

News Release



For Immediate Release

Date: October 12, 2007

Contact: Clay Phillips

Phone No.: (619) 575-3613 x303

Email Address: cphillip@parks.ca.gov

PUBLIC MEETING -- Monday, October 15, 6:30pm

Silver Strand Elementary School

1350 Leyte Rd, Coronado

(Immediately north of Silver Strand State Beach)

California State Parks considering adding Beachfront Overnight Cottages at Silver Strand State Beach City of Coronado, San Diego County

Family-style cottages to provide unique overnight experience

To meet the increasing demand for family camping opportunities, California State Parks is considering the placement of a small number of family-style, overnight cottages at Silver Strand State Beach. At present, most coastal campgrounds in Southern California are sold out months in advance, with thousands of families turned-away from the ocean-front camping experience.

The popularity of an alternative overnight camping experience, like cottages or cabins, is growing across the country. For instance, many of today's grandparents, whose kids grew up in tents, now want something a bit more comfortable and the objective here is to provide for a convenient and comfortable way in which to experience and enjoy the beach.

Silver Strand State Beach is being proposed as one of the cottage locations. The proposal is to place 10 new, prefabricated cottages atop an existing parking lot, right next to the beach and the existing RV campground. These cottages would be available for overnight stays just like any campsite in the state park system. (Based on this first phase, up to 14 additional cottages may be installed in the future.)

The project has generated strong opposition from residents of the nearby Coronado Cays community as well as a letter opposing the project by the Coronado Mayor and City Council.

A PUBLIC MEETING is scheduled to provide a forum for discussion on this project. Clay Phillips, the Park Superintendent for Silver Strand State Beach, will explain the concept, address concerns already voiced by the public and facilitate additional discussion. (See attached FAQ sheet and photo sheet)

**For energy efficient recreation –
California State Parks on the Internet: <<http://www.parks.ca.gov>>**





Silver Strand State Beach Cottages FAQ ... 10/11/07

What is the project that is being considered?

- Install 10 cottages along the beach, on top of Parking Lot #3 at Silver Strand State Beach. These cottages would be available for overnight stays just like any campsite in the state park system. (Based on this first phase, up to 14 additional cottages may be installed in the future.)
- Reservations would be made through Reserve America. The number of nights and occupancy would be limited per cottage. Fees have yet to be determined. They would be reasonable and likely vary depending on season and day.
- Each cottage:
 - Will likely accommodate up to 4 people
 - Will be attractive and will have an appearance consistent with the seacoast setting
 - Will likely have its own bathroom and shower (meaning utility service is part of the project)
 - Will have a beachfront view and a deck.
 - Will be a new, prefabricated structure.

Why Cottages in a State Park Unit?

- California State Parks is committed to expanding coastal recreation opportunities to a broad range of California's citizens.
 - There are few opportunities for an affordable beachfront stay in Southern California
 - Aging Baby Boomers are looking for convenience and comfort but still seek an outdoor experience.
 - Many people can not afford a Recreation Vehicle
- There is a very strong public interest in overnight accommodations in state park units
 - Coastal campsites are very difficult to reserve during the summer months
 - Cottages on the coast are reserved within minutes of going on-sale, 7 months in advance
 - The annual occupancy rate for the cottages at Crystal Cove State Park exceeds 97%
- 1/3 of the State Park System budget is funded through revenue generation (such as user fees, special events and concessions). Projected annual gross revenue for the 10 cottages is approximately \$300,000.

Why this project at Silver Strand State Beach?

- Silver Strand is an under-utilized beachfront facility for much of the year
- The facility provides a beautiful, beach-level experience for the general public and provides an excellent opportunity for persons with disabilities to fully enjoy the ocean environment.
- There are few outdoor, overnight recreational opportunities in the South Bay area.
- Because the cottages will be placed atop the pavement, there is a relatively low installation cost. (currently estimated at approximately \$400,000 to install all 10 cottages)

How will the cottages be maintained and managed?

- Either by a concessionaire or by state park staff. The additional revenue generated by the cottages will help justify staff and project support for the maintenance and operation of Silver Strand State Beach.

Will Day Users be displaced by this project? Will there be less coastal beach visitation?

- No. In fact, because of this project, there will be an increase of parking spaces through restriping existing lots. There will be an increase in annual use of the beach because the cottages will generate more public use during the off-season.

For energy efficient recreation –
California State Parks on the Internet: <<http://www.parks.ca.gov>>



Silver Strand State Beach – Cottages Project



An example of what a cottage might look like.

It would be a new, prefabricated structure. It would likely have a restroom/shower, small kitchenette and sleep up to 4. Like any campsite, they would be reserved through ReserveAmerica.com and have limits on the length of stay. The specific look of the cottage and the design of the site is still to be determined.



For energy efficient recreation –
California State Parks on the Internet: <http://www.parks.ca.gov>

