



### **Project Data**

#### **Key Scope Items:**

- Hotel Site Analysis
- Hotel Market Analysis
- Comparable Facilities Analysis

**HSP Professionals Involved in Project:** Rob Hunden

**Time of Service:** 2011

## **Hotel Market and Site Analysis; Redevelopment Planning**

*Santa Cruz, California*

Santa Cruz County is a beach-oriented community located along the Pacific Ocean about an hour south of the San Francisco Bay Area. The Santa Cruz County Redevelopment Agency retained Hunden Strategic Partners to assist it with redevelopment opportunities via a multi-step approach. First, HSP assessed the viability of two potential hotel sites in the County. While numerous hotels have been constructed over the years, the City believes there is the potential for development of a higher-caliber property to serve the area.

Hunden Strategic Partners included the following scope components in the work plan:

- Local hotel infrastructure review
- Market supply and demand for competitive hotels
- Comparative site analysis
- Recommended facilities
- Market and financial feasibility
- Financing
- Impact Analysis

The multi-step visioning, highest and best use analysis and feasibility studies will continue as HSP advised the County on redevelopment of these and other sites.