

## 5. VISITOR-SERVING COMMERCIAL

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Recreational uses require support facilities such as motels, restaurants, grocery stores, auto service stations, and public restrooms. This section contains an inventory of existing visitor-serving and local-serving facilities, identifies areas suitable for their development, and recommends the type of and location for these facilities.

The California Coastal Act of 1976 encourages providing support facilities for visitors to the coast, especially those available to the public at a moderate cost.

### Existing Visitor-Serving Commercial Facilities

Below are the definitions of visitor-serving versus local-serving commercial facilities:

- (1) Visitor-serving commercial facilities or uses include development that provides basic support services for visitors such as motels, **campgrounds**, restaurants, grocery stores, auto service stations, and public restrooms. Most of these facilities on the Sonoma County coast are both visitor-serving and local-serving.
- (2) Local-serving commercial facilities or uses include all other private commercial development that provides for the needs of the local population such as professional offices, utilities, banks, and fishing industry support services.

Visitor-serving and local-serving commercial facilities accessible to the Sonoma County coast are concentrated primarily in The Sea Ranch, Bodega Bay, and Gualala in Mendocino County. These areas are the most suitable for expanding visitor-serving commercial facilities due to the availability of public services and existing development. Other small service centers are scattered along the Sonoma County coast and just inland. Jenner and Duncans Mills on the North Coast and Valley Ford on the South Coast are secondary locations along the coast with isolated services (i.e., spot commercial services such as single grocery stores).

Three visitor centers serve the North Coast: Redwood Coasts Chamber of Commerce in Gualala; Russian River Chamber of Commerce and Visitor Center in Guerneville; and Jenner Visitors' Center in Jenner. The South Coast is served by the Sonoma Coast Visitor Center in Bodega Bay. As of summer of 2022 an estimated 600 vacation rentals are operating in the Coastal Zone with the majority located in the Sea Ranch and Bodega Harbour subdivision. **Tables C-LU-1 and C-LU-1** provide summaries of visitor serving overnight accommodations, other than vacation rentals, in the Coastal Zone. **It should be noted that campgrounds provide 1,083 spaces, which represents more than half of all overnight overnight accommodations in the Sonoma Coast.**

**Table C-LU-4 North Coast Overnight Accommodations**

<b>Facility</b>	<b>Hotel/Motel Rooms</b>	<b>Campground Spaces</b>
Gualala Point Regional Park		8
Salt Point State Park		160 <sup>2</sup>
Ocean Cove - private campground		175
Sea Ranch Lodge	19	
Ocean Cove Lodge Bar & Grill	16	
Stillwater Cover Regional Park		23

**Table C-LU-4 North Coast Overnight Accommodations**

<b>Facility</b>	<b>Hotel/Motel Rooms</b>	<b>Campground Spaces</b>
Timber Cove - private campground		25
Timber Cove Lodge	42	
Fort Ross State Historic Park Unit		21
Fort Ross Reef Campground		21
Fort Ross Lodge	22	
Duncans Mills Campground		125
Inn at Duncans Mills	5	
River's End	5	
Jenner Inn & Cottages	21	
Seacliff Motel <sup>1</sup>	16	
Surf Motel <sup>1</sup>	20	
Breakers Inn <sup>1</sup>	28	
Gualala Country Inn <sup>1</sup>	19	
Gualala River Redwood Park <sup>1</sup>		111
Total in North Coast	130	527

Notes:

<sup>1</sup> Located in Mendocino County's Coastal Zone, within 1.5 miles of the Sonoma-Mendocino county line.<sup>2</sup> Includes 20 overflow campground spaces.**Table C-LU-5. South Coast Overnight Accommodations**

<b>Facility</b>	<b>Hotel/Motel Rooms</b>	<b>Campground Spaces</b>
Bay Hill Mansion	5	
Bodega Bay Inn	5	
Bodega Bay Lodge	83	
Bodega Bay Coast Inn & Suites	44	
The Inn at the Tides	85	
Bodega Harbor Inn	16	
Casini Family Ranch- Private campground		225
Sonoma Coast State Park Unit – Willow Creek Campground		11
Sonoma Coast State Park Unit – Wrights Beach Campground		27
Sonoma Coast State Park Unit – Pomo Canyon Campground		20
Sonoma Coast State Park Unit – Bodega Dunes Campground		98
Westside Regional Park		47
Doran Beach Regional Park		139
Valley Ford Hotel	6	
Total in South Coast	244	556

## Goal, Objective, and Policies

**GOAL C-LU-5:** ~~Encourage~~ **Support** public access and ~~with~~ visitor-serving uses in the Coastal Zone and establish adequate commercial services for visitors on the Sonoma County coast where such development can be accommodated with minimal impacts on views and natural resources.

**Objective C-LU-5.1:** ~~Identify and~~ Develop new or expand existing commercial services for visitors in urban service areas and rural communities **where a need for visitor serving services has been identified.**

### *Planning and Reviewing Visitor-Serving Development*

**Policy C-LU-5a:** Encourage the development and expansion of visitor- and local-serving commercial uses within urban service areas and rural community boundaries where water supply and wastewater disposal requirements can be met. (EXISTING LCP REVISED)

**Policy C-LU-5b:** Limit new visitor-serving commercial development to areas within designated urban service areas and rural community boundaries except for the lowest intensity development (i.e., guest ranches, and bed and breakfast inns, vacation rentals, and agricultural farmstays). (EXISTING LCP REVISED)

**Policy C-LU-5c:** Provide public restrooms and drinking water facilities where needed and appropriate as part of visitor- and local-serving commercial development. (EXISTING LCP REVISED)

### *Encouraging Visitor-Serving Development*

**Policy C-LU-5d:** Allow limited expansion of existing visitor- and local-serving commercial uses outside of urban service areas and rural community boundaries where water supply and wastewater disposal requirements can be met and where expansion is found to have no impact on coastal environmental resources. (CCC REVISED - EXISTING LCP REVISED)

**Policy C-LU-5e:** Encourage the provision of modest scale overnight accommodations ~~that~~ **which** have minimal impacts on the coastal environment, including **campgrounds**, bed and breakfast accommodations in existing homes, guest ranches, inns, and motels. Guest ranches in agricultural areas shall be compatible with continued ranch operations and be limited to the allowable residential density. (EXISTING LCP REVISED)

**Policy C-LU-5f:** Allow campgrounds in all land use categories where campgrounds will not interfere with the principally permitted use or have a significant adverse impact on coastal natural resources. [Staff recommendation]

~~**Policy C LU 5f:** Allow expansion of overnight accommodations and other visitor serving commercial uses; and local serving commercial uses on Annapolis Road. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C LU 5g:** Allow development of limited visitor and local serving commercial uses at Stewarts Point designed to complement the historic character of the community. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C LU 5h:** Allow limited expansion of existing commercial uses east of State Highway 1 associated with the Ocean Cove Store including overnight accommodations and a public horse stable. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C LU 5i:** Limit development west of State Highway 1 at the Ocean Cove Resort to a day use area and campground. Any development proposals should include provisions for pedestrian safety on State Highway 1 as well as erosion control measures and restoration of the degraded bluffs at the cove that take into account projected sea level rise. If needed to improve coastal access, additional parking may be provided parking consistent with Policy LU 5h. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C LU 5j:** Encourage adaptive reuse of the historic barn west of State Highway 1 at the Ocean Cove Resort. (EXISTING LCP REVISED)~~

~~**Policy C LU 5k:** Allow limited expansion of existing inn facilities and development of a public horse stable at the Stillwater Cove Ranch. (EXISTING LCP REVISED)~~

~~**Policy C LU 5l:** Limit expansion at the Timber Cove Inn to improved parking and public access facilities. (EXISTING LCP REVISED)~~

~~**Policy C LU 5m:** Encourage provision of screening and other design improvements at the Timber Cove Boat Landing. (EXISTING LCP REVISED)~~

~~**Policy C LU 5n:** Allow limited new or expansion of existing visitor and local serving commercial uses, in the vicinity of the Fort Ross Store, subject to design controls review to preserve the area's scenic character. (EXISTING LCP REVISED)~~

~~**Policy C LU 5o:** Allow a modest infill of visitor and local serving commercial development in Jenner if water supply and wastewater treatment and disposal requirements can be met. (EXISTING LCP REVISED)~~

~~**Policy C LU 5p:** Allow provision of overnight accommodations of modest scale and cost and expansion of other visitor and local serving commercial services uses at Duncans Mills if water supply and wastewater treatment and disposal requirements can be met. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C LU 5q:** Allow expansion of public access to the Bridgehaven Resort by adding boat rentals and launching and day use facilities subject to design review. Require public access as~~

~~a condition of for approval of any Coastal Development Permit for expansion of uses at the resort. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C-LU-5r:** Allow for new and for the expansion of existing commercial uses in Bodega Bay.~~

~~**Policy C-LU-5s:** Allow for new and for the expansion of existing visitor serving uses at Chanslor Ranch consistent with continued agricultural use if water supply and wastewater treatment and disposal requirements can be met. (CCC REVISED EXISTING LCP REVISED)~~

~~**Policy C-LU-5t:** Allow modest expansion of commercial uses in Valley Ford if water supply and wastewater treatment and disposal requirements can be met. (EXISTING LCP REVISED)~~

## **Program**

**Program C-LU-5-1P:** Establish performance standards for the use of existing residences for vacation rentals and hosted rentals. In developing standards consider requirements for designated property managers, safety, parking, noise, and number of guests allowed for day time and nighttime occupancy. In addition to performance standards, identify areas where high concentration of vacation rental would impact environmentally sensitive habitat areas, water quality, or coastal access and develop land use policy to avoid these impacts. (NEW)

## **Initiatives**

**Initiative C-LU-5-I1:** Encourage development of employer provided or subsidized affordable housing for employees. (EXISTING LCP)

**Initiative C-LU-5-I2:** Increase funding priority for the acquisition of affordable units and rehabilitation and maintenance of existing affordable units. (NEW: HCD CERTIFIED GENERAL PLAN 2014 HOUSING ELEMENT POLICY HE-1E)

**Initiative C-LU-5-I3:** Conserve the existing affordable housing stock by providing funding through the Community Development Commission to nonprofit organizations to subsidize the acquisition of at-risk properties where those units will be restricted to long-term occupancy by low-, very-low and extremely-low income households. (NEW: HCD CERTIFIED GENERAL PLAN 2014 HOUSING ELEMENT POLICY HE-1D)