



3.2 VISITOR-SERVING & RECREATIONAL FACILITIES

PHOTO: LEADBETTER BEACH PARK

Coastal Act policies related to Visitor-Serving & Recreational Facilities that are relevant to Santa Barbara include the following:

Section 30210. In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30212.5. Wherever appropriate and feasible, public facilities, including parking areas or facilities, shall be distributed throughout an area so as to mitigate against the impacts, social and otherwise, of overcrowding or overuse by the public of any single area.

Section 30213. Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

The commission shall not: (1) require that overnight room rentals be fixed at an amount certain for any privately owned and operated hotel, motel, or other similar visitor-serving facility located on either public or private lands; or (2) establish or approve any method for the identification of low or moderate income persons for the purpose of determining eligibility for overnight room rentals in any such facilities.

Section 30220. Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.

Section 30221. Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

Section 30222. The use of private lands suitable for visitor-serving commercial recreational facilities designed to enhance public opportunities for coastal recreation shall have priority over private residential, general industrial, or general commercial development, but not over agriculture or coastal-dependent industry.

Section 30223. Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

Section 30240(b). Development in areas adjacent to environmentally sensitive habitat areas and parks and recreation areas shall be sited and designed to prevent impacts which would significantly degrade those areas, and shall be compatible with the continuance of those habitat and recreation areas.

Section 30250(c). Visitor-serving facilities that cannot feasibly be located in existing developed areas shall be located in existing isolated developments or at selected points of attraction for visitors.

Section 30252. The location and amount of new development should maintain and enhance public access to the coast by... (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of onsite recreational facilities to serve the new development.

Section 30253. New development shall... (e) Where appropriate, protect special communities and neighborhoods that, because of their unique characteristics, are popular visitor destination points for recreational uses.

Section 30254. ...Where existing or planned public works facilities can accommodate only a limited amount of new development, services to coastal-dependent land use, essential public services and basic industries vital to the economic health of the region, state, or nation, public recreation, commercial recreation, and visitor-serving land uses shall not be precluded by other development.

INTRODUCTION

Visitor-serving and recreational activities are an important part of the character and economy of Santa Barbara. Because of the attractiveness of the shoreline, a great proportion of the City's visitor-serving and recreational opportunities are concentrated



ARROYO BURRO BEACH

on the coast. Within the Coastal Zone alone, over 200 acres of land are publicly owned and recreationally used, including local, regional, and open space parks and sport facilities, beach parks, Stearns Wharf, and the Harbor. According to a year-long (2012-2013) Santa Barbara South Coast visitor profile survey, Santa Barbara received 5.5 million visitors, many of whom were day visitors for leisure. Within the South Coast, the beaches and Stearns Wharf were visited by 40 percent of visitors. The visitor industry supports over 12,000 jobs, mostly in restaurants and hotels, and visitor spending generates over 45 million dollars in tax revenues for communities in the region.

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The Coastal Act requires lower cost visitor and recreational facilities to be protected, encouraged, and where feasible, provided. Santa Barbara is fortunate in that a high diversity of local and visitor-serving experiences are available at low or no cost, such as:

- Passive and active recreation at public beaches, parks, and playgrounds.
- The Arts and Crafts Show and other free annual events (e.g., Fourth of July Sparkle Celebration, Santa Barbara Harbor & Seafood Festival, etc.).
- Channel and boat viewing at the Harbor.
- Fishing on Stearns Wharf and the Harbor Breakwater.
- Bicycling and walking along the Beachway path (multipurpose path along the shoreline).
- Bird watching at the Andrée Clark Bird Refuge.
- Parks, fields, and beaches for sports and active recreation such as soccer, baseball/softball, tennis, and sand volleyball.
- Meandering through small shops and art galleries along State Street, the Funk Zone, and Coast Village Road.

These uses represent an integral part of Santa Barbara's shoreline experience, which should be preserved to meet both the intent of the Coastal Act and to provide visitor and resident recreational opportunities. These uses can be preserved, in part, by ensuring that the Coastal LUP policies prioritize visitor-serving and recreational facilities and preserve unique opportunities, such as the Arts and Crafts Show and boat viewing in the Harbor.

VISITOR-SERVING ACTIVITIES & RECREATIONAL FACILITIES

Santa Barbara is a major regional provider of park and recreation services, and the Coastal Zone offers an extensive variety of both public and private recreational opportunities. The existing public recreational facilities in the Coastal Zone are summarized in Table 3.2-1 *Publicly Owned Park and Recreation Areas* and Table 3.2-2 *Publicly Owned Special Facilities*, and shown on Figure 3.2-1 *Recreation and Support Facilities*.

The beach below the coastal bluffs from approximately the eastern end of Shoreline Park to the western City limits is not City-owned beach property but is historically used as a public resource as described in more detail in Chapter 3.1 *Public Access*. Dogs are allowed off-leash on the beach in this area from the Shoreline Park stairway west to the eastern edge of the Arroyo Burro Estuary.

A more detailed description of key recreational and visitor-serving facilities and services follows the tables.

Table 3.2-1 Publicly Owned Park and Recreation Areas

Name	Category ¹	Acreage	Amenities
Ambassador Park	Passive Park	0.5	Grassy area, Burton Mound historic marker (site of a former Chumash village)
Andrée Clark Bird Refuge	Passive Park	42.4	Bicycle and walking paths, interpretive signs, viewing platforms, passive stretching equipment, wildlife viewing, parking lot
Arroyo Burro County Beach Park² (County park and beach)	Beach Park	13.8	BBQ grills and picnic tables, grassy area, restrooms, sandy beach, seasonal lifeguard, viewing area, restaurant and snack bar, Watershed Resource Center, parking lot
Cabrillo Ball Field	Sports Facility	4.4	Ball field, grassy area, restrooms, bleachers, public art sculpture (Chromatic Gate)
Chase Palm Park	Community	25	North of Cabrillo Boulevard: Playground, BBQ grills and picnic tables, walkway, grassy area, fountain, outdoor concerts, public art (sculpture, play structures, bridge, compass), restrooms South of Cabrillo Blvd: Sunday/Holiday Arts and Crafts Show, walkway, Beachway path, soccer field, grassy area, restrooms, parking lot
Douglas Family Preserve	Open Space	70	Trails, off-leash dog area (within areas posted by the Parks and Recreation Director), viewing areas along bluff
Dwight Murphy Field	Sports Facility	10.5	Softball field, soccer field, bleachers, fitness circuit training course, playground, grassy area, restrooms, parking lot

¹ Santa Barbara City Council designates or assigns all City parks and recreation facilities to categories and the uses permitted by category are defined in the Municipal Code.

² This park is within City limits but owned and operated by Santa Barbara County.

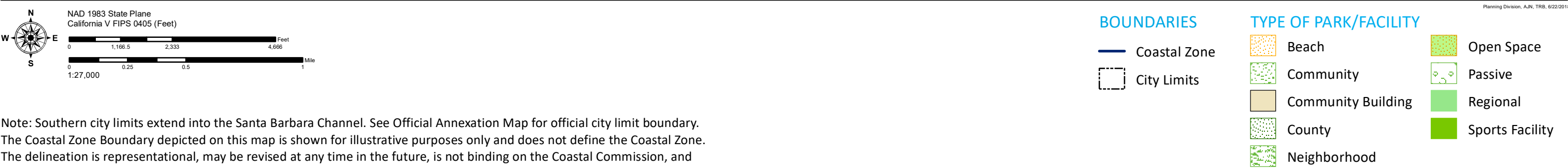
Name	Category ¹	Acreage	Amenities
East Beach (City park and beach)	Beach Park	12	Picnic tables, sand volleyball courts, playground, sandy beach, seasonal lifeguard, outdoor showers, parking lots. Adjoins Cabrillo Bathhouse with restaurant, restrooms, gym, and beach wheelchair rental.
La Mesa Park	Neighborhood	8.9	BBQ grills and picnic tables, grassy area, walking paths, playground, restrooms, parking lot
La Playa Stadium³	Sports Facility	8	Sports track, bleachers, artificial turf, football/soccer field, restrooms, parking lot
Leadbetter Beach Park (City park and beach)	Beach Park	24	BBQ grills and picnic tables, outdoor showers, restrooms, grassy areas, restaurant, sandy beach, seasonal lifeguard, public art sculpture (Orama II), parking lots
Moreton Bay Fig Tree	Open Space	0.5	Historic tree, grassy area
Pershing Park	Sports Facility	6	Softball and baseball fields, tennis courts, restrooms, parking lot. The Carriage and Western Art Museum of Santa Barbara is located within the Park.
Plaza del Mar	Community	4.5	Grassy area, band shell, restrooms
Shoreline Park	Community	15	BBQ grills and picnic tables, playground, grassy areas, restrooms, benches, walking paths, Torii Gate and Japanese garden, stairway to beach
West Beach	Beach Park	13	Sand volleyball courts, sandy beach, Beachway path, walkway, public art mosaic tile installations

³ The bleachers are on Santa Barbara City College (SBCC) property; the track operates under a Joint Use Agreement between the City and SBCC.

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FIGURE 3.2-1 RECREATION AND SUPPORT FACILITIES



Note: Southern city limits extend into the Santa Barbara Channel. See Official Annexation Map for official city limit boundary. The Coastal Zone Boundary depicted on this map is shown for illustrative purposes only and does not define the Coastal Zone. The delineation is representational, may be revised at any time in the future, is not binding on the Coastal Commission, and does not eliminate the possibility that the Coastal Commission must make a formal mapping determination. Per SBMC 6.080.020, dogs may be exercised off-leash in the following areas:

- Douglas Family Preserve, within the area posted by the Parks and Recreation Director in accordance with the resolution adopted by the City Council.
- On the beach from the Shoreline Park Staircase west to the eastern edge of the Arroyo Burro Estuary.

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Table 3.2-2 Publicly Owned Special Facilities

Name	Type	Amenities and Uses
Cabrillo Pavilion and Bathhouse Arts Center	Rental/ Sports Facility	Meetings, parties, art shows, wedding receptions, sports camps and classes, shower/locker facilities
Carousel House	Rental Facility	Meetings, parties, wedding receptions
Casa Las Palmas	Rental Facility	Meetings, parties, wedding receptions
Chase Palm Park Center	Rental Facility	Meetings, parties, wedding receptions
Los Baños del Mar/West Beach Wading Pool⁴ and playground	Sports Facility	50-meter lap pool, restrooms, lockers, showers, lifeguards, playground, camps and clinics
Santa Barbara Harbor	Working Harbor	Boating, fishing, walking, restaurants, restrooms, Maritime Museum, ocean viewing, Lost at Sea memorial sculpture
Skater's Point	Skate Park	Skateboarding and camps
Stearns Wharf	Municipal Wharf	Walking, fishing, ocean viewing, restaurants, restrooms, Sea Center (museum), Dolphin Fountain
Municipal Tennis Center	Tennis Courts	Tennis, restrooms, camps and classes

Arroyo Burro County Beach Park

The County-owned and operated Arroyo Burro County Beach Park provides access to beaches along the City's western boundary and has an array of facilities and recreational and educational programs, such as a Junior Lifeguard program during the summer and an Ecology Explorers summer camp.

⁴The West Beach Wading Pool is in need of refurbishment and was closed in 2014 until further notice.

Tidepools are revealed at low tides on the beach in this area and support invertebrates such as anemones, mollusks (e.g., limpets, snails), and crustaceans (e.g., mussels, crabs). Proper signage and public education at key locations within beaches and parks may assist in the long-term preservation of these habitats.

The City owns 22 acres of open space just upstream of the Arroyo Burro Estuary, a portion of which is in the Coastal Zone. This land will be used for creek restoration and open space.

Douglas Family Preserve

The 70-acre Douglas Family Preserve is on the coastal bluff next to Arroyo Burro Beach and is designated an open space park, intended to be protected and managed as a natural environment with passive recreational value and minimal development. The trails within the preserve form a portion of the California Coastal Trail.

Shoreline Park

Shoreline Park is a large community park that serves a wide geographic area. It includes paths, playgrounds, picnic and BBQ areas, off-street parking, and a stairway to the beach. The location, views, access to the beach, and recreational opportunities have contributed to Shoreline Park becoming one of the City's most popular parks.

Stearns Wharf & the Harbor

Both Stearns Wharf and the Harbor provide low-cost recreational fishing opportunities, viewing areas, and a quiet water area for recreational boating. More details about Stearns Wharf and the Harbor boating and fishing facilities are provided in Chapter 2.2 *Coastal-Dependent & Related Development*.



THE POPULAR STEARNS WHARF

Stearns Wharf is one of the most visited attractions in Santa Barbara, heavily used by pedestrians, particularly on weekends. The Wharf provides predominately visitor-serving commercial uses including restaurants, a fish market, a bait and tackle store, retail shops, the Santa Barbara Museum of Natural History Sea Center, and office space. Harbor and other boat tours embark and disembark from a ramp near the end of the Wharf.

The Harbor also attracts and serves visitors. Visitor-serving facilities are important to the Harbor because they provide revenue to offset costs for the boating public and for the related facilities that ensure a working harbor. To that end, the Harbor has restaurants

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and retail shops, ocean sports equipment rentals, the Santa Barbara Maritime Museum, and entertainment and excursion vessels.

Waterfront Beaches & Parks

The City's beach parks have public parking lots, restrooms, beach showers, BBQ facilities, sand volleyball courts, and seasonal lifeguard services. The segment of Cabrillo Boulevard adjacent to West Beach has a paved walkway with public art, viewing plazas, and historical and interpretive signage. East Beach includes the 1926 Cabrillo Pavilion and Bathhouse, with restrooms, showers, lockers, a gym, beach wheelchairs, and a restaurant.

Major recreational, sporting, charitable, and other special events occurring in this area include:

- Fourth of July fireworks celebration.
- Semana Nautica sports festival.
- Harbor and Seafood Festival featuring seafood caught by local commercial fishermen.
- Sandcastle Festival on East Beach.
- Summer Concerts in the Park at Chase Palm Park.
- Santa Barbara Triathlon.
- Wet Wednesdays sailboat races.
- Nite Moves and Reef and Run summer weekly fitness series.
- Various charitable walks and runs.
- Amgen Tour of California, a Tour de France-style cycling road race that is occasionally hosted by the City of Santa Barbara on Cabrillo Boulevard.
- Open Streets, which closes Cabrillo Boulevard for one day to cars so that it may be used as public open space.

Santa Barbara Arts & Crafts Show

The Arts and Crafts Show has been a fixture at the Waterfront since 1966. On Sundays and major holidays, approximately 200 Santa Barbara County resident artists set up temporary booths and displays along the ocean side of Cabrillo Boulevard from Stearns Wharf eastward. It is a popular attraction and is the only continuous, non-juried arts festival of original drawings, paintings, graphics, sculpture, crafts, and photography in the world. The show is unique in that each artist lives in Santa Barbara County and personally produces each piece for sale.



ARTS AND CRAFT SHOW

Chase Palm Park

Chase Palm Park is on both sides of Cabrillo Boulevard. The north side is a large community park with many facilities, including the Carousel House rental facility that formerly housed the Allan Herschell Carousel. In July and August, up to 5,000 people come



CONCERT IN THE PARK

to Chase Palm Park on Thursday evenings for the Concerts in the Park series. There is also the Casa Las Palmas rental facility available for small private or non-profit events. Chase Palm Park on the south side of Cabrillo Boulevard is a linear grassy park from Stearns Wharf to East Beach. Skater's Point skateboard park and the Chase Palm Park Center are within this portion, and a Beachway path along the park separates the grassy area from the sandy beach. There is also a wide paved walkway along Cabrillo Boulevard. East of Chase Palm Park, on the north side of Cabrillo Boulevard, the grassy area and sidewalk on the property frontage of the Fess Parker Hotel is public space per a condition of project approval. It provides a link between Chase Palm Park and the Cabrillo Ball Field.

Santa Barbara Zoo & Andrée Clark Bird Refuge

The 80-acre Santa Barbara Zoo is a private, non-profit corporation located on land owned by the City. The Zoo offers educational programs (camps, classes, and field trips) and special events. The 42-acre Andrée Clark Bird Refuge, adjacent to the Zoo, is a passive park with a lake and artificially modified estuary. There is a small off-street parking lot, bike racks, viewing platforms, benches, and a 500 square foot area of outdoor fitness stretch equipment. The California Coastal Trail borders the Refuge, where recreational use is balanced with habitat protection.



VISITING CRUISE SHIP

Cruise Ships

The City has become a popular port for cruise ships in recent years, typically part of a Pacific Coast cruise that embarks from Los Angeles and stops here and other destinations such as San Francisco, Catalina Island, and Ensenada, Mexico. Cruise ships frequent Santa Barbara during the non-peak seasons from April to May and late September to November, providing an important component of the local business economy. The total number of passengers on visiting cruise ships varies between 1,500 and

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4,000 depending on the size of the ship. In 2016, the City hosted 29 cruise ships with a total of over 80,000 passengers on board. The City averages between 25–30 ships per calendar year.

Passengers disembarking in Santa Barbara take a tender to Sea Landing in the Harbor, where they are greeted by a hospitality team. Hospitality tents are located along Cabrillo Boulevard, and pre-arranged shore excursions depart from this location. A survey commissioned by Visit Santa Barbara in 2016 indicates that, on average, cruise ship passengers spend approximately \$109 each while onshore for excursions, meals, and shopping. Sightseeing (62 percent) and shopping (61 percent) are the most popular Santa Barbara activities, each reported by approximately two-thirds of Santa Barbara cruise passengers. Approximately 42 percent dined in restaurants, 19 percent visited the Harbor, and 15 percent visited Stearns Wharf. The low-cost Waterfront and Downtown Shuttles were the most common modes of transportation while on shore.

Visitor Information Services

In addition to the visitor attractions listed above, the Coastal Zone hosts several visitor centers: the Santa Barbara Visitor Center on Cabrillo Boulevard at Garden Street, the Outdoors Santa Barbara Visitor Center at the Harbor, and a planned new Visitor Information Center on lower State Street. The visitor centers have information about overnight accommodations, attractions, events, recreation, and dining options.

The Santa Barbara Waterfront Sign Program includes wayfinding signage, decorative signage, and monument signage geared towards pedestrian and bicycle traffic. The wayfinding signage consists of 13 signs from the top of Shoreline Drive to Los Patos Way by the Andrée Clark Bird Refuge. These signs aid residents and visitors in finding destinations. Finally, the Parks and Recreation Department has published a map, podcasts, and videos to encourage education and exploration of Santa Barbara’s scenic coastline. The Santa Barbara Coastal Trail pocket map highlights eleven points of interest along the coast from Arroyo Burro Estuary to the Andrée Clark Bird Refuge.

OVERNIGHT ACCOMMODATIONS

The Coastal Act requires public access to be protected, provided, and maximized for all and specifically requires lower cost visitor facilities to be protected, encouraged, and where feasible, provided. Overnight accommodations are an important component of visitor-serving facilities, allowing the public to access and recreate at the coast. Within the Coastal Zone, overnight accommodations are in areas zoned for such use, located in the West Beach, lower State Street, East Beach, and Coast Village areas. Overnight

accommodations are also provided for recreational boaters via the City's mooring and anchoring areas described in Chapter 2.2 *Coastal-Dependent & Related Development*.

As of 2017, there are 34 overnight establishments in the Coastal Zone (with an additional three hotels under construction), with an estimated 1,794 rooms (Table 3.2-3 *Overnight Accommodations*). Coastal Zone overnight accommodations represent over half of the City's total inventory of overnight accommodations—over 2,960 rooms are available citywide.

Table 3.2-3 Overnight Accommodations

Area	Establishments	Rooms
West Beach	18 (53%)	679 (38%)
Lower State	4 (12%)	204 (11%)
East Beach	10 (29%)	822 (46%)
Coast Village	2 (6%)	89 (5%)
Total*	34	1,794

Source: City of Santa Barbara Finance Department

*Includes several hotels that were remodeling or under construction.

The Santa Barbara hotel lodging market is highly seasonal. In the colder winter months, occupancy dips to the 50-60 percent level. Warmer summer months traditionally have occupancies of nearly 90 percent. Occupancies and average room rates are noticeably higher during the weekends than the weekdays. Overall, the average occupancy rate is increasing. According to Visit Santa Barbara 2016 Travel Outlook, occupancy rates citywide increased from 74 percent in 2013 to 80 percent in 2015.

The cost of overnight accommodations varies in the Coastal Zone, with an annual average daily rate (ADR) ranging from \$100 to \$300, based on proprietors' self-reported annual average daily rate for purposes of collecting Tourism Business Improvement District and Transient Occupancy Tax assessments.

Lower Cost Overnight Accommodations

Providing and encouraging a portion of overnight accommodations at a lower cost helps ensure that lower income members of the public, including those that live further from the coast, can stay at the coast. The policies of the Coastal LUP require new hotel and motel development, where feasible, to provide a range of rooms and room prices in order to serve all income ranges. Likewise, lower cost restaurants, or restaurants which provide a wide range of prices, are encouraged. The policies also prohibit removal or conversion of existing lower cost visitor-serving uses and overnight accommodations unless the use will be replaced by a facility offering comparable visitor-serving opportunities.

VISITOR-SERVING & RECREATIONAL FACILITIES POLICIES

Please see Chapter 2.2 Coastal-Dependent & Related Development for policies related to overnight accommodations for recreational boaters via the City's mooring and anchoring areas and Chapter 3.1 Public Access for policies related to temporary events.

CITY PLANNING EFFORTS & PROGRAMS

- Policy 3.2-1** Beach Volleyball. Continue to provide recreational sand volleyball courts on West and East Beach, consistent with the policies and provisions of the Coastal LUP.
- Policy 3.2-2** Interpretive Signage in Parks. Continue to provide interpretive signage at recreation sites to educate the public about coastal resource protection.
- Policy 3.2-3** Cruise Ships. Continue to work with cruise ship companies to visit Santa Barbara primarily during the non-peak business seasons including spring, fall, and winter, conditional upon compliance with Policy 4.2-15 *Cruise Ships*.
- Policy 3.2-4** Lower Cost Visitor-Serving Accommodations Program. The City shall develop a detailed program to ensure that lower cost visitor-serving accommodations are protected, encouraged, and where feasible, provided consistent with Section 30213 of the Coastal Act. The program shall include background research and data collection, special studies (economic analysis, etc.), and public outreach and stakeholder involvement. The program shall look at the issue from a City and regional perspective, define lower cost accommodations, including on and off-site replacement, or in-lieu fees. A LCP Amendment shall be processed to incorporate policies and provisions to implement the program into the certified LCP.

DEVELOPMENT REVIEW POLICIES

- Policy 3.2-5** Range of Recreation Activities. As outlined in Coastal Act Section 30210, recreational opportunities shall be provided for all the people consistent with public safety needs, and the need to protect public rights, rights of property owners, and natural resource areas from overuse.

- Policy 3.2-6** Recreational Facilities. As outlined in Coastal Act Section 30213, recreational facilities shall be protected, encouraged, and where feasible, provided. Developments providing public recreational opportunities are preferred.
- Policy 3.2-7** Protect Coastal Recreation. Protect coastal areas suited for ocean- and water-oriented recreational use and facilities. Support opportunities for low-intensity, ocean-dependent recreational uses and encourage increased recreational boating use of coastal waters.
- Policy 3.2-8** Public Facilities Distribution. As outlined in Coastal Act Section 30212.5, wherever appropriate and feasible, public recreational facilities, including parking areas or facilities, shall be distributed throughout an area so as to mitigate against the impacts, social or otherwise, of overcrowding or overuse of the public of any single area.
- Policy 3.2-9** Development Adjacent to Parks and Recreation Areas. Development in areas adjacent to parks and recreation areas shall be sited and designed to prevent impacts that would significantly degrade these areas and to be compatible with the continuance of these areas.
- Policy 3.2-10** Increased Recreational Demand Evaluation. New development and substantial redevelopment shall be evaluated for potential new user demand generated by the development and associated circulation impacts on nearby coastal park and recreation facilities.
- Policy 3.2-11** Mitigation of Impacts on Coastal Park and Recreational Facilities. New development or substantial redevelopment that results in substantially increased user demand for coastal park and recreational facilities shall be required to provide on-site recreational open space for new users generated by the development.
- Policy 3.2-12** Lower Cost Visitor and Recreational Facilities. As outlined in Coastal Act Section 30213, lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.
- The City shall not: (1) require that overnight room rentals be fixed at an amount certain for any privately owned and operated hotel, motel, or other similar visitor-serving facility located on either public or private lands; or (2) establish or approve any method for the identification of low or moderate income persons for the purpose of determining eligibility for overnight room rentals in any such facilities.
- Policy 3.2-13** Protection of Public Amenities. Public amenities that provide unique lower cost visitor-serving experiences, such as the Arts and Crafts Show, channel and boat viewing at the Harbor, and any other special uses shall be protected and encouraged.

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- Policy 3.2-14** New Hotel and Motel Development. New or substantially redeveloped hotel/motel development within the Coastal Zone shall, where feasible, provide a range of rooms and room prices in order to serve all income ranges. Likewise, lower cost restaurants, or restaurants that provide a wide range of prices, are encouraged.
- Policy 3.2-15** Preservation of Lower Cost Visitor-Serving Uses. Removal or conversion of existing lower cost visitor-serving uses and overnight accommodations in areas designated Hotel & Related Commerce I, Hotel & Related Commerce II, Hotel & Residential, Coastal-Oriented Commercial/Hotel & Related Commerce II, and Coastal-Oriented Commercial where these uses are allowed shall be prohibited unless the use will be replaced by a facility offering comparable visitor-serving opportunities.
- Policy 3.2-16** Cruise Ships. Offloading areas, hospitality areas, designated shoreward excursion boarding locations, and any other associated uses required to accommodate cruise ships shall be located to minimize impacts on coastal access and coastal resources.

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