



# **AMERICAN TIN CANNERY HOTEL AND COMMERCIAL PROJECT**

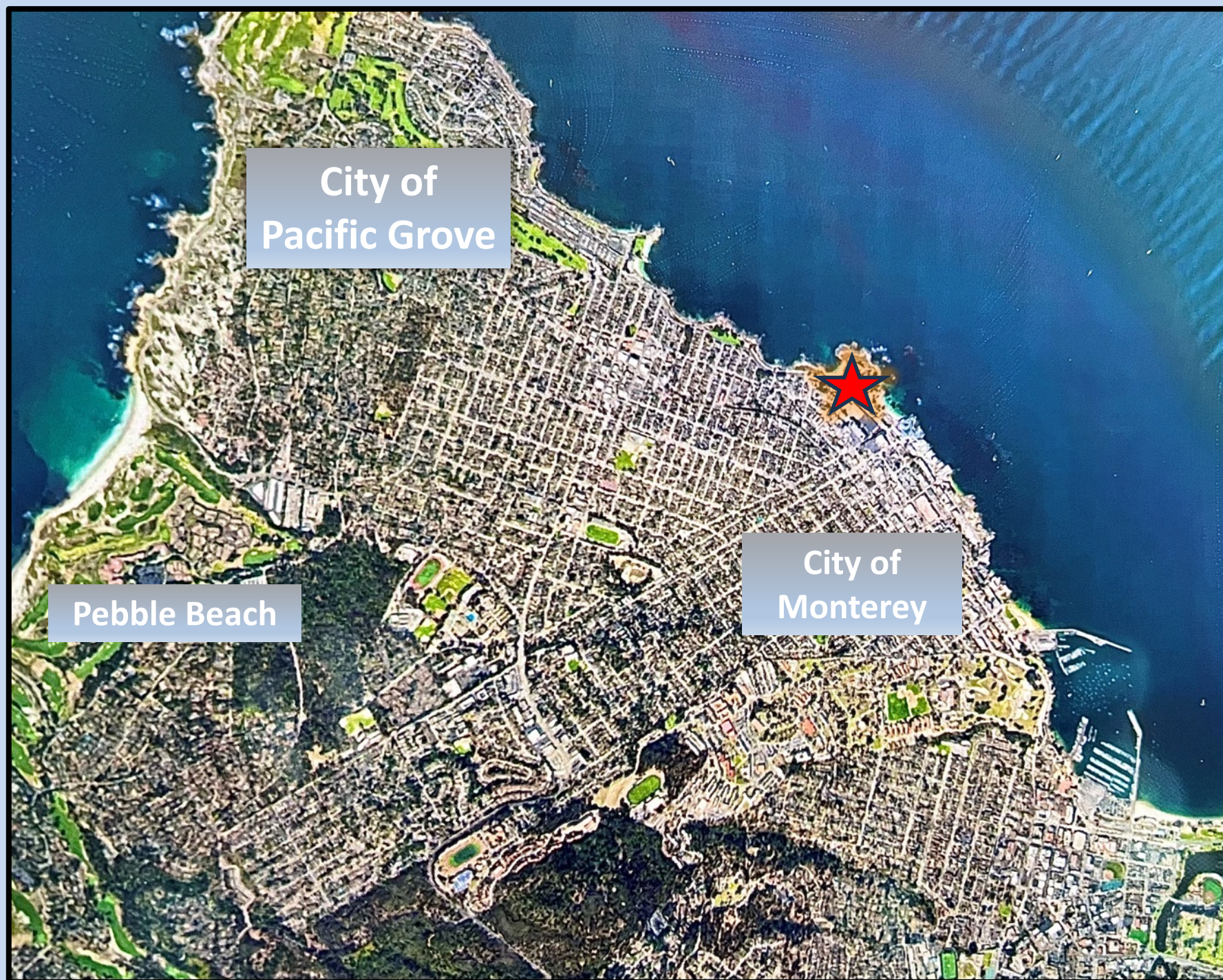
**125 Ocean View Boulevard | Pacific Grove, CA | 93950**

**California Coastal Commission – 4/11/24 – Item TH15B: Appeal No. A-3-PGR-22-0004**

*A copy of these briefing materials has been provided to CCC staff*



# PROJECT LOCATION



Project site is located inland and adjacent to the Monterey Bay in the City of Pacific Grove.



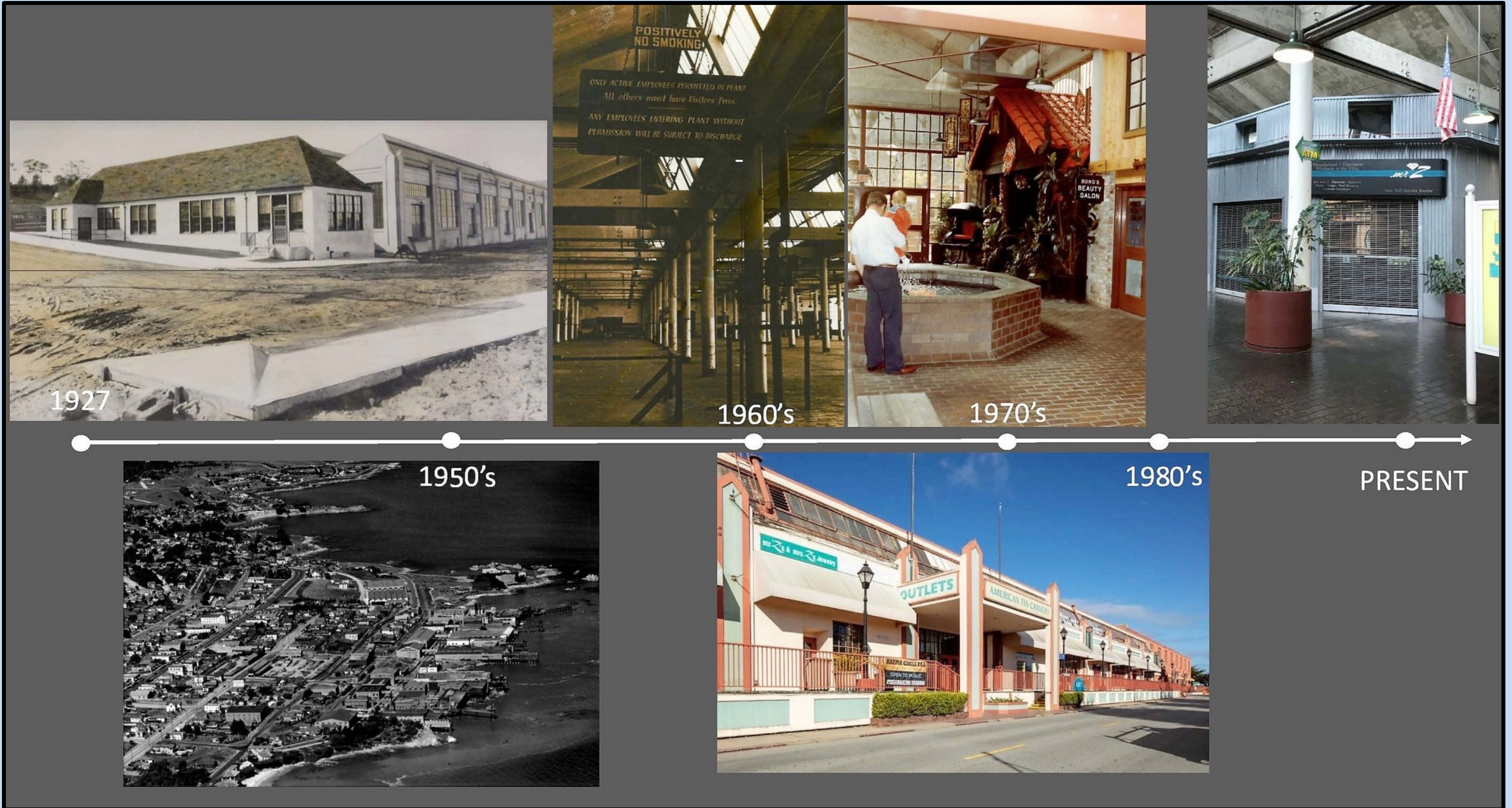
# PROJECT LOCATION



Project site is located inland of the first public road; bordered by commercial and institutional uses.



# PREVIOUS PROJECT SITE USES



Since the American Tin Cannery was constructed in 1927, the property has been used for various manufacturing and retail businesses.



# EXISTING BUILDING CONDITIONS



Despite maintenance efforts, the building continues to deteriorate and decay.



# PROJECT CHRONOLOGY

|            | Date               | Event   |
|------------|--------------------|---|
| Public     | 4/19/2016          | Voters approve Measure X to rezone multiple sites including ATC for hotel use         |
| Applicant  | 6/11/2019          | Project Application filed with City of Pacific Grove Community Development Department |
| Applicant  | 6/2019             | Open House Event Invite mailed to all addresses within 300 feet of project            |
| Public     | 6/2019             | Project introduced at numerous civic organizations (Rotary, Chamber, ETC)             |
| Applicant  | 7/16/2019          | Applicant hosts Public Open House Event   |
| City of PG | 10/4/2019          | Project Application Deemed Complete by City of PG CDD                                 |
| City of PG | 11/7/2019          | City circulated EIR Notice of Preparation   |
| City of PG | 12/3/2019          | City holds Public EIR Notice of Preparation Meeting                                   |
| CCC        | 3/2020             | City of PG LCP Certified by CCC   |
| Applicant  | 7/9/2020           | Coastal Development Permit Submitted to City of PG                                    |
| City of PG | 7/30/2020          | Draft EIR Announcement  |
| City of PG | 9/14/2020          | City of Pacific Grove extends Draft EIR Comment period extended from 45 to 60 days    |
| City of PG | 9/28/2020          | Draft EIR Comment period closes   |
| City of PG | 10/2020            | Architectural Review Board Notice of Public Hearing requirements competed             |
| City of PG | 11/13/2020         | Coastal Development Permit Deemed Complete by City's Community Development Department |
| City of PG | 12/15/2020         | Architectural Review Board Hearing  |
| Applicant  | 12/20 – 1/22       | Multiple zoom meetings held to inform residents of project specifics                  |
| City of PG | 9/2021             | Planning Commission Notice of Public Hearing requirements completed                   |
| City of PG | 10/28/ & 11/4/2021 | Planning Commission Meeting and Continuation of Meeting                               |
| City of PG | 1/12/22            | Pacific Grove City Council Meeting. CDP Permit and Final EIR Approved 6-1             |
| CCC        | 1/29/2022          | Appeals of CDP Filed  |
| CCC        | 2/2022             | Applicant Agrees to Waive 49-Day SI Deadline per CCC Staff Request                    |
| CCC        | 2/2022 - Present   | Applicant and CCC staff work diligently to resolve appeal issues and redesign project |
| CCC        | 4/11/2024          | Project scheduled to be heard at CCC Meeting  |



# CITY-APPROVED AND CURRENT PROJECT COMPARISON

|                                 | City-Approved Project                                  | Current Project   |
|---------------------------------|--|---|
| <b>Floor Area</b>               | 353,489 sf (incl. parking)<br>270,830 sf (w/o parking) | 263,514 sf (incl. parking)<br>225,299 sf (w/o parking)  |
| <b>Rooms</b>                    | 225  | 222 (206 + 16 group and family rooms)   |
| <b>LCVA</b>                     | “Heroes program”                                       | 18 lower cost standard rooms, 16-unit (64 bed capacity) group and family rooms, programming for underserved communities |
| <b>Parking Spaces</b>           | 290  | 247   |
| <b>Excavation</b>               | 26,700 cy  | 19,165 cy   |
| <b>Oceanview / Dewey Corner</b> | Hotel rooms  | 0.25 acre public space  |
| <b>Site Coverage</b>            | 89%  | 79%   |
| <b>Public Space</b>             | 0.75 acre  | Over one acre   |
| <b>Green Roof Access</b>        | Through hotel  | Directly from street  |

*City-Approved Project Visual Simulation*



*Current Project Visual Simulation*





# CURRENTLY PROPOSED PROJECT





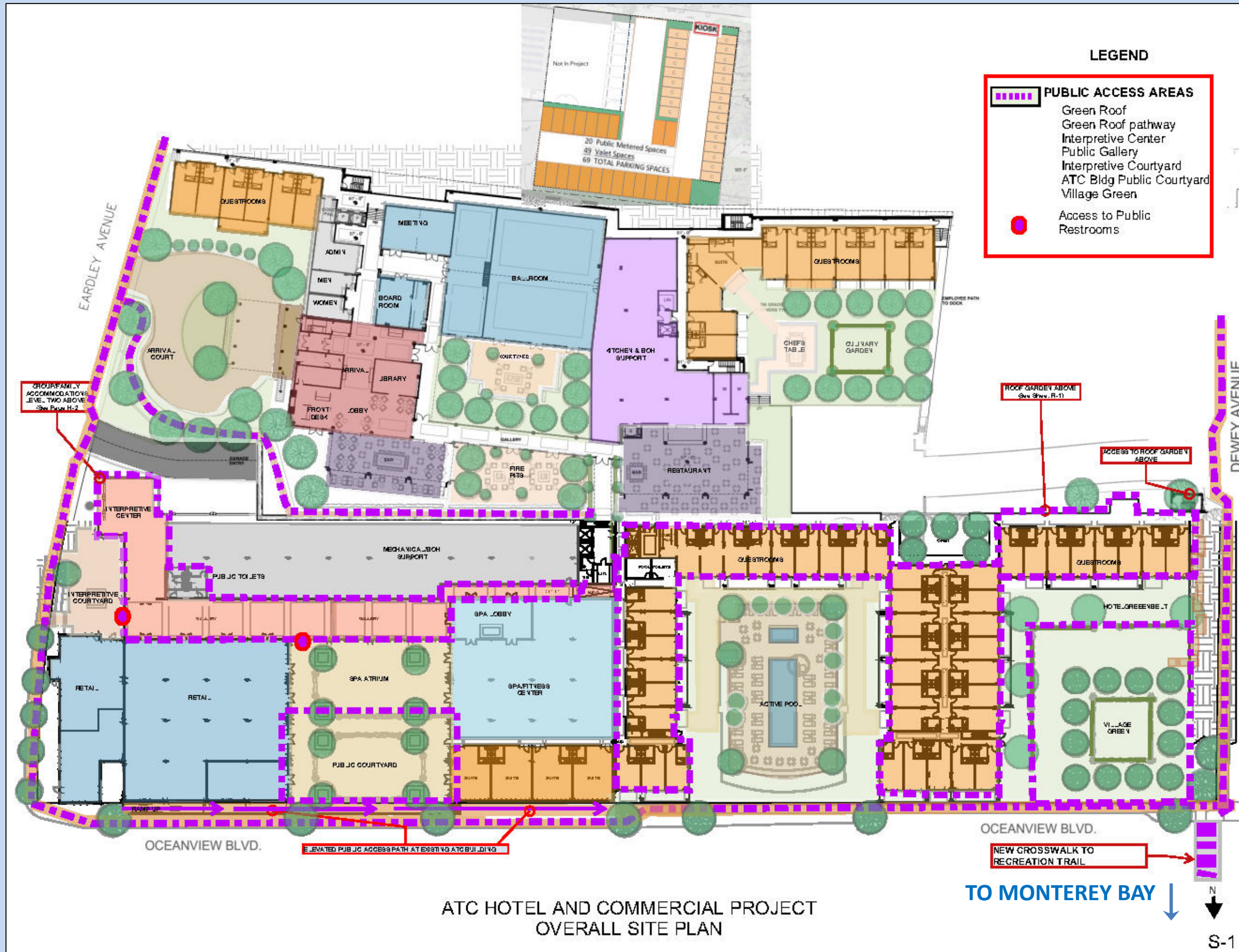
# CURRENTLY PROPOSED PROJECT SUMMARY

Project repurposes former manufacturing/retail site with new hotel and commercial project that retains the original office and manufacturing building. Hotel includes lower cost visitor accommodations, food and beverage options, meeting and event spaces, spa and fitness center, public amenities, on-site parking and accessible public outdoor areas, including a rooftop garden.

|                                  |                                    |
|----------------------------------|------------------------------------|
| ➤ Project Site Size:             | 5.6 acres                          |
| ➤ Total Rooms:                   | 222 (206 + group and family rooms) |
| ➤ Parking Spaces:                | 247                                |
| ➤ Site Coverage:                 | 79%                                |
| ➤ Total Building Square Footage: | 225,299 sf                         |
| ➤ Retail Space:                  | 10,968 sf                          |
| ➤ Total Public Space:            | 1.08 acres                         |
| Rooftop Garden:                  | 23,106 sf                          |
| Ground Level Park Area:          | 10,587 sf                          |
| Other Public Space:              | 13,433 sf                          |



# PROJECT SITE PLAN – LEVEL 1





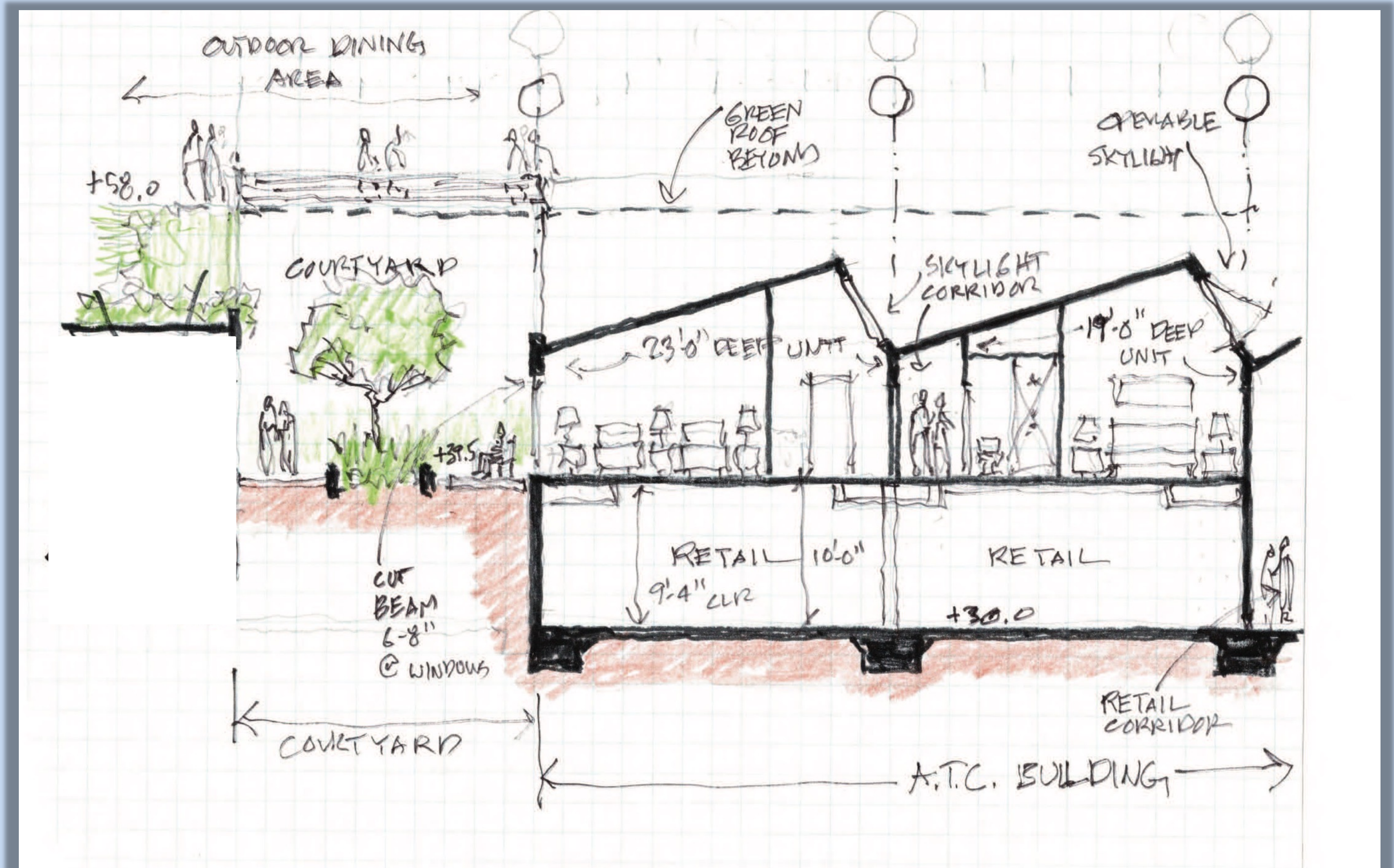
# LOWER-COST VISITOR ACCOMMODATIONS (LCVA)

All lower-cost accommodations are on-site, including:

- 18 lower-cost standard hotel rooms.
- 16-unit (64 bed capacity) group and family rooms.
  - Up to 4 guests per room to accommodate individuals, couples, and families.
- LCVA Programming:
  - Funding and outreach to provide 300 bed-nights per year available for low and no-cost overnight accommodations for groups from underserved communities.
  - Provided for the life of the project.
- All hotel amenities will be open and available to all guests.



# GROUP AND FAMILY CONCEPT



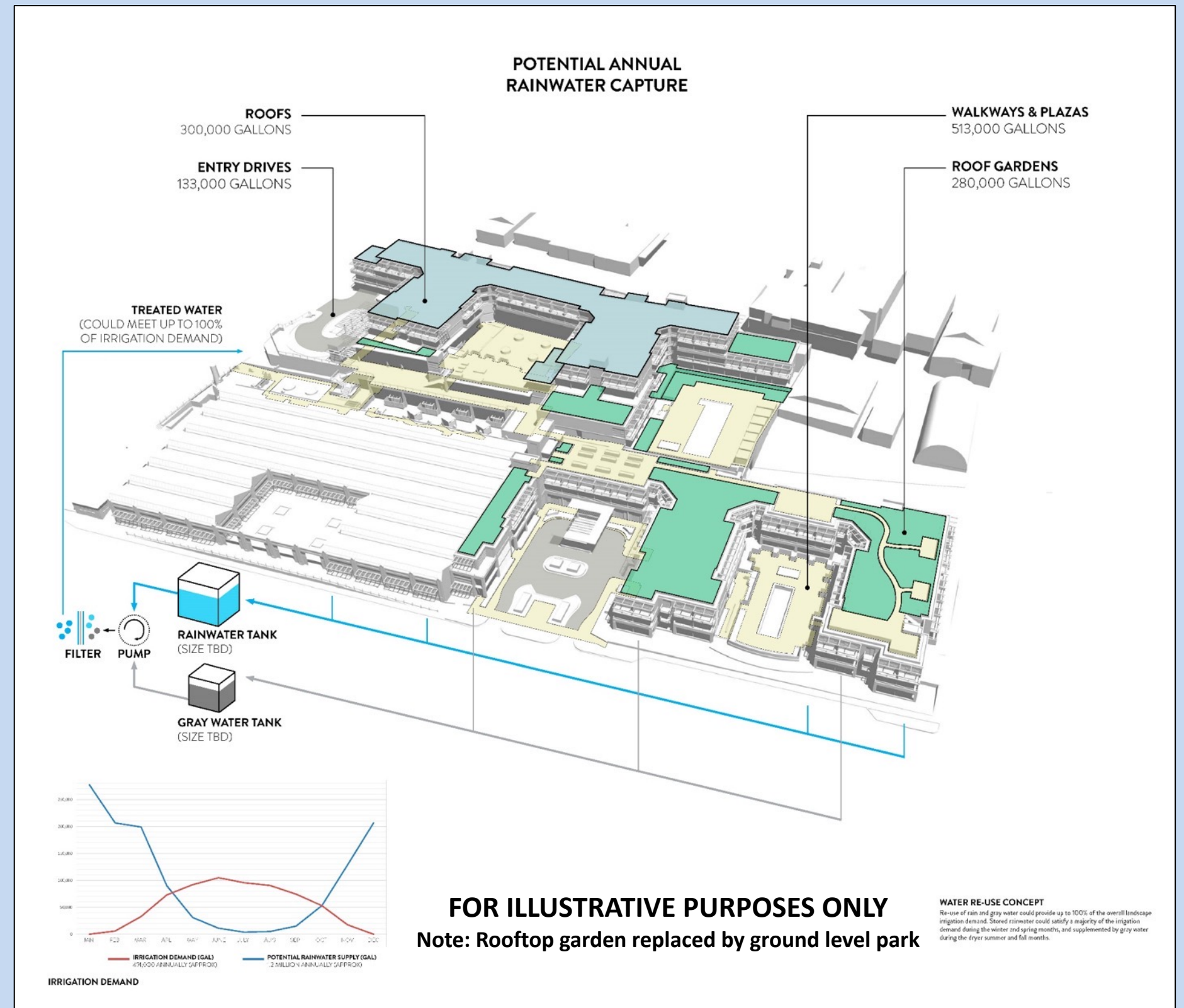






# WATER SUPPLY

- Project is served by sustainable long-term water supply
  - Project designed to fit within the site's existing water supply allocation
  - Annual monitoring and reporting required to ensure compliance
  - No credit taken for off-site laundry
  - LCP prioritizes allocating water to visitor-serving uses
- Sustainability Measures
  - Greywater Recycling System
  - Rainwater Capture System
  - Water Smart Fixtures





# COASTAL RESOURCE PROTECTION AND ENHANCEMENT

- Marine Wildlife Protection Plan
  - Protects Harbor Seals, Black Oystercatcher and other marine resources.
  - Plan requirements based on CCC staff consultations with scientific experts and experience from neighboring projects.
  - Imposes most stringent protections, monitoring and reporting requirements.
- Project changes and requirements further ensure resource protection
  - Over 60% reduction in excavation, reducing noise and vibration impact.
    - Significant reduction in truck trips positively impacting GHG emissions.
  - Approx. ¼ acre of additional publicly-accessible open space.
  - Rooftop garden, increased public space, and tree plantings enhance avian habitat and increase pollinator opportunities in an otherwise urban area.
  - Wildlife-friendly lights and bird safe glass.





# PUBLIC ACCESS & AMENITIES



Public Bike Racks



Public Educational Kiosks



Public Spotting Scopes



Guided Coastal Interactive Activities



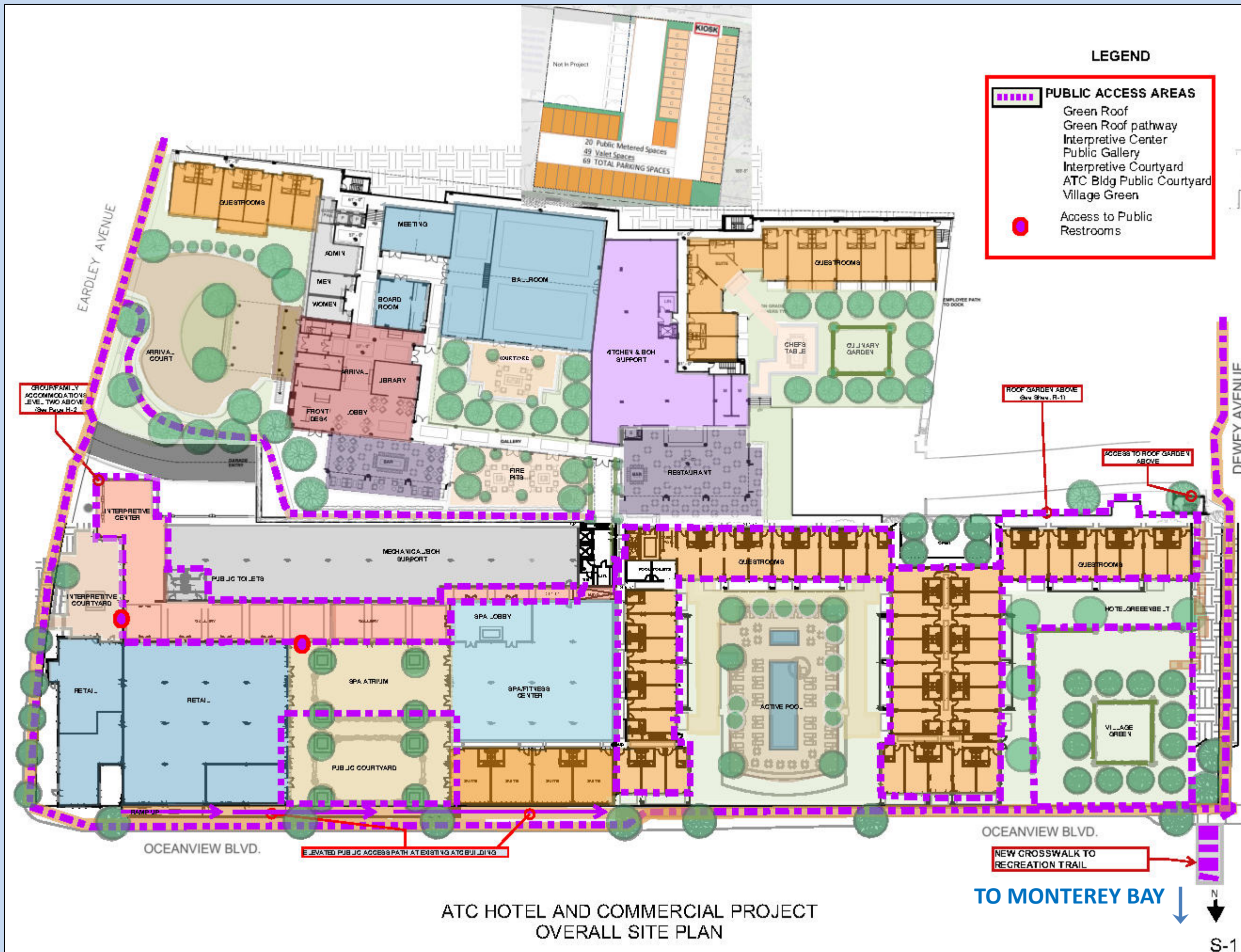
Public Interpretive Displays and Signage



Project provides significant public access opportunities and amenities – public restrooms; public rooftop garden; open courtyards and passive open space; interpretive signage and educational kiosks; bike share and rentals; new crosswalk to connect with Monterey Bay Recreation Trail; ADA compliant onsite public parking spaces and EV charging stations.

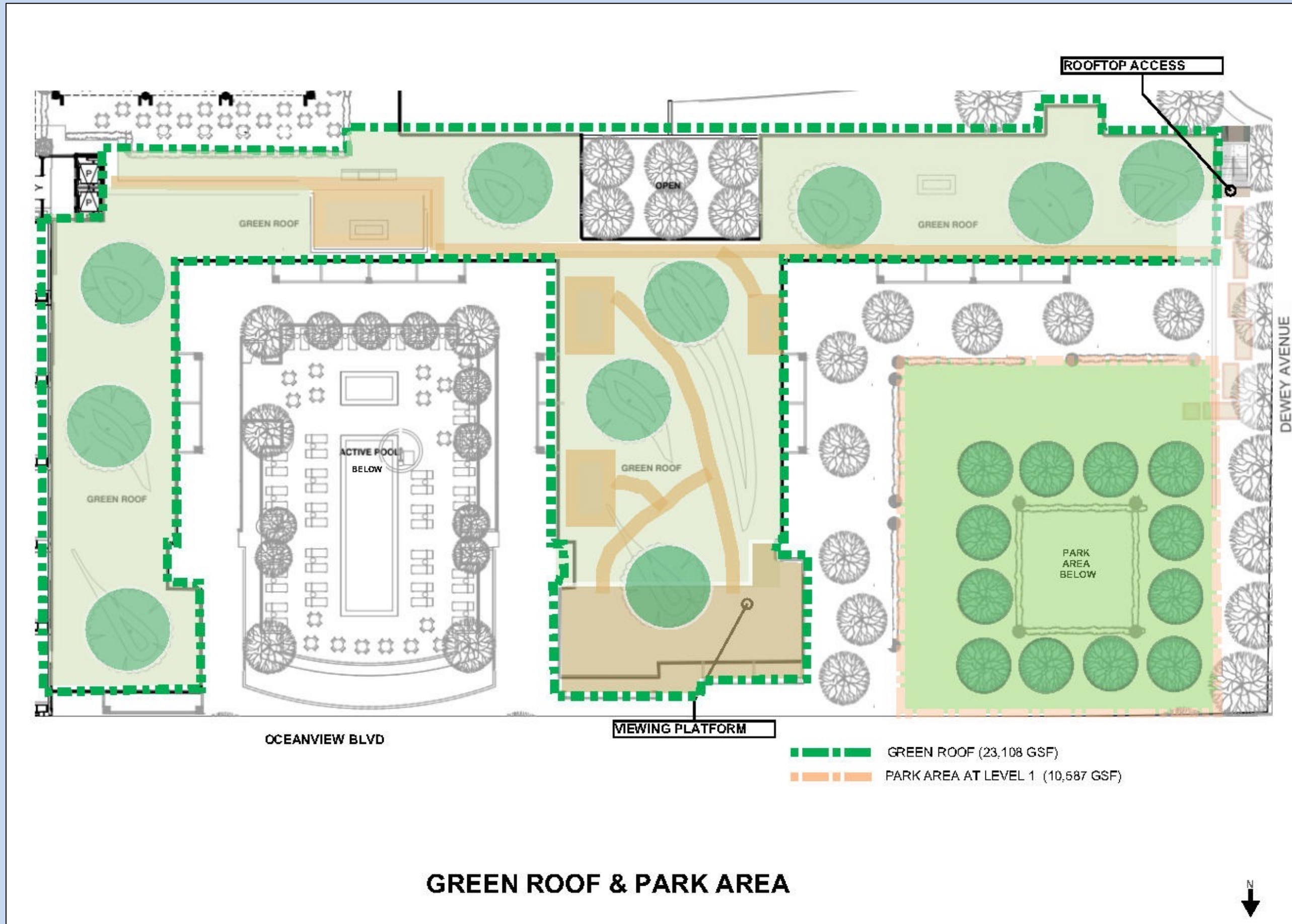


# PUBLIC ACCESS AREAS





# PUBLIC GREEN SPACES



**GREEN ROOF & PARK AREA**



# PUBLIC ROOFTOP GARDEN



Provides public access to an area of respite in the urban environment and expansive views to the Monterey Bay that are not currently available.



# COMMUNITY CHARACTER

Original American Can Company Office  
and Can Factory buildings-Circa 1927

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The original American Can Company Office and Factory Buildings – Circa 1927.



# COMMUNITY CHARACTER



*Visual Simulation*

The project retains the original factory and office buildings shown in this image.



# CURRENT VS. PROPOSED VIEWS



**CURRENT VIEW**



**PROPOSED VIEW**

Ocean View Boulevard looking toward the project. Monterey Bay is to the right.



# CURRENT VS. PROPOSED VIEWS



**CURRENT VIEW**



**PROPOSED VIEW**

Corner of Ocean View Boulevard and Eardley Avenue. Monterey Bay is to the right.



# SUSTAINABILITY ELEMENTS

- Public Green Roof reduces project energy consumption and provides natural habitat for pollinators
- Project is designed to LEED Gold standards
- Utilizes stormwater greywater capture and treatment system reducing potable water use
- Solar panels
- Increased on-site natural environment
- Water Sense appliances and fixtures
- EV chargers on site
- Compliance with Plastic Reduction Program





# APPEAL RESPONSE

The Staff Report concludes that, with incorporation of its recommended conditions of approval, the revised project is consistent with the applicable policies of the City's LCP and Coastal Act and addresses all appeal contentions.

- Lower-Cost Visitor Accommodations. All LVCA accommodations are provided on-site; outreach will be marketed to underserved and underrepresented communities. (**Special Condition 6**)
- Public Amenities. Public Access Management Plan, providing for publicly accessible amenities including restrooms, open courtyards and passive park space at grade, a rooftop garden, and public parking. (**Special Condition 4**)
- Public Views/Community Character. Project revisions have reduced the apparent mass of the project. (**Special Condition 1**)
- Water Supply. The project will be served by a sustainable long-term water supply, subject to Water District concurrence and annual monitoring and reporting. (**Special Condition 5**)
- Biological Resources. Marine Wildlife Protection Plan imposes the most stringent protections, monitoring and reporting requirements, based on consultations with scientific experts and experience from neighboring projects. (**Special Condition 3**)
- Historic Resources. "The City's approval does not raise a substantial LCP conformance issue with respect to historic protection." (**Staff Report, page 69**)



# AGREEMENT WITH STAFF RECOMMENDATION

*“Ultimately, staff believes that the end result is a project that appropriately addresses Coastal Act and LCP requirements in a way that should provide a welcome and important addition to the City. As such, staff recommends the Commission approve a conditioned CDP for the revised project, for which the motions and resolutions to do so are found on page 7.” (Staff Report, Page 5)*

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**The Applicant is in agreement with the Staff Recommendation and Special Conditions and respectfully requests approval by the Commission.**

