

March 29,2024

John Smith
1234 Main St
Monterey, CA 93940

California Coastal Commission
455 Market St, Ste. #300
San Francisco, CA 94105

Re: Letter to California Coastal Commission Requesting Issuance of Cannery Row Plaza CDP

Dear California Coastal Commission,

I am writing to request the reissuance of the Coastal Development Permit (CDP) for the Cannery Row Plaza project. This project, developed by Ruby Falls Fund LLC, is of significant importance to the community and the city of Monterey. The 3.5-acre site, located in the heart of Cannery Row, a major tourist attraction with over 5 million visitors annually, has been an eyesore for many years, hindering the flow of tourists and presenting safety concerns.

The project offers several benefits to the community, including the beautification of the area, preservation of historic buildings and artifacts, and the creation of a significant revenue base for taxes. Furthermore, it will provide public access to the shoreline, a community park, and additional commercial spaces, which will contribute to the overall improvement of the area and the city's economic growth.

The development is also expected to create numerous construction jobs and generate substantial revenues for the local trade, addressing the inherent issues regarding public safety and attracting vandalism and vagrancy to the current property conditions. Additionally, the project will provide public access to the shoreline for various recreational activities, such as fishing, diving, and kayaking, further enhancing the area's appeal to residents and visitors alike.

I respectfully urge the California Coastal Commission to reconsider and reissue the Coastal Development Permit for the Cannery Row Plaza project. This development is not only crucial for the improvement and utilization of the 3.5-acre site but also for the economic and social benefits it will bring to the community.

Sincerely,

[Your Full Name]
Resident of [[the City of Monterey](#)]

HERE ARE SOME PHRASES YOU COULD CUT AND PASTE INTO YOUR LETTER:

Historic Preservation and Adaptive Reuse

The proposed Cannery Row Plaza development offers a unique opportunity to preserve and revitalize the historic character of the area. The project will restore and adaptively reuse the historic San Xavier Fish Reduction Plant, transforming it into a History/Community Center and Museum for the city.

Additionally, the development will reconstruct the historic San Xavier Warehouse building envelope, which was lost to storm damage and an emergency demolition permit by the Coastal Commission in 1997

The project will also salvage and reinstall portions of the historic Tevis-Murray estate wall, the large Fish Oil Tank, and the iconic "Pacific Fish Co." concrete sign, ensuring these remnants of Cannery Row's past are preserved and integrated into the new design.

Furthermore, the exposed historic railcar will be preserved and made accessible to the public for historic education and appreciation.

Public Access and Recreational Amenities

The Cannery Row Plaza development will also enhance public access and recreational opportunities along the Monterey coastline. The project will provide direct public access to the beautiful shoreline, allowing residents and visitors to enjoy activities such as fishing, diving, kayaking, and simply taking in the scenic views.

A new Community Park will be created, offering a green space with a view of the shoreline from the running trail.

Additionally, the Cannery Row Crossover Bridge will be reconstructed, providing a public vantage point for viewing the iconic Cannery Row streetscape.

Economic Development and Job Creation

In addition to preserving the past, the Cannery Row Plaza project will drive economic growth and employment for the local community. The \$300 million development project will bring construction jobs and revenues for local trades.

The new 100,000 square feet of retail and restaurant space will create a significant revenue base for the city, while also employing several hundred Monterey community members in the 35 new businesses

ADDITIONAL PHRASES YOU COULD CUT AND PASTE INTO YOUR LETTER:

Housing and Community Need

The development also addresses critical housing and community needs. The project will create 51 new residences, including 13 inclusionary housing units, helping the city meet its state-mandated housing quotas. Additionally, the development will provide a commercial space for an educational or entertainment anchor tenant, further enhancing the community's resources.

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The project will also address public safety concerns and deter graffiti vandalism and vagrancy that have plagued the area.

Beautification and Revitalization

Finally, the Cannery Row Plaza project will transform an eyesore into a vibrant, revitalized district. The development will beautify a neglected area in the heart of the city's top tourist destination, improving the overall image and gentrification of Cannery Row.

Through the adaptive reuse and preservation of historic structures, the project will maintain the character of Steinbeck's Cannery Row while breathing new life into the neighborhood.

I hope this helps you understand the many community benefits of the Cannery Row Plaza project.

And for emotional inspiration lone, we can call on Ai to generate a passion filled letter

Dear Coastal Commission,

I am writing to implore you to grant the Coastal Development Permit (CDP) for the Cannery Row Plaza Project. This transformative mixed-use development isn't just a visionary undertaking; it's a vital catalyst for Monterey's future, poised to ignite rejuvenation and unlock four distinct, invaluable benefits:

1. **Revitalizing an Iconic Tourist Destination:** The current property stands as a hollow blight on Cannery Row's vibrant pulse. Cannery Row Plaza will revitalize this central artery, replacing a stagnant eyesore with a bustling hub of commerce, leisure, and community. Imagine vibrant storefronts welcoming visitors, airy residences overlooking the bay, and a lively plaza pulsing with activity. This isn't just development; it's rekindling the soul of a treasured destination.
2. **Unleashing Economic Vitality:** Monterey craves vibrant, diverse economic engines. Cannery Row Plaza will be just that, generating a ripple effect of prosperity. Picture new jobs for residents, increased tax revenue to bolster city services, and a surge in tourist spending. Local businesses will thrive, fueled by the Plaza's magnetism, leading to a self-sustaining cycle of growth and opportunity.
3. **Embracing Our Environmental Responsibility:** Cannery Row Plaza isn't simply about concrete and mortar; it's about responsible stewardship. Sustainable design principles will be woven into its very fabric, minimizing environmental impact while maximizing coastal access. Imagine a public walkway gracing the shoreline, inviting residents and visitors to connect with the ocean's majesty. Picture a plaza adorned with native landscaping, fostering harmony with the surrounding ecosystem. This project is about progress built on a foundation of conscious, green practices.
4. **Forging a Community Tapestry:** Cannery Row has always been a tapestry woven from the threads of diverse experiences. Cannery Row Plaza will strengthen this unique fabric, providing a vibrant public space where residents and visitors can gather, forge connections, and celebrate their shared love for Monterey. Picture families enjoying the plaza's play area, artists showcasing their talents, and locals and tourists mingling in a spirit of open camaraderie. This project is about fostering a space that belongs to everyone, a beating heart for the entire community.

The Cannery Row Plaza Project isn't just a development; it's a promise of a brighter future for Monterey. It's about revitalization, economic prosperity, environmental responsibility, and forging a stronger community. I urge you, with fervent conviction, to grant the CDP and unleash the potential of this transformative vision.

Sincerely,

[Your Name]

Member, Monterey City Council