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November 4, 2014

To: Rio Del Mar / Seacliff Beach Homeowners

We are writing to you about a critical issue affecting your home in the Rio Del Mar, Aptos and Seacliff neighborhoods. A member of the County Board of Supervisors is supporting sweeping changes to the vacation property rental ordinance. These changes would include among other things, the following:

1. Change the ordinance to limit your permit to 5 years. Under the current ordinance, if you have a vacation rental permit it does not expire. All existing permits would now expire 5 years from January 2015. This change may have a significant impact on your future property value and the marketability of your home.
2. Your permit may be revoked if you add a bedroom or, if you do a significant remodel, you will have to apply for a new permit and will be subject to denial by the county.
3. Limit the number of vacation rentals on Beach Drive to a maximum of 50% (there is discussion of an even lower threshold). Currently, most of the homes on Beach Drive are either vacation rentals and/or second homes. The remainder of the area in our beach community would be limited to a maximum of 15% vacation rentals, with no more than 20% on any block.

These and other changes are being proposed based upon the assumption that doing so will protect neighborhood integrity. We, as residents of Aptos and long term business owners, certainly want to protect the character and quality of life in Aptos. That said, we believe that the proposed changes to the vacation rental ordinance do just the opposite. These changes dictate who can and who cannot use their second home as a vacation rental. They will have a negative impact on property values and effect there future viability of our visitor-serving businesses.

Please take the time to do one or more of the following:

- Contact our 2nd District Supervisor Zach Friend at (831) 454-2200
- Email Supervisor Friend - zach.friend@co.santa-cruz.ca.us
- Send a letter to Supervisor Friend:
701 Ocean Street, Santa Cruz, CA 95060
- Contact Planning Commissioner Elizabeth Haywood at (831) 454-3371
- Email Planning Commissioner Haywood - PLN13@co.santa-cruz.ca.us
- Attend the Planning Commission meeting on November 12, 2014 - 9:00 a.m. in the Supervisor's Chambers - 701 Ocean Street, Santa Cruz

Santa Cruz: 1602 Ocean Street, Santa Cruz, CA 95060 831.426.4100 • *Scotts Valley:* 4788 Scotts Valley Drive, Scotts Valley, CA 95066 831.438.2300

Watsonville: 1056 South Green Valley Road, Watsonville, CA 95076 831.722.8874

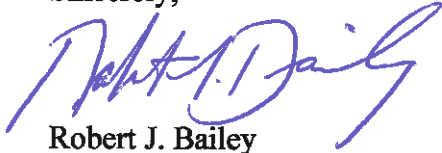
Bailey Relocation Services: 3040 Valencia Avenue, Suite 2, Aptos, CA 95003 831.685.6494 • *Bailey Property Management & Vacation Rentals:* 106 Aptos Beach Drive, Aptos, CA 95003 831.688.7009

Bailey Mortgage—Aptos: 3060 Valencia Avenue, Suite 4, Aptos, CA 95003 831.689.8500 • *Bailey Mortgage—Santa Cruz:* 1602 Ocean Street, Santa Cruz, CA 95060 831.460.9677

These changes have not been fully exposed to the community or property owners most affected, nor has any research been done on the future impact on our local economy, which relies on a strong tourism market.

We, as property owners, local business owners and stewards of the community urge you to request that the Planning Commission and Board of Supervisors postpone any changes affecting Rio Del Mar, Aptos and Seacliff until the proper research is done and public is fully engaged.

Sincerely,



Robert J. Bailey
Broker
Bailey Properties



Paul Bailey
Broker
Bailey Properties