

**The Ocean Avenue Project - Community Meeting**  
**March 21, 2013**

Presenting: Jeff Worthe  
Frank Gehry  
Tensho Takemori

Facilitating Marie Garvey

Location: Santa Monica Public Library  
601 Santa Monica Blvd., Santa Monica CA  
Multi-purpose Room

Time: 7:00 - 8:45 P.M.

**Overview:**

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A community meeting was held on March 21, 2013 to provide a high level overview and description of The Ocean Avenue Project, a proposed new mixed-use hotel project for a 1.9 acre site located at the northeast corner of Ocean Avenue and Santa Monica Boulevard. The meeting was hosted by M David Paul Associates, Worthe Real Estate Group and Gehry Partners. The meeting began with a presentation by Jeff Worthe, Frank Gehry and Tensho Takemori of the overall project highlights and program elements, including project images and renderings. A scaled physical model of downtown Santa Monica, including the project site, was also on view. Following the presentation, the meeting was opened up to those interested in making a comment or asking questions about the project.

Summary notes of comments and questions heard follow on the attached. There is a remarks section followed by a series of categories to which the remarks may relate.

Summary Notes:

Remarks	Design/Architecture	Community Benefits / Cultural	Design/Scale	Zoning - DSP and LUCE	Logistics	Sustainability / Green	Opportunity Site	Parking / Traffic	Labor	Economic / Fiscal	Housing / Condos / Hotel
Excellent Presentation. The City should be honored to have a Gehry project. Will the Ficus tree be kept?	x					x					
I've lived in Santa Monica for 30 years and it looks like you want to move New York here.			x								
What about the cultural space? Please talk more about that.		x									
What happened to the existing Development Agreement for a 73-room hotel on this site? The Downtown Specific Plan is not final. There's no height limit now.				x							x
This is the most fantastic presentation I've seen. Great contextual architecture. The amenities are wonderful. What about materials and color?	x	x									
Very honored to have Gehry doing a project down the street from me. What about the timeline? Coordinating with Miramar? We're next to the Oceana Hotel, where there was construction. Coordination would be helpful.	x				x						
I live "down-wind" and am concerned about "Manhattanization" and turning Santa Monica into Miami Beach. Sea breeze will be blocked. Is the design theme wings? It makes us sea-sick.	x		x								
My office is two blocks form the site. The area is increasingly congested. There's no bullet point in your presentation for height. Can't you keep an iconic four-story building instead of changing the zoning and height limit? How did the site become an Opportunity Site? The twelve story buildings on Ocean were built before the 4-story limit was enacted. This sets a precedent for the future with tall office buildings lining Ocean Avenue.			x	x			x	x			
How will circulation work, especially at events at the hotel? It's good that alleys will be reduced.	x							x			
It's an impressive design, but what happens when citizens and City leaders ask for less height? The previous plan had four stories; can't there be a middle ground?	x		x								
I wish you could design something like Gehry's house. I don't understand the parking you proposed. How will 460 spaces work for residents, employees, visitors and shoppers? What is the traffic mitigation plan to accommodate 1,300 people?								x			
I'm thrilled that Santa Monica will be getting a Gehry project. It won't be a big hulking building. Making it higher makes it more delicate. The design reflects moving water. Will there be a green belt between the sidewalk and curb?	x		x			x					
The "game-plan" is four stories and you shouldn't differ. Traffic on Ocean Avenue is very bad. Also, when buildings are demolished, waste has to be disposed of, and then more resources are used for new construction			x	x		x		x			
I'm an architect in Santa Monica. At Santa Monica Place, 37 stories were recommended and rejected by the community. Twenty-two stories in Santa Monica is extreme. The streets are already parking lots. Gehry could do a beautiful project in 5 stories.			x					x			
The community doesn't want a museum and community benefits with 22 stories.		x	x								
You force these things down our throats. We don't want it. When did you first talk to the City about Opportunity Sites? Did you go to the City or did they come to you? This is a sham and a farce.							x				

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How essential is it to have condos as part of the project? Have you discussed with the City the cost of maintaining a museum? How can it be a key part of the project? Another site at the Holiday Inn said they were working with the City. Are you doing that too on the Downtown Specific Plan?		x		x							x
I was former Chair of the Planning Commission during the creation of the LUCE. Opportunity Sites were identified as part of that process, and height limits were specifically not included. This project is doing exactly what LUCE was designed to do. Height does not create traffic; FAR does. A four story building could create more traffic if it had a greater FAR. We wanted to encourage iconic architecture and you've done that.	x		x	x			x	x			
I'm a fan of Gehry. Why does a hotel have to have 125 rooms to be profitable?	x										x
I'm a huge fan of Gehry. I understand about traffic, but what about having underground walk-ways from off-site parking?	x							x			
Great presentation. I visit and drive by the area often. Height concerns are valid, but the building design is great. There are a lot of architectural styles on the site. How will they be incorporated and tied together? The paseos and plazas bring the city into the project. The roof deck is great.	x	x	x								
Excited about Gehry and the opportunities from a business perspective. The building will bring new tourism and economic benefits. People will want to come to Santa Monica to see it. How will the building reflect Santa Monica? Will thee be a bar on the roof deck?	x	x								x	
We love Bilbao. It brings in huge numbers of people and traffic. Santa Monica already has tourists, density, work centers, colleges, hospitals etc. People struggle with all the development sites which will bring more congestion and pollution. We're not talking about a small suburb. Do you build every possible thing? We're not NIMBY's - we already have everything.								x			
Excited that Gehry is involved, but very concerned that height blocking ocean views for some in order to give others a view from the roof. Would like to see the other versions of the project that were considered.			x								
The model looks backwards. Shouldn't tall buildings be further back from the ocean and lower ones nearer? There is a fine line between project benefits and site amenities. Not everyone thinks the museum is a benefit. If buildings are landmarks, they can't be demolished anyway. Hotels usually close off outside space for guests so that space is not really a benefit, but a hotel amenity. Workforce and affordable housing is required, not a benefit.		x	x								x
Have you done any study on the arrival of the Expo and its impact on traffic? Gehry buildings are great. We should not miss this opportunity.	x							x			
In terms of benefits, jobs should be well paid so people can afford to live in Santa Monica. The observation deck should be free or easily affordable.		x							x		
The observation deck should have views in all directions. What level of LEED will the project be?		x				x					
Other cultural amenities besides a museum could be considered. Why do you need so much space for it?		x									
How many affordable units are currently on site? Are you just replacing them? There is an energy shortage now. Will it get worse with all these new projects?						x					x