

RE: HOTEL DEL CORONADO'S NEW DEVELOPMENT PLAN

Dear Coronado Shores Neighbor,

Hotel Del Coronado has created a 2008 Amended Master Plan to develop their parking lot next to Avenida Del Sol. This plan is substantially different in three ways from the 2002 Master Plan.

PROPOSED CHANGES

1. Condominium/Hotel Rooms and Convention Center. The 2002 Master Plan had 110 rooms built on the beach and 34 rooms placed in the Oxford Building. All rooms were to be 350 sq./ft. The convention center was to going to be built on top of the laundry.

The 2008 Amended Master Plan now has 144 condominium/hotel rooms built on the beach and a 20,000 sq./ft. convention center with 2 levels of underground parking behind the new hotel development. Because of a fault line, the Hotel Del needed to move the convention center. They chose to move it to the Avenida Del Sol side instead of placing it next to the existing convention center. This new structure is three stories with a height of 50 to 58 feet. Rooms will be 550 sq./ft. so they can be sold as condominiums, adding an extra 40,000+ sq./ft. to the footprint. What this creates is a high, continuous wall of hotel rooms and convention center will stretch most of the length of Avenida Del Sol. Stand in front of the historic Hotel Del by Sheerwater Restaurant and look at the length and height of the building. That should be how large the new development is.

2. Product Delivery: Up to 10 trucks a day, including 18 wheel semi's, will deliver food, laundry, and supplies to the new development. Trucks will enter through the convention center garage from Avenida Del Sol. So many deliveries come here because the new development will have its own kitchens and will operate as a separate building from the main hotel.

3. Hotel Entrance on Avenida Del Sol: All hotel guests will enter and exit the hotel from Avenida Del Sol. They have 120 feet in which to turn off of Orange Avenue and onto the hotel property. Next to the entrance is the truck loading area for the convention center. This new plan will create high traffic on a daily basis and congestion for holidays, parties, events, and during the summer months. On the back of this page is the Hotel Del's revised traffic plan. They consider the traffic issue resolved and closed.

EFFECTS ON SHORES RESIDENTS

1. Traffic Congestion from guests and delivery trucks entering and exiting Avenida Del Sol pushing many residents to use the Shores main entrance.
2. Noise from the vehicles and guests who are concentrated in a small space.
3. Pollution from the large number of cars and delivery trucks.
4. Emergency Vehicle Access for the shores may be compromised.

WHAT YOU CAN DO TO HELP

1. Join the E-Mail List: Provide your e-mail and phone number so we can send updates on the information listed below. E-mail your contact info to Deirdra Price at JDPP@aol.com.
2. Write Letters to the City Council and Coastal Commission: We will provide you with bullet points along with the contact person and address where to send letters.
3. Attend City Council and Coastal Commission Meetings: We will notify you of important meetings and the topic to be discussed. We need many homeowners to attend and speak up. We will help craft a simple letter stating your concerns so that your letter will get recorded.
4. Provide Expertise: We are looking for volunteers with an expertise in traffic engineering, EIR (Environmental Impact Report), legal, architectural rendering, working with the government, etc.
5. Donations: We are looking for funds to hire consultants such as a traffic engineer and lawyer. We will be setting up a bank account so donors can write checks that are earmarked for this project.

Sincerely,

Deirdra Price, Vice-President of La Playa
Lead Coordinator of the Hotel Del Project
(619) 435-0280, JDPP@aol.com