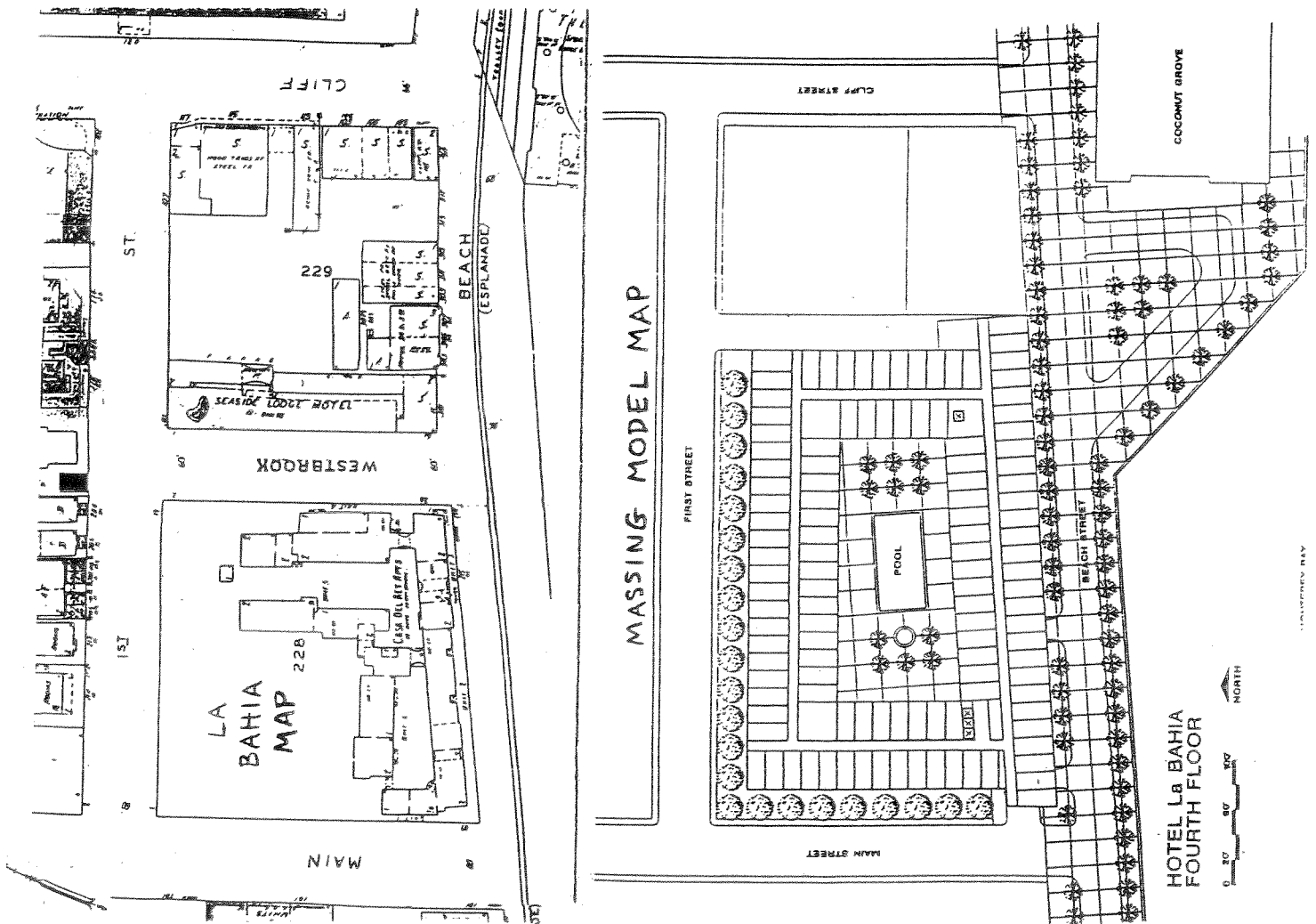
Ideally, development of the La Bahia site should include all the land from Westbrook to Cliff Street. This would take pressure off compacting so many services on a small lot, and would help tie the hotel to the boardwalk's convention hall, and central parking sites.

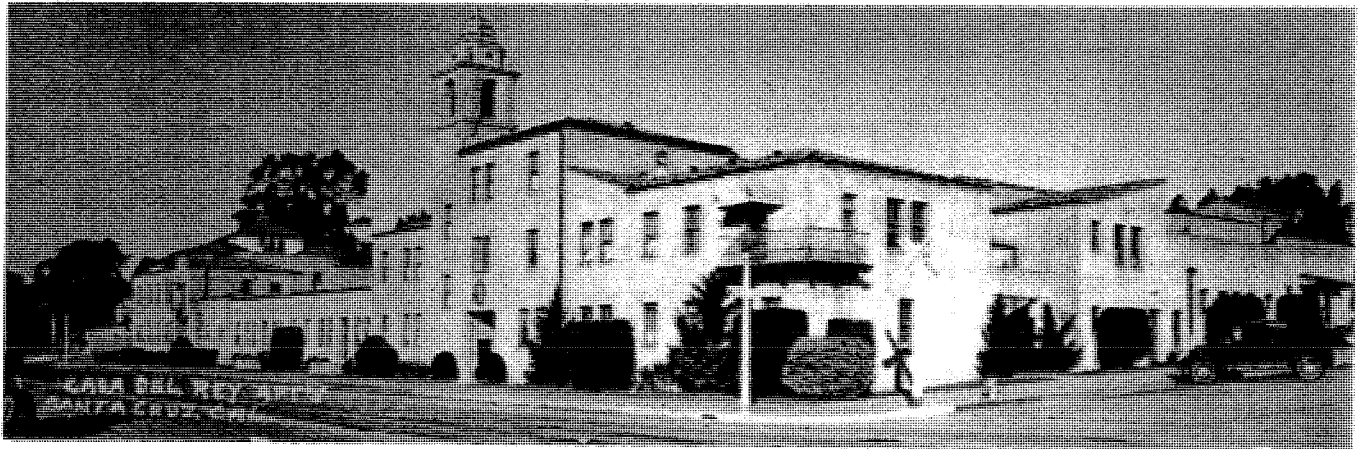
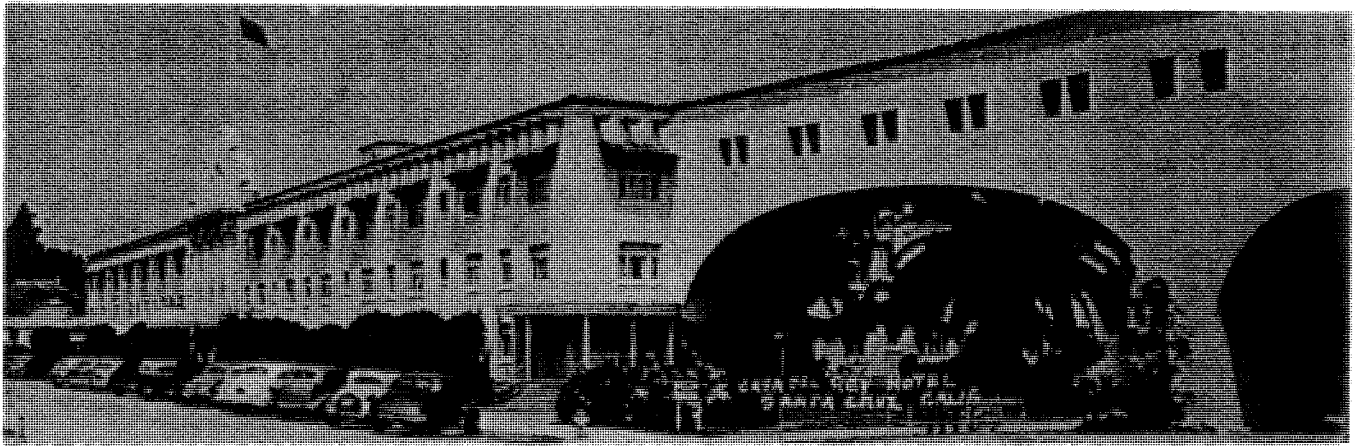
The La Bahia's significant features are more than this tower, and that archway. It is unique in world hotel architecture that it sought to capture the essence of a Spanish Village in the style of the stage-set exhibits found in world's fairs. The architecture conforms more to the exterior spaces of the courtyards, creating picturesque vistas and the

275 ROOM MASSING STUDY



No elevation was included with the massing study, but from the four floor-plans the above sketch was drawn to show volume, window and arch placement (with the promised recycled tower added). THIS WAS NOT A PROPOSAL, but a study of mass required for the site; aesthetic composition was a separate issue from the massing study. Below: the original site map is compared with one floor of the massing study plan on an enlarged lot.





illusion of the compacted dwellings of a village beyond. It likewise walls out the modern world to create a total experience of an exotic place.

La Bahia was intended to include a third addition in the northwest corner, for which a view corridor was left open over the single-story rooftops of units two and six. The option of part-preservation part-expansion should be included among any future proposals on this site. But should the landmark be sacrificed

for new construction, it is hoped the replacement design captures the design ethic and attention to detail that makes the La Bahia so notable.

The purpose of historic preservation is to conserve excellence in a community, especially that which modern construction cannot or will not build. For no community advances when it moves from first-class to second-rate. Thus, the only thing that can replace a landmark, is a landmark.



EXPANSION-STYLE LA BAHIA DEVELOPMENT

La Bahia HANDBOOK



OF DETAILS, EXAMPLES, & CONCEPTS

by
Rosario Gibson

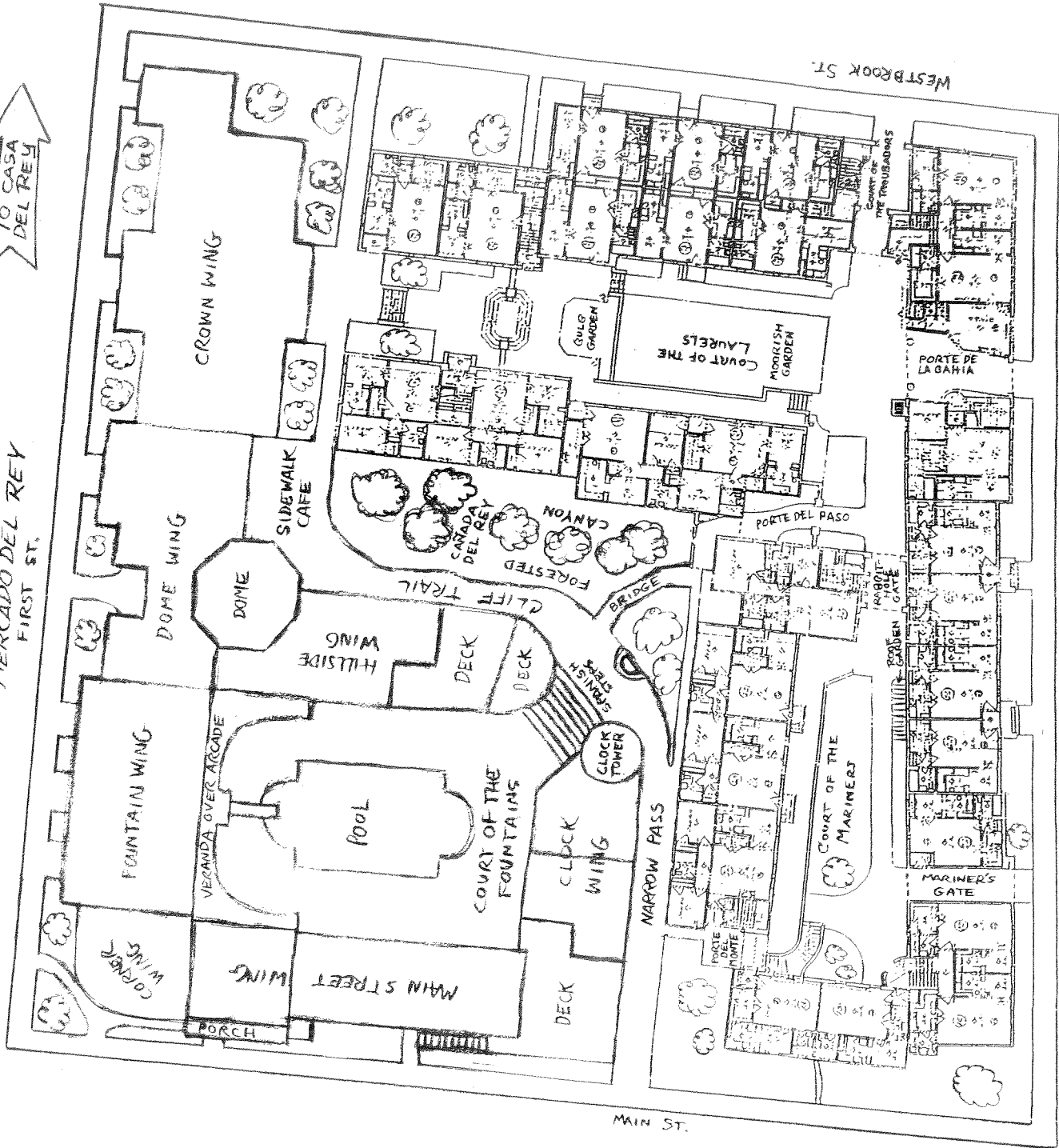
Volume II
LA BAHIA HANDBOOK—Of Details, Examples & Concepts
How to Design in Hill-Village style

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PARKING
for
CASA DEL
REY APTS.



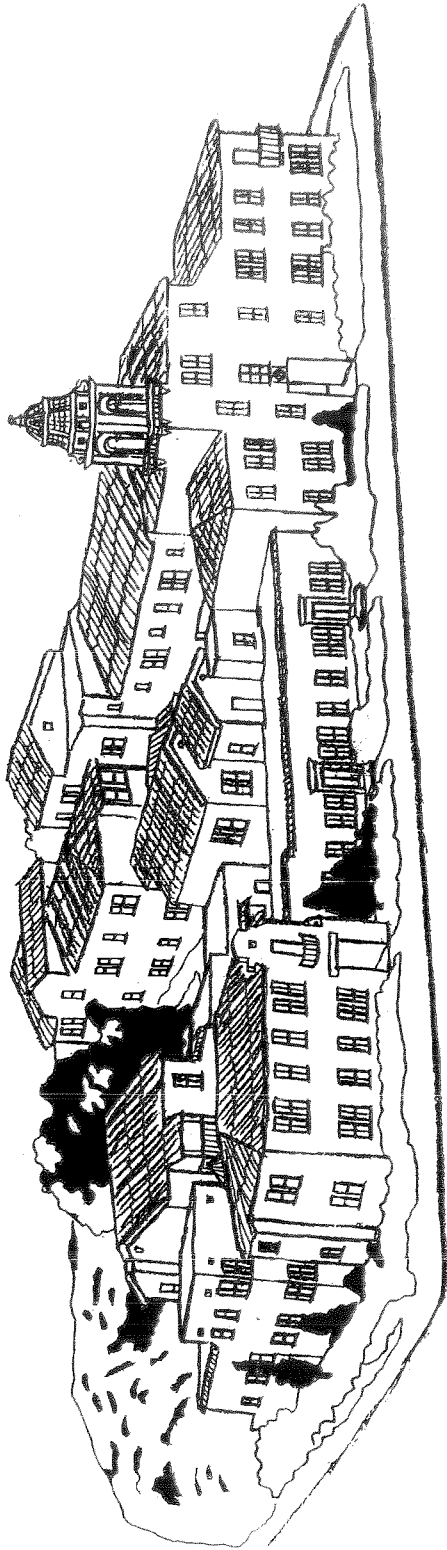
MERCADO DEL REY
FIRST ST.



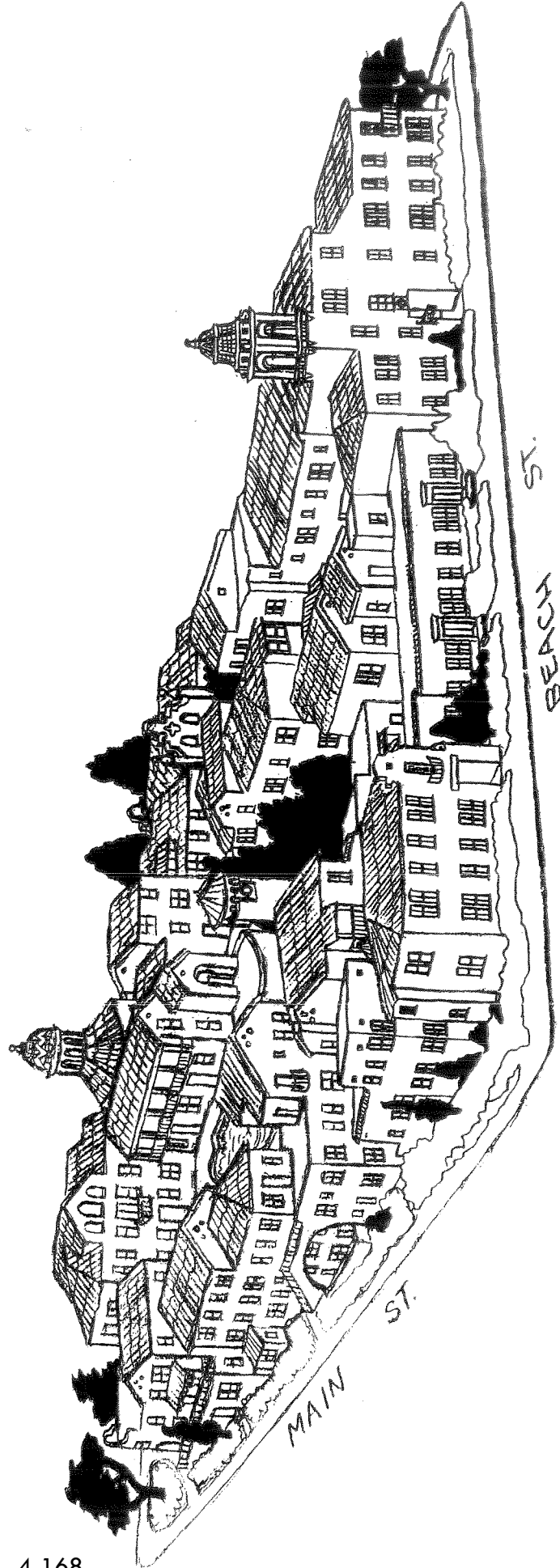
CONCEPT MAP OF HOW IT WAS INDICATED IT WOULD
BE FINISHED AS 105 2-TO-4 ROOM APARTMENTS

CASA BLANCA PELARGONIUM GARDENS

COPYRIGHT 2006
BY AUTHOR



ARCHITECTS SKETCH OF HIS 47 2-TO-4 ROOM APARTMENTS



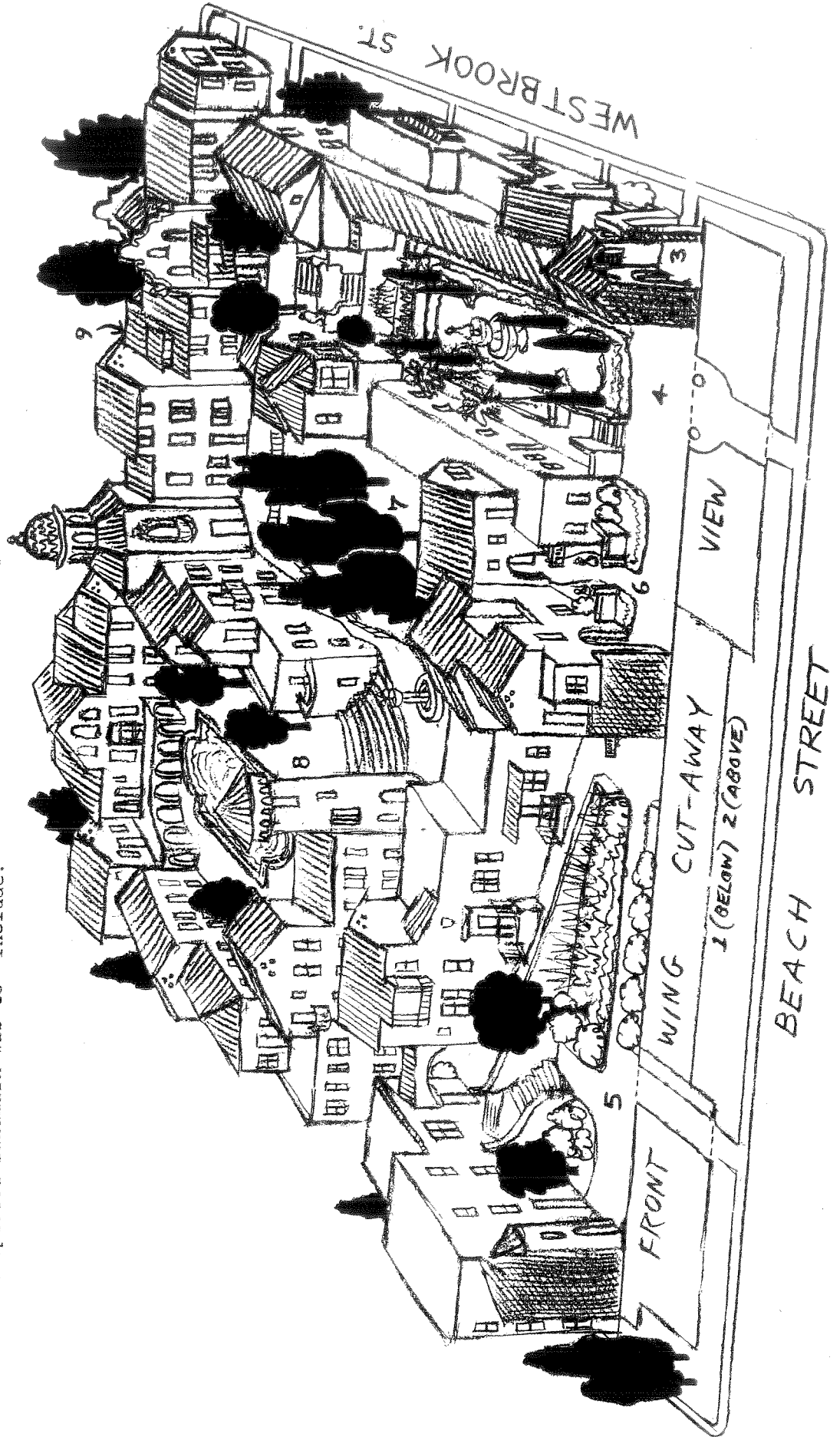
CONCEPT SKETCH OF HOW IT WAS INDICATED IT WOULD BE FINISHED AS 105 2-TO-4 ROOM APARTMENTS

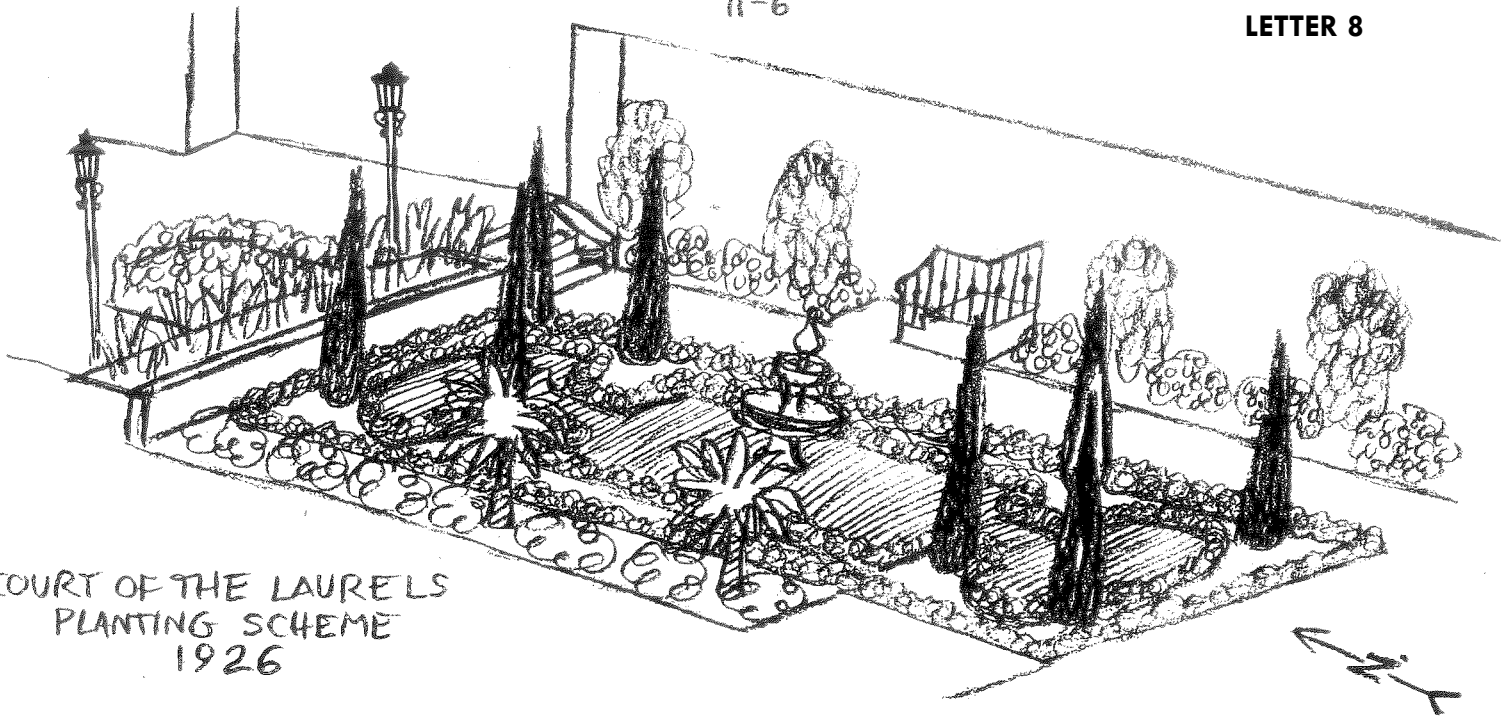
For clarity, this report uses the more popular name "La Bahia" to refer to the apartments, even describing periods when they were known by their original name of "Casa Del Rey Apartments." They were built as part of the Casa Del Rey Hotel a block to the east, and "Casa Del Rey" will mean the hotel.

UNFINISHED LANDMARK: The second phase of La Bahia constructed was said to include a third court and a row of shops, but funding problems left them unbuilt. The proposed shops were to turn First Street into a Spanish-style marketplace, linking the back of the La Bahia to the front door of the Casa Del Rey.

This is a concept drawing of how the La Bahia was to be finished. It was virtually an amusement park of vistas and spaces, linked with winding trails through a series of stairs, bridges, and archways. The completed landmark was to include:

1. BEACHFRONT APARTMENTS
2. THE "SUN DECK" ROOF GARDEN
3. A HILL-VILLAGE STREET WARREN (Court of the Troubadors)
4. A MOORISH GARDEN (Court of the Laurels)
5. A MEDITERRANEAN HILL GARDEN (Court of the Mariners)
6. A GATED GARDEN PASSAGE (Porte Del Paso)
7. A FOREST CANYON (Canada Del Rey)
8. A COURTYARD PLUNGE (Court of the Fountains)
9. THE FIRST STREET MARKETPLACE (Mercado Del Rey).





COURT OF THE LAURELS
PLANTING SCHEME
1926

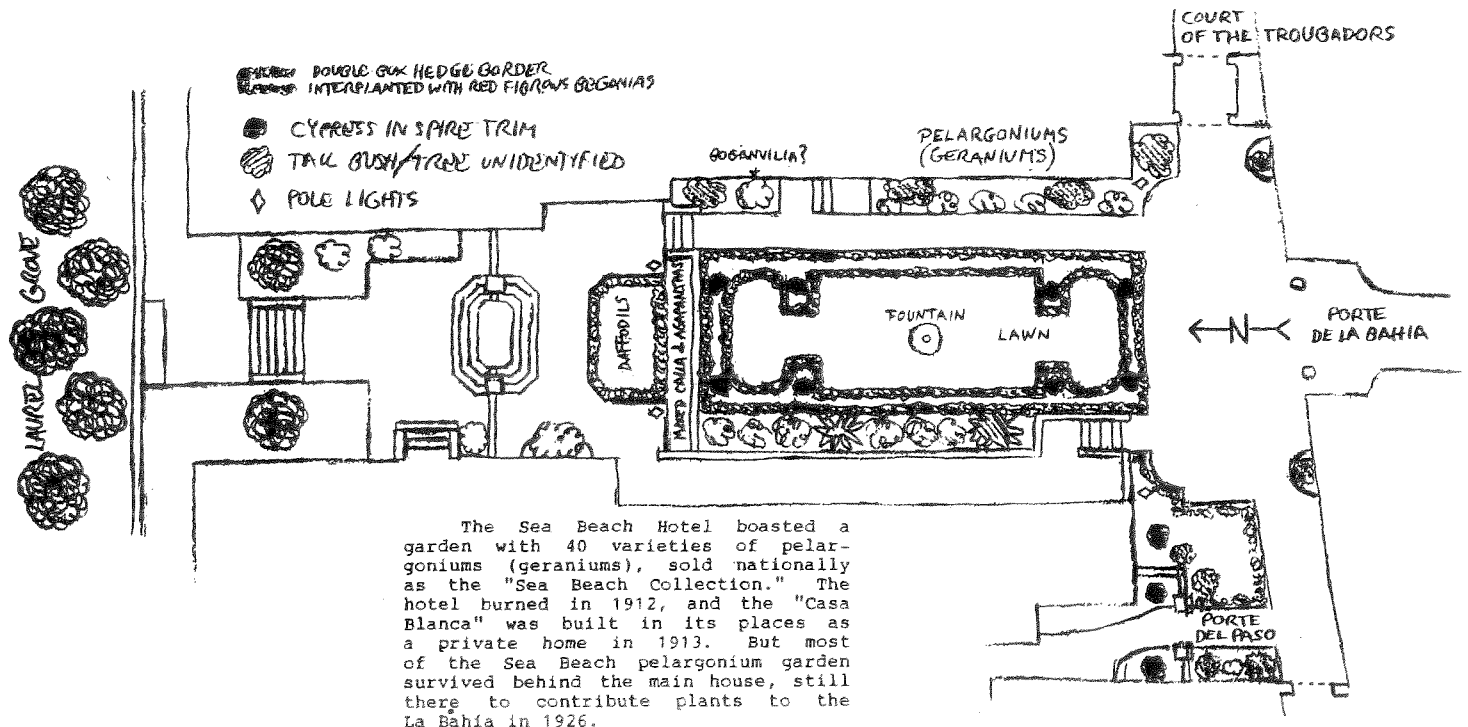
COURTYARDS

The two courtyards are character-defining features of the landmark, created as outdoor rooms, and designed as dramatic stage sets. These are Secret Gardens, to provide visitors with privacy and refuge in the middle of a crowded tourist area.

The Court of the Laurels is the more formal of the two gardens, a cascade of stairs and terraces down from a grove of laurels into a lush Moorish flower garden. It's the jewel of the landmark, and of highest historic significance (according to

the Architectural Resources Group which evaluated the landmark for the city).

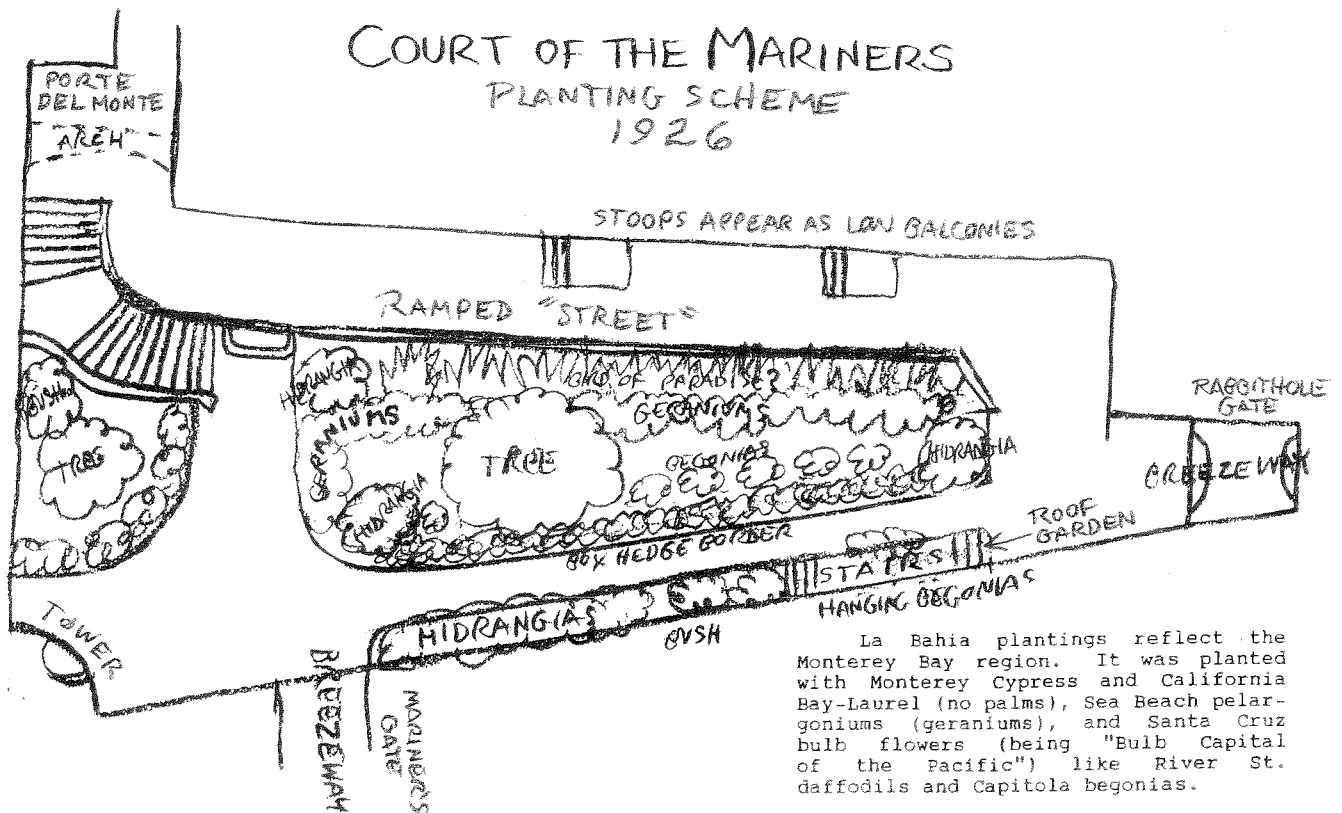
They also described the Court of the Mariners as "...nearly as significant..." being "...more intimate and informal with more trees, [and] an asymmetrical design...." The Court of the Mariners consists of a roof garden on one side that's reminiscent of the deck of a ship, and a ramped "street" with a row of buildings climbing the hillside towards an arched pass-through.



The Sea Beach Hotel boasted a garden with 40 varieties of pelargoniums (geraniums), sold nationally as the "Sea Beach Collection." The hotel burned in 1912, and the "Casa Blanca" was built in its place as a private home in 1913. But most of the Sea Beach pelargonium garden survived behind the main house, still there to contribute plants to the La Bahia in 1926.



COURT OF THE MARINERS
PLANTING SCHEME
1926



La Bahia plantings reflect the Monterey Bay region. It was planted with Monterey Cypress and California Bay-Laurel (no palms), Sea Beach pelargoniums (geraniums), and Santa Cruz bulb flowers (being "Bulb Capital of the Pacific") like River St. daffodils and Capitola begonias.

This catalog of details forms the visual vocabulary of the La Bahia. The fairly simple features of this peasant style are combined for dramatic

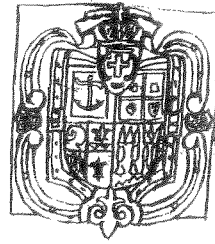
impact. These image sheets **LETTER 8** compiled to document, but not limit, the detailing of compatible additions to the landmark.

LA BAHIA WINDOWS

& DOORWAYS



TRIFOIL



CREST RELIEF
OVER MAIN TUNNEL
PAINTED IN FULL COLOR



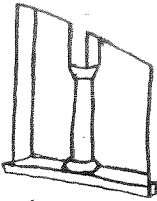
QUATRAFOIL

STAIRWAY WINDOWS

MAIN ARCHWAYS

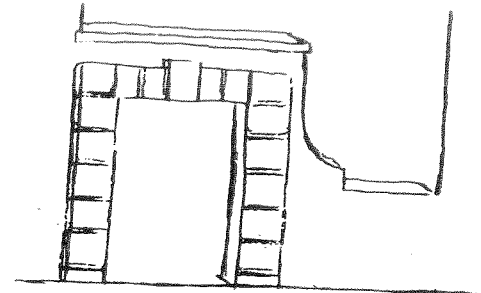
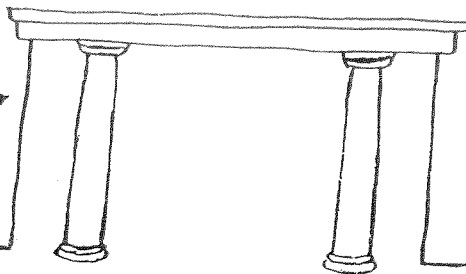


WINDOW GRILL
MID-SOUTHERN
STAIRWELL
(& MARINERS
TOWER?)

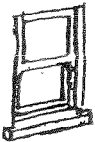


"JULIET
WINDOW"
SOUTHEAST
STAIRWELL

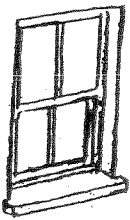
← PILLAR →
EXAMPLES



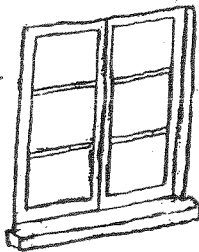
UNFRAMED INSET WINDOWS



DOUBLE-HUNG'S

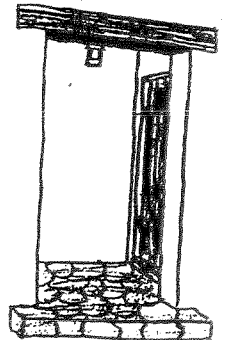
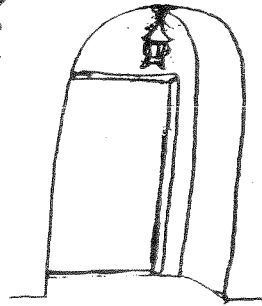
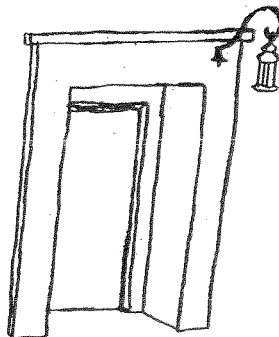


2-OVER-2
DIVIDED
LIGHTS



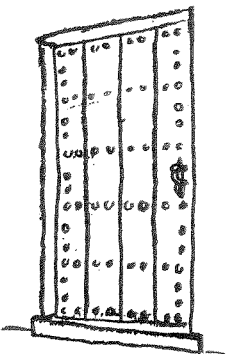
DOUBLE CASEMENT

3-ON-SIDE-3
DIVIDED
LIGHTS

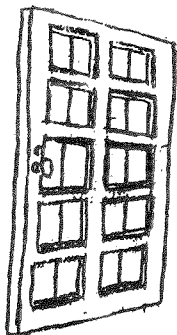


DOOR ENTRY SURROUNDS

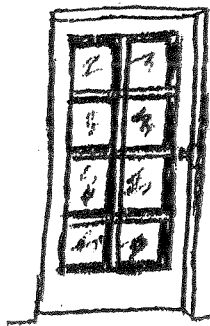
UNFRAMED INSET DOORWAYS



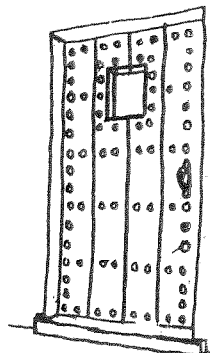
FOUR PLANK
HOGNAILED
OUTSIDE FINISH



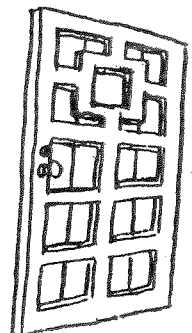
TEN PANEL
INSIDE FINISH

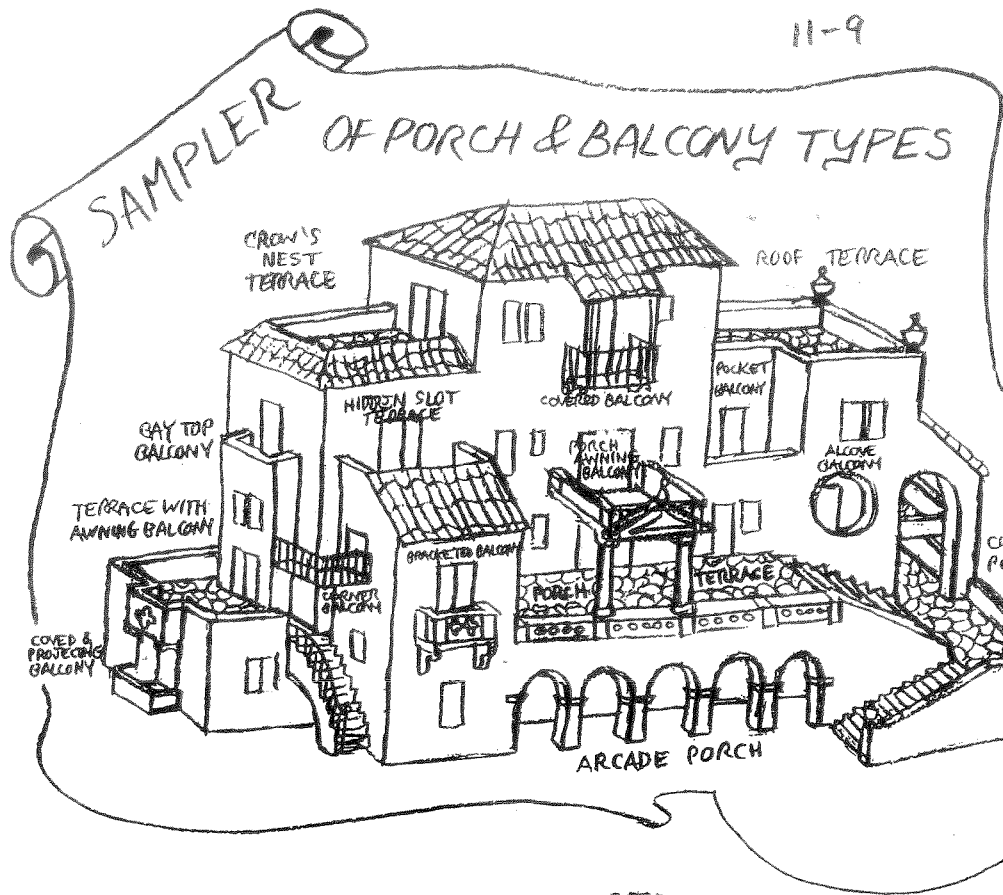


FRENCH DOOR(S)
ON BALCONIES
4-ON-SIDE-4 LIGHTS
4-1/2

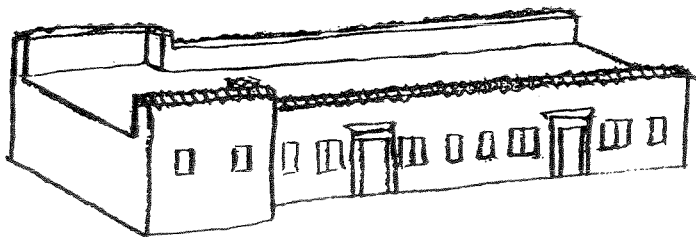


DOOR WITH PEEP WINDOW





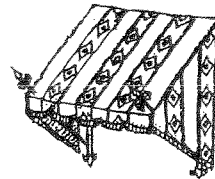
LA BAHIA PORCHES & BALCONIES



TWO LEVELS OF THE SAME PARAPET RAILING GIVE THE SENSE OF DIFFERENT HEIGHTS OF BUILDINGS, WHILE ROOF TERRACE IS ON SAME PLAIN

AWNINGS

WEDGE AWNING WITH TRIANGLE FLAPS



OCTAGONAL UMBRELLA AWNING

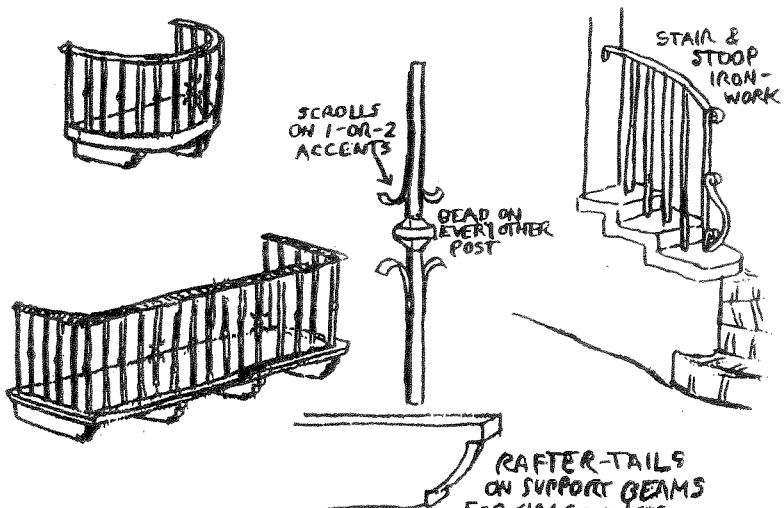


BATTLE AX AWNING-FINIAL



SPIRAL CAGE FINIAL

IRONWORK RAILINGS



SCROLLS ON 1-OR-2 ACCENTS
BEAD ON EVERY OTHER POST

STAIR & STOOP IRONWORK

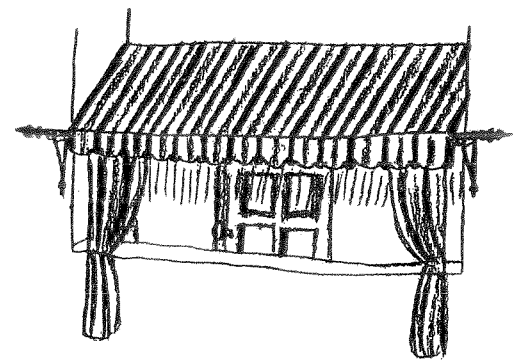
RAFTER-TAILS ON SUPPORT BEAMS FOR GALCONIES, GAY WINDOWS, AND GARRISON OVERHANGS

SQUARE & CRESCENT IRON GALCONIES WITH BEAD ACCENTS & WOODEN GRAMS

FRINGE



FRINGED AWNING WITH DIAMOND-STRIPED CANVAS AND SPEAR-POINT SUPPORT BRACKETS



SPEAR POINT FINIAL

VENETIAN-STRIPED SHED AWNING ON INSET BALCONY, WITH DOUBLE-SPEAR ROD ON SUPPORT BRACKETS, AND DRAW-CURTAINS WITH TIES

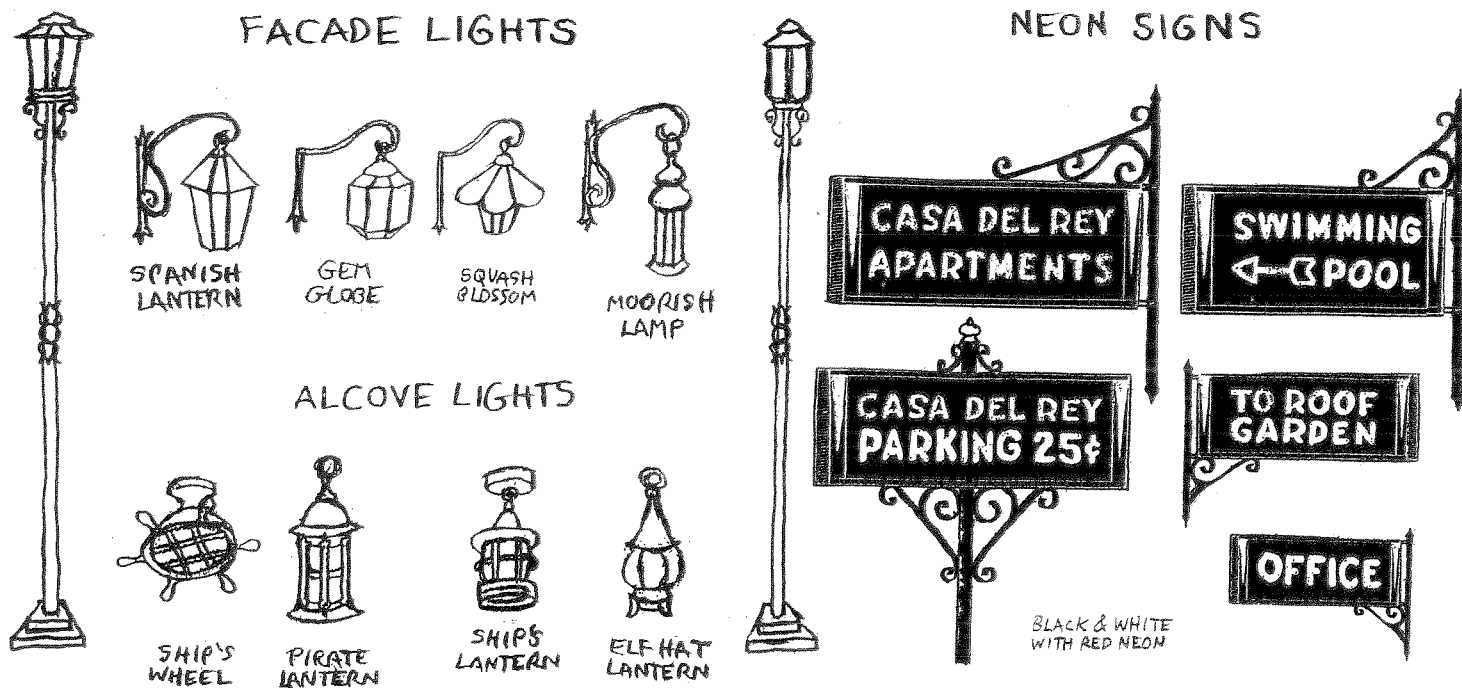
OTAR THE LAMPMAKER

One of the state's leading artcraft manufacturers in the 1920s and 1930s was Santa Cruz's John N. Otar. He was know professionally as "Otar the Lampmaker," a craftsman brand-name as familiar in his day as Stickley and Roycroft. Famous for --but not limited to-- lighting fixtures, he also produced household crafts of fine woods or wrought metal, parchment and mica shades and screens, and architectural hardware. He had ties with most of the coast's leading architects and builders from San Francisco to Los Angeles, as well as the occasional commission from the east coast.

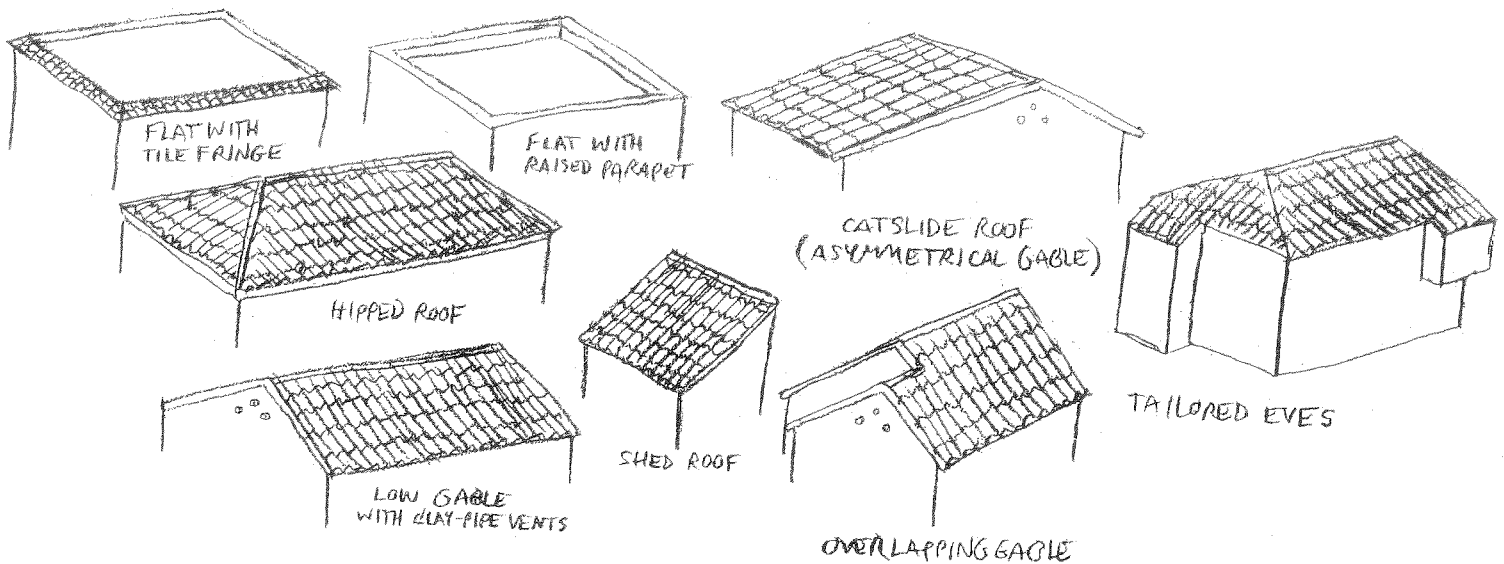
He'd come to Santa Cruz from Boston during the winter of 1920, to recuperate at the Hotel St. George from crippling chill blains. The world traveler found the Santa Cruz climate, setting, and art scene unsurpassed, and established his studio here. His reputation grew so fast, that in 1922 he received lucrative offers to relocate to the prestigious craftsman centers of Los Angeles or the San Francisco Bay area. But with the help of the Santa Cruz Chamber of Commerce, he found ideal quarters on Pacific Avenue, hired a team of craftsmen and designers, and ran a major artcraft manufacturing studio out of the heart of downtown Santa Cruz.

The business was in the second floor of a building where Del Williams Jewelers is today with the factory in back. He designed chiefly in Colonial, Spanish, California Craftsman, Alpine, and Art Deco styles. His showrooms were a big draw for locals and tourists, who could either buy a product from the displays, use his design books to order a piece made, have a piece designed, or made to one's own specifications. He even replicated antiques at a fraction of their collector's prices.

Some of his known local commissions were fixtures designed for the 1924 Brookdale Lodge, 30 lanterns and garden pole-lights for Capitola's 1924 "Hawaiian Gardens" ballroom, fixtures for the 1926 Casa Del Rey Apartments (La Bahia), the lighting for three 1928 schools of Gault, Mission Hill, and Laurel (now Lauden Nelson Center), the Joe Hutchings Building in Soquel, 1924 homes for Frank Wilson and W.O. Kerrick, the 1926 "Hideaway-By-The-Sea" at 106 Manor and West Cliff, and numerous other homes and buildings. Examples of his work are also found in San Francisco, Oakland, Berkeley, Alameda, San Jose, Salinas, Monterey, Carmel (through Herbert Herron's famous Seven Arts Studio), Los Angeles, the 1926 reconstruction of earthquake-damaged Santa Barbara, and so forth.



LA BAHIA ROOF TYPES



"HILL VILLAGE" BUNGALOWS: Berkeley architect Wm. C. Hayes helped develop the California Mediterranean school as a synthesis of Mission Adobe, Spanish Colonial and Mediterranean elements. But rarely was the clustered Mediterranean Hill Village built in the U.S. outside of World's Fairs. A "Spanish Village" was constructed for the 1935 San Diego Exposition in Balboa Park, and is today an art center. But with few other exceptions, the La Bahia is a scarce example of its kind in the state. It is well suited to a beach resort, sitting beside a boardwalk casino and plunge fashioned after world's fair pavilions.

MEDITERRANEAN ORIGINALS: Even with automobiles in the streets, the original Mediterranean Hill Villages are pedestrian-oriented spaces. Yet a study in the 1990s showed even in the Mediterranean, many of these hill villages have been threatened or lost to automobile widenings and cut-throughs, modernizations or tract housing infill, as they become bedroom communities to nearby metropolitan areas. Italy designated several of their unchanged hill villages as National Parks, to preserve both the places, and the tourist dollars they generate. So examples of the clustered Mediterranean hill village are not only rare in the U.S., but endangered in the Mediterranean.

SPANISH-ITALIAN: Architect William C. Hayes described the La Bahia as a Spanish-Italian Mediterranean style. The following pages show Spanish and Italian examples to give some idea of his sources. Some of these are

less appropriate than others, but include details like city profiles or cluster configurations that may help inform the process.

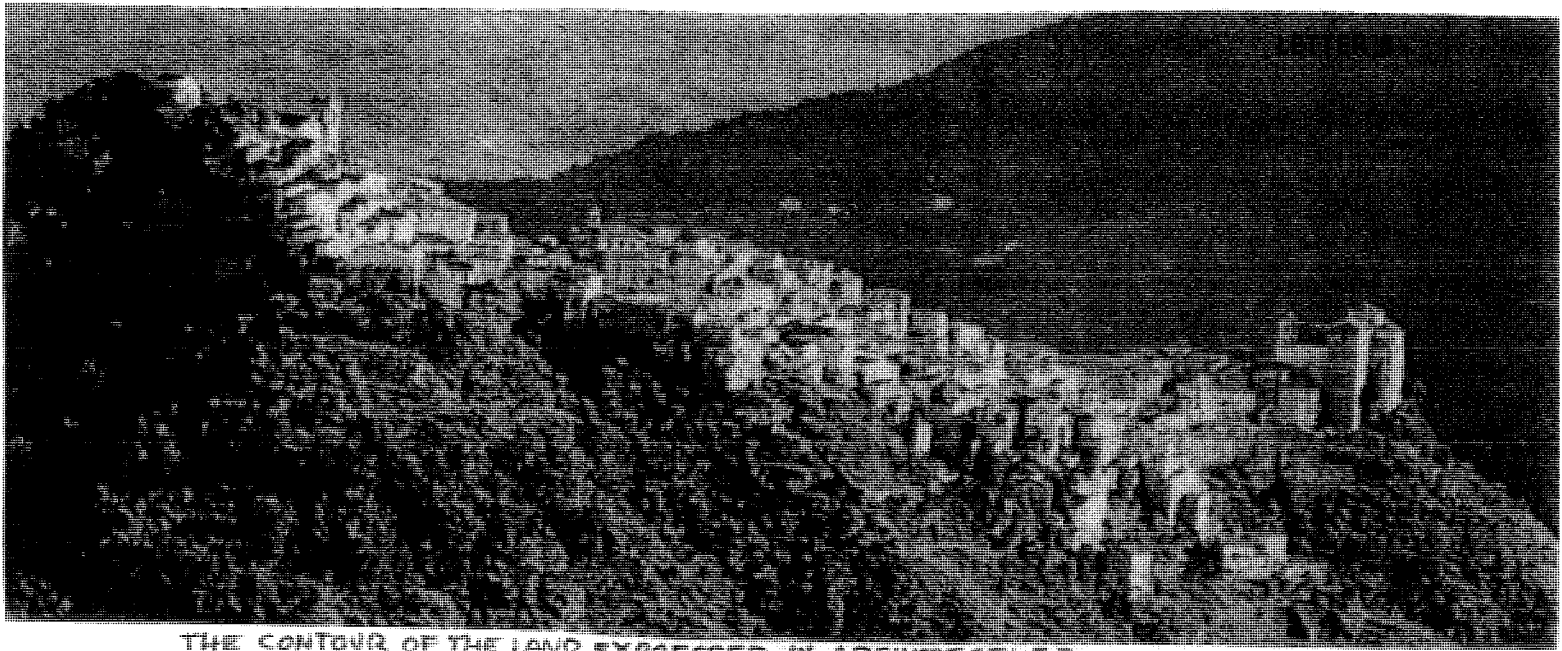
ROOFS: Roof forms indicate if these are northern latitude villages with wet winters (all pitched roofs), southern with mild winters (Greek island villages can be nearly all flat roofs), or, like Santa Cruz, somewhere in between (showing a mixture of flat and pitched roofs). Flat roofs can double as terraces, as one finds in old Jerusalem, the Greek isles, and the Hopi cliff-dwelling pueblos of the American southwest.

WALL HEIGHT: The terrain is often expressed in the height of the walls. In areas where the terrain is rolling hills (like Beach Hill), buildings are mostly one to two stories. This is ideal in Mediterranean sun-worshipping areas for maximum solar access, and allows frequent house painting. In areas where the terrain is precipitous cliffs and knife-edged peaks, walls may be up to four and five stories (unreinforced buildings seldom rise higher), and the plaster or stone is left a natural color due to dangerous house painting conditions. But to achieve this height, the lower rooms must have thicker walls and minimal floorspace, and are often little more than podium shafts below street level to support the two-to-three stories of usable rooms above street level.

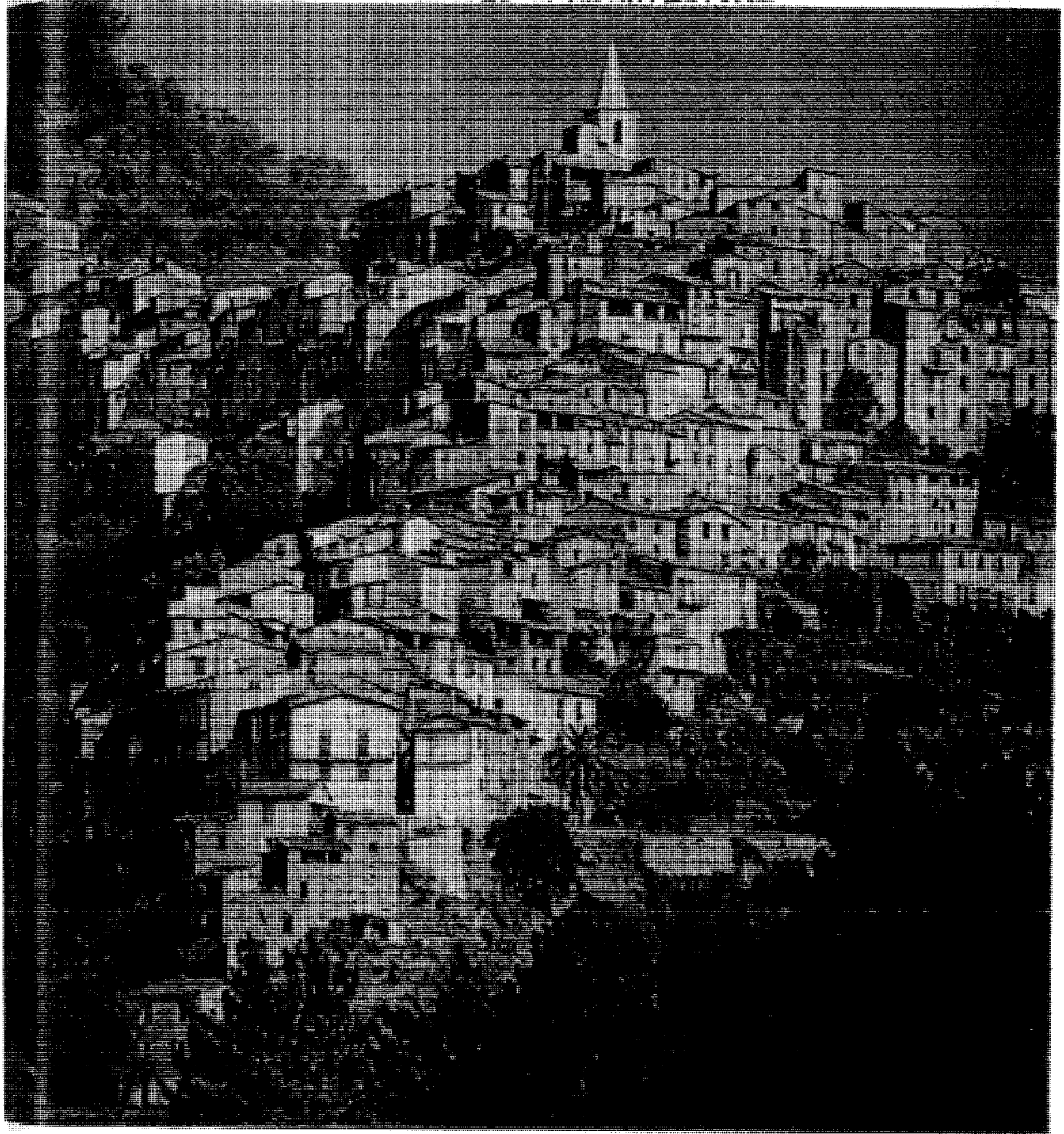
GREENERY: The Spanish coast, and the French and Italian Riviera, include trees and lush gardens within their hill village clusters.



4-176 SIMPLE YET ELEGANT PARAPET HEADERS



THE CONTOUR OF THE LAND EXPRESSED IN ARCHITECTURE.

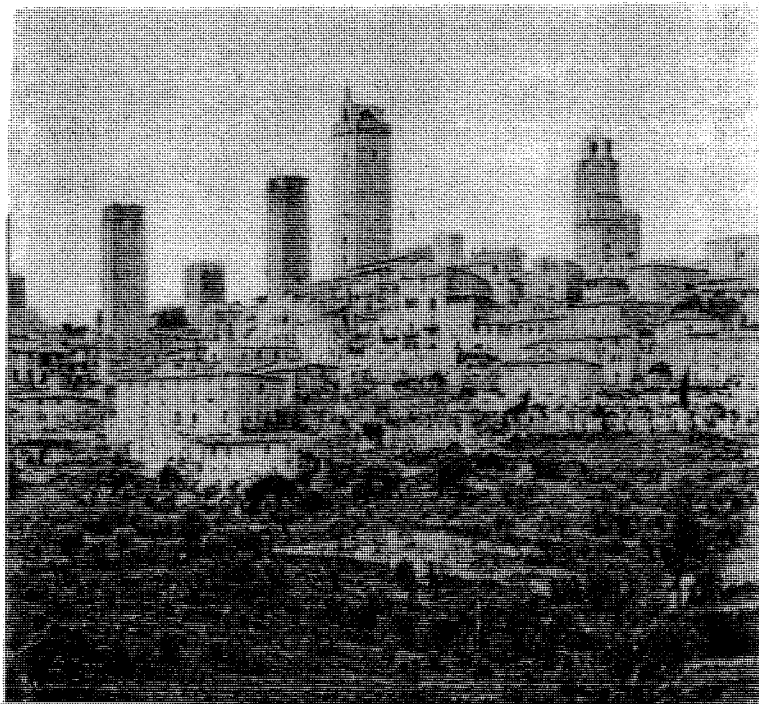




TWO VIEWS OF SAME VILLAGE
ON A VERY STEEP SLOPE







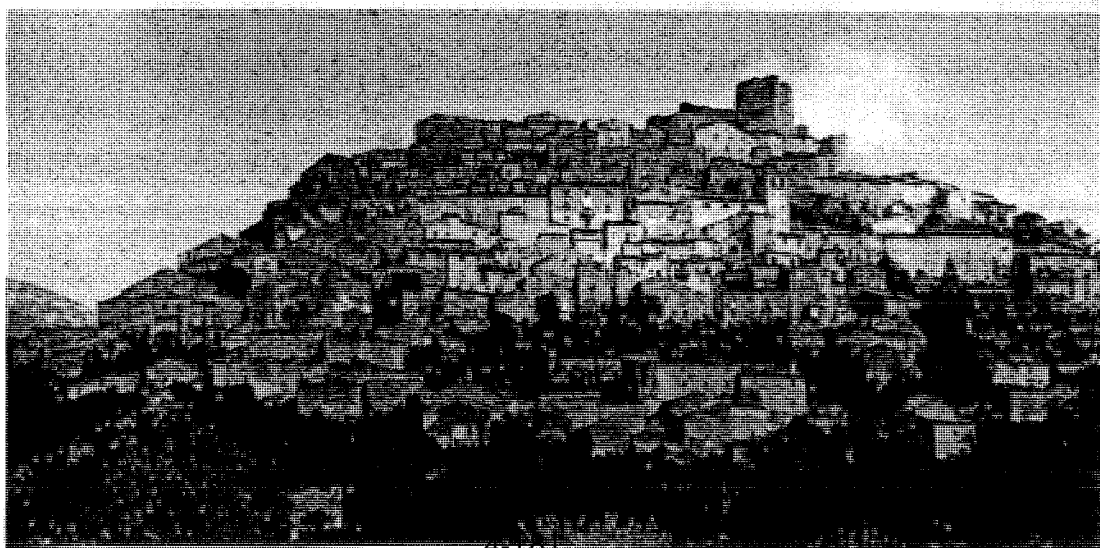
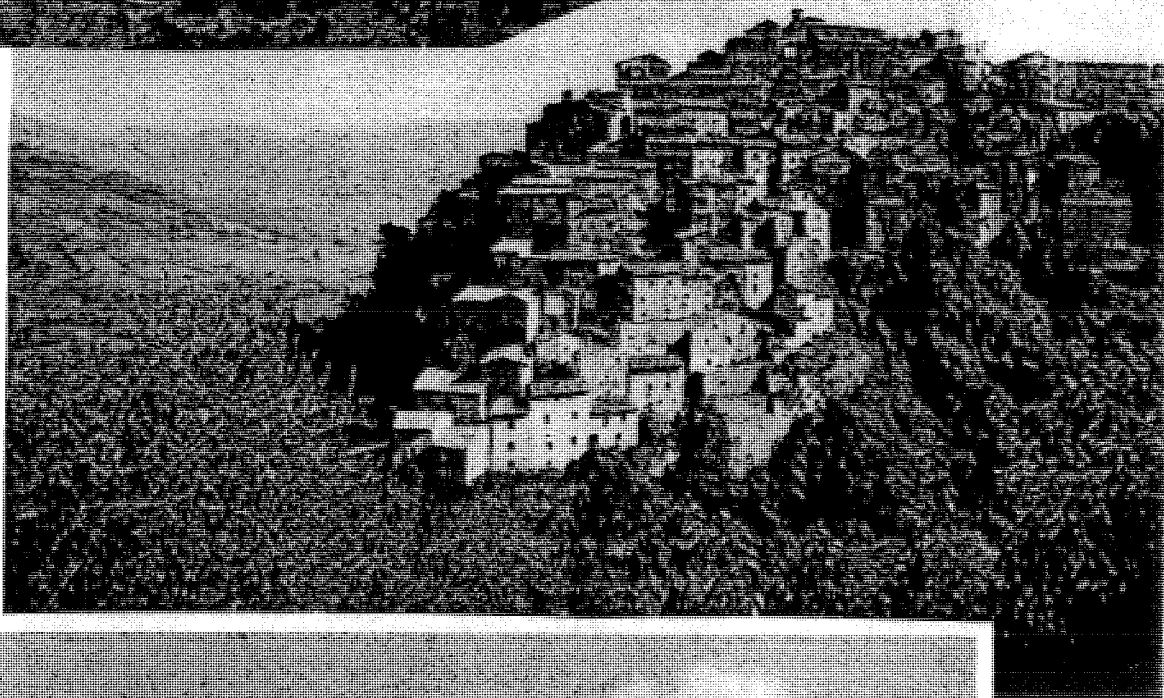
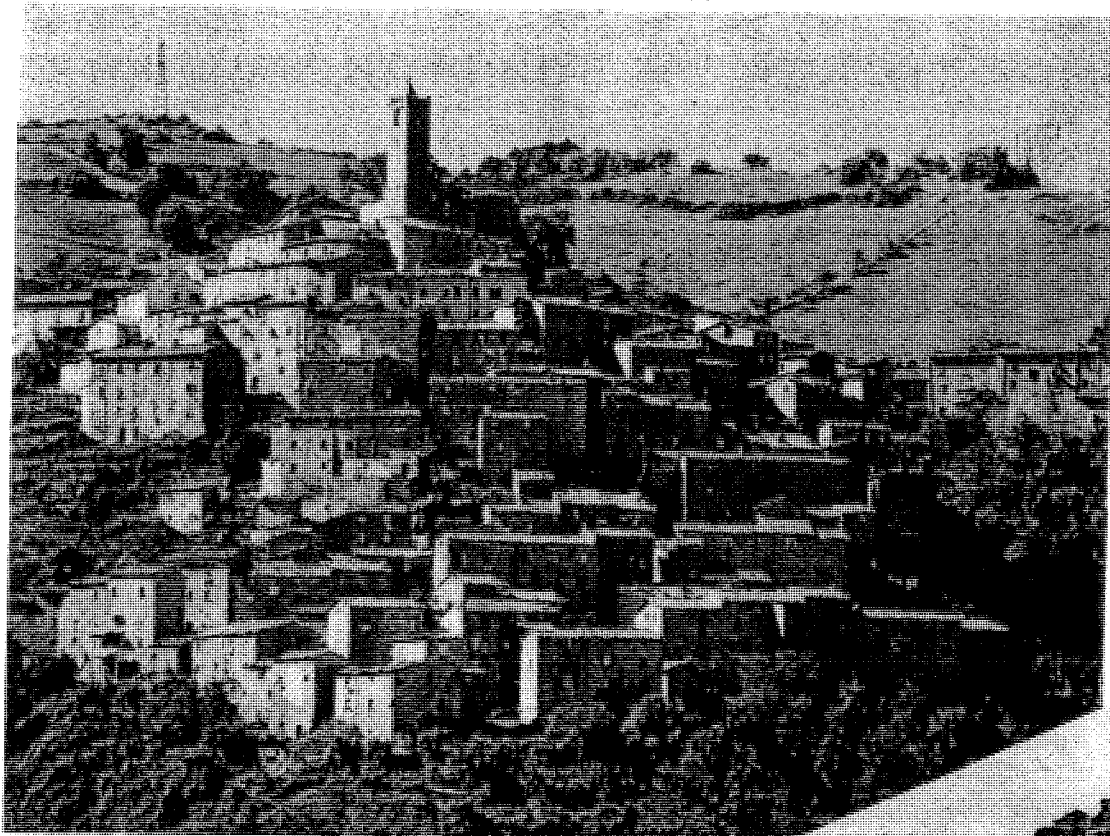
LETTER 8
SAN GIMIGNANO
THE "NEW YORK"
SKYLINE OF THE
RENAISSANCE

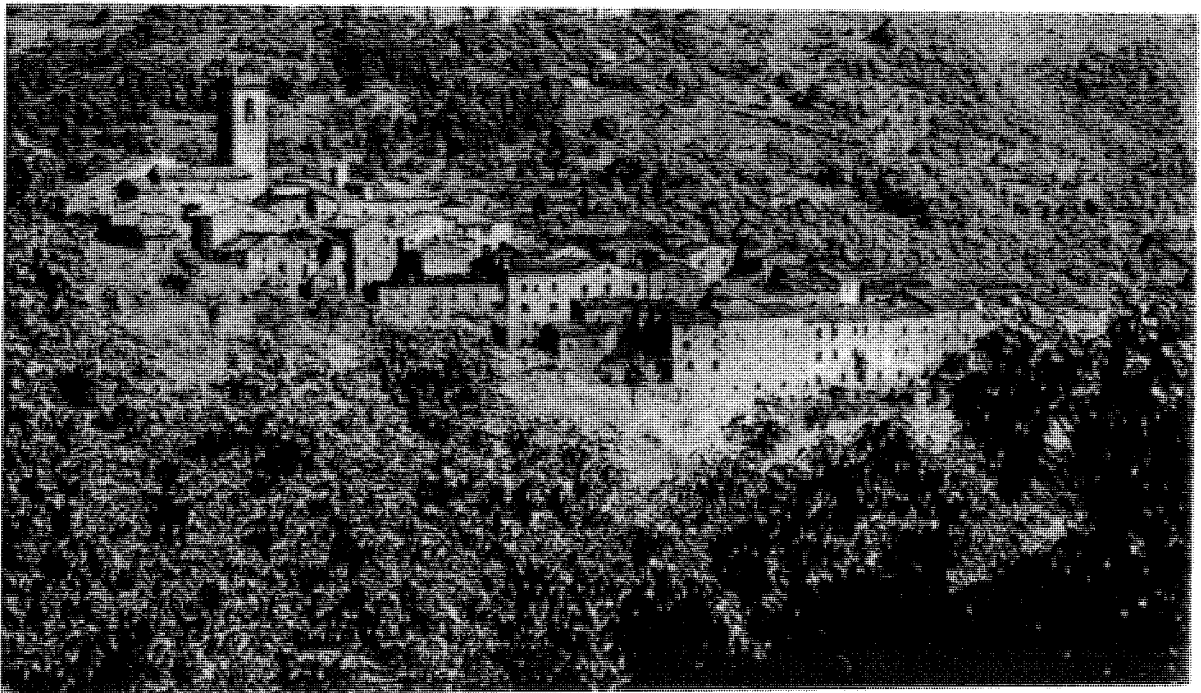
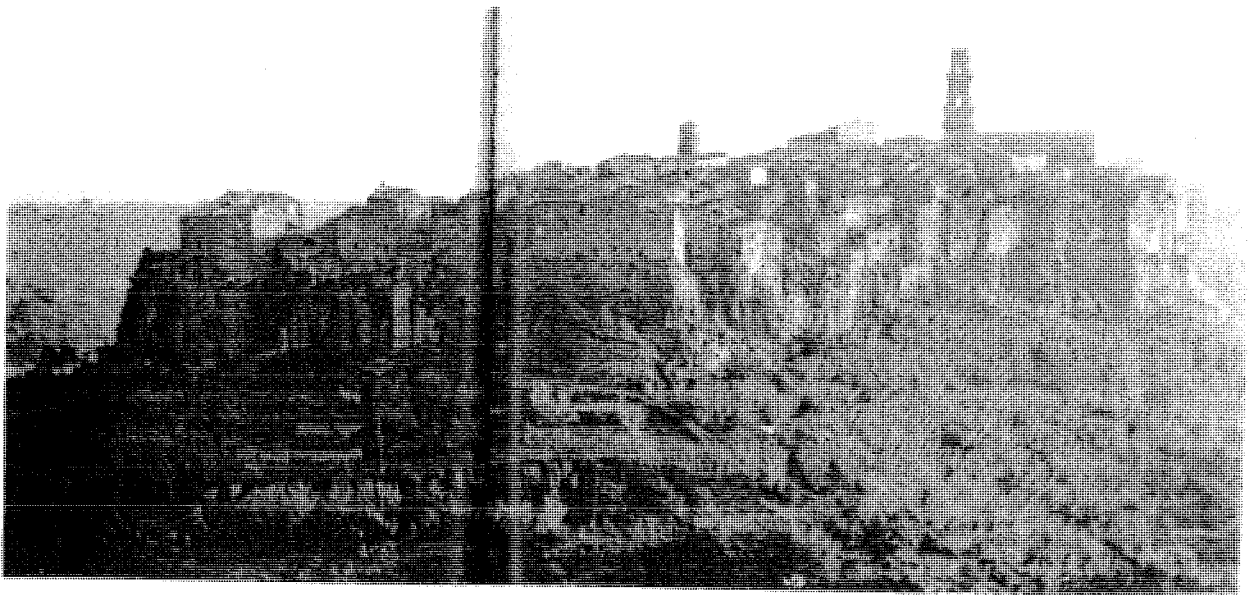
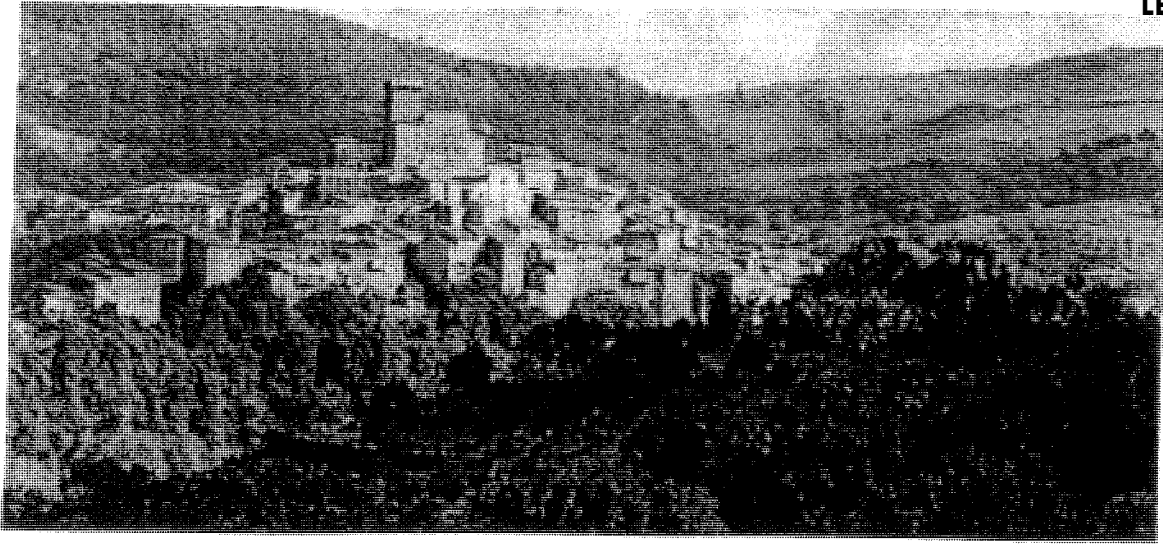


VITROCHIANO, ITALY.
THE HOMES & TOWERS
RISE AS AN EXTENSION
OF THE CRAGGY CLIFFS



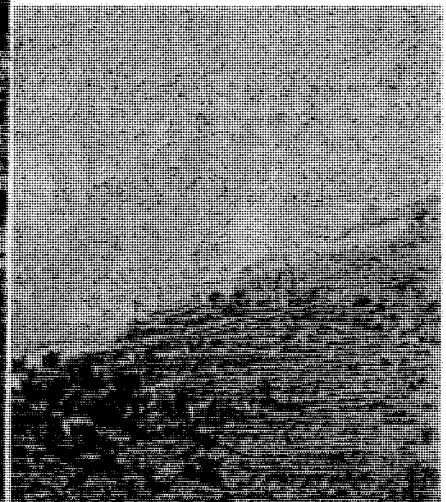
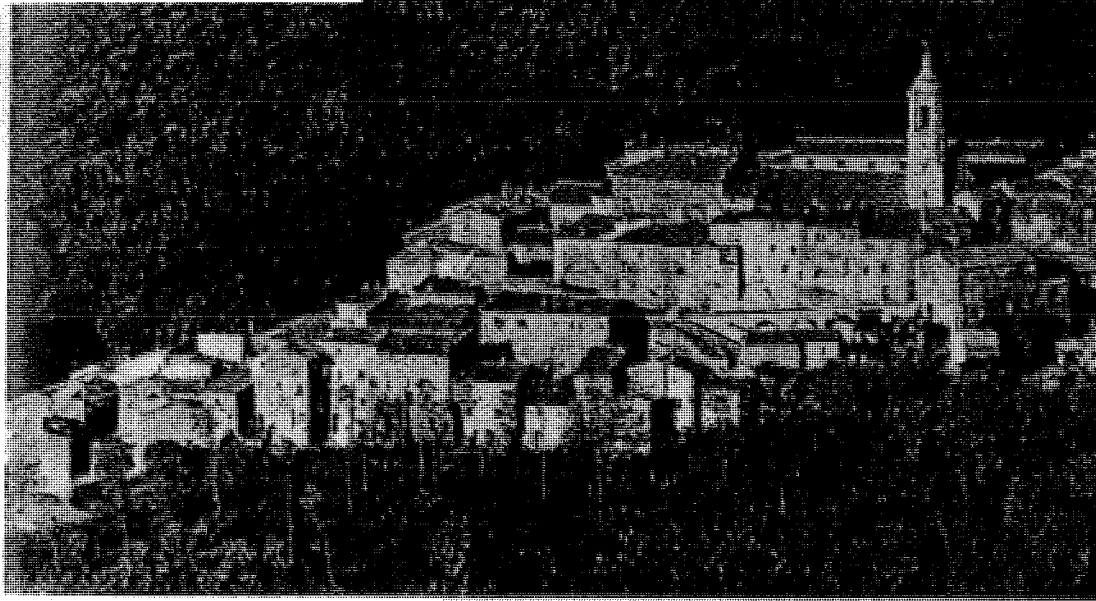
STURDY
CAMPANILES
IN THE BEE-
HIVE LIKE
TOWN OF
VALLO DI NERA



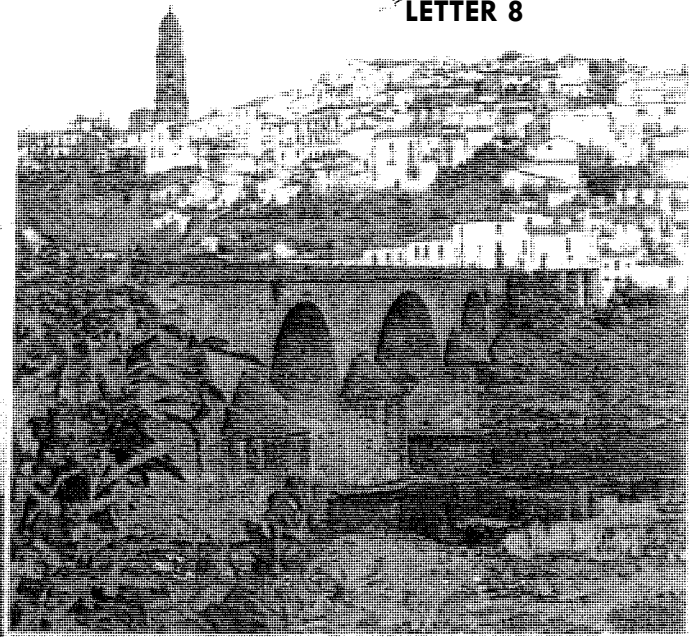




A SOUTHERN CITY (WHITE WITH DOME & MANY FINIALS) CONTRASTED WITH NORTH ITALY CITIES



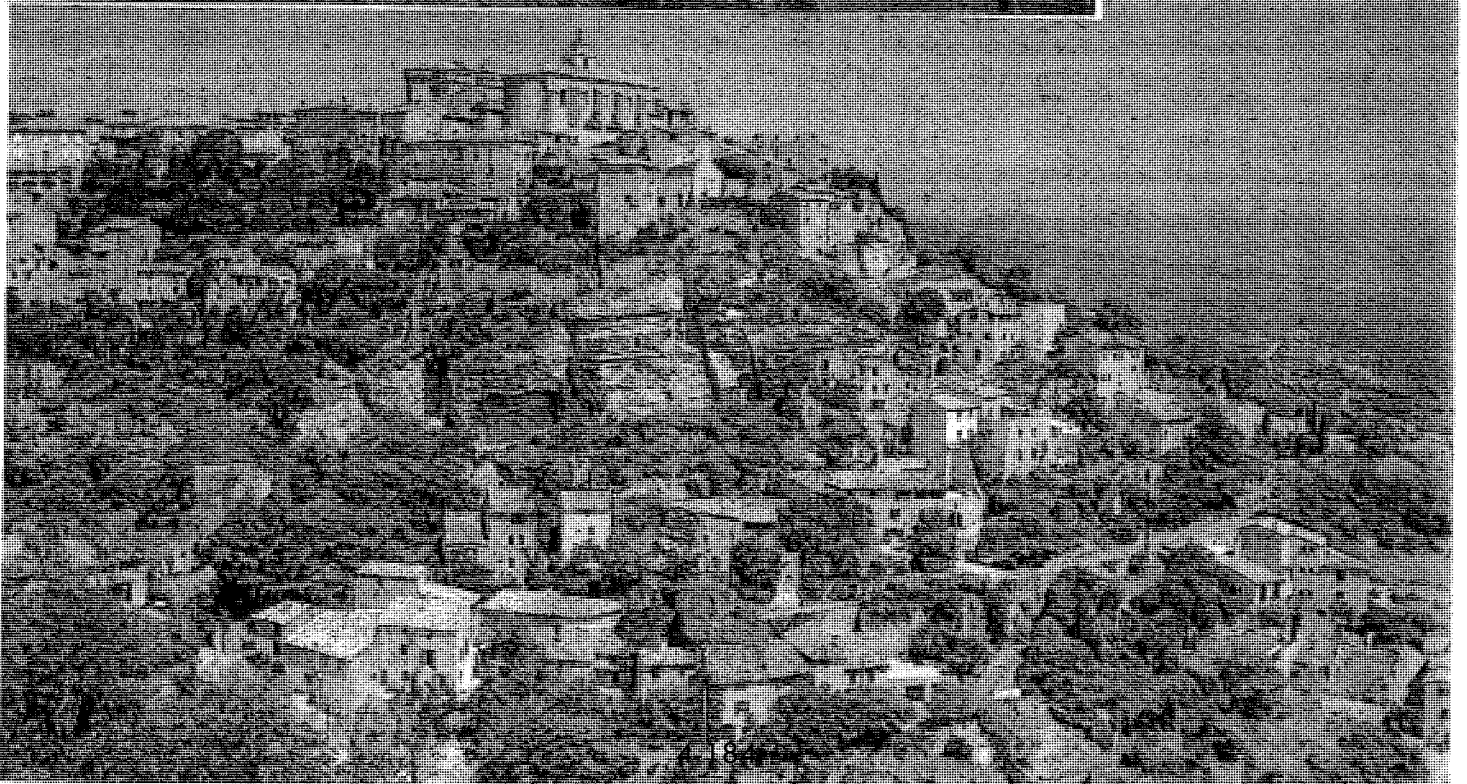
TILE DOME, ODD-ANGLED
WALLS, EVEN OCTAGONAL CORNERS.
ROOFLINES VARY OUT IN EVERY
DIRECTION AND EVERY KIND: HIPS,
GABLES, SHEDS, FLAT, THOLOID, FANNED



AQUIDUCT-TYPE BRIDGE
CROSSES A MOAT-LIKE
CANYON INTO TOWN

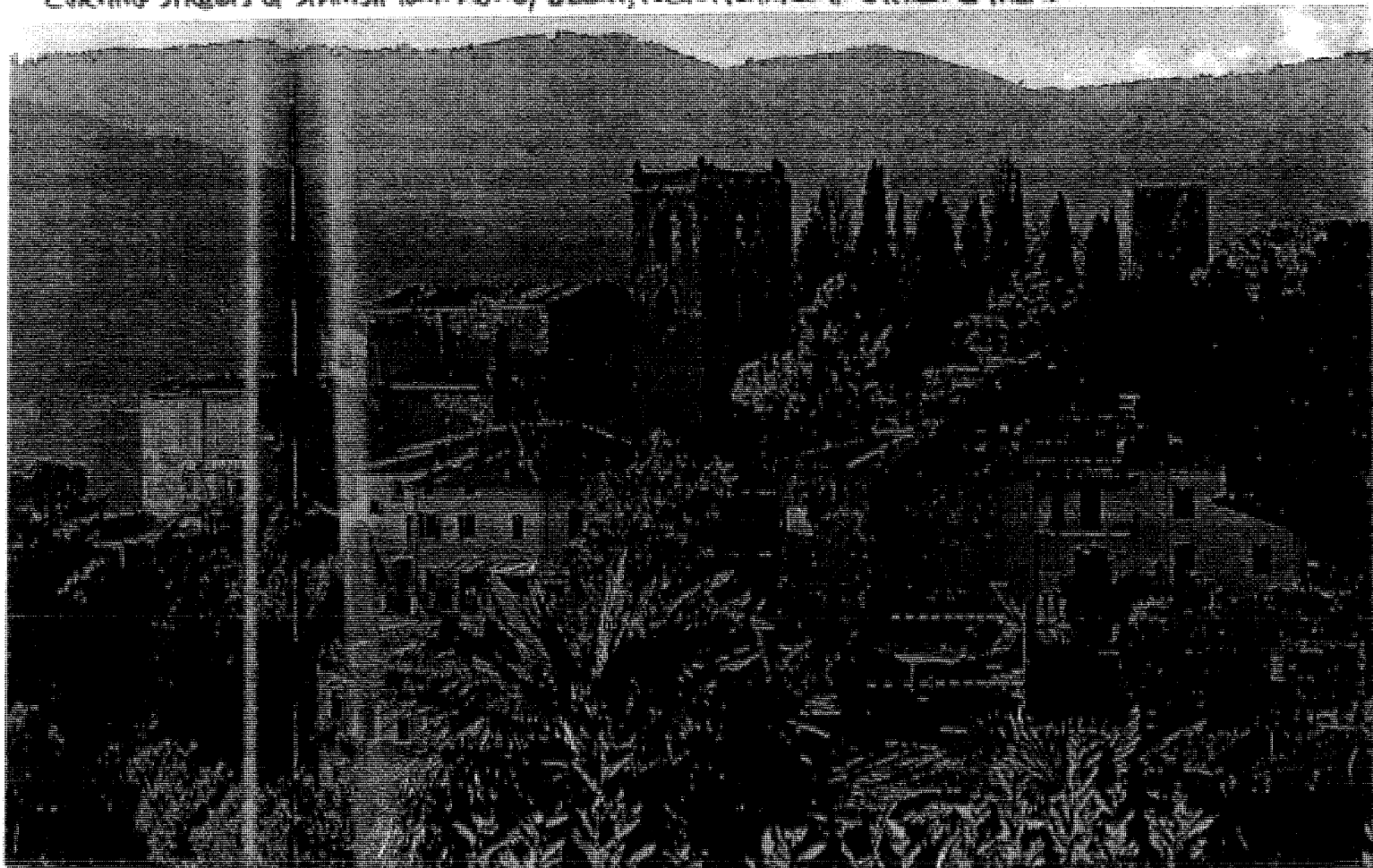


TREES & ROCKY OUT-
CROPPING FILL TOWNSCAPE



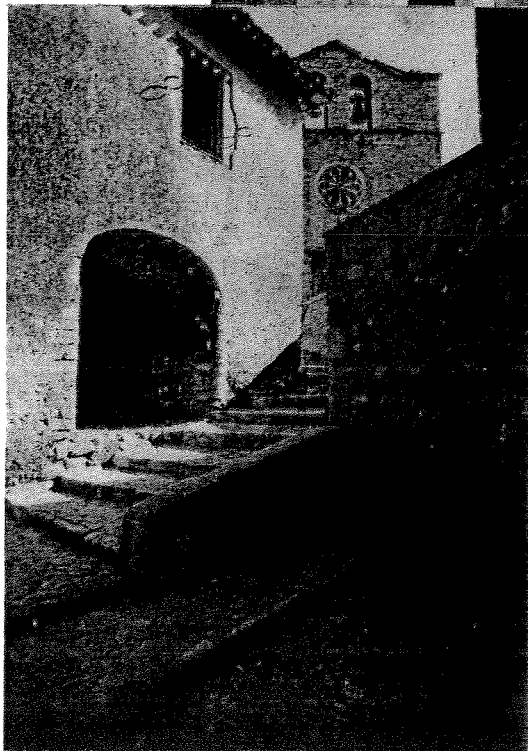
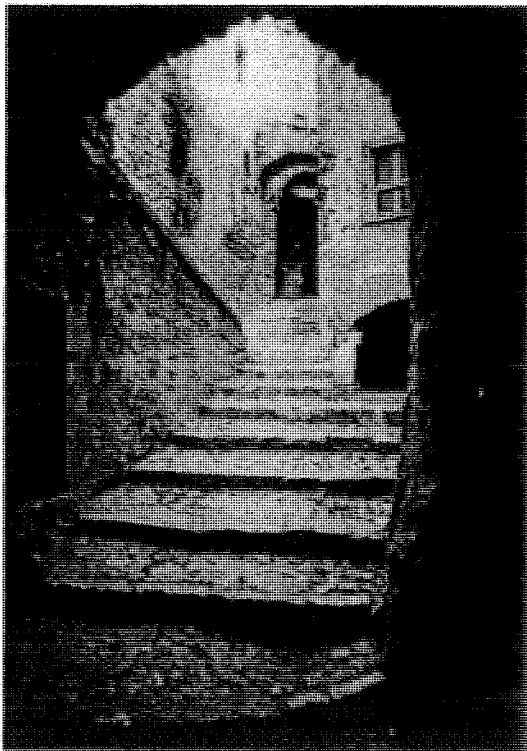


CURVING STREETS OF SPANISH TOWN ABOVE; BELOW, RICHLI PLANTED IN CYPRESS & PALMS





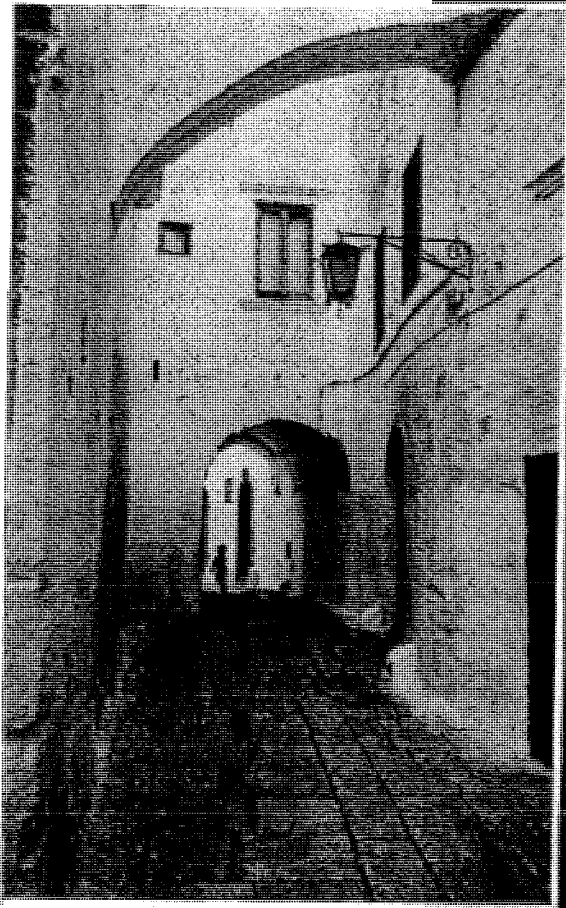
HILLCITY STREETS ARE LIKE INDOOR SPACES WITHOUT ROOFS. CASCADING STAIRS, PATHS AND ARCHWAYS CHANGE LEVELS WITHOUT NOTICE



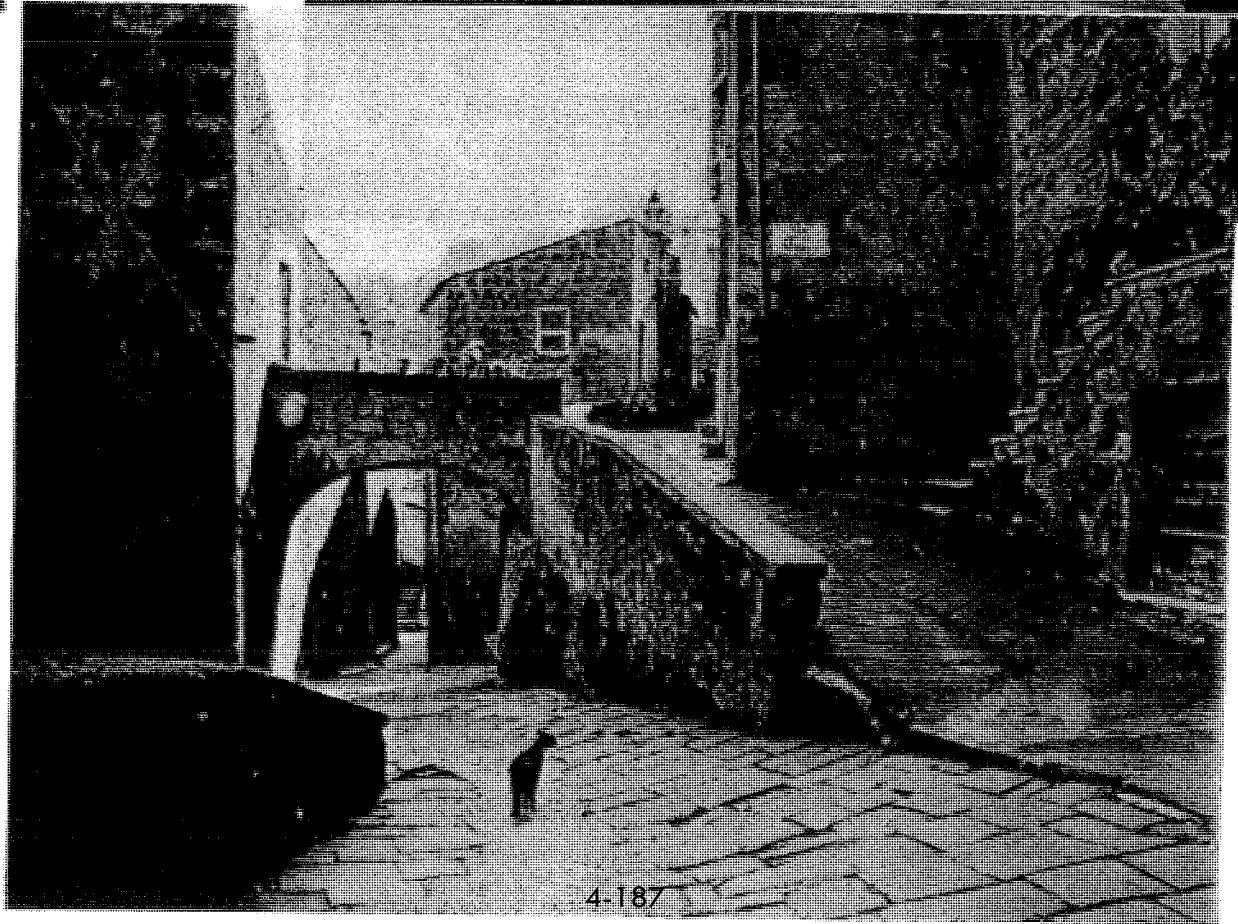
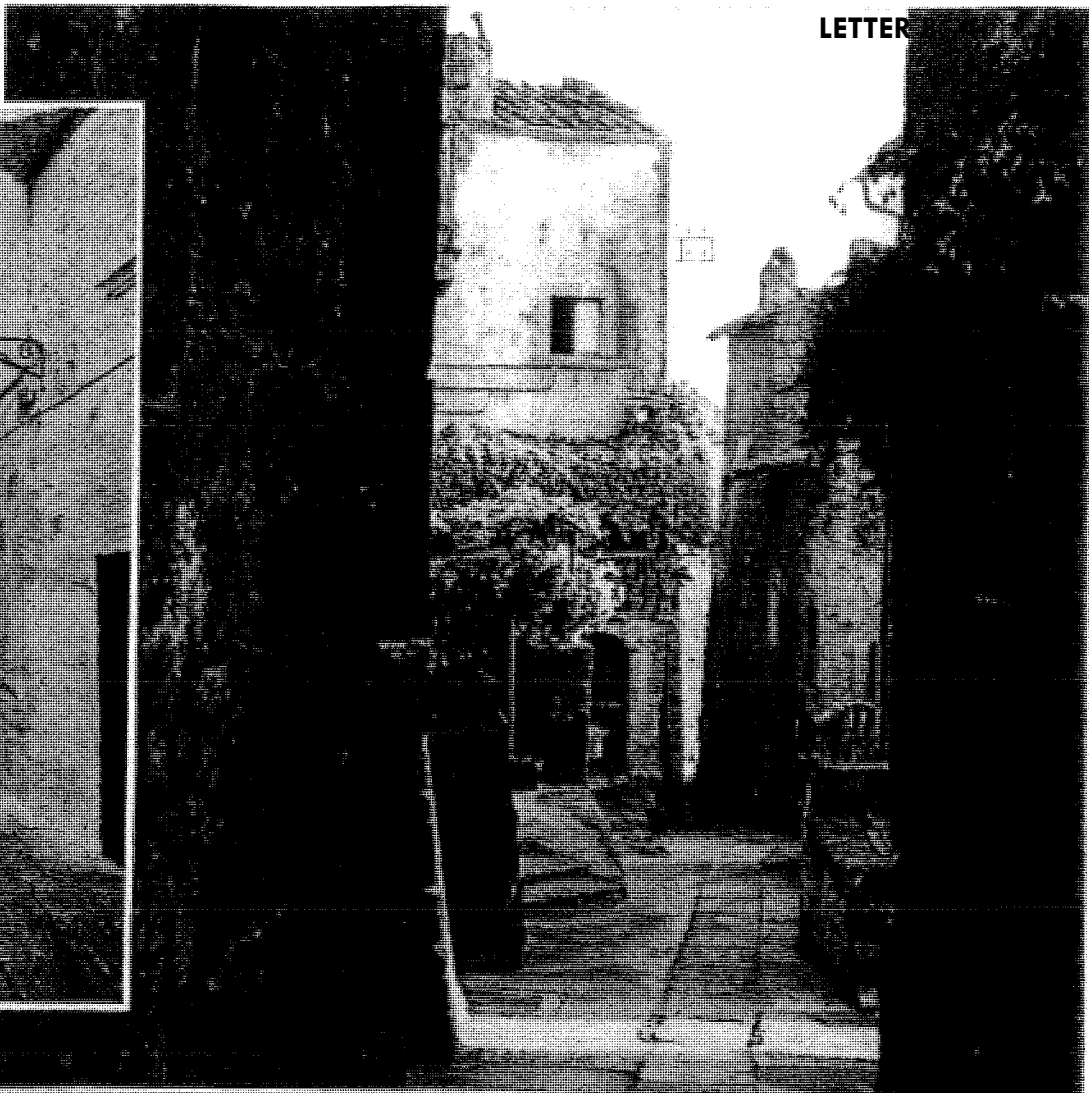
GREENERY SOFTENS
HARDSCAPE →

LETTER

BRACKET STREET LIGHTS ↓



RAMPS & BRIDGES MAKE A
FLUID NON-LINER LANDSCAPE



HILL VILLAGE STREET WARRENS



The charm of the Mediterranean Hill Villages is their street warrens. They meander in mazes through a village, going from narrow passageways to wide courtyards, in and out of breezeway tunnels, up ramped streets, over bridges, and down staircases, with vistas from balconies and cascading terraces. Nothing is flat about a Hill Village streetscape.

The La Bahia incorporates many of these elements. It has six breezeway tunnels, that create a separation of the spaces, act as open gateways, framing a view inside, or an outside vista. These breezeways are:

1. PORTE DE LA BAHIA: The main entry contains the office, with a vista of the Court of the Laurels, or of the bay looking out.

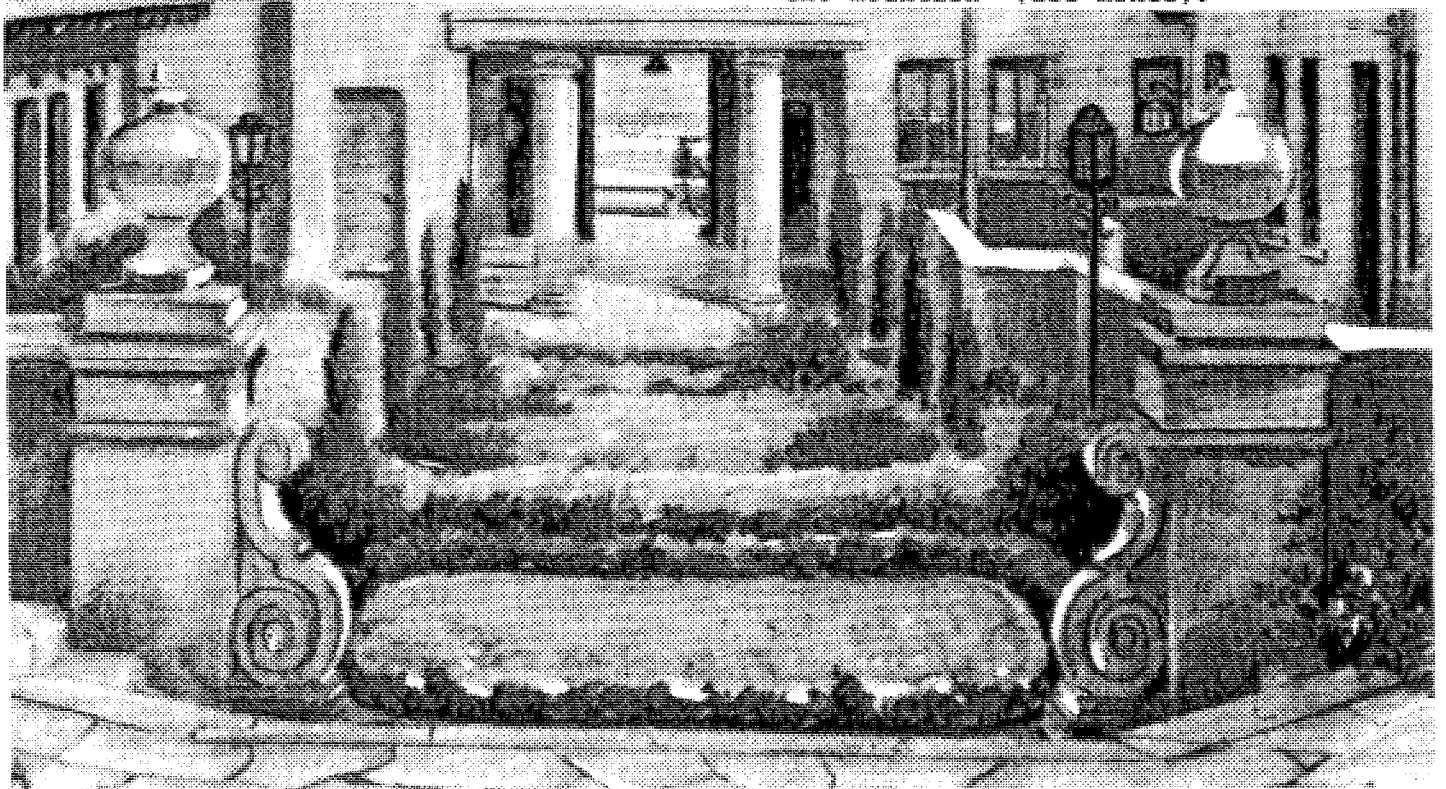
2. COURT OF THE TROUBADORS. This has its own warren-like courtyard, with a staircase and pillared window, and square entry arch. It look in to another breezeway.

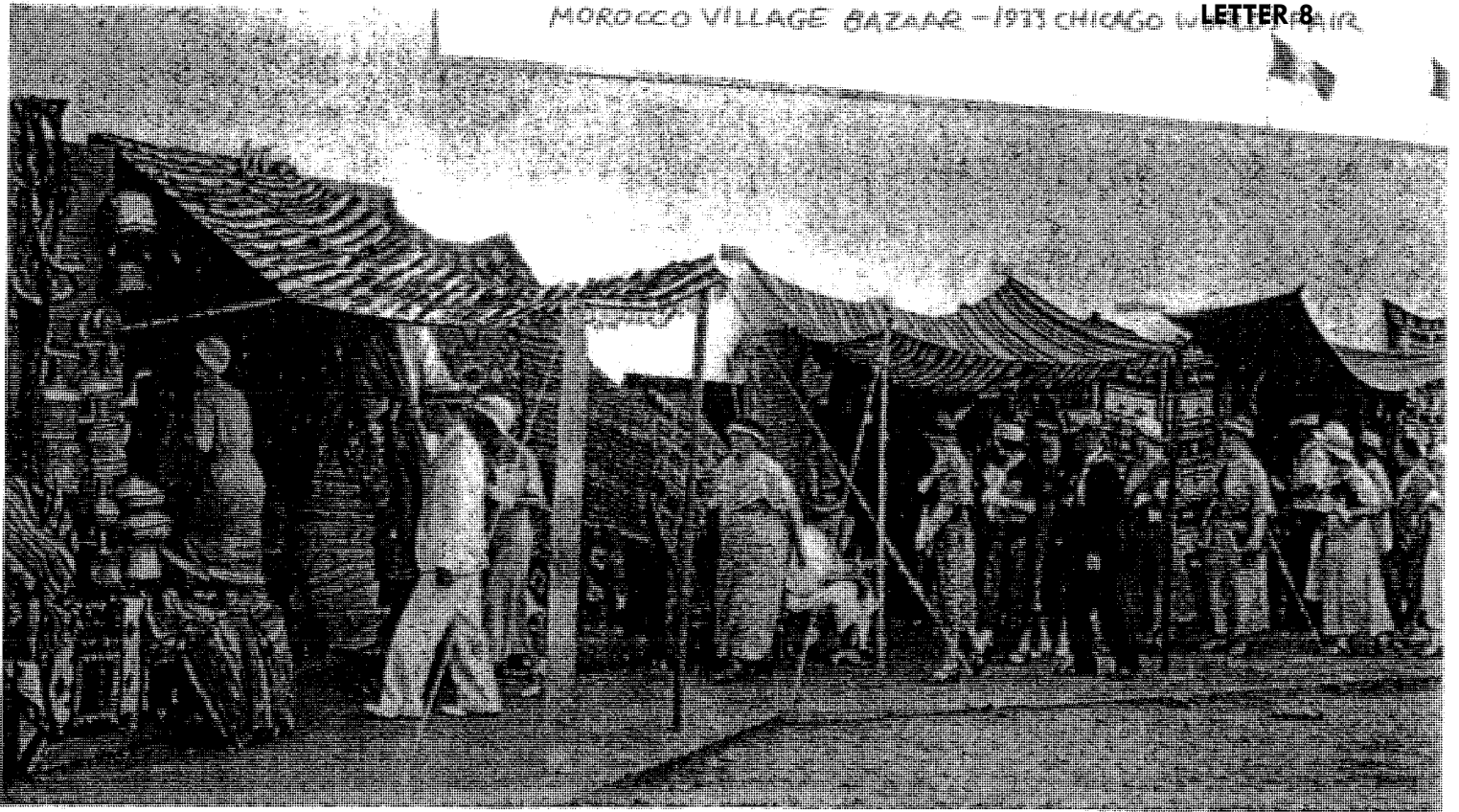
3. THE RABBIT HOLE. This breezeway connects two garden courts.

4. PORTE DEL PASO. A gated garden leads to a breezeway that turns the corner into the forested canyon, with what was to be a bridge linked to a Cliff Trail pass.

5. MARINER'S GATE. This breezeway connects Beach Street to the Court of the Mariners.

6. PORTE DEL MONTE. The highest entry passes under an arch, exiting the Court of the Mariners north up "the mountain" (del monte).



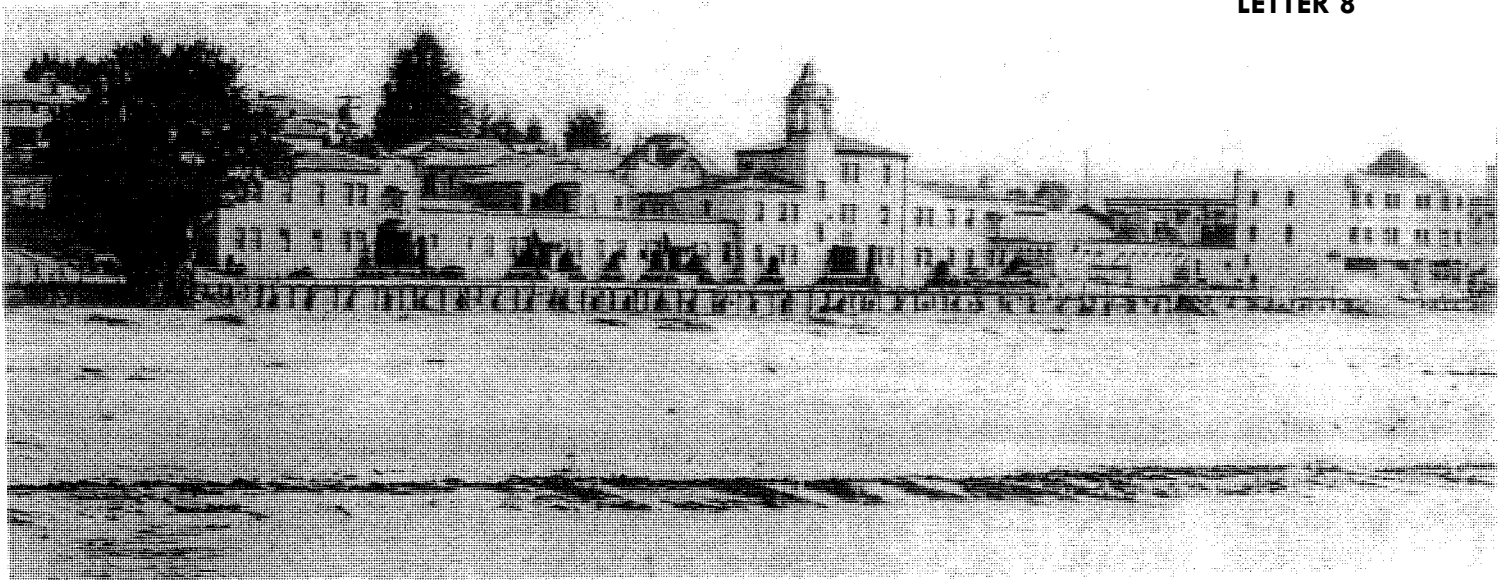


MERCADO DEL REY

Casa Del Rey management was reportedly considering a "mercado" along the First Street facade of the La Bahia, inspired by one on Olivera Street in Los Angeles. It was hoped

a marketplace extending from the entrance of the Hotel to the Casa Blanca, would tie the two parts of the Casa Del Rey together with a bustle of activity. Otherwise, a First Street wing of the La Bahia would be used for additional apartments.





WORLD'S FAIR VILLAGES: At World's Fairs, the Ethnic Village was developed as a walk-in exhibit, intended to wall-out the rest of the fair so one stepped into another world, even another time. These were stage sets, tightly clustered with plazas and meandering streets, hilly sections, stairs, bridge overpasses and tunnel pass-throughs. The warren of passageways and hidden spaces fostered the enchantment of exploration and discovery. As in theater or the Hollywood backlot, tricks of perspective helped make the buildings appear full scale, the distances farther, or a larger village implied beyond the visible horizon.

PERSPECTIVE TRICKS

LENGTHENED VISTA: When a corridor narrows, it implies greater distance, as we assume it is the same width from one end to the other. The Court of the Laurels narrows as it climbs the hill, by bringing the building wings closer together.

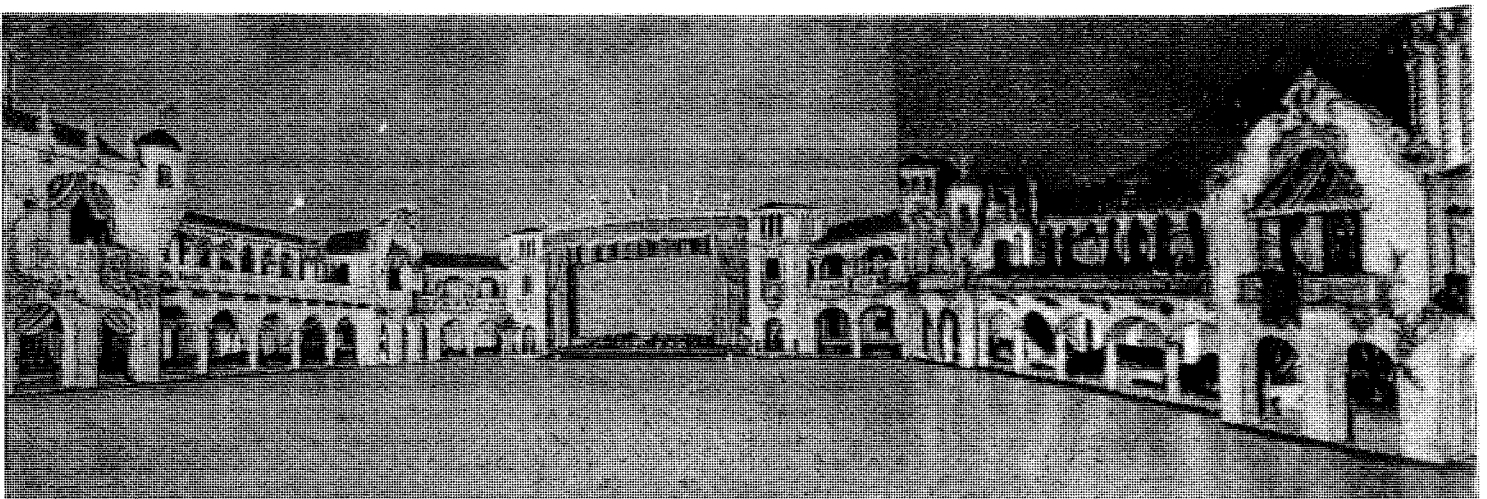
REDUCED SCALE: Reducing the scale of a building tricks the mind into

thinking it is full-scale but seen from a distance. This gives the La Bahia a sense of expanse on a confined lot.

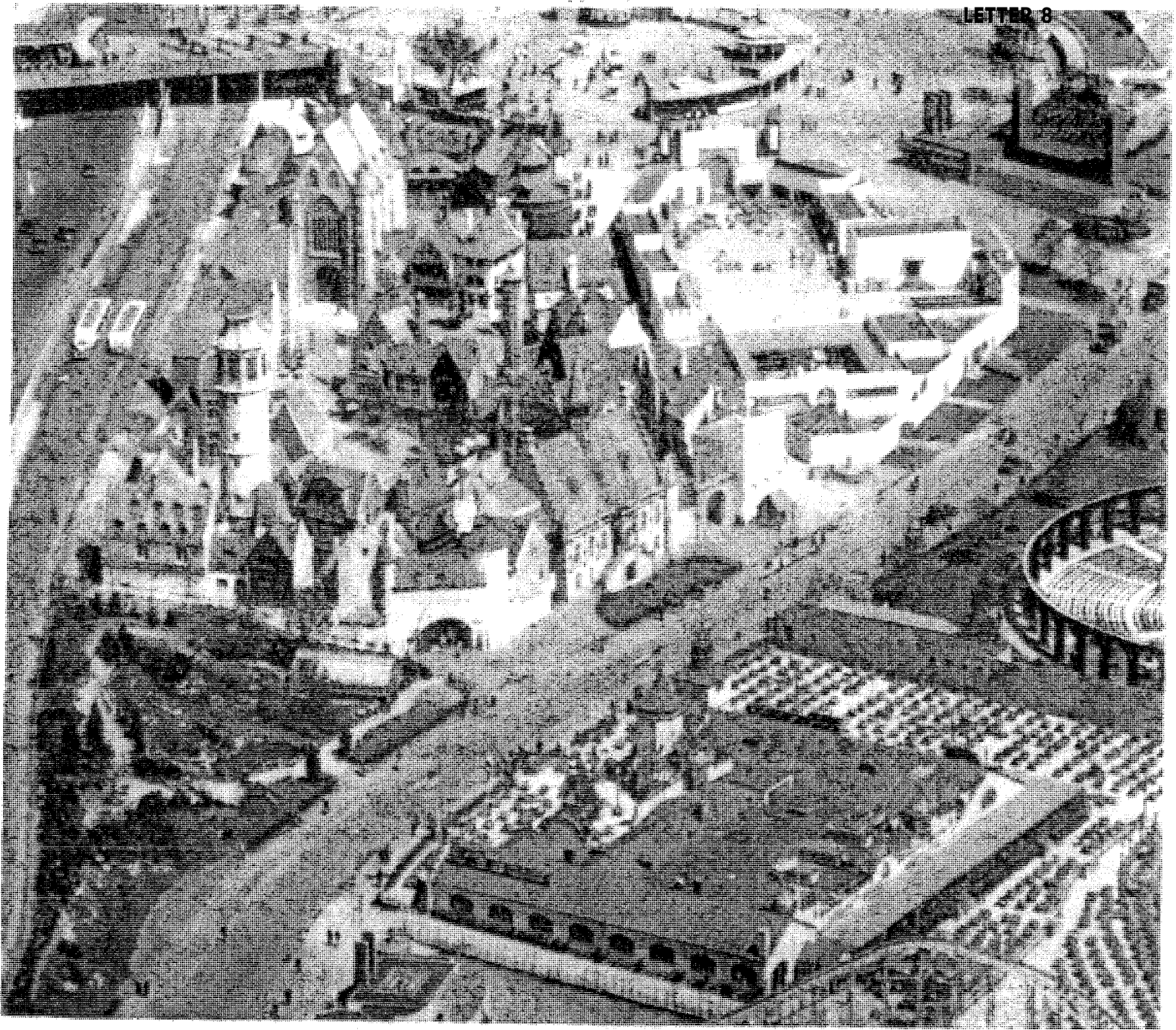
MINIATURE LANDSCAPING: This also works in the Japanese Tea Garden, where miniaturized landscaping in a crowded city lot, gives the Japanese a sense of space, with half-scale to a quarter-scale trees implying distance. In the Court of the Laurels, the Italian cypress trees were kept pruned into small spires, implying full scale cypresses at a distance.

MASKED BOUNDARIES: Streets that curve so you can't see to the other end, or that turn the corner into a blind street, imply more beyond. The La Bahia uses six passageways to separate the various outdoor spaces, and seem to frame them as living dioramas.

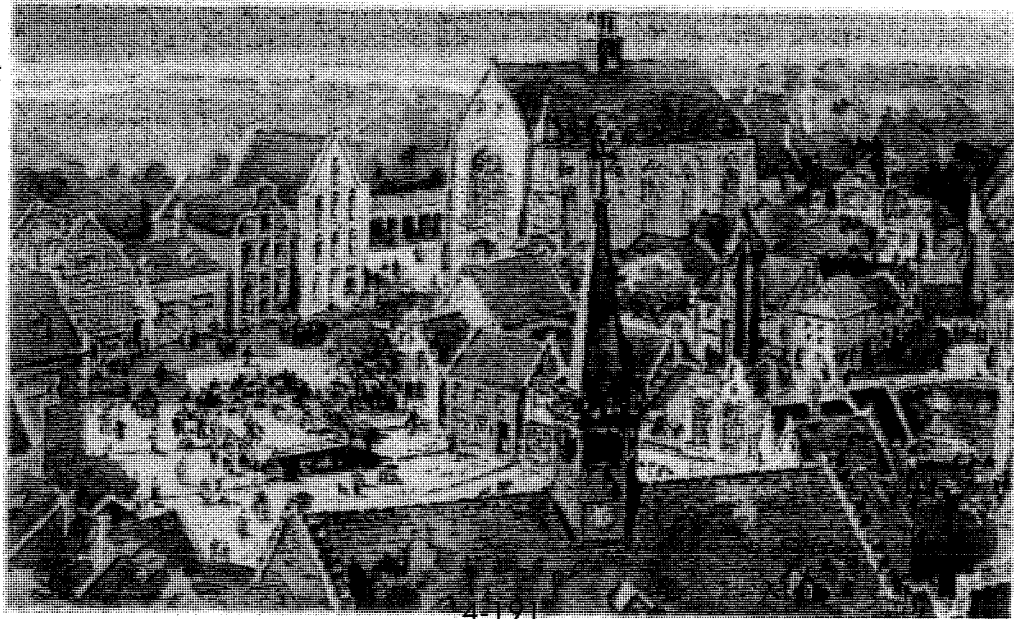
STEPBACKS: Likewise, deep upper stepbacks create rooflines that peek over lower buildings, implying some broader village or complex beyond, while not obstructing natural light.



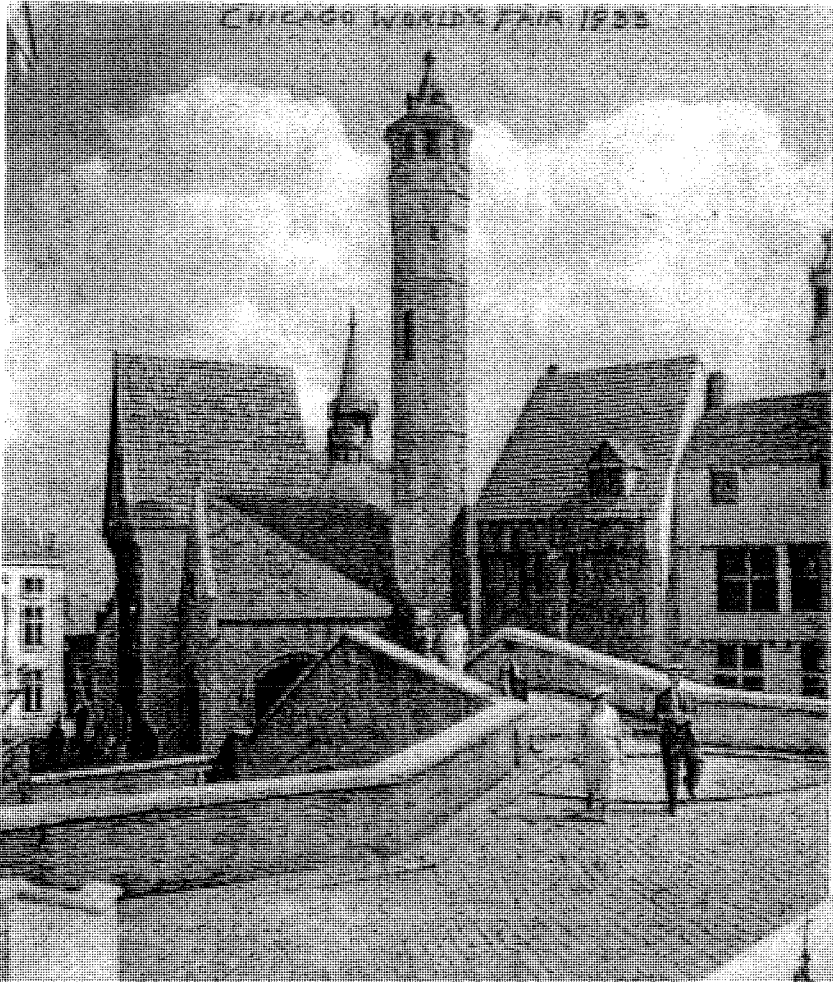
AVALON BALLROOM - SPANISH VILLAGE



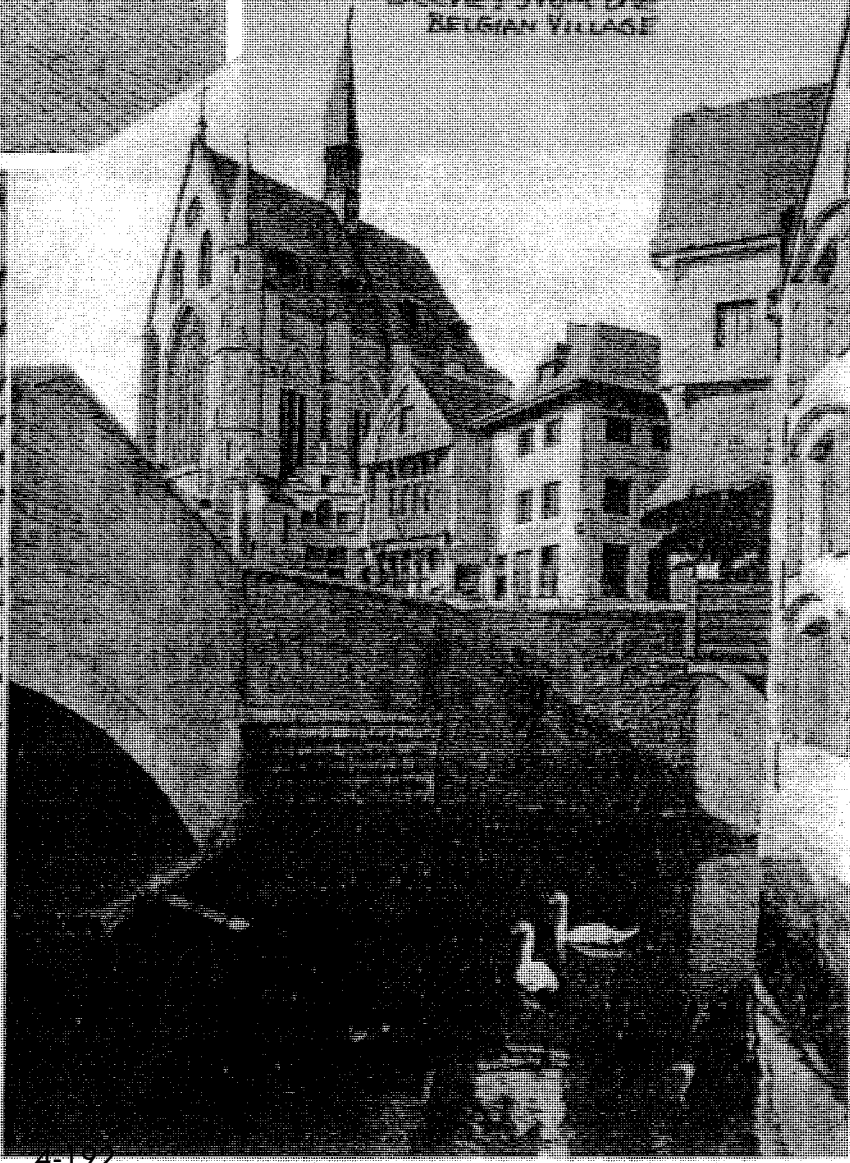
BELGIAN VILLAGE
 FROM 1933
 CHICAGO WORLD'S
 FAIR

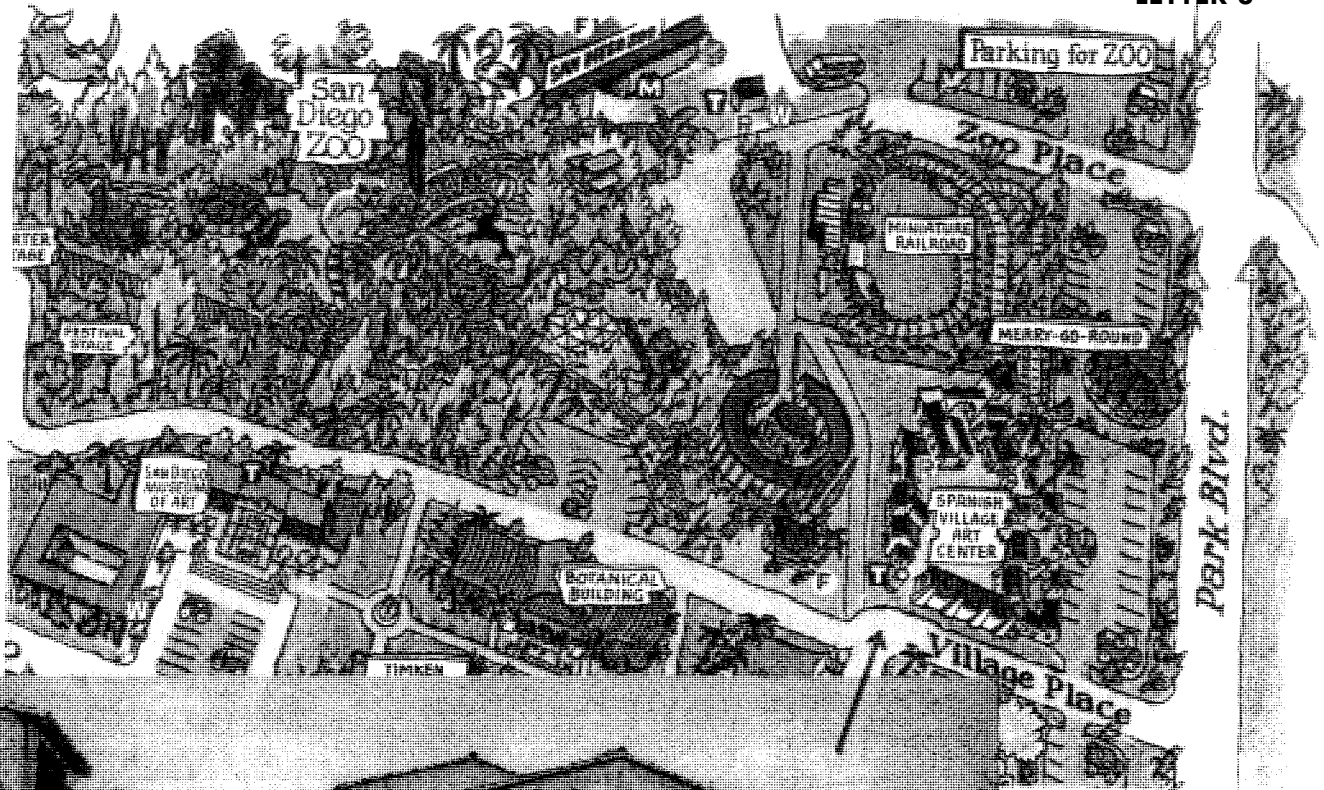


CHICAGO WORLD'S FAIR 1933

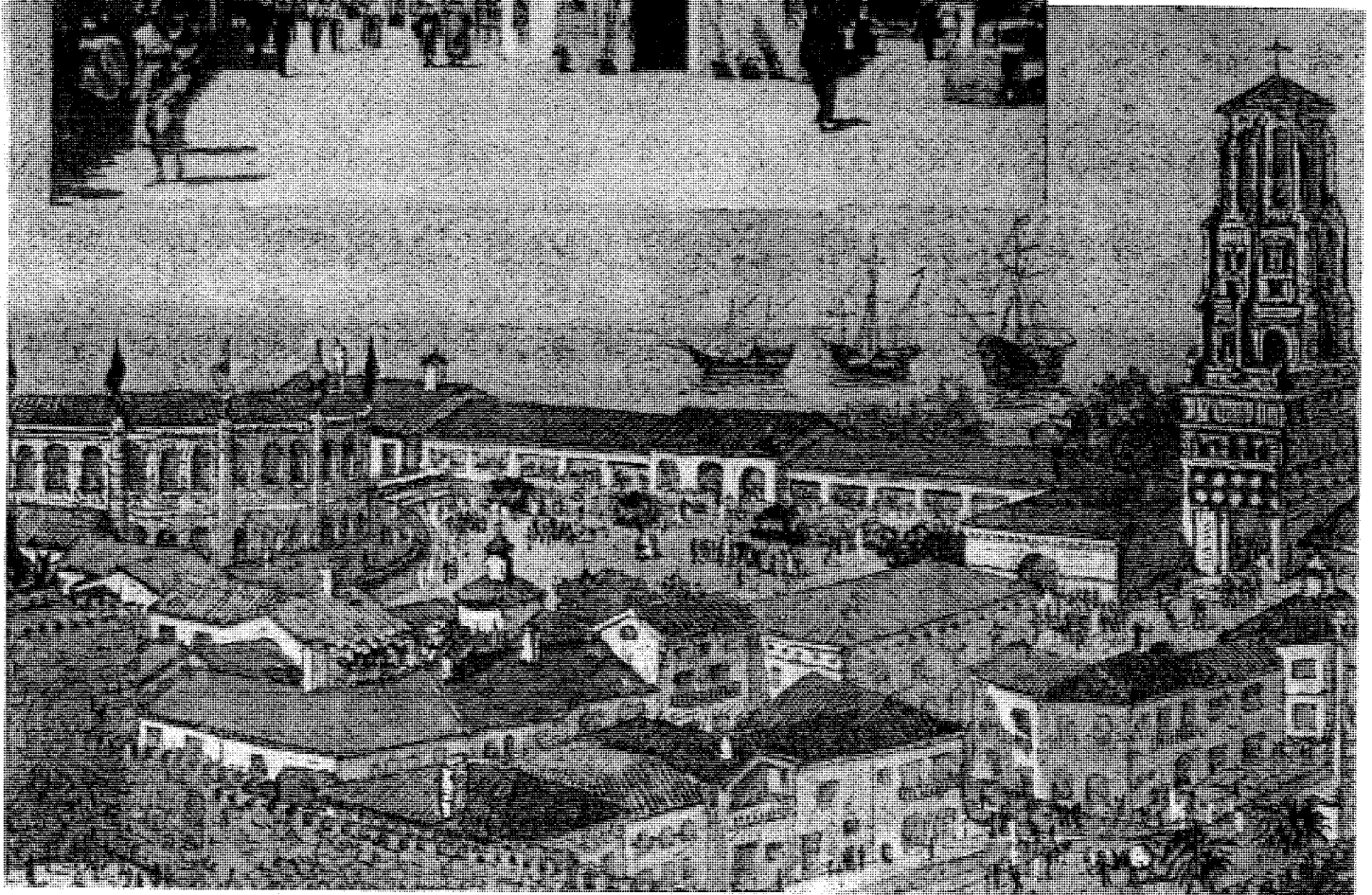


Scenes from the BELGIAN VILLAGE





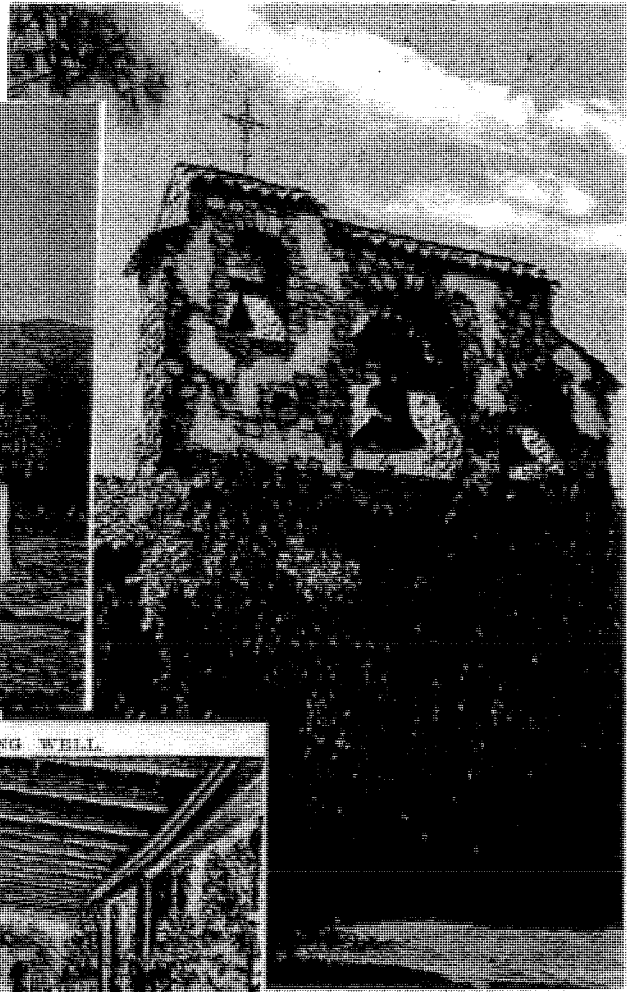
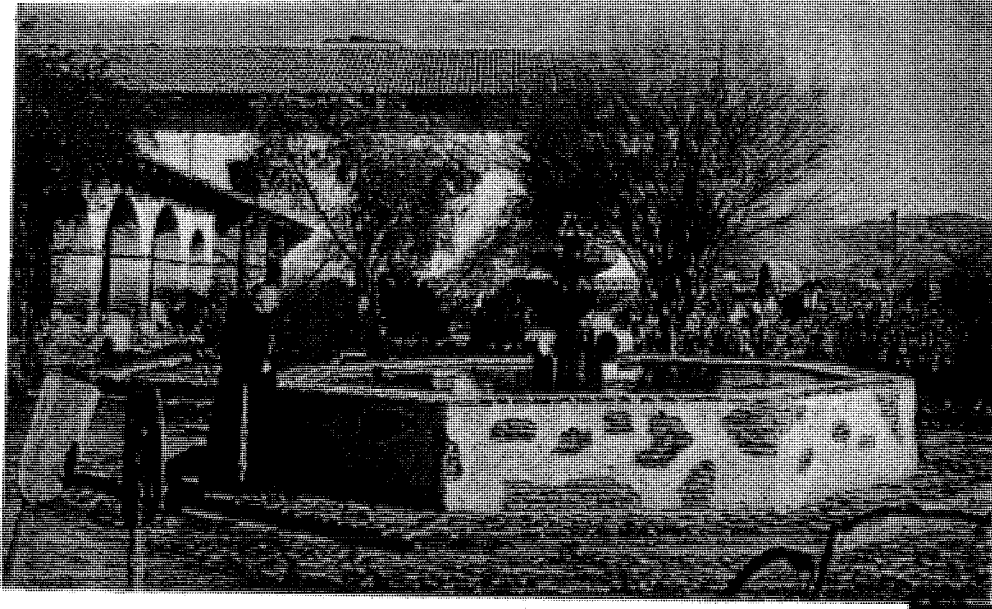
SPANISH VILLAGE FROM 1935 EXPO IN BALBOA PARK



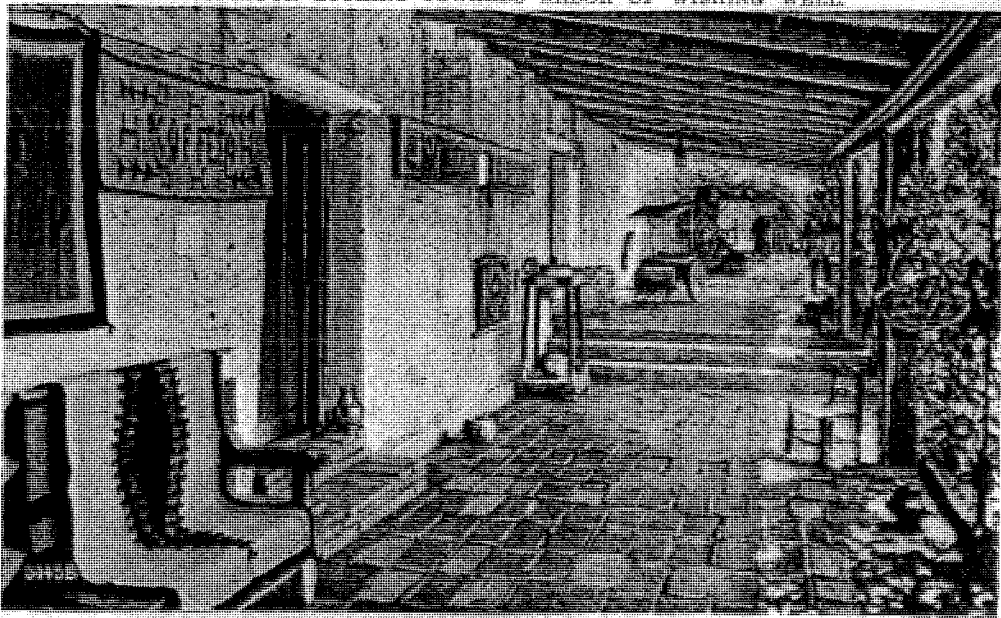
SPANISH VILLAGE
1933 CHICAGO
WORLD'S FAIR

• The charm of old Spain with its castles and historical shrines and cathedrals. Bright costumes of dark-eyed señoritas, music, dancing and gaiety create a characteristically Castilian atmosphere.

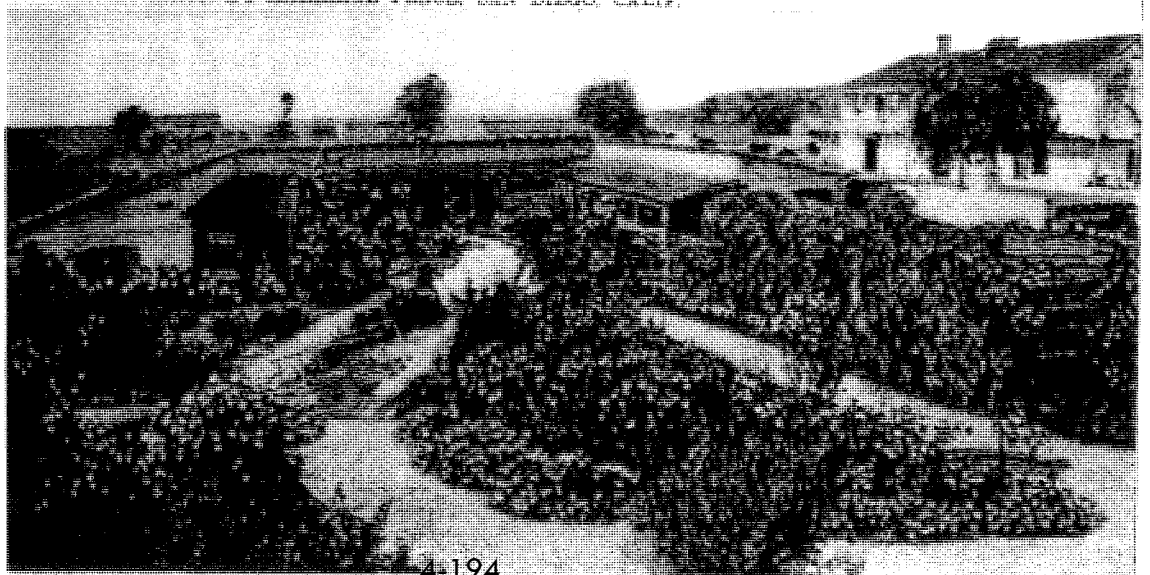
NEW FOUNTAIN BASIN AND BELL ESPADAÑA AT MISSION SAN MIGUEL, FALSELY DELAPIDATED TO MATCH THE ANCIENT MISSION



24—CORRIDOR LOOKING TOWARDS ARBOUR OF WISHING WELL.

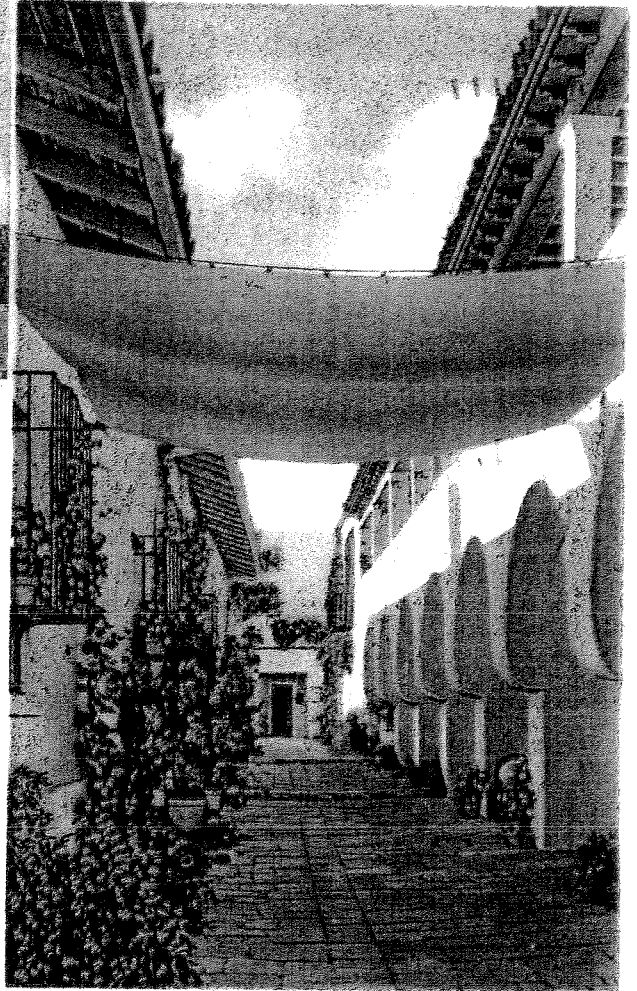


RAMONA'S MARRIAGE PLACE, SAN DIEGO, CALIF.

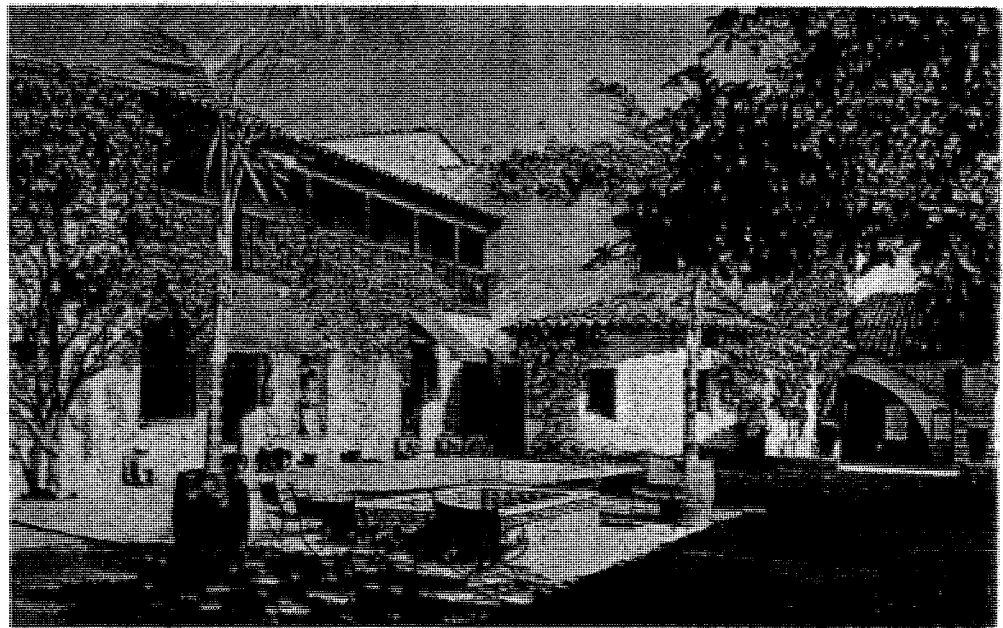




SANTA BARBARA'S COURT HOUSE



THREE VIEWS OF SANTA BARBARA'S
"EL PASO DE LA GUERRA" SHOPS & RESTAURANTS



La Arcada

LETTER 8



LA ARCADEA →
SANTA BARBARA
BAZAAR DEL MUNDO
SAN DIEGO ↓

Figueroa

State Street

YARN AND YARDAGE SHOP

Yarns, fabrics, beads and crafts accessories from around the world, and crafts classes in various media.

THE GUATEMALA SHOP

Folk art, crafts, hand-woven textiles and apparel from Guatemala and South America.

THE GALLERY

Handcrafted jewelry, crafts, graphics, original paintings, Indian jewelry, folk art and antiques.

TREASURES

A marvelous selection of gifts and crafts from exotic lands.

DESIGN CENTER ACCESSORIES

Home accessories, glassware, china and gourmet cookware.

LIBROS

Unusual books and beautiful cards, plus postcards and film.

THE GIFTED HAND

Distinctive imported and domestic hand-crafted gifts and decoratives.

ARTES DE MEXICO

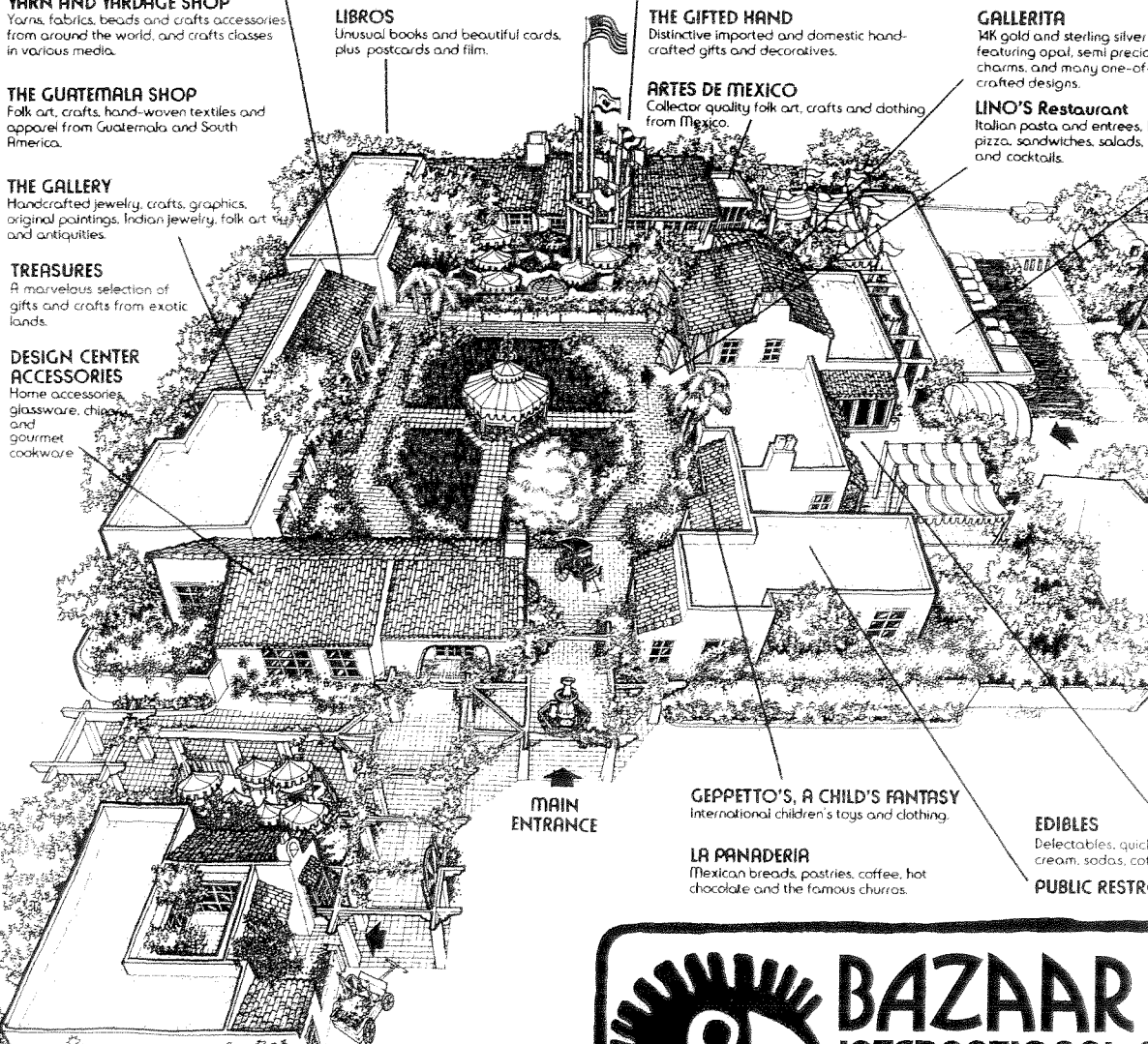
Collector quality folk art, crafts and clothing from Mexico.

GALLERITA

14K gold and sterling silver jewelry featuring opal, semi precious charms, and many one-of-a-kind designs.

LINO'S Restaurant

Italian pasta and entrees, pizza, sandwiches, salads, and cocktails.



MAIN ENTRANCE

GEPPETTO'S, A CHILD'S FANTASY
International children's toys and clothing.

LA PANADERIA
Mexican breads, pastries, coffee, hot chocolate and the famous churros.

EDIBLES
Delectables, quick cream, sodas, coffee
PUBLIC RESTROOMS

HAMBURGUESA! & CANTINA
Restaurant
Fantastic hamburgers, steaks, Mexican food, salads, desserts. Plus Old Town's lively & most beautiful cantina.



BAZAAR INTERNATIONAL
On Juan Street by the Old Town Plaza in Old Town
Telephone 296-3161 Casa de Pico 296-3267

4-196

"BEACH AREA PLAN" ILLUSTRATION OPPOSED BY THE HISTORIC PRESERVATION COMM.



During the comment period for the draft Beach Area Plan in 1997, HPC commended the guidelines, but complained that the illustration for a possible La Bahia Expansion misinterpreted these guidelines, with elements contrary to what HPC could approve. It was requested that the illustration not be included as an example of what is acceptable, because it is not acceptable.

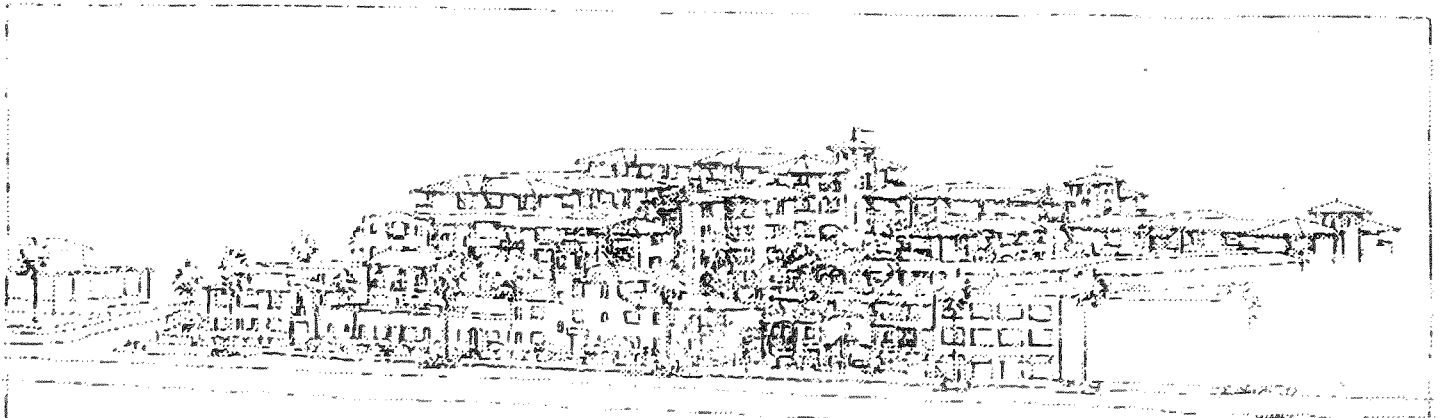
HPC specifically noted the long flat horizonline with minor interruptions contradict guideline 3.6 (three bullet six) against a monotonous flattened skyline.

The La Bahia's massing is articulated to make each wing look like a cluster of small adjoined village buildings. The illustration's expansion units made a stark contrast in the boxy profile of rectangular wings despite minor articulations. This contradicted guideline 3.4, that articulation is to reduce the visual impact of large buildings through varying heights of its skyline's profile, etc.

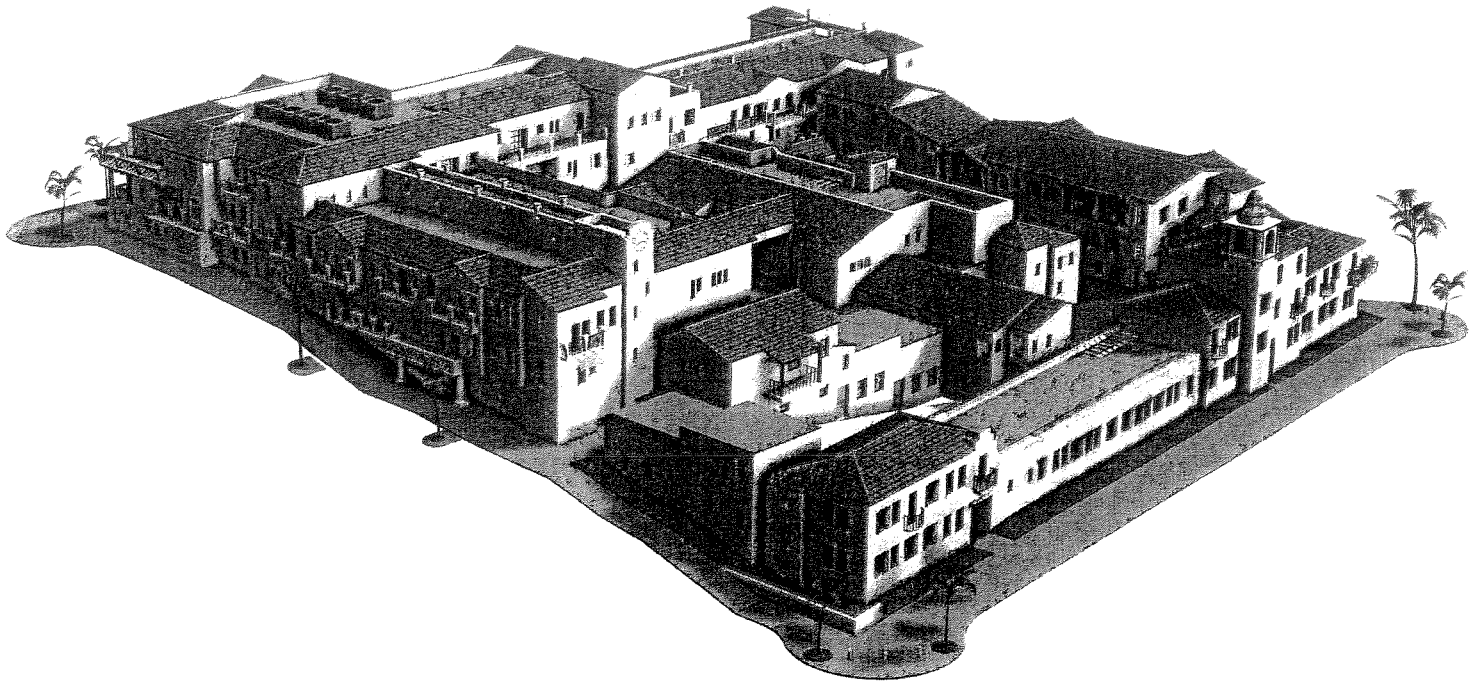
The mass-produced repeated units on First Street contradict guideline 3.9 against chain-type uniformity, so contrary to what is character-defining about the La Bahia's massing.

The illustration's Main Street facades looked like tic-tac-toe grids, due to modern cut-out walls of corner balconies around centered windows. This and other details were interpreted in the modern chain motel style, instead of the Mission/Mediterranean style, contradicting guideline 2.8 to use the historic landmarks as a guide to new construction.

HPC feared that leaving this illustration as an example of the application of the guidelines, would only require repeating the same objections when a project finally reached the HPC. But the spokesman for the Architectural Resources Group said they weren't going to remove it or redraw it, believing the planning director would already have headed off any of these problems by the time a project reaches us.



APPROVED LA BAHIA



- DATE APPROVED: MIDDLE OF 2003
- NUMBER OF ROOMS: 118
- PARKING PROVIDED: 144 SPACES (86 LIFTS AND VALET)
- MEETING SPACE: 4,280 s.f.

SEVEN HPC CONCERNS OVER
THE FIRST APPROVED DESIGN

The City Historic Preservation Commission (HPC) was happy with Barry Swenson Builder's first proposal, which combined preservation with additional wings in a compatible scale. The builder told HPC that the landmark was part of the first phase of construction, so even if the project failed, we'd at least get a restored landmark out of the deal. But while the commission was inclined to be lenient with the proposal, it expressed seven areas of concern. It then "approved the project with conditions," requiring that certain issues (listed here as 3-thru-7) be resolved later with Barry Swenson Builder through the Commission's subcommittee. The City Council also approved the project with these conditions.

(The following exchange is between the City Historic Preservation Commission or "HPC," and representatives

of Barry Swenson Builder or "BLDR." The essential points are drawn from longer conversations on each issue, and compiled from views expressed by various members of the commission and the developer. Each text is a mixture of direct quotes and free paraphrasing, in the approved manner of "Action Minutes.")

1. PARKING EXCAVATION

HPC: The Sea-Beach Hotel had excavated the hillside for an enormous basement-level ballroom, convention, and banquet halls with a kitchen serving 150. Wouldn't a similar hillside-excavation solution help hide parking and ground level amenities where views aren't needed?

BLDR: We're already at height-limit build-out for the site, so there's little wiggle room, even underground. Besides, underground parking is too expensive, and we prefer the more cost-effective Stacking Elevators system.

2. HEIGHT VARIANCE

HPC: Guidelines allow discretion for ornamental spires up to 20-feet wide to extend above the height limits. And our commission can support a broader height variance if it results in a more compatible addition to a listed landmark.

BLDR: We're committed to working within the existing height limits and city regulations, and want to see if its possible without resorting to a variance.

3. FLAT SKYLINE

HPC: Compared to the articulated skyline and setbacks of the landmark, the flattened horizonline and steep walls of the addition are too fortresslike. Break-up the roof top skyline with high and low areas. It would look better and give more solar access.

BLDR: We can only build straight across for rolling cart access.

HPC: Because this violates Beach Area Plan guideline 3.6 against a

monotonous flattened roofline, we would condition the approval that the roofline must be properly articulated.

4. DEVELOP SIDE WINGS

HPC: If you redistribute some of the rooms along side wings, you wouldn't create such a static flat-roofed backdrop to the landmark along First Street.

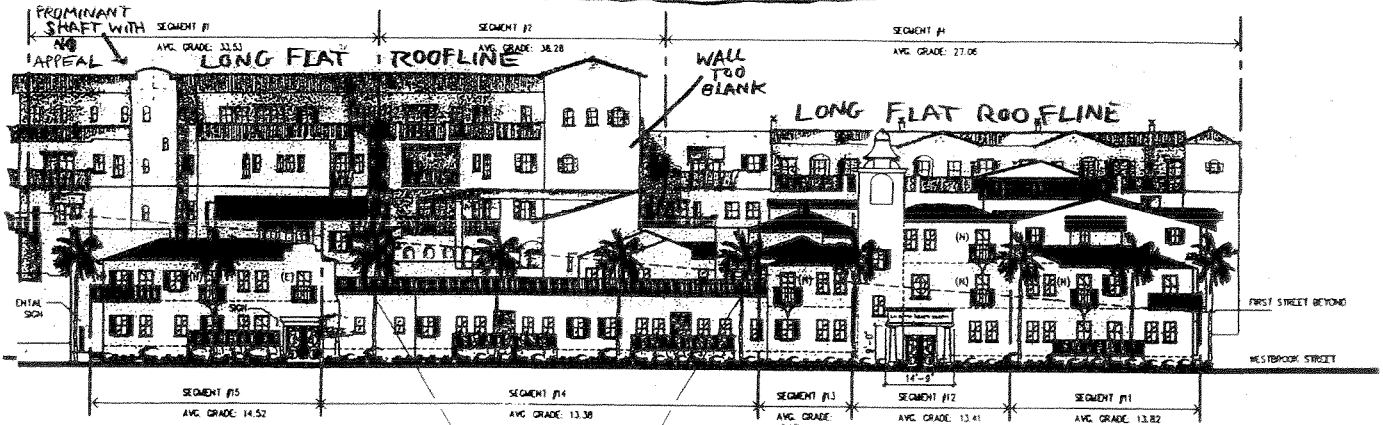
BLDR: We need to maximize ocean views by facing rooms straight out.

HPC: Nearly all the rooms in the first class Sea-Beach Hotel and Casa Del Rey faced out from the side, in order to get coastal views of the ocean, showing the boardwalk and Pleasure Point to the east, and the wharf and Lighthouse Point to the west. These side-angled hotels also minimized obstruction of coastal views from inland sites.

5. TOO MUCH BLANK WALL

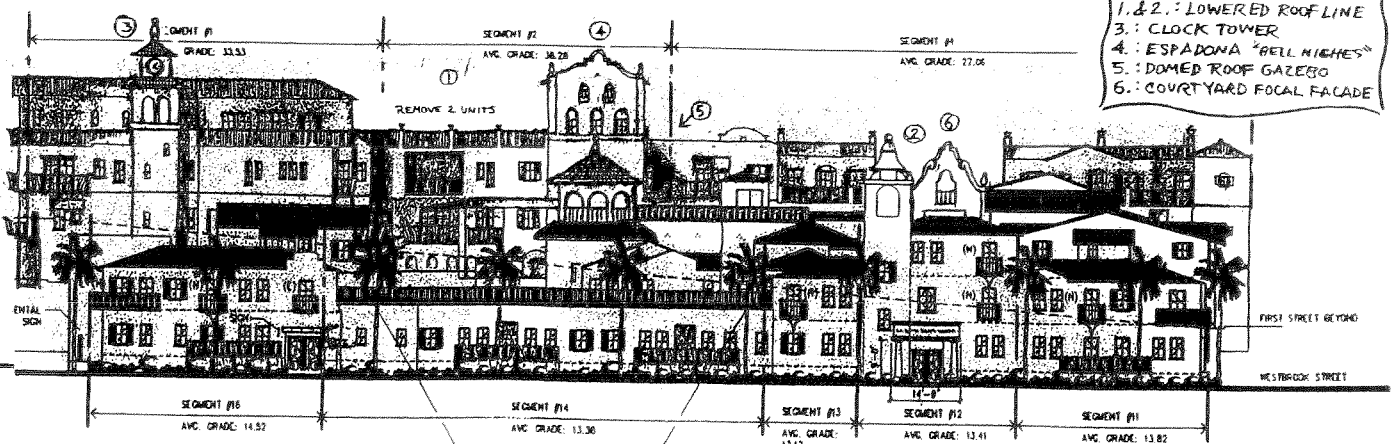
HPC: The arrangement of the windows on the new building leaves too much cold blank wall, giving the

BEACH ST. ELEVATION



SWENSON PLAN

- 1. & 2. : LOWERED ROOFLINE
- 3. : CLOCK TOWER
- 4. : ESPADONA "BELL NICHES"
- 5. : DOMED ROOF GAZEBO
- 6. : COURTYARD FOCAL FACADE



GIBSON VERSION

impression of a place of confinement. Add more windows and/or some larger window clusters into the mix.

BLDR: We like the windows as they are, and don't plan to make any changes.

6. DRESS UP UTILITY SHAFT

HPC: Why not make the elevator shaft into a clock tower. Dress it up, so it isn't so stark.

BLDR: We may put a clock on it, but we don't want anything competing with the historic tower.

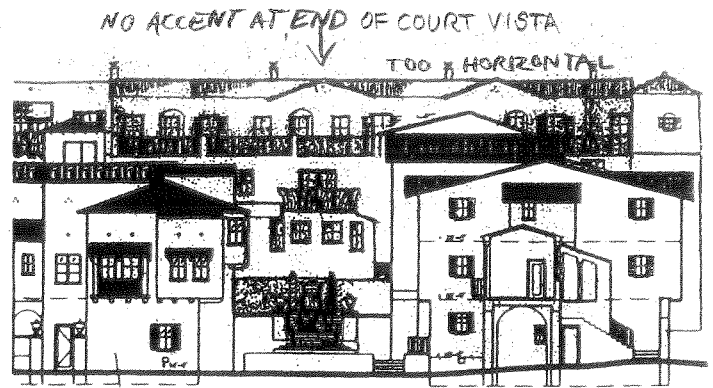
7. VISTA ANCHOR

HPC: Downtown design guidelines require corner lots and lots at the head of a street be designed as a visual accent or anchor for street vistas. Yet the building proposed at the head of the Court of the Laurels towards which all the stairs and terraces are leading, doesn't seem to terminate in any visual anchor or accent. It used to look up to Laurel Grove after which the court was named, but only the tilework monument bearing the name of the court was saved when the grove gave way to parking. The horizontal rooflines and veranda-lines of the proposed building for this spot makes it look more like a passing train, than a focal point for the vista.

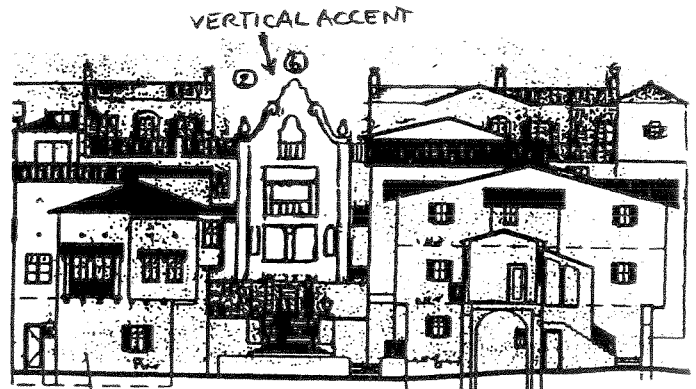
BLDR: We think the centered balcony inserted on the building is enough, but are willing to listen to suggestions.

HPC: We will condition the approval to require coming up with a better solution for this vista point.

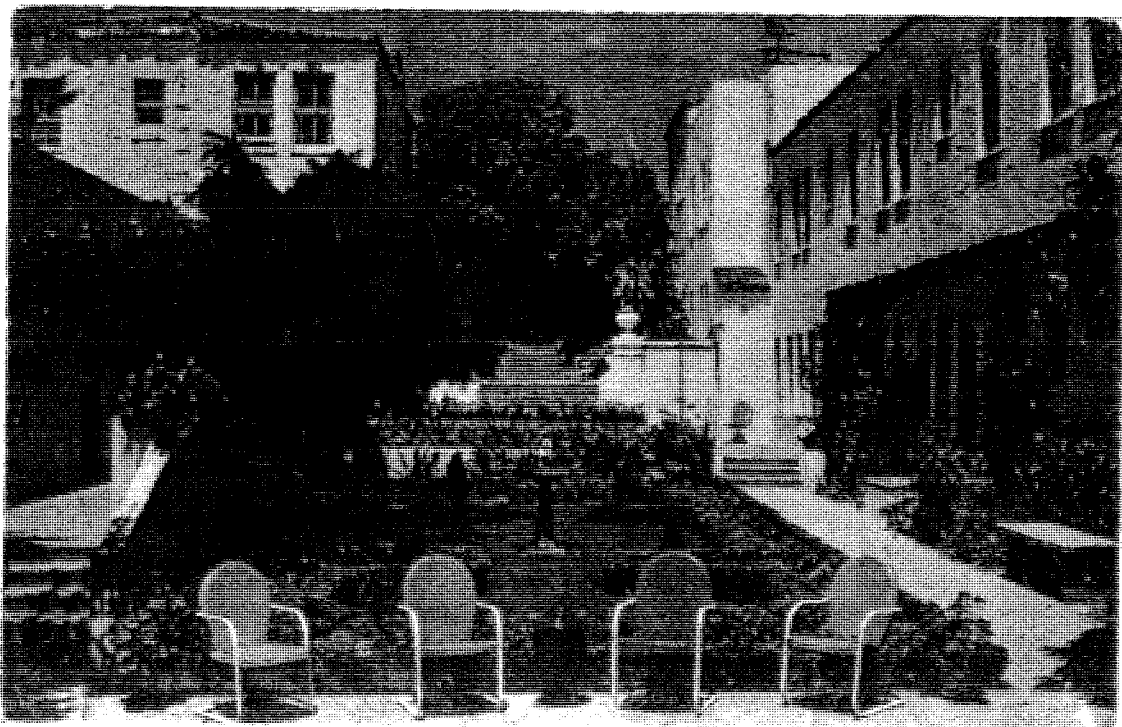
INTERIOR OF COURT OF THE LAURELS



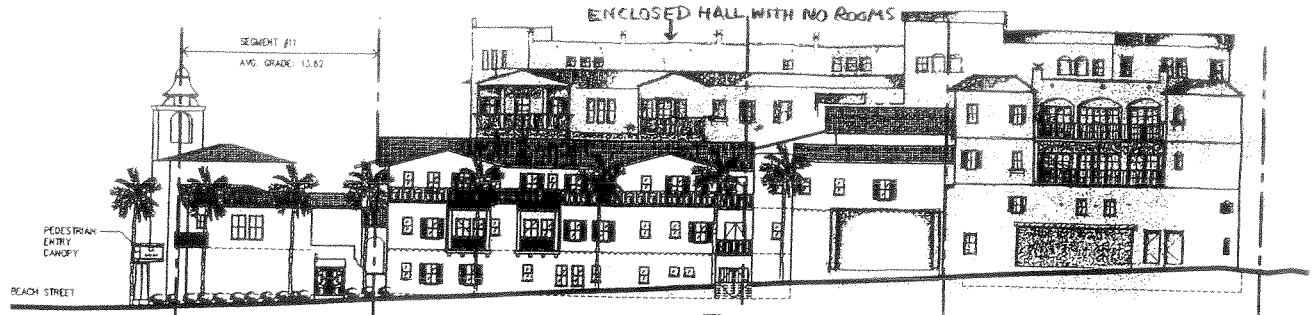
SWENSON PLAN



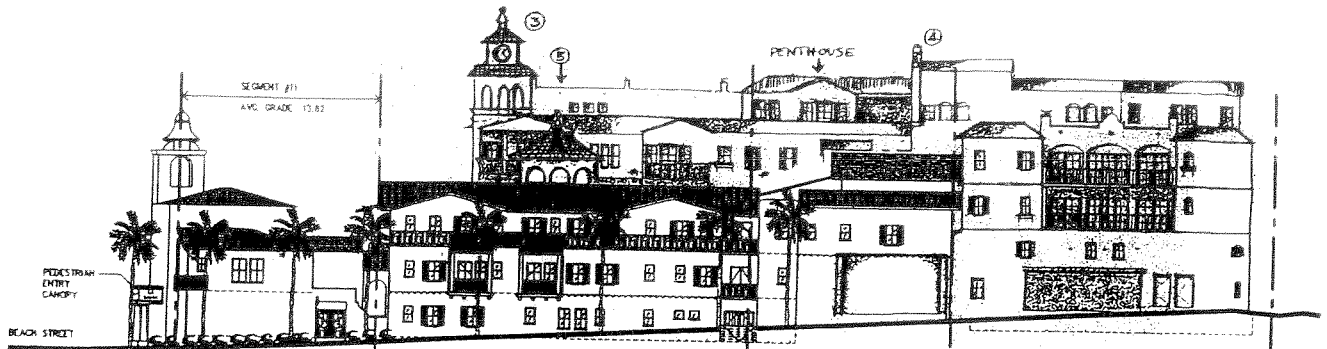
GIBSON VERSION



WESTBROOK ELEVATION



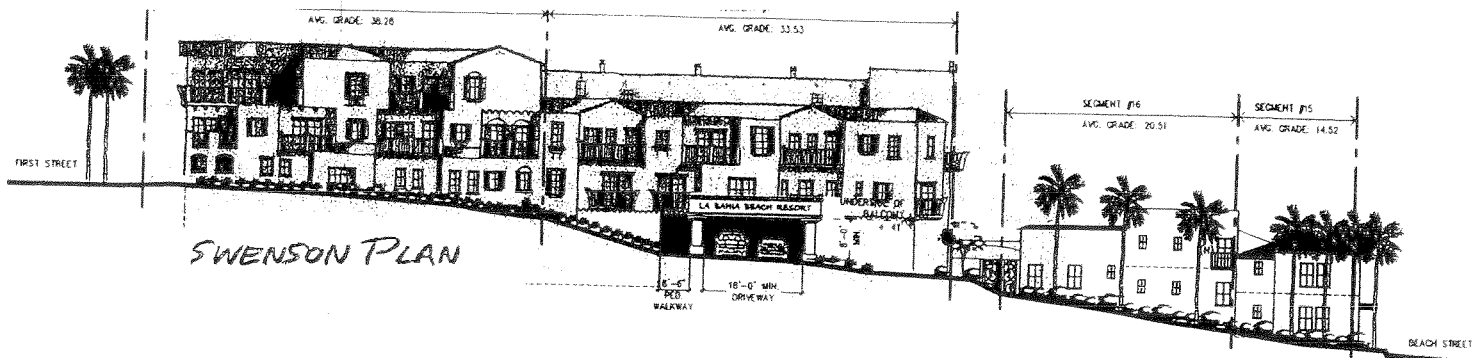
SWENSON PLAN



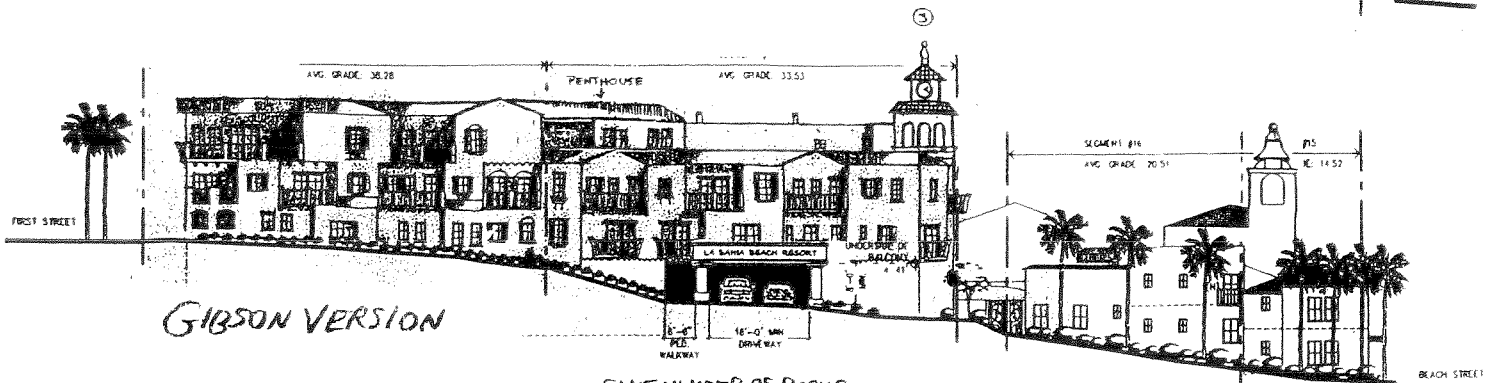
GIBSON VERSION

- 1. & 2. : LOWERED ROOF LINE
- 3. : CLOCK TOWER
- 4. : ESPADONA "BELL NICHES"
- 5. : DOMED ROOF GAZEBO
- 6. : COURTYARD FOCAL FACADE

MAIN ST ELEVATION

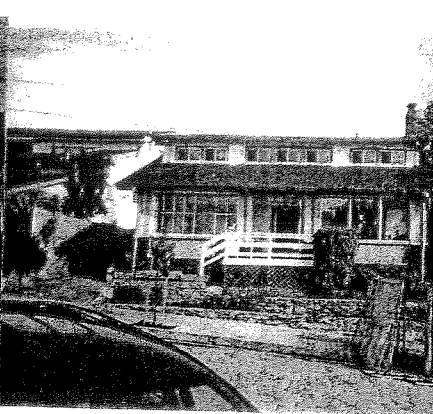
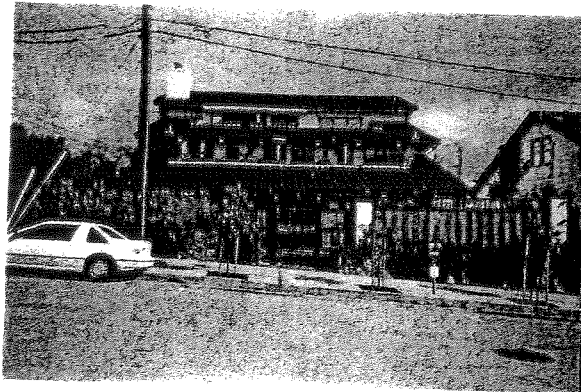


SWENSON PLAN

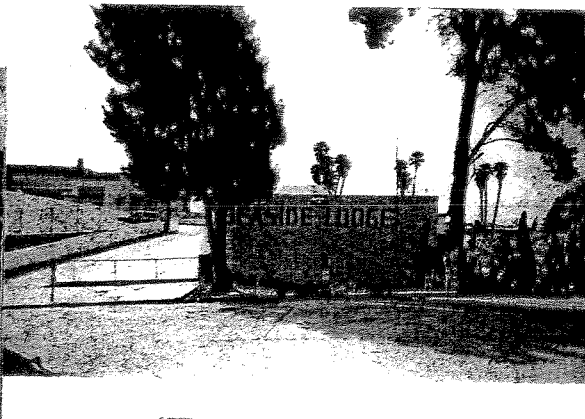
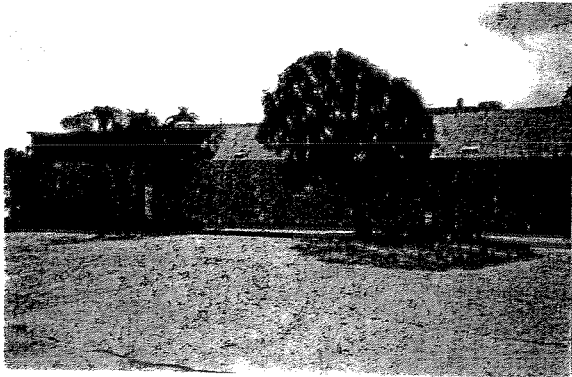


GIBSON VERSION

SAME NUMBER OF ROOMS,
BUT MASS REARRANGED
FOR BETTER "VILLAGE" LOOK

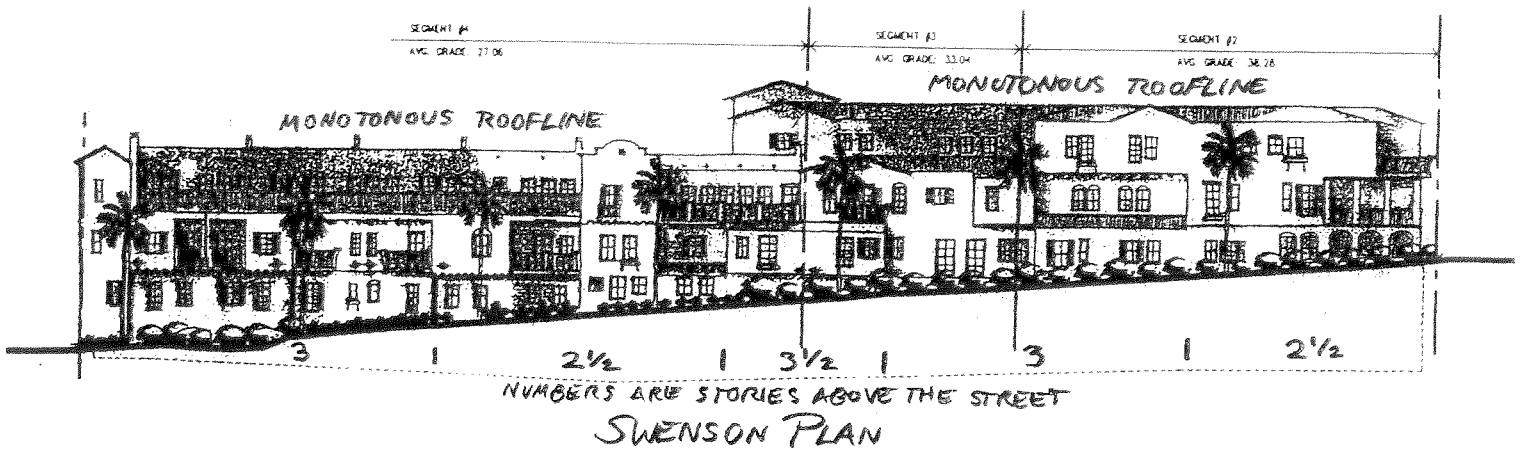


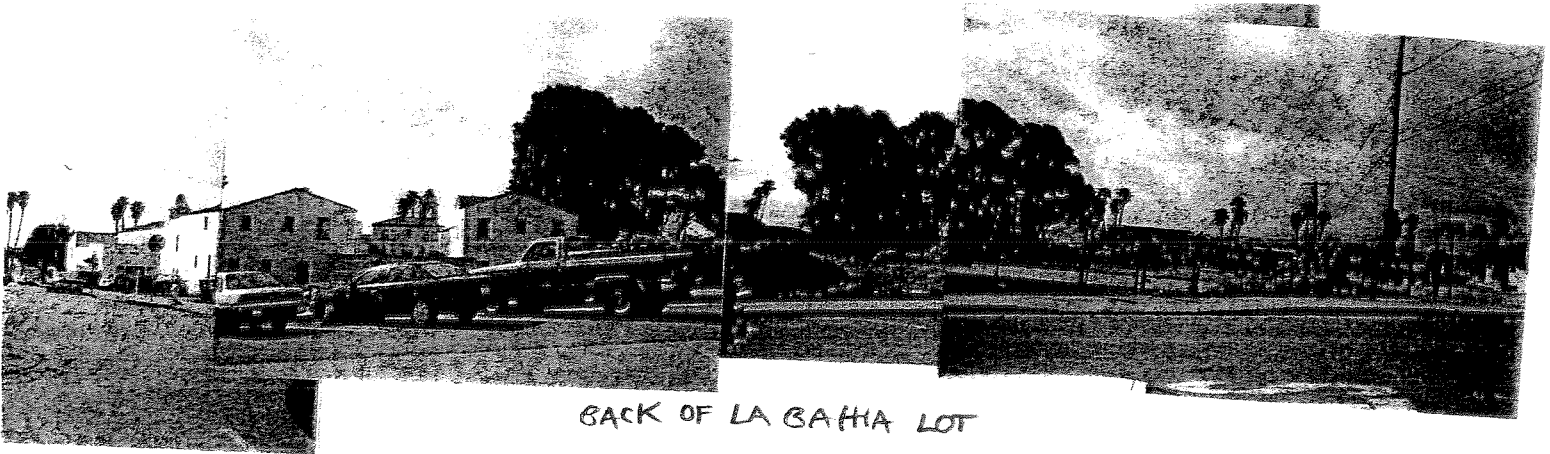
NORTH SIDE OF FIRST STREET



SOUTH SIDE OF FIRST STREET

FIRST ST. ELEVATION

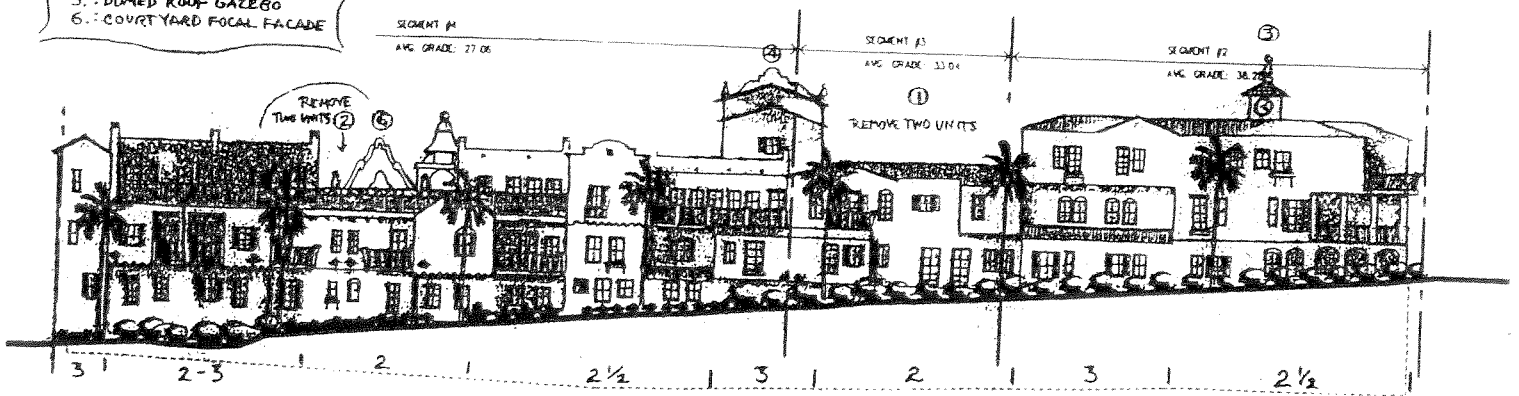




BACK OF LA BATHIA LOT

- 1. & 2. : LOWERED ROOF-LINE
- 3. : CLOCK TOWER
- 4. : ESPADONA "BELL NICHES"
- 5. : DOMED ROOF GALEGO
- 6. : COURTYARD FOCAL FACADE

FIRST ST. ELEVATION



NUMBERS ARE STORIES ABOVE THE STREET
GIBSON VERSION

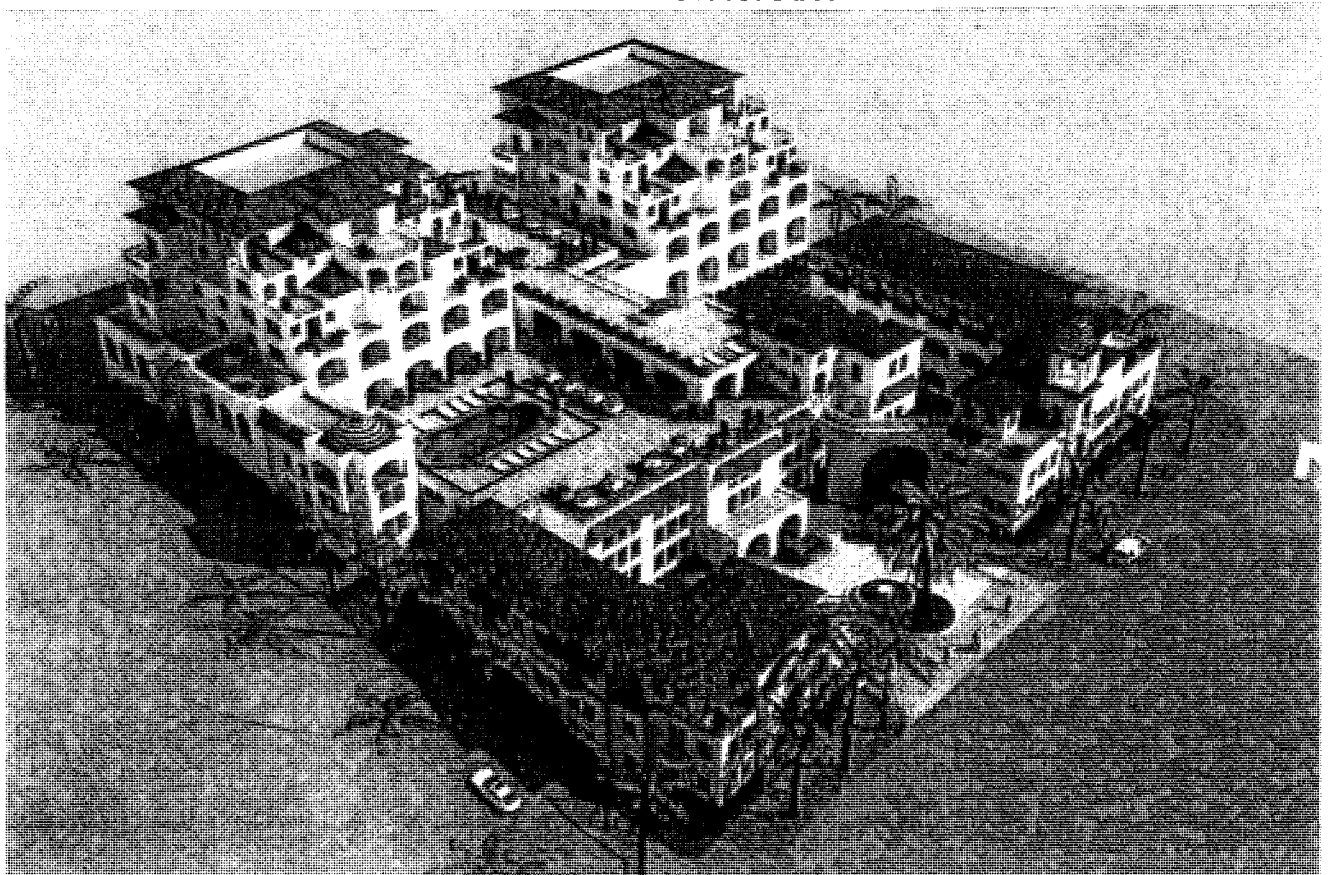
SAME NUMBER OF ROOMS,
BUT MASS REARRANGED
FOR BETTER "VILLAGE" LOOK

PROPOSED LA BAHIA

LETTER 8



- NUMBER OF ROOMS: 120
- PARKING PROVIDED: 172 SPACES (INCLUDING 36 VALET)
- MEETING SPACE: 5,000 S.F. PLUS
- PUBLIC RESTAURANT



LA BAHIA CHARACTER-DEFINING
FEATURES, & COMMENTS

By
Ross Eric Gibson

WHY IT'S HISTORIC: The La Bahia Apts. were built in 1926 as the Casa Del Rey Apartments, a part of the Casa Del Rey Hotel. The 47-unit complex featured an historic Mission-era spring, and a grove of bay-laurels. The complex was designed by William C. Hays, an influential advocate of the emerging California Mediterranean and medieval styles while teaching at UC Berkeley's New School of Design. This is the only example of his work in Santa Cruz, is unique for its village-style design (mostly found in World's Fairs), courtyards as outdoor "rooms," and --with new apartments rare in the 1920s-'30s-- is "...one of the few large apartment complexes of this era still intact" ("Historic Evaluation of La Bahia Apts.," Dale Hensbee, 1999).

It was rated "Excellent" in the 1976 Santa Cruz City Historic Buildings Survey, and the Architectural Resources Group for the 1998 Beach Area Plan agreed, adding it was eligible for National Register and California Register as well.

The La Bahia character-defining features of the are:

1. **VILLAGE:** Uniquely designed to look like a Mediterranean hillside village, so instead of appearing as a single mass, it appears articulated as a cluster of separate buildings and added wings.

2. **VARIETY:** The casual layout reflects variety vs. uniformity, asymmetrical composition vs. inkblot symmetry. This is reinforced in its use of three kinds of stucco trowel finish, and (originally) three tints of whitewash applied in a aged, mottled patina.

3. **CLOISTERED:** The most notable feature is how the complex is designed around garden courtyards as outdoor rooms. These cloistered areas create an escape into exotic stagesets that block out the modern world, creating a restful oasis in the middle of an urban area. One is built around the site of a Mission-era spring, where ships could stop for fresh water.

4. **TERRAIN:** The La Bahia expresses its hillside terrain in an array of stairstep rooflines that climb from east to west. The Beach Master Plan

notes the need to maintain this characteristic.

5. **LIGHTING:** All courtyard lanterns were by famed local iron craftsman Otar the Lampmaker. As at city hall, all signage and one clock were neon, in the fashion of 1920s and 1930s Southwest adobes. These read "CASA DEL REY APTS.," "OFFICE," "COURT OF THE LAURELS (arrow)," "COURT OF THE MARINERS (arrow)," "PARKING," "DECK" and "POOL."

COMMENTS ON NEW DESIGN

SWIMMING POOL: The swimming pool area looks better in this design.

VILLAGE CONCEPT COMPROMISED: In places (like the rear elevation), the proposal has designed the structure to look like one large building, instead of a cluster of small ones. This loses the rare Village Complex characteristic.

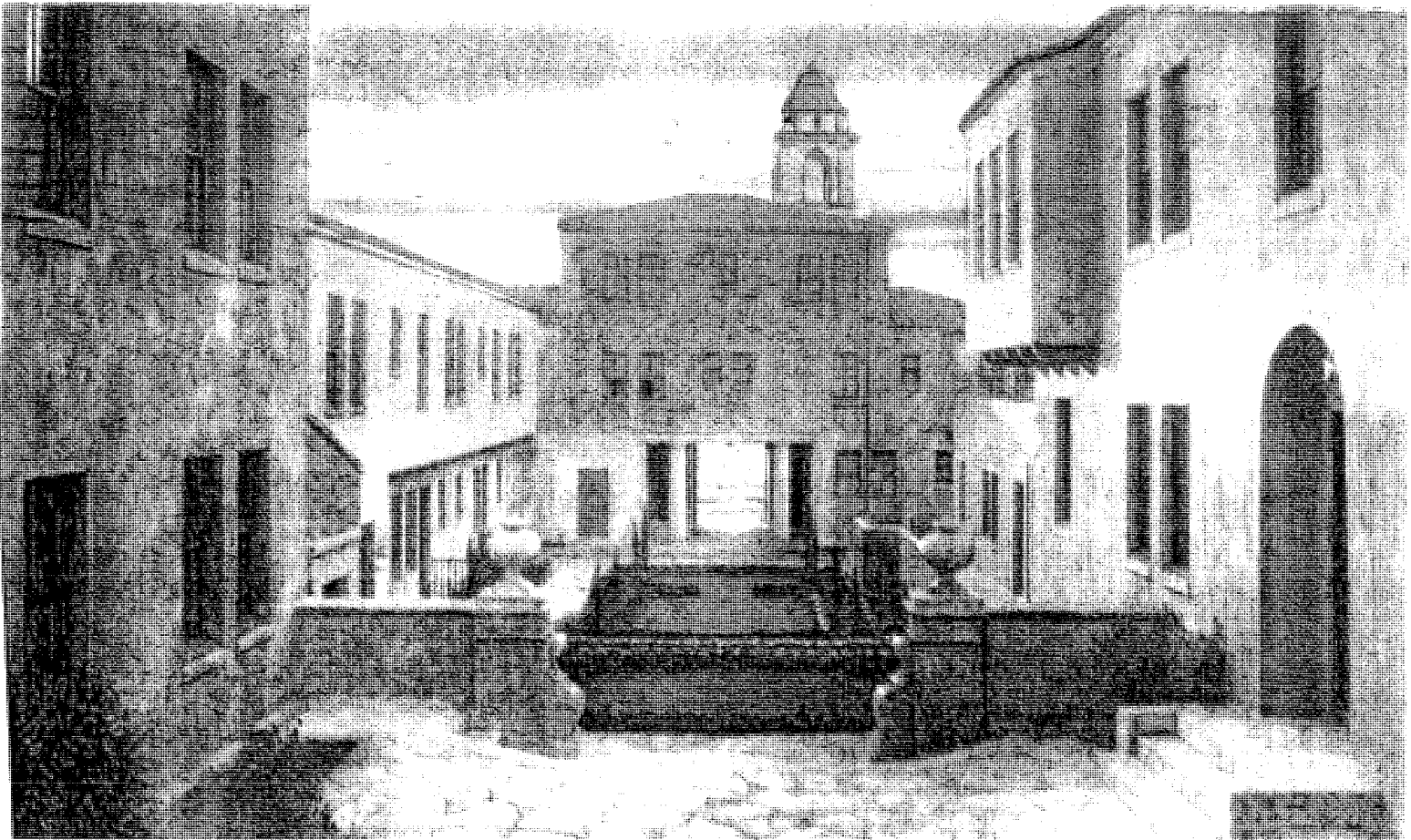
ASYMMETRY LOST: Rear elevation and identical paired skyscrapers are designed with ink-blot symmetry, losing the sense of spontaneous construction. The King Builders' proposal was criticized for mass-producing rows of identical wings like modern tract housing units.

TERRAIN LOST: Two looming identical towers both the same size, do not express the hillside terrain.

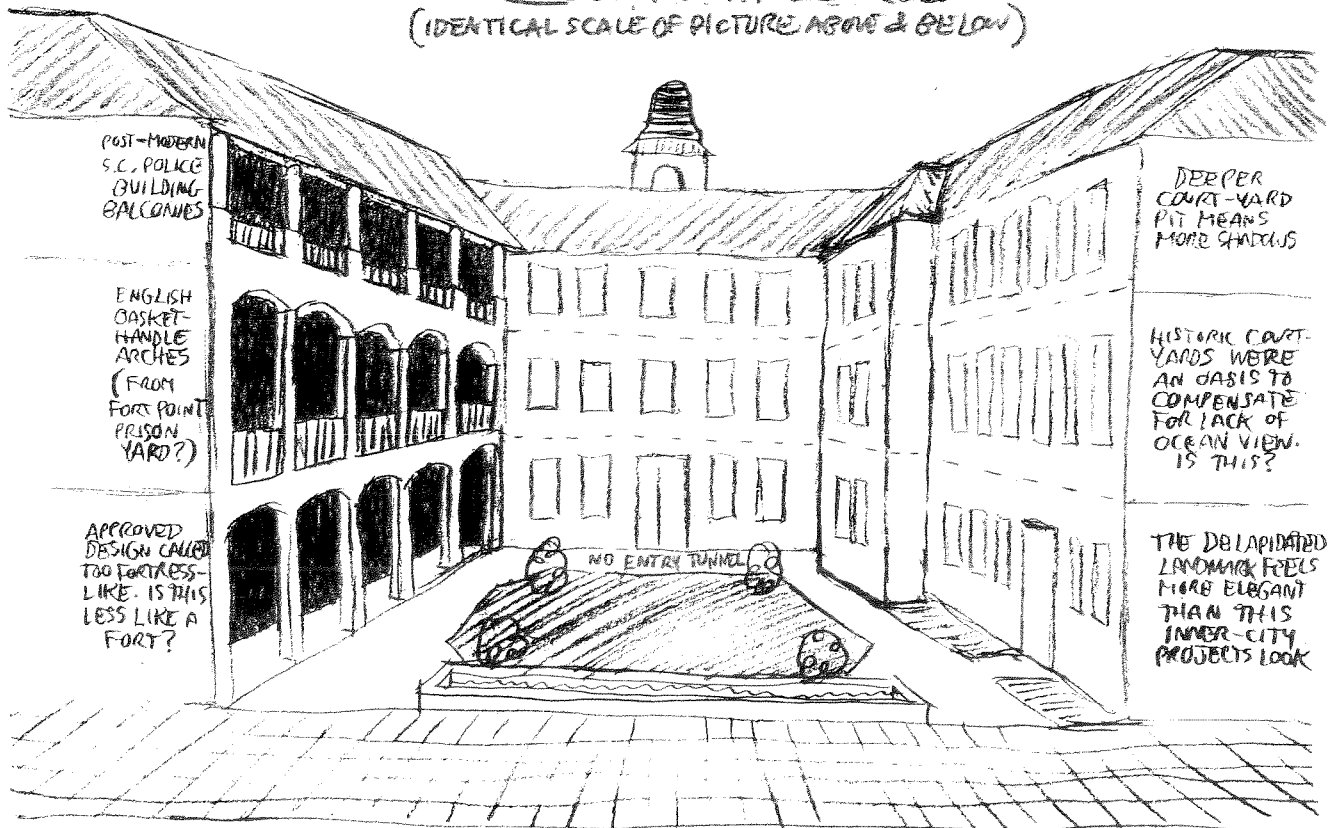
TOWERING ELEMENTS: During the previous Swenson design negotiations, I proposed a clock tower to break-up the flat monotonous roofline, and was told it would distract from the historic tower. How are the double skyscrapers less of a distraction?

ENTRY COURT: Opening the Court of the Mariners to the street as a driveway lops off a wing that gives the towered facade a Mission-like profile, and loses the cloistered effect of a pedestrian oasis away from cars. If an auto use is deemed acceptable, an arcade wing should be added to preserve the front profile and sense of enclosure. I preferred the side entrance to the underground garage.

SCALE: After all the complaining the neighbors did in the last design, they seemed resigned when faced with an even greater impact on their views, and even supportive. Nothing you do on First Street will totally please them, and this attempt to grant one person a peep-hole by building taller is an unappreciated gesture, while causing greater impact to the main landmark. Design more aesthetically in scale with the existing landmark.



COURT OF THE LAURELS
(IDENTICAL SCALE OF PICTURE ABOVE & BELOW)

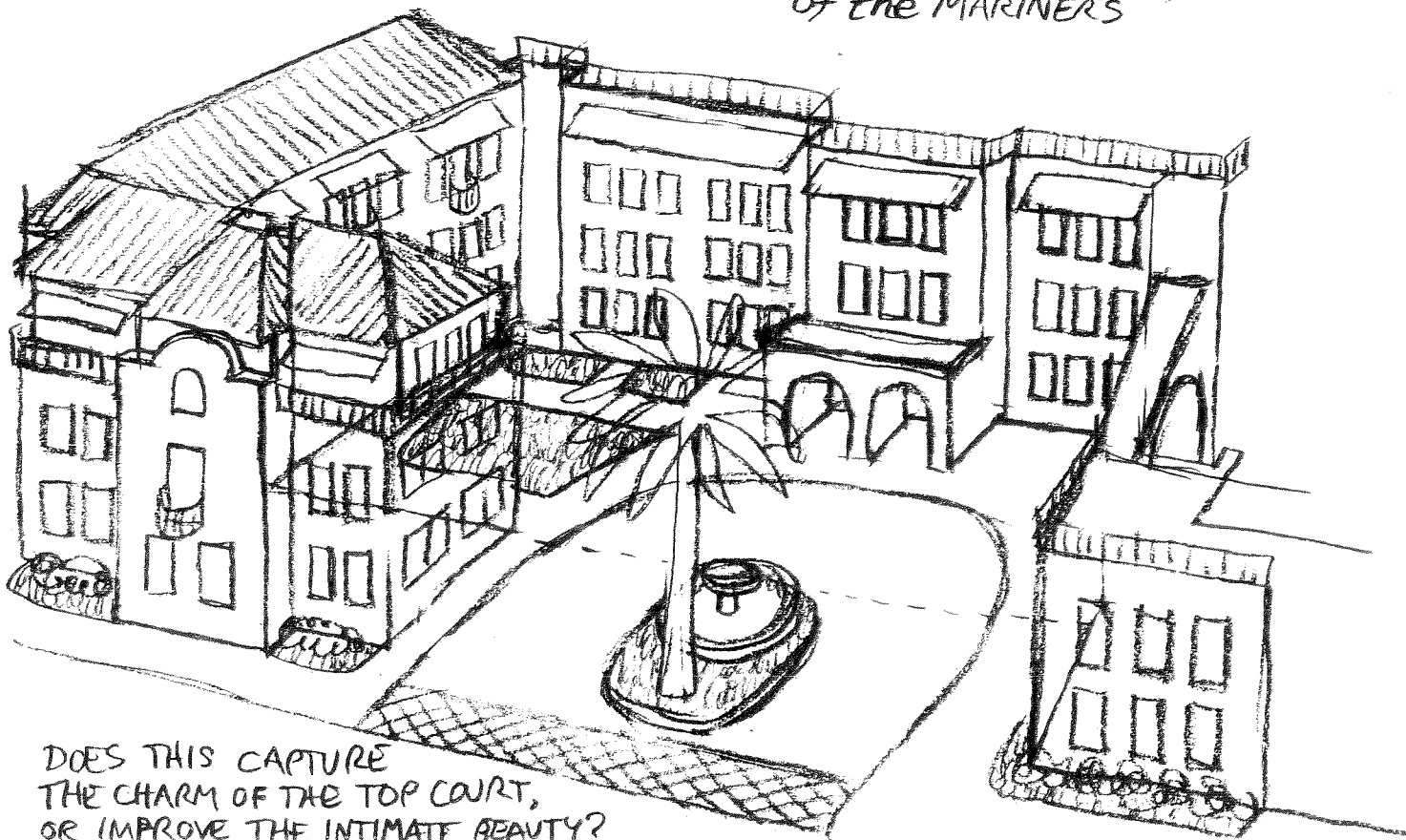
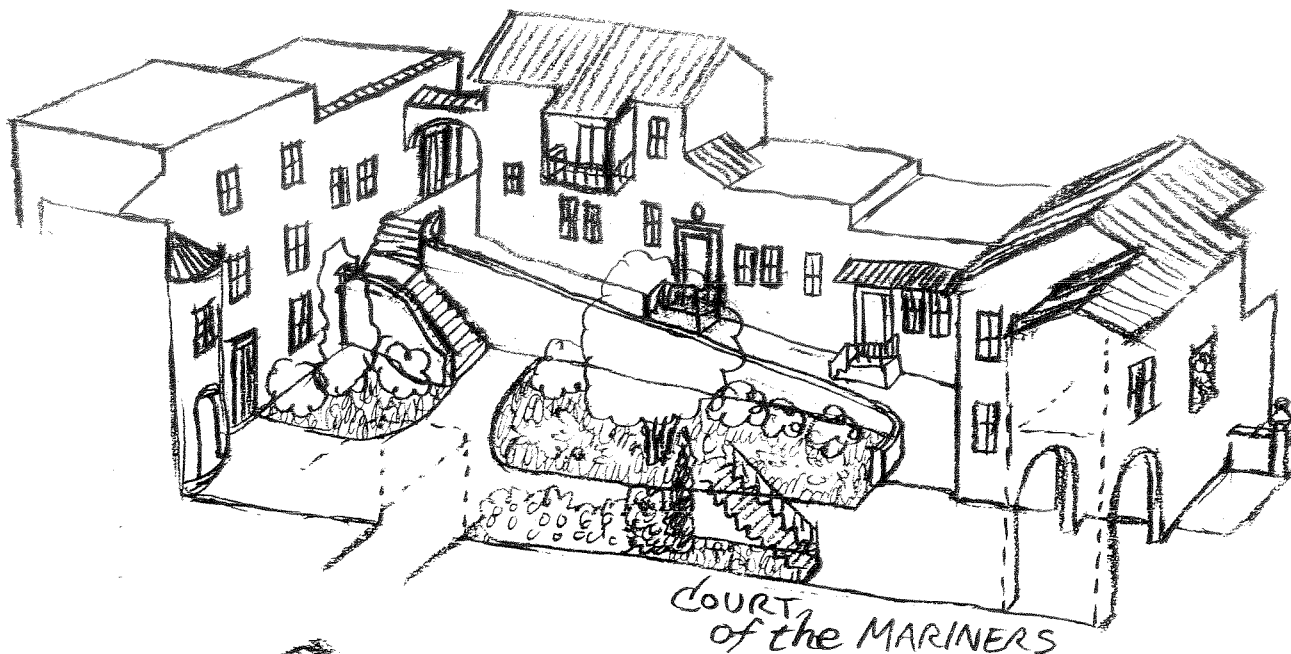


NEW "COURT OF THE LAURELS"
SHORTER LENGTH, TALLER, & WITHOUT TERRACES.

"One of the most significant features of the La Bahia Apartments is...the outdoor spaces created by the arrangement of the buildings. The two existing courtyards are an integral design element of the Apartments and contribute very much to what makes La Bahia special." (ARG 1998, p. 14.)

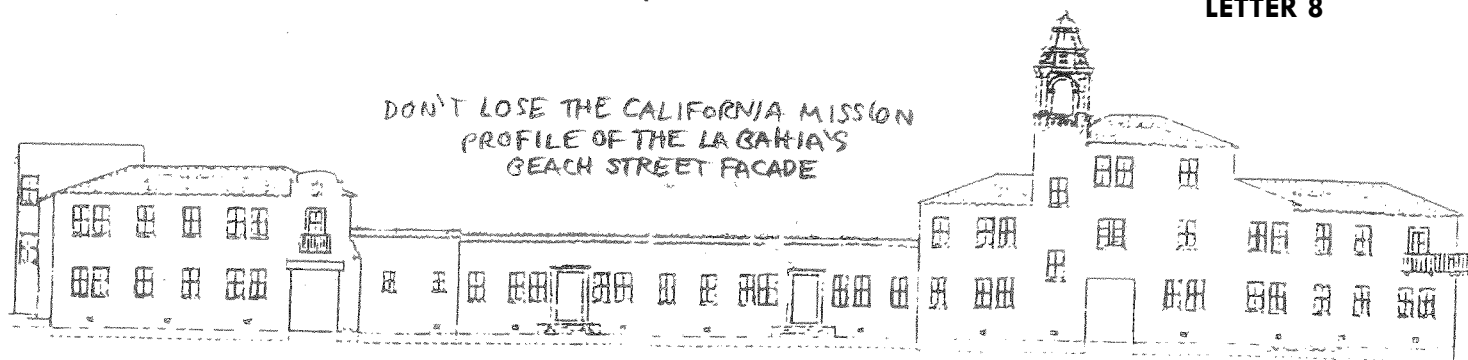
"New courtyards...should have

a sense of enclosure through building elements or walls.... They should have at least one-to-two stories of building around much of the court, have landscaping as a major element of the design [etc.] ...The new courtyards should not become deep wells or canyons buried within the new development, [and use] step-backs ...[to] allow more light and air into the courtyards." (ARG 1998, p. 15.)

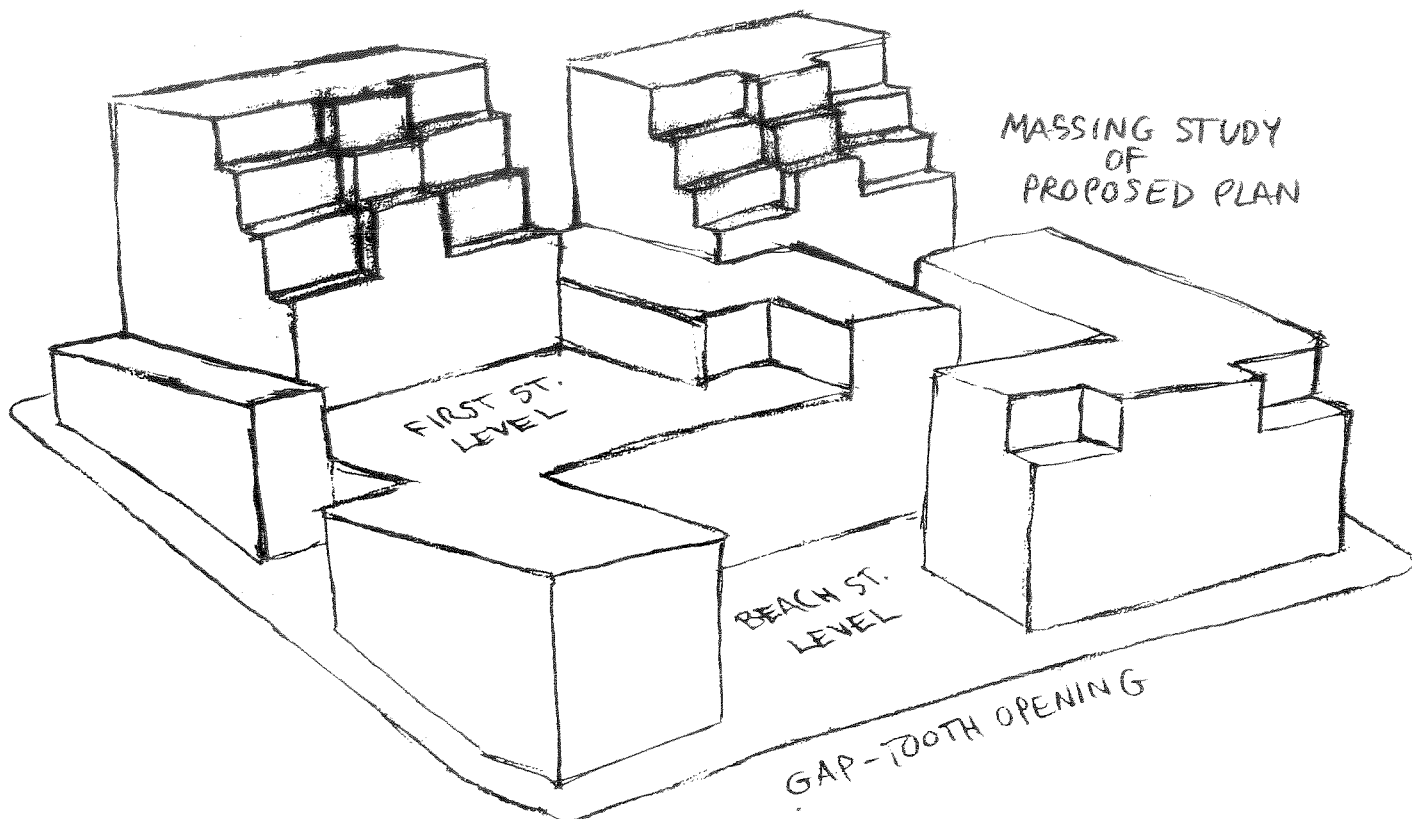


DOES THIS CAPTURE
THE CHARM OF THE TOP COURT,
OR IMPROVE THE INTIMATE BEAUTY?

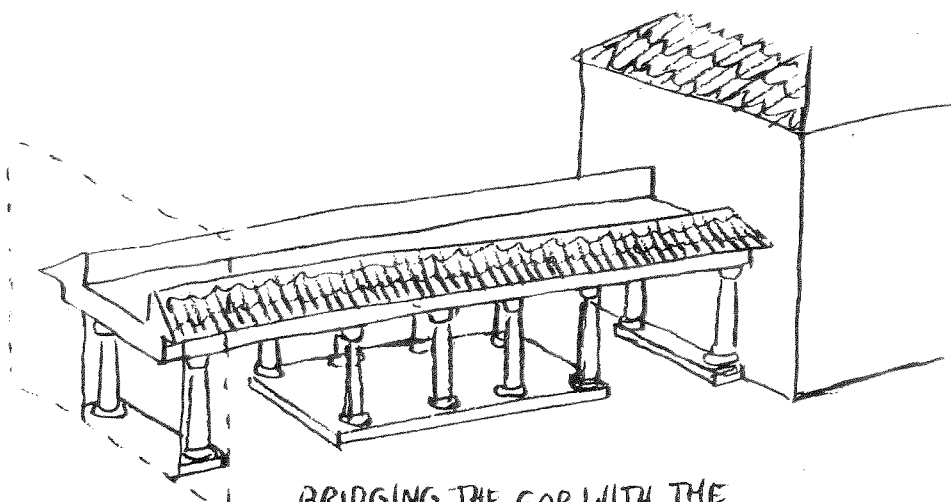
DON'T LOSE THE CALIFORNIA MISSION
PROFILE OF THE LA BAHIA'S
BEACH STREET FACADE



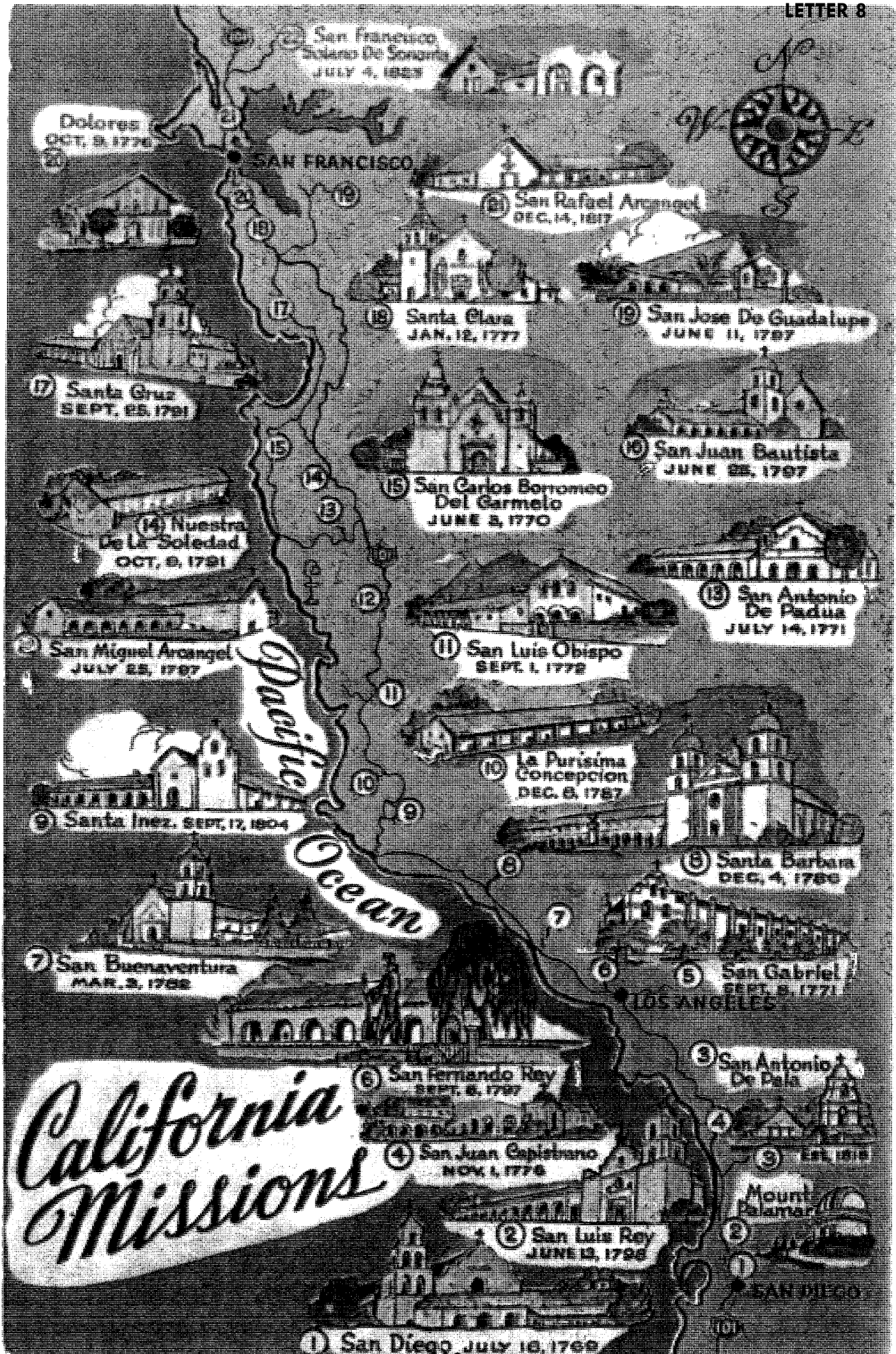
MASSING STUDY
OF
PROPOSED PLAN

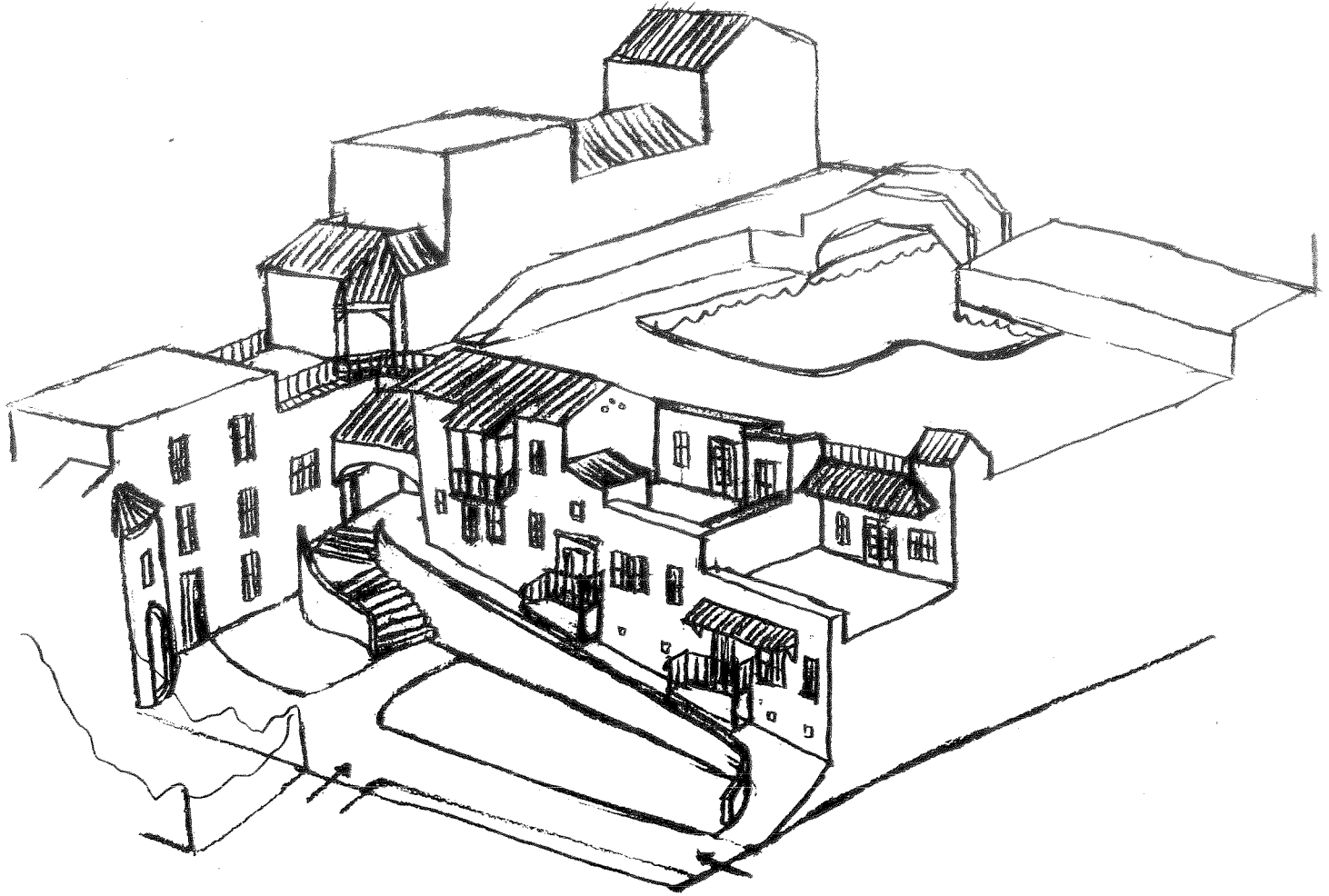


ON THE NEXT PAGE IS A VISUAL RECORD OF THE CALIFORNIA MISSIONS AND THEIR SIDE WINGS. IN THE PROPOSE PLAN, REMOVING THIS ELEMENT CAUSES THE FACADE'S ORIGINAL PRESENCE TO DISINTEGRATE, MAKING THE TWO ENDS APPEAR AS TWO LESSER BUILDINGS A BLOCK APART. IF THE MARINERS COURT MUST BE USED FOR TRAFFIC, AT LEAST UNIFY THE FACADE WITH A COVERED COLONADE, EITHER WITH ARCHES, STONE PILLARS, OR COLUMNS (AS SHOWN AT RIGHT).



BRIDGING THE GAP WITH THE MONTEREY-COLONIAL STYLE PILLARS FROM BOTH THE ENTRY TUNNEL, & S.C. CITY HALL

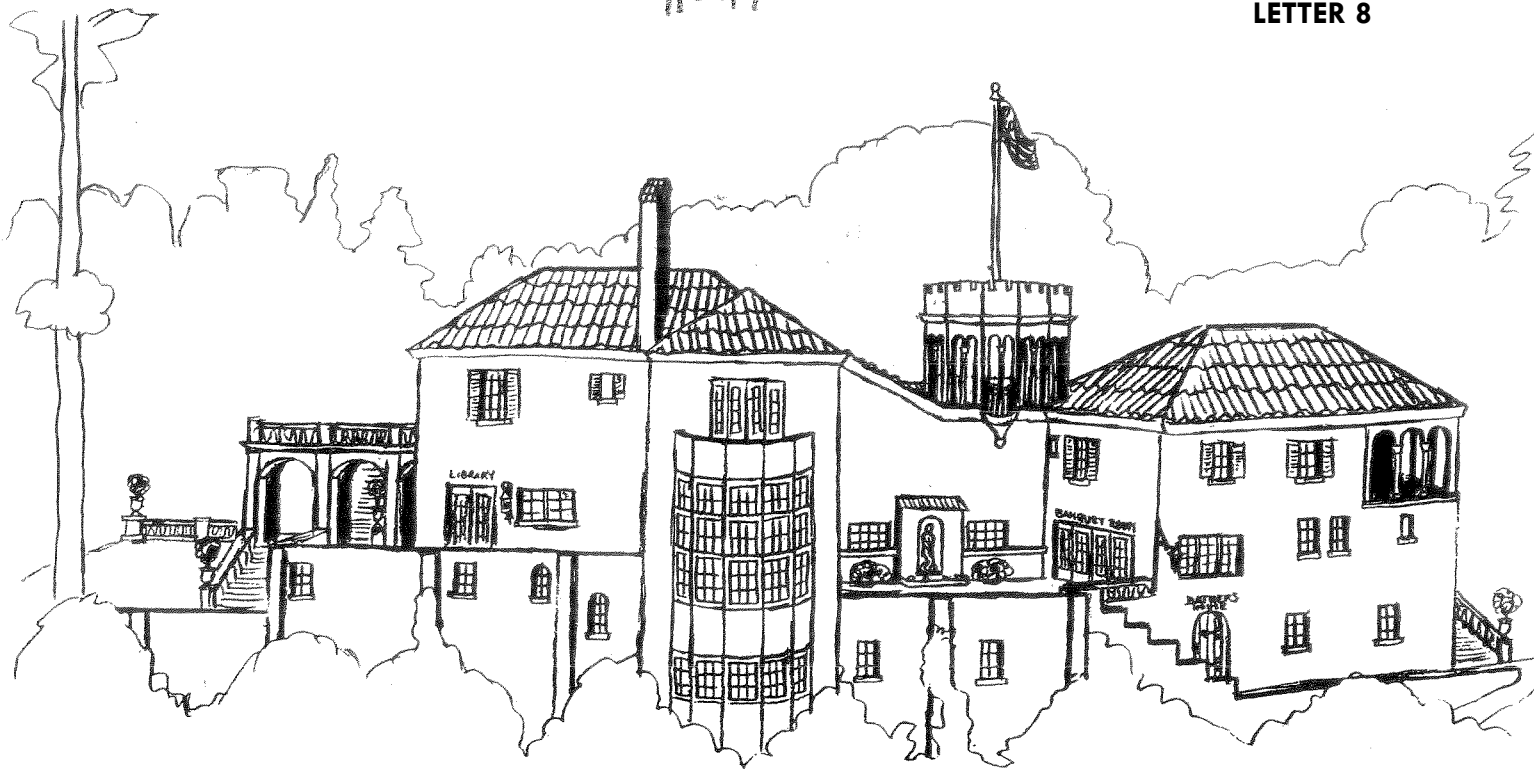




TRANSITIONING FROM A HILLSIDE
LOOK TO A HIGH TERRACE AREA USING STEP-BACKS.



THE ILLUSION OF ROOMS CLIMBING
THE HILLSIDE, YET ARE ON THREE EQUAL LEVELS



RISPIN MANSION

Capitola's Rispin Mansion is Mediterranean Villa style, and while not Hill Village style (which is the peasant's art), it shares some elements due to its hillside terrain. Only two stories face the street, but on the riverfront hillside, we see three stories. Yet even here, the wing

on the left sits on a terrace-topped podium, and while there are windows in the podium, it reads as a retaining wall, with only a two-story building on top. The various levels of the hillside are emphasized with staircases and terraces, that rise and fall from one end to the other with pathways and separate patios.



HERE IS A FOUR STORY STRUCTURE, YET WALL PLAINS MEASURE ONLY ONE-TO-THREE STORIES FROM ROOFLINE TO GROUND OR DEEP STEPBACK. ODD ANGLES (INSTEAD OF SQUARE) CONFUSE THE SCALE, SO IT APPEARS TO BE CONFORMING TO A HILLSIDE TERRAIN.

THE HEAD OF A VISTA CORRIDOR OF STAIRS, TERRACES & GARDENS
NEEDS TO RESOLVE IN A VISUAL STATEMENT OR ACCENT

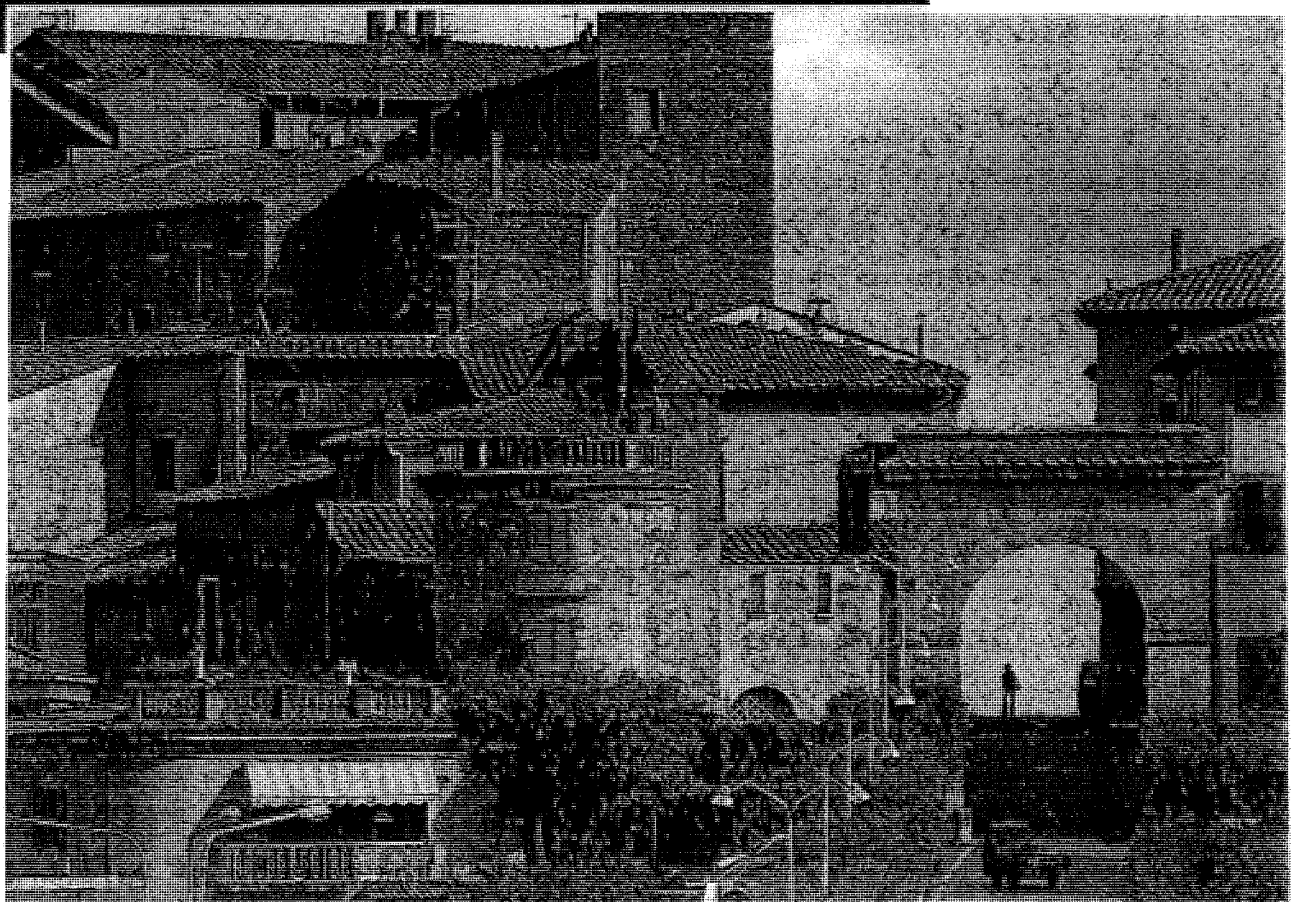
LETTER 8



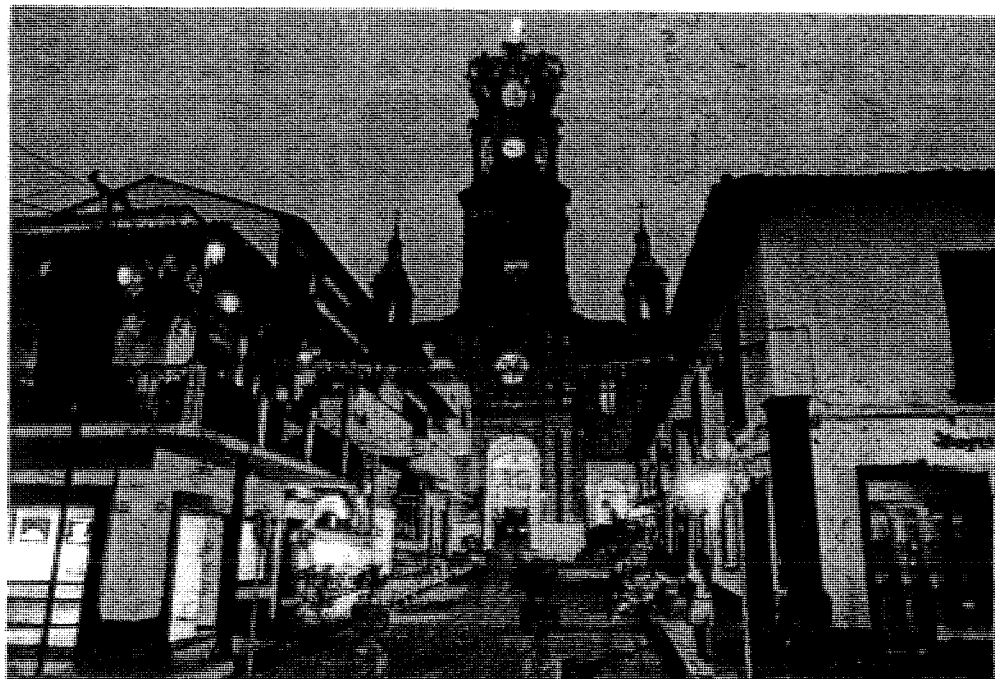
CASINO AT SAN REMO
TOPS PALM-LINED
FLIGHT OF STAIRS



CHIANCIANO TERME
STREET CLINGS TO
TWO-STORY ARCHWAY
ENTRY GATE



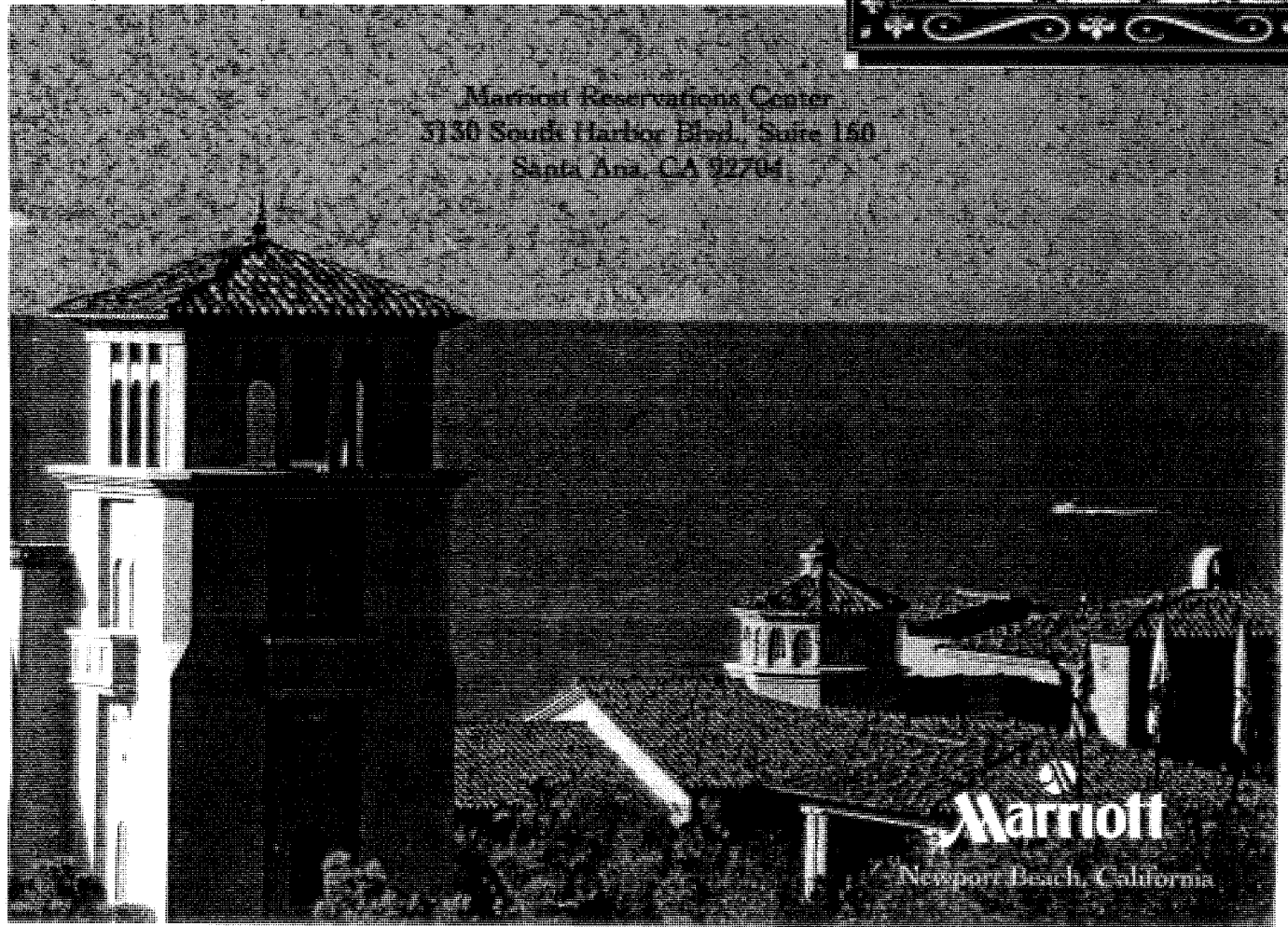
LIGHTED CLOCK FACE TOWER HEADS STREET
IN PUERTO VIEJA



NEON CLOCK TOWER A
LANDMARK FOR VISALIA,
CALIFORNIA

TOWER & MASSING DONE RIGHT AT
NEWPORT BEACH, CAL. MERRIOTT

Marriott Reservations Center
3130 South Harbor Blvd., Suite 150
Santa Ana, CA 92704



DOCTRINE OF OVERRIDING ECONOMIC BENEFIT

*CAN ONLY BE CITED IF THE SAME BENEFITS AREN'T AVAILABLE WITH
A PRESERVATION/RECONSTRUCTION PROJECT; OR THERE ARE NO REASONABLE ALTERNATIVES*

CEQA POLICY

ALTERNATIVES & MITIGATIONS

Public Resources Code §21002, states CEQA procedures are intended to identify the *significant impacts* of a proposed project, and the feasible *alternatives or mitigations* to avoid-or-substantially-lessen the significant impacts. It cautions that **Public Agencies should not approve unmitigated projects when feasible alternatives or mitigations are available that avoid-or-substantially-lessen the significant impacts**. A project may be approved in spite of one-or-more significant impacts, if certain overriding benefits render the alternatives or mitigations *infeasible*, meaning "...[not] capable of being accomplished in a successful manner" {Public Resources Code §21061.1}.

CONDITIONS FOR APPROVAL WHERE SIGNIFICANT IMPACTS OCCUR

Public Resources Code §21081, sections 21001, 21002 & 21002.1, states that any project identified in an EIR as having one-or-more significant negative impacts cannot be approved by any public agency, unless:

- ◆ Project changes are made that satisfactorily mitigate-or-avoid the impacts.
- ◆ The impacts fall within the jurisdiction and responsibility of another public agency, which finds that project changes have appropriately mitigated-or-avoided the impacts.
- ◆ Overriding benefits that are not possible in a mitigated project or a project alternative, render the alternatives or mitigations infeasible.

OVERRIDING ECONOMIC BENEFIT:

What has come to be called a condition of *overriding economic benefits* is based on a CEQA policy where special economic (or other) conditions may allow the approval of a project with one-or-more significant negative impacts. Yet as CEQA policy shows, this is *not* meant to automatically dismiss all laws for any project with a public benefit. *Equality under the law* is the reason for the law in the first place. The phrase is qualified in CEQA that it can be invoked *only if there are no feasible alternatives* {Public Resources Code §21002, See *Uphold Our Heritage v. Woodside* [2007] 147 Ca.App.4th 587, 597, 603}, and only in the case where *these same benefits* are not possible in a mitigated project or a project alternative {Public Resources Code §21081, sections 21001, 21002 & 21002.1}.

PROOFS: In the case of the La Bahia,

you can't just prove an historic building is old and has been poorly maintained, otherwise *no* historic building could ever be saved. You can't just prove it would be cheaper to build a modern structure, because under the National Register guidelines, preservation is coupled with reconstruction, and if most of the building cannot be saved, then most of the building *can* undergo new reconstruction and still retain its landmark status. You can't just prove a modern project would be a public benefit, if the same project in a rehabilitated landmark would *also* be a public benefit, because the rehabilitated version has the additional public benefit of *not losing* a Nationally designated Signature Landmark and "economic asset" for the waterfront, which is the *environmentally superior alternative* offering the least damage to the natural landscape, and the least impacts on adjacent historic landmarks and historic neighborhoods.

ALTERNATIVES: The developer previously offered such a preservation/reconstruction project, which the EIR still regards as both environmentally superior, and perfectly feasible, since it's being offered as Alternative 2. (It is illegal to offer alternatives that are *not* feasible, just to manipulate the process into only being able to chose the proposed project). {See *Save the Biobara River Assoc. Inc. v. Andrus* [D. Neb. 1977] 483 F. Supp. 844; and *Kings County Farm Bureau v. City of Hanford* [1990] 221 Ca.App.3rd 692, 735-737}. Just because the EIR deliberately excludes six official alternatives involving landmark rehabilitation, doesn't mean those alternatives no longer exist, but rather that the developer and EIR authors were deficient in having no Historic Rehabilitation Expert explore rehabilitation. This is not a mere oversight, because the B/SOL Plan describes this as a project to rehabilitate the landmark {B/SOL Plan p.28717}, requiring the developer work with a preservationist {Gen. Plan/Local Coastal Plan, in ReEIR appendix C16}. This proposal is an intent to seek total exemption from the preexisting realities of this site, and produce a project with less public benefit than any of the rehabilitation scenarios, which lack the *numerous significant unmitigated negative impacts* of the highrise proposal. ■

COMPARING THE
2007 HIGHRISE PLAN
TO A COMPLYING PLAN

ER 8

	MARRIOTT PROJECT	LA BAHIA PROJECT
SIZE:	1.35 Acre	1.4 Acre
LOTS:	4 lots on one block (3 motels, & triangle lot)	2 lots on one block (a landmark, & hillside lot)
COST:	2008: \$25 Million	2002 lowrise: \$21 Million 2006 highrise: \$30 Million
DEMOLISHING:	1964 Peter Pan Motel 1953 Villa Del Mar Mo. 1946 El Patio Motel	1926 Casa Del Rey Apts. (La Bahia)
HISTORIC:	El Patio—hist. resource (qualifies, for C.J. Ryland—arch.) Demo. not contested	NR2 National Landmark (confirmed Nat. Register-eligible) Demo. contested by HPC
REPLACING:	64 Motel units	44 Apartment suites
ROOM-COUNT:	150 units (87-unit gain) (\$165,000 per unit)	125 units (81-unit gain) (\$240,000 per unit)
ROOM TYPES:	hotel rooms	condo/time-share hotel
NEW RATES:	\$150-to-\$200 a night (similar to current rates)	\$200-to-\$300 a night (formerly \$1200-a-month)
HEIGHT:	41-feet	72.5-feet
STORIES:	5-stories max.	8-stories max.
REAR SETBACK:	4-stories setback, 18-ft.	6-stories setback 2-ft.
REAR IMPACT:	Rear faces back of Salt Air Motel	Rear faces facades of homes & tourist rentals
BORDERS:	A boxy motel district	An historic neighborhood, sea-beach, & Boardwalk
B/SOL COMPLIANCE:	Follows the B/SOL guidelines	82 out of 90 instances of non-compliance
IMPACTS:	None	3 significant impacts (all unmitigated)
ADJACENT OPINIONS:	No neighbors objected	Most neighbors objected
PARKING:	197-stall parking garage	133-stall parking garage 62-blocking spaces 45 space deficit (off-site)
DEVELOPMENT AGREEMENT:	Normal 3-year timeframe	Special 5-year timeframe, due to <i>difficulty funding</i>

LETTER 8 – Ross Eric Gibson

NOTE: The submitted letter is a compilation of text, photographs and images that is not presented in a typical “letter” format. Given the size and amount of photos, a black-and-white copy has been produced for this FEIR, but the full color version is available for review on the City’s website, at the City of Santa Cruz Planning and Community Development Department, and at the Santa Cruz Public Library, downtown branch.² A good faith effort has been made to respond to significant environmental issues raised. It is also noted that the commenter includes multiple references to General Plan, Local Coastal Plan (LCP) and/or Beach and South of Laurel Comprehensive Area Plan (B/SOL Area Plan) policies and text that are often outdated and/or incorrectly cited. For example, the City adopted an updated *General Plan 2030* in 2012 that supersedes General Plan policies contained in the former *General Plan/LCP 1990-2005* document, although the LCP policies in the 2005 document remain in effect. Additionally, many cited page numbers and other citations to the B/SOL Area Plan and B/SOL Plan Design Guidelines appear to be taken from earlier draft versions of the plan and not from the final adopted plan. The final adopted B/SOL Area Plan, which includes the Plan’s Design Guidelines, can be reviewed on the City’s website at: <http://www.cityofsantacruz.com/index.aspx?page=1171>. Lastly, the commenter repeatedly references the hiring of the Architectural Resources Group (ARG) by the project applicant. However, ARG was hired as part of the City’s EIR consultant team as indicated on page 4.2-1 of the DEIR and is consistent with the B/SOL Area Plan recommendations that a historic preservationist be retained by the City.

8-1 Historical Status and Preservation. The comment indicates that the La Bahia was determined to be eligible for listing on the National Register of Historic Places and a greater effort should be made to protect the “landmark”. The comment is acknowledged. The DEIR analysis indicates that the La Bahia is eligible for listing in both the National and California Registers and also discloses that the complex is designated as a landmark by the City of Santa Cruz. The comment suggests that the B/SOL Area Plan describes rehabilitation of the La Bahia landmark so it won’t lose its eligibility, but the B/SOL Plan does not state this. Page 109 of the B/SOL Area Plan, cited by the commenter, indicates that the developer should work with a historic preservationist retained by the City to meet the Plan’s Design Guidelines. The comment also suggests that La Bahia has specific protocols for how to preserve or restore a structure, but the comment is not clear as to what this means. The DEIR provides a full review of the history of the La Bahia site, its status as a local historic resource and eligibility for listing, and analyzes impacts related to demolition and rehabilitation of a portion of the site in Chapter 4.2 of the DEIR.

It is also noted that the commenter’s GP/LCP citations are not accurate. The citation for page 1-89 refers to a former General Plan policy (but not a LCP policy) that encourages historic preservation rather than demolition; this policy is superseded by

²The Planning Department is located at 809 Center Street, Room 107, Santa Cruz, California and the color letter is available for review during business hours: Monday through Thursday, 8 AM to 12 PM and 1 PM to 5 PM and is available online at: <http://www.cityofsantacruz.com/index.aspx?page=1775>.

policies in the City's *General Plan 2030*. The GP/LCP citation for page 1-37 includes a table identifying underdeveloped and underutilized lands that is not relevant to the project. The B/SOL Plan page 287 citation does not contain text, although a draft version discussed public services, not rehabilitation of La Bahia as suggested in the comment.

8-2 CEQA Requirements for Preservation. The comment states that "if a project can be done with preservation, a similar one cannot be approved without preservation" and cites Public Resources Code section 21061.1. The cited CEQA section provides a definition of "feasible,"³ but does not address historic preservation or alternatives as suggested by the commenter. As indicated on page 1-4 of the DEIR, CEQA requires that a public agency decision-making body make findings when approving a project where significant impacts have been identified. These findings would address mitigation measures and/or alternatives to reduce or eliminate significant impacts, including impacts on historical resources, and often conclude that proposed mitigation measures or alternatives are "infeasible." So it is not accurate to state, as the commenter does, that "if a project can be done with preservation, a similar one cannot be approved without preservation." Alternatives that preserve historical structures are sometimes infeasible. The commenter also indicates that the approved 2003 project is a legitimate alternative. The 2003 approved project on the La Bahia site was considered as an alternative in this EIR, but eliminated from further consideration in the DEIR for reasons explained on pages 5-22 and 5-23 of the DEIR.

8-3 Project Concerns. The comment states that the project exceeds the "carrying capacity" of the site, is traffic-intensive, does not replace trees and that any plan that doesn't preserve the majority of La Bahia should be rejected. The comment regarding the project exceeding the carrying capacity of the site is acknowledged, but does not specifically address analyses in the DEIR. Project traffic impacts are addressed on pages 4.3-13 through 4.3-20. See Response to Comment 8-27 regarding heritage trees.

The comment also asks that the project be "reset" to start with the "required preservationist" guiding the project. The comment is noted and referred to City decision-makers, but does not specifically address analyses in the DEIR and not further response is necessary. As indicated above, ARG was part of the City's EIR team. It is also noted that the comment also states that the B/SOL Plan named La Bahia the third most important economic asset for Heritage Tourism. The B/SOL Plan does disclose that the federal government had been investigating "Heritage Areas" throughout the country, and recommends that the City develop a strategy to develop "Heritage Tourism". The B/SOL Area Plan notes the City's major historic assets, which includes La Bahia, but no order of importance is assigned; see also Response to Comment 8-8.

³ The definition in section 21061.1 states: "'Feasible' means capable of being accomplished in a successful manner within a reasonable period of time, taking into account economic, environmental, social and technological factors."

- 8-4 La Bahia Landmark Recognition. Nine plaques and descriptions are offered by the commenter to recognize La Bahia as a landmark. The La Bahia was designated as a City “landmark” by the City Council in January 2002, as indicated on page 4.2-9 of the DEIR. The 1984 historical review of the La Bahia site identified in the comment does indicate that the scoring breakdown in the City’s *Historic Building Survey* “makes it clear that inclusion of La Bahia in the rating of Excellent was based on its architectural significance; had historical significance been included as part of the survey, the score could have reached into the category of ‘Exceptional,’” as suggested by the commenter. However, the commenter indicates that the City’s consultant, Ward Hall, determined in 1996 that the La Bahia was eligible for listing on the California and National historic registers. The referenced 1996 review included review of five structures including the La Bahia, and concluded that it is “likely” that the La Bahia is eligible for listing in the National Register and “also appears to be eligible” for the California Register. The DEIR text has been revised to include these clarifications; see the CHANGES TO DRAFT EIR (3.0) section of this document. Furthermore, the records search conducted as part of the archaeological reconnaissance in 2001 reported that the National Register evaluation had not yet been completed.⁴ The 2013 analysis conducted by Architectural Resources Group for this EIR did conclude that the La Bahia is eligible for both the California and National Registers. Since the comment does not directly address analyses contained in the DEIR, no attempt has been made to verify the accuracy of the statements associated the pictures provided.
- 8-5 National Register Criteria. The comment provides a header entitled “National Register Criterion A: Association with Significant Pattern of Events”, followed by photos and statement implying that the La Bahia was a naval convalescent hospital during World War II that was visited by Hollywood stars. The naval hospital was set up at the former Casa del Rey hotel during World War II, and the La Bahia served as an annex to the hospital, as indicated in the DEIR on page 4.2-6. The City and its consultants are unaware of any documentation demonstrating La Bahia’s association with any Hollywood stars. The DEIR already concludes that the La Bahia is eligible for listing under NRHP Criterion A for its association with the development of Santa Cruz’s beachfront in the 1920s and 1930s (see page DEIR 4.2-11).

Similarly, the comment provides a header entitled “National Register Criterion C: Architectural Significance”, followed by photos of the architect, William C. Hays, lamp maker, John N. Otter, and John Howard Galen, who started the University of California at Berkeley’s School of Architecture. The DEIR historical analysis contained in Appendix C of the DEIR and summarized on page 4.2-11 of the DEIR found the property eligible under this criterion as an excellent example of the Spanish Colonial Revival style and due to its association with the architect William C. Hays. Other statements in the text, such as La Bahia is an “excellent example of California’s Mediterranean School of Architecture”, are immaterial to the conclusion in the DEIR, and the City and its consultants are not aware of any such nomenclature. Several pages of photographs related to Hays and Galen’s architecture, as well as photos of

⁴ Archaeological Consulting. November 2001. “Preliminary Archaeological Reconnaissance of Assessor’s Parcel 005-213-02 & -03, Santa Cruz, Santa Cruz County, California.”

lights suggested to be associated with John N. Otar, are presented by the commenter. As the conclusion with eligibility under this criterion has been made in the DEIR, no attempt has been made to verify the accuracy of the statement and associated pictures presented by the commenter.

Lastly, the comment includes a picture with a header entitled “National Register Criterion D: Archaeological Resources” and states that the Court of the Mariners is named for its spring-fed fountain, where Spanish-era ships got drinking water. As discussed in Response to Comment 8-24, there was no confirmation of the existence and use of such a spring during research conducted for the 1984 historic investigation. In any case, a natural spring, if it did exist, is a physical feature and not necessarily related to an archaeological resource. The state and federal registers indicate that a property would be eligible under this criterion if it has “yielded, or is likely to yield, information important to prehistory or history.” The archaeological reconnaissance for the property, which included a literature and records search, did not find evidence of significant historic archaeological resources during the reconnaissance (Archaeological Consulting, 2001). See also Response to Comment 8-24.

- 8-6 La Bahia Courtyards. Several pages of photographs and notes are provided by the commenter regarding La Bahia’s courtyards, which include statements regarding potential modifications. As indicated on page 4.2-8 of the DEIR, the courtyards were labeled Courtyards #1 and #2 on the original building plans. One of the photo captions notes a “natural spring” from one of the fountains in the courtyards, but as indicated in Response to Comment 8-5, there is no documentation that a natural spring exists. As the comment does not address analyses in the DEIR, no further response is necessary.
- 8-7 Tourist Economy. The comment indicates that, along with agriculture in Santa Cruz County, tourism is the “top economy[y]” in the City and provides examples of what the commenter believes to be key elements of tourism. The comment is acknowledged, but does not address environmental analyses in the DEIR, and thus, a response is not necessary.
- 8-8 B/SOL Strategy: Heritage Tourism. Background information on “heritage tourism” is provided by the commenter, in part from the B/SOL Area Plan and is so noted, but the comment does not specifically address analyses in the DEIR, and thus, a specific response is not necessary. Nonetheless, it is noted that the B/SOL Plan page citations in the comment do not discuss heritage tourism, which is discussed on pages 239-240 of the final adopted Plan. The B/SOL Area Plan identifies two recommendations (not goals as suggested by the commenter) to develop a “Heritage Tourism marketing strategy, emphasizing historic assets of the Wharf, the Boardwalk, surrounding neighborhoods – particularly Beach Hill and Downtown neighborhoods.” The commenter’s text does not accurately describe the B/SOL Plan’s reference to historic resources. In particular the Plan does not identify La Bahia as the “third most important ‘economic asset’ on the waterfront.” Specifically, the Plan states the following, which as been added to the DEIR (see the CHANGES TO DRAFT EIR (3.0) section of this document):

"The planning process has identified the great strength of Santa Cruz's rich historic legacy in the Beach Area and has specifically designed recommendations which build upon it. Among its major historic assets are:

- › *the Boardwalk: the last remaining Pacific Ocean Park in American, designated a California State Historic Landmark in 1989,*
- › *the 1911 Charles Loof Carousel, a National Historic Landmark,*
- › *the Giant Dipper Roller Coaster, a National Historic Landmark,*
- › *the Santa Cruz Historic Wharf,*
- › *the La Bahia Apartments, listed on the Santa Cruz Historic Building Survey,*
- › *the Southern Pacific Depot, listed on the Santa Cruz Historic Building Survey, and*
- › *the proposed Historic Preservation District of Beach Hill.*

The study's recommendations regarding zoning, design guidelines and development standard combine to reinforce the historic underpinnings of the Beach area. The sensitive expansion and reuse of the La Bahia into a quality conference hotel, the review and revitalization of the Wharf, the return of a charming, historically designed open air shuttle will all contribute substantially to recreating the historic ambiance of the Beach's earlier resort style. Linkage with the rebuilt Downtown shopping district is a definite plus."

8-9 La Bahia Development Background. The commenter provides his opinion of the background of development proposals for the La Bahia site. It is noted that the commenter erroneously asserts that the City's experts hired as part of the B/SOL Area Plan development "concluded the La Bahia was eligible for the National Register of Historic Places." Past studies actually concluded that the project was *likely* eligible for listing; see Response to Comment 8-4. The historical resources report prepared as part of this EIR provided the evaluation and conclusion. See also Response to Comment 8-1, as text is duplicated from this previous comment. The comment does not specifically address analyses in the DEIR, and thus, no further response is necessary. The comment's note on the lower left-hand corner of the comment implies that the approved 2003 "Swenson Plan" was "viable" as it was included as an alternative for the hotel proposal in the 2008 EIR. However, in approving the hotel proposal in 2009, rather than an alternative based on the 2003 project, the City Council relied on expert evidence that this alternative was infeasible. (See also page 5-22 of the DEIR). The commenter also suggests that without a larger project (with site to the east), the B/SOL Plan envisioned a smaller hotel. However, the B/SOL Plan never intended to force a larger project or preclude a project only on the La Bahia site, and the current smaller project is consistent with recommendations in the B/SOL Area Plan. Additionally, the Seaside Company does not own or control the other properties that would have comprised a larger project. (See also pages 4-23 to 5-24 of the DEIR regarding an alternative to combine with the property to the east.)

8-10 Differentiation. The commenter references the Secretary of Interior Rehabilitation Standard #9 that calls for new additions to be differentiated from historic portions of a building, and provides opinions on what this might mean. The commenter opines that early discussions about La Bahia "suggested identical craftsmanship" with

differentiation being the “modern spray-on sandpaper finish stucco to contrast with the variety of fancy troulwork finishes used on the historic structure,” but it is not known where this suggestion might have originated. The comment does not specifically address environmental analyses in the DEIR, and thus no further response is necessary.

- 8-11 La Bahia Building Style. The commenter states that the B/SOL Plan and Guidelines require Spanish Colonial style for new construction at the La Bahia site and presents opinions on architecture that suggests the proposed design is the wrong building style for the project. The commenter’s opinion is noted. The comment does not specifically address analyses in the DEIR, and thus, no further response is necessary.
- 8-12 Historic Preservation. The commenter provides references to Mission architectural styles, California Missions, and the 1997 ARG report, but does not specifically address analyses in the DEIR, and thus, no response is necessary.
- 8-13 Recent Hotel Construction and La Bahia Parking. The commenter identifies hotel projects constructed within the City over past few years and suggests that as a result there is no longer a need to “overbuild the La Bahia site.” The commenter’s opinion is so noted, but does not specifically address analyses in the DEIR, and thus, no further response is necessary. The commenter also claims that the project will create a 65-space parking deficit, which is incorrect. As discussed on page 4.3-21 of the DEIR, the project parking supply is adequate.
- 8-14 Development Process. The commenter indicates that the City Council “negotiated a deal” in 1997-98 that resolved issues of protecting neighborhoods and landmarks and adding hotel rooms to the La Bahia site. The commenter’s text is followed by photos of photos of other inns and hotels as suggested models for La Bahia. It is unclear as to what “deal” is being referenced, but it appears that the commenter is referring to the studies that were prepared for the City as part of the development of B/SOL Area Plan in which a final recommendation for the La Bahia site was made. These studies did not result in any legally binding “deal” that the current project proposal must satisfy, though to the extent that the studies resulted in policy language found in the B/SOL Plan, the project satisfies its obligations under such plan language. The comment is acknowledged, but does not specifically address environmental analyses in the DEIR, and thus no further response is necessary. It is noted that the commenter suggests that “an EIR is developer-centered as the sole decision-maker,” although the context of the comment is unclear. However, as explained on page 1-1 of the DEIR, the EIR was prepared for the City of Santa Cruz, and one of the purposes of an EIR is to inform governmental decision-makers and the public about potential significant effects of a project. The City Council, and not the developer, will make the final decision regarding what sort of design is appropriate for the project site.
- 8-15 Adjacent Uses and Building Heights. The commenter suggests that the La Bahia is the “centerpiece and focal-point” of a “tourist apartment district” that surrounds the site with a mix of building heights. The comment is noted, but it is further noted that adjacent structures include motels and hotels on Westbrook and Main Streets, and a mix of single-family homes and inns along First Street. The DEIR notes a mix of building

heights in the surrounding area on page 4.1-1 of the DEIR. The comment does not specifically address analyses in the DEIR, and thus, no further response is necessary.

- 8-16 Construction-Related Vibration. The commenter references the EIR in that it identifies vibration from excavation as an adverse impact on the portion of the La Bahia to be saved and adjacent buildings. The commenter further suggests that this is “fracking” and also provides accounts of his experiences with construction and theories about excavation. The DEIR does address potential impacts to historic buildings due to vibration resulting from construction (see pages 3.2-24 to 3.2-25). However, the as indicated on page 4.2-26 of the EIR, most construction equipment would not result in the levels of vibration that would cause harm to buildings. The primary concern was related to the ground improvement technique to mitigate liquefaction hazards, which involves installation of stone columns via a vibrator to create a denser soil. It does not occur by “fracturing” bedrock. As indicated on page 4.2-25, this technique could result in potential adverse effects to the onsite retained portion of the La Bahia, but not to offsite historic structures given the distance. Mitigation Measure 4.2-5a sets forth a detailed process for monitoring vibration during construction to prevent damage to historic structures within 50 feet of this construction component. Demolition and the geotechnical preparation of the site are expected to take approximately four months.

Additionally, the short-term period of this construction element would be expected to be perceptible to nearby residents. As indicated on page 4.2-25 of the DEIR, the vibro-displacement stone column technique could result in a vibration level of approximately 0.1 inch/second (in/sec) PPV (Peak Particle Velocity), the threshold for potential damage to historic buildings. As shown on page, 4.2-3, most construction equipment (i.e., bulldozer, tucks, jackhammer) are below this level. Vibration related to construction is estimated to be slightly perceptible at 0.012 in/sec, distinctly perceptible at 0.035 in/sec, and strongly perceptible at 0.10 in/se (Caltrans, June 2004). While the vibration of installation of the vibro-compaction columns could be strongly perceptible to some nearby residents, it would be of short duration, and the remainder of construction activities would be below this level.

- 8-17 Onsite Natural Spring. The commenter suggests that the project site had an ephemeral creek and spring and cites a report prepared for John Gilchrist and Associates in 1984 that says this spring was a feature noted in Spanish days. The comment also states that the spring may be discovered during construction. As indicated in Response to Comment 8-24, the cited 1984 study indicated that no documentation was found to support this “local legend” about an onsite spring. Furthermore, geotechnical studies conducted for the project site have identified perched groundwater at the site. As indicated on page 4.6-8 of the DEIR, the geotechnical investigations conducted at the site indicates that groundwater was encountered in most of the soils borings, perched above the bedrock. However, a natural spring is where underground water flows onto the ground surface, which is not evident at the project site. Mitigation Measure 4.6-1 requires implementation of recommendations in the project geotechnical report, which includes the recommended measures to address encountering groundwater during construction, such as dewatering.

- 8-18 B/SOL Objectives. The commenter references the B/SOL Area Plan objectives and Design Guidelines and his opinion of the history of City review of previous proposed projects at the project site as well as the suggestion that the B/SOL Plan Design Guidelines require a higher degree of design review in the Beach and South of Laurel area. However, the comment does not specifically address environmental analyses in the DEIR, and thus a specific response is not necessary. It is noted that commenter cites page 135 of the City's 2005 General Plan/LCP as indicating that the B/SOL Area Plan objectives "take precedence" over the General Plan. However, this citation actually indicates that area plans adopted as part of the General Plan take precedence over land use descriptions on the General Plan Land Use Diagram. The B/SOL Area Plan does not include a land use designation that differs from the existing LCP or General Plan land use designation. The DEIR describes relevant plans and policies in section 4.7 of the DEIR. Furthermore, the B/SOL Area Plan does not establish specific objectives, although the Design Guidelines do state that "to ensure that the objectives of the Beach Area/SOLA Plan are met, it is necessary to exercise a higher degree of design review oversight than currently provided in the zoning district regulations" as suggested by the commenter.

The commenter also references the City's Historic Preservation Commission (HPC) and suggests that its decision on the last La Bahia proposal was ignored. According to the City's Municipal Code section 2.40.121, the Historic Preservation Commission shall have power and be required to: (a) draft and recommend measures to implement the historic preservation plan, including an historic preservation ordinance, to the city council; and (b) perform such other administrative and advisory functions as may from time to time be delegated to the commission by ordinance or resolution. Pursuant to Municipal Code sections 24.08.900 and 24.08.1012, the Commission is responsible for approving historic alteration permits and demolition of buildings listed in the City's Historic Building Survey. Decisions of the HPC may be appealed to the City Council. However, pursuant to Municipal Code section 24.04.150, whenever a project requires more than one permit, the permits shall be processed concurrently, and where authority normally rests with more than one decision-making body, final action shall be taken by the decision-making body with the highest authority, which in the present case is the City Council. It is also noted that the commenter's reference to the developer hiring ARG is incorrect as ARG is part of the City's consultant team as explained in the Note at the beginning of the responses to this letter

- 8-19 Landmarks Policy and Historic Districts. The comment states that the B/SOL Design Guidelines support preservation for landmarks, requiring historic buildings and new development next to historic buildings to follow "Conservation District" guidelines whether in such a district or not. The section of the Design Guidelines cited in the comment is from section III.C.1 that indicates "additions or remodeling to buildings that exhibit a distinct historic architectural style shall adhere to the guidelines for Conservation Districts" that are included in section III.G of the Guidelines. The project site is not located within or adjacent to any areas that are zoned with a Conservation Overlay. The referenced section III.G is general in describing Spanish Colonial Architecture features. However, there a number of guidelines that address architecture, and City staff has conducted a preliminary review that the proposed project is consistent with the Design Guidelines, as indicated on page 4.7-9 of the

DEIR. As indicated in Response to Comment 2-1, the DEIR incorrectly reported that the project did not meet the minimum 15-foot floor to ceiling height for street commercial spaces as the project proposes 12 feet. Upon re-examination, it is noted that the B/SOL Guidelines do allow for a minimum 12-foot minimum floor-to-ceiling height to encourage retail activity, which has been clarified in the DEIR text. See the CHANGES TO DRAFT EIR (3.0) section of this document. A full review of project consistency with the Design Guidelines will be provided in the staff report for the project.

It is also noted that the comment cites the Design Guidelines with regard to preservation of Beach Hill and formation of a historic district for that area, which is not directly specifically applicable to the proposed project location in the Beach Commercial subarea. The historic district recommended for the Beach Hill in the B/SOL Area Plan is located north of the Second Street and is not contiguous to the proposed project site. Furthermore, there are no specific guidelines in the B/SOL Design Guidelines that support preservation of landmarks as suggested by the commenter. Several of commenter's references to Beach Hill policies are not relevant to the proposed La Bahia project. The commenter also cites the Design Guidelines with respect to intent of the Guidelines, although the Guidelines do not refer to restoration of La Bahia as suggested by the commenter.

- 8-20 La Bahia Guidelines. The comment cites the B/SOL Area Plan Design Guidelines regarding building styles and historic areas, and states that La Bahia is cited as a prime example of Spanish Colonial style to emulate in new construction, although the citations generally are not correctly cited. For example, the comment states that the B/SOL Design Guidelines indicate that "new buildings shall emulate the finest architecture of the community", such as the "fine examples of [Spanish Colonial Revival style] evident in the nearby La Bahia Apartments and Casa Blanca Hotel," but this citation does not exist in the adopted Guidelines. In describing the community character of the Beach Commercial subarea, section IV of the Design Guidelines indicates that development opportunities in the Beach Commercial area include new hotel and conference facilities and "improved visitor serving commercial development." The text further indicates that: "These contemporary opportunities shall emulate the past era when Santa Cruz was a prominent seaside resort. Hotels, such as the Sea Beach, incorporated significant scale with unique architecture that complemented the Victorian villas of Beach Hill" (page 78). The text and one guideline in this section do indicate that "Spanish Colonial Revival architecture shall be used to establish the Beach Commercial design character in proximity to the La Bahia Apartments and Casa Blanca Hotel" (page 82). It is also noted that this cited guideline also states that "While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general 'Spanish Resort' style." Furthermore, there are no specific guidelines that specifically address development of the La Bahia site as suggested in the comment.
- 8-21 Historic Preservation Policies and Historic Building Survey. The commenter presents background information on City character, preservation policies and the Historic Building Survey, part of which are from the City's 2005 General Plan/LCP and expresses an opinion that restoration or adaptive reuse is being misinterpreted. The

comment is noted, but does not specifically address analyses in the DEIR, and thus no further response is necessary. However, it is noted that some cited policies are from the City's former General Plan, which have been superseded by the City's *General Plan 2030*, and are misquoted. For example, CR2.1.2, which is not a LCP policy, relates to retrofitting historic structures to preserve their exterior appearance, but this program does not specifically "encourage rehabilitation" rather than demolition of historic buildings as suggested in the comment. Policy CR2.1 is a LCP policy that states "Protect and encourage restoration and rehabilitation of historic and architecturally-significant buildings and landmarks."

8-22 Use of Certified Local Government Protections. The comment indicates that the Santa Cruz City Historic Preservation Commission became a Certified Local Government in 1995 and that furthering national preservation goals for a National Register-eligible landmark such as the La Bahia is the obligation of a Certified Local Government. The commenter is correct that the City became a Certified Local Government (CLG) in 1995. According to the State Office of Historic Preservation:

"The Certified Local Government (CLG) Program is a partnership among local governments, the State of California (OHP) and the National Park Service which is responsible for administering the National Historic Preservation Program. The CLG program encourages the direct participation of local governments in the identification, evaluation, registration, and preservation of historic properties within their jurisdictions and promotes the integration of local preservation interests and concerns into local planning and decision-making processes" (City of Santa Cruz, January 2014).

The City, as part of its CLG status has adopted a historic preservation ordinance (HPO) that provides for the protection, enhancement, and perpetuation of significant cultural resources in the GP Area. The HPO provides the statutory framework for local preservation decisions, and contains sections governing the following topics:

- Historic District Designation (Part 2, Chapter 24.06);
- Historic Landmark Designation (Section 24.12.420);
- Archaeological Resource Procedures (Section 24.12.430);
- Procedure for Amending Historic Building Survey (Section 24.12.440);
- Procedure: New Construction in Historic Districts (Section 24.12.450);
- Historic Alteration Permit (Part 10, Chapter 24.08);
- Historic Demolition Permit (Part 11, Chapter 24.08); and
- Historic Overlay District (Part 22, Chapter 24.10).

Thus, the City's status as a CLG does not take away the City's legislative discretion to approve alteration or demolition of historic buildings, but the ordinances established as part of this status sets for the process in which such decisions are to be undertaken. It is also noted that the commenter's reference to the developer hiring ARG is incorrect as ARG is part of the City's consultant team as explained in the Note at the beginning of the responses to this letter.

8-23 Strategies for Preservation. The comment cites a number of policies and programs from the former 2005 General Plan regarding historic preservation, landmarks and protection of historic areas and offers opinions and/or interpretations regarding applicability to the proposed project. However, many citations generally have been superseded by the City's adopted *General Plan 2030* or are not LCP policies, and are incorrectly cited, are not relevant to the proposed project and/or offer the commenter's interpretation. While the comment does not specifically address environmental analyses in the DEIR, and thus no further response is necessary, some incorrect citations in the comment are identified below. It is noted, however, that the commenter correctly cites the following LCP policies regarding historic preservation and/or landmarks: CD3.5 [development in relation to landmarks and historic areas and buildings], CR2.3 [City administrative and review procedures to recognize and protect historic resources], and CR2.3.2 [program to identify and protect historic and archaeological resources]. As indicated on pages 4.7-9 to 4.7-10 of the DEIR, project consistency with all applicable adopted plans, including the LCP, will ultimately be determined by the City Council.

- Cited policies that are former General Plan policies, which are not LCP policies, and thus no longer pertinent include: CD3.5.2, CD4.2, CR2.1.1, CR2.1.2, CR2.1.3, CR2.1.3.1, CR2.2, CR2.2.3, CR2.3.1, CR2.3.4, CR2.4, CR2.4.1, CR2.4.2 and cited Maps CD-4 and CD-5.
- *"Be Flexible in Favor of Preservation"* - The cited Land Use Policy 3.3.1, is a LCP program under the policy regarding development adjacent to natural areas and agricultural lands, that calls for use of planned development and other techniques that allow clustering to "protect resources and views and allow for siting that is sensitive to adjacent uses," but does not address historic resources as suggested in the comment. The pro
- *"Save Landmark's Chief Façade"* - The comment suggests that the B/SOL Plan and Guidelines call for protection of the Beach Street façade, but most citations are not correct. It is noted, however, that the B/SOL Plan and supporting studies call for retaining La Bahia's "character-defining elements" *if* the existing La Bahia structure is to be preserved, as discussed on pages 4.2-10 to 4.2-11 of the DEIR, which includes buildings on Beach Street and the courtyards. See also Response to Comment 10-6 regarding retaining La Bahia's character-defining elements.
- *"Protect Historic Areas/Neighborhoods"* - CR2.2.2 is a LCP policy that applies to compatible development within or adjacent to a historic district, and is not applicable to the proposed La Bahia project, as the site is not within or adjacent to a historic district.
- *"Protect Scale of Landmarks"* – CD2.2 is an LCP policy calling for preservation of important views. As discussed on pages 4.1-10 to 4.1-11 of the DEIR, the proposed project would not result in elimination or obstruction of scenic views. CD2.2.1 is a LCP program that calls for development of design guidelines to protect visually sensitive areas, including Beach Hill. The City's adopted B/SOL Area Plan Design Guidelines meet this program for the project area.
- *"Avoid a Waterfront Wall of Buildings"* - LU3.5.1 is a LCP program that addresses protection of coastal bluffs and beaches from intrusion by non-

recreational structures and incompatible uses along the shoreline, and is not related to building heights as suggested by the commenter.

- “Place Landmarks on National Register” - CR2.1.3 is not a LCP policy or program and directs the City to identify and designate structures or sites that are landmarks or historic structures. As discussed in the DEIR, the La Bahia site has been designated both by the City.

8-24 Archaeological Resources. The commenter provides references to former General Plan policies that are LCP policies, which address protection of archaeological resources. The commenter correctly cites Map CR-2, which is part of the LCP, as correctly showing most of Beach Hill as an archaeologically sensitive area, although the La Bahia site is not within this mapped sensitivity area in the LCP. The comment indicates that the proximity of the project to a sensitive archaeological area (Beach Hill) warrants study. An archaeological investigation was conducted for the property in 2001 as discussed on page 30 of the Initial Study in the Appendix A of the DEIR. No potential archaeological resources were identified, but the project will be subject to halting construction should any unknown resources be uncovered during construction in accordance with requirements set forth in the City Municipal Code section 24.12.430. See page 31 of DEIR Appendix A for review of potential paleontological resources. The comment includes a drawing of the former La Bahia, although the source is unknown.

The comment further indicates that the history of Westbrook Spring is well documented as being used as a water source by passing ships and cites the historical analysis prepared in 1984 as part of this documentation. However, this citation, which is the historical review conducted for the La Bahia site in 1984 (Archaeological Consulting and Research Services), indicates that there was no confirmation of existence and use of such a spring during research conducted for the 1984 investigation. The 1984 investigation noted that “while no confirmation of this legend was found during research, it does persist.” John Chase notes in his book, *The Sidewalk Companion*, that the Court of the Mariners had a fountain “supposedly supplied by a natural spring.” In any case, a natural spring, if it did exist, is a physical feature and not necessarily related to an archaeological resource. The archaeological reconnaissance for the property, which included a literature and records search, did not find evidence of significant historic archaeological resources during the reconnaissance (Archaeological Consulting, 2001). Additionally, as indicated on page 4.6-8 of the DEIR, the geotechnical investigations conducted at the site indicate that groundwater was encountered in most of the soils borings, perched above the bedrock. Thus, there is no documentation to support the commenter’s claim that a former natural spring existed on the project site or would be considered an archaeological resource.

8-25 Natural Landforms. The comment suggests that the “hillside slopes” on the project site are natural and not artificially constructed and provides citations from the City’s 2005 General Plan/LCP. As indicated on page 32 of the Initial Study that is included as Appendix A of the DEIR, the City has indicated that “it appears that the onsite slope, in part, was created due to past grading for the site to create level areas in the upper portion of the site.” The comment suggests that the “La Bahia site is a designated bluff

and hillside,” but no such designation or mapping exists in the City’s LCP or current General Plan. The comment cites a number of policies and programs from the former 2005 General Plan regarding slopes, erosion and protection of natural areas and offers opinions and/or interpretations regarding applicability to the proposed project. Some citations are not current General Plan or LCP policies. Potential erosion impacts resulting from construction of the proposed La Bahia project are discussed on pages 33 and 38-40 of the Initial Study that is included in Appendix A of the DEIR. The comment does not specifically address environmental analyses in the DEIR, and thus no further response is necessary.

- 8-26 Prominence of Beach Hill. Several citations are provided related to maintaining the prominence of Beach Hill. It is correct that cited LCP program 3.5.4 requires maintenance of “the prominence of Beach and Mission hills when development is propped on or near them.” The proposed project is not located on or adjacent to Beach Hill. The B/SOL Area Plan identifies the Beach Hill subarea’s southern boundary as being defined by Second Street, which is not adjacent to the project site. Nonetheless, the project will not affect the prominence or visibility of Beach Hill. There are limited areas where the La Bahia site is visible within the viewshed of Beach Hill, and in these areas the “prominence” of Beach Hill has not changed. The DEIR text has been clarified; see CHANGES TO DRAFT EIR (3.0) of this Final EIR.
- 8-27 Heritage Trees. The commenter offers opinions regarding former landscaping on the site and area “heritage” landscaping, and cites former environmental studies at the project site followed by several pages of photos. The comment suggests that mitigation is not adequate for a “significant” impact related to removal of heritage trees. As indicated on page 28 in the Initial Study (Appendix A of the DEIR, four heritage trees will be removed and replaced with four 24-inch box trees and nine 36-inch box trees, which exceeds the replanting requirement under City regulations. An arborist report prepared subsequent to the Initial Study identified four onsite heritage trees and four heritage trees in the public right-of-way. However, four heritage palm trees near the Beach Street intersections with Main Street and Westbrook Street will be retained and protected during construction. Thus, the project would result in removal of four heritage trees that would require replanting with one 24-inch size specimen for each removed tree. Existing onsite trees are all ornamental trees, and the heritage trees to be removed include: one pittosporum tree, one jacaranda tree, one Chinese juniper, and one rubber tree. The landscaping plan shows planting of nine 24-inch trees and ten 36-inch trees, which exceeds the City’s replacement requirement for removal of a heritage tree. Four of the 36-inch box trees are Saratoga bay laurel trees. The Initial Study text has been corrected to identify the number of proposed trees to be planted as part of the project; see the CHANGES TO DRAFT EIR (3.0) section of this document. Thus, as indicated in the Initial Study, the removal of four heritage trees and proposed tree planting is consistent with the City’s local heritage tree regulations and replanting requirements and would not conflict with local tree preservation regulations or result in a significant impact. Thus, the project would not result in a significant impact that would require mitigation. The proposed replanting of 19 trees exceeds the City’s requirement which is one 24-inch tree for each of the four heritage trees to be removed.

- 8-28 Onsite Restoration Options. The commenter indicates that the restoring the La Bahia as a “boutique luxury” hotel is the preferred option for existing restoration of a “National Register-quality landmark” and opines that this could provide 80 hotel units. The commenter further states that this restoration with a low-rise expansion could produce 125-150 hotel units with offsite parking. The comment is acknowledged, however it does not suggest new potentially feasible alternatives for the purpose of CEQA analyses as discussed below. In addition to discussion of a required “No Project” alternative, the DEIR evaluates a full restoration alternative and a partial restoration alternative to the proposed project as discussed on pages 5-25 50 5-35 of the DEIR, both of which address full or partial protection of the existing La Bahia complex.

The commenter’s first suggestion is to rehabilitate the La Bahia without construction of a new building to create 80 hotel units. The comment also indicates this alternative could create 44 to 50 apartments, but a use other than a visitor-serving use would not be appropriate given the site’s size and land use/zoning designation, and therefore, was eliminated from further consideration as discussed on page 5-23 of the DEIR. The commenter’s suggests that 80 hotel units could be developed within the existing buildings, which given the existing size would result in room sizes of 350-400 square feet, which would be lower than the proposed room size of 425-575 square feet. The alternative would not result in new meeting/conference space or other hotel amenities within the rehabilitated existing buildings and no new construction would occur. Thus, this suggested alternative would not meet the underlying purpose of the project, the basic project objectives, or City policies and recommendations to develop a quality, full-service hotel at the site (see Objectives 1, 3, 5, 10, and 12 on DEIR pages 5-20 to 5-21); with fewer rooms and no conference facilities, such a proposal would only partially meet Project Objectives related to strengthening the City’s fiscal situation and serving as a catalyst for beach improvements (2, 6, and 9). Furthermore, this suggested “option” for restoration includes partial onsite and offsite parking. An alternative that does not provide onsite parking in accordance with City regulations would not be considered feasible as there is no alternate location for project parking. Offsite parking would include public parking spaces, and elimination of public parking spaces would be considered inconsistent with City Local Coastal Plan policies. For these reasons, this suggested alternative is not considered feasible or suitable for further consideration.

The commenter’s second suggestion is to restore and expand the La Bahia in a “low-rise” manner, which would yield 125-150 rooms. (The commenter also indicates that this option could yield 70-100 apartments, but as indicated above, residential uses would not be considered appropriate for further consideration as a project alternative.) This suggested option is similar to Alternative 1, which is analyzed in the DEIR. The commenter provides a schematic rendering of what his suggested option might look like, but it is not to scale. As indicated in Response to Comment 2-4, the DEIR did not identify significant impacts related to aesthetics that would warrant discussion of alternative designs.

- 8-29 Restoration with Casa Del Rey Hotel. The commenter states that “total-complex restoration” that includes the (former) Casa Del Rey site is the preferred option for a “total-complex restoration” and opines that this would create 300-rooms in the main structure with 50 to 105 apartments. The comment also indicates that the B/SOL Plan proposed rebuilding the footprint of the Casa del Rey Hotel, “including the hotel’s Spanish Arches.” Development of the proposed project on an alternate site, specifically the former Casa del Rey Hotel site, was considered and eliminated from further consideration as discussed on page 5-23 of the DEIR. The former Casa del Rey is not designated for visitor-serving accommodations.
- 8-30 Raise Existing Building. The commenter suggests raising the existing buildings with development of parking on a new first floor as a preferred option for “moving landmark a short-distance on same site as permitted for saving a National Register-quality landmark from extensive remodeling.” The suggestion to raise the hotel and construct subterranean parking could conceivably be done, but would be difficult to implement. In order to construct the parking, the existing buildings would need to be substantially raised off the ground with substantial bracing and protection. There would be substantial risks to elevating the building due to potential complications with bracing and ensuing safety hazards. Alternately, the existing buildings could be split into components and moved offsite while the construction of the parking component is completed. However, this could result in damage to the buildings and potentially impact the historic features of the existing buildings that would not otherwise be damaged, such as the bell tower. The only nearby offsite location is the Boardwalk parking lot, which interferes with public access to the area. Furthermore, raising the building would result in a fundamental change to the character-defining feature of the existing building’s siting along Beach Street. A full preservation alternative already is discussed in the DEIR on pages 5-25 to 5-30, which would not require elevating or dismantling the buildings or changing Beach Street elevations. Thus, this suggestion would result in potential significant impacts to an historical resource to a greater degree than would occur under Alternative 1, which is discussed in the DEIR. Without additional development on the site, this alternative would result in a similar number of rooms as exists, which is about 44 and substantially lower than the proposed project and would not include the other site amenities proposed by the project. Even if additional rooms could be developed, the option would not attain many of the project objectives as discussed in Response to Comment 8-28. Thus, the commenter’s suggestion is noted, but does not require further consideration under CEQA.
- 8-31 “Low-rise” Project. The commenter states the previous project for a 118-room hotel fits the scale and massing of the surrounding “historic” neighborhood. As indicated in Response to Comment 8-2, the 2003 approved project on the La Bahia site was considered as an alternative but eliminated from further consideration in the DEIR as explained on pages 5-22 and 5-23 of the DEIR.
- 8-32 High Density Plan with Property East of Westbrook. The commenter discusses an expanded-site option for La Bahia that includes variations of development on adjacent properties, but then indicates that a high-density “superblock” plan is not recommended. The comment is acknowledged. It is noted that the comment’s

references to B/SOL “Options 3 & 4” are not in the adopted B/SOL Area Plan. The second option offered by the commenter is to develop the project parking lot on the property located to the east of the site and Westbrook Street, along with a restaurant, lobby and “meeting hall”. The third option offered by the commenter also includes the property to the east, but would include more development on the property to the east for a total of 250-300 rooms. The B/SOL Area Plan did include a recommendation for development that includes the referenced property to the east of the La Bahia site, and the DEIR did consider an alternative with an expanded site. However, this potential alternative was eliminated from consideration as explained on 5-22 and 5-23 of the DEIR, primarily because the applicant does not own the property.

- 8-33 Photos. The commenter provides about ten pages of photographs of the La Bahia site and surrounding area that are entitled “La Bahia, Where the Mountains Meet the Bay.” The photos are acknowledged, but the comment does not specifically address environmental analyses in the DEIR, and thus no response is necessary.
- 8-34 Casa Del Rey Hotel. The commenter includes what appears to be a former promotional advertisement for the Casa Del Rey Hotel that includes a picture of the La Bahia structures as the Casa Del Rey Apartments, which is acknowledged.
- 8-35 Previously Submitted Reports. The commenter attaches his previously submitted reports entitled “Empire of the Casa Del Rey (1997)” and “La Bahia Handbook” (undated). The first was reviewed and cited in the Historic Resources Report prepared for the EIR (Appendix D in the DEIR). Portions of the second were submitted during the public review period of the Draft EIR on the former proposed project in 2008. Neither report addresses the currently proposed project or the analyses in the DEIR. The reports are acknowledged, but no further response is necessary. Since these previously submitted materials do not address the current proposed project, no attempt has been made to verify the information presented in the reports. It is noted, however, that in the second report, the commenter offers an interpretation of the La Bahia’s “character-defining features” as related to his comments provided on the previously proposed project (see page 4-203 of the letter). However, these features are not consistent with the character-defining features identified in the Architectural Resources Group (ARG) study developed as part of the B/SOL Area Plan. The technical report prepared for this EIR includes a full assessment of the property’s character-defining features on pages 13-14, and most of these are omitted from commenter’s description.
- 8-36 Overriding Considerations. The previously submitted materials addressed in Comment 8-35 includes the commenter’s interpretation of CEQA and what is referred to as the “doctrine of overriding economic benefit.” Although it appears that the comment was on the previously proposed project, it is noted that the commenter appears to be referring to “Statement of Overriding Considerations.” As indicated on page 1-4 of the DEIR, and pages 1-3 to 1-4 of this Final EIR, pursuant to sections 21002, 21002.1 and 21081 of CEQA and sections 15091 and 15093 of the State CEQA Guidelines, no public agency shall approve or carry out a project for which an EIR has been

certified which identifies one or more significant effects unless both of the following occur:

(a) The public agency makes one or more of the following findings with respect to each significant effect:

1. Changes or alterations have been required in, or incorporated into, the project which avoid or substantially lessen the significant environmental effects on the environment.
2. Those changes or alterations are within the responsibility and jurisdiction of another public agency and have been, or can and should be, adopted by such other agency.
3. Specific economic, legal, social, technological, or other considerations, including considerations for the provision of employment opportunities for highly trained workers, make infeasible the mitigation measures or alternatives identified in the environmental impact report.

(b) With respect to significant effects which were subject to a finding under paragraph (3) of subdivision (a), the public agency finds that specific overriding economic, legal, social, technological, or other benefits of the project outweigh the significant effects on the environment.

Although these determinations (especially regarding feasibility) are made by the public agency's final decision-making body (here, the City Council) based on the entirety of the agency's administrative record as it exists after completion of a final EIR, the draft EIR must provide information regarding the significant effects of the proposed project and must identify the potentially feasible mitigation measures and alternatives to be considered by that decision-making body.

From: Theo Marcus [mailto:thejoama@gmail.com]
Sent: Saturday, January 25, 2014 8:17 PM
To: Ryan Bane
Subject: La Bahia

Dear Mr. Bane,

9-1 The 164 room hotel to be built on Beach St. is too large for the current neighborhood to bear. A much smaller development is more appropriate. A hotel of that magnitude will congest and disrupt parking and in the area especially during summer months. Please re-orient the plans for this space to a smaller more quaint place.

Best,
Concerned citizen

LETTER 9 – Theo Marcus

- 9-1 Project Size. The comment states that the project is too large for the neighborhood and that the plans should be changed to a smaller more quaint place. The commenter's opinion on the project is acknowledged, and referred to City decision-makers for further consideration. The comment does not specifically address analyses in the DEIR, and thus no further response is necessary. The comment states that the magnitude of the hotel project will "congest and disrupt parking" in the area, especially in the summer. Traffic and parking conditions and impacts are addressed in section 4.3 of the Draft EIR (pages 4.3-1 through 4.3-22).

Comments on La Bahia January 2014 DEIR

February 28, 2014

Bill Malone

billmalone@pacbell.net

10-1

A nice, refurbished La Bahia hotel will be good for the City and Community. I want that, too. We can still have substantial community benefits with a smaller hotel, without destroying the historical building, and without negative impacts on the neighborhood.

I am concerned that this project is far too big for the area. The Coastal Commission, and others, complained that the previous La Bahia project was way too massive and out of scale for the area.

This new project is even bigger, more massive, will dominate the area and is incompatible with the character of the surrounding area.

Bad Precedent

10-2

This massive, out of scale hotel sets a bad precedent: certainly the next developer will demand to build as massive as the La Bahia, or, probably bigger. If you allowed this developer that mass, why not everyone else?

Land Use Issues

Most buildings in the surrounding Beach area are one- and two-stories tall while a few are three-stories tall. As far as I could tell there are no four-story buildings. In attempting to justify this four story project, don't compare this project to the biggest, most obnoxious buildings in the area: Cocoanut Grove, Dream Inn and the old Casa Blanca. Two (or three) wrongs don't make a right. Just because buildings that were too big for the area were built in the past doesn't mean we should continue to make that mistake. Compare the proposed building height and scale to the two-story motel on Westbrook.

The EIR consultant is (of course) going to agree with the developer that the building is not out of scale with the area. Is anyone really surprised? Ask real, unbiased people what they think.

Building is Too Massive for Area

The Coastal Commission made the following comments in the last La Bahia project's DEIR (That project was smaller than this one):

The proposed project would also affect the visual character of the immediately surrounding area due to height and scale (the visual simulations provided in the DEIR confirm this). This conflicts with Beach South of Laurel (BSOL) Plan Community Design Policy 1.1, as well as with the certified BSOL Plan Design Guidelines that require that the siting and design of structures blend into, rather than dominate, the neighborhood. Also, LCP Land Use policy 1.6 requires development along the ocean and in scenic coastal areas to be visually compatible with the character of the surrounding area. In short, the proposed project's scale appears overly ambitious for the site and would lead to public view shed degradation.

This project is bigger and more massive and obviously will dominate the neighborhood even more than the previous project.

10-3

This appears to be a classic example of spot zoning? Why/How is it not spot zoning?

Owner Neglect

10-4

LETTER 10

Everyone would agree that the existing La Bahia buildings are very run down – an eyesore. It is blight in the neighborhood. The owner has done a very good job of allowing them to run down. He has made it look so bad that now everyone wants anything better there ASAP.

We are all so desperate now that even a fresh coat of paint would be a huge improvement.

His game plan is to get us so desperate that we will agree to allow him to build anything he wants there. Don't give into this tactic.

B/SOL General Design Guidelines

10-5

This project is required to conform to the B/SOL Design Guidelines. This project seems to be in violation of the following guidelines (From B/SOL General Design Guidelines - B Site Planning - 1. Compatibility and Building Placement):

1 The siting and design of the structure and landscaping shall ensure that the development blends into rather than dominating the neighborhood.

2 Building setbacks shall be proportionate to the scale of the structures and considerate of existing development. Larger structures require more setback area for balance of scale and so as not to impose on neighboring uses.

3 Buildings located on corner lots shall integrate design features that create focal points at intersections such as angled corners and towers.

The current La Bahia has setbacks that appear to be 3-6 feet wide. The proposed project appears to have zero setbacks. Why is that allowed? Is that a mistake? BSOL area design guidelines require larger setbacks for large buildings (and this is definitely a large building). They also require extra design features to create focal points at intersections.

Question: Why does this project not have extra-large setbacks and design features at the corners?

10-6

Retain and Restore the Historical Structure

A first class, restored historical hotel would be very nice. I have stayed in many charming, old historical hotels in my travels in Europe. They were delightful. Staying in the older buildings is a draw – many people seek them out. The Casa Blanca building across the street is older than the existing La Bahia and it is a well maintained, attractive structure.

Check zoning ordinances on historical structures in the B/SOL Area ordinances – I think the message there is to retain historical structures – not destroy them. Save more than just the bell tower and the corner building.

I urge the City to require the developer to retain all the character-defining features of the La Bahia Apartments as required by zoning law and the B/SOL Area EIR.

Amazing! The EIR lists Mitigation Measures to reduce impacts to the La Bahia Apartments: The developer states they will save photos and drawings of the old buildings in the Library and also retain old wooden window frames! **Is that a cruel Joke?**

That is about the least the developer could do after destroying the historical buildings. Apparently the least is the most the developer will do.

PDP Issues - Planned Development Permit

The changes and exceptions to the project allowed by Planned Development Permit should be concisely enumerated, perhaps in a table. This should include listing the benefit to the developer and what (if any) additional benefits the City is getting by allowing these extra benefits to the developer.

What is the justification for each Planned Development Permit change or exception? What are the resulting impacts of each change (e.g. more traffic, more parking problems, loss of beach character, etc.)?

Height and Mass: The permit allows a taller building: 45 feet instead of 36 feet. That gives to developer more rooms and more square footage - resulting in a bigger building. How much bigger in rooms and square footage is allowed due the PDP? What are the additional benefits the City?

Parking: Does the permit change the way the parking requirement is calculated? What is the result of that change? More parking? Less parking? What are the additional benefits the City?

Setbacks: Does the permit change the way the setbacks requirement are calculated? What is the result of that change? More setbacks? Less setbacks? On the plans it looks like there are zero setbacks. Why? What are the additional benefits the City?

Other: What other changes is the developer making using the Planned Development Permit? What is the result of those changes? More or less? What are the additional benefits the City?

A description and evaluation of these alternatives would help give the public a clearer idea of what "benefits" the developer is getting with the PDP and what it is the impact on the City.

10-8

A PDU gives additional benefits to the developer (greater height, more rooms, more profit, etc). The additional developer benefits are not automatic; they are conditioned on additional public benefits. In this case the additional public benefits should include additional income to the City.

For the PDP benefits, the City should require an additional 5% TOT from this hotel.

10-9

Story Poles outlining the dimensions should be erected before the City Council considers this project.

Why are story poles necessary? Most people are not aware of this project or how massive it will be. Perhaps 90% of the residents are not even aware of this project. Probably 99% are not aware that it will be so massive and will overwhelm our beach area views. I believe that even most of the projects supporters are not aware how excessively massive it will be. Probably less than a couple hundred residents have seen the simulated project views in the EIRs.

Story poles will greatly increase public awareness of this project and accurately show the proposed height. The public has a right to be informed and aware. Give the public the facts, then they can decide what is appropriate. Put up story poles before it is built and too late.

10-11

Community Benefits

Most of the "benefits" the developer lists are typical, and indeed, expected for a first-class beach hotel that will charge top-dollar room rates. Most are not extraordinary. These "benefits" directly improve the hotels bottom-line. That's OK, but it is hypocritical for the developer to pretend he is doing them for the City or Community.

Our Santa Cruz beach area is a special place that we all enjoy. I urge the Planning Commission and City Council to not approve this building that will negatively overwhelm and alter the charm of the area.

Alternative projects

10-11
I suggest a new Alternative project that would combine the best of Alternatives two and three. It would be partial preservation of the main historical buildings with construction of new building but with a reduced project size. The previous La Bahia project was 125 rooms. I think that would be a reasonable size for this new Alternative.

This Alternative meets the Community's desire for an attractive Hotel. Will provide the developer and operator with a reasonable profit. Will give the City about 90% of the benefits of the proposed massive Hotel while avoiding its most of the major negative impacts. Would retain and restore the historical buildings. Would not require special zoning nor Coastal Commission review. Would meet minimal resistance (or none) from local Activists.

10-12
I urge the City Council to approve a reasonable size La Bahia Hotel. The public will support a reasonable size La Bahia Hotel.

LETTER 10 – Bill Malone

- 10-1 Project Size. The comment states a nice refurbished La Bahia hotel will be good for the City and community, but expresses concern that the project is too big for the area, will dominate the area and is incompatible with the character of the surrounding area. The commenter's opinion on the project is so noted and referred to City decision-makers for further consideration. The comment does not specifically address analyses in the DEIR, and thus no further response is necessary.
- 10-2 Project Scale and Mass. The comment states that the "out of scale" hotel sets a bad precedent and that most buildings in the surrounding area are one- and two-stories tall. The comment is acknowledged and referred to City decision makers for further consideration. It is noted, however, that the area surrounding the project site is a mix of heights and architectural styles, with mostly three-story heights along First Street and portions of Main Street and some larger buildings, including the Casa Blanca Hotel, Coconut Grove and Boardwalk, and the Dream Inn. As shown on the photosimulations in the DEIR (Figures 2-3-E and 2-3-G (in section 7.0)), the proposed building appears as a three-story building along First Street and Main Street with the appearance of four stories more prominent along Beach Street where other larger-scale development, such as the Coconut Grove is located. It is also noted that the Beach/South of Laurel Area Plan (B/SOL Area Plan) Design Guidelines recognize the mix of buildings in the area in describing the community character of the Beach Commercial area when it states:

"The character of the Beach Commercial is largely formed through the contrasts between various development types and open spaces. The most expansive development in this community is the Santa Cruz Beach Boardwalk. The amusement park buildings and rides are the largest scale structures in the area and they occupy most of the waterfront. Historically, this large scale was matched by the Casa del Rey Resort Hotel located on the north side of Beach Street and the former grand Sea Beach Hotel. Remnants of the past seaside resort grandeur are still evident in the core of the area between Second Street and the amusement park, where historic Spanish Colonial Revival style buildings closely mingled with simple block-style commercial buildings and motels. Other remnants of the past grandeur are large scale Victorian style seaside residences and resorts still evident in the surround West Cliff and Beach Hill areas." (page 78)

The comment also references Coastal Commission comments on the previously proposed project that are not applicable to the current proposal, which has a lower height than the previous proposal and does not require a LCP amendment. See Letter 2 for current Coastal Commission comments on the project and section 4.1 of the DEIR for analysis of aesthetics impacts. It is also noted that the EIR consultant is the City's consultant and not hired by the applicant. From the standpoint of City staff, the consultant team has prepared an objective, unbiased analysis of the project, and certainly has no economic incentive or other reason to "agree with the developer" instead of offering their own professional opinions.

- 10-3 Spot Zoning. The comment states that “this appears to be a classic example of spot zoning.” Spot zoning has been recognized to occur where a small parcel is restricted through down zoning and given lesser rights than the surrounding property such as where a lot in the center of a business or commercial district is limited to uses for residential purposes. (See, e.g., *Arcadia Dev. Co. v. City of Morgan Hill* (2011) 197 Cal.App.4th 1526, 1536.) A few published California cases contain dicta suggesting that up zoning may be spot zoning in certain circumstances. (See, e.g., *Scrutton v. County of Sacramento* (1969) 275 Cal.App.2d 412; *Rubin v. Bd. of Directors of the City of Pasadena* (1940) 16 Cal.2d 119, 124.) The most recent case on point, *Foothill Communities Coalition v. County of Orange* (2014) 222 Cal.App.4th 1302, 1318-1319, upheld the creation of a special zoning district applicable to only one property, which had the effect of increasing permissible densities thereon. According to the court, even though the Board of Supervisors’ action creating the new district was an example of spot zoning, the action was nevertheless legitimate and in the public interest. Here, in contrast, the project site and properties along Beach Street are all zoned RTC-Beach Commercial, and hotels are a principal permitted use in this district. There is no rezoning proposed as part of the current project that would result in spot zoning as suggested in the comment. In sum, approving a project that is consistent with the applicable zoning would not constitute “spot zoning.”
- 10-4 La Bahia Condition. The comment indicates that the La Bahia buildings are run down and a “blight” in the neighborhood and that the owner has allowed them to get run down as a “tactic” to make the public prefer something different. The comment is acknowledged, but does not specifically address analyses in the DEIR, and thus no further response is necessary. The City notes, however, that it has no reason to question the landowners’ motives as the commenter does.
- 10-5 B/SOL Design Guidelines and Building Setbacks. The comment states that his opinion that the project is in violation of three guidelines in the B/SOL Plan Design Guidelines in the Site Planning section. The specific Design Guidelines cited in the comment refer to ensuring development blends into the neighborhood, building setbacks and development on corner lots. As indicated on page 4.7-9 of the DEIR, City Planning Department staff reviewed all the General Guidelines and Beach Commercial Area Guidelines in the B/SOL Design Guidelines and concluded that the La Bahia project appears to meet all of them. The DEIR incorrectly reported that the project did not meet the minimum 15-foot floor to ceiling height for street commercial spaces as the project proposes 12 feet. Upon re-examination, it is noted that the B/SOL Guidelines do allow for a minimum 12-foot minimum floor-to-ceiling height to encourage retail activity, which has been clarified in the DEIR text. See the CHANGES TO DRAFT EIR (3.0) section of this document. As indicated in Response to Comment 10-2, project is located in an area with a mix of building sizes and styles, and from residential streets, the proposed building has the appearance of a three-story building (e.g., along upper Main Street and First Street). There are no specific setback requirements for projects located in the RTC zone district. The proposed building setbacks are consistent with existing structures in the vicinity. The project is not located on a “corner” lot, but rather encompasses an entire block. City staff will provide a full review of project consistency

with the Design Guidelines in the context of all of the guidelines as part of the project review and staff report.

- 10-6 Retain and Restore Historical Structure. The commenter indicates that many people like to stay in historical hotels and suggests that the City require the developer to retain all character-defining features of the La Bahia Apartments as required by zoning and the B/SOL Area Plan EIR. It is correct that the RTC zone specifically indicates that it is the intent of the zoning that preservation of La Bahia be conducted in accordance with the mitigation measures in the EIR for the B/SOL Area Plan. Consistency with zone district provisions is discussed on page 4.7-9 of the DEIR and specifically related to historical resources on pages 4.2-16 and 4.2-17. As indicated in the DEIR, the B/SOL Area Plan EIR indicated that should development on the La Bahia site follow the recommendations in the 1998 ARG report, there would be a less-than-significant impact to historic resources. However, the B/SOL EIR also acknowledged that if La Bahia were demolished, destroyed or altered in a way does not retain these features, a significant impact would occur. The B/SOL Plan thus did not *require* that the existing structure be retained in any future project on the subject site. The proposed project fulfills the mitigation measures that require review and coordination with a historic preservation consultant, documentation prior to alteration, and consideration of incorporating part of the historic building into project design or salvaging significant building features. Contrary to the commenter's assertion, the mitigation measures do not require the project to retain the character defining features, but indicate that implementation of the measure would lead to a conclusion of a less-than-significant impact related to future development of the site. The mitigation measures thus cannot be read to require retention of the major contributing features. Furthermore, the B/SOL Plan mitigation measure goes on to provide that if a hotel proposal were to require the La Bahia Apartments to be "altered or demolished", incorporation of parts of the building should be *considered*. In the present case, the proposed project retains some, but not all, of the character-defining elements, and the DEIR concludes that the project impact to historical resource is significant and unavoidable. Consistent with the B/SOL EIR mitigation measures, the DEIR requires document of the structures prior to demolition in accordance with Secretary of the Interior's standards and salvage of materials. The project also includes incorporation of part of the existing building.

The comment also indicates that the EIR mitigation measures to reduce impacts (photos and salvage) is a "joke." Although the City agrees that the creation of images of the existing structure is not equivalent to keeping the structure intact, such information does have value, as it will preserve images of the current structure for the benefit of interested persons and institutions. As indicated on page 4.2-17 of the DEIR, the mitigation measures would not reduce the impact to a less-than-significant level, and the impact remains significant even with implementation of the mitigation measures, which are in accordance with the measures in the B/SOL Plan EIR. There are no measures to mitigate demolition of most of the existing historic structure, but the photo-documentation and salvage measures are standard measures to implement if a historic resource is altered or demolished.

- 10-7 Planned Development Permit. The comment asks that the changes allowed by the requested Planned Development Permit be concisely enumerated, including benefits to the developer and City, justification for the changes, and impacts of the changes. The comment also asks whether the changes affect required setbacks. The planned development request is summarized on page 3-12 of the DEIR. As indicated, three modifications are requested as part of the Planned Development Permit: an increase in building height, a reduction in the first floor to ceiling height, and a variation in parking to allow tandem parking spaces as part of a valet parking system. The Planned Development Permit application does not request a change to setbacks required for the zone district in which the project site is located. The three requests and where they are addressed in the DEIR are summarized below. City staff will address the required findings as part of the staff review and staff report for the project.
- The request for additional height would allow building heights of 43 feet instead of a 36-foot tall building in accordance with provisions of the Planning Development regulations, which permit an increase of a height increase of one story or 20 percent of the allowed height with approval of Planned Development Permit with findings. The DEIR addresses impacts associated with building scale, mass and height on pages 4.1-13 to 4.1-14. See also Response to Comment 10-2 above regarding building mass and scale. Additionally, the DEIR reviews an alternative with a building height of 36 feet (see pages 5-35 to 5-37 of the DEIR), which would result in a reduction of approximately 50 hotel rooms from what is proposed.
 - The reduction of the floor to ceiling minimum height for first floor commercial retail space would not result in any significant adverse environmental or aesthetics impacts. As indicated in Response to Comment 10-5, the B/SOL Guidelines do allow for a minimum 12-foot minimum floor-to-ceiling height to encourage retail activity.
 - As indicated on page 3-10 of the DEIR, 210 parking spaces are proposed of which 49 spaces could be used for valet parking spaces. Impacts related to parking are evaluated on pages 4.3-21 to 4.3-22 of the DEIR. The use of valet parking will help meet the project's required parking
- 10-8 Benefits of Planned Development. The comment states that the Planned Development requires public benefits and suggests that the city require an additional 5% TOT (transient occupancy tax) from the project. The comment is acknowledged and referred to City decision-makers for further consideration, but does not specifically address analyses in the DEIR, and thus no further response is necessary.
- 10-9 Use of Story Poles. The comment questions why story poles were not utilized to depict the building mass. The City of Santa Cruz does not require that development projects to install story poles to simulate the size of a structure. In some jurisdictions story poles are used primarily for buildings such as single-family residences, which are typically not higher than 35 feet. If this technique were used for the proposed project some of

the story poles would reach heights of nearly 45 feet. Poles reaching this height at this location could pose a liability hazard, not to mention would be likely targets of vandalism. While story poles can provide a good general reference point physically as to the size of a proposed project, they can be misleading as they don't fully convey an accurate sense of a project's massing with the use of just poles and netting. Furthermore, the effectiveness of story poles diminishes with distance as they become more difficult to see. In situations where the visual impact from distant scenic viewpoint needs to be analyzed, story poles would not be effective. Given their high degree of realism and versatility in use, digitally rendered visual simulations are considered to provide a more effective means of evaluating a project's visual impacts. Photosimulations are provided in the DEIR in section 7.0.

Notably, as with the vast majority of categories of environmental impacts, neither the Legislature, in enacting CEQA, nor the Natural Resources Agency, in promulgating the CEQA Guidelines, has directed lead agencies to follow any particular technical methodology in determining whether a proposed project would cause significant aesthetic effects. Nor does anything in CEQA or the CEQA Guidelines define what constitutes a significant effect on aesthetics. Rather, the only (very general) legal guidance on point is found in Appendix G to the CEQA Guidelines, which directs lead agencies to ask the following questions in preparing Initial Studies:

I. AESTHETICS. Would the project:

- a) Have a substantial adverse effect on a scenic vista?
- b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?
- c) Substantially degrade the existing visual character or quality of the site and its surroundings?
- d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?

Although nothing in CEQA or the CEQA Guidelines requires that these questions be converted into significance criteria (see *Save Cuyama Valley v. County of Santa Barbara* (2013) 213 Cal.App.4th 1059, 1068), such a practice is very common, and indeed was followed here, though with some embellishment (see Draft EIR, p. 4.1-9). These thresholds, though, do not give rise to any particular analytical methodology, and in fact are inevitably somewhat subjective in nature and thus not easily susceptible to any kind of rigorous quantitative analysis. Although computer-derived visual simulations are common tools for analysis, they are not mandatory under state law. Nor does anything in state law require the use of story poles under any circumstances, though individual lead agencies are of course free to use such tools when they find them to be useful and otherwise desirable (e.g., safe).

10-10 Community Benefits. The comment questions the "benefits" of the project and urges the Planning Commission and City Council to not approve the building. The comment is acknowledged and referred to City decision-makers for further consideration.

10-11 Alternatives. The commenter suggests a project alternative that combines Alternatives 2 and 3 that would result in partial preservation of the main historical buildings with a reduced project size for the new building. The commenter also indicates that the

previous project of 125 rooms would be a reasonable size for this alternative. As indicated in Response to Comment 8-31, the 2003 approved project on the La Bahia site (118 rooms) was considered as an alternative but eliminated from further consideration in the DEIR as explained on pages 5-22 and 5-23 of the DEIR. As indicated on page 5-35 of the DEIR, an alternative with a reduced height was not warranted as the DEIR did not identify significant impacts related to aesthetics, but that a reduced height alternative (Alternative 3) was included in response to comments received at the EIR scoping meeting and in conjunction with an reduce size alternative. Alternative 3 considers a project size of 116 rooms. The commenter's suggestion to combine Alternatives 2 and 3 into a new alternative is not required under the provisions of CEQA and the State CEQA Guidelines.

- 10-12 Approve Reasonable Size. The commenter urges the City Council to approve a reasonable size La Bahia Hotel and that the public will support a reasonable size La Bahia Hotel. The comment is acknowledged and referred to City decision-makers for further consideration.



Don Webber

February 27, 2014

Juliana Rebagliati
Santa Cruz City Planning and Community Development
809 Center Street
Santa Cruz CA 96060

RE: Comments on draft EIR for La Bahia Hotel (SCH#2006042051) of January 2014

Dear Ms. Rebagliati:

11-1 Thank you for the opportunity to comment on the La Bahia Hotel draft Environmental Impact Report (DEIR), which evaluates a proposal to demolish all existing buildings and grounds except a portion of the bell tower building and to construct 197,327 square feet in the form of a 165-room hotel complex with numerous amenities and 161 permanent parking spaces and 49 valet parking spaces in a two-level underground parking garage.

The main entrance to the lobby and parking garage would be on Beach Street, in between the restored bell tower corner building (at Beach and Westbrook) and a new commercial corner building (at Beach and Main). This new 15,000 sq.ft. commercial building would house retail space, a restaurant and kitchen, and banquet and meeting facilities.

The 1.4-acre site is home to a designated City Landmark (La Bahia Apartments, 1926), eligible for listing on the California Register of Historical Resources and the National Register of Historic Places. It is in the RTC zone (Municipal Code Section 24.10.618) and subject to the certified 2005 Local Coastal Program, which includes the Beach & South of Laurel Comprehensive Area Plan (B/SOL Plan) Design Guidelines and certain provisions of the final Environmental Impact Report for the B/SOL Plan.

GENERAL COMMENTS

The proposed project has several notable advantages over the project that the Coastal Commission rejected in 2011. The proposed project is designed to comply with the zoning regulations. It envisions rehabilitation of the iconic bell tower building. It is not a condominium project. It's reduced height is more appropriate with the scale of the adjoining neighborhood. These are welcome and commendable changes.

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However, the project rejected in 2011 was a proposed 177,000 square feet; the current proposal is for 198,000 square feet. It adds more room space, more garage space and more hard-scape. It should be remembered that the Coastal Commission rejected the previous design largely on the basis that it was too massive and out of scale with the surrounding area.

11-2 Additionally, proposed onsite parking (161 permanent spaces and 49 valet spaces) is inadequate for a 165-room hotel plus all of its associated retail, restaurant, banquet and meeting activities and functions. And on the north facade, along First Street, the proposed setbacks are inadequate
 11-3 and the corner building treatments incomplete.

11-4 The DEIR (page 4.3-21) states that the Applicant has submitted an **Alternative Transportation Program** to the City. Was it appended to the draft EIR and made available for public comment? If not, why not? I can't stress enough how important the issues of traffic and parking are to Beach Hill residents. As decision makers are undoubtedly aware, this neighborhood suffers intense traffic impacts and parking shortages during the tourist season.

Basic design tenets for accommodating increases in tourist traffic and parking demands on Beach Hill should be: ***First, do no harm. Second, provide enough on site parking to prevent overflow. Third, divert traffic away from residences.***

I recommend that any Transportation Program include:

- (1) a more realistic assessment of the number of on site parking spaces required than that contained in the DEIR
- (2) a realistic plan to divert all hotel traffic (commercial, guests and valets) away from the residential portion of First Street (between Main and Westbrook)
- (3) an underground garage plan that directs all vehicles exiting the garage onto Westbrook, then Cliff—not onto Main and into the residential area.

COMMENTS ON SPECIFIC SECTIONS

Aesthetics

11-5

Section 4.1 evaluates the proposed project's aesthetic impacts and concludes they are insignificant. The DEIR quotes extensively from the *architectural* Design Guidelines in the B/SOL Plan, but not from the *site planning* Design Guidelines. All of the B/SOL Plan Design Guidelines are part of the certified local coastal program.

The Site Planning Guidelines pertaining to setbacks are especially relevant in this case because they specify that “larger structures” in the beach area require more setback area for balance of scale and so as not to impose on neighboring uses. At nearly 200,000 square feet of construction, the proposed project is exactly the type of large structure in the beach area to which the Site Design Guidelines is meant to apply.

Here are the B/SOL Area Site Planning Design Guidelines:

Compatibility and Building Placement

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

Setbacks

No setback is allowed on Beach Street by the zoning law, and the proposed setbacks along the east and west facades are reasonable; these facades face other lodging facilities. The north facade, however, faces only existing residential uses along First Street. That interface—between the new hotel and the residential neighborhood—requires more than skimpy setbacks.

The setbacks proposed along First Street are inconsistent with the Site Design Guidelines that say **“structures shall be sited in a manner that will complement adjacent land uses”** and **“building setbacks shall be proportionate to the scale of the structures and considerate of existing development”** and **“larger structures require more setback area for balance of scale and so as not to impose on neighboring uses.”**

Corners

The Site Design Guidelines also provide that **“buildings located on corner lots shall integrate design features that create focal points at intersections such as angled corners and towers.”** The corner buildings proposed on First Street do not appear to be focal points for their respective intersections.

See DIER Figure 1-7. Compared with the other elevations, the north elevation appears incomplete, with lots of rectangles. The south, east and west elevations all have views beyond their facades; they can see the bell tower, for example. And they all feature both hip and flat roofs. That roof variation lends the kind of architectural interest the north elevation lacks. The north elevation has no view beyond its facade, and all the roofs proposed all along First Street are flat.

The First Street interface of the project as proposed is inconsistent with the B/SOL Plan Site Design Guidelines insofar as it fails:

- to recognize particular characteristics of the site,
- to relate to the surrounding built environment across the street,
- to provide the larger setbacks required of larger structures, and
- to integrate adequate design features on corner buildings, like angled corners or hip roofs.

11-6 ***Historic Resources***

DEIR Section 4.2 evaluates the proposed project's impacts from demolition of a historic resource quoting the RTC zoning law:

“It is the intent of this zoning that preservation of La Bahia be conducted in accordance with the measures described in the certified final Environmental Impact Report for the Beach and South of Laurel Comprehensive Area Plan.”

The certified final Environmental Impact Report for the B/SOL Area Plan includes the following measures:

“At the time a specific hotel development project is proposed for the La Bahia Apartments site, the applicant and project design team shall coordinate with the Planning Staff, City Historic Landmarks Commission representative, and a consulting historic preservation consultant to address critical issues in design development and ensure that the proposed plan retains the major contributing features * of the La Bahia complex, as outlined in ARG's La Bahia Apartments, Santa Cruz, California—Architectural Analysis and Recommendations for New Development, February 20, 1998.”

* “the buildings along the south (Beach Street) elevation, the courtyards, the building elevations surrounding the courtyards, and the passages into the courts, as well as the scale, massing, and buildings' details are all character-defining elements that contribute to the significance of the La Bahia complex.”

The report of the historic preservation consultant hired to ensure that the proposed plan retains the major contributing features of the La Bahia has concluded that the plan fails to retain those features. See **DEIR Appendix C**. It says:

“The La Bahia Apartments, a designated City Landmark, retains sufficient integrity to convey its significance and should be considered a historical resource under CEQA. In ARG's professional opinion, the complex's historical and architectural significance renders it eligible for listing on the Cal. Reg. of Historical Resources and the Nat. Reg. Of Historic Places.

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While the project includes retention of the bell tower and adjoining southeast apartment units, many of the character-defining features of the property would be lost. The La Bahia Apartment property is fundamentally a complex of buildings that is defined by the varied scale of and interrelationships between the individual building and landscape components. By reducing the historic property to a single building, the proposed project would eliminate these characteristics. Such an adverse change to a CEQA-defined historic resource constitutes a significant impact.”

“While proposed mitigation measures would reduce impacts to the La Bahia Apartments, those impacts would remain significant, given the extent of the proposed demolition.”

The extent of the demolition in the project as proposed is inconsistent with the stated intent of the pertinent zoning regulation: to ensure that the proposed plan retains the major contributing features of the La Bahia Apartments. The significance of the unmitigated impact requires that decision makers review project alternatives to find an economically feasible plan that lessens the impact and still meets most of the project's objectives.

In addition to searching for that sweet spot on the preservation continuum, decision makers will also want to focus on design modifications to improve the interface between the hotel project and the adjoining neighborhood. This means creating setbacks and corner treatments in line with the Site Design Guidelines as well as not increasing the traffic and parking impacts on the residential portion of Beach Hill.

Parking

¹¹⁻⁷ DEIR Section 4.3 evaluates the proposed project's impacts on transportation and traffic and concludes the project parking supply is adequate to meet demand under City Parking requirements (See Impact 4.3-4 on page 4.3-21). It goes on to report that

“under City parking requirements, without any credits for shared parking or implementation of auto reduction programs, the project would be required to provide 261 onsite parking spaces.”

This figure understates the true parking requirement under the zoning code; it's based on arbitrary and unwarranted assumptions about Cooperative Parking Facilities.

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Under Municipal Code Sections 24.12.240—before any credits are applied—the project as proposed is required to provide up to 70 additional spaces; 28 more for the restaurant and kitchen and 42 more for the banquet and meeting facilities.

Failure to fully quantify the City's parking requirements is significant because on site parking shortages mean adding to the existing parking shortage and traffic woes in an already heavily-impacted neighborhood.

On Beach Hill, we oppose adding to existing parking problems because if the hotel doesn't provide adequate on site parking, it is we who would bear the cost. We recommend a full and accurate account, before applying any credits, of the maximum number of spaces required by each independent element of the project under 24.12.240.

Then the adjustment may be made for Cooperative Parking Facilities under 24.12.290.4.

Garage Exits

- 11-8 The DEIR describes two levels of enclosed parking connected by ramp with one exit onto Westbrook Street at the back of house and another exit onto Main Street near the intersection with Beach.

In tourist season, drivers who exit from this second exit (onto Main) cannot turn left onto Beach Street because existing traffic in that lane is backed up on Main and does not present a southbound opening across from the proposed garage exit. Every car exiting the hotel garage under those conditions must turn right, up Main Street into the residential portion of Beach Hill. I doubt that this is the result the City intends; nor do the neighbors or the drivers who had intended to be going the other way on leaving the garage.

Both levels of underground parking should exit onto Westbrook. The Main Street exit should remain open to traffic exiting from the lobby only, not from the underground garage.

On Beach Hill, we're sensitive about adding to existing traffic in the residential portion of the neighborhood—especially in tourist season—because it is we who would bear the cost of the increase in traffic from a garage exit that essentially directs traffic into the neighborhood from May through September.

Fortunately, the Westbrook garage exit is better for people leaving the hotel anyway; traffic there is directed immediately to Cliff Street which connects in a straight line with Beach, Second and Third, every way out of the beach area in any direction.

First Street Traffic Diversion and Calming Measures

11-9 The traffic impacts on First Street, directly behind the proposed hotel, will be significant in ways not measured by the analysis of intersections discussed in the DEIR. Without any new hotel, First Street could already use traffic calming measures and parking allowances just to handle existing bus, truck and car traffic during the tourist season. Mitigating the impacts of additional bus, truck and car traffic on First Street due to a new La Bahia Hotel is a real problem; but an opportunity too, to address long-standing traffic problems by diverting all unnecessary commercial traffic off of First Street and diverting all hotel garage traffic away from the residential portion of Beach Hill.

DEIR Table 3-1 compares aspects of the proposed project to two previous project proposals. It does not mention that in the 2003 Project, First Street was to be made one-way (east), all hotel traffic exited onto Westbrook and was diverted to Cliff.

A similar traffic diversion scheme—and more—are required for the proposed project too.

Conclusion

11-10 I acknowledge and appreciate the steps taken to improve this iteration of La Bahia proposals. Inconsistencies with the local coastal program may be problematic, but I remain hopeful that reasonable compromises will lead us to a feasible alternative.


Don Webber

LETTER 11 – Don Webber

- 11-1 General Comments. The comment summarizes the project proposal and states that the site is a designated City landmark and that the project is subject to the City's Local Coastal Program. The comment states that the project has "several notable advantages" over the previously proposed project with rehabilitation of the "iconic" bell tower, reduced height and not being a condominium project, all of which are welcome changes. The comment also indicates that the proposed project is bigger than the former proposed project that was rejected by the Coastal Commission largely because it was too massive and out of scale with the surrounding area. The comment is acknowledged, but does not address analyses in the DEIR, and thus, no further response is necessary. However, it is noted that the Coastal Commission's staff report for the La Bahia Hotel project proposed in 2008, which recommended approval of the project, indicated that the increased heights of the LCP amendment proposed at that time would result in a larger structure with an impact on the allowable mass and scale on the site.
- 11-2 Parking. The comment states that the proposed onsite parking is inadequate for the hotel and associated uses. A review of parking requirements and supply is provided on page 4.3-21 of the DEIR. The EIR indicates that with reductions in required parking for shared parking and implementation of a Non-Automotive Use Program as permitted in the City's Municipal Code, the project would be required to provide 207 parking spaces. The project provides 210 spaces, which includes 49 valet parking spaces. Thus, the DEIR did not identify a significant impact related to parking. City staff believes that the proposed project includes adequate parking.
- 11-3 Setbacks. The comment indicates that on the north façade along First Street, the proposed setbacks are inadequate and the corner building treatments incomplete. See Response to Comment 10-5.
- 11-4 Alternative Transportation Program. The comment asks whether the Applicant's Alternative Transportation Program was made available for public comment, and expresses concerns regarding traffic and parking issues for Beach Hill residents. The comment recommends that the Transportation Program include a realistic assessment of parking, a realistic plan to divert all hotel traffic away from the residential portion of First Street, and an underground garage plan that directs all vehicles exiting the garage onto Westbrook and not onto Main.

The Applicant's Alternative Transportation Program is summarized on page 4.3-13 of the DEIR, and as with all plans and documents cited in the DEIR, is available for public review upon request. The City is unaware of any effort by the commenter to request the document during the public review period for the Draft EIR. However, the proposed program is included in Appendix B of this Final EIR document. The program addresses measures to reduce vehicle trips in order to be able to reduce required parking as set forth in the City's Municipal Code section 24.12.290.7. See Response to Comments 11-2 and 11-9 regarding project parking. See Response to Comment 11-11 regarding diversion of traffic.

- 11-5 B/SOL Plan Design Guidelines and Setbacks. The comment references some of the Beach/South of Laurel Area Plan (B/SOL Area Plan) Design Guidelines, which the commenter correctly states are part of the City's certified local coastal program. Specifically, the comment indicates that the Guidelines specify that "larger structure" require more setback area and that at nearly 200,000 square feet, and characterizes the proposed project as involving such a large structure. The comment further states that setbacks are not required by the zone district and that the east and west facades of the proposed project are reasonable, but that the north façade that interfaces with existing residential uses along First Street are "skimpy" and inconsistent with the B/SOL Plan Design Guidelines. The comment also indicates that buildings on corners shall create focal points. See Response to Comment 10-2 regarding building mass and Response to Comment 10-5 regarding consistency with B/SOL Area Plan Design Guidelines. As indicated in Response to Comment 10-5, there are no specific setback requirements for projects located in the RTC zone district. The proposed building setbacks are consistent with existing structures in the vicinity. Additionally, the project is not a corner lot, but encompasses an entire block.
- 11-6 Historic Resources – Consistency with Zoning. The comment indicates that the extent of proposed demolition is inconsistent with the stated intent of the pertinent zoning regulation: to ensure that the proposed plan retains the major contributing features of the La Bahia. See Response to Comment 10-6 regarding project consistency with zone district requirements related to La Bahia. The comment also indicates that the significance of the unmitigated impact related to historical resources requires decision-makers to review project alternatives, and suggests that the decision makers focus on design modifications to improve the "interface" between the project and adjoining neighborhood by creating setbacks and corner treatments in line with Design Guidelines. The comment is acknowledged and referred to City decision-makers for further consideration.
- 11-7 Parking. The commenter suggests that the parking analysis failed to accurately state the parking requirements in Municipal Code section 24.12.240 and thus underestimates the project's parking requirements under the Zoning Code. More specifically, the comment cites the DEIR statement that under City parking requirements, without any credits, the project would be required to provide 261 onsite parking spaces, but says that this understates the true parking requirement and that up to 70 additional spaces would be required before any credits are taken under Municipal Code section 24.12.290. Under Municipal Code section 24.12.240, a hotel requires one on-site parking space per unit intended for separate occupancy plus one parking space for the resident owner or manager. Restaurants (including associated kitchens) are required to have one on-site parking space for each 120 square feet of floor area. Conference or meeting rooms require one on-site parking space for each 3.5 seats of maximum seating capacity. Retail spaces and the spa require one on-site parking space per 250 square feet.

The project includes 165 rooms, 750 square feet of spa space, a conference/meeting room that can hold a maximum of 290 seats, a 4,800 square foot restaurant, and

2,500 square feet of retail space. Applying these numbers to the requirements in Municipal Code section 24.12.240 yields an on-site parking requirement of 261 spaces before credits for shared parking or implementation of an alternative transportation program. (See the DEIR Appendix D at p. 33.)

Project parking requirements per City regulations are itemized by use on Table 13 of the Traffic Impact Study that is included in Appendix D of the DEIR. The table is also presented on the next page. As shown, the parking requirements account for all project uses, including restaurant, kitchen, and conference/meeting rooms. The reductions in parking are permitted under the City's regulations. The assumptions for the shared parking reduction are reasonable and take into consideration shared use of the facility. Parking requirements for restaurants include all areas related to the facility, including reception, seating, kitchen and storage areas. In addition, hotels often include restaurants, spas and small retail space and parking rates for a hotel use typically include these specific uses on the site. Thus the analysis is slightly conservative since the restaurant, spa and retail space rates were calculated separately. See Response to Comment 11-4 regarding the Alternative Transportation Program.

Required Project Parking by Use			
Use	Parking Spaces Required	Units	Required Parking (spaces)
Hotel	1 per room plus 1 manager	165 rooms	166.0
Spa (medical office)	1 per 250 square feet	750 square feet	3.0
Conference/Meeting Room	1 per 3.5 seats	4,350 square feet (290 seats) ⁽²⁾	41.4 ⁽³⁾
Restaurant (including kitchen area)	1 per 120 square feet	4,800 square feet	40.0
Retail	1 per 250 square feet	2,500 square feet	10.0
Subtotal			261
10% Reduction for Non-automotive Use Programs (per City Code 24.12.290.7)			27
10% Reduction for Cooperative Parking Facilities (per City Code 24.12.290.4)			27
Total Parking Spaces Required per City Zoning Code			207
Notes:			
(1) Parking requirements based on City of Santa Cruz Municipal Zoning Code Section 24.12.200			
(2) The concentrated occupancy per California Building Code (tables & chairs) is 15 square feet per occupant. Using this spacing, the Conference/Meeting Room max occupancy is estimated at 290 seats (4,350 s.f. / 15 seats per s.f.).			
(3) For the Conference/Meeting Room, it is anticipated that 50% of meeting occupants will guests at the hotel. For this reason, the required parking for this use is calculated for 50% of the 290 seats (145 seats) with full occupancy.			

11-8 Garage Exits. The comment indicates that both levels of underground parking should exit onto Westbrook and that the planned Main Street exit should remain open to traffic exiting from the lobby only. The comment is acknowledged. The primary entrance/exit is planned on Westbrook. A secondary exit on Main Street will help distribute the traffic on the city road network more evenly and avoid a concentration at one. The second exit also provides for evacuation and emergency conditions. In addition, the geometry constraints of the site requires entry way in the manner indicated on the site plan. Due to the floor and street elevations, it is not possible to have both levels of underground parking exit onto Westbrook as suggested in the comment. The commenter also indicates that cars exiting onto Main Street will use local streets during tourist season when traffic on Main Street backs up. The City has indicated that "No Right Turn" signs can be installed at the Main Street exit to direct traffic back to Beach Street.

11-9 First Street Traffic Diversion. The comment indicates that traffic impacts on First Street will be significant in ways not measured by the DEIR analyses. The comment indicates that traffic calming measures are required without the hotel and that the 2003 La Bahia project included First Street as a one-way (eastbound) street and that project traffic would exit on Westbrook and be diverted to Cliff Street. The commenter recommends a similar diversion for the proposed project. Revising the street circulation in this area would not reduce traffic volumes on this street and may in fact increase the number of vehicles looking for parking and access to the abutting uses including the residential uses. One-way street systems can be particularly confusing in a visitor serving area.

According to the City Public Works Department, the one-way street is not supported by the City at this time. Beach Street and Second Street are already a one-way couplet, and making First Street one-way would create a loop that would result in more difficult and confusing access for motorists and bicyclists, creating longer trips with more driving around the block to get to a destination, whether it's for residents or visitors. One-way streets can create more drive confusion and increase driver speeds with the reduction in side friction from opposing traffic.

The process for revising a street direction is not predicated on one development but on all the uses and users that would be affected by the street change, including emergency services. Residents or businesses can petition the City to make directional changes, which contingent on available resources, can be analyzed and considered.

11-10 General Comments. The commenter indicates appreciation for steps taken to improve this La Bahia proposal and remains hopeful that reasonable compromised will lead to a feasible alternative. The comment is acknowledged and referred to City decision-makers for further consideration.