



**AGENDA NO: B-1**

**MEETING DATE: February 4, 2020**

**AGENDA CORRESPONDENCE  
RECEIVED BY THE PLANNING  
COMMISSION FOR PUBLIC REVIEW  
PRIOR TO THE MEETING**

## Cindy Jacinth

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**From:** [REDACTED]  
**Sent:** Saturday, February 01, 2020 2:43 PM  
**To:** Cindy Jacinth  
**Subject:** Hotel Project on HWY 41

Dear Madame/Sir:

We understand that plans for a new boutique hotel near the intersection of HWY 1 and Rte 41 are in the works. We believe that this would be a benefit to Morro Bay for the following reasons:

- 1) It would help beautify the area - as it stands as a vacant lot, it isn't the best scenery
- 2) It brings more people to the city of Morro Bay, thus increasing tax revenues
- 3) It certainly will bring more jobs to Morro Bay
- 4) A boutique hotel would most likely target an upscale clientele

Should you have any questions, feel free to reach out to us. We have been residents in the neighboring subdivision, the Cloisters for over 20 years. Thank you.

Kindest Regards,

Frank & Sarah Massino

## Cindy Jacinth

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**From:** Jack Franklin <jack@thefranklinteam.com>  
**Sent:** Saturday, February 01, 2020 1:05 PM  
**To:** Cindy Jacinth; Scot Graham  
**Cc:** [REDACTED]

Hi Cindy and Scott

I understand Padreep and Hemant Patel are in the final stages of securing approvals for their new motel project. I highly recommend this project for this location. We need a new high end motel to fill the growing demand from tourists and vacation visitors alike. We have sufficient low end accommodations in town, and some high end small motels on the waterfront, but nothing compares to this project for easy access from and to Highway 1, lots of parking, within walking distance to services, and to the beach.

This project is a win win for all concerned, and we hope we can count on your support.

Sincerely,

Franklin Real Estate & Rentals  
798 Morro Bay Blvd  
Morro Bay, Ca. 93442  
Office: 805-772-4277  
Direct: 805-459-3055  
[jack@thefranklinteam.com](mailto:jack@thefranklinteam.com)  
"Since 1972"

February 2, 2020

Dear Planning Commissioners Lucas, Barron, Luhr, Ingrassia and Stewart,

Thank you for taking our written comment regarding **B-1 Site Location 295 Atascadero Road**.

Our family company owned hotels/motels in Morro Bay for over 20 years. As you are likely aware our local economy and the sustainability of City services for residents and visitors depends deeply on tourism as an important economic driver. It is imperative to introduce new product into the tourism economy in order to see it thrive.

The addition of 83 hotel rooms with meeting space and the amenities proposed for 295 Atascadero Road is exactly the type of market mix infusion that the Morro Bay's lodging industry needs. In fact, the proposed investment is the greatest private family investment in a vacant lot, design-build hotel project since the Golden Tee (Inn at Morro Bay) was built in the 1960's. This market mix infusion should increase the ADR, Rev Par and occupancy rates for the entire Morro Bay lodging industry. Based on Morro Bay's 2019/2020 occupancy and ADR the proposed project and private investment would provide the City with approximately \$251,000 in TOT tax. The \$251,000 in tax revenue will greatly help the City meet the City Council's #1 goal of economic sustainability.

Mr. and Mrs. Patel and their family live in Morro Bay with their young children and want to make an investment in their hometown. They are proud of their community and want to see it adopt projects that are economically and environmentally reasonable and responsible. The investment they are willing to take comes with great risk. We hope that they will be supported by the community that they live in and are proud of.

The proposed project location is an area of our community that has been largely ignored by the Cal Trans and the City. The proposed enhancement of the bike path, bike parking, creation of electric vehicle charging stations, and landscape beautification plans are not only desirable but are in line with the future needs of our City and are compatible with the future general plan. We appreciate the applicant's willingness to provide these public benefits to the community in advance of the New General Plan's approval.

As residents we watched with curiosity as the Commission provided its feedback on the initial design of the project more than a year ago. We thought that the comments and vision of the Commission were aligned with the community and appreciate your thoughtfulness and the work of the City Staff and the applicants. We have reviewed the project as presented in your current Planning Commission Meeting Packet for your consideration on Tuesday, February 04, 2020. As residents and hoteliers, we are in full support of the project and believe that the Commission should continue the project forward and adopt the staff recommendation:

**RECOMMENDATION: Forward to Council a favorable recommendation for adoption of the Mitigated Negative Declaration (SCH#2019129078) with Mitigation and Monitoring Plan and conditional approval of the project by adopting a motion including the following action(s): • Adopt Planning Commission Resolution 03-20 which includes the recommendation to Council and Findings and Conditions of Approval for the project depicted on site development plans dated January 9, 2020 (Exhibit F).**

Sincerely,



Joan and John Solu  
Morro Bay Residents

## Cindy Jacinth

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**From:** [REDACTED]  
**Sent:** Sunday, February 02, 2020 5:25 PM  
**To:** Cindy Jacinth  
**Subject:** Escape Hospitality Project

We are writing in support of the Escape Hospitality hotel project in Morro Bay. We think this project will be a positive addition to the city of Morro Bay. The city is a tourist town and is in need of new accommodations. This hotel will bring in tax revenue while improving a section of the city that needs some attention. Consider the added bonus of 11 electrical charging stations which will attract visitors to this area.

We appreciate the fact that a local family is willing to invest in Morro Bay.

Please move forward with approval of this project.

Thank you for your time.

Russell and Susan Ness  
Morro Bay

Nick Mendoza  
Owner/Operator  
Lolo's Mexican Restaurant  
2848 N. Main Street  
Morro Bay, CA 93442

February 2, 2020

City of Morro Bay  
Planning Commission

Re: Case # CDP19-039/CUP19-13/LTM19-06

Planning Commission,

The purpose of this letter is to offer my support of the hotel project at 295 Atascadero Road in Morro Bay.

My name is Nick Mendoza and my wife and I have owned and operated Lolo's Mexican Restaurant for over thirty years. We also own the property and live in Morro Bay. Being located in North Morro Bay and competing with the downtown and the Embarcadero for customers has been a challenge. Over the past few years, many of the commercial businesses have been converted to housing. I believe this project will be a step in the right direction in attracting more viable businesses and much needed visitors to North Morro Bay. As a member of the Board of the Chamber of Commerce, I'm aware of the partnership the City has with the Chamber in Economic Development. I can't think of a better example of economic development than this project, especially for North Morro Bay. The project is well thought out and beautifully designed. I strongly urge you to approve this project. Thank you for reading this email.

Best Regards,  
Nick Mendoza, Owner  
Lolo's Mexican Restaurant

**From:** Sean Green [REDACTED]  
**Sent:** Tuesday, February 04, 2020 11:36 AM  
**To:** Scot Graham <[sgraham@morrobayca.gov](mailto:sgraham@morrobayca.gov)>; Cindy Jacinth <[cjacinth@morrobayca.gov](mailto:cjacinth@morrobayca.gov)>  
**Subject:** 2/4/20 Planning Agenda Item B-1: Public Burden vs. Benefits

Planning Commission (and Council),  
Months ago, Planning Commission rightfully sent back the 83-room hotel project at 41/Hwy 1 (295 Atascadero Rd) with some key directives as follows:

- Improve building aesthetic - applicant has redesigned building facade
- Underground utilities - applicant says cost prohibitive
- Provide meaningful public benefit to offset gross height variance of 5'4" - applicant says they have

While I'm appreciative of the redesigned building facade presented in today's revised project, and while the undergrounding of utilities may or may not be possible (please await PGE's response before deciding on this), the most important item by far—an egregious height variance of 5'4" (18%) in a flat section of beach community—has not been addressed whatsoever.

Part of that falls on Planning Commission for its open-ended request for "more public benefit" to offset the unthinkable height variance—a request that I hope to make more tangible with this email. Planning Commissioners ought to have specific public benefits in mind when requesting "additional public benefits" for a burdensome applicant. After all, what can we expect from an applicant other than the cheap, barely meaningful tweaks to their existing plans that staff received, most of which benefit the applicant far more than the public anyway?

It should be the responsibility of Planning Commission (with staff assistance) to create, publish, and maintain a list of meaningful public benefits to serve as a kind of "wish list" of city infrastructure needs that applicants can then consult when proposing development that unreasonably burdens the public, such as this one at 295 Atascadero Rd does.

To further your cause, I spent an hour this morning walking the vicinity of the parcel in question and came up with the following list of actual public benefits that, if required by Planning Commission as conditions for your accepting the breaches of code proposed at 295 Atascadero Rd, would immediately and meaningfully help our city:

- Public bathroom for bike route along north/west exterior of building
- Public drinking fountains along north/west property line bike route
- Public trash cans along north/west property line bike route
- Bike path lighting from Main to Hwy 41
- Bike path lighting from Hwy 41 to Cloisters
- Bike route system map signage (north/west exterior of building)
- Removal of chain link fencing along bike route along north/west exterior of parcel (does more to hurt security than help it; poor aesthetics)
- Sidewalk completion under Hwy 1 on Atascadero Rd (north side)
- Sidewalk completion under Hwy 1 on Atascadero Rd (south side)
- Flashing pedestrian lights at Atascadero Rd/Main St intersection (3 ways)
- Flashing pedestrian lights across Atascadero Rd at MBHS entrance (2 ways)
- RTA 15 bus stop at Main/41 (north and southbound)
- RTA 15 bus stop at Main/San Jacinto (northbound)
- Atascadero Rd sidewalk completion south side at Lila Kaiser Park entrance
- Atascadero Rd roundabout fund contribution of \$50k
- "Welcome to Morro Bay" permanent beauty signage (wood/marine lumber) at
  - Main St southbound against hillside (#1)
  - Hwy 1 southbound at Main (#1A)
  - Hwy 1 northbound at MB Blvd (#2)
  - Hwy 1 northbound at Main or 41 (#3)
  - Hwy 1 southbound at 41 (#4)
  - Hwy 1 northbound at South Bay Blvd (#5)

By creating, publishing, and maintaining a wishlist of public benefits such as the one above, Planning Commission and staff can better present to applicants what Morro Bay citizens expect to see in a project, if indeed that project veers significantly from code.

Additionally, and perhaps more importantly, by creating, publishing, and maintaining a wishlist of public benefits such as the one above, Planning Commission and staff can better justify their decision to support a project, if indeed that project veers significantly from code.

As a member of the general public—a public that seems to have zero members begging for structures to exceed maximum allowable height by a full 18%—it's pretty disappointing to see a few EV stations and solar paneling being considered as somehow equal in public benefit to the public burden being proposed.

I hope you will feel the same.

Respectfully submitted,

Sean Green  
Morro Bay, CA