Notice of Preparation of an Environmental Impact Report 
for the American Tin Cannery Hotel and Commercial Project 
and Notice of Public Scoping Meeting

DATE: November 6, 2019

TO: State Clearinghouse, Responsible and Trustee Agencies and Other Interested Parties

FROM: City of Pacific Grove (Lead Agency) 
Community Development Department 
300 Forest Avenue, 2nd Floor 
Pacific Grove, CA 93950

Re: Notice of Preparation of an Environmental Impact Report and Notice of Public Scoping Meeting for the American Tin Cannery Hotel and Commercial Project 

The City of Pacific Grove, as the Lead Agency under the California Environmental Quality Act (CEQA), is preparing an Environmental Impact Report (EIR) for the proposed American Tin Cannery Hotel and Commercial Project. The project, its location, and potential environmental effects are described below.

The City of Pacific Grove is soliciting input from responsible and trustee agencies, the State Office of Planning and Research, and is also extending the early consultation process to members of the public, organizations, and any other interested parties as to the scope and content of the information to be included and analyzed in the project’s EIR. Agencies should comment on the elements of the environmental information that are relevant to their statutory responsibilities in connection with the proposed project. The EIR will serve as the environmental document for responsible and trustee agencies when considering any discretionary approvals or permits related to the proposed project.

Due to the time limits mandated by State law, your response must be sent at the earliest possible date, but no later than the close of the 30-day NOP review period. The comment period, which has been extended slightly beyond the normal 30-day period, closes at 5:00 pm on December 13, 2019. Please send your written/typed comments (including a name and contact information) to Rob Mullane, AICP, Contract Project Planner, at the physical address or email address shown below. Public agencies providing comments are requested to include a contact person for the agency.

Lead Agency Contact 
Rob Mullane, AICP, Contract Project Planner 
City of Pacific Grove
Project Location

The 5.59-acre project site is located at 125 Ocean View Boulevard, City of Pacific Grove, Monterey County, CA, in the City’s Coastal Zone. The project site is bordered by Central Avenue to the south, Dewey Avenue to the west, Ocean View Boulevard to the north, and Eardley Avenue to the east. The property is one block northwest of and adjacent to the jurisdictional boundary with the City of Monterey. The property fronts Ocean View Boulevard directly across from Stanford University’s Hopkins Marine Station, Monterey Bay Aquarium, and historic Cannery Row.

Existing Conditions

The existing buildings located on the project site were originally constructed and used for industrial use associated historically with the local cannery industry; however, manufacturing uses on the property ceased operation decades ago. Currently, the main portion of the project site is currently used as a retail outlet center that is sparsely occupied with small retail stores, restaurants, and recreation uses (bicycle rentals, mini-golf and a fitness facility). The southeastern portions of the site are used for parking, and there is an existing dry cleaning facility on the project site’s Central Avenue frontage.

The area around the site experiences significant tourist activity. Surrounding properties include commercial, residential and visitor serving uses, with the Monterey Bay Coastal Recreation Trail located directly across Ocean View Boulevard. A grocery store and fast food restaurant are located on the adjacent parcel to the east, and a multifamily residential zoning district (R-3 and R-4) is adjacent to the west and southwest across Dewey Avenue. The project site is within the Coastal Zone.

Project Description Summary

The project is a proposal to replace the existing 165,000 square feet of “factory outlet” and related uses with a new hotel and commercial uses. The hotel and commercial uses would provide 225 guest rooms in two primary guest wings (Family/Group Wing and Executive Wing) with a restaurant and bars, meeting and gathering spaces, spa and fitness center and approximately 20,000 square feet of street retail uses along the Ocean View Boulevard frontage. These street retail uses would retain and incorporate portions of the historically-significant industrial structure.

Project actions include grading, tree and vegetation removal, partial demolition of existing on-site buildings and improvements, additions/alterations to existing structures and construction of new buildings to establish the new hotel and related commercial uses. The project’s parking plan calls for a total 304 valet parking spaces on site, including approximately 260 subgrade parking spaces.
The applicant is seeking a Use Permit, Architectural Review Permit and Tree Permit applications to entitle the project, as well as encroachments, easements or other agreements for the use of a portion of Sloat Avenue to be incorporated into the project site plan.

**Probable Environmental Effects**

The City of Pacific Grove will be preparing an environmental impact report (EIR) that evaluates potential environmental impact areas consistent with CEQA Statues and Guidelines. An initial study is not required to determine that an EIR will be prepared, and as such, an initial study was not prepared for the proposed project. The EIR will discuss potential environmental impacts of the proposed project, including potential construction and operational effects. The City has identified several environmental areas where impacts are most likely to occur. These impact areas include:

- Aesthetics
- Air Quality
- Biological Resources
- Cultural, Tribal and Historic Resources
- Energy Demands
- Geology and Soils (including coastal hazards)
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning (including consistency with local coastal programs)
- Noise and Vibration
- Public Services and Recreation
- Transportation and Circulation
- Utilities and Service Systems (including water supply and demand)

The EIR will also evaluate a range of feasible alternatives to the project, as well as other required discussions including: (a) any significant environmental effects that cannot be avoided if the project is implemented; (b) any significant irreversible and irretrievable commitments to resources; (c) growth-inducing impacts of the proposed project; (d) effects found not to be significant; and (e) cumulative impacts.

Public Scoping Meeting

The City of Pacific Grove will hold a public scoping meeting on the project in conformance with Public Resources Code §§ 21080.4(b) and 21083.9. Members of the public and public agencies are invited to attend and provide comments regarding the scope and content of the EIR. The scoping meeting will be held Tuesday, December 3, 2019 at 5:00 pm at the following location:

City of Pacific Grove Community Center
515 Junipero Avenue
Pacific Grove, CA 93950

ALL INTERESTED PARTIES ARE INVITED TO SUMIT WRITTEN COMMENTS ON THE SCOPE OF THE EIR TO ASSIST IN IDENTIFYING ISSUES TO BE ADDRESSED.

For additional information, please contact Rob Mullane, AICP, Contract Project Planner, at (831) 648-3119.

Lead Agency Signature

Date: 11/5/2019
Signature: [Signature]
Title: Contract Project Planner, Community Development Department
Figure 1: Project Location
Figure 2: Site Plan