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4.7.1 ENVIRONMENTAL SETTING

VICINITY LAND USES

The site is located on Beach Street across from the Santa Cruz Beach Boardwalk, approximately 600 feet east of the Santa Cruz Municipal Wharf (see Figure 1-1).¹ The site is bordered by Beach Street on the south, Main Street on the west, First Street on the north, and Westbrook Street on the east.

The project site is surrounded predominantly by visitor-serving and recreational land uses. Motels are located to the west (Casa Blanca Inn) and east (Coastview Inn) of the project site, and the beach and Santa Cruz Boardwalk are located south of the site. The ground level of the adjacent motels is dedicated to small retail and restaurants. Residential uses and a small hotel are found along First Street north of the project site. A bowling alley and Boardwalk parking lot are located further east of the project site. The Dream Inn, a prominent structure in the Beach area, is located west of the project site along West Cliff Drive, just west of the Pacific Avenue / Beach Street intersection.

The area south of the project consists of recreational and visitor-oriented uses, including the Boardwalk and the Santa Cruz Municipal Wharf. The Cocoanut Grove and the Santa Cruz Beach Boardwalk are located east of the project site. The Boardwalk offers 12 acres of commercial recreational uses that include various amusement rides, shops, restaurants, and concessions. The Cocoanut Grove hosts a number of events and conferences throughout the year.

The Municipal Wharf, located west of the project site, houses several visitor-oriented uses such as restaurants, gift shops, and maritime uses (kayak and boat rentals, fishing excursions, and water taxi service). The Monterey Bay National Marine Sanctuary Exploration Center, which opened in 2012, is located west of the site along Pacific Avenue.

The Santa Cruz Big Trees and Pacific Railway Company operates a tourist-oriented passenger service between Felton and the Santa Cruz Beach Boardwalk on its nine-mile track line from Santa Cruz to its current terminus at Roaring Camp. The tracks run along Beach Street in front of the project site.

¹All EIR figures are included in Chapter 7.0 at the end of the EIR (before appendices) for ease of reference, as some figures are referenced in several sections.

RELEVANT CITY PLANS

The project site currently is designated “Regional Visitor Commercial” (RVC) in the City’s existing *General Plan 2030* and 2005 Local Coastal Plan (LCP), and is zoned RTC/CZO/SPO (Beach Commercial/Coastal Zone Overlay/Shoreline Protection Overlay). The following section provides a description of relevant plans that govern the project area.

Local Coastal Plan

A portion of the City of Santa Cruz is located within the coastal zone, which is subject to the requirements of the California Coastal Act (Public Resources Code Section 30000, et seq.). The Coastal Act is intended to “protect, maintain, and, where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources.” The Coastal Act requires preparation of a Local Coastal Program (LCP) for areas of cities and counties within the coastal zone, which must be certified by the California Coastal Commission (CCC).

The City of Santa Cruz prepared and adopted its LCP as a part of the *1990-2005 General Plan and Local Coastal Program document*. The City’s LCP was originally certified by the CCC in 1985. The LCP consists of a land use plan, policies and maps identified by a wave symbol, and implementing ordinances, including the Zoning Ordinance, applicable to the coastal zone portions of the City. The LCP document currently is being revised as a separate plan because the *General Plan 2030* adopted by the City in June 2012 does not now include the LCP. The revision is expected to be completed in 2014 and will require approval by the City Council and CCC. Until the revision is adopted by the City and certified by the California Coastal Commission, the 2005 document (with specific coastal policies, maps, and implementing ordinances) is the governing LCP for the area.

As indicated above, the project site is designated “Regional Visitor Commercial.” The LCP indicates that this designation in the Beach Area “primarily emphasizes the development of visitor-serving uses such as hotels, motels, restaurants, amusements and also allows for the development of mixed-use and residential uses.” The proposed hotel is consistent with this land use designation. Additionally, the project would be consistent with a number of LCP policies that support improved visitor-serving development in the City, including:

- LU 2.7.2 Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits.
- ED 5.2 Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City’s character to enhance the quality of visitor-serving areas and promote development of the conference tourism market.
- ED 5.2.1 Encourage the development of facilities that would help accommodate conference users in conjunction with existing hotels or new hotel development.
- ED 5.2.2 Investigate the attraction of a top-end, full-service hotel to expand and improve the year-round conference segment of the tourism market.

BEACH AREA – B/SOL PLAN

The City's LCP also included the "Beach Area Plan," which contained additional policies pertaining only to the Beach area. In 2002, the CCC approved an LCP Land Use Amendment that replaced the Beach Area Plan with new policies in the *Beach and South of Laurel Comprehensive Area Plan* (B/SOL Plan). (The B/SOL Plan is described further below.) The new policies address: community design, land use, circulation, economic development, community facilities, parks and recreation, and safety. Land Use Policy 2.6 calls for providing "significant opportunities for Beach Commercial area redevelopment of underutilized land that will provide attractive retail, entertainment, lodging and support uses." A new policy, Circulation 3.34, also was added by Coastal Commission staff, requiring that a minimum of 3,690 public parking spaces be maintained in the overall Beach and South of Laurel area.

As part of this approval, Coastal Commission staff added Land Use Policy 2.16 that states:

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

Former proposals at the La Bahia site included visitor-serving condominiums. However, condominium use is not part of the current proposal.

B/SOL DESIGN GUIDELINES

The LCP Land Use Amendment approved by the CCC in 2002 also included the Design Guidelines that are part of the B/SOL Plan. The Guidelines address streetscapes and entries; site planning; architecture; landscaping; screening, lighting and security; signage; and conservation districts; as well as specific guidelines for each of the four subareas covered by the B/SOL Plan. The site planning guidelines generally address the arrangement, design, and scale of new buildings, as well design of entries, driveways, parking areas, and pedestrian areas. The architecture guidelines address general design elements to demonstrate compatibility with surrounding areas, as well as building proportions, texture and detail of materials, and window placement and openings. The architecture section also provides guidelines for two distinct architectural styles, Spanish Colonial Revival and Victorian. The Guidelines state that the Spanish Colonial Revival style shall be used to establish the design theme for new development in the Beach Commercial and Beach Flats subareas of the B/SOL Plan. The landscaping guidelines address general planting parameters, as well as specific elements for hotels.

Additional guidelines are provided for the Beach Commercial area in which the proposed project is located. The stated goal for this area is to "Recapture the former Ocean Resort grandeur, character and scale through intensification of tourist-oriented development that promotes year-round activities in the Beach area." One of the objectives is to "encourage improvements to lodging facilities, including development of a quality, full-service, hotel conference facility and redevelopment of older facilities." To this end, one specific guideline encourages multi-level development "to enhance the grand resort character of the area" and states that no new buildings shall be less than two stories.

General Plan 2030

As indicated above, the project site is designated “Regional Visitor Commercial.” According to the *General Plan 2030*, the Regional Visitor Commercial designation “applies to areas that emphasize a variety of commercial uses that serve Santa Cruz residents, as well as visitors.” The General Plan further states that, in the Beach Area, the emphasis is on “visitor-serving commercial uses such as hotels, motels, restaurants, and amusement parks, as well as residential and mixed-use development in the Beach Area neighborhoods”; and that the *Beach and South of Laurel Comprehensive Area Plan* provides detailed requirements for the Beach area. The proposed hotel use is consistent with the General Plan land use designation for the site. Additionally, the project is consistent with a number a number of LCP policies that support improved visitor-serving development in the City, including:

- ED 1.4.1 Support the development of a new conference center, evaluate the contribution it would make in attracting visitors, and consider opportunities to link such a facility to a performing arts center.
- ED1.5 Encourage the development of new lodging facilities, particularly those targeting a higher-end market and those providing additional visitor amenities.
- ED1.5.1 Encourage the development of facilities that would accommodate conferences and conference-goers in conjunction with existing or new hotel development.
- ED1.5.2 Attract a top-end, full-service hotel to expand and improve the year-round conference segment of the tourism market.
- HA1.8 Protect, encourage, and develop guidelines for restoring and rehabilitating historic or architecturally-significant buildings, sites, and landmarks.

Beach and South of Laurel Comprehensive Area Plan

The *Beach and South of Laurel Comprehensive Area Plan* (B/SOL Plan) was adopted by the City Council in October 1998. The project site is located in the “Beach Commercial” subarea. The Beach Commercial area. The Santa Cruz Beach Boardwalk amusement park is the major feature of this area and encompasses 12 acres. Other uses found in the Beach Commercial area include motels, bed and breakfast inns, and approximately 55,000 square feet of commercial uses such as retail stores, restaurants, and a bowling alley. Many of the retail uses are seasonal in nature. The area also contains permanent residential units and mobile homes.

The purpose of the B/SOL Plan is to:

1. Propose a sensitive and realistic program for neighborhood preservation and revitalization targeted to the Beach Flats, Beach Hill, and South of Laurel areas;
2. Establish a comprehensive program for managing:
 - Traffic and transportation,
 - Tourism and maritime assets, and
 - Expansion of the season and linkage with the Downtown; and

3. Enhance the historic resort attributes of the Beach area for residents and visitors alike.

The B/SOL Plan generally provides land use, transportation, and design recommendations. According to the Plan, the basic policy direction for the Beach area is provided in the City's General Plan, which designates the area as Regional Visitor Commercial.² The B/SOL Plan provides some policy direction for the Beach Flats and Beach Hill subareas, based on City policies in effect when the Plan was adopted. However, the B/SOL Area Plan does not include specific policies for the Beach Commercial subarea in which the project site is located, although recommendations are made for the project site as described below. The B/SOL Plan indicates that the basic policy direction for the Beach area is contained in the City's General Plan and LCP (2005). The land use designation for the Beach Commercial area is RVC, Regional Visitor Commercial.

The B/SOL Plan provides two general guidelines for the Beach Area: adoption of Design Guidelines to be applied to all commercial development in the Beach Area, and negotiation of development agreements that link private and public infrastructure improvements, phasing, design standards, mix of uses, and time frames. The Design Guidelines, as mentioned above, seek to recapture the historic Ocean Resort style. Furthermore, the Plan recommended adoption of a "Beach District Overlay Zone" to permit height flexibility.

The B/SOL Plan provides specific recommendations for the Beach area to include development of a major conference facility that would act as a stimulus for the area by extending the operational season in the Beach area, attracting quality investment, establishing Beach Street as a signature street, and providing additional employment and tax revenues. The La Bahia site is one of the two sites considered for such a facility. The Plan summarizes the architectural analysis prepared for the La Bahia site by Architectural Resources Group (ARG) in 1997, and provides a development analysis. The Plan summarizes the ARG study findings as:

The major contributing elements include the buildings on the south Beach Street elevation (Block Numbers 1, 2, & 3), Courtyard #1 & 2, the building elevations encompassing Courtyards Number 1 & 2, and passages into the courtyards, as well as the scale, massing, character and detail of all the buildings. [See Figure 1-3 for the building number references.]

In summary, the buildings along the south elevation, the courtyards, the building elevations surrounding the courtyards, 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 B/SOL Plan recommends developing La Bahia as a hotel conference center, specifically as a "quality" 250- to 275-room hotel conference facility, retaining the architectural "character-defining elements" identified in the Architectural Resources Group study and incorporating the amenities necessary to be competitive regionally. The recommendation also indicates that the

² Although this statement was made in 1998 and referred to the then-current 2005 General Plan, the statement remains true under the *General Plan 2030*, as the General Plan designation for the subject property did not change with the updated General Plan.

City should negotiate a development agreement which provides for specific public benefits and parking provisions. The development analysis found that this size facility was possible with consolidation with Westbrook and the motel to the east. In adopting the Plan, the City Council stipulated that “the developer should be required to work with a historic preservationist retained by the City in meeting the proposed Design Guidelines to ensure the compatibility of scale and architectural style and be required to conform to the City’s design review process.” The Urban Design Chapter of the B/SOL Plan identifies the La Bahia site as an “opportunity site” to intensify use and create destinations in the Beach commercial area (Figure 65).

ZONE DISTRICT REGULATIONS

As indicated above, the project site is zoned RTC/CZO/SPO (Beach Commercial/Coastal Zone Overlay/Shoreline Protection Overlay). These districts are also part of the certified LCP implementation ordinances. The purpose of the RTC district is to:

...establish standards for development of residential uses mixed with neighborhood commercial, motel, and regional tourist commercial use. These standards are designed both to improve existing uses and encourage new developments in a manner that maintains a harmonious balance between residential and regional commercial uses.

The RTC zone regulations specifically state that “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” (Municipal Code section 24.10.618).

Hotels are a principal permitted use in this zone, subject to approval of a Design Permit. Section 24.10.624,2f lists design elements with which all development must comply. These include architectural style, building elements and materials, and roof design.

The RTC zone district regulations also require that development be in compliance with adopted design guidelines, including the Design Guidelines of the Beach and South of Laurel Comprehensive Area Plan (B/SOL Plan). Section 24.10.624.2f provides specific design requirements, which are discussed in the AESTHETICS (4.1) section of this EIR.

The City of Santa Cruz has determined that the La Bahia Apartments are residential rental facility, and therefore loss of these units is subject to the City’s requirement to provide replacement residential rental units under Zoning Code section 24.08.1362. Since the 1950s, the La Bahia Apartments have been used as residential rental housing. Currently, the majority of the units are rented to students who attend the University of California at Santa Cruz and summer employees of the Seaside Company. The UCSC students typically live in these units for approximately nine months at a time and the summer employees live in them for three months. In the past, the tenants of the La Bahia Apartments typically lived there for longer durations than the current student renters. Even before the 1950s, the La Bahia Apartments were rented for extended periods of time. The complex was originally constructed in the 1920s to provide residences and long-term luxury rentals for important guests associated with the nearby, upscale Casa del Rey Hotel.

To address the replacement housing requirements and in anticipating of the conversion of the site from apartments to a hotel, the property owner constructed replacement rental housing at 401 Pacific Avenue in 2003. The replacement housing project contains 72 rental units, 71 of which are rented to the public and one that is occupied by an onsite apartment manager. The City has determined that the project at 401 Pacific Avenue satisfies the replacement housing requirements for the Project under Zoning Code section 24.08.1362.

4.7.2 RELEVANT PROJECT ELEMENTS

The proposed project consists of demolition of the existing 44-unit La Bahia apartment complex, except for the bell tower and a portion of the southeastern building, and construction of a 165-room hotel with the following amenities:

- Conference/banquet facilities totaling 4,350 square feet that could accommodate approximately 290 attendees³
- A 2,500-square-foot restaurant (150 seats)
- A 750-square-foot day spa
- Retail space totaling 2,500 square feet
- 1,000-square-foot outdoor pool with deck

The existing bell tower and a portion of the southeastern building will be retained and rehabilitated. The architecture of the new structure incorporates white stucco walls with red tile roofs, but is differentiated from the retained historic portion of the building to “avoid false historicism.” Architectural features include balconies, some bay windows, ornamental glazed tiles, decorative iron work, and trellises.

The new building heights will be two to three stories at Beach Street, with building height ranging from 32 to 43 feet. The elevation along First Street will consist of three stories to three and one-half stories, with a building height of approximately 43 feet.

Project plans include approximately 7,700 square feet of outdoor courtyards, patio, and landscaping. The dominant landscaped area is the pool courtyard on the third level of the hotel. A bocce ball court is planned on the fifth level of the hotel. The landscaping includes entry plantings, street trees, bio-planters, and internal landscaping, as well as use of permeable pavers.

³ Based on estimates included in the project traffic analysis that is based on 15 square feet per occupant, including tables and chairs, per provisions of the California Building Code.

4.7.3 IMPACTS AND MITIGATION MEASURES

CRITERIA FOR DETERMINING SIGNIFICANCE

In accordance with the California Environmental Quality Act (CEQA); State CEQA Guidelines (including Appendix G); City of Santa Cruz plans, policies, and/or guidelines; and agency and professional standards, a project impact would be considered significant if the project would:

- 7a. Physically divide an established community;
- 7b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, a general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect; or
- 7c. Conflict with any applicable Habitat Conservation Plan or Natural Community Conservation Plan.

IMPACT ANALYSIS

As described in the Initial Study (see Appendix A), the proposed project will not physically divide an established community (7a), and there are no adopted Habitat Conservation or Community Conservation Plans in the project area (7c). The following impact analyses address potential project conflicts with any applicable land use plan, policy, or regulations adopted for the purpose of avoiding or mitigating an environmental effect.

Impact 4.7-1: Conflicts with Policies and Regulations

The proposed project will not conflict with policies or regulations adopted for the purpose of avoiding or mitigating an environmental effect, and thus will not result in impacts related to consistency with local plans and policies.

The following discussion provides an overview of consistency with local plans and policies. In accordance with Appendix G of the state CEQA Guidelines, the review focuses on potential project conflicts with policies or regulations adopted for the purpose of avoiding or mitigating an environmental impact. There are no apparent conflicts between the proposed project and applicable plans, policies, or regulations adopted for the purpose of avoiding or mitigating an environmental effect, as summarized in Table 4.7-1 at the end of this section.

The B/SOL Plan does not contain any policies specifically applicable to the site or adopted for the purpose of avoiding or mitigating an environmental impact. The B/SOL Plan includes recommendations for a hotel and conference facility at the La Bahia site that includes a larger project and consolidation with property to the east. The current proposal does not include consolidation with the adjacent property, but the proposed number of rooms (165) is within the overall number recommended in the B/SOL Plan (250-275). The project also includes 4,350 square feet of meeting rooms and an additional 3,325 square feet of “pre-function” space, which taken together could accommodate conferences.

The B/SOL Plan Design Guidelines are part of the City's LCP. City Planning Department staff reviewed all of the General Design Guidelines and the guidelines for the Beach Commercial area, and concluded that the La Bahia project appears to meet all of them. The only guideline that is not met is the minimum 15-foot floor to ceiling height for street level commercial spaces as the project proposes 12 feet. This exception is part of the PD Permit request.

The RTC zone regulations specifically state that "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" (Municipal Code section 24.10.618). As indicated in the HISTORICAL RESOURCES (4.2) section of this EIR, the proposed project as mitigated in this EIR is consistent with mitigation measures in the B/SOL Plan EIR. At the request of the City, this EIR has included a review by a historic preservation consultant that reviewed the project and the elements of the existing structures that are proposed for retention. The project does incorporate the bell tower and part of the existing building into the project design. Mitigation measures 4.1-1a and 4.1-1b in this EIR call for documentation of the building prior to alteration and potentially salvaging significant building features, consistent with the mitigation measures in the B/SOL Plan EIR. The proposed project also is consistent with other applicable mitigation measures in the B/SOL Plan EIR, including: implementation of onsite drainage systems and stormwater pollution prevention measures as set forth in the City's Stormwater Management Plan and regulations; preparation of a geotechnical report that identifies appropriate measures to mitigate liquefaction impacts; preparation of a site-specific archaeological report; and incorporation of high efficiency plumbing fixtures and fire protection features. An acoustical review will be conducted at the time building plans are prepared to insure that appropriate building materials, such as windows, doors, insulation, will achieve required interior sound levels. This EIR did not identify significant impacts related to air quality impacts that would require mitigation.

The City's General Plan includes a number of policies and actions to promote use of alternative transportation modes. In accordance with significance criteria 3f in the TRANSPORTATION AND TRAFFIC (4.3) section of this EIR, the General Plan mobility policies were reviewed to determine potential project conflicts with adopted plans, plans or programs regarding public transit, bicycle or pedestrian facilities. The project would not conflict with any such policies and specifically includes project elements that support the following alternative transportation policies and actions:

- M2.3.4 Encourage visitor-serving developments, such as hotels, to make bicycles and shuttle programs available to patrons.
- M3.1.9 Consider reducing parking requirements for employers, developments, businesses, and major destination centers that implement effective alternative transportation programs.
- M3.3.5 Require new development to be designed to discourage through traffic in adjacent neighborhoods and to encourage bicycle or pedestrian connections.
- M4.1.7 Require that site and building design facilitate pedestrian activity.

It is noted that there are other policies in these plans which are applicable to the project, and which address a broader range of land use, project design, circulation, and planning concerns. Project consistency with local adopted plans and policies will be determined ultimately by the

City Council. Because the policy language found in any city or county general plan is often susceptible to varying interpretations, it is often difficult to determine, in a draft EIR, whether a proposed project is consistent or inconsistent with such policies. Case law interpreting the Planning and Zoning Law (Gov. Code, § 65000 et seq.) makes it clear that: (i) the ultimate meaning of such policies is to be determined by the elected city council, as opposed to city staff and EIR consultants, applicants, or members of the public; and (ii) the city council's interpretations of such policies will prevail if they are "reasonable," even though other reasonable interpretations are also possible (See *No Oil, Inc. v. City of Los Angeles* (1987) 196 Cal.App.3d 223, 245-246, 249.) Courts also have recognized that, because general plans often contain numerous policies emphasizing differing legislative goals, a development project may be "consistent" with a general plan, taken as a whole, even though the project appears to be inconsistent or arguably inconsistent with some specific policies within a given general plan (*Sequoyah Hills Homeowners Association v. City of Oakland* (1993) 23 Cal.App.4th 704, 719). Furthermore, courts strive to "reconcile" or "harmonize" seemingly disparate general plan policies to the extent reasonably possible (*No Oil, supra*, 196 Cal.App.3d at p. 244).

Mitigation Measures

No mitigation measures are required, as a significant impact has not been identified.

TABLE 4.7-1: Review of Project with City of Santa Cruz Policies
 [ADOPTED FOR THE PURPOSE OF AVOIDING OR MITIGATING AN ENVIRONMENTAL EFFECT]

Plan-Element	Policy Number	Policy	Project Review
Local Coastal Plan (2005)			
Environmental Quality	2.3.1	Design and site development to minimize lot coverage and impervious surfaces, to limit post-development runoff to predevelopment volumes, and to incorporate storm drainage facilities that reduce urban runoff pollutants to the maximum extent possible.	NO CONFLICT. The project incorporates low impact development (LID) features, such as biofiltration and porous pavement and with planned detention will maintain pre-development runoff rates. (See Initial Study in Appendix A.)
	2.3.1.6	Require a maintenance program and oil, grease, and silt traps for all parking lots over 10 spaces, and also investigate methods of retrofitting existing parking lots with grease, oil, and silt traps.	NO CONFLICT. Project parking garage is enclosed and will not drain into storm drain system.
	3.1.2	Prohibit grading and earth disturbance during wet winter months and ensure that any grading or stockpiles are stabilized and revegetated (or covered) before winter months.	NO CONFLICT. The project will comply with the City's Grading Ordinance and requirements set forth in the required Stormwater Pollution Prevention Plan.
Community Design	2.2	Preserve important public views and viewsheds by ensuring that the scale, bulk, and setback of new development does not impede or disrupt them.	NO CONFLICT. The project will not result in significant impacts to public views, and the project is consistent with B/SOL Plan design recommendations and Design Guidelines.
	3.5	New or renovated development shall add to, not detract from, City-identified landmarks, historic areas and buildings, and established architectural character worthy of preservation.	NO CONFLICT. The proposed project will result in demolition of an historic structure, except for the bell tower and a portion of the southeastern building, but the project is consistent with B/SOL Plan design recommendations and Design Guidelines, and will not affect other landmarks or historic buildings in the area.
	3.5.4	Maintain the prominence of Beach and Mission hills when development is proposed on or near them.	NO CONFLICT. The project will not affect the Beach Hill area; the project site is not near Mission Hill
Land Use	1.6	Minimize, when practical, obstruction of important views and viewsheds by new development. In the Coastal Zone, development shall be sited and designed to and along the ocean and in scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and to restore visual quality in visually degraded areas.	NO CONFLICT. The project will not result in significant impacts to public scenic views, and the project is consistent with B/SOL Plan design recommendations and Design Guidelines.
Circulation	1.7	As a condition of development, expansion or change of land use, developers or employers shall mitigate the impacts on circulation (consistent with circulation planning policy and the CMP), provide incentives to enhance the use of alternative transportation, and, when necessary, shall prepare transportation impact studies, and phase improvements to reduce traffic impacts, and ensure that circulation facilities are adequate to serve the development.	NO CONFLICT. The project provides bicycle parking in excess of City requirements, and the Applicant has prepared an Alternative Transportation Program to reduce auto trips and will pay required Traffic Impact Fees.

TABLE 4.7-1: Review of Project with City of Santa Cruz Policies
 [ADOPTED FOR THE PURPOSE OF AVOIDING OR MITIGATING AN ENVIRONMENTAL EFFECT]

Plan-Element	Policy Number	Policy	Project Review
	6.4.6	Consider a reduction in parking requirements for employers, developments, businesses, and major destination centers implementing effective alternative transportation programs.	NO CONFLICT. See Circulation 1.7 above.
Economic Development	5.3	Provide careful evaluation and require appropriate design of visitor-serving facilities and services to reduce traffic and ensure protection of neighborhood, important views, and the natural environment.	NO CONFLICT. The EIR evaluates traffic and aesthetics impacts. The Applicant has prepared an Alternative Transportation Program to reduce auto trips and will be required to pay traffic impact fees.
Cultural Resources	1.2.2	Evaluate the extent of onsite archaeological and paleontological resources through archival research, site surveys, and necessary supplemental testing as part of the initial environmental assessment on each potentially significant site.	NO CONFLICT. An archaeological investigation found no evidence of significant archaeological resources. The project will be subject to a Condition of Approval to investigate paleontological resources that may be found during construction. (See Initial Study in Appendix A.)
	2.1	Protect and encourage restoration and rehabilitation of historic and architecturally significant buildings and landmarks.	NO CONFLICT. The project retains a portion of the existing La Bahia complex, including the southwestern portion of the building and the bell tower. Further it was anticipated in adoption of the BSOLA Plan (found consistent with GP) that La Bahia may need to be demolished or significantly modified to meet other goals of providing significant visitor serving accommodations on this site.
Safety	2.1	Require site-specific geologic investigations for residential development of four+ units in known potential liquefaction and other seismic hazard areas, and require developments to incorporate the recommended mitigation measures.	NO CONFLICT. A geotechnical investigation was prepared for the project site in 2008 and has been updated for the currently proposed project.
LCP-B/SOL Plan			
No pertinent policies were identified that are applicable to the proposed project.			
General Plan 2030			
Community Design	CD1.1.2	Protect the Monterey Bay National Marine Sanctuary and the shoreline and views to and along the ocean, recognizing their value as natural and recreational resources.	NO CONFLICT. The project will not result in significant impacts to public views, and the project is consistent with B/SOL Plan design recommendation and Design Guidelines.
	CD1.2	Ensure that the scale, bulk, and setbacks of new development preserve important public scenic views and vistas.	NO CONFLICT. The project will not result in significant impacts to public views, and the project is consistent with B/SOL Plan design recommendation and Design Guidelines.

TABLE 4.7-1: Review of Project with City of Santa Cruz Policies
 [ADOPTED FOR THE PURPOSE OF AVOIDING OR MITIGATING AN ENVIRONMENTAL EFFECT]

Plan-Element	Policy Number	Policy	Project Review
	CD4.1.5	Maintain the visual prominence of important city landmarks and destinations as viewed from major circulation routes and public viewpoints, when possible.	NO CONFLICT. The project retains the existing bell tower and the southeastern portion of the building, but is not otherwise a prominent visual feature as viewed from major circulation routes. Through careful project design review and permitting the visual prominence will be assured maintained from public viewpoints as well.
Land Use	LU1.2	Ensure that growth and development do not lead to the overdraft of any water source, the creation of unacceptable levels of air pollution, or the loss of prime agricultural land.	NO CONFLICT. The project will not result in significant impacts to the City's water supply or result in significant criteria pollutants or greenhouse gas emissions as addressed in this EIR. The project will not affect agricultural lands.
Mobility	M3.1.9	Consider reducing parking requirements for employers, developments, businesses, and major destination centers that implement effective alternative transportation programs.	NO CONFLICT. The project provides bicycle parking in excess of City requirements, and has prepared an Alternative Transportation Program to reduce auto trips.
Civic and Community Facilities	CC5.1.8	Require new development to maintain predevelopment runoff levels.	NO CONFLICT. The project incorporates stormwater detention that will maintain pre-development runoff rates. (See Initial Study in Appendix A.)
Hazards, Safety and Noise	HZ2.2.1	Require future development projects to implement applicable Monterey Bay Unified Air Pollution Control District control measures and/or air quality mitigations in the design of new projects as set forth in the District's "CEQA Guidelines."	NO CONFLICT. The project will not result in significant criteria pollutants or greenhouse gas emissions as addressed in this EIR, and no mitigation is required. Standard measures to control dust during construction will be implemented.
	HZ3.1.1	Require land uses to operate at noise levels that do not significantly increase surrounding ambient noise.	NO CONFLICT. Building mechanical equipment will be enclosed and standard Conditions of Approval require that maximum noise decibel levels not be exceeded .
	HZ3.1.2	Use site planning and design approaches to minimize noise impacts from new development on surrounding land uses.	NO CONFLICT. See HZ3.1.1 above.
	HZ3.1.3	Ensure that construction activities are managed to minimize overall noise impacts on surrounding land uses.	NO CONFLICT. The project will be required to meet City standards for noise and construction hours throughout the construction process. Recommended measures are included in the Initial Study (see Appendix A).
	HZ6.3.6	Require site-specific geologic investigations by qualified professionals for proposed development in potential liquefaction areas, shown on the Liquefaction Hazard Map, to assess potential liquefaction hazards, and require developments to incorporate the design and other mitigation measures recommended by the investigations.	NO CONFLICT. A geotechnical investigation was prepared for the project site in 2008 and has been updated for the currently proposed project.