



Department of Economic & Community Development

Dear Resident,

You are invited to the **2<sup>nd</sup> Community Workshop** on the **proposed Crowne Plaza Hotel** at Pacific Plaza on Junipero Serra Blvd., just south of the Daly City BART Station. The proposed development could bring a full-service hotel with banquet facilities, restaurants, retail space, health facility, conference space, as well as local jobs, that will help make Daly City a better place to live.

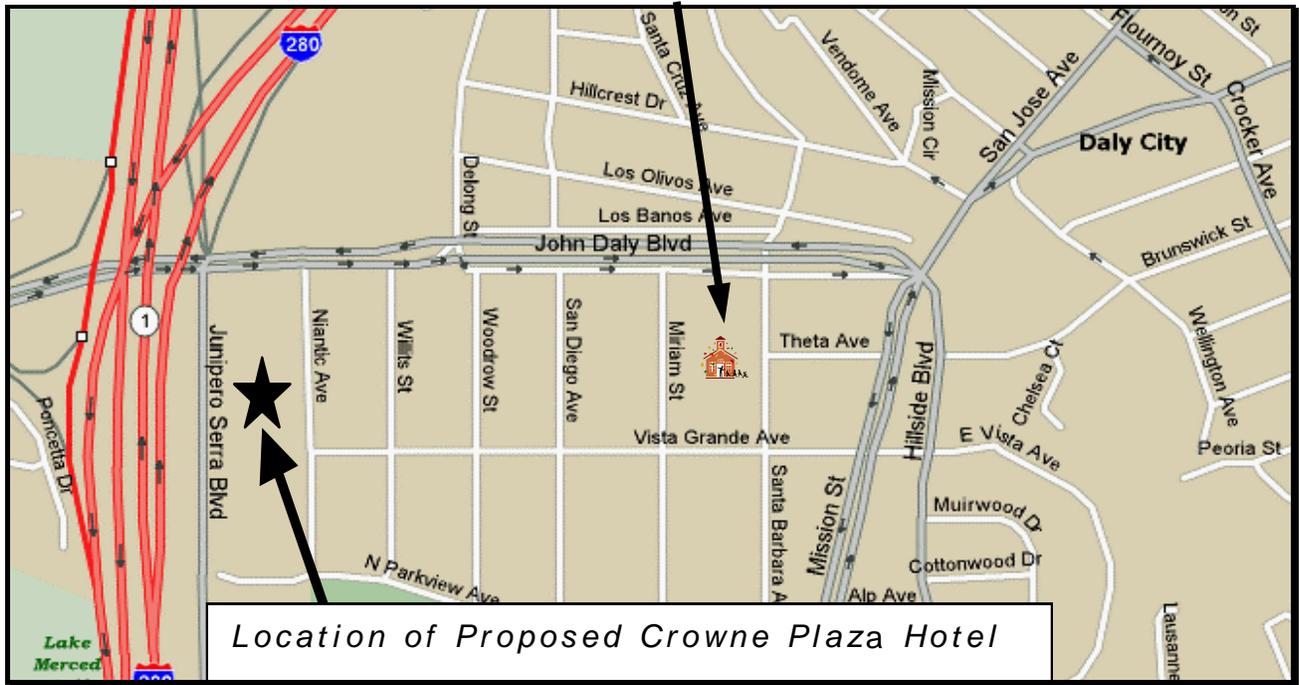


The purpose of this Community Workshop is to respond to questions and concerns raised at the September 20, 2006 Workshop and discuss how the concerns raised might be addressed. Included in the presentation will be details of the proposed project, along with reports on the analysis of traffic, visual, and financial impacts. For a copy of the notes from the 1<sup>st</sup> Community Workshop, **click here**.

The Community Workshops for this proposed project include facilitated group dialogues about critical elements of this development. Workshops are designed to offer a friendly, open and encouraging forum for community discussion. **This 2<sup>nd</sup> Community Workshop will be held on Wednesday, October 25 at the Woodrow Wilson School**, located at 43 Miriam St., Daly City (see map below). The Workshop will start promptly at **6:30 PM**. Refreshments will be served.

If you have any questions, please call Michele Courtney or Michael Van Lonkhuysen @ 650-991-8034.

**Location of Woodrow Wilson School • 43 Miriam Street, Daly City**



# Daly City Community Participation Program Crowne Plaza Hotel Development Workshop September 20, 2006

## NOTES

Approximately 50 people attended the workshop. City Manager Pat Martel welcomed the participants. Michael Van Lonkhuysen from the Planning Department provided a brief history of the Pacific Plaza Project, the EIR and EIR update, and some possible benefits to the city in having a full service hotel.

Participants broke into 4 small groups and discussed the impact this hotel project might have on Daly City, their concerns, and how their concerns might be addressed.

PCRC volunteers facilitated the small groups and took the following notes:

### Group # 1

#### **Public Impact**

- Hotel pays occupancy tax to city increased property tax from hotel goes to redevelopment agency (state agency controlled by city council)
- Creates more jobs – economic growth for community
- Will the hotel jobs be union? Will the retail and restaurants in hotel be offered to local business?
- Quality should stay decent/classy of hotel
- Residents on Niantic facing west will never have sunset but mold
- Strange to have condos on top not next to hotels

#### **Concerns**

- Pollution – noise, traffic, litter,
- Shade on Niantic
- Jobs in hotel should be retail shops to be run by local businesses to be bid on and offered to them
- Housing concerns for this project not affordable but high end
- Traffic may get worse/double parking (side road as solution?)
- Trash more littering & pollution affecting local buildings and neighborhoods
- Environmental impact – noise – pollution – traffic – garbage/litter

#### **How concerns could be addressed?**

- Smaller building, just 4 – 5 stories mitigates shade concerns
- Just a hotel, no condos, still gives hotel tax occupancy tax
- Good conference center and hotel beds
- Good security within and around the hotel and good upkeep and adequate light and night
- More trash cans
- Adequate parking to accommodate all guests in hotel
- Redevelopment agency help local business with loans or subsidies to help get started and stay afloat
- Give homeowners some compensation for losing the sunshine on their home and yards
- Would it be possible to place hotel someplace else in Daly City where more open land and not residents?

### Group # 2

#### **Impact**

- Tax base better
- Workforce
- Hotel ok – objections are to condos
- What does city gets? Tax base benefits – money to spend
- Banquet/meeting facilities would be great, if can be used by community

#### **Concerns:**

- Will employees be local Daly City residents?

- Full-time or part time employers
- Housing – how many condos? Why have condos mixed into hotels?
- Adding condos will make building taller than only hotel
- Not far enough from houses
- Taller = greater impact on community
- Quality of life neighborhood affected
- Prior project has created worse affect on traffic than predicted
- Does not feel like a neighborhood any more
- Not friendly
- Light blocked, view blocked
- Family neighborhood will change with condos
- Community employees in past have been only entry level want them to be in management, not just entry level
- Wondering how additional 100 rooms comes with just 1 more story (now 10 stories and 300 rooms)
- Traffic – people existing hotel more accidents
- Traffic worse – cars and people
- Wonder if this is waste of time – does not want 2 story building
- Not happy with 1999 decision
- Prior project only provided 4 full-time employees wants honesty
- Condos do not create jobs
- Traffic bad now – condos will make it worse – more so than hotel (commute hours worse impact)
- Wondering at what cost of condos
- Luxury of affordable housing?
- Lower homeowners values due to light blockage
- Light depravation – impact on health
- Laundry won't dry without sun
- Even if object to hotel, it is already approved
- Afraid process will be ignored by city – city will ignore opinions
- No sense of community in hotel because dedicated to out of towners
- Where is developer from, is he local?

## Proposals

- New environmental impact report
- No condos
- Go sideways more and lower height
- No developer subsidies like last time
- Get something for community, free senior citizen meeting rooms, day care, green space
- Ask for money from developer for community for community improvements eg. Repair swimming pools
- Are banquet facilities and restaurants certain?
- Want conference center, banquet facilities and restaurants to be part of hotel not replaced by condos
- Banquet room could also be used as dance hall for community
- Want the appearance of the building to fit with the neighborhood (not steel or other cold looking material)

## Group #3

### Impact

- Fantastic tax base
- Hotel tax and property tax
- Big carrot
- Jobs
- Housing
- Traffic
- Good to have a meeting place/convention center

**Concerns:**

- Will tax benefits continue, what assurance does City have?
- Will education system in Daly City be able to supply the workforce for the hotel project?
- Will hotel project hire Daly City residents?
- How many condos/what is the residential component?
- Not enough traffic lights
- People don't want to use tunnel at night
- Houses are going to be blocked/empathy for neighboring residents
- Hotel is too high
- Not a good situation for residents on Niantic
- Bunch of fast food restaurants in the hotel
- Environment/ black soot on windows/pollution
- More traffic
- Theatre traffic backs up on freeway

**Solutions:**

- Consider overpass
- Connect Bart to hotel
- Don't build higher than existing buildings
- City buy up residents on Niantic and sell them after the hotel is built
- Address traffic impact
- Benefits of project outweigh problems
- Condos would address housing shortage

**Group # 4****Impact**

- The impact of the height on homeowners adjacent to the project
- Traffic in area
- Increased valued of property taxes would go to redevelopment agency rather than to the city
- City missing this tax revenue difference
- Sales tax would go to city
- Room tax would go to city – what kind would hotel taxes would be generated
- What would come from the condo's
- Who would the housing impact? Luxury or affordable? How would this provide for each of the 15% of requirements of affordable housing?
- Generates employment
- Wages – living – criteria
- Impact of residents feelings, ill will of those affected by closeness

**Concerns**

- Traffic
- Parking
- Precedent of building at the height of proposed project next to private homes
- Loss of tax money going to redevelopment
- Hotel room tax, sales taxes goes to general fund
- What is the full taxation impact: RDA, property, hotel, sales, condo, increment (spell this out)
- Concern regarding union – construction personnel
- Time of day of noise making construction
- Providing for affordable housing

**How to address concerns**

- Building height limited to 5 commercial floors with property line within 100 feet of private homes
- Plan would adhere to law 15% affordable housing in redevelopment from RDA
- To help better beautify the back yards – facing up to development
- Right project in wrong location – needs larger area of land
- Wanted proposal to include pictures with view from private/residential homes

Each group reported out a summary of their discussion

**Report out:**

**Group #1**

**Hotel Impact:**

- Good conference center
- Increases tax base with occupancy tax
- Increases property tax for redevelopment
- Creates jobs for Daly City
- Brings in quality hotel

**Concerns:**

- Traffic
- Affordable housing
- Residents next to hotel shaded by hotel height
- Environmental pollution
- Noise
- Jobs in hotel should be union
- Condos on top?

**Solutions:**

- No retail chains in hotel/local businesses
- Have smaller building
- Conference center should be highlighted
- Adequate lighting/parking and upkeep
- Redevelopment agency should help with subsidized loan

**Group # 2**

**Hotel Impact:**

- Impact on neighbors does not feel friendly
- Increase tax base
- Community use of banquet room
- Community use of conference center
- restaurant

**Concerns:**

- tall building
- traffic conditions worsening
- concentration of people
- light/view being blocked
- will Daly City government take this input seriously?

**Solutions:**

- developer donate money back to the community
- full time jobs for Daly City residents
- no condos
- hotel appearance fits in with the neighborhood
- hotel wider vs. taller
- free meeting space for senior citizens in hotel
- no developer subsidies

**Group # 3**

**Hotel Impact:**

- Tax base great carrot
- Benefits of project out weigh challenges
- Hotel and property tax will benefit City

- Empathy for houses with light and view blocked
- Conference center and meeting space will be enhancement

**Concerns:**

- Does Daly City education match jobs available at the hotel?
- Will it be noisy at night?
- Will workforce come from Daly City?
- Will building up create more traffic?
- What is the residential component/ how many condos and why?
- Pollution concerns – black soot on windows
- Don't want any fast food restaurants

**Solutions:**

- Connect Bart to hotel
- Tunnel going under or maybe an overpass
- Traffic lights
- Hotel should match height to existing area
- City should buy the houses in the effected area at market price and sell houses after the hotel is built

**Group # 4**

**Hotel Impact:**

- Need clear understanding of tax benefit

**Concerns:**

- Height next to people's homes
- Unions working on construction
- Affordable housing

**Solutions:**

- Building height limited to 5 stories
- 50% affordable housing
- Proposals should show view from effected areas
- Plan to beautify homes against the hotel
- Right project/wrong place

**Next Steps**

- PCRC will compile notes
- Daly City will respond to Questions
- Look at all listed concerns and how City will address concerns
- City is doing traffic study to address concerns
- City traffic engineer will look at signal timing and possibility of adjusting timing
- Will talk with developer about height and design
- Will bring back data and answers to questions posed to Oct. 25 meeting
- Developer will attend Oct. 25 meeting
- Status of hotel project to date
- Take more input from community on the design
- City Council will make the final decision

Notes compiled by PCRC 650-513-0330 [www.pcrweb.org](http://www.pcrweb.org)



Peninsula Conflict Resolution Center  
Empowering people. Building relationships. Reducing violence.

