From:	Sons Wilson
To:	Planning Commission Comments
Cc:	Jim duffy
Subject:	Against project notice 8/21/20
Date:	Friday, August 21, 2020 8:39:19 PM

EXTERNAL

Ocean ave LLC
NOT acceptable to residents in Santa Monica within proximity.
We disagree with this project and oppose it 100 percent.
You can call us at
(310)428-6232

From: franklin shirley
To: Planning Commission Comments
Subject: 1133 Ocean Ave
Date: Saturday, August 22, 2020 10:34:28 AM

EXTERNAL

I am a 32 years resident of Santa Monica. I fully support the redevelopement at 1133 Ocean Ave:
In order to provide better site parking below ground, increased permanent housing, increased or better food service at that location, and more appealing architectural design.

Do you realize that over the last 10 years the population of Santa Monica has grown from 89,763 to 90,555.
That is LESS THAN 1% in 10 YEARS!

No wonder traffic is so bad during cummuter hours.

Warmest Regards

Franklin P Shirley

From: GANESA PANDIAN
To: Planning Commission Comments
Subject: 1133 Ocean Ave, Santa Monica development
Date: Monday, August 24, 2020 2:22:04 PM

EXTERNAL

Dear Planning commission

I am a citizen living in the condo building at 1118 3rd Street in our beautiful city for the last several years.
I walk on Ocean Ave and Palisades park twice daily and enjoy it.
I have great admiration for the city government for maintaining our city well.
I am really disheartened by this proposal.
I find it objectionable on the following grounds:
1. The project is too large to be on the ocean front right across from the monster Bank of California building on the other corner.
2. It will bring more traffic and air pollution.
3. Add to the noise pollution.
4. Will block the beautiful ocean breeze we enjoy.
5. Will block the ocean view our building has enjoyed close to 40 years.

The Apartment building on the second street is very problematic since
1. It increases the density factor and stuff more people and vehicles in a small lot.
2. Will block the light and the breeze we have enjoyed all these years.
3. The alley between 2nd 3rd street is very narrow and there will be no privacy for people living in our building.

For all these reasons the city should consider several modifications and not allowing more than 4 stories as I voted for in the last election. Citizens living here should have a say in this process.

I am hopeful City council will modify the project and allow us live the life we are used to.

Thank you.
M. Ganesh Pandian.MD

From: jim gerstley
To: Rachel Kwok; Planning Commission Comments
Subject: Planning Commission 9/2/20 item 9-A Miramar Hotel & affordable housing on 2nd St
Date: Monday, August 24, 2020 5:54:21 PM

EXTERNAL

My name is Jim Gerstley and I live at 1118 3rd St in a 6 story building. The proposed Miramar is 80 ft tall along 2nd St, and the affordable income building across the alley from our building is up to 60 ft tall--the approximate height of our building.
This brings up several issues of concern:

HOTEL PROPERTY

1] The Miramar edifice along 2nd St will be increased to 80 ft, which is higher than our building. Potential impact:
A] Changing air patterns that could reduce healthy fresh air to our building.
B] The resulting wall along the west side of 2nd St can be a reverberation surface that enhances noise
C] The hotel car entrance on 2nd St will increase air pollution and noise which the prevailing west winds will direct toward our building. Wilshire seems a more appropriate place for hotel car entry.
D] Diminished sun hours to the west side of our building, impacting energy costs
E} Loss of view of the ocean, which will reduce condo value and property tax receipts
F] An unaddressed environmental issue: after hours auto noise and pollution resulting from the increased restaurant and banquet room space bringing in people/cars who are not hotel guests.
G] Will employee parking be affordable? i.e., will employees use it instead of parking on the street?
H] I think Wilshire should open up so drivers get a view of the ocean as they approach Ocean Ave. Instead they will be hemmed in by two tall structures until they actually reach Ocean Ave.
I] Wilshire and Ocean are the commercial streets. I believe it is more appropriate for the hotel entrance to be on Wilshire rather than the narrow 2nd St, which already has parking access for the Huntley and presumably for the affordable housing building. Wouldn't 2nd St be quieter if the retail shops were located along it rather than Wilshire? Those retail shops don't sound like they are meant to enliven Wilshire if there is no direct access from Wilshire.
J] The overflow parking is about a mile away in the 1100 block of Wilshire. More traffic and air pollution.
K] One of the main entrances to the Wednesday and Saturday Farmers market is on 2nd St. This will result in more pedestrian/vehicle interaction at 2nd and Wilshire.
L] California is an access road to PCH via the California Incline. Having employee parking access on 2nd St will exacerbate traffic as well as noise and air pollution in a residential neighborhood. California is also

a popular street for walking, and more traffic increases the hazards and decreases air quality related to such exercise. Ocean Ave is a more appropriate parking access for employees.

M] This is a hotel. Why do we need more market rate condos? We need more affordable housing. Getting rid of the market rate condos will decrease the overall size, the impact on traffic and air pollution.

N] 2nd St at certain times of year becomes an unpleasant wind tunnel just south of Wilshire, near Emeritus College. Having tall buildings on either side of 2nd St north of Wilshire will funnel more air and make the situation worse.

AFFORDABLE HOUSING PROPERTY ON 2ND ST

A] I find it morally and ethically unjustifiable to have administrative approval only for a project that so directly impacts an existing residential structure of about the same height and possibly the same width.

B] Such a building has a major impact on fresh air and sunlight/energy usage of our building and as such should be open for public comment. Can this building be oriented/tailored to minimize this impact?

C] Depending on if/where the parking is, that could also have a major impact on noise and air pollution. A building across the alley will also amplify any noise coming from the alley itself. There are potential issues with noise levels from inside the building as well.

D] Existing residents shouldn't have to keep their windows closed to keep out new sounds, pollution, and odors forced on them by new development.

Thanks
Jim Gerstley
1118 3rd St

From:	WILLIAM STADIEM
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; mario.fonda@smgov.net; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; Jing Yeo; David Martin
Subject:	Neighbor Opposition to Miramar Expansion
Date:	Tuesday, August 25, 2020 10:09:19 AM

EXTERNAL

Dear Planning Commisioners and Associates,
As a 37 year resident of 101 California Avenue and a former President of its HOA, I am writing to express my own and my many neighbors' concern with the latest iteration of the nearly 10 year crusade of Texas-based tycoon Michael Dell to destroy, remake and nearly double the density of his Miramar Hotel. To ramrod this process through this time, in the middle of a once in a century pandemic, is grossly unfair to us, the neighborhood, and us, the citizens of Santa Monica. This rush to judgement at this fraught time, on the eve of a fraught national election, will surely keep many of Dell's thousands of opponents distracted from protesting the deleterious effects of this brutal expansion on traffic, pollution, noise, vistas, and general quality of life in our quiet residential neighborhood. It seems totally at odds with the formerly enlightened, cautious and environmentally advanced nature of Santa Monica's urban planning process.
What's wrong with this process this time? I could go on and on, but for brevity's sake I would like to focus on the EIR's failure to fully evaluate the retention of the hotel's longtime main entrance on Wilshire Boulevard. The plan to change the entrance to an inadequately narrow 2nd Street, across from another towering hotel, the Huntley, will cause a traffic disaster there, as will the location of a parking garage entrance on California Avenue, itself a narrow and already overburdened neighborhood street that is the gateway to and from the California Incline to the Pacificas Coast Highway. Visitors to Santa Monica deserve a better welcome than the forbidding wall of luxury condominiums that Dell is planning to create as a luxury fortress on California Avenue. I am opposed to these condos and the hundreds of related parking spaces they require. Santa Monica needs more affordable housing, and Dell's sop to the city of an afterthought of affordable housing jammed into what will become a skyscraperized and claustrophobic 2nd Street is insufficient and ill-conceived to meet the city';s needs. If Mr. Dell wants to build affordable housing, there are many better ways and better locations to do so besides this distorted *quid pro quo for* an overloaded super-luxury hotel and overpriced super-luxurycondos for absentee tycoons like himself.
I would appreciate your reconsideration of your approval of this land grab founded on Dell's bloated ambition. Santa Monica deserves better and certainly a far more deliberate and perspicacious consideration of this monstrous project that threatens to turn one of the loveliest neighborhoods in the world into a landlocked cruise to nowhere. Thank you.
William Stadiem 424-330-5903

From:	Jessica Cusick
To:	Planning Commission Comments
Subject:	Miramar project
Date:	Tuesday, August 25, 2020 11:50:50 AM
Attachments:	Miramar letter.pdf

EXTERNAL

Attached please find my letter of support for the project.

--
Jessica Cusick
CUSICK CONSULTING
310-213-7045
civic-art.com

CusickConsulting

ART
CULTURE
POLICY
PLANNING
COMMUNITY

25 August, 2020

Dear Chair Lambert and Members of the Planning Commission,

I'm writing today to support the redesigned Miramar project. Having watched it evolve over the years, the current project appears to me to offer a meaningful addition to downtown Santa Monica. The project, as re-imagined by the highly respected creative team, now focuses on the historic Moreton Bay fig tree, placing it at the heart of the project. And the extensive gardens along with the expansive pedestrian areas, all have the potential to make a significant contribution to the city's urban fabric.

As the City's former long-time Cultural Affairs Manager, I'm also quite excited by the potential for this project to commission a signature work of public art, something that has long been desired for downtown Santa Monica. The prominent location, along with the budgetary commitment, should enable the creation of a world class sculpture by an artist of international renown at this historic site.

The Miramar project offers Santa Monicans many new benefits, while preserving and enhancing key aspects of the site's history, and I urge you to support it.

Sincerely,

Jessica Cusick

924 VICTORIA AVENUE
VENICE, CALIFORNIA 90291

310.213.7045
CIVIC-ART.COM

From: Richard Stearns <richard.stearns@compass.com>
Sent: Tuesday, August 25, 2020 1:18 PM
To: Planning Commission Comments
Cc: Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject: Miramar Development Opinion

EXTERNAL

Dear Santa Monica Planning Commission,

I, along with my immediate and extended family, have lived in Santa Monica since 1984. Since 1991 I have been a residential real estate professional focused on Santa Monica. In 2009, I founded Partners Trust Real Estate and by 2017, employed 250 agents and brokers. I want to submit a letter with my support of the investment and development planned for the Miramar site on Ocean Avenue in Downtown Santa Monica.

1) The substantial investment and upgrades planned for the Miramar Hotel will significantly increase the property values for **all** of the surrounding property owners, both residentially and commercially.

2) The substantial increased tax revenues, property taxes and job creation are sorely needed in this City as we face an economic crisis and budget deficit unlike anything that we have seen in our lifetime.

3) The fact that the Miramar is willing to take this risk and can continue to pursue this significant reinvestment in this economic environment is astounding and the City should do everything that they can to prioritize a project that conforms to city-provided parameters on height, density, sustainability, traffic and open space. And again, the project will help in meeting two of the most critical needs in the City – new tax revenues and housing.

I have attended several public hearings/forums on the project and have listened carefully to all sides and perspectives. I look forward to the Planning Commission following the City staff recommendation and moving this project forward for City Council's review and hopefully approval this year.

I am available, as needed, for further conversation.

Thank you,
Richard

--

STEARNS+ PARTNERS

Richard Stearns
Broker, Founding Partner
richard.stearns@compass.com
c: 310-850-9284
DRE# 01118915

COMPASS
11601 Wilshire Blvd, Suite 101, Los Angeles, CA 90025

Wall Street Journal Top 150 Brokers in The United States

From:	Jason Horn
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Agenda Item 9-A - Miramar Support Letter - 201 Wilshire Inc.
Date:	Tuesday, August 25, 2020 7:36:54 PM
Attachments:	Letter re Miramar Support 8-25-20.pdf

EXTERNAL

Dear Ms. Yeo,
Attached is a letter of support for the Miramar redevelopment from 201 Wilshire, Inc. It is for Agenda Item 9-A at the Planning Commission Meeting on September 2, 2020.

Thank you,

Jason Horn
(213) 248-5758

201 Wilshire, Inc.

August 25, 2020

Via Email: planningcomment@smgov.net

Ms. Jing Yeo
Planning Manager
Santa Monica Planning Commission
1685 Main Street, Room 212
Santa Monica, CA 90401

Re: Support of the Proposed Miramar Redevelopment

Dear Ms. Yeo,

I am writing on behalf of 201 Wilshire, Inc. We are the owners of the 201 Wilshire property located at the northeast corner of Wilshire Boulevard and 2nd Street. You may remember that we met several years ago when the Downtown Santa Monica Plan was being amended.

Despite the short term nuisance that the re-construction of the Miramar Hotel may cause our building's tenants, we strongly support the proposed redevelopment. The reason for our support is twofold. First, even though our property's value will be temporarily reduced we believe that the redevelopment of the Miramar will strengthen the immediate neighborhood, and ultimately enhance the opportunity for the 201 Wilshire property to also undergo redevelopment to a higher and better use at a density that reflects its pivotal location on Wilshire Boulevard. Second, we strongly believe that Santa Monica will remain one of the best places in southern California to live, work, and visit, and that the redevelopment of the Miramar will contribute to the City as an attraction that draws tourists and greatly enhances its economic and fiscal base.

If you have any questions regarding our position on this issue, please feel free to contact me.

Very truly yours,

Jason Horn

Jason Horn
President of 201 Wilshire, Inc.
(213) 248-5758
jason_horn@msn.com

cc: Planning Commissioners – Leslie Lambert, Richard McKinnon, Elisa Paster, Shawn Landres, Mario Fonda-Bonardi, Jim Ries, Nina Fresco

From:	Sarah Aldrich
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar PC Support
Date:	Tuesday, August 25, 2020 8:34:00 PM

EXTERNAL

Dear Planning Commissioners,

As a longtime resident and business owner in Santa Monica and a neighbor of the Miramar, I
would like to express my support for the Miramar project and my strong support for moving this project forward for City Council for approval.

I'm very pleased by a number of the components of the proposed development, specifically
noted in the Development Agreement:

- Preservation of the historic Moreton Bay Fig Tree and the Palisades Building.
- The significant amount of new open space in the design, including publicly-accessible
  open space for Santa Monica residents and visitors alike to enjoy.
- The critically important responsibility we have, especially now to provide affordable housing with 42 units, an unprecedented 70% of the market rate condo units proposed.
- Up to 428 underground parking spaces to meet demand and take employee parking

off our neighborhood streets.

- A beautiful new hotel on a very prime corner in our city that will generate

significant and desperately needed new tax revenues for our City to support our

essential City services and programs which is desperately needed in this new Covid world

I know the developer doing this project is one who has developed other properties I have visited that can only be described as truly first-class, stunning properties which is what this city and this site deserve.

I am also keenly interested in the condominium aspect of this project given the lack of new for sale-ownership product on Ocean Avenue and in the Downtown. This new hotel serviced residential product is exactly what many Santa Monica's like myself are looking for.

Sincerely,

Marc Spilo

From:	Coalition for a Livable City
To:	Lane Dilg; David Martin; Jing Yeo
Cc:	Planning Commission Comments; Melissa Zak
Subject:	9.02.20 Planning Commission Agenda Item 9-A: Miramar Project Review
Date:	Wednesday, August 26, 2020 7:52:21 AM

EXTERNAL

From: Santa Monica Coalition for a Livable City ("SMCLC")

Subject: Planning Commission – 9.2.20 – Item 9-A: Miramar Project Review

1) This is a huge new hotel, doubling the size of the existing one, and causing increased usage of water and power, both of which are already in short supply.

This isn't a remodel or a model of a sustainable building: It's a teardown of the existing hotel buildings (except the small landmarked one) for a massive new hotel twice the former's size. The hotel would rise 130 feet along 2nd Street with a design that walls itself off from its surroundings except on Ocean Avenue.

2) The neighborhood traffic circulation issues are serious and haven't been resolved.

There is a plethora of serious, unresolved traffic circulation issues for the entire surrounding neighborhood that were NOT studied appropriately in the EIR. Keeping the new hotel's main entrance on Wilshire wasn't even studied although residents repeatedly asked that it be included as a better alternative to a 2nd Street main entrance. The EIR does, however, disclose the painful level of circulation problems that would exist for the surrounding streets, including Ocean, California, and 2nd Street if the project were to be approved as is.

3) There's no benefit to the City or residents to allow condos as part of the hotel; just increased density, traffic, and city services

Residents also asked that the hotel reconsider adding 195,000 square feet of new condo units (60 units x 3000 sf) on the upper floors. Ultra luxury condos for transient owners/renters may be a financing tool for the hotel, but they aren't a community benefit. Their occupants aren't likely to live here or be stakeholders in our community. The condos contribute greatly to the bulk of the hotel and its height.

In reality, these are giant hotel rooms. Unless they are treated as such, guests won't pay bed taxes to the City for staying in them. So, supporting them would be supporting a tax dodge at a time when our City greatly needs to shore up its finances.

For these reasons, SMCLC opposes the project as currently proposed and urges the Planning Commission to recommend that the hotel re-evaluate the circulation impacts of the current design and re-design the project without condos.

###

From:	Edward
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; mario.fonda@smgov.net; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Wed., 9/2 – Item 9-A: Miramar Redevelopment Project
Date:	Wednesday, August 26, 2020 1:33:55 PM

EXTERNAL

Dear Planning Commissioners:

Better now than before. The current proposal to modify the Fairmont Miramar facilities and operations is better than previous plans. Thank you for helping to make this proposal better than previous versions.

More needs to be done. There are several elements in the current proposal that remain objectionable to surrounding neighborhoods and to the City. The objectionable elements are outlined in a formal letter from the Wilshire-Montana Neighborhood Coalition.

Please review and find remedies for the areas of objection.

Thank you,

Ed Hunsaker
Board member: Wilshire-Montana Neighborhood Coalition
814 Idaho Avenue
Santa Monica, CA 90403
edward@LAocean.com

From:	Hindshaw, Ivan
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Fairmont Miramar
Date:	Thursday, August 27, 2020 6:14:05 AM

EXTERNAL

To Planning Commissioners;

I am writing as a long-time resident of Santa Monica to support the proposed redevelopment of the Miramar Hotel. I have seen first-hand how the Miramar team has worked hard to evolve their project over a significant period of time, working diligently with the community to ensure resident input on their proposed plan.

My family and I are regular patrons of Fig Restaurant and The Bungalow and have watched how under current ownership, the Miramar has continued to blossom and play a key role in our community. We travel often for work and pleasure and while we love the Miramar dearly, the physical property is over-due for a major makeover and re-positioning.

Given the economic crisis that we are all facing, I understand the tremendous value that this high quality, thoughtfully designed project will create during these uncertain times.

I wholeheartedly encourage you to support this project and move it forward to the City Council.

Best regards,
Ivan Hindshaw

Ivan Hindshaw
Partner
Bain & Company, Inc. | 1999 Avenue of the Stars | Suite 3800 | Los Angeles, CA 90067 | United States
Tel: +1 310-229-4622 Fax: 1 310 229 3050 Mobile: +1 310-849-5719
Web: www.bain.com | Email: Ivan.Hindshaw@Bain.com

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From:	Maria Loya
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; mario.fonda@smgov.net; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo; pna90404@gmail.com; Brian O"Neil; B. Onofre; Marco Marin; odelatorre16@yahoo.com; Gina DeBaca; Cc: Christhild Andersen
Subject:	Planning Commission – Wed., 9/2 – Item 9-A:Miramar Redevelopment Project Recommendations
Date:	Thursday, August 27, 2020 7:26:03 AM

August 26, 2020

Chair Lambert and Planning Commissioners,

The PNA Board of Directors is writing this letter to share our concerns with this project. You will play a critical role in re making an entirely new hotel that can have a positive impact throughout the City of Santa Monica. We are supporting the effort of Wilmont Neighborhood Association in their effort to improve the project and create a win-win among the developer, the City and the impacted residents.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key commitments:

This project is doubling the size while keeping the same number of hotel rooms, and permanent burdens for its neighborhood as well as additional costs for the City, specifically, the luxury condos that will no doubt continue to create market pressures that will result in resident and local businesses being displaced and pushed out of Santa Monica.

Increase Community Benefits

Residents aren't getting real and needed community benefits that would compensate for the many significant entitlements that include; building up to 130 feet on a Ocean Avenue site zoned for 50 feet maximum building height and permanent burdens to the surrounding neighborhood – in addition to the demolition and 3-year construction, and the unsolved circulation problems. If this project moves forward as presented it will result in inadequate community benefits and will create permanent burdens on Santa Monica residents in particular those that live in close proximity to the project.

Social Services and Senior Services must be part of the Negotiated Community Benefits

Create a Social Services, Senior Services and Early Childhood contribution account that can be negotiated for each Development Agreement. The substantial benefits identified focuses on addressing community needed services and programs. We currently do not have an approach do address these needs for negotiated benefits for social and senior services. Social services monetary contribution could be used to support a mental health van that focuses on those community needs and a Lavamae truck that could address physical needs by supplying showers and bathrooms. Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building senior housing. To ensure the monetary contributions are used effectively by these programs, specify a 5% audit fee to follow up and report the results of each area's results toward its goals.

Affordable housing IS a True Community Benefit

This is a Development Agreement which is a document of negotiation between a City and a developer who wants to build higher and denser than its surroundings should be required to build REAL affordable housing as part of the project. The condos are not a quid pro quo for affordable housing - they are just a financing tool for the developer. The City of Santa Monica should create at least 75 REAL affordable units as part od this project. Santa Monica residents and Santa Monica hospitality workers should be prioritized in receiving this housing opportunities.

Support True Publicly Accessible Open Space

Publicly accessible open space is a priority community benefit. The Applicant has specified that 80% of the site's open space is not consistently available if at all, to non-hotel guests. With respect to the 14,000 publicly accessible open space at the corner of Ocean and Wilshire the DA needs to require that it be open 365 days a year with the same park hours as Reed Park and ensure this requirement will survive a change in ownership.

The parks surrounding and in the neighborhood are a significant amenity for the Miramar project and the project has provided limited publicly accessible open space. We request the Development Agreement pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined for several community benefits outlined in the draft Development Agreement. The preservation of these parks are as important to the Miramar project as they are to the residents and our park-poor City.

We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank-you,

PNA Board of Directors

From:	Ernie Powell
To:	Planning Commission Comments
Subject:	Support letter, 1133 Ocean Ave. Hearing set for September 2nd, Planning Commissions
Date:	Thursday, August 27, 2020 8:41:34 AM

EXTERNAL

To: City of Santa Monica Planning Commission
Subject: Support for the passage of the project on 1133 Ocean Ave
From: Ernie Powell

Dear Commissioners,

This is an exciting project and I urge immediate passage. I come to you as not only a former SM resident but as someone who believes in public use near the coast line. Sitting right across from one of the most beautiful parks in California... Palisades Park, this project will afford visitors and residents the experience of enjoying spectacular views, calm and relaxing walks as well as the opportunity to enjoy other amenities either in or near the project. To sit and gaze at the Santa Monica Pier is what Santa Monica is about. Then to walk down to the Pier from the hotel is the essence of enjoying the total coastal experience.

It is what the Beach Boys would have wanted us to do.

A hotel near the ocean is proper use because it means that people come and go. That is the kind of public diversity we want in managing the area in question.

Beyond the coastal experience there is more, much more. The addition of affordable housing is certainly a major asset of this project. We all know of the dramatic shortage of housing and to connect that possibility to this project makes it even more exciting.

There is so much in this project designed for both the public good and smart environmental consideration. Saving that beautiful tree in and of itself is most notable. Having community meeting space is generous and noteworthy. Public art in this area means a kind of democratization of this location and that leads to greater civic pride.

Please move this forward.

Best to all,

Ernie Powell

* * * * * * * *

Ernie Powell
Consultant
Campaigns, Organizing and Public Policy
3355 Wilshire Blvd. #1014
Social Security Works California
Los Angeles, California 90010
(916) 761-5718

From:	Annie Goeke
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	I support -The Miramar Santa Monica Plan
Date:	Thursday, August 27, 2020 12:24:30 PM

EXTERNAL

Dear Santa Monica City
As a long-term resident and an active member of Santa Monica, I would like to officially write that I am in support of the current proposal proposed by the Miramar Santa Monica on their Affordable Housing Project.

I hope you will support this initiative as I believe it will be beneficial for many in our community.
Thank you
Green blessings and peace from Annie Goeke

- **The Miramar Santa Monica** is working with **Community Corporation of Santa Monica** to build 42 units of family-sized affordable housing as a community benefit of its redevelopment plan.
- This **100% Affordable Housing** building is on 2nd Street in downtown Santa Monica—near transit and just two blocks from the beach.

From:	Adaline Fagen
To:	Planning Commission Comments
Cc:	Dustin Peterson
Subject:	Miramar project hearing September 2
Date:	Thursday, August 27, 2020 12:25:48 PM

EXTERNAL

My name is Adaline Fagen
I live in Santa Monica and I have my design offices at Bergamot Station in Santa Monica.

I have met with and gotten to know The Athens Group and Dustin Peterson. What impressive people.

They have been remarkable at listening to our community. They have met with anyone large or small who wants to learn about their project. They have worked with Architects and community leaders to come up with a plan that is neighborhood friendly. In many cases they have adapted their concepts based on the community desires rather than their bottom line.

I encourage you to provide us with a project that the community deserves, both in the high end project that it is and the revenue that this project will generate for Santa Monica. We are a first class city that requires a first class hotel.

Many of the people against this project are other hotel owners. Please consider where the opposition is coming from.

This is already a hotel so the impact is marginal.

Please vote yes for this wonderful project.

Adaline Fagen

<Espace Logo 2.gif>

Espace Design, Inc.
2525 Michigan Ave.
Ste. A6
Santa Monica, CA 90404

phone: 310-922-8722

www.EspaceDesign.us

"Our only limits are self imposed"

Adaline Fagen

<Espace Logo 2.gif>

Espace Design, Inc.
2525 Michigan Ave.
Ste. A6
Santa Monica, CA 90404

phone: 310-922-8722

www.EspaceDesign.us

"Our only limits are self imposed"

From:	Jerry Rubin
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Elisa Paster; Richard McKinnon
Subject:	Supporting the Miramar Plan....
Date:	Thursday, August 27, 2020 2:15:54 PM

EXTERNAL

Dear Santa Monica Planning Commissioners:

We are very supportive of the Miramar Hotel's newest and most creatively designed plan!

There are so many good reasons to support the plan and we are confident that you-as forward-thinking commissioners- will agree and will support the needed and timely revitalization.

The Miramar is a good Santa Monica union hotel. That is very important.

The Miramar for many years has listened to- and responded to -community input. That is also very important.

The community will benefit so very much by approving this creative and beautifully designed plan so the work can get started! Hopefully you will approve the plan unanimously!

Of course, this project will also positively benefit our wonderful Third Street Promenade, the entire Downtown District, and our entire City!

We could go on and on...but you dedicated commissioners could likely list the positive aspects of the Miramar plan better than we could. And we hope you will do that at your upcoming Sept 2 meeting!

The Miramar Hotel plan is a FORWARD THINKING plan…and we need that forward thinking positivity now more than ever.

Naturally, as founders of the local Santa Monica group Tree Hugging Friends, we particularly are impressed with the Miramar plan for the landmarked Moreton Bay Fig Tree, and that the proposed plan continues their ongoing excellent care of the beautiful historic tree AND substantially enhances public accessibility!

How TREE-MENDOUS is that!

Thank you so very much,
Jerry and Marissa Rubin
Founders, Tree Hugging Friends
310-399-1000
facebook.com/TreeHuggingFriends

####

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	FW: Miramar Redevelopment Project
Date:	Thursday, August 27, 2020 3:37:50 PM

From: Rachel Kwok <Rachel.Kwok@SMGOV.NET>
Sent: Thursday, August 27, 2020 2:51 PM
To: Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>; Jing Yeo <Jing.Yeo@SMGOV.NET>
Subject: FW: Miramar Redevelopment Project

From: Eddie Guerboian <edwardguerboian@gmail.com>
Sent: Thursday, August 27, 2020 2:42 PM
To: Rachel Kwok <Rachel.Kwok@SMGOV.NET>
Subject: Miramar Redevelopment Project

EXTERNAL

Dear Rachel,

I am Eddie Guerboian, a business owner for over 40 years, a Santa Monica civic leader, past President of Santa Monica Kiwanis, Past Chairman of the SM Chamber of Commerce, current President of Santa Monica College Associates, a community organizer and a resident. As a fine jeweler, I've always considered Santa Monica a "Gem of a City"; and a fine gem has to have many fine facets to be considered beautiful and most valuable!

I consider Fairmont Miramar & Bungalows one of the fine facets of our City.

Like a gem, Fairmont needs to be enhanced to fit the needs of future generations that visit or live in our beautiful city. I have reviewed their plans and I am 100% in support of the redevelopment project. As a businessman, I know it will bring greater and much needed tax revenue to our City, much needed jobs, it will attract much needed retail traffic for the surrounding restaurants and retailers and Fairmont Miramar will be able to continue to "give back to the community" with their valuable support for non-profit organizations. My retail business benefited from tourists staying at the Fairmont Miramar more than any other hotel.

I learn from my adult children of their attraction to modernized buildings that have sustainability. Even residential and luxury apartments are being built with hi-tech features and sustainability; the redeveloping plans are providing these features.

When I was dating my wife, we would often go to the Fairmont Miramar for dancing events and community events. I personally know that Fairmont Miramar has always generously partnered with events that I was part of; e.g. SM Boys & Girls Club annual galas, MLK Coalition Event, SM Chamber of Commerce galas, Salvation Army women's annual luncheons, S.M. Kiwanis Club weekly luncheon meetings, annual Holiday event for the community.

Santa Monica is known globally, and it attracts tourists from all over the world. When I travel, all I have to say is that I'm from "Santa Monica" and people know the location of our city. To attract future generations to our beautiful city, the Fairmont Miramar needs to be redeveloped and provide sustainability.

I am very passionate about creating long lasting relationships and friendships; I feel Fairmont Miramar has done the same with our community with its strong community support and continues to give back to our schools and non-profit organizations in many ways.

Thank you for taking the time to read my personal message.

Eddie Guerboian
Resident and supporter of our City

PS: Below is a very brief list of my affiliations in the community, and the reason why I respect/support businesses that have given back to our great community.

- Graduate of Santa Monica College (recipient of Alumni of the Year Award)
- 1978 Started and owned my business, Readers Fine Jewelers; retired my business in 2016
- Since 1978, I have had leadership roles in local non-profit organizations:
  - Santa Monica Kiwanis Club (Distinguished past President and Board member)
  - Kiwanis Foundation (Chairman)
  - Santa Monica Boys & Girls Club (Board Member)
  - Santa Monica Salvation Army (Board Member)
  - Santa Monica Elks (Executive Board Member)
  - Santa Monica Chamber of Commerce (Past Chairman and Executive Board member)
  - Santa Monica History Museum (Chairman & Board Member)
  - Santa Monica College (Advisory Board Member)
  - F.I.D.M. (Governing Board Member)
  - Santa Monica College Associates (current President)
  - MLK Coalition (Board Member)

As a result of my dedication to our community, I have received many accolades and awards from some of the organizations I served, including some I didn't serve, e.g. Santa Monica Lions Club, Santa Monica Jaycees, Santa Monica Breakfast Club, Holy Martyrs Armenian Apostolic Church.

From:	Abby Arnold
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar hearing comments
Date:	Thursday, August 27, 2020 4:00:30 PM

EXTERNAL

Dear Commissioners:

The Miramar Hotel has been an important place in our community throughout my 36 years as a Santa Monica resident. I have been to many weddings, fundraisers, and political events at the Miramar. For many years, it was the only place in Santa Monica where a progressive event could be held, or a Democratic elected official could spend the night, because it was the only union hotel on the Westside. In many ways it is the heart of our community.

As a faith-based activist with CLUE, I've gotten to know many of the people who have worked at the Miramar as housekeepers, cooks, baggage handlers, and front desk staff members. They are hard-working people who deserve to make a decent living with good benefits. With the support of our community and our city government, the Miramar is a workplace that pays a livable wage. Many staff members have worked there for 20 years or longer.

The rebuilding of the Miramar hotel has been planned with numerous deep community benefits, as well as robust protections for the workers who will be temporarily displaced from their jobs. In addition to creating badly needed affordable housing, the hotel will also incorporate some condominiums for more affluent people, like my great-grandmother who lived out her last years in the Park Plaza Hotel in St. Louis and died at age 95. I strongly support the plan as now presented, and I encourage you to grant Planning Commission approval to the project.

I grew up in a neighborhood in Pasadena with a historic hotel in our backyard. We took a walk around the hotel after dinner most nights. We had birthday dinners there, and when the Rose Bowl visiting team stayed there, we went over to see if we could meet any football players. That old, historic hotel was damaged in an earthquake, and had to be rebuilt. It is now in good shape for another 100 years. I wish the same for the Miramar, which has been the historic hotel of my adult years.

Very truly yours,

Abby Arnold

(she, her, hers) Here's why
abby@abbyarnold.com

From:	Nat Trives
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon; Dustin Peterson
Subject:	Letter of Support for the Miramar Development Project
Date:	Thursday, August 27, 2020 4:15:18 PM
Attachments:	2020-08-27_155023.pdf

EXTERNAL

David Martin
Planning Director City of Santa Monica
Members of the Planning Commission

Please see attached letter of support for the Miramar Development Project for our planning commission hearing scheduled for next Wednesday September 2'nd at 5:30 PM.

Nathaniel Trives
310-399 1788

NATHANIEL TRIVES<>2007 NAVY STREET<>SANTA MONICA, CA 90405-5945

August 27, 2020

City Planning Commission

1685 Main Street Room 212

Santa Monica, CA 90401

Dear Commissioners:

I have lived and worked in Santa Monica since my arrival in 1949 and I can honestly say I truly love our City and have dedicated my life to giving service to it and its people for more than sixty years. We are a world class destination that has been set back by the COVID-19 pandemic. I am honored, as past Chair of the City's Travel & Tourism Bureau, to submit my letter of support for the Miramar redevelopment project.

Given these stark economic times, now more than ever we need to support investment in our community that follows the principles of our great City. The Miramar has been part of our community for over 100 years and they are looking to invest several hundreds of million dollars to ensure the hotel's viability for the next 100 years, even in this, the worst economic recession of our lives their investment will be a beacon for other businesses here in our City.

I have followed this project from the very beginning with a public process that has lasted for well over 10 years! Several iterations of the proposed design have been made based on community feedback - including the latest Pelli Clarke Pelli design that is not only world-class, but I believe to be the best of all the previous options because of that community input. This version also happens to be fully compliant with the zoning from the City's Downtown Community Plan on height and density.

The new Miramar is more sustainable than the existing hotel using less water and energy (a truly green approach to development), will generate thousands of new construction jobs and will create – according to the staff report over $444 million dollars in ·new tax revenues for the City at a time when long-term revenue stability is essential to maintain our services and programs and to bring back those programs that we all care so much about.

This is a great project for our City, and I hope that the Planning Commission makes the right choice for the entire community and moves the Miramar forward to City Council for approval as soon as possible.

Sincerely,

Nathaniel Trives

Nathaniel Trives

Former Mayor, City of Santa Monica

310-399 1788

From: Carrey, Neil
To: Planning Commission Comments
Cc: Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Jim Ries; Nina Fresco; Elisa Paster; Richard McKinnon
Subject: Miramar Hotel
Date: Thursday, August 27, 2020 6:43:48 PM

EXTERNAL

I am writing to support the approval of the plan by the Miramar Hotel for the long overdue project coming before you next week. When the first proposal for the redevelopment of the Hotel was introduced many years ago, when I was still a Recreation and Parks Commissioner, among a number of reasons I had an issue with the plans was the fact that I did not think it adequately provided access to our community. I recently saw a presentation about the project and it looks absolutely fantastic. It has substantial and wonderful community space and of course features the famous fig tree. With these new plans, my concerns have been addressed and the plans go well beyond what I could have hoped to see. The redevelopment has gone through much community discussion and it is clear that the Hotel adapted their project to address the concerns and needs of the city and our community as a whole.

I now sit on the Santa Monica Travel and Tourism Board and from that standpoint fully support the project and can unequivocally say the redevelopment is needed and is terrific. As has been cleared demonstrated by the pandemic, the Santa Monica Tourism industry, and especially our Hotels, are a vital part of our community and the city's economic wellbeing. The redevelopment of the Miramar is long overdue and will provide a first class hotel so vitality needed to support the Santa Monica Travel Industry. Furthermore, as a 40 year north side resident of the City of Santa Monica, I have been pushing for many years for the need to revitalize the area of Wilshire Blvd. in the downtown area. This project will accomplish that goal as well.

On its own, the project should be supported and approved regardless of who was proposing it. However, there is another reason to approve it and that is to say thanks to the Miramar and to show our appreciate for what they do for our community. I believe most of you know me and know my involvement with many nonprofits in our community and for many years. I therefore can state with real knowledge and appreciation that the Miramar has been an outstanding community partner and has provided so much support for so many of our nonprofit organizations.

Do the right thing and approve this truly wonderful project.

Neil Carrey
Of Counsel

BakerHostetler

11601 Wilshire Boulevard | Suite 1400
Los Angeles, CA 90025-0509
T +1.310.442.8835

ncarrey@bakerlaw.com
bakerlaw.com

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From:	Jeff Klocke
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Fairmont Miramar Letter of Support
Date:	Friday, August 28, 2020 8:16:02 AM
Attachments:	PC Support Jeff Klocke 8-28.20.docx

EXTERNAL

Please see attached letter regarding the Fairmont Miramar project.

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Dear Planning Commissioners:

As the General Manager of Pacific Park, I am seeing up-close, the economic devastation that is facing our beach city and the long road to recovery for all of our businesses. Despite this current economic crisis, I still have a very positive long-view outlook for Santa Monica, and I am glad that others in the community, like the Miramar support that vision and are still betting big on our great City.

The new Miramar is a visionary project that promotes the key values of our community (sustainability, affordable housing, walkability and great design), and will do more than just help lodging and hospitality. It will create a new economic engine at a key gateway to our City, generating millions in new tax revenues for Santa Monica and meaningful job creation.

Like the Pier and Park, the new Miramar will draw visitors from all over the world – who will spend millions of dollars a year at our restaurants, theme parks, retail and more. A successful and thriving hotel sector in our community has a direct line positive influence on my Park revenues and ultimately increase the amount of percentage rent we pay to the City of Santa Monica under our lease terms.

If there ever was a time for our City leaders to be bold and pursue real economic recovery, that time is now. I urge you to follow the staff recommendation and move the Miramar forward for City Council consideration and approval and let's lead the way for a new future for Santa Monica.

Thanks for your time and consideration of my insights.

Jeff Klocke
Vice President/General Manager
Pacific Park

From:	Hannah DeWit
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	I support The Miramar Santa Monica Affordable Housing Development
Date:	Friday, August 28, 2020 10:26:09 AM

EXTERNAL

Hello,

I have been following this development since The Fairmont announced its plans to partner with Community Corp in 2018. It is vital that the City of Santa Monica supports successful projects in the city that do not use city funding. The development will create 42 affordable units and will be owned and operated by an established, trusted community partner - Community Corporation of Santa Monica.

It is a no brainer for you to support this partnership and this development.

Thanks,
--
Hannah DeWit
Santa Monica resident

From:	Judy Abdo
To:	Planning Commission Comments; Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	letter re the Miramar project
Date:	Friday, August 28, 2020 11:44:44 AM

EXTERNAL

Dear Chair Lambert and Commissioners,

I am the Chair of the Conservation and Local Resources Committee of the Metropolitan Water District Board of Directors, former City Councilmember and Mayor and a member of the Climate Action Santa Monica Steering Committee. However, I am submitting this email as a longtime resident of the City, not as a representative of those organizations. I want to direct my comments on the critical subject of water use, and how the Miramar proposes to address it. But first, I would like to supply some context for my remarks.

According to Bill McKibben of 365.org, climate change is leading to increased periods of heat and drought in the foreseeable future. "Evaporation increases when the temperature rises, and hence arid places grow drier. We call this phenomenon drought, and now we see it everywhere." We have experienced the problem severely in the past decade, with record-breaking heatwaves.

Locally, roughly 25% of all potable water is used in commercial uses in Santa Monica. While our local business community tries hard to be conscientious about water use, some of that water is wasted. We can do better. As climate change moves forward, reduction of water use is a critical piece of community resiliency, both in residential and commercial settings. It is incumbent on every developer and resident who has the means to future-proof their homes and gardens for greatly reduced water use. There are many ways to achieve this.

One way is conservation. The hospitality industry is acutely away of this strategy. In the not-too-distant past, hotels were notorious water wasters. Thankfully in the last two decades many chains and mom and pops have implemented water-saving practices for hotel guests, retrofitting their plumbing fixtures and making radical, but important, changes to the hotel experience. It is now routine for guests to exercise the option to use their towels more than once to eliminate unnecessary water waste. Limiting laundry use has been a significant step in the right direction. To a great degree, these have been reactive measures to address current environmental conditions that, incidentally, have been good for the hotels' bottom lines. The Miramar has had those kinds of water-saving strategies in place for many years, but, as the development group envisions the new Miramar as a "100 year" hotel, they are wise to plan a visionary conservation approach.

The other way to future-proof the proposed hotel is reimagining and deploying, as quickly as possible, new ways to deliver and save this most essential resource. The new Miramar has an opportunity and an obligation to employ leading edge water saving practices and infrastructure on the large, 192,000 hotel/residential site within their structures, gardens and operations. As proposed, the new hotel complex will offer landscape design that uses a low-water and drought-tolerant planting scheme appropriate for our region. An advanced drip system will be an efficient,

subsurface network with weather-based irrigation control that will deliver significant water use reduction. Just as important, no potable water will irrigate the landscaping. Instead, filtered, recycled water from the hotel buildings will be used as the main source for irrigation. Rainwater will be collected for non-potable uses. These are exciting approaches. And, of course, mandated water-saving fixtures, including low-flow toilets, will be installed in all areas, from back-of-house to residential. Upon completion, the new Miramar will become an exemplar for the hospitality industry in Southern California.

None of these measures will detract from the Miramar property and its two residential elements. I believe these measures will enhance the visitor experience – and the public's regard for the hotel – and will provide an expanse of beautiful open space that will be unmatched in our city.

I applaud the project team's consciousness and concern about drought and water use and applaud their embrace of a new water-use paradigm. I endorse the proposed plan before you on Wednesday night.

Judy Abdo
Santa Monica

From:	Ted Myers
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster
Cc:	Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	Planning Commission - Wed., 9/2 - Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Friday, August 28, 2020 3:21:59 PM
Importance:	High

EXTERNAL

Dear Planning Commission,

I have been speaking out against the architectural travesty that is the Miramar Expansion vociferously for eight years. I live on California Ave – my route to the PCH and the beach. I have been a Santa Monica Resident for forty years. Apparently my pleas have fallen on deaf ears. As usual, the almighty dollar has won out. WHY do you want to move the main entrance to 2nd & California? How will this benefit anybody? All I can envision is a line of cars backed up all down California Ave (my street) waiting to enter the New Behemoth. Maybe them you'll get the bright idea to WIDEN California – and maybe 2nd as well. Where does it end?

And that's only for starters. But I've voiced my myriad concerns before to no avail. The motivation for this terrible redevelopment can be told in one simple word: GREED. If you are on the side of the greedheads who want to destroy my neighborhood, it seems there's not much I can do about it. If you live in Santa Monica, a once-beautiful seaside town, you will surely agree with me. I guess most of you don't.

Sincerely,
Ted Myers
1610 California Ave
90403

From: April Rocha
To: Planning Commission Comments
Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recomm endations
Date: Friday, August 28, 2020 3:22:40 PM

EXTERNAL

I strongly oppose the Miramar development.

This project doubles the size of the current site while keeping the same number of hotel rooms, adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos.

April Rocha
Santa Monica Resident

From:	Babak Mozaffari
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	In support of the Miramar project
Date:	Friday, August 28, 2020 4:14:11 PM

EXTERNAL

Honorable members of the Santa Monica Planning Commission:

I write to you in support of the Miramar project that is before you as agenda item 9-A on Wednesday, September 2nd.

Given the current economic climate, and the bleak forecasts provided by the Federal Reserve and various reputable economic institutions, I am happy to see the Miramar project committed to push forward with this investment. The affordable housing provided by this project will be sorely needed, as is the economic activity generated for and in the city. The many cycles of review and revisions have undoubtedly resulted in a final proposal that attempts to balance various priorities, including historic preservation, open spaces, plenty of parking capacity, and a focus on sustainability. I hope your approval can move this project to the next step, and closer to reality.

Regards, Babak Mozaffari

From:	Alan Kennedy
To:	Lane Dilg; David Martin; Jing Yeo
Cc:	Planning Commission Comments
Subject:	Miramar expansion project, please make these comments part of the official record
Date:	Friday, August 28, 2020 5:24:41 PM
Importance:	High

EXTERNAL

To: Lane Dilg, David Martin and Jing Yeo,

From: Alan Kennedy - 804 5th Street - Santa Monica

Dear City of Santa Monica Officials,

I have lived in Santa Monica for almost 7 years, and would like to express my concerns regarding the Miramar expansion project. I regularly ride my bicycle in the area of the hotel, and have witnessed several accidents on Ocean Avenue near to the intersection with California Ave. I use the California Incline to reach the beach path, and am very concerned about the new Miramar entrances that are being proposed on California. This will create serious traffic problems, and endanger the many car drivers, pedestrians and bicyclists who already pass through the area. The proper place for the principal entrance should be on Wilshire Blvd, and the planned entrances on California should not be allowed.

Another concern of mine is with the large number of condos that are planned for the site. They will be extremely expensive, at a time when Santa Monica needs more affordable housing. Why add to the stock of luxury housing, and also create a building that will further crowd the neighborhood in an overbuilt site, if built as proposed? The potential buyers for such condos will likely be people with multiple residences who are looking to park part of their large fortunes in our community. Such luxury condos are often bought by shell corporations that primarily exist to launder money.

I do hope that you will consider my concerns, as well as those of countless other residents in Santa Monica.

Thank you in advance for your consideration,
Alan Kennedy

From: Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>
Sent: Saturday, August 29, 2020 12:00 PM
To: Melissa Zak <Melissa.Zak@SMGOV.NET>
Subject: Fwd: Miramar Hotel Project Development Agreement

From: rabuchino@aol.com <rabuchino@aol.com>
Sent: Saturday, August 29, 2020 11:48 AM
To: Roxanne Tanemori
Subject: Miramar Hotel Project Development Agreement

EXTERNAL

Att. Roxanne Tanemoni

We OBJECT to this project!!!!!!

The hotel is existing, with all the facilities they are proposing. With all the new buildings going up in Santa Monica more is not necessary.
Walk down the 3rd Street Promenade and see all the vacant retail space. They propose to add more.
Santa Monica residents will be impacted by this project but not in a good way.
The streets are jam-packed with cars and this will add to it.

Santa Monica has changed. We are losing the charm of the city. Please, stop while we are still able to have some of what it was and still can be.

Thank You
Mr. and Mrs. Al Rabuchin
1118 3rd Street
Santa Monica

From:	Eleanor Blumenberg
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Miramar Redevelopment Project
Date:	Saturday, August 29, 2020 12:14:12 PM

EXTERNAL

As a resident of my beloved Santa Monica for more than 30 years who has worked extensively on programs on sustainability and livability, I am writing to urge you to send the most recent Miramar Project proposal back to the drawing board. It belongs on a corner of Palm desert, not on the iconic block on Ocean Ave between Wilshire and California.

For more than eight years the Miramar people have been sending us these overblown redevelopment projects, and this most recent one is perhaps the most egregious. It is in no way responsive to the concerns raised by hundreds of us during the scoping process, concerns which have been heightened when we read the Environmental Report.

You have received many thoughtful comprehensive reports from community organizations to which I belong. I will not restate these points but I would like to underscore some particular areas of concern which I have as someone who lives on California Ave:

1. The community benefits to this project are negligible, even laughable. Moreover the amount of affordable housing is not sufficient.

2. Moving the entrance to 2nd street, away from Wilshire and/or Ocean Ave will cause traffic jams and destroy the livability of the adjacent residential streets. Most particularly having a driveway opening onto California will add to congestion and destroy the walkability of the street.

3. Building a bunker-like wall with buildings stretching from Ocean Ave to 2nd street will severely impact light air visibility. What will people first see when they approach our city up the California incline!

4. Our city does not need more luxury condominiums; we need more affordable housing. Removing the condominiums, would remove the need for the California building as hotel rooms that can be returned to major building.

5. The current project covers more than 50% of the site with structures. Removal of the California building would correct this to some degree.

I repeat. I fully endorse more detailed recommendations of my fellow residents, Wilshire-Montana Neighborhood Coalition and Santa Monica Coalition for a Liveable City and urge you to reject this current proposal and send the Miramar Project back to the drawing board for a less profit driven, more neighborhood friendly version which reflects our Santa Monica values and lifestyle.

Dr. Eleanor Blumenberg
101 California Ave #804
Santa Monica, CA 90403

From:	General Manager Santa Monica
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	The Miramar Santa Monica
Date:	Saturday, August 29, 2020 12:34:36 PM
Attachments:	The Miramar Santa Monica.pdf

EXTERNAL

Good afternoon,

Please see the attached. Thank you, stay healthy and optimistic!

Damien

DAMIEN HIRSCH
GENERAL MANAGER | LE MERIGOT ~ JW MARRIOTT
1740 Ocean Avenue | Santa Monica, California 90401
gm141@columbiasussex.com | Tel 310.899.6110 | Fax 310.395.9200
www.marriott.com/laxlm
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JW MARRIOTT

SANTA MONICA LE MERIGOT

August 29th, 2020

Dear Planning Commissioners,

I am writing you, ahead of your Wednesday, September 2nd hearing, in complete and full support of The Miramar Santa Monica's proposed project.

I have been in the Hospitality industry for over 16 years and recently moved to LA from New York. Prior to that I lived and worked in over 8 other US States. Rarely, have I ever seen a Hotel or Hotelier like The Miramar and Dustin and Ellis. They have poured their heart and soul as well as that of their business into Santa Monica. The Miramar is to Santa Monica what the Beverly Hills Hotel is to Beverly Hills. I find it truly inspiring each and every time I see them continuously stepping up, sponsoring so many events, donating their time, the time of their team and their event space so generously to the community. I hope everyone knows how fortunate we are to have such an organization grounded in our City.

This partnership must not go unappreciated. The feeling between the business and our community should be mutual. It is now time to show them how grateful we are, by moving forward with the approval of their proposed project and presentation to City Council.

Damien Hirsch
General Manager
Le Merigot JW Marriott
Santa Monica, CA 90401
C: 859.750.9460
E: gm141@columbiasussex.com

From:	Russ Diamond
To:	Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	RE: Miramar Item 9-A
Date:	Saturday, August 29, 2020 12:55:33 PM

EXTERNAL

Planning Commissioners:

I am writing in support of the proposed Miramar Plan, which will be before you on Wednesday night.

As the Owner and President of one of Santa Monica's oldest family-owned businesses, Snyder Diamond, I am deeply concerned about the economic recovery and realignment of our city, a process which will undoubtedly be lengthy. We are looking at an uncertain future. One of the bright prospects is the hospitality industry that drives much of our local economy. It is key to the community's return to normalcy and prosperity as we dig out from under the devastating impacts of COVID-19 and the unfortunate events of May 31.

As a local business owner, we have found the Miramar Fairmont to be a community treasure. The staff at the current Miramar is extraordinary and continually accommodating. We often conduct informal vendor meetings in the lobby area (near the bar) or enjoy a breakfast, lunch or dinner at the Fig restaurant. Quarterly, in conjunction with the hotel and one of our valued vendor partners, (Kalamazoo Gourmet Grills), we host select builders, developers, design trade professionals and loyal customers from the entire region to join us by the pool and outdoor kitchen area for product demos and networking purposes. Snyder Diamond also has many vendors from areas throughout the world who choose to use the convenience of the Miramar Fairmont accommodations (close to our HQ showroom) rather than stay at other facilities in either downtown L.A., Marina Del Rey or the LAX area..

New hotels, especially the Miramar, will help restore Santa Monica's downtown district and have tremendous, positive effects across the entire city. Tens of millions in net revenues from the new Miramar, including property tax, bed tax and sales tax, will flow into the city's coffers enabling the city to maintain its schools, parks, first responder departments, to name just a few of the city services that were cut or curtailed during the City of Santa Monica's budget crisis, which was underway before the pandemic – and which worsened after it.

Jobs and housing are important factors in the city's recovery. The new Miramar will provide a significant number of new jobs beyond the existing positions, and a brand-new 42-unit affordable housing building will help address the community's housing emergency. The hotel itself will wrap around a spectacular open space and the historic fig tree, providing all Santa Monicans, not just hotel guests, an opportunity to relax and look out over Santa Monica Bay, enjoy a meal or coffee at an easily-accessed café and, of course, for those over 21, an opportunity to visit the famous and successful Bungalow. I think we can all agree that a beautiful new hotel, no longer bricked in by an unwelcoming wall, will increase foot traffic and contribute to the health of the north end of the entire downtown Santa Monica district.

For these and many reasons, I ask that you adopt the recommendations made by your staff and give a resounding go-ahead to move the new Miramar project to the City Council for approval. I appreciate your time.

Sincerely,

Russ Diamond

Russ Diamond
President
1399 Olympic Blvd., Santa Monica, CA 90404
T 310.450.1000 x1900 F 310.452.7259 C 310.629.3277

S N Y D E R ◆ D I A M O N D
Always be first with what's next

From:	Judith Claire
To:	Leslie Lambert
Cc:	Lane Dilg; Jing Yeo; David Martin
Subject:	Miramar expansion
Date:	Saturday, August 29, 2020 1:26:29 PM
Importance:	High

EXTERNAL

Hi,

I want to write a respectful letter, and I am so frustrated how the commission is blind to the needs of the neighborhood. I just don't understand why you totally ignore our clearly reasoned analysis.

There are so many things wrong with the Miramar expansion problem, it's hard to choose one. Let's take the main entrance. Please keep it on a main blvd. , not Arizona. Do you live in Santa Monica and drive down Arizona? I live on 10th and drive down Arizona all the time. It's the beginning of the incline and already gets a lot of traffic. There's no left hand turn going south, has a hotel entrance, loading dock, street parking and medians. Your current plan defies LUCE'S mandate to reduce congestion, improve circulation and support pedestrians.

Please follow LUCE'S guidelines and hear us. Please add comments as part of Planning Commission record. Thank you. Judith Claire

From:	brenda Weisman
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; mario.fonda@smgov.net; Richard McKinnon; elisa.plaster@smgov.net; Planning Commission Comments
Cc:	lane.dilig@smgov.net; David Martin; Jing Yeo
Subject:	Miramar Project
Date:	Saturday, August 29, 2020 1:29:22 PM

EXTERNAL

I am a long term resident of Santa Monica and have watched and participated in discussions of the various Plans of the Miramar Project. While some aspects of the Project have had some modest design improvements, overall the current Plan does not do justice to either the neighborhood or the goal of furthering affordable housing on any meaningful scale.

Also:
1. Traffic circulation has been misleadingly addressed. Traffic on California and Ocean that also intersects with Incline traffic is a continuing risk concern. No where in the Reports is there any acknowledgement that there is an alley that exits out directly onto California in both east and west directions, and having the Proposed Employee Parking added to California - intersecting with traffic directly from Ocean Ave. as well as from westward from the Incline—complicates and puts at risk not only pedestrians but increases congestion of all traffic. Your maps do not show this situation.

2.I agree also that retaining a Main Hotel Entrance on Wilshire is more sensible than constructing it from a much smaller and already heavily trafficked area on Second St.

3. The Bunker like proposed California Building is not really improved with the "set back" modification…the whole design is totally lacking in imaginative design.

4. The need for 60 luxury condos is totally unnecesary and the rationale that this would support some 45-48 affordable units is disingenuous.

I support and request that the Project be reconfigured to better reflect the history and values of this historic area.

Thank you.
Brenda Weisman
101 California Ave #203
SM, Ca. 90403

From:	Nate Redmond
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	PC: Miramar
Date:	Saturday, August 29, 2020 5:10:26 PM

EXTERNAL

Dear Commissioners:

As a Santa Monica resident and business owner, I am writing to express my strong support for the new Miramar Hotel project. Over the last decade, the hotel has become a primary nexus in our lives. I have visited the hotel frequently with my colleagues, friends and family. Many of them have stayed at the hotel and now consider it to be a key part of the fabric of the city. I particularly enjoy Fig (and their family-friendly setup at Five), The Bungalow (still a powerful draw) and key events throughout the year (especially New Year's Eve).

While the current owners do a great job running the hotel and engaging with the community in multiple ways, the property has become noticeably dated and in need of a major upgrade to remain competitive and continue to draw talented people from across the world. I have the good fortune of my business taking me to global gateway cities and the opportunity to stay in world-class luxury hotels. This is one of the key pieces that Santa Monica is missing.

In order to emerge from this economic downturn in a position of strength, I believe that Santa Monica needs to invest in infrastructure, and particularly the landmark properties with positive externalities. An investment in Miramar will pay dividends, by attracting multiples of this amount as investment into other parts of the city—continuing to improve quality of life for all residents.

From what I have seen, The Miramar and their design team have done an excellent job creating a world-class plan, while being respectful of the site's historical elements and incorporating community feedback along the way. They understand the responsibility they have to set the stage for the next 100 years and for ensuring that it uplifts all.

I greatly look forward to the new Miramar Santa Monica and hope that the Planning Commission moves quickly to make this a reality. If I can be helpful in any way, please let me know.

Sincerely,

Nate Redmond

From:	Dustin Peterson
To:	Planning Commission Comments; Richard McKinnon; leslielambert92; Elisa Paster; Jim Ries; Shawn Landres; Nina Fresco; Mario Fonda-Bonardi
Cc:	David Martin; Lane Dilg; Jing Yeo; Susan Cola; Roxanne Tanemori; Ellis O"Connor; Paula Larmore; Mayor Kevin McKeown; Terry O'Day; Gleam; Ana Maria Jara; Sue Himmelrich; Ted Winterer; Kristin McCowan
Subject:	Miramar Redevelopment Plan - Applicant Letter - Item 9A
Date:	Saturday, August 29, 2020 5:39:04 PM
Attachments:	Ocean Avenue LLC - Planning Commission Letter 8-29-20.pdf

EXTERNAL

Please find attached a letter from Ocean Avenue LLC (Owner of the Miramar Hotel and Applicant), for the upcoming Planning Commission hearing on Wednesday September 2'nd for your consideration. We look forward to our hearing on Wednesday night and seeing everyone virtually.

Thank you,

Dustin G. Peterson
Vice President

The Athens Group
Mail: P.O. Box 1696 Santa Monica CA 90406
Deliveries: 101 Wilshire Blvd. Suite 101 Santa Monica CA 90401
Office: 310-899-4184 | Fax: 310-899-4185
Cell: 949-678-0600
dpeterson@athensdevco.com | www.athensdevco.com

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Ocean Avenue, LLC
100 Wilshire Boulevard, Suite 1700
Santa Monica, California 90401

August 29, 2020

VIA EMAIL

Santa Monica Planning Commission
1685 Main Street, Room 212
Santa Monica, CA 90401

Re: Agenda Item 9-A, Santa Monica Miramar Redevelopment Plan

Dear Commissioners:

We are pleased to have the opportunity to present the Miramar Hotel redevelopment plan (the "Plan" or the "Project"). It has been more than eight years since we appeared in front of this Commission for Float-Up hearings in 2012. In the intervening years, we have worked hard to solicit input from a broad array of stakeholders, and to follow the guidance set forth in the City's Downtown Community Plan. We ask the Planning Commission to recommend approval of the Development Agreement and associated approvals for the Plan as recommended by City Staff, with one minor modification described in detail below and in Exhibit A.

Given the extensive time and effort put into this project over the last 10+ years and the difficulty in summarizing those efforts in 15 minutes, we would also respectfully request an extension of this time to 20 minutes to present the Project.

Overview

As it approaches 100 years of age, the Miramar is in dire need of a major renovation in order to maintain its position in the increasing competitive Southern California hotel marketplace. Relative to the competition – particularly some of the newer competition – the architecture is disjointed, the rooms are small, the bathrooms are undersized, the food and beverage offerings are limited, the spa is undersized, and the employee areas are inadequate. The parking is also inadequate, which generates many unnecessary vehicle trips each day.

The Plan consists of 312 hotel rooms, up to 60 residential condominiums, 42 affordable apartments on our Second Street Parcel, 428 subterranean parking spaces, expansive, pedestrian-friendly open spaces that embrace Downtown Santa Monica, and retail and food and beverage offerings to activate the ground level open spaces. The Plan preserves and celebrates the Moreton Bay Fig Tree (the "Historic Tree") and Palisades Building, the two local historical landmarks on the site. It retains and expands union jobs and generates a substantial economic boost to the local economy of over $3 billion (more than $1 billion above the existing hotel) in the first 25 years of operation and contributes over $444 million (more than $218 million above the existing hotel) to the City's General Fund over the first 25 years of operations.

In total, the Plan provides an extraordinary package of community and project benefits estimated at over $100 million, including affordable housing, historic preservation, open space, local hiring and internships as well as substantial monetary contributions for affordable housing, early childhood initiatives, parks and recreation, transportation and pedestrian improvements, economic equity and recovery, recycled water infrastructure and affordable lodging. With the annual budget challenges the City faced prior to the COVID-19 pandemic, which have only been exacerbated by the pandemic, the Plan will be a cornerstone of the City's economic recovery.

Evolution of the Plan

Since we began contemplating a redevelopment of the Miramar Hotel in 2008, a great deal has changed, and our plan has evolved over four different iterations. The Land Use and Circulation Element ("LUCE") was adopted in 2010, designating the Miramar site as one at which to focus new investment "due to its prominent location and unobstructed ocean views." (LUCE Policy D1.5, p. 2.6-10.) Similarly, the Downtown Community Plan ("DCP"), adopted in 2017, designated the site as an Established Large Site. The Local Coastal Program Update Land Use Plan ("Draft LUP") was approved by the City Council in 2018, incorporating the policies, objectives and guidelines set forth in the LUCE and DCP. In the intervening years, we have engaged in several hundred meetings with community members, neighbors, neighborhood associations, and stakeholders where we engaged directly with thousands of Santa Monicans. All this outreach informed our thinking on how best to shape this project for the community as a new centerpiece of Downtown Santa Monica.

The Miramar design team has evolved during this multiyear entitlement process. In 2013, in response to direction from Council, we conducted an international design competition, and ultimately engaged two of the preeminent design firms in the world: Pelli Clarke Pelli Architects (PCPA) to re-envision the architecture and Gustafson Guthrie Nichols ("GGN") to design the open space. Both firms worked in close collaboration with preservation architect Robert Jay Chattel, AIA, to ensure the Plan embraced the two local historical landmarks on the site.

Sustainability was a key component of our planning effort. Both PCPA and GGN are passionate

sustainability advocates and are at the forefront of sustainability efforts in their respective fields. We also engaged John Zinner to develop a comprehensive, forward-thinking sustainability strategy fully integrated into the concept design process from the start.

The City's environmental consultant thoroughly studied the potential impacts of the revised plan over the course of a two-year Environment Impact Report ("EIR") process. We attended multiple meetings with City Staff to vet the Plan, including the Community Development Department, the Mobility Division, the Fire Department, the Urban Forestry Division, Resource Recovery and Recycling Division, the Office of Sustainability and the Environment, Public Works and the City Attorney's Office, among others.

As shown in the below table, the Plan has changed substantially since 2013:

	2013 Proposal	Current Plan
Maximum Height	262 feet	130 feet
FAR	2.8	2.6
Hotel Rooms	280 rooms	312 rooms
Condominiums	120 units	60 units
Affordable Apartments	12 10% of Market Rate	42 70% of Market Rate
LEED	Silver	Platinum

We presented the revised plan to the Landmarks Commission and the Architectural Review Board in 2019 to solicit feedback. In response to their comments, we further modified our design to (i) ensure the California Building responds more sympathetically to the historic Palisades Building, and (ii) modify the Wilshire Boulevard and Second Street elevations to address the pedestrian scale of the design. Please see Exhibit B for a summary of these design enhancements.

All this is to say that the Plan has evolved over 10+ years of hard work and careful listening. This collaborative, policy-driven process is part of the DNA of Santa Monica and has culminated in the compelling project that we and your staff believe now merits your support.

Purpose and Planning Principles

As the Miramar approaches 100 years of age, it is on the verge of becoming functionally obsolete. The age and size of the rooms, the inadequacy of the amenities and back of house employee areas, and the lack of parking have challenged the Miramar to compete effectively in the Greater Los Angeles luxury hospitality market. While the property has a long and storied history, it has grown and changed in a piecemeal fashion over decades of sequential ownership, without a unified vision or master plan. It is in need of a dynamic and comprehensive re-investment that will enable it to succeed and thrive for the next 100+ years. Moreover, the existing hotel is inward facing, walled off and unwelcoming to residents and pedestrians, reflecting past values of privacy and exclusivity, which is undesirable from both an ownership and community perspective. Fundamental to the Plan is to reorient the site plan to welcome the community as valued guests onto the site. Such a reversal will benefit the community, the hotel patrons, the employees and the business operations.

In approaching this comprehensive re-investment in the hotel, ownership has been driven by

important principles of good urban planning:

- *Realize the LUCE and DCP Vision*. We set out to implement the LUCE and DCP's vision for the Downtown, consistent with the Established Large Site Overlay standards. The Plan integrates and responds to its neighborhood context. In that regard, and as shown in the image below, we note that three of the immediate neighbors of the current Miramar Hotel are taller and have a substantially greater FAR than the Miramar site:

    - 101 Wilshire Boulevard – 300' and 12.89 FAR
    - The Huntley Hotel – 160' and 8.13 FAR, and
    - 101 California Avenue – 150' and 6.24 FAR

- *Sustainability*. One of our key objectives is to reduce the hotel's environmental footprint and pursue the highest levels of sustainability. Through the efficiency of the Project's mechanical, electric and plumbing systems, photovoltaic panels on the roof, and a rainwater and internal hotel water recapture and re-use system, we are able to achieve a 20% reduction in water consumption and a 15% energy savings below the existing hotel. This is an outcome that few, if any, new development projects are able to achieve. The Project will achieve LEED Platinum certification.

- *World-class architecture*. During the 2012 City Council float-up, while commending a number of features of our then-proposed plan, the Council suggested that the design was simply not good enough and suggested that we go back to the drawing board. In 2013, we launched an international design competition, inviting some of the top architects in the world to study the opportunity and present their vision. After considering a number of compelling proposals, it became clear that Cesar and Rafael Pelli were the right choice for the job. Not only did they have a strong connection to Santa Monica from their time here as residents, they understood that creating a compelling pedestrian level experience, and opening the site to the community, was as important as the buildings themselves. Cesar and Rafael also understood the significance of the site's history and welcomed the opportunity to incorporate the two local historical landmarks into their design. The Plan's sweeping curves embrace the Historic Tree as the central focus of the Plan and invite the community to enjoy and celebrate the Tree.

- *Improved parking and circulation*. When we took ownership of the hotel in 2006, a number of

traffic and circulation problems immediately became apparent. There was no parking for employees. There was inadequate parking for guests and visitors. Valets were constantly leaving the site to find off-site parking, creating duplicative trips. Employees left the hotel multiple times each day to search for street parking that is in short supply in the surrounding neighborhood. The motor court sits on top of the roots of the Historic Tree. Finally, the undersized loading dock results in trucks sticking halfway onto Second Street when loading. The Plan's comprehensive approach to parking and circulation addresses all of these problems, as follows:

- We are creating a pool of underground parking, with a total of 428 spaces, enough to accommodate the needs of all hotel guests, visitors, employees and residents. In collaboration with Brightview, which has been caring for and maintaining the Historic Tree for the past 14 years, the proposed new underground parking avoids the roots of the Tree. Having sufficient on-site parking will free up hundreds of parking spaces in the neighborhood and eliminate the current need for valet circulation off-site by providing the valets with direct access to the underground parking on-site.
- The Project will eliminate the mid-block driveway on Wilshire Boulevard (as directed in the LUCE) and distribute vehicular trips to three secondary streets, which will minimize conflicts with pedestrians and bicyclists and alleviate traffic congestion to and from the site. The main hotel entrance will be located on Second Street, the employee-only driveway will be on California Avenue, and the residential driveway will be on Ocean Avenue.
- The main hotel motor court will have the capacity to stack up to 29 vehicles, in order to prevent queueing on the adjacent streets.
- The new loading dock will accommodate large trucks entirely on the site, with an attractive new gate.
- The hotel will implement an aggressive Transportation Demand Management program, including cash payments, to incentivize employees to arrive at work through alternatives to single occupant vehicles and achieve a target Average Vehicle Ridership of 2.2.

Community Benefits

The DCP designated the site as one of three Established Large Sites in Downtown Santa Monica and identified the three key community benefits that should be pursued:

- ***Affordable Housing***. We have partnered with Community Corporation of Santa Monica ("Community Corp."), the longstanding local non-profit affordable housing developer, to plan a 42-unit affordable apartment project on our current offsite hotel parking lot at 1127-1129 Second Street. The Second Street Family Affordable Housing Project ("Affordable Housing Project"), designed by Gwynne Pugh Urban Studio (in consultation with PCPA), was designed to optimize the amount of family-sized affordable housing units (and will be processed through a separate administrative approval process). With an FAR of 2.7 and at 5 stories/54 feet, consistent with the DCP standards of 2.75 FAR and 60 feet, the Affordable Housing Project will fit seamlessly into its urban context. Some of its design features include:

  - Opening to the west to collect prevailing ocean breezes for ventilation
  - A central courtyard allowing natural light and air into central spaces and daylight at both sides of units as well as open space for the residents

- Lower height on the southern portion of the building, allowing increased sun penetration at the courtyard
- Single-loaded exterior walkways, allowing for push/pull ventilation and ensuring good supply of fresh air and balanced ventilation

The Affordable Housing Project includes over 60% 2-bedroom and 3-bedroom units, with an average of 1.88 bedrooms per unit. Per the draft Development Agreement , the Applicant will:

1) Donate the land, the market value of which has been independently valued by the City at $12.75 million.
2) Commit to provide gap financing for the project, which is currently estimated to cost $27.4 million in addition to the land. The gap would be $14.7 million (plus the land) if we receive 4% tax credit financing.
3) Cover the cost of transportation passes for residents that do not have a car.
4) Fund an annual subsidy for additional resident services.

The number of affordable housing units, 70% of the market rate units versus the 25% required by the DCP for Tier 3 projects, is unprecedented for a private development (i.e., not on public land) in Santa Monica.

- *Open Space*. The Plan has been designed with open space as one of its central planning principles -- over 50% area of the site will remain open space. The Plan also welcomes the community to enjoy the open space and will activate the open space with artwork and programming. Central to the design is removing the walls that have long encircled the site to welcome the community to enjoy the green spaces, indoor and outdoor dining areas, community events and the area beneath the Historic Tree. The Plan removes the driveway that currently encircles the Tree and includes an elevated wood deck around the trunk to protect the Tree's roots and allow visitors to sit and enjoy the Tree. The café, lobby lounge and hotel lobby at the ground level encourage people to come and enjoy the open space. The Plan also enhances bicycle and pedestrian access to and through

the site. The sidewalks around the site will be widened consistent with the DCP and pedestrian access has been opened up on Second Street, Ocean Avenue and Wilshire Boulevard. The Plan will also provide 342 bicycle parking spaces, more than the code requires, and bicycle rack locations have been developed in concert with the City's transportation department and not located in the public right-of-way.

More than 14,000 square feet of open space at Wilshire Boulevard and Ocean Avenue will be publicly-accessible from 8:00 am through 9:00 pm daily and will not be sold for hotel events. This space will include a prominent piece of art, and will also include programming twice a month, two annual community events (e.g., Meet Me Under the Fig), incorporate an interpretive history display and will be activated by the adjacent food and beverage offerings and outdoor dining. The combination of world-class landscape design and prominent art framed by the majestic Historic Tree will create a stunning urban garden design with activities and programing that complement Palisades Park.

- *Historic Preservation*. The site includes two local historic landmarks – the Moreton Bay Fig Tree, originally planted in 1879, and the Palisades Building, built in 1924. Since acquiring the hotel in 2006, the Applicant has invested heavily in the long-term health of the Historic Tree through a maintenance and care plan with Brightview and the City's Urban Forester. While that perennial care has allowed the Tree to thrive, being surrounded by an impermeable working driveway (installed by prior ownership in 1978) is not in the best interest of the Tree's long-term health.

  As described above, the Historic Tree is being celebrated as a focal point of the Project. Following the expertise of Brightview's arborist team, GGN created a landscape design to improve the Historic Tree's surrounding environment. The existing driveway that encircles the Tree will be removed and replaced with an elevated wood pedestrian deck that will allow up-close viewing and enjoyment of the Tree. This new wood deck will be supported by micropiles to allow improved airspace flow, nutrients, and irrigation to reach the Tree's roots. This protective deck will be coupled with the construction of a new ring-shaped bench designed to keep the public off the buttressed tree roots, further enhancing the long-term health of the Tree. The new bench will permit visitors to sit beneath and enjoy the beauty of the Tree, while also serving to discourage

physical interaction with the roots and trunk.

The Palisades Building is a rare Santa Monica example of a Renaissance Revival style building constructed in 1924. In 2013, we proactively filed a landmark nomination application for the Palisades Building, which resulted in the Landmarks Commission landmarking both the Building and the site. As part of the Plan, the Palisades Building will be rehabilitated and featured. The rehabilitation and restoration will include repair and painting the Palisades Building's brick exterior in colors similar to those during the selected period of significance of 1940-1958, as evidenced by historic photographs. All paint coatings will be removed from the overpainted terra cotta surfaces using gentlest means possible, and treatments to the terra cotta will include repair and replacement in kind, as necessary, and may include repainting. Where necessary, the terra cotta will be repointed.

Historically, the Palisades Building had a rooftop sign that read "Hotel Miramar" at the westward slope of the roof. That sign was removed sometime in the 1950s or 1960s. A west-facing rooftop sign, evocative of the rooftop sign that was historically on the Palisades Building, will be reestablished as part of the Plan. The sign's specific design will be subject to review via the Certificate of Appropriateness process.

The rehabilitation of the Palisades Building will be subject to a Certificate of Appropriateness from the Landmarks Commission and will (i) make the building safer in light of today's technical codes, (ii) rehabilitate and restore its character-defining features, and (iii) ensure that it endures for future generations.

In addition to the DCP priority benefits, the draft Development Agreement includes many other community benefits reflecting items that the City, the community, and our neighbors identified as important.

- Union Labor. The Miramar will remain a union hotel, and the redevelopment will create over 100 permanent new jobs. As part of a Closure Agreement with Unite HERE Local 11, upon closure of the hotel for redevelopment, each employee will be given the option to choose (i) recall rights, with health insurance coverage during the period of closure, or (ii) a generous severance package. Our workers remain the backbone of the hotel, and when we welcome the community back upon reopening, we will be welcoming them back as well.

- Local Hiring. The draft Development Agreement includes local hiring provisions for both construction and permanent hotel employment, with a priority for residents of the Pico neighborhood and low-income residents.

- Internships. Four hospitality/administration internships per year will be provided in the new hotel for local Santa Monica high school and college students with a priority for residents of the Pico neighborhood and low-income residents.

- Sustainability. An aggressive sustainability package including LEED Platinum, water neutrality and 20% reduction from existing hotel, 15% energy reduction compared with the existing hotel, solar infrastructure on rooftops, solar heating for pools, on-site capture and reuse of rainwater for

landscaping, extension of the SMMURF line to the project site, and EV charging stations.

- TDM. An enhanced TDM plan with an aggressive AVR target of 2.2 and cash incentives for employees that walk, bike or take public transit to work.

- Contributions for Important City Programs. The proposed project will also provide significant monetary contributions, as outlined in the development agreement including contributions to:

  - Affordable Housing
  - Early Childhood Initiatives
  - Transportation and Pedestrian Improvements
  - Economic Equity / Economic Recovery
  - Parks and Recreation
  - Recycled Water Infrastructure
  - Affordable Lodging

- Community Meeting Space. Community access to meeting space no less than 12 times per year at the same rates as the City charges for its meeting space.

- Community Subsidies and Support. A minimum of $25,000 per year in hotel services/discounts to local non-profits.

Attached as Exhibit C is a summary of the community/project benefits associated with the Plan, which total over $100 million. You will note that our numbers vary from the numbers in the Staff Report, in part because the Staff numbers do not include construction cost escalation or soft costs, both of which are real costs to the Applicant.

Fiscal and Economic Impacts

Finally, the Project will be an economic engine for the City of Santa Monica at a time when the COVID-19 pandemic has exacerbated what were already serious challenges to the City's annual budget. HR&A Advisors, the City's financial consultant, has estimated that:

- Over the first 25 years of operations, the redeveloped Miramar Hotel will provide approximately $444,400,000 in revenues ($218,300,000 net new revenues *above* the existing hotel) to the City's General Fund, or approximately $15,400,000 in revenues ($8,100,000 net new) *every year.*
- Over the first 25 years of operations, the Plan will generate $1,175,000,000 in compensation in the City of Santa Monica ($342,500,000 net new), or approximately $13,700,000 net new compensation *every year*.
- One-time economic benefits of construction of $553,000,000.
- Over the first 25 years of operations, $3,065,000,000 in economic activity in the Santa Monica economy ($1,017,500,000 net new) , or $40,700,000 net new economic activity *every year*.

These numbers, also summarized in Exhibit C, reflect the overwhelming contribution the Plan will make to the City and local businesses.

Project Viability/Feasibility

Our analysis documents that the Project, even with our relatively aggressive, pre-COVID assumptions, is anticipated to generate a below-market rate of return. HR&A has taken issue with some of the assumptions in our analysis.

Attached as Exhibit D is an independent analysis of the Project's financial feasibility prepared by Maurice Robinson, a hospitality finance expert with 40 years of experience in the field representing both project applicants and local municipalities. Mr. Robinson concludes that, while the outcome of any particular variable cannot be predicted with certainty, our assumptions are a reasonable – *if not somewhat aggressive* – base case, and that HR&A's are overly aggressive as a base case, with more risk to the downside than upside opportunity. We take significant issue with HR&A's critique of the project's financial feasibility model, for the reasons set forth in Mr. Robinson's letter.

In sum, we would not underwrite this Project with the assumptions suggested in the HR&A critique, nor would a lender or investor likely take the risk that such numbers could be achieved. City Staff has negotiated an extremely aggressive – and costly – community benefits package. After reducing the scale of the Project multiple times over the past 10 years, the Project simply cannot support any further reductions in density or any additional exactions.

Environmental Impact Report

Consistent with City Staff's recommendation, we ask that you recommend certification of the Final EIR, which is extremely thorough and certainly meets and exceeds the legal requirements for EIRs. As explained in the Staff Report, the EIR studied five alternatives to the Plan (in addition to the legally-mandated "no build" alternative), including reduced density alternatives and a revised vehicle circulation alternative. The EIR concludes that each of these five alternatives would still cause significant and unavoidable impacts. Moreover, after studying a total of 51 intersections and 11 street segments for the project, the EIR found unmitigable significant traffic impacts at only *three* intersections and *five* street segments. On closer examination, these findings of unmitigable significant traffic impacts are the result of the City's extremely sensitive threshold of significance, pursuant to which even *a single incremental trip* or *seconds of incremental delay* at certain intersections leads to a finding of significant impact.

1992 LUP Amendment

As explained in the Staff Report, the Plan is consistent with the City Council's adopted Draft LUP. However, because the Draft LUP has not yet been certified to the California Coastal Commission, we have proposed an amendment to the City's 1992 Coastal Land Use Plan to update it consistent with the DCP and Draft LUP policies with respect to the hotel site and the Second Street affordable housing site. If the Draft LUP has been certified by the California Coastal Commission before the Plan's application for a Coastal Development Permit is heard by the Coastal Commission, the 1992 LUP Amendment may become unnecessary.

Single Point of Disagreement with City Staff's Recommended Draft Development Agreement

The Project includes up to 60 new residential condominium units in the Ocean Building, where hotel rooms are also located. We are proposing to allow individual owners of condominium units to periodically make their unit available to the hotel operator to add to the hotel's guest room inventory, provided that no more than 10 condominiums may be used as hotel guest rooms at any one time.

Specifically, we are requesting that the Planning Commission recommend adding the following language as a new Section 2.5.1(b)(4):

> "At any particular time, and upon the request of the respective Residential Condominium Owners, up to ten (10) of the Residential Condominiums may be rented by the hotel operator on a transient basis as hotel guest rooms. Hotel operator shall collect all applicable Transient Occupancy Tax and remit the same to the City. For the avoidance of doubt, the requirements in SMMC ch. 6.20 (Home-Sharing and Vacation Rentals) shall not apply during the times such Residential Condominium units are being rented by the hotel operator as hotel guest rooms."

The proposed use of the condominium units as hotel guest rooms is functionally indistinguishable from the Project's traditional, full-service hotel operations. Transient patrons that use these condominium units as hotel guest rooms will check in at the hotel desk, receive keys at the hotel desk, be escorted to the unit by hotel staff, have access to all hotel amenities (e.g., spa/fitness facilities, restaurants and other food and beverage services), and the units will be serviced by the hotel's union labor force. Moreover, the use of these units as hotel guest rooms would be subject to the same rules and procedures governing hotel operations that regulate guest behavior and ensure the safety of on-site guests, residents and visitors. Finally, all hotel guest visits in these condominium units will be subject to the City's Transient Occupancy ("TOT") pursuant to SMMC Chapter 6.68.

As explained in Exhibit A, given the Project's operational and physical characteristics, authorizing hotel use in a pool of up to 10 condominiums from time to time is consistent with the intent and policy objectives of the City's Home-Sharing and Vacation Rental Ordinance, SMMC Section 6.20.010 et seq. and does not present any of the specific harms that the ordinance aims to regulate.

Conclusion

The Miramar Hotel is in need of a comprehensive redevelopment. Not only are the antiquated facilities using more energy and water than they would if redeveloped, but the hotel is also losing its competitive edge in the Southern California hospitality marketplace.

After ten years of working hand in hand with the City staff, the community and our neighbors, we believe the Plan before you implements the LUCE and DCP vision for the Downtown and reflects the values and aspirations of the City of Santa Monica. Given the unprecedented vetting of this plan over the last 10 years, along with the unique combination of world-class architecture, substantial community/project benefits and staggering fiscal and economic benefits, the proposed Plan is unlike any other development ever to come forward in this City. We believe it has the potential to be a cornerstone for Santa Monica's economic recovery plan now and for generations to come.

We respectfully ask the Planning Commission to recommend certification of the EIR and approval of the Plan, including the Development Agreement, Vesting Tentative Tract Map and 1992 LUP Amendment. The only request we are making that differs from Staff's recommendation is to allow up to 10 residential condominiums to be used as additional hotel rooms from time-to-time.

We look forward to discussing our Plan with you in further detail on September 2nd.

Sincerely,

Ellis O'Connor
Authorized Representative

cc: Santa Monica City Council
Lane Dilg, City of Santa Monica
David Martin, City of Santa Monica
Susan Cola, City of Santa Monica
Roxanne Tanemori, City of Santa Monica
Jing Yeo, City of Santa Monica

Exhibit "A"

Policy Support for Authorization of Hotel Use in Pool of Up to 10 Condominiums

Given the unique mix of hotel and condominium uses in the same building within the Miramar Redevelopment Plan, authorizing hotel use in a pool of up to 10 condominiums from time to time pursuant to the Development Agreement is consistent with the intent and policy objectives of the City's Home-Sharing and Vacation Rental Ordinance, SMMC Section 6.20.010 et seq. (the "Ordinance") and does not present any of the specific harms that the Ordinance aims to regulate, as shown below:

- *Hospitality Industry Employment*. One issue that the Ordinance addressed is the concern that short short-term vacation rentals harm hospitality industry jobs and wages. Thus, while prohibiting the short-term vacation rental of residences, guestrooms within City-approved hotels are expressly exempt from the Ordinance. In this case, the limited use of condominium units as hotel guest rooms from time to time would be in concert with the broader operation of the Project's hotel, and the employees servicing the condominium hotel guest rooms would be employed by the hotel. Thus, the flexible use of condominium units as hotel guest rooms would further support, rather than harm, hospitality industry jobs and wages.

- *Compliance with Health and Safety Regulations.* When the Ordinance was originally adopted, a further concern regarding short-term vacation rentals was that they are not subject to various regulations, including health and safety inspections, that otherwise apply to traditional hotels. However, such a concern is not applicable in this case, because any condominium units when used as hotel guest rooms would be part of a hotel subject to such regulations, including regular health and safety inspections.

- *Transient Occupancy Tax.* As indicated above, under the Development Agreement, the limited use of the condominium units as hotel guest rooms would require the hotel operator to collect and remit TOT to the City, just as it will be for all other hotel rooms within the Project and elsewhere in the City.

- *Physical Character and Charm of Residential Neighborhoods.* An additional concern addressed by the Ordinance is that the short-term vacation rental of dwelling units "changes the character of residential neighborhoods". However, here these condominiums will be located in one of the same physical structure that also contains the hotel rooms. As such, their occasional operation as hotel guestrooms would be seamless with the remainder of the hotel and would not pose any threat to the character of the adjoining residential neighborhood. In addition, since the existing hotel has been in operation on the site for many decades, the future use of a small portion of the Project's condominium units as hotel guest room will not represent any change to the character of the adjoining residential neighborhood.

- *Harmony with Surrounding Residential Uses.* A further intent of the Ordinance is to minimize the potential adverse impacts that can occur when short-term vacation rentals "effectively function as a hotel room" thereby "bringing commercial activities" into residential neighborhoods, without any on-site management to monitor guest conduct. As explained above, in adopting the Ordinance and exempting guestrooms within hotels, the City Council recognized that hotels have fundamentally different operations than home-sharing, including

having safeguards in place to regulate the conduct of their guests, such as on-site security staff and others that ensure compliance with hotel rules.

When used as guest rooms, the Project's condominium units will simply be operated as hotel rooms within a hotel, subject to all of the same measures that regulate guest behavior in the hotel and protect against adverse impacts to surrounding residential neighborhoods. In addition, since the existing hotel has operated on the Project site for over 100 years, the use of condominium units as hotel guest rooms will not bring new commercial activity to a residential neighborhood.

- *Preservation of Existing Housing Stock*. In adopting the Ordinance, the City Council was acting in response to concerns that short-term vacation rentals could remove and reduce long-term residential housing from the market and thereby increase rents. However, for this Project, the use of these new residential condominium units (located within a hotel) as hotel guest rooms would not in any way diminish or harm the preservation of the City's existing housing stock, as the Project does not remove any existing residential units from the housing market.

- *Tenant Protection*. Finally, the Ordinance is intended to deter landlords that own and operate existing rental housing from evading rent control laws (e.g., unlawful evictions) in order to operate the short-term vacation rental of dwelling units. However, the Project's new residential condominium units within the hotel will not be subject to the City's rent control ordinance. Therefore, there is no risk of rent control evasion.

Exhibit B

Following public hearings in early 2019 with the Landmarks Commission and Architectural Review Board, the following key revisions were made to the submitted conceptual design from April 2018:

A. Wilshire Boulevard Modifications

To further enhance the pedestrian experience, we made the following changes:

- Set back the building at the corner of Wilshire and Ocean to increase the amount of open space and provide enhanced access to the Public Garden Terraces
- Reduced blank stone walls and activated the street frontage with more pedestrian-friendly retail spaces along Wilshire Boulevard
- Altered the architectural expression of the building to create a smaller, pedestrian friendly scale at the first and second floors and added a new rhythm of glass and stone
- Added a back-lit Hotel Miramar sign, creating a more interesting and vibrant pedestrian experience

B. Second Street Modifications:

To further enhance the pedestrian experience and articulate the building along Second Street, we made the following changes:

- Continued the proposed enhancements to the pedestrian experience at Wilshire Boulevard around the corner onto Second Street through increased glazing, reduced stone walls, additional pedestrian storefronts and a more pedestrian-friendly scale
- Reduced building square footage and exterior balcony spaces along the upper floors to create articulation and interest and to provide more visual access to the historic Palisades Building.
- Further articulated the facade to break down the continuous horizontal elements

C. California Building Modifications:

To further enhance the California Building design and to provide a more direct architectural connection and visual access to the historic Palisades Building, we made the following changes:

- Revised the design and architectural rhythm of the California Building to relate more directly to the Palisades Building in scale, elevation and materials, aligning the vertical and horizontal elements of both buildings
- Reduced and modified the exterior balcony design and configuration of the California Building to enhance the articulation and scale and to open up views to the historic Palisades Building
- Reduced building square footage and enhanced the hyphen design between the new California Building and the historic Palisades Building to provide further visual access to the historic Palisades Building from Ocean Avenue

THE MIRAMAR SANTA MONICA

Exhibit C

A. Community/Project Benefits

Affordable Housing		
Land Donation	$12,750,000	15,000 sf at $850 psf
Gap Financing	$14,717,768	Assumes 4% tax credits
Transportation Allowances	$3,049,200	Assumes 1 transit pass per apartment for 55 years
Annual Programming Contribution	$550,000	$10k per year for 55 years
Subtotal	$31,066,968	
Other Community Benefits/Project Features		
Historic Preservation	$21,800,000	Morley estimate
Publicly Accessible Open Space		
Land Value	$14,000,000	14,000 sf at $1,000 psf
Hard and Soft Costs	$1,100,000	Morley estimate
Public Event Programming	Not Included	
Prominent Art	$750,000	
Annual Non-Profit Subsidies	$1,375,000	$25,000 per year for 55 years
Sustainability	$5,000,000	Morley estimate
Employee Severance / Health Insurance & Job Recall Rights	$22,900,000	Per Closure Agreement with Unite HERE Local 11
Enhanced TDM Measures	$12,771,000	Cash Incentives to Employees over 55 years (2.2 AVR)
Subtotal	$79,696,000	
Monetary Contributions		
Affordable Housing Commercial Linkage Contribution	$720,000	
Early Childhood Initiatives Contribution	$1,350,000	
Parks and Recreation Contribution	$250,000	
Transportation and Pedestrian Improvements Contribution	$1,400,000	
School Fees	$695,000	
Economic Equity and Economic Recovery	$500,000	
Recycled Water Infrastructure Program Contribution	$100,000	
Affordable Lodging Contribution	$75,000	
Subtotal	$5,090,000	
GRAND TOTAL	**$115,852,968**	

B. Fiscal/Economic Impacts

	One Time	Annual	25 Years of Operations	
New General Fund Revenue to City of Santa Monica		$8,100,000	$218,300,000	HR&A Estimate
Local Economic Activity				
Construction	$553,000,000			HR&A Estimate
Incremental Economic Activity		$40,700,000	$1,017,500,000	HR&A Estimate

Exhibit D

Maurice Robinson & Associates LLC
28 Dover Place
Manhattan Beach, CA 90266

August 28, 2020

VIA EMAIL

Santa Monica Planning Commission
1685 Main Street, Room 212
Santa Monica, CA 90401

Re: Santa Monica Miramar Redevelopment Plan

Honorable Planning Commissioners:

Maurice Robinson & Associates LLC has been engaged by Ocean Avenue LLC (the "Owner"), the owner of the Fairmont Miramar Santa Monica Hotel (the "Hotel"), to review the financial feasibility of its comprehensive plan to redevelop the Hotel (the "Project"), as well as to peer-review certain assumptions of HR&A Advisors, Inc., the City's financial consultant ("HR&A"). I have performed similar financial feasibility analyses representing both owners and public agencies for over 40 years. My resume is attached as Exhibit A.

Executive Summary

- The Project involves closing down a cash-generating hotel for nearly three years and development of a complex and high-risk, mixed-use project with hotel, retail and residential components, as well as a significant amount of subterranean parking.
- The Owner's financial feasibility analysis forecasts modest profit margins, even making aggressive assumptions – in some cases *assumptions never before achieved* in the City of Santa Monica – about average daily rates, net operating income margins, condo sales prices per square foot and hotel sales price per key, even in a post-COVID environment, where the recovery of luxury hospitality is highly uncertain.
- HR&A has opined that many of the Owner's assumptions are reasonable while selectively challenging others, including land contribution value, condo sales prices per square foot and hotel exit capitalization rate.
- Clearly, it is impossible to predict today with any degree of certainty how the luxury condo market will look in 2026 when the Project opens, or in 2029 when the redeveloped Hotel stabilizes, and thus how the Project is going to perform. In truth, there is a range of potential outcomes for each of the major assumptions in the Owner's pro forma.

In my professional opinion, the assumptions used by the Owner in its financial projections are reasonable – if not aggressive – base case projections, while the assumptions used by HR&A are not. There is certainly a chance that the Project will outperform the Owner's projections. There is at least an equal chance that the Project will underperform. Small changes in assumptions would lead to dramatic swings in the profitability of the Project and could very easily make it financially infeasible.

The Bell Curve

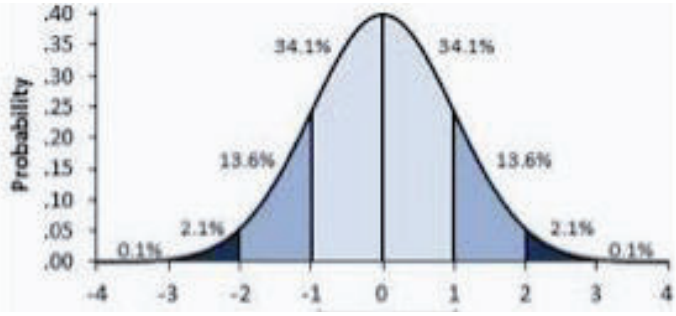
A project of the scale and complexity of the Project presents enormous risks – particularly when the plan involves shutting down a successful property for several years and foregoing the cash flow the existing asset generates. Among the potential risks of the Project are:

- litigation risk
- financing risk
- construction cost overrun and/or delay risk
- market risk

In addition to these "normal" risks, the current pandemic adds new risks to any real estate project of this type, including the following:

- if COVID-19 proves harder to tame than is currently hoped;
- if the recession takes longer to recover from than is currently forecast;
- if mid-rise residential product falls out of favor due to COVID-19;
- if higher national debt levels lead to higher inflation and interest rates, which could cause exit capitalization rates to increase in the future; and
- if the need for increased hotel cleanliness measures causes future operating profit margins to decrease.

The ultimate outcome of any of the major variables reflected in the Owner's financial model will be within a broad range of outcomes, any one of which may happen. In fact, the range of potential outcomes for any particular variable can be represented in a "bell curve" similar to that shown below, where the range of potential outcomes is shown on the "X" axis and the probability of each outcome is shown on the "Y" axis.



In most cases, a developer's financial projections will use the highest probability outcome, represented by the peak of the bell curve. However, these models are highly sensitive, and small changes in inputs could potentially lead to major changes in outputs. HR&A acknowledges as much in its August 21, 2020 memo to the Planning Commission (the "HR&A Memo"), stating: "*we acknowledge that the reverse is also true: inability to achieve the Developer's projected price would reduce profit margins below the results reported by the Developer.*"

Risks Not Addressed in the HR&A Memo

One example of the massive risk that the Owner is assuming in undertaking the Project is the cost of construction. Based upon extensive input from Morley Construction, the Owner's best current estimate of the construction cost of the Project is $392.7 million. However, the plans are currently in a relatively early state of schematic design. As they evolve, the development of the Project specifications may result in the cost estimates increasing. A nationwide increase in construction activity may lead to cost escalation between now and the start of construction in excess of the Owner's 3% per year projections. The contractor may find unforeseen conditions — common in renovation projects — that result in cost increases. A simple 10% increase in the cost of construction would result in a decrease of $39 million in the profitability of the Project. The HR&A Memo does not address this risk.

Another example of the massive risk that the Owner is assuming in undertaking the Project is the repositioning of the Hotel, which is forecast to increase in Average Daily Rate *by 160%* — from $404 today to approximately $1,052 in 2030 ($783 in today's dollars), which is *well above any average daily rate ever achieved by any hotel in the City of Santa Monica.* If the Owner were to be wrong in this aggressive assumption by only 5%, my experience tells me that stabilized Net Operating Income would drop on the order of 8-10%, or $2.7-$3.3 million. At a 5.25% exit capitalization rate, this would result in a decrease of ~$51-$63 million in the profitability of the Project. The HR&A Memo does not address this risk.

A third example of the massive risk that the Owner is assuming in undertaking the Project is hotel operating margins. The Owner's pro forma assumes that the repositioned Hotel will be able to achieve 18.5% NOI margins after FF&E reserves, notwithstanding that CBRE's report dated July 17, 2020 (attached as Exhibit B) concludes that comparable luxury hotels average NOI margins of only ~14.5%. If the Owner were to be wrong in this optimistic NOI assumption by only 1%, the profitability of the Project would be reduced by ~$32 million. The HR&A Memo does not address this risk.

Assumptions Addressed in the HR&A Memo

While the HR&A Memo chooses not to challenge the Owner's projected cost of construction, projected Average Daily Rate or projected operating margin, it does question four assumptions that also have the potential to generate enormous swings in the Project's profitability:

- Land Value
- Lost Hotel NOI During Closure
- Condominium Pricing
- Hotel Exit Capitalization Rate

Land Value

HR&A argues that the Owner's financial pro forma should include only the value of the land underlying the existing hotel and not the value of the hotel itself. This is *prima facie* absurd. The existing Miramar is a valuable asset that produces substantial cash flow every year. It is not a

vacant lot. The fact that a portion (and only a portion, not the entirety) of the existing hotel will be demolished as a part of the Project is irrelevant.

Perhaps a simple example would help explain. Let's assume a Santa Monica homeowner owns a house worth $1 million in today's market, and that homeowner is considering an extensive ($250,000) renovation. If the value of the home following the renovation is less than $1,250,000, then the project would have made no economic sense, and the homeowner would have been better off investing her capital elsewhere.

The same situation applies here. If the value of the Hotel following the renovation is not at least the existing value, plus the proposed investment, plus a reasonable profit to compensate for the extraordinary risk associated with the Project, the Owner would be better off selling the Hotel and investing its capital elsewhere. And the new buyer would face the exact same economics in deciding whether to undertake such a redevelopment project.

The HR&A Memo does offer an alternative methodology to support the value of the existing Hotel as compared to the Owner's comparable sales per key basis of $356.2 million (or $1.18 million per key, based on comparable hotel sales as identified by CBRE in their July 17, 2020 memo attached as Exhibit C). Following HR&A's suggestion, I looked at the normalized net operating income for the Hotel over the past three years, which averaged $15 million per year. Using CBRE's capitalization rate of 4.5% for an existing stabilized luxury hotel, with which I agree, the capitalized NOI approach would suggest a $333 million value of the existing Hotel – higher than the $309 million land value utilized in the HR&A Memo, but lower than the sales comparable approach metric utilized by the Owner. This Direct Capitalization Income Approach is the methodology most preferred by hotel investors. In this instance, I note that the income capitalization approach does not take into account the value of the site's unutilized development potential under the Downtown Community Plan, which certainly would be valued highly by prospective buyers.

Lost Hotel NOI During Closure

As mentioned above, this is an existing cash-flowing hotel, not a vacant piece of land. The lost hotel income must be considered in the Owner's calculation of total Project cost.

Imagine if the homeowner in the example above rents her home rather than lives it in. When considering the $250,000 renovation, she would want assurances that the value of the house following the renovation exceeded the existing value, plus the cost of renovation, plus the lost rent during the renovation. Otherwise, the renovation would not be economically prudent, and she would be better off investing her capital elsewhere.

The same situation applies here. If the value of the Hotel following the renovation is not at least equal to the existing value, plus the lost income, plus the proposed investment, plus a reasonable profit to compensate for the risk, the Owner would be better off selling the Hotel and investing its capital elsewhere. And, of course, the new buyer would face the exact same economics in deciding whether to undertake such a redevelopment project.

Condominium Pricing

The Owner is forecasting an average sales price of $2,300 per square foot (in today's dollars), which is a *50% premium* over the average selling price for luxury condominiums on Ocean Avenue over the last several years. With the 3% annual inflation included in the Owner's financial model, that average sales price goes up to $2,746 per square foot when sold in 2026, which is a *79% premium* over recent comparable sales.

I find the Owner's projected sales price per square foot to be reasonable, if not on the aggressive side, given recent comparable sales and the current post-COVID circumstances, and more than accounts for any "brand premium/hotel services" that might be achieved by affiliating the Project with a luxury brand.

I note that the average price for the 60 condominiums in the Owner's projections is $7,780,000, and that there have only been 5 sales *ever* over $8,000,000 on Ocean Avenue -- all of which were penthouse units (see attached Exhibit D). These projections were also made before COVID-19. While the market for single-family detached homes remains strong, I have seen a downward trajectory for vertical residential product across all urban markets in the United States as buyers seek to avoid the need to use common elevators and prefer suburban neighborhoods that offer more "breathing room".

HR&A suggests that the Project could achieve the levels seen in a select few condominium resales in the Beverly Hills Triangle, and points to three current *listings* (not sales) on Ocean Avenue. Using HR&A's projected average sales price per square foot would lead to an average sales price per unit of $9.1 million. I find HR&A's analysis lacking in two respects. First, resales in trophy projects often reflect a scarcity premium, since so few units come up for sale. Second, the Project includes a total of 60 condominiums, and it is unreasonable to assume that *all* of the units would sell for an *average* price equal to the *highest* price achieved by a few cherry-picked units in Beverly Hills. I find the assumptions in Dustin Peterson's July 27, 2020 memorandum to HR&A on this topic, attached as Exhibit E, to be much more reasonable.

I again note the risk inherent in the Owner's average sales price per square foot forecast. If the Owner's assumption is too high by only $100 per square foot (~4%), the result would be a decrease of ~$18 million in the profitability of the Project.

Hotel Exit Capitalization Rate

Attached as Exhibit F is my previous memorandum dated July 22, 2020 on the appropriate way to calculate an exit capitalization rate.

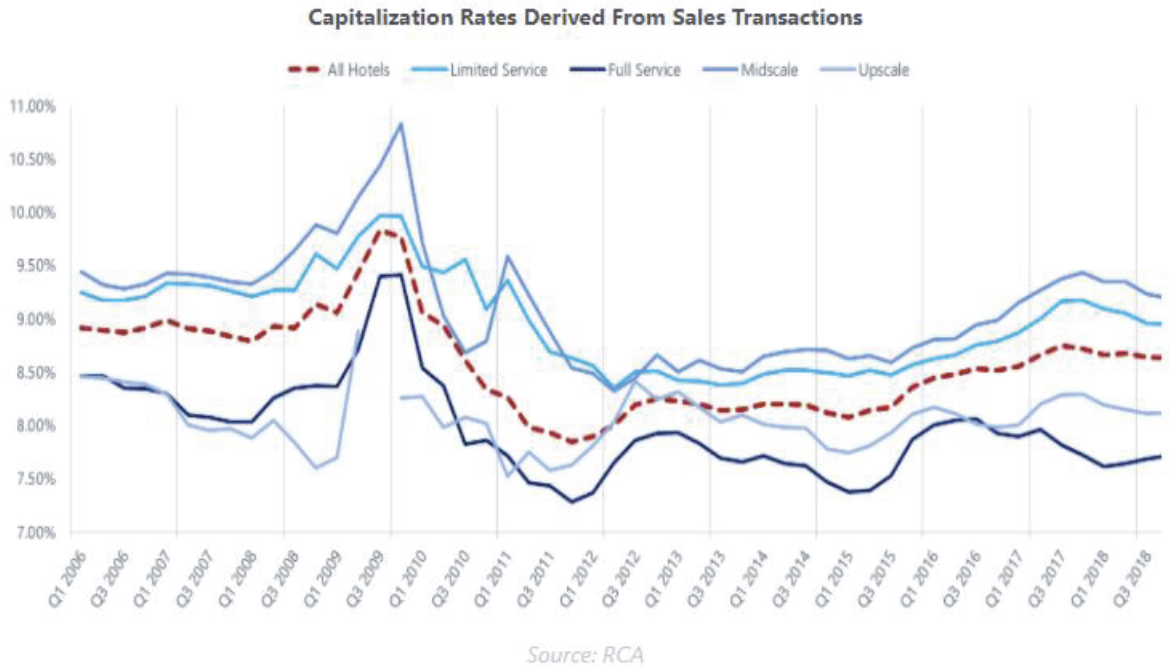
The terminal/exit capitalization rate is typically derived by "building it up" from the going-in capitalization rate, plus a factor to account for the future uncertainty and risk of getting there. For an acquisition of a stable, existing hotel, assuming a 5-to-10-year hold, with no risks of major redevelopment, rebranding, change in market position, entitlements, etc., appraisers typically add

50 basis points to the going-in rate to derive the going-out rate. This accounts simply for the uncertainty of what market conditions might be at the time of the hypothetical future sale.
The Project involves far greater risks than the "buy and hold" of a stable, existing hotel, including but not limited to:

- Coastal Commission approval and other entitlement risk
- litigation risk
- financing risk
- construction risk
- market repositioning risk
- interest rate and exit capitalization rate risk

These additional risks must be reflected in the terminal/exit capitalization rate, and require an increase above the 50-basis point spread over the going-in capitalization rate typical for the acquisition of a stabilized asset.

HR&A, on the other hand, suggests that no additional risk premium should be added to the current going-in cap rate to calculate the exit capitalization rate, and that the appropriate exit capitalization rate is only 5.0% (i.e., the 4.5% going-in rate that exists today, plus only the 50 basis point increase that would apply to the "buy and hold" strategy of a stable, existing hotel). This is an unrealistically optimistic perspective, given the fact that we are in an extended period of unprecedented low interest rates, and that – as the chart below (from a January 16, 2019 article by Suzanne Mellen of HVS, hotel valuation and appraisal experts) clearly demonstrates – going-in cap rates for upscale hotels have been known to swing wildly as interest rates move up and down. In the post-COVID-19 economy, the large amount of government aid being expended will likely cause increases in national debt, interest rates and future capitalization rates.



I find HR&A's analysis to be fundamentally flawed. Had I done this analysis myself, I would have used an exit capitalization rate of *at least* 5.5% (going-in capitalization rate of 4.5%, plus 0.5% for future uncertainty, plus another 0.5% *at minimum* for the substantial redevelopment risks associated with the Project), versus the Owner's 5.25% assumption.

It is also worth noting that at a 5.25% exit capitalization rate, the sale price per key of the redeveloped hotel would be over $2,000,000. As shown in the CBRE memo attached as Exhibit B, there has been only one other California luxury hotel sale *ever* at that lofty per key mark—the Beverly Hills Montage Hotel at the peak of the market late last year--which again speaks to the relative aggressiveness of the Owner's exit capitalization rate assumption of 5.25%.

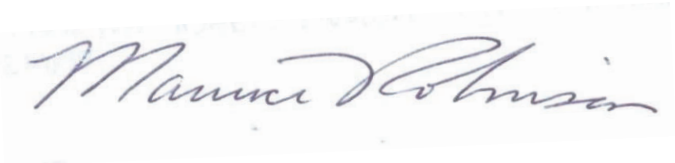
Again, a very modest change in the exit capitalization rate assumption can have a dramatic impact on the profitability of the Project. Increasing the exit capitalization rate from 5.25% to 5.5% would result in a decrease of ~$28 million in the profitability of the Project.

Conclusion

As you can see from the above examples, relatively small changes in assumptions lead to dramatic swings in the potential profitability of the Project and could very easily make it completely infeasible. In my professional opinion, the Owner's assumptions are reasonable, *if not somewhat aggressive in a post-COVID-19 world*, while HR&A's assumptions, taken as a whole, are unreasonably aggressive for a base-case financial projection of the expected results from this Project, given all of the real-world risks. While it is certainly true that the Project may perform somewhat better than the Owner has projected, it is equally true that the Project may underperform what the Owner has projected. Given the range of potential outcomes, I believe that the Owner's feasibility analysis is an appropriate place for a base case to land, and that HR&A's assumptions are unfairly aggressive for a base case.

In the unlikely event that *all* of the Owner's assumptions noted in the prior paragraphs prove to be slightly aggressive, the Project's return would substantially decrease from its currently forecast below-market profit to a loss of over $150 million.

Sincerely,



R. Maurice Robinson, ISHC, CRE, ASA

List of Exhibits

Exhibit A: Maurice Robinson CV

Exhibit B: CBRE 7.17.20 Hotel Net Operating Income Ratio Report

Exhibit C: CBRE 7.17.20 Cap Rate and Comparable Hotel Sales Report

Exhibit D: Residential Pricing Summary

Exhibit E: Owners 7.27.20 Transmittal Memo

Exhibit F: Maurice Robinson 7.22.20 Hotel Cap Rate Memo

Exhibit A

Statement of Qualifications
R. Maurice Robinson, ISHC, CRE, ASA

Mr. Robinson is a nationally recognized expert in the field of hotel and resort development consulting. He has been conducting market studies and appraising hotels and other hospitality-oriented real estate for over 40 years. His expertise includes advising clients on hotel market and financial feasibility, facility recommendations, development planning, management contracts, franchising, ground lease structuring, strategic planning, workouts and other financial issues related to hotel, resort, and visitor-serving real estate development and investment.

Representative Accomplishments

Mr. Robinson's accomplishments include providing market and financial analysis and other development advisory services to hundreds of clients nationwide. Mr. Robinson has conducted dozens of analyses, appraisals and/or financial feasibility studies in support of financing or refinancing over $15 billion of full-service, upscale hotel and resort development over the past 35 years. In California, these projects include Cavallo Point, the Argonaut, San Jose Marriott, Tenaya Lodge, Bacara, the Lodge at Torrey Pines, Hilton Torrey Pines, San Diego Marriott Hotel, San Diego Sheraton Suites, U.S. Grant, Hotel Del Coronado, Loews Coronado Resort, L'Auberge Del Mar, Paradise Point Resort, Hyatt Regency Mission Bay, Four Points Montgomery Field, Bahia Resort, Four Seasons Aviara Resort, La Costa Resort and Spa, Ritz-Carlton Laguna Niguel, St. Regis Monarch Beach, Four Seasons Irvine, Dana Point Marriott, Montage Resort, Irvine Hyatt Regency, Portofino, Hyatt Regency Orange County, Hyatt Newporter, Anaheim Hilton, Marriott Suites Newport Beach, Anaheim Sheraton, Orange County Airport Hilton, Waterfront Hilton Huntington Beach, the Standard, Park Hyatt, Manhattan Beach Marriott, Embassy Suites Mandalay Beach Resort, Residence Inn at River Ridge, Hyatt Westlake, Loews Santa Monica Beach Hotel, Shutters, Marina del Rey Marriott, Marina del Rey Hotel, Ritz-Carlton Marina del Rey, Huntington Langham, Hyatt Grand Champions, Marriott Desert Springs Resort, Desert Princess Resort, Westin Mission Hills Resort, Marriott Rancho Las Palmas Resort, Palm Desert Embassy Suites, Borrego Springs Resort, and numerous other first class and deluxe hotels and resorts.

Also, as Principal with KPMG Peat Marwick, Mr. Robinson was the primary resource in the western United States for hotel development and financing issues, particularly full-service urban and resort properties. KPMG's clients included the Four Seasons, Hilton, Hyatt, InterContinental, Marriott and Starwood chains, as well as numerous other upscale hotels.

Mr. Robinson is currently the financial advisor to the U. S. National Park Service on concession-related matters, and has provided appraisal, feasibility, acquisition analysis, lease negotiation assistance and/or expert witness testimony for 36 national park concessions over the past 25 years, including those at Yosemite, Yellowstone and the Grand Canyon.

Mr. Robinson's valuation qualifications and expertise have resulted in many unique assignments, such as one involving appraising the Grand Canyon, for which he was awarded the coveted James Felt Creative Counseling Award by his peers at the Counselors of Real Estate.

Public clients and the hotels that have been developed, or are now being developed:

- City of San Diego's 170-room 5-diamond Lodge at Torrey Pines
- City of Manhattan Beach's 400-room Westdrift Hotel and Golf Course
- City of San Jose's downtown 506-room Marriott Hotel
- City of Beverly Hills's 200-room Montage Hotel & Residences
- City of Laguna Beach's 262-room Montage Resort and Residences
- National Park Service's 252-room Argonaut Hotel in San Francisco (conversion of the historic Haslett Warehouse on Fisherman's Wharf)
- National Park Service's 142-room Lodge at Cavallo Point in Golden Gate Park (conversion of the historic Fort Baker ex-Army post near Sausalito).
- City of San Diego's Liberty Station 200-room Courtyard and 150-unit Homewood Suites (conversion of the ex-Naval Training Center adjacent to the airport)
- Port of San Diego's 253-room Springhill Suites and 147-unit Residence Inn
- Port of San Diego's 400-room InterContinental Hotel
- City of Mountain View's proposed 255-room Ameswell Hotel (under construction)
- County of San Diego's 25-unit Heritage Village Bed & Breakfast (to be developed in the Old Town area)
- City of Oceanside's proposed 330-room Westin hotel and 48 timeshare resort (to be developed)
- City of Mountain View's proposed 180-room Joie de Vivre hotels (to be developed)

Background

Mr. Robinson is President of Maurice Robinson & Associates LLC, providing advisory services to lenders, investors, public agencies and developers in the Hospitality and Real Estate industries. Prior to founding Maurice Robinson & Associates LLC in 1999, Mr. Robinson was a Principal with KPMG Peat Marwick LLP, leading their western region Hospitality consulting practice for nearly twelve years. Prior to KPMG, Mr. Robinson was a Manager in the real estate and hospitality consulting practice of Pannell Kerr Forster (now PKF Consulting) for five years. His previous work experience also includes three years as senior economist with the real estate consulting firm of Williams-Kuebelbeck and Associates, and a previous stint as an independent consultant.

Mr. Robinson holds a master of public administration degree in municipal finance from the University of Southern California; a bachelor of arts degree in economics from Macalester College in St. Paul, Minnesota; a certificate of environmental management from the Environmental Management Institute in Los Angeles; a professional designation in financial planning from the University of California, Los Angeles; and a California Real Estate Appraisal certificate.

Mr. Robinson is a frequent lecturer at UC Berkeley's Haas School of Business, as well as various real estate and hospitality industry-related seminars and conferences across the United States; was the editor of KPMG's Hospitality Update newsletter and the author of numerous articles and textbook chapters; and served on the Program Planning Committee of the annual UCLA Hotel Industry Investment Conference for six years. He is the recipient of many of the top awards in his profession.

Affiliations

Mr. Robinson's professional memberships include the International Society of Hospitality Consultants (ISHC), where he served for nine years on both the Board of Directors and as Chairman of the Professional Conduct Committee; the Counselors of Real Estate (CRE); the American Society of Appraisers (ASA); and the Forensic Expert Witness Association (FEWA).

Contact Information

The offices of Maurice Robinson & Associates LLC are located at 28 Dover Place in Manhattan Beach, CA 90266; Telephone: 310-640-9656; Fax: 310-640-9276; Cell: 310-713-3220; E-mail: Maurice@MauriceRobinson.com. Web site: www.MauriceRobinson.com.

Exhibit B

COMMERCIAL REAL ESTATE SERVICES

CBRE

Brandon J. Feighner
Managing Director
CBRE Hotels Advisory

CBRE, Inc.
400 South Hope Street, 25th Floor
Los Angeles, CA 90071

+1 213 613 3373 Office

Brandon.Feighner@cbre.com
www.cbrehotels.com

July 17, 2020

Mr. Dustin G. Peterson
Vice President
The Athens Group on Behalf of Ocean Avenue, LLC
101 Wilshire Boulevard, Suite 101
Santa Monica, California 90401

Dear Mr. Peterson:

Pursuant to your request we have provided an overview of the operating performance of comparable luxury hotels. We understand that you are benchmarking the performance of a luxury hotel in Santa Monica and would like to better understand the likely operating margins for your proposed redevelopment of the Miramar Santa Monica.

We have presented information on the operating performance of five comparable facilities. This information is primarily obtained from confidential statistics compiled as a basis for the CBRE Hotels Research publication *Trends in the Hotel Industry USA Edition 2020*. Our comparable hotels consist of five full-service luxury hotels, four of which are located in Southern California. Further, we note that three of the five comparables are union hotels. The hotels range in room count from 123 to 395 rooms, at an average of 250 rooms. Occupancies for the comparable hotels ranged from 65.7 to 79.9 percent, and Average Daily Rates ("ADRs") ranged from $543.54 to $625.62. The net operating income ("NOI") of these hotels (before a replacement for reserves – typically in the range of 3-4 percent of revenue) ranged from 13.6 percent to 24.4 percent with a weighted average of 18.6 percent of total revenues. Given that the information is provided to us on a confidential basis, we cannot disclose the identity of the comparable hotels, and have therefore referred to them as Comparables "A", "B", "C", "D", and "E" as presented on the following two pages.

In evaluating the comparable hotels with the labor market and cost structures in Santa Monica, we believe stabilized operations of the proposed redeveloped Miramar Santa Monica would likely be within the range of the comparables presented herein and could reasonably approximate their weighted average NOI margin for the following reasons: (1) The labor costs of the recently renegotiated Unite HERE Local 11 contracts were negotiated at the pre-COVID peak of the local hotel market and have added considerable labor cost burdens, (2) The recently adopted Santa Monica housekeeping ordinance which limits the amount of square footage housekeepers can clean in a day. This will have a detrimental effect on the departmental profit of rooms, which drives higher NOI margins, and (3) Santa Monica has an additional minimum wage for hotel workers above the City's minimum wage for all other workers.

Sincerely,

Brandon Feighner
Managing Director
CBRE Hotels Advisory

Luxury Hotels
Operating Results of Comparable Hotels

	Hotel A			Hotel B			Hotel C		
	Ratio	Per Room	P.O.R.	Ratio	Per Room	P.O.R.	Ratio	Per Room	P.O.R.
Revenues									
Rooms	56.9%	$150,009	$624.62	59.6%	$130,348	$543.54	63.6%	$161,952	$579.65
Food & Beverage	30.1%	79,397	330.60	28.8%	63,071	263.00	30.1%	76,606	274.18
Other Operated Departments	13.0%	34,411	143.28	11.5%	25,209	105.12	6.3%	16,091	57.59
Total Revenues	100.0%	263,818	1,098.50	100.0%	218,628	911.66	100.0%	254,648	911.42
Departmental Expenses									
Rooms	21.4%	32,134	133.80	34.2%	44,534	185.70	35.5%	57,514	205.85
Food & Beverage	91.2%	72,384	301.40	105.9%	66,783	278.48	91.0%	69,705	249.48
Other Operated Departments	50.8%	17,482	72.79	77.5%	19,543	81.49	67.4%	10,853	38.84
Total Departmental Expenses	46.2%	122,000	507.99	59.9%	130,859	545.67	54.2%	138,072	494.18
Departmental Profit	53.8%	141,818	590.51	40.1%	87,768	365.99	45.8%	116,577	417.25
Undistributed Expenses									
Administrative & General	7.3%	19,336	80.51	9.2%	20,011	83.44	8.6%	21,785	77.97
Information and Telecommunication Systems	1.3%	3,332	13.87	1.3%	2,820	11.76	1.9%	4,743	16.97
Sales and Marketing	7.4%	19,449	80.98	5.8%	12,775	53.27	6.7%	17,053	61.03
Property Operations and Maintenance	2.9%	7,741	32.23	1.5%	3,306	13.78	3.8%	9,800	35.07
Utilities	2.9%	7,777	32.38	1.9%	4,083	17.03	1.8%	4,577	16.38
Total Undistributed Operating Expenses	21.8%	57,636	239.99	19.7%	42,995	179.28	22.8%	57,957	207.44
Gross Operating Profit	31.9%	84,182	350.52	20.5%	44,774	186.70	23.0%	58,619	209.81
Base Management Fee	3.2%	8,346	34.75	3.0%	6,559	27.35	2.7%	6,833	24.46
Fixed Expenses									
Property Taxes	3.2%	8,508	35.43	3.8%	8,228	34.31	3.0%	7,720	27.63
Insurance	1.2%	3,087	12.85	0.1%	208	0.87	1.7%	4,257	15.24
Total Fixed Expenses	4.4%	11,595	48.28	3.9%	8,436	35.18	4.7%	11,977	42.87
Net Operating Income Before Reserve	24.4%	64,240	267.49	13.6%	29,779	124.17	15.6%	39,810	142.48

Source: *CBRE Hotels*

Luxury Hotels
Operating Results of Comparable Hotels

	Hotel D			Hotel E			Weighted Average		
	Ratio	Per Room	P.O.R.	Ratio	Per Room	P.O.R.	Ratio	Per Room	P.O.R.
Revenues									
Rooms	54.5%	$156,656	$576.05	59.5%	$164,713	$564.75	58.2%	$156,045	$577.43
Food & Beverage	36.7%	105,469	387.82	33.4%	92,374	316.72	33.0%	88,458	327.33
Other Operated Departments	8.9%	25,562	94.00	7.2%	19,812	67.93	8.8%	23,509	86.99
Total Revenues	100.0%	287,687	1,057.87	100.0%	276,898	949.40	100.0%	268,012	991.75
Departmental Expenses									
Rooms	35.3%	55,248	203.16	28.1%	46,212	158.45	31.6%	49,243	182.22
Food & Beverage	85.1%	89,806	330.23	78.4%	72,407	248.26	86.8%	76,811	284.23
Other Operated Departments	49.1%	12,542	46.12	63.4%	12,569	43.09	57.9%	13,603	50.34
Total Departmental Expenses	54.8%	157,595	579.50	47.4%	131,187	449.80	52.1%	139,656	516.78
Departmental Profit	45.2%	130,092	478.37	52.6%	145,711	499.60	47.9%	128,356	474.97
Undistributed Expenses									
Administrative & General	8.2%	23,563	86.65	9.7%	26,949	92.40	8.6%	23,004	85.12
Information and Telecommunication Systems	1.6%	4,495	16.53	2.1%	5,699	19.54	1.7%	4,489	16.61
Sales and Marketing	4.6%	13,350	49.09	6.7%	18,678	64.04	6.0%	16,173	59.84
Property Operations and Maintenance	4.1%	11,767	43.27	3.7%	10,344	35.47	3.6%	9,609	35.56
Utilities	2.2%	6,311	23.21	2.1%	5,752	19.72	2.2%	5,812	21.51
Total Undistributed Operating Expenses	20.7%	59,486	218.74	24.3%	67,422	231.17	22.0%	59,086	218.64
Gross Operating Profit	24.5%	70,606	259.63	28.3%	78,289	268.43	25.8%	69,270	256.33
Base Management Fee	4.0%	11,523	42.37	3.0%	8,320	28.53	3.3%	8,856	32.77
Fixed Expenses									
Property Taxes	2.4%	6,796	24.99	2.3%	6,497	22.28	2.7%	7,310	27.05
Insurance	1.0%	2,962	10.89	1.5%	4,174	14.31	1.2%	3,256	12.05
Total Fixed Expenses	3.4%	9,758	35.88	3.9%	10,671	36.59	3.9%	10,567	39.10
Net Operating Income Before Reserve	17.1%	49,325	181.37	21.4%	59,298	203.31	18.6%	49,847	184.45

Source: *CBRE Hotels*

DEPARTMENTAL REVENUE AND EXPENSES

Rooms Revenue and Expenses

Rooms Revenue

Rooms revenue is based on the number of occupied rooms multiplied by the average daily room rate for each respective year. As indicated previously, occupancies for the comparable hotels ranged from 65.7 percent to 79.9 percent, and ADRs ranged from $543.54 to $625.62.

Rooms Expense

Rooms expense consists of salaries and wages, employee benefits, commissions, contract cleaning, guest transportation, laundry and dry cleaning, linen, operating supplies, reservation costs, uniforms, contract services, and other items related to the rooms department. The comparable properties had rooms expense ranging from $133.80 to $205.86 per occupied room, with a weighted average expense of $182.22 POR.

Rooms Expense		
	Per Occupied Room	Ratio to Rms Revenue
Comparables		
A	$133.80	21.4%
B	185.70	34.2%
C	205.85	35.5%
D	203.16	35.3%
E	158.45	28.1%
Weighted Average	$182.22	31.6%

Food and Beverage Department Revenue and Expenses

Food and Beverage Revenue

Food and beverage revenue is generated by the sale of meals to hotel guests, residents, and outside patrons in the food and beverage outlets; the sale of soft drinks, liquor, and wine in the restaurants and lounge; meetings and banquets; room service; and other associated revenues. As such, it can vary significantly depending on the number of restaurants and meeting space offered at each property. The comparable hotels reflect a range of $263.00 to $387.82 per occupied room, with a weighted average of $327.33 per occupied room.

Food & Beverage Revenue		
	Total Amount	Per Occupied Room
Comparables		
A	$14,291,526	$330.60
B	7,757,712	263.00
C	19,917,598	274.18
D	41,660,059	387.82
E	26,326,464	316.72
Weighted Average	N/A	$327.33

Food and Beverage Expense includes the cost of food and beverage, payroll and related expenses, and other items such as laundry, linen, china, glassware, silverware, uniform costs, supplies, as well as other miscellaneous items. The comparable hotels had food and beverage expense ratios of between 78.4 percent and 105.9 percent of total food and beverage revenues.

Food & Beverage Expense	
	Ratio to F&B Rev.
Comparables	
A	91.2%
B	105.9%
C	91.0%
D	85.1%
E	78.4%
Weighted Average	86.8%

Other Revenue and Expense

Other Operated Departments can vary significantly among the comparable properties depending on the nature of the additional revenue generators. Other operated department revenue is typically generated from guest laundry, telephone, business center, health spa, and/or other recreational amenities. This line item also includes rentals and miscellaneous other income. Other operated department revenue may further include, but is not limited to, income received from the use of hotel space for clubrooms, offices, retail concessions, or other leased operations. Additionally, income from concessions, commissions, cash discounts, interest income, vending machines, forfeited advance deposits, service charges, and salvage sales are classified as rental income. Other operated departments revenue at the comparable hotels ranged from $57.59 to $143.28 per occupied room.

Other Operated Departments Revenue	
	Per Occupied Room
Comparables	
A	$143.28
B	105.12
C	57.59
D	94.00
E	67.93
Weighted Average	$86.99

Other Operated Departments expenses that are associated with these departments generally include payroll costs, employee benefits, and other operating supplies. The comparables' other operating expenses ranged from a 49.1 percent to a 77.5 percent expense ratio.

Other Operated Departments Expense	
	Ratio to O.O.D. Rev.
Comparables	
A	50.8%
B	77.5%
C	67.4%
D	49.1%
E	63.4%
Weighted Average	57.9%

Undistributed Operating Expenses

Undistributed operating expenses are those expenses associated with the general operation of a hotel. These expenses include administrative and general, marketing, utility costs, and property operations and maintenance. These expenses are relatively unaffected by fluctuations in occupancies and room rates. Due to the fixed nature of these expenses, they are examined as dollar amounts per available room (PAR).

Administrative and General

Expenses in this category include salaries and wages associated with the operation of the administrative function of the property, cash overages and shortages, credit card commissions, bad debt expense, information systems, donations, dues and subscriptions, human resources, loss and damage, security, executive office expenses, professional fees, travel reimbursements, and supplies. Administrative and general expenses at the comparables range from $19,336 to $26,949 per available room with ratios to total revenue ranging from 7.3 to 9.7 percent.

Administrative and General		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$19,336	7.3%
B	20,011	9.2%
C	21,785	8.6%
D	23,563	8.2%
E	26,949	9.7%
Weighted Average	$23,004	8.6%

Information and Telecommunication Systems Expense

Information and Telecommunication Systems include cost of administrative and free-to-guest phone calls and Internet connectivity, as well as labor, maintenance and operating supplies related to a property's communications systems. The cost of IT at the comparable hotels ranged from $2,820 to $5,699 per available room, or 1.3 percent to 2.1 percent of total revenues.

Information and Telecommunications Systems		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$3,332	1.3%
B	2,820	1.3%
C	4,743	1.9%
D	4,495	1.6%
E	5,699	2.1%
Weighted Average	$4,489	1.7%

Marketing

This account is charged with all costs incurred in connection with the creation and maintenance of the image of the hotel and the development, promotion, and furtherance of business whether paid for in cash or in hotel trade. This includes the cost of print advertising, the printing of brochures, salaries, wages, and benefits associated with sales and marketing personnel, and other costs associated with sales and promotional programs. Marketing expenses for the comparables ranged from $12,775 to $19,449 per available room. The amount spent on marketing depends on the location, reputation, and brand association of the property.

Marketing		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$19,449	7.4%
B	12,775	5.8%
C	17,053	6.7%
D	13,350	4.6%
E	18,678	6.7%
Weighted Average	$16,173	6.0%

Property Operations and Maintenance

Property operations and maintenance expenses are a function of building age and usage. This category includes the engineering salaries, wages and benefits, maintenance of the building, grounds and landscape, electrical and mechanical equipment, engineering, refrigeration, operating supplies, cleaning, waste removal and uniforms. The comparable hotels posted expenses ranging from $3,306 to $11,767 per available room.

Property Operation and Maintenance		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$7,741	2.9%
B	3,306	1.5%
C	9,800	3.8%
D	11,767	4.1%
E	10,344	3.7%
Weighted Average	$9,609	3.6%

Utilities Expense

Energy and utility costs include electric, fuel, steam, water, and sewer charges. Utility expenses are location and district specific. The cost of utilities at the comparable hotels ranged from $4,083 to $6,311 per available room.

Utility Costs		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$7,777	2.9%
B	4,083	1.9%
C	4,577	1.8%
D	6,311	2.2%
E	5,752	2.1%
Weighted Average	$5,812	2.2%

Fixed Charges

Management Fees

A management fee is an expense item representing the value of the management services. It is a variable operating expense normally expressed as a percentage of total revenues. Management fees at the comparable hotels ranged from 2.7 percent to 4.0 percent, with a weighted average of 3.3 percent.

Property Taxes

The subject property is in the real estate taxing jurisdiction of the Los Angeles County Tax Assessor's Office. In California, Proposition 13 limits property taxes to one percent of the assessed value plus city, special district, and county bonds. Assessed values are further limited to a two percent increase per year, except upon sale or major alterations of the property. On a per available room basis, the comparable hotels incurred a property tax expense of between $6,497 to $8,508 PAR, or between 2.3 percent and 3.8 percent of total revenues.

Property Taxes		
	Per Available Room	Ratio to Total Rev.
Comparables		
A	$8,508	3.2%
B	8,228	3.8%
C	7,720	3.0%
D	6,796	2.4%
E	6,497	2.3%
Weighted Average	$7,310	2.7%

Insurance

Insurance for liability and buildings and contents ranged from $208 to $4,257 per available room, with an average of $3,256 PAR.

Insurance	
	Per Available Room
Comparables	
A	$3,087
B	208
C	4,257
D	2,962
E	4,174
Weighted Average	$3,256

Reserves for Replacement

An additional item not typically listed on an owner's income statement is the amount required for the periodic replacement of certain short-lived items such as carpeting, draperies, and other furniture, fixtures and equipment. For a new hotel, reserves are often lower in the first few years, because very little capital improvements will be necessary. Reserves gradually increase over the first three full years, from two percent of total revenues for the first year of operation, three percent for the second year of operation, and four percent for the third year and thereafter. As all of the comparables are mature hotels, a four percent reserve for replacement is assumed, although not specifically deducted for in the analysis herein, as the level of reserves required is property, brand, or ownership specific.

Addendum

TERMS AND CONDITIONS

TERMS AND CONDITIONS

1. The Terms and Conditions herein are part of an agreement for consulting services (the "Agreement") between CBRE, Inc. (the "Advisor") and the client signing this Agreement, and for whom the consulting services will be performed (the "Client"), and shall be deemed a part of such Agreement as though set forth in full therein. The Agreement shall be governed by the laws of the state where the consulting office is located for the Advisor executing this Agreement.
2. Client shall be responsible for the payment of all fees stipulated in the Agreement. Payment of the consulting fee and preparation of a consulting report (the "Consulting Report, or the "report") are not contingent upon any predetermined value or on an action or event resulting from the analyses, opinions, conclusions, or use of the Consulting Report. Final payment is due as provided in the Proposal Specifications Section of this Agreement. If a draft report is requested, the fee is considered earned upon delivery of the draft report. It is understood that the Advisor is obligated to complete the report and the Client may cancel this assignment in writing at any time prior to delivery of the completed report. In such event, the Client is obligated only for the prorated share of the fee based upon the work completed and expenses incurred (including travel expenses to and from the job site), with a minimum charge of $500.
3. If Advisor is subpoenaed or ordered to give testimony, produce documents or information, or otherwise required or requested by Client or a third party to participate in meetings, phone calls, conferences, litigation or other legal proceedings (including preparation for such proceedings) because of, connected with or in any way pertaining to this engagement, the Consulting Report, the Advisor's expertise, or the Property, Client shall pay Advisor's additional costs and expenses, including but not limited to reasonable Advisor's attorneys' fees, and additional time incurred by Advisor based on Advisor's then-prevailing hourly rates and related fees. Such charges include and pertain to, but are not limited to, time spent in preparing for and providing court room testimony, depositions, travel time, mileage and related travel expenses, waiting time, document review and production, and preparation time (excluding preparation of the Consulting Report), meeting participation, and Advisor's other related commitment of time and expertise. Hourly charges and other fees for such participation will be provided upon request. In the event Client requests additional consulting services beyond the scope and purpose stated in the Agreement, Client agrees to pay additional fees for such services and to reimburse related expenses, whether or not the completed report has been delivered to Client at the time of such request.
4. Advisor shall have the right to terminate this Agreement at any time for cause effective immediately upon written notice to Client on the occurrence of fraud or the willful misconduct of Client, its employees or agents, or without cause upon 30 days written notice.
5. In the event Client fails to make payments when due then, from the date due until paid, the amount due and payable shall bear interest at the maximum rate permitted in the state where the office is located for the Advisor executing the Agreement but not to exceed 10%. In the event either party institutes legal action against the other to enforce its rights under this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees and expenses. Each party waives the right to a trial by jury in any action arising under this Agreement.
6. Advisor assumes there are no major or significant items or issues affecting the Property that would require the expertise of a professional building contractor, engineer, or environmental consultant for Advisor to prepare a valid report.
7. In the event of any dispute between Client and Advisor relating to this Agreement, or Advisor's or Client's performance hereunder, Advisor and Client agree that such dispute shall be resolved by means of binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association, and judgment upon the award rendered by an arbitrator may be entered in any court of competent jurisdiction. Depositions may be taken and other discovery obtained during such arbitration proceedings to the same extent as authorized in civil judicial proceedings in the state where the office of the Advisor executing this Agreement is located. The arbitrator shall be limited to awarding compensatory damages and shall have no authority to award punitive, exemplary or similar damages. The prevailing party in the arbitration proceeding shall be entitled to recover its expenses from the losing party, including costs of the arbitration proceeding, and reasonable attorney's fees. Client acknowledges that Advisor is being retained hereunder as an independent contractor to perform the services described herein and nothing in this Agreement shall be deemed to create any other relationship between Client and Advisor. This engagement shall be deemed concluded and the services hereunder completed upon delivery to Client of the Consulting Report discussed herein.
8. All statements of fact in the report which are used as the basis of the Advisor's analyses, opinions, and conclusions will be true and correct to Advisor's actual knowledge and belief. Advisor does not make any representation or warranty, express or implied, as to the accuracy or completeness of the information or the condition of the Property furnished to Advisor by Client or others. TO THE FULLEST EXTENT PERMITTED BY LAW, ADVISOR DISCLAIMS ANY GUARANTEE OR WARRANTY AS TO THE OPINIONS AND CONCLUSIONS PRESENTED ORALLY OR IN ANY CONSULTING

REPORT, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF FITNESS FOR ANY PARTICULAR PURPOSE EVEN IF KNOWN TO ADVISOR, EXCEPT FOR FRAUD OR WILLFUL MISCONDUCT. Furthermore, the conclusions and any permitted reliance on and use of the Consulting Report shall be subject to the assumptions, limitations, and qualifying statements contained in the report.

Advisor shall have no responsibility for legal matters, including zoning, or questions of survey or title, soil or subsoil conditions, engineering, or other similar technical matters. The report will not constitute a survey of the Property analyzed.

9. Client shall provide Advisor with such materials with respect to the assignment as are requested by Advisor and in the possession or under the control of Client. Client shall provide Advisor with sufficient access to the Property to be analyzed, and hereby grants permission for entry unless discussed in advance to the contrary.

10. The data gathered in the course of the assignment (except data furnished by Client) and the report prepared pursuant to the Agreement are, and will remain, the property of Advisor. With respect to data provided by Client, Advisor shall not violate the confidential nature of the Advisor-Client relationship by improperly disclosing any proprietary information furnished to Advisor. Notwithstanding the foregoing, Advisor is authorized by Client to disclose all or any portion of the report and related data as may be required by statute, government regulation, legal process, or judicial decree, including to appropriate representatives of the Appraisal Institute if such disclosure is required to enable Advisor to comply with the Bylaws and Regulations of such Institute as now or hereafter in effect.

11. Unless specifically noted, in preparing the Consulting Report the Advisor will not be considering the possible existence of asbestos, PCB transformers, or other toxic, hazardous, or contaminated substances and/or underground storage tanks (collectively, "Hazardous Material) on or affecting the Property, or the cost of encapsulation or removal thereof.

12. In the event Client intends to use the Consulting Report in connection with a tax matter, Client acknowledges that Advisor provides no warranty, representation or prediction as to the outcome of such tax matter. Client understands and acknowledges that any relevant taxing authority (whether the Internal Revenue Service or any other federal, state or local taxing authority) may disagree with or reject the Consulting Report or otherwise disagree with Client's tax position, and further understands and acknowledges that the taxing authority may seek to collect additional taxes, interest, penalties or fees from Client beyond what may be suggested by the Consulting Report. Client agrees that Advisor shall have no responsibility or liability to Client or any other party for any such taxes, interest, penalties or fees and that Client will not seek damages or other compensation from Advisor relating to any such taxes, interest, penalties or fees imposed on Client, or for any attorneys' fees, costs or other expenses relating to Client's tax matters.

13. Advisor shall have no liability with respect to any loss, damage, claim or expense incurred by or asserted against Client arising out of, based upon or resulting from Client's failure to provide accurate or complete information or documentation pertaining to an assignment ordered under or in connection with this Agreement, including Client's failure, or the failure of any of Client's agents, to provide a complete copy of the Consulting Report to any third party.

14. LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ANY OF ITS AFFILIATE, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, OR CONTRACTORS BE LIABLE TO THE OTHER, WHETHER BASED IN CONTRACT, WARRANTY, INDEMNITY, NEGLIGENCE, STRICT LIABILITY OR OTHER TORT OR OTHERWISE, FOR ANY SPECIAL, CONSEQUENTIAL, PUNITIVE, INCIDENTAL OR INDIRECT DAMAGES, AND AGGREGATE DAMAGES IN CONNECTION WITH THIS AGREEMENT FOR EITHER PARTY (EXCLUDING THE OBLIGATION TO PAY THE FEES REQUIRED HEREUNDER) SHALL NOT EXCEED THE GREATER OF THE TOTAL FEES PAYABLE TO ADVISOR UNDER THIS AGREEMENT OR TEN THOUSAND DOLLARS ($10,000). THIS LIABILITY LIMITATION SHALL NOT APPLY IN THE EVENT OF A FINAL FINDING BY AN ARBITRATOR OR A COURT OF COMPETENT JURISDICTION THAT SUCH LIABILITY IS THE RESULT OF A PARTY'S FRAUD OR WILLFUL MISCONDUCT.

15. Time Period for Legal Action. Unless the time period is shorter under applicable law, Advisor and Client agree that any legal action or lawsuit by one party against the other party or its affiliates, officers, directors, employees, contractors, agents, or other representatives, whether based in contract, warranty, indemnity, negligence, strict liability or other tort or otherwise, relating to (a) this Agreement or the Consulting Report, (b) any services or consulting under this Agreement or (c) any acts or conduct relating to such services or consulting, shall be filed within two (2) years from the date of delivery to Client of the Consulting Report to which the claims or causes of action in the legal action or lawsuit relate. The time period stated in this section shall not be extended by any incapacity of a party or any delay in the discovery or accrual of the underlying claims, causes of action or damages.

Exhibit C

COMMERCIAL REAL ESTATE SERVICES

CBRE

Brandon J. Feighner
Managing Director
CBRE Hotels Advisory

CBRE, Inc.
400 South Hope Street, 25th Floor
Los Angeles, CA 90071

+1 213 613 3373 Office

Brandon.Feighner@cbre.com
www.cbrehotels.com

July 17, 2020

Mr. Dustin G. Peterson
Vice President
The Athens Group on Behalf of Ocean Avenue, LLC
101 Wilshire Boulevard, Suite 101
Santa Monica, California 90401

Dear Mr. Peterson:

Pursuant to your request we have provided an overview of the luxury hotel transaction market to better assist you in determining the appropriate capitalization rate and reasonable price per room for the Miramar Santa Monica, for which we understand you are planning a significant redevelopment. In addition, we have also opined on the applicability of these metrics to the valuation of the subject property in its as is condition, as well as in its upon completion condition, following a significant redevelopment to the existing hotel improvements.

In order to provide the most relevant data, our analysis was limited to the sale of luxury hotels located in California and predominantly in coastal destinations or urban resort locations that were deemed to be arm's length transactions and that occurred in the approximately last five years. It should be noted that our analysis therefore excluded any hotels that were sold as part of a portfolio transaction and any others that had special conditions which would have materially impacted market value. Further, we have not included any implied/derived capitalization rates based on hotel refinancing activity. The information presented herein was gathered from numerous sources, including brokers, public records, CoStar, Real Capital Analytics, and our own in-house database.

In our opinion, the Miramar Hotel is an irreplaceable coastal asset, in a robust local hotel market with extremely high barriers to entry. With its excellent location in Southern California, investor demand for this asset is anticipated to remain strong over the long-term.

Sincerely,

Brandon Feighner
Managing Director
CBRE Hotels Advisory

HOTEL VALUATION USING DIRECT CAPITALIZATION

The primary objectives of this letter report is to present actual transaction activity relative to the sale of luxury hotel assets that could be considered comparable to the subject hotel. For the purposes of this analysis, luxury hotels were defined as those that traded above a price of $750,000 per room. Specifically, direct capitalization converts anticipated net income to an indicated market value by use of an appropriate rate, which reflects the relationship of net income to the selling price for comparable properties being sold in the market.

Capitalization Rate

The capitalization rate is simply the ratio of the net income of a property to the value or price that an investor would pay for the right to receive that net income. Influences most affecting the price an investor would pay are quality, quantity, and probable duration of the net income expectancy.

A capitalization or overall rate (OAR) can be selected by several methods. The methods used that can be utilized, include: derivation through comparable sales, industry surveys, derivation through band of investment, and derivation though debt coverage formula. Of the three techniques, the greatest weight in the final selection of a capitalization rate is placed on the comparable sales and industry surveys. The comparable sales approach is useful because it directly reflects the actions of buyers and sellers in the market based on information from reliable sources. The band of investment approach is also given consideration in that it looks explicitly at the debt and equity components of the transaction. The shortcoming of this technique is that its focus is on the equity dividend and does not focus on total equity yield over a typical holding period. Least weight is placed on the debt coverage formula, as lender's debt service coverage ratios are highly variable. Therefore, given the preceding, we find it appropriate and reasonable for a valuer of the subject hotel to utilize the OAR methodology.

Identification of the Selected Hotel Sales

In our analysis of the subject we performed a diligent search for recent sales in the market area, attempting to identify those transactions that involved properties most similar to the subject. We were able to obtain information on 14 sales, all of which are located in California. For those comparable sales identified, each sale was confirmed with principals and/or brokers involved in each transaction. We have reviewed these both on a price per room and capitalization rate basis where possible.

Presented in the table at the beginning of the following page is a summary of the selected sales utilized in our analysis.

Summary of High-End Hotel Sales (2015-2019)						
Closing Date	Property Name	City	Rooms	Price	Price/Key	Cap Rate
Dec-19	Montage Hotel	Beverly Hills	201	$415,000,000	$2,064,677	N/A[1]
Nov-19	Monarch Beach Resort	Dana Point	400	492,500,000	1,231,250	N/A
Dec-18	Cavallo Point[2]	Sausalito	142	151,700,000	1,068,310	N/A
Sep-17	Bacara Resort & Spa[3]	Goleta	358	380,000,000	1,061,453	4.2%
Jul-17	The Jeremy[4]	West Hollywood	286	283,000,000	989,510	N/A
May-17	Hotel Yountville	Yountville	80	96,500,000	1,206,250	6.2
Dec-16	Ritz-Carlton	San Francisco	336	280,000,000	833,333	4.3
Sep-16	Westin St. Francis	San Francisco	1,195	1,098,900,000	919,582	4.0
Sep-16	Solage Resort	Calistoga	89	90,000,000	1,011,236	5.9
Nov-15	Fairmont Hotel[2]	San Francisco	592	450,000,000	760,135	4.4
Jul-15	Bardessono Hotel & Spa	Yountville	62	85,000,000	1,370,968	4.1
Apr-15	Mandarin Oriental	San Francisco	155	141,281,000	911,490	2.7
Mar-15	Malibu Beach Inn	Malibu	47	80,000,000	1,702,100	4.0
Jan-15	Montage Resort	Laguna Niguel	250	360,000,00	1,440,000	5.0

[1]The Montage was purchased as a rebranding opportunity by a foreign investor with a marquee brand and a significant amount of capital expected to be extended over the next two years

[2]Leasehold interest acquired

[3]Converted to the Ritz-Carlton brand shortly after acquisition

[4]Purchased upon opening

Source: ***CBRE Hotels***, Principals, Brokers, CoStar, RCA, and Public Records

The above hotel sales were conveyed under a variety of circumstances, including different motivations of the buyer and seller, different renovation and repositioning strategies (or the lack of), different financing terms, and a variety of different geographical locations. In addition, the sales differ from the subject property in size, location, operating history, amenities, and physical condition. The sales price per room of the properties ranged from approximately $760,000 to $2,065,000, with an average sale price of approximately $1,180,000. In addition, for the transactions where a capitalization rate was available, the range of the comparables varied from 2.7 percent to 6.2 percent with an average of 4.5 percent.

Based on the preceding data and analysis, we are of the opinion that in evaluating the subject hotel in its "as is" condition, a reasonable capitalization rate, in a pre-COVID-19 environment would likely be in the range of 4.0 to 4.5 percent, based on the subject's year-end 2019 net operating income. However, the current hotel investment market has undoubtedly been negatively impacted due to the ongoing pandemic.

Conclusion

While we are certainly cognizant of the current market dynamics, potential likely investors in the the subject property will likely place heavy reliance upon upon the subject's irreplaceable location and strong (pre-COVID-19) cash flow, with expectations that the conditions necessary to once again generate a similar level of net operating income would materialize a few years in the future. The long-term strategic potential of the subject site and redevelopment plan therefore remains very attractive. While the negative impacts of COVID-19 will undeniably be felt across a national and local basis in the short to mid-term, we are of the opinion that in the long run there are few more desirables places in which to develop a project as proposed, than Santa Monica and the subject site. Therefore, we are of the professional opinion that the long-term strategic potential of the subject site remains nearly unrivaled in Southern California and the likely demand for such a project over the long term remains strong.

Notwithstanding anything in the preceding paragraph, it is important to note the subtle difference between valuing existing hotels with a demonstrable, and likely consistent, level of historical cash flow and that of proposed hotels. Inherent in the selection of a capitalization or discount rate is the level of risk associated with any future cash flows. As seen in the preceding table, it is important to note that each of these derived capitalization rates were from hotels that have been operating for a number of years and thus are likely well established in the marketplace and in the minds of their targeted audience. Investors purchasing said hotels likely anticipated relying upon in place cash flows, brand affiliation or general good will from the history and operations of the hotel and did not have to contemplate any ground-up development risk. In the specific case of the proposed redevelopment of the subject hotel, we would posit that there is inherently a more significant risk associated with any future cash flows. Not only has the current property owner been in the process of trying to bring the project as proposed to fruition for more than a decade, even if approved, the financing markets are anticipated to remain nearly closed for at least the remainder of the calendar year, if not longer. Given the various and high levels of uncertainty in today's marketplace, we would find it reasonable to conservatively ascribe at least a 50 basis point premium (and potentially as much as a 100 basis point premium) to any valuation of the subject property's redevelopment, as compared to valuing the existing property in its as is condition.

Lastly, it was not our intention, nor should any portion of this report be misconstrued as an appraisal or valuation exercise. Instead this letter is intended to inform the reader at a high-level regarding data points and opinions that may be considered in evaluating the subject hotel.

Addendum

TERMS AND CONDITIONS

TERMS AND CONDITIONS

1. The Terms and Conditions herein are part of an agreement for consulting services (the "Agreement") between CBRE, Inc. (the "Advisor") and the client signing this Agreement, and for whom the consulting services will be performed (the "Client"), and shall be deemed a part of such Agreement as though set forth in full therein. The Agreement shall be governed by the laws of the state where the consulting office is located for the Advisor executing this Agreement.
2. Client shall be responsible for the payment of all fees stipulated in the Agreement. Payment of the consulting fee and preparation of a consulting report (the "Consulting Report, or the "report") are not contingent upon any predetermined value or on an action or event resulting from the analyses, opinions, conclusions, or use of the Consulting Report. Final payment is due as provided in the Proposal Specifications Section of this Agreement. If a draft report is requested, the fee is considered earned upon delivery of the draft report. It is understood that the Advisor is obligated to complete the report and the Client may cancel this assignment in writing at any time prior to delivery of the completed report. In such event, the Client is obligated only for the prorated share of the fee based upon the work completed and expenses incurred (including travel expenses to and from the job site), with a minimum charge of $500.
3. If Advisor is subpoenaed or ordered to give testimony, produce documents or information, or otherwise required or requested by Client or a third party to participate in meetings, phone calls, conferences, litigation or other legal proceedings (including preparation for such proceedings) because of, connected with or in any way pertaining to this engagement, the Consulting Report, the Advisor's expertise, or the Property, Client shall pay Advisor's additional costs and expenses, including but not limited to reasonable Advisor's attorneys' fees, and additional time incurred by Advisor based on Advisor's then-prevailing hourly rates and related fees. Such charges include and pertain to, but are not limited to, time spent in preparing for and providing court room testimony, depositions, travel time, mileage and related travel expenses, waiting time, document review and production, and preparation time (excluding preparation of the Consulting Report), meeting participation, and Advisor's other related commitment of time and expertise. Hourly charges and other fees for such participation will be provided upon request. In the event Client requests additional consulting services beyond the scope and purpose stated in the Agreement, Client agrees to pay additional fees for such services and to reimburse related expenses, whether or not the completed report has been delivered to Client at the time of such request.
4. Advisor shall have the right to terminate this Agreement at any time for cause effective immediately upon written notice to Client on the occurrence of fraud or the willful misconduct of Client, its employees or agents, or without cause upon 30 days written notice.
5. In the event Client fails to make payments when due then, from the date due until paid, the amount due and payable shall bear interest at the maximum rate permitted in the state where the office is located for the Advisor executing the Agreement but not to exceed 10%. In the event either party institutes legal action against the other to enforce its rights under this Agreement, the prevailing party shall be entitled to recover its reasonable attorney's fees and expenses. Each party waives the right to a trial by jury in any action arising under this Agreement.
6. Advisor assumes there are no major or significant items or issues affecting the Property that would require the expertise of a professional building contractor, engineer, or environmental consultant for Advisor to prepare a valid report.
7. In the event of any dispute between Client and Advisor relating to this Agreement, or Advisor's or Client's performance hereunder, Advisor and Client agree that such dispute shall be resolved by means of binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association, and judgment upon the award rendered by an arbitrator may be entered in any court of competent jurisdiction. Depositions may be taken and other discovery obtained during such arbitration proceedings to the same extent as authorized in civil judicial proceedings in the state where the office of the Advisor executing this Agreement is located. The arbitrator shall be limited to awarding compensatory damages and shall have no authority to award punitive, exemplary or similar damages. The prevailing party in the arbitration proceeding shall be entitled to recover its expenses from the losing party, including costs of the arbitration proceeding, and reasonable attorney's fees. Client acknowledges that Advisor is being retained hereunder as an independent contractor to perform the services described herein and nothing in this Agreement shall be deemed to create any other relationship between Client and Advisor. This engagement shall be deemed concluded and the services hereunder completed upon delivery to Client of the Consulting Report discussed herein.
8. All statements of fact in the report which are used as the basis of the Advisor's analyses, opinions, and conclusions will be true and correct to Advisor's actual knowledge and belief. Advisor does not make any representation or warranty, express or implied, as to the accuracy or completeness of the information or the condition of the Property furnished to Advisor by Client or others. TO THE FULLEST EXTENT PERMITTED BY LAW, ADVISOR DISCLAIMS ANY GUARANTEE OR WARRANTY AS TO THE OPINIONS AND CONCLUSIONS PRESENTED ORALLY OR IN ANY CONSULTING

REPORT, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF FITNESS FOR ANY PARTICULAR PURPOSE EVEN IF KNOWN TO ADVISOR, EXCEPT FOR FRAUD OR WILLFUL MISCONDUCT. Furthermore, the conclusions and any permitted reliance on and use of the Consulting Report shall be subject to the assumptions, limitations, and qualifying statements contained in the report.

Advisor shall have no responsibility for legal matters, including zoning, or questions of survey or title, soil or subsoil conditions, engineering, or other similar technical matters. The report will not constitute a survey of the Property analyzed.

9. Client shall provide Advisor with such materials with respect to the assignment as are requested by Advisor and in the possession or under the control of Client. Client shall provide Advisor with sufficient access to the Property to be analyzed, and hereby grants permission for entry unless discussed in advance to the contrary.

10. The data gathered in the course of the assignment (except data furnished by Client) and the report prepared pursuant to the Agreement are, and will remain, the property of Advisor. With respect to data provided by Client, Advisor shall not violate the confidential nature of the Advisor-Client relationship by improperly disclosing any proprietary information furnished to Advisor. Notwithstanding the foregoing, Advisor is authorized by Client to disclose all or any portion of the report and related data as may be required by statute, government regulation, legal process, or judicial decree, including to appropriate representatives of the Appraisal Institute if such disclosure is required to enable Advisor to comply with the Bylaws and Regulations of such Institute as now or hereafter in effect.

11. Unless specifically noted, in preparing the Consulting Report the Advisor will not be considering the possible existence of asbestos, PCB transformers, or other toxic, hazardous, or contaminated substances and/or underground storage tanks (collectively, "Hazardous Material) on or affecting the Property, or the cost of encapsulation or removal thereof.

12. In the event Client intends to use the Consulting Report in connection with a tax matter, Client acknowledges that Advisor provides no warranty, representation or prediction as to the outcome of such tax matter. Client understands and acknowledges that any relevant taxing authority (whether the Internal Revenue Service or any other federal, state or local taxing authority) may disagree with or reject the Consulting Report or otherwise disagree with Client's tax position, and further understands and acknowledges that the taxing authority may seek to collect additional taxes, interest, penalties or fees from Client beyond what may be suggested by the Consulting Report. Client agrees that Advisor shall have no responsibility or liability to Client or any other party for any such taxes, interest, penalties or fees and that Client will not seek damages or other compensation from Advisor relating to any such taxes, interest, penalties or fees imposed on Client, or for any attorneys' fees, costs or other expenses relating to Client's tax matters.

13. Advisor shall have no liability with respect to any loss, damage, claim or expense incurred by or asserted against Client arising out of, based upon or resulting from Client's failure to provide accurate or complete information or documentation pertaining to an assignment ordered under or in connection with this Agreement, including Client's failure, or the failure of any of Client's agents, to provide a complete copy of the Consulting Report to any third party.

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EXHIBIT D - Miramar Residential Pricing Summary

Ocean Avenue Top Sales Above $6 Million - 2003-2020 - ALL SALES PENTHOUSES

	$6M-$7M Sale Price	$7M-$8M Sale Price	$8M-$9M Sale Price	$9M-$10M Sale Price	Above $10M Sale Price	Notes
Seychelle	0	1	1	0	1	All sales are penthouse units
Waverly	3	1	0	0	0	All sales are penthouse units
515 Ocean Avenue	1	0	0	0	0	All sales are penthouse units
535 Ocean Avenue	0	0	1	0	2	All sales are penthouse units
Totals	4	2	2	0	3	11 total sales over $6M in 17 years - *ALL PENTHOUSE UNITS*

Current Miramar Pricing at $2,300 PSF in Current Dollars and $2,742 PSF in Future Dollars

Miramar Proposed Average Unit Sales Price (Current Dollars) **- $6.5M**	60		Average pricing across *all units*
Miramar Proposed Average Unit Sales Price (Future Dollars) **- $7.8M**		60	Average pricing across *all units*

Exhibit E

101 Wilshire Boulevard suite 101
Santa Monica, CA 91406
Phone: 310-899-4184 FAX: 310-899-4185

Athens Hotel Development LLC

Transmittal

DATE: July 27, 2020

TO: Paul Silvern

FROM: Dustin Peterson

CC: Ellis O'Connor

RE: Miramar Redevelopment Condominium Pricing Analysis

Paul,

During our discussion on July 21, we discussed the pricing for the residential condominiums that is included in our financial feasibility analysis and in CBRE's fiscal impact report. While we discussed several projects and locations, we wanted to confirm in writing our specific rationale behind the $2,300 PSF in current dollars and $2,746 at sellout.

To start, we acknowledge that our residential product is unique and does not have a direct comparison to any existing condominiums in Santa Monica. In the serviced condominium development business, it is common practice to look at the highest comparable residential product in that specific locale. We reviewed all of the highest condominium sales data on Ocean Avenue over the last several years to become comfortable with what we assumed to be an aggressive, yet achievable, average sales price.

The luxury residential competitive set worksheet that we have provided analyzes the $/SF values of buildings along Ocean Avenue, including The Waverly and The Seychelle, which sold out in 2016. Over the last five years, as referenced in the data we provided, the average $/SF for comparable luxury product on Ocean Avenue was $1,536/SF. While it is true that most of the condominium inventory on Ocean Avenue is older, many of the units were significantly renovated before they were brought to market. The market for these oceanfront condominiums has led to some of the highest prices for luxury condominiums in Southern California.

We also took into consideration the newer product on Ocean, The Waverly and The Seychelles. The Waverly has averaged $1,566 PSF and the Seychelles has averaged $1,807. Both these numbers include resales, which have pushed the numbers higher than $/SF values at initial sellout.

Looking at this competitive set, we forecast a ~50% premium on average sales of the past five years with other product on Ocean Avenue in current dollars. If we look at just 2019, it is a ~35% premium. We believe a 35% premium for hotel-branded residential is on the high end of the range and in consistent with a report issued by the internationally renowned Savills Research Group, part of Savills Brokerage. Please see attached report as reference.

In addition to the premium in current dollars, our forecast inflated our average $/SF value by 3% for six years, leading to *an additional 27% premium* over today's pricing. If we were to compare this to the average sales price for the last 5 years, our $/SF forecast would be a 79% premium to the recent comparable sales. We believe this forecast is already very aggressive and would be very reluctant to push our assumptions any further.

Finally, these residential sales price per sf assumptions were made pre-COVID. However, given current conditions, we know that luxury condominium sales in major urban markets, and the desirability of vertical living, have been significantly impacted by the COVID pandemic. Many luxury buyers are leaving urban, vertical living for horizontal suburban options.

In summary, we believe our forecast average $2,746/SF is aggressive and takes into account the premium attributable to luxury hotel serviced condominiums.

Please let us know if you have questions on any of the above and we will make ourselves to discuss further at your convenience.

Thank you,

Dustin Peterson

World Research - 2019

SPOTLIGHT
Savills Research

Branded Residences

savills

• Market Overview • Global Distribution • Brand Profiles

From:	Jerry Solomon
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Santa Monica Project Comments
Date:	Saturday, August 29, 2020 6:30:47 PM
Attachments:	Solomon Comments re Miramar Project to Planning Commission.pdf

EXTERNAL

Dear Members of the Santa Monica Planning Commission.

After much consideration, I have attached my comments related to the Miramar Santa Monica Project. I trust you will have time to read it prior to the hearing.

Much Appreciated

--
Jerry Solomon
310-633-3050

August 29, 2020

Dear City Planning Commissioners,

I am a long time Santa Monica resident and own several properties at 101 California Avenue. As a past board member of the Santa Monica Bay Towers Homeowner Association, I verified with the current board President that no member is authorized to speak on behalf of the Association. Homeowners at 101 California Avenue only can speak on behalf of themselves and do not represent the views of many residents. The comments contained in this letter are solely mine.

For those of us who remember the blight downtown Santa Monica once was, it took vision by the planning commission and city council to bring the area up to the first-class destination it is today. I remember not wanting to walk down third street for the derelict and boarded up buildings that once occupied the downtown area. I could not imagine the courage it took to be the first tenants of renovated properties that began to occupy 3rd Street and surrounding neighborhoods. Now 3rd Street and downtown Santa Monica, are a first-class destination and a location for many businesses. The City Council had the foresight to bring our downtown community into a friendly, clean and thriving area that provided jobs and enhanced city revenues for schools and other essential city services.

I realize some residents of 101 California Avenue are against change. No poll by the Association has been taken related to the favorability of the Miramar project.

The comprehensive redevelopment plan for the Miramar will not only aid the City in its two key priorities during this crisis (tax revenues and housing – both market rate (60 condo units) and affordable (42 apartments), but it will reshape the Miramar as one of the top hotels in the region if not the country.

It is impressive to me to finally see forward thinking real estate investment, even in this unprecedented economic crisis. The plan for the new Miramar will help Santa Monica come out of the recession and provide the centerpiece for the economic recovery of our City.

In my opinion Ocean Avenue severely lacks world class architecture and design for such an iconic street where the West Coast falls into the Pacific Ocean. Drive up and down Ocean Avenue and there is not one building that is truly exciting. The incredible new open spaces and the stunning contemporary architecture will create a new jewel in the Santa Monica skyline appropriate for this key gateway to our City.

I've been patiently waiting for years for the new Miramar Santa Monica and hope that you follow the City staff recommendation and move this project forward for the City Council to approve this project quickly as a rising tide lifts all boats.

Respectfully

Jerry Solomon
478 25th Street, Santa Monica, CA 90402, Solomon.SantaMonica@gmail.com, 310-633-3050

From:	Suzan Filipek
To:	Leslie Lambert
Cc:	Planning Commission Comments
Subject:	Miramar comment / hearing Wed., Sept. 2
Date:	Sunday, August 30, 2020 10:19:16 AM

EXTERNAL

To: Leslie Lambert, Chair, Planning Commission
Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
From: Suzan Filipek

Hello:

I oppose the mega-development Miramar expansion as proposed for several reasons beginning with its size — it doubles its current density!

Entrances are placed on Ocean and California avenues and Second St. — severely impacting traffic in all directions, including east to Lincoln Blvd. and St. Monica's Church and west to the California Incline and PCH, already traffic nightmares!!!

California and Second are narrow two-lane residential streets, where families and seniors walk to and from the Promenade, Palisades Park and the beach....

The Wilshire main entrance is an established part of the city and Miramar's history and it works! This project tears it down altogether to double the project's size.

And for what? Luxury condos? Much larger hotel rooms?

What we need is affordable housing. But the condos are not a quid pro quo for the proposed affordable housing; they are just a financing tool for the developer.

A far superior project would eliminate the California building to open the Ocean Avenue parcel to Palisades Park and the rest of the hotel open space, as well as improving the vista from the Park to the east for all.

Thank you for your consideration.

Suzan Filipek
101 California Avenue

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	Fwd: Miramar Sept. 2 hearing
Date:	Sunday, August 30, 2020 3:11:52 PM

Get Outlook for iOS

From: Suzan Filipek <suzanfilipek@hotmail.com>
Sent: Sunday, August 30, 2020 12:37:32 PM
To: Jing Yeo <Jing.Yeo@SMGOV.NET>
Subject: Miramar Sept. 2 hearing

EXTERNAL

To: Jing Yeo, Planning Commission Staff Liaison
Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project
From: Suzan Filipek

Hello:

I oppose the mega-development Miramar expansion as proposed for several reasons beginning with its size — it doubles its current density!

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Thank you for your consideration.

Suzan Filipek
101 California Avenue

From:	MICHAEL GRUNING
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	9A – Miramar Plan
Date:	Sunday, August 30, 2020 1:28:38 PM
Attachments:	Economic Impact and Recovery - Mike Gruning-1.pdf

EXTERNAL

Mike Gruning | Pence Hathorn Silver

310.741.1713 | www.phsrealty.com

1333 Montana Avenue
Santa Monica, CA 90403

WIRE FRAUD IS REAL

ALWAYS CALL THE SENDER AT A KNOWN NUMBER TO VERIFY ACCOUNT INFORMATION

Dear Chair Lambert and Commission,

In the weeks that have passed since the Draft Environmental Impact Report comment period closed, our city has undergone significant changes. The COVID-19 shutdown has been partially lifted, and some of those restaurants and retail stores that survived the effects of the height of the pandemic have been able to re-open on a limited basis. Additionally, we were handed yet another setback by the events of May 31.

The vulnerability of the city and the deep anxiety of its residents dominate discourse. The scars from looting, especially along Third Street Promenade, our premier shopping destination, are still visible.

It is with that background in mind that I urge Commissioners to take a positive position on the Miramar project and pass it along to the City Council for consideration and certification of the EIR.

The recovery from these assaults on our economic well-being will be accelerated by the re-opening of our city's great hotels and the resumption of the flow of Transient Occupancy Tax and sales tax into City coffers. Moreover, the return of our hospitality workforce is essential. We cannot return to building a new vibrancy without the return of outstanding hotel staff. Construction jobs will also contribute to the recovery.

It appears that the Miramar will lead as a major player in the recovery. But by leading, it will also involve some downtime. The ramping up of normal hotel operations, the continuing entitlements process and the construction phase will take some time. But it will be time well spent, not only for Miramar's ownership and operator, but for our community's schools, libraries, parks and public safety.

Ownership's bold decision to redevelop the site and create an all-new kind of hotel will help transform our economy. The preliminary study by CBRE indicates that new Miramar will provide more than $16 million per year in direct City tax revenue ($7.5 million net new) and approximately $408 million in direct City tax revenue over the first 20 years of operations ($187 million net new).

Of course, the Miramar is blessed with a large, ocean-facing site, with a prospect to create four public-facing edges. Two of those edges can offer opportunities for new retail and dining experiences. From a local economic standpoint, these factors make the redevelopment of the aging hotel imperative. But there will be meaningful, ancillary advantages. Without question, the hotel's open spaces and retail/restaurant will create a pedestrian destination that will benefit other Downtown businesses. An increase in foot traffic drawn northward from the Third Street Promenade, which, candidly, is in dire need of additional pedestrian activity, would afford shoppers walking between Arizona and Wilshire brand-new shopping and dining options. Just as important, the lifespan of the proposed hotel will likely assure commercial tenants on the north end of the Promenade and adjacent streets that "hanging in" that the area is a good bet.

The Miramar has invested millions in developing the best site plan and hotel design for our community. The proposal before you is offered by a proud and generous institution. The community's, City Staff's, and decision-makers' contributions to the evolution of the design has been invaluable. This has been a shared effort and should result in a shared civic success.

Please demonstrate your confidence in your hard-working Staff – experts who have spent more than eight years with this proposal – by affirming their recommendation.

Many thanks,

Dr. Michael Gruning

From: Sharf, Jesse
To: Planning Commission Comments
Subject: Miramar Project in Santa Monica
Date: Sunday, August 30, 2020 2:37:55 PM

EXTERNAL

Dear Planning Department Personnel:

My wife (Stacy) and I are long time Santa Monica residents, and would like to voice our support in favor of the proposed redevelopment of the Miramar Project on Ocean Avenue.

We have enjoyed living in Santa Monica immensely, and have taken advantage of much of what Santa Monica has to offer—from the beaches, to the cultural attractions, to simply walking downtown and back from our house on 21st Street.

We raised three children in Santa Monica, and they all went to Santa Monica schools since we moved here—in fact, we have 3 graduates of Santa Monica High School, and are huge fans of the public school system in this fine city.

Our children are now adults, and our house is too much for us. We have explored options for moving into a residence that we can be proud of, but which is smaller than our house, with higher services. We have been following the Miramar Project, and believe that it offers an excellent mix of history, cutting edge architecture and design, services and amenities, and location, while doing good for the community. In fact, it would be the best option available in Santa Monica, and we have concluded that we would be thrilled to live in the building—it would be our first choice by a wide margin.

Others we know in Santa Monica share this sentiment and would be interested in moving into the Miramar Project.

Hopefully this is helpful to you. Feel free to email me if you have any questions.

Thanks very much.

Jesse and Stacy Sharf

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From:	Tami Kagan-Abrams
To:	Planning Commission Comments
Cc:	Roderick Hall
Subject:	Support for The Miramar
Date:	Sunday, August 30, 2020 3:12:44 PM
Attachments:	The Miramar Santa Monica.pdf

EXTERNAL

Please see our attached letter of support for The Miramar, on the Planning Commission's September 2nd meeting agenda.

Tami Kagan-Abrams, Projects Director

Abundant Housing Los Angeles

ABUNDANT HOUSING LA
HOUSING FOR ALL

August 30, 2020

Santa Monica Planning Commission
City Hall
1685 Main Street
Santa Monica, CA 90401

Dear Planning Commissioners,

We are writing to you in support of The Miramar project, at 1133 Ocean Avenue, which will include 312 guest rooms, 13,000 square feet of meeting space, 11,500 square feet of food and beverage spaces, 5,500 square feet of ground floor retail, an approximately 14,000 square feet publicly-accessible garden, up to 60 condominiums and a minimum of 42 affordable housing units at 1127-1129 2nd Street, Case No. 011DEV-003.

Santa Monica is facing a severe housing shortage, particularly of affordable housing, which The Miramar project will provide. It will also offer many benefits to the Santa Monica community, including public art, historic preservation interpretive features, local hiring program, internship program, community meeting space availability, sustainable design features, open space programming, enhanced development impact fee contributions, sustainable water infrastructure contribution, affordable lodging contribution, and an economic equity/opportunity fund contribution. Additionally, The Miramar and the affordable housing will be close to public transportation options and in walking distance to many neighborhood amenities.

Santa Monica has eliminated the funds in the Housing Trust Fund, and so our only hope of providing desperately-needed affordable housing is through projects like this one. Santa Monica needs to use resources available in the City to provide housing, and this is a resource. Providing $0 for affordable housing and then not allowing projects that build affordable housing (at no cost to taxpayers) to move forward, would be an embarrassment to the City.

The Miramar Project is also thoughtfully designed to be open and inclusive to the nearby community. Currently, a wall separates the Miramar from the Ocean and the neighborhood. By providing a space for neighbors and families to enjoy the Ocean and commercial businesses, the Miramar will be an asset to the City. The Miramar has many benefits for Santa Monica, and we urge the Planning Commission to approve the project.

Best Regards,

Tami Kagan-Abrams

Tami Kagan-Abrams
AHLA Projects Director

Roderick Hall

Roderick Hall
AHLA Organizing Director

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	Fwd: Fairmont Miramar, Sep. 2, 2020 Agenda, Item 9-A
Date:	Sunday, August 30, 2020 3:23:07 PM
Attachments:	20200902_Planning Commission_Fairmont Miramar Redevelopment.pdf

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From: Steven Welliver <steven@downtownsm.com>
Sent: Friday, August 28, 2020 8:54:48 AM
To: Melissa Zak <Melissa.Zak@SMGOV.NET>
Cc: David Martin <David.Martin@SMGOV.NET>; Jing Yeo <Jing.Yeo@SMGOV.NET>; Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>; Downtown Santa Monica, Inc. Staff <dtsmstaff@googlegroups.com>
Subject: Fairmont Miramar, Sep. 2, 2020 Agenda, Item 9-A

EXTERNAL

Please see attached for distribution to the Planning Commission a letter from Downtown Santa Monica, Inc. in support of the Fairmont Miramar redevelopment.

Thanks,

Steven Welliver
Deputy Chief Executive

Downtown Santa Monica, Inc.
1351 Third Street Promenade, Ste. 201
Santa Monica, CA 90401
310.393.8355
www.DowntownSM.com
Facebook | Twitter

THIRD
STREET
PROMENADE

August 27, 2020

Ms. Leslie Lambert, Chair
and Santa Monica Planning Commissioners
City of Santa Monica
1685 Main Street
Santa Monica, CA 90401

Re: 1133 Ocean Ave. Development Agreement (#11DEV-003), September 2, 2020 Agenda, Item 9-A

Dear Chair Lambert and Honorable Planning Commissioners:

Downtown Santa Monica, Inc. (DTSM) emphatically supports the proposed redevelopment of the Fairmont Miramar Hotel & Bungalows property located at 1133 Ocean Ave. We feel the developers have responded thoughtfully to feedback from the community and the design has evolved into a world class hotel of which Santa Monica can be proud.

The economic impact analysis by HR&A indicates the project will generate $41.8 million in additional annual economic output and create 214 new jobs once fully operational. This will bring significant benefits to the City and the local economy, aiding in its revival from the devastating effects of the COVID-19 pandemic. The community benefits to be conferred as a part of the Development Agreement will target particular areas of need, funding transportation and pedestrian improvements, childcare, parks and open space, economic equity and opportunity, and affordable housing and lodging.

In accordance with the requirements of the Downtown Community Plan, the proposal includes affordable housing, public open space and preservation of the site's cherished historic elements. The building heights are in keeping with the surrounding neighborhood and the wrap-around design not only preserves, but showcases the Moreton Bay Fig Tree.

We are supportive of the plan to create an off-site 100% affordable housing development on Second Street, which proposes a good mix of unit sizes for supporting a variety of households as well as the opportunity for supportive services. As always, we encourage the Planning Commission to adhere to its mandate that the off site affordable housing project utilize high-quality materials and be completed before occupancy of the market rate project is allowed.

1351 Third Street Promenade, Suite 201, Santa Monica, CA | 310.393.8355 | info@downtownsm.com

Doc ID: 537f729a3d65005c01eca8ed50dd7a622b3fabcb

The redevelopment will benefit the downtown community by creating 14,000 square feet of open space accessible to the public. The orientation of the new building on the parcel will better connect to and enhance the pedestrian experience along Second Street, Wilshire Boulevard and Ocean Avenue. Per the draft Development Agreement, we will serve in an official capacity as advisors for the programming of this public space, which will include both community events and displays of public art. With over 50% more parking spaces on site, the proposed plan will free up street parking and improve circulation, reducing congestion on the neighboring streets.

Since 1921, the Miramar Hotel has been a popular resort, attracting visitors to downtown and bolstering the economy of Santa Monica. The proposed redevelopment will reinvigorate the site as a destination for tourists and locals alike.

We urge the Planning Commission to support this incredibly compelling project.

Sincerely,

Kathleen Rawson, CEO
Downtown Santa Monica, Inc.

cc: DTSM, Inc. Board of Directors
DTSM, Inc. Staff
David Martin, Director of Community Development
Jing Yeo, Planning Division Manager
Roxanne Tanemori, Principal Planner

Doc ID: 537f729a3d65005c01eca8ed50dd7a622b3fabcb

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	FW: Miramar
Date:	Sunday, August 30, 2020 7:39:11 PM

From: Constance <cchesnut27@msn.com>
Sent: Sunday, August 30, 2020 5:09 PM
To: Jing Yeo <Jing.Yeo@SMGOV.NET>
Subject: Miramar

EXTERNAL

Dear Staff Liaison Yeo,
Please reduce the size and height of the new hotel and leave its main entrance on Wilshire with an enhanced entrance on Ocean. The project is too large and too tall. The impact on our neighborhood will be horrific. Precovid traffic on 2nd was already very difficult due to the Huntley and Miramar traffic. The street was often blocked with waiting, pick ups and drop offs and at either hotel (or both) traffic goes into the opposing lanes. We live on 2nd and already cannot reliably use the street. Even during lock down when both hotels were closed parking was difficult in our neighborhood.

Thank you,
Constance Chesnut
124 Idaho Ave # 202
Santa Monica, CA 90403
310-394-4384
Yeo,

From:	Melissa Zak
To:	Planning Commission Comments
Subject:	FW: for commissioners and the public
Date:	Monday, August 31, 2020 7:53:36 AM
Attachments:	2015-MaterialsAssessment-MiramarPalisadesWing-GriswoldConservationAssociates-Pages from 2018 Chattel Conformance Report and Exhibits.pdf 2020-MaterialsAssessment-Pages from 2020-Miramar Hotel Project DEIR-Appendices Volume 3_D-K.pdf SIOSTreatmentGuidelines-ExcerptsMasonryOnly.pdf

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From: Nina Fresco <Nina.Fresco@SMGOV.NET>
Sent: Sunday, August 30, 2020 5:47 PM
To: Melissa Zak <Melissa.Zak@SMGOV.NET>
Cc: Nina Fresco <nina@freddycan.net>
Subject: for commissioners and the public

Dear Melissa,

Attached are reference materials, I am providing to support the planning commission and the public through some technical issues related to historic preservation aspects of the Miramar DA:

1. an expert materials report commissioned by the applicant in 2015 that describes the character and condition of the cladding of the palisades building
2. a second expert materials report commissioned by the applicant in 2020 to learn if and how it might be possible to conduct proposed treatments safely (also provided to you in the appendix of the EIR)
3. all the sections from the Secretary of the Interior's Guidelines for Treatment of masonry, which provided recommendations for best practices for handling masonry in a variety of circumstances

Please share them with the planning commission and make them part of the public record.

Best,
Nina

Griswold Conservation Associates, LLC

PROJECT NO.: 14.910.93

PROJECT TITLE: Conservation assessment of historic decorative brick masonry and terra cotta features, Palisades Wing of the Miramar Hotel, Santa Monica, CA

CLIENT: Ken Kutcher, Harding Larmore Kutcher & Kozal, LLP

CONTACT: Harding Larmore Kutcher & Kozal, LLP
1250 6th Street, Suite 200
Santa Monica, CA 90401-1602

SUBJECT: Final Report

BY: John Griswold, Chloe Castro, Michael Hammer

DATE: 2/20/2015

8573 Higuera Street

Culver City, CA 90232

Telephone 310.842.8133

Facsimile 310.842.8933

Your Partner in Attaining the Highest Standard of Care for Your Cultural Property

This report documents a study performed by Griswold Conservation Associates, LLC, under the direction of principal conservator John Griswold, to determine the nature, condition and recommended treatment options for exterior historic brick masonry and decorative terra cotta features on all elevations of the historic Palisades Wing of the Fairmont Miramar Hotel, Santa Monica, California, designed by architect William Ache.

Introduction

Representative areas of the brick cladding, including the pointing mortar, and the terra cotta units were closely examined. Samples were accessed with a small electric boom lift. Brick samples were collected from the exterior and a former exterior wall at the south elevation, currently enclosed within a stairwell. Some “cratering” of the paint coatings was performed to expose the terra cotta glaze. Visible light microscopy of cross sections of the samples helped determine the nature of the historic fabric. This was key in understanding the deterioration mechanisms most likely to be contributing to conditions both visible and invisible. See sample location diagrams, and a matrix of observation notations for each sample in the appendix of this report. A discussion of the materials description and condition issues, informed by the field and lab examinations, follows below. Based on this preliminary investigation, treatment rationale and goals are presented, along with recommended treatment options. Further investigations would be needed to determine the effects of using paint on the bricks in lieu of non-silicone based sealer.

Description of Materials

Brick Cladding

Bricks are laid in stretcher bond, uninterrupted by header courses. Mortar joints are roughly half as wide as the height of the brick unit face, and mostly feature a concave, smooth profile. Visual interest in the brick repeat pattern is achieved with the fairly even distribution of approximately four brick colors ranging from almost black to light pink-beige.

Broad, uninterrupted expanses of brick cladding are seen on all elevations of the Palisades Wing building, save for the interface with the Administration Building.

It is presumed that the bricks are applied in a single wythe, mortared directly to the concrete frame of the building. These conditions were not confirmed.

The brick faces are smooth with some longitudinal grooves. The sides display a slight to moderate velour texture normal to the long edge. The ends display angled wire-cut grooves. Edges are straight and jagged. Corners are sharp when not broken. They give a clear ringing sound when struck with a stainless steel surgical hammer. No impression is left when scratched with a finger nail. This brick was likely made using the extruded, wire-cut, stiff-mud process.

Color range appears to be due to a range of firing conditions in the kiln, including temperature and reducing/oxidizing atmosphere, rather than a heterogeneous mix of clay body types. Color also varies due to relative amounts of angular, opaque yellowish mineral inclusions, well distributed and without voids at the interface with the reddish clay matrix.

The brick samples appear well-sintered, with uniform color, with even surfaces free of cracks and other significant flaws with sharp, well-defined edges. The freshly broken face of collected samples shows a bright, homogeneous and compact surface without grit, debris or voids.

The brick cladding appears to have been completely repointed in a hard, Portland cement-based mortar, white in color. Preserved areas of original mortar may exist, but were not located in this limited-access investigation. The present mortar has a coved profile, extending from, or slightly over, the arises of the joints.

Glazed Terra Cotta

The terra cotta decoration of the Palisades Wing features many crisply molded classical details. Details of hand tooling in the wet clay are readily apparent, even through the overlying modern paint. Removal of small areas of paint confirmed the quality of the work. The terra cotta units are completely overpainted with a light fawn colored, elastomeric paint. Joints between units are visible through the paint. The units may have been manufactured by Gladding, McBean and Co., the well known Sacramento-based firm having a production plant very near by. However, the characteristic GMB stamp was not seen, and archival documentation was not provided to confirm this attribution.

The units are molded from a pale yellow terra cotta bisque, and glazed with a slightly mottled, pinkish vitreous glaze with a low sheen. Cross section examination of a number of samples, under visible light at a magnification of 60x to 100x, shows the bisque features a dense, pale yellow matrix with fine rounded to angular inclusions, possibly a combination of various minerals and clays. There are isolated, small voids throughout the sample, and a reddish mark at the far right of the sample (iron inclusion?) The glaze layer is well-fitted to the bisque, and is uniform in thickness. The texture of the glaze suggests a possible salt glaze technique, no longer practiced.

A few isolated ferrous rust stains at the cornice, etc. suggests that conventional ferrous attachments were used to secure the units to the concrete frame substrate. These may include hangar hooks and/or rods with threaded ends and nuts, passing through pre-made holes in interior flanges of the fired terra cotta, and secured to the pre-cast concrete with angle irons featuring slotted holes for adjustment during placement of the units, bolted in place. In some cases, the hangar rods with nuts in place were embedded in wet cast concrete during wall construction. Additional mortar helped anchor the units, but did not fill the hollow cavities of the interiors of the terra cotta body.[1]

Such an anchoring system is designed to allow for a certain amount of differential movement between the concrete substrate and the terra cotta units, and between the units themselves. Such movement would be designed to occur at the joints between units, within the mortar. Therefore, the relative strength of the mortar is

1 http://www.gladdingmcbean.com/images/tc/TCStandard%20ConstructionManual.pdf

important, as a too-hard mortar could result in damage to the delicate glazed arises or even the full body of the units. The porosity and moisture permeability of the mortar is also important, preventing ready infiltration of water into the hollow interior structure of the units, but also allowing for gradual evaporation of condensation.

Microscopic examination of samples of both the original pointing mortar and bedding mortar was performed. The bedding mortar is gray, cementitious (Portland-modified) with angular multi-colored sand aggregates in a wide variety of sizes. There are some internal voids/separation, otherwise the matrix is well compacted. There are small orange marks seen at the top of one of the samples, possibly oxidized iron inclusions. The finish mortar is integrally colored/ pigmented light pink with angular, multi-colored sand aggregates in a variety of sizes. There are white blebs in the matrix, possibly undigested lime. The finish mortar itself has no apparent voids (well-compacted).

Terra cotta decoration at doorway and window surround. Detail shows quality of relief decoration.

Paint stripping test at left. Close-up images of exposed terra cotta glaze in good condition, beneath modern elastomeric paint, showing variety of glaze color.

Condition of Materials

The brick and terra cotta elements comprising the exterior decorative program on all elevations of the Palisades Wing appear to be in generally good condition. However, some areas of repair are clearly visible on the brick cladding, likely in response to damage caused by seismic movement. The terra cotta has been completely overpainted, making direct condition assessment impossible without full removal of the obscuring coating. As the paint color is not a radical departure from the overall hue and tonalities of the original glaze, the repainting does not likely represent a simple aesthetic impulse to revise the appearance of the building. Rather, it is presumed that the paint is there to hide unsightly earthquake damages/repairs in an economical fashion. Whereas the brick cladding and pointing mortar lend themselves to straightforward repair techniques, visually acceptable restoration of broken terra cotta units and damaged glazed surfaces is much more challenging to achieve.

Brick Cladding

The areas of obvious repair to the brick cladding, e.g. flanking window openings at the second floor level on the east elevation, primarily involve repointing with somewhat closely matching mortar, and patching of diagonal cracks and losses with non-matching mortar. Repair areas are easily identified by some minor smearing of repair mortar onto the brick faces. Some groups of brick units are a warm orange-beige color, inconsistent with the original range of brick types. Other groups of presumably replaced brick appear generally darker than the rest of the cladding, but this may primarily be due to local darkening of the pointing mortar, either the result of improper matching of mortar matrix and sand aggregate color, or a differential in porosity or chemical reactivity to atmospheric soiling. Some preferential erosion of brick faces relative to the surrounding mortar is also seen in some locations. It is presumed that fewer than 5% of bricks were replaced in the combined previous repair campaigns, with some possibly removed intact and re-mortared. It is possible that cracks and loss occurred predominately on the joints, zig-zagging around the brick faces.[2]

In general, the broad surfaces of the brick cladding are in good condition, with only minor soiling and darkening from pollution crusts. The brick is not exhibiting significant moisture or salt-based deterioration.

An application for a wet sandblasting permit to the City of Santa Monica Department of Building and Safety (#A3435, dated 7/28/82) is on file. It is not marked as being approved. The fireskin of the brick faces does appear to be eroded, but the open texture of the wire cut brick complicates visual confirmation that the facades have been sandblasted. By 1946, historical photographs show that the brick cladding had been painted, but not the terra cotta. A 1992 image shows the brick exposed again.

2 It is beyond the scope of this study to investigate structural issues. A structural engineer conversant with historic preservation issues should be consulted.

Ca. 1939[3]

Ca. 1950's[5]

Ca. 1946[4]

1992[6]

There are some local areas of mineral encrustation and lime migration from mortar. Local staining with green copper corrosion products and hard water deposits is seen adjacent to downspouts. Copper staining related to run-off from the standing seam copper roofing material may also have occurred but is not a prominent condition feature.

The pointing mortar, as previously mentioned, appears to have been totally raked and repointed in a hard, white Portland cement-gauged mortar. The hard, impermeable mortar has apparently led to preferential erosion of the brick, especially at the arises. Raking of this mortar is likely to result in further damage to these delicate edges.

Red boxes indicate some areas of replacement brick repair.

Typical diagonal, intersecting cracks through mortar joints and brick units, repaired with improperly matched grouting and patching materials.

3 Detail from an aerial photograph looking east (The Benjamin and Gladys Thomas Air Photo Archives, Spence collection, 1939).

4 Detail of a photographs taken from Ocean Avenue, looking northeast. (Santa Monica Public Library Image Archives, c. 1940s).

5 Detail from an aerial view taken between 1946 and 1958. (Bison Archives, date unknown.)

6 Palisades wing looking southwest. (Santa Monica Public Library Image Archives, 1992).

Green copper corrosion staining on brick cladding at copper downspout.

Glazed Terra Cotta

As previously stated, all of the terra cotta has been overpainted. Removal of overpaint with surgical scalpels (cratering) reveals two paint layers; the first layer may be a primer coat applied immediately before the second layer. Some remnants of white mortar are also seen in vessicles in the glaze. The escutcheon and cornice decoration over the window directly above the east entry has been stripped of its overpaint, revealing a generally intact, slightly mottled pink-beige glaze, with some local staining. The glazed terra cotta does not appear to have been cleaned with abrasive blasting.

Visible through the paint texture are isolated structural cracks (a few long, diagonal runs through multiple units, with little displacement), local losses previously patched with what appears to be Portland cement mortar, and a few fresh losses at molding edges, possibly from mechanical impact. Also visible in areas where moisture infiltration and forced temperature fluctuations occur are areas of surface spalling to a fairly uniform depth. Microscopic examination of terra cotta samples reveals some incipient microcracks as precursors to contour scaling, following the outer surface profile. These microcracks were seen to harbor biological growth and some salt efflorescence. Little salt efflorescence is seen on the building, however, but is likely to be a significant contributing factor to surface damage to the terra cotta glaze where moisture intrusion and heat differentials exist.

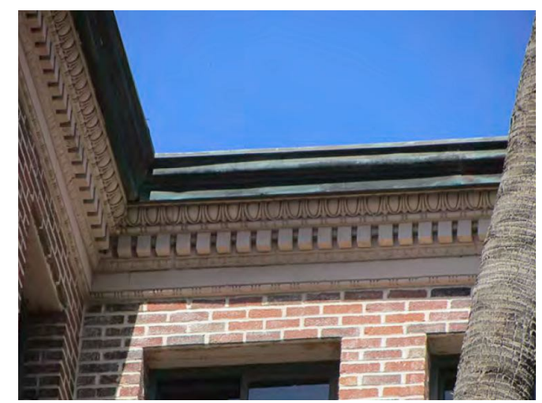
A chemical spot test of accumulated salts on the back side of a removed sample of elastomeric paint gave a weak positive result for chloride ions, and a second test tested positive for sulfate ions. Given the oceanside location, and the likely presence of at least weakly soluble sulfate salt components in the various mortars used in the masonry, these results are expected. There does not, however, seem to be a significant salt problem at the building.

The faces and undersides of some window sills exhibit a dark soiling crust. Some of this overlies the modern paint, but some of these surfaces were either left unpainted or have degraded paint surfaces. The overpaint is flaking on numerous areas. However, in areas tested, the overpaint is well adhered to the glaze. This was confirmed by stripping tests with gel poultices and with microscopic examination of sample cross sections.

The pointing mortar appears to be mainly intact at the terra cotta, but the paint coating prevents a complete assessment.

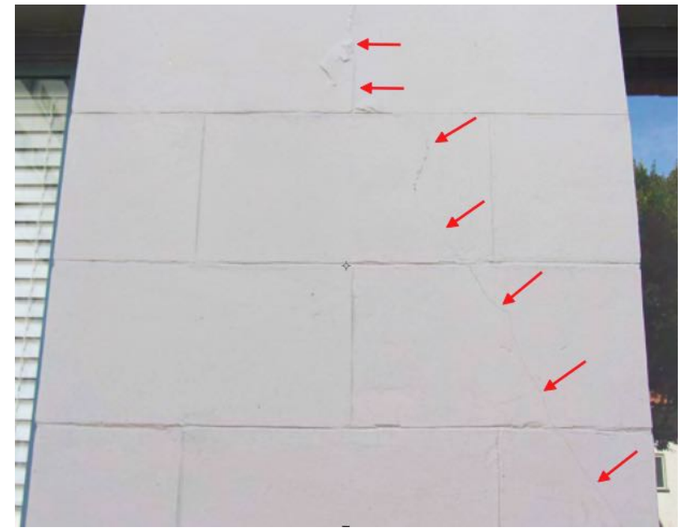
Flaking elastomeric paint on terra cotta.

Brackets and sill, salt efflorescence under flaking paint.



Terra cotta details in generally good condition at door surrounds, cornice, etc.

Local losses of terra cotta at moldings (above left and right, and below left). Below right: Minor chip losses at edges of terra cotta pilaster, from repeated contact, etc.



An undulating diagonal crack through multiple terra cotta "ashlar" units on the east elevation, indicated by red arrows.

Overpainted spalling of terra cotta unit surfaces in courtyard.

Dark soiling crusts on terra cotta sill.

Rust staining, possibly from ferrous anchor, and crude cement patches visible at cornice.

Scalpels were used to explore conditions of terra cotta beneath paint at the north elevation door surround. Much of the underlying surface appears sound.

Preliminary Moisture Investigation

Moisture Meter Survey

Relative sub-surface moisture readings were taken with a Protimeter Surveymaster moisture meter. Local areas of the brick cladding and terra cotta were selected based on their apparent condition, such as signs of spalling and efflorescence, or direct proximity to ground level planter beds or pavement. Point readings within these areas were compared with readings taken in adjacent areas showing no obvious signs of former or active moisture or salt accumulation activity. Readings were taken in linear series at 3” to 12” intervals. Trends were noted in real time and the position of the meter adjusted accordingly, in order to find anomalies indicating pockets of retained moisture, moisture gradients (rising damp or other infiltration patterns), or concentrated evaporation zones.

Moisture meter in use at concrete sill in planter bed.

Typical linear run of readings on terra cotta, in courtyard.

A subtle gradient of increasing moisture was detected up to approximately 3-5 feet from the planter or ground level where plantings were irrigated. This is consistent with an expected amount of surface-related rising damp. Such a pronounced gradient was absent on wall areas adjacent to walkway pavement, suggesting that the planters act as reservoirs contributing internal moisture to the walls.

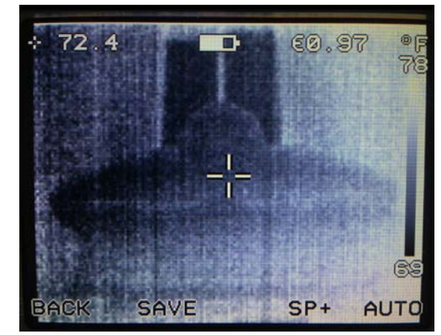
Slight reduction of moisture was detected at some areas of overpainted spalling on the concrete sill, but not in a clear pattern. These areas are likely well sealed with the existing paint. The exception is an array of differing readings on the overpainted spall-textured wall above the laundry unit in the courtyard (south facing wall). Here, surface heating and cooling is anomalous because of the active venting. This likely has contributed to failure of the glaze layer of the terra cotta over the years, a process that may be continuing despite the paint coating. The paint appears to be effectively adhered to the previously damaged and/or patched substrate.

Local areas where paint was removed from the terra cotta eventually read with lower sub-surface moisture, but again the differences were subtle.

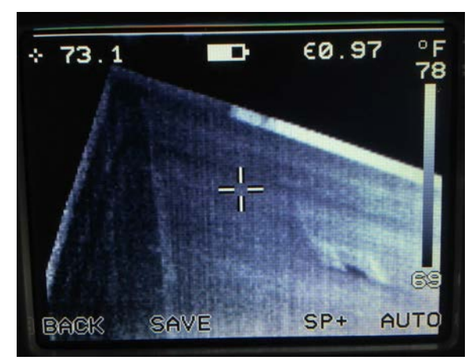
In general, no major pockets of retained moisture were found, however a comprehensive grid survey of all elevations was beyond the scope of this investigation.

Infrared Thermography

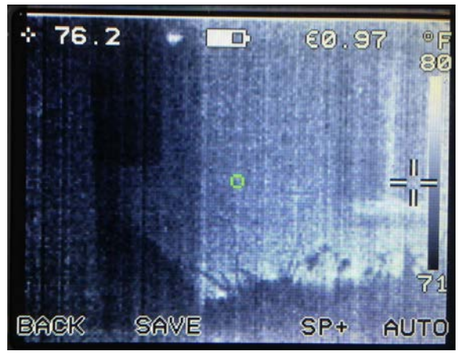
The exterior of the Palisades Wing was inspected with an Irisys 4010 Far Range Infrared Camera on two separate occasions. The black and white video images are keyed to a surface temperature scale. Lighter areas indicate warmer temperature related to higher infrared wavelength emissivity. On moisture-laden masonry, especially areas recently warmed by solar exposure, anomalous areas of such emissivity can indicate elevated evaporation patterns. These areas are often associated with adjacent areas of dark tonality (cooler), characteristic of moisture-laden zones or pockets. By pairing these images with conventional photographs showing salt or moisture-related deterioration evidence, along with local moisture meter data, a picture of moisture migration, evaporation and retention patterns can emerge.



The above pair of images shows normal evaporation patterns occurring at edges of decorative moldings and features. Local pockets of excess moisture are not indicated.

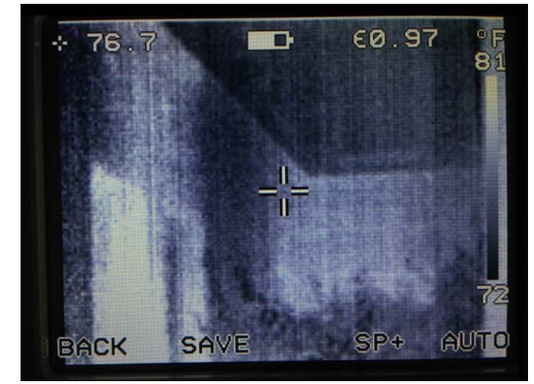


The above images demonstrate a strong local difference in temperature at flashings/cornice, related to normal solar exposure and water transport. Subtle anomalies of tone on the brick cladding suggest varying degrees of retained moisture, with some higher concentration of evaporation activity occurring at areas of previous repair.



The above images, taken at the north end of the east elevation at the courtyard shows active evaporation occurring in a smooth gradient rising a few feet from the planter bed. Not indicated is an active zone of subsurface rising damp.

Dramatically increasede evaporation is occurring at the broken edges of this terra cotta cornice molding, due to its high porosity compared with the paint- and glaze-sealed surfaces of the rest of the unit. Ongoing gradual erosion of the exposed edges is likely occurring here.



Bright and dark anomalous zones on the terra cotta clad wall, above the HVAC unit in the courtyard, are clearly visible, corresponding to the varying moisture readings and the painted-over spalled surfaces of the underlying terra cotta.

The pair of images above show fairly consistent moisture retention and evaporation patterning across the brick cladding in the courtyard.

Treatment Recommendations

No severe local areas of trapped moisture, relatable to visible damage, were seen during this investigation. However, if extended studies were performed across multiple seasons and through various weather conditions, the uptake, retention and evaporation of moisture fronts would likely be seen as a dynamic phenomenon. Rather than raising alarm, this fact should underscore how moisture and salts trapped by the non-breathable elastomeric paint on the terra cotta, and the presence of hard and relatively impermeable repairs or too-soft replacement bricks, are contributing to ongoing local deterioration of the historic fabric. The need to remove the paint coatings and to use appropriate, compatible repair materials is evident.

Once the paint coatings are removed, evaluation of the exposed conditions should be performed by a structural engineer.[7]

Brick Cladding

The brick cladding, including the pointing mortar, is largely intact and in good condition. Old repairs that are stable and not unsightly may be left untreated. Significantly mismatched bricks should be removed and replaced with salvaged or replica bricks very closely matching the original color, dimensions and texture. Non-matching pointing mortar from previous repairs, and original pointing mortar exhibiting loss, separation cracks at both upper and lower edges, and frequent vertical cracking, should be raked by hand, without motorized tools, to the full depth of the joint (to existing bedding mortar if present). Replacement mortar should be formulated to follow common historical examples from the period. A less coved, more flat profile may be more appropriate, but this is open to aesthetic interpretation by the preservation architect. Follow guidelines established in Preservation Brief 2, National Parks Service, starting with ASTM Type N as a starting point for field matching.[8] The mortar may include sand, lime (Type S) and white Portland cement (Type II). Final color adjustments may be made to help visually blend new with old mortar, using Epochrome S solution from Cathedral Stone, Inc.[9]

Some damage will likely occur to softer, eroded joint arises during raking. Where needed, damaged bricks may be replaced (including too-soft replacement bricks from previous repair campaigns), perhaps with historical materials salvaged from the proposed hyphen connections to the new building.

Removal or reduction of mineral accretions and old mortar smears/ghosting may be performed based on testing of various restoration-grade cleaners. Prosoco Light Duty Restoration Cleaner, EK Restoration Cleaner, Heavy Duty Restoration Cleaner, and 766 Limestone and Masonry Prewash and Afterwash[10] may yield acceptable results. Proper wastewater collection measures and safety procedures must be in place as required.

Based on this preliminary investigation, it is not recommended to repaint the bricks, as eventual future removal of the new paint would result in further damage to the historic fabric. While moisture can freely enter the open, porous surface of the brick, it also readily evaporates. Use of a non-silicone-based penetrating sealer may be appropriate to help reduce atmospheric soiling adhesion and to address minor cracks. Further investigations would be needed to determine the effects of using paint on the bricks in lieu of non-silicone based sealer. The specific methods and materials to be used should be developed based on a comprehensive testing program during the investigation and treatment phase of the project.

Terra Cotta

The paint coatings should be removed from all terra cotta surfaces. With the paint removed, the terra cotta is expected to be largely in good condition, with some damages and previous repairs requiring expert restoration or replacement with replica pieces if losses are extensive to particular units (e.g. greater than 50 percent of unit surface area). Replacements for ashlar units and units lacking significant decoration may be made more readily than the highly decorative, detailed units, in the interest of preserving significant historic fabric. A range of repair methods and materials have been shown to have aesthetically and functionally satisfactory results, as long as it is understood that a maintenance cycle, including eventual reworking or replacement of patches, re-sculpted losses and “cold glaze” surface treatments involving organic (epoxy, acrylic, etc.) or inorganic (mineral paint) coatings, will be necessary.

The conservator has obtained fine results with both Jahn restoration products (M100 and M125 terra cotta repair mortar[11], MasonRE coatings[12], including Terra Coat acrylic clear glaze) and Edison masonry restoration products (Edison Custom System 45)[13]. Significant skill and experience is required to closely replicate the subtleties of translucent, multi-hued glazes as well as the fine detail and character of lost relief decoration. The work should be directed or performed by a qualified conservator. Prequalifying criteria should be included in any RFP text or CDs.

Paint removal may be accomplished with a combination of medium pressurized water blasting and poultice stripping. Dumond Peelaway 1 with the special Peelaway paper[14] applied to the fresh paste is recommended, but

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7 It is beyond the scope of this study to investigate structural issues. A structural engineer conversant with historic preservation issues should be consulted.

PRESERVATION BRIEFS No. 2 *Repointing Mortar Joints in Historic Masonry Buildings.* Robert C. Mack, FAIA, and John P. Speweik
http://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm#type

9 http://www.cathedralstone.com/images/PDF/Epochrome_S/datasheet_Epochrome.pdf

10 http://www.prosoco.com/Content/Documents/General/b61dc93c-a9d2-41bb-99b7-4fc43c82b55b.pdf

11 http://www.cathedralstone.com/products/mortars-and-grouts/terra-cotta-brick

12 http://www.cathedralstone.com/products/coatings-water-repellents/terra-coat

13 http://www.edisoncoatings.com/custom45data-2010.pdf

14 http://www.dumondchemicals.com/pro-peel-away-1.html

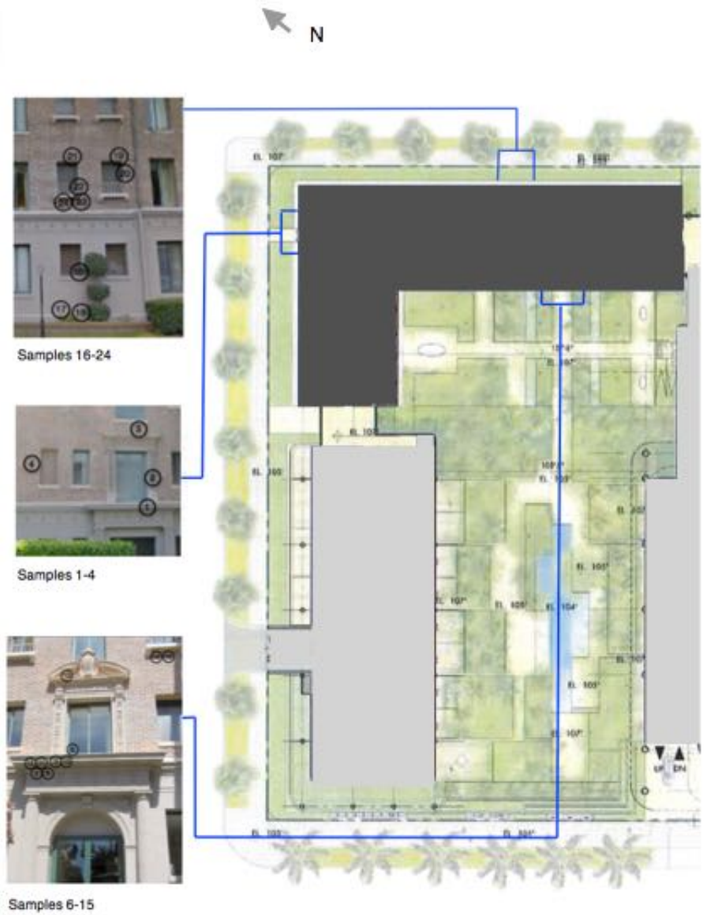
field testing of large areas is recommended before full specifications can be developed. Note that lead testing was not part of the scope of this project, and some lead may be present. The Peelaway 1 system is an excellent means of containment of lead particles.

Once the paint is removed, other conditions, such as deep organic or mineral staining, mineral accretions, scratched graffiti, embedded foreign objects (old fasteners, abandoned anchors, etc.), or mismatched replacement materials may be discovered. Some terra cotta units might be discovered to be loose, or internal ferrous anchors may be weakened by corrosion or exerting damaging forces through “iron jacking”. Specialized cleaning or repair techniques may require additional testing and implementation. Products noted for specialized cleaning of brick cladding may be tested for efficacy. Repointing the terra cotta should follow the guidelines established in Preservation Brief 2, National Parks Service, starting with ASTM Type S or N as a starting point for field matching. Integral pink color should match the original.

Appendix

- Sample location diagrams
- Matrix of sample descriptions and observations

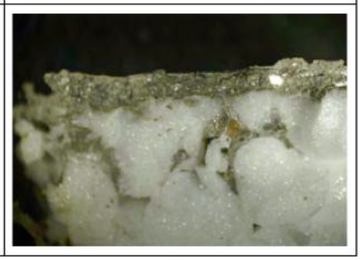
Sampling Location Diagrams



Matrix of sample descriptions and observations

No.	Location	Sample Description	Observations	Image
1	California St. Facade, above door	Glazed terra cotta with painted surface.	Soiling at cleavage surface where separated from the larger unit. The terra cotta bisque features a dense, pale yellow matrix with fine angular inclusions, possibly a combination of various minerals and clays. There are isolated, small voids throughout the sample, and a reddish mark at the far right of the sample (iron inclusion). The glaze layer is well-fitted to the bisque, and is uniform in thickness. Texture suggests a possible salt glaze technique. There is a thick paint coating layer at the surface, well-adhered to the glaze.	
2	California St. Facade, west of window	Mortar sample with concave profile.	Some soiling/ bio-growth at break edges. Bedding mortar is gray, cementitious (Portland-modified?) with angular multi-colored sand aggregates in a wide variety of sizes. There is some internal voids/separation at left of sample; otherwise matrix is well compacted. There are orangish marks at the top of the sample (iron inclusions). The finish mortar is integrally colored/ pigmented light pink with angular multi-colored sand aggregates in a variety of sizes. There are white blebs in the matrix (undigested lime?) There is a separation between the finish mortar and the bedding mortar. The finish mortar itself has no voids (well-compacted). At the outer surface, there is an elastomeric paint coating. It is well-adhered to the finish mortar.	

No.	Location	Sample Description	Observations	Image
3A, 3B	California St. Facade, above window; brick collected by Chattel from stairwell	Brick samples, including remnants of coating and white haze.	Fired red brick with a darkened black zone at outer edges, apparently from reducing environment on firing. There are several voids throughout the matrix, as well as large quartz-like inclusions. At the left of the sample are remnants of a gray mortar. It is well-adhered to the brick. At the surface and built-up into recesses are white accumulations of salts (efflorescence).	

No.	Location	Sample Description	Observations	Image
4	California St. Facade, east of bricked-up window	Mortar sample with concave joint profile.	Soiling at break edges. Cream-colored mortar with very fine grained angular sand aggregates. It appears to be well-mixed/ distributed; no voids. There are a few white blobs near the surface (undigested lime).	
5	California St. Facade, west end	Painted styrofoam sample.	Spheres of styrofoam material, stuck together with some voids between the spheres. Outer surface is a thin layer of gray cementitious render. It has some fine grained sand aggregate, and white blebs (undigested lime). The render does extend down into the voids of the styrofoam matrix, and appears well-adhered. There is also a very thin paint coating at the outer surface that is well-adhered to the render.	

No.	Location	Sample Description	Observations	Image
6	West internal service court elevation, above door.	Glazed terra cotta sample.	Soiling at break edges. Terra cotta bisque similar to sample #1. Also blackish green spots in sample (bio growth) along contour microcracks. Glaze layer is thin and well-adhered to the bisque.	
7	West internal service court elevation, above door.	Elastomeric paint coating only (no substrate).	Finish side has slight sheen, minimal surface texture, and a few air bubbles in the sample. Reverse side is chalky with some imprint of substrate texture visible. There are a few small white accretions in the reverse side of the sample (salts).	

Matrix of sample descriptions and observations, continued

No.	Location	Sample Description	Observations	Image
8	West internal, above door	Elastomeric paint coating over patch material	Substrate material is very white, dense (no voids or aggregate), easily tooled/ scratched/ powders off. Assume lime-based plaster patch material. Surface has thin paint coating, almost detached in the sample.	
9	West internal, above door	Mortar sample with slightly concave profile and soiled surface.	Integrally colored pink mortar similar to sample #2. Sample has remnants of gray mortar at sides. There are a few micro-cracks in the mortar matrix. The surface has a well-adhered elastomeric paint coating.	

No.	Location	Sample Description	Observations	Image
10	West internal, above door	Glazed terra cotta sample with painted surface.	Soiling at break edges. Terra cotta bisque similar to sample #1. There are remnants of gray mortar in the sample. The glaze layer is well-fitted to the bisque, with some vessicles at center/right of the sample. The surface coatings are nearly detached in the sample. They include a thin layer of pink mortar at left in sample, and white plaster (patch material?) at right in sample. The outer surface is an elastomeric paint coating.	

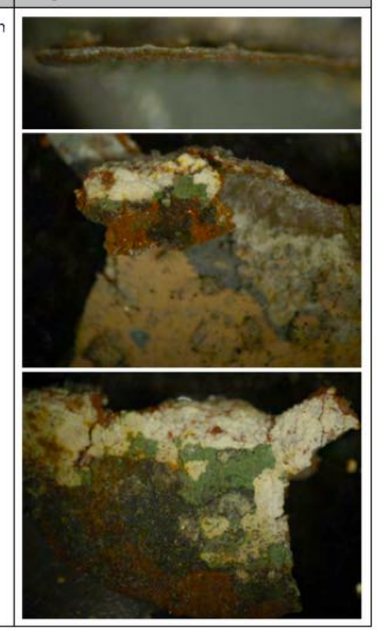
No.	Location	Sample Description	Observations	Image
11	West internal, above door	Elastomeric coating only (no substrate).	Profile of trim element substrate still visible in larger sample. Sample is two layers of elastomeric paint. The layers are separated at the far right of the sample. Paint surface is chalky with slight sheen. It has some micro-cracks and a map cracquelure pattern in a lighter tone. There is white accumulation (salts) at the right of the sample, as well as a few black spots (bio growth). The salt accumulations are also present between the coating layers.	
12	West internal, above door	Powdery accretions/ blooms).	Tested for salts.	No image

Matrix of sample descriptions and observations, continued

No.	Location	Sample Description	Observations	Image
13	West internal, above window	Glazed terra cotta sample.	Terra cotta bisque similar to sample #1. Glaze layer is thin and well-adhered to the bisque. There are remnants of mortar on the bisque.	
14	West internal, below elevator window	Mortar sample.	Cream-colored cementitious matrix with fine grained angular sand aggregates. Some soiling in sample.	

No.	Location	Sample Description	Observations	Image
15	West internal, below elevator window	Red brick sample with thin elastomeric paint coating.	White accumulation (salts) at surface and between coating and brick.	
16	East Facade, ashlar unit just north of elevator(?) window	Glazed terra cotta sample.	Terra cotta bisque similar to sample #1, some voids. Glaze layer is thin and well-fitted to the bisque.	

No.	Location	Sample Description	Observations	Image
17	East Facade, curved terra cotta unit above bldg base	Glazed terra cotta sample.	Terra cotta bisque similar to sample #1. Glaze layer is thin and well-fitted to the bisque. Soiling/ bio-growth at break edges of bisque. Remnants of gray and pink mortars at left of sample. Surface has thick elastomeric paint coating, partially detached.	
18	East Facade, stucco at bldg base just below terra cotta	Stucco sample with paint coating.	Stucco matrix is cream-colored with medium-grained angular sand aggregates. Surface has thick elastomeric coating. There is a line of white at left of sample (salts).	

No.	Location	Sample Description	Observations	Image
19	East Facade, second floor elevator window	Sample of paint coatings and rust from steel window lintel.	Sample has outer thin layer of pinkish paint, with green paint below. Under green paint is a thick reddish layer (rust build-up) and part of the steel substrate. There are white accumulations (salts) throughout.	

Matrix of sample descriptions and observations, continued

No.	Location	Sample Description	Observations	Image
20	East Facade, second floor elevator window.	Red brick sample.	Paint coating remnants and white accumulation (salts) at surface.	
21	East Facade, second floor elevator window.	Mortar sample from just above steel lintel.	Off-white colored cementitious matrix with medium grained angular sand aggregates. Surface has a thin white paint coating. There are light pink spots at the bottom of the sample (remnants of pink mortar)	
22		Red brick sample with line of white accumulation (salts) at surface at top of sample.	Some soiling at break edges.	

No.	Location	Sample Description	Observations	Image
23		Glazed terra cotta sample with painted surface.	Terra cotta bisque similar to sample #1. Glaze layer is thin and well-adhered to the bisque. Surface has a thin paint coating that is peeling up in portions of the sample.	
24		Mortar sample with slightly concave profile.	Integrally colored pink mortar, similar to sample #2. Surface has a thin well-adhered paint coating.	

Submitted by:

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Attachment B:
Brick Testing and Conservation Consultation Report
Rosa Lowinger Associates

Miramar Santa Monica
Conformance Report Update

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TESTING AND CONSERVATION CONSULTATION REPORT
MIRAMAR SANTA MONICA RENOVATION

Prepared for:	Robert Jay Chattel, AIA, President Chattel, Inc. | Historic Preservation Consultants 13417 Ventura Blvd Sherman Oaks, CA 91423-3938 office: 818-788-7954 x3 mobile: 818-421-7167 robert@chattel.us
Conservator:	David Espinosa, Associate Conservator despinosa@rosalowinger.com Christina Varvi, Sr. Conservator cvarvi@rosalowinger.com Rosa Lowinger, Principal Conservator rlowinger@rosalowinger.com
Date of Testing and Investigation:	June 17th, 2019
Date of Report:	July 10th, 2019

RLA Conservation is pleased to submit the following report for testing and materials consultation to Chattel, Inc. Historic Preservation Consultants, for the Palisades Building of the Fairmont Miramar Hotel located at 101 Wilshire Blvd. Santa Monica, CA 90401.

Title:	Palisades Building
Date:	1924
Materials:	Brick, Terracotta
Style:	Renaissance Revival

DESCRIPTION:
The Palisades Building is a component of Santa Monica's historic Miramar Hotel. Originally constructed in the Renaissance Revival style in 1924, this historic brick and terracotta building is currently attached to a newer building that serves as the primary wing of the hotel via a stair and elevator tower. The ground floor of the Palisades Building is clad in a light pink terracotta that has been coated with a beige paint system of unknown composition. It is presumed to have several coats of paint on it. The upper stories are clad in exposed red brick pointed with grey mortar. Historic photographs indicate

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that the brick was unpainted from 1924 to approximately 1940; then it was painted.

CONDITION:
Structurally, the Palisades building is purported to be in good condition. Despite multiple renovations to the property as a whole, the Palisades Building retains integrity in terms of form and function. The most apparent alteration is the exposure of the raw brick by sandblasting (1980s), the application of thick, unraked, pointing mortar between the bricks, and the coating of the terracotta.

BRICKS: The brickwork was likely exposed in the early 80s via sandblasting. This likely removed most, if not all, of the protective exterior skin formed on the bricks during the kiln firing process. The bricks currently appear visibly rough in texture. The pointing mortar varies in color and finish throughout. The predominant pointing is a grey Portland cement-based material that was likely added during the 1980s renovation. It was not raked back as it was in the original, and in places it looks unsightly, smeared over the edges of the joints. Overall the pointing mortar is in stable condition, but aesthetically it deviates greatly from the original appearance as seen in photographs.

TERRACOTTA: The condition of the terracotta is unknown, as it is coated with an unidentified paint system. There are locations of apparent terracotta deterioration where the masonry can be seen to be actively delaminating and breaking through the paint layer. The paint layer appears generally well adhered. Locations of paint layer deterioration are concentrated at undercut ornamental motifs surrounding doorways. The testing of the terracotta will be in a separate report.

GOAL OF TESTING: RLA was brought on board to work with Chattel, Inc. to determine certain conditions related to the building's brick and terracotta elements and how best to conserve and restore them during the renovation phases. Among the questions to consider are:

For Terracotta:

1. Study removing the paint and not having a painted finish.
2. What is the overall condition of the terracotta?
3. If the terracotta needs to be painted, what type of paint is recommended?

For Brick:

1. Is it safe to paint the brick to achieve a uniform appearance?
2. Should the joints be raked back?

This first phase report specifically addresses questions related to the brick.

The key question related to the brick is whether painting the brick would be an irreversible process. One of the key ways of determining reversibility is to look into the porosity of the brick. To determine that, RLA conducted RILEM tests in select areas throughout the building. RILEM is an acronym for *Reunion Internationale des Laboratoires d'Essals et de Recherches sur les Materiaux et des Constructions*

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(International Union of Testing and Research Laboratories for Materials and Structures) France's version of the ASTM (American Society for Testing and Materials). RILEM tests measure the deterioration and porosity of masonry materials (brick, stone, and concrete), utilizing tubes that are affixed to a masonry surface and measure the absorption of water into a pore structure. In the case of the Palisades Building, the RILEM testing was used to provide a relative measure of how easily a liquid material, i.e. paint, would absorb into the pore structure of the brick. For more information on RILEM, please see the following:

https://www.constructionspecifier.com/testing-the-test-water-absorption-with-rilem-tubes/

https://www.m-testco.com/files/pages/Rilem%20Test.pdf

In addition to the RILEM Tests, RLA extracted specimens of terracotta and brick to perform additional testing in the studio.

TESTING PERFORMED:

1. Specimen Extraction
    a. Terracotta specimens were extracted from locations of spalling on a 3rd floor sill accessed via fire escape.
    b. A brick specimen was extracted from the buildings hyphen.
        i. Extraction location was accessed via a hole cut in the drywall of the stairwell.
2. RILEM Tube testing on designated locations of the brickwork.
    a. Two (2) tests were performed on each façade, excluding the façade acting as a hyphen to the elevator tower.
    b. RILEM tests locations were accessed via fire escape and windows in designated rooms on the 2nd and 6th floors.

SPECIMEN EXTRACTION:

Terracotta specimens were extracted from an existing spall on the 3rd floor. The specimen will be used to produce restoration mortars for the restoration phase of the project.

A loose brick was extracted from the original buildings southeast facing wall. The specimen is coated in an insulating material. RLA is currently performing investigations to determine if the historic paint is still present on the brick beneath the insulation.

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RILEM TESTING RESULTS:

Testing involved the application of a vertical RILEM tube to a brick surface. The purpose of RILEM testing is to assess the substrate's rate of water absorption over a period of time. It should be noted that there is currently no ASTM standard for RILEM testing although it is widely accepted as a reliable testing method, as such the data from RLA's testing should be interpreted within the context of the testing parameters and data set.

Testing locations were free of pointing mortar or any defect that may skew absorption results. The surface was dusted to remove loose debris before the RILEM tube base was adhered with Chavant™ Sulfur-Free Plasteline modeling clay. 5 mL of distilled water was added to the tube and monitored for 20 minutes as absorption of the water was recorded at multiple intervals.

Fig. 1: RILEM Tube Testing

TESTING LOCATION:	ABSORPTION AT 5 MINUTES (ML)	ABSORPTION AT 10 MINUTES (ML)	ABSORPTION AT 20 MINUTES (ML)
Northwest Façade 2nd Floor	0.0	0.0	0.0
Northwest Façade 6th Floor	0.0	0.0	0.4
Northeast Façade 2nd Floor	0.0	0.0	0.0
Northeast Façade 6th Floor	0.0	0.2	0.5
Southwest Façade 2nd Floor	0.0	0.0	0.0
Southwest Façade 6th Floor	0.0	0.5	0.7
Southeast Façade 2nd Floor	0.0	0.0	0.0
Southeast Façade 6th Floor	0.0	0.0	0.2
Fire escape Façade 2nd Floor	0.0	0.0	0.0
Fire escape Façade 6th Floor	0.0	0.3	0.4

The absorption rates identified in this report show minimal absorption of water. Based on these absorption rates at the test locations, it is reasonable to assume that there is minimal moisture flow

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through the masonry assembly. The test locations at the upper levels exhibited higher rates of absorption that can likely be attributed to greater sun exposure.

During investigative probes into the interior of the walls at the test locations there was no visible moisture, associated staining or deterioration noted. This further supports the theory that moisture migration throughout the masonry assembly is minimal.

DISCUSSION:

The testing data and investigative probes demonstrate minimal liquid absorption into the brick at the lower levels, and only slightly higher porosity at upper levels of the brick masonry. This suggests to us that paint finish could be applied to the brick masonry in such a manner that poses minimal risk of irreversibility to the hydraulic performance of the historic masonry assembly. We understand the concerns about reversibility of the paint given the last aggressive campaign to remove such a coating. The following are additional key issues related to this discussion:

1. If done correctly, using appropriate barriers to increase reversibility, painting the brick could also help protect it from additional weathering due to exposure to salinity and thermal effects of high sun and heat.
2. Prior to painting the brick, the building should be cleaned thoroughly to remove dirt and salts. Though porosity was deemed to be very low, soluble salts accumulate on a regular basis, and a program for insuring that there are no salts trapped by paint will need to be implemented.
3. If a paint system is not applied, we recommend evaluating the use of a clear water repellant or consolidant at the upper levels of the building to prevent additional exposure to sun and salinity. A key consideration would be finding a proper vapor permeable barrier layer to apply to the bricks as a base coat.
4. If the building is painted, we recommend selecting a paint "stack" that is subjected to removal tests prior to wholesale application.
5. Removal methods continue to improve in the field of materials conservation and there are presently several safe mechanical and chemical methods for removing paint from masonry surfaces that do not involve aggressive methods such as sandblasting. Among these are combinations of dry ice blasting, IBIX® Systems, and Sponge Jet® systems. We cannot recommend one method over another without testing, but we have personally achieved excellent results at paint removal from delicate masonry finishes with a number of these methods. It stands to reason that these methods would only continue to improve over time, making removal (if desired) safely possible in 20 or 50 years. That said, California continues to restrict chemical methods, which means that certain methods may be prohibited. We recommend testing methods that are not chemical in nature.
6. If the brick is not painted, the unsightliness of the current pointing mortar will need to be addressed. In most cases such methods are likely to be invasive, time consuming, and costly.

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CONCLUSIONS:

The aforementioned considerations allow us to conclude that painting the brick is a reasonable option. The "Cons" are self-evident: removal of the paint can pose reversibility problems and we strongly recommend testing this prior to wholesale application. The "Pros" have been outlined above. Our initial recommendation is to employ a vapor-permeable silicate masonry coating system to paint the brick. Such systems include:

- Restauro-Lasur Pigmented Mineral Stain, Keim, Inc.
- Everkote 300 Mineral Coating System, Edison Coatings, Inc.

Finally, if the brick is not going to be painted, we recommend evaluating the use of a clear coat to provide resistance to salinity and thermal effects that are subjecting the upper reaches to minor, though apparent, deterioration. As climate change impacts heat and salinity of coastal regions throughout the world, we can expect the effects of sun and salt to increase on a brick surface of this nature.

Thank you for the opportunity to participate in this important project. Please do not hesitate to contact us with any further questions.

Prepared by:

David Espinosa, Associate Conservator

Approved by:

Rosa Lowinger, Principal Conservator

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ROSA LOWINGER

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W: 323.377.8425, M:786.442.7374, rlowinger@rosalowinger.com

PERSONAL INFORMATION

Born: 28 September 1956, Havana, Cuba
Citizenship: USA
Languages: English, Spanish, Italian, Hebrew, French

EDUCATION

1982 M.A. Institute of Fine Arts, New York University
Art History; Certificate, Art Conservation

1978 B.A. Brandeis University, Fine Arts, Summa Cum Laude

WORK EXPERIENCE

2008- **Principal and Chief Conservator,** RLA Conservation of Art + Architecture, Inc.**,** Miami, Los Angeles

Founder of a bicoastal conservation firm that provides planning and implementation services for restoration and preservation of buildings, monuments, archeological sites, public art, sculpture, and three-dimensional artworks. Specializing in tropical, marine, and desert clients, with special expertise in disaster planning and recovery. Serving as consultant conservators to several dozen municipal and statewide public art programs and historic preservation offices.

2011-2015 **Associate Editor,** *Change Over Time: An International Journal of Conservation and the Built Environment* University of Pennsylvania Press

Book Review Editor for international peer-reviewed journal on conservation of built heritage. Editor of Volume 5.1 on Vandalism.

1988-2008 **Founder and Principal Conservator,** Sculpture Conservation Studio, Los Angeles

Founder of L.A.'s oldest architectural conservation practice. Served as President and Chief Conservator from 1988-2000 then, Senior Conservator for postwar, modern and contemporary projects. Extensive architectural project list. Major projects include Simon Rodia Watts Towers (1925-58), WPA mural by artist Helen Lundeberg in Inglewood, CA (1940), Otto Piene's 1970 light sculptures in the Hawaii State Capitol (1969), Bullock's Wilshire (1929), the Robinson's May Building (1883), the Desmond Building (1917), Eastern Columbia Building (1930), Adamson House (1929), and post-earthquake survey of a dozen 18th century Missions along the California Coast.

1986-88 **Private Conservator: Charleston, South Carolina.** Specialty: Historic Southern

architecture, archeological sites, including wood frame houses.

1985-86 **Conservation Fellow: The Los Angeles County Museum of Art, Los Angeles, CA.** Specialty: Modern and Contemporary Sculpture.

1982-85 Private Conservator: Philadelphia, Pennsylvania.

1983 **Consultant: Albright Institute of Archaeological Research, East Jerusalem.** Archeological Sites and Ceramics.

1980-82 **Fellow: University Museum, University of Pennsylvania, Philadelphia, PA.** Archaeological Sites, Objects, and Ethnographic Artifacts.

1979-80 **Conservation Intern: Metropolitan Museum of Art, New York, New York.** American Wing Conservation of works by John Lafarge, Augustus St. Gaudens, Tiffany, and Hiram Powers.

ARCHEOLOGICAL FIELDWORK

2018 **St. George Village Botanical Garden, St. Croix, USVI:** Survey of 18th century sugar plantation buildings and ruins.

2011-14 **San Ysidro Plantation, Trinidad, Cuba:** Consultant on stabilization of painted decorative plaster finishes.

1985-88 **Archeological Project at the Spanish settlement at St. Catherine's Island, GA. American Museum of Natural History**: Project conservator.

1979-84 **Expedition to the Coastal Plain of Israel (Tel Michal and Tel Gerisa): A joint project of the University of Pennsylvania and Tel Aviv University.** Project Conservator for four seasons.

AWARDS AND HONORS

2019 **Preservation Houston - Good Brick Award**
For relocation and restoration of the Extending Arms of Christ mosaic at the Houston Methodist Hospital in the Texas Medical Center.

2014 **Getty Foundation- Keeping it Modern Initiative**
For development of conservation protocols for the Miami Marine Stadium.

2012 **American Institute for Conservation-Service Award**
For coordination of Cuba travel program.

2011 **Smithsonian Institution, Haiti Cultural Recovery Center- Achievement Award**
For Stabilization and Removal of Murals at Holy Trinity Cathedral, Port-Au-Prince.

Association for Preservation Technology- Achievement Award for Service
For Creation of Cuba Travel Program.

2009 **International Conservation Center in Rome (ICCROM)- Fellow**

American Academy in Rome - Booth Family Rome Prize in Conservation '08-09
Project: A Comprehensive History of Art Vandalism

2008 **Los Angeles Conservancy- Preservation Award**
For *History of Transportation* (1940), by H. Lundeberg, Inglewood, CA

2005 **Amistad Foundation, New York, NY- Cross-Cultural Understanding Award**
For *Tropicana Nights: The Life and Times of the Legendary Cuban Nightclub*.

2001 **Los Angeles Conservancy-Preservation Award**
For Conservation of "Vanishing Race," a 1930 cast-stone WPA sculpture.

2000 **Getty Preserve L.A. Award**
For Assessment of Damage to "History of Transportation" mural.

1998 **California Preservation Foundation**
For conservation of "Portal of the Folded Wings" 1926 cast stone and ceramic tile aviation monument in Burbank, CA restored after Northridge Earthquake.

1997 **Los Angeles Conservancy - Preservation Award**:
For conservation of "Portal of the Folded Wings," a 1926 cast stone and mosaic monument in Burbank. CA.

TEACHING EXPERIENCE

2014 **Architectural Metal Finishes,** Association for Preservation Technology Finishes Workshop, University of Denver, Denver, CO.

2013 **Architectural Metal Finishes,** Association for Preservation Technology Finishes Workshop, Taliesin, Spring Green, Wisconsin, June.

Modern Architectural Metal Finishes, Co-coordinator of pre-conference workshop for the Technical Committee for Modern Heritage, APT, New York, October.

2012 **Public Art: Legal Status, Maintenance, and Conservation,** Institut National du Patrimoine, Paris, France, March.

2011 **Conservation of Collections in Tropical Climates,** Museum Studies, (Debbye Kirschtel-Taylor Instructor), Florida International University, Miami, FL

2006 **Conservation of Wooden Ethnographic Painted Objects,** UCLA-Getty Conservation Institute Graduate Program in Conservation, Los Angeles, CA

2000 **Post Hurricane De-salination of earthen buildings with painted finishes,** Office of the Conservator, Trinidad, Cuba, July-August.

1995 **Conservation of Spanish Cannons and Military Fortifications,** Instituto Hondureño de Anthropologia USIS Technical Specialist Program, Omoa, Honduras, October.

1994 **Conservation of Cemetery Monuments and Statuary-Marble, Bronze and Granite,** Centro Nacional de Conservación, Restauración y Museologia (CENCREM) Havana, Cuba, June.

TECHNICAL PRESENTATIONS AND PUBLICATIONS (since 2000)

2019 ***"Report on the State of Painted Outdoor Sculpture: Discussion on New Trends and Discoveries in the Field of Conservation",*** paper presented to the Florida Association of Public Art Professionals Meeting. Ft. Lauderdale, 10 May.

"***Collecting the Uncollectable: Conservation of 20th and 21st Century Works of Land Art,"*** symposium panelist at the Frick Art Museum, New York, 23 May.

(with K. Ciociola), "***Creating an Emergency Plan for Collections of Monumental Public Art,"*** Public Art Network, Americans for the Arts Annual Conference. Minneapolis, MN, 14 June.

2017 ***"Saving Public Art: Preparation and Recovery,"*** paper presented to the American Society of Appraisers Conference, Houston, October 8, 2017

2016 (with J.A. Fidler and K. Ciociola), ***"Don't Destroy History! A Testing Program to Remove Layers of Graffiti at the Miami Marine Stadium,"*** paper presented to the Association for Preservation Technology Annual Conference, San Antonio, 1 November.

2015 (with J.A. Fidler, C.C. Ferraro, J.Hernandez, and M.M. Lynch),***"Concrete Conclusions: Surface Treatment Trials for Conserving the Miami Marine Stadium,"*** paper presented to the American Institute for Conservation 43rd Annual Meeting, Miami, 15 May.

(with C. Varvi), ***"One Piece at a Time – The repair of Felt-Based Sheet Flooring at Johnny Cash's Boyhood Home in Dyess, Arkansas,"*** paper presented to the American Institute for Conservation 43rd Annual Meeting, Miami, FL, 16 May.

"Layers of Understanding: Graffiti & the Miami Marine Stadium," panelist at Miami Center for Architecture and Design, 11 May.

(Editor), **Change Over Time, Vandalism Issue.** University of Pennsylvania, V. 5.1., Spring, 2015.

"Vandalism Miami Style: Graffiti as a Tool in Preserving the Miami Marine Stadium," *Change Over Time- Vandalism Issue,* V. 5.1., Spring, 2015, pp.

(Editor, with K. Normandin), **APT Bulletin: The Journal of the Association for Preservation Technology, Special Issue on Modern Metal Finishes,** V. 46, No. 1, 2015.

2014 ***"Savoir Faire: Bridging the Gap Between Tradition and Technology,"*** presented to the Metissage Workshop, Association for Preservation Technology Annual Conference, Quebec, Canada, 25 October.

"Coral Rock: Preserving, Restoring, Maintaining Coral Gables Coral Rock Homes," presented to the Historic Preservation Association of Coral Gables, 23 September.

"Strategies for Pest Control in Museums," presented to the Florida Association of Museums Conference, Jacksonville, 9 September.

"Some Like it Hot- Miami Graffiti," panelist at History Miami Museum, Miami, 19 April.

"The Ultimate Modern Metal- Aluminum in Contemporary Art," keynote address presented to

Aluminum 2014 Conference co-sponsored by FAIC, ICOM-CC Metals Group, National Air and Space Museum, and the Lunder Conservation Center, 8 April.

2013 **"*What Makes Original Architecture Original?"*** paper presented to the Florida Trust for Historic Preservation Meeting, St. Augustine, May.

(with M.C. Schmitt), **"Literature Review-Nostalgia,"** in *Change Over Time- Nostalgia Issue*, J.D. Hunt (ed.), V. 2.2, Spring, 2013.

"***Vandalism and its Role in the Fabric of Cities,"*** paper presented to the Association for Preservation Technology Annual Conference, New York, 13 October.

2012 "***An Ounce of Prevention: The Case For Pre-Fabrication Conservation Review of New Public Art Commissions,"*** paper presented to the Florida Association of Public Art Professionals Conference, Ft. Myers, FL, 4 May.

"***Cuban Modernism and its Preservation",*** public lecture presented at the University of Arizona School of Architecture, Tucson, AZ, 18 April.

2011 (with V. Dominguez), ***"Conservation in the Time of Cholera: Stabilization and Removal of Murals at St. Trinité Cathedral in Port-Au-Prince Haiti,"*** paper presented to the Association for Preservation Technology Annual Conference, Victoria, B.C., 14 October.

(with V. Dominguez), **"The Stabilization and Removal of Three Wall Paintings at Holy Trinity Episcopal Cathedral,"** in R. Kurin, (ed), *Saving Haiti's Heritage: Cultural Recovery After the Earthquake,* Washington, D.C.: Smithsonian Press.

"Literature Review-Repair and Reparations," in *Change Over Time-Repair Issue,* F.G. Matero, (ed.), V. 1, No. 1, Fall.

"Conserving Otto Piene's Kinetic Light Sculptures in the Hawaii State Capitol," *APT Bulletin: The Journal of the Association for Preservation Technology, Special Issue on Modern Heritage,* V. 42, No. 2/3, pp. 39-43.

2010 (Panelist), *"**Finishing Touches: Conserving Wall Paintings and Other Architectural Surfaces,"*** The Getty Conservation Institute, 15 April.

2009 ***"A Moveable Feat: The Conservation of Sun and Moon, Kinetic Light Sculptures in the Hawaii State Capitol,"*** paper presented to the Association for Preservation Technology Annual Conference, Los Angeles, 5 November.

"Art + Vandalism = Art," Acton Miscellany Lecture Series, Villa La Pietra, New York University, Florence, Italy, 8 February.

(with A. Morse), ***"The Conservation of Helen Lundeberg's "History of Transportation" Mural in Inglewood, CA,"*** International Institute for Conservation, Abstracts of the 22nd Biennial Congress, London, UK.

2006 Lowinger, R. **"Views, Voices, and Visitors,"** keynote address presented to the Hawaii Museums Conference, Maui, HI, 12 May.

Lowinger, R. **"Conservation of Public Sculpture in Tropical Climates,"** paper presented to the Hawaii Museums Conference, Maui, HI, 13 May.

2005 Lowinger, R., Morse, A. and Lucero, T. **"Mega Documentation Problems for a Monumental 240' WPA Project: Helen Lundeberg's 'History of Transportation' Petrachrome Mural,"** American Institute for Conservation of Historic and Artistic Works (AIC) -Abstracts of the 33rd Annual Meeting, Minneapolis, MN.

LITERARY (NON-ACADEMIC) PUBLICATIONS

2019 (with F. Luca) ***Promising Paradise: Cuban Allure, American Seduction,*** *Florida International University Press: Miami, June.*

2018 **"Empress of the Waves,"** in (W. Guerra and L. Padura, Ed.) *Una Isla en Luz,* Trapublishing: Miami, pp. 15-17.

2016 (with Ofelia Fox), ***Tropicana Nights: The Life and Times of the Legendary Cuban Nightclub. (10th Anniversary Edition),*** In Situ Press: Los Angeles, CA.

2008 **"Havana: The All-Night City,"** *In Cuba*: *Art and History from 1868 to Today.* Montreal Museum of Fine Arts Press: Montreal, Canada.

"Piedra Jaimanitas," in (Ruth Behar, Ed.) *Bridges Revisited,* University of Michigan Press, Ann Arbor, MI.

2007 **"The Object as Protagonist: An Interview with Los Carpinteros,"** in (G. Harper, ed.). *Conversations on Sculpture*. International Sculpture Center: Washington, DC.

The Elements of Migration: Reflections on the work of KCHO, (artist catalogue), New York: Marlborough Gallery.

2005 ***Tropicana Nights: The Life and Times of the Legendary Cuban Nightclub.*** NY: Harcourt.

2004 **"Repairing Things",** in (M.Finn, Ed.) *Cuba in Mind*, New York: Random House.

2002 **"The Encanto File,"** in (J. Miles, Ed.) *Rowing to America and Sixteen Other Short Plays*, New York: The Women's Project and Productions.

2000 **"Off the Bench,"** In (P. Stine, Ed.) *Sports in America*, Ann Arbor: Witness Press.

MAGAZINES, NEWSPAPERS, ONLINE

2017 **"In Defense of Decorative Finishes: Cuban Architectural Conservation in the 21st Century,"** in *Conservation Perspectives, the Getty Conservation Institute Newsletter,* Fall 2017.

2008-2011 Contributing blogger (as SanSuzie/ The Art Nurse) www.c-monster.net

2008 **"Rosa Lowinger on Cuba Before Castro"** Truthdig.com October, 2008
http://www.truthdig.com/arts_culture/page2/20081010_rosa_lowinger_on_cuba_before_castro/

2007 ***"*Tijuana Rising,"** *Tu Vida Magazine.* New York: Hearst Publications, March.

2006 **"Cuba's Past, Future, as Seen in Buildings,"** *Philadelphia Inquirer,* Aug. 16, 2006.

"In Biloxi, the Swetman House Rises out of the Rubble," *National Trust for Historic Preservation Online*, April. http://www.nationaltrust.org/hurricane/swetman.html

2001 **"Francisco and I: An Interview with Fernando Rodriguez."** *Sculpture Magazine,* Nov, 2001

2000 Cover Story**, "Cuban Missives—KCHO Makes the Mainstream."** *ArtNews,* June, 2000
"Peace, Beauty, Butter, Oxtail: An Interview with Tony Labat." *Sculpture Magazine,* Sept., 2001, pp. xxx

1997 **"Old Havana Reborn."** *Preservation***,** Sept, 1997

PROFESSIONAL AFFILIATIONS

• Association for Preservation Technology (Member since 2005),Technical Committee for Modern Heritage (2012)

• American Institute for Conservation (Member since 1983, Professional Associate-1988, Fellow-2012.Membership Committee (2014-17)

• International Institute for Conservation (Member since 1990)

• ICOM-CC (Member since 2017)

• ArtTable (Los Angeles Chapter, 2005) (Miami Chapter, 2009)

BOARD SERVICE

Vincent Price Art Museum at East Los Angeles College (2009-2015)

Florida Association of Museums (2011-)

Florida Association of Public Art Professionals (2014-)

Cuban Heritage Collection-University of Miami Libraries (2018-)

DAVID ESPINOSA

Professional Associate, AIC

PROFESSIONAL EXPERIENCE

Rosa Lowinger & Associates, *Los Angeles, California*
Associate Conservator, April 2018 - Present

- Responsible for project management of Los Angeles and national-based projects.
- Conducts condition assessments, develops treatment protocols, implementation of treatments, management of technicians and sub-contractors, and preparation of treatment reports.
- *Selected Projects:*
    - KING KAMEHAMEHA I, *KAPA'AU, HAWAII*, 2018: Re-painting of historic painted bronze sculpture.
    - FEDERAL COURTHOUSE, *LOS ANGELES, CALIFORNIA*, 2018: Glazed terra cotta patching and in-painting. Mitigation of mineral deposits on polished granite.
    - DINOSAUR TOPIARIES, *SANTA MONICA, CALIFORNIA*, 2018: Corrosion mitigation, patination, and application of protective wax coating on copper and bronze sheet elements of six (6) large-scale sculptures.
    - PETER SHELTON CANNONBOTTLES, *LOS ANGELES, CALIFORNIA,* 2018: Corrosion mitigation, re-patination, and protective wax coating on cast bronze sculptures.

Lorton Stone LLC, *Springfield, Virginia*
Project Manager & Conservator, February, 2017 – March 2018

- Conducted condition assessments, research, field investigation, testing, treatment design, and technical implementation. Wrote and edited various work plans and contract documents.
- Performed detailed photo-documentation and created treatment-tracking documents. Managed project details, including planning project priorities, ordering supplies, organizing and directing masons, site administration, equipment rental, scheduling and liaising with clients.
- *Selected Projects*:
    - United States Capitol Building, *Washington, DC*, 2017-2018
    - Russell Senate Office Building, *Washington, DC*, 2017-2018
    - Washington Monument, *Washington, DC, 2018*
    - Lockkeeper's House, Constitution Gardens*, Washington, DC, 2017-2018*

Conservation Solutions, Inc., *Forestville, Maryland*
Assistant Conservator, June 2014 – January 2017

- Conducted condition assessments, implemented treatments, managed technicians and sub-contractors, and prepared treatment reports.
- Maintained and operated Class IV Nd:YAG Laser system. Trained staff in application and operation of laser equipment.
- *Selected Projects:*
    - United States Capitol Building, *Washington, DC*, 2016-2017
    - Andrew W. Mellon Memorial Fountain, National Gallery of Art, *Washington, DC*, 2016
    - Cast Iron Rotunda Capitals, University of Virginia, *Charlottesville, Virginia*, 2016
    - Cast Zinc Civil War Soldier Statue, *Bethlehem, Pennsylvania*, 2016
    - The Aviator, University of Virginia, *Charlottesville, Virginia*, 2016
    - Henry Moore's *Reclining Figure*, Columbia University, *New York, New York*, 2016
    - Various memorials, Arlington Cemetery, *Arlington, Virginia*, 2015
    - Masonic Temple Bronze Night Doors, *Washington, DC*, 2015

University of Oregon Graduate Program, *Eugene, Oregon*
Selected Projects:

- **Eugene Masonic Cemetery, *Eugene, Oregon*, 2012**
    - Conservation maintenance and restoration of 35 grave markers and the Egyptian Revival Mausoleum.
- **Mill Street Neighborhood Architectural Survey, *Eugene, Oregon*, 2012**
    - Surveyed and documented historic residences of Eugene.
- **Frenchglen Sod House, *Frenchglen, Oregon*, August 2012**

- Foundation stabilization and window restoration.

EDUCATION

University of Oregon, Eugene, Oregon **September 2012 - June 2014**
Master of Science in Historic Preservation, GPA 4.0/4.0
Thesis: "Eugene Masonic Cemetery Restoration and Maintenance"

University of Oregon, Eugene, Oregon **September 2007 - June 2011**
Bachelor of Arts, Art History GPA 3.85/4.0

MEMBERSHIPS

- Professional Associate - American Institute for Conservation (AIC)
- Member - Association for Preservation Technology International (APTI)
- Member – Washington Conservation Guild

PRESENTATIONS AND SPEECHES

- "Artistry and Technology in the Conservation Treatment of the Andrew W. Mellon Memorial Fountain", Washington Conservation Guild, Washington, DC, January 2017.

PROFESSIONAL TRAINING

- OSHA 30-hour Construction Industry
- Certified Jahn Mortar Installer
- Class IV Nd:YAG Laser Training

TECHNICAL SKILLS

Adobe Photoshop, Microsoft Office, Spanish, Italian, German

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Attachment C:
Report #2 Results of Paint Stripping Tests
Rosa Lowinger Associates

Miramar Santa Monica
Conformance Report Update

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MIRAMAR SANTA MONICA RENOVATION – Report #2

RESULTS OF PAINT STRIPPING TESTS REVISION 1

Prepared for:	Robert Jay Chattel, AIA, President Chattel, Inc. | Historic Preservation Consultants 13417 Ventura Blvd Sherman Oaks, CA 91423-3938 office: 818-788-7954 x3 mobile: 818-421-7167 robert@chattel.us
Conservators:	David Espinosa, Associate Conservator despinosa@rosalowinger.com Christina Varvi, Principal Conservator cvarvi@rosalowinger.com Rosa Lowinger, Chief Conservator rlowinger@rosalowinger.com
Date of Testing and Investigation:	July 21st, 2019
Date of Report:	July 28th, 2019

RLA Conservation is pleased to submit the following report for paint stripping testing to Chattel, Inc. Historic Preservation Consultants, for the Palisades Building of the Fairmont Miramar Hotel located at 101 Wilshire Blvd. Santa Monica, CA 90401. This is the second report that addresses strategies for conservation and restoration of the Palisades Building.

Digital photographs were taken during testing. To access the Dropbox folder containing all photos please copy and paste the following link into your web browser:

https://www.dropbox.com/sh/h9koohvlwnsh9ll/AACOboj0GE5ILqxyVWVNgIY9a?dl=0

Title:	Palisades Building
Date:	1924
Materials:	Brick, Terracotta
Style:	Renaissance Revival

DESCRIPTION:

The terra cotta elements of the Palisades building exhibit multiple coats of paint in varying condition.

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The decorative cornice components exhibit more recent paint coatings that are generally more well adhered than those coatings exhibited on the window sills and friezes. These coatings have not been analyzed by cross section; however, most are expected to be commercial paints in either oil or latex form that were applied to the surface over the years. In general, approximately 2-3 coats of paint were observed on the surface prior to testing. The observed coats of paint varied in color from off-white to grey. The terra cotta surface was observed as minimally porous, having a smooth texture and glaze. Weather conditions during testing were mild with no direct sunlight on the test area.

GOAL OF TESTING:

RLA applied multiple paint strippers to the terra cotta architrave located at the 2nd floor fire escape landing. Paint stripping tests are intended to inform future treatment protocols, which will include complete paint removal as a means of exposing original finishes. The goal of this testing was to find the most effective, safe, and efficient method for removing multiple layers of paint. The materials selected for testing below are all approved materials for use in the State of California.

MATERIALS TESTED:

1. Savogran Strypeeze® Semi-Paste Stripper
2. Jasco® Non-Methylene Chloride Formula Premium Paint & Epoxy Remover
3. Citristrip® Paint & Varnish Stripping Gel
4. Prosoco Enviro Klean® Safety Peel 1
5. Dumond™ Smart Strip Advanced Paint Stripper

TESTING METHODOLOGY:

1. All of the surfaces were treated in a similar manner. Sections measuring approximately 8” x 24” were selected at the cornice located at the 2nd floor fire escape landing. Each stripper was applied in once test location spanning smooth surfaces and dimensional decorative surfaces.
2. Each area was photographed before, during, and after testing.
3. Areas were brushed off to remove dust and particulate dirt.
4. Paint strippers were applied using a commercially available 2” chip brush and plastic spatulas to vertical and horizontal sections of the terra cotta cornice located at the 2nd floor fire escape landing.
    a. Test areas extended from the drip edge to the top of the fascia board.
    b. Application protocols were determined by individual product specifications.
        i. Each stripper was applied in a single coat application and allowed to dwell for 15-20 minutes (depending on individual product specifications).
        ii. Test areas were left uncovered and monitored over the duration of their dwell periods.
5. Paint strippers and targeted coatings were removed with plastic scrapers and nylon bristle brushes after completion of individual dwell cycles.
6. Target locations were cleared of residual stripper with cotton rags soaked in acetone.

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Testing location 2 prior to stripper application

Testing location 1 prior to stripper application

Testing location 1 during application

Testing location 2 during application

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Testing location 2 after removal

Testing location 1 after removal

PAINT STRIPPING TEST RESULTS:

Stripping tests were successful in removing extant coatings with varying levels of efficacy. The most effective stripping agent was Savogran Strypeeze® Semi-Paste Stripper. This material is a proprietary gel stripper that can be removed with water. One application was successful in removing all observed coatings (2-3) after a 15-minute dwell time and agitation with nylon-bristle detail brushes. The test area was successfully cleared with acetone, leaving no residual stripper in any material pores or texture. No damage or adverse effects to the terra cotta were noted during testing. Intact terra cotta surfaces exposed during testing were observed to be sound and retained the original glaze.

Jasco® Non-Methylene Chloride Formula Premium Paint & Epoxy Remover was successful in removing the majority of the observed coatings but failed to produce results as consistent as Savogran Strypeeze® Semi-Paste Stripper.

Citristrip® Paint & Varnish Stripping Gel was successful in removing all observed layers of paint but unsuccessful in producing consistent results within a 20-minute dwell period. Prosoco Enviro Klean® Safety Peel 1 and Dumond™ Smart Strip Advanced Paint Stripper were only successful in removing the most recent paint coating within a 20-minute dwell period.

RLA's testing suggests that Savogran Strypeeze® Semi-Paste Stripper would be the most efficient means of coating removal from terra cotta elements during future restoration operations.

TERRA COTTA RESTORATION:

After the successful removal of paint coatings from the terra cotta elements is complete restoration activities can begin.

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RESTORATION ACTIVITIES INCLUDE:

- Restoration mortar patching
    - RLA recommends patching locations of material loss with Edison Coatings, Inc. Custom System 45 Latex Modified Restoration Mortar.
- Repointing
    - RLA recommends raking and repointing terra cotta joints with a custom mix of Edison Coatings, Inc. Spec Joint 46 Masonry Mortar.
- Crack Injection
    - RLA recommends applying Cathedral Stone Micro Crack Injection Grout (M30/M35/M40) to crack locations.

RECOMMENDATIONS FOR FUTURE TREATMENT OF THE TERRA COTTA:

The terra cotta exhibits material and glaze spalling, disaggregation, and biological growth. These are visible through the paint system, but once the paint was removed these conditions could be more appropriately assessed. It is our opinion that the terra cotta's deleterious conditions are associated with the current coating system. Of greatest concern is that the current coating system covers mortar joints which are intended to serve to draw moisture out and away from the terra cotta elements. As a direct result of the coating, moisture is inhibited from leaving the masonry system. The observed spalling and biological growth are exacerbated, if not directly produced by, moisture entrapment.

Based on paint stripping tests and assessment of the historic terra cotta it is RLA's opinion that the terra cotta would best function without an extraneous coating. We believe that recoating the terracotta is not a recommended approach to preservation. Instead, we recommend removing the paint, cleaning surfaces, making appropriate repairs to spalling, then repointing the joints and leaving these areas uncoated.

If it is desirable to paint the terracotta, we would recommend judicious testing to make sure only non-film forming agents are used. Though we stand behind the idea of not painting the terracotta, certain mineral-based paints might offer breathability, maintainability, and most importantly reversibility.

We understand that we have previously posed no objection to painting the brick. The reason why we do not recommend this for the terracotta is because we are not observing the same types of damage on the brick as on the terracotta. Moreover, the availability of aesthetically consistent replacement brick is much higher than that of the terra cotta. RLA recommends strict scrutiny of the proposed coating system for the terra cotta, but acknowledges that a lesser level of scrutiny is required for the brick's coating system.

Thank you for the opportunity to participate in this important project. Please do not hesitate to contact us with any further questions.

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Prepared by:

David Espinosa, Associate Conservator

Approved by:

Rosa Lowinger, Principal Conservator

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THE SECRETARY OF THE INTERIOR'S **STANDARDS** FOR THE TREATMENT OF HISTORIC PROPERTIES

WITH

GUIDELINES FOR PRESERVING, REHABILITATING, RESTORING & RECONSTRUCTING HISTORIC BUILDINGS

U.S. Department of the Interior
National Park Service
Technical Preservation Services

Under the National Historic Preservation Act (NHPA), the Secretary of the Interior is responsible for establishing professional standards and for providing guidance on the preservation of the nation's historic properties. *The Secretary of the Interior's Standards for the Treatment of Historic Properties* apply to all grants-in-aid projects assisted through the Historic Preservation Fund (authorized by the NHPA) and are intended to be applied to a wide variety of resource types, including buildings, sites, structures, objects, and districts. The Standards address four treatments: preservation, rehabilitation, restoration, and reconstruction. The treatment Standards, developed in 1992, were codified as 36 CFR Part 68 in the July 12, 1995, Federal Register (Vol. 60, No. 133). They replaced the 1978 and 1983 versions of 36 CFR Part 68, entitled *The Secretary of the Interior's Standards for Historic Preservation Projects.* The revised Guidelines herein replace the Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings, published in 1995 to accompany the treatment Standards.

The Secretary of the Interior's Standards for the Treatment of Historic Properties are regulatory only for projects receiving Historic Preservation Fund grant assistance and other federally-assisted projects. Otherwise, these Guidelines are intended to provide general guidance for work on any historic building.

Another regulation, 36 CFR Part 67, focuses on "certified historic structures" as defined by the Internal Revenue Service Code of 1986. The Standards for Rehabilitation cited in 36 CFR Part 67 should always be used when property owners are seeking certification for federal tax benefits.

GUIDELINES FOR PRESERVING HISTORIC BUILDINGS

INTRODUCTION

Preservation is the appropriate treatment when the objective of the project is to retain the building as it currently exists. This means that not only the original historic materials and features will be preserved, but also later changes and additions to the original building. The expressed goal of the **Standards for Preservation and Guidelines for Preserving Historic Buildings** is retention of the building's existing form, features, and materials. This may be as simple as maintaining existing materials and features or may involve more extensive repair. Protection, maintenance, and repair are emphasized while replacement is minimized.

Identify, Retain, and Preserve Historic Materials and Features

The guidance for the treatment **Preservation** begins with recommendations to identify the form and detailing of those architectural materials and features that are important in defining the building's historic character and which must be retained to preserve that character. Therefore, guidance on ***identifying, retaining, and preserving*** character-defining features is always given first.

Stabilize Deteriorated Historic Materials and Features as a Preliminary Measure

Deteriorated portions of a historic building may need to be protected through preliminary stabilization measures until additional work can be undertaken. ***Stabilizing*** may begin with temporary structural reinforcement and progress to weatherization or correcting unsafe conditions. Although it may not be necessary in every preservation project, stabilization is nonetheless an integral part of the treatment **Preservation**; it is equally applicable to the other treatments if circumstances warrant.

Protect and Maintain Historic Materials and Features

After identifying those materials and features that are important and must be retained in the process of **Preservation** work, then ***protecting and maintaining*** them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. Protection includes the maintenance of historic materials and features as well as ensuring that the property is protected before and during preservation work.

Repair (Stabilize, Consolidate, and Conserve) Historic Materials and Features

Next, when the physical condition of character-defining materials and features warrants additional work, ***repairing*** by ***stabilizing, consolidating, and conserving*** is recommended. The intent of **Preservation** is to retain existing materials and features while introducing as little new material as possible. Consequently, guidance for repairing a historic material, such as masonry, begins with the least degree of intervention possible, such as strengthening materials through consolidation, when necessary, or repointing with mortar of an appropriate strength. Repairing masonry, as well as wood and metal features, may include patching, splicing, or other treatments using recognized preservation methods. All work should be physically and visually compatible.

Limited Replacement in Kind of Extensively Deteriorated Portions of Historic Features

The greatest level of intervention in this treatment is the ***limited replacement in kind*** of extensively deteriorated or missing components of features when there are surviving prototypes or when the original features can be substantiated by documentary and physical evidence. The replacement material must match the old, both physically and visually (e.g., wood with wood). Thus, with the exception of hidden structural reinforcement, such as steel rods, substitute materials are not appropriate in the treatment **Preservation.** If prominent features are missing, such as an interior staircase or an exterior cornice, then a Rehabilitation or Restoration treatment may be more appropriate.

Code-Required Work: Accessibility and Life Safety

These sections of the **Preservation** guidance address work that must be done to meet accessibility and life-safety requirements. This work may be an important aspect of preservation projects, and it, too, must be assessed for its potential negative impact on the building's character. For this reason, particular care must be taken not to obscure, damage, or destroy character-defining materials or features in the process of undertaking work to meet code requirements.

Resilience to Natural Hazards

Resilience to natural hazards should be addressed as part of a **Preservation** project. A historic building may have existing characteristics or features that help to address or minimize the impacts of natural hazards. These should always be used to best advantage when planning new adaptive treatments so as to have the least impact on the historic character of the building, its site, and setting.

Sustainability

Sustainability should be addressed as part of a **Preservation** project. Good preservation practice is often synonymous with sustainability. Existing energy-efficient features should be retained and repaired. New sustainability treatments should generally be limited to updating existing features and systems so as to have the least impact on the historic character of the building.

The topic of sustainability is addressed in detail in *The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings*. Although specifically developed for the treatment Rehabilitation, the Sustainability Guidelines can be used to help guide the other treatments.

Preservation as a Treatment. *When the property's distinctive materials, features, and spaces are essentially intact and thus convey the historic significance without extensive repair or replacement; when depiction at a particular period of time is not appropriate; and when a continuing or new use does not require additions or extensive alterations, Preservation may be considered as a treatment. Prior to undertaking work, a documentation plan for Preservation should be developed.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building (such as walls, brackets, railings, cornices, window and door surrounds, steps, and columns) and decorative ornament and other details, such as tooling and bonding patterns, coatings, and color.	Altering masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished. Replacing historic masonry features instead of repairing or replacing only the deteriorated masonry. Applying paint or other coatings (such as stucco) to masonry that has been historically unpainted or uncoated. Removing paint from historically-painted masonry.
Stabilizing deteriorated or damaged masonry as a preliminary measure, when necessary, prior to undertaking preservation work.	Failing to stabilize deteriorated or damaged masonry until additional work is undertaken, thereby allowing further damage to occur to the historic building
Protecting and maintaining masonry by ensuring that historic drainage features and systems that divert rainwater from masonry surfaces (such as roof overhangs, gutters, and downspouts) are intact and functioning properly.	Failing to identify and treat the causes of masonry deterioration, such as leaking roofs and gutters or rising damp.
Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.	Cleaning masonry surfaces when they are not heavily soiled to create a "like-new" appearance, thereby needlessly introducing chemicals or moisture into historic materials.
Carrying out masonry cleaning tests when it has been determined that cleaning is appropriate. Test areas should be examined to ensure that no damage has resulted and, ideally, monitored over a sufficient period of time to allow long-range effects to be predicted.	Cleaning masonry surfaces without testing or without sufficient time for the testing results to be evaluated.

[1] A test patch should always be done before using a chemical cleaner to ensure that it will not damage historic masonry, as in this instance, terra cotta.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Cleaning soiled masonry surfaces with the gentlest method possible, such as using low-pressure water and detergent and natural bristle or other soft-bristle brushes.	Cleaning or removing paint from masonry surfaces using most abrasive methods (including sandblasting, other media blasting, or high-pressure water) which can damage the surface of the masonry and mortar joints. Using a cleaning or paint-removal method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures. Cleaning with chemical products that will damage some types of masonry (such as using acid on limestone or marble), or failing to neutralize or rinse off chemical cleaners from masonry surfaces.
Using biodegradable or environmentally-safe cleaning or paint-removal products.	
Using paint-removal methods that employ a poultice to which paint adheres, when possible, to neatly and safely remove old lead paint.	
Using coatings that encapsulate lead paint, when possible, where the paint is not required to be removed to meet environmental regulations.	
Allowing only trained conservators to use abrasive or laser-cleaning methods, when necessary, to clean hard-to-reach, highly-carved, or detailed decorative stone features.	

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., hand scraping) prior to repainting.	Removing paint that is firmly adhered to masonry surfaces.
Applying compatible paint coating systems to historically-painted masonry following proper surface preparation.	Failing to follow manufacturers' product and application instructions when repainting masonry features.
Repainting historically-painted masonry features with colors that are appropriate to the building and district.	Using paint colors on historically-painted masonry features that are not appropriate to the building or district.
Protecting adjacent materials when working on masonry features.	Failing to protect adjacent materials when working on masonry features.
Evaluating the overall condition of the masonry to determine whether more than protection and maintenance, such as repairs to masonry features, will be necessary.	Failing to undertake adequate measures to ensure the protection of masonry features.
Repairing masonry by patching, splicing, consolidating, or otherwise reinforcing the masonry using recognized preservation methods.	Removing masonry that could be stabilized, repaired, and conserved, or using untested consolidants, improper repair techniques, or unskilled personnel, potentially causing further damage to historic materials.
Repairing masonry walls and other masonry features by repointing the mortar joints where there is evidence of deterioration, such as disintegrating mortar, cracks in mortar joints, loose bricks, or damaged plaster on the interior.	Removing non-deteriorated mortar from sound joints and then repointing the entire building to achieve a more uniform appearance.
Removing deteriorated lime mortar carefully by hand raking the joints to avoid damaging the masonry.	

[2] **Not Recommended:** The use of inappropriate Portland cement mortar to repoint these soft 19th-century bricks has caused some of them to spall. *Photo: Courtesy Nebraska State Historic Preservation Office.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Using power tools only on horizontal joints on brick masonry in conjunction with hand chiseling to remove hard mortar that is deteriorated or that is a non-historic material which is causing damage to the masonry units. Mechanical tools should be used only by skilled masons in limited circumstances and generally not on short, vertical joints in brick masonry.	Allowing unskilled workers to use masonry saws or mechanical tools to remove deteriorated mortar from joints prior to repointing.
Duplicating historic mortar joints in strength, composition, color, and texture when repointing is necessary. In some cases, a lime-based mortar may also be considered when repointing Portland cement mortar because it is more flexible.	Repointing masonry units with mortar of high Portland cement content (unless it is the content of the historic mortar).
Duplicating historic mortar joints in width and joint profile when repointing is necessary.	Using "surface grouting" or a "scrub" coating technique, such as a "sack rub" or "mortar washing," to repoint exterior masonry units instead of traditional repointing methods. Changing the width or joint profile when repointing.
Repairing stucco by removing the damaged material and patching with new stucco that duplicates the old in strength, composition, color, and texture.	Removing sound stucco or repairing with new stucco that is different in composition from the historic stucco. Patching stucco or concrete without removing the source of deterioration. Replacing deteriorated stucco with synthetic stucco, an exterior insulation and finish system (EIFS), or other non-traditional materials.
Using mud plaster or a compatible lime-plaster adobe render, when appropriate, to repair adobe.	Applying cement stucco, unless it already exists, to adobe.
Sealing joints in concrete with appropriate flexible sealants and backer rods, when necessary.	Repointing masonry units (other than concrete) with a synthetic caulking compound instead of mortar.

[3] **Not Recommended:** Cracks in the stucco have not been repaired, thereby allowing ferns to grow in the moist substrate which will cause further damage to the masonry.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Cutting damaged concrete back to remove the source of deterioration, such as corrosion on metal reinforcement bars. The new patch must be applied carefully so that it will bond satisfactorily with, and match, the historic concrete.	Patching damaged concrete without first removing the source of deterioration.
Using a non-corrosive, stainless-steel anchoring system when replacing damaged stone, concrete, or terra-cotta units that have failed.	

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Applying non-historic surface treatments, such as water-repellent coatings, to masonry only after repointing and only if masonry repairs have failed to arrest water penetration problems.	Applying waterproof, water-repellent, or non-original historical coatings (such as stucco) to masonry as a substitute for repointing and masonry repairs.
Applying permeable, anti-graffiti coatings to masonry when appropriate.	Applying water-repellent or anti-graffiti coatings that change the appearance of the masonry or that may trap moisture if the coating is not sufficiently permeable.
The following work is highlighted to indicate that it represents the greatest degree of intervention generally recommended within the treatment ***Preservation****, and should only be considered after protection, stabilization, and repair concerns have been addressed.*	
Limited Replacement in Kind	
Replacing in kind extensively deteriorated or missing components of masonry features when there are surviving prototypes, such as terra-cotta brackets or stone balusters, or when the replacement can be based on documentary or physical evidence. The new work should match the old in material, design, scale, color, and finish.	Replacing an entire masonry feature, such as a column or stairway, when limited replacement of deteriorated and missing components is appropriate. Using replacement material that does not match the historic masonry feature.

GUIDELINES FOR REHABILITATING HISTORIC BUILDINGS

INTRODUCTION

In **Rehabilitation,** historic building materials and character-defining features are protected and maintained as they are in the treatment Preservation. However, greater latitude is given in the **Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings** to replace extensively deteriorated, damaged, or missing features using either the same material or compatible substitute materials. Of the four treatments, only **Rehabilitation** allows alterations and the construction of a new addition, if necessary for a continuing or new use for the historic building.

Identify, Retain, and Preserve Historic Materials and Features

The guidance for the treatment **Rehabilitation** begins with recommendations to identify the form and detailing of those architectural materials and features that are important in defining the building's historic character and which must be retained to preserve that character. Therefore, guidance on ***identifying, retaining, and preserving*** character-defining features is always given first.

Protect and Maintain Historic Materials and Features

After identifying those materials and features that are important and must be retained in the process of **Rehabilitation** work, then ***protecting and maintaining*** them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. Protection includes the maintenance of historic materials and features as well as ensuring that the property is protected before and during rehabilitation work. A historic building undergoing rehabilitation will often require more extensive work. Thus, an overall evaluation of its physical condition should always begin at this level.

Repair Historic Materials and Features

Next, when the physical condition of character-defining materials and features warrants additional work, ***repairing*** is recommended. **Rehabilitation** guidance for the repair of historic materials, such as masonry, again begins with the least degree of intervention possible. In rehabilitation, repairing also includes the limited replacement in kind or with a compatible substitute material of extensively deteriorated or missing components of features when there are surviving prototypes features that can be substantiated by documentary and physical evidence. Although using the same kind of material is always the preferred option, a substitute material may be an acceptable alternative if the form, design, and scale, as well as the substitute material itself, can effectively replicate the appearance of the remaining features.

Replace Deteriorated Historic Materials and Features

Following repair in the hierarchy, **Rehabilitation** guidance is provided for ***replacing*** an entire character-defining feature with new material because the level of deterioration or damage of materials precludes repair. If the missing feature is character defining or if it is critical to the survival of the building (e.g., a roof), it should be replaced to match the historic feature based on physical or his-

toric documentation of its form and detailing. As with repair, the preferred option is always replacement of the entire feature in kind (i.e., with the same material, such as wood for wood). However, when this is not feasible, a compatible substitute material that can reproduce the overall appearance of the historic material may be considered.

It should be noted that, while the National Park Service guidelines recommend the replacement of an entire character-defining feature that is extensively deteriorated, the guidelines never recommend removal and replacement with new material of a feature that could reasonably be repaired and, thus, preserved.

Design for the Replacement of Missing Historic Features

When an entire interior or exterior feature is missing, such as a porch, it no longer plays a role in physically defining the historic character of the building unless it can be accurately recovered in form and detailing through the process of carefully documenting the historic appearance. If the feature is not critical to the survival of the building, allowing the building to remain without the feature is one option. But if the missing feature is important to the historic character of the building, its replacement is always recommended in the **Rehabilitation** guidelines as the first, or preferred, course of action. If adequate documentary and physical evidence exists, the feature may be accurately reproduced. A second option in a rehabilitation treatment for replacing a missing feature, particularly when the available information about the feature is inadequate to permit an accurate reconstruction, is to ***design*** a new feature that is compatible with the overall historic character of the building. The new design should always take into account the size, scale, and material of the building itself and should be clearly differentiated from the authentic historic features. For properties that have changed over time, and where those changes have acquired significance, reestablishing missing historic features generally should not be undertaken if the missing features did not coexist with the features currently on the building. Juxtaposing historic features that did not exist concurrently will result in a false sense of the building's history.

Alterations

Some exterior and interior alterations to a historic building are generally needed as part of a **Rehabilitation** project to ensure its continued use, but it is most important that such alterations do not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes. Alterations may include changes to the site or setting, such as the selective removal of buildings or other features of the building site or setting that are intrusive, not character defining, or outside the building's period of significance.

Code-Required Work: Accessibility and Life Safety

Sensitive solutions to meeting code requirements in a **Rehabilitation** project are an important part of protecting the historic character of the building. Work that must be done to meet accessibility and life-safety requirements must also be assessed for its potential impact on the historic building, its site, and setting.

Resilience to Natural Hazards

Resilience to natural hazards should be addressed as part of a **Rehabilitation** project. A historic building may have existing characteristics or features that help to address or minimize the impacts of natural hazards. These should always be used to best advantage when considering new adaptive treatments so as to have the least impact on the historic character of the building, its site, and setting.

Sustainability

Sustainability should be addressed as part of a **Rehabilitation** project. Good preservation practice is often synonymous with sustainability. Existing energy-efficient features should be retained and repaired. Only sustainability treatments should be considered that will have the least impact on the historic character of the building.

The topic of sustainability is addressed in detail in *The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings.*

New Exterior Additions and Related New Construction

Rehabilitation is the only treatment that allows expanding a historic building by enlarging it with an addition. However, the **Rehabilitation** guidelines emphasize that new additions should be considered only after it is determined that meeting specific new needs cannot be achieved by altering non-character-defining interior spaces. If the use cannot be accommodated in this way, then an attached exterior addition may be considered. New additions should be designed and constructed so that the character-defining features of the historic building, its site, and setting are not negatively impacted. Generally, a new addition should be subordinate to the historic building. A new addition should be compatible, but differentiated enough so that it is not confused as historic or original to the building. The same guidance applies to new construction so that it does not negatively impact the historic character of the building or its site.

Rehabilitation as a Treatment. *When repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular time is not appropriate, Rehabilitation may be considered as a treatment. Prior to undertaking work, a documentation plan for Rehabilitation should be developed.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

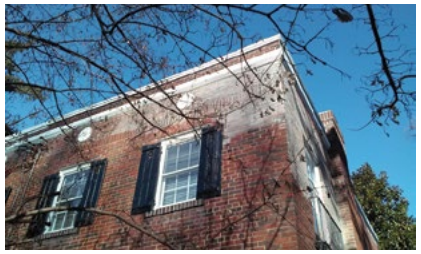
RECOMMENDED	NOT RECOMMENDED
Identifying, retaining and preserving masonry features that are important in defining the overall historic character of the building (such as walls, brackets, railings, cornices, window and door surrounds, steps, and columns) and decorative ornament and other details, such as tooling and bonding patterns, coatings, and color.	Removing or substantially changing masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished. Replacing or rebuilding a major portion of exterior masonry walls that could be repaired, thereby destroying the historic integrity of the building. Applying paint or other coatings (such as stucco) to masonry that has been historically unpainted or uncoated to create a new appearance. Removing paint from historically-painted masonry.
Protecting and maintaining masonry by ensuring that historic drainage features and systems that divert rainwater from masonry surfaces (such as roof overhangs, gutters, and downspouts) are intact and functioning properly.	Failing to identify and treat the causes of masonry deterioration, such as leaking roofs and gutters or rising damp.
Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.	Cleaning masonry surfaces when they are not heavily soiled to create a "like-new" appearance, thereby needlessly introducing chemicals or moisture into historic materials.
Carrying out masonry cleaning tests when it has been determined that cleaning is appropriate. Test areas should be examined to ensure that no damage has resulted and, ideally, monitored over a sufficient period of time to allow long-range effects to be predicted.	Cleaning masonry surfaces without testing or without sufficient time for the testing results to be evaluated.

[1] An alkaline-based product is appropriate to use to clean historic marble because it will not damage the marble, which is acid sensitive.

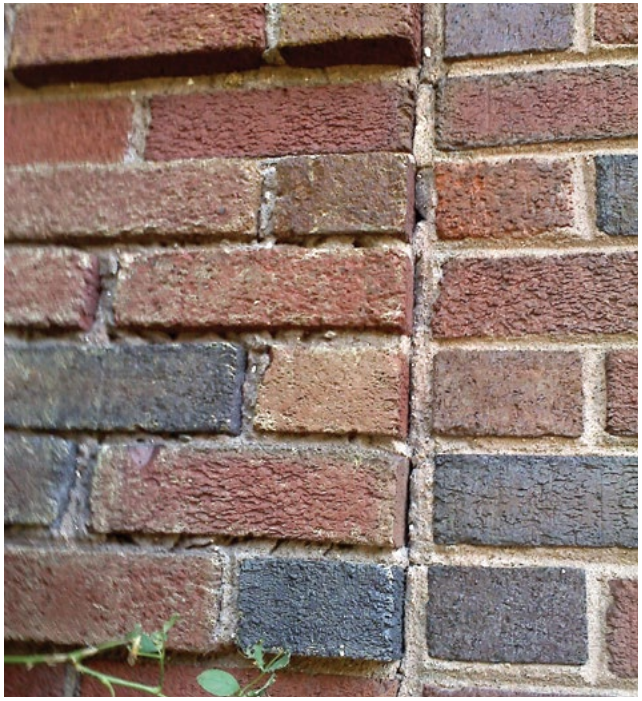
[2] Mid-century modern building technology made possible the form of this parabola-shaped structure and its thin concrete shell construction. Built in 1961 as the lobby of the La Concha Motel in Las Vegas, it was designed by Paul Revere Williams, one of the first prominent African-American architects. It was moved to a new location and rehabilitated to serve as the Neon Museum, and is often cited as an example of Googie architecture. *Credit: Photographed with permission at The Neon Museum, Las Vegas, Nevada.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Cleaning soiled masonry surfaces with the gentlest method possible, such as using low-pressure water and detergent and natural bristle or other soft-bristle brushes.	Cleaning or removing paint from masonry surfaces using most abrasive methods (including sandblasting, other media blasting, or high-pressure water) which can damage the surface of the masonry and mortar joints. Using a cleaning or paint-removal method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures. Cleaning with chemical products that will damage some types of masonry (such as using acid on limestone or marble), or failing to neutralize or rinse off chemical cleaners from masonry surfaces.



[3] **Not Recommended:**
The white film on the upper corner of this historic brick row house is the result of using a scrub or slurry coating, rather than traditional repointing by hand, which is the recommended method.



[4] **Not Recommended:**
The quoins on the left side of the photo show that high-pressure abrasive blasting used to remove paint can damage even early 20th-century, hard-baked, textured brick and erode the mortar, whereas the same brick on the right, which was not abrasively cleaned, is undamaged.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Using biodegradable or environmentally-safe cleaning or paint-removal products.	
Using paint-removal methods that employ a poultice to which paint adheres, when possible, to neatly and safely remove old lead paint.	
Using coatings that encapsulate lead paint, when possible, where the paint is not required to be removed to meet environmental regulations.	
Allowing only trained conservators to use abrasive or laser-cleaning methods, when necessary, to clean hard-to-reach, highly-carved, or detailed decorative stone features.	
Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., hand scraping) prior to repainting.	Removing paint that is firmly adhered to masonry surfaces, unless the building was unpainted historically and the paint can be removed without damaging the surface.
Applying compatible paint coating systems to historically-painted masonry following proper surface preparation.	Failing to follow manufacturers' product and application instructions when repainting masonry features.
Repainting historically-painted masonry features with colors that are appropriate to the historic character of the building and district.	Using paint colors on historically-painted masonry features that are not appropriate to the historic character of the building and district.
Protecting adjacent materials when cleaning or removing paint from masonry features.	Failing to protect adjacent materials when cleaning or removing paint from masonry features.
Evaluating the overall condition of the masonry to determine whether more than protection and maintenance, such as repairs to masonry features, will be necessary.	Failing to undertake adequate measures to ensure the protection of masonry features.
Repairing masonry by patching, splicing, consolidating, or otherwise reinforcing the masonry using recognized preservation methods. Repair may include the limited replacement in kind or with a compatible substitute material of those extensively deteriorated or missing parts of masonry features when there are surviving prototypes, such as terra-cotta brackets or stone balusters.	Removing masonry that could be stabilized, repaired, and conserved, or using untested consolidants and unskilled personnel, potentially causing further damage to historic materials. Replacing an entire masonry feature, such as a cornice or balustrade, when repair of the masonry and limited replacement of deteriorated or missing components are feasible.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Repairing masonry walls and other masonry features by repointing the mortar joints where there is evidence of deterioration, such as disintegrating mortar, cracks in mortar joints, loose bricks, or damaged plaster on the interior.	Removing non-deteriorated mortar from sound joints and then repointing the entire building to achieve a more uniform appearance.
Removing deteriorated lime mortar carefully by hand raking the joints to avoid damaging the masonry.	
Using power tools only on horizontal joints on brick masonry in conjunction with hand chiseling to remove hard mortar that is deteriorated or that is a non-historic material which is causing damage to the masonry units. Mechanical tools should be used only by skilled masons in limited circumstances and generally not on short, vertical joints in brick masonry.	Allowing unskilled workers to use masonry saws or mechanical tools to remove deteriorated mortar from joints prior to repointing.
Duplicating historic mortar joints in strength, composition, color, and texture when repointing is necessary. In some cases, a lime-based mortar may also be considered when repointing Portland cement mortar because it is more flexible.	Repointing masonry units with mortar of high Portland cement content (unless it is the content of the historic mortar). Using “surface grouting” or a “scrub” coating technique, such as a “sack rub” or “mortar washing,” to repoint exterior masonry units instead of traditional repointing methods. Repointing masonry units (other than concrete) with a synthetic caulking compound instead of mortar.
Duplicating historic mortar joints in width and joint profile when repointing is necessary.	Changing the width or joint profile when repointing.
Repairing stucco by removing the damaged material and patching with new stucco that duplicates the old in strength, composition, color, and texture.	Removing sound stucco or repairing with new stucco that is different in composition from the historic stucco. Patching stucco or concrete without removing the source of deterioration. Replacing deteriorated stucco with synthetic stucco, an exterior finish and insulation system (EFIS), or other non-traditional materials.

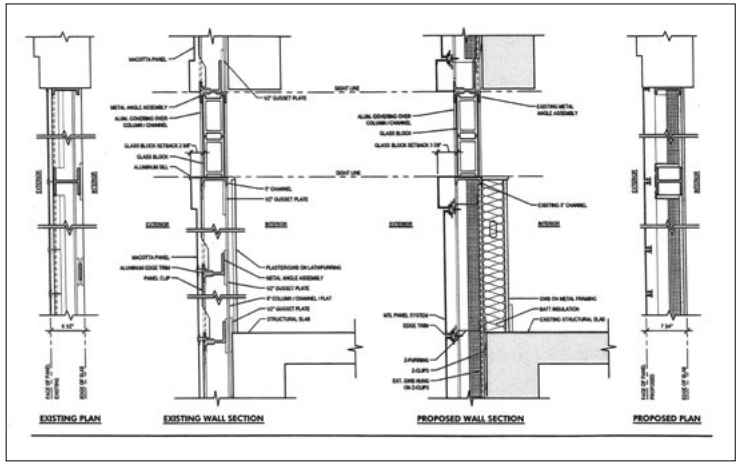
MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Using mud plaster or a compatible lime-plaster adobe render, when appropriate, to repair adobe.	Applying cement stucco, unless it already exists, to adobe.
Sealing joints in concrete with appropriate flexible sealants and backer rods, when necessary.	
Cutting damaged concrete back to remove the source of deterioration, such as corrosion on metal reinforcement bars. The new patch must be applied carefully so that it will bond satisfactorily with and match the historic concrete.	Patching damaged concrete without removing the source of deterioration.

[5] Rebars in the reinforced concrete ceiling have rusted, causing the concrete to spall. The rebars must be cleaned of rust before the concrete can be patched.

[6] Some areas of the concrete brise soleil screen on this building constructed in 1967 are badly deteriorated. If the screen cannot be repaired, it may be replaced in kind or with a composite substitute material with the same appearance as the concrete.

[7] (a) J.W. Knapp's Department Store, built 1937-38, in Lansing, MI, was constructed with a proprietary material named "Maul Macotta" made of enameled steel and cast-in-place concrete panels. Prior to its rehabilitation, a building inspection revealed that, due to a flaw in the original design and construction, the material was deteriorated beyond repair. The architects for the rehabilitation project devised a replacement system (b) consisting of enameled aluminum panels that matched the original colors (c). Photos and drawing (a-b): Quinn Evans Architects; *Photo (c): James Haefner Photography.*



MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Using a non-corrosive, stainless-steel anchoring system when replacing damaged stone, concrete, or terra-cotta units that have failed.	
Applying non-historic surface treatments, such as water-repellent coatings, to masonry only after repointing and only if masonry repairs have failed to arrest water penetration problems.	Applying waterproof, water-repellent, or non-original historic coatings (such as stucco) to masonry as a substitute for repointing and masonry repairs.
Applying permeable, anti-graffiti coatings to masonry when appropriate.	Applying water-repellent or anti-graffiti coatings that change the historic appearance of the masonry or that may trap moisture if the coating is not sufficiently permeable.
Replacing in kind an entire masonry feature that is too deteriorated to repair (if the overall form and detailing are still evident) using the physical evidence as a model to reproduce the feature or when the replacement can be based on historic documentation. Examples can include large sections of a wall, a cornice, pier, or parapet. If using the same kind of material is not feasible, then a compatible substitute material may be considered.	Removing a masonry feature that is unrepairable and not replacing it, or replacing it with a new feature that does not match. Using substitute material for the replacement that does not convey the same appearance of the surviving components of the masonry feature.
The following work is highlighted to indicate that it is specific to **Rehabilitation** *projects and should only be considered after the preservation concerns have been addressed.*	
Designing the Replacement for Missing Historic Features	
Designing and installing a replacement masonry feature, such as a step or door pediment, when the historic feature is completely missing. It may be an accurate restoration based on documentary and physical evidence, but only when the historic feature to be replaced coexisted with the features currently on the building. Or, it may be a new design that is compatible with the size, scale, material, and color of the historic building.	Creating an inaccurate appearance because the replacement for the missing masonry feature is based upon insufficient physical or historic documentation, is not a compatible design, or because the feature to be replaced did not coexist with the features currently on the building. Introducing a new masonry feature that is incompatible in size, scale, material, or color.

GUIDELINES FOR RESTORING HISTORIC BUILDINGS

INTRODUCTION

Restoration is the treatment that should be followed when the expressed goal of the project is to make the building appear as it did at a particular—and at its most significant—time in its history. The guidance provided by the **Standards for Restoration and Guidelines for Restoring Historic Buildings** is to first ***identify*** the materials and features from the *restoration period*. After these materials and features have been identified, they should be maintained, protected, repaired, and replaced, when necessary. Unlike the other treatments in which most, if not all, of the historic elements are retained, restoration will likely include the removal of features from other periods. Missing features from the *restoration period* should be *replaced*, based on physical or historic documentation, with either the same or compatible substitute materials. Only those designs that can be documented as having been built should be recreated in a restoration project.

Identify, Retain, and Preserve Materials and Features from the Restoration Period

The guidance for the treatment **Restoration** begins with recommendations to identify the form and detailing of those architectural materials and features that are significant to the *restoration period* as established by historic research and documentation. Therefore, guidance on ***identifying, retaining, and preserving*** features from the *restoration period* is always given first.

Protect and Maintain Materials and Features from the Restoration Period

After identifying those materials and features from the *restoration period* that must be retained in the process of **Restoration** work, then ***protecting and maintaining*** them are addressed. Protection generally involves the least degree of intervention and is preparatory to other work. Protection includes the maintenance of materials and features from the *restoration period* as well as ensuring that the property is protected before and during restoration work. An overall evaluation of the physical condition of the features from the *restoration period* should always begin at this level.

Repair (Stabilize, Consolidate, and Conserve) Materials and Features from the Restoration Period

Next, when the physical condition of *restoration-period* features requires additional work, repairing by ***stabilizing, consolidating, and conserving*** is recommended. **Restoration** guidance focuses on the preservation of those materials and features that are significant to the period. In **Restoration**, repair may include the limited replacement in kind or with a compatible substitute material of extensively deteriorated or missing components of existing *restoration-period* features when there are surviving prototypes to use as a model.

Replace Extensively Deteriorated Features from the Restoration Period

In **Restoration**, ***replacing*** an entire feature from the *restoration period,* such as a porch, that is too deteriorated to repair may be appropriate. Together with documentary evidence, the form and detailing of the historic feature should be used as a model for the replacement. Using the same kind of material is preferred; however, compatible substitute material may be considered. New work may be unobtrusively dated to guide future research and treatment.

Remove Existing Features from Other Historic Periods

Most buildings change over time, but in **Restoration** the goal is to depict the building as it appeared at the most significant time in its history. Thus, it may involve ***removing*** or altering existing historic features that do not represent the *restoration period*. Materials, features, spaces, and finishes that characterize other historical periods should be documented to guide future research and treatment prior to their alteration or removal.

Recreate Missing Features from the Restoration Period

Most **Restoration** projects involve ***recreating*** features that were significant to the building during the *restoration period*, such as a porch, but are now missing. Missing features to be replaced should be substantiated by documentary and physical evidence to ensure the restoration is accurate. Using the same materials to depict lost features is always the preferred approach; however, using compatible substitute material is an acceptable alternative in **Restoration** because the goal of this treatment is to replicate the *appearance* of the historic building at a particular time.

If documentary and physical evidence are not available to provide an accurate recreation of missing features, the treatment Rehabilitation might be a better overall approach to project work.

Code-Required Work: Accessibility and Life Safety

Sensitive solutions to meeting code requirements in a **Restoration** project are an important part of protecting the historic character of the building. Work that must be done to meet accessibility and life-safety requirements must also be assessed for its potential impact on the historic building as it is restored.

Resilience to Natural Hazards

Resilience to natural hazards should be addressed as part of a **Restoration** project. A historic building may have existing characteristics or features that help to address or minimize the impacts of natural hazards. These should always be used to best advantage when planning new adaptive treatments that have the least impact on the historic character of the building, its site, and setting.

Sustainability

Sustainability should be addressed as part of a **Restoration** project. Good preservation practice is often synonymous with sustainability. Existing energy-efficient features should be retained and repaired. New sustainability treatments should generally be limited to updating existing features and systems to have the least impact on the historic character of the building.

The topic of sustainability is addressed in detail in *The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings*. Although specifically developed for the treatment Rehabilitation, the Sustainability Guidelines can be used to help guide the other treatments.

Restoration as a Treatment. *When the property's design, architectural, or historical significance during a particular period of time outweighs the potential loss of extant materials, features, spaces, and finishes that characterize other historical periods; when there is substantial physical and documentary evidence for the work; and when contemporary alterations and additions are not planned, Restoration may be considered as a treatment. Prior to undertaking work, a particular period of time, i.e., the restoration period, should be selected and justified, and a documentation plan for Restoration developed.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Identifying, retaining and preserving masonry features from the restoration period (such as walls, brackets, railings, cornices, window and door surrounds, steps, and columns) and decorative ornament and other details, such as tooling and bonding patterns, coatings, and color.	Altering masonry features from the restoration period. Failing to document masonry features from the restoration period, which may result in their loss. Applying paint or other coatings (such as stucco) to restoration-period masonry features, or removing them, if such treatments cannot be documented to the restoration period. Changing the type of paint or coating or the color of restoration-period masonry features, unless the work can be substantiated by historical documentation.
Protecting and maintaining masonry features from the restoration period by ensuring that historic drainage features and systems that divert rainwater from masonry surfaces (such as roof overhangs, gutters, and downspouts) are intact and functioning properly.	Failing to identify and treat the causes of masonry deterioration, such as leaking roofs and gutters or rising damp.

[1] (a) When it was acquired by the National Trust for Historic Preservation in the 1980s, Montpelier in Montpelier Station, VA, the home of James and Dolley Madison, had been much altered and enlarged since it was first constructed. Based on historical documentation and research, Montpelier was accurately restored to its 1820s appearance when the president and his wife lived there (b). *Photos: Courtesy of The Montpelier Foundation.*

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.	Cleaning masonry surfaces from the restoration period when they are not heavily soiled to create a "like-new" appearance, thereby needlessly introducing chemicals or moisture into historic materials.
Carrying out masonry cleaning tests when it has been determined that cleaning is appropriate. Test areas should be examined to ensure that no damage has resulted and, ideally, monitored over a sufficient period of time to allow long-range effects to be predicted.	Cleaning masonry surfaces without testing or without sufficient time for the testing results to be evaluated.
Cleaning soiled restoration-period masonry surfaces with the gentlest method possible, such as using low-pressure water and detergent and natural bristle or other soft-bristle brushes.	Cleaning or removing paint from masonry surfaces from the restoration period using most abrasive methods (including sandblasting, other media blasting, or high-pressure water) which can damage the surface of the masonry and mortar joints. Using a cleaning or paint-removal method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures. Cleaning with chemical products that will damage some types of masonry (such as using acid on limestone or marble), or failing to neutralize or rinse off chemical cleaners from masonry surfaces.
Using biodegradable or environmentally-safe cleaning or paint-removal products.	
Using paint-removal methods that employ a poultice to which paint adheres, when possible, to neatly and safely remove old lead paint.	
Using coatings that encapsulate lead paint, when possible, where paint is not required to be removed to meet environmental regulations.	
Allowing only trained conservators to use abrasive or laser cleaning methods, when necessary, to clean hard-to-reach, highly-carved, or detailed decorative stone features.	

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., hand scraping) prior to repainting.	Removing paint that is firmly adhered to masonry surfaces.
Applying compatible paint coating systems to historically-painted, restoration-period masonry following proper surface preparation.	Failing to follow manufacturers' product and application instructions when repainting masonry features.
Repainting historically-painted masonry features with colors that are documented to the restoration period of the building (i.e., verifying through paint analysis).	Using paint colors on historically-painted masonry features that are not documented to the restoration period.
Protecting adjacent restoration-period materials when cleaning or removing paint from masonry features from the restoration period.	Failing to protect adjacent restoration-period materials when cleaning or removing paint from masonry features from the restoration period.
Evaluating the overall condition of masonry from the restoration period to determine whether more than protection and maintenance, such as repairs to masonry features will be necessary.	Failing to undertake adequate measures to ensure the protection of masonry features from the restoration period.
Repairing masonry features from the restoration period by patching, splicing, consolidating, or otherwise reinforcing the masonry using recognized preservation methods. Repair may include the limited replacement in kind or with a compatible substitute material of those extensively deteriorated or missing components of masonry features from the restoration period when there are surviving prototypes (such as terra-cotta brackets or stone balusters) or when the replacement can be based on physical or historic documentation. The new work should match the old in material, design, scale, color, and finish.	Removing masonry from the restoration period that could be stabilized, repaired, and conserved, or using untested consolidants and unskilled personnel, potentially causing further damage to materials.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Repairing masonry walls and other masonry features from the restoration period by repointing the mortar joints where there is evidence of deterioration, such as disintegrating mortar, cracks in mortar joints, loose bricks, or damaged plaster.	
Removing deteriorated lime mortar from the restoration period carefully by hand raking the joints to avoid damaging the masonry.	Removing restoration-period mortar that is not deteriorated from sound joints.

[2] (a) Decatur House in Washington, DC, was designed by William Henry Latrobe and constructed in 1816. (b) In the late-19th century, the façade was "modernized" by removing the limestone lintels on the first floor and replacing them with decorative sandstone lintels in the style of the period. (c) In the mid-20th century, the house was brought back to its original appearance based on historic documentation. Photos: The White House Historical Association and Decatur House, a National Trust Site.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Using power tools only on horizontal joints on restoration-period brick masonry in conjunction with hand chiseling to remove hard mortar that is deteriorated or that is a non-historic material which is causing damage to the masonry units. Mechanical tools should be used only by skilled masons in limited circumstances and generally not on short, vertical joints in brick masonry.	Allowing unskilled workers to use masonry saws or mechanical tools to remove deteriorated mortar from joints prior to repointing.
Duplicating historic mortar joints in strength, composition, color, and texture when repointing is necessary. In some cases, a lime-based mortar may also be considered when repointing Portland cement mortar joints because it is more flexible.	Repointing masonry units with mortar of high Portland cement content (unless it is the content of the mortar from the restoration period).
Duplicating restoration-period mortar joints in width and joint profile when repointing is necessary.	Using "surface grouting" or a "scrub" coating technique, such as a "sack rub" or "mortar washing," to repoint exterior masonry units from the restoration period instead of traditional repointing methods. Changing the width or joint profile when repointing masonry from the restoration period.

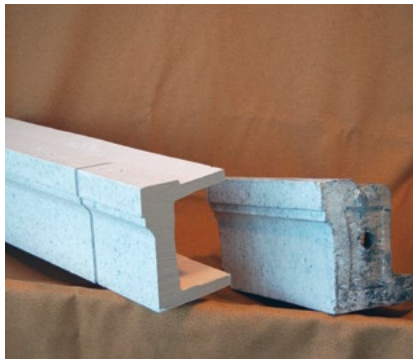
[3] **Not Recommended:** Although the Dutchman stone repair has been well executed, the replacement stone is not a good color match.

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Repairing stucco from the restoration period by removing the damaged material and patching with new material that duplicates the historic stucco in strength, composition, color, and texture.	Removing sound stucco from the restoration period or repairing with new stucco that is different in composition from the historic stucco. Patching stucco or concrete from the restoration period without removing the source of deterioration. Replacing deteriorated stucco from the restoration period with synthetic stucco, an exterior finish and insulation system (EFIS), or other non-traditional materials.
Using mud plaster or a compatible lime-plaster adobe render, when appropriate, to repair adobe from the restoration period.	Applying cement stucco, unless it already exists, to adobe from the restoration period.
Sealing joints in concrete from the restoration period with appropriate flexible sealants and backer rods, when necessary.	Repointing masonry units from the restoration period (other than concrete) with a synthetic caulking compound instead of mortar.
Cutting damaged concrete from the restoration period back to remove the source of deterioration, such as corrosion on metal reinforcement bars. The new patch must be applied carefully so that it will bond satisfactorily with and match the historic concrete.	Patching concrete from the restoration period without removing the source of deterioration.
Using a non-corrosive, stainless-steel anchoring system when replacing damaged stone, concrete, or terra-cotta units from the restoration period that have failed.	
Repairing masonry features from the restoration period by patching, splicing, consolidating, or otherwise reinforcing the masonry using recognized preservation methods. Repair may include the limited replacement in kind or with a compatible substitute material of those extensively deteriorated or missing components of masonry features from the restoration period when there are surviving prototypes (such as terra-cotta brackets or stone balusters) or when the replacement can be based on physical or historic documentation. The new work should match the old in material, design, scale, color, and finish.	Removing masonry from the restoration period that could be stabilized, repaired, and conserved, or using untested consolidants, improper repair techniques, or unskilled personnel, potentially causing further damage to materials. Replacing an entire masonry feature from the restoration period, such as a cornice or balustrade, when repair of the masonry and limited replacement of deteriorated or missing components are appropriate.

[4] (a) Over the years terra-cotta cladding had been replaced on the lower floors of this early-20th century bank building with a storefront and incompatible windows. (b) A 1936 photograph of the building provided the documentation to restore its historic appearance. (c) Glass fiber reinforced plastic (GRFP) was chosen as a substitute material, and samples were made in a variety of colors and textures to obtain the best match for the missing and damaged terra cotta. (d) This photo taken after restoration shows that the GFRP replacements successfully blend in with the original terra cotta. *Photo (d): Blamonet at English Wikipedia.*

(a)



(c)

(d)

(b)

MASONRY: STONE, BRICK, TERRA COTTA, CONCRETE, ADOBE, STUCCO, AND MORTAR

RECOMMENDED	NOT RECOMMENDED
Applying non-historic surface treatments, such as water-repellent coatings, to masonry from the restoration period only after repointing and only if masonry repairs have failed to arrest water penetration problems.	Applying waterproof, water-repellent, or other coatings that are not from the restoration period (such as stucco) to masonry as a substitute for repointing and masonry repairs.
Applying permeable, anti-graffiti coatings to masonry from the restoration period when appropriate.	Applying water-repellent or anti-graffiti coatings that change the historic appearance of the masonry from the restoration period or that may trap moisture if the coating is not sufficiently permeable.
Replacing in kind an entire masonry feature from the restoration period that is too deteriorated to repair (if the overall form and detailing are still evident) using the physical evidence as a model to reproduce the feature. Examples can include a large section of a wall, a cornice, balustrade, pier, or parapet. If using the same kind of material is not feasible, then a compatible substitute material may be considered. The new work may be unobtrusively dated to guide future research and treatment.	Removing a masonry feature from the restoration period that is unrepairable and not replacing it, or replacing it with a new feature that does not match. Using a substitute material for the replacement that does not convey the same appearance of the surviving components of the masonry.
The following **Restoration** *work is highlighted to indicate that it involves the removal or alteration of existing historic masonry features that would be retained in Preservation and Rehabilitation treatments; and the replacement of missing masonry features from the restoration period using all new materials.*	
Removing Existing Features from Other Historic Periods	
Removing masonry features from other historic periods, such as a door surround, porch, or steps.	Failing to remove a masonry feature from another period, thereby confusing the depiction of the building's appearance from the restoration period.
Documenting masonry features dating from other periods prior to their alteration or removal. If possible, selected examples of these features or materials should be stored for future research.	Failing to document masonry features from other historic periods that are removed from the building so that a valuable portion of the historic record is lost.
Recreating Missing Features from the Restoration Period	
Recreating a missing masonry feature that existed during the restoration period based on documentary and physical evidence; for example, duplicating a terra-cotta bracket or stone balustrade. The new work may be unobtrusively dated to guide future research and treatment.	Constructing a masonry feature that was part of the original design for the building but was never actually built, or a feature which was thought to have existed during the restoration period but which cannot be documented.

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	FW: Miramar redevelopement
Date:	Sunday, August 30, 2020 7:38:50 PM

From: sbenj1@juno.com <sbenj1@juno.com>
Sent: Sunday, August 30, 2020 6:28 PM
To: Jing Yeo <Jing.Yeo@SMGOV.NET>
Subject: Miramar redevelopement

EXTERNAL

Dear Staff Liason Yeo,
Please reduce the size and traffic impact of the project. The entrances should remain on Wilshire and Ocean. 2nd and California are already overburdened: California, by the Incline and 2nd by the Huntly directly across the street. Often 2nd is impassable now.

The project is too large for the neighborhood. I am a longtime resident of the neighborhood.

Respectfully,

Dr. Sheldon D Benjamin
124 Idaho Ave # 202
Santa Monica, CA
90403
310-394-4384
sbenj1@juno.com

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From: jonpschotz
To: Planning Commission Comments
Subject: Miramar Redevelopment Plan
Date: Sunday, August 30, 2020 9:05:12 PM

EXTERNAL

Honorable Planning Commissioners,

I am writing in support of the proposed Miramar Plan, and in particular the new condominiums proposed by the Applicant.

My wife and I have lived in Santa Monica for over 35 years. We love our home on Georgina, but our children have moved out and it's time for us to downsize. We love the proposed project, and hope to purchase one of the condominiums as soon as they become available. Not only is it magnificent, the combination of amenities and hotel services is precisely what we're looking for. The location is perfect, and we look forward to leaving our car in the garage and walking everywhere.

We urge your prompt approval of the project.

Sincerely,

Jon Schotz
148 Georgina Avenue
Santa Monica, CA

From:	julie kirst
To:	Planning Commission Comments; Richard McKinnon
Subject:	Re: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project
Date:	Sunday, August 30, 2020 11:32:18 PM

EXTERNAL

To Richard Mckinnon:

This project doubles the size of the current site while keeping the same number of hotel rooms, adding **painful and permanent burdens for its neighborhood** as well as additional costs for the City, largely for luxury condos.

Residents aren't getting real and needed community benefits that would compensate for the many significant entitlements the developer receives.

Thank you,

Julie Kirst

From:	Elizabeth Van Denburgh
To:	Shawn Landres
Cc:	Planning Commission Comments
Subject:	Planning Commission 9/2 - Item 9A - Miramar Redevelopment Recommendations
Date:	Monday, August 31, 2020 12:50:46 AM
Attachments:	NeighborhoodLetter-Miramar9-2PCMtg-FinalWilmont.docx

EXTERNAL

Commissioner Landres,

The Wilmont Board has met to discuss and outline our recommendations for the Miramar Redevelopment project. This redevelopment effort will have a huge impact on the Wilmont neighborhood given the massing, circulation and height of the project.

Our observations and recommendations are in the attached letter.

Thank-you,
Elizabeth Van Denburgh
Wilmont Chair

August 30, 2020

Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations

Chair Lambert and Planning Commissioners,

The Wilshire Montana Neighborhood Coalition (Wilmont), the largest and densest of the seven City-recognized neighborhoods, writes on behalf of its 23,000 residents who will be directly impacted by this project. This is one of the largest, tallest, and most impactful projects that the Planning Commission will review because of its designation as a DCP Established Large Site. You will play a critical role in making an entirely new hotel and commercial space work for the City, visitors and residents.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key changes.

MOBILITY AND CIRCULATION:

This project is NOT ready for prime time. The serious issues of hotel circulation haven't been solved; as planned this hotel's three NEW entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California. The pedestrian, bike and escooter experience will worsen because of the THREE new curb cuts to the underground garage(s) on the non-Wilshire sidewalks. The proposed cuts violate the principles of the DCP which states "… proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, **while always giving priority to people walking.**"

With the creation of three NEW car entrances/exits, the safety and health of pedestrians, bikes and escooters is three times more dangerous vs. having the Wilshire entrance. The traffic issues identified in the EIR from California and PCH to California and Lincoln, and 2nd to Wilshire are not just about congestion. Our concerns are with health issues (GHG emissions) in a residential area with a park (Reed), church and school (St. Monica) and high-rise senior living building (Westminster Towers) and safety issues of pedestrians, bikes and escooters inside the Wilmont neighborhood. Over 80% of Wilmont are renters in R3 and R2 zones and do not deserve to have to absorb these negative impacts and commercial intrusion into our neighborhood. Historically, Miramar traffic has impacted Wilshire, an auto and commercial boulevard.

Revision Main Hotel Entrance to Remain on Wilshire and Eliminate 2nd Street, California and Ocean Entrances

The Wilshire main entrance is an established part of the Miramar history that works well. The developer studied all the ways in which the hotel is old and functionally obsolete to justify tearing it down altogether and doubling its size. But what it did not appropriately design, or study was a functional

circulation system for a hotel twice its current size in relation to its existing neighborhood and how best to minimize the traffic and parking impacts.

Instead, it turned a blind eye to this critical issue by excluding the study of Wilshire Blvd, as the existing hotel entrance, from any traffic analysis and alternatives studied in the EIR. And in doing so, it ignored the many requests from residents and Wilmont to keep the main entrance on a major boulevard.

This critical omission of a Wilshire Boulevard traffic study defeats the purpose of studying known and foreseeable traffic impacts in an EIR.

The current design appears to select the direst circulation impacts using a neighborhood street as the hotel entrance as well as adding two new entrances. Wilshire is functionally better and mitigates traffic congestion and associated health and safety issues. Unlike Wilshire, California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street is already burdened with a hotel entrance, loading dock, no left hand turn lane going south and has medians and residential street parking north of California.

We do not understand why planners prioritize the Wilshire (terminus block) pedestrian experience over the bike, pedestrian and car experience of Ocean[1], California[2] and 2nd Street. LUCE T25 states: "Design parking to meet applicable urban design goals and minimize negative impacts on pedestrians, bicyclists and transit users." as well as T25.3 states: "Minimize the width and number of driveways at individual development projects."

In shifting the car traffic burdens this way this project fails at achieving the project objectives to reduce congestion, improve circulation and enhance the pedestrian experience.

<u>DO WE WANT THE CRUISE LINER MIRAMAR ON OCEAN?</u>

Historic Palisades Building & New California Building

This is a showcase site identified in the LUCE as a site that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles its site development from 262,284 square feet to 502,157 square feet in the Wilmont neighborhood. 71% of the square feet increase is due to 60 condominiums which average 2,833 sq. ft./condo and are estimated to sell for $7.6 - $10 million. 134 parking spots, i.e. 31% of the parking is attributed to the condos. There is no integration of the Miramar building with the neighborhood; it has no setbacks or cut-outs, or variation where it interacts with California or 2nd Street.

[1] DCP outlined in 2A.1.F that "Ocean Avenue … is marred on the east side due to multiple curb cuts, …"
[2] Main pedestrian and bike way to California vista point, California Incline (bike and pedestrian) and beach.

It is a walled fortress of connected buildings on 88% of the parcel perimeter. The site is not currently planned to be started until 2023 and finished 2026. Further work needs to be done to make this a showcase site that integrates and harmonizes with the surrounding neighborhood.

Eliminate the Condos and Related 134 Parking Spaces

Eliminating the condos will open the site and reduce the massive wall on 2nd Street. Luxury condos do not create a community or benefit hotel workers, they do not generate transit occupancy tax and the increase bulk in the property to allow the applicant to build the hotel and new commercial development risk free. This is not how Santa Monicans want to develop its Ocean front property. Not after granting the applicant a variance for 130-foot building from the established zoning a maximum building height of 50-feet on Ocean Avenue.

Eliminate the California Building and any Rooftop Bar or Dining and Shift Guest Rooms towards Wilshire

A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east. Eliminating the California Building allows the historic Palisades Building to be visible from Ocean and California. Returning the northwest corner to a verdant space would welcome visitors to Santa Monica via the California Incline and improve the Ocean Avenue pedestrian experience. The California guest rooms can be moved to the Wilshire side of the parcel thus placing the 130-foot height toward Downtown.

No food or beverage rooftop services should be allowed either in the California or Ocean Building locations because of the noise impact to the neighborhood.

Reduce the Massing on California and 2nd Streets

Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.

As the Planning Commission, you must address short-term needs balanced with long-term qualities. We are in a difficult time, economically, socially and environmentally. We need to address these issues and focus on the fact that this is a 100-year development that will be adapted to future changes and issues. Open space, ocean views, pedestrian esplanades on Ocean and within the neighborhood, bike routes and safety, neighborhood health and prevention of commercial intrusion into Wilmont will never go out of style. Please take the time to balance the short-term needs and long-term qualities this redevelopment site requires.

REAL COMMUNITY BENEFITS THAT ARE COMMENSURATE WITH THE SCALE OF THIS PROJECT

In our current world, as a city and residents, we are being asked to be leaner and smarter and grow and act in ever more sustainable ways. This project is proposing to do the opposite: It's doing much less with more - doubling the size while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos. How sure are we that the HR&A Advisors, Inc. City Service Costs associated with the hotel, condos and affordable housing are accurate? Is it clear to the City what the components and

assumptions of the associated costs with this property have been validated by City staff and will have to be paid by the City going forward?

Residents are not getting real and needed community benefits that would compensate for the many significant entitlements the developer receives:

- Building up to 130 feet on Ocean Avenue site zoned for 50 feet maximum building height
- Permanent burdens to the surrounding neighborhood in terms of massing and height; the project is 100% building walls on California and 2nd Street
- Demolition and 3-year construction
- The unsolved circulation problems
- The 2nd Street hotel wall turns its back on the rest of the city

Overall, the community benefits proposed are de minimis.

Community benefits for the purposes of a Development Agreement should not be confused with charitable contributions. Community benefits are long-term benefits provided for the residents of Santa Monica to address considerable disruptions that occur over numerous years including the construction phase, as well as the completed project. Prioritized negotiated community benefits identified in the DCP for this project were: 1) Publicly Accessible Open Space[3], 2) Affordable Housing and 3) Historic Preservation. Community benefits go beyond what is mandatory for any type of development at Tier I, 2, or 3. Charitable contributions are one-time payments, often to win over local organizations.

We ask that the Community benefits be expanded beyond what currently exists in the draft DA. The public space designated in the draft DA is insufficient given the large parcel. The Historic Preservation of the Moreton Fig and the preservation and rehabilitation of the Palisades Building are an ongoing obligation and a project benefit to the applicant and should not be considered a "community benefit".

Social Services and Senior Services must be part of the Negotiated Community Benefits

Create a Social Services, Senior Services and Early Childhood contribution account that can be negotiated for each Development Agreement. Currently the City does not have an approach to address negotiated benefits for social and senior services needs as it does for early childhood.

- Social services monetary contribution could be used to support a mental health van and a van(s) for showers and sanitation for those experiencing homelessness.
- Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building of senior housing.

To ensure the monetary contributions are used effectively by these programs, specify a 5% audit fee to follow up and report the results of each area's results toward its defined goals and objectives.

Triple Impact Fees Identified for the Tier 3 Projects

These fees are intended to reduce the additional burdens more intense development will impose on the neighborhood and City by requiring the applicant pay additional fees to mitigate project impacts. These

[3] Add outdoor open space where local residents can gather and enjoy a "back yard" type of space within a very short walk from where they live … DCP-2A

impact fees have not yet been developed by City Council but when finalized will not be negotiated for each project but will define community benefits through a calculated formula, like Tier 2 community benefits. Given the size, density, height and impact on the neighborhood of this project, the Tier 3 impact fees to be determined by ongoing City Council discussion, should be calculated and tripled for this ELS project.

Affordable Housing IS a True Community Benefit and Should NOT be Limited by 2nd Street Parcel

It is not accurate to say, as the developer claims, that **only by** building the condos would result in building affordable housing. This is a Development Agreement which is a document of negotiation between the City and a developer who wants to build higher and denser than its surroundings. In exchange for being able to build up to 130 feet under the LUCE and the DCP the City can and should require more affordable housing. The condos are not a quid pro quo for affordable housing - they are just a financing tool for the developer.

One approach to determining the number of affordable housing units could be using the enlarged hotel rooms in the Ocean building as a base. If the hotel rooms are being enlarged to 800 square feet (or more) then 312 hotel rooms equal approximately 250,000 square feet. Divide that by 1,000 square feet (average size of a condo) it equates to 250 condos and 30% of that (Proposition R) pencils out that we should be asking for 75 affordable units.

Since no mechanism has been brought forward to appropriately determine the number of affordable units, we argue that whatever the number of 100% affordable units that can be built at 2nd Street site should be doubled in keeping with the hotel size and location. The 2nd Street site should not be a limiting factor in the number of affordable housing units this project provides.

Require True Publicly Accessible Open Space

Publicly accessible open space is a priority community benefit. The Applicant has specified that 80% of the site's open space will not be consistently available if at all, to non-hotel guests. With respect to the 14,000 square feet of publicly accessible open space at Ocean and Wilshire the DA needs to require that it be open 365 days a year with park hours type hours of 7AM – 10 PM, similar to Reed Park and ensure this requirement will survive a change in ownership.

The parks surrounding e.g., Palisades Park and in the neighborhood are a significant amenity for the Miramar project. The project has provided limited publicly accessible open space. We request the DA pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period outlined for several community benefits outlined in the draft DA. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City

We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank-you,

Wilmont Board Members

From: Jim Pickrell
To: Jim Pickrell
Subject: Jim PIckrell Personal Opposition to Miramar Expansion Proposal
Date: Monday, August 31, 2020 3:27:07 AM

EXTERNAL

Hi,

I am writing to express my opposition to the Miramar Expansion, which is six blocks from my home on 6th Street.

While I am in favor of small business and hotels, this monstrosity is not a hotel expansion, it is an entirely new commercial and condo tower with little impact on the existing hotel.

Those of us who live in the area hate this project.

* Condos provide few if any jobs except for cleaning ladies. The entire story that this project will create jobs is a lie.
* According to city statistics, the top employment categories in our city are medicine, government, education, entertainment, and tech. The Rand Corporation, UCLA Hospital, St Johns, and Google provide jobs that pay high enough salaries to live in Santa Monica. That's the kind of jobs we need.
* Parking is already a mess in this area. This will make it worse.
* There is no need for expensive condos in this area. They will do nothing to bring down the excessive cost of rent in the neighborhood.
* I do not consider anything they are doing to be of public benefit. The open areas are of no use to neighbors, the pool is closed to non-hotel-guests, and the jobs are not designed for people who live in the area.
* Plans to move the entrance from Wilshire to side streets are pretty insane. The entrance should be on the main road.
* The "affordable" housing is of no benefit to local residents. It is too small to have any impact on the market and not open to the public.
* Santa Monica has limited water. This by itself is sufficient reason to cancel this project. We don't have water for this expansion.
* Tax revenue is not a consideration for residents. Our city has plenty of tax revenue, and squanders it. Condos do not pay hotel tax. This project has no net tax benefit for the city.

The Miramar has a nice hotel, nice restaurants, and the Bungalows night club there is fun. If the Miramar had a legitimate plan to renovate and improve the hotel, I'd probably support it.

The condo towers and commercial space are not needed and have no public benefit.

I'm voting no. My friends and neighbors are voting no. If you represent us, you will vote "no" too.

Jim Pickrell
927 6th Street

From:	ldmorton@earthlink.net
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	AGAINST PROPOSED MIRAMAR HOTEL DEVELOPMENT
Date:	Monday, August 31, 2020 8:19:01 AM

EXTERNAL

Hello,

As a resident of Santa Monica living on Ocean Avenue a block away from the Hotel Miramar, I am opposed to the redevelopment plan for the Hotel Miramar for a number of reasons. I'll list only a few.

1. The entrances on 2nd and California (particularly California) would exacerbate already terrible traffic on a small residential street that is also access to PCH.
2. What Santa Monica doesn't need is more very expensive condominiums in an already dense area with traffic problems. It needs more affordable housing.
3. The height and density of the project on the land is a desecration of a coastline and the views that are enjoyed by all. It creates a very dead, large street scape that takes away from the historic appeal of Santa Monica.

These are just a few of my objections which I hope you will take into consideration.

Thank you,
Laura Morton

From:	Melissa Zak
To:	Planning Commission Comments
Subject:	FW: Planning Commission - Wed., 9/2 Item 9-A; Miramar Redevelopment Project
Date:	Monday, August 31, 2020 11:21:48 AM

From: Planning <Planning@SMGOV.NET>
Sent: Monday, August 31, 2020 11:19 AM
To: Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>
Cc: Melissa Zak <Melissa.Zak@SMGOV.NET>
Subject: FW: Planning Commission - Wed., 9/2 Item 9-A; Miramar Redevelopment Project

---

From: info <info@christineparra.com>
Sent: Monday, August 31, 2020 11:05 AM
To: Leslie Lambert <Leslie.Lambert@SMGOV.NET>; Shawn Landres <Shawn.Landres@SMGOV.NET>; Jim Ries <Jim.Ries@SMGOV.NET>; Nina Fresco <Nina.Fresco@SMGOV.NET>; Mario Fonda-Bonardi <Mario.Fonda-Bonardi@SMGOV.NET>; Richard McKinnon <Richard.McKinnon@SMGOV.NET>; Elisa Paster <Elisa.Paster@SMGOV.NET>; Planning <Planning@SMGOV.NET>
Subject: Planning Commission - Wed., 9/2 Item 9-A; Miramar Redevelopment Project

EXTERNAL

Chair and Planning Commissioners,

I am extremely concerned about the scope and size of this project and how the three entrances on Ocean, California, and 2nd Street will impact the community and mobility.

This project doubles the size of the current site while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos.

I am respectfully asking for reconsideration of the project as proposed.

Thank you!

Christine Parra

SM Resident

From:	Jing Yeo
To:	Planning Commission Comments
Subject:	FW: Planning Commission Wed., 9/2 Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Monday, August 31, 2020 11:24:36 AM

From: Stephen Wong <ysw83@hotmail.com>
Sent: Monday, August 31, 2020 11:09 AM
To: Leslie Lambert <Leslie.Lambert@SMGOV.NET>; Shawn Landres <Shawn.Landres@SMGOV.NET>; Jim Ries <Jim.Ries@SMGOV.NET>; Nina Fresco <Nina.Fresco@SMGOV.NET>; Mario Fonda-Bonardi <Mario.Fonda-Bonardi@SMGOV.NET>; Richard McKinnon <Richard.McKinnon@SMGOV.NET>; Elisa Paster <Elisa.Paster@SMGOV.NET>; Lane Dilg <Lane.Dilg@SMGOV.NET>; David Martin <David.Martin@SMGOV.NET>; Jing Yeo <Jing.Yeo@SMGOV.NET>
Subject: Planning Commission Wed., 9/2 Item 9-A: Miramar Redevelopment Project Recommendations

EXTERNAL

To: See Planning Commissioner and Planning Management emails below

Subject: Planning Commission Wed., 9/2 Item 9-A: Miramar Redevelopment Project Recommendations

From: Stephen Wong

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1) As planned this hotel's three entrances on Ocean, California, and the entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California.

2) The Wilshire main entrance is an established part of the Miramar history that works well. The project simply tears it down altogether to double the project's size.

3) The project does not present a functional circulation system for a hotel twice the current size in relation to its existing neighborhood to minimize the traffic and parking impacts.

4) The project has ignored the many, repeated requests from residents and Wilmont to keep the main entrance on a major boulevard.

5) California and 2nd Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street already burdened with a hotel entrance, loading dock, no left hand turn lane going south, and medians and residential street parking north of California. Shifting car traffic onto these streets will produce the opposite of LUCE (Land Use Circulation Element) mandates to reduce congestion, improve circulation and enhance the pedestrian experience.

6) This is a showcase site identified in the LUCE that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles site development for no other reason than to

maximize economic return at the expense of the neighborhood.

7) Eliminating the condos will open up the site and reduce the massive wall on 2nd Street.

8) Luxury condos create a community or benefit hotel workers; no transit occupancy tax will be received from them.

9) A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space, as well as improving the vista from the Park to the east.

10) Returning the northwest corner to a verdant space would welcome visitors to Santa Monica and improve the Ocean Avenue pedestrian experience. Guest rooms can be moved to the Wilshire side of the parcel, placing the 130-foot height toward Downtown.

11) No food or beverage rooftop services should be allowed either in the California location because of the noise impacts to the neighborhood.

12) Re-adjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in the center of the site.

13) This project doubles the size of the current site while keeping the same number of hotel rooms, adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos.

14) Residents aren't getting real and needed community benefits that would compensate for the many significant entitlements the developer receives.

15) A Social Services, Senior Services and Early Childhood contribution account should be created as part of the negotiated community benefits. Social services monetary contribution could be used to support a mental health van and a *Lavamae* truck that could address physical needs by supplying showers and bathrooms. Senior services monetary contributions could be used to continue to support and expand affordable senior housing through cash contributions and building senior housing.

16) Given the size, density and location of this project, the Tier 3 impact fees (to be determined by City Council discussion) should be calculated and tripled.

17) In exchange for being able to build up to 130 under the LUCE and the DCP, the City can and should require more affordable housing. The condos are not a quid pro quo for affordable housing; they are just a financing tool for the developer.

19) Whatever the number of 100% affordable units that can be built at 2nd Street site should be doubled in keeping with the hotel size.

20) Publicly accessible open space is a priority community benefit but 80% of the site's open space will not be consistently available, if at all, to non-hotel guests. Publicly accessible open space at the corner of Ocean and Wilshire should be open 365 days a year with the same hours as Reed Park. This requirement must survive a change in ownership.

21) The applicant should pay for City Park Patrols for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City.

leslie.lambert@smgov.net	Leslie Lambert, Chair of Planning Commission
shawn.landres@smgov.net	Shawn Landres, Vice-Chair of Planning Commission
jim.ries@smgov.net	Jim Ries, Planning Commissioner
nina.fresco@smgov.net	Nina Fresco, Planning Commissioner
mario.fonda-bonardi@smgov.net	Mario Fonda-Bonardi, Planning Commissioner
richard.mckinnon@smgov.net	Richard McKinnon, Planning Commissioner
elisa.paster@smgov.net	Elisa Paster, Planning Commissioner
planningcomment@smgov.net	Please add to each Planning Commissioner email to have comments as part of Planning Commission record.
Cc:lane.dilg@smgov.net	Santa Monica City Manager
Cc:david.martin@smgov.net	Santa Monica Director Planning & Community Development
Cc:jing.yeo@smgov.net	Planning Commission Staff Liaison

From:	Miller, Sandra
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar Redevelopment Project
Date:	Monday, August 31, 2020 11:31:43 AM
Attachments:	Miramar support letter.pdf

EXTERNAL

Dear Commissioners,

Please see attached letter of support for the Miramar Development Project which is scheduled for Wednesday September 2nd.

Best regards,

Sandra Miller
President • Private Office Advisor

ENGEL&VÖLKERS
PRIVATE OFFICE

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Mail to: Sandra.Miller@evrealestate.com
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ENGEL & VÖLKERS

August 28, 2020

VIA E-Mail
Santa Monica Planning Commission
1685 Main Street, Room 212
Santa Monica, CA 90401

Re: Support of the Proposed Miramar Redevelopment

Dear Commissioners:

I am pleased to write a letter supporting the planned redevelopment of the Miramar Hotel. As the President of Engel & Volkers Santa Monica, one of the premier real estate firms in the world, who sells both single family residences and condominiums in Santa Monica, I would like to comment about the plan as it relates to my business and my clients.

First and foremost, this project will bring a world-class hotel to our City which not only brings substantial city revenues and jobs but also brings visitors who come and spend money in our local economy. These are the type of visitors that we want and need to ensure our local businesses continue to thrive, especially now in this crazy new economic world.

As to the Residential component of the proposed redevelopment. I have owned a real estate brokerage in Santa Monica since 2004. There has been one new luxury condominium development of any significance in the last 16 years and that was The Waverly and The Saychelle which were on leased land and offered much smaller units. If the projected 60 condos were built, my local clients, many of them residents of North of Montana, would readily sell to move into these types of serviced units, given an opportunity to own in Santa Monica. They love Santa Monica, but unfortunately the buildings that fit their lifestyle do not exist here. The Miramar is a perfect fit for many of my clients. They frequently live in larger homes and are empty nesters, but while they do not need their current sized homes, they do need the 3,000 sq. ft. hotel serviced residences that are planned. I feel this project will allow them to sell their existing homes and downsize, thus freeing up resale home inventory and keeping the homeowners in the city that they love. This is product that just doesn't exist in Santa Monica. My clients and I are looking forward to having these residences available at the Miramar.

This is a great project for our City and I am hopeful that the Planning Commission moves this matter forward to City Council for Approval as soon as possible.

Sincerely,

Sandra Miller
President

Engel & Völkers Santa Monica
1123 Montana Ave.
Santa Monica • CA 90403 • USA

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SantaMonica@EVRealestate.com
Sandra.Miller@EVRealestate.com

From:	George Minardos
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar Redevelopment
Date:	Monday, August 31, 2020 11:53:03 AM
Attachments:	PC Support Letter George M 8-24-20.docx

EXTERNAL

Dear Planning Commission,

Please see attached, my letter of support for the Miramar Redevelopment project.

Respectfully,

George Minardos

MINARDOSGROUP
building consulting development estate care

Create Build Inspire™

2800 28th Street, Suite 170 Santa Monica, CA 90405
Phone 310.450.6900 Fax 310.450.6988
www.minardosgroup.build

August 27, 2020

Re: Miramar Redevelopment

City Planning Commission
1685 Main Street, Room 212
Santa Monica, CA 90401

Dear Commissioners,

I am writing as a long-time Santa Monica resident, business owner and former Santa Monica Arts Commissioner, to express my support for the new Miramar Hotel. I frequently enjoy many of the existing outlets and offerings of the hotel and since relocating my family to Northern California, I am now one the hotels most frequent guests.

Existing ownership have done a commendable job in revitalizing the existing operation over the last decade, but given my role as a contractor, the property is in serious need of a major renovation if it is to remain competitive with luxury hospitality in general.

The Minardos Group specializes in building luxury accommodations and I truly appreciate the thoughtful approach to the site planning and design undertaken by the Miramar team led by Pelli Clarke Pelli Architects. It is rare for any City to have this caliber of architectural and landscape talent engaged in creating a truly world-class hotel. This unique building will be enormously beneficial to the City of Santa Monica especially during these most fiscally challenging times and for future generations.

I implore you to move this project forward as expeditiously as possible for City Council approval.

Respectfully,

George Minardos

Cc: Councilmembers

From:	Darci Niva
To:	Planning Commission Comments
Subject:	Planning Commission Comment from the Westside Coalition
Date:	Monday, August 31, 2020 11:55:37 AM
Attachments:	Letter of Support- Miramar Hotel.pdf

EXTERNAL

Greetings,

Please find the attached letter from the Westside Coalition for the Planning Commission's meeting concerning the Miramar Hotel project. If you have any questions I can be reached by email, phone (below) or my cell phone (602) 904-2000.

Very Sincerely,

Darci Niva

Coalition Director
www.westsidecoalitionla.org
(310) 314-0071
darci@westsidecoalitionla.org
Westside Coalition
For Housing, Hunger and Health

August 29, 2020

Planning Commission
City of Santa Monica
1685 Main Street
Santa Monica, CA

Dear Planning Commission,

The Westside Coalition urges the Planning Commission to recommend approval for the Miramar Santa Monica project and to move the project forward to the City Council with a positive recommendation. The Miramar Hotel has not only provided our nonprofit with support over many years but they have also supported many of our more than 60 member nonprofit agencies and organizations. The Westside Coalition was asked many months ago to review the proposed project, and subsequently the number of revisions as they listened to and incorporated the community's feedback for this project. We have been particularly impressed throughout the whole process with the sensitivity toward the community and in particular nonprofit organizations. One such way that this is witnessed is by the proposed 42 affordable housing units included in the plan.

We are also supportive of the proposed economic boost to the local economy, the job opportunities that would result in the realization of this project, the sensitivity to sustainability and the historic preservation of the Moreton Bay Fig Tree while opening up the property for community access and enjoyment. Once again, we urge the Planning Commission to recommend approval for the Miramar Santa Monica project.

Very Sincerely,

Darci Niva
Westside Coalition Director

Westside Coalition Board of Directors:

Rev. Eric Shafer - Co-Chair
Mt. Olive Lutheran Church- *Senior Pastor*

Christine Mirasy-Glasco - Co-Chair
Upward Bound House - *Executive Director*

Achee Stevenson - Secretary
St. Joseph Center- *Director of Client Engagement*

Becky Dennison - Treasurer
Venice Community Housing - *Executive Director*

Bianca Smith
Chrysalis-*Santa Monica Site Director*

Chris Baca
Meals on Wheels West- *Executive Director*

Dr. Frances Rosenau
Culver City Presbyterian Church- *Senior Pastor*

Haley Fuselier
PATH- *Director West LA*

Jocelyn Cortese
St. Matthew's Episcopal Parish - *Board Member and Outreach Commission*

Julie Kirk
Westside Family Health Center-*Director of Community Outreach and Education*

Rachel Stich
Safe Place for Youth- *Deputy Director*

Incoming Board Members:

Lori Hood
The People Concern- *Project Director of Turning Point Interim Housing*

Mark Jones
Westwood Presbyterian Church- *Director of Mission & Outreach and Pastoral Care*

From:	Bill Parent
To:	Planning Commission Comments; Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	MIRAMAR
Date:	Monday, August 31, 2020 12:03:53 PM

EXTERNAL

I am writing in support of the current plans to redevelop the Miramar. At the risk of redundancy, my major reasons for support are that it is a well-designed and thought out-project, it will provide support for affordable housing as well as jobs, and it will inspire a reactivation of the north end of the Promenade.

However, as I sat through a recent Miramar presentation, had a sense of deja vu from an earlier life. Around 25 years ago in Cambridge Massachusetts, I remember a similar, highly controversial development in Harvard Square, The Charles Hotel complex. Built on vacant land (former bus yards), it was the same formula: luxury condos and hotel, shops, restaurants/bars, and live entertainment. Ten stories tall, tapered and set back.

I thought then it seemed a monstrosity on paper and a traffic disaster. The neighborhood didn't like it. Even Jackie Kennedy was opposed (The Harvard Kennedy School of Government is next door). Over time, the developer made revisions and won over Mrs. Kennedy, the local merchants, and even some activist neighbors, who, after many concessions, acquiesced.

Today, The Charles Hotel is busy and vital to local business lunching, happy hours, dinners, nightlife, fitness, live music, and shopping. It blends into and compliments its neighborhood. It is both part of Harvard Square and an oasis in Harvard Square. It's even handsome in the setting.

I was wrong then in my assessment of the design and impact of the Charles Hotel, its effect on local traffic, and its value to the community. The Miramar is a very, very similar project. The affordable housing component is gravy.

I predict that 25 years from now, as is the case in Cambridge, few will remember what the hubbub was about. Santa Monicans will probably even get a glimpse of Keith Richards hanging out, as I once did at The Charles.

Bill Parent
1011 Euclid St.
Santa Monica, CA 90403

From:	Bethany Proctor
To:	Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	Item 9-A - September 2, 2020
Date:	Monday, August 31, 2020 12:40:28 PM

EXTERNAL

Dear Members of the Planning Commission:

I am a millennial resident of Santa Monica living within a short bike ride to the Miramar Hotel. I have followed the creative development of the plan very closely from the first version to the newest (and I hope) final version. It has been through many changes getting to this point. So that you have some perspective, I was a young teenager when the process began. My late mother was a big supporter of the project and made sure I understood why it was important. I myself attended Santa Monica schools and was a fan of the project because of new funding for schools and parks it would bring. I am now an adult with a new viewpoint, and that is why I am expressing my ideas to you.

My honest feeling is that the first designs were good, but they did not completely fit into the spirit of the neighborhood. The 1st design was too tall and bulky. I did not think it would be an attractive choice for even the hotel's own guests and residents. Somewhere along the line there was an art deco design. But I thought that there were many and better old art deco buildings along Wilshire Blvd. and I felt that the Miramar design was not a worthwhile "book end". However, I still supported the need for something new where the Miramar now stands. The 2nd (or 3rd?) design took a completely different route. It was a radical change in terms of its "supermodel" profile, but I still was not a total fan. But I believe in "try and try again" and the promise of a new plan kept me completely in Miramar's corner. I had faith that the Miramar would find the right architects and they did. In the process, the Miramar put a huge amount of their resources into perfecting the design. They kept everyone informed and listened to the City and the residents.

The Pelli company was the perfect match. The new design hits the sweet spot. It puts its arms around the amazing Moreton Bay Fig Tree that the community loves so much. That tree and its colorful backstory deserves our love and attention. It's a city landmark and people deserve to see it. It is the literally oldest thing on the property, except maybe the dirt in which it is rooted!

An exciting piece of the design is the huge open-air passageway that will be like a

window from 2nd St. to Ocean Avenue. It will put a beautiful frame around the view of the Fig Tree and the Palisades Park and all the way out to the ocean. The opening will also improve the light and ocean breezes moving from west to east. The view will welcome passerby's, bike riders, scooters, drivers, people's cars and car-shares to a really uplifting hotel experience.

To make a long story short, the new version really comes through in terms of aesthetics. And please remember, no matter what the people who oppose the hotel may say, the new hotel will not be an enemy of the neighborhood. I really believe it will be a welcomed new neighbor. I hope you will cast yes votes for this incredibly good plan.

Thank you so much.

Bethany Proctor

Santa Monica

From:	Patrick Scott
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon; Frank Gruber
Subject:	Support Letter for Fairmount Miramar Hotel from Jacaranda Music
Date:	Monday, August 31, 2020 12:52:12 PM
Attachments:	Support for Fairmont Miramar pg1.docx Support for Fairmont Miramar pg2.docx

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EXTERNAL

Patrick Scott
Artistic & Executive Director
Jacaranda Music
213-483-0216 office
213-700-7171 cell
www.Jacarandmusic.org
@jacaranda_music

Sdwulfn#Vfrwv#Duwlvwlf#)#H{hfxwlyh#Glnhfwru#
Pdun#Dodq#Kbw#Pxvlf#Glnhfwru)#Subqflsdo#Frqgxfwru#

To: City of Santa Monica Planning commission
From: Jacaranda Music, Patrick Scott
About: Fairmount Miramar Hotel
Date: August 31, 2020

Jacaranda Music has been presenting chamber music concerts since 2003 at the First Presbyterian Church on Second Street, less than a block from the Fairmont Miramar Hotel. The concert series has become nationally and even internationally known for its innovative and highest quality programming and outreach. As a Santa Monica-based organization, Jacaranda Music has been a proud recipient of grant support from the City for ten years. The Fairmont Miramar Hotel has supported Jacaranda Music in concrete ways that have made this non-profit arts organization stronger and more visible nationally and internationally as a Santa Monica treasure.

Since 2017, when the hotel became our hospitality sponsor, Jacaranda Music has been able to engage artists and guest speakers of stature living in San Diego (3), New York City (3), Boston (2), and London. We are able to offer them – at no cost to us – superb beachside accommodations, spectacular views, and a short walking distance to rehearsals in the church. This generous support has saved us significant (otherwise limited) funds, logistical aggravation, ground transportation and has reduced the related environmental impact.

The hotel's esteemed dining options, as well as those in the immediate neighborhood, their landmark Moreton Fig tree, and lush gardens, have given these visitors the best possible experience of Santa Monica as a tourist destination. Several visitors have extended their stay at their own expense because of the Fairmont Miramar's generosity to us. Additionally, this hospitality has raised the organization's standing among our guest artists and guest speakers, helped offset the modesty of our artist fee structure, and opened up new artist and repertoire possibilities that enrich the lives of our Santa Monica audience members and those from across the region.

Because the hotel helped accommodate the Spanish piano virtuoso Jose Menor, living in London, Jacaranda was able to work with the Spain-USA Foundation and Spanish Consulate of Los Angeles to celebrate his Grammy-nominated album of Goyescas by Enrique Granados. For that important 2018 weekend, the hotel purchased a table to help Jacaranda Music reinvent its annual spring fundraising event as a benefit concert and afterparty held in the church courtyard shaded by olive trees. Previous fundraising events had been hosted in private homes in Beverley Hills, Bel Air, Hollywood, Culver City, Venice and Mar Vista, and involved considerable planning and logistical efforts, including valet service, that no longer seemed consistent with our values of inclusion, sustainability, and goals to reduce our footprint.

— more —

Thanks to our board chair Frank Gruber, Santa Monica's premiere Spanish restaurant Manchego followed the hotel's generous lead with authentic catering. Goyescas by the Sea was a success and a model for subsequent fundraising events. The planned Festa by the Sea, a 2020 celebration of Italian music and culture featuring a singer who recently made her Metropolitan Opera debut, unfortunately had to be cancelled due to COVID-19. However, the Fairmont Miramar Hotel was ready and eager to help us make it a success.

In its first year, Jacaranda's Sanctuary Series of Pre-concert Conversations was able to bring from Harvard Medical School Dr. Joel Salinas, author of the best-selling book *Mirror Touch: A Memoir of Synaesthesia and the Secret Life of the Brain* to discus connections between music and color. La Jolla-based ASCAP prize-winning Dr. Rénee Levine Packer, author of the groundbreaking book *Gay Guerilla: Julius Eastman & His Music* spoke from personal experience about the late African American composer whose rediscovery is changing the history of American classical music.

To sum up, the Fairmont Miramar Hotel generously helped Jacaranda Music at a key juncture, and continues to be an important strategic partner in raising Jacaranda Music's visibility in Santa Monica and abroad — as we now approach our Twentieth Anniversary with the 2023-24 season. Jacaranda Music wholeheartedly supports their plans for a brilliantly re-envisioned hotel, and hope that its completion will lead to an even more stimulating partnership.

From:	Noma Boardmember
To:	shawn.landers@smgov.net; leslie.lambert@ssmgov.net; mario.fondobernardi@smgov.net; Richard McKinnon; jim.reis@smgov.net; Nina Fresco; elissa.paster@smgov.net
Cc:	Jing Yeo; David Martin; Planning Commission Comments
Subject:	Subject: Miramar Development Agreement
Date:	Monday, August 31, 2020 1:50:22 PM

EXTERNAL

To the Planning Commission,

We urge you to oppose the Miramar project as currently designed for the following reasons:

The size of the current project will overwhelm the neighborhood, the Incline and Palisades Park.

The entrances/exits on 2nd, Ocean, and California will highly impact neighborhood streets.

The luxury condos will help propel greater and greater gentrification of that portion of our City. The condos will inevitably be sold to outside investors rather than residents who will become part of the fabric of our community. And unlike additional hotel rooms the proposed luxury condos will fail to contribute needed revenue to our City.

The project as currently proposed is a lose-lose for our community.

Overall, the community benefits proposed are de minimis.

NOMA supports the analysis done by the Wilmont Board.

The NOMA Board.

smnoma.org
NOMAboard@gmail.com

From:	Kate Bransfield
To:	Leslie Lambert
Cc:	Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	Miramar
Date:	Monday, August 31, 2020 1:55:54 PM
Attachments:	Facebook.png Top Agent Network - Verified Member.png 1_Email Signature_Kate Bransfield.png

EXTERNAL

Hello,
I am strongly opposed to this proposed project.
Residents will suffer the burdens of this project for decades to come.
Too much damage has already been done to our fair city by overdevelopment.
This enormous project has NO place in Santa Monica!
Do not approve this project!
Thank you,
Kate

Estates Director
Global Luxury Specialist
CalDRE # 01218699
310.395.1133
Kate@SantaMonicaListings.com
www.SantaMonicaListings.com
Coldwell Banker Residential Real Estate Brokerage
1608 Montana Avenue
Santa Monica, 90403

From:	Chris Baca
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar project
Date:	Monday, August 31, 2020 1:59:09 PM
Attachments:	image001.png MOW West Fairmont letter .docx

EXTERNAL

August 29, 2020

Planning Commission
City of Santa Monica
1685 Main Street
Santa Monica, CA

Dear Planning Commission,

Having reviewed the newest plans MOW West urges the Planning Commission to recommend approval of the Miramar Santa Monica project and to move the project forward to the City Council.

For many years Meals on Wheels West has witnessed the generous support and important role that The Miramar provides to the nonprofits in that serve Santa Monica. The Miramar has provided many organizations and community events the use of their grounds and facilities including MLK Day.

Along with many other organizations and community members, MOW West was invited to review the plans and offer input. The input from the community was welcomed and incorporated into the final plan. We have seen the plan evolve to an environmentally sound, community friendly plan that opens-up the space to residents and visitors. The preservation and protection of the historic Moreton Bay Fig Tree and older building respect the history of the site while offering an architecturally beautiful design.

The inclusion of 42 affordable units across the street will provide much needed housing.

The fact that the Miramar is a union hotel and will provide well-paying jobs to a diverse cadre of employees is also important to the community.

Once again, we urge the Planning Commission to recommend approval for the Fairmont Miramar Santa Monica project.

Sincerely,

Chris Baca

Chris Baca
Executive Director
310 394-5133 ext 4
chris@mealsonwheelswest.org
1823-A Michigan Ave
Santa Monica, CA 90404

MEALS ON WHEELS WEST
Delivering More Than a Meal

Delivering More Than a Meal – Food & Shelter– Heal Healthy at Home
Supporting Veterans on the Homefront – Connecting Generations - Keeping People & Pets Together

MEALS ON WHEELS WEST
Delivering More Than a Meal

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Director of Development & Community Relations

Angelina Howe
Operations Manager

August 29, 2020

Planning Commission
City of Santa Monica
1685 Main Street
Santa Monica, CA

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Once again, we urge the Planning Commission to recommend approval for the Fairmont Miramar Santa Monica project.

Sincerely,

Chris Baca

Chris Baca
Executive Director
chris@mealsonwheelswest.org

From:	Melissa Zak
To:	Planning Commission Comments
Subject:	FW: Miramar Project Review
Date:	Monday, August 31, 2020 6:49:53 PM

From: Nina Fresco <nina@freddycan.net>
Sent: Monday, August 31, 2020 5:30 PM
To: Melissa Zak <Melissa.Zak@SMGOV.NET>
Cc: Nina Fresco <nina@freddycan.net>; Nina Fresco <Nina.Fresco@SMGOV.NET>
Subject: Fwd: Miramar Project Review

EXTERNAL

for the record...

Begin forwarded message:

From: Mary Marlow <mmarlow7@icloud.com>
Subject: Miramar Project Review
Date: August 31, 2020 at 3:09:07 PM PDT
To: Leslie Lambert <leslielambert92@gmail.com>, Shawn Landres <shawn.landres@smgov.net>, Jim Ries <Jim_Ries@hotmail.com>, Nina Fresco <nina@freddycan.net>, Mario Fonda Bernardi <mario@fbharchitects.com>, Richard McKinnon <richard@richardmckinnon.com>, elisa Paster <elisa.paster@smgov.net>
Cc: Mary Marlow <mmarlow7@icloud.com>

Dear Planning Commissioners,
I'm writing to you asking for your careful review of the Miramar Project which should include some needed changes to the project. This project will create a hotel twice the size of the current building and rise much higher along a residential street. To make the design worse, the new hotel would turn its back to 2nd Street and create new traffic problems.

Increased water and Power usage is inevitable with bigger hotel rooms, additional condos and much larger spa and shopping areas. Water is already in short supply and our power grid overloaded especially in summer months, the most popular season for hotel occupancy. This project simply cannot meet the no net new water demand envisioned in the City's sustainable plans and the Downtown Community Plan. At the very least, remove the condos from the project.

Traffic Circulation on 2nd Street and California will be negatively impacted with the addition of

new underground parking entrances on both of these residential streets. The Huntley Hotel across 2nd St. already uses the St. for its main entrance and parking; the addition of parking entrances to the Miramar will cause unnecessary congestion, pollution and noise. Adding an entrance on 2nd makes no sense as the main entrance and parking entrance are combined on the end of Wilshire and have worked well for decades. The parking entrance on California is another spurious design that adds unnecessary congestion to another nearby residential Street since the entrance is likely to cause conflict with the California Incline, a major artery from Ocean Avenue to Pacific Coast Highway. Please use your Planning sense to move these ill begotten underground parking entrances off both California and 2nd Street.

The Miramar owners have saved millions in property taxes since their purchase ten years ago to show the absolute greed of their contention that the condos are needed to finance the project**.** These upper floor condos add an unnecessary 195,000 square feet and additional height to an already huge project with no benefit to the City or the Community. Expensive condos in luxury hotels tend to be second or third homes for wealthy individuals who won't live here or add to our vibrant community by participating in civic events or caring about the future of the City. Please insist on removing the condos from the project as they are the opposite of the affordable housing that is in short supply.

Community benefits are inadequate especially for a designated Large Project (formerly Opportunity site) as imagined the 2017 Downtown Community Plan. In Table 2A.4 of the Plan, the priorities for the Large Site at 1133 Ocean Avenue are in order: 1) Affordable Housing, 2) Public Open Space, and 3) Historic Preservation. There is no onsite affordable housing and questionable open space that appears available only when not scheduled for hotel events. The historic cottages are to be torn down and the Palisades building sort-of integrated into the design along 2nd Street. This is the minimum historic preservation possible resulting in the historic building as a background to the drama of the new sleek, ultra modern design. Please consider repurposing the historic building as affordable housing — an actual community benefit.

This could be a much better project if you are willing to use your authority to demand moving underground parking entrances off 2nd street and California; removing expensive condos; adding on-site affordable housing; and making better use of the historic Palisades building.

Respectfully,

Mary Marlow,
Santa Monica Resident

From:	Elena Christopoulos
To:	Leslie Lambert; Planning Commission Comments; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	The Miramar - 9-A
Date:	Monday, August 31, 2020 3:14:19 PM

Monday, August 31, 2020

Dear Chair Lambert and Planning Commissioners:
The time has come to consider the Miramar Hotel project on its considerable merits and greenlight it for a City Council decision.

The project has been through several iterations, Planning Commission and City Council float-ups, extensive environmental review and hundreds of outreach encounters.

The pluses of the final iteration are significant. The outstanding site plan speaks for itself. The proposed sustainability measures will certainly earn the Miramar a LEED Platinum rating. The onsite housing is on-trend with other 5-star hotels, bringing permanent residents to the already existing property and allowing the project team to get shovels into the ground sooner. The affordable housing component delivers an incredibly valuable asset to our city at a time when it is most needed, and, moreover, mandated.

So after more than eight years of working and waiting, the project team's final submission has arrived at your Commission. I have tremendous faith in your professionalism and in the Staff members who have labored over this project for as many years as the applicant has. I am confident that the importance of this project to the City will inform your thoughts and discussion.

As a fellow Commissioner, I understand that the Commission has a specific charge, and it is not necessarily about the worthiness of the community process to this point. However, I do believe that the tremendous investment of time and talent to create and present, in good faith, a sustainable project that will resonate positively with the surrounding neighborhood and endure the test of time should be considered as you examine the details of this fine plan and make your recommendations to the City Council.

I hope that you will deliver a "yes" vote to Council, with clear direction that enhances the project before you.

This is the most significant project in the City since the arrival of the Metro Expo. The Miramar is an iconic and special property, a place where, over the past 100 years, Santa Monicans have gathered, celebrated, worked, and honored the outstanding efforts of our non-profit community.

Your positive recommendation will be appreciated by those generations that have enjoyed the hotel, the truly diverse community that has benefited from the revenues it generates, and younger people who will in the future make the Miramar experience their own.

The Miramar is located in my backyard; this is my community and I know many of us in the Downtown core are excited to welcome this project with open arms. I appreciate your consideration of my views and urge an affirmative vote.

Sincerely,
Elena Christopoulos
Downtown Santa Monica Resident

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From:	Roxanne Tanemori
To:	Planning Commission Comments; Rachel Kwok
Subject:	FW: Santa Monica Planning Commission 9/02/20 public hearing to review and make a recommendation to the City Council on the Miramar Hotel Project EIR
Date:	Monday, August 31, 2020 5:32:35 PM

From: Cosmo Bua <philemata@gmail.com>
Sent: Monday, August 31, 2020 3:48 PM
To: Richard McKinnon <Richard.McKinnon@SMGOV.NET>; Leslie Lambert <Leslie.Lambert@SMGOV.NET>; Elisa Paster <Elisa.Paster@SMGOV.NET>; Shawn Landres <Shawn.Landres@SMGOV.NET>; Mario Fonda-Bonardi <Mario.Fonda-Bonardi@SMGOV.NET>; Jim Ries <Jim.Ries@SMGOV.NET>
Cc: Clerk Mailbox <Clerk.Mailbox@SMGOV.NET>; Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>
Subject: Santa Monica Planning Commission 9/02/20 public hearing to review and make a recommendation to the City Council on the Miramar Hotel Project EIR

EXTERNAL

To: The City of Santa Monica
Santa Monica Planning Commission
Re: Planning Commission Meeting 9/02/20 Public Comment on the Miramar Hotel Project
From: Cosmo Bua
Date: 8/31/2020

Planning Commissioners:

Please Consider these Concerns about the Miramar Hotel Project

1. I'm concerned about the Moreton Bay Fig Tree Protection, Preservation and Maintenance Program.

Many of it's stipulations are conceived in relation to the drip line. "The **dripline** is the area directly located under the outer circumference of the tree branches. When the tree canopy gets wet, any excess is shed to the ground along this dripline, much like an umbrella. ... It is defined as a circle on the ground corresponding to the dripline of the tree". (Sorry, I can't recall from where I copied this definition.)

From the E.I.R: *The Tree Protection Training Program would consist of a series of training sessions conducted by the Project Arborists and would cover work limits around the tree; minimum protective systems*

required at the limits and within the drip line; and protocol for scheduling and advance notification to the Arborist prior to any work in or near the drip line. The Arborist would have authority to stop construction that may damage the tree, defeat the protective systems, or violate allowable work in or near the drip line. ... In addition, a TPZ would be established around the tree at the extent of the tree's drip line during construction. At all areas of temporary below grade shoring adjacent to the tree, internal braces would be used in lieu of tie-backs under the tree to avoid damage to the roots or undermining the soil. ... Drill rigs used to install below grade shoring system would be held out of the tree protection zone. The proposed design of the new subterranean parking takes steps to avoid contact with the Palisades Building and the root system or drip line of the Landmark Moreton Bay Fig Tree. **And so on.**

My concern is for scrupulous protection of the Moreton Bay Fig Tree. In attempts to improve the condition of the tree, one of the of steps taken at least once recently has been to reduce the outer circumference of its branches. If the the drip line has been determined by this reduced outer circumference, under the Tree Protection Plan the tree's roots will be routinely exposed to harmful activities. Has this circumference reduction been taken into account, recognizing the appropriate, pre-existing drip line? I want to be certain the tree is being protected optimally, not ungenerously.

2. From the E.I.R.: *In addition, along Ocean Avenue there are also seven street trees that are not the species identified in the UFMP for Ocean Avenue and would be transplanted by the City.*
- Commitment to particulars is required here.

a) Who exactly is promising this transplantation on behalf of, or as, "the City"? Is this a legal obligation?

b) To where exactly will these public trees be transplanted? There's plenty of time for "the City" to commit to one or more specific locations, and these locations must be included in these sections. I don't want to hear any excuses later for why these public trees couldn't be used, weren't needed or wanted, or weren't quite the right design element.

c) Also: *the removal of a palm tree on Ocean Avenue and a carrotwood tree on 2nd Street would not cause substantial damage in the area's and Project Site's scenic resources.* Sez who? These are also public trees and must be transplanted. Where exactly will they be going?

d) In the "before" picture on page A-17 of the Applicant's Project Plans there are palm trees near the corner of Wilshire Blvd and other sizeable trees nearby on the property, closer to Ocean Ave. These trees are to be removed. Plans should be included to transplant them to specific locations.

3. From the E.I.R.: *"Trees, shrubs, and ground cover on the Project Site have*

the potential to support the nests of both songbird and raptor migratory bird species. Nesting activity for migratory species typically occurs from February 15 to August 31. Disturbing or destroying active nests is a violation of the MBTA.

In addition, nests and eggs are protected under CDFG Code Section 3503. Because on-site vegetation could support the nests of migratory bird species, construction activity (including the removal of on- site vegetation) during the breeding season is considered a potentially significant impact as defined by the threshold above. However, DCP MM BIO-1 requires that where suitable vegetation and structures for nesting birds and bats occur within 500 feet of project construction activities, all phases of project construction shall avoid the general nesting season (February 15 through August 31). If construction were to occur during the nesting season, a qualified biologist shall conduct surveys for nests within 72 hours prior to commencement of vegetation removal.

Should nests be identified, a buffer of at least 25 to 500 feet, as determined by a qualified biologist, shall be established around the nest and construction activities would be avoided in this buffer area until the nesting cycle is completed. If federal or state protected species are observed during the site survey, consultation with applicable agencies would be required."

... *Nesting activity for migratory species typically occurs from February 15 to August 31. Disturbing or destroying active nests is a violation of the MBTA.*

a) Typical is too vague, and it's a too general a one size fits all. It needs to be fleshed out.

What is the outer range for the nesting seasons of each species of songbird and raptor migratory bird, bat, etc.?

What typical percentages of each of these species is known to nest in some numbers out of this date range?

b) How have ***typical*** nesting seasons and locations been affected for these species by California's climate changes including fires, drought conditions, overall warming, tree survival and growth, reduced lands' productivity and changing habitats?

c) Given these changes, shouldn't the plan require a qualified biologist to conduct surveys for nests within 72 hours prior to commencement of vegetation removal somewhat beyond the boundaries of typical nesting seasons?

d) When was the last survey for sensitive and other species conducted? Construction is still some time away. Again, given these accumulating climate changes, shouldn't new surveys be conducted in the months immediately preceding construction commencement?

4. Because, from the E.I.R: *Trees, shrubs, and ground cover on the Project Site have the potential to support the nests of both songbird and raptor migratory bird species* etc**., and also:**

BIO-1:Would the project interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites? -

The City of Santa Monica and project developers should feel an obligation to retain as much of this habitat as possible, especially because this development is occurring within California's Pacific Flyway, and of course the site will continue to exist within the Flyway. These and other species depend on this site outside of **typical** nesting seasons. This development should become a conservation project for the Pacific Flyway. A Habitat Conservation Plan should be worked out to leave these biological resources where they are or, only if absolutely necessary, to move the plants to elsewhere on the property or nearby. **Habitat should trump design, especially in this extended period where so much habitat is being lost.** Residents of Santa Monica and visitors to the Miramar, when educated as to the reason, will be happy and impressed to learn that these plants, which may conflict with perfect adherence to the landscape design, are there for their importance as habitat. This little bit of extra consideration will be noticed and appreciated well into the future.

Thank you for your attention to these issues,
Cosmo Bua

From:	Tricia Crane
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	Northeast Neighbors OPPOSES the current Miramar Plan, Agenda Item 9-A Miramar Project Review, Sept. 2, 2020
Date:	Monday, August 31, 2020 3:49:13 PM

EXTERNAL

To: Santa Monica Planning Commission

From: Northeast Neighbors

Re: Item 9-A: Miramar Project Review, Sept. 2, 2020

Dear Planning Commissioners,

The Board of Northeast Neighbors support the residents of Wilmont neighborhood association in opposition to the current Miramar proposal. We agree with the challenges to this project voiced by Santa Monica Coalition for a Livable City (SMCL), reiterated below.

1) This is a huge new hotel, doubling the size of the existing one, and causing increased usage of water and power, both of which are already in short supply.

This isn't a remodel or a model of a sustainable building: It's a teardown of the existing hotel buildings (except the small landmarked one) for a massive new hotel twice the former's size. The hotel would rise 130 feet along 2nd Street with a design that walls itself off from its surroundings except on Ocean Avenue.

2) The neighborhood traffic circulation issues are serious and haven't been resolved.

There are a plethora of serious, unresolved traffic circulation issues for the entire surrounding neighborhood that were NOT studied appropriately in the EIR. Keeping the new hotel's main entrance on Wilshire wasn't even studied although residents repeatedly asked that it be included as a better alternative to a 2nd Street main entrance. The EIR does, however, disclose the painful level of circulation problems that would exist for the surrounding streets, including Ocean, California, and 2nd Street if the project were to be approved as is.

3) There's no benefit to the City or residents to allow condos as part of the hotel; just increased density, traffic, and city services.

Residents also asked that the hotel reconsider adding 195,000 square feet of new

condo units (60 units x 3000 sf) on the upper floors. Ultra luxury condos for transient owners/renters may be a financing tool for the hotel, but they aren't a community benefit. Their occupants aren't likely to live here or be stakeholders in our community. The condos contribute greatly to the bulk of the hotel and its height.

In reality, these are giant hotel rooms. Unless they are treated as such, guests won't pay bed taxes to the City for staying in them. So, supporting them would be supporting a tax dodge at a time when our City greatly needs to shore up its finances.

For these reasons, SMCLC opposes the project as currently proposed and urges the Planning Commission to recommend that the hotel re-evaluate the circulation impacts of the current design and re-design the project without condos.

Sincerely,
The Board of Northeast Neighbors

Please include this letter in the Public Record for Item 9-A, Sept. 2, 2020

From:	Laura Marcus
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Miramar Project
Date:	Monday, August 31, 2020 4:41:31 PM

EXTERNAL

Dear Planning Commission,

I am writing to express my deep concern about the proposed Miramar Project. I think the scope of this project is detrimental to the neighborhood on every level.

I am highly concerned about the traffic and noise pollution the Miramar will bring to the community. Unlike further south, where there is a great deal of development and commercialization, this part of Santa Monica is part of a residential neighborhood, which still values its relative quiet, unobstructed access to the bike path and ocean views without the overwhelming shadow of a monstrous development in its midst. Santa Monica currently enjoys some of the best air quality in the city, with the ability to walk and bike everywhere.

I understand that the Miramar is planning to have 3 entrances to this development, while the historic entrance they have on Wilshire Blvd. works well and does not bleed excess traffic into the narrow residential streets on California and 2nd,

There is enough gridlock-causing traffic and pollution around the downtown business district and Santa Monica Place. We don't need more. In fact, how about redeveloping the business area along Wilshire Blvd? There are many under used buildings which can be refurbished and upgraded without adding an additional complex which will drain and detract from the natural resources we have in the city.

We don't need the traffic, the fumes, the garbage, the sewage and the additional strain on the power grid. I am also concerned about the greenhouse effect. This proposed development's proximity to the ocean, in which we surf and swim, is of particular concern. Santa Monica, a once sleepy beach community, is being overrun with over-development. Someone needs to say "uncle" before we turn this city into Miami Beach or worse, New York By-the-Sea. Quality of life and health should count for something, especially in this day and age. Certainly, residents aren't getting real and needed community benefits that would compensate for the many significant entitlements to the developer. Please reconsider allowing this project to proceed, as planned.

Sincerely,
Laura Marcus

From:	Susan Hojer
To:	Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	Item 9-A from Susan Hojer
Date:	Monday, August 31, 2020 4:47:15 PM
Attachments:	Susan Hojer - Item 9-A - PC Hearing.docx

EXTERNAL

Please see my attached letter in support of the Miramar Project.

Best Regards,
Susan Hojer

310-729-6285 - cell

Planning Commissioners,

I am writing to express my support for the Miramar project. I hope you will vote yes on this important plan.

My heart goes out to the businesses and employees who have suffered during the ongoing pandemic and economic downturn. Climbing out of this tragic situation will take a long time, but in the meantime, we have all witnessed the resiliency and creativity of both businesses and residents in finding solutions to deal with our economic woes.

Our hotels will help lead the way to a sustainable recovery.

The hospitality industry is a mainstay of our local economy, employing many hundreds of well-trained workers — the best in the world, in my opinion — providing TOT and sales tax for our schools and City services, attracting visitors from around the world and delivering huge dividends to our restaurants and service businesses.

Among our wonderful hotels, Fairmont Miramar is a stand-out. It has always been a special place for our community. The generosity of its management and staff has helped many local nonprofits raise funds and recognize their volunteers and leaders.

The plan that the Miramar proposes represents a revolutionary change to the Miramar property. It reorients the facilities toward the Bay and Santa Monica's famous sunsets. The beautiful new buildings surround the beloved fig tree, which was brought back to health by Miramar's owners and is now beautifully maintained. The exceptional, vast open space proposed for the site will be a first in our city.

Just as important, the new Miramar will create more critically needed housing, both condominiums and affordable units. Wouldn't it be ideal if Santa Monica's workforce could live in the city where they work?

I am an unabashed booster of the Fairmont Miramar, and hope that you will regard them as an important part of our bright future. Please adopt your Staff's recommendation and cast your votes in favor of the applicant.

Respectfully,

Susan Hojer
Santa Monica Resident

From:	Evan Pozarny
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar Hotel Redevelopment Approval
Date:	Monday, August 31, 2020 5:23:05 PM

EXTERNAL

Dear Planning Commissioners,
I am writing to you to voice my support for the Miramar redevelopment. The Miramar has been a great community member and partner for many years and their new project will create 1,000's of new construction jobs and over 100 permanent jobs, add 42 affordable housing units to the City, and provide hundreds of millions of dollars of much needed tax revenue to help in our economic recovery. The development team listened to the community's input and designed a project that fits the landscape of Santa Monica while also incorporating an abundance of community gathering space that can be enjoyed by everyone. This was no easy task and I commend them for their resilience and perseverance during this long process.

I feel that the new Miramar will be the crown jewel of our city and I strongly encourage you to approve their development so that they can be one step closer to making their vision a reality.

Sincerely,
Evan Pozarny

Evan Pozarny
Executive Vice President
Muselli Commercial Realtors
1513 6th Street Suite 201 A
Santa Monica, CA 90401

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BRE # 01304769

From:	Erol Fox
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	STOP Fortress Miramar - Contact Planning Commission
Date:	Monday, August 31, 2020 5:27:08 PM

EXTERNAL

As a resident at 2nd Street and Washington Ave in Santa Monica, it seems the board is only hungry for sales taxes… maybe to pay over $500,000 to the police chief who REFUSED to protect businesses during the riot.

STOP THIS AWESOME PLAN that will conject the tiny streets around the project. AND, make it impossible for us to park on the streets as we KNOW many will try to avoid paying for parking and park on our residential streets. We need parking during the day, not just after 6pm.

From:	Laura Gillette
To:	Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	Laura Gillette comments for item 9-A
Date:	Monday, August 31, 2020 5:31:30 PM
Attachments:	Laura Gillette- Comments on Item 9-A 8.31.20.pdf

EXTERNAL

Please find attached comments for item 9-A regarding the Miramar Redevelopment Plan.

Thanks!

Laura Gillette

Dear Planning Commission:

This email is sent in support of the Miramar project.

I am a Santa Monica resident of nearly 20 years. My family has deep roots in the beautiful Santa Monica area and as a lifelong environmental advocate I am proud of the City's efforts and achievements in both environment and sustainability. I currently serve on the Advisory Board of Climate Action Santa Monica. However, my comments below reflect my own opinions, not those of any organization.

My interest in the project extends back roughly seven years. I attended an early community meeting and was struck by the applicant's openness and willingness to discuss sustainability and historic preservation issues, subjects that I have background in.

I have followed the project through the twists and turns of a lengthy review process – design changes, community outreach, extensive environmental review, landmarking and float-ups. This may be prove to be the most scrutinized project in the history of the city. But if one subscribes to the "measure twice, cut once" philosophy, one can be confident that the proposed project has been more than adequately measured and vetted, and it is a good time for City decision-makers to take positive action.

As an environmental activist, I am impressed by the applicant's decision to seek LEED Platinum certification. Sustainability and climate-friendly features are present literally from the ground up.

The project's sizable open spaces, which will provide a spectacular, visual "response" to Palisades Park and Santa Monica Bay, will be designed according to current climate and water trend guidelines. Featuring a colorful planting scheme of drought-tolerant plants, the landscape plan will employ a low-water system, using a sophisticated and efficient subsurface drip irrigation. The system will be controlled by an impressive weather-based irrigation controller that will help the hotel realize important water use reductions, avoiding the inevitable waste of a conventional irrigation system. That is exciting. I am also impressed that no potable water will be used for landscaping. Instead, recycled water from the building will be collected, filtered, stored, and re-used as the main source for irrigation. Keeping the community's well-being in mind, the new Miramar will not utilize a traditional greywater system that we might use in our own backyard gardens.

With respect to the climate emergency, the energy systems set forth in the applicant's proposal have been selected to create the best energy efficiency possible. As it is currently proposed, the design calls for the installation of photovoltaic panels in key roof and canopy locations. Even solar pool heating is a major consideration. As the design and engineering become more granular, the applicant is wisely watching the evolution of these energy systems to ensure that the latest and best systems are put into service. Providing plenty of cycling, walking and EV transportation facilities underscores the Miramar's consciousness of the need to do more to slow climate change. According to the plan, these facilities exceed code requirements in downtown Santa Monica. The climate-friendly accommodations are enormously important to

Santa Monicans. As they experience the amazing transformation of our streets during the pandemic, we all realize that change is upon our community, and that transformation is doable.

Quality, new affordable housing is also an intrinsic part of the community's achieving our climate and equity goals. The Miramar's 42 affordable units — north of Wilshire – will be one step forward toward meeting the community's diversity and live/work goals.

I would also like to express my deep appreciation for the effort the applicant has made to preserve the spirit of the property by landmarking the entire site, including the Palisades Building along Second Street, and to continue to revere the majestic Moreton Bay Fig Tree, first planted by Georgina Jones more than a hundred years ago. This is a development that will create a confluence of Santa Monica historical currents, memories, and community aspirations at 101 Wilshire.

Kudos to the design and development team, whose availability and personal-style outreach brought about a greater understanding of the project.

I look forward to your positive vote, and hope that Council can bring this lengthy process to an upbeat and celebratory conclusion.

Many thanks for your consideration.

Laura Gillette
Santa Monica

From: Valerie Griffin
To: Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject: Planning Commission, 2020-09-02, 9-A Miramar DA
Date: Monday, August 31, 2020 5:36:52 PM
Attachments: VG-PC-20200902-9A.pdf

EXTERNAL

Valerie Griffin
Santa Monica, CA 90403

August 31, 2020

Re: Planning Commission, September 2, 2020, Item 9-A, Miramar Development Agreement

I was Chair of the Wilshire/Montana Neighborhood Coalition in 2011, when the previous version of this project was presented. In spring of that year, The Board endorsed the project. This endorsement was reasoned, enthusiastic, and unanimous. We were not prepared for the opposition organized by a competing hotel. After the turmoil from that opposition, many people left the Coalition and do not consider it to represent our views.

Wilmont is the most-densely populated neighborhood in Santa Monica. Many of us have chosen to live in Wilmont because of the vibrant, urban character of Wilshire Boulevard and the proximity to the downtown area. We do not seek to wall ourselves off from that part of our city. We recognize that cities change and that a certain amount of development is essential. We embrace a future with less reliance on automobiles.

I endorse this version of the Miramar redevelopment even more strongly than I endorsed the previous version.

The existing development is a mixture of styles hidden behind a fence as "Fortress Miramar." Its lovely gardens and the magnificent fig tree are essentially hidden behind that wall. At the same time, the Pacific Ocean is invisible to people inside the Fortress where they are protected from the ocean breeze. The last major change to the hotel was in 1959, when the 10-story Ocean Tower was constructed. At that time, cars were long, heavy, and had fins. This was long before the Promenade was even thought of. Of course, it was important to place the main driveway on Wilshire Boulevard! The circulation has not been changed since then. No wonder it seems hostile to pedestrians, bicycles, and scooters.

It has electrical and other challenges and is far from a modern, sustainable luxury hotel.

As we all know, Santa Monica is a tourist destination, loved by tourists at all income levels. According to http://www.tripadvisor.com/Hotels-g33052-Santa_Monica_California-Hotels.html, there are no 5-star hotels in the City, although there are several 4 and 4.5-star hotels, including the Miramar. We should have a modern 5-star hotel in our City in order to attract tourists accustomed to the highest luxury. The room price could, then, be increased, resulting in more revenue for the City.

The proposed design is lovely, open, and modern. The original 1920's-era is being retained and used as inspiration for a companion building. Those two buildings will provide a transition to the tall neighboring condo tower while ensuring a level of privacy for hotel guests as well as condo residents. The Ocean building frames the fig tree. The design provides easy pedestrian and bicycle access to the beach, the Promenade, and the rest of Santa Monica.

One of the truly chronic problems in Wilmont, particularly near the Promenade, is parking. The area is woefully underparked, and the Miramar has contributed to that problem. The documents indicated that staff consumed 125 parking spaces. Those parking spaces are part of the redeveloped project. I did not know, and could not find any documentation, how many street spaces were available for the parking impacts. So, I counted them. I counted street

parking spaces on both sides of the street in the area from Ocean and Wilshire to 4th and Washington. At that time, there were 479 street spaces. I assume the number of spaces hasn't changed significantly. This means that Miramar workers are consuming over 25% of the nearby street parking! Having the spaces on-site, with a convenient staff-only entrance, will make it very easy for workers to park there. This project will effectively provide the neighborhood with 125 available street spaces.

The parking garage includes charging stations for electric vehicles. All spaces will be pre-wired for possible conversion to include charging. There's a lot of integrated space for bicycle parking. If the use of personal vehicles diminishes in the future, it will be easy to reduce the number of actual parking spaces and reuse the space. Of course, this would require strict coordination with the City!

The new loading dock is much deeper than the existing one. It will accommodate much longer vehicles without extending into the street. It also has electrical connections, so vehicles will not have to idle. This will improve circulation on Second Street during delivery times.

I have long believed that one of the Community Benefits from hotels near our parks should be to maintain those parks. This is especially true for the Miramar as it is right across the street from Palisades Park. With the wall removed, hotel guests will be encouraged to use that park. They will also have convenient access to any transit along Wilshire and Ocean, so the hotel should contribute to transit support. (I still think there should be a Santa Monica bus that goes all the way to Ocean along Wilshire.)

One of the benefits of condos as part of the project can be to build community there. I know that there are financial benefits to owner-occupancy in terms of mortgage rates and property taxes. Perhaps the HOA fees can be structured to further encourage owner-occupancy.

I live just north of Wilshire and enjoy going to the Promenade when there isn't a pandemic. Over the last several years, I have been concerned with the Promenade's increasing "tilt" toward the southern end. Having a revitalized Miramar with shops and access to an inviting open area can help pull people north.

I do look forward to having a modern hotel development at Wilshire and Ocean.

Valerie Griffin
valeriegryphon@gmail.com

310 486-0753

From:	roberta grapperhaus
To:	Shawn Landres; Leslie Lambert; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments; Jing Yeo
Subject:	Fairmont Miramar
Date:	Monday, August 31, 2020 6:48:56 PM

Please stop the Fairmont Miramar expansion plan. This project doubles the size of the current site, adding permanent burdens for our neighborhood as well as additional costs for the City. The project has also ignored the many, repeated requests from residents and Wilmont to keep the main entrance on a major boulevard.

This plan will not only cause unbearable congestion in the Wilshire area, but also goes against everything Santa Monica stands for -- a coastal community that has managed to keep major development like this at bay, unlike cities like Miami and others. If this development is approved, it is just one more step towards turning Santa Monica into the monstrosity Miami has become.

Please add to my comments to the Planning Commission record.

Sincerely,

Roberta Grapperhaus
937 2nd St, apt 10
Santa Monica, CA 90403

From: zinajosephs@aol.com
To: Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments; David Martin; Jing Yeo
Cc: zinajosephs@aol.com
Subject: FOSP: Planning Commission 9/2/20 item 9-A -- Miramar Expansion Project
Date: Monday, August 31, 2020 8:51:25 PM

EXTERNAL

August 31, 2020

To: Planning Commission

From: Board of Directors, Friends of Sunset Park (FOSP)

RE: 9/2/20 agenda item 9-A – **Miramar Expansion Project**

The FOSP Board opposes the project as currently proposed. We urge the Planning Commission to recommend that the developer do the following:

Re-design the project without the condominiums, and

Re-design the circulation element of the proposal.

Circulation -- The current plan proposes to close the existing entrance/exit on Wilshire Blvd., a main thoroughfare, and move all the visitor traffic to narrow 2nd Street. This makes no sense.

Imagine a banquet ending late at night, and all of the attendees trying to get onto Wilshire Blvd. from 2nd Street – it would be a nightmare. Some drivers would inevitably lose patience and, instead of heading south to Wilshire, head north into the residential section of Wilmont in an attempt to get home. How would this improve the quality of life for residents? Or is that even a consideration?

Even though residents repeatedly asked that the EIR study keeping the entrance/exit on Wilshire, that request was ignored.

Condos -- Residents also asked that the developer not build 60 new 3,000 sq ft condominiums on the upper floors of the new building. Adding nearly 200,000 sq ft of luxury condos adds quite a bit to the height of the building, creating a 130-foot wall along 2nd Street.

The project **doubles** the size of the Miramar from about 250,000 sq ft to about 500,000 sq ft.

70% of that increase is for the condos, as there's little increase in the number of hotel rooms.

The condos may appeal to wealthy out-of-towners who are looking for a second or third vacation home and can afford $8 million for a condo. But it will do little to benefit the community (especially nearby residents who will have to cope with increased traffic noise and congestion), promote sustainability (tearing down all but one of the existing hotel structures and doubling the size surely cannot be water neutral!), or increase city revenues.

For these reasons, t**he FOSP Board opposes the project as currently proposed.** Again, we urge the Planning Commission to recommend that the developer do the following:

Re-design the project without the condominiums, and

Re-design the circulation element of the proposal.

From:	Hautzer, Dieter (AGCS)
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Monday, August 31, 2020 8:57:14 PM
Attachments:	image002.png

EXTERNAL

Dear Chair Lambert and Planning Commissioners,
I live across the Miramar hotel for close to 30 years by now and I am gravely concerned about the size and many other aspects of the planned Miramar Project. You will play a critical role in making an entirely new hotel and commercial space work much better for the City, visitors and residents.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key changes.

MOBILITY AND CIRCULATION:

This project is NOT ready for prime time. The serious issues of hotel circulation haven't been solved; as planned this hotel's three NEW entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California. The pedestrian, bike and e-scooter experience will worsen because of the THREE new curb cuts to the underground garage(s) on the non-Wilshire sidewalks. The proposed cuts violate the principles of the DCP which states "… proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, **while always giving priority to people walking.**"

With the creation of three NEW car entrances/exits, the safety and health of pedestrians, bikes and e-scooters is three times more dangerous vs. having the Wilshire entrance. The traffic issues identified in the EIR from California and PCH to California and Lincoln, and 2nd to Wilshire are not just about congestion. Our concerns are with health issues (GHG emissions) in a residential area with a park (Reed), church and school (St. Monica) and high-rise senior living building (Westminster Towers) and safety issues of pedestrians, bikes and e-scooters inside the Wilmont neighborhood. Over 80% of Wilmont are renters in R3 and R2 zones and do not deserve to have to absorb these negative impacts and commercial intrusion into our neighborhood. Historically, Miramar traffic has impacted Wilshire, an auto and commercial boulevard.

Revision Main Hotel Entrance to Remain on Wilshire and Eliminate 2nd Street, California and Ocean Entrances

The Wilshire main entrance is an established part of the Miramar history that works well. The developer studied all the ways in which the hotel is old and functionally obsolete to justify tearing it down altogether and doubling its size. But what it did not appropriately design, or study was a functional circulation system for a hotel twice its current size in relation to its existing neighborhood and how best to minimize the traffic and parking impacts.
Instead, it turned a blind eye to this critical issue by excluding the study of Wilshire Blvd, as the

existing hotel entrance, from any traffic analysis and alternatives studied in the EIR. And in doing so, it ignored the many requests from residents and Wilmont to keep the main entrance on a major boulevard.

This critical omission of a Wilshire Boulevard traffic study defeats the purpose of studying known and foreseeable traffic impacts in an EIR.

The current design appears to select the direst circulation impacts using a neighborhood street as the hotel entrance as well as adding two new entrances. Wilshire is functionally better and mitigates traffic congestion and associated health and safety issues. Unlike Wilshire, California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street is already burdened with a hotel entrance, loading dock, no left hand turn lane going south and has medians and residential street parking north of California.

We do not understand why planners prioritize the Wilshire (terminus block) pedestrian experience over the bike, pedestrian and car experience of Ocean[1], California[2] and 2nd Street. LUCE T25 states: "Design parking to meet applicable urban design goals and minimize negative impacts on pedestrians, bicyclists and transit users." as well as T25.3 states: "Minimize the width and number of driveways at individual development projects."

In shifting the car traffic burdens this way this project fails at achieving the project objectives to reduce congestion, improve circulation and enhance the pedestrian experience.

DO WE WANT THE CRUISE LINER MIRAMAR ON OCEAN?

Historic Palisades Building & New California Building

This is a showcase site identified in the LUCE as a site that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles its site development from 262,284 square feet to 502,157 square feet in the Wilmont neighborhood. 71% of the square feet increase is due to 60 condominiums which average 2,833 sq. ft./condo and are estimated to sell for $7.6 - $10 million. 134 parking spots, i.e. 31% of the parking is attributed to the condos. There is no integration of the Miramar building with the neighborhood; it has no setbacks or cut-outs, or variation where it interacts with California or 2nd Street. It is a walled fortress of connected buildings on 88% of the parcel perimeter. The site is not currently planned to be started until 2023 and finished 2026. Further work needs to be done to make this a showcase site that integrates and harmonizes with the surrounding neighborhood.

Eliminate the Condos and Related 134 Parking Spaces

Eliminating the condos will open the site and reduce the massive wall on 2nd Street. Luxury condos do not create a community or benefit hotel workers, they do not generate transit occupancy tax and the increase bulk in the property to allow the applicant to build the hotel and new commercial development risk free. This is not how Santa Monicans want to develop its Ocean front property. Not after granting the applicant a variance for 130-foot building from the established zoning a

maximum building height of 50-feet on Ocean Avenue.

Eliminate the California Building and any Rooftop Bar or Dining and Shift Guest Rooms towards Wilshire

A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east. Eliminating the California Building allows the historic Palisades Building to be visible from Ocean and California. Returning the northwest corner to a verdant space would welcome visitors to Santa Monica via the California Incline and improve the Ocean Avenue pedestrian experience. The California guest rooms can be moved to the Wilshire side of the parcel thus placing the 130-foot height toward Downtown.

No food or beverage rooftop services should be allowed either in the California or Ocean Building locations because of the noise impact to the neighborhood. **It is hard to understand why these obviously noise generating rooftop establishments have been moved to the location closest to the largest concentration of residential dwelling on California Avenue.**

Reduce the Massing on California and 2nd Streets

Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.

As the Planning Commission, you must address short-term needs balanced with long-term qualities. We are in a difficult time, economically, socially and environmentally. We need to address these issues and focus on the fact that this is a 100-year development that will be adapted to future changes and issues. Open space, ocean views, pedestrian esplanades on Ocean and within the neighborhood, bike routes and safety, neighborhood health and prevention of commercial intrusion into Wilmont will never go out of style. Please take the time to balance the short-term needs and long-term qualities this redevelopment site requires.

REAL COMMUNITY BENEFITS THAT ARE COMMENSURATE WITH THE SCALE OF THIS PROJECT

In our current world, as a city and residents, we are being asked to be leaner and smarter and grow and act in ever more sustainable ways. This project is proposing to do the opposite: It's doing much less with more - doubling the size while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos. How sure are we that the HR&A Advisors, Inc. City Service Costs associated with the hotel, condos and affordable housing are accurate? Is it clear to the City what the components and assumptions of the associated costs with this property have been validated by City staff and will have to be paid by the City going forward?

Residents are not getting real and needed community benefits that would compensate for the many significant entitlements the developer receives:

- Building up to 130 feet on Ocean Avenue site zoned for 50 feet maximum building height
- Permanent burdens to the surrounding neighborhood in terms of massing and height; the project is 100% building walls on California and 2nd Street
- Demolition and 3-year construction
- The unsolved circulation problems
- The 2nd Street hotel wall turns its back on the rest of the city

Overall, the community benefits proposed are de minimis.

Community benefits for the purposes of a Development Agreement should not be confused with charitable contributions. Community benefits are long-term benefits provided for the residents of Santa Monica to address considerable disruptions that occur over numerous years including the construction phase, as well as the completed project. Prioritized negotiated community benefits

identified in the DCP for this project were: 1) Publicly Accessible Open Space[3], 2) Affordable Housing and 3) Historic Preservation. Community benefits go beyond what is mandatory for any type of development at Tier I, 2, or 3. Charitable contributions are one-time payments, often to win over local organizations.

We ask that the Community benefits be expanded beyond what currently exists in the draft DA. The public space designated in the draft DA is insufficient given the large parcel. The Historic Preservation of the Moreton Fig and the preservation and rehabilitation of the Palisades Building are an ongoing obligation and a project benefit to the applicant and should not be considered a "community benefit".

Social Services and Senior Services must be part of the Negotiated Community Benefits

Create a Social Services, Senior Services and Early Childhood contribution account that can be negotiated for each Development Agreement. Currently the City does not have an approach to address negotiated benefits for social and senior services needs as it does for early childhood.

- Social services monetary contribution could be used to support a mental health van and a van(s) for showers and sanitation for those experiencing homelessness.
- Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building of senior housing.

To ensure the monetary contributions are used effectively by these programs, specify a 5% audit fee to follow up and report the results of each area's results toward its defined goals and objectives.

Triple Impact Fees Identified for the Tier 3 Projects

These fees are intended to reduce the additional burdens more intense development will impose on the neighborhood and City by requiring the applicant pay additional fees to mitigate project impacts. These impact fees have not yet been developed by City Council but when finalized will not be negotiated for each project but will define community benefits through a calculated formula, like Tier 2 community benefits. Given the size, density, height and impact on the neighborhood of this project, the Tier 3 impact fees to be determined by ongoing City Council discussion, should be calculated and tripled for this ELS project.

Require True Publicly Accessible Open Space

Publicly accessible open space is a priority community benefit. The Applicant has specified that 80% of the site's open space will not be consistently available if at all, to non-hotel guests. With respect to the 14,000 square feet of publicly accessible open space at Ocean and Wilshire the DA needs to require that it be open 365 days a year with park hours type hours of 7AM – 10 PM, similar to Reed Park and ensure this requirement will survive a change in ownership.

The parks surrounding e.g., Palisades Park and in the neighborhood are a significant amenity for the Miramar project. The project has provided limited publicly accessible open space. We request the DA pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period outlined for several community benefits outlined in the draft DA. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City

We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank you for your consideration

Dieter J. Hautzer
101 California Ave, #1101

Santa Monica, CA 90403

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[1] DCP outlined in 2A.1.F that “Ocean Avenue … is marred on the east side due to multiple curb cuts, …”

[2] Main pedestrian and bike way to California vista point, California Incline (bike and pedestrian) and beach.

[3] Add outdoor open space where local residents can gather and enjoy a “back yard” type of space within a very short walk from where they live … DCP-2A

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From:	Elizabeth Van Denburgh
To:	Leslie Lambert; Planning Commission Comments
Subject:	Planning Commission 9/2 - Item 9A - Miramar Redevelopment Recommendations
Date:	Monday, August 31, 2020 9:41:25 PM
Attachments:	NeighborhoodLetter-Miramar9-2PCMtg-FinalWilmont.docx

EXTERNAL

Chair Lambert,

The Wilmont Board has met to discuss and outline our recommendations for the Miramar Redevelopment project. This redevelopment effort will have a huge impact on the Wilmont neighborhood given the massing, circulation and height of the project.

Our observations and recommendations are in the attached letter.

Thank-you,
Elizabeth Van Denburgh
Wilmont Chair

August 31, 2020

Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations

Chair Lambert and Planning Commissioners,

The Wilshire Montana Neighborhood Coalition (Wilmont), the largest and densest of the seven City-recognized neighborhoods, writes on behalf of its 23,000 residents who will be directly impacted by this project. This is one of the largest, tallest, and most impactful projects that the Planning Commission will review because of its designation as a DCP Established Large Site. You will play a critical role in making an entirely new hotel and commercial space work for the City, visitors and residents.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key changes.

MOBILITY AND CIRCULATION:

This project is NOT ready for prime time. The serious issues of hotel circulation haven't been solved; as planned this hotel's three NEW entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California. The pedestrian, bike and escooter experience will worsen because of the THREE new curb cuts to the underground garage(s) on the non-Wilshire sidewalks. The proposed cuts violate the principles of the DCP which states "… proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, **while always giving priority to people walking.**"

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circulation system for a hotel twice its current size in relation to its existing neighborhood and how best to minimize the traffic and parking impacts.

Instead, it turned a blind eye to this critical issue by excluding the study of Wilshire Blvd, as the existing hotel entrance, from any traffic analysis and alternatives studied in the EIR. And in doing so, it ignored the many requests from residents and Wilmont to keep the main entrance on a major boulevard.

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<u>DO WE WANT THE CRUISE LINER MIRAMAR ON OCEAN?</u>

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[2] Main pedestrian and bike way to California vista point, California Incline (bike and pedestrian) and beach.

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Eliminate the Condos and Related 134 Parking Spaces

Eliminating the condos will open the site and reduce the massive wall on 2nd Street. Luxury condos do not create a community or benefit hotel workers, they do not generate transit occupancy tax and the increase bulk in the property to allow the applicant to build the hotel and new commercial development risk free. This is not how Santa Monicans want to develop its Ocean front property. Not after granting the applicant a variance for 130-foot building from the established zoning a maximum building height of 50-feet on Ocean Avenue.

Eliminate the California Building and any Rooftop Bar or Dining and Shift Guest Rooms towards Wilshire

A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east. Eliminating the California Building allows the historic Palisades Building to be visible from Ocean and California. Returning the northwest corner to a verdant space would welcome visitors to Santa Monica via the California Incline and improve the Ocean Avenue pedestrian experience. The California guest rooms can be moved to the Wilshire side of the parcel thus placing the 130-foot height toward Downtown.

No food or beverage rooftop services should be allowed either in the California or Ocean Building locations because of the noise impact to the neighborhood.

Reduce the Massing on California and 2nd Streets

Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.

As the Planning Commission, you must address short-term needs balanced with long-term qualities. We are in a difficult time, economically, socially and environmentally. We need to address these issues and focus on the fact that this is a 100-year development that will be adapted to future changes and issues. Open space, ocean views, pedestrian esplanades on Ocean and within the neighborhood, bike routes and safety, neighborhood health and prevention of commercial intrusion into Wilmont will never go out of style. Please take the time to balance the short-term needs and long-term qualities this redevelopment site requires.

REAL COMMUNITY BENEFITS THAT ARE COMMENSURATE WITH THE SCALE OF THIS PROJECT

In our current world, as a city and residents, we are being asked to be leaner and smarter and grow and act in ever more sustainable ways. This project is proposing to do the opposite: It's doing much less with more - doubling the size while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos. How sure are we that the HR&A Advisors, Inc. City Service Costs associated with the hotel, condos and affordable housing are accurate? Is it clear to the City what the components and

assumptions of the associated costs with this property have been validated by City staff and will have to be paid by the City going forward?

Residents are not getting real and needed community benefits that would compensate for the many significant entitlements the developer receives:

- Building up to 130 feet on Ocean Avenue site zoned for 50 feet maximum building height
- Permanent burdens to the surrounding neighborhood in terms of massing and height; the project is 100% building walls on California and 2nd Street
- Demolition and 3-year construction
- The unsolved circulation problems
- The 2nd Street hotel wall turns its back on the rest of the city

Overall, the community benefits proposed are de minimis.

Community benefits for the purposes of a Development Agreement should not be confused with charitable contributions. Community benefits are long-term benefits provided for the residents of Santa Monica to address considerable disruptions that occur over numerous years including the construction phase, as well as the completed project. Prioritized negotiated community benefits identified in the DCP for this project were: 1) Publicly Accessible Open Space[3], 2) Affordable Housing and 3) Historic Preservation. Community benefits go beyond what is mandatory for any type of development at Tier I, 2, or 3. Charitable contributions are one-time payments, often to win over local organizations.

We ask that the Community benefits be expanded beyond what currently exists in the draft DA. The public space designated in the draft DA is insufficient given the large parcel. The Historic Preservation of the Moreton Fig and the preservation and rehabilitation of the Palisades Building are an ongoing obligation and a project benefit to the applicant and should not be considered a "community benefit".

Social Services and Senior Services must be part of the Negotiated Community Benefits

Create a Social Services, Senior Services and Early Childhood contribution account that can be negotiated for each Development Agreement. Currently the City does not have an approach to address negotiated benefits for social and senior services needs as it does for early childhood.

- Social services monetary contribution could be used to support a mental health van and a van(s) for showers and sanitation for those experiencing homelessness.
- Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building of senior housing.

To ensure the monetary contributions are used effectively by these programs, specify a 5% audit fee to follow up and report the results of each area's results toward its defined goals and objectives.

Triple Impact Fees Identified for the Tier 3 Projects

These fees are intended to reduce the additional burdens more intense development will impose on the neighborhood and City by requiring the applicant pay additional fees to mitigate project impacts. These

[3] Add outdoor open space where local residents can gather and enjoy a "back yard" type of space within a very short walk from where they live … DCP-2A

impact fees have not yet been developed by City Council but when finalized will not be negotiated for each project but will define community benefits through a calculated formula, like Tier 2 community benefits. Given the size, density, height and impact on the neighborhood of this project, the Tier 3 impact fees to be determined by ongoing City Council discussion, should be calculated and tripled for this ELS project.

Affordable Housing IS a True Community Benefit and Should NOT be Limited by 2nd Street Parcel

It is not accurate to say, as the developer claims, that **only by** building the condos would result in building affordable housing. This is a Development Agreement which is a document of negotiation between the City and a developer who wants to build higher and denser than its surroundings. In exchange for being able to build up to 130 feet under the LUCE and the DCP the City can and should require more affordable housing. The condos are not a quid pro quo for affordable housing - they are just a financing tool for the developer.

One approach to determining the number of affordable housing units could be using the enlarged hotel rooms in the Ocean building as a base. If the hotel rooms are being enlarged to 800 square feet (or more) then 312 hotel rooms equal approximately 250,000 square feet. Divide that by 1,000 square feet (average size of a condo) it equates to 250 condos and 30% of that (Proposition R) pencils out that we should be asking for 75 affordable units.

Since no mechanism has been brought forward to appropriately determine the number of affordable units, we argue that whatever the number of 100% affordable units that can be built at 2nd Street site should be doubled in keeping with the hotel size and location. The 2nd Street site should not be a limiting factor in the number of affordable housing units this project provides.

Require True Publicly Accessible Open Space

Publicly accessible open space is a priority community benefit. The Applicant has specified that 80% of the site's open space will not be consistently available if at all, to non-hotel guests. With respect to the 14,000 square feet of publicly accessible open space at Ocean and Wilshire the DA needs to require that it be open 365 days a year with park hours type hours of 7AM – 10 PM, similar to Reed Park and ensure this requirement will survive a change in ownership.

The parks surrounding e.g., Palisades Park and in the neighborhood are a significant amenity for the Miramar project. The project has provided limited publicly accessible open space. We request the DA pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period outlined for several community benefits outlined in the draft DA. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City

We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank-you,

Wilmont Board Members

From: Avedis AVO Guerboian
To: Planning Commission Comments
Subject: Support for Miramar
Date: Monday, August 31, 2020 9:52:52 PM

EXTERNAL

Dear Commissioners,

I'd like to convey my gratitude for the stellar efforts in keeping our city planning process moving during what is obviously the most difficult situation we've all experienced. As a native resident of Santa Monica, I am proud of how our officials have supported our community and continue to pursue all avenues for an economic recovery plan for our great City.

I am also an independent retail business owner that has been severely impacted with closing my shop. Hotels and retail businesses like mine are suffering and the associated revenues from these businesses that our City depends on have been significantly reduced. That said, I'm glad the Miramar has a long view of Santa Monica and is still coming forward with their plans for the Miramar site. It shows that people with vision are still willing to reinvest in this community, this City, and our services.

Four years ago, my father Eddie Guerboian, had to make the toughest decision of his life and close our family business, Readers Fine Jewelers 5th Generation. We were in Santa Monica for 40 years, and after tough competition from big chains and online retailers, we could no longer sustain our location on Wilshire Blvd. I am ever so grateful to the Fairmont Miramar ownership, specifically Ellis O'Connor for giving me a chance. There are so many independent businesses that are losing the battle with big chains, yet Ellis O'Connor believes in the importance of community and supporting independent businesses. When I approached him with the idea to move into the current Fairmont Miramar, he embraced this new concept of doing business. He has a vision of how the future of retail will need hospitality to thrive. It's vital that we coexist and create a new consumer experience with sharing our retail space. Instead of being pushed out of Santa Monica, my business was given new life thanks to Ellis and his team.

The new Miramar hotel with its job creation and substantial enhanced tax revenues of over $444 million in the first 25 years, are going to do wonders for our economic recovery and bringing Santa Monica back as a world-class destination. I think it's vitally important for our City to proceed with the Miramar project as quickly as possible, as part of a larger economic recovery plan that will ensure the essential City services and programs that we have all come to enjoy.

I have followed the Miramar redevelopment closely over the years and have watched this project evolve and improve over a long process with the community. I personally know the leadership team and I trust them to deliver a project that we all can be proud of. Now is the time to act on this project and seize the economic and community benefits that it will bring to our City.

I support the staff recommendation and ask that you approve this project and move it forward to City Council.

Sincerely,
Avedis "Avo" Guerboian

From:	kartichoke@aol.com
To:	leslie.lambert@smgov.ne; Shawn Landres; Jim Ries; Nina Fresco; mario.fonda@smgov.net; Richard McKinnon; Elisa Paster; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	MIRAMAR REDEVELOPMENT PROJECT
Date:	Monday, August 31, 2020 10:16:37 PM

EXTERNAL

SUBJECT: MIRAMAR REDEVELOPMENT PROJECT

For many years I've been a resident of Santa Monica and an active member and supporter of many local organizations, working to improve the environment and life of residents. I am writing to urge you to reconsider the current plan for the Miramar Hotel Project.

First, you have failed to place the commercial and high rise features on the commercial side: Wilshire Blvd., a terminus. Instead, you have endangered the dense neighborhood of families on California Avenue and nearby residential streets. You have brutally thrust a fortress-like high rise on California Avenue, together with a parking entrance for three shifts of employees.You have attached this fortress to a landmarked building, lessening its individuality. Instead, the proposed high rise will block sunlight and views for yet another assault on the neighbors' enjoyment of their lives. You should have placed the open space on the corner of California and Ocean Avenues, the first glimpse of Santa Monica as one comes up the California Incline. It is this corner that relates and integrates with the neighborhood. Currently, there is a half-view on that corner and a completely open space view would relate to Palisades Park across the street--the part of the park that people like to visit and stand by the "ship mast" and picnic in various places to the north.

Locals do not walk from Second Street to Ocean Avenue along Wilshire Blvd. Instead, locals walk in the neighborhood where they live: on California Avenue. At any time you'll see mothers pushing baby strollers, young people on e-Scooters, seniors out for their daily walk, and friends and families walking to Palisades Park, the California Incline and the beach, or going east, walking to St. Monica's church or school, Lincoln Middle School, Reed Park or the Promenade. Building an entrance on California Avenue--where it already takes waiting for two traffic light cycles to get through the Ocean Ave. and California Ave. intersection during busy times--will seriously endanger local pedestrians and bike riders and certainly cause more emissions due to more traffic, a TERRIBLE circulation plan that was not considered carefully, and a gate opening and closing at all hours. Further, no rooftop dining and drinking and partying should be allowed.

Finally, you have a DA and should negotiate for a minimum of 42 affordable housing units on Second Street next to the Huntley--and this does not have to be tied to permitting 60 bungalows. If you removed the bungalows, you would not need the building on California Avenue nor the private parking entrance on Ocean Avenue. The latter could be used for employees. Thus you wouldn't need an entrance on California Avenue. This project will likely be here for a century, so take your time and do it right. Do not make it an eyesore, deeply resented by the community that will be forever complaining about it on social media so that instead of a well-integrated neighborhood project that is win-win, you turn it into a festering plague that is lose-lose. Go back to the drawing board and create something much better.

Kay Ward
Santa Monica Resident since 1977

From:	Colby Goff
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Supporting for the iconic Miramar project
Date:	Monday, August 31, 2020 10:33:56 PM

EXTERNAL

Dear Commissioners,

I am writing to voice my enthusiastic support for the Miramar project. I have lived in Santa Monica for 22 years, we are raising our kids here, we own businesses in the City, and we are incredibly proud to be a part of the community. In addition to the parks and wide beaches, there are certain iconic landmarks in the City that define Santa Monica's character for us—the Pier, Third Street, Bergamot Station, City Hall, and the Miramar Hotel all fall into this category for our family.

When friends and relatives visit, we recommend The Miramar as Santa Monica's most classic place to stay. We point out that it is the hotel where Presidents stay when they are in town, we talk of its history. It's also where our restaurants participate in various charity events each year to raise money for local causes; it's where we take our kids each holiday season to celebrate with neighbors at the tree lighting ceremony.

Although the Hotel embodies a very "town center" spirit for our family, it also feels tired and architected for a time of the past—inefficiently designed for the world today and the experiential goals of the community. This project has been in the planning process for many years and has been modified multiple times during that process. The new vision has been thoroughly vetted by the community and it is time to support realizing the vision. At a time
when the City has been devastated by Coronavirus, this project will be a symbol of positivity and resilience—an example of the City navigating our way out of the current cloud of uncertainty with a view to the future, with economic and community benefits that come along with the next generation of the hotel.

In this depressed environment the community needs positive visionary projects to rally around. We need projects that emphasize the unique character of Santa Monica but will simultaneously help return the City to prosperity. And we need to get started.

Thanks for your consideration. I hope that you approve this project and move it forward.

Colby

--
Colby Goff
www.rusticcanyonfamily.com

From:	Ladd, Julia
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	9-2-20 PC meeting - Support for Miramar Project
Date:	Monday, August 31, 2020 10:38:20 PM
Attachments:	9-2-20 Miramar Support-Julia Ladd KM EDITS.pdf

EXTERNAL

Members of the Planning Commission,

Attached is my letter of support for the Miramar project to be reviewed Wednesday, September 2, 2020.

Thank you for your review and consideration.

Sincerely,

Julia B. Ladd, CSM | Vice President, Property Management
. . . . . .
Santa Monica Place
395 Santa Monica Place, Suite #222
Santa Monica, CA 90401
P: 310-260-8300
F: 310-260-8339

August 31, 2020
Miramar Planning Commission Hearing
To Commissioners:

I am writing to continue to voice strong support for the Miramar project, now under consideration.

As Vice President of Property Management at Santa Monica Place and Vice Chair of DTSM, I understand first-hand the enormous positive economic impact that hotels have on our local businesses. Hotel guests have historically been an important engine that drives retail sales city-wide. All across the community, we have felt the impact with the loss of this valuable customer during the past few months. The current economic crisis has been difficult for all of us and we need to work together to find our collective way forward. There has never been a more important time than now to support our hotels and bring back the vibrancy of Santa Monica.

Being a business leader and an active member of our community is a core value of our company – the same as it is for the Miramar team – and we both continue to be active participants and supporters of our local non-profits and community organizations. I have followed the Miramar project as it has evolved over the years and watched the plan blossom over time with input from the community and direction from the Downtown Community Plan Process. Miramar has gone through an incredibly thorough vetting process with the community, and the project has improved substantially as a result of this extensive process.

As presented, the new Miramar project will bring significant benefits, including substantial new City tax revenues – estimated at over $440 million – as well as new jobs and new housing (both market rate and affordable). The benefits will be felt by small and large businesses alike, and Santa Monica needs this now more than ever to continue it's legacy as the iconic, dynamic destination of Southern California.

City staff and the Planning Commission play a critical role in leading our local economic recovery and moving the Miramar forward to City Council would demonstrate your positive leadership during this crisis and can serve as a meaningful part of our long-term economic recovery plan.

Thank you for the opportunity to share my strong support for this well-crafted, carefully developed project that will deliver so many short and long term benefits to our city.

Sincerely,
Julia B. Ladd, CSM, Vice President, Property Management
Santa Monica Place
Macerich

From:	betzi richardson
To:	Planning Commission Comments
Subject:	Fw: Miramar - NO
Date:	Monday, August 31, 2020 11:11:53 PM

EXTERNAL

----- Forwarded Message -----
From: betzi richardson <betzir77@yahoo.com>
To: leslie.lambert@smgov.net <leslie.lambert@smgov.net>
Sent: Monday, August 31, 2020, 10:58:53 PM PDT
Subject: Miramar - NO

Dear Leslie Lambert,

I am completely opposed to the Miramar project as now proposed. It is so bad for so many reasons. 1.) It's too big – it's huge – the **size and scale** is completely out of proportion to the neighborhood! 2.) the 60 luxury **condos must be eliminated**—they will benefit only members of the 1% of the 1%! They do not benefit the community in any way—they do not benefit hotel workers in any way—no transit occupancy tax will be received from them—they will create increased burden on the city from their infrastructure demands—and it looks like accommodating the condos with their own special entrance on Ocean, is what led to 3.) the bizarre plan to make the entrance to the hotel on 2nd Street rather than Wilshire, which will create dire **circulation problems** clogging up 2nd Street and the California Incline. These are just the top 3 bad aspects of the project. Please do not approve this project in its current, extremely ill-advised state.

Thank you, Betzi Richardson, resident in and Board member of Wilmont

From:	Parker, Lucy
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	Re: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Tuesday, September 1, 2020 12:14:50 AM
Attachments:	image002.png pastedImagebase640.png pastedImagebase641.png

EXTERNAL

Dear Chair Lambert and Planning Commissioners:

I live across the Miramar hotel for close to 12 years and I am very concerned about the size and many other aspects of the planned Miramar Project.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key changes.

MOBILITY AND CIRCULATION:

This project is NOT ready for prime time. The serious issues of hotel circulation haven't been solved; as planned this hotel's three NEW entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California. The pedestrian, bike and e-scooter experience will worsen because of the THREE new curb cuts to the underground garage(s) on the non-Wilshire sidewalks. The proposed cuts violate the principles of the DCP which states "… proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, **while always giving priority to people walking.**"

With the creation of three NEW car entrances/exits, the safety and health of pedestrians, bikes and e-scooters is three times more dangerous vs. having the Wilshire entrance. The traffic issues identified in the EIR from California and PCH to California and Lincoln, and 2nd to Wilshire are not just about congestion. Our concerns are with health issues (GHG emissions) in a residential area with a park (Reed), church and school (St. Monica) and high-rise senior living building (Westminster Towers) and safety issues of pedestrians, bikes and e-scooters inside the Wilmont neighborhood. Over 80% of Wilmont are renters in R3 and R2 zones and do not deserve to have to absorb these negative impacts and commercial intrusion into our neighborhood. Historically, Miramar traffic has impacted Wilshire, an auto and commercial boulevard.

Revision Main Hotel Entrance to Remain on Wilshire and Eliminate 2nd Street, California and Ocean Entrances

The Wilshire main entrance is an established part of the Miramar history that works

well. The developer studied all the ways in which the hotel is old and functionally obsolete to justify tearing it down altogether and doubling its size. But what it did not appropriately design, or study was a functional circulation system for a hotel twice its current size in relation to its existing neighborhood and how best to minimize the traffic and parking impacts.
Instead, it turned a blind eye to this critical issue by excluding the study of Wilshire Blvd, as the existing hotel entrance, from any traffic analysis and alternatives studied in the EIR. And in doing so, it ignored the many requests from residents and Wilmont to keep the main entrance on a major boulevard.
This critical omission of a Wilshire Boulevard traffic study defeats the purpose of studying known and foreseeable traffic impacts in an EIR.

The current design appears to select the direst circulation impacts using a neighborhood street as the hotel entrance as well as adding two new entrances. Wilshire is functionally better and mitigates traffic congestion and associated health and safety issues. Unlike Wilshire, California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street is already burdened with a hotel entrance, loading dock, no left hand turn lane going south and has medians and residential street parking north of California. We do not understand why planners prioritize the Wilshire (terminus block) pedestrian experience over the bike, pedestrian and car experience of Ocean[1], California[2] and 2nd Street. LUCE T25 states: “Design parking to meet applicable urban design goals and minimize negative impacts on pedestrians, bicyclists and transit users.” as well as T25.3 states: “Minimize the width and number of driveways at individual development projects.”
In shifting the car traffic burdens this way this project fails at achieving the project objectives to reduce congestion, improve circulation and enhance the pedestrian experience.

DO WE WANT THE CRUISE LINER MIRAMAR ON OCEAN?

Historic Palisades Building & New California Building

This is a showcase site identified in the LUCE as a site that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles its site development from 262,284 square feet to 502,157 square feet in the Wilmont neighborhood. 71% of the square feet increase is due to 60 condominiums which average 2,833 sq. ft./condo and are estimated to sell for $7.6 - $10 million. 134 parking spots, i.e. 31% of the parking is attributed to the condos. There is no integration of the Miramar building with the neighborhood; it has no setbacks or cut-outs, or variation where it interacts with California or 2nd Street. It is a walled fortress of connected buildings on 88% of the parcel perimeter. The site is not currently planned to be started until 2023 and finished 2026. Further work needs to be done to make this a showcase site that integrates and harmonizes with the surrounding neighborhood.

Eliminate the Condos and Related 134 Parking Spaces

Eliminating the condos will open the site and reduce the massive wall on 2nd Street. Luxury condos do not create a community or benefit hotel workers, they do not generate transit occupancy tax and the increase bulk in the property to allow the applicant to build the hotel and new commercial development risk free. This is not how Santa Monicans want to develop its Ocean front property. Not after granting the applicant a variance for 130-foot building from the established zoning a maximum building height of 50-feet on Ocean Avenue.

******Eliminate the California Building and any Rooftop Bar or Dining and Shift Guest Rooms towards Wilshire**

A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east. Eliminating the California Building allows the historic Palisades Building to be visible from Ocean and California. Returning the northwest corner to a verdant space would welcome visitors to Santa Monica via the California Incline and improve the Ocean Avenue pedestrian experience. The California guest rooms can be moved to the Wilshire side of the parcel thus placing the 130-foot height toward Downtown.
No food or beverage rooftop services should be allowed either in the California or

Ocean Building locations because of the noise impact to the neighborhood. **It is hard to understand why these obviously noise generating rooftop establishments have been moved to the location closest to the largest concentration of residential dwelling on California Avenue.**

******Reduce the Massing on California and 2nd Streets**

Re adjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.
As the Planning Commission, you must address short-term needs balanced with long-term qualities. We are in a difficult time, economically, socially and environmentally. We need to address these issues and focus on the fact that this is a 100-year development that will be adapted to future changes and issues. Open space, ocean views, pedestrian esplanades on Ocean and within the neighborhood, bike routes and safety, neighborhood health and prevention of commercial intrusion into Wilmont will never go out of style. Please take the time to balance the short-term needs and long-term qualities this redevelopment site requires.

REAL COMMUNITY BENEFITS THAT ARE COMMENSURATE WITH THE SCALE OF THIS PROJECT

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of development at Tier I, 2, or 3. Charitable contributions are one-time payments, often to win over local organizations.
We ask that the Community benefits be expanded beyond what currently exists in the draft DA. The public space designated in the draft DA is insufficient given the large parcel. The Historic Preservation of the Moreton Fig and the preservation and rehabilitation of the Palisades Building are an ongoing obligation and a project benefit to the applicant and should not be considered a "community benefit".

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We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank you for your consideration

Lucy Parker
101 California Ave, #1101
Santa Monica, CA 90403

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This e-mail message is intended solely for the addressee(s) and may contain confidential and/or legally privileged information. If you are not the intended recipient, or this e-mail was addressed to you in error, you should delete this e-mail message and any attachments, and you are notified that disclosing, copying, distributing or taking action in reliance on the contents of this information is strictly prohibited.

From: Hautzer, Dieter (AGCS) <dieter.hautzer@agcs.allianz.com>
Sent: Monday, August 31, 2020 8:57 PM
To: leslie.lambert@smgov.net <leslie.lambert@smgov.net>; shawn.landres@smgov.net <shawn.landres@smgov.net>; jim.ries@smgov.net <jim.ries@smgov.net>; nina.fresco@smgov.net <nina.fresco@smgov.net>; mario.fonda-bonardi@smgov.net <mario.fonda-bonardi@smgov.net>; richard.mckinnon@smgov.net <richard.mckinnon@smgov.net>; elisa.paster@smgov.net <elisa.paster@smgov.net>; planningcomment@smgov.net <planningcomment@smgov.net>
Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations

Dear Chair Lambert and Planning Commissioners,

I live across the Miramar hotel for close to 30 years by now and I am gravely concerned about the size and many other aspects of the planned Miramar Project. You will play a critical role in making an entirely new hotel and commercial space work much better for the City, visitors and residents.

This ambitious project can better serve our community and add to the character of our City and its downtown by making some key changes.

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This project is NOT ready for prime time. The serious issues of hotel circulation haven't been solved; as planned this hotel's three NEW entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California. The pedestrian, bike and e-scooter experience will worsen because of the THREE new curb cuts to the underground garage(s) on the non-Wilshire sidewalks. The proposed cuts violate the principles of the DCP which states "… proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, **while always giving priority to people walking.**"

With the creation of three NEW car entrances/exits, the safety and health of pedestrians, bikes and e-scooters is three times more dangerous vs. having the Wilshire entrance. The traffic issues identified in the EIR from California and PCH to California and Lincoln, and 2nd to Wilshire are not just about congestion. Our concerns are with health issues (GHG emissions) in a residential area with a park (Reed), church and school (St. Monica) and high-rise senior living building (Westminster Towers) and safety issues of pedestrians, bikes and e-scooters inside the Wilmont neighborhood. Over 80% of Wilmont are renters in R3 and R2 zones and do not deserve to have to absorb these negative impacts and commercial intrusion into our neighborhood. Historically, Miramar traffic has impacted Wilshire, an auto and commercial boulevard.

Revision Main Hotel Entrance to Remain on Wilshire and Eliminate 2nd Street, California and Ocean Entrances

The Wilshire main entrance is an established part of the Miramar history that works well. The developer studied all the ways in which the hotel is old and functionally obsolete to justify tearing it down altogether and doubling its size. But what it did not appropriately design, or study was a functional circulation system for a hotel twice its current size in relation to its existing neighborhood and how best to minimize the traffic and parking impacts.

Instead, it turned a blind eye to this critical issue by excluding the study of Wilshire Blvd, as the existing hotel entrance, from any traffic analysis and alternatives studied in the EIR. And in doing so, it ignored the many requests from residents and Wilmont to keep the main entrance on a major boulevard.

This critical omission of a Wilshire Boulevard traffic study defeats the purpose of studying known and foreseeable traffic impacts in an EIR.

The current design appears to select the direst circulation impacts using a neighborhood street as the hotel entrance as well as adding two new entrances. Wilshire is functionally better and mitigates traffic congestion and associated health and safety issues. Unlike Wilshire, California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline

nd

and 2 Street is already burdened with a hotel entrance, loading dock, no left hand turn lane going south and has medians and residential street parking north of California.
We do not understand why planners prioritize the Wilshire (terminus block) pedestrian experience over the bike, pedestrian and car experience of Ocean[1], California[2] and 2nd Street. LUCE T25 states: "Design parking to meet applicable urban design goals and minimize negative impacts on pedestrians, bicyclists and transit users." as well as T25.3 states: "Minimize the width and number of driveways at individual development projects."
In shifting the car traffic burdens this way this project fails at achieving the project objectives to reduce congestion, improve circulation and enhance the pedestrian experience.

DO WE WANT THE CRUISE LINER MIRAMAR ON OCEAN?

Historic Palisades Building & New California Building

This is a showcase site identified in the LUCE as a site that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles its site development from 262,284 square feet to 502,157 square feet in the Wilmont neighborhood. 71% of the square feet increase is due to 60 condominiums which average 2,833 sq. ft./condo and are estimated to sell for $7.6 - $10 million. 134 parking spots, i.e. 31% of the parking is attributed to the condos. There is no integration of the Miramar building with the neighborhood; it has no setbacks or cut-outs, or variation where it interacts with California or 2nd Street. It is a walled fortress of connected buildings on 88% of the parcel perimeter. The site is not currently planned to be started until 2023 and finished 2026. Further work needs to be done to make this a showcase site that integrates and harmonizes with the surrounding neighborhood.

Eliminate the Condos and Related 134 Parking Spaces

Eliminating the condos will open the site and reduce the massive wall on 2nd Street. Luxury condos do not create a community or benefit hotel workers, they do not generate transit occupancy tax and the increase bulk in the property to allow the applicant to build the hotel and new commercial development risk free. This is not how Santa Monicans want to develop its Ocean front property. Not after granting the applicant a variance for 130-foot building from the established zoning a maximum building height of 50-feet on Ocean Avenue.

Eliminate the California Building and any Rooftop Bar or Dining and Shift Guest Rooms towards Wilshire

A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east. Eliminating the California Building allows the historic Palisades Building to be visible from Ocean and California. Returning the northwest corner to a verdant space would welcome visitors to Santa Monica via the California Incline and improve the Ocean Avenue pedestrian experience. The California guest rooms can be moved to the Wilshire side of the parcel thus placing the 130-foot

height toward Downtown.
No food or beverage rooftop services should be allowed either in the California or Ocean Building locations because of the noise impact to the neighborhood. **It is hard to understand why these obviously noise generating rooftop establishments have been moved to the location closest to the largest concentration of residential dwelling on California Avenue.**

Reduce the Massing on California and 2nd Streets

Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.
As the Planning Commission, you must address short-term needs balanced with long-term qualities. We are in a difficult time, economically, socially and environmentally. We need to address these issues and focus on the fact that this is a 100-year development that will be adapted to future changes and issues. Open space, ocean views, pedestrian esplanades on Ocean and within the neighborhood, bike routes and safety, neighborhood health and prevention of commercial intrusion into Wilmont will never go out of style. Please take the time to balance the short-term needs and long-term qualities this redevelopment site requires.

REAL COMMUNITY BENEFITS THAT ARE COMMENSURATE WITH THE SCALE OF THIS PROJECT

In our current world, as a city and residents, we are being asked to be leaner and smarter and grow and act in ever more sustainable ways. This project is proposing to do the opposite: It's doing much less with more - doubling the size while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos. How sure are we that the HR&A Advisors, Inc. City Service Costs associated with the hotel, condos and affordable housing are accurate? Is it clear to the City what the components and assumptions of the associated costs with this property have been validated by City staff and will have to be paid by the City going forward?
Residents are not getting real and needed community benefits that would compensate for the many significant entitlements the developer receives:

- Building up to 130 feet on Ocean Avenue site zoned for 50 feet maximum building height
- Permanent burdens to the surrounding neighborhood in terms of massing and height; the project is 100% building walls on California and 2nd Street
- Demolition and 3-year construction
- The unsolved circulation problems
- The 2nd Street hotel wall turns its back on the rest of the city

Overall, the community benefits proposed are de minimis.
Community benefits for the purposes of a Development Agreement should not be confused with charitable contributions. Community benefits are long-term benefits provided for the residents of Santa Monica to address considerable disruptions that occur over numerous years including the construction phase, as well as the completed project. Prioritized negotiated community benefits identified in the DCP for this project were: 1) Publicly Accessible Open Space[3], 2) Affordable Housing and 3) Historic Preservation. Community benefits go beyond what is mandatory for any type of development at Tier I, 2, or 3. Charitable contributions are one-time payments, often to win over local organizations.
We ask that the Community benefits be expanded beyond what currently exists in the draft DA. The public space designated in the draft DA is insufficient given the large parcel. The Historic Preservation of the Moreton Fig and the preservation and rehabilitation of the Palisades Building are an ongoing obligation and a project benefit to the applicant and should not be considered a

"community benefit".

Social Services and Senior Services must be part of the Negotiated Community Benefits

Create a Social Services, Senior Services and Early Childhood contribution account that can be negotiated for each Development Agreement. Currently the City does not have an approach to address negotiated benefits for social and senior services needs as it does for early childhood.

- Social services monetary contribution could be used to support a mental health van and a van(s) for showers and sanitation for those experiencing homelessness.
- Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building of senior housing.

To ensure the monetary contributions are used effectively by these programs, specify a 5% audit fee to follow up and report the results of each area's results toward its defined goals and objectives.

Triple Impact Fees Identified for the Tier 3 Projects

These fees are intended to reduce the additional burdens more intense development will impose on the neighborhood and City by requiring the applicant pay additional fees to mitigate project impacts. These impact fees have not yet been developed by City Council but when finalized will not be negotiated for each project but will define community benefits through a calculated formula, like Tier 2 community benefits. Given the size, density, height and impact on the neighborhood of this project, the Tier 3 impact fees to be determined by ongoing City Council discussion, should be calculated and tripled for this ELS project.

Require True Publicly Accessible Open Space

Publicly accessible open space is a priority community benefit. The Applicant has specified that 80% of the site's open space will not be consistently available if at all, to non-hotel guests. With respect to the 14,000 square feet of publicly accessible open space at Ocean and Wilshire the DA needs to require that it be open 365 days a year with park hours type hours of 7AM – 10 PM, similar to Reed Park and ensure this requirement will survive a change in ownership.

The parks surrounding e.g., Palisades Park and in the neighborhood are a significant amenity for the Miramar project. The project has provided limited publicly accessible open space. We request the DA pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period outlined for several community benefits outlined in the draft DA. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City

We look forward to the evolution of a project that supports the residents and visitors as well as the City.

Thank you for your consideration

Dieter J. Hautzer
101 California Ave, #1101
Santa Monica, CA 90403

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[1] DCP outlined in 2A.1.F that "Ocean Avenue … is marred on the east side due to multiple curb cuts, …"

[2] Main pedestrian and bike way to California vista point, California Incline (bike and pedestrian) and beach.

[3] Add outdoor open space where local residents can gather and enjoy a “back yard” type of space within a very short walk from where they live … DCP-2A

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From: barry engelman
To: Planning Commission Comments
Subject: Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date: Tuesday, September 1, 2020 7:25:46 AM

EXTERNAL

Dear Planning Commissioner ,

I am writing to oppose the Miramar project the way it is currently proposed. As planned this hotel's three entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and cause the functional collapse of 2nd Street and California.

I am also very concerned about the impact of the years of demolition and construction on the flow of traffic on California Ave. I hope the commission will consider the quality of life of neighborhood residents and restrict construction traffic to Ocean and Wilshire.

Barry Engelman
421 California Ave.

From:	Victoriya Karpilovich Arenas
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Letter of Support - Community Corp.
Date:	Tuesday, September 1, 2020 8:07:44 AM
Attachments:	Community Corp. Affordable Housing - Support Letter.pdf

EXTERNAL

Good Morning,

In advance of tomorrow's meeting, please find attached a letter of support for Community Corp's collaborative affordable housing development in partnership with the Fairmont Miramar.

Best regards,

Vicky K. Arenas, MPA
Director, External Affairs & Communications
THE PEOPLE CONCERN | OPCC & LAMP COMMUNITY UNITED
Pronouns: she/her/hers

323-334-9000 x480 | 323-803-9360
varenas@thepeopleconcern.org
www.thepeopleconcern.org
2116 Arlington Ave. Ste. 100, Los Angeles, CA 90018

THEPEOPLECONCERN

Because everyone should be housed, healthy and safe.
OPCC & LAMP COMMUNITY UNITED

August 31, 2020

Planning Commission
City of Santa Monica
1685 Main Street, Room 212
Santa Monica, CA 90401

Dear Commissioners,

I am writing in strong support of Community Corporation of Santa Monica's (Community Corp.) collaborative affordable housing development in partnership with the Fairmont Miramar. This 42 unit, 100% affordable housing project will help low-income families live near transit, a variety of job centers, schools and recreation opportunities.

Affordable housing is desperately needed in downtown Santa Monica. As a housing and social services provider working in the City of Santa Monica for over 5 decades, The People Concern helps our most vulnerable neighbors find permanent housing so that they can rebuild their lives and thrive. The severe shortage of affordable and supportive housing in our community contributes to our existing homelessness crisis; we urgently need more affordable housing to prevent low-income households from falling into homelessness. This affordable housing project will be built with no City funding, which is important since the City's budget has been decimated in light of COVID-19.

The People Concern strongly supports this project. This affordable housing development is an excellent example of highly sustainable housing for families that will improve lives and neighborhoods. By investing in affordable and supportive housing, we make our communities safer, healthier and more inclusive.

Sincerely,

John Maceri
Chief Executive Officer
The People Concern

2116 Arlington Ave., Suite 100 | Los Angeles, CA 90018 | Tel: 323.334.9000 | www.thepeopleconcern.org
Tax ID: #95-6143865

From:	Ryan Ole Hass
To:	Planning Commission Comments
Subject:	Miramar Project SUPPORT Letter
Date:	Tuesday, September 1, 2020 8:52:53 AM
Attachments:	image001.png Miramar Project SUPPORT Letter - Ryan Ole Hass - Sept 1 2020.pdf

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EXTERNAL

Please see attached and confirm receipt. Thank you.

Stay Safe. Be Well. Make Change ♡✌

With Gratitude,
Ryan

"Let's Make The Comeback GREATER Than The Setback!"

Ryan Ole Hass Broker|Owner

Alignre

A Global Real Estate Collaboration
Commercial + Residential Sales & Leasing
Mobile +1 323.893.7253
Social @RyanOleHass
2020 President, Greater L.A. Realtors®
C.I.P.S. [Certified International Property Specialist]
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September 1, 2020

Planning Commission
City of Santa Monica
1685 Main St #3205
Santa Monica, CA 90401

RE: Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT

Dear Chair Lambert and Commissioners:

I am writing in **support** of the Miramar project.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of construction jobs, 100+ permanent hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Let's put Santa Monica back to work.

With Gratitude,

Ryan Ole Hass
SM Resident (Wilmont), Business Owner, SM Chamber Board Member

From:	Scott Sampson
To:	Planning Commission Comments; Jesus Hernandez
Subject:	WRITTEN COMMENTS --- Community Corp and The Fairmont Miramar affordable housing project 2nd street 09/02/20 --- 5:30 pm
Date:	Tuesday, September 1, 2020 9:19:27 AM
Attachments:	image003.png

EXTERNAL

Santa Monica Planning Commission:

I am writing to support the team of The Fairmont Miramar and the Community Corporation of Santa Monica in their efforts to build a 42 unit affordable housing project on 2nd street in Santa Monica.

My 32 years of construction, development and finance experience in California has led me build several successful local projects including Hotels, golf courses, the world largest single roof photo voltaic project as well as a Presidential library.

I am very enthused to see such care and thought put into the Miramar/Comm Corp project by the Developer and Architect. Without a doubt, the location is outstanding for this endeavor.

I urge you to strongly consider and approve this project.

Scott Sampson
Director of Business Development
Scott.Sampson@Ravcoinc.com
O - 1-714 – 538-6200
C - 1-714 – 910-6624

RAVCO
CONSTRUCTION

From:	Misti Kerns
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Santa Monica
Date:	Tuesday, September 1, 2020 9:48:01 AM

EXTERNAL

Good morning. I am writing to you today in support of the Miramar Santa Monica both as a long-time resident for 20+ years, and as a tourism professional. Over the last 12 years I have, like many of you, watched this project unfold. The longstanding respected leadership of this hotel team has conducted outreach, listened, responded to the community and to city leadership tailoring this project to the specific needs of Santa Monica. As we have all heard many say, "it's not about the money" and I concur. It is about an opportunity and the future.

This project offers a celebration of the historic Moreton Bay Fig Tree and the Palisades building, community benefits, additional jobs in tourism and new construction, affordable housing, open space improvements vs. a wall, a LEED Platinum building and additional parking. They have proved to be good stewards of this important property and to and in our community. They are one of the first to step up, donate and get involved. I am sure we all agree that we need people and businesses who care about and give back to this community, I would expect nothing less from this group moving forward.

As you know, this is a project that matters as much today as it will in our future. It has been reviewed, reconsidered, redesigned, examined and reexamined. The invested time for all parties is vital and now is the right time to move it forward. In order to succeed over the next several years we must work hard together to remain competitive with neighboring destinations who are offering newer hotel choices for consumers and employees. This project will help us with our long-term economic and employment recovery by offering a uniquely Santa Monica experience for all who seek an overnight stay, a wonderful meal and a special place to continue to celebrate memorable moments. I look forward to the hearing on September 2, and to your support of this project.

Thank you for reading and for the time that each of you volunteer to our community!

Be well.

https://www.santamonica.com/shines/

Misti Kerns, CMP CDME
President/CEO
SANTA MONICA TRAVEL & TOURISM
2427 Main Street, Santa Monica, CA 90405
E. mkerns@santamonica.com P. 310.319.6263 W. santamonica.com
Facebook \ Twitter \ Instagram \ LinkedIn \ Shopify \ Pinterest

From: Daniel Galamba
To: Planning Commission Comments
Subject: Sept 2, 2020 Meeting Agenda Item 9-A. Oppose current plan for Miramar Hotel
Date: Tuesday, September 1, 2020 10:13:17 AM

EXTERNAL

Dear Planning Commission,

I must urge you to oppose the current plan for the Miramar Hotel. The current plan is for a hotel that is way too large and tall and not in keeping with the nature of our community. It will add little if any benefit to our city and will produce enormous problems of traffic and circulation in an area that already suffers from traffic, congestion and gridlock. Please scrap the current plan and go back to the drawing board to produce a plan that is more a remodel of the existing hotel rather than a new, huge, enormous monster. Thank you.

Sincerely,
Dr Daniel Galamba

From:	Robert Kull
To:	Planning Commission Comments
Cc:	eoconnor@msdhotel.com
Subject:	Fairmont Miramar Project
Date:	Tuesday, September 1, 2020 10:56:14 AM
Attachments:	Letter suppoprt Miramar project.pdf

EXTERNAL

Please see the attached letter of support.

Robert F. Kull
KULL + HALL
1337 Ocean Avenue, Suite B
Santa Monica, CA 90401
Tel: 310.451.6100
Fax: 310.451.6022

KULL+HALL
1337 Ocean Avenue, Suite B
Santa Monica, California 90401
Tel: (310) 451-6100
Fax: (310) 451-6033
www.kullhall.com

September 1, 2020

VIA EMAIL ONLY

Planning Commission
City of Santa Monica
1685 Main St #3205
Santa Monica, CA 90401

Re: Agenda Item 9.A: Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT

Dear Chair Lambert and Commissioners:

Please accept my support for the Fairmont Miramar project. It has been oppressively and expensively long in coming and has overcome enormous hurdles, some caused by a self-serving neighbor. Now, as never before, we need the vitality for the City which this project will bring.

Not only will the project improve the City and benefit its residents and others, it will bring much-needed jobs and revenues to the City, which, as you know, is now suffering more than I can recall in my 42 years living in the City.

Also, it should not be lost in the process that The Fairmont Miramar has been a model corporate citizen, giving generously to the City, often hosting community events and programs and supporting numerous Chamber of Commerce programs as well. I understand that the Miramar's affordable housing partner, Community Corporation of Santa Monica, is also a longtime friend and partner of the City and its Chamber.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Very truly yours,

Robert F. Kull

Robert F. Kull

cc: Mr. Ellis O'Connor
(via email: eoconnor@msdhotel.com)

From:	Mark Humphrey
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar Hotel Redevelopment Approval
Date:	Tuesday, September 1, 2020 11:30:16 AM
Attachments:	XF__MIRAMAR REDEV.pdf XF-sig-XF.png IG.png

EXTERNAL

Dear Santa Monica Planning and Development Commission

RE: Miramar Hotel Redevelopment Approval:

I am writing to you to voice my support for the Miramar Hotel Redevelopment.
As a resident and business owner living and working in Santa Monica for 37 years I feel the redevelopment of the Miramar would be an incredibly positive initiative to undertake for our wonderful city.

Firstly the economic stimulus and job creation that building construction and hotel operations would bring would be immense ! literally creating thousands of jobs and giving a much needed boost to our post covid jobs forecast ! Secondly the millions in tax revenue generated will also give a much needed shot in the arm towards our recovery as a city. Combine all this with the 42 affordable housing units and I think this project is a win win for Santa Monica and our community at large.

Lastly and most importantly from my perspective is the fact that the Miramar redevelopment represents far more than financial upside and local jobs.

The Miramar represents everything I hold dear about our great city.
My 37 years in the city can be marked by chapters and events that have unfolded over time at the Miramar, from weddings and business functions, to family staycations and New Years Eve celebrations, the Miramar represents a beacon of light and a central focal point for our city, its where we all come together ! it holds so many memories for my family and countless others.

My children now mark their lives and calendars by the annual events at the Miramar ! Most notably the Christmas time community event “Meet me Under the Fig Tree” where Santa shows up. It is the spirit of the Miramar that truly reflects and mirrors Santa Monica’s caring values.

I feel this redevelopment would secure the next 100 years of light and fond memories for future generations. The Miramar is the Grande Dame of our promenade and she deserves to be reinvisioned and redeveloped to launch her into the next century. I truly hope this redevelopment is approved for all of the reasons both rational and emotional I have listed above.

Thank you for your time and consideration.

Mark Humphrey.
Xperience Factory.

Letter Attached pdf.

MARK HUMPHREY
Creative Director / Content Creator
Los Angeles 310.488.5444

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9-1-2020

Mark Humphrey / Creative Director
1505 4th Street
Suite #213
Santa Monica CA 90401
310-488-5444

Dear Santa Monica Planning and Development Commission

RE: Miramar Hotel Redevelopment Approval:

I am writing to you to voice my support for the Miramar Hotel Redevelopment.
As a resident and business owner living and working in Santa Monica for 37 years I feel the redevelopment of the Miramar would be an incredibly positive initiative to undertake for our wonderful city.

Firstly the economic stimulus and job creation that building construction and hotel operations would bring would be immense ! literally creating thousands of jobs and giving a much needed boost to our post covid jobs forecast ! Secondly the millions in tax revenue generated will also give a much needed shot in the arm towards our recovery as a city. Combine all this with the 42 affordable housing units and I think this project is a win win for Santa Monica and our community at large.

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My 37 years in the city can be marked by chapters and events that have unfolded over time at the Miramar, from weddings and business functions, to family staycations and New Years Eve celebrations, the Miramar represents a beacon of light and a central focal point for our city, its where we come together ! it holds so many memories for my family and countless others.
My children now mark their lives and calendars by the annual events at the Miramar ! Most notably the Christmas time community event “Meet me Under the Fig Tree” where Santa shows up. It is the spirit of the Miramar that truly reflects and mirrors Santa Monica’s caring values.

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Thank you for your time and consideration.

Mark Humphrey.
Xperience Factory.

From:	Abbel Nichola
To:	Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject:	Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date:	Tuesday, September 1, 2020 11:30:37 AM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Abbel Nichola
abbelnichola.nn@gmail.com
1423 2nd St Apt 212
Santa Monica CA, California 90401

From:	Linda Greenberg
To:	Planning Commission Comments
Cc:	Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster
Subject:	Fairmont Miramar Hotel & MSD Partners Donor Acknowledgement Letter
Date:	Tuesday, September 1, 2020 11:46:54 AM
Attachments:	Corporate Hero Planning Commission Letter_Fairmont.pdf

EXTERNAL

September 1, 2020

Dear Santa Monica Planning Commission,

Please see the enclosed letter regarding the Fairmont Miramar Hotel & Bungalows'/MSD Partner's support for our public school students.

The letter is not an endorsement of their current project.

Sincerely,

Santa Monica Education Foundation

Linda Greenberg
Executive Director
1645 16th Street
Santa Monica, CA 90404
310-396-4557
smedfoundation.org

Santa Monica Education Foundation

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Duncan Rolph
Edwin Shen
Marilyn Speakman

Linda Greenberg
Executive Director

September 1, 2020

Dear Santa Monica Planning Commission,

The purpose of my letter today is to share information about the MSD Partners, L.P. / Fairmont Miramar Hotel & Bungalows' support for our public school students. This letter is not an endorsement of the Fairmont's current project.

We are incredibly grateful for the commitment the Miramar has made to our students and schools. They are, and continue to be, strong partners in helping to provide equitable education to all Santa Monica children in our public schools.

The Miramar has been a significant donor to the Education Foundation, generously contributing $131,750 over the last nine years.

These funds have had a direct impact on our Santa Monica students, funding arts programs, classroom aides and grants used by each school campus for important staff and programs, including STEM and health and wellness. Without support from the Miramar, and other dedicated Corporate Heroes, Santa Monica schools would look vastly different.

In addition to their direct monetary support, the Miramar graciously hosts our annual Santa Monica Wine Auction. Over the past five years, this event has raised $1.14 million for our students. The Miramar's support of the Wine Auction has been extraordinary. Their substantial sponsorship has enabled us to grow this signature event year after year.

I cannot speak highly enough of Ellis O'Connor and Dustin Peterson, the leadership team at MSD Partners/Fairmont Miramar. They are wonderful people to work with. Giving back to the community is a core value for them and the Miramar. They are responsive, thoughtful, and dedicated. They are consistently upbeat and positive. They respond to our ideas with enthusiasm and offer advice and help wholeheartedly. In everything they do, they come from a place of "Yes, how can we help?" which is so valuable and makes them a true, committed partner.

1645 16th Street, Santa Monica CA 90404 310-396-4557 smedfoundation.org

Santa Monica Education Foundation

We appreciate MSD Partners, L.P. / Fairmont Miramar Hotel & Bungalows' commitment to Santa Monica public schools and their investment in our community's future leaders.

Sincerely,

Alison E. Havel

Alison Havel
President

1645 16th Street, Santa Monica CA 90404 310-396-4557 smedfoundation.org

From: Alexis Zanone
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar redevelopment provides housing, green space and jobs
Date: Tuesday, September 1, 2020 12:01:48 PM

EXTERNAL

and Staff,

As a hotel worker in Santa Monica, I support affordable housing, green space, and good jobs. Many of us are facing eviction, and the Fairmont Miramar redevelopment builds needed housing. Many of us live in communities that are short on green space, and the Fairmont Miramar redevelopment takes beautiful private space and opens it to the public. And while many of us are suffering job losses, we need to know that we are going to have access to good jobs in the future. The Fairmont Miramar provides the best wages, health insurance, and pension in the entire region, and this redevelopment will ensure that our wages and tips go up, we have good job security, and that we can retire in dignity after a career in hospitality. Please support this plan to help the Fairmont Miramar build back better.

Como trabajadora hotelera en Santa Mónica, apoyo la vivienda asequible, los espacios verdes y los buenos empleos. Muchos de nosotros nos enfrentamos al desalojo, y la remodelación de Fairmont Miramar construye las viviendas necesarias. Muchos de nosotros vivimos en comunidades que carecen de espacios verdes, y la remodelación de Fairmont Miramar toma un hermoso espacio privado y lo abre al público. Y si bien muchos de nosotros estamos sufriendo la pérdida de empleos, debemos saber que tendremos acceso a buenos empleos en el futuro. El Fairmont Miramar ofrece los mejores salarios, seguro médico y pensión en toda la región, y esta remodelación garantizará que nuestros salarios y propinas aumenten, tengamos una buena seguridad laboral y que podamos jubilarnos con dignidad después de una carrera en la industria hotelera. Apoye este plan para ayudar al Fairmont Miramar a reconstruirse mejor.

Alexis Zanone
alexiszanone@hotmail.com
1801 9th St Apt C
Santa Monica, CA., California 90404

From: Cheryl Downey
To: Planning Commission Comments
Subject: Oppose Miramar project
Date: Tuesday, September 1, 2020 12:13:06 PM

EXTERNAL

Dear Planning Commission,
Incremental growth, yes, but the Miramar project is gargantuan. As a 26 year resident of Santa Monica, I strongly oppose the current Miramar project which is too much, too fast.
Sincerely, C. Downey

From: jenniferpolhemus@verizon.net
To: Planning Commission Comments
Subject: Miramar Expansion (public input to Planning Commission)
Date: Tuesday, September 1, 2020 12:18:01 PM

EXTERNAL

Dear Planning Commission:

The proposed Miramar expansion has not adopted the extensive input from residents, particularly with regard to Wilshire Blvd. access. The developer is trying to fit a project that is clearly too large and too high into a fixed parcel size, and expecting the community to mitigate the impacts that will spill well beyond that parcel.

I support the position of the Friends of Sunset Park neighborhood association.

Jennifer L. Polhemus
Santa Monica Resident & Small Business Owner
2521 32nd Street, Santa Monica, CA 90405-3102
Phone 310.399.1441
jenniferpolhemus@verizon.net

This email may contain information that is privileged, confidential, and/or protected by law. If you have received this message in error, please contact me immediately.

From:	Beatrice Felix
To:	Elisa Paster; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Tuesday, September 1, 2020 12:42:10 PM

EXTERNAL

Having resided at 4th and Washington since 1989 I have witnessed the accelerating decline of the neighborhood life as the ambitions of greedy commercial development is rewarded with no regard for it's negative impact on residents' daily lives. Miramar's plans are another painful and egregious example, for many reasons including the following:

1. California and 2nd Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street already burdened with a hotel entrance, loading dock, no left hand turn lane going south, and medians and residential street parking north of California. Shifting car traffic onto these streets will produce the opposite of LUCE (Land Use Circulation Element) mandates to reduce congestion, improve circulation and enhance the pedestrian experience.

2. The Miramar project doubles site development for no other reason than to maximize economic return at the expense of the neighborhood. How are emergency and service vehicles to manage with even more traffic coming through? Consideration for the deluge of traffic and parking chocking our streets to 'service' this scale of new development must be realistic. How are pedestrians to be safe with few streetlights? How can we residents find street parking? What about TRUE public access to PUBLIC spaces on the property?

We deserve better from our city government. You can make a positive impact if you care.
Please put the quality of life for SM taxpaying residents above those of greedy developers.

Thank you.
Beatrice Felix

From: Francisco Lopez
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 12:43:29 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Francisco Lopez
zapotecs@gmail.com
1749 17th St Apt E
Santa Monica, CA., California 90404

From:	Beatrice Felix
To:	Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Tuesday, September 1, 2020 12:45:01 PM

EXTERNAL

As a resident at 4th & Washington since 1989 I am distraught at the increasing density and commercializing of the neighborhood without regard to the residents. Miramar's renovation is a horrific example of this for MANY reasons, and two ways it could be mitigated include:

Publicly accessible open space is a priority community benefit but 80% of the site's open space will not be consistently available, if at all, to non-hotel guests. Publicly accessible open space at the corner of Ocean and Wilshire should be open 365 days a year with the same hours as Reed Park. This requirement must survive a change in ownership.

The applicant should pay for City Park Patrols for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City.

Please respect your SM taxpaying residents as first priority - NOT developers.
Thank you.
Beatrice Felix

From: Ron Goldman
To: Planning Commission Comments
Subject: Comment on ITEM 9-A - Miramar Hotel Expansion
Date: Tuesday, September 1, 2020 12:57:21 PM

EXTERNAL

Comment for Planning Commission meeting 9/2/2020, Item 9-A –

addition to eliminating condos and redesigning circulation, at minimum the 8 story portion adjacent to 2nd Street should be reduced to 4 or 5 stories while terracing up to the portion fronting on Ocean, i.e. it would then be more sculpted than massive.

Ron Goldman
1717 Montana Avenue
Santa Monica 90403
310-503-3732

From: Javier F Estrella
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Tuesday, September 1, 2020 12:59:37 PM

EXTERNAL

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Javier F Estrella
desiramone@aol.com
2352 20th St Apt A
Santa Monca CA., California 90405

From: Joseph Connoly
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Tuesday, September 1, 2020 1:08:42 PM

EXTERNAL

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Joseph Connoly
jmconn37@aol.com
846 4th St Apt 301
Santa Monica, CA., California 90403

From:	Genevieve Riutort
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon; Bruce Rankin
Subject:	In support of the Miramar Project
Date:	Tuesday, September 1, 2020 1:15:00 PM
Attachments:	Miramar Project Support WSFB.pdf

EXTERNAL

Please see the attached letter in support of the Miramar Project.
We hope that the Planning Commission will recommend that the project move forward.

Genevieve Riutort
Deputy Director
Chief Development Officer
Westside Food Bank
1710 22nd Street
Santa Monica, CA 90404
310-828-6016 ext. 18
310-897-5239 mobile
genevieve@wsfb.org
www.wsfb.org

Check out my professional profile and connect with me on LinkedIn.

August 31, 2020

To the Members of the Santa Monica Planning Commission:

We are writing in support of the Miramar Project, which will bring greatly needed jobs, affordable housing and better environmental sustainability to Santa Monica. As Executive Director of the Westside Food Bank (WSFB) for over 30 years and Deputy Director and CDO for over 16 years, we have had many occasions to experience the Miramar Hotel and its value as a community asset.

The Fairmont Miramar Hotel has been a longtime and consistent partner with, and supporter of, WSFB. Its free annual "Meet Me Under the Fig Tree" community event has helped to raise awareness about local hunger and generated financial and food donations that provided thousands of pounds of nutritious food for Santa Monica residents experiencing food insecurity. The staff at the hotel has always been kind, compassionate and enthusiastic about supporting WSFB's cause and is always a pleasure to work with.

Additionally, for many years the Miramar's ballroom was the site of the Westside Coalition on Housing, Hunger and Health's annual "Celebrating Success Breakfast", which celebrates the accomplishments of people who have lifted themselves out of homelessness and poverty with support from the Coalition's member agencies. Westside Food Bank is a founding member of the Coalition and we have both worked closely with the Miramar team over the years to plan the events. They always treated us and our honorees with a high level of care and respect while also finding creative ways to help lower costs and facilitate the logistics. Hundreds of formerly homeless individuals got to have the experience of being in that grand room while being celebrated by their family, friends and community. The Miramar has consistently gone above and beyond to support the work of local nonprofit organizations and the people they serve.

We are confident that the Miramar Hotel will have the capacity to be an even better partner and friend to Westside Food Bank as a result of the Miramar project and offer our wholehearted support. We hope to be able to look forward to enjoying the new public spaces around the historic Moreton Bay Fig Tree and to working with the Miramar team on future events. Thank you for your consideration.

Sincerely,

Bruce Rankin
Executive Director

Genevieve Riutort
Deputy Director & CDO

1710 22nd Street. Santa Monica, CA 90404. T. 310-828.6016 F. 310.828.2646 www.wsfb.org
Fed Tax I.D. # 95-3685875

From:	Mark Ulrich
To:	Leslie Lambert; Shawn Landres; Jim Ries; Planning Commission Comments; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; David Martin; Jing Yeo
Cc:	Steve Rice
Subject:	Miramar
Date:	Tuesday, September 1, 2020 1:51:01 PM

EXTERNAL

Commissioners, I understand the need to fill the tax coffers, and as a lifelong Santa Monica resident I certainly benefit from the wealth this city has in all of the services that you provide the residence. However, to add all of this structure so close to our beautiful ocean is criminal. Long after all of us are gone people will look at the buildings you agree to erect and wonder what planet you all lived on before this decision. Why this project would even be considered is hard to imagine, is it greed over all else? What benefit does this serve the city outside of money, and when does money become the ruler of what is right?

Mario, Our kids went to school together many years ago and I have always known you as a fair and reasonable man, you tell me what this group of associates is thinking. How can building a huge condo in front of the ocean benefit the residence of this city?

All the best,
Mark Ulrich
Samo Class of 1979
Girls basketball coach Samo, CIF champs 2020.

Mark Ulrich
Sr. Vice President

Poms & Associates Insurance Brokers
12121 Wilshire Blvd. Suite 710| Los Angeles, CA 90025
310-307-3102 | Fax 818-449-9321 | www.pomsassoc.com
CA License #0814733
***For the latest Covid-19 information please visit our webpage**

From: Flora Ceron
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Tuesday, September 1, 2020 1:56:45 PM

EXTERNAL

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Flora Ceron
floraceron93@gmail.com
1565 Pinedale ave.
Bloomington ca,, California 92316

From: Ngan H Nguyen
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 1:57:34 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Ngan H Nguyen
ngsakd@yahoo.com
1352 Ocean Park Blvd, Apt A
Santa Monica, CA., California 90405

From:	Neil Kaplan
To:	Planning Commission Comments
Subject:	Miramar
Date:	Tuesday, September 1, 2020 2:37:01 PM

EXTERNAL

I totally oppose any changes to the Fairmont Miramar Hotel.
There was be grave consequences to the stability of land in the area if underground parking is dug.
In addition, the months and years of trucking along California Avenue will impact the quality of life for all the residents in the area.
Neil Kaplan
1033 Ocean Avenue
Santa Monica 90403

From: James Lawson
To: Planning Commission Comments
Subject: Miramar Project
Date: Tuesday, September 1, 2020 2:58:04 PM

EXTERNAL

Dear Planning Commission,
I am writing in regard to the Miramar project. I request that you approve this project and send to Council for the following reasons:

Local construction jobs.
Long term local employment opportunities.
The removal of an eyesore…we can do much better architecturally and this project will!!
The opening of the corner at Wilshire and Ocean and the public inclusion that creates.
The parking for employees of the completed project that takes the pressure off of local streets and neighborhoods.
The revenue to the City.
The acknowledgment that Santa Monica is a world class destination AND the Miramar is a steward of the concerns of the "locals".

Thank you!
Jim Lawson (former OPA President for r3 years

2913 3rd Street, Unit 202
Santa Monica, CA 90405
(213) 718-2229 Cell

From:	Cynthia Rose
To:	Planning Commission Comments; Leslie Lambert; Richard McKinnon; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	Support to approve Item 9A
Date:	Tuesday, September 1, 2020 3:06:29 PM
Attachments:	Miramar Plan EIR Support - PC.pdf

EXTERNAL

Chair Lambert and Members of the Planning Commission please find attach my letter of support of the Miramar Plan.

--
Cynthia Rose

CYNTHIA ROSE

Cynthia@BerettaRose.com

September 1, 2020

Mid-City Neighborhood
Santa Monica, CA
90404

Chair Lambert and Members of the Planning Commission:

I am the Chair of California Bicycle Coalition that advocates for equitable, inclusive, and prosperous communities where bicycling helps to enable all Californians to lead healthy and joyful lives. Locally I'm Director of Santa Monica Spoke and co-chair of The Santa Monica Safe Street Alliance, all 501c3s. Today I am writing to you as an individual Santa Monica resident and safe streets advocate in support of the proposed Miramar plan.

The Santa Monica community has a unique opportunity to benefit from the proposed Miramar project. A review of the hotel and residential plan features public/private access to beautiful open spaces, pedestrian and bicycle-friendly amenities, and shows that the development team listened and understood the need to design for human-scale mobility and access. I do believe the designers successfully carried that vision.

Because of its unique location, the public art component (TBD), updated architecture and, of course the beautiful and historic Fig Tree, the new Miramar will undoubtedly be an attractive destination for people walking, biking, or utilizing current and future micromobility modes.

With my support I offer a few recommendations. The proposed 42 on-grade, short-term bicycle spaces meets, but does not substantially vary from the code-required 41 spaces. I would urge you to recommend an increase. I believe we must have a forward thinking vision that supports the evolution of personal mobility. Bringing those numbers up should be relatively inexpensive and would encourage people on bikes with safe parking in order to visit and patronize the ground-level restaurant and businesses. Providing 100 long-term spaces for employees exceeds the code requirement by 17 spaces. I endorse that accommodation, flexible vehicle parking I discuss below and the limited below-grade hotel short-term parking for guests — code requires no guest parking —the proposed hotel offers 20. From my understanding the hotel has sporadically offered a limited number of guest bikes, but they take up space in the existing, cramped parking area, and, as I understand it, maintenance of those loaner bicycles has been performed in another city. Santa Monica is a hub for cycling, we have an abundance of excellent bicycle mechanics

within Santa Monica's city limits who could handle maintenance skillfully and accountably for 20 bicycles (or more). I strongly recommend that the Miramar support our local retail bicycle community and contract with a local shop and hopefully consider expanding this fleet in the future.

The pedestrian friendliness of the proposed hotel is another reason I support the plan. Wider sidewalks are crucial to improving access in our city and help encourage active mobility and create a safer and more inviting experience for people walking, especially on the corner of Ocean and Wilshire where people gather before crossing to Palisades Park. In addition, the new sidewalk design will better accommodate people with mobility issues and disabilities, as well as those with strollers, providing safer and more equitable public access. Beyond that wider sidewalks are more inviting because they are also aesthetically pleasing.

Finally, the Miramar project team has also recognized emerging trends across the mobility and micromobilty space. As I understand it, the subterranean parking structure is designed for a parking configuration future when demand for automobile parking is diminished, and precious space can be devoted to other uses. I believe this planned parking flexibility must be an essential component for all new proposed projects.

Please support Staff's recommended action and vote yes on this important project.

Thank you,

Cynthia Rose

Cynthia Rose

From:	Smartin007
To:	Planning Commission Comments; lesile.lambert@smgov.net; Shawn Landres; jimries@smgov.net; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; elisa.pastor@smgov.net
Subject:	Miramar Expansion Plans
Date:	Tuesday, September 1, 2020 3:29:37 PM

EXTERNAL

Subject Miramar / Miramar Redevelopment Project Recommendations

I am writing to voice my opposition to the redevelopment plans for Miramar as they present a few problems in terms of traffic circulation, city water self sufficiency and the zero waste goals that the city has set for itself.

Circulation of traffic surrounding the hotel

The viability of having the Miramar's entrance on Wilshire was *overlooked* in the EIR, which seems to be a glaring oversight given the size of 2nd and California streets. Wilshire works very well as the entrance to the large property because it is four lanes across as is Ocean Ave.

The proposal to put the entrance on 2nd, with a secondary entrance on California will increase traffic congestion on two smaller streets that are only one lane in either direction. Ever having turn in valet sections will not prevent heavy traffic and congestion when an event lets out all at once and many events do. It is not uncommon, as I have worked in hotels for the past 25 years.

Also many events occur in the evenings and that is the busiest time of day for both 2nd and California. If there is a blockage on the 10 freeway, traffic shifts up and down the California incline as an alternate route.

Water Self Sufficiency / Santa Monica Municipal code 7.16.050

It is now apparent that California is going to experience more droughts as a result of climate change as we go on through time. Global warming has now made a drier California inevitable. Santa Monica has a goal of being water self sustaining (no imported water and just local groundwater) by 2023. A larger Miramar project will, along with other large proposed developments (some of which are now under construction) will jeopardize the city's ability to be self sufficient as planned. The city will have to import and purchase from outside Santa Monica.

Zero Waste Goal

It seems like the admirable goal with the City Zero waste plan which a majority

of residents support.

The many different commercial and residential projects being proposed and in some cases already being built are counter to the desired goals which began in 2014 have been chipped away with budget cuts and large proposed construction projects. It's a disappointment to see a progressive and positive goal start to fade away over time.

Regards,

Stephen Martin (310) 351-6785, 807 4th Street, Apt 32, 90403

From:	Charles Fox
To:	Planning Commission Comments
Subject:	Miramar Expansion
Date:	Tuesday, September 1, 2020 3:38:32 PM

EXTERNAL

For all the reasons mentioned by John C.Smith in his column in the Tuesday edition of the SMDP I ask you to scrap the project.
Thanks.

Charles Fox
catkinsonfox@gmail.com

From:	Kristina Andresen
To:	Planning Commission Comments
Subject:	Miramar Hearing - Letter for Planning Commissioners from Kristina Andresen
Date:	Tuesday, September 1, 2020 3:40:36 PM
Attachments:	Miramar 20 Planning 090120.pdf

EXTERNAL

Dear Commissioners and Staff -

thank you for your diligent work -
especially during these difficult times -

best regards,

Kristina Andresen

Kristina Andresen
Andresen Architects
V310.399.0868 C310.503.5877
andresenaia@aol.com

ANDRESEN ASSOCIATES ARCHITECTS ARCHITECTURE · ENGINEERING · PLANNING
POB 5156, Santa Monica, CA 90409-5156 V 3103990868 F 3103960080 C 310.503.5877 Since 1982 AndresenAIA@aol.com

September 1, 2020

Honorable Planning Commissioners
City of Santa Monica

via Email
planningcomments@smgov.net

RE: The Miramar Santa Monica Hearing

Dear Commissioners:

I am writing to encourage you to approve this Project.
As the former Chair of the Building and Life Safety Commission, I realize that your evaluation and decision for this project is a very serious undertaking and quite a responsibility.

The project has improved dramatically since its inception. The introduction of the large green space at the corner is an exceptional amenity for all.

The event spaces for community gatherings will be improved and enlarged along with much needed additional parking.
I have worked with many non-profit organizations that have held events at the Miramar and can share that the improved event spaces are much needed for our community.
The existing building has been underparked – with the additional parking, the building should function well, without needing excess parking / circling in the neighborhood.

Santa Monica's recovery will depend on tourism and the increased TOT. As well, the building and the Miramar Condos will bring needed property tax income for the county / city.

Of importance to me are the low-income housing units to be built on Second Street.
Miramar is providing units in excess of their required development requirement.
Doing so, tips the balance in their favor for me to endorse this project.

Thank you for your consideration,

Kristina Andresen
Resident, architect

cc: Leslie Lambert, Chair; Shawn Landres, Vice Chair;
Richard McKinnon; Elisa Paster; Mario Fonda-Bonardi; Jim D. Ries; Nina Fresco

From: Ursula M. Kammer-Fox
To: Planning Commission Comments
Subject: Miramar Extension
Date: Tuesday, September 1, 2020 3:41:39 PM

EXTERNAL

Please, read the SMDP article by John C. Smith (September 1)
For all the reasons quoted in that article I would like you to get rid of the whole project.
Thank you.
Ursula M. Kammer-Fox
umkfox@gmail.com

From: Maria Cortez
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 3:55:56 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Maria Cortez
mariaecortez20@yahoo.com
1725 ocean Ave.#427
Santa Monica ca,, California 90401

From: Marina Urutia
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar redevelopment provides housing, green space and jobs
Date: Tuesday, September 1, 2020 3:59:09 PM

EXTERNAL

and Staff,

As a hotel worker in Santa Monica, I support affordable housing, green space, and good jobs. Many of us are facing eviction, and the Fairmont Miramar redevelopment builds needed housing. Many of us live in communities that are short on green space, and the Fairmont Miramar redevelopment takes beautiful private space and opens it to the public. And while many of us are suffering job losses, we need to know that we are going to have access to good jobs in the future. The Fairmont Miramar provides the best wages, health insurance, and pension in the entire region, and this redevelopment will ensure that our wages and tips go up, we have good job security, and that we can retire in dignity after a career in hospitality. Please support this plan to help the Fairmont Miramar build back better.

Como trabajadora hotelera en Santa Mónica, apoyo la vivienda asequible, los espacios verdes y los buenos empleos. Muchos de nosotros nos enfrentamos al desalojo, y la remodelación de Fairmont Miramar construye las viviendas necesarias. Muchos de nosotros vivimos en comunidades que carecen de espacios verdes, y la remodelación de Fairmont Miramar toma un hermoso espacio privado y lo abre al público. Y si bien muchos de nosotros estamos sufriendo la pérdida de empleos, debemos saber que tendremos acceso a buenos empleos en el futuro. El Fairmont Miramar ofrece los mejores salarios, seguro médico y pensión en toda la región, y esta remodelación garantizará que nuestros salarios y propinas aumenten, tengamos una buena seguridad laboral y que podamos jubilarnos con dignidad después de una carrera en la industria hotelera. Apoye este plan para ayudar al Fairmont Miramar a reconstruirse mejor.

Marina Urutia
marinaurr@yahoo.com
1626 w 56st
Los Ángeles ca,, California 90062

From:	mmihalke@aol.com
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Letter for Planning Commission Meeting of 9/2/20
Date:	Tuesday, September 1, 2020 4:10:15 PM
Attachments:	Miramar Letter August 2020.docx

EXTERNAL

Please find attached letter with public comments for hearing of 9/2/20.

Thx,
Mike Mihalke

Michael H. Mihalke
812 Euclid Street, Unit D
Santa Monica, CA 90403

August 27, 2020

City of Santa Monica Planning Commission
City of Santa Monica
VIA EMAIL: planningcomments@smgov.net

Dear Commissioners:

I am writing as a 15-year resident of Santa Monica, living in the north of Montana area, who has greatly enjoyed the beautiful surroundings and wonderful quality of life Santa Monica offers. The unique quality of life in Santa Monica is what compelled me in 2006 to move my family and business here from Washington, DC.

However, this exceptional quality of life is being challenged across Santa Monica by the pressures of development including the project to make needed changes to the iconic Miramar hotel. As the Planning Commission and City Council reviews the various environmental and economic reports pertaining to the project, it is imperative that City Council members analyze the overall benefits of every project to the entire City and the community versus any potential temporary impacts to the immediate neighborhood.

Specifically, the Draft EIR for the Miramar project correctly concluded that there will be minimal environmental impacts to the area resulting from the project. As importantly, the Draft EIR and the City Staff Report concludes the Miramar project **would result in significant environmental improvements associated with it including actual reductions in overall water and energy use** that is documented in the Development Agreement.

In addition, the Staff Report also correctly concludes that the new Miramar project follows the zoning rules for the Downtown area, preserves and features the key historical aspects of the site and **generates new affordable housing with 42 units** (70% of the market rate condos proposed) and generates substantial new revenues for the City ($444M in the first 25 years plus over $40M annually to the local economy). Affordable Housing and Fiscal Health are two of the most critical issues of importance to our great City at this time.

Given the lack of environmental impacts for the proposed project and its ability to generate substantial tax revenue and needed affordable housing in Santa Monica's greatest time of need makes this project crucial for the future of our City.

The Miramar is an iconic Santa Monica destination and it would be a shame to lose the jobs, tax revenue, affordable housing and goodwill by which most of Santa Monicans have come to know them.

I urge the Planning Commission to **support the staff recommendation and to promptly move this forward to the City Council** for their review. My hope is that you and the City Council will employ a rationale, forward-looking approach and render a decision in the best interests of our City for the Miramar project.

Sincerely,

Mike Mihalke

CC: Santa Monica City Council
The Honorable Kevin McKeown, Santa Monica City Council
The Honorable Gleam Davis, Santa Monica City Council
The Honorable Terry Oday, Santa Monica City Council
The Honorable AnaMaria Jara, Santa Monica City Council
The Honorable Greg Morena, Santa Monica City Council
The Honorable Sue Himmelrich, Santa Monica City Council
The Honorable David Martin, Santa Monica City Council
The Honorable Roxanne Tanemori, Santa Monica City Council
The Honorable Ted Winterer, Santa Monica City Council
The Honorable Lane Dilg, Santa Monica City Council

From:	michelene Mundo
To:	Planning Commission Comments
Cc:	Lane Dilg
Subject:	Miramar
Date:	Tuesday, September 1, 2020 4:14:41 PM

EXTERNAL

To whom it may concern,

Until you guys build a new bridge for getting in and out of this area of Santa Monica, the idea of adding anymore business, condos, apartments or parking to this area is ludicrous. Lincoln blvd and the Ocean/California intersection is already ridiculous.

Why are you going to make things worse for the residents here by approving this Miramar project?

Sincerely,

Michelene Mundo
848 7th street #2
Santa Monica, CA 90403
310.924.7740

From: Lupe Stevenson
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 4:17:11 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Lupe Stevenson
lupestevenson63@gmail.com
2209 Main Street
Santa Monica ca,, California 90405

From: Epstein HP <hpewriter@yahoo.com>
Sent: Tuesday, September 1, 2020 4:31 PM
To: Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc: Lane Dilg; David Martin; Jing Yeo
Subject: Miramar project

Follow Up Flag: Follow up
Flag Status: Flagged

EXTERNAL

Planning Commissioners:

It's okay for a hotel to want to update itself. However, the Miramar project goes too far by adding condos to the mix. T he renewed hotel would be economically feasible without luxury condos that Santa Monica doesn't need or want. Say " no" to condos..

And make sure that the city benefits for allowing the hotel to make cosmetic changes. Publicly accessible open space at the corner of Ocean and Wilshire should be open 365 days a year with the same hours as Reed Park. This requirement m ust survive a change in ownership.

In addition, the applicant should pay for City Park Patrols for Palisades Park, Reed Park and Douglas Park for a period of 5 5 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as importan t to the Miramar project as they are to the residents and our park-poor City.

Harriet P. Epstein
Santa Monica resident

From: Ligia Rivas
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 4:31:56 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

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Ligia Rivas
chiquis.riv25@gmail.com
1336 W 102 st.
Los Ángeles ca,, California 90044

From: Sandra Ramirez
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 4:34:06 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Sandra Ramirez
sandra.080265@gmail.com
1336w 102 st
Los Ángeles ca,, California 90044

From:	Santa Monica Forward
To:	Planning Commission Comments
Subject:	Fwd: Planning Commission Item 9A - Santa Monica Forward Letter - Miramar Redevelopment
Date:	Tuesday, September 1, 2020 4:43:36 PM
Attachments:	09.02.20 PC Item 9A - Fairmont Miramar - SM Forward Letter.pdf

EXTERNAL

---------- Forwarded message ---------
From: **Santa Monica Forward** <santamonicaforward@gmail.com>
Date: Tue, Sep 1, 2020 at 12:42 PM
Subject: Planning Commission Item 9A - Santa Monica Forward Letter - Miramar Redevelopment
To: Leslie Lambert <Leslie.Lambert@smgov.net>, Richard McKinnon <Richard.McKinnon@smgov.net>, Elisa Paster <Elisa.Paster@smgov.net>, Shawn Landres <Shawn.Landres@smgov.net>, Mario Fonda-Bonardi <Mario.Fonda-Bonardi@smgov.net>, Jim Ries <Jim.Ries@smgov.net>, Nina Fresco <Nina.Fresco@smgov.net>
Cc: <lane.dilg@smgov.net>, David Martin <david.martin@smgov.net>

Dear Chair Lambert and Planning Commissioners,

Please find attached a letter from Santa Monica Forward in support of the redevelopment of the Fairmont Miramar Hotel.

Best,

Abby Arnold and Carl Hansen
Co-chairs, Santa Monica Forward

--

We are working for a diverse, progressive, sustainable and equitable Santa Monica.

SantaMonicaForward.org

Hearing Date: September 2, 2020

Re: Planning Commission Agenda Item 8A - Downtown Tier-3 Housing DRPs

Dear Chair Lambert and Planning Commissioners,

Santa Monica Forward strongly encourages you to recommend that the City Council certify the Final EIR and move the Miramar project forward. This project has had nearly a decade of public input and will provide substantial community benefits at a time we desperately need them.

- **Affordable Housing**
  As you know, the coronavirus pandemic and its impact on our economy have only made the housing crisis worse. Many have lost their jobs and are wondering how they will cover back rent that will soon be due. At the same time, the city has less money to direct to the production of new affordable housing. This project would provide 42 new affordable apartments and an annual subsidy towards supportive services.

- **Good Jobs**
  In the short term, this project will provide thousands of construction jobs. In the long term, it will add over 100 new permanent hotel jobs. These will be well-paying union jobs, and will include a local hiring program.

- **Economic Recovery**
  The economic damage of the pandemic could be years long, and it will be critical for our city to be creative and take advantage of new revenue generating opportunities. The Miramar project would bring the city over $15 million annual revenue (over $8 million more than the current hotel), and would add over $1 billion dollars to the local economy over it's first 25 years of operation.

- **Design**
  Our regional hospitality sector is highly competitive. Santa Monica needs a top-tier hotel to compete with offerings in surrounding cities. The proposed project will bring world class architecture, and modern features, that will make the Miramar a regional leader in this space, while still maintaining its historic elements. The project will also include substantial publicly-accessible open space and pedestrian improvements to Ocean Blvd, Wilshire, and Second Street.

We hope you will recommend that Council certify the EIR and move this project ahead quickly. The sooner it is approved, the sooner our community can benefit from the impressive list of project features listed above.

Sincerely,

Abby Arnold
abby@abbyarnold.com
Co-chair, Santa Monica Forward

Carl Hansen
cjh268@cornell.edu
Co-chair, Santa Monica Forward

From:	Carl Hansen
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco
Cc:	Lane Dilg; David Martin; Planning Commission Comments
Subject:	Planning Commission - Item 9A - Fairmont Miramar Hotel - Draft EIR Comments
Date:	Tuesday, September 1, 2020 4:50:41 PM

EXTERNAL

Dear Planning Commission Members,

I would like to share the email below, which I originally sent in response to the DEIR for the Miramar project this May, as my personal comments on Item-9A: The Miramar hotel redevelopment, which I hope you will recommend the Council move forward.

Best,

Carl Hansen
e: cjh268@cornell.edu
c: (760) 613 - 4290

---------- Forwarded message ---------
From: **Carl Hansen** <cjh268@cornell.edu>
Date: Fri, May 22, 2020 at 12:04 PM
Subject: Fairmont Miramar Hotel - Draft EIR Comments
To: <rachel.kwok@smgov.net>
Cc: <kevinmckeown@smgov.net>, Terry O'Day <terry.oday@smgov.net>, <gleam.davis@smgov.net>, <sue.himmelrich@smgov.net>, <ana.jara@smgov.net>, Greg Morena <greg.morena@smgov.net>, <Ted.Winterer@smgov.net>

Dear Rachel,

As a resident living only a few blocks from the Fairmont Miramar Hotel in the Wilmont neighborhood and someone who is building a career in the alternative transportation industry, I wanted to express my appreciation for the enhanced TDM program laid out in the Draft EIR for the Fairmont Miramar Hotel redevelopment.

I was particularly thrilled to see the inclusion of unbundled car parking, bicycle parking (including lockers and showers), and employer-subsidized transit passes. As we plan for our future, TDM programs like this present the kind of holistic approach to reducing the demand for cars that is essential to address climate change and traffic.

While there is much uncertainty regarding how the coronavirus will reshape our daily lives, it is clear that this is an important time to reassess our priorities. This is especially true with respect to transportation. In her May 14th article in City Lab, Laura Bliss, lays out a few possible futures for transportation after COVID-19. She shows that without proper

planning, we could swing right back to the same (or worse) traffic, C02 emissions, and polluted air we had before. A better path is possible, and I am hopeful that we can avoid that fate. For this project's EIR and others that will come before you soon, I hope you will look through the lens of a more sustainable, post-coronavirus future and study closely the ratio of car parking needed relative to non-automobile alternatives like bikes and scooters.

In addition to the TDM elements mentioned above, this project would help provide good paying jobs, desperately needed affordable housing, and substantial city tax revenue. Projects, like this, that will support our city's economic recovery should be brought to the front of the line for review.

Thank you,

Carl Hansen
e: cjh268@cornell.edu
c: (760) 613 - 4290

From:	Carol Lemlein
To:	Leslie Lambert; Shawn Landres; Richard McKinnon; Elisa Paster; Mario Fonda-Bonardi; Jim Ries; Nina Fresco
Cc:	Planning Commission Comments; David Martin; Jing Yeo; Roxanne Tanemori; heidivontongeln@smgov.net
Subject:	Sept 2 Agenda Item 9A - Recommendation to the City Council on Approval of 1133 Ocean Avenue
Date:	Tuesday, September 1, 2020 5:09:20 PM

EXTERNAL

Chair Lambert, Vice Chair Landres, and Commissioners,

You are being asked tonight to recommend that the City Council approve the Development Agreement for the Miramar Hotel Project; specifically, as stated on p.4 of the staff report, you are being asked to recommend whether the plan "enhances and protects the Landmark Moreton Bay Fig Tree, Landmark Palisades Building, and historic setting of the property, consistent with the Secretary of Interior's Standards for the Treatment of Historic Properties."

While we enthusiastically salute the Project Team for making the Landmark tree a key focal point of the design, and for its well thought out protection plan, we have significant concerns about the treatment of the Palisades Building, constructed in 1924. When a property is designated, the STOA (Statement of Offical Action) defines its historical significance and the important character-defining features. To quote:

> The Palisades Wing and associated historic property setting is a rare example of a Renaissance Revival style historical type in Santa Monica…. The Palisades Wing has many character-defining features of the Renaissance style, including a low-pitched hipped roof: arches above doors; entrance area accentuated by small classical columns; symmetrical and tripartite elevations, brickwall cladding, terra cotta ornamentation and window and door openings accentuated by decorative surrounds with classical design elements.

The project team proposes defining a period of significance as beginning in 1940, when the Palisades Building was altered with a coat of white paint; and they propose re-painting the brick exterior again. The paint was removed in the 1980s, restoring the original brick cladding, which technical studies affirm are in good condition.

Whether this proposed treatment is appropriate or not is the purview of the Landmarks Commission, not the Planning Commission, and should not be included in the DA. Indeed, all the specific proposed historic rehabilitation treatments require analysis, debate and resolution in accordance with the Secretary of the Interior Standards, all functions of the Landmarks Commission in reviewing a future Certificate of Appropriateness application for the project.

In March 2019 the Landmarks Commission heard an informational conceptual presentation about the project from the project team. The City Attorney advised Commissioners to be cautious in their comments so as not to prejudge the project. They provided comments on the relationship of the historic resources to the new buildings, but did not discuss or approve any of the specific treatments that are put forth in the Preservation Plan.

The many references to the treatment of the building, the Preservation Plan, etc, should be removed from the Development Agreement. For example, Community Benefits, Section 2.8.2 Historic Preservation, provides specific descriptions of "*Treatment of Brick Exterior, Treatment of Terra Cotta*, and *Historic Rooftop Sign.*" These are inappropriate as part of the DA, and should be removed. *Instead, under Rehabilitation, it should define* ***the Landmarks Commission's Certificate of Appropriateness*** *as providing the process and the standards by which appropriate treatments will be determined.*

As replacement language, we suggest the following:

> Proposed rehabilitation treatments for the Palisades Building shall be reviewed and approved by the Landmarks Commission for consistency with the Secretary of the Interior's Standards for the Treatment of Historic Properties, and shall proceed after being granted a Certificate of Appropriateness. Palisades Building rehabilitation issues to be resolved by the Landmarks Commission include, but are not limited to:
>
> - Treatment of the brick and terra cotta exterior cladding
> - Alteration of windows and doors
> - Addition and design of hyphen connectors to the Ocean and California Buildings
> - Grade changes on the west side
> - Addition of a historic reconstruction of a rooftop sign

In addition, where the section d states that the Preliminary Preservation Plan shall be submitted to City Staff, it should state:

> A Preservation Plan should be reviewed and approved by the Landmarks Commission; details and refinement of its implementation can be referred to City staff.

And finally, section e, Historic Preservation Interpretive Feature, should state that this feature should be reviewed and approved by the Landmarks Commission and not relegated to staff. It is a very important component of the project from a public benefits perspective.

In order to make the historic preservation elements of this project enhanced community benefits, additional consideration might be given to the following:

- Restoring the original window configuration of the building before they were replaced with incompatible sliders;
- Restoring the original terra cotta roof tile;
- Making a financial contribution to restoring one of the architectural monuments in Palisades Park, or some other Preservation benefit such as a Downtown Plaque program.

Finally, one technical correction to the DA:
Article 1 Definitions needs to add “Certificate of Appropriateness” to the definitions section

We believe these changes are absolutely necessary to ensure that the project “enhances and protects the Landmark Moreton Bay Fig Tree, Landmark Palisades Building, and historic setting of the property, consistent with the Secretary of Interior’s Standards for the Treatment of Historic Properties” and look forward to working with the project team, staff and the Landmarks Commission to see that it is so.

Sincerely,

Carol Lemlein and Ruthann Lehrer

Advocacy Co-Chairs
Santa Monica Conservancy
www.smconservancy.org

From:	Emily McCarron
To:	Planning Commission Comments; Leslie Lambert; Mario Fonda-Bonardi; Shawn Landres; Nina Fresco; Jim Ries; Elisa Paster
Subject:	9A - Miramar Hotel - Support
Date:	Tuesday, September 1, 2020 5:23:48 PM

EXTERNAL

Dear Planning Commission,

I have testified in front the Planning Commission and City Council regarding this project on MANY occasions. I have in fact strongly supported the new Miramar idea since it was first introduced to the public, which was about 7 years ago. Something new had to happen the hotel, which I walk by a lot.

The first version of the Miramar project was frankly a little clunky, but it was consistent with what my mother called “the first pancake rule.” The first pancake is never the best pancake, although it is made from the right batter, so you cook another one or two until you get it right. I won’t torture the metaphor any further, but I hope you understand my meaning. They generated version after version until, in my opinion, they perfected the project.

The hotel representatives went to the community and put it out there. They were never arrogant or dismissive. The heard support, they heard criticism, and they heard new ideas. They listened. The project morphed in a common-sense way. The Miramar representatives went back again … and back again … with the new designs. It was the responsible thing to do. I applaud their patience and creativity.

With all of the benefits and features it proposes, including the new hotel and its condos, affordable housing, eateries, space that will be open out toward the sea, and the Miramar’s amazing employees coming back to work when the construction is finished, I hope you can see the community minded beauty of this project and vote yes.

Thank you for your hard work.

Emily McCarron

Santa Monica resident

From:	Andrew Hoyer
To:	Leslie Lambert; Shawn Landres; David Martin; Mario Fonda-Bonardi; Elisa Paster; Richard McKinnon; Clerk Mailbox; Jim Ries; Planning Commission Comments; Nina Fresco; Jing Yeo
Subject:	09-02-20 Planning Commission Item 9-A Miramar Hotel Expansion
Date:	Tuesday, September 1, 2020 5:24:46 PM

EXTERNAL

Commissioners,

The Board of Santa Monica Mid City Neighbors has officially voted to oppose the planned expansion of the Miramar Hotel. We have seen all the presentations over the years that have consistently ignored the input of the residents who will be directly impacted by this project. Of special concern is the removal of the main entrance from Wilshire Boulevard (a wide street designed for heavy traffic) and its placement on 2nd Street (a small neighborhood street with no turn lanes.) This belies all logic in a city that is trying to promote a pedestrian-friendly vibe. City staff routinely chooses to not consider the impacts that major events held at the site will have on this small street. Having delivery trucks and employees enter through California will also be a heavy burden on a narrow bicycle path street.

We are also concerned with the density of the project's façade along California. This is being done to accommodate luxury condominiums whose only purpose is to provide funding to finance the project at no risk to the developers. Michael Dell and his wife and their LLC have skipped out of paying millions of dollars in property taxes over the years so this effort to build the Great Wall of Miramar to line their pockets is especially egregious and galling.

One of the supposed benefits of this major development is providing public access to the Historic Moreton Bay Fig Tree on the property. Except that it will not always be accessible. I can see the wedding and event calendar being filled up almost immediately for this beautiful, iconic location. Some folks will even be willing to have their weddings on weekdays to accommodate scheduling conflicts. There is no guarantee of access listed in their plans.

Food and beverage services should be limited to the Wilshire and Ocean edges of the property so as not to bother the neighboring residential neighborhoods. We don't want another Palihouse problem in anywhere in Santa Monica.

Lastly, we believe that this site could easily afford to provide far more affordable housing. Isn't this a goal of our city? And that housing should include significantly more two- and three-bedroom units than is currently required by our code. This is a Development Agreement, right? We can and should be asking for more than the table-scraps being offered.

Thank you,
The Board of Santa Monica Mid City Neighbors

There is only one moment in time when it is essential to awaken. That moment is now.
- Buddha

From: Elizabeth Brooks
To: Planning Commission Comments
Subject: Miramar Redevelopment Project
Date: Tuesday, September 1, 2020 5:36:23 PM

EXTERNAL

Dear Fellow Santa Monica Residents and Planning Commission Members:

As a long-time homeowner in Santa Monica, I share your concern for and dedication to our beautiful city. Today, however, as I was driving around the city,
I felt a great sadness and even became teary-eyed by what I observed. The multi-story metal box buildings that have proliferated throughout the city
have not only blighted our city's visual beauty, they have greatly diminished its character.

Please do not multiply the blight and destruction by allowing the Miramar Development Project to go forward as currently planned. The current proposal is
a visually offensive architectural monstrosity, totally unsuited to its beautiful and precious location. Please require a review and revision that holds
community values—pedestrian access, manageable traffic, open space, visual appeal— to be as important as private profit. One need not be sacrificed to the other.

Please be responsible and serve our beautiful city well.

Sincerely,

Elizabeth Brooks, Ph.D.
Wilshire-Montana Resident

From: Andrew Simon
To: Planning Commission Comments
Subject: Support Miramar project
Date: Tuesday, September 1, 2020 5:38:38 PM

EXTERNAL

To whom it may concern,

I'm writing you to let you know as a local who lives, works, and relaxes in Santa Monica, I'm fully in support of the Miramar project and what it can bring to Santa Monica in the near future and beyond.

Thank you,
--
Andrew Simon
drew.simon888@gmail.com
IMDb
Actors Access

From:	Anna Marie
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Tuesday, September 1, 2020 5:39:59 PM

EXTERNAL

Dear Planning Commissioners Lambert, Landres, Ries, Fresco, Fonda-Bonardi, McKinnon and Paster

,

Please protect our neighborhood from the outrageously large project that the Miramar Hotel is requesting. It is too big, will cause horrendous traffic and accidents at the California Incline. Make them use Wilshire and Ocean!

It is unconscionable for the City to continue to allow big developers free rein in Santa Monica. At a minimum the City should require Miramar to provide more benefits for residents such as much higher Tier 3 fees, more AFFORDABLE housing (not luxury condos), open space open to the community at all times, and 55 years of City Park Patrols for Palisades, Reed and Douglas Parks.

Please do not let the Miramar's expansion ruin our residential neighborhood.
Thank you,
Anna Marie Howell

From:	Grafton Harper
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	Comment from Resident - Miramar Redevelopment Project
Date:	Tuesday, September 1, 2020 5:41:39 PM

EXTERNAL

Hello-
I reside near the corner of Lincoln and Montana in the Wilmont district. I have lived in Santa Monica for about a decade and in Southern California for 35 years. I am a finance professional and a UCLA MBA.

I agree with the comments sent out by my Wilmont neighborhood association in advance of tomorrow's Planning meeting. The project is too large, ignores the surrounding neighborhood, offers scant financial benefits for the city and allows very wealthy out-of-state investors to bypass long-established norms to make outsized profits. At the same time, established residents and businesses are asked to accept a degraded cityscape and neighborhood experience with little benefit returned for their sacrifice.

Basic economic analysis shows that the Miramar project offers greater than 15% returns on the hotel operations and most likely much higher returns for the condominium portion of the project as proposed. While it is likely to cost the investors some $200M to improve the hotel, their return on investment will be tremendous and swift. The parcel sits on one of the most beautiful vistas on the Pacific coast. A vista made wonderful by the very absence of gigantic structures which this Project will spoil for everyone else.

The investors purchased the property with the clear intention of achieving relief from density and height restriction long imposed on the Wilmont area. These are restrictions that have been adhered to by other developers, builders, residents and tenants. This project allows a great exception and high profits but at great degradation of our Santa Monica sunshine and ocean-adjacent way of life.

I understand that it is hard to turn down money being invested in a city. But remember that the city did not choose these investors or this opportunity. The investors entered this market with the intent of scoring exceptional treatment for great profit in an area where others have been rightly restricted and mediated for decades. I did not hear the cries of these prior investors that their returns were insufficient for their needs.

I look as a finance professional at this project with more than a little jadedness. Why would the next investor wish to come to our city when they might imagine the ground-rules can be skirted by a future competitor? Will not all developers seek exceptional terms with little benefit to the city and community? I believe this project will be such an invitation to the most base levels of development to push the height, density and footprint higher, denser and bigger. Is this a Pandora's box we wish to cast open for our city with so little given back?

Respectfully submitted,

Grafton Harper, 837 Lincoln Blvd, (818) 516-2363

Grafton S. Harper
graftonharper@gmail.com (My new inbox as of 12/2018)

Lost track of me?
Permanent Forwarding available at grafton.harper.1998@anderson.ucla.edu

From:	NSteers
To:	Planning Commission Comments
Cc:	lesile.lambert@smgov.net; Shawn Landres; jimries@smgov.net; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; elisa.pastor@smgov.net
Subject:	The Miramar project
Date:	Tuesday, September 1, 2020 5:42:37 PM

EXTERNAL

Please approve the Miramar Hotel project.

The hotel needs to be updated. The upgrades will created sustainable aspects. It is environmentally sustainable.
It will give a new look to Santa Monica as a First Class luxury hotel! It will be fantastic improvement for the city!

Sincerely,

Nick Steers

Former Recreation and Parks Commissioner
Long Term Santa Monica Resident since 1959
Former City of Santa Monica Employee
nsteers@Yahoo.com

From:	karen@karenpeterson.us
To:	Leslie Lambert; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster
Cc:	Wilshire-Montana Neighborhood Coalition
Subject:	Miramar - stop the insanity
Date:	Tuesday, September 1, 2020 5:56:47 PM

EXTERNAL

Please do NOT approve the developer's latest plan. The design will kill this part of Santa Monica with traffic, block the sunlight, take away open skies, and so much more. Don't let the greedy developers steal away more of historic and beautiful Santa Monica. And dump more traffic on peaceful side streets. No matter what happens and what goes on that site, there should only be entrances on the main streets of Wilshire and Ocean.
Thank you.
Karen Peterson
1208 California Avenue

From: mikeyihnat89@gmail.com
To: Planning Commission Comments
Subject: Mirarmar Project
Date: Tuesday, September 1, 2020 6:13:26 PM

EXTERNAL

Hi, i work in downtown Santa Monica and i fully support the Miramar Project.It will bring needed revenue to this city.Truly appreciate everything you all do for this city thanks!
Sincerly
Michael Ihnat

Sent from my iPhone

From:	lauralee asch
To:	Planning Commission Comments; Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Jim Ries; Nina Fresco; Elisa Paster; Richard McKinnon
Subject:	Miramar Hotel
Date:	Tuesday, September 1, 2020 6:16:38 PM

EXTERNAL

I am writing to support the approval of the plan by the Miramar Hotel for their project coming before you this week.
I recently saw a presentation about the project at a Travel & Tourism Board meeting and I was very impressed with how it has been adapted to meet the desires the community has voiced over the last ten years. It has an impressive amount of community space and I love that it highlights and honors the famous Moreton Bay fig tree. The new Miramar will be a beautiful addition to Santa Monica and will transform the corner of Wilshire Boulevard and Ocean Avenue.

As you know the Santa Monica Tourism Industry, and especially our hotels, are a vital part of our community and the city's economic wellbeing. This reality has become much more evident during the pandemic. The redevelopment of the Miramar is much needed to keep up with the standards of the travel industry. We need travelers from all over the world to continue to choose Santa Monica as a destination.

Additionally, the Miramar is a very engaged community partner, consistently supporting the youth Santa Monica through their support of many nonprofit organizations.

I urge you to support the Miramar's long overdue project. It is very good for our community.

Regards,

Lauralee Asch
Santa Monica Resident , 43 years

From: Jason Lin
To: Planning Commission Comments
Subject: NO on new Miramar
Date: Tuesday, September 1, 2020 6:17:56 PM

EXTERNAL

The current proposal on the new Miramar is a big NO. The hotel is way too big, it disrupts the local neighbors, cuts off access to the beach and jams residents streets with traffic. There is a way for improvements and developments to this location but they should come with much more careful consideration of the impact to the neighborhood. The neighborhood feel should NOT change. In addition, the developer should have to help improve the city in significant ways. Right now, the proposal is too developer friendly.

Jason Lin
8 year Santa Monica resident and homeowner

From: Joseph Hardin
To: Planning Commission Comments
Subject: Miramar Megaplex?
Date: Tuesday, September 1, 2020 6:21:31 PM

EXTERNAL

Santa Monica Planning Commission,

Please send the Miramar Expansion Project back to the drawing board…let Miramar remain a Hotel , tourist destination and take another look at the traffic plan. Let's keep Santa Monica livable.

Thanks, Joe

From:	Matt Stauffer
To:	Planning Commission Comments
Subject:	Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT
Date:	Tuesday, September 1, 2020 6:23:20 PM
Attachments:	Chamber to SM Planning re Miramar project 9-A - SUPPORT.pdf

EXTERNAL

Please see the attached letter of support for the Miramar project (Item 9.A) from the Santa Monica Chamber of Commerce.

Thank you,

Matt Stauffer
Executive Vice President of External Affairs
Santa Monica Chamber of Commerce
(310) 393-9825 ext. 1116

SANTA MONICA CHAMBER OF COMMERCE

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Becky Warren
Elevate Public Affairs

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SMMUSD

Jeffrey Fritz
Coldwell Banker

Janet Rimicci
UCLA Health

Annie Goeke
Earth Rights Institute

Ryan Ole Hass
Align RE | a global real estate collaboration

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Commercial Bank of California

Annie Goeke
Earth Rights Institute

Ryan Ole Hass
Align RE | a global real estate collaboration

Kathy Irby
Commercial Bank of California

Jeff Jarow
PAR Commercial

Dr. Kathryn Jeffery
Santa Monica College

Iao Katagiri
Iao Katagiri Consulting

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Robert Kull
The Lobster

Julien Laracine
Proper Hospitality

Hayden Lee
Hayden Lee Coaching Intl.

John Loyacono
Bank of America

Susan Neisloss
Big Bite Productions

Pam O'Connor

Evan Pozarny
Muselli Commercial Realtors

Michael Ricks
Providence St. John's Health Center

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Kathy Shepard
KS Consulting

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Heather Somaini
Lionsgate

Frank Stephan
The Plaza at Santa Monica

Nat Trives
New Visions Foundation

David Woodbury
Arthur Murray Dance Center

Jerry L. Yu
Kaiser Permanente

September 2, 2020

Planning Commission
City of Santa Monica
1685 Main St #3205
Santa Monica, CA 90401

RE: Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT

Dear Chair Lambert and Commissioners:

I am writing on behalf of the Santa Monica Chamber of Commerce in support of the Miramar project.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of construction jobs, 100+ permanent hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Let's put Santa Monica back to work.

Thank you,

Laurel Rosen, President/CEO

From:	Lourdes Mendoza
To:	Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject:	Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date:	Tuesday, September 1, 2020 6:59:43 PM

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Lourdes Mendoza
Vaylarina69@hotmail.com
2345 Virginia Ave.#311
Sabta konica ca,, California 90404

From:	Michael Dwiat
To:	Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject:	Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date:	Tuesday, September 1, 2020 6:59:45 PM

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Michael Dwiat
michaeldwiat@hotmail.com
2900 Exposition Blvd, Apt A
Santa Monica, CA., California 90404

From: Lotus Perez Silva
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar redevelopment provides housing, green space and jobs
Date: Tuesday, September 1, 2020 6:59:46 PM

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and Staff,

As a hotel worker in Santa Monica, I support affordable housing, green space, and good jobs. Many of us are facing eviction, and the Fairmont Miramar redevelopment builds needed housing. Many of us live in communities that are short on green space, and the Fairmont Miramar redevelopment takes beautiful private space and opens it to the public. And while many of us are suffering job losses, we need to know that we are going to have access to good jobs in the future. The Fairmont Miramar provides the best wages, health insurance, and pension in the entire region, and this redevelopment will ensure that our wages and tips go up, we have good job security, and that we can retire in dignity after a career in hospitality. Please support this plan to help the Fairmont Miramar build back better.

Como trabajadora hotelera en Santa Mónica, apoyo la vivienda asequible, los espacios verdes y los buenos empleos. Muchos de nosotros nos enfrentamos al desalojo, y la remodelación de Fairmont Miramar construye las viviendas necesarias. Muchos de nosotros vivimos en comunidades que carecen de espacios verdes, y la remodelación de Fairmont Miramar toma un hermoso espacio privado y lo abre al público. Y si bien muchos de nosotros estamos sufriendo la pérdida de empleos, debemos saber que tendremos acceso a buenos empleos en el futuro. El Fairmont Miramar ofrece los mejores salarios, seguro médico y pensión en toda la región, y esta remodelación garantizará que nuestros salarios y propinas aumenten, tengamos una buena seguridad laboral y que podamos jubilarnos con dignidad después de una carrera en la industria hotelera. Apoye este plan para ayudar al Fairmont Miramar a reconstruirse mejor.

Lotus Perez Silva
lperezsilva@msn.com
2624 Kansas Ave Apt 12,
Santa Monica, CA., California 90404

From: Martha Martinez
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Tuesday, September 1, 2020 6:59:46 PM

---

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Martha Martinez
martha59029@gmail.com
1349 26th St Apt 203
Santa Monica, CA., California 90404

From:	Libanos Gebrehiwot
To:	Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject:	Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date:	Tuesday, September 1, 2020 6:59:48 PM

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

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Libanos Gebrehiwot
hidruk@yahoo.com
1219 Ocean Park Blvd Apt A
Santa Monica, CA., California 90405

From:	Chenoa Mason
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	SUPPORT for The Santa Monica Miramar project
Date:	Tuesday, September 1, 2020 7:04:49 PM
Attachments:	Letter of Support_Miramar Planning Commission Hearing_Chenoa Mason_9.1.20.pdf

EXTERNAL

Hello Commissioners,
Below and attached is a letter of my support for The Santa Monica Miramar project. Please take it into consideration; the city needs this project.

Best Regards,
Chenoa Mason
--
c) 310.770.3804
chenoajoy@gmail.com

September 1, 2020

Hello Commissioners,

I'm writing to share my support of The Santa Monica Miramar project. As someone who is active in the community, I see the project as a value-add especially in a time that the City can really use some new businesses and business revenue.

During my community involvement, I have seen first-hand the Miramar's involvement with the City. Their continued and consistent actions really show that they care about the community and want to make a positive long-term difference for the City; not only with how they contribute to the City with their community involvement but also with how they managed their community outreach about this project.

In my opinion, the Miramar team should be commended for the years of efforts, outreach and transparency to help the community understand the proposed Miramar redevelopment. Not only do they go above and beyond to be clear, but they also heard what the community and City feedback is and made an effort to adjust to incorporate the feedback.

Because I have actually taken the time and participated in this outreach, I have a very strong understanding of the facts of the proposed plan and the benefits (including 42 units of new affordable housing, sustainability and substantial new tax revenues for our City – over $444M) along with the potential impacts, that allow me to make an informed decision to support this project.

As someone who enjoys vacationing near and far; I see The Miramar as being a unique opportunity to establish a world-class hotel destination with its stunning architecture and landscape design that embraces the community and enhances the pedestrian experience. The balance of the new contemporary architecture carefully crafted to celebrate the key historic aspects of the site is an

incredibly difficult challenge that should be applauded by anyone who has taken the time to study this thoughtful collaboration from Pelli Clark Pelli Architects and Gustafson Guthrie Nichol.

I've seen videos of the architect sharing about this project and the passion there flows through; that passion in a project is good for the City of Santa Monica and helps to bring us a vibrant future.
To add to the point about the pedestrian experience; having this at the north end of the promenade will hopefully help bring businesses back to the area as well. It's sad to see how so many of the stores have had to close down in the city. To have a beautiful hotel experience, like what they're looking to build, is for tourist and locals to both enjoy; will for sure add to the city's revenue and desirability on a whole.

My friends and I can't wait to enjoy the new open spaces and outdoor dining at the Miramar designed around the historic Moreton Bay Fig Tree. I also appreciate they are genuinely caring about the tree and making that a priority even though it's most likely very tedious and expensive; but they've stayed committed to this landmark.

I **urge** the Planning Commission to proceed as quickly as possible to show that even in an unprecedented crisis, Santa Monica is moving forward to a brighter future.

Best Regards,
Chenoa Mason

September 1, 2020

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I'm writing to share my support of The Santa Monica Miramar project. As someone who is active in the community, I see the project as a value-add especially in a time that the City can really use some new businesses and business revenue.

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I **urge** the Planning Commission to proceed as quickly as possible to show that even in an unprecedented crisis, Santa Monica is moving forward to a brighter future.

Best Regards,
Chenoa Mason

c) 310.770.3804
chenoajoy@gmail.com

From:	Albin Gielicz
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Miramar Redevelopment
Date:	Tuesday, September 1, 2020 7:12:09 PM

EXTERNAL

Dear Planning Commissioners,

Hello there, I am writing to you in support of the proposed Miramar redevelopment project.. As a fellow commissioner, member of multiple boards, including SMTT, I strongly urge you to support this project and move it along in the process. I have been an active supporter of this project for most of the 12 years it has been in development and I've seen it evolve from a controversial project which didn't really fit into the Santa Monica landscape to a project that takes into account all zoning and neighborhood concerns. The hotel team has conducted extensive community outreach over the years which has led to a better project.

This project will spotlight the historic Moreton Bay Fig Tree and the Palisades building, it offers a range of community benefits, additional jobs in tourism and new construction, affordable housing, and will be a LEED Platinum building and additional parking. They have proven to be good partners for the long term and responsible corporate residents of our community. They are one of the first to step up, donate and get involved, and the very last to talk about their positive contributions to life in Santa Monica. Because of such modesty, much of their generosity goes unnoticed but shows that they give back because it's the right thing to do and not because it generates PR.

Moreso now than ever, this project is important for our future in Santa Monica. The economic recovery from COVID-19 will take longer than we anticipate. Therefore we need strong economic anchors in town to help lead the way and pull us back to where we were before the pandemic. As is, the Miramar contributed at least 8% of the total TOT collected by the city. Once occupancy rates return to their 'high' normal, we can expect this number to grow with a newly redeveloped Miramar.

I look forward to the hearing on September 2, and to your support of this project.

Regards,

Albin Gielicz

511 Montana Ave.

From: Taylor Sullivan
To: Planning Commission Comments
Subject: Support The Miramar Project
Date: Tuesday, September 1, 2020 7:33:21 PM

EXTERNAL

To The Santa Monica Planning Commision,

As a strong supporter of the Miramar project, I ask that you please recommend approval to the City Council.

Santa Monica needs the jobs, housing, and tax revenue now more than ever!

All my best,
Taylor Sullivan

From:	Nicole Lynn
To:	Planning Commission Comments
Subject:	Support The Miramar Project
Date:	Tuesday, September 1, 2020 7:38:15 PM

EXTERNAL

To The Santa Monica Planning Commision,

As a strong supporter of the Miramar project, and a business owner who works with several Santa Monica businesses, I ask that you please recommend approval to the City Council.

Santa Monica needs the jobs, housing, and tax revenue now more than ever! The impact this will have will be tremendous.

Best,
Nicole

--
Nicole Lynn
Co-Founder **|** Muse Media
Tel: 562.290.9105

From: Liliana Hernandez
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Tuesday, September 1, 2020 7:50:00 PM

EXTERNAL

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Liliana Hernandez
liligael01@icloud.com
5627 Lexington av . 9
Los Angeles , California 90038

From:	Rebecca Nunnelee
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Subject:	Miramar Hotel Extension Project - Item 9A on Agenda for Planning Meeting 9/2/20
Date:	Tuesday, September 1, 2020 8:29:28 PM

EXTERNAL

To:

leslie.lambert@smgov.net
richard.mckinnon@smgov.net
elisa.paster@smgov.net
shawn.landres@smgov.net
mario.fonda-bonardi@smgov.net
jim.ries@smgov.net
nina.fresco@smgov.net
clerk@smgov.net
planningcomment@smgov.net
david.martin@smgov.net (Director of Planning & Community Development)
lane.dilg@smgov.net (Interim City Manager)
jing.yeo@smgov.net (PC Staff Liaison)

I am writing to oppose the plans submitted by Michael on behalf of the Miramar Hotel. This is (in my opinion, and also that of many other residents in Santa Monica) another unnecessary boondoggle. Please do not approve this project, particularly as currently designed. I realize this project will probably bring in tax dollars for the City, which seems to be one of the main reasons the City Administrators and City Council repeatedly ignore the pleas from current residents to slow down growth and development - especially high-end development that is totally unnecessary and not in keeping with any vision or plan to make Santa Monica a truly "livable" city. Santa Monica needs less high-end development, no disruption of neighborhoods, and more focus on affordable housing.

The points presented below, all brought to your attention previously, are in keeping with my feelings about the project:

1) As planned this hotel's three entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California.
2) The Wilshire main entrance is an established part of the Miramar history that works well. The project simply tears it down altogether to double the project's size.
3) The project does not present a functional circulation system for a hotel twice the current size in relation to its existing neighborhood to minimize the traffic and parking impacts.
4) The project has ignored the many, repeated requests from residents and Wilmont to keep the main entrance on a major boulevard.
5) California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street already burdened with a hotel entrance, loading dock, no left hand turn lane going south and medians and residential street parking north of California. Shifting car traffic onto these streets project will produce the opposite of the LUCE mandates to reduce congestion, improve circulation and enhance the pedestrian experience.
6) This is a showcase site identified in the LUCE that could be of exceptional planning and

design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles site development for no other reason than to maximize economic return at the expense of the neighborhood.

7) Eliminating the condos will open up the site and reduce the massive wall on 2nd Street.
8) Luxury condos don't create a community or benefit hotel workers, no transit occupancy tax will be received from them.
9) A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east.
10) Returning the northwest corner to a verdant space would welcome visitors to Santa Monica and improve the Ocean Avenue pedestrian experience. Guest rooms can be moved to the Wilshire side of the parcel, placing the 130-foot height toward Downtown.
11) No food or beverage rooftop services should be allowed either in the California location because of the noise impacts to the neighborhood.
12) Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.
13) This project doubles the size of the current site while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos.
14) Residents aren't getting real and needed community benefits that would compensate for the many significant entitlements the developer receives.
15) A Social Services, Senior Services and Early Childhood contribution account should be created as part of the negotiated community benefits. Social services monetary contribution could be used to support a mental health van and a Lavamae truck that could address physical needs by supplying showers and bathrooms. Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building senior housing.
16) Given the size, density and location of this project the Tier 3 impact fees, to be determined by City Council discussion, should be calculated and tripled for this ELS project.
17) In exchange for being able to build up to 130' under the LUCE and the DCP the City can and should require more affordable housing. The condos are not a quid pro quo for affordable housing, they are just a financing tool for the developer.

19) Whatever the number of 100% affordable units that can be built at 2nd Street site should be doubled in keeping with the hotel size.
20) Publicly accessible open space is a priority community benefit but 80% of the site's open space will not consistently available, if at all, to non-hotel guests. Publicly accessible open space at the corner of Ocean and Wilshire should be open 365 days a year with the same park hours as Reed Park. This requirement must survive a change in ownership.
21) The applicant should pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City.

From: Teodoro Hernández
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Tuesday, September 1, 2020 8:48:45 PM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Teodoro Hernández
Teo_lpez27@att.net
1513 Centinela Ave, Apt. F
Santa monica, California 90404

From: Rocio Rojas
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar redevelopment provides housing, green space and jobs
Date: Tuesday, September 1, 2020 8:52:47 PM

EXTERNAL

and Staff,

As a hotel worker in Santa Monica, I support affordable housing, green space, and good jobs. Many of us are facing eviction, and the Fairmont Miramar redevelopment builds needed housing. Many of us live in communities that are short on green space, and the Fairmont Miramar redevelopment takes beautiful private space and opens it to the public. And while many of us are suffering job losses, we need to know that we are going to have access to good jobs in the future. The Fairmont Miramar provides the best wages, health insurance, and pension in the entire region, and this redevelopment will ensure that our wages and tips go up, we have good job security, and that we can retire in dignity after a career in hospitality. Please support this plan to help the Fairmont Miramar build back better.

Como trabajadora hotelera en Santa Mónica, apoyo la vivienda asequible, los espacios verdes y los buenos empleos. Muchos de nosotros nos enfrentamos al desalojo, y la remodelación de Fairmont Miramar construye las viviendas necesarias. Muchos de nosotros vivimos en comunidades que carecen de espacios verdes, y la remodelación de Fairmont Miramar toma un hermoso espacio privado y lo abre al público. Y si bien muchos de nosotros estamos sufriendo la pérdida de empleos, debemos saber que tendremos acceso a buenos empleos en el futuro. El Fairmont Miramar ofrece los mejores salarios, seguro médico y pensión en toda la región, y esta remodelación garantizará que nuestros salarios y propinas aumenten, tengamos una buena seguridad laboral y que podamos jubilarnos con dignidad después de una carrera en la industria hotelera. Apoye este plan para ayudar al Fairmont Miramar a reconstruirse mejor.

Rocio Rojas
rocio9rojas@gmail.com
3031 Santa Monica Blvd. Apt. #205
Santa monica, California 90404

From:	ADAM SCHOMER
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Mirimar Project - Beautify downtown SM
Date:	Tuesday, September 1, 2020 8:53:00 PM

EXTERNAL

Hi All,
Adam Schomer here, Santa Monica resident and local business owner of i2i Productions.

I've seen the plans for the Mirimar Renovations and can honestly say that it looks stunning. Adding public parks and public areas of beauty that integrate nature (like the fig tree and expanding the view to the bluffs and ocean) are really really important. Having that view through to the fig tree and public walking area and opened up grass areas will really become a cool spectacle and gathering area.

So, from a open space, beautification and park stand point, this looks like a really beautiful addition to the city. I think it will be talked about and will bring the ocean that much closer to the downtown.

I couldn't see how long the development will take in terms of the construction that will be going on downtown, so i can't really factor that in. That would of course be an issue if we had construction there for like 7-10 years… but i doubt a hotel like this wants to be under construction for more than a couple years.

Too me, it looks beautiful.

Sincerely,
Adam Schomer

ADAM A SCHOMER
Director-Producer i2i Productions

Uniting Through Wisdom and Entertainment
www.Livingi2i.com adam@livingi2i.com
The Highest Pass | *One Little Pill* | *The Polygon* | *Women of the White Buffalo* | *Heal* | *The Road To Dharma*

From:	Brianna McCarthy
To:	Planning Commission Comments
Subject:	URGENT: As a resident I oppose the Miramar Expansion
Date:	Tuesday, September 1, 2020 9:23:33 PM

EXTERNAL

Hello,

I live on 5th St. and California, as a resident I oppose the Miramar Expansion. Specifically I am concerned about the removal of the main entrance from Wilshire Boulevard (a wide street designed for heavy traffic) and its placement on 2nd Street (a small neighborhood street with no turn lanes.) **I like to walk and ride my bike in my neighborhood and this change would not promote a pedestrian friendly neighborhood.** Plus, having delivery trucks enter through California will also be a heavy burden on a narrow bicycle path street.

Please vote against it.

Sincerely,

Brianna McCarthy

From: Mathias M
To: Planning Commission Comments
Subject: Letter in support of the Fairmont Miramar Project
Date: Tuesday, September 1, 2020 10:02:50 PM

EXTERNAL

Dear Commissioners,

I am sending this letter to support the Fairmont Miramar project ("Project"). My understanding is that the Project has been in development
for almost 10 years. I have enjoyed being a Santa Monica resident for all 10 of those years and I have been to several public
meetings on the Project and met with those on the Miramar team.

Over the years, I have watched them listen to comments and concerns from community members, responding thoughtfully and even changing the original development plan during this extended public process.

I believe that this is the right plan for the Miramar Project to proceed and to revitalize the area surrounding the Miramar. Unlike other new development projects, this is a
redevelopment of an existing hotel, not a new hotel and therefore, the environmental impacts are limited while still creating a significant increase in much-needed tax revenues. In addition, there should be substantial non-economic benefits for the Santa Monica community, such as substantial open space to include the surrounding areas with new pedestrian accessways throughout the site, and new ground-floor restaurants and retail spaces.

My understanding is that the current proposal has less density for the site than the zoning would allow, the maximum height of 130' is consistent with the zoning and no higher than the highest point of the currently existing hotel. The plan turns a surface parking lot on Second Street into affordable housing at 42 units, which given the lack of affordable housing being built Downtown, is remarkable.

This is the right project for our City, at the right time. It follows all the policies that were put in place through the lengthy LUCE and DCP planning processes. I hope the Planning Commission follows the City staff recommendation and moves this project forward quickly for approval.

Sincerely,

/s/
Mathias D. Maciejewski
2633 6th Street, Ste 2
Santa Monica, CA 90405

From:	Connor McRaith
To:	Planning Commission Comments
Subject:	Miramar Project Support
Date:	Tuesday, September 1, 2020 10:10:10 PM

EXTERNAL

To whom it may concern,

I work in the service industry here in Santa Monica and I believe now more than ever the city needs something big to create a boost in jobs, housing, and tax revenue. The fact that we are being offered an opportunity to increase all those sectors with one project seems like a massive win for the entire community. Not to mention that it will be preserving the iconic fig tree.

I would like to formally put my support behind the Miramar project and recommend that the City Council approve it as soon as possible.

Sincerely,
--
Connor McRaith

From:	Jan Williamson
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Support new Miramar Project
Date:	Tuesday, September 1, 2020 10:14:31 PM

EXTERNAL

Dear Planning Commission,
It is rare that I write in favor of a new development, but this one makes sense to me. The Miramar as it stands today compared to the new vision for it - is a huge improvement. I love the secluded beach bungalow vibe of the current Miramar, but the architects have done a brilliant job of reimagining this ocean front property as a beautiful expansion of Palisades Park, spotlighting the historic fig tree. As it is - only motorists entering the enclosed compound can admire the tree as they drop their car off. In the new setting, it gets pride of place where visitors and residents alike can admire it as they stroll along Palisades Park, or relax under its expansive, healing canopy.

From a visitor perspective - the hotel will be a new addition with spectacular views of our treasured ocean front allowing many more people to enjoy and appreciate it, which is not the case today. The way that they have sighted the project on the block, will replace a hodge-podge of unremarkable facades and fences there now. This is a choice location, and the city will benefit from this thoughtful, beautiful hotel added to the downtown experience.

Sincerely yours,
Jan Williamson
--

From:	OZ
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Subject:	public comment re The Miramar Project - OPPOSE - item 9A at 9/2/2020 meeting of the Planning Commission
Date:	Tuesday, September 1, 2020 11:00:15 PM

EXTERNAL

Dear Members of the Santa Monica Planning Commission,

I am writing to **OPPOSE** the planned expansion of the Miramar Hotel - a monstrosity of a project proposed to be developed a couple blocks from where I live.

Downtown Santa Monica is hardly livable as is, due to years of greedy overdevelopment that has no regard for the needs of the residents.

Adding a project like the expansion of the Miramar Hotel is not well thought out and the last thing that the City paralyzed by overcrowding and traffic needs.

In particular, my feedback is as follows:

1. The removal of the main entrance from Wilshire Boulevard (a wide street designed for heavy traffic) and its placement on 2nd Street (a small neighborhood street with no turn lanes) would have a disastrous impact on the the traffic on 2nd street.

2. Food and beverage services should be limited to the Wilshire and Ocean edges of the property so as not to bother the neighboring residential neighborhoods.

3. The density of the project's façade along California is concerning. This is being done to accommodate luxury condominiums whose only purpose is to provide funding to finance the project at no risk to the developers. The luxury condos would be of no benefit to the Santa Monica community.

4. This site could easily afford to provide far more affordable housing. The affordable housing should include significantly more two- and three-bedroom units than is currently required by our code.

Regards,

Olga Zurawska, resident of Downtown SM

From:	Achee Stevenson
To:	Planning Commission Comments
Cc:	Elisa Paster; Jim Ries; Leslie Lambert; Mario Fonda-Bonardi; Nina Fresco; Richard McKinnon; Shawn Landres
Subject:	RE: Miramar Planning Commission Hearing
Date:	Tuesday, September 1, 2020 11:02:01 PM
Attachments:	image002.png image003.png image004.png Fairmont Miramar Hotel Redevelopment Plan Letter of Support.pdf

EXTERNAL

Hello.

Per the exchange below, I have attached my letter of support above.

Please let me know if you have any questions.

Thanks,

Achee Stevenson, MPA
Director | Client Engagement | St. Joseph Center
astevenson@stjosephctr.org | 567-979-0401
204 Hampton Drive, Venice, CA 90291 | www.stjosephctr.org

From: Dustin Peterson <dpeterson@athensdevco.com>
Sent: Thursday, August 27, 2020 7:20 AM
To: Achee Stevenson <AStevenson@stjosephctr.org>
Subject: Miramar Planning Commission Hearing

Achee –

I hope that this email finds you well and staying safe. After years of work, our planning commission hearing for the Miramar is next Wednesday September 2'nd at 5:30 PM. We have really appreciated your support over the years and hope that we can count on your help with this public hearing as it really helps to let the commissioners to hear from community leaders like yourself.

Listed below are the directions for how to submit written comments and to dial in the night of the hearing if you are so inclined. Again, can't thank you enough for your support and hope to see you virtually on September 2'nd – happy to discuss this further and I have also attached the staff report here if that is helpful as well - https://www.smgov.net/departments/pcd/agendas/Planning-Commission/2020/20200902/a20200902.htm

Letters should be sent via email to planningcomments@smgov.net with copies to the following commissioners:

mario.fonda-bonardi@smgov.net
Shawn.Landres@SMGOV.NET
leslie.lambert@smgov.net
Nina.Fresco@SMGOV.NET
jim.ries@smgov.net
elisa.paster@smgov.net
richard.mckinnon@smgov.net

REQUESTS TO SPEAK. Public comment may be made by telephone during the meeting by calling (310) 458-8423. Remarks from the public made by telephone will be limited to no more than three (3) minutes. Please note: Caller queues for each item do not open until just before the item is called.

WRITTEN COMMENTS may be submitted to planningcomment@smgov.net up until 12 p.m. the day of the meeting. Written comments received prior to the 12 p.m. cutoff will be distributed to the Commission for review and posted online for public viewing.

Meeting can be viewed at: CITY TV: Cable Channel 16
LIVE STREAM*: https://www.smgov.net/content.aspx?id=4292
TELECONFERENCE*: https://primetime.bluejeans.com/a2m/live-event/cxhyvrcb
DIAL-IN NUMBER: 1 (415) 466-7000 (US), PIN 2779636 #
TO PROVIDE REMOTE PUBLIC COMMENT: (310) 458-8423

Thank you Achee!

Dustin G. Peterson
Vice President

The Athens Group
Mail: P.O. Box 1696 Santa Monica CA 90406
Deliveries: 101 Wilshire Blvd. Suite 101 Santa Monica CA 90401
Office: 310-899-4184 | Fax: 310-899-4185
Cell: 949-678-0600
dpeterson@athensdevco.com | www.athensdevco.com

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September 1, 2020

Achée Stevenson
1544 7th Street, Unit 2
Santa Monica, CA 90401
acheestevenson@gmail.com
310-428-5574

planningcomment@smgov.net
clisa.paster@smgov.net
jim.ries@smgov.net
leslie.lambert@smgov.net
mario.fonda-bonardi@smgov.net
nina.fresco@smgov.net
richard.mckinnon@smgov.net
shawn.landres@smgov.net

Dear City of Santa Monica Planning Commissioners:

I am writing this letter of support for the Fairmont Miramar Hotel Redevelopment Plan as a downtown Santa Monica resident homeowner, general member of the Santa Monica Conservancy, and board member of the Westside Coalition.

The Westside Coalition is an alliance of 60+ organizations, public agencies and faith communities committed to working collaboratively on issues of housing, hunger and health through service coordination, public education and advocacy and, pre-COVID, hosted its annual "Celebrating Success Breakfast" at the Fairmont Miramar Hotel.

The Fairmont Miramar Hotel (Miramar) has been a collaborative and consistent community partner for many of the non-profits in town; I have personally requested and easily received donations from the Miramar for the Westside Coalition's fundraising auctions.

I understand that the redeveloped Miramar will have a new ballroom and outdoor event space adjacent to the Moreton Bay Fig Tree which will create a welcomed and now much needed indoor/outdoor venue for our community.

As a general member of the Santa Monica Conservancy, I love the idea of opening the historic site and tree to Ocean Avenue and Palisades Park for increased public access.

I understand that the redeveloped Miramar will create substantial new revenues and jobs and 42 units of new affordable housing, directly across the street and close to the beach, which is critical during our current economic and ongoing affordable housing crisis.

As a downtown Santa Monica resident homeowner, I welcome the additional market rate condos and consequent opportunities for homeownership which I believe is key to our city's sustainability.

In closing, I urge you all to vote to move this project forward for City Council approval and facilitate the redevelopment of the Miramar so that it can be a multi-faceted community partner and gathering place for generations and years to come.

Sincerely,

Achée Stevenson
Downtown Santa Monica Resident Homeowner
Santa Monica Conservancy General Member
Westside Coalition Board Member

From:	Brian Lasky
To:	Gleam Davis; Ana Maria Jara; Mayor Kevin McKeown; Sue Himmelrich; Terry O'Day; Ted Winterer; Santa Monica City Manager"s Office; Planning Commission Comments; lesile.lambert@smgov.net; Shawn Landres; jimries@smgov.net; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; elisa.pastor@smgov.net
Subject:	Miramar Project
Date:	Tuesday, September 1, 2020 11:16:36 PM

EXTERNAL

Dear Council Members, City Manager and Planning Commission members,

As a property owner in Santa Monica, I oppose the proposed development of the Miramar property. If this project is approved, I cannot endorse you in the upcoming election. Time and time again your council has approved many projects that were not the will of the people. This hotel is a monstrosity and we do not need any more monster hotels.

Listen to the people you represent. It might serve you and your City well.

Respectfully,

Brian Lasky
Santa Monica homeowner

From: anthony hudaverdi
Subject: Fw: ----Re: MIRAMAR REDEVELOPMENT PROJECT
Date: Wednesday, September 2, 2020 3:01:27 AM

EXTERNAL

NOTE: I DO NOT open any email with (No Subject) or (Re:) or not containing a specific subject. I do not have mobile email . I have to get home to see emails I never do ANY social media INCLUDING FACEBOOK.

Subject: ----Re: MIRAMAR REDEVELOPMENT PR
One of my arguments on the Calif. ave garage entrance is , the digging for underground may jeopardize the foundation of our structure and next door structure. I discussed this with a prominent civil engineer friend who saw it, and he said not to worry **IF the engineers know what are they doing**. But: , **will they know** what they are doing ? ! Because if any damage , it is irreparable. Consider earthquakes too. There will be lawsuits. Bear in mind that presently the Miramar has no underground parking since its inception. Could it be any reason for that ? Soil problem? Some 1 or 2 years ago I took pictures of the congestion waiting to go down the Incline .On California av. It was backed up to 3d street, Now imagine the congestion DURING the digging of the garage entrance and all equipment on California. ! Naturally now with covid., people work from home so it is not that bad. BUT once liberated from covid we go back to the looong lines again, That is one. The other one is that the south side of California during the construction and the cars that coming up from the Incline and want to go straight to California it all will be blocked for a good while. : Is the Miramar going to repair us? IF it can be repaired after the damage is done.
Thanks
Anthony Hudaverdi 101 California ave #1407
Santa Monica Ca 90403

NOTE: I DO NOT open any email with (No Subject) or (Re:) or not containing a specific subject. I do not have mobile email . I have to get home to see emails I never do ANY social media INCLUDING FACEBOOK.

On Monday, August 31, 2020, 10:19:46 PM PDT, kartichoke@aol.com <kartichoke@aol.com> wrote:

-----Original Message-----
From: kartichoke@aol.com
To: leslie.lambert@smgov.ne <leslie.lambert@smgov.ne>; shawn.landres@smgov.net <shawn.landres@smgov.net>; jim.ries@smgov.net <jim.ries@smgov.net>; nina.fresco@smgov.net <nina.fresco@smgov.net>; mario.fonda@smgov.net <mario.fonda@smgov.net>; richard.mckinnon@smgov.net <richard.mckinnon@smgov.net>; elisa.paster@smgov.net <elisa.paster@smgov.net>; planningcomment@smgov.net <planningcomment@smgov.net>; lane.dilg@smgov.net <lane.dilg@smgov.net>; david.martin@smgov.net <david.martin@smgov.net>; jing.yeo@smgov.net <jing.yeo@smgov.net>
Sent: Mon, Aug 31, 2020 10:16 pm
Subject: MIRAMAR REDEVELOPMENT PROJECT

SUBJECT: MIRAMAR REDEVELOPMENT PROJECT

For many years I've been a resident of Santa Monica and an active member and supporter of many local organizations, working to improve the environment and life of residents. I am writing to urge you to reconsider the current plan for the Miramar Hotel Project.

First, you have failed to place the commercial and high rise features on the commercial side: Wilshire Blvd., a terminus. Instead, you have endangered the dense neighborhood of families on California Avenue and nearby residential streets. You have brutally thrust a fortress-like high rise on California Avenue, together with a parking entrance for three shifts of employees.You have attached this fortress to a landmarked building, lessening its individuality. Instead, the proposed high rise will block sunlight and views for yet another assault on the neighbors' enjoyment of their lives. You should have placed the open space on the corner of California and Ocean Avenues, the first glimpse of Santa Monica as one comes up the California Incline. It is this corner that relates and integrates with the neighborhood. Currently, there is a half-view on that corner and a completely open space view would relate to Palisades Park across the street--the part of the park that people like to visit and stand by the "ship mast" and picnic in various places to the north.

Locals do not walk from Second Street to Ocean Avenue along Wilshire Blvd. Instead, locals walk in the neighborhood where they live: on California Avenue. At any time you'll see mothers pushing baby strollers, young people on e-Scooters, seniors out for their daily walk, and friends and families walking to Palisades Park, the California Incline and the beach, or going east, walking to St. Monica's church or school, Lincoln Middle School, Reed Park or the Promenade. Building an entrance on California Avenue--where it already takes waiting for two traffic light cycles to get through the Ocean Ave. and California Ave. intersection during busy times--will seriously endanger local pedestrians and bike riders and certainly cause more emissions due to more traffic, a TERRIBLE circulation plan that was not considered carefully, and a gate opening and closing at all hours. Further, no rooftop dining and drinking and partying should be allowed.

Finally, you have a DA and should negotiate for a minimum of 42 affordable housing units on Second Street next to the Huntley--and this does not have to be tied to permitting 60 bungalows. If you removed the bungalows, you would not need the building on California Avenue nor the private parking entrance on Ocean Avenue. The latter could be used for employees. Thus you wouldn't need an entrance on California Avenue. This project will likely be here for a century, so take your time and do it right. Do not make it an eyesore, deeply resented by the community that will be forever complaining about it on social media so that instead of a well-integrated neighborhood project that is win-win, you turn it into a festering plague that is lose-lose. Go back to the drawing board and create something much better.

Kay Ward
Santa Monica Resident since 1977

From:	D"Orsogna, Maria-Rita R
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Elisa Paster; Richard McKinnon; Mario Fonda-Bonardi
Cc:	Planning Commission Comments
Subject:	Stop the Miramar Monster
Date:	Wednesday, September 2, 2020 7:48:12 AM

EXTERNAL

Dear all,

at this time, you must know that anybody who knows about the Miramar Monster in Santa Monica opposes it, unless they have vested interests. The only people in its support are the greedy developers and their friends in city council.

The reasons why the Miramar Monster is not right for Santa Monica are self-evident: increased traffic, the city getting nothing in return, its proportions being out of size, its sheer ugliness that will take away the soul of this community. It is a loud, in your face monster.

I know the developers will try to present this as God's gift to mankind, because it is in their interest. What else can they do or say? They are in this to make money, not for elegance and/or architectural harmony, or because they care about Santa Monica. Deep in your hearts you must know that the Miramar Monster is just that, a monster. Just do the right thing and vote no.

It is ironic, that they call it Miramar. There is nothing to mirar-el-mar if you are walking behind it, because all you will see/feel is a sea of cement. I am not trained as an architect, but I have trained myself to see and recognize beauty, and this thing is ugly, out of scale, vulgar.

We need to see the sun in this city, we need tourism at the human scale, we need a community, we need soothing architecture, we need beauty and grace.

Maria D'Orsogna

From:	John Cyrus Smith
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	The Miramar Monster - Item 9A
Date:	Wednesday, September 2, 2020 7:52:12 AM

Dear Commissioners,

1) Thanks for all you do. It's not easy being a Planning Commissioner in Santa Monica.

2) We don't always agree, but that which unites us is far greater than any issue that divides us.

3) I've enclosed a link to an editorial I wrote that appeared in Tuesday's SMDailyPress in case you missed it:

https://www.smdp.com/your-column-here-the-miramar-monster/195999

4) The key things.
--The project is too big. DOUBLE the density? Why should any hotel get to super-size? This project does for no other reason than to maximize the return to the developer, who is already worth $27 BILLION. Why should the city help a billionaire finance improvements to his hotel he can easily afford?
--Keep the main entrance on Wilshire. The design pushes all the traffic straight into Wilmont. That's not cool. Whatever happened to the LUCE cornerstone... "Preserve existing neighborhoods?"
--There is NO open space. A driveway packed with Mercedes is not open space. Neither are hotel pathways lined with pretty flowers and plants. Neither is that patch of green facing Ocean. It's a PATCH of GRASS, or a SMALL LAWN, nothing more.
--IF you approve it, and you should NOT but you probably will, the project should fund the FULL COST of building AT LEAST TWO units of affordable housing FOR EVERY CONDO. 30 condos? 60 units.60 condos? 120 units. Minimum. I don't care if they are across the street, either. You can buy more housing on Harvard and SM Blvd. than you can near 2nd and Wilshire.
--Hearing hotel workers reading scripts they didn't write while getting paid to read them to you should not persuade you. There are countless companies in California paying $15-17/hour now. If you really want to help hotel workers, help them and their kids get at least two years of free college so maybe they can get better jobs that pay more than $17/hour.

5) ONE LAST BIG THING...The EIR does NOT address the impact that THREE LONG YEARS of constant cement, steel beams, rolling trucks, pounding and construction will have on the Palisades Park bluffs less than 75 yards away. Geologists know it, the developer knows it, Michael Dell knows it and you know it. Those bluffs are already eroding. All that pounding could send a big unstable chunk crashing down to PCH during a storm.

No one will ever forgive any of you or the Council if it happens and it could. Ask any two geologists who aren't on a developers payroll.

Bottom line: Dell should get 20% more hotel at MOST and we still get the 40 units, more open space.and the main entrance stays on Wilshire.

Only then will the Miramar be a MAKEOVER and not a MONSTER.

Thank you,
John Cyrus Smith
JohnCySmith@gmail.com
310 869 7593

From:	Bonnie Johnstone
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Cc:	Bonnie Johnstone
Date:	Wednesday, September 2, 2020 7:52:13 AM

Quick and to the point: Please! A NO vote for the Miramar project. Compared to the harm that will be done, very very few people will truly benefit! And patronage of the businesses will not be affordable for so many!. Please, vote NO. Thank you.

Bonnie Johnstone

From:	Susana Nierlich
To:	Planning Commission Comments
Subject:	Planning Commission 9/2/20 - Item 9-A
Date:	Wednesday, September 2, 2020 7:54:16 AM

EXTERNAL

Subject: Planning Commission 9/2/20 – Item 9-A Miramar Project

The project does not comply with the current Local Coastal Land Use Plan. The Notice for the Hearing clearly indicates so: ”The City’s adopted 2018 LUP is pending review and certification by the California Coastal Commission.” Thus until that time when the amended LUP is certified, this project should not be under consideration.

The project doubles the floor area, from the current 502.157 SF goes to 239.873.SF taxing an already overwhelmed circulation system, a water situation with imposed high restrictions and ever increasing rates applied to all users.

There are too many issues that do not benefit at all the City or the current dwellers. I’m opposed to the project for the reasons listed above.

Susana Nierlich
510 Palisades Ave.
Santa Monica CA 90402

From:	Michael Huber
To:	Planning Commission Comments
Cc:	Peter Trinh
Subject:	Santa Monica Miramar Project
Date:	Wednesday, September 2, 2020 8:00:28 AM

EXTERNAL

To whom it may concern, I emailing my support of the Miramar project. I work and own businesses in Santa Monica and I believe that the city needs the jobs, housing, and tax revenue this project will bring. Please recommend approval to the City Council.

Michael Huber
Partner
310.560.7000
Mike@ileftword.com

From: Connor Richter
To: Planning Commission Comments
Subject: 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT
Date: Wednesday, September 2, 2020 8:01:17 AM

EXTERNAL

Dear Chair Lambert and Commissioners:

I am writing in support of the Miramar project.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of construction jobs, 100+ permanent hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Let's put Santa Monica back to work.

Thank you,
-Connor RIchter

From: Peter TRINH
To: Planning Commission Comments
Subject: YES to The Miramar Project
Date: Wednesday, September 2, 2020 8:08:28 AM

EXTERNAL

Dear Chair Lambert and Commissioners:

I hope you are all well. As Vice Chair of the Santa Monica Chamber of Commerce and a small business owner of several venues in the DTSM area, I am writing in support of the Miramar Project. It's crazy how long the project has taken and we need to push this forward so Santa Monica can reap the enormous community and economic benefits that this development will bring.

We're in an unprecedented time and Santa Monica needs to be forward thinking and as entrepreneurial as possible so all businesses can survive. This project will help all businesses in the community as it brings a lot of economic benefit to the city.

The Fairmont Miramar has been a MODEL of the premier corporate partners in Santa Monica, supporting and
hosting a ton of events and programs for the community.

I urge you to approve the staff recommendation and send this project to the City Council with a
recommendation for approval.

Let's get Santa Monica back on track as a role model for other cities.

Thank you,

--
Peter TRINH
Investment Partner
PO Box 24996, Los Angeles, CA 90024
310-550-4440 (o) | peter@ileftword.com
EVENTS | VENUES - INVESTMENTS, MGMT, MARKETING, PHOTO/VIDEO SERVICES

cropped-ilw-logo-1501.png

From: John
To: Planning Commission Comments
Subject: In Support of the Miramar Project
Date: Wednesday, September 2, 2020 8:10:18 AM

EXTERNAL

Good Morning,

I'm writing today in support of the Miramar Project. The jobs, housing, and tax revenue it will bring to Santa Monica are not only welcome, but necessary. I'm a long time employee of the hospitality industry here in Santa Monica and I would love to see this project flourish. Taking action and leadership in the name of development and progress in these uncertain times is something I think Santa Monica stands for. So, I'm asking that you please recommend approval to the city council now.

All The Best,
John Neumueller

From:	Becky Warren
To:	Planning Commission Comments
Subject:	Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT
Date:	Wednesday, September 2, 2020 8:12:50 AM

EXTERNAL

Dear Chair Lambert and Commissioners:

As a resident and chair of the Santa Monica Chamber of Commerce Board of Directors, I am writing in strong support of the Miramar project.

This project will benefit our city with new jobs, affordable housing, and millions of tax dollars. The Fairmont Miramar has always been a strong partner in this city and I urge that this project is approved.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Thank you
Becky Warren
Chair, Santa Monica Chamber of Commerce Board of Directors
Resident, 2021 Ocean Avenue

From:	Melissa Zak
To:	Planning Commission Comments
Subject:	FW: The New Miramar should be in LV not Santa Monica
Date:	Wednesday, September 2, 2020 8:27:25 AM

From: Planning <Planning@SMGOV.NET>
Sent: Wednesday, September 2, 2020 8:17 AM
To: Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>
Cc: Melissa Zak <Melissa.Zak@SMGOV.NET>
Subject: FW: The New Miramar should be in LV not Santa Monica

From: Wendy Dembo <wendydembo@gmail.com>
Sent: Tuesday, September 1, 2020 9:30 PM
To: Planning <Planning@SMGOV.NET>; councilmtgitems <councilmtgitems@SMGOV.NET>; Council Mailbox <Council.Mailbox@SMGOV.NET>
Subject: The New Miramar should be in LV not Santa Monica

EXTERNAL

Esteemed Planning Commission and City Council members,

I have my grave concerns regarding the newly re-designed Miramar.

The Miramar looks like something that you would see on the Las Vegas strip. It is massive. It will block the sunlight from 2nd Street. And it will change the landscape of Ocean Avenue and Santa Monica, itself.

First, I beg you to listen to Santa Monica residents, who have repeatedly said NO to additional height, and do not support so-called "opportunity sites."

When things get back to normal, the traffic at Ocean and 2nd will be terrible once again. I take the California Incline up from the PCH. But when things get back to normal, I will once again continue on the PCH to 20th Street. It adds a few miles to my ride home, but I avoid the traffic.

Also, please keep the entrance on Ocean and Wilshire. If you change the entrance to California, you will create such a continuous traffic jam for anyone trying to get on, or off of the California Incline.

Many people, myself included use California as a safe bicycle route. If you have cars pulling in and out with no place to go, it will be an added danger to cyclists. People become impatient when they have to wait to go in, or out of places.

And there is no parking! There needs to be a comprehensive parking study done. I keep hearing this urban legend of people, who visit Santa Monica don't rent cars. Strangely, all my friends, who visit

rent cars. And If you have the money to stay in a $450 a night hotel, you aren't going to be content taking an Uber. You would need to rent a bright red shiny convertible car -- which goes with the Las Vegas vibe of the Miramar.

Also, I see there is no need for condos. The Dells say that they don't have the money to renovate the Miramar without condos. But Michael Dell's net worth is 27 BILLION dollars (google it). If he doesn't want to spend his money to make money, then he should be content to keep his 27 BILLION dollars in the bank.

According to California Watchdog.com (https://calwatchdog.com/2013/05/20/no-prop-13-tax-dodge-by-dell-if-miramar-hotel-had-net-lease/). The Dell's paid a lot of accounts to figure out how NOT to have the property tax raised when they bought the Miramar.

Our schools are missing out on $1.4 million dollars a year that could have helped SMMUSD students. Throwing a party for the Ed. Foundation once a year is nice, but not $1.4 million dollars nice.

While what his accounts came up with may be legal, it is not right.

And I don't think that you should give gifts to people, who are taking advantage of the goodness of the City of Santa Monica.

With great regret,

Wendy Dembo
Santa Monica Resident and Voter

P.S. who in your planning department thought that it would be a good idea to have two massive constructions going on at the same time on either side of Lincoln? At 11:45am last Tuesday, a cement truck stopped both lanes going North on Lincoln, because it had to turn from the left lane into the construction site. It backed up Lincoln to below the 10. Once the cement truck finally pulled in, the cars were stopped by the train. It literally took 8 minutes to go one block. That was only one cement truck. I am sure that there will be hundreds while they are pouring the foundation. I try to avoid Lincoln and Downtown Santa Monica in general, but sometimes you need to go to Bay Cites, or the Farmer's Market.

From:	Cris Gutierrez
To:	Planning Commission Comments; Council Mailbox
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Greg Morena; Jim Ries; Elisa Paster; Richard McKinnon; Mayor Kevin McKeown; Terry O'Day; Ted Winterer; Ana Maria Jara; Gleam Davis; Sue Himmelrich; Kristin McCowan
Subject:	Planning Commission 9/2/20 Agenda Item 9-A: Support Miramar Hotel Project
Date:	Wednesday, September 2, 2020 8:42:24 AM

EXTERNAL

Honorable Santa Monica Mayor, City Council Members and Planning Commissioners:

I write as a resident, who was born in Santa Monica and who recalls that as a teenager I would bicycle to the bluffs to chase the sunset. Standing before the Pacific Ocean, breathing in the salt air and listening to the beat and roar of the waves vitalized me and stirred my consciousness: we are a part of Nature. That decades before me Georgina Sullivan Jones, Santa Monica's first lady, could do the same from her home "Miramar," settles a connectedness of history and habitat among all of us who live, work, visit, study or play in Santa Monica. I am delighted to see that the Miramar's proposed new hotel and residential project move forward and am impressed with the applicant's attention to, and evident care for, our environment and our climate.

When I review the Miramar Hotel Project's final EIR, imprinted by an openness to community input, I think about what the Miramar has meant in my personal and communal life, including as the site of my mother's funeral reception and the locale of peace movement gatherings or civic breakfasts respectively. Although I am a member of the Steering Committee of Climate Action Santa Monica, the Director of the CASM Climate Corps youth program, a Clean Power Alliance Community Advisor, and a long-time environmental and climate emergency activist, this letter communicates my personal views, which do not represent those of any of the organizations cited above.

The Miramar Hotel Project is important as it can help showcase building and landscape elements and systems to address our environment and climate, exemplifying ways to adhere to our City's Sustainability Plan and Sustainability Rights Ordinance and to help implement our Climate Action & Adaptation Plan.

The proposed new hotel and residential project will be created on a large and important parcel at the intersection of two important boulevards. Overlooking the vastness of sky and sea for generations to come, the scale of the project's environmental and climate impacts, however, is surprisingly small. I believe that is due to the sensitivity of the project team to the demands and desires of the local community, as well as to the creativity and resources that the Miramar can bring to serious sustainability efforts.

The measures proposed by the developer's design team will earn the hotel the LEED Platinum certification that it seeks. The project will meet basic LEED criteria to some extent due to the hotel's location in an urban area. Additional credits are granted for initiatives that exceed baseline qualifications. Four of the many credits earned that address climate change include:

• Energy & Atmosphere, Miramar Energy Commitment: earned because the proposed Miramar is projected to reduce energy use by approximately 29% compared to the existing hotel, in spite of the increase in square footage, and it will achieve the City of Santa Monica requirement to be a minimum 10% more efficient.

• Alternative Transportation, Public Transit Access: earned due to the substantial nearby transit services.

• Alternative Transportation: Bicycle Storage and Changing Room: earned because the Miramar Santa Monica as proposed goes beyond the code-required secured bicycle storage by adding staff showers.

• Alternative Transportation: Low Emitting and Fuel-Efficient Vehicles: the proposed Miramar will have both designated parking for fuel efficient vehicles and electric vehicle charging stations.

I commend the hotel and its designers for its effort to seek LEED Platinum status and be an exemplar for all projects

in coming years.

I urge the Commission to vote favorably on this item and pass the project to the City Council for their review.

With gratitude and regards,
Cris Gutierrez

From: Dwight Flowers
To: Planning Commission Comments
Subject: Miramar Santa Monica - Redevelopment Proposal
Date: Tuesday, September 1, 2020 9:06:07 PM
Attachments: Planning Commission - Miramar.pages

EXTERNAL

437 11th Street
Santa Monica, CA 90402
September 1, 2020

To: Members of the Planning Commission
Santa Monica, CA

From: Dwight E Flowers

Re: Comments on the Miramar Santa Monica - Redevelopment Proposal

As a resident of the community with a professional background in architecture and planning I have followed the design alternatives for the site over the years and concur with the concept presented at this time. It is a creative solution which fits into downtown Santa Monica as one of the three large "opportunity" sites in the Downtown Community Plan. It is an unusual property covering an entire city block, with over 600 feet of prime frontage on Ocean Avenue overlooking the ocean.

The project has been in the works since 2006 when the developer Ocean Avenue LLC purchased the site. Their first major proposal for redevelopment was presented in 2013. It involved a mix of hotel and condominium units with supporting facilities, and included the historic building of 8 stories on the northeast corner of the site, and a new tower of over 20 stories, where the old Miramar tower is located.

I have followed development proposals for the Miramar site since the beginning, and attended workshops in 2015 on the Downtown Specific Plan. It was later changed to the Downtown Community Plan in 2017, with the hotel property designated as an "Established Large Site Overlay" zone. Maximum height was adjusted to 130 feet, significantly lower than the 20 stories proposed a few years before. The current plan for the Miramar is only 10 stories with the layout reconfigured around the historic Morton Bay Fig Tree. Perimeter walls around the site are removed with vehicular access for residential from Ocean Avenue and hotel access from 2nd Street to underground parking. It is a totally new architectural concept conceived by architects Pelli Clarke Pelli, a firm with eminence in the field worldwide.

Open space on the site would remain over 50% with major exposure from Wilshire Blvd and Ocean Avenue and convenient pedestrian access. New retail along Wilshire and 2nd Street provide new activity along this edge of downtown Santa Monica. The splayed upper decks with roof gardens and curved facade will provide exciting amenity for hotel guests and condo residents as well as visitors. It is a dramatic design solution in proper scale and compatible with surrounding development.

As an impressive use on a truly unique site downtown this project would be visually prominent and offer major benefits to the community, once tourism and the hotel business recover from the Coronavirus setback. Also the generous provision of affordable housing will be significant.

From:	Hayden Lee
To:	Planning Commission Comments
Subject:	Item 9. A: Fairmont Miramar project -SUPPORT
Date:	Wednesday, September 2, 2020 9:08:56 AM

EXTERNAL

Dear Chair Lambert and Commissioners:

My name is Hayden Lee, I'm an Executive Coach and on the Board of Directors for the Santa Monica Chamber of Commerce.

I am writing in support of the Miramar project.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of construction jobs, 100+ permanent hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Let's put Santa Monica back to work.

Thank you,

Hayden Lee, MCC, Boardmember Santa Monica Chamber of Commerce

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Hayden Lee, MCC
Powerful Coach for Powerful Leaders
www.haydenlee.com
Ph: 310-826-0540
**Selected as one of the "Top 20 Best Coaches in Los Angeles" in 2018, 2019, & 2020 on Expertise.com

From:	Sarah Handley
To:	Leslie Lambert; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster
Cc:	wilmontinfo@gmail.com
Subject:	Miramar - stop the insanity
Date:	Wednesday, September 2, 2020 9:12:37 AM

EXTERNAL

Please do NOT approve the developer's latest plan. The design will kill this part of Santa Monica with traffic, block the sunlight, take away open skies, and so much more. Don't let the greedy developers steal away more of historic and beautiful Santa Monica. And dump more traffic on peaceful side streets. No matter what happens and what goes on that site, there should only be entrances on the main streets of Wilshire and Ocean.
Thank you.
Sarah Handley
617 Strand St

From: Magali arvea
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better
Date: Wednesday, September 2, 2020 9:38:40 AM

EXTERNAL

and Staff,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the City of Santa Monica can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes en horas a causa de la pandemia. La industria hotelera deberá reconstruirse. Lo mejor que la ciudad de Santa Mónica puede hacer por los trabajadores hoteleros en este momento es dar una señal clara de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utiliza la caída temporal en la industria hotelera para reconstruir el Fairmont Miramar y convertirse en el líder de la industria hotelera. Eso es lo que necesitan los trabajadores de hoteles como yo. Necesitamos saber que, a largo plazo, vamos a reconstruir mejor para obtener buenos trabajos.

Magali arvea
magalywiley@hotmail.com
12514 apt 7 culver blvd
Los Angeles, California 90066

From: Jeffrey J Fritz
To: Planning Commission Comments
Subject: Miramar Project
Date: Wednesday, September 2, 2020 9:59:38 AM

EXTERNAL

I would like to voice my support for the Miramar Project. I believe that this can be defining new development in downtown Santa Monica and help our community tremendously.

Jeffrey J Fritz
Realtor, Team Leader

Compass
2115 Main Street, Santa Monica, CA 90405
310-916-2470 M.
jeffrey@distincthomesla.com
CalDRE#: 01737570

See what people are saying: Zillow Reviews Google+ Reviews Yelp Reviews Trulia Review

From:	Victoria Coulson Robinson
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	STOP MIRAMAR
Date:	Wednesday, September 2, 2020 10:08:43 AM

EXTERNAL

Please do not allow Miramar to expand
The residents do not approve it
Please Stop over developing Santa Monica.
Victoria Robinson
Resident for 45 years

Sent from my Vphone

From:	Soloff, Michael
To:	Planning Commission Comments
Cc:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; David Martin; Jing Yeo
Subject:	Item 9-A on 9.2.20 Planning Commission Agenda
Date:	Wednesday, September 2, 2020 10:10:49 AM
Attachments:	MES Letter to the Santa Monica Planning Commission re Item 9-A on 9.2.20 Agenda.pdf

EXTERNAL

Dear Planning Commissioners:

Please find attached my personal letter as a concerned Santa Monican regarding the failure of the proposed Development Agreement for the Miramar Project to comply with the affordable housing requirements imposed by the Downtown Community Plan, as well as other problems with the negotiating process and resulting proposed agreement.

Michael E. Soloff | Munger, Tolles & Olson LLP
350 South Grand Avenue | Los Angeles, CA 90071
Tel: 213.683.9159 | Fax: 213.683.5159 | mike.soloff@mto.com | www.mto.com

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MICHAEL E. SOLOFF
337 14TH Street
Santa Monica, CA 90402

Re: Item 9A on 9.2.20 Agenda of the Santa Monica Planning Commission

Dear Commissioners:

The proposed Miramar Project before you tonight raises important public policy issues. At least for tonight, however, I will not weigh in on those issues (and my failure to do so should not be read as implying my views on those issues). Rather, I write to you in my personal capacity only to explain that it is unnecessary and premature for you to reach those policy issues because:

1. the proposed Development Agreement materially fails to comply with the affordable housing provisions of the Downtown Community Plan ("DCP") and the Santa Monica Municipal Code ("SMMC") applicable to this "Large Site" project; and

2. Planning Staff has not yet engaged in the requisite informed and determined negotiating process with respect to the community benefits package.

I also provide additional personal views regarding what I believe are certain missing or problematic features of the proposed Development Agreement.

I. THE PROPOSED DEVELOPMENT AGREEMENT FAILS TO COMPLY WITH THE DCP'S LARGE SITE AFFORDABLE HOUSING REQUIREMENTS

The DCP identifies "Affordable Housing" as one of the three "Preferred On-Site Benefits" for the "Large Site[]" located at "1133 Ocean Avenue" (i.e., the Miramar Project site).[1] The DCP further provides that when "Affordable Housing" is one of the "Preferred On-Site Benefits" at the "Large-Sites," the "Housing projects should provide substantially more affordable housing units *than required for qualified Tier 3 projects by the DCP*."[2]

The developer[3] and Planning Staff assert that the proposed Development Agreement complies with these DCP provisions simply because it requires the developer to deliver a 42 unit off-site affordable housing project, and 42 units is substantially more than the 18 units the developer would be required to deliver on-site for qualified Tier 3 projects of the same size.[4] The

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[1] DCP at p. 30, Table 2A.4.

[2] DCP at p. 29, Table 2A.3 (italics added).

[3] It is the developer's obligation to "[i]nclude in the application submittal comprehensive responses to how the project meets each of the priorities described in [Chapter 2A of the DCP]." DCP at p. 29.

[4] Staff Report at pp. 25-26. While the Staff Report erroneously refers to "the project's minimum 15-unit affordable housing obligation (per the Affordable Housing Production Program)," *id*. at 25, the actual minimum requirement is 18 on-site units. This is because (1) the DCP requires

developer and Planning Staff are wrong, however, because they fail to take into account the full set of requirements for affordable housing imposed by the DCP (including the provisions of SMCC § 9.10.070 that are incorporated by reference into the DCP[5]).

First, the developer and Planning Staff ignore the fact that the proposed affordable housing project is off-site, thereby triggering increased affordable housing requirements under the DCP. In particular, when the market-rate units are in a building at least 70' in height, and the affordable housing units are provided off-site, the DCP requires that the affordable units constitute at least 35% "of the total number of units *in the project*" (i.e., 35% of the combined number of both market rate and affordable units).[6] Accordingly, given that 60 market-rate condominiums are on-site, the DCP would require that this project provide a minimum of 33 offsite affordable units, even if it merely had to meet the DCP's minimum requirements for qualified Tier 3 projects.[7] Therefore, contrary to the inaccurate touting by the developer and Planning Staff, the proposed affordable housing project provides a mere nine affordable units more than the minimum number required.

Second, and even more importantly, the developer and Planning Staff ignore the fact that the proposed affordable housing project fails to comply with the DCP requirements that (1) "[t]he average number of bedrooms for all of the affordable housing units combined shall be equal to or greater than the average number of bedrooms provided for all of the market rate units,"[8] and (2) "[a]n affordable housing unit shall have a minimum total floor area of no less than the average floor area of comparable market rate units in the project."[9]

In particular, the average number of bedrooms in the proposed affordable housing project is 1.88.[10] It is almost certain that—in contravention of DCP requirements—this figure does not equal or exceed the average number of bedrooms planned for the 60 ultra-luxury condominium units. While the actual number of condominium bedrooms is not provided in the agenda

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that on-site affordable rental units constitute at least 30% of the total units in a qualified Tier 3 housing project of 70' or higher, *see* SMMC § 9.10.070(c)(1)(a)(i) & Table 9.10.070.A, (2) the developer plans to build 60 condominium units in a 130' tower, *see* Staff Report at p. 2, and (3) 30% of 60 condominium units equals 18 on-site affordable rental housing units.

[5] *See* DCP at pp. 29, 196.

[6] SMMC § 9.10.070(C)(1)(a)(ii) (italics added); *see id*. at Table 9.10.070.A.

[7] 60 condominiums and 33 affordable housing units would make a total project of 93 units. 35% of 93 units is 32.55 units. As the DCP requires that fractional affordable units be rounded up, in this case the minimum off-site requirement is 33 affordable units. *See* SMMC § 9.10.070(C)(1)(a)(i).

[8] SMMC § 9.10.070(C)(1)(b)(ii)(1).

[9] SMMC § 9.10.070(C)(1)(a)(iv); *accord id*. § 9.10.070(C)(1)(b)(ii)(2) ("Affordable housing units shall be no smaller than the average size of comparable market rate units in the project.").

[10] The proposed affordable housing project with have a total of 79 bedrooms in 42 units. *See* Staff Report at p. 26, Table 1. 79 divided by 42 = 1.88.

materials, it is hard to believe that the developer is planning to average less than 2 bedrooms per condominium when the average condominium size will be in excess of 2,800 square feet, and the developer hopes to sell the condominiums in 2026 at an average price of $7.8 million.[11]

Moreover, it is certain that—in contravention of DCP requirements—the units in the affordable housing project do not have total floor areas equal to or greater than the average floor area of comparably bedroomed condominium units (even if there are any condominiums planned with as few bedrooms as the proposed affordable units will have). Under the proposed Development Agreement, one bedroom affordable units will be 450 square feet, two bedroom affordable units will be 700 square feet, and three bedroom affordable units will be 900 square feet.[12] By contrast, the average condominium unit will be 2,845 square feet.[13] Indeed, the total floor area of all 42 units in the proposed affordable housing project *amounts to less than 30% of the floor area that a qualified Tier 3 project of similar size would be required to provide under the DCP as offsite affordable housing units*.[14]

In short, whether viewed at the individual affordable unit level or in the aggregate, the affordable housing project called for by the proposed Development Agreement does not come anywhere close to delivering the affordable housing units required by the DCP for qualified Tier 3 projects similar in size to the proposed Miramar Project, let alone "substantially more" such affordable housing as is required under the "Large Sites" provisions of the DCP. Planning Staff therefore should withdraw the proposed Development Agreement from consideration by the Planning Commission. And, if it fails to do so, the Planning Commission should recommend to the City Council that it reject the proposed Development Agreement as out of compliance with the affordable housing requirements of the DCP.

II. CONSIDERATION OF THE PROPOSED DEVELOPMENT AGREEMENT IS PREMATURE AS STAFF HAS NOT YET ADEQUATELY NEGOTIATED A COMMUNITY BENEFITS PACKAGE

The DCP requires the City to negotiate for community benefits in development agreements. With respect to the Miramar Project site in particular, the DCP calls upon the City to negotiate for affordable housing, public open space, and historic preservation as the "Preferred Onsite

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[11] *See* Ex. D to 8/8/20 Ltr. from Maurice Robinson & Associates to Planning Commission (reporting developer projects a $7.8 million average sales price for the 60 condominiums in 2026 at $2,742 / sq. ft.).

[12] *See* Proposed Development Agreement at Section 2.8.1(b)(3)(ii).

[13] *See* footnote 10.

[14] The total floor area of all 42 units in the proposed affordable housing project is 27,600 square feet. *See* Proposed Development Agreement at Sections 2.8.1(b)(3)(i)-(ii) (requiring 16 one bedroom units at 450 sq. ft. / unit, plus 15 two bedroom units at 700 sq. ft. / unit, plus 11 three bedroom units at 900 sq. ft. / unit). The total floor area of the DCP required 33 off-site affordable units with floor areas at least as large as the 2,845 square foot average floor area of the 60 on-site condominiums is 93,873 square feet. 27,600 square feet is just 29.4% of 93,873 square feet.

Community Benefits."[15] And as discussed above, the DCP further provides that, with respect to the affordable housing community benefit, large-site "[h]ousing projects should provide substantially more affordable housing units than required for qualified Tier 3 projects by the DCP."[16]

The size of the community benefits the City can and should negotiate from the developer of the Miramar Project necessarily depends upon the size economic benefits flowing to the developer from that project. The greater the expected profits to the developer from the project design enabled by the development agreement, the greater the community benefits the City can and should demand. Maximizing the community benefits package associated with any proposed Miramar Project is particularly important given the City's severe shortage of affordable housing—a shortage that led the State to conclude during the RHNA process that Santa Monica should create 6,153 new deed restricted affordable housing units during the eight year period from 2022-2030.

Despite this, the City appears to have negotiated the community benefits package before the Planning Commission tonight either without the benefit of any financial projections at all, or based solely on the unverified financial projections provided to it by the developer. Only at the last moment did the City retain HR&A to perform "an expedited independent review of a confidential financial feasibility analysis and supporting documentation provided to HR&A by The Athens Group (the 'Developer')."[17] HR&A noted that it performed what review it could "within the time available,"[18] and then transmitted its findings in a report dated August 21, 2020, that the City received after it already had completed the main Staff Report for tonight.

Based on that review, HR&A found a variety of questionable assumptions in the developer's projections that, if altered in the manner suggested by HR&A, would result in projections of moderately to greatly more expected developer profit.[19] This could mean that a significantly increased community benefits package is appropriate. Rather than even consider this possibility, the Supplemental Staff report instead argues—without citation to anything—that reasonable maximization of community benefits in a negotiated DA is somehow not a goal under the DCP.[20]

This uninformed and misguided City negotiating approach is simply unacceptable. This is not the negotiating approach Commissioner Paster or Commissioner Ries should or would take in their day jobs when acting on behalf of their developer clients. You the Planning Commission (as well as the City Council) need to ensure that the City takes the same informed and determined negotiating approach on behalf of its clients—the people of Santa Monica—as developers and their representatives take in negotiating with the City. This means you must send

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[15] DCP at p. 30, Table 2A.4.

[16] DCP at p. 29, Table 2A.3.

[17] Ex. B to Supp. Staff Report at 1.

[18] Ex. B to Supp. Staff Report at 2.

[19] Ex. B to Supp. Staff Report at 2-4.

[20] Supp. Staff Report at 1-2.

this development agreement back for further financial analysis (including reasoned consideration of the points raised by the developer in a letter sent to the Planning Commission on August 28 responding to HR&A) and further negotiation. The existence of public controversy over this particular project—and an impending City Council election—are not legitimate bases for refusing to insist on a proper negotiating process by the City on behalf of the people of Santa Monica, even if it takes some additional time to complete.

III. OTHER DEFICIENCIES IN THE PROPOSED DEVELOPMENT AGREEMENT

A. The Affordable Housing Provisions In The Proposed Development Agreement Are Improperly Structured

1. It Is Improper And Immoral To Use 9% Low Income Housing Tax Credits To Save The For Profit Developer $11.7 Million

The proposed Development Agreement contemplates that the proposed affordable housing project may be financed in part through federal Low Income Housing Tax Credits allocated to the State of California. Exhibit B to the supplemental Staff Report lays out three financing scenarios—one using 9% tax credits, one using 4% tax credits, and one using no tax credits—and the size of the financial contribution the developer will make under each of these scenarios (over and above the $12.75 million assigned value of the donated land).

The most valuable tax credits are the 9% tax credits, and under that scenario the developer would only have to contribute an additional $3.04 million in gap financing (for a total of $15.79 million including the assigned value of the donated land). 9% tax credits are in limited supply, however, such that affordable housing projects from around the State of California historically have to compete to obtain them in a zero sum game. 4% tax credits are less valuable, and under that scenario the developer would have to contribute an additional $14.72 million in gap financing (for a total of $27.47 million including the assigned value of the donated land). But 4% tax credits have been undersubscribed historically, such that any qualifying affordable housing project is able to receive them. Without any tax credits at all, the developer would have to contribute an additional $27.55 million (for a total of $40.3 million including the assigned value of the donated land).[21]

Given this background, and given the tatement in the Staff Report that the developer will bear the "cost of the 100% affordable housing project, including the land value, of $27.4M to $40.25M," it seems obvious that the developer is prepared to go forward without obtaining the 9% tax credits.[22] Given this fact, it would be both improper and immoral to allow the proposed affordable housing project to compete for 9% tax credits with other affordable housing projects across the State, and to prevent one of those competing projects from getting funded and built if this affordable project wins the competition, *for the sole purpose of saving the developer $11.7 million*. Rather, the City should have the option of directing the project to compete for 9% tax credits and, if successful, *the $11.7 million savings should be deposited into the City's Housing*

[21] *See* Ex. B to Supp. Staff Report.

[22] Staff Report at p. 24.

Trust Fund for use in connection with another affordable housing project. 4% tax credits pose a somewhat different issue so long as they remain undersubscribed (thereby removing the moral objection to preventing another affordable housing project from being built elsewhere in the State simply to save money for the developer). But they too—as public funds—should be used only to maximize the production of affordable housing in the City that can be obtained using the total amount of funds the developer ultimately is willing to provide (given further negotiations and the necessity of any proposed Miramar Project actually complying with the affordable housing provisions of the DCP for Large Sites).

2. Any Proposed Development Agreement Should Include A Mechanism To Assure That Any Donated Land Will Revert To The City In The Event It Is No Longer Used For Affordable Housing

We all appreciate and respect the work that Community Corporation of Santa Monica ("CCSM") does providing quality affordable housing in our City. However, when the City provides Housing Trust Funds to CCSM, that appreciation and respect does not preclude the City from imposing an effective legal mechanism to insure that it can reacquire the land underlying that project in the event it no longer serves as affordable housing (there, through repurchase rights based on the outstanding City loan balance). Similarly, whenever the City dedicates land it already owns to affordable housing (for example, the land at Mountain View Trailer Park), it again imposes an effective legal mechanism to insure that it can reacquire the land in the event it no longer serves as affordable housing (typically through an option to repurchase in that event for $1).

Should the Miramar Project proceed, the City will in effect be paying for the land underlying the proposed affordable housing project through the additional development rights it is granting to the developer. Accordingly, there should be an effective legal mechanism by which the donated land returns to the City in the event it is no longer used for affordable housing (e.g., through a purchase option for $1 in that event). It did not appear to me that Section 2.8.1 of the proposed Development Agreement provides for any such mechanism.

B. <u>The Development Agreement Should Make Provision For Minority Contracting Requirements</u>

Recent events have brought to the forefront of this City and this Nation's mind the legacy of systemic racism against black people, including quite starkly the systemic economic racism that has precluded any narrowing of the income and wealth gaps between white and black Americans in the more than 50 years since 1968.[23] We all look forward to the scheduled initial report of the Black Agenda to City Council on September 8, and to their continuing leadership in addressing how best to attack all aspects systemic racism here in our City.

One possible approach to attacking systemic economic racism is for the City to adopt a minority contracting program for public contracts. While the nature and scope of any such program likely

[23] *See, e.g.*, https://www.washingtonpost.com/business/2020/06/04/economic-divide-black-households/.

will be impacted by whether or not Proposition 16 on the November ballot passes, the City potentially could adopt a minority contracting program even without passage of that Proposition.

A development agreement is a public contract, and the City should be able to impose lawful minority contracting requirements on the developers of the Large Site projects (just as it plans to impose a local hiring program requirement in the proposed Development Agreement). Imposing such a requirement could constitute a meaningful initial step along the long road of addressing systemic economic racism given the size of the contracts that will be associated with the construction of such projects (e.g., more than $400 million for the proposed Miramar Project alone[24]).

For independently sufficient reasons set forth in Parts I-II above, the proposed Development Agreement should be withdrawn and further negotiated. This may also provide time for the City to adopt a minority contracting program. But if it ultimately is deemed wise to proceed with a development agreement for the Miramar Project prior to the City adopting a minority contracting program, the City should negotiate and include in the development agreement providing that a subsequently adopted minority contracting program would apply to the developer.

Thank you for your consideration of all of the foregoing personal views.

[24] *See* HR&A Advisors, Inc. Fiscal Impact Study and Economic Impact Study at 1.

From: Cecelia Feiler
To: Planning Commission Comments
Subject: Fairmont Miramar Hotel Condos
Date: Wednesday, September 2, 2020 10:13:02 AM

EXTERNAL

To Whom it May Concern,
I currently live in Brentwood but in the past lived in Santa Monica. My hope is for my husband and I to move back to Santa Monica and live in the one of the condos. Both my husband and I are active community members both locally and statewide and would be active members of Santa Monica City. The condos at The Fairmont would be an amazing place for myself and others who want to make the transition from our large homes to a condo/ community experience. Other people I know who are interested in spending the next chapter of their lives are similar to us, people who love Santa Monica, care about the city, love the beauty and diversity of what the city offers. I hope you will approve the plan and allow people like my husband and I to move back to Santa Monica.
Best,
Cece Feiler MFT
Founder and Co-Chair #WOW/WOW at Home
The Wonder of Women Summit, UCLA

Sent from my iPhone

From:	Ann Hoover
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Andy Agle; George S. Cardona; Gigi Decavalles; Gleam Davis; Ted Winterer; Terry O'Day; Ana Maria Jara; Kristin McCowan; Mayor Kevin McKeown; Sue Himmelrich
Subject:	Item 9-A: Miramar Project Review - September 2, 2020 - VOTE NO ON CURRENT DESIGN PLEASE
Date:	Wednesday, September 2, 2020 10:13:40 AM

EXTERNAL

Dear Planning Commissioners,

I write to you in opposition to the current Miramar proposal and agree with the challenges to this project voiced by Santa Monica Coalition for a Livable City (SMCL), some of which are reiterated below.

(1) This is a huge new hotel, doubling the size of the existing one, and causing increased usage of water and power, both of which are already in short supply & the City has put forth no coherent plan to address those issues.

(2) The neighborhood traffic circulation issues are serious and haven't been resolved.

(3) There's no benefit to the City or residents to allow condos as part of the hotel; just increased density, traffic, noise and air pollution, and further drains on city services.

In addition --

(A) I care about the noise and air quality impacts during what clearly would be an extended construction period (and beyond) for all the residents in the neighborhood around the Miramar, particularly those in assisted living and nursing homes. There are many.

(B) I care also about the historic Fig Tree. She's a friend & it's likely a construction this massive will kill her.

Fairmont Santa Monica History: Beneath the Fig Tree

[redacted]

Fairmont Santa Monica History: Beneath the Fig Tree

More than 140 years have passed since Miramar's Moreton Bay Fig Tree was planted. It was declared a historic lan...

For these reasons then, alongside SMCLC, I oppose the project as currently proposed and urge the Planning Commission to recommend that the hotel re-evaluate the circulation impacts of the current design and re-design the project on a smaller scale and without condos.

Lastly, I ask that someone explain tonight why you think Santa Monica needs a project this out-sized when we already have 40+ hotels in our City and tourism was on the wane already pre-COVID?

Sincerely,

Ann Bowman
Santa Monica resident
24 years

From:	Paul Graves
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Approve the Miramar Development
Date:	Wednesday, September 2, 2020 10:16:39 AM

EXTERNAL

City Commissioners:

I am a 3-year resident of Santa Monica's Pico Neighborhood. In addition to being a resident I have worked in Santa Monica for over 5 years, my daughter was born in Santa Monica, we shop and eat in Santa Monica, my family and I are committed Santa Monicans. It goes without saying that the past few months have been extremely challenging for all of us.

With the pandemic causing business to close and City tax revenues in red, we face a tough budget process. There is no quick fix. Taking one step at a time, we must plan and act today in order to begin creating revenue for tomorrow.

The proposed redesign of the Miramar hotel, currently in front of the City's Planning Commission, is an innovative architectural design which will help revitalize the City. This project will substantially benefit the Santa Monica citizens along with local tourism and businesses by providing over 100 new permanent jobs, adding 42 affordable housing units, all with significant fiscal/economic impact to the community.

As a local parent, I'm personally excited to see the project will engage local SaMoHi and SMCC students with annual internships, exposing our local future leaders to local businesses.

I urge the Planning Commission to approve this project and continue the approval process to the City Council. Our City needs to kick-start this revenue generating project now. The project will generate union jobs during and after construction.

Thank you,

Paul Graves
1844 18th Street, Santa Monica

From: Olivia Flores de Rubalcaba
To: Richard McKinnon; Leslie Lambert; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Planning Commission Comments; Jing Yeo
Subject: Item 9-A: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment
Date: Wednesday, September 2, 2020 10:28:39 AM

EXTERNAL

and Staff,

The Fairmont Miramar's redevelopment plan provides job security and health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long-term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de remodelación del Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo la promesa de los mejores trabajos en la industria y seguridad laboral a largo plazo. Hemos perdido clientes a causa de la pandemia, así que en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Olivia Flores de Rubalcaba
oliviavallarta@outlook.com
2524 w 108 st
Inglewood ca,, California 90303

From: danilobach
To: Planning Commission Comments
Subject: Agenda Item 9-A - Sept. 2, 2020 meeting
Date: Wednesday, September 2, 2020 10:38:36 AM

EXTERNAL

Dear Commissioners,

It's always been known that there would be some kind of redevelopment of the Miramar but it's never been clear that it would be such a massive tear-down and from the ground-up proposal like that now before you. Apart from a nod to two city-landmarked sites, what is now being proposed is a monumental barrier wall, staggering in its arrogance, set beside the bluffs of Palisades Park to declare a right of dominance in the city and especially on its immediate neighborhood. Is such an extensive redevelopment justified? When did remodel become redevelopment? It's still very much a real issue, as are the others that follow: Do we need the project's massiveness to profit the city? Its overpowering, unarticulated and unbroken facade? Its added floor(s) of high-priced condos for our enrichment? What of the threat to the stability of our bluffs? The impact on our traffic circulation? The overshadowing of its immediate neighborhood? Or the means of access to and full use of the public grounds of the site? This long-gestating project should not be rewarded for the false starts and years it's taken. Nor should we succumb to its orchestrated momentum. There's always time and a waiting drawing board to go back to. There's too much at stake not to.

Respectfully,
Danilo Bach

(Please include in public comment.)

From: Melissa Zak
To: Planning Commission Comments
Subject: FW: Miramar
Date: Wednesday, September 2, 2020 10:49:49 AM

-----Original Message-----
From: Planning <Planning@SMGOV.NET>
Sent: Wednesday, September 2, 2020 10:49 AM
To: Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>
Cc: Melissa Zak <Melissa.Zak@SMGOV.NET>
Subject: FW: Miramar

-----Original Message-----
From: June Shaw <theshaws235@yahoo.com>
Sent: Wednesday, September 2, 2020 10:44 AM
To: Planning <Planning@SMGOV.NET>
Subject: Miramar

EXTERNAL

I am TOTALLY AGAINST THE MIRAMAR PROJECT! I live in Santa Monica 45 years, on Montana Ave. at 3rd St. Why do we need this stupid enlargement of the Miramar? The traffic is soooo very bad and this will only make it a thousand times worse.

PLRASE do NOT VOTE FOR THIS HORRENDOUS project!

June P. Shaw

From:	Jeremy Stutes Entertainment
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Item 9-A
Date:	Wednesday, September 2, 2020 10:54:59 AM
Attachments:	Jeremy Stutes PC - Item 9-A .pdf

EXTERNAL

Please see attached.

Jeremy Stutes
SAG-AFTRA
424.252.2432
jeremystutes.com

Jeremy Stutes

8.27.2020

Chair Leslie Lambert and Planning Commission Members:

My name is Jeremy Stutes. I first want to state that I have been a strong supporter of the Miramar project from its debut many years ago. During the long design and entitlements process, I have offered suggestions and even critiques of the various design iterations. I always felt respected and heard by the developers. Through the project's extraordinary evolution, I am an even stronger supporter.

My professional life has been devoted to two areas – transit and the arts. As a former employee of a large computer and communications firm, I am well-informed about current technologies and use them on a daily basis. I am the past President of RailLA, a 501c3 focused on getting people out of cars and convincing them to ride mass transit. Reducing our carbon footprint and providing more relaxed travel and commuting experiences is of paramount importance to me.

I will try in this letter to bring these disciplines together and recommend to the Commissioners and the applicant a way to explore opportunities to create a single place for transit information, suitable and changing art (by a local electronic artist), and promotional content.

I believe that every new project of significance should provide real-time mass transit information in the form of electronic signage located in common areas. Given the Miramar's dedication to exceptional design, which is clear in the Pelli and Pelli renderings, I believe that the new hotel can accommodate "transit concierge" signage in a creative way, which harmonizes with its more traditional wayfinding signage design. As I said previously, it presents an opportunity to supply essential information in an engaging, aesthetic context.

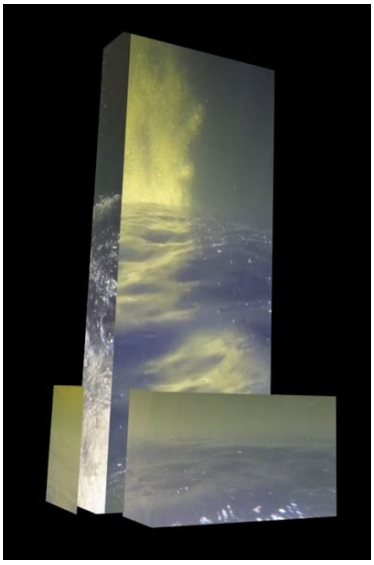
In addition, the new Miramar might consider providing its guests, residents and other visitors, many of whom come from overseas who are accustomed to using transit, an integrated phone app that displays real-time transit information and advertising. The app could mirror the graphic elements of the main kiosk or screen.

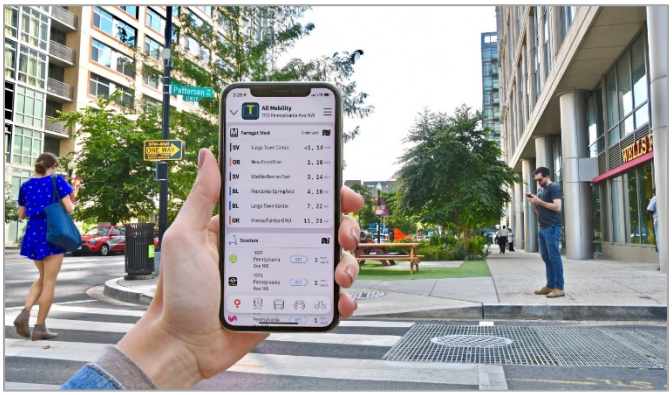
I provide below some examples from the Americas, Asia and Europe. While some are clearly created at a much larger scale than the new Miramar would be able to accommodate, they nevertheless give a sense of how art and essential information can complement one another.

I hope you and your colleagues consider all of the opportunities the new Miramar presents, as well as the project plan as it is presented at the hearing, and send it to the City Council with a unanimous and positive recommendation for approval.

Sincerely,

JEREMY STUTES





From: Jeremy Adler
To: Planning Commission Comments
Subject: Miramar Project
Date: Wednesday, September 2, 2020 11:01:04 AM

EXTERNAL

To Planning Commission:

My name is Jeremy Adler and I am a working professional in the hospitality industry. Specifically, I am the regional manager for Resy. I've been a Los Angeles / Santa Monica resident almost all of my life and I got a chance to review the Miramar Proposed Project. I am in full support of it as it will help the community of Santa Monica which I spend a lot of time at with my family and young daughter. Please push this as an item with your support to city council to approve. This project has so many benefits for our community, and will help the area recover in this unprecedented time.

Thank you.

Jeremy

From:	James Hill
To:	Leslie Lambert; Planning Commission Comments
Subject:	Planning Commission - Wed 9/2 - Item 9-A; Miramar Redevelopment Project Recommendations
Date:	Wednesday, September 2, 2020 11:03:57 AM

EXTERNAL

The proposed project should be revised:

- As planned this hotel's three entrances on Ocean, California, and the entrance on 2nd Street, rather than Wilshire, drastically impact four intersections including PCH and California Incline. This design will cause the functional collapse of 2nd Street and California; and
- The condominiums should be eliminated to open up the site and reduce the massive wall on 2nd Street.

Thank you

James and Leigh Ann Hill
1138 20th Street, Unit 7
Santa Monica

310-315-9119

From:	Jason Islas
To:	Planning Commission Comments; Mario Fonda-Bonardi; Shawn Landres; Jim Ries; Nina Fresco; Leslie Lambert; Elisa Paster; Richard McKinnon
Subject:	ITEM 9-A STRONG SUPPORT for Miramar redevelopment plans
Date:	Wednesday, September 2, 2020 11:09:37 AM

EXTERNAL

Dear Planning Commissioners,

My name is Jason Islas. I am a resident of the Pico neighborhood and, as many of you know, grew up in Santa Monica. I want to register my STRONG support for this project. The long-overdue redevelopment of the Fairmont Miramar brings with it so many essential community benefits, including 42 new affordable homes across the street. These homes will be owned and operated by our city's most trusted nonprofit affordable housing organization, Community Corporation of Santa Monica. This project will also increase the number of union jobs in this city. Combined with a local hiring commitment, these jobs will provide opportunities for many in our community to find meaningful, well-compensated, and secure work.

The redesigned hotel and condos will generate significant -- and much-needed -- revenue for our city in the form of increased Transient Occupancy Tax, property taxes on the condos, and real estate transfer taxes when those condos are sold. All these additional revenue streams will be essential to help our city recover from the pandemic-induced recession that will soon be coming. Those dollars translate into services for residents: maintenance of parks and other open spaces, our world-renowned library system, public safety and fire personnel, and the many other services Santa Monica provides that make this city a great place to live.

I have followed this project for the decade it has been proposed, designed, and redesigned with robust public input, both formally at the Council and Planning Commission, and informally as many involved in this project have spent much time in the community listening to concerns and desires and these plans truly are reflective of a design team that has listened.

Thank you for your time and thoughtful consideration.

Jason Islas
Pico neighborhood resident
(310) 977-0645
jasonislas.com
LinkedIn
Twitter

From:	James Hill
To:	Mario Fonda-Bonardi; Planning Commission Comments
Subject:	Planning Commission - Wed 9/2 - Item 9-A; Miramar Redevelopment Project Recommendations
Date:	Wednesday, September 2, 2020 11:16:48 AM

EXTERNAL

The proposed project should be revised.

- The applicant should pay for City Park Patrols for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as important to the Miramar project s they are to the residents and the park-poor city of Santa Monica.
- Whatever the number of 100% affordable units that can be built at the 2nd Street site should be doubled in keeping with the proposed hotel size.

Thank you

James and Leigh Ann Hill
1138 20th Street, Unit 7
Santa Monica

310-315-9119

From: Sam Lipman
To: Planning Commission Comments
Subject: 1133 Ocean Ave. - Fairmont Miramar redevelopment
Date: Wednesday, September 2, 2020 11:19:10 AM

EXTERNAL

I oppose this unnecessary and wasteful project.
This hotel is already a prime luxury hotel making plenty of money for its operators.
The city prides itself on being environmentally friendly, but how many thousands of gallons of diesel fuel will be burned during this project? What will happen to the waste from the old hotel? Will everything be recycled or will it be trucked a hundred miles away to a landfill? How many tons of greenhouse gases will be released by all the trucks and heavy equipment for the demolition and construction of this project? And for what? So the operators of the hotel can have an even bigger and fancier hotel? Enough hypocrisy. I will be happy to vote against whoever approves this monument of waste and greed.

Thanks,
Sam Lipman
814 19th St.
Santa Monica, CA 90403

From:	Sari Ehrenreich
To:	Planning Commission Comments; Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Elisa Paster; Richard McKinnon; Jim Ries
Subject:	Santa Monica Bay Towers /101 California OWNERS, SUPPORT the Miramar Project 100 %
Date:	Wednesday, September 2, 2020 11:23:30 AM

EXTERNAL

Dear Commissioners;

Hope you, and yours are well,

I am writing to you today to send my husband Dr. Harry Aronowitz and my support to the proposed Miramar project. As owners of a condo at Santa Monica Bay Towers,101 California, for the past 13 years,we have made it our business to be familiar with the project from day one. We have attended a multitude of community forums and presentations. And I, in the position as a one-time HOA board member.

We have gotten to know the key leads in this development Ellis O'Conner of MSD Hospitality,and Dustin Peterson of Athens Development. We have been very impressed as they continue to exude concern and affection for our community, as it is their own home. They have demonstrated fine character at every turn as they take in the critiques and adjust their plans accordingly,at great personal expense.

We are especially gratified how well they have addressed the concerns of our strangling parking and traffic issues. It is clear with the added parking spots that they will add within their property, room for all their employees and guests. A note to make here, in the time that this project has evolved,Uber ettc. has come into play,and many of their guests do not drive on to the property in their own cars. Which brings to mind the biggest issue at hand from the perspective of my home at 101 California. Many of my neighbors live in the past, and don't want to be confused with the facts. Nor have they taken the time to review all the alterations that the Miramar have made, while they keep barking about this big bad project.

Owners of 101 CA are also angry that some views will be blocked and are using other criticisms to help vail that singular concern. Sometimes you have to give a little for the greater good of the community's well-being.

We go on record stating:

We are completely in favor of the Miramar Project, as a Crown Jewel to our neighborhood. It is a design that will stand the test of time,and ultimately become an important destination like a giant trumpet welcoming you to Santa Monica. We are honored to have had a world class architect Cesar Pelli create this for "US".

Respectfully to our city planning commissioners,

Sari & Dr. Harry Aronowitz

--

Sari Ehrenreich Designs
sari@saridesigns.com
saridesigns.com
(310) 849-2822

From: James Hill
To: lan.dilg@smgov.net; Planning Commission Comments
Subject: Planning Commission - Wed 9/2 - Item 9-A; Miramar Redevelopment Project Recommendations
Date: Wednesday, September 2, 2020 11:31:25 AM

EXTERNAL

The proposed project should be revised.

- Given the size, density and location of the project, the Tier 3 impact fees (to be determined by the Santa Monica City Council) should be calculated and tripled; and
- A Social Services, Senior Services and Early Childhood contribution account should be created as part of the negotiated community benefits. Social services monetary contributions could be used to support a mental health van and a truck that could provide showers and bathrooms. Senior services monetary contributions could be used to build more affordable senior housing.

Thank you

James and Leigh Ann Hill
1138 20th Street, Unit 7
Santa Monica

310-315-9119

From:	Nancy Morse
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments
Subject:	9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Wednesday, September 2, 2020 11:32:30 AM

EXTERNAL

To: Planning Commissioners and Planning Management
Subject: Planning Commission 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
From: Nancy Morse

Please oppose the plans for the Miramar Hotel. There are many reasons this project is not a good fit for Santa Monica. These reasons are well spelled out in the email from Wilshire-Montana Neighborhood Coalition and Santa Monica Mid City Neighbors.

Please put this letter in the record.

-Nancy Morse

From:	Mike Salazar
To:	Planning Commission Comments
Subject:	Planning Commission Item 9-A tonight
Date:	Wednesday, September 2, 2020 11:34:31 AM

EXTERNAL

Please submit this email/letter of concern regarding item 9-A on tonight's Planning Commission agenda to the Commission members, staff and into the public record. Thanx:

Mike Salazar, Architect, Ocean Park
September 1, 2020

RE: Miramar Hotel review on Sept. 2, 2020.

Dear Planning Commissioners:

As part of your recommendations to the City Council to approve the Miramar Development Agreement, it is critical that this body recommend removal of the preservation Plan, the Historic preservation Interpretive Feature, and the myriad references to treatments of the Palisades Building, and placing preservation review before the Landmarks Commission to fulfill its duty to provide a thorough discussion, review and approval of the preservation plans for the Palisades Building, as well as the Moreton Bay Fig Tree – both important city Landmarks.

The current Development Agreement creates conflicts and conclusions that go against 'best practices,' that handcuff and restrict the Landmarks Commission's role and responsibility to objectively and fully apply the Secretary of Interior's Standards for the Treatment of Historic properties to the rehabilitation of the Palisades Building.

I have participated in the Santa Monica Conservancy's review as a member of its Advocacy Committee to express that organization's concerns. I support their letter and conclusions. However, I am writing to you today not as a Conservancy representative but as a resident, an architect, and one familiar with the process and standards as they apply to this project and its adequate review and approval.

On the upside, I am more than pleased to see that the Moreton Bay Fig Tree is being afforded its well-deserved spotlight, with what appears to be a well-thought-out positioning and protective policy to create a focal point in the proposed Miramar project for our future generations. But the Landmarks Commission should be able to fully weigh in on all preservation issues for this historic symbol of our city.

But of great concern is the questionable approach that this Development Agreement through the unvetted Preservation Plan apply to the (proposed) re-painted Palisades Building, including a Preservation Plan with a "cherry-picked" *period of significance* with no basis in the Palisades Building's STOA and Landmark findings. The DA as it stands denies the Landmarks Commission the necessary *full oversight* of the Palisades Building's rehabilitation.

This lack of full review goes against best practices and standards. Without the ability to comment on treatments to the character-defining features – treatments that alter the true 1924 period of significance – this building is in danger of once-again being misguidedly 'covered in paint' that permanently alters its landmarked exterior.

This Preservation Plan's creation of a 1940-50s hotel-era "period of significance" appears to be a "reverse-engineering" approach to make the Palisades Building more aesthetically 'palatable' in appearance to the proposed new hotel structure. However, the 2013 Final (Amended) STOA states that the Palisades Building is a rare example *of its time* (not of its *mid-life*), and is the only structure of significance on the property:

> "Section II. The Administration Building, Ocean Tower and the bungalows are excluded from the Landmark designation since each has undergone significant alterations that have diminished their respective [hotel-era] integrity."

So how can the 1924 Palisades Building be determined to represent a mid-life, hotel-era "period of significance" when the STOA says there is no "respective historic integrity" from the 1940-50s?

Further necessitating the Landmarks Commission's full oversight is the June 10, 2010 letter from the Project Team (pgs. 29-32 and the basis for the 2013 STOA's similar findings) wherein the Project Team concludes that the Palisades Building is recognized from its original 1924 "period of significance" with continually points throughout the applicable Criteria:

Criteria #1 discusses the hotel's history in terms of town formation, our identity as a tourist town, and as the hotel-apartment pattern of development [only in the 1920s]:
o "For these reasons, the subject property, independent of its improvements, may be considered significant."
o "It features rare residential element of Santa Monica's early resort past, the Palisades Wing."
o "The Palisades Wing is a rare local example of early twentieth century apartment hotel architecture, a type which has been found significant in the history of development of Santa Monica."
o As a rare local example of this important pattern of development, the Palisades Wing is significant under criterion 1."

Criteria #4 discusses architectural characteristics of the Palisades Building.
o "Of the existing buildings on the subject property, only the Palisades Wing has a distinguishing architectural characteristic as a relatively rare local example of *early twentieth century* Renaissance Revival multi-family residential architecture." [italics for emphasis]
o "…, the Palisades Wing may be considered significant for its style under criterion 4."

Criteria #4 then analyzes the site's other buildings for 'property' designation, noting, "No other building on the subject property is significant under criterion 4" – [This means nothing extant represents the 1940-50s faux "period of significance."]

Criteria #6 discusses the significance of the block, and then the Palisades building and its relationship to an adjacent-built 1926-affiliated beach club, "further connecting the Miramar Hotel to the sea." This is essentially an unspoken confirmation that the 1920s era is important, and the only period of significance for this Landmark (or worth mentioning).

By the Project Team's own 2010 letter, the now-proposed 1940-50s "period of significance" and other treatments compromising the Palisades Building are not appropriate, but will stand if this body does not recommend the removal of the myriad *preservation references* for the Palisades Building (including its the Rehabilitation Plan, the Preservation Plan and Historic Preservation Interpretive Feature) from the Miramar's Development Agreement to the Landmarks Commission's purview, in order to allow the Landmarks Commission to review, discuss and approve all preservation treatments to the Palisades building. It is not the role (nor community standards) of a Development Agreement nor of the Planning Commission to determine the "period of significance" and specific preservation plans and treatments.

I wholeheartedly support Conservancy's significant concerns, their proposed new language for the DA's Community Benefits (Section 2.8.2 for Historic Preservation), technical corrections and the Conservancy's call to ask this Project Team to consider additional preservation components for "enhanced" Preservation community benefits.

In addition to the above concerns (beyond those of the Conservancy), I have two additional preservation–related issues that further discussion and additional Planning and Landmarks Commission input: 1) The View Corridor to the Palisades Building, and 2) The Hotel dominating Palisades Building.

1. The View Corridor from Palisades Park (on the west) to the Palisades Building appears to be compromised by the "ground level" outdoor platform *elevated well above the historic ground level* from the Palisades Garden to just shy of Ocean Avenue. This elevated "ground level" negatively impacts the View Corridor requirements and intent, by raising "ground level" 10-feet or so close to the existing west sidewalk at Ocean Avenue.

This elevated "ground level" means that all pedestrians on the Ocean Avenue sidewalk will not see most or all of the Palisades Building. In fact, most car drivers (heading north will miss most of the Palisades Building. And then, those across the street at palisades Park will also have an abbreviated view. Given the topography, the "ground level" would be about 14-feet or more above Palisades Park.

While it may be argued that *most* of the building can be seen from across the street, or that this isn't a major slight to the View Corridor (EIR inadequacy), a major

character defining feature of the Palisades Building is its ground floor “base” covered in terra cota. The building’s ground floor is a critical part of the Landmark designation, yet this “ground level” treatment may block this major feature from most of the public’s view. The choice to raise the outdoor “ground level” and its resulting impact must have Landmarks Commission review.

2. The Palisades Building domination by the new construction is of concern as well, and is two-fold: a) a ‘grey-in-place’ paint scheme; b) New construction that crowds this landmark.

a). First comes the ill-conceived desire of the Project Team to alter the brick Renaissance Revival Palisades Building with a non-authentic paint finish, based on the inappropriate 1940-50s hotel-era “period of significance.” Upon reviewing the Project’s visual materials, it appears the Palisades may prematurely “grey in place.”

An illustrated perspective shows the “Palisades Garden” *west side* of the Landmark, and it appears to represent many gray tones (warm and cold) - (Sheet A-12, September 2, 2020) . This seems more the “trendy” representation of today’s many painted buildings, and something not appropriate for this 1924 landmark. While final colors surely are going to change, the Project is stuck on paint. Which points to why the Design Commission must have the role of review and approval of this and many design features.

b). Second and equally important is the way new construction dominates the Palisades Building, seemingly as close as practical in some views, as the “closeness” of the new construction towers over the landmark. Generally, Standards require new construction to not dominate Landmark structures, be compatible and sometimes subservient to landmarks, all-the-while differentiating itself (by varying digress). There are two sexy twilight illustrated aerial perspectives that show this, to varying degrees. Missing are necessary view perspectives, from the ground level, from the potential historic office building across the street on Second Street, from the north and east.

The new construction seems to almost want to ooze over the south end of the Palisades Building. Painting the Palisades only makes matters worse.

I hope the Planning Commission removes the mentioned preservation components from the DA to give and empower the Landmarks Commission the full duty to decide on all preservation-related matters for this Project as is best practices and standards for preservation projects. If no action is taken, this project will not fulfill the minimum expectations of Community Benefits for Historic Preservation that are standard best practices and meet all established preservation criteria.

Thank you for your time and consideration.

--

Mike Salazar

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From:	Julien Laracine
To:	Planning Commission Comments
Subject:	Miramar project
Date:	Wednesday, September 2, 2020 11:34:42 AM
Attachments:	image280264.png image212468.png

EXTERNAL

September 2, 2020

Planning Commission
City of Santa Monica
1685 Main St #3205
Santa Monica, CA 90401

RE: Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT

Dear Chair Lambert and Commissioners:

I am writing in support of the Miramar project.

This project has been through an extensive, years long process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of construction jobs, 100+ permanent hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Let's put Santa Monica back to work.

Thank you,

Julien

Julien Laracine
Managing Director

Santa Monica Proper Hotel
700 Wilshire Boulevard
Santa Monica, CA 90401

#1 Hotel in LA. #3 Hotel in the US.
Travel + Leisure World's Best Awards 2020

A Proper Hospitality Hotel

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From:	Kathy Irby
To:	Planning Commission Comments
Cc:	Mario Fonda-Bonardi; Shawn Landres; Leslie Lambert; Nina Fresco; Jim Ries; Elisa Paster; Richard McKinnon
Subject:	Support of Miramar Redevelopment Project
Date:	Wednesday, September 2, 2020 11:36:29 AM
Attachments:	image001.png image003.png

EXTERNAL

My name is Kathy Irby and I am writing this email to support the Miramar's Redevelopment project.

I believe there are numerous benefits of this redevelopment project which include numerous new construction and hotel jobs, economic benefits with increased revenues for the City of Santa Monica, internships annually for students at Santa Monica High Schools, and affordable housing just to name a few.

In addition, I want to speak to the fact that The Miramar understands the importance of being involved in the community and giving back. They have had a long standing partnership with the Santa Monica Police Activities League. I am on the PAL Board and have witnessed firsthand the financial and community support they have provided that has assisted PAL in providing a safe place where police officers can develop relationships with our most vulnerable youth. As we all know this is of such importance especially in the times that we are currently living in.

I ask that you consider voting in favor of the Miramar's Redevelopment Project.

I thank you in advance for your consideration.

Kathy Irby | Vice President
Commercial Bank of California
Direct: +1 310 873 5142
Email: kirby@cbcal.com

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From: Debra Liss
To: Planning Commission Comments; Council Mailbox
Subject: Miramar Expansion
Date: Wednesday, September 2, 2020 11:45:43 AM

EXTERNAL

To Planning Commission,

As a rent-controlled resident of 123 California Avenue I continue to strongly oppose the Miramar project as it would devastate the neighborhood and make the homes of residents who face the project uninhabitable for a period of years and severely impact other residents in proximity.

As the commission seems to believe that this mammoth project would be completed in 33 months – perhaps you could give an example of a similarly sized project in Santa Monica that developers completed on schedule.

If you do approve this monstrosity, would the developers provide a subsidy for tenants who would be forced to move to avoid years of vibration, dirt and debris, bad air quality, noise, and no fresh air in apartments that do not have air-conditioning – as we would not be able to open windows?

Again, I sincerely hope you do the right thing for the residents of California Avenue, Second Street and surrounding areas and do not approve this development in its current form. It is totally unsuitable for a residential neighborhood.

Thank You and Best Regards,

Debra Liss
debra.liss@roadrunner.com
Resident of 123 California Avenue

From: Libby Russell
To: Planning Commission Comments
Subject: Support for the Miramar Project
Date: Wednesday, September 2, 2020 11:49:03 AM

EXTERNAL

To the Santa Monica Planning Commision,

I would like to strongly voice my support for the Miramar project. The project will provide jobs, housing and tax revenue, which will be a massive boost for Santa Monica's economy. As a Santa Monica employee, I ask that you please recommend approval to the City Council.

Regards,

Libby Russell

From:	Jaleh MIRHASHEMI
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Andy Agle; George S. Cardona; Gigi Decavalles; Gleam Davis; Ted Winterer; Terry O'Day; Ana Maria Jara; Kristin McCowan; Mayor Kevin McKeown; Sue Himmelrich
Subject:	Item 9-A: Miramar Expansion Project Review - September 2, 2020 - VOTE NO ON EXPANSION DESIGN PLEASE!
Date:	Wednesday, September 2, 2020 11:52:00 AM

EXTERNAL

Dear Planning Commissioners,

In reviewing the Miramar expansion project tonight, please think and answer these questions. Miramar project double size of the original one, adding condos, and increasing circulation/traffic as a result of this huge development will benefit who? Developers, tourists, or residents who are already chocking with over/about 55 hotels in our small beach town, with increasing traffic and pollution and jeopardizing our safety. Is hotel/condo concept in addition to retail/housing concept considered a solution to the housing in the Santa Monica?

Your decision tonight will impact the future of our city forever! Please consider residents and their requests first! Please keep the Miramar hotel just as a hotel and with a reasonable size of a hotel.

Thank you,
Jaleh Mirhashemi
Santa Monica resident (20 years)

From:	Stefanie Feldman
To:	David Martin; Lane Dilg
Cc:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments
Subject:	Planning Commission – Wed., 9/2 – Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Wednesday, September 2, 2020 11:55:04 AM

EXTERNAL

Dear Commissioners,

I'm writing to you as I'm EXTREMELY concerned about the expansion of the Fairmount hotel on Ocean and Wilshire.

As a resident in downtown Santa Monica at 4th and Wilshire, there are many problems we already face including the fact that I don't feel safe in my own neighborhood anymore. By adding this expansion, it will bring more foot traffic and traffic on our streets. We pay enough money to live here and keep our city and neighborhoods beautiful. There is a certain charm that Santa Monica has and with this expansion we are taking away the true essence of this amazing beach city.

What do you really want Santa Monica to be, do you want it to turn into city full of nightclubs, restaurants and high rises? There is much better way to take care of the residents of Santa Monica who keep this place a desirable place to live. Please do not change that.

I already have enough issues with all the foot traffic, tourists and parking issues faced with living in a downtown area, let's not add to that problem. Please consider the residents first.

Thank you for your time,
Stefanie Feldman
Santa Monica Resident for 10+ years

From:	Neco
To:	Planning Commission Comments
Subject:	9-A. Recommendation to the City Council on Approval of 1133 Ocean Avenue
Date:	Wednesday, September 2, 2020 11:55:50 AM

EXTERNAL

Re Item **9-A. Recommendation to the City Council on Approval of 1133 Ocean Avenue September 2, 2020 meeting**

I have not read all of the reports, recommendations, proposals, objections, supportive statements, therefore, I do not take a strong position, except to note the following:

The Applicant / Owner seems to have made good faith efforts to be responsive to the many viewpoints of the various communities and interested parties. That is to be applauded. But that does not mean the most recent versions or proposals should be approved, or that there should be recommendations of approval.

There should only be vehicular entrances and exits on Wilshire Boulevard and Ocean Avenue. The concerns voiced by the community regarding traffic and vehicular impacts on 2nd St. and California Ave should be well taken. The traffic impact will be particularly acute when there are ballroom events, such as conferences, trade shows, celebrations, etc.

I am concerned about the stability of the bluff and California incline, and so worry that digging deep, etc., might have a negative impact, in the short, medium, or long term.

I think I would prefer more actual community open space.

I also think I might prefer something more akin to a renovation and update, including to balconies, facade, etc., than re-construction.

I hope the one time real property transfer tax is not influential in determining whether to allow condominium units.

I understand the desire for more tax revenue, however, ...

I hope the planning commission, and thereafter the City Council acts wisely, taking first and foremost into consideration how the residents in the immediate neighborhoods might be negatively affected, followed by considerations of tax revenue, tourism, hotel workers and unions, etc.

Neco
Sept. 02, 2020 approx. 11:55am

From:	Lindsay Nordberg
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; Lane Dilg; David Martin; Jing Yeo
Subject:	Local resident/ oppose Fairmont Miramar expansion
Date:	Wednesday, September 2, 2020 11:58:47 AM

EXTERNAL

Hello,

As a local resident living at the corner of 4th and California for 3 years and the corner of 5th and California for 3 years, I oppose the expansion of the Miramar Hotel.

The expansion will alter the historical energy that the hotel currently occupies as well as the larger city as a whole.

In addition, I strongly second all the statements below:

1) As planned this hotel's three entrances on Ocean, California, and the hotel entrance on 2nd Street rather than Wilshire, drastically impact four intersections including PCH and California Incline and causes the functional collapse of 2nd Street and California.
2) The Wilshire main entrance is an established part of the Miramar history that works well. The project simply tears it down altogether to double the project's size.
3) The project does not present a functional circulation system for a hotel twice the current size in relation to its existing neighborhood to minimize the traffic and parking impacts.
4) The project has ignored the many, repeated requests from residents and Wilmont to keep the main entrance on a major boulevard.
5) California and Second Street are narrow neighborhood streets, with California being the beginning of the California Incline and 2nd Street already burdened with a hotel entrance, loading dock, no left hand turn lane going south and medians and residential street parking north of California. Shifting car traffic onto these streets project will produce the opposite of the LUCE mandates to reduce congestion, improve circulation and enhance the pedestrian experience.
6) This is a showcase site identified in the LUCE that could be of exceptional planning and design due to its prominent location, unobstructed ocean views and visual connection to Palisades Park. The Miramar project doubles site development for no other reason than to maximize economic return at the expense of the neighborhood.

7) Eliminating the condos will open up the site and reduce the massive wall on 2nd Street.
8) Luxury condos don't create a community or benefit hotel workers, no transit occupancy tax will be received from them.
9) A far superior project would eliminate the California building to open this Ocean Avenue parcel to Palisades Park and the rest of the hotel open space as well as improving the vista from the Park to the east.
10) Returning the northwest corner to a verdant space would welcome visitors to Santa Monica and improve the Ocean Avenue pedestrian experience. Guest rooms can be moved to the Wilshire side of the parcel, placing the 130-foot height toward Downtown.
11) No food or beverage rooftop services should be allowed either in the California location because of the noise impacts to the neighborhood.
12) Readjust height of remaining hotel buildings so highest height of 130 feet is closest to Wilshire and not in center of site.
13) This project doubles the size of the current site while keeping the same number of hotel rooms, and adding painful and permanent burdens for its neighborhood as well as additional costs for the City, largely for luxury condos.
14) Residents aren't getting real and needed community benefits that would compensate for the many significant entitlements the developer receives.
15) A Social Services, Senior Services and Early Childhood contribution account should be created as part of the negotiated community benefits. Social services monetary contribution could be used to support a mental health van and a Lavamae truck that could address physical needs by supplying showers and bathrooms. Senior services monetary contribution could be used to continue to support and expand affordable senior housing through cash contributions and building senior housing.
16) Given the size, density and location of this project the Tier 3 impact fees, to be determined by City Council discussion, should be calculated and tripled for this ELS project.
17) In exchange for being able to build up to 130' under the LUCE and the DCP the City can and should require more affordable housing. The condos are not a quid pro quo for affordable housing, they are just a financing tool for the developer.
19) Whatever the number of 100% affordable units that can be built at 2nd Street site should be doubled in keeping with the hotel size.
20) Publicly accessible open space is a priority community benefit but 80% of the site's open space will not consistently available, if at all, to non-hotel guests. Publicly accessible open space at the corner of Ocean and Wilshire should be open 365 days a year with the same park hours as Reed Park. This requirement must survive a change in ownership.

21) The applicant should pay for City Park Patrol for Palisades Park, Reed Park and Douglas Park for a period of 55 years, the period of time outlined in the draft Development Agreement. The preservation of these parks is as important to the Miramar project as they are to the residents and our park-poor City.

Thank you for your consideration and I hope the expansion is not approved,
Lindsay Nordberg

From:	mdosti
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Subject:	Oppose Miramar Hotel Expansion
Date:	Wednesday, September 2, 2020 12:00:10 PM

EXTERNAL

Dear commissioners,

I urge you to consider the negative impact on the residential and commercial areas surrounding the Miramar Hotel. I strongly oppose the expansion of the Miramar Hotel and concur with all points outlined in Mid City Neighbors letter to you.

Undoubtedly, this expansion will create a tremendous amount of traffic and clog up an already congested area, especially, the entrance to PCH on California that is already a parking lot during the summer months. It will also create a lot more foot traffic making it impossible to cross streets in your car. Not to mention the added air and noise pollution.

Allowing the expansion of the Miramar Hotel will create bad blood between the city and its residence. We residents have had enough of the over development of the Downtown area that keeps encroaching into residential neighborhoods. Please Stop.

Thank you for listening,
Marya Dosti

.....
Marya Dosti • (310)266-3793

From:	Lisa Lipman
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Subject:	Miramar Expansion -Strongly Oppose!!
Date:	Wednesday, September 2, 2020 12:02:38 PM

EXTERNAL

Hello,

as a long time Santa Monica resident of over 30 years, back in the day when this is a lovely beach community, I strongly oppose the expansion of the Fairmont hotel. The city has been taken over by greedy developers, which is turned our beautiful beach community into an overcrowded, traffic ridden monstrosity, due to the over expansion of a myriad of mixed use buildings, hotels, offices, affordable housing buildings, that are taking up almost every block of our beautiful city. The city says to support local, but how is that possible, as if we're lucky, there's maybe a handful of local businesses left to support. It's time to bring these local businesses back to our community and support them and help them thrive.

Undoubtedly, this expansion will create a tremendous amount of traffic and clog up an already congested area, especially, the entrance to PCH on California. It will also create a lot more foot traffic making it impossible to cross streets in your car.

I strongly oppose this proposed expansion and urge you to reject it and put it to rest, once and for all.

Thank you,
Lisa Lipman

Sent by wave of my magic wand

From:	Suzan Filipek
To:	Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	Letter re 9A/Miramar/Planning Commission Hearing
Date:	Wednesday, September 2, 2020 12:03:08 PM
Attachments:	SMBTOALetter.docx

EXTERNAL

September 2, 2020

Re: Planning Commission, Wed 9/2, Item 9-A: Miramar Redevelopment Project Recommendations

Chair Lambert and Planning Commissioners:

The Santa Monica Bay Towers Homeowners Association (SMBTHOA) writes on behalf of the owners of units in the condominium building located at 101 California Avenue.

We write to express our deep concern with respect to the proposed redevelopment project. We strongly feel that this project as currently designed is incompatible with the interests and values of residents in the neighborhood surrounding the Miramar site and Santa Monica more generally. The proposed project runs directly counter to the priority that Santa Monica residents have always given to open space, low density, environmental sustainability and pedestrian mobility. These are the qualities that give Santa Monica its special character, which is placed at risk by the proposed project.

A fundamental deficiency is the decision to situate the main entrance on Second Street and the service entrance on California Avenue, rather than using the existing main entrance on Wilshire Boulevard. Illogically, this design will drive traffic away from a wide street that can accommodate significant traffic flow to two smaller streets that will not. This will result in intense traffic congestion on Second Street and California Avenue, resulting in increased air and noise pollution from standing and slow-moving vehicles, which in turn will impact adversely the public health and property values in the immediately surrounding neighborhood. In particular, the intense vehicular traffic will adversely impact the thousands of pedestrians and e-scooter riders that currently travel along California Avenue to the incline for beach access. Even under current traffic flow patterns, these adverse effects emerge on weekends and holidays and would therefore be exacerbated significantly by the proposed project.

An additional deficiency is the decision to locate the 130-foot building in the center of the site rather than closer to Wilshire Boulevard. Santa Monica has always wisely chosen to favor low-rise housing throughout the city and, as such, has confined high-rise buildings to a handful of sites in the near vicinity of downtown Santa Monica. It would be far more consistent with this historical policy, and underlying town planning principles, to locate the project's tallest building as close as possible to the existing high-rise buildings that run along Ocean Avenue immediately south of Wilshire Boulevard. Doing so would preserve the economics of the project while minimizing the visual obstruction and related environmental effects imposed on existing owners and tenants of commercial and residential properties in the immediate vicinity.

Lastly, we are concerned that the project reserves a comparatively small amount of open space that would be consistently available for use by members of the public. Given that the developer received an exceptionally generous variance from otherwise applicable 50-foot height restrictions, it is only fair that the project take more meaningful steps to reserve significant open space for all Santa Monica residents and visitors to enjoy.

During these challenging times, it is important that Santa Monica remain faithful to its historical commitment to an urban planning policy that takes into account the full range of community interests. We appreciate that the Miramar site is ready for redevelopment and are confident that an appropriately designed plan would make a positive contribution in line with Santa Monica values. The current proposed project is *not* that plan and we urge the Planning Commission to reject it.

Respectfully,

Members of the Board of Directors of Santa Monica Bay Towers Homeowners Association

From:	Lee Stapleton
To:	Leslie Lambert; Richard McKinnon; Elisa Paster; Shawn Landres; Mario Fonda-Bonardi; Jim Ries; Nina Fresco; Clerk Mailbox; Planning Commission Comments; David Martin; Lane Dilg; Jing Yeo
Cc:	Marya Dosti
Subject:	Oppose Fairmont Expansion
Date:	Wednesday, September 2, 2020 12:03:11 PM
Attachments:	Outlook-hpw5skyq.png

EXTERNAL

I am writing opposing the expansion of the Fairmont Hotel on ocean and California. Undoubtedly, this expansion will create a tremendous amount of traffic and clog up an already congested area, especially, the entrance to PCH on California. It will also create a lot more foot traffic making it impossible to cross streets in the car.

I am a resident at 1111 4th st. Santa monica ca 90403.

Thanks,
Lee

Lee G. Stapleton
Chief Marketing Officer

EMQQ

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EMQQ Turns 5! Watch the team ring the Opening Bell at NYSE here: https://livestream.com/NYSE/EMQQOpeningBell2019

From:	cstecher@earthlink.net
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Cc:	Lane Dilg; David Martin; Jing Yeo
Subject:	Planning Commission - Wed., 9/2 - Item 9-A: Miramar Redevelopment Project Recommendations
Date:	Wednesday, September 2, 2020 12:12:32 PM

EXTERNAL

Dear Members of the Planning Commission and All:

The Miramar Redevelopment Plan is before you with yet another set of proposals that the surrounding community as well as all of the City find objectionable. Most notably:

1. The revised plan removes the historic and functional hotel entrance on Wilshire Blvd and proposes replacing it with three entrances on Ocean, California, and 2nd Street. This will drastically impact the vehicular traffic at the four intersections at the corners of the property, including PCH and the California Incline, and would lead to the functional collapse of 2nd Street and California as avenues for any mode of local traffic – pedestrian and bicycle as well as automobiles.
2. The proposed project is simply too dense for that corner. The skyline will be forever altered for residents of Santa Monica on a proposal that continues to turn Santa Monica into Miami Beach, with a wall of tall condos, apartments and hotels all along Ocean Avenue.
3. The sheer mass of this project, as well as the predominately residential character of the neighborhood, demand that the City ensure that the community benefits both stay in the neighborhood and are determined by the neighborhood.

Thank you for your attention and consideration,

Cheryl Stecher

Cheryl Stecher, Ph.D.
27-year resident of Santa Monica: 1032 Franklin Street
cstecher@earthlink.net
Cell: 310-892-5580

From:	Wendy Dembo
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments
Subject:	The "new" Miramar isn"t right for Santa Monica
Date:	Wednesday, September 2, 2020 12:15:38 PM

EXTERNAL

To Whom It May Concern:

Please do not approve of this gigantic monstrosity. While Santa Monica is no longer a sleepy little beach town, there is no reason to push it into being a beach in Las Vegas.

The new plans for the Miramar are totally out of step with the vibe and feel of Santa Monica.

It is just garbage that Dell is saying that it won't be profitable if he doesn't build luxury condos. The man is worth 27 BILLION dollars. Why should Santa Monica pay for his greed?

As you know, most residents of Santa Monica, will never ever stay in this hotel or any other. If you are going to approve this to help fund pensions, please figure out another way. Santa Monica doesn't need another GIGANTIC hotel. We need a park.

Dell can remodel if he likes, but there is no reason for him to build new luxury condos. He doesn't need the money. And Santa Monica residents need the sky.

The hotel is too large. It looks like someone plopped a cruise ship on the corner of Wilshire and 2nd. It is going to cause terrible back-ups at the California Incline.

Have any of you ever watched the traffic patterns in the morning and the afternoon? I walk to the beach almost every day and during normal times, which will return, hopefully, there is a HUGE back-up to turn right onto Ocean.

Also, when Dell bought the hotel, he kept someone on the deed so that he doesn't have to pay the taxes for a new purchase. He is stealing money from the schools. He is paying 1970 Proposition 13 taxes for a 2010 (?) purchase. It is not right.

With great concern,

Wendy Dembo
Santa Monica, resident, property owner and voter.

From:	Ricks, Michael R
To:	Planning Commission Comments
Subject:	Letter of support
Date:	Wednesday, September 2, 2020 12:18:10 PM
Attachments:	Miramar project sample letter.docx

EXTERNAL

Please see attached.

Thanks,
Michael

This message is intended for the sole use of the addressee, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the addressee you are hereby notified that you may not use, copy, disclose, or distribute to anyone the message or any information contained in the message. If you have received this message in error, please immediately advise the sender by reply email and delete this message.

September 2, 2020

Planning Commission
City of Santa Monica
1685 Main St #3205
Santa Monica, CA 90401

RE: Item 9.A - Recommendation to the City Council on Approval of 1133 Ocean Avenue (Fairmont Miramar project) - SUPPORT

Dear Chair Lambert and Commissioners:

I am writing in support of the Miramar project.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica and to Providence Saint John's Health Center, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the staff recommendation and send this project to the City Council with a recommendation for approval.

Respectfully,

Michael Ricks
Chief Executive
Providence Saint John's Health Center

From:	Nikki Kolhoff
To:	Leslie Lambert; Shawn Landres; Jim Ries; Nina Fresco; Mario Fonda-Bonardi; Richard McKinnon; Elisa Paster; Planning Commission Comments; David Martin; Jing Yeo
Subject:	Fw: FOSP: Planning Commission 9/2/20 item 9-A -- Miramar Expansion Project
Date:	Wednesday, September 2, 2020 12:19:10 PM

EXTERNAL

Dear Planning Commission -

I oppose the expansion of the Miramar hotel before you tonight for the reasons set forth below in the objection from FOSP.

I also want to add that support by the developer of the school district should have no bearing on your decision. It is shameful that Dell avoided paying millions in property taxes to our schools each year through the structuring of the purchase and then was given an award by our PTA Council for an annual donation averaging $15,000 while this project has been before the City. Clearly Dell came out ahead on this calculation. PTA Council did not consult with its Unit members on this award and it's unlikely that the school community would generally support the appearance of pay-to-play, just as the school community was livid when SMEF sent a letter to City Council in support of The Plaza after receiving a $75,000 donation from that developer over two years.

Regards,
Nikki Kolhoff
Santa Monica Resident and Voter

From: zinajosephs@aol.com
To: leslie.lambert@smgov.net, shawn.landres@smgov.net, jim.ries@smgov.net, nina.fresco@smgov.net, mario.fonda-bonardi@smgov.net, richard.mckinnon@smgov.net, elisa.paster@smgov.net, planningcomment@smgov.net, david.martin@smgov.net, jing.yeo@smgov.net
Cc: zinajosephs@aol.com
Sent: 8/31/2020 8:51:17 PM Pacific Standard Time
Subject: FOSP: Planning Commission 9/2/20 item 9-A -- Miramar Expansion Project

August 31, 2020

To: Planning Commission

From: Board of Directors, Friends of Sunset Park (FOSP)

RE: 9/2/20 agenda item 9-A – **Miramar Expansion Project**

The FOSP Board opposes the project as currently proposed. We urge the Planning Commission to recommend that the developer do the following:

1) Re-design the project without the condominiums, and

2) Re-design the circulation element of the proposal.

Circulation -- The current plan proposes to close the existing entrance/exit on Wilshire Blvd., a main thoroughfare, and move all the visitor traffic to narrow 2nd Street. This makes no sense.

Imagine a banquet ending late at night, and all of the attendees trying to get onto Wilshire Blvd. from 2nd Street – it would be a nightmare. Some drivers would inevitably lose patience and, instead of heading south to Wilshire, head north into the residential section of Wilmont in an attempt to get home. How would this improve the quality of life for residents? Or is that even a consideration?

Even though residents repeatedly asked that the EIR study keeping the entrance/exit on Wilshire, that request was ignored.

Condos -- Residents also asked that the developer not build 60 new 3,000 sq ft condominiums on the upper floors of the new building. Adding nearly 200,000 sq ft of luxury condos adds quite a bit to the height of the building, creating a 130-foot wall along 2nd Street.

The project **doubles** the size of the Miramar from about 250,000 sq ft to about 500,000 sq ft.

70% of that increase is for the condos, as there's little increase in the number of hotel rooms.

The condos may appeal to wealthy out-of-towners who are looking for a second or third vacation home and can afford $8 million for a condo. But it will do little to benefit the community (especially nearby residents who will have to cope with increased traffic noise and congestion), promote sustainability (tearing down all but one of the existing hotel structures and doubling the size surely cannot be water neutral!), or increase city revenues.

For these reasons, t**he FOSP Board opposes the project as currently proposed.** Again, we urge the Planning Commission to recommend that the developer do the following:

1) Re-design the project without the condominiums, and

2) Re-design the circulation element of the proposal.