



# **Concerned Citizens for Avila**

**Annual Meeting  
September 12, 2018**

# **CC4A Mission: To protect the natural environment, safety and accessibility of Avila**





**Why did  
we  
form?**



The higher elevations of the Wild Cherry Canyon property offer ocean views from Montaña de Oro to Point Sal on a clear day. - jjohnston@thetribunenews.com

LOCAL

# 1,500 homes proposed for Wild Cherry Canyon near Avila Beach



David Sneed - dsneed@thetribunenews.com

FEBRUARY 05, 2015 10:50 AM



The community of Avila Beach would nearly triple in size under a proposal to build as many as 1,500 homes in Wild Cherry Canyon.



In a meeting with the [Avila Valley Advisory Council](#) on Thursday, developer Tom Blessent and planner Andres Duany said they are planning to build between 1,000 and 1,500 homes on 240 acres of the 2,400-acre Wild Cherry Canyon property, which extends from Avila Beach and into the Irish Hills between Avila Beach and San Luis Obispo.

Here we  
go  
again!



A developer wants to build a 15,000-home community near the Diablo Canyon nuclear power plant at Wild Cherry Canyon, according to an email.

By Joe Johnston

ENVIRONMENT

## Plans for massive 15,000-home city on Diablo Canyon lands uncovered in private email



BY MONICA VAUGHAN AND LINDSEY HOLDEN

[mvaughan@thetribunenews.com](mailto:mvaughan@thetribunenews.com)  
[lholden@thetribunenews.com](mailto:lholden@thetribunenews.com)

February 23, 2018 07:28 PM

Updated February 26, 2018 03:21 PM

A local developer said he wants to build a 15,000-home community near the Diablo Canyon nuclear power plant in an area known as Wild Cherry Canyon, and he thinks he can cut a deal with PG&E for the land, drawing criticism from conservation groups and shock from county leaders.

February  
2018



**The future of Diablo Canyon Land use will have a direct effect on Avila Beach.**

**Avila has a solitary road, one-way-in, one-way-out, narrow and curvy – in conjunction with high fire hazard, earthquake faults, tsunami potential and will have site stored “spent” fuel for an unforeseeably long time.**

# Avila Congestion



**We advocate  
for safety and  
conscientious  
planning**



**The Level of Service for Avila Beach Drive is already at “D” (impacted) or “E” (almost gridlock) on summer weekends, which includes Friday.**



**Level “C” (maximum cars that can go thru without limitations) and “D” on week days.**

**Level “C” on week days can change if there is an event, such as a concert. Also, the true impact of Harbor Terrace is not known.**



**The present threat to public safety and welfare in Avila Beach due to road congestion would be magnified by any development in the Diablo Lands.**

**We support the conservation of  
Diablo Canyon Lands, which  
includes Wild Cherry Canyon.**

**We encourage the protection  
of the California Central Coast.**

# Let's review the CC4A year



# August 17, 2018

## CC4A and Friends of Wild Cherry Canyon teamed up to do a presentation at the Diablo Canyon Decommissioning Engagement Panel – Lands Workshop



**We envision limited usage, such as trails for hiking, non-motorized biking and possibly equestrian.**

**Designed and managed public access comparable to the Pismo Preserve.**



# CC4A Voices Heard Fall 2017

Public Comment Period  
County Board of Supervisors  
Meetings



## Comment Guidelines for BOS Speakers

### Issues

We recommend that you focus your concerns on **safety, traffic, and public access to the beach, which are all perpetuated by Avila events.**

### Items for speakers to include:

1. Provide your name and residence (City).
2. Identifying yourself as a Concerned Citizen for Avila.
3. State your concern/comment briefly and clearly.
4. State **why** you are concerned.

# February 2018

## An Evening with Fire Chief Paul Lee



# March 2018

## We gathered signatures for a “Hold on Development” in Avila



## Until completion of Avila Community Plan update



# April 2018

## Submitted 2,047 signatures to the County Board of Supervisors



# **April 2018**

## **Cave Landing Workshop**



**Supports County management of Cave Landing to protect coastal resources, broaden public access and provide safety for visitors.**



# June 2018 Snack & Chat



# CC4A Newsletter Continues to Inform

- **Average newsletter open rate is 56%**  
(Industry average rate is 24%)
- **Mailing list has grown to 417**

## Concerned Citizens for Avila

*A Community Action Group*



*Together we can protect the natural  
environment,  
safety and accessibility of Avila.*

# We Wrote Letters!



Concerned Citizens for Avila  
PO Box 2476, Avila Beach, CA 93424-2476  
[www.concernedcitizens4avila.org](http://www.concernedcitizens4avila.org)

#### Officers

President: Betty Hartig  
Vice-President: Sherri Danoff  
Treasurer: Carol Goldberg  
Secretary: Beverly Henry

#### Board of Directors

Betty Hartig  
Sherri Danoff  
Carol Goldberg  
Beverly Henry  
Martin Suits  
Heather Nelson  
David Humphreys

April 27, 2018

Nick Franco  
Superintendent, County of San Luis Obispo Parks and Recreation

REGARDING: Cave Landing Public Workshop April 25, 2018

Dear Mr. Franco:

Thank you for holding the recent Cave Landing Public Workshop. Concerned Citizens for Avila would like to encourage you to make fire prevention a top priority.

While the problems with the parking lot, litter, graffiti, and lack of bathrooms must be addressed as well, the potential for a catastrophic wildfire like the one experienced in California makes the illegal fires the most urgent concern.

We also support restricting parking lot hours at night to decrease incidents, such as fires.

August 20, 2018

Thank you for your consideration,

San Luis Obispo County Board of Supervisors

[boardofsup@co.slo.ca.us](mailto:boardofsup@co.slo.ca.us)

Concerned Citizens for Avila Board of Directors: Betty Hartig, Sherri Danoff, Carol Goldberg, Beverly Henry, Martin Suits, Heather Nelson, David Humphreys

SUBJECT: August 21, 2018, Public Hearing  
NOLTE APPEAL, CO 16-01351 & SUB2015-00068

CC: Adam Hill, Third District Supervisor, Blake Fixler, Third District Legislative Assistant, Paul Lee, Cal Fire Battalion Chief

Dear Supervisors,  
This letter is to commend staff for correcting its earlier support for roof heights that are inconsistent with the Avila Beach Specific Plan and to support the added condition of approval staff recommended. We are encouraged by this indication that staff seeks adherence to development requirements. Other Appeal contentions should also be thoroughly evaluated.

Careful attention to regulations for development is essential for Avila Beach continuing as an attractive, well-functioning asset that is valued countywide.

Sincerely,

Sherri Danoff, Vice President  
For the Board of Directors

C: Trevor Keith, Director of Planning and Building

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February 16, 2018

Justin Cooley  
Principal Financial Analyst  
San Luis Obispo County Tax Collector

REGARDING: GOLF COURSE APPLICATION FOR A TEMPORARY COMMERCIAL  
OUTDOOR ENTERTAINMENT LICENSE

Dear Mr. Cooley:

The Board of Directors of Concerned Citizens for Avila requests that either a hearing date be established, or the application be deemed withdrawn. It is a disservice to the community to be kept on hold about when this highly consequential project is to be decided by the Board of Supervisors.

Thank you for your consideration,

Board of Directors: Betty Hartig, Sherri Danoff, Carol Goldberg, Beverly Henry, Martin Suits, Heather Nelson, David Humphreys

CC: James Erb, Tax Collector, Adam Hill, Third District Supervisor, Hannah Miller, Third District Legislative Assistant

Together we can protect the natural environment, safety and accessibility of Avila.

Nick Franco  
Cave Landing

County Board of  
Supervisors  
Nolte Appeal

Justin Cooley  
Golf Course Entertainment License

# June 2018 Signed Resolution to Conserve Diablo Canyon Lands



## Resolution to Conserve the Diablo Canyon Lands (including Wild Cherry Canyon) Resolution

**WHEREAS** Pacific Gas and Electric (PG&E) decided not to pursue license renewal for the two reactors at Diablo Canyon Nuclear Power Plant (Diablo Canyon) in San Luis Obispo (SLO) County and requested permission from the California Public Utilities Commission (CPUC) to close the plant; a request that was approved in January 2018, ensuring Diablo Canyon's closure by 2025; and PG&E has created a Community Engagement Panel and will otherwise be seeking public input during the decommissioning process regarding how to best mitigate the impacts of the Diablo Canyon closure, including how to address the disposition of the Diablo Canyon Lands surrounding the closing plant; and while Wild Cherry Canyon itself is subject to mid- or long-term leasehold(s) held by Homelid, the fee title is held by PG&E, and thus PG&E itself has control over the future of the property and whether it is developed or conserved;

**WHEREAS** the Diablo Canyon Lands that surround the plant are comprised of over 14 coastal miles and 12,000 acres of relatively pristine coastline extending from the southern border of Montana de Oro to the community of Avila Beach and include the 2400-acre Wild Cherry Canyon property; and these lands, being the largest remaining segment of undeveloped, privately owned coastline in San Luis Obispo County, which have been well managed by PG&E through their Diablo Canyon Lands Stewardship Program, would provide the final link necessary to create a 20-mile extension of the California coastal trail stretching from Avila Beach to Morro Bay;

**WHEREAS** tourism is a vital driver of jobs and economic activity in San Luis Obispo County, with benefits including the following: (1) local spending estimated at over \$1.58 billion; (2) employment of 17,870 residents, comprising over 10% of total county employment; and (3) support of government services through the generation of \$132 million in local and state tax receipts;

**WHEREAS** the rich ecological resource and scenic values of the Diablo Canyon Lands and the nearby Irish Hills have been identified as a highest conservation priority by The Nature Conservancy in its 2000 report, "Conserving the Landscapes of San Luis Obispo County," as well as by California state agencies including the Wildlife Conservation Board, California State Coastal Conservancy, Department of Parks and Recreation, Coastal Commission, CALTRANS, State Water Board, and the Regional Water Quality Conservation Board many of which have already demonstrated a willingness to fund or support conservation efforts for these lands through fee title purchase, conservation easement, or mitigation agreements; and a county-wide advisory measure known as the Diablo Resources Advisory Measure (DREAM Initiative) was passed in 2000 by the SLO County electorate by an overwhelming 75% approval rate, urging the conservation of the Diablo Lands upon the closure of Diablo Canyon, which was also supported by PG&E, the SLO County Board of Supervisors, and numerous other public, private, and non-profit entities;

**NOW THEREFORE BE IT RESOLVED** that the undersigned entities support efforts by PG&E and others to ensure that all of the Diablo Canyon Lands (including Wild Cherry Canyon and excepting the power plant itself and requisite decommissioning zone while needed) are conserved in perpetuity for public access and resource protection; and

Resolution passed by the Concerned Citizens for Avila at a regular meeting on May 11, 2018.

*Becky Hertig, President 4/11/2018*

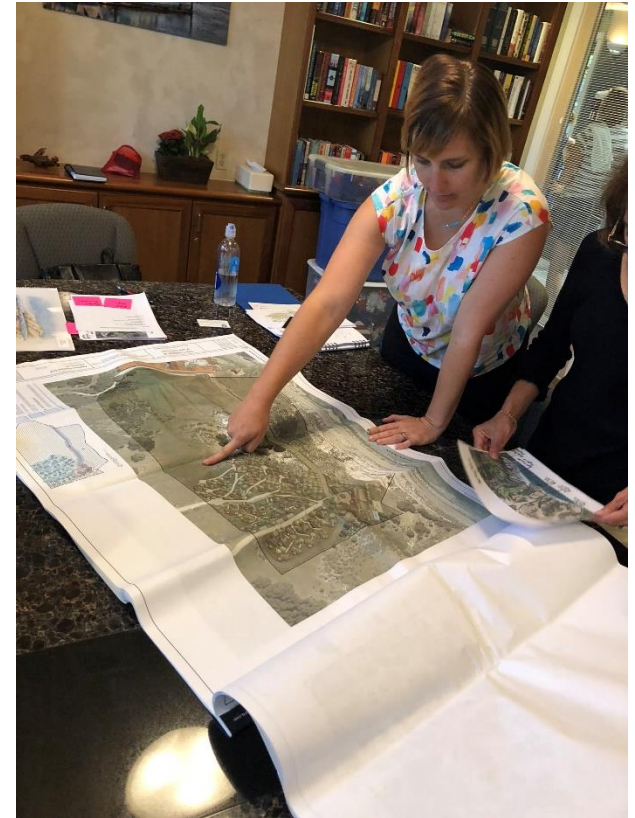
**August 29, 2018**

# **Diablo Canyon Decommissioning Engagement Panel Meeting**



# Media Coverage

- ✓ Tribune
- ✓ New Times
- ✓ Avila Beach News
- ✓ KSBY
- ✓ Coast News



# What's ahead.....





# CC4A

## **Mission:**

**To protect the natural environment, safety and accessibility of Avila.**

## **Goal:**

**To promote responsible planning and public awareness.**

## **Objectives:**

- **Monitor progress on updating the County Area Plan for Avila.**
- **Advocate measures to ensure:**
  - **Adequate ingress and egress in case of emergencies or need for evacuation.**
  - **Safe, functional access minimizing traffic and gridlock.**
  - **Adequate public access to coastal-dependent and coastal related resources.**
  - **Protection from water shortages.**
  - **Future development consistent with an updated Area Plan for Avila.**



A screenshot of the PayPal website's hero section. The background is a photograph of a man with a beard looking at his smartphone. The PayPal logo is in the top left. Navigation links 'PERSONAL', 'BUSINESS', 'SEND', and 'REQUEST' are in the top right. The main heading 'Send Money Securely' is in large white text. Below it is a subtext 'Quickly and easily pay the babysitter, split the check, or give a gift.\*'. Two buttons are present: a solid blue 'Sign Up to Send Money' button and a white 'Log In to Send Money' button with a blue outline.

**PayPal**

PERSONAL ▾ BUSINESS ▾ **SEND** REQUEST

# Send Money Securely

Quickly and easily pay the babysitter, split the check, or give a gift.\*

**Sign Up to Send Money**

Log In to Send Money



# We need you!

✓ Newsletter



✓ Photographer



✓ T-shirts



✓ Website



**We encourage you to participate!**



**Together we can make a difference!**

# Avila Project Updates

9/2018

## ✓ **Chevron/Avila Point**

Resort, extensive project, includes 195 units, restaurant, meeting facilities, wellness center & day spa, amphitheater, pool, fitness center, shops, trails.

Project on hold. No activity since November 2015.

## ✓ **Golf Course**

Extensive resort project, 135 Units, 217 bedrooms, 1,200 campsites, restaurant, meeting facilities, wellness center & day spa, amphitheater, pool, rental center, shops, etc., etc.

Plan submitted. On information hold for being incomplete.

## ✓ **King Project/Ontario Road**

44 lodge units, 27 bike camp sites, camp store, laundry facility, restaurant, brewery.

Plan submitted. On information hold.

## ✓ **Somera Project**

50 Cottage Resort, lodge with restaurant, pool, spa, fitness center.

Plan submitted. On information hold.

## ✓ **Harbor Terrace**

Green light, ready to begin project, 57 RV sites, 28 RV cabins, 23 tent cabins, 31 tent campsites, 22 walk-in/bike-in sites, retail, restaurant, conference room, lobby, office, reception, etc.

## Bob Jones Pathway



Harbor Terrace

Somera Project

San Luis Bay Inn  
(Existing)

Golf Course Project

Avila Point Project

# Avila Plan Update Committee Status



# Diablo Canyon Decommissioning Engagement Panel



# Public Comment Period

3:00

Minutes



**Concerned Citizens for Avila**