



3.0 POLICY CONTEXT

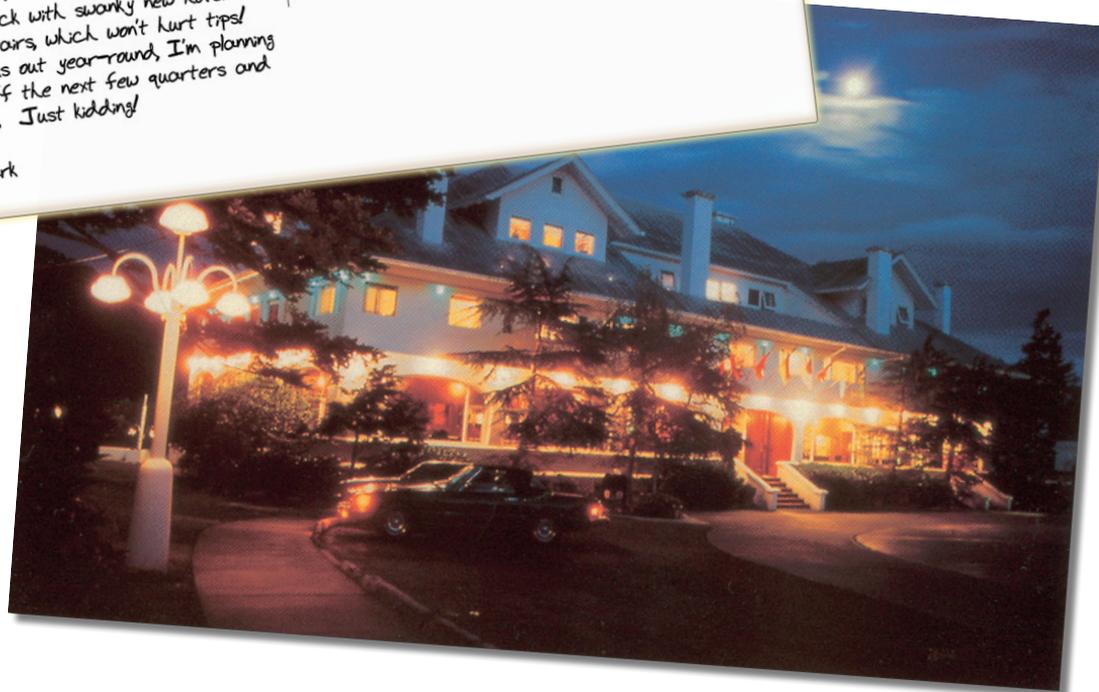
This chapter provides the RMP with a policy context, including the relationship of the RMP to the County Comprehensive Plan and with Resort-specific goals and objectives.

3.1 GOALS AND OBJECTIVES

The following Resort-specific goals, as applied through corresponding objectives, serve as the basis for Resort master planning and design decision-making.

GOAL 1: RE-ESTABLISH ROSARIO AS THE NORTHWEST'S PREMINENT ISLAND RETREAT.

- Objective 1.1: Maintain consistently high standards of guest service, meeting or exceeding guest expectations.
- Objective 1.2: Establish new private residence clubs at the Resort that attract and retain buyers and guests from the Northwest and beyond.
- Objective 1.3: Replace outdated existing facilities with a new restaurant and lounge, spa and pools, and Marina complex appropriate to the high level of quality of the upscale new Resort.



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- Objective 1.4: Strive to make the Resort fun, memorable, convenient, and safe for guests by providing pedestrian-oriented connections to the mainland ferry terminal, Moran State Park, and other popular destinations.
- Objective 1.5: Foster a special experience by creating an appropriate balance between intensity of activity and serenity & solitude.
- Objective 1.6: Employ the use of high quality craftsmanship and materials during maintenance of existing and construction of new facilities.
- Objective 1.7: Maximize safety, accessibility, and convenience of guests, visitors, and employees of all ages and physical abilities.
- Objective 1.8: Facilitate excellent guest service by maintaining a high quality work force.
- Objective 1.9: Expand activities and develop facilities to attract and retain more buyers and guests during off-season periods.

GOAL 2: PRESERVE, RESTORE, AND ENHANCE WHAT IS MOST UNIQUE AND CHERISHED ABOUT ROSARIO, ESPECIALLY THE WORKS OF ROBERT MORAN.

- Objective 2.1: Protect historic and archaeological resources, restore recognized historic features, and avoid actions that compromise the historic integrity of the site.
- Objective 2.2: Restore the Moran Mansion to its original splendor as the Resort's centerpiece while enhancing to provide 21st Century functionality.
- Objective 2.3: Maintain and enhance natural beauty by protecting views of water, landscapes, and sunsets, especially Cascade Bay, East Sound, and the Moran Mansion by limiting the scale of development within view corridors.
- Objective 2.4: Maintain a distinct sense of place through consistency of design with special attention to quality, selection of materials, and level of craftsmanship and maintenance.

*M*aintaining historic integrity is critical to the Resort, whose very identity is based on its glorious past as recognized through its well-advertised listing on the National Register of Historic Places and membership in the Historic Hotels of America (which is sponsored by the National Trust for Historic Preservation).



Objective 2.5: Maintain and expand the Resort’s water-oriented character of existing and planned Resort facilities and activities.

Objective 2.6: Maintain public access to the Cascade Bay shoreline through restoration and enhancement of pedestrian facilities for the enjoyment of resort guests and the general public alike.

GOAL 3: PROTECT AND ENHANCE THE RESORT’S NATURAL ENVIRONMENT AND CONTEXT.

Objective 3.1: Continue the Moran legacy of environmental stewardship and resource self-sufficiency through innovative environmentally sensitive development practices.

Objective 3.2: Protect and restore natural functions and features within the Cascade Bay watershed through careful use of resources, selection of materials, development siting, and landscaping practices.

Objective 3.3: Protect natural habitats through adequate buffering and water quality protections.

Objective 3.4: Identify and pursue opportunities to restore and improve natural functions.

Objective 3.5: Reduce waste stream through efficient use and reuse of resources.

Objective 3.6: Incorporate environmental mitigations such as shoreline restoration as amenities into Resort design.

Objective 3.7: Identify Environmentally Sensitive Areas early in the design process to avoid siting and permitting conflicts.

Objective 3.8: Avoid erosion and other sources of contaminated runoff both during and after construction.

Objective 3.9: Minimize impacts on guests, Resort operations, and the surrounding community during Resort redevelopment, operations, and maintenance.

Objective 3.10: Preserve the natural integrity of the site by minimizing the use of impervious surfaces.

Objective 3.11: Prioritize deer-resistant native plant selection in landscaping.

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Objective 3.12: Strive for compatibility with surrounding land uses and activities and continue to be a valued part of the Orcas Island community.

Objective 3.13: Limit development within the Shoreline Management Program's mandatory 100-foot shoreline setback to water-oriented uses, and other appropriate uses that can be sited within the footprint of existing buildings.

GOAL 4: MAXIMIZE THE RESORT'S LONG-TERM VIABILITY.

Objective 4.1: Overcome the challenges of seasonality and access limitations by positioning Rosario to serve the vacation-home real estate market and independent travelers rather than dependence on large group-oriented facilities.

Objective 4.2: Provide market-depth by serving more than one market segment through product differentiation.

Objective 4.3: Consider life-cycle cost implications in all purchasing and capital improvement decision-making.

Objective 4.4: Maximize efficiency and cost-effectiveness of limited resources, especially developable land, natural open space, potable water, and energy.

Objective 4.5: Seek appropriate ways to coordinate development and operations of Rosario and Cascade Harbor Inn and provide synergy between them.

Objective 4.6: Maximize infrastructure capacity whenever feasible by providing expansion capability.

3.2 CONSISTENCY WITH COUNTY PLANS AND POLICIES

The Rosario Resort Master Plan was prepared to further the goals and policies of the San Juan County Comprehensive Plan. Accordingly, consistency between the Rosario Resort Master Plan with relevant Comprehensive Plan elements is evaluated below.

3.2.1 Land Use

The Rosario Resort Master Plan shares the Comprehensive Plan's goals of protecting natural beauty and natural resources and promoting orderly land development. The Comprehensive Plan's future land use map designates the area including Rosario as a Master Planned Resort, a

type of Activity Center that includes diverse employment opportunities and recreation in a concentrated development pattern. Under this plan, the Resort will continue to meet both the definition of an Activity Center, as well as the more specific definition as a Master Planned Resort, with its primary focus on "destination Resort facilities consisting of short-term visitor accommodations associated with a range of developed on-site indoor or outdoor recreational facilities."

3.2.2 Shoreline Master Program

The San Juan County Shoreline Master Program (SMP) governs lands within the County's shoreline jurisdiction, including all lands extending landward for 200 feet from the ordinary high water mark. The SMP is intended to protect San Juan County's unique island character by reserving the shorelines for water-oriented uses and protecting the shoreline environment. Water-dependent, water-related, and water-oriented uses are listed by the SMP as preferred shoreline uses by the SMP's overall goals and policies (Section 3.2 of the San Juan County SMP). Other SMP goals and policies recognize the importance of a balanced and diversified local economy; support public shoreline access; encourage bicycle and pedestrian facilities along the shoreline; seek to optimize opportunities for both passive and active water-oriented recreation; encourage scenic view and open space preservation; and protect shorelines with significant archaeological, historical, educational, or scientific value.

The SMP designation for the marine waterfront adjacent to Cascade Bay and Rosario Point is Rural Environment. According to Section 3.3.B of the SMP:

The Rural Environment is intended for residential development and other mixed use forms of development such as marinas, restaurants, resorts, and rural commercial and industrial activities.

The SMP designation for the small section of waterfront adjacent to the tennis court site facing Cascade Lake is Conservancy. According to Section 3.3.E of the SMP:

The purpose of the Conservancy designation is to protect, conserve, and manage existing natural resources and systems and/or valuable historic, educational, or scientific research areas without precluding compatible human uses...It should be applied to those areas which would most benefit the public if their existing character is maintained, but which are also able to tolerate limited or carefully planned development or resource use.

Rosario has historically been related to the water. Its very construction was financed by the Moran Brothers' shipbuilding fortune, and the design and construction of the Moran Mansion itself reflects this nautical heritage. Just as Robert Moran sited his Mansion to maximize

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proximity to and views of the water, Resort guests have come to Rosario for generations to be close to the shores of East Sound. Redevelopment of the Resort will continue this tradition by focusing development on the Cascade Bay waterfront consistent with the long-held expectations of Resort guests and visitors. Improved water-dependent uses will include an expanded Marina with both permanent and transient slips, docks for seaplanes and water taxis, a marine supplies store, fueling and pump-out facilities, and water-dependent recreational activities. Water-related facilities will include the refurbished waterfront promenade and water-view restaurant and spa. The remainder of Resort redevelopment will focus on water-enjoyment uses such as water-view hotel rooms, cottages, and condominiums. Together, this comprehensive program of water-oriented improvements will continue to draw the public to the shores of Cascade Bay, providing one of the few shoreline access points on Orcas Island that is accessible to the public.

3.2.3 Water Resources

The Water Resources element of the Comprehensive Plan aims to establish a reasonable approach to water use and protection, as well as guides relevant decision-making and promotes water conservation. Similarly, the Rosario Resort Master Plan recognizes that potable water is a limited and valuable resource. Consistent with the County Comprehensive Plan, the Resort Master Plan includes numerous water conservation measures ranging from the

continued use of water-efficient fixtures to the increased reliance on xeriscaping (Section 5.3.6) to possible alternative water sources.

3.2.4 Transportation

The Transportation element of the Comprehensive Plan consists of an inventory of local transportation facilities and provides adopted level of service (LOS) standards for each. The Rosario Resort Master Plan is consistent with the Transportation element of the Comprehensive Plan by assessing the capacity of roads, trails, parking, marine, and air facilities. In particular, alternative transportation modes play prominently in the Resort Master Plan (Section 5.1), including walking and boat access; in addition, the plan's parking section (5.1.4) is based on County policies.

3.2.5 Capital Facilities

The Capital Facilities element of the San Juan County Comprehensive Plan inventories existing public capital facilities and specifies rural and urban level of service standards for a variety of public services on each island. This Comprehensive Plan element also addresses the County's concurrency requirements for "Category A" capital facilities and services including those serving Master Planned Resorts. Existing water and sanitary sewer systems are addressed in Section 2.10 of the plan and future utility expansion driven by concurrency requirements are addressed in Appendix C of the FEIS.

3.2.6 Utilities

The Utilities element of the Comprehensive Plan promotes the adequate utility level of service and aims to reconcile the needs of providing utility service with minimizing environmental impact. The concurrency discussion in Appendix C of the FEIS reiterates these goals and would implement many of the Comprehensive Plan's policies.

3.2.7 Historic and Archaeological Preservation

By protecting and enhancing the historic Moran Estate and planning for the identification and management of potential archaeological sites, the Rosario Resort Master Plan is consistent with the goal of the Comprehensive Plan's Historic and Archaeological Preservation element, specifically "to protect, preserve, and enhance the rich history and cultural resources of San Juan County; more particularly, its significant places, traditions, artifacts, stories, family histories, and other important historical and archaeological items."

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