

**From:** [Mike Damerell](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Jim Ries](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Elisa Paster](#); [David Martin](#); [Jing Yeo](#); [Planning Commission Comments](#)  
**Subject:** Oppose - Miramar Expansion Project  
**Date:** Thursday, September 3, 2020 9:03:10 AM

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EXTERNAL

I'm writing to you to ask that you oppose the Miramar Expansion Project. I lived at 3rd and California for a number of years and know the area very well. My concerns are:

- The impact to second street in terms of the increased traffic on a small street
- The aesthetics from the back of the building of looking at a huge wall
- The historical significance of the hotel and the loss of that architectural landmark to Santa Monica
- The current density within Santa Monica and the increased traffic of adding more hotel space with more tourists

Thanks for your consideration,

Michael Damerell  
Santa Monica Resident

**From:** [Rabbi Neil Comess-Daniels](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Fairmont Miramar hotel  
**Date:** Thursday, September 3, 2020 1:48:24 PM

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EXTERNAL

Dear Commissioners,

I am Rabbi Neil Comess-Daniels. I recently became the Rabbi Emeritus of Beth Shir Shalom synagogue (19th St. and California Ave.), after 29 years. I am also the Clergy-in-Residence for Clergy and Laity United for Economic Justice - LA (CLUE-LA ).

I write in support of the proposed renovation of the Fairmont Miramar Hotel.

I support this project because it will provide many living-wage jobs and 42 affordable housing units that Santa Monica so desperately needs.

I hope the Commission and the City Council will ensure the affordable housing component moves forward as quickly as possible by implementing a restriction on the number of times the project can unsuccessfully apply for a 9% tax credit award before being required to move ahead as a 4% tax credit project.

Implementing such a requirement will ensure the project moves expeditiously and ultimately gets built since the applicant/owner (Ocean Avenue, LLC) has committed to supplying the necessary gap financing whether the affordable component moves expeditiously as a 9% tax credit deal or a 4% tax credit agreement.

Thank you,  
Rabbi Neil Comess-Daniels

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**PLEASE NOTE MY NEW EMAIL:**  
**[RABBI NEIL@BETHSHIRSHALOM.ORG](mailto:RABBI NEIL@BETHSHIRSHALOM.ORG)**

***Neil Comess-Daniels*** Rabbi Emeritus Beth Shir Shalom



Mobile: 310-980-3529

Email: [rabbineil@bethshirshalom.org](mailto:rabbineil@bethshirshalom.org)

Skype: *Neil Comess-Daniels*

Website: [neil@larabbineil.com](mailto:neil@larabbineil.com)

Website: [www.larabbineil.com](http://www.larabbineil.com)

Email for weddings and life cycle events:: [neil@larabbineil.com](mailto:neil@larabbineil.com)

Website for weddings and life cycle events:: [www.larabbineil.com](http://www.larabbineil.com)

photo



New email: [RABBINEIL@BETHSHIRSHALOM.ORG](mailto:RABBINEIL@BETHSHIRSHALOM.ORG)

"DON'T WASTE ANYTIME IN MOURNING - ORGANIZE!" Joe Hill

**From:** [Melissa Zak](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** FW: Traffic Information from Applicant EIR Comment Letter  
**Date:** Friday, September 4, 2020 12:53:21 PM

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**From:** Heidi von Tongeln <Heidi.vonTongeln@SMGOV.NET>  
**Sent:** Friday, September 4, 2020 10:33 AM  
**To:** Melissa Zak <Melissa.Zak@SMGOV.NET>  
**Subject:** FW: Traffic Information from Applicant EIR Comment Letter

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**From:** Dustin Peterson <[dpeterson@athensdevco.com](mailto:dpeterson@athensdevco.com)>  
**Sent:** Thursday, September 3, 2020 2:18:18 PM  
**To:** richard mckinnon <[richard@richardmckinnon.com](mailto:richard@richardmckinnon.com)>; Shawn Landres <[Shawn.Landres@SMGOV.NET](mailto:Shawn.Landres@SMGOV.NET)>; Leslie Lambert <[Leslie.Lambert@SMGOV.NET](mailto:Leslie.Lambert@SMGOV.NET)>; Mario Fonda-Bonardi <[Mario.Fonda-Bonardi@SMGOV.NET](mailto:Mario.Fonda-Bonardi@SMGOV.NET)>; Jim Ries <[Jim.Ries@SMGOV.NET](mailto:Jim.Ries@SMGOV.NET)>; Nina Fresco <[Nina.Fresco@SMGOV.NET](mailto:Nina.Fresco@SMGOV.NET)>; Elisa Paster <[epaster@glaserweil.com](mailto:epaster@glaserweil.com)>  
**Cc:** Paula Larmore <[plarmore@hlkklaw.com](mailto:plarmore@hlkklaw.com)>; Ellis O'Connor <[eoconnor@msdhotel.com](mailto:eoconnor@msdhotel.com)>  
**Subject:** Traffic Information from Applicant EIR Comment Letter

EXTERNAL

Commissioners –

Thank you again for the time last night. Our traffic engineer Linscott, Law and Greenspan (“LLG”) was in a remote location last night and was not able to get me some relevant information that was included in our DEIR comment letter regarding the DEIR traffic and circulation study completed by Fehr and Peers. Given the conversation last night around circulation and California Avenue, I wanted to send along his comment to me (in blue) and point out this section of our DEIR comment letter drafted by LLG in their review of the Fehr and Peers traffic study (in yellow highlight) for your consideration in addition to the studies of the changes to the California Avenue driveway.

In response to any questions that you may get asked about the employee driveway on California, by some Commission members, that the proposed employee driveway will result in increased traffic at the Ocean Avenue/California Avenue intersection. As we noted in our comments to the Draft EIR, the City’s traffic study shows a net decrease in peak hour trips through the intersection during the peak hours, which we can attribute to the relatively small number of net new vehicle trips generated by the project, as well as improved efficiencies in the project’s site access and circulation plan, including elimination of valet trips to the 2<sup>nd</sup> Street lot and bringing employee parked vehicles on-site. For quick reference, our comment is highlighted below.

Intersection No. 3: Ocean Avenue and California Avenue. Table 6 in the Traffic Study indicates that the Project will cause a significant impact at this intersection in the AM and PM peak hours in the Approval Year. However, in review of traffic volumes during the peak

hours, the volumes at the intersection are actually expected to *decrease* during the affected hours with the Project. For example, according to the traffic volume figures provided in Appendix B1 of the Traffic Study, the intersection will have one *less* trip in the Approval Year with the Project as compared to the Approval Year without the Project during the AM peak hour. For the PM peak hour, the intersection will have eight *less* trips in the Approval Year with the Project as compared to Approval Year without the Project.

Thank you for your continued consideration on this.

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

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**From:** [Faustino Garza](#)  
**To:** [Planning Commission Comments](#)  
**Cc:** [Council Mailbox](#)  
**Subject:** Miramar Expansion Project  
**Date:** Friday, September 4, 2020 12:42:45 PM

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EXTERNAL

I am a homeowner and resident of Santa Monica since 1987.

I and my family are deeply concerned by the amount of development that has taken place in Santa Monica since we moved here. The overdevelopment of our city has resulted in unbearable traffic congestion, high levels of noise and pollution, and more stress and cost to us with regard to public services. Overdevelopment has added to the daily stress and tension among those of us that live here. It has changed the small beach-town character of the city and generally made Santa Monica a less desirable place for us to live.

The proposed Miramar Expansion Project will compound these overdevelopment problems. It is much too large and intrusive for our town. It will disrupt traffic in an already busy part of town, block views and light for the surrounding area and may even pose environmental risks with regard to the stability of the nearby palisades bluffs. The Project will leave us residents with few to no benefits and only make living conditions permanently worse for those of us that live here.

We wish to go on record for strongly opposing the project as currently proposed. If any project is to be approved, it needs to be significantly down-scaled to include improvements but minimal expansion if any at all.

We wish the Planning Commission and the City Council would stop selling out us residents to promises of more low-income housing units, additional jobs and monetary compensation. Our city is already overbuilt. Please stop making our town a worse place to live. Enough is enough!.

Faustino Garza  
1351 Pacific Street  
Santa Monica 90405

**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 Bay Tower Homeowners Association re Santa Monica Miramar Project  
**Date:** Monday, September 7, 2020 4:13:11 PM  
**Attachments:** [Miramar Project, Santa Monica Bay Towers Homeowners Association.pdf](#)

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EXTERNAL

Dear Members of the Santa Monica Planning Commission,

I have attached comments refuting the position taken by the Santa Monica Bay Towers Association on behalf of the owners. I wanted to make this additional information available to you prior to the continuation of the hearing this coming Wednesday with respect to the Santa Monica Miramar Project.

Respectfully

--

Jerry Solomon  
310-633-3050

September 5, 2020

To: City of Santa Monica Planning Commissioners

Re: Santa Monica Miramar Project

Subject: Comments to Letter Submitted by the Board of the Santa Monica Bay Towers Homeowners Association.

My name is Jerry Solomon, a thirty plus year resident of Santa Monica. I am an owner of a residence at 101 California Avenue as well as a former board member of the Santa Monica Bay Towers Homeowners Association. My son, David, is also an owner of a residence at 101 California Avenue and formerly served as a board member. The comments contained herein incorporate both our positions.

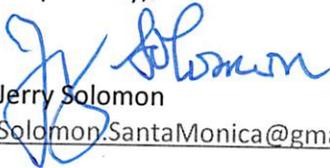
We have been owners at 101 California for many years and have attended most but not all the board meetings. I was dismayed when I reviewed a comment letter from the Board of The Santa Bay Towers Homeowners Association to the Planning Commission last week related to the Board's position with respect to the Santa Monica Miramar project.

I wish to refute or challenge the unsigned letter submitted by the Board of the Santa Monica Bay Tower Homeowners Association that was written "**on behalf of the owners of units in the condominium building located at 101 California Avenue**". Since I am one of the owners, I was not apprised of the comments being made on my behalf. The Board at a minimum should have signed their letter to approve its authenticity and better yet had owners sharing their position sign the letter as well.

**The Board did not take a poll or perform any due diligence of the owners' position on the matter of the Santa Monica Miramar Project.** Board meetings, minutes and communications to owners never included the position now being taken by the Board on behalf of all the owners. Approximately fifty percent of the current ownership live offsite and whose voices may not have been heard on this matter.

**It is my opinion and that of other owners who are in favor of the Santa Monica Miramar Project that the Board position is not necessarily a representation of a majority of the owners.**

Respectfully,



Jerry Solomon

Solomon.SantaMonica@gmail.com (310)-633-3050

**From:** [Alice Lynn](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Jim Ries](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#)  
**Subject:** Prosed plans for the Fairmont Hotel  
**Date:** Monday, September 7, 2020 9:07:34 PM

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EXTERNAL

Dear Planning Commissioners,

I am writing as a long time tenant having an office in the two story brick building located at 1137 Second Street since 1977. I along with many other psychotherapists have offices in this building which faces the Fairmont Hotel.

It has come to my attention that the original plans for an expansion of the Fairmont have now been replaced with a much more enlarged plan, which will in effect have a dramatic and negative effect on our building and the ability to continue working in a quiet environment during construction, as well as creating a permanent problem after moving the entrance to Second Street. Additionally, all the ocean views from our office suite which faces Second Street, will be lost due to the monstrosity of the plans proposed.

I want to voice strongly my concern that the whole aesthetic of the Hotel which has seen many changes over the years will be totally lost with the new proposal. Not only will it greatly disrupt the traffic flow on Second Street by having the main entrance located there, but it will add additional noise to an already busy street.

It seems that the most viable entrance should remain on Wilshire Blvd. not on either Second or California. Already the traffic coming up and down the California Incline is congested. Adding more condos and thus tenants to this mix seems absolutely foolhardy and will make traveling to and from Santa Monica very, very difficult.

I implore the Commissioners to reconsider these current proposed plans, and go back to the drawing board for a much more manageable change to the Fairmont, keeping the entrance on Wilshire which will have the least disruption to the community, and in keeping the number of Condos to a minimum.

I appreciate your consideration.  
Most sincerely,  
Alice Lynn

*Alice Lynn, M.F.T.  
1137 Second Street, Suite 204  
Santa Monica, CA 90403  
310-395-0999*

**From:** [William Stadiem](#)  
**To:** [Jim Ries](#); [Nina Fresco](#); [mario.fonda@smgov.net](mailto:mario.fonda@smgov.net); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#); [Lane Dilg](#); [David Martin](#); [Jing Yeo](#); [Leslie Lambert](#); [Shawn Landres](#)  
**Subject:** Miramar Concerns  
**Date:** Tuesday, September 8, 2020 8:45:42 AM

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## EXTERNAL

Dear Planning Commissioner,

Because the Planning Commission has wisely extended its consideration of the highly controversial Miramar expansion project, I just wanted to stress three main points I believe spring to the fore here.

1. The presence of 60 condominiums, among the world's most expensive, will double the building density on the site yet provide no tangible benefit to the city and to the adjacent residential neighborhood. On the contrary, they will greatly add to our traffic woes, pollution and dangers to pedestrians and cyclists, while underscoring the "let them eat cake" exclusionary fortress nature of the new Miramar.
2. The project's center of gravity should refocus the hotel's main entrance onto its present location on Wilshire Boulevard, which has been abandoned without due deliberation and community input. That this is being rammed through during our pandemic, when normal in-person discussion and protest could be deleterious to our health, underscores the rush to judgment impression created here. Where's the fire?
3. The garage entrance on California Avenue must be abandoned as a very likely traffic disaster.

Thanks for your serious and sensitive review, as this project, like a diamond, is forever.

William H Stadiem  
101 California Avenue, Apartment 607  
Santa Monica, CA 90403

**From:** [William Stadiem](mailto:whstadiem@mac.com)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Tuesday, September 8, 2020 9:26:13 AM

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**From:** whstadiem@mac.com <William Stadiem>

**Message:**

I have lived happily in Santa Monica for over 35 years. This "let them eat cake" project will badly disrupt a serene neighborhood for 3-5 years and then be completely out of touch with it for decades to come. The new hotel and condos are totally at odds with our community's democratic and diverse character, as well as its human scale. It's far better suited to Miami Beach.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million-a-piece. Furthermore, **he is potentially violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. **And it would change the city forever, sending a message that it is exclusively for the wealthy.**

Michael Dell's proposal is:

- Twice the size of the current property and includes ***\$850-per-night hotel rooms and 60 luxury condos***, some being sold for up to \$10M, making it a playground for the uber-rich only.
- **To our knowledge, it is the only giant commercial real estate project bordering on a residential neighborhood in our city.**
- Only proposing 42 units of affordable housing, while building a hotel, 60 condos, and

retail space that just the world's rich will be able to afford. This is, in fact, a potential major violation of Santa Monica's affordable housing laws, which requires at least the same square footage as the condos. If Dell was to follow the law, this would mean dramatically more new affordable housing units. During an affordable housing crisis with people possibly being evicted due to the COVID-19 pandemic, this "community benefit" is ***not nearly enough*** to offset the harm this project will create in Santa Monica.

- Responsible for creating thousands of extra car trips per day, ***clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking*** with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better for this.

Yours,

William Stadiem

Santa Monica

California

**From:** [Mudita Bahadur](#)  
**To:** [Shawn Landres](#); [Leslie Lambert](#); [Jim Ries](#); [Richard McKinnon](#); [Elisa Paster](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#);  
[Planning Commission Comments](#)  
**Subject:** STOP Miramar Monster  
**Date:** Tuesday, September 8, 2020 9:27:25 AM

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EXTERNAL

Dear Planning Commissioners,

I am writing as a long time tenant since 2001 in the two story brick building across the street from the Miramar - 1137 2nd Street.

I want to voice my strong opinion against the current plans for the new hotel. The current plans for a 4-6 story building all around that block will destroy the aesthetic of the area, and create a blockade of the ocean breeze, view, and sunshine for the community. Additionally, the plan to move the entrance from Wilshire to the quieter 2nd Street will create nightmare traffic for the residential area, and backlog between both the Miramar and Huntley hotels.

Please consider keeping the the entrance on Wilshire to keep traffic flowing more smoothly. And also please consider reducing the height on the building to 2 stories to keep Santa Monica from being overdeveloped and destroyed.

Lastly, I'm very concerned about the environmental impact of so much construction on our already fragile Palisades Park and the bluffs. Any revenue the city might get from this project would be spent three-fold in trying to undo the damage to the bluffs and the PCH if the bluffs start to crumble from the destabilization of the underground parking garage excavation project.

Thank you for your consideration,  
Mudita Bahadur

-----  
Mudita Bahadur, Ph.D.  
Licensed Psychologist (PSY 16617)  
1137 2nd Street  
Suite 204  
Santa Monica, CA 90403  
310-463-7913  
[www.muditabahadur.com](http://www.muditabahadur.com)

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**From:** [Thomas Hartman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Tuesday, September 8, 2020 9:32:29 AM

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EXTERNAL

**From:** thartman@iqmagic.net <Thomas Hartman>

**Message:**

This is not progress. This is the decimation of a community. Living in Sta Monica since 1979 I have witnessed how the explosive expansion of commercial and multifamily development has created a quagmire of traffic for us, drastically diminishing the quality of life here and our SAFETY (via access to essential services). PLEASE stop this huge infringement on our community. It's impossible to get access the #10 fwy from 4th & Washington now in the summer, what will it become with 1000's of more cars? Let's be responsible and preserve the desirability of living in SM for all before it's too late - not just line the pockets of developers. PLEASE support the people who elected you and PAY YOUR SALARY, not Texas billionaires.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

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- **To our knowledge, it is the only giant commercial real estate project bordering on a residential neighborhood in our city.**
- Only proposing 42 units of affordable housing, while building a hotel, 60 condos, and retail space that just the world's rich will be able to afford. This is, in fact, a potential major violation of Santa Monica's affordable housing laws, which requires at least the same square footage as the condos. If Dell was to follow the law, this would mean dramatically more new affordable housing units. During an affordable housing crisis with people possibly being evicted due to the COVID-19 pandemic, this "community benefit" is ***not nearly enough*** to offset the harm this project will create in Santa Monica.
- Responsible for creating thousands of extra car trips per day, ***clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking*** with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Thomas Hartman

SANTA MONICA

California

**From:** [Suzan Filipek](#)  
**To:** [Jim Ries](#); [Nina Fresco](#); [mario.fonda@smgov.net](mailto:mario.fonda@smgov.net); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#); [Lane Dilg](#); [David Martin](#); [Jing Yeo](#); [Leslie Lambert](#); [Shawn Landres](#)  
**Subject:** Miramar Hotel project/Expansion  
**Date:** Tuesday, September 8, 2020 10:42:07 AM

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EXTERNAL

Dear Planning Commissioner,

I was glad the Planning Commission extended its consideration of the Miramar expansion project, as it is a decision we will live with for a long time to come. As I previously stated, I oppose the project as it stands on several fronts: doubling its size, having three entrances — none of which are at the most obvious choice (Wilshire Blvd.) and including California which leads directly to the Incline!, — and the 60 luxury condominiums.

This project, if approved as is, will change the fabric of the residential neighborhood forever, and add more traffic to our already overburdened streets and sidewalks. And for what? Luxury condos for the uber-rich?

The city stands to gain very little in this "deal," and much to lose.

Thank you for your consideration...

Suzan Filipek  
101 California Ave.  
Santa Monica

**From:** [vicki Taylor](#)  
**To:** [Jim Ries](#); [Nina Fresco](#); [mario.fonda@smgov.net](mailto:mario.fonda@smgov.net); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#); [Lane Dilg](#); [David Martin](#); [Jing Yeo](#); [Leslie Lambert](#); [Shawn Landres](#)  
**Cc:** [Jim Ries](#)  
**Subject:** Concerns about the Miramar expansion project  
**Date:** Tuesday, September 8, 2020 12:45:56 PM

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EXTERNAL

To The Planning Commission.

I have very grave concerns about the size and impact to the neighborhood of this project, and the lack of care to the increased traffic, noise and pollution this will create for the residents not only in the immediate neighborhood (mine) but to Santa Monica as a whole.

1. The employee garage to be located on California Ave will be an absolute traffic disaster. California Ave is a main feed down the incline to the Pacific Coast Highway. California Ave is already a busy Ave and congested at busy times, and adding to this congestion will gridlock the road and anyone attempting to enter to, or exit from, the PCH. How is this adding any benefit to the city at all? This will also increase air and noise pollution. Again how is this of any benefit to the city?
2. The new project hotel main entrance should remain on Wilshire Blvd. There has been no wider discussion or engagement on how moving the entrance will impact the security, health and quality of life for the immediate and wider community. This project is being pushed through during a pandemic, where normal direct person to person communication is widely discouraged due to health concerns. The speed this project is being pushed through approval is very concerning. Where are the calls for community input? It appears we have no voice here. Once built it can't be unbuilt. Santa Monica will have to live with the changes to it's quality of life and the fallout to its residents.
3. The 60 new very expensive luxury condos will add what exactly to the city? More traffic. More noise. More pollution. A hazard to pedestrians and cyclists. Will this be on the visitor brochure to Santa Monica? Not only will local residents be left to cope with all the above, but building a big block of condos on California Ave is not exactly in keeping with the charm that Santa Monica is known for. Tourist dollars do bring in revenue to the city, this project is full of tax breaks and concessions to the developer.

Thank you for your consideration.

Vicki Taylor  
101 California Ave  
Unit 206  
Santa Monica 90403

**From:** [Alice Lynn](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Jim Ries](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#)  
**Subject:** Prosed plans for the Fairmont Hotel  
**Date:** Monday, September 7, 2020 9:07:34 PM

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EXTERNAL

Dear Planning Commissioners,

I am writing as a long time tenant having an office in the two story brick building located at 1137 Second Street since 1977. I along with many other psychotherapists have offices in this building which faces the Fairmont Hotel.

It has come to my attention that the original plans for an expansion of the Fairmont have now been replaced with a much more enlarged plan, which will in effect have a dramatic and negative effect on our building and the ability to continue working in a quiet environment during construction, as well as creating a permanent problem after moving the entrance to Second Street. Additionally, all the ocean views from our office suite which faces Second Street, will be lost due to the monstrosity of the plans proposed.

I want to voice strongly my concern that the whole aesthetic of the Hotel which has seen many changes over the years will be totally lost with the new proposal. Not only will it greatly disrupt the traffic flow on Second Street by having the main entrance located there, but it will add additional noise to an already busy street.

It seems that the most viable entrance should remain on Wilshire Blvd. not on either Second or California. Already the traffic coming up and down the California Incline is congested. Adding more condos and thus tenants to this mix seems absolutely foolhardy and will make traveling to and from Santa Monica very, very difficult.

I implore the Commissioners to reconsider these current proposed plans, and go back to the drawing board for a much more manageable change to the Fairmont, keeping the entrance on Wilshire which will have the least disruption to the community, and in keeping the number of Condos to a minimum.

I appreciate your consideration.  
Most sincerely,  
Alice Lynn

*Alice Lynn, M.F.T.  
1137 Second Street, Suite 204  
Santa Monica, CA 90403  
310-395-0999*

**From:** [Alvin Rabuchin](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:24 PM

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**From:** rabuchino@aol.coml <Alvin Rabuchin>

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Alvin Rabuchin

Santa Monica

California

**From:** [April Smith](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:51:44 PM

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**From:** april@aprilsmith.net <April Smith>

**Message:**

I vehemently oppose this expansion. I have a business office in 1137 2nd Street, the historic building across the street, whose access and legacy will be wiped out by this monstrosity. This will dehumanize the neighborhood into an overpopulated, overused corridor. For what? Who benefits? Michael Dell & Co? No. Our community is for regular people, walking, shopping, enjoying the beach. This is a long term humanitarian decision. Think carefully and save our city.

Dear Santa Monica City Council Members,

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Yours,

April Smith

Santa Monica

California

**From:** [Beatrice Felix](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:47:16 PM

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**From:** felix.beatrice@yahoo.com <Beatrice Felix>

**Message:**

This is not progress. This is the decimation of a community. Living in Sta Monica since 1979 I have witnessed how the explosive expansion of commercial and multifamily development has created a quagmire of traffic for us, drastically diminishing the quality of life here and our SAFETY (via access to essential services). PLEASE stop this huge infringement on our community. It's impossible to get access the #10 fwy from 4th & Washington now in the summer, what will it become with 1000's of more cars? Let's be responsible and preserve the desirability of living in SM for all before it's too late - not just line the pockets of developers. PLEASE support the people who elected you and PAY YOUR SALARY, not Texas billionaires.

Dear Santa Monica City Council Members,

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Yours,

Beatrice Felix

Santa Monica

California

**From:** [Benedikt Brydern](#)  
**To:** [Leslie Lambert](#)  
**Subject:** Miramar Project  
**Date:** Wednesday, September 9, 2020 11:06:53 AM

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EXTERNAL

Dear Chair Lambert and Planning commission members,

I do not object remodeling/improvement of aging structures, but the proposed plan of the Miramar re-development raises many questions how it will affect the quality and life of the citizens of Santa Monica and visitors.

The density of the proposed project with 500000 square feet in a small parcel raises many questions. Main entrances to the hotel and parking structure should be on the main streets Ocean Ave/Wilshire to begin with not 2nd and California Ave. Traffic towards the incline is already heavier than years ago and would get worse.

The demolition of the bungalows which seem to be a favorite among hotel guests also startles me in an area of much concrete and less open and airy places.

Also, it should be looked at an option without the condominiums and its effect. High end luxury condos do not address the affordable housing needs and should not be part of a hotel business. Guests and visitors will benefit from a more green and spacious luxury hotel with gardens etc than a dense condo/retail/hotel package in my opinion.

I urge you to consider all sides of this gigantic project before voting on it.

Regards

Benedikt Brydern

101 California Ave

Santa Monica, CA 90403

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Benedikt Brydern  
ConSordino Music

[https://urldefense.proofpoint.com/v2/url?u=http-3A\\_\\_www.ConSordino.com&d=DwIDaQ&c=MAPW6jERgCI-QasJk8aff5SdlVhEdJGfy4ukc-3xZwo&r=quP6GmdEDf4fWT05\\_TcS-bwfNX4N0jBuj-XLAKkYKs&m=XmBuCPvO4mB2BhEIH6i0U\\_yaZLBb7OG7ccFk3lIwfU&s=kQXVSQwWW1\\_bZeL1moREImGoXmr3Ov4jRD7l1OG0Z4&e=office \(424\) 214-1472](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ConSordino.com&d=DwIDaQ&c=MAPW6jERgCI-QasJk8aff5SdlVhEdJGfy4ukc-3xZwo&r=quP6GmdEDf4fWT05_TcS-bwfNX4N0jBuj-XLAKkYKs&m=XmBuCPvO4mB2BhEIH6i0U_yaZLBb7OG7ccFk3lIwfU&s=kQXVSQwWW1_bZeL1moREImGoXmr3Ov4jRD7l1OG0Z4&e=office%20(424)%20214-1472)

**From:** [Benjamin Goldman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:02 PM

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**From:** artration@gmail.com <Benjamin Goldman>

**Message:**

Please don't allow more retail space and hotel rooms to be built when we have empty hotel rooms and empty storefronts in Santa Monica. Reimagine the Promenade and the existing commercial areas of Santa Monica, not the quaint treelined streets that make Santa Monica a worthwhile place to live and visit. Thanks.

Dear Santa Monica City Council Members,

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Yours,

Benjamin Goldman

Santa Monica

California

**From:** [Brian Connors](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:42 PM

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**From:** brianconnors@me.com <Brian Connors >

**Message:**

The Fairmont Miramar is a lovely hotel. Please don't let them make it bigger. LA and Santa Monica traffic is way way way too congested already. More development will kill the goose with the golden egg.

Dear Santa Monica City Council Members,

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Yours,

Brian Connors

Santa Monica

California

**From:** [Carl Hansen](#)  
**To:** [Planning Commission Comments](#); [Leslie Lambert](#); [Richard McKinnon](#); [Mario Fonda-Bonardi](#); [Shawn Landres](#); [Nina Fresco](#); [Jim Ries](#); [Elisa Paster](#); [Ellis Raskin](#)  
**Cc:** [Lane Dilg](#); [David Martin](#)  
**Subject:** Comment Letter - Planning Commission Meeting Sept 9 - Item 9A - Miramar Redevelopment  
**Date:** Wednesday, September 9, 2020 10:41:11 AM

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EXTERNAL

Dear Chair Lambert and Planning Commissioners,

I would like to submit the public comment, which I delivered over the phone at your last meeting, in writing here for the public record. Please see below.

Thank you,

**Carl Hansen**

e: [cjh268@cornell.edu](mailto:cjh268@cornell.edu)

c: (760) 613 - 4290

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When thinking about the merits of making major changes, it can sometimes be useful to look at them in the reverse.

Imagine if the proposed redeveloped Miramar was already in place, and that the project our community was being asked to consider at this site was the Miramar as we know it now.

How would you judge a proposal that planned to replace a hotel of world class design with a jumble of buildings anchored by a drab tower of late 1950's design? Obviously, it would be a bad decision! But that's not all, it would also:

- tear down 42 units of affordable housing on 2nd street, replacing them with a parking lot, during a severe housing supply shortage and homelessness crisis,
- lay off hundreds of hotel workers during a period of great economic uncertainty,
- reduce annual city revenue by over \$8 million dollars, at time when revenue is historically low,
- wall off the open space along Ocean avenue that surrounds the historic

Moreton Bay Fig Tree and funnel all of the hotel's car, bicycle and most of its pedestrian ingress and egress to a single driveway on congested Wilshire Boulevard.

Framed this way, it's astoundingly clear which is the better option. Which Santa Monica would you want to live in?

I want to live in the one with more affordable housing, more good union jobs, more annual revenue to support our city services, more open space, and with more beautiful architecture.

This is why I support the proposed redevelopment plan for the Miramar and I hope the Planning Commission and Council will too.

**From:** [Charles Isham](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:44 PM

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**From:** pschasi@aol.com <Charles Isham>

**Message:**

Dear Santa Monica City Council Members,

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Yours,

Charles Isham

Santa Monica

California

**From:** [Connie Buteta](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:07 PM

---

**From:** conniebutera@hotmail.com <Connie Buteta >

**Message:**

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Yours,

Connie Buteta

Phoenix

Arizona

**From:** [Cordula Ohman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:23 PM

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**From:** environmentoy@gmail.com <Cordula Ohman>

**Message:**

Please leave us some dignity and charm ... so much of our city has been overwhelmed with huge boxy drab looking structures... taking away our natural , history and neighborly involvement. . We certainly don't need to replace that beautiful old hotel with overpriced condos and hospital like building . Leave well enough alone .. please My family has always stayed there when they visit and our memories are wonderful... my grandchildren lived fishpond the amazing fig tree would be dwarfed by this NY type structure that is planned !

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Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

Michael Dell's proposal is:

- Twice the size of the current property and includes ***\$850-per-night hotel rooms and 60 luxury condos***, some being sold for up to \$10M, making it a playground for the uber-rich only.
- **To our knowledge, it is the only giant commercial real estate project bordering on a residential neighborhood in our city.**

Only proposing 42 units of affordable housing, while building a hotel, 60 condos, and retail space that just the world's rich will be able to afford. This is, in fact, a potential major violation of Santa Monica's affordable housing laws, which requires at least the same square footage as the condos. If Dell was to follow the law, this would mean dramatically more new affordable housing units. During an affordable housing crisis with people possibly being evicted due to the COVID-19 pandemic, this "community benefit" is *not nearly enough* to offset the harm this project will create in Santa Monica.

- Responsible for creating thousands of extra car trips per day, *clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking* with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Cordula Ohman

Santa Monica

California

**From:** [Dara Kerkorian](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:48:55 PM

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**From:** darakerkorianphd@gmail.com <Dara Kerkorian>

**Message:**

The large expansion of the Miramar represents one more step away from the cozy, seaside community that Santa Monica has always been. I moved to Santa Monica 15 years ago largely because it was a walkable city with a community feel. Residents, not big chains and giant buildings, seemed to drive its growth. It saddens me to see this disappear. I moved to a community, not a tourist destination. Please stop the big building, big commercial.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Dara Kerkorian

Santa Monica

California

David Rindlaub  
rindlaub@gmail.com

September 9th, 2020

VIA E-MAIL

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

Re: 1133 Ocean Avenue  
(13EIR-001 Environmental Impact Report; 1992 Local Coastal Plan, Land Use Plan Amendment;  
11DEV-003 Development Agreement; 20ENT-0153 Vesting Tentative Tract Map;)  
Hearing Date: September 9th, 2020  
Agenda Item: 9-A.

Dear Chairperson Lambert, Vice-Chairperson Landres and Honorable Commissioners:

I urge you to recommend to the city council against approval of the above referenced proposed project at 1133 Ocean Avenue. For context relating to my comments, I have been a licensed architect for 20 years and reside three blocks from the project location.

- This project is really bad architecturally. The design is strangely, embarrassingly, generic and banal, with almost all facades having the exact same expression without differentiation for specific context or environmental exposure, and without human-scale articulation or detail. As a side effect, the project appears even bigger than it is.  
For comparison, consider the Watergate complex in Washington D.C.. Albeit larger, this is a project with similar hotel, condominium, and retail program, a similar number of stories, and a curvilinear shape with extensive balconies. But the Watergate has differentiation and human-scale detail i.e. architecture that is missing from the proposed project.
- This project is really bad urbanistically. The few actively used outdoor cafe spaces at ground level appear very small without adequate protection from sun and wind. It appears all primary day/night outdoor spaces are removed/elevated away from the street. The project removes the current beautiful low-rise collection of structures and vegetation at the corner of California and Ocean Avenues.

Sincerely,



David Rindlaub

**From:** [Debra Liss](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:44:53 PM

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**From:** debra.liss@roadrunner.com <Debra Liss>

**Message:**

I would also like to stress that there are many rent controlled buildings with long term tenants across the street and in the vicinity of the Fairmont. The toxic air, noise, vibrations and loss of quality of life would force many of these tenants to move and lose their affordable housing. This project is totally out of whack for a site that abuts a residential neighborhood. Please vote in favor of the residents of Santa Monica and not a Texas billionaire who has never paid his fair share of taxes. Thank You.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Debra Liss

Santa Monica

California

**From:** [dennyzane@aol.com](mailto:dennyzane@aol.com)  
**To:** [Planning Commission Comments](#)  
**Subject:** Another look at the Miramar  
**Date:** Tuesday, September 8, 2020 4:55:39 PM  
**Attachments:** [Miramar Op ed 2.docx](#)

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EXTERNAL

Subject: Another look at the Miramar

Then there is the thing about hotel rooms generating TOT revenue while condos do not.

Denny Zane  
310-570-5870  
[dennyzane@aol.com](mailto:dennyzane@aol.com)

## **Open Letter to the Planning Commission and City Council re the proposed Fairmont Miramar Hotel project**

**From Denny Zane, SMRR Co-Founder and Co-Chair**

Dear Commissioners and City Council members:

Santa Monica residents have waged a long battle to protect their city from becoming an exclusive and expensive beachside resort. The battle in the early 70's to save the Santa Monica Pier, the fight for rent control in the late 70's, opposing gentrifying condo development throughout the '80's, opposing a proposed luxury hotel on the public beach at the site of the Sand & Sea Club, the careful emphasis on adaptive reuse in the revitalization of the Third Street Promenade, and even objecting to the proposed hyper-development of Santa Monica Place were all at their core battles to preserve an economically inclusive and egalitarian-spirited community.

The gentrifying impact of the proposed Fairmont Miramar Hotel with 60 luxury condos for the super-wealthy is a direct challenge to this inclusive character, especially that of downtown Santa Monica and the Third Street Promenade. That alone should be sufficient for the city to say, no, thank you.

But, beyond these issues of community character, the project is just not a good deal for the city.

What if the project were to be built as a 130' hotel project with all hotel rooms rather than the super-luxury condos, consistent with the city's basic planning objectives? (130' is the same height as the existing Fairmont Miramar and much smaller than the 320' "Miramar-zilla" project the developer originally proposed about six years ago.)

For such a project, the 60 condos would be replaced by about 260 new hotel rooms. Unlike condos, new hotel rooms would generate significant new transient occupancy tax (TOT) revenue. The developer estimated that the 312 hotel rooms in their current proposal would generate about \$15 M/yr. in TOT, almost doubling the \$8 M/yr. the city got pre-COVID from the current hotel.

**But at the same room rates and occupancy rates these condo-replacement hotel rooms would generate about \$12 M/year** (probably closer to \$15 M/yr. since by replacing the condos these new hotel rooms would likely occupy the place in the project with the best ocean views and have higher room rates and occupancy rates).

What sort of increased TOT revenue do the super-luxury condos provide? **0, zero, zip, nada!** (Both condos and new hotel rooms should generate some enhanced property taxes unless there is some work-around of Prop 13 like when the current owner originally bought the property.)

I don't know for sure, but I will bet that there are also more good jobs for hotel workers created by 260 new hotel rooms rather than 60 condos which may go unoccupied much of the year.

So why would a city approve a project with 60 condos and modest new revenue when a very similar project could be approved with more hotel rooms instead of condos that would generate and additional \$12 to \$15 M per year?

It is rather like the city is paying the developer \$12-\$15 M/yr. for the privilege of having 60 multi-millionaires and billionaires keep an address in town, when the developer should be paying the city. And it creates a precedent for similar hotel projects at other Ocean Ave sites while distorting our downtown marketplace to become “Gucci-ville.”

Why would any city do this?

Oh, the proposed 42 affordable housing units? That is the community benefit the developer proposes.

These 42 affordable housing units is a paltry and inadequate objective. At \$600,000 per unit (a very high cost), with the new revenue the city could build 20-30 new units per year. After two years, we could have built at least 40 units with funding for more every year thereafter if we chose to devote the new revenue to affordable housing. And, we should.

Shockingly, the Alternatives Analysis for the project never mentions this most obvious alternative, *though it is the alternative that most directly conforms with the city’s land use policies and objectives for the site and would generate the greatest revenue for the city.*

Instead, the Alternatives Analysis only considers and quickly rejects a hotel-only alternative that simply replaces the current 301 rooms with 312 rooms. What? Please, let’s be real.

It is true that the developer has said that they need the 60 condos to make the project pencil-out.

Santa Monica’s late Mayor Ken Edwards in 1984 said to a developer making a similar complaint before the City Council, “Here, use my pencil!”

Feasibility is fungible. This development has very high development costs in part because as envisioned it will be expensive to build. With a little re-envisioning, they can cut those costs to make a 100% hotel project work if they need to. But they will not admit it - until they have to.

Santa Monica Planning Commission, City Council, just remember who you are working for.

**Note:** eliminating the condos also eliminates the “need” to structure parking to ensure condo owners do not encounter hotel visitors and workers, and hotel visitors do not encounter hotel workers. This class-based parking results in three separate parking arrangements and three separate entrances and exits with one ingress and egress to parking off densely populated California Ave. Those SM neighbors love the new traffic in their neighborhood! ***Not!***

Give me a break! This is Santa Monica - we should not accept class-based parking.

What could the city do with an unexpected additional \$12 to \$15 M per year beyond what would already be nearly double the revenue from the first 312 rooms in the new development?

For a city that has a sense of mission about protecting its inclusive, egalitarian character and providing for the needs of its most vulnerable, I suggest the following: devote the new revenue to implement anti-displacement and affordable housing programs to offset current and past displacement of local residents.

Sample spending priorities for \$15 M per year:

- \$4 M per year to provide rental assistance citywide to very low-income seniors at-risk of becoming homeless;
- \$7 M per year to build new affordable housing citywide;
- \$4 M per year to create and implement a new **Pico Neighborhood Gentrification Prevention and Restorative Justice program**: (1) assisting at-risk low-income families in the Pico Neighborhood with a rent support program to protect them from displacement and (2) creating new affordable housing with priority to house young adults in current low-income Pico Neighborhood families so they can afford their own units in their neighborhood or elsewhere in Santa Monica and (3) a program to assist displaced former Pico Neighborhood families/individuals to return to their neighborhood.

It's time.

**From:** [Hautzer, Dieter \(AGCS\)](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Jim Ries](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#)  
**Subject:** Miramar Project - Stop the Monstrosity  
**Date:** Tuesday, September 8, 2020 7:22:44 PM

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EXTERNAL

Dear Chair Lambert and Planning commission members,

I followed your entire session last Wednesday including all the public comments and did not hear anything which would convince me that this project makes sense as it is currently presented.

1. The condos do not serve our community and make it impossible to design the rest of the project in a way that doesn't put undue and unacceptable burdens on the surrounding neighborhoods.
2. The masses of the project concentrated to the residential California Ave side do not make any sense, the mass building should be concentrated towards the declared business street Wilshire Boulevard.
3. The Parking Garage entrance and exit on California should be moved to the business streets Wilshire or Ocean Avenue. California would make sense if the majority of the Miramar workers would live in Malibu and come up the CA incline. I would be very surprised if that is the fact. Minimum wage workers do not live in Malibu or even Venice Beach. The majority will very likely come from the 10 freeway and then down Wilshire. An entrance and exit on Wilshire or Ocean would therefore make the most sense. Why can't the employees use the same entrance as the Condos? Are their cars too ugly to be seen with the luxury cars?

You had another week to think about this project and I hope you came to the same conclusion. The condos are overkill. Why can other companies build profitable hotels without condos and Michael Dell cannot? Please voted against this Monstrosity and do not allow Santa Monica to be taken over by outside investors and lose its character. We don't want to become Miami Beach.

Dieter J. Hautzer  
101 California Ave, #1101  
Santa Monica, CA 90403

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**From:** [Eileen Escarce](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Fwd: Objection to new proposed plans at Fairmont Hotel  
**Date:** Wednesday, September 9, 2020 8:51:00 AM

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EXTERNAL

----- Forwarded message -----

**From:** Eileen Escarce <[info@eephd.com](mailto:info@eephd.com)>  
**Date:** Wed, Sep 9, 2020 at 8:49 AM  
**Subject:** Objection to new proposed plans at Fairmont Hotel  
**To:** leslie.lambert <[leslie.lambert@smgov.net](mailto:leslie.lambert@smgov.net)>, shawn.landres <[shawn.landres@smgov.net](mailto:shawn.landres@smgov.net)>, nina.fresco <[nina.fresco@smgov.net](mailto:nina.fresco@smgov.net)>, mario.fonda-bonardi <[mario.fonda-bonardi@smgov.net](mailto:mario.fonda-bonardi@smgov.net)>, richard.mckinnon <[richard.mckinnon@smgov.net](mailto:richard.mckinnon@smgov.net)>, elisa.paster <[elisa.paster@smgov.net](mailto:elisa.paster@smgov.net)>, jim.ries <[jim.ries@smgov.net](mailto:jim.ries@smgov.net)>

Dear Planning Commissioners,

I am writing as an 8 year tenant of an office in the two story brick building located at 1137 Second Street. I along with many other psychologists/psychiatrists/psychotherapists/dentists/other health professionals/film producers have offices in this building which faces the Fairmont Hotel.

It has come to my attention that the original plans for an expansion of the Fairmont have now been replaced with a much more enlarged plan, which will in effect have a dramatic and negative effect on our building and the ability to continue working in a quiet environment during construction, as well as creating a permanent problem after moving the entrance to Second Street. Additionally, all the ocean views from our office suite which faces Second Street, will be lost due to the monstrosity of the plans proposed.

I want to voice strongly my concern that the whole aesthetic of the Hotel which has seen many changes over the years will be totally lost with the new proposal. Not only will it greatly disrupt the traffic flow on Second Street by having the main entrance located there, but it will add additional noise to an already busy street.

It seems that the most viable entrance should remain on Wilshire Blvd. not on either Second or California. Already the traffic coming up and down the California Incline is congested. Adding more condos and thus tenants to this mix seems absolutely foolhardy and will make traveling to and from Santa Monica very, very difficult.

I implore the Commissioners to reconsider these current proposed plans, and go back to the drawing board for a much more manageable change to the Fairmont, keeping the entrance on Wilshire which will have the least disruption to the community, and in keeping the number of Condos to a minimum.

I appreciate your consideration.

Most sincerely,

Eileen Escarce, PhD, MA, MSN

--

**Eileen Escarce, PhD, MA, MSN**

*Pediatric/Clinical Child Psychologist*

CA Lic # PSY18819

1137 Second Street, Suite 204

Santa Monica, CA 90403

phone: 310-913-5441

web: [www.eileenescarcephd.com](http://www.eileenescarcephd.com)

email: [info@eephd.com](mailto:info@eephd.com)

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**Eileen Escarce, PhD, MA, MSN**

*Pediatric/Clinical Child Psychologist*

CA Lic # PSY18819

1137 Second Street, Suite 204

Santa Monica, CA 90403

phone: 310-913-5441

web: [www.eileenescarcephd.com](http://www.eileenescarcephd.com)

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**From:** [Elizabeth Stclair](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:54 PM

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**From:** eastclair40@gmail.com <Elizabeth Stclair>

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

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Responsible for creating thousands of extra car trips per day, *clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking* with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for “community benefits” when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Elizabeth Stclair

Santa monica

California

**From:** [Do Not Reply to This Email](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Email Quarantine Notification: 27 New Messages  
**Date:** Tuesday, September 8, 2020 5:54:52 PM  
**Attachments:** [logo.png](#)



**Email Quarantine Notification: 27 New Messages**  
**For [planningcomment@smgov.net](mailto:planningcomment@smgov.net)**

The messages below have recently been placed in your personal Email Quarantine. You can review these messages here and take action on them if needed. Please click the link in the Subject column to review the message in your personal Quarantine if you need additional information.

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Spam - Quarantined			
From	Subject	Date	Action
ynufjlqjfwqqs@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 17:31:38	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
dpysdeffmniyotu@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 16:43:53	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
khknhvmcqqzfv@s@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 16:15:34	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
arsclgwfeggwxxu@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 14:43:46	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
nekepkswkotpxe@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 14:33:22	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
pcnyxathbodcbwo@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 14:23:11	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>
fkymbchudlzenox@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 14:21:20	<a href="#">Release</a> <a href="#">Release and Allow Sender</a> <a href="#">Block Sender</a> <a href="#">Not Spam</a>

tvolhtzqnatndoc@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 13:41:20	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
ymwsmbludvrhelf@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 13:38:10	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
yktkexsvvudcvvx@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 13:19:11	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
itzfgnjmwxgzjae@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 13:12:58	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
uhrmdziwrtdgrox@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:53:02	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
vphkgtiancjlyo@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:35:30	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
ghdcalmeanpxzv@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:34:41	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
vuwtvngvopdatah@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:16:16	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
obtkkpidlmafagx@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:15:49	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
xvixcidzggaaobs@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 12:01:50	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
anxhcvyyelzosi@ujoin.co	<a href="#">Santa Monicans Oppose the Miramar Expansion</a>	2020-09-08 11:10:09	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
bcjycgalhehxwvq@ujoin.co	<a href="#">Santa Monicans Oppose the</a>	2020-09-08 10:47:25	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>

bkycgaxpdwggmn@ujoin.co	<a href="#">Miramar Expansion</a> <a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 10:45:18	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
mjbcygncvzhfud@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 10:28:55	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
xfzvpsisalmeiwi@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 10:21:06	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
qzrypvlcpfymfgb@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 10:20:00	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
xndtwkckrcfwnkw@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 10:10:49	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
eyhttryvgdgfys@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 09:42:21	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
eebbheibtdptrj@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 09:29:42	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>
paoxlcwcvnyqzcx@ujoin.co	<a href="#">Santa Monica's</a> <a href="#">Oppose the Miramar Expansion</a>	2020-09-08 09:16:58	<a href="#">Release</a>	<a href="#">Release and Allow Sender</a>	<a href="#">Block Sender</a>	<a href="#">Not Spam</a>

For assistance, please submit a [Compass Request](#) or contact the Service Desk at x8386.

**From:** [Jing Yeo](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** FW: Petition: Yes to the Miramar  
**Date:** Wednesday, September 9, 2020 12:49:36 PM  
**Attachments:** [Miramar YES petition - StandardText20200902-16807607582.pdf](#)

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**From:** Vernice Hankins <Vernice.Hankins@SMGOV.NET>  
**Sent:** Tuesday, September 8, 2020 3:58 PM  
**To:** Jing Yeo <Jing.Yeo@SMGOV.NET>  
**Subject:** FW: Petition: Yes to the Miramar

**From:** Council Mailbox <[Council.Mailbox@SMGOV.NET](mailto:Council.Mailbox@SMGOV.NET)>  
**Sent:** Tuesday, September 8, 2020 11:53 AM  
**To:** councilmtgitems <[councilmtgitems@SMGOV.NET](mailto:councilmtgitems@SMGOV.NET)>  
**Subject:** FW: Petition: Yes to the Miramar

For 9/29 meeting.

**From:** Esteban Garcia <[esteban@abundanthousingla.org](mailto:esteban@abundanthousingla.org)>  
**Sent:** Wednesday, September 2, 2020 5:04 PM  
**To:** Council Mailbox <[Council.Mailbox@SMGOV.NET](mailto:Council.Mailbox@SMGOV.NET)>  
**Cc:** Clerk Mailbox <[Clerk.Mailbox@SMGOV.NET](mailto:Clerk.Mailbox@SMGOV.NET)>  
**Subject:** Petition: Yes to the Miramar

EXTERNAL

Hello,

My name is Esteban Garcia and I am communications manager for Abundant Housing LA; we're a nonprofit advocating for more housing.

We circulated a petition today and it has garnered 14 signatures. The list is attached and the petition language is below.

Thanks for your consideration.

*Dear Planning Commissioners and City Councilmembers,*

*We support 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,  
Estepan

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**Esteban García** | (He/Him)  
Communications Manager  
Abundant Housing LA  
P: 323-219-9516  
515 S Flower Street, 18th Floor  
Los Angeles, CA 90071

# Miramar YES petition

Miramar YES petition										
Address	City	State/Province	Zip/Postal	Zip4	CountryCode	Name (First Last or Common Name)				
1924 Euclid St A	Santa Monica	CA	90404	5291	US	Andy Liberman				
1937 Euclid St U	Santa Monica	CA	90404	4699	US	Carter Rubin				
290 N Hudson A	Pasadena	CA	91101	4427	US	Joshua Blumenkopf				
2508 Kansas Ave	Santa Monica	CA	90404	5243	US	Natalya Zernitskaya				
1422 19th St Apt	Santa Monica	CA	90404	2818	US	Sean Youssefi				
2428 21st St	Santa Monica	CA	90405	2712	US	Brent Stoll				
1725 Butler Ave	Los Angeles	CA	90025	4162	US	Lee Kaplan				
1043 12th St	Santa Monica	CA	90403	4268	US	Ryan Ole Hass				
1043 12th St Apt	Santa Monica	CA	90403	4269	US	Ryan Hass				
2669 Olive St	Walnut Park	CA	90255	6323	US	Esteban Garcia				
1735 La Senda F	South Pasadena	CA	91030	4926	US	Rachel Orfila				
1911 17th St	Santa Monica	CA	90404	4725	US	Michelle Kennedy				
	Santa Monica	CA	90405		US	Malcolm Miller				
2222 10th St	Santa Monica	CA	90405	1308	US	Randolph Ruiz				

**From:** [Gary Levine](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:44:58 PM

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**From:** gslnyla@gmail.com <Gary Levine>

**Message:**

I would love to see the Miramar Hotel upgraded...but doubling its size in order to sell 60 condos is unconscionable! And moving their driveway to California Avenue—the only residential street of its four borders—shows a total disregard for the residents of Santa Monica.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

Michael Dell's proposal is:

- Twice the size of the current property and includes ***\$850-per-night hotel rooms and 60 luxury condos***, some being sold for up to \$10M, making it a playground for the uber-rich only.
- **To our knowledge, it is the only giant commercial real estate project bordering on a residential neighborhood in our city.**
- Only proposing 42 units of affordable housing, while building a hotel, 60 condos, and retail space that just the world's rich will be able to afford. This is, in fact, a potential

major violation of Santa Monica's affordable housing laws, which requires at least the same square footage as the condos. If Dell was to follow the law, this would mean dramatically more new affordable housing units. During an affordable housing crisis with people possibly being evicted due to the COVID-19 pandemic, this "community benefit" is ***not nearly enough*** to offset the harm this project will create in Santa Monica.

- Responsible for creating thousands of extra car trips per day, ***clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking*** with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Gary Levine

Santa Monica

California

**From:** [Gayle Harbor](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:48:00 PM

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**From:** gayleharbor@yahoo.com <Gayle Harbor>

**Message:**

The quality of our life is being compromised already with heightened traffic and parking, not to mention our sight lines being obstructed with all the new construction. PLEASE STOP THIS FROM BEING APPROVED! Thank you. Gayle

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Gayle Harbor

SANTA MONICA

California

**From:** [George Minardos](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Public comment for Miramar Development Projects  
**Date:** Wednesday, September 9, 2020 8:37:00 AM

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EXTERNAL

Dear planning commission,

Last week I attended the public meeting with the anticipation of providing my support during the public comment period but my connection dropped before I could. I would like to offer the following written support in lieu of my public comment in case there are technical difficulties in tonight's meeting.

Thank you,

George Minardos

Dear Commissioners,

My name is George Minardos. I am a long-time Santa Monica resident, business owner and former Santa Monica Arts Commissioner. I would like to express my complete 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.

Sincerely,

George Minardos

**From:** [Harold Owen](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:11 PM

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**From:** hrowen3@gmail.com <Harold Owen>

**Message:**

I have watched this monstrosity from the beginning thinking the council would object to the whole thing. **WRONG** This city is nothing that long time residents thought their city would become. its just a money machine for you people. I am across the street from the Fairmount and if/when this begins I will be looking for compensation as will other tenants for relocation.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

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Yours,

Harold Owen

Santa Monica

California

**From:** [Harriet P. Epstein](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:51:52 PM

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**From:** hpewriter@yahoo.com <Harriet P Epstein>

**Message:**

Miramar, as a hotel, will be financially viable even without the unnecessary luxury condos. Also, the community benefits promised are insufficient. Guests will be using Palisades and other parks and the hotel needs to cover cost of their usage.

Dear Santa Monica City Council Members,

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Yours,

Harriet P Epstein

Santa Monica

California

**From:** [Harriet Ratner](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:14 PM

---

**From:** jontraders@gmail.com <Harriet Ratner>

**Message:**

Please stop this, look how our city looks...no charm a ymore

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We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

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You cannot trust Michael Dell to live up to his promises for “community benefits” when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Harriet Ratner

Santa Monica

California

**From:** [Harry Lumer](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:47:41 PM

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**From:** sanmon53@msn.com <Harry Lumer>

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

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Yours,

Harry Lumer

Santa Monica

California

**From:** [Heather Staves](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:35 PM

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**From:** hstaves1@gmail.com <Heather Staves>

**Message:**

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Yours,

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Santa Monica

California

**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:** Wednesday, September 9, 2020 7:10:06 AM

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EXTERNAL

All,

I didn't have the opportunity to comment during last week's meeting, but I understand you are taking written input with regard to the Fairmont Miramar project and will be reading emails.

As a long-time Santa Monica resident, I wanted to express my support for the proposed Fairmont Miramar project. We are frequent patrons of Fig Restaurant and the Bungalow and have been impressed by the work current ownership has put in to keep the property vibrant and fresh. At the same time, when I compare the property to other properties we visit during our travels, the property is overdue for a major make-over.

With all of the input from residents along the way, it's clear the team have come up with a fantastic and beautiful concept that will not only deliver the long-overdue make-over, but in these uncertain times, will also generate significant positive financial impact for our City.

Thank you for your consideration.

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](http://www.bain.com) | Email: [Ivan.Hindshaw@Bain.com](mailto:Ivan.Hindshaw@Bain.com)

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**From:** [Jack Kirks](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:29 PM

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**From:** jack.kirks@gmail.com <Jack Kirks>

**Message:**

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We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Jack Kirks

santa monica

California

**From:** [Janet Heinle](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:47:07 PM

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**From:** janetheinle@yahoo.com <Janet Heinle>

**Message:**

NO MORE expansions you have made life on Lincoln a living hell, end the destruction plans for that ugly Miramar, not more underground parking we will self implode soon! STOP listen to us!

Dear Santa Monica City Council Members,

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Yours,

Janet Heinle

Santa Monica

California

September 5, 2020

To: City of Santa Monica Planning Commissioners

Re: Santa Monica Miramar Project

Subject: Comments to Letter Submitted by the Board of the Santa Monica Bay Towers Homeowners Association.

My name is Jerry Solomon, a thirty plus year resident of Santa Monica. I am an owner of a residence at 101 California Avenue as well as a former board member of the Santa Monica Bay Towers Homeowners Association. My son, David, is also an owner of a residence at 101 California Avenue and formerly served as a board member. The comments contained herein incorporate both our positions.

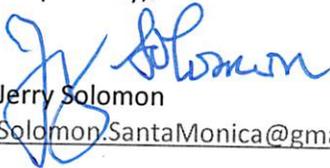
We have been owners at 101 California for many years and have attended most but not all the board meetings. I was dismayed when I reviewed a comment letter from the Board of The Santa Bay Towers Homeowners Association to the Planning Commission last week related to the Board's position with respect to the Santa Monica Miramar project.

I wish to refute or challenge the unsigned letter submitted by the Board of the Santa Monica Bay Tower Homeowners Association that was written "**on behalf of the owners of units in the condominium building located at 101 California Avenue**". Since I am one of the owners, I was not apprised of the comments being made on my behalf. The Board at a minimum should have signed their letter to approve its authenticity and better yet had owners sharing their position sign the letter as well.

**The Board did not take a poll or perform any due diligence of the owners' position on the matter of the Santa Monica Miramar Project.** Board meetings, minutes and communications to owners never included the position now being taken by the Board on behalf of all the owners. Approximately fifty percent of the current ownership live offsite and whose voices may not have been heard on this matter.

**It is my opinion and that of other owners who are in favor of the Santa Monica Miramar Project that the Board position is not necessarily a representation of a majority of the owners.**

Respectfully,



Jerry Solomon

Solomon.SantaMonica@gmail.com (310)-633-3050

**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 Bay Tower Homeowners Association re Santa Monica Miramar Project  
**Date:** Monday, September 7, 2020 4:13:11 PM  
**Attachments:** [Miramar Project, Santa Monica Bay Towers Homeowners Association.pdf](#)

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EXTERNAL

Dear Members of the Santa Monica Planning Commission,

I have attached comments refuting the position taken by the Santa Monica Bay Towers Association on behalf of the owners. I wanted to make this additional information available to you prior to the continuation of the hearing this coming Wednesday with respect to the Santa Monica Miramar Project.

Respectfully

--

Jerry Solomon  
310-633-3050

**From:** [Joanne Coval](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 12:20:52 PM

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**From:** jcoval@roadrunner.com <Joanne Coval>

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Joanne Coval

Santa Monica

California

**From:** [Jon Amsden](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:04 PM

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**From:** thewriterscoach@verizon.net <Jon Amsden>

**Message:**

We don't need to turn beautiful Santa Monica into musty Manhattan. ja

Dear Santa Monica City Council Members,

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Santa Monica

California

**From:** [Juan Marron](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:48:25 PM

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**From:** jmarron310@yahoo.com <Juan Marron>

**Message:**

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Santa monica

California

**From:** [Judith Rothman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:10 PM

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**From:** judithrothman@aol.com <Judith Rothman>

**Message:**

I have been a resident of Santa Monica for more than 25 years, living in a luxurious condo just a few blocks from the Miramar Hotel. This absolutely horrendous project would severely impact our lovely, quiet neighborhood. Although my residence is north of the proposed project, it would change the ambiance of the surrounding buildings. It **MUST** not be allowed to go forward!

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- Responsible for creating thousands of extra car trips per day, *clogging up residential streets with luxury cars, limiting access to the beach, and creating a dangerous situation for people walking* with their children and dogs, strolling, biking, or jogging in Palisades Park and along Ocean Avenue.

You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Judith Rothman

Santa Monica

California

**From:** [Julie Kirst](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:47:22 PM

---

**From:** jkmailtalk@yahoo.com <Julie Kirst >

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

Dell's proposal *would undermine our quality of life by exacerbating traffic* to a degree unheard of in the history of Santa Monica, by adding about 10,000 car trips a day to a three-block downtown area, when combined with two other pending projects. This will bring traffic to/from the California Incline to a grinding halt. It will mean 3-5 years of massive demolition, toxic air, and thousands of construction vehicles rumbling down our residential streets and then leave Santa Monicans with clogged streets backed up for blocks and blocks, if not miles. And it would **change the city forever, sending a message that it is exclusively for the wealthy.**

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Yours,

Julie Kirst

Santa Monica

California

**From:** [kartichoke@aol.com](mailto:kartichoke@aol.com)  
**Subject:** MIRAMAR PROJECT PROPOSAL  
**Date:** Tuesday, September 8, 2020 8:11:24 PM

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EXTERNAL

Dear Planning Commissioner,

You are making a decision that will likely last beyond your lifetime: please act responsibly and thoughtfully.

1. Eliminate the entrance/exit on California Avenue. As you know, this will result in neighborhood trauma, further pollution as traffic triples, and possible accidents and injuries.
2. Eliminate the high rise building along California Avenue, the neighborhood. By noon it will shade much of the area. It will block views that have been there for literally centuries. Any massing should be done on the Wilshire, commercial side. The condominiums are totally unnecessary and will result in more traffic and use of Santa Monica resources such as water and power. Further, this monstrous structure will detract from the landmarked Palisades building. (Blackrock and Dell both already have enough money.)
3. Since this is a DA, require that MANY affordable housing units be built. This project is doubling in size. For that alone, and without any condos, you should ask for affordable units.

Thank you.

Kay Ward

Santa Monica Resident and Wilmont Member

**From:** [Kent Lewis](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:54:05 PM

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**From:** klewis37@aol.com <Kent Lewis>

**Message:**

You are not accounting for the traffic, the water usage, the increased number of people if you agree to the expansion of the Miramar. It is just fine as it is...

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

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Yours,

Kent Lewis

Santa Monica

California

**From:** [Maxine Mintzer](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:53:50 PM

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**From:** drmaxphd@aol.com <Maxine Mintzer>

**Message:**

Dear Santa Monica City Council Members,

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Yours,

Maxine Mintzer

Santa Monica

California

**From:** [Melissa Ward](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:51:17 PM

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**From:** melissa@mwardonline.com <Melissa Ward>

**Message:**

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Yours,

Melissa Ward

Santa Monica

California

**From:** [Jing Yeo](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** FW: Luxury high-rise condos and the Miramar Hotel  
**Date:** Wednesday, September 9, 2020 12:51:08 PM

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**From:** Mike Feinstein <mfeinstein@feinstein.org>  
**Sent:** Wednesday, September 9, 2020 10:01 AM  
**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>; Nina Fresco <Nina.Fresco@SMGOV.NET>  
**Cc:** Jing Yeo <Jing.Yeo@SMGOV.NET>; David Martin <David.Martin@SMGOV.NET>; Roxanne Tanemori <Roxanne.Tanemori@SMGOV.NET>; Lane Dilg <Lane.Dilg@SMGOV.NET>  
**Subject:** Luxury high-rise condos and the Miramar Hotel

EXTERNAL

Dear Planning Commissioners,

For your consideration

My column in the Santa Monica Daily Press on the proposed renovation of the Miramar Hotel

<https://www.smdp.com/luxury-high-rise-condos-and-the-miramar-hotel/196222>

### **Luxury high-rise condos and the Miramar Hotel**

By Michael Feinstein. Inside/Outside. September 9, 2020

Tonight the Planning Commission will consider the renovation proposed for the famous Miramar Hotel. The proposal has a lot to recommend it — and could lead to a truly great resource for the community.

Among the major issues still under debate - perhaps the most controversial is the proposal to build 60 multi-million dollar luxury condominiums on the top floors of the hotel. This condo proposal needs to be unpacked carefully, because there are a lot of moving parts.

#### **Residents or absentee owners**

According to the City's Staff Report, the proposed condominiums are meant to address one of the housing goals identified in Santa Monica's Downtown Community Plan (DCP), which governs development in the area, i.e. to <sup>[1][1][1]</sup><sub>[SEP][SEP]</sub> “Encourage...the addition of ownership housing to enhance the district as a stable residential neighborhood.”

But far from stable neighbors, many community members fear these new ‘residents’ will be absentee owners of the super-rich. If that turns out to be the case, do the condos actually address the DCP ‘stable neighborhood’ housing goal?

The developers say that 70% of people who have already contacted the hotel to indicate interest in purchasing a condo are Santa Monica residents. Putting aside the extraordinary heights involved (on the top floors where the condos would be built), one could make a valid public policy argument to allow existing Santa Monica homeowners to sell their homes, downsize and stay in the community by buying one of these condos. Because of this, the Planning Commission should ask Staff to explore tools the City has in promoting local ownership, and the latitude to include them in the Development Agreement governing the project.

But what if not all 60 condo owners end up as stable neighbors — especially after resale(s) — but turn out to be absentee owners? In these situations, the hotel has asked for the right to rent out vacant condos as if they were hotel rooms, and pay the same Transit Occupancy Tax (aka ‘hotel bed tax’) to the City as it would for a hotel room of the same price.

City Staff has correctly stated this would conflict with Santa Monica’s Home-Sharing Ordinance, which requires owners to be living on site when renting out part of their unit, and doesn’t allow homeowners to rent out their homes like hotels. Making an exception for these residents, therefore, would grant them a special privileged status under the law.

Condo advocates respond that these units would be part of a commercial hotel site, not on a single-family, residentially-zoned parcel, so they aren’t the same. Miramar hotel staff are already scheduled to service the condos owners when they are living on-site; and under this additional proposal, would also service ‘guests’ renting the otherwise vacant condos. This is great for more quality union jobs, but further blurs the line of what these units really are.

And if vacant condos can be rented out, isn’t there a financial incentive for the hotel to sell to absentee owners so the hotel (and the City) can make more money renting their vacant units? If we truly want stable neighbors, City Staff needs to also analyze disincentives to absentee ownership - like a vacancy tax - before the plan gets to City Council. It should also explore dedicating such funds received - as well as the real estate transfer taxes from condo sales - to future affordable housing.

### **Who gets high in at the Miramar?**

Some say, ‘if these rooms are going to be rented like hotel rooms, why not just make the whole project a hotel?’ The property owners bristle at this suggestion, because selling high-rise luxury condos is a major financing tool for their project. So what makes these condos so valuable? Part of it are the amenities of being on-site at a beautiful hotel. But a big part of it are also the views.

Prior to the passage of the DCP in 2017, the City’s height limit was 84 feet, going back to 1984. The DCP allows for developments on three unique Established Large Sites to go to 130 feet - if they meet specific public policy goals for each site. For the Miramar site, those are affordable housing, public open space, and historic preservation.

The proposal provides land and financing for building up to 42 units of affordable housing across the street from the Miramar. It also retains the historic Palisades building on the Miramar site as part of the hotel - although there remains discussion about how much additional restoration beyond basic preservation of the building should occur.

The proposal also meets the DCP requirement of more than 50 percent open space on the site. The DCP requires a minimum of 25% on ground level and allows for an additional 25% above. The proposal provides for 51% on the ground level - including what will be an incredible new public space around the Landmark giant Moreton Bay Fig Tree. It then has three inviting public spaces above - a Bungalow deck on the second floor at Wilshire and Ocean, an outdoor terrace for the new Fig restaurant location on the second floor at Ocean Avenue and a pool bar and grill on the third floor deck that will also be open to the public - all with ocean views. [L L L]  
[SEP SEP]

### **Buy the sky and sell the sky**

[L L L]  
[SEP] But what the project doesn't propose are public views and spaces at the top. Those newly created spectacular views on the upper floors are privatized for sale to the very wealthy — whether they are full time, absentee or short term occupants. In return we commoners get truly great public spaces at the lower levels, and a great hotel that generates a lot of tax income for the City.

Is that tradeoff OK? To justify going to 130 feet, the top floor of the proposed project at 5th/Arizona - also one of the three Established Large Sites in the DCP - provides a restaurant/bar and viewing deck open to the public on its top level. Why not a top level public open space at the Miramar to justify its extraordinary proposed height?

Clearly the Miramar wants to dedicate the top floors to the luxury condo-owners - its the most financially profitable to them and the easiest to design. But from a community standpoint, there are only so many times when we will create new spectacular views of our ocean, mountains and sky - some of the very elements of nature that define us as a community. Are we really that desperate that we must sell off this newly created asset in its entirety, and not retain the right to partake in it? Do we really want to look up from Ocean Ave. and say those new great views are only for the super-rich?

In retrospect, the DCP should have been written to specify that Established Large Sites should include at least some open spaces on the higher levels. But all is not lost. The opportunity to build above 84 feet under the DCP is still a discretionary decision by our public policy makers, and they can insist upon such access and views as a condition of approval for any project that seeks to build so high.

The Planning Commission should ask the developers to find a way to create public access at the top, and the Miramar should do it before it comes to City Council. On such an important project for our community, the Miramar owners should not give the City Council a reason to vote 'no'. By providing public access to share in these newly created views, they would be providing a big reason to vote 'yes'.

**From:** [Mojgan Khalpari](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:56 PM

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**From:** khalpari@gmail.com <Mojgan Khalpari>

**Message:**

Please stop this madness. We are 91 families who have invested millions of dollars for our views and actually live here. This project will diminish our quality of life. There are many old and sick people in our building with many medical problems who can not live through this project. I came to Santa Monica because of the fresh air that my sod needs for his asthma. Years of construction will exacerbate his medical condition.

Dear Santa Monica City Council Members,

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Yours,

Mojgan Khalpari

Santa Monica

California

**From:** [Mudita Bahadur](#)  
**To:** [Shawn Landres](#); [Leslie Lambert](#); [Jim Ries](#); [Richard McKinnon](#); [Elisa Paster](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Planning Commission Comments](#)  
**Subject:** STOP Miramar Monster  
**Date:** Tuesday, September 8, 2020 9:27:25 AM

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EXTERNAL

Dear Planning Commissioners,

I am writing as a long time tenant since 2001 in the two story brick building across the street from the Miramar - 1137 2nd Street.

I want to voice my strong opinion against the current plans for the new hotel. The current plans for a 4-6 story building all around that block will destroy the aesthetic of the area, and create a blockade of the ocean breeze, view, and sunshine for the community. Additionally, the plan to move the entrance from Wilshire to the quieter 2nd Street will create nightmare traffic for the residential area, and backlog between both the Miramar and Huntley hotels.

Please consider keeping the the entrance on Wilshire to keep traffic flowing more smoothly. And also please consider reducing the height on the building to 2 stories to keep Santa Monica from being overdeveloped and destroyed.

Lastly, I'm very concerned about the environmental impact of so much construction on our already fragile Palisades Park and the bluffs. Any revenue the city might get from this project would be spent three-fold in trying to undo the damage to the bluffs and the PCH if the bluffs start to crumble from the destabilization of the underground parking garage excavation project.

Thank you for your consideration,  
Mudita Bahadur

-----  
Mudita Bahadur, Ph.D.  
Licensed Psychologist (PSY 16617)  
1137 2nd Street  
Suite 204  
Santa Monica, CA 90403  
310-463-7913  
[www.muditabahadur.com](http://www.muditabahadur.com)

Confidentiality Notice: Email is not a secure form of communication. Please reach Dr. Bahadur via telephone for a more secure communication. Email correspondence does not establish a therapeutic or professional relationship. This e-mail communication and any attachments may contain confidential, privileged, or proprietary data protected from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that you have received this communication in error and that any review, disclosure, dissemination, distribution or copying of it or its contents is prohibited. If you have received this communication in error, please notify me immediately by replying to this message and deleting it from your computer.

**From:** [Nate Redmond](#)  
**To:** [Planning Commission Comments](#)  
**Cc:** [Mario Fonda-Bonardi](#); [Shawn Landres](#); [Leslie Lambert](#); [Nina Fresco](#); [Jim Ries](#); [Elisa Paster](#); [Richard McKinnon](#)  
**Subject:** Miramar project  
**Date:** Tuesday, September 8, 2020 9:29:26 PM

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EXTERNAL

Dear Commissioners:

Thank you for the careful deliberation last week and over the preceding months and years on the Miramar project. I called in and waited last week, along with many others, and unfortunately didn't have a chance to voice my support for this important new Miramar Hotel project.

As I understand that written comments will be reviewed and shared, I felt it important to reiterate my strong support for the new Miramar project. It is a world-class plan that incorporates the site's historical elements and the community's feedback in a way that improves Santa Monica for all residents. This new Miramar will draw global talent to Santa Monica, which is the lifeblood of any community, and attract significant investment into other elements of the city. Perhaps most importantly, it is a model for future development--improve the quality of important community pillars that will set the stage for the next 100 years.

Sincerely,  
Nate Redmond

**From:** [Neil Feineman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:49:48 PM

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**From:** neilsfine@aol.com <Neil Feineman >

**Message:**

We have watched you destroy our community for decades. This may well be a watershed election in which ALL incumbents are at risk. This may be your last chance to prove you're responsive to the community. Not that I hold out any hope because you are corrupt and beholden to your minders. Surprise us

Dear Santa Monica City Council Members,

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major violation of Santa Monica's affordable housing laws, which requires at least the same square footage as the condos. If Dell was to follow the law, this would mean dramatically more new affordable housing units. During an affordable housing crisis with people possibly being evicted due to the COVID-19 pandemic, this "community benefit" is ***not nearly enough*** to offset the harm this project will create in Santa Monica.

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You cannot trust Michael Dell to live up to his promises for "community benefits" when he isn't contributing his fair share to Santa Monica. Please vote against this proposal and ensure the future of Santa Monica for the next generation of Santa Monicans and not tech entrepreneurs and the richest 0.01%. We deserve better than this.

Yours,

Neil Feineman

Santa Monica

California

**From:** [Nene Imba](#)  
**To:** [Grace Page](#); [Planning Commission Comments](#); [communications@eahhousing.org](mailto:communications@eahhousing.org)  
**Subject:** 20ENT-0079, 1413 Michigan Avenue  
**Date:** Tuesday, September 8, 2020 6:05:32 PM

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EXTERNAL

Hello Grace Page,

On August 24, 2020 the City Landmark Commission conducted a public hearing for the proposed project 20ENT-0079, at 1416 Michigan Avenue.

The community was informed with a mailer, and invited to submit comment and questions regarding the project (online), since the meeting was being held via teleconference. Members of the community submitted comments and questions prior to the meeting, however when the time for community input came, it was overlooked, and none of the communities comments, questions nor concerns were ever raised, mentioned nor addressed.

Therefore, can you please address some of the concerns :

- 1) Has the city done any environmental or neighborhood impact studies or reports on how this project would affect the surrounding neighborhoods and communities?  
( If so, where can they be found?)
  
- 2)
  - A) Who will take responsibility for any tenant's disorderly conduct, criminal activity, or ordinance violations, such as, trespassing, loitering, smoking, littering, or noise disturbance, on or around the neighboring properties?  
(Will it be Atlantic Microscope, the City of Santa Monica, OPCC, or other?)
  
  - B) Who would the affected neighbors need to contact, in the event these problems may arise?
  
- 3) When does the construction begin, if the application is approved by the SM city planning commission, and what is the construction time frame?
  
- 4) What role will OPCC or (THE PEOPLE CONCERN) have in this project, once completed?

Thank you

Sincerely,

Concerned Residents

**From:** [Robert Richards](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:52:12 PM

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**From:** sterlinger@yahoo.com <Robert Richards>

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Robert Richards

Santa Monica

California

**From:** [Shirley Loeb](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:48:40 PM

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**From:** shirloeb@yahoo.com <Shirley Loeb>

**Message:**

Santa Monica can we can remain a haven or turn into a mess. It all depends on you. Thank you for doing the right thing.

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

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Yours,

Shirley Loeb

Santa Monica

California

**From:** [Silke Kohler](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Jim Ries](#); [Nina Fresco](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#)  
**Subject:** Miramar Project - Stop this Development  
**Date:** Tuesday, September 8, 2020 9:37:10 PM

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EXTERNAL

Dear Chair Lambert and Planning commission members,

Last Wednesday's meeting including all the public comments and did not reveal anything which could changed my mind that this project does not makes sense in the way it is currently presented.

1. The condos do not serve our community and make it impossible to design the rest of the project in a way that burdens the surrounding residential neighborhood for the next centuries to come. This is not acceptable. The Condos are only necessary as they developers / owners want to make good on the costs immediately and don't plan on an investment which will serve back over a longer timeframe.

2. The masses of the project concentrated to the residential California Ave side do not make any sense, the mass building should be concentrated towards the declared business street Wilshire Boulevard. This request was raised already in the past and still exists. The side was declared an opportunity side to anchor the business activities to Wilshire and not to the residential side of the lot. The property should ease into the residential neighborhood to the north and not bring in another tall building there.

3. The Parking Garage entrance and exit on California should be moved to the business streets Wilshire or Ocean Avenue. California would make sense if the majority of the Miramar workers would live in Malibu and come up the CA incline. I would be very surprised if that is the fact. Minimum wage workers do not live in Malibu or even Venice Beach. The majority will very likely come from the 10 freeway and then down Wilshire. An entrance and exit on Wilshire or Ocean would therefore make the most sense. Why can't the employees use the same entrance as the Condos? Are their cars too ugly to be seen with the luxury cars?

Furthermore the main entrance on second street will already create an additional flow on California as guests will try to avoid to have to wait to make a left turn on 2<sup>nd</sup> street and do a right turn from Wilshire to Ocean and a right on California to arrive on second on the west side of 2<sup>nd</sup> street in order to enter into the main entrance on 2<sup>nd</sup> street by a simple right turn. This combined with the entrance / exit of the employees will jam up California completely.

I hope the additional week you had to think about this project helped and you came to the same conclusion as me.

The condos are hurting the project and inflating it unnecessarily. Why can't Michael Dell build a profitable hotel without the condos and other companies don't have a problem doing so? Did they ever try to really scale back this project? In all the plans I have seen it does not seem to me they did. This is and should be a hotel and not a mixed commercial use property with condos. This is the way it looks currently to me.

Please vote against this Monstrosity and do not allow Santa Monica to be taken over by outside

investors and lose its character. We don't want to become a city run by developers and their greed.

Please set a sign and vote this project down.

Thanks in advance for your support.

Silke Kohler

101 California Ave, #304

Santa Monica, CA 90403

**From:** [Sonya Sones](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:24 PM

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**From:** cookiesss@aol.com <Sonya Sones>

**Message:**

I've lived in Santa Monica for 45 years and have born witness to ll the changes. In recent years, there has been a ridiculous amount of traffic in the city. Obviously, not right now, during the pandemic. But as soon as it is over and the tourists return, it will be its usual nightmare. The Expo Line has done nothing to alleviate the situation. **PLEASE DO NOT ALLOW THE EXPANSION OF THE MIRAMAR.** It will make an already awful situation much MUCH WORSE!

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Sonya Sones

Santa Monica

California

**From:** [Steven Freedberg](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:15 PM

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**From:** jahontaylor@yahoo.com <Steven Freedberg>

**Message:**

Pleas don't allow this expansion to continue. As a longtime resident of Santa Monica I disagree vehemently with this proposal.

Dear Santa Monica City Council Members,

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Yours,

Steven Freedberg

Santa Monica

California

**From:** [Susan Shapiro](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:48:49 PM

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**From:** sshapiro10@hotmail.com <Susan Shapiro >

**Message:**

Dear Santa Monica City Council Members,

We love our home, Santa Monica. Please do not allow a Texas tech entrepreneur, billionaire, and real estate mogul to make giant profits while ordinary Santa Monicans suffer.

Michael Dell—a Texan who is not paying his fair share of taxes in the city of Santa Monica and LA County—and a network of shell companies owned by him and his family members control the 61-year-old Miramar Hotel. Their plan to remove it and construct a half a million square foot project—roughly the size of Santa Monica Place on half the land—will **destroy our peaceful neighborhood and bring untold traffic and toxic fumes for decades to come.**

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Yours,

Susan Shapiro

Santa Monica

California

**From:** [Susan Weinberg](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:51:08 PM

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**From:** infinitystudio@aol.com <Susan Weinberg>

**Message:**

stop the Miramar expansion

Dear Santa Monica City Council Members,

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Yours,

Susan Weinberg

santa monica

California

**From:** [bounces+13947325-deed-planningcomment=smgov.net@em4873.ujoin.co](mailto:bounces+13947325-deed-planningcomment=smgov.net@em4873.ujoin.co)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Tuesday, September 8, 2020 8:14:06 PM

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EXTERNAL

**From:** rabuchino@aol.com <\Suzanne Rabuchin>

**Message:**

Please , DO NOT approve this project. Santa Monica needs to take a step backwards and re-evaluate the tremendous growth that is happening in our wonderful community, that is in the process of over building.

Dear Santa Monica City Council Members,

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Yours,

\Suzanne Rabuchin

Santa Monica

California

**From:** [Thomas Dempsey](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:50:02 PM

---

**From:** tdempseylaw@aol.com <Thomas Dempsey ( Long Time Santa Monica Resident)>

**Message:**

Will the "affordable housing" be constructed first? That way there will be no temptation to claim a lack of funds or capability for such housing after completion of the hotel project.

Dear Santa Monica City Council Members,

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This proposal would double the size of the current property and include 60 luxury condos for the uber-rich, which will sell for up to \$10 million each, the most expensive condos in the City. Furthermore, **he is violating Santa Monica's laws by not building a comparable amount of affordable housing.** And this is all being shoved through at breakneck speed during a once-in-a-century pandemic.

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Yours,

Thomas Dempsey ( Long Time Santa Monica Resident)

Santa Monica

California

**From:** [Thomas Hartman](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Tuesday, September 8, 2020 9:32:29 AM

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EXTERNAL

**From:** thartman@iqmagic.net <Thomas Hartman>

**Message:**

This is not progress. This is the decimation of a community. Living in Sta Monica since 1979 I have witnessed how the explosive expansion of commercial and multifamily development has created a quagmire of traffic for us, drastically diminishing the quality of life here and our SAFETY (via access to essential services). PLEASE stop this huge infringement on our community. It's impossible to get access the #10 fwy from 4th & Washington now in the summer, what will it become with 1000's of more cars? Let's be responsible and preserve the desirability of living in SM for all before it's too late - not just line the pockets of developers. PLEASE support the people who elected you and PAY YOUR SALARY, not Texas billionaires.

Dear Santa Monica City Council Members,

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Yours,

Thomas Hartman

SANTA MONICA

California

**From:** [Tim Lee](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:47:31 PM

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**From:** timleehawaii@yahoo.com <Tim Lee>

**Message:**

We must keep Santa Monica with no high rises. I do not understand why Michael Dell/Owner of Miramar hotel is still being allowed to build. This has been going on for many years now and as a regular visitor to SM due to its existing beauty, small businesses and most pleasant neighbors. DO NOT let him build which will then follow by many others, resulting in SM becoming another huge major city like place and no longer special & unique.

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Yours,

Tim Lee

Honolulu

Hawaii

**From:** [Tommy Kendall](#)  
**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 8, 2020 8:14:39 PM

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EXTERNAL

Commissioners,

As owners of a condo at 101 California Ave. for the past 10 years or so, my wife and I have followed the efforts to redevelop the Miramar Hotel site with great interest, been to several of the prior meetings and listened to 5 hours last week, before running out of energy at 10:30 PM with 21 fellow residents still in front of me waiting to speak. As such, I thought submitting my comments in writing might make more sense.

I would like to start by commending everyone on both sides of this process. I have been *very* impressed with you and the city staff's presentation, attention to detail and patient approach to what is obviously a long, difficult, complicated process. Just based on the economic engine that the Miramar is and will be after its development, it would be hard for any unselfish, fair-minded Santa Monican to oppose it, given our financial realities. This is what makes it so impressive how hard everyone has worked to *also* make it a development that everyone can be proud of and benefit from, truly a model for how this process should work. Seeing how far this concept has come from the first iteration is remarkable and a tribute to issuing some very high hurdles (and lower overall heights:-), impressive responses from the developer and then doing it over and over again. It is beautiful and SO much better than it started out!

I know this is a highly-charged issue and perhaps the most vocal opposition has come from my fellow residents at 101 California Ave. I will continue by saying that neither Steve Linnet nor the board speaks for us, and we wholeheartedly support the Miramar redevelopment and believe this long overdue project will be highly accretive to *all* in my building and the neighborhood.

Quite frankly, I think most of the opposition is an unwillingness to change their minds, or opposition for opposition's sake, as every reasonable hoop that we have asked the developers to jump through, they have, along with plenty of unreasonable hoops. With an open mind, I had hoped they would see that this has evolved into what will be a spectacularly beautiful and spectacularly beneficial presence in the community. Selfishly speaking, I have no doubt that when the project is completed, my unit (and all of theirs) will be worth substantially more than it is now. Having the restaurants, Bungalow, and public spaces right next door is an amenity that many will fly half way around the road to visit, and we will be able to walk next door to enjoy it.

I would also like to include some thoughts and observations on the owners/operators of the property, as I think it is a key, and perhaps under-appreciated, piece of the whole equation. I say this as many developers are solely driven by short-term interests, whereas this group seems the exact opposite. They have taken the long view at every turn, it would appear. They have, and will presumably continue to be, focused on building long-term value and relationships. In other words, our interests are well aligned and they are exactly the kind of neighbor you want. I have marveled as they have continued to upgrade the property, making a proverbial silk purse out of a sow's ear, and have *always* been welcoming and responsive to any input we have had. I can't wait to see what

they can do with a property that is worthy of their efforts.

It is time to green light this project so we can all enjoy the spoils of everyone's labor as soon as possible!

Best regards,

Tommy Kendall  
101 California Ave, # 405

**From:** [Tony Liebo](#)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Wednesday, September 9, 2020 1:45:17 PM

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**From:** tonyliebo@gmail.com <Tony Liebo>

**Message:**

Dear Santa Monica City Council Members,

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Yours,

Tony Liebo

Merion Station

Pennsylvania

**From:** [William Stadiem](mailto:whstadiem@mac.com)  
**To:** [Planning Commission Comments](#)  
**Subject:** Santa Monicans Oppose the Miramar Expansion  
**Date:** Tuesday, September 8, 2020 9:26:13 AM

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**From:** whstadiem@mac.com <William Stadiem>

**Message:**

I have lived happily in Santa Monica for over 35 years. This "let them eat cake" project will badly disrupt a serene neighborhood for 3-5 years and then be completely out of touch with it for decades to come. The new hotel and condos are totally at odds with our community's democratic and diverse character, as well as its human scale. It's far better suited to Miami Beach.

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Yours,

William Stadiem

Santa Monica

California

**From:** [William Stadiem](#)  
**To:** [Jim Ries](#); [Nina Fresco](#); [mario.fonda@smgov.net](mailto:mario.fonda@smgov.net); [Richard McKinnon](#); [Elisa Paster](#); [Planning Commission Comments](#); [Lane Dilg](#); [David Martin](#); [Jing Yeo](#); [Leslie Lambert](#); [Shawn Landres](#)  
**Subject:** Miramar Concerns  
**Date:** Tuesday, September 8, 2020 8:45:42 AM

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EXTERNAL

Dear Planning Commissioner,

Because the Planning Commission has wisely extended its consideration of the highly controversial Miramar expansion project, I just wanted to stress three main points I believe spring to the fore here.

1. The presence of 60 condominiums, among the world's most expensive, will double the building density on the site yet provide no tangible benefit to the city and to the adjacent residential neighborhood. On the contrary, they will greatly add to our traffic woes, pollution and dangers to pedestrians and cyclists, while underscoring the "let them eat cake" exclusionary fortress nature of the new Miramar.
2. The project's center of gravity should refocus the hotel's main entrance onto its present location on Wilshire Boulevard, which has been abandoned without due deliberation and community input. That this is being rammed through during our pandemic, when normal in-person discussion and protest could be deleterious to our health, underscores the rush to judgment impression created here. Where's the fire?
3. The garage entrance on California Avenue must be abandoned as a very likely traffic disaster.

Thanks for your serious and sensitive review, as this project, like a diamond, is forever.

William H Stadiem  
101 California Avenue, Apartment 607  
Santa Monica, CA 90403

**From:** [Elizabeth Van Denburgh](#)  
**To:** [Leslie Lambert](#); [Shawn Landres](#); [Nina Fresco](#); [Jim Ries](#); [Elisa Paster](#); [Mario Fonda-Bonardi](#); [Richard McKinnon](#); [Planning Commission Comments](#)  
**Subject:** PC 9/9/20 - Miramar Project -- Wilmont Board Comments  
**Date:** Wednesday, September 9, 2020 12:17:28 AM

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EXTERNAL

Dear Chair Lambert and Planning Commissioners,

The Wilmont Board, members and residents care about our neighborhood and this site. It's where we walk, ride our bike, enter the City/leave the City and gain access to Palisades Park, beach and downtown.

The Wilmont Board understands the need to renovate and enlarge the hotel rooms which will generate 77% of the City's annual revenue from this project. What we also understand and disagree with is the proposed car circulation, massing, density and transition to the neighborhood and limited community benefits.

#### Proposed Car Circulation

- Creation of six new car curb cuts impacts the safety and health of pedestrians, bicyclists and scooter riders inside Wilmont neighborhood.
- Why is Wilshire prioritized for pedestrian traffic and the other three streets, Ocean, California and 2nd Street not? These are our walking streets into and out of the neighborhood. The omission of studying Wilshire in the EIR should be remedied by conducting a traffic study to determine the functional best solution; not the solution that rides on one LUCE goal and enhances Miramar's retail sales at the risk of pedestrians, bicyclists and scooter riders. We want our esplanade on double-sidewalk Ocean Ave., not Wilshire Blvd.
- City Council committed to the goal of eliminating all fatal and severe crashes in Santa Monica with the adoption of the Pedestrian Action Plan in 2016; Vision Zero was its number one goal. How does opening up six new car curb cuts in the mostly densely populated area of the most densely populated neighborhood make sense?
- In addition, the 4 intersections, including PCH/CA Incline, and 5 street segments along California (from PCH to Lincoln) and 2nd Street will cause congestion and impact pedestrians, bicyclists and scooters. Why prioritize cars at this site? We know the VMT will be reduced because of the underground garage no matter where the entrances/exits are placed so VMT improvement is achieved. Why spew them in and out of six new curb cuts?
- LUCE Goal T25 states "Design parking to meet applicable urban design goals and minimize negative impacts on pedestrians, bicyclists and transit users." with Policy T25.3 stating "Minimize the width and number of driveways at individual development projects." Again we ask, how does six new curb cuts achieve this?

Recommendation: Return entrance to Wilshire and make walking in Wilmont safe again.

#### Massing, Density and Transition of the Site

- We believe this project does not comply with the language nor the spirit of the LUCE with respect to the massing, density and transition to the neighborhood. We quote from

the LUCE:

- **Goal LU1:** Protect, conserve and enhance the City's diverse residential neighborhoods to promote and maintain a high quality of life for all residents.
  - **Policy LU1.3:** Preserve neighborhood quality of life and protect neighborhoods against potential impacts related to development, traffic, noise, air quality and commercial encroachment.
  - **Policy LU1.5:** Require that infill development be compatible with the existing scale, mass and character of the residential neighborhood.
- **Goal LU4:** Create complete neighborhoods that exemplify sustainable living practices with open spaces, green connections, diverse housing, local employment, and local-serving businesses that meet the daily needs of residents and reduce vehicle trips and GHG emissions.
- **Goal N1:** Protect, preserve and enhance the residential neighborhoods.
  - **Policy NI.4:** Preserve and protect existing neighborhoods against potential impacts related to development: traffic, noise, air quality and encroachment of commercial.
  - **Policy NI.7:** Make new development projects of compatible scale and character with the existing neighborhoods, providing respectful transitions to existing homes, including ground level open spaces and upper-floor step backs.
- **Goal D8:** Ensure that new and remodeled buildings in the Downtown District contribute to the pedestrian character of Downtown and are compatible in scale with existing buildings
- "... Development Agreement... Future projects must also exhibit compatibility in scale, setting and transitions to residential neighborhoods." (pg. 12)
- The LUCE states we are a City of Neighborhoods and the community stated the highest priority was the preservation of the existing character and scale of Santa Monica's neighborhoods. This project is a fortress that looks to defend itself against the neighborhood with a solid wall of buildings on the perimeter except for Ocean and California. The Miramar project has literally turned its back on Santa Monica taking the ocean, bluff and Palisade Park views and it appears the historic 1137 2nd Street brick two-story building will have vibration impacts as well as not getting any sun based on the shadow study. Is this any way to treat a historic building?
- 79% of the new square footage is due to the condos and related amenities and 77% of the annual City revenue will be from the hotel's transient occupancy tax. The Miramar does not need the condos to finance the project

Recommendation: Eliminate the condos and related 134 parking spaces, eliminate the California Building to allow green space and shift guest rooms towards Wilshire and reduce massing on California and 2nd Street.

#### Community Benefits are Not Commensurate with the Scale of the Project

- Residents are not getting real and needed community benefits that would compensate for the many significant entitlements the developer may receive including:
  - Building up to 130 feet on Ocean Avenue site zoned for 50 feet maximum building height
  - 100 year project with permanent burdens to the surrounding neighborhood in terms of massing and height including 1137 2nd Street historic building being in constant shade

- Demolition and 3-year construction because of total razing of site except Palisades Building
  - The unsolved circulation problems
  - The 2nd Street hotel wall turns its back on the rest of the City and bogarts the ocean, bluff and Palisades Park views for itself.
- The HR&A analysis identifies that the applicant has overstated costs and understated revenues in their confidential pro forma financials. How do we know what their real margin is really for this showcase site?
- The condos will be pre-sold and will be used to fund the construction of the site. The applicant will pocket almost full revenue from the condo sales i.e., minimum construction cost while they could finance it as any ongoing business would with debt and payment back through a long-term mortgage. What is the yardstick for determining the significant community benefits?
- The DCP states: "All development agreement projects are expected to provide community benefits that contribute to Downtown priorities and fees in excess of Tier 3 requirements" (DCP pg. 30). Prioritized negotiated community benefits identified in the DCP were publicly accessible open space, affordable housing and historic preservation. From the neighborhood's perspective most the community benefits, now and historically, have been project amenities or hotel obligations
  - Affordable Housing - Why are we limiting the applicant to only what the 2nd Street current parking site can accommodate? What is the Planning Commission's response that the applicant is not providing enough affordable housing based on the Established Large Site affordable housing requirements outlined in a letter by the Housing Commission's chair?
  - Publicly Accessible Open Space - 80% of the site's open space will not be consistently available if at all to non-hotel guests. The 14,000 square feet at Ocean and Wilshire is truly an amenity for the applicant and does not address the open space as defined by the DCP - "Publicly Accessible Open Space. 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 and pedestrians can enjoy amenities that add greenery, art and public gathering places." DCP 2.3A
  - Historic Preservation - The Morton Fig tree and renovation/maintenance of the Palisades Building is an applicant obligation and appropriate cost for updating the building. Overall, we give the Miramar a negative score on historic preservation for the obfuscation of the Palisades Building by really just making it an extension of the California Building as well as the construction vibration and shade impact the Miramar will have on the 1137 2nd Street historic brick building.

Recommendation:

- Determine the appropriate number of affordable housing given this is an Established Large Site. The approach you establish here will be used for the other two ELS in downtown.
- Negotiate DA to have applicant pay for City Park Rangers for Palisades and Reed Parks for a period of 55 years to support resident's real need for publicly accessible open space.
- In the staff's report Table 2: Base Fee per Code for Parks and Recreation Contribution is \$880,000 (assumed to be for Tier 2) and the negotiated amount for the DA is only \$250,000. Since DAs require community benefits in excess of Tier 3 requirements, the amount should be double the Tier 2 base fee code amount of \$880,000 in the draft DA.

In addition, this money should be designated to address Wilmont P&R needs.

- Provide support for the 1137 2nd Street historic brick building with respect to construction vibration issue and shade issue.

The Board and members of Wilmont thank-you for taking seriously the changes and impacts this proposed project will have on our neighborhood, our people and our lives.

Thank-you,

Wilmont Board Members