

# SEACOAST INN CITY COUNCIL WORKSHOP

August 22, 2007



- Overview of the project
- Consistency with exceptions provided by the Specific Plan process
- Consistency with Coastal Commission considerations
- Green building features
- City revenues generated by hotel
- Summary of Environmental Impacts Analysis
- Timeline/Next Steps

- Redevelop the existing 38-room hotel into a 78-room hotel with underground parking, a full-service restaurant, an outdoor patio, a pool/spa, meeting rooms, and landscaping.
- Serve as a catalyst development in the Seacoast Drive commercial corridor.
- Preserve and enhance visitor and residence access to and along the coast.
- Increase the number and attractiveness of visitor serving accommodations to provide increased TOT to the City.
- Complement the completed and planned public improvements along Seacoast Drive.
- Incorporate environmentally sound design features and business practices.



**PACIFICA**  
COMPANIES

SEACOAST INN BUILDING EXTERIOR  
VIEW LOOKING SOUTHWEST

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SEACOAST INN BUILDING EXTERIOR  
VIEW LOOKING NORTHWEST

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PROJECT: SEACOAST INN  
DESIGNER: DARRALL DESIGN CONSULTANTS

**PACIFICA**  
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COMPANIES

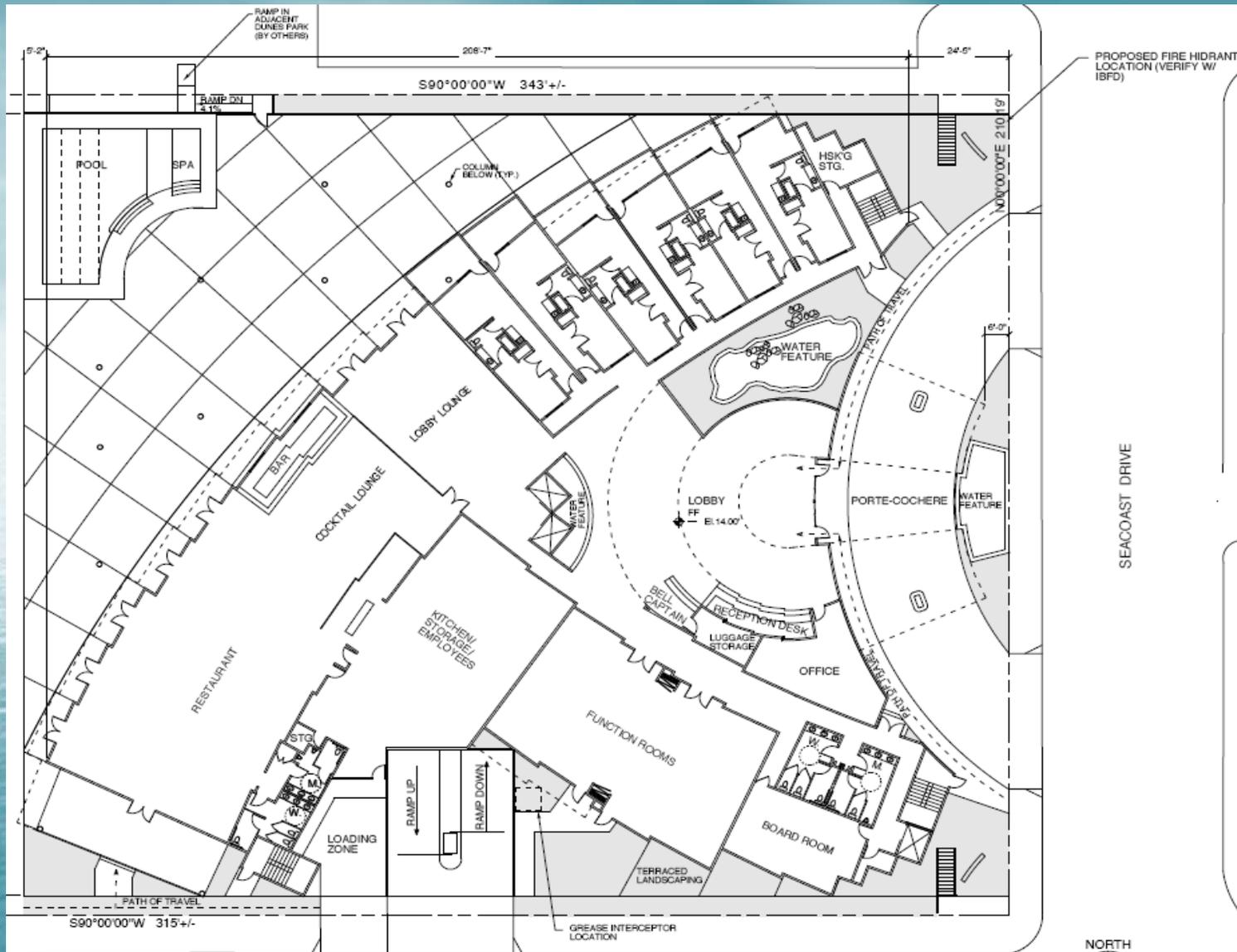
SEACOAST INN BUILDING EXTERIOR  
VIEW LOOKING NORTHEAST

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**PACIFICA**  
COMPANIES



**NORTH BUILDING**  
 4TH. LEVEL: 16 SUITES  
 3RD. LEVEL: 16 SUITES  
 2ND. LEVEL: 16 SUITES  
 GND. LEVEL: 6 SUITES  
**54 KEYS**

**SOUTH BUILDING**  
 4TH. LEVEL: 8 SUITES  
 3RD. LEVEL: 8 SUITES  
 2ND. LEVEL: 8 SUITES  
**24 KEYS**

**78 SUITES**  
**111 PARKING SPACES TOTAL**

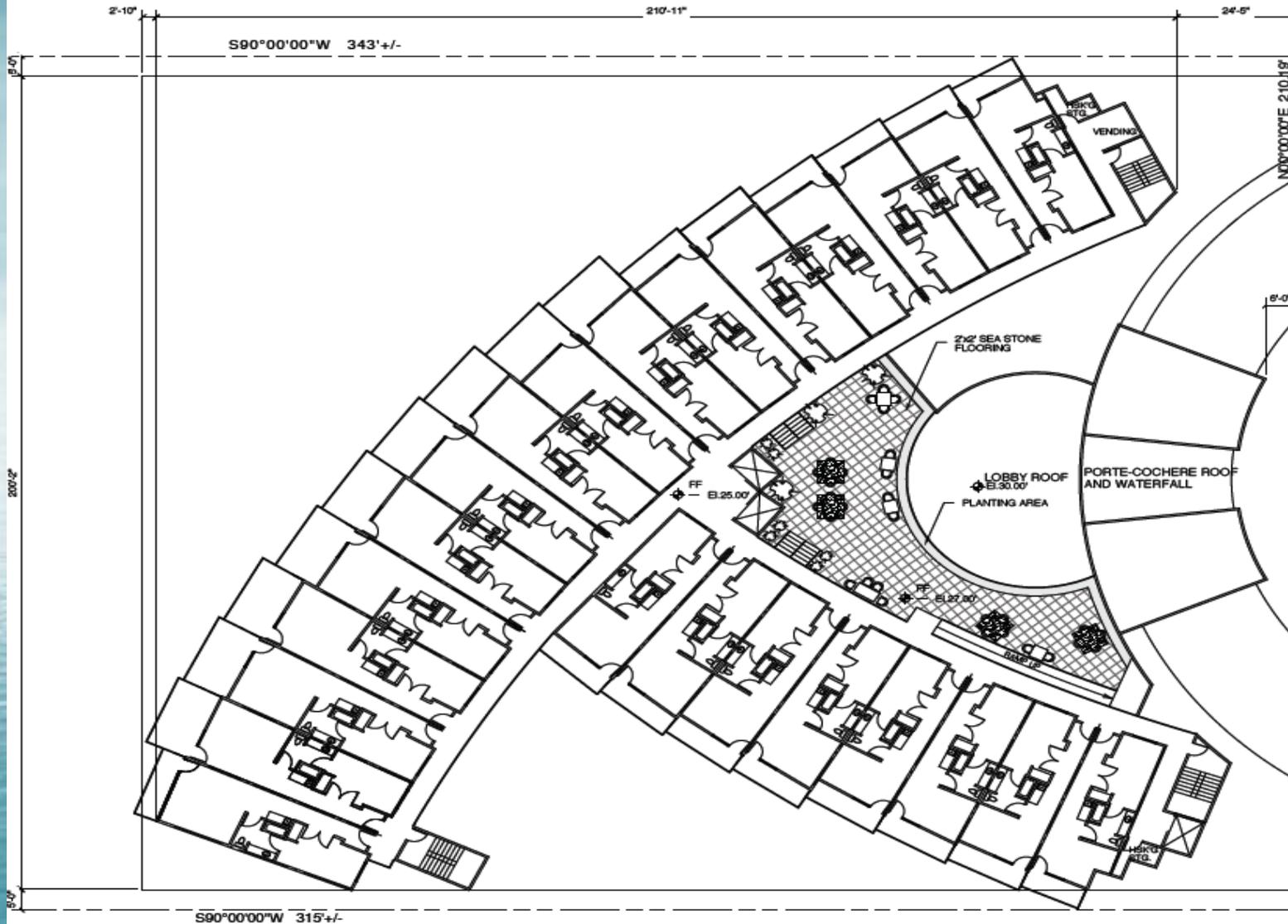
**AREAS**

LEVEL	ROOMS	DECKS	CIRCULATION	TOTAL S.F.
<b>4TH LEVEL</b>	15525 S.F.	2020 S.F.	2820 S.F.	20365 S.F.
<b>3RD LEVEL</b>	15525 S.F.	2020 S.F.	2820 S.F.	20365 S.F.
<b>2ND LEVEL</b>	15525 S.F.	2775 S.F.	2820 S.F.	21120 S.F.
<b>GND LEVEL</b>	3682 S.F.	3055 S.F.	2486 S.F.	2705 S.F.
	ADM/REST RMS: 1020 S.F.	REST/LGE/KIT: 9590 S.F.		22538 S.F.
<b>TOTAL</b>				<b>84388 S.F.</b>

**SUB LEVEL GARAGE**  
 SERV./MAINT: 2795 S.F.  
 PARKING: 42762 S.F.

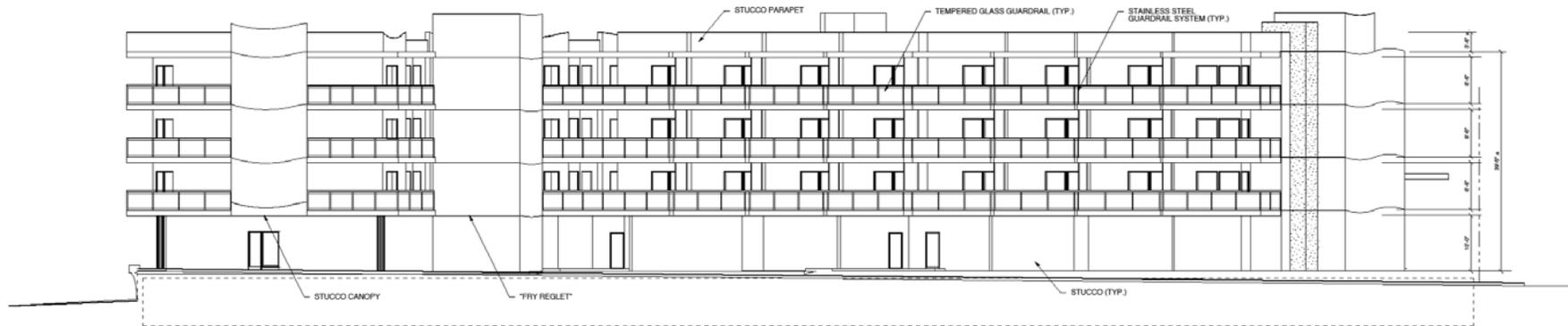
**GROUND LEVEL / SITE PLAN**  
 1/16" = 1'0"





2ND LEVEL PLAN  
1/16" = 1'0"





**SOUTH ELEVATION**  
18" x 11"



**NORTH ELEVATION**  
18" x 11"

THE HEIGHT OF THE PROPOSED BUILDING IS TO BE MEASURED FROM A PLANE THAT RESULTS FROM AVERAGING THE EXISTING PERIMETER ELEVATIONS. THE PLANE HAS BEEN DETERMINED TO BE AT ELEVATION 14 FEET ON A SURVEY DATED 4/24/2002 BY DEI PROFESSIONAL SERVICES, L.L.C. AND AS SUCH THE MAXIMUM HEIGHT OF THE ROOF BASE WILL BE 54 FEET. ANY ROOF SLOPING ABOVE 40 FEET WILL BE SCREENED BY A STUCCO PARAPET THAT WILL ALSO SCREEN ROOF ITEMS AND SHALL NOT EXCEED THE ROOF HEIGHT BY MORE THAN 48 INCHES. STRUCTURES, SUCH AS ELEVATOR PENTHOUSES SHALL NOT EXCEED THE ROOF HEIGHT BY MORE THAN 84 INCHES. STAIRWAYS TO THE ROOF, NEEDING TO BE ABOVE THE ROOF ELEVATION SHALL NOT EXCEED THE ROOF HEIGHT BY MORE THAN 84 INCHES. EQUIPMENT SUCH AS CONDENSERS, FANS, AND OTHER HVAC RELATED EQUIPMENT SHALL NOT EXCEED THE ROOF HEIGHT BY MORE THAN 48 INCHES. GARAGE VENTILATION FANS, AND KITCHEN VENTILATION FANS, IF REQUIRED, SHALL NOT EXCEED ROOF HEIGHT BY MORE THAN 84 INCHES AND SHALL BE SCREENED. SOLAR PANELS, EITHER FOR HOT WATER PRODUCTION OR PHOTOVOLTAIC GENERATION, SHALL NOT EXCEED ROOF HEIGHT BY MORE THAN 72 INCHES. THE MAXIMUM HEIGHT OF 72 INCHES HAS BEEN CHOSEN TO ACCOMMODATE THE NEED TO ANGLE SOLAR PANELS TO IMPROVE EFFICIENCY. HOWEVER, TO THE MAXIMUM EXTENT POSSIBLE THE BEST AVAILABLE TECHNOLOGY WILL BE UTILIZED TO REDUCE THE HEIGHT OF THE PANELS. THIS RATIO OF PARAPET HEIGHT TO THE MAXIMUM ROOF ITEM HEIGHT WILL ENSURE THAT ROOF ITEMS WILL NOT BE SEEN FROM THE GROUND IN THE SURROUNDING AREA. SOLAR PANEL DETAILS AND OTHER ROOF ITEMS WILL BE FURTHER DESCRIBED AND REFINED, FOR THE PURPOSE OF MINIMIZING HEIGHT, IN THE CONSTRUCTION DOCUMENTS.

**SEA COAST INN SCHEMATICS**

6/25/07



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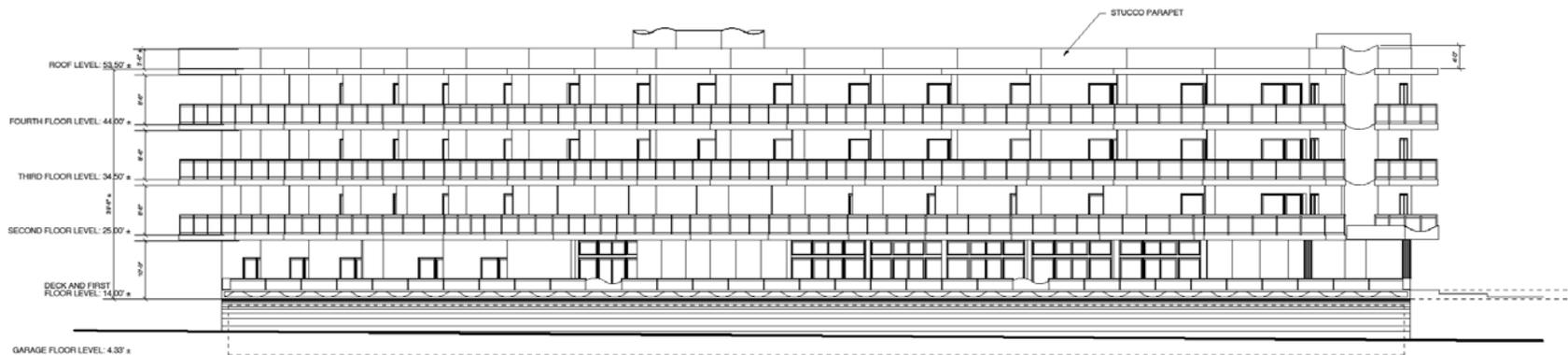


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EAST ELEVATION  
1/8" = 1'0"



WEST ELEVATION  
1/8" = 1'0"

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SEA COAST INN SCHEMATICS  
25/06/07



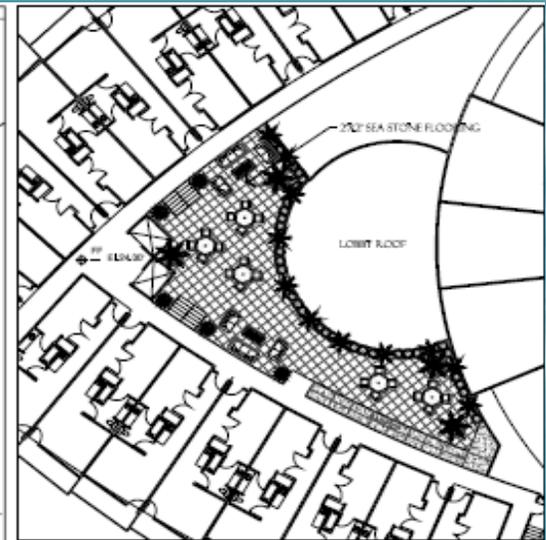
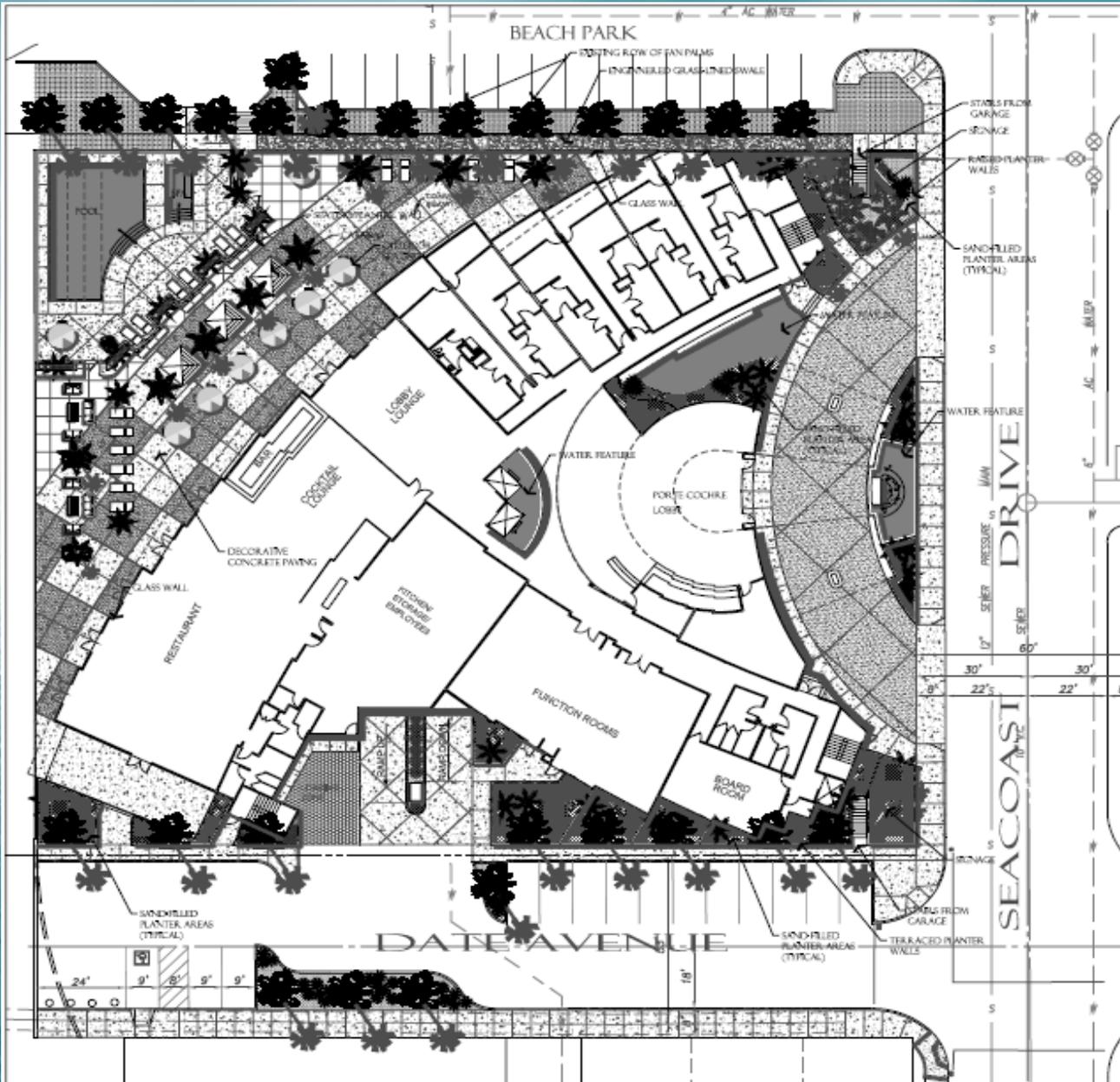
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SECOND FLOOR ROOF GARDEN PLAN

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# CONCEPTUAL LANDSCAPE SITE PLAN

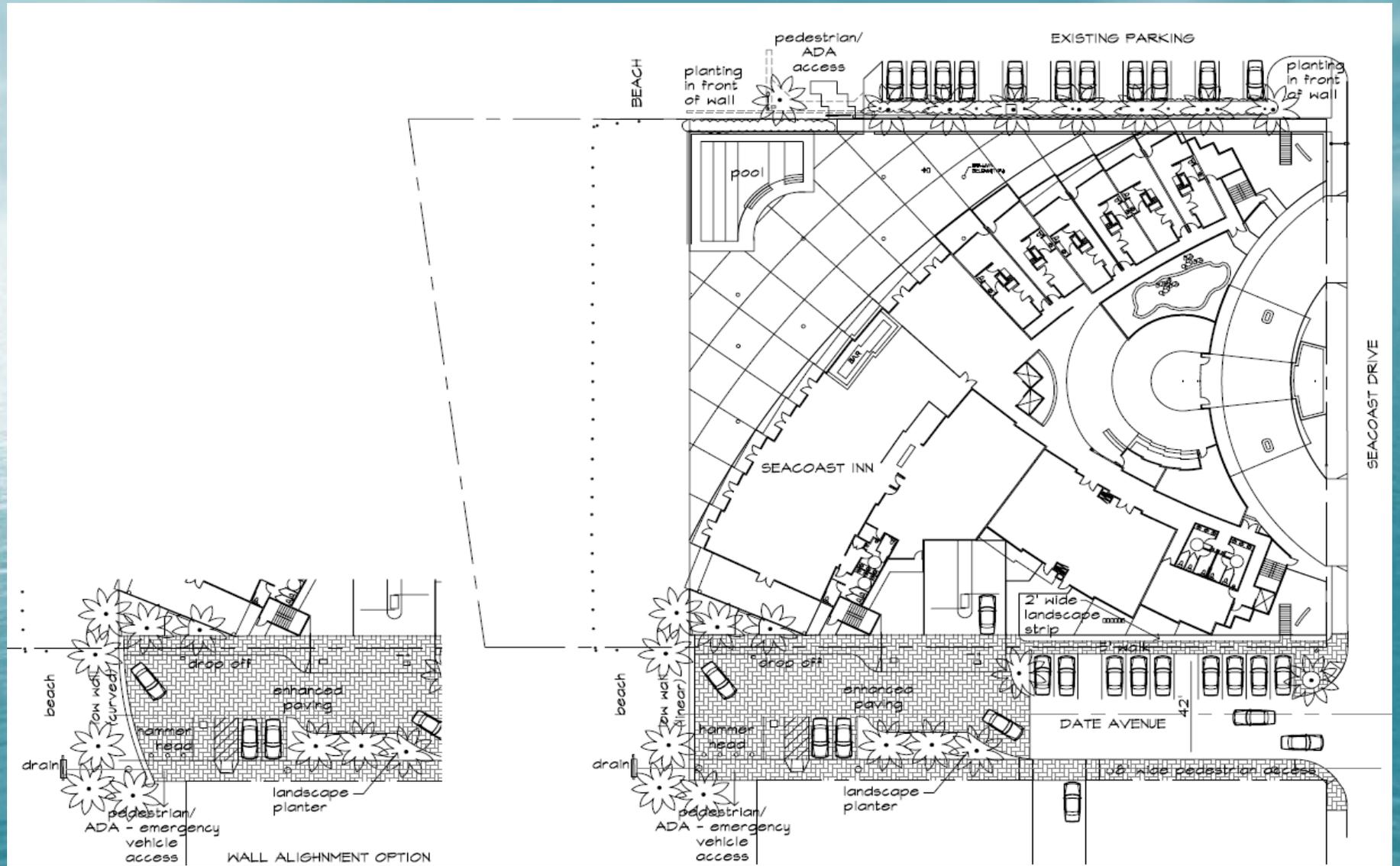
## SEACOAST INN

IMPERIAL BEACH, CALIFORNIA

## 78-room hotel with a full service restaurant, patio dining, conference room, pool, parking and landscaping

- 65,532 sq feet of Guest Rooms/Circulation
- 18,856 sq feet of Function Rooms (including over 3000 sq ft of conference and board rooms)/Restaurant/Kitchen/Lobby/Admin./Circ.
- 2,705 sq feet of Service/Maintenance
- 42,752 sq feet of Parking

# Street End Improvements



*1. The proposed project will not adversely affect the General Plan or the Local Coastal Program;*

The project is consistent with the tenets of the General Plan and Local Coastal Program:

- Circulation
- Conservation & Open Space
- Design
- Land Use
- Park, Recreation, and Access
- Safety

*2. The proposed project will not be detrimental to the public health, safety, or welfare;*

No negative public safety impacts:

- Improved pedestrian safety by redesign of the parking program
- Removal and replacement of seawall with new protection structure
- No burden on emergency or public services
- Environmentally friendly design to promote protection of public health

*3. The proposed project, when considered as a whole, will be beneficial to the community and the City;*

The project provides many benefits to the City:

- Property tax, hotel (TOT) tax, and sales tax revenue
- An environmentally-friendly hotel that honors the Council's eco-tourism and climate protection goals
- An enhanced commercial zone
- Landscaping enhancements
- The dedication of 35 feet of new public beach
- Elimination of a "sea" of surface parking

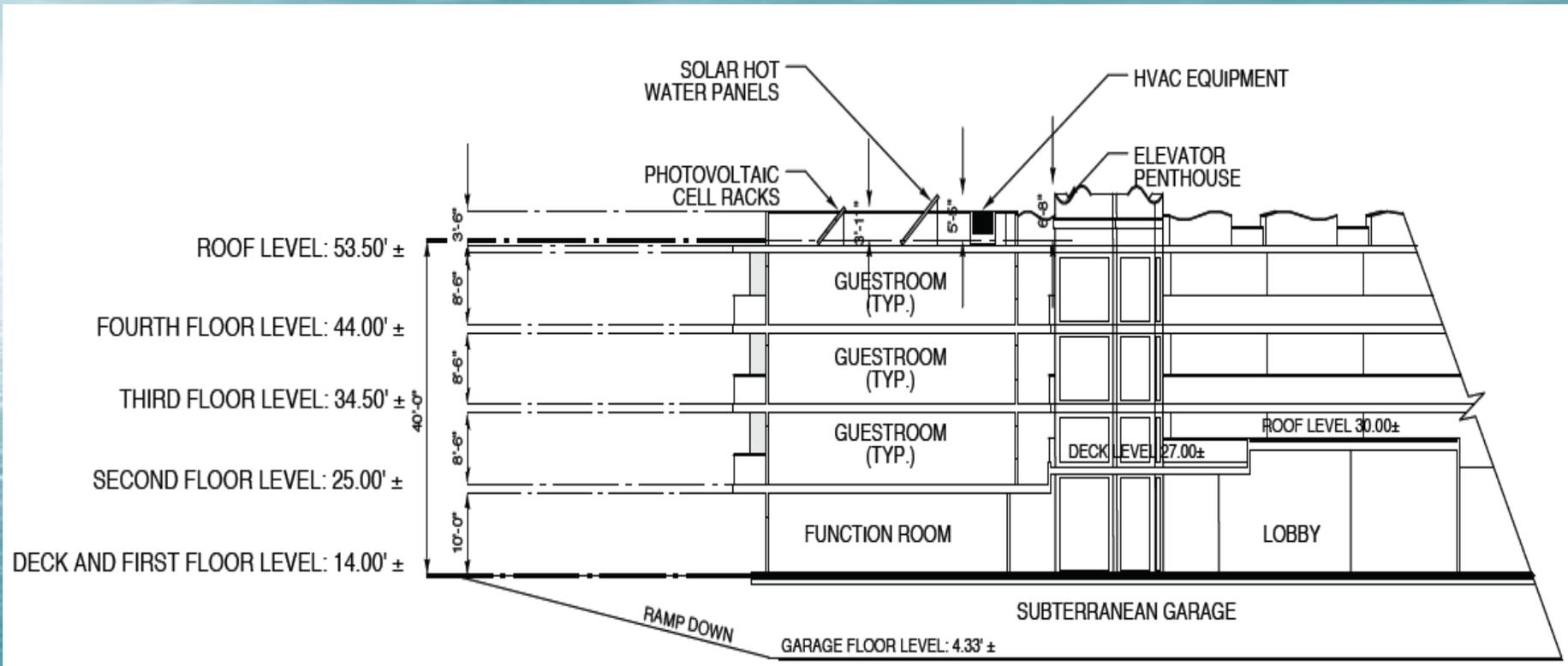
- The addition of 40 visitor-serving rooms
- Street end improvements on Date Avenue
- A new full-service public restaurant (with patio dining), lobby lounge, meeting, and convention rooms
- Removal of physical encroachments and improved and enhanced visual access to and along the beach
- Increased public access
- A curvilinear hotel design that reduces the “fortress” effect

*4. The proposed deviations are appropriate for the location and will result in a more desirable project than would be achieved if designed in strict conformance with zoning regulations in the C-2 zone.*

A 78 room full-service hotel could not be accommodated at the current site without flexibility in zoning:

- Large percentage of total site open to the sky, as opposed to wall-to-wall development
- Curvilinear design significantly enhances views, returns 35 feet of beach width (where the current hotel stands) to the public
- Underground parking eliminates a sea of unattractive surface parking
- Unique boutique hotel design that honors the character of Imperial Beach while providing a catalyst for enhancement of the commercial zone.

# Roof Cross-section



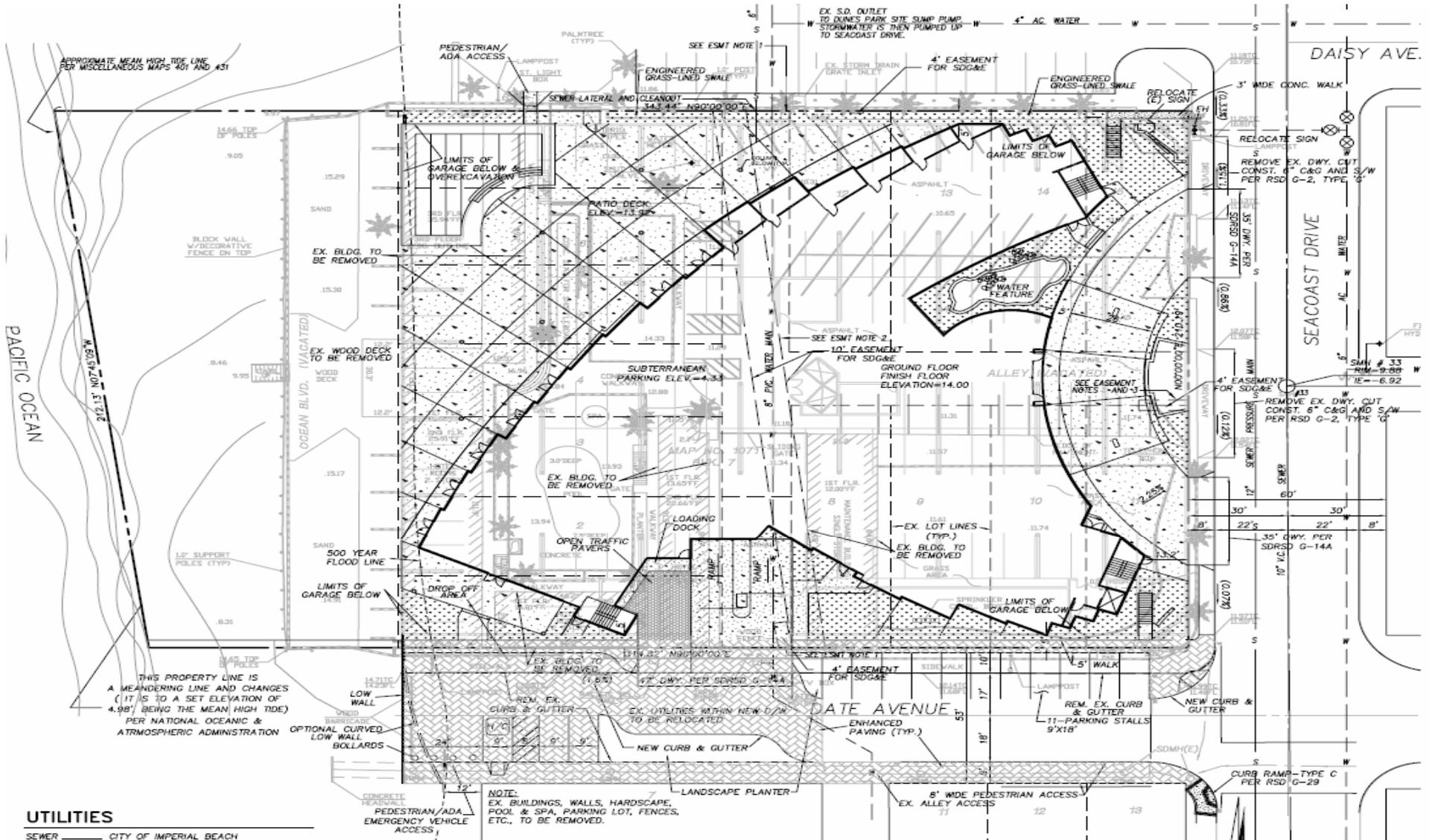
# Setback of vertical seawall by 35 feet



## Elimination of “sea” of surface parking

- Parking for guests and ancillary uses (function rooms and restaurant) will be provided in a sub-surface garage with 111 spaces (5 ADA)
- 1.42 spaces per room (exceeding 1.0/room requirement)
- Retention and reconfiguration of 19 on-street parking spaces



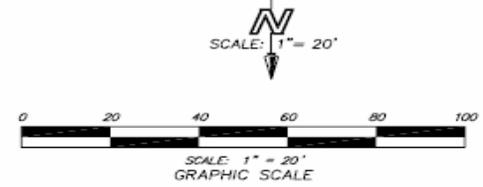
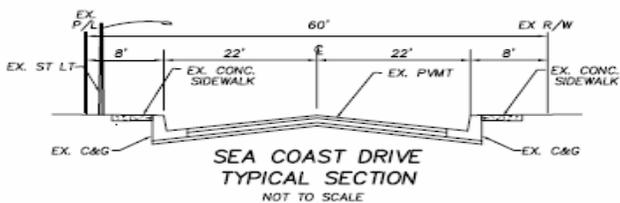
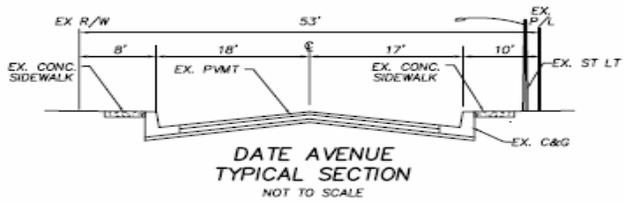


**UTILITIES**

- SEWER ——— CITY OF IMPERIAL BEACH
- WATER ——— CAL AM WATER CO.
- TELEPHONE ——— AT & T
- GAS ——— SEMBRA ENERGY
- ELECTRIC ——— SEMBRA ENERGY

NOTE:  
 EX. BUILDINGS, WALLS, HARDSCAPE,  
 POOL & SPA, PARKING LOT, FENCES,  
 ETC., TO BE REMOVED.

THIS IS A MAP OF A CONDOMINIUM PROJECT AS DEFINED IN SECTION 1350 ET, SEQ. OF THE CIVIL CODE OF THE STATE OF CALIFORNIA, AND IS FILED PURSUANT TO THE SUBDIVISION MAP ACT. THE TOTAL NUMBER OF CONDOMINIUM DWELLING UNITS IS 78



# Improved view corridors



## Abundant and Affordable Visitor-Serving Accommodations

### Room rate/vacancy study:

- Annual occupancy rates for short-term vacation accommodations do not exceed 59%, suggesting that supply exceeds demand for vacation accommodations more expensive than \$100/night
- Only hotel less than \$100/night closed in 2007 suggesting low demand for infeasibility
- Ample supply of reasonably priced accommodations within 1.5 miles of Portwood Pier and Dunes Park:
  - 116 hotel rooms from \$89-\$285
  - 75 private rental units from \$64-443
  - 124 RV spots from \$40-65

**Figure 1 -  
Locations of Imperial Beach Short-Term Rental Accommodations**

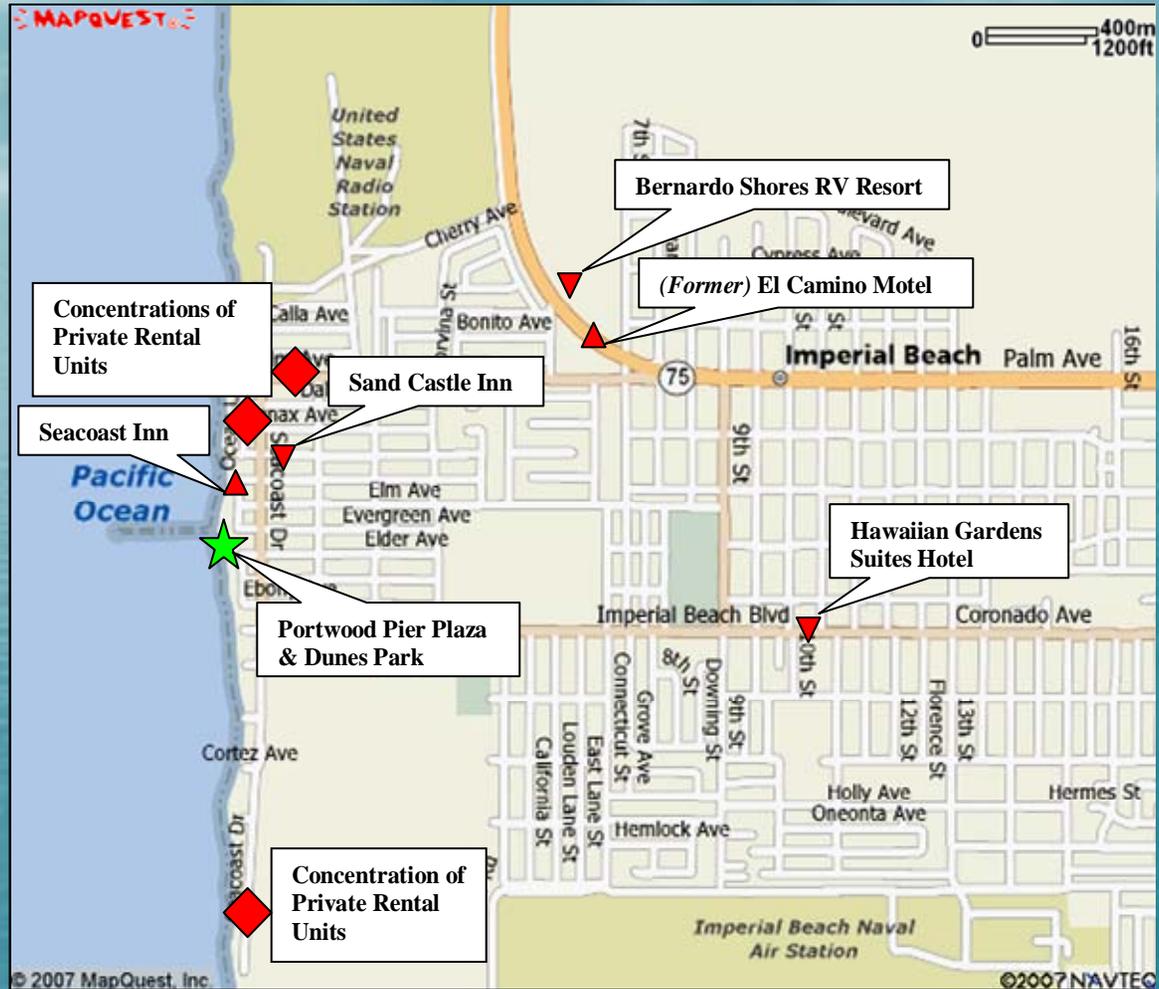


Table 3 – Imperial Beach Accommodations  
2004-2007 Average Daily Room Rates

Name	Peak-season 2007 <sup>[1]</sup>	Off-season 2007	Overall 2007 <sup>[2]</sup>	2006 <sup>[3]</sup>	2005 <sup>[4]</sup>	2004 <sup>[5]</sup>
Seacoast Inn	\$135	\$121 <sup>[6]</sup>	\$125	\$116	\$106	\$101
Sand Castle Inn	\$146	\$130 <sup>[7]</sup>	\$134	\$125	\$115	\$109
Private Rental Units	\$259	164 <sup>[8]</sup>	\$188	179 <sup>[9]</sup>	\$170 <sup>[10]</sup>	\$161
Bernardo Shores RV Resort	\$52	\$52 <sup>[11]</sup>	\$52	\$50	\$47	\$45
El Camino Motel (Closed Winter 2007)	N/A	N/A	N/A	\$51 <sup>[12]</sup>	\$48	\$46
Hawaiian Gardens Suite Hotel	\$131	\$107 <sup>[13]</sup>	\$114	\$108	\$102 <sup>[14]</sup>	\$97

## Restrictions on hotel operations:

- On-site hotel operator to manage reservations of all guestrooms on the same basis as a traditional hotel room
- All units marketed to the general public and all reservations made by and through the hotel operator
- No owner disincentives meant to discourage rental of their unit
- All units shall be rented at the same or comparable rate to rooms of a similar class or amenity level
- Maintain records of usage by owners and renters and rates charged for all units, as well as, TOT
- Individually owned hotel unit shall be used by its owner(s) (no matter how many owners there are) for no more than 90 days per calendar year with a maximum of 25 days use during any immediately preceding 50-day time period
- The use period limitations identified above are not affected by multiple owners or the sale of a unit
- No conversion to time-share, full-time occupancy condominium, apartment, or any other type of project that differs from the 78 guestrooms

- CC&R's must include the restrictions described in the previous slide
- CC&R's must be recorded against all individual property titles
- Pacifica maintains the legal responsibility to ensure compliance in perpetuity
- All documents must notify potential buyers of the following:
  - Owners are jointly and severally liable for violations
  - Buyers must acknowledge in writing the 90-day limitation and other restrictions
- Pacifica must retain an independent auditing company to evaluate compliance each year
- Pacifica must submit a quarterly report to the City documenting that the project is in conformance with TOT requirements
- If hotel owner and hotel operator become separate entities they are jointly and severally liable for violations
- Pacifica must submit for review and written approval by the Coastal Commission a plan specifying how it will implement the requirements described

## Room Management and Rental When Hotel Operator is Not Owner's Rental Agent:

- Operator of the hotel shall manage the condominiums as part of the hotel inventory, including booking of reservations, mandatory front desk check-in and check-out, maintenance, cleaning services and preparing the units for use by guests/owners
- The owner or an owner's rental agent may not withhold units from use
- Operator shall have full access to the condominiums' reservation and booking schedule to fulfill its booking and management obligations
- Electronic keys created upon each new occupancy to control the use of the condominium units

# Green Hotel Features

## Design

- Balconies and canopies to reduce the heat load
- Reflective dual glazed windows
- Windows, glass features, and the pool screen designed to minimize the potential for bird strike
- Outdoor lighting minimized to reduce the likelihood of disturbances to bird behavior/migration
- Doors and guestrooms insulated and sealed to reduce cooling loads
- Above-ground paved areas minimized

## Materials

- Priority given to the use of natural and local materials
- Recyclable or reusable materials prioritized, and chemicals such as formaldehydes and tar avoided
- High quality materials used to reduce maintenance and replacement
- Minimal use of paint and when used, only VOC-paint
- Consider cement containing 15-20% fly ash

## Water

- Low flush toilets and fixtures
  - Aerators in taps that increase force and reduce outflow, saving 50% of water
- Landscaping plan that utilizes plants native to the region that have low water requirements
- Drip irrigation to reduce water use by 50%
  - rain sensor shut off device
  - moisture sensors
  - drip emitters/drip line/bubblers
  - ET (EvapoTranspiration) Manager
- Consider use of “Aquazone” system

## Energy

- Solar collector panels for hot water and space heating needs
- Eco-friendly R22 as a refrigerant
- Tank attached to air-conditioning system to store cold energy during off-peak hours
- Maximization of natural daylight and use of high efficiency compact fluorescent lamps or halogen bulbs instead of incandescent lamps
- Electronic reduced voltage soft starter energy savers employed in the A/C compressors
- High efficiency appliances
- "Eco button" in each room to save energy
- Consider specialty vans to run on compressed natural gas
- Bicycles encouraged and available for local transport

## Operation/Management

- Regularly review energy, resource use and waste streams to achieve ongoing improvements
- Extensive recycling program
- Separate recycling bins in rooms
- Garbage bags to be made from recycled plastic
- At least 50% recycled content in all paper products
- Hotel Management to work in conjunction with City staff, Chamber of Commerce, and regional environmental groups to establish a venue and environmental programs to be held at the hotel
- Consider sponsoring a video on regional environmental themes and run it continuously in the hotel
- Open policy for staff to generate environmental ideas and deliver them directly to the environmental management head

## Revenue Calculations

### TOT PROJECTION

- 78 Units x 365 days @ \$138/night = \$3,928,860
- (Less Vacancy @ 28%) = (\$1,100,080)
- Total Room Revenue = \$2,828,780

TOT @10% = \$282,878

## TAX INCREMENT PROJECTION

- Hotel Rooms (with parking and property are valued at \$345,000 each):
    - 78 condotel rooms x \$345,000 = \$26,910,000 Total Value
  - Hotel Operation (51,400 sq ft Lobby/Conference + Parking & Excess Property)
    - Assessed Value = \$2,600,000
  - Restaurant Value (2,100 sq ft + 18 Parking Spaces)
    - Assessed Value = \$900,000
  - Total Value = \$30,410,000
    - (Less) Assessed Value = (\$1,707,959)
    - Incremental Value = \$28,702,041**
- Tax Increment @ 1% = \$287,020**

## SALES TAX PROJECTION

- Restaurant (2,100 sq ft @ \$550 sales/sq ft) = \$1,150,000
- Other taxable sales (\$8/room/day) = \$227,760
- **Total Sales** = **\$1,377,760**

**Sales Tax @ 1%** = **\$13,777**

## Projected Revenue Increase

### EXISTING HOTEL REVENUES:

• Transient Occupancy Tax (TOT)	\$73,000
• Property Tax	\$17,000
• Sales Tax	\$ 8,000
<u>Total Current Revenue</u>	<u>\$98,000</u>

### PROJECTED HOTEL REVENUES:

• Transient Occupancy Tax (TOT)	\$282,878
• Tax Increment	\$287,020
• Sales Tax	\$13,777
<u>Total Projected Revenue</u>	<u>\$583,675</u>

### PROJECTED INCREASE IN CITY REVENUE:

**\$485,675**

## Environmental Impacts Summary

Impacts	Conclusion
<b>Section 3.1 Land Use and Public Policy</b>	No impacts to land use or public policy are anticipated.
<b>Section 3.2 Aesthetics</b>	No impacts to aesthetics are anticipated.
<b>Section 3.3 Biological Resources</b>	No impacts to biological resources are anticipated.
<b>Section 3.4 Cultural Resources</b>	Mitigation established for construction of the proposed project would reduce short-term impacts to a less than significant level.
<b>Section 3.5 Traffic and Parking</b>	No impacts to traffic or parking are anticipated.
<b>Section 3.6 Noise</b>	While vibration and noise during construction would be reduced through incorporation of mitigation measures, short-term impacts are considered unavoidable and unmitigable. The lead agency must make a statement of overriding considerations supported by substantial evidence in order to approve the project.
<b>Section 3.7 Air Quality</b>	No impacts to air quality are anticipated.

<b>Section 3.8 Geology and Coastal Processes</b>	Implementation of proposed mitigation measures would reduce potential short-term and long-term impacts to geology and coastal processes to a less than significant level.
<b>Section 3.9 Hydrology and Water Quality</b>	No impacts to hydrology and water quality are anticipated.
Section 3.10 Public Services and Utilities	No impacts to public services and utilities are anticipated.
<b>Section 3.11 Hazardous Materials</b>	Implementation of the mitigation measure outlined for hazardous materials would reduce potential short-term impacts from hazardous materials to less than significant level.
<b>Section 3.12 Climate Change</b>	No impacts related to climate change are anticipated.

## Timeline/Next Steps

- Sept. 10 - Tidelands Advisory Committee
- Sept. 20 - Design Review Board
- Oct. 1 - Comment period closes
- Nov. 19 - Final EIR and MMRP go out
- Nov. 21 - City Council hearing
- Dec. 5, - City Council hearing (second reading)
- Feb. 6, 2008 - Coastal Commission (S.I. and De Novo hearing)
- Feb. 2008 - begin construction docs. and NPDES and 404 permit apps.
- Aug. 2008 - construction documents submitted for plan check
- Fall 2008 - Construction begins