

CALIFORNIA COASTAL COMMISSION

South Coast District Office
301 E Ocean Blvd., Suite 300
Long Beach, CA 90802-4302
(562) 590-5071



Th15b

5-21-0139 (OCEAN AVENUE LLC)

MARCH 4, 2022

CORRESPONDENCE



February 28, 2022

Ms. Donne Brownsey
Honorable Commissioners
California Coastal Commission
South Coast District Office
301 E Ocean Blvd. Suite 300
Long Beach, CA 90802

Re: March 10th Hearing – Agenda Items 15b and 15c

Dear Chair Brownsey and Honorable Councilmembers:

Downtown Santa Monica, Inc. (“DTSM”) is a private 501c(3) non-profit organization that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica while promoting economic stability, growth and community life within this unique neighborhood. DTSM manages the Property-based Business Assessment District bounded by Ocean Avenue to the west, Wilshire Boulevard to the north, Lincoln Boulevard to the east and the Santa Monica Freeway to the south.

Downtown Santa Monica, Inc. (DTSM) emphatically supports the proposed redevelopment of the Miramar Hotel. We feel the developers have responded thoughtfully to feedback from the community, over many years, and the design has evolved into a world class hotel of which Santa Monica can be proud. The economic impact analysis by the City of Santa Monica’s independent financial consultant - HR&A indicates the project will generate \$41.8 million in additional annual economic output and create 214 new jobs once fully operational. This will bring significant benefits to the City and the local economy, aiding in its revival from the devastating effects of the COVID-19 pandemic that are still substantially impacting our businesses.

The community benefits negotiated as a part of the Development Agreement with the City of Santa Monica will target particular areas of need, funding transportation and pedestrian improvements, childcare, parks and open space, economic equity and opportunity, and affordable housing and affordable lodging.

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

We are supportive of the plan to create an off-site 100% affordable housing development on Second Street directly across the street from the hotel, which proposes

a mix of unit sizes for supporting a variety of households and families, as well as the opportunity for supportive services. We also support that the off-site affordable housing project will utilize high-quality materials and be completed before occupancy of the redeveloped hotel is allowed.

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

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

We urge the Commission to follow the staff's recommendation and support this incredibly compelling project for both the City of Santa Monica and the California Coast.

Sincerely,

Barry A Snell

Barry Snell,
Board Chair, Interim Chief Executive Officer
Downtown Santa Monica, Inc.

cc: DTSM, Inc. Board of Directors
DTSM, Inc. Staff
Jack Ainsworth, Executive Director, California Coastal Commission
Steve Hudson, District Director, California Coastal Commission
Amber Dobson, District Manager, California Coastal Commission
Zach Rhem, District Supervisor, California Coastal Commission
Chloe Seifert, Program Analyst, California Coastal Commission

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| TITLE | Need Signature_Letter to Coastal Commission_Fairmont Miramar... |
| FILE NAME | DTSM, Inc._Coasta...Redevelopment.pdf |
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| AUDIT TRAIL DATE FORMAT | MM / DD / YYYY |
| STATUS | ● Signed |

Document History



SENT

02 / 25 / 2022

19:14:09 UTC

Sent for signature to Barry Snell (barry@snellcpa.com) from mackenzie@downtownsm.com
IP: 71.177.221.73



VIEWED

02 / 25 / 2022

19:14:41 UTC

Viewed by Barry Snell (barry@snellcpa.com)
IP: 76.91.16.171



SIGNED

02 / 25 / 2022

19:15:34 UTC

Signed by Barry Snell (barry@snellcpa.com)
IP: 76.91.16.171



COMPLETED

02 / 25 / 2022

19:15:34 UTC

The document has been completed.

Seifert, Chloe@Coastal

From: Hannah DeWit <hannah.b.dewit@gmail.com>
Sent: Tuesday, February 8, 2022 7:47 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

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

It is a no brainer for you to support this partnership and this development that delivers a 100% affordable housing project with 42 units of mostly family sized units to one of the most desirable locations in Santa Monica, creating real affordability on the coast.

Thank you!

Hannah DeWit
Resident of Santa Monica

Seifert, Chloe@Coastal

From: Nicholas Efron <nicholasefron@gmail.com>
Sent: Tuesday, February 8, 2022 8:01 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

I would like to offer my support for the current project proposed by the Miramar Santa Monica and for their Affordable Housing component. I hope you will support this initiative because I am certain it will be beneficial for many in our coastal community and increase affordability and access to our coast. These are the key reasons I support the project:

- **The Miramar Santa Monica** is partnering with **Community Corporation of Santa Monica** to build 42 units of affordable housing in the jobs-rich downtown area as a community benefit of its redevelopment plan.
- This **100% Affordable Housing** building is on 2nd Street in downtown Santa Monica — directly across the street from the new hotel, near transit, and just two blocks from the beach.
- This affordable housing project includes family-sized units with over 60% 2 and 3 bedroom units with underground parking for residents.
- Given the state's focus on affordable housing production and the limited funding available, this substantial affordable housing contribution without any City funding is an important step toward Santa Monica achieving its RHNA numbers. It demonstrates the hotel's commitment to working together as a community to solve our housing and affordability issues across the state and on our coastline.

I urge you to approve this important project.

--

Nicholas Efron
nicholasefron@gmail.com
301.922.2506

Seifert, Chloe@Coastal

From: Meghmik Babakhanian <meg.babakhanian@e-ccrc.org>
Sent: Tuesday, February 8, 2022 8:05 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica Project with CCSM - March 2022 Hearing

To Whom it May Concern,

My name is Meg Babakhanian and I am a Relationship Manager at California Community Reinvestment Corporation, a permanent lender of affordable housing developments. I wanted to write this email to you to provide my support for the planned affordable housing that Community Corporation of Santa Monica will be developing in partnership with the Fairmont Miramar. I've been to Santa Monica hundreds of times, to visit the beach, enjoy some of the restaurants, or to go one of the bars to socialize. Like most other visitors, I usually get off the freeway, pull into a parking lot, and don't really see the real community or interact with the local residents. It's easy to forget that behind the shiny lights and fancy restaurants, there is a vibrant working community who has contributed to the thriving city. CCSM is one of the organizations that constantly shines the spotlight on those working-class families and advocates for affordable housing for them.

On a professional level, I've worked with CCSM to help finance some of their previously developed communities, and I am here to attest to their hard work and dedication to helping build beautiful and well-managed affordable properties. They're always thinking of creative ways to serve the less advantaged groups. For instance, while most of the affordable housing projects in California have targeted towards homeless individuals in the past few years, CCSM has not forgotten about the other minority groups in need. On one of their most recent projects, which is currently under construction, CCSM partnered with the regional center to set aside 12 units for the developmentally disabled. So, I wanted to share my experience with you regarding working with CCSM and provide my support for building these ~40 units in an area that desperately needs it.

Best regards,

Meg Babakhanian
AVP – Relationship Manager
California Community Reinvestment Corporation
100 West Broadway, Suite 1000 | Glendale, CA 91210
Office: (818) 550-9809 | Cell: (818) 632-8264
Meg.Babakhanian@e-ccrc.org

Seifert, Chloe@Coastal

From: Vivian Rothstein <vivroth46@gmail.com>
Sent: Wednesday, February 9, 2022 10:39 AM
To: Miramar Hotel Project
Cc: tbarauskas@communitycorp.org
Subject: Support for the Miramar Hotel Affordable Housing March, 2022 Hearing

Dear Coastal Commissioners:

I am writing as a Santa Monica resident of more than 35 years to urge you to support the Agreement negotiated regarding the future redevelopment of the Miramar Hotel, which was approved by the Santa Monica City Council in the Fall of 2020.

In particular, I feel the inclusion of 42 units of affordable housing in the overall project going forward represents an invaluable benefit to our coastal city and an investment in our community's diversity and sustainability.

The Miramar's strong commitment to its union hotel workers is emblematic of the company's clear vision for a more equitable future for the city.

Please support the City's approval of this project and continue Santa Monica's and the Coastal Commission's commitment to inclusion.

Sincerely, Vivian Rothstein, Santa Monica Sunset Park Resident



THEPEOPLECONCERN

Because everyone should be housed, healthy and safe.
OPCC & LAMP COMMUNITY UNITED

February 9, 2022

Coastal Commission

Re: Support for the Miramar Santa Monica and Community Corp Affordable Housing Projects

Dear Commissioners,

I am writing in strong support of Community Corporation of Santa Monica's (Community Corp.) collaborative affordable housing development in partnership with the Fairmont Miramar. This 42 unit, 100% affordable housing project will help low-income families live near transit, a variety of job centers, schools and recreation opportunities.

Affordable housing is desperately needed in downtown Santa Monica. As a housing and social services provider working in the City of Santa Monica for more than 5 decades, The People Concern helps our most vulnerable neighbors find permanent housing so that they can rebuild their lives and thrive. The severe shortage of affordable and supportive housing in our community contributes to our existing homelessness crisis; we urgently need more affordable housing to prevent low-income households from falling into homelessness. This affordable housing project will be built with no City funding, which is important since the City's budget has been decimated in light of COVID-19.

The People Concern strongly supports this project. This affordable housing development is an excellent example of highly sustainable housing for families that will improve lives and neighborhoods. By investing in affordable and supportive housing, we make our communities safer, healthier and more inclusive.

I respectfully ask you to support this affordable housing project.

Sincerely,

John Maceri
Chief Executive Officer
The People Concern

Seifert, Chloe@Coastal

From: Leonora <leonorasc@gmail.com>
Sent: Thursday, February 10, 2022 9:54 AM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

I am a resident of Santa Monica and follow community topics closely. I am Executive Director of Abundant Housing LA, a pro-housing organization, but am also supporting this project in my personal capacity as a resident in this neighborhood. I would like to offer my support for the current project proposed by the Miramar Santa Monica and for their Affordable Housing component. I hope you will support this initiative because I am certain it will be beneficial for many in our coastal community and increase affordability and access to our coast. These are the key reasons I support the project:

- **The Miramar Santa Monica** is partnering with **Community Corporation of Santa Monica** to build 42 units of affordable housing in the jobs-rich downtown area as a community benefit of its redevelopment plan.
- This **100% Affordable Housing** building is on 2nd Street in downtown Santa Monica — directly across the street from the new hotel, near transit, and just two blocks from the beach.
- This affordable housing project includes family-sized units with over 60% 2 and 3 bedroom units with underground parking for residents.
- Given the state's focus on affordable housing production and the limited funding available, this substantial affordable housing contribution without any City funding is an important step toward Santa Monica achieving its RHNA numbers. It demonstrates the hotel's commitment to working together as a community to solve our housing and affordability issues across the state and on our coastline.

I urge you to approve this important project.

Seifert, Chloe@Coastal

From: Rev. Jim Conn <urbconn@aol.com>
Sent: Wednesday, February 16, 2022 10:36 AM
To: Miramar Hotel Project
Subject: Miramar Proposal Support

Dear Coastal Commissioners:

I am writing as a former Council Member and Mayor of Santa Monica to urge your support of the current project proposed by the Miramar Hotel. I support this project for two reasons: one, the hotel has worked with the current work force and its representative union to protect workers during construction; and 2, they have committed, from the beginning and throughout the lengthy approval process to provide affordable housing on property they already own adjacent to the hotel.

A third reason stands out as well: Unlike other hotel projects in the city, the Miramar has carefully followed the rules, seeking the city's approval (and receiving it) and now the Commission's.

I am sure that you have read the details of the affordable housing portion of their proposal, but I list them here:

- **The Miramar** is partnering with **Community Corporation of Santa Monica** to build 42 units of affordable housing as a community benefit for its redevelopment plan.
- This **100% Affordable Housing** is planned for 2nd Street in downtown Santa Monica — directly across the street from the new hotel facility, near transit, and just blocks from the beach.
- 60% of the units will be family-sized with 2 and 3 bedrooms as well as providing underground parking for residents.
- This housing makes a substantial contribution to affordable housing in our city without tapping any City funding, and it will help Santa Monica reach its RHNA numbers.

This housing demonstrates the hotel's commitment to working together as a community, not only to solve its issues with its current facility, but also to address housing and affordability issues in our city. It sets a standard for such projects seeking approvals on the coastline.

There are other reasons for supporting this project as well: It's proposed central tower will be no taller than the current building; and its new buildings are consistent with the guidelines of Santa Monica's Downtown Plan.

I urge your approval of this signal project in our city.

JIM

Rev. Jim Conn
230 Pacific St #108
Santa Monica, CA 90405
310/392-5056

Associations:

CLUE - A Founding Member: www.cluejustice.org
Climate Action Santa Monica - Advisory Board
Asset Based Community Development: www.abcdinstitute.org/
United Methodist Minister - Retired: www.calpacUMC.org
Former Council Member and Mayor of Santa Monica

Seifert, Chloe@Coastal

From: Ivan Hindshaw <ivan.hindshaw@gmail.com>
Sent: Monday, February 21, 2022 5:23 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners,

I am writing as a 20+ resident of Santa Monica to support the proposed redevelopment of the Miramar Santa Monica Hotel. I have seen first-hand how the Miramar team has worked hard to evolve their project over a significant period of time, working diligently with the community to ensure resident input on their proposed plan.

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

With all of the input from residents along the way over many years, 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, provide union jobs and create urgently needed affordable housing.

I wholeheartedly encourage you to follow the City of Santa Monica's approval with your own approval of this meritorious project at your March hearing.

Best regards,
Ivan Hindshaw

February 21, 2022

Re: Coastal Commission Hearing March 10th – Agenda Items 15b & 15c – Support

Dear Chair Brownsey and Coastal Commissioners:

I am writing this letter of support for the Miramar Santa Monica Hotel Redevelopment Plan as a downtown Santa Monica resident homeowner, general member of the Santa Monica Conservancy, and board member of the Westside Coalition.

The Westside Coalition is an alliance of 70+ organizations, public agencies and faith communities committed to working collaboratively on issues of housing, hunger and health through service coordination, public education, and advocacy and (pre-COVID) hosted its annual "Celebrating Success Breakfast" at the Fairmont Miramar Hotel.

The Miramar Hotel (Miramar) has been a collaborative and consistent community partner for many of the nonprofits in town: I have personally requested and easily received donations from the Miramar for the Westside Coalition's fundraising auctions over the years. I understand that the redeveloped Miramar will have a new ballroom and outdoor event space adjacent to the Moreton Bay Fig Tree which will create a welcomed and now much needed indoor/outdoor venue for our community.

As a general member of the Santa Monica Conservancy, I love the idea of opening the historic site and tree to Ocean Avenue and Palisades Park for increased public access for the community and visitors alike.

I understand that the redeveloped Miramar will create substantial new revenues and jobs and 42 units of new affordable housing directly across the street and close to the beach, which is critical during our current economic and ongoing affordable housing crisis.

As a downtown Santa Monica resident homeowner, I welcome the additional market rate condos and consequent opportunities for home ownership which I believe is key to our City's sustainability.

In closing, I urge you all to vote to approve this project and facilitate the redevelopment of the Miramar so that it can continue to be a multi-faceted community partner and gathering place for generations and years to come.

Sincerely,



Achée Stevenson
Downtown Santa Monica Resident Homeowner
Santa Monica Conservancy General Member
Westside Coalition Board Member

From: Richard Stearns <richard.stearns@compass.com>
Sent: Monday, February 21, 2022 6:07 PM
To: Miramar Hotel Project
Subject: Support for Miramar Santa Monica Project – Hearing Agenda Item 15B, 15C
Attachments: Stearns Miramar Letter Coastal Commission 022122.docx

Dear Coastal Commission,

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

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

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

3) The fact that the Miramar is willing to take this risk and can continue to pursue this significant reinvestment in this economic environment is astounding and the Commission should do everything that they can to prioritize a project that conforms to code provided parameters on height and density, promotes sustainability, and new publicly-accessible open space. And again, the

project will help in meeting two of the most critical needs in the City – new tax revenues and housing including a substantial number of affordable housing units near the beach.

I have attended several public hearings/forums on the project and have listened carefully to all sides and perspectives. I look forward to the Coastal Commission following the City of Santa Monica's lead and approve this project and all of its community benefits for our City and our coast.

Thank you,
Richard

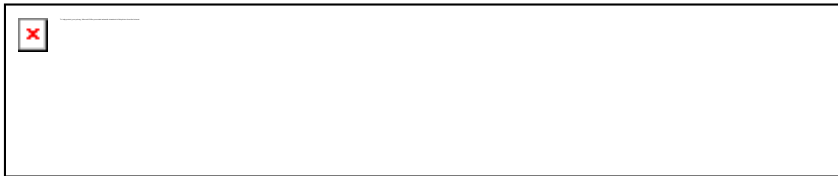
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Richard Stearns
Broker, Founding Partner
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c: 310-850-9284
DRE# 01118915



11601 Wilshire Blvd, Suite 101, Los Angeles, CA 90025
Wall Street Journal Top 150 Brokers in The United States



Seifert, Chloe@Coastal

From: Mitchell Kraus <mitchellskraus@gmail.com>
Sent: Tuesday, February 22, 2022 9:53 AM
To: Miramar Hotel Project
Subject: Re: Coastal Commission Hearing March 10 th – Agenda Items 5b and 5c – Support

Dear Coastal Commission:

I wanted to write a note supporting the Miramar's redesign. I've been an active member of the Santa Monica community for decades. The Miramar has always been supportive of their community. Whether years ago, when I was with the Jaycees, to now with the Boys and Girls Club, Rotary, the Education Foundation and so many more groups, they have been a tireless supporter. Their economic future is vital for our city.

Besides being a good neighbor, I believe the new project will make our city's western gateway look much more attractive to visitors. The proposed publicly-accessible open space at Wilshire has the ability to create a community hub. In addition, let's not forget the economic impact of more rooms, more shopping, etc.

I see this as a win-win and urge you to support this project at your March hearing.

Sincerely,

Mitchell Kraus

[2015 Santa Monica Sustainable Quality Award Grand Prize Winner**](#)

[2014 – 2015 – 2016 - 2017 – 2018 - 2019 -2020 Los Angeles Five Star Wealth Managers*](#)

Mitchell S. Kraus, CFP®, CLU, ChFC, CAP®

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* Award based on 10 objective criteria associated with providing quality services to clients such as credentials, experience, and assets under management among other factors. Wealth managers do not pay a fee to be considered or placed on the final list of 2014, 2015, 2016, 2017, 2018, 2019 or 2020 Five Star Wealth Managers.

** Award based upon evaluating the nomination of a company who significantly demonstrates sustainable business practices in each of the three categories: Economic Development, Social Responsibility, and Stewardship of the Natural Environment.

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Seifert, Chloe@Coastal

From: Hayden Lee <hayden@haydenlee.com>
Sent: Tuesday, February 22, 2022 9:52 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

California Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

Dear Chair Brownsey and Commissioners:

My name is Hayden Lee, I'm an Executive Coach and on the Board of Directors for the Santa Monica Chamber of Commerce.

I am writing in support of the Miramar Santa Monica project coming forward at your March hearing.

This project has been through an extensive, yearslong process and it is time that Santa Monica reap the enormous community and economic benefits that this development will bring. Santa Monica cannot wait any further for the 42 affordable housing units, thousands of union construction jobs, 100+ permanent union hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last six months, this project will send a powerful message that Santa Monica is open for business.

The Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

I urge you to approve the Miramar project and its substantial community benefit package for our coastal city.

Let's work together for a brighter future here in Santa Monica.

Thank you,

Hayden Lee MCC, Board Member Santa Monica Chamber of Commerce

=====

Hayden Lee, MCC

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"Progress is impossible without change, and those who cannot change their minds cannot change anything." -George Bernard Shaw

Seifert, Chloe@Coastal

From: Elena Christopoulos <elena@elenachristopoulos.com>
Sent: Tuesday, February 22, 2022 9:02 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support
Importance: High

Dear Chair Brownsey and Coastal Commissioners:

The time has finally come for the Coastal Commission to consider the Miramar Santa Monica Hotel project on its considerable merits and greenlight it for approval.

The project has been through several iterations, Planning Commission and City Council floatups, extensive environmental review, hundreds of outreach encounters and finally formal Planning Commission and City Council hearings and approvals in the Fall of 2020.

The pluses of the final iteration are significant. The outstanding site plan speaks for itself. The proposed sustainability measures will certainly earn the Miramar a LEED Platinum rating with unprecedented requirements in the Development Agreement to use less water and energy from the existing hotel use – a truly sustainable project by all measures.

The onsite housing is on-trend with other high-cost hotels, bringing permanent residents to the already existing property and allowing the project team to get shovels into the ground sooner. The affordable housing component delivers an incredibly valuable asset to our city at a time when it is most needed, and, moreover, mandated by the state with little to no funding on the horizon for affordable housing.

So after more than eight years of working and waiting, the project team's final submission has arrived at your Commission. I have tremendous faith in your professionalism and in the Staff members who have labored over this project for the last year as the applicant has. I am confident that the importance of this project to the City and the Coastal will inform your thoughts and discussion.

As a fellow Commissioner in the City of Santa Monica, I understand that the Commission has a specific charge, and it is not necessarily about the worthiness of the community process to this point. However, I do believe that the tremendous investment of time and talent to create and present, in good faith, a sustainable project that will resonate positively with the surrounding neighborhood and endure the test of time should be considered as you examine the details of this fine plan and make your decisions.

This is the most significant project in the City since the arrival of the Metro Expo. The Miramar is an iconic and special property, a place where, over the past 100 years, Santa Monicans have gathered, celebrated, worked, and honored the outstanding efforts of our nonprofit community.

Your approval will be appreciated by those generations that have enjoyed the hotel, the truly diverse community that has benefited from the revenues it generates, and younger people who will in the future make the Miramar experience their own.

The Miramar is located in my backyard; this is my community and I know many of us in the Downtown core are excited to welcome this project with open arms. I appreciate your consideration of my views. I hope that you will deliver a “yes” vote on the Miramar and the 100% affordable housing project at your March hearing.

Sincerely,

Elena Christopoulos

Downtown Santa Monica Resident

Elena Christopoulos
Sustainability + Political Consultant
Commissioner, City of Santa Monica
310.866.2922
<http://elenachristopoulos.com/>



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

February 22, 2022

RE: March 10th Coastal Commission Hearing Items 15b and 15c – Support

Dear Coastal Commissioners,

I am a long time Santa Monica resident and own several properties at 101 California Avenue – the building across the street from the Miramar Hotel on Ocean Avenue (to the north). I am a past board member of the Santa Monica Bay Towers Homeowner Association. However, I am only speaking for myself individually.

For those of us who remember the blight downtown Santa Monica once suffered, the vision of City leaders and the Coastal Commission transformed the downtown area into the first-class and welcoming destination it is today. Years ago, I remember avoiding walking down 3rd Street because of the derelict and outmoded storefronts that once dominated the downtown area. I could not imagine the courage it took to be the first tenants of renovated properties that began to occupy the new Promenade and surrounding neighborhoods.

Despite the Covid-related downturn and the challenges that faced businesses on May 31, 2020, 3rd Street and downtown Santa Monica have retained their desirability as a destination for tourists, day visitors and new businesses. Downtown is coming back. It is wonderful to see families and others from the Los Angeles region – including local residents – enjoy our great weather, dining and retail choices at every price point and use our world-famous beaches and attractions.

I realize some neighboring residents are against change, but when change is planned carefully and correctly it is beneficial for residents, businesses and visitors – and that is what the new Miramar redevelopment plan is all about. It is the right kind of change.

The new Miramar will help drive downtown and the entire city toward an economic recovery, addressing 4 key priorities during this crisis: tax revenues, housing (both 60 market rate condos and 42 brand new affordable apartments), an open and publicly accessible site, and the creation of subterranean parking to address the current shortage.

This substantial reinvestment in our community, even in this unprecedented economic crisis, is remarkable, and should be acknowledged and celebrated. The plan for the new Miramar will help Santa Monica and the State come out of the recession and jumpstart Santa Monica's recovery.

Since the plans for a new Miramar were revealed 10 years ago, I have enthusiastically supported the proposed project and have appreciated the project team's attention to community input. I hope that you take into consideration the benefits to the ENTIRE coastal community with this plan, and keep up the forward, positive momentum instead of listening to a few self-serving and loud voices who want to stop progress.

In short, I remain bullish on the city's future. The exciting Miramar plan contributes greatly to that optimism. Please approve this project and its affordable housing at your March hearing.

Thank you,

Jerry Solomon

Seifert, Chloe@Coastal

From: Jerry Rubin <jerrypeaceactivistrubin@earthlink.net>
Sent: Tuesday, February 22, 2022 5:49 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project- March 10 Hearing Agenda Item 15B & 15C-Support

March 10 Coastal Commission Hearing- Agenda Items 15b and 15c- Support

Dear Coastal Commissioners:

We are very supportive of the Miramar Santa Monica Hotel's newest and most creatively designed plan! there are so many good reasons to support the plan and we are confident that you, as forward thinking commissioners, will agree and support the needed and timely revitalization.

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

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

The Miramar is providing significant new affordable housing. And that also is very important.

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

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

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

The Miramar plan is a FORWARD THINKING plan...and we need that positivity now more than ever!

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

How TREE-MENDOUS is that!

Thank you so very much,
Jerry and Marissa Rubin
Founders, Tree Hugging Friends
Santa Monica, CA
310-399-1000

Dear Commissioners,

RE: Miramar Santa Monica –Support

My name is Adaline Fagen. I live in Santa Monica. I have raised two boys who have attended public school in Santa Monica, so Santa Monica is my home. My design offices are located at Bergamot Station (a creative arts complex with over 20 local galleries and creative businesses) in Santa Monica. I was actually the first person to move into Bergamot Station in 1993. I guess you would say that I am all in when it comes to Santa Monica.

I am a professional designer/contractor with over 50-years of experience. I know a good team when I see one. I have met with and gotten to know The Athens Group and Dustin Peterson. What impressive people.

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

I encourage you to affirm the City of Santa Monica's approval of the Miramar with your approval of a project that our community deserves.

This redevelopment of an existing high-cost hotel, which only increases the room count from 301 to 312 rooms, will provide much needed revenue for our City, and substantial new and desperately needed affordable housing.

This is already an existing high-cost hotel, so the impact is marginal and the benefits to our community and the coast are substantial.

Please vote yes for this wonderful project.

Adaline Fagen

Seifert, Chloe@Coastal

From: Dioniso, Sr. Flores <info@email.actionnetwork.org>
Sent: Tuesday, February 22, 2022 10:57 AM
To: Miramar Hotel Project
Subject: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment / Ayude A los trabajadores del hotel a reconstruir mejor apoyando al Fairmont Miramar remodelando

Honorable California Coastal Commissioners,

I am a hotel worker in Santa Monica.

The Fairmont Miramar's redevelopment plan provides job security to health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de redesarrollo de Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo, la promesa de los mejores trabajos de la industria y seguridad laboral a largo plazo. Hemos perdido clientes por la pandemia, entonces en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Dioniso, Sr. Flores
dionisiof70@gmail.com
1438 16th Street #105
Santa Monica, California 90404

Seifert, Chloe@Coastal

From: Lilia Quintana <info@email.actionnetwork.org>
Sent: Tuesday, February 22, 2022 11:09 AM
To: Miramar Hotel Project
Subject: Support Affordable Access to the Coast, Support the Miramar Development

Honorable California Coastal Commissioners,

As a hotel worker, I am excited to support the Miramar Development, which will mean 42 family-sized units of 100% affordable housing, that will mean working people can live steps away from the beach. It is rare to get this much affordable housing by the coast, let alone units you can raise a family in. The project also includes open green space, providing an amenity everyone can access. This sets a new standard for coastal development, which you should use as a model in improving other developments that come before you. Please support this project.

Como trabajador hotelero, estoy emocionado de apoyar el desarrollo de Miramar, lo que significa que 42 unidades de tamaño familiar de viviendas 100% asequibles , lo que significa que los trabajadores pueden vivir a pasos de distancia de la playa. Es raro conseguir tanta vivienda asequible en la costa, y mucho menos unidades en las que pueda criar a una familia. El proyecto también incluye espacios verdes abiertos, que brindan un servicio al que todos pueden acceder. Esto establece un nuevo estándar para el desarrollo costero que debe usar como modelo para mejorar otros desarrollos que se le presenten. por favor apoye esta proyecto

Lilia Quintana
quintanalilia@icloud.com
225 San Vicente Blvd, Apt 102
Santa Monica, California 90402-1550

Seifert, Chloe@Coastal

From: Lupe Stevenson <info@email.actionnetwork.org>
Sent: Tuesday, February 22, 2022 11:10 AM
To: Miramar Hotel Project
Subject: Please help hotel workers build back better by supporting the Fairmont Miramar redevelopment / Ayude A los trabajadores del hotel a reconstruir mejor apoyando al Fairmont Miramar remodelando

Honorable California Coastal Commissioners,

I am a hotel worker in Santa Monica.

The Fairmont Miramar's redevelopment plan provides job security to health insurance to workers during the renovation. Most of all it gives hotel workers like me the promise of the best jobs in the industry and long term job security. We have lost customers because of the pandemic, so in this moment what we need most is to know that we are going to build back better.

El plan de redesarrollo de Fairmont Miramar brinda seguridad laboral y seguro médico a los trabajadores durante la renovación. Sobre todo, les da a los trabajadores de hoteles como yo, la promesa de los mejores trabajos de la industria y seguridad laboral a largo plazo. Hemos perdido clientes por la pandemia, entonces en este momento lo que más necesitamos es saber que vamos a reconstruir mejor.

Lupe Stevenson
lupe Stevenson63@gmail.com
2209 Main St, #210
Santa Monica, California 90405

Seifert, Chloe@Coastal

From: Hilario Rodriguez <info@email.actionnetwork.org>
Sent: Tuesday, February 22, 2022 11:26 AM
To: Miramar Hotel Project
Subject: The Fairmont Miramar Redevelopment Helps Santa Monica Build Back Better / La remodelación de Fairmont Miramar ayuda a Santa Mónica a reconstruir mejor

Honorable California Coastal Commissioners,

I am a hotel worker in Santa Monica and I have suffered cuts in hours because of the pandemic. The hotel industry will need to rebuild. The best thing the Coastal Commission can do for hotel workers right now is to give a strong signal that we are going build our hotel industry back better. That is what the Fairmont redevelopment does. This plan uses the temporary dip in the hotel industry to rebuild the Fairmont Miramar to become the leader of the hotel industry. That is what hotels workers like me need. We need to know that in the long run we are going to build back better for good jobs.

Soy trabajador de un hotel en Santa Mónica y he sufrido recortes de horas por la pandemia. La industria hotelera tendrá que reconstruirse. Lo mejor que el límite de la comisión Costera de California puede haber por los trabajadores hoteleros en este momento es dar una fuerte señal de que vamos a reconstruir mejor nuestra industria hotelera. Eso es lo que hace la remodelación de Fairmont. Este plan utilizará la caída temporal de la industria hotelera para reconstruir el Fairmont Miramar y convertirlo en el líder de la industria hotelera. Eso es lo que necesitamos los trabajadores de hoteles como yo. Necesitamos saber que a largo plazo vamos a reconstruirnos mejor para obtener buenos empleos.

Hilario Rodriguez
rodriguh552@gmail.com
1842 22nd Street #2
Santa Monica, California 90404

Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

Dear Coastal Commissioners,

I am writing to you to voice my support for the Miramar redevelopment. The Miramar has been a great community member and partner for many years and their new project will create 1,000's of new union construction jobs and over 100 permanent union hotel jobs, add 42 affordable housing units to the City, and provide hundreds of millions of dollars of much needed tax revenue to help in our economic recovery.

The development team listened to the community's input and designed a project that fits the landscape of Santa Monica while also incorporating an abundance of community gathering space that can be enjoyed by all visitors to our coastal city.

This was no easy task and I commend them for their resilience and perseverance during this long process.

I feel that the new Miramar will be the crown jewel of our city and I strongly encourage you to approve their development so that they can be one step closer to making their vision a reality and bringing all of the projects many community benefits to fruition.

Sincerely,
Evan Pozarny
Evan Pozarny
Executive Vice President
Muselli Commercial Realtors
1513 6th Street Suite 201 A
Santa Monica, CA 90401
Phone: 310-458-4100 ext 221
Cell: 716-830-8819
Email: epozarny@muselli.net
Web: www.muselli.net
BRE # 01304769

Seifert, Chloe@Coastal

From: Mark Humphrey <mh@xperiencefactory.com>
Sent: Tuesday, February 22, 2022 5:55 PM
To: Miramar Hotel Project
Cc: Mark Humphrey
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support
Attachments: Mark Humphrey 2.21.22.docx

To whom it may concern:

RE: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Please see attached: Email letter and docx attachment.

Dear California Coastal Commission

RE: Miramar Santa Monica Hotel Redevelopment Approval – March 10th Hearing Item 5b & 5c – Support:

I am writing to you to voice my support for the Miramar Santa Monica Hotel Redevelopment.

As a resident and business owner living and working in Santa Monica for 37 years I feel the redevelopment of the Miramar would be an incredibly positive initiative to undertake for our wonderful coastal city.

Firstly, the economic stimulus and union job creation that building construction and hotel operations would bring would be immense! literally creating thousands of jobs and giving a much-needed boost to our post covid jobs forecast!

Secondly the millions in tax revenue generated will also give a much-needed shot in the arm towards our recovery as a city. Combine all this with the 42 affordable housing units and I think this project is a win win for Santa Monica and our coastal community at large.

Lastly and most importantly from my perspective is the fact that the Miramar redevelopment represents far more than financial upside and local jobs. The Miramar represents everything I hold dear about our great city. My 37 years in the city can be marked by chapters and events that have unfolded over time at the Miramar, from weddings and business functions, to family staycations and New Years Eve celebrations, the Miramar represents a beacon of light and a central focal point for our city, its where we all come together! It holds so many memories for my family and countless others.

My children now mark their lives and calendars by the annual events at the Miramar! Most notably the Christmas time community event “Meet me Under the Fig Tree” where Santa shows up. It is the spirit of the Miramar that truly reflects and mirrors Santa Monica’s caring values.

I feel this redevelopment would secure the next 100 years of light and fond memories for future generations. The Miramar is the Grande Dame of our promenade and she deserves to be re-envisioned and redeveloped to launch her into the next century. I truly hope this redevelopment is approved for all of the reasons both rational and emotional I have listed above and urge you to approve the Miramar and its 100% affordable housing project.

Thank you for your time and consideration.

Mark Humphrey.
Xperience Factory.



MARK HUMPHREY
Creative Director / Content Creator
Los Angeles 310.488.8444

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Tel 310 526 9000
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www.eastdilsecured.com

Roy Hilton March
Chief Executive Officer

February 23, 2022

Re: Coastal Commission Hearings March 10th – Agenda Items 15b and 15c – Support

Dear Honorable Chair Brownsey and Coastal Commission Members:

Eastdil Secured has been based in Santa Monica for over 15 years. As long-time business owners in Santa Monica and members of the real estate community, we implore you to support the Miramar Santa Monica Redevelopment Project. As someone who has seen and been involved with many developments, I can tell you from personal experience that the Miramar Redevelopment is an amazing opportunity for the City of Santa Monica and our coast.

It is rare that a dedicated owner would go through a public development process for over 10 years, listen to the community, and craft such a compelling package for our coastal City.

In addition to the unparalleled amount of new revenue that the project will generate, over \$15 MM a year, they are providing a generous community benefit package and expanding a union hotel. Also, the project has much-needed condominiums that I know many of my friends, who live in Santa Monica, are downsizing, and would like to stay in Santa Monica, are very interested in. This is the right project for the right time. An injection of capital in the City of this amount will also have a buoying effect on so many of the struggling retailers in Downtown Santa Monica, many of whom have to consider whether they can afford to stay. This level of investment will help revitalize the Third Street Promenade, the hospitality community in Santa Monica, and maintain the City's position as one of the preeminent destinations in the US.

I rarely see such a compelling development, let alone in Santa Monica and I don't know when we ever will again. Please follow the City of Santa Monica's lead and approve this project, which will be the backbone of Santa Monica's economic recovery.

Respectfully,

A handwritten signature in blue ink that reads 'Roy Hilton March'. The signature is fluid and cursive, written over a light blue background.

Roy Hilton March

RHM/v



RE: March 10th Coastal Commission Hearing Agenda Items 15b and 15c – Support

Dear Chair Brownsey and Coastal Commissioners:

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

The new Miramar is a visionary project that promotes Santa Monica's cherished values (sustainability, walkability, affordable housing, open space and great design), and will do more than just help expand and improve lodging and hospitality. It will create a new economic engine at a key gateway to our City, generating millions in new tax revenues for Santa Monica and the creation of meaningful employment through union partnerships.

Like the Pier and Park, the new Miramar will attract visitors from all over the world – families and individuals who will spend their dollars at our restaurants, retail, theme parks and more. A thriving hotel sector in Santa Monica exerts a direct and positive influence on my Pacific Park revenues and other local businesses on the coast.

If there ever were a time for our state and local leaders to be bold and pursue economic recovery and real job creation, that time is now. I urge you to follow our Santa Monica City Council's lead and take a major step toward a robust economic recovery and a substantial investment along our coast by approving the Miramar. Your positive vote will be key to the realization of that objective.

Thanks for your time and consideration of my thoughts.

Jeff Klocke
Vice President/General Manager
Pacific Park

Seifert, Chloe@Coastal

From: Kathy Irby <kirby@cbscal.com>
Sent: Wednesday, February 23, 2022 1:09 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners:

My name is Kathy Irby, and I am writing this email to support the Miramar Santa Monica's Redevelopment project and its substantial affordable housing contribution.

I believe there are numerous benefits of this redevelopment project which include thousands of new construction and hundreds of new hotel jobs, economic benefits with increased revenues for the City of Santa Monica, internships annually for students at Santa Monica High Schools, and the 100% affordable housing building on Second Street, just to name a few.

In addition, I want to speak to the fact that The Miramar understands the importance of being involved in the community and giving back. They have had a long-standing partnership with the Santa Monica Police Activities League. I am on the PAL Board and have witnessed firsthand the financial and community support they have provided that has assisted PAL in providing a safe place where police officers can develop relationships with our most vulnerable youth. As we all know this is of such importance especially in the times that we are currently living in.

I ask that you consider voting in favor of the Miramar's Redevelopment Project and its 100% Affordable Housing Project at your hearing March.

I thank you in advance for your consideration.



KATHY IRBY | FIRST VICE PRESIDENT

[Commercial Bank of California](#)

Direct: +1 310 873 5142

Email: kirby@cbscal.com

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*Past Board Chair

Coastal Commission Hearing March 10th – Agenda Items 15b & 15c

Dear Chair Brownsey and Coastal Commissioners,

Santa Monica’s strong sense of community did not happen by chance or overnight. It has grown out of mutual respect, understanding, sustaining established relationships and forming new bonds between residents, businesses and non-profit organizations. Santa Monica Boys & Girls Clubs is fortunate to work with many people and organizations who go the extra mile for the children of our community.

The Miramar is one such community partner. The hotel and their team including representative from ownership Ellis O’Connor, Dustin Peterson and the newly appointed general manager Sam Jagger have partnered with Santa Monica Boys & Girls Clubs for many years, supporting our events and most importantly hosting our annual Gala at the hotel (Pre-Covid). Our annual gala is one of our key fundraising events that brings our diverse community together to celebrate and encourage the kids and teens who participate and excel in our programs and the Miramar Hotel is always a perfect venue for our community to gather and support our programs. We are also have partnered with the Miramar on a daily school lunch delivery program for our children and families and have appreciated their support and partnership on various community events over the years.

Miramar’s solid commitment to the Santa Monica community and the mission of SMBGC has helped us reach out to new generations of children and families and make progress towards an achievable goal for each child. When it comes to community, our values are their values. We look forward to continuing our partnership with Miramar in the new iteration of their hotel, and helping those in need in our city for many years to come.

Sincerely,

Emily Ausbrook
CEO/President
Santa Monica Boys & Girls Clubs

GREAT FUTURES START HERE.

California Coastal Commission

From: Jacaranda Music, Patrick Scott, Founder & Artistic Director

About: Support for Miramar Hotel Redevelopment – March 10th Hearing Item 5b & 5c

Date: February 22, 2022

Jacaranda Music has been presenting chamber music concerts since 2003 at the First Presbyterian Church on Second Street, less than a block from the Miramar Hotel. The concert series has become nationally and even internationally known for its innovative high-quality programming and outreach, garnering press from the *LA Times* to *The New Yorker* and *BBC Magazine*. As a Santa Monica-based non-profit organization, Jacaranda Music is a proud recipient of grant support from the city for more than ten years. The Miramar Hotel has supported the series in concrete and important ways that have made this non-profit arts organization stronger and more visible nationally and internationally as a Santa Monica treasure.

Since 2017, when the hotel became our hospitality sponsor, Jacaranda Music has been able to engage artists and guest speakers of stature living in San Diego (4), New York City (3), Boston (2), Seattle and London. We can offer VIPs – at no cost to us – superb beachside accommodations, spectacular views, and a short walking distance to rehearsals in the church. This generous support has saved us significant funds, logistical aggravation, ground transportation and has reduced our environmental impact. Most importantly our vision has been expanded for what is possible, our reputation has been enhanced, and Miramar has served us well as a Santa Monica ambassador.

The hotel's esteemed dining options, as well as those in the immediate neighborhood, their landmark Moreton Fig tree and private gardens, have given these visitors the best possible experience of Santa Monica as a tourist destination. Several visitors have extended their stay at their own expense because of the Miramar's generosity to us. Additionally, this hospitality has raised Jacaranda Music's standing among our guest artists and guest speakers, helped offset the modesty of our artist fee structure, and opened new artist and repertoire possibilities that enrich the lives of our Santa Monica audience members and those from across the region.

Because the hotel helped accommodate the Spanish piano virtuoso Jose Menor, living in London, Jacaranda was able to work with the Spain-USA Foundation and Spanish Consulate of Los Angeles to celebrate his Grammy-nominated album "Goyescas." For that 2018 weekend, the Miramar purchased a table to help Jacaranda Music reinvent its annual spring fundraising event as a benefit concert and afterparty held in the church courtyard shaded by olive trees. Previous fundraising events had been hosted in private homes in Beverly Hills, Bel Air, Hollywood, Culver City, Venice, and Mar Vista, and involved considerable site planning and logistical efforts, including valet service. That approach is no longer consistent with our values of inclusion, sustainability, diversity, and our carbon footprint reduction goals. The "Goyescas by the Sea" event was a success and a model for subsequent fundraising events.

In its first year, with support from the Miramar Hotel, Jacaranda's Sanctuary Series of Pre-Concert Conversations was able to bring from Harvard Medical School Dr. Joel Salinas, author of the best-selling book *Mirror Touch: A Memoir of Synesthesia and the Secret Life of the Brain* to discuss connections between music and color. La Jolla-based ASCAP prize-winning Dr. Renée Levine Packer, author of the groundbreaking book *Gay Guerilla: Julius Eastman & His Music* spoke from her personal experience about the late African American composer whose rediscovery is changing the history of American classical music. The 2020 Pulitzer-prize winning composer for his opera *The Central Park Five*, Anthony Davis attended the west coast premiere of his oratorio commemorating 9/11 on its 20th anniversary last September. We are

currently discussing lodging for an ensemble of musicians from Rouen, France, making their American debut.

To sum up, the Miramar Hotel generously helped Jacaranda Music at a key juncture and continues to be an important strategic partner in raising Jacaranda Music's visibility and cultural impact in Santa Monica, nationally, and abroad — as we approach our 20th Anniversary with the 2023-24 season. Jacaranda Music wholeheartedly supports the Miramar's plans for a brilliantly re-envisioned hotel with new public access to a garden with swaths of Jacaranda trees, parking, and amenities for visitors and residents. We hope that its completion will lead to an even more stimulating partnership for Jacaranda Music and the other social service and cultural non-profits that the Miramar Hotel and their ownership team support.

As traveling within the Greater Los Angeles area becomes more impacted, it is an increasingly high priority for Jacaranda to serve all residents of the coastal corridor. Therefore, we urge you to support the Miramar Hotel and its 100% affordable housing project at your March hearing.

Seifert, Chloe@Coastal

From: Babak Mozaffari <bm@contactbm.com>
Sent: Wednesday, February 23, 2022 6:12 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Honorable Members of the California Coastal Commission:

As a resident of Santa Monica, I write to you in support of the Miramar Santa Monica project that is before you on your March 10th agenda – Items 15b and 15c.

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

Regards, Babak Mozaffari

**Coastal Commissioners,
Please approve the Miramar Santa Monica Hotel project in your March 10th Hearing -
Agenda Items 5b and 5c.**

The hotel needs to be updated. It will open the space on Ocean Ave and the corner of Wilshire Blvd. Eliminate that ugly block wall on Ocean Ave. The upgrades will have many sustainable aspects. It is environmentally sustainable.

It will give a new look to Santa Monica as a destination city with a First Class hotel with opens spaces for the community to enjoy! It will be fantastic improvement for the city!

Sincerely,
Nick Steers
Former Recreation and Parks Commissioner
Long Term Santa Monica Resident since 1959
Former City of Santa Monica Employee
nsteers@Yahoo.com

Neil Carrey
616 23rd Street
Santa Monica, California 90402
February 24, 2022

RE: March 10th Coastal Commission Hearing – Agenda Item 15b and 15c – Support

Dear Coastal Commissioners,

I am writing to support the approval of the plan by the Miramar Santa Monica Hotel for the long overdue project coming before you in March.

When the first proposal for the redevelopment of the Hotel was introduced many years ago, when I was still a Recreation and Parks Commissioner, among a number of reasons, I had an issue with the plans was the fact that I did not think it adequately provided access to our community.

I recently saw a presentation about the project and it looks absolutely fantastic. It has substantial and wonderful community space and of course features the famous fig tree. With these new plans, my concerns have been addressed and the plans go well beyond what I could have hoped to see.

The redevelopment has gone through much community discussion, and it is clear that the Hotel adapted their project to address the concerns and needs of the city and our community as a whole. I am now the vice-chair of the Santa Monica Travel and Tourism Board and from that standpoint fully support the project and can unequivocally say the redevelopment is needed and is terrific. As has been clearly demonstrated by the pandemic, the Santa Monica Tourism industry, and especially our Hotels, are a vital part of our community and the city's economic wellbeing.

The redevelopment of the Miramar is long overdue and will provide a first-class hotel with vitality needed to support the Santa Monica Travel Industry. Furthermore, as a 40 year north side resident of the City of Santa Monica, I have been pushing for many years for the need to revitalize the area of Wilshire Blvd. in the downtown area. This project will help accomplish that goal as well.

On its own, the project should be supported and approved regardless of who was proposing it. However, there is another reason to approve it and that is to say thanks to the Miramar and to show our appreciation for what they do for our community. You likely don't know me personally, but my extensive involvement with many nonprofits in our community is a core value for me for many years in Santa Monica. Therefore, I can state with real knowledge and appreciation that the Miramar has been an outstanding community partner and has provided so much support for so many of our nonprofit organizations and I know will continue to do so with their new project.

Do the right thing and approve this truly wonderful project and its much needed affordable housing in your March hearing.

Neil Carrey

Seifert, Chloe@Coastal

From: Eddie Guerboian <edwardguerboian@gmail.com>
Sent: Thursday, February 24, 2022 1:16 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Chair Brownsey and Coastal Commissioners,

I am Eddie Guerboian, a business owner for over 40 years, a Santa Monica civic leader, past President of Santa Monica Kiwanis, Past Chairman of the SM Chamber of Commerce, current President of Santa Monica College Associates, current Chairman of the Governing Board of F.I.D.M.; always a community organizer and a proud resident.

As a master jeweler, I've always considered Santa Monica a "Gem of a City." A fine gem has to have many facets to be considered beautiful and most valuable! I consider the Miramar Hotel one of the fine facets of our City. Like a gem, the Miramar needs to be enhanced to fit the needs of future generations that visit or live in our beautiful city.

I have reviewed their plans and I am 100% in support of the redevelopment project. As a businessman, I know it will bring greater and much needed tax revenue to our City, much needed jobs, it will attract much needed retail business for the surrounding restaurants and retailers; including a 100% affordable housing project. In addition, the Miramar will be able to continue with its tradition of "giving back to the community" with their valuable support for non-profit organizations. My retail business benefited from tourists staying at the Fairmont Miramar more than any other hotel.

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

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

Santa Monica is known globally, and it attracts visitors from all over the world. When I travel, all I have to say is that "I'm from Santa Monica" and people know the location of our city on the California coast. To attract future generations of residents and visitors to our beautiful city, the Miramar needs to be redeveloped and provide more jobs, housing and fiscal sustainability.

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

Thank you for taking the time to read my personal message and **please approve** the Miramar Redevelopment and the 100% Affordable Housing project at your March hearing.

Eddie Guerboian
Resident and supporter of our great City

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

Since 1978, I have held leadership roles in local non-profit organizations:

- 1978 Started and owned my business, Readers Fine Jewelers; retired my business in 2016

- Chairman of the Governing Board of F.I.D.M. (Fashion Institute of Design & Merchandising)
- Graduate of Santa Monica College (recipient of Alumni of the Year Award)
- Santa Monica College Associates (current President)
- Santa Monica College (Advisory Board Member)
- Santa Monica Chamber of Commerce (Past Chairman and Executive Board member)
- Santa Monica Boys & Girls Club (Board Member)
- Santa Monica History Museum (Chairman & Board Member)
- Santa Monica Kiwanis Club (Distinguished past President and Board member)
- Kiwanis Foundation (Chairman)
- Santa Monica Salvation Army (Board Member)
- Santa Monica Elks (Executive Board Member)
- MLK Coalition (Board Member & Director of Marketing)

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



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Rudy Flores
*Santa Monica Police
Officers Association*

February 22, 2022

California Coastal Commission
300 E. Ocean Boulevard Suite #301
Long Beach, CA 90802

RE: Items 15b & 15c - Recommendation to the California Coastal Commission on the Approval of the Miramar Hotel Project - SUPPORT

Dear Chair Brownsey and Commissioners:

We are writing on behalf of the Santa Monica Chamber of Commerce in support of the Miramar project.

This project has been through an extensive, years long process and it is time that Santa Monica gain the enormous community and economic benefits that this development will bring to our City and the coast.

Santa Monica cannot wait any further for the 42 affordable housing units, thousands of union construction jobs, 100+ permanent union hotel jobs, and hundreds of millions of tax dollars into the city that this project will generate. Especially after the devastation of the last two years, this project will send a powerful message that Santa Monica is open for business.

The Fairmont Miramar has been one of the premier corporate partners in Santa Monica, supporting and hosting community events and programs and supporting numerous Chamber programs as well.

Likewise, the Miramar's affordable housing partner, Community Corporation of Santa Monica, is a longtime friend and partner of the Chamber and this city. This is a gold-standard partnership between two great community organizations.

We urge you to approve the staff recommendation and approve the Miramar Project and its 100% affordable housing project.

Let's put Santa Monica back to work.

Sincerely,

Laurel Rosen
President/CEO

Michael Ricks
2021-22 Board Chair

Board Members, Cont.

Jeffrey Fritz
*Fritz Buffone Group | Compass
Realty*

Lisa Glasser
Oracle

Ryan Ole Hass
*Align RE | a global real estate
collaboration*

Ann Hsing
Pasjoli

Kathy Irby
Commercial Bank of California

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Dr. Kathryn Jeffery
Santa Monica College

Kim Koury
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Julien Laracine
Proper Hospitality

Hayden Lee
Hayden Lee Coaching Intl.

Charlie Lopez-Quintana
ETC Hotels

Jonathan McCowan
310 Tutors

Susan Neisloss
Big Bite Productions

Pam O'Connor

Terry O'Day
In Charge Energy

Janet Rimicci
UCLA Health

Laura Rosenbaum
CIT One West

Beth Schroeder
Raines Feldman

Kathy Shepard
KS Consulting

Jon Shoemaker
Gumbiner Savett, Inc.

Nat Trives
*Coalition for Engaged
Education*

Jerry L. Yu
Kaiser Permanente

Seifert, Chloe@Coastal

From: Cynthia Rose <Cynthia@BerettaRose.com>
Sent: Friday, February 25, 2022 12:21 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support
Attachments: 2022 Miramar Coastal Commission Support.pdf

Dear Coastal Commissioners

I am the Chair of California Bicycle Coalition that advocates for equitable, inclusive, and prosperous communities where bicycling helps enable all Californians to lead healthy and joyful lives. Locally I'm Director of Santa Monica Spoke, co-chair of The Santa Monica Safe Street Alliance, Board Member/Steering Committee member for the Human Resources Council of Santa Monica, Santa Monica Forward and the Los Angeles County Bicycling Coalition, all not for profit organizations. Today I am writing to you as an individual Santa Monica resident, environmentalist and passionate safe streets advocate and educator supporting the proposed Miramar Santa Monica redevelopment plan.

Please find my pdf letter of support attached.

--

Cynthia Rose

CYNTHIA ROSE

February 25, 2022

California Coastal Commission:

RE: March 10th Hearing Agenda Items 15b and 15c – Support

I am the Chair of California Bicycle Coalition that advocates for equitable, inclusive, and prosperous communities where bicycling helps enable all Californians to lead healthy and joyful lives. Locally I'm Director of Santa Monica Spoke, co-chair of The Santa Monica Safe Street Alliance, Board Member/Steering Committee member for the Human Resources Council of Santa Monica, Santa Monica Forward and the Los Angeles County Bicycling Coalition, all not for profit organizations. Today I am writing to you as an individual Santa Monica resident, environmentalist and passionate safe streets advocate and educator supporting the proposed Miramar Santa Monica redevelopment plan.

The Santa Monica community and the local coastal community at large has a unique opportunity to benefit from the proposed Miramar project. A review of the hotel and residential plan features public/private access to beautiful open spaces, pedestrian and bicycle-friendly amenities, and above all demonstrates that the development team listened to community input and understood the need to design for human-scale mobility and access. I do believe the designers achieved that vision.

Because of its unique location, the public art component (TBD), updated architecture and, of course the beautiful and historic Fig Tree, the new Miramar will undoubtedly be an attractive local destination for people walking, biking, or utilizing current and future micro-mobility modes.

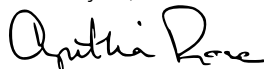
The pedestrian friendliness of the proposed hotel is another reason I support the plan. Wider sidewalks are crucial to improving safety and access in our city and help to encourage active mobility and create a safer and more inviting experience for people walking, especially on the corner of Ocean and Wilshire where people gather before crossing to Palisades Park.

In addition, the new sidewalk design will better accommodate people with mobility issues and disabilities, as well as those with strollers, providing safer and more equitable public access. Beyond that wider sidewalks are more inviting because they are also more aesthetically pleasing providing a vibrant sense of space.

Finally, the Miramar project team has also recognized emerging trends across the mobility and micro-mobility space. As I understand it, the subterranean parking structure is designed for a parking configuration future when demand for automobile parking is diminished, and precious space can be devoted to other uses. I believe this planned parking flexibility must be an essential component for all new proposed projects.

Please support our local City approval and your staff's recommendation to approve the Miramar redevelopment project and its affordable housing at your March hearing.

Thank you,



Cynthia Rose

2.25.2022

California Coastal Commission March 10th Hearing – Agenda Items 15b & 15c – **SUPPORT**

Dear Coastal Commissioners,

As the former Executive Director for Community Corporation of Santa Monica (a local non-profit affordable housing provider) and a long-time resident of the greater Santa Monica area, I have followed the Miramar project closely over the years. I would like to offer my support for the current project proposed by the Miramar Santa Monica and for their 100% Affordable Housing component on Second Street. I hope you will support this initiative because I am certain it will be beneficial for many in our coastal community and increase affordability and access to our coast. These are the key reasons I support the project:

- **The Miramar Santa Monica** is partnering with **Community Corporation of Santa Monica** to build 42 units of affordable housing in the jobs-rich downtown area, as a community benefit of its redevelopment plan.
- This **100% Affordable Housing** building is on 2nd Street in downtown Santa Monica — directly across the street from the new hotel, near transit, and just two blocks from the beach.
- This affordable housing project includes family-sized units with over 60% 2 and 3 bedroom units with underground parking for residents and transit passes provided for those residents that do not take parking.

As someone who knows the affordable housing business inside and out, creative solutions like the Miramar Project are critically important to solving our local affordable housing issues. Given the state's focus on affordable housing production and the limited funding available, this substantial affordable housing contribution without any City funding is an important step toward Santa Monica achieving its RHNA numbers. It demonstrates the hotel's commitment to working together as a community to solve our housing and affordability issues across the state and on our coastline.

Over the years, I have also got to know the project applicant and have been impressed with their patience and commitment to get this project right, and to work through a very difficult approval process in a flexible manner that eventually led to wide community support.

I urge you to approve this important project for Santa Monica at your March hearing.

Sincerely,

Joan Ling

Joan Ling

Seifert, Chloe@Coastal

From: Dwight Flowers <dwrightflowers1@gmail.com>
Sent: Friday, February 25, 2022 3:44 PM
To: Miramar Hotel Project
Subject: Comments on the Miramar Santa Monica Redevelopment Project - March 10th Hearing - Item 15b and 15c - Support

mhp@coastal.ca.gov

To: Members of the California Coastal Commission
From: Dwight E Flowers
Re: Comments on the Miramar Santa Monica - Redevelopment Project – March 10th Hearing- Item 15b and 15c – Support

As a resident of the community with a professional background in architecture and planning I have followed the design alternatives for the site over the years and concur with the concept presented at this time. It is a creative solution which fits into downtown Santa Monica as one of the three large "opportunity" sites called for in the Downtown Community Plan. It is an unusual property covering an entire city block, with over 600 feet of prime frontage on Ocean Avenue overlooking the ocean.

The project has been in the works since 2006 when the developer Ocean Avenue LLC purchased the site. Their first major proposal for redevelopment was presented in 2013. It involved a mix of hotel and condominium units with supporting facilities and included the historic building on the northeast corner of the site, and a much taller new structure, where the old Miramar tower is located.

I have followed development proposals for the Miramar site since the beginning and attended workshops in 2015 on the Downtown Specific Plan. It was later changed to the Downtown Community Plan in 2017, with the hotel property designated as an "Established Large Site Overlay" zone. Maximum height was adjusted to 130 feet, significantly lower than the height proposed a few years before.

The current plan for the Miramar is only 10 stories with the layout reconfigured around the historic Moreton Bay Fig Tree. Perimeter walls around the site are removed with vehicular access for residential from Ocean Avenue and hotel access from 2nd Street to underground parking. It is a totally new architectural concept conceived by architects Pelli Clarke Pelli, a firm with eminence in the field worldwide.

Open space on the site would remain over 50% with major exposure and convenient pedestrian access from Wilshire Blvd and Ocean Avenue. New retail along Wilshire and 2nd Street provides new activity along this edge of downtown Santa Monica. The splayed upper decks with roof gardens and curved facade will provide exciting amenity for hotel guests and condo residents as well as visitors. It is a dramatic design solution in proper scale and compatible with surrounding development.

As an impressive use on a truly unique site downtown, this project will be visually prominent and offer major benefits to the community, once tourism and the hotel business recover from the Coronavirus setback. Also, the generous provision of affordable housing will be significant and is critically important in the current environment. It will provide over 40 units in the downtown area, mostly 2-3 bedroom apartments for families.

I urge you to follow our City's thorough review and approval process with a Coastal Commission approval of Miramar project.

Thank you,
Dwight Flowers

Seifert, Chloe@Coastal

From: Albin Gielicz <samoalbin@gmail.com>
Sent: Friday, February 25, 2022 4:01 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners,

I am writing to you in support of the proposed Miramar Santa Monica redevelopment project and its 100% affordable housing component. As a member of the Santa Monica Recreation and Parks Commission and Chair of Santa Monica Travel and Tourism Board of Directors, I strongly urge you to support this project and move it toward a much-awaited groundbreaking. Those affiliations aside, I am writing on behalf of myself, a resident of Santa Monica.

I live on Montana Avenue, not far from the Miramar Hotel. I have been an active supporter of this project for most of the 12 years it has been in the outreach and approvals process. I've watched it evolve from a controversial project that didn't really fit into the Santa Monica landscape to a project that considers all zoning and neighborhood concerns. On that note, I might add that neither the Wilshire Montana Neighborhood Association ("Willmont") nor the North of Montana Association speak for me or for most of the residents in my neighborhood in their opposition to this project. On the contrary, most of my neighbors are in full support of the hotel's redevelopment.

In fact, I attended the presentation by the applicant at the North of Montana Association Board meeting before they took an official position during the City Council approval process in 2020. Despite a balanced room of supporters and opponents, the board decided to oppose the project. These decisions are really driven by a few board members' personal feelings rather than determined through a truly democratic process. Unfortunately, this has become fairly typical of how our neighborhood organizations decide what they will or will not support.

On a side note, as the former Chair of the North of Montana Association, I experienced this firsthand when a few board members would round up a handful of neighbors to oppose a project - not at all reflective of the overall neighborhood. While the chair, we had about 300 households as members out of the potential 5,000 residences in our area. This ratio is typical of the memberships in all seven neighborhood organizations in Santa Monica.

The Miramar team has engaged in extensive community engagement over the years, which has led to a better project. This project will spotlight the historic Moreton Bay Fig Tree and the landmarked Palisades building, and will offer a range of community benefits, additional jobs in tourism and new construction, affordable housing, and additional parking. The project team will strive for a LEED platinum designation.

Further, the team is extremely community-minded and socially responsible. They are always one of the first businesses to step up, donate and get involved, and the very last to tout any positive contributions to Santa Monica. Because of such modesty, much of their generosity goes unnoticed which shows that they give back because it's the right thing to do – and not because it generates positive PR.

More than ever, this project is important for Santa Monica's future. The economic recovery from COVID-19 will take longer than initially anticipated. Therefore, we need strong economic anchors in town to help lead the way and pull us back to where we were before the pandemic. As is, the Miramar contributed at least 8% of the total TOT collected by the city. Once occupancy rates return to their 'high' normal, we can expect this number to grow with a newly redeveloped Miramar.

I look forward to the hearing in March, and to your support of this project that aligns with the values of our coastal community - union jobs, affordable housing, open spaces and sustainability.

Regards,

Albin Gielicz
511 Montana Avenue
Santa Monica, CA 90403

Seifert, Chloe@Coastal

From: Church in Ocean Park <minister@ciop4justice.org>
Sent: Friday, February 25, 2022 4:53 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

I am the minister of the Church In Ocean Park and the President of the Santa Monica Area Interfaith Council. I am also the co-founder of the Committee for Racial Justice and serve on the Santa Monica Bay Human Relations Council. Santa Monica and the issues we face here are very important to me, and I follow what's happening. I am writing to offer my support for the current project proposed by the Miramar Santa Monica and for their Affordable Housing component. This project will increase access to our beautiful coast and will be beneficial for this community and beyond. I strongly urge you to support this initiative. Here are a few of the reasons I support the project:

- **The Miramar Santa Monica** is partnering with **Community Corporation of Santa Monica** to build 42 units of affordable housing in the jobs-rich downtown area.
- This **100% Affordable Housing** building is near transit, and just two blocks from the beach.
- This unit **will house families** which is a huge need in Santa Monica.
- This is an amazing project, given all the funding issues. The state has requirements, but limited funds. The City has limited funds. (This project won't take any of our limited City funds). This really demonstrates that this hotel has a strong commitment to working together with the community to solve our housing and affordability issues,

I strongly urge you to approve this important project.

Thank you for your consideration of the people of Santa Monica, both now and into the future.

With appreciation,

--

Rev. Janet Gollery McKeithen
Minister, Church in Ocean Park

President, Santa Monica Area Interfaith Council
Steering Committee, Committee for Racial Justice
Director, Santa Monica Bay Human Relations Council

Seifert, Chloe@Coastal

From: Avedis AVO Guerboian <avedisguerboian@gmail.com>
Sent: Sunday, February 27, 2022 2:10 PM
To: Miramar Hotel Project
Subject: March 10th Coastal Commission Hearing Items 15b and 15c – Support

Dear Coastal Commissioners,

I'd like to convey my gratitude to the Commission for the stellar efforts in maintaining our coast and encouraging visitor serving uses in coastal Cities during what is obviously the most difficult situation we've all experienced.

As a native resident of Santa Monica, I am proud of how our officials have supported our community and continue to pursue all avenues for an economic recovery plan for our great City and I hope that the Coastal Commission is of a similar mindset.

I am also an independent retail business owner that has been severely impacted with closing my shop. Hotels and retail businesses like mine are suffering, and the associated revenues from these businesses that our City depends on have been significantly reduced. That said, I'm glad the Miramar has taken the long view of Santa Monica and is still coming forward with their plans for the Miramar site. It shows that people with vision are still willing to reinvest in this community, this coastal City, and our services.

Five years ago, my father, Eddie Guerboian, had to make the toughest decision of his life and close our family business, Readers Fine Jewelers 5th Generation. We were in Santa Monica for 40 years, and after tough competition from big chains and online retailers, we could no longer sustain our location on 331 Wilshire Blvd. I am ever so grateful to the Fairmont Miramar ownership team, specifically Ellis O'Connor, for giving us a chance to relocate to a unique location at the hotel. There are so many independent businesses that are losing the battle with big chains, yet Ellis believes in the importance of community and supporting independent businesses. When I approached him with the idea of moving into the current Miramar, he embraced this new concept of doing business. He has a vision of how the future of retail will need hospitality to thrive. It's vital that we coexist and create a new consumer experience by sharing our retail space. Instead of being pushed out of Santa Monica, my business was given new life thanks to Ellis and his team.

It's important to note that a great deal of our business comes from the surrounding community, which has looked to us for decades to help them celebrate the important events in their lives.

The new Miramar hotel with its union job creation, new affordable housing and substantial enhanced tax revenues of over \$444 million in the first 25 years, is going to do wonders for our economic recovery and bring Santa Monica back as a coastal destination. I think it's vitally important that the Commission proceeds with the Miramar project as quickly as possible, to make its mark on a broader economic recovery plan that will ensure the essential City services and programs that we have all come to enjoy.

I have followed the Miramar redevelopment closely over the years and have watched this project evolve and improve over a lengthy process with the community. I personally know the leadership team and I trust them to deliver a project that we all can be proud of. Now is the time to act on this project and capture the economic and community benefits that it will bring to our City.

I support the City of Santa Monica's approval and ask that you also approve this project at your March hearing and help make the new and improved Miramar a reality.

Sincerely,
Avedis "Avo" Guerboian

ANDRESEN ASSOCIATES ARCHITECTS

ARCHITECTURE · ENGINEERING · PLANNING

MAIL POBOX 5156 · Santa Monica, CA 90409 · V3103990868 C3105035877 F3103960080

AndresenAIA@aol.com

February 25, 2022

Honorable Coastal Commissioners

[via Email](mailto:mhp@coastal.ca.gov) mhp@coastal.ca.gov

RE: The Miramar Santa Monica Coastal Commission Hearing
March 10th – Item 5b & 5c – Support

Dear Commissioners:

I am writing to encourage you to approve this Project.

As the former Chair of the Santa Monica Building and Life Safety Commission for 12 years, I understand that your evaluation and decision for this project is a very serious undertaking and quite a responsibility.

The project has improved dramatically since its inception. With the introduction of the large publicly-accessible open space at the corner of Wilshire / Ocean Avenue, an exceptional amenity for all will be created – *for visitors, guests and local residents.*

I have worked with many non-profit organizations that have held events at the Miramar and can share that the event spaces are greatly needed for our community. This Miramar Project will enhance and enlarge the event spaces along with much needed additional parking.

The existing building has been historically under parked – with the additional parking provided in this project, the building should function well, without needing off-site parking.

The Miramar Project will help Santa Monica's recovery, which largely depends on tourism and the TOT (that Miramar will generate). As well, the building and the Miramar Condos will bring needed property tax income for the county and the city.

Of high importance to me, are the low-income housing units to be built on Second Street. The Miramar will provide units in excess of their required development quantity. Doing so, tips the balance in their favor for me to endorse this project and I hope you will do so as well.

With appreciation for your consideration,

Thank you,

ANDRESEN ASSOCIATES

Kristina Andresen

Kristina Andresen
Santa Monica Resident, architect

Kristina Andresen

Seifert, Chloe@Coastal

From: JOHN JALILI <johnjalili@aol.com>
Sent: Sunday, February 27, 2022 9:52 PM
To: Miramar Hotel Project
Subject: Re: Coastal Commission Hearing March 10th - Agenda Items 15b and 15c - Support.

Dear Honorable Chair Brownsey and Commissioners,

I proudly served as Santa Monica's City Manager for 15 years from 1984-1999 and again more recently served as the interim City Manager from May 2021 until the hiring of new City Manager David White in October of last year. I also serve on the board of Community Corporation but want to give you my thoughts and support for the Miramar Project as former City Manager of Santa Monica.

An extensive 10+ year public process has made this an exceptional project that includes a substantial community benefits package and a robust fiscal and economic benefit package that could not come at a better time for Santa Monica, considering the impact Covid-19 has had on the City budget. The City's exceptional services have all suffered major budget reductions over the last two years.

Based on my knowledge of the City Council-approved project from the Fall of 2020, it is precisely what is needed as a cornerstone of this coastal City's economic recovery including the substantial positive impact to the City's General Fund. The world-class design will create a new driver on the northern edge of our Promenade with open spaces and outdoor dining that will generate pedestrian traffic and public access.

From a planning perspective, the Miramar plan complied with all the City zoning requirements in the Downtown on height, density and open space which from my understanding was an important issue during the approval process with the City - it follows the rules as laid out by our zoning and is actually seeking less density than the City zoning allows. Moreover, hotels are the least impactful and most revenue producing land use.

During my time as City Manager, I shared the City Council's objectives to create new open spaces, create new affordable housing opportunities, encouraging jobs and to stabilize and grow our economic base for the benefit of the community, but to do that in a sustainable manner. I believe that these objectives are aligned with the Coastal Commission desires and values. The Miramar Project addresses each of these objectives, ensuring an improved quality of life for local residents and visitors alike.

I support the proposed redevelopment of the Miramar and its 100% affordable housing project and urge you to approve this worthy project at your March hearing and help our Coastal City on its long road to economic recovery.

Thank you
John Jalili

Sent from my iPhone

Seifert, Chloe@Coastal

From: Leonora Camner <leonora@abundanthousingla.org>
Sent: Monday, February 28, 2022 11:05 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

RE: March Coastal Commission Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners,

We are writing to you in support of The Miramar Santa Monica project at 1133 Ocean Avenue, which will include 312 guest rooms (only 11 net new), 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 of publicly-accessible gardens, up to 60 condominiums and, importantly 42 affordable housing units with mostly two and three bedroom units directly across the street from the hotel at 1127-1129 2nd Street Santa Monica and the California coast are 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, a local hiring program, internship program, community meeting space availability, sustainable design features, open space programming, enhanced development impact fee contributions, an 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 within walking distance to many neighborhood amenities including Santa Monica beaches. The funds in Santa Monica's Housing Trust Fund have been eliminated, and so our only hope of providing desperately-needed affordable housing in desirable coastal locations like this, is through projects like The Miramar. Santa Monica needs to use resources available in the City to provide housing, and this is an important resource. With no money for affordable housing, the rejection of projects that build affordable housing (at no cost to taxpayers), would be an embarrassment to the State of California.

The Miramar Project is also thoughtfully designed to be open and inclusive to the nearby community and visitors to the coast. Currently, a wall separates 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 and the coast.

We have also learned recently that The Miramar team has agreed to provide an incredible \$5.1M to affordable lodging on the coast, combined with the 42 units of affordable housing being provided by this project.

The Miramar offers myriad benefits for Santa Monica and the coast, and we urge the Coastal Commission to follow the City of Santa Monica's lead and the coastal staff recommendation to approve this project.

--

Leonora Camner
(She/Her)
Executive Director, Abundant Housing LA
515 S Flower Street, 18th Floor
Los Angeles, CA, 90071
Note - Parking is not available at our office

We request that candidates do not send us confidential campaign strategy information, including polling data or other information that is not publicly available.

Seifert, Chloe@Coastal

From: Jocelyn Martinez Quintana <info@email.actionnetwork.org>
Sent: Monday, February 28, 2022 11:20 AM
To: Miramar Hotel Project
Subject: Support Affordable Housing and Open Space, Support the Miramar

Honorable California Coastal Commissioners,

As a daughter of a mother who is a hotel worker, I am excited to write to you to support the Miramar Hotel. Workers like my mother often oppose projects that do not maximize the goals of the Coastal Act, which is why I am so excited to support this good project that fulfills the goals of the Act . After a decade of community collaboration, this project is exemplary of the green left values we fight for as union members, and will serve as a model for similar projects along the coast. This is a historic property that is now seeking to increase coastal access by providing open green space that looks onto the Ocean, and provides 42 family-sized units of 100% affordable housing nearby so workers like me like literally live steps from the beach, and will be a model of sustainability for the region.

Como hija de una madre que trabaja hotelero, me emociona escribirles para apoyar al Hotel Miramar. Trabajadores como mi madre muchas veces me opongo a proyectos que no maximizan los objetivos de la ley de Costas, es por ello que me emociona apoyar este buen proyecto que cumple con los objetivos de la ley. Después de una década de colaboración comunitaria, este proyecto es un ejemplo de los valores de la izquierda verde por los luchamos como miembros del sindicato, y servirá como modelo para proyectos similares a lo largo de la costa. Esta es una propiedad histórica que ahora busca aumentar el acceso a la costa al proporcionar espacios verdes abiertos que miran hacia el océano, proporciona 42 unidades de tamaño familiar de viviendas 100% asequibles cercanas para que a los trabajadores como yo que les guste vivir literalmente a pasos de la playa, y ser un modelo de sostenibilidad para la región

Jocelyn Martinez Quintana
jocelyn.martiez310@gmail.com
225 San Vicente Blvd #102
Santa Monica, California 90402

February 26, 2022

Miramar Santa Monica Coastal Commission Hearing – March 10th Agenda Item 15b & 15c – Support

To Coastal Commissioners:

I am writing to continue to voice strong support for the Miramar Santa Monica project, now under consideration at Coastal Commission. As Vice President of Property Management for Macerich, Santa Monica Place and Vice Chair of DTSM, I understand first-hand the enormous positive economic impact that hotels have on our local businesses. Hotel guests have historically been an important engine that drives retail sales city-wide. All across the community, we have felt the impact with the loss of this valuable customer during the past two years months. The current economic crisis has been difficult for all of us and we need to work together to find our collective way forward. There has never been a more important time than now to support our hotels and bring back the vibrancy of Santa Monica.

Being a business leader and an active member of our community is a core value of our company – the same as it is for the Miramar team – and we both continue to be active participants and supporters of our local non-profits and community organizations. I have followed the Miramar project as it has evolved over the years and watched the plan blossom over time with input from the community and direction from the Downtown Community Plan Process. Miramar has gone through an incredibly thorough vetting process with the community and our City decision makers and the project has improved substantially as a result of this extensive public planning process.

As presented, the new Miramar project will bring significant benefits, including substantial new City tax revenues – estimated at over \$440 million – as well as new union jobs and new housing (both market rate and affordable). The benefits will be felt by small and large businesses alike and Santa Monica needs this now more than ever to continue it's legacy as an iconic, dynamic destination of Southern California.

The City and Coastal Commission play a critical role in leading our local economic recovery and approving the Miramar would demonstrate your positive leadership during this economic crisis and can serve as a meaningful part of our long-term economic recovery plan for Santa Monica and our state.

Thank you for the opportunity to share my strong support for this well-crafted, carefully developed project that will deliver so many short and long term benefits to our coastal city.

Sincerely,

Julia B. Ladd, CSM, Vice President, Property Management
Santa Monica Place
Macerich

Seifert, Chloe@Coastal

From: Abby Arnold <abby@abbyarnold.com>
Sent: Monday, February 28, 2022 1:50 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners:

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

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

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

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

With heart and hope,

Abby Arnold

(she, her, hers) [Here's why](#)
abby@abbyarnold.com
(310) 922-3636 (cell)

Seifert, Chloe@Coastal

From: Jason Islas <jason.islas@gmail.com>
Sent: Monday, February 28, 2022 2:10 PM
To: Miramar Hotel Project
Subject: Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

Dear Coastal Commissioners,

My name is Jason Islas. I am a resident of the Pico neighborhood and grew up in Santa Monica. I want to register my STRONG support for this project.

The long overdue redevelopment of the Miramar brings with it so many essential community benefits, including 42 new affordable homes across the street. These homes will be owned and operated by our city's most trusted nonprofit affordable housing organization, Community Corporation of Santa Monica. This project will also increase the number of union jobs in this city. Combined with a local hiring commitment, these jobs will provide opportunities for many in our community to find meaningful, well-compensated, and secure work.

The redesigned hotel and condos will generate significant -- and much-needed -- revenue for our city in the form of increased Transient Occupancy Tax, property taxes on the condos, and real estate transfer taxes when those condos are sold. All these additional revenue streams will be essential to help our city recover from the pandemic-induced recession that will soon be coming. Those dollars translate into services for residents: maintenance of parks and other open spaces, our world-renowned library system, public safety and fire personnel, and the many other services Santa Monica provides that make this city a great place to live.

I have followed this project for the decade it has been proposed, designed, and redesigned with robust public input, both formally at the Council and Planning Commission, and informally as many involved in this project have spent much time in the community listening to concerns and desires and these plans truly are reflective of a design team that has listened.

Thank you for your time and thoughtful consideration and I hope you approve the Miramar and its 100% Affordable Housing project at your March Hearing.

Jason Islas
(310) 977-0645
jasonislas.com
[LinkedIn](#)
[Twitter](#)

STATE CAPITOL
P.O. BOX 942849
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E-MAIL
Assemblymember.Bloom@assembly.ca.gov

Assembly California Legislature



RICHARD BLOOM
CHAIR, BUDGET SUBCOMMITTEE NO. 3 ON RESOURCES & TRANSPORTATION
ASSEMBLYMEMBER, FIFTIETH DISTRICT

COMMITTEES
BUDGET
BUSINESS AND PROFESSIONS
HIGHER EDUCATION
SUBCOMMITTEE
SUBCOMMITTEE NO. 6 ON BUDGET
PROCESS OVERSIGHT AND
PROGRAM EVALUATION
SELECT COMMITTEES
CHAIR: STATE OF HATE

February 28, 2022

SENT VIA E-MAIL & USPS

The Honorable Donne Brownsey & Commission Members
California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802
mhp@coastal.ca.gov

RE: Miramar Santa Monica Project – March 10 Hrg Agenda Items 15b & 15c - SUPPORT

Dear Chair Brownsey and Commissioners,

I am in strong support of Commission staff's analysis and recommendations relating to Agenda Items 15b and 15c on the Miramar Santa Monica Hotel Project and the 100% Affordable Housing Project.

I served on the Santa Monica City Council from 1999 to 2012. On April 24, 2012, the Council voted 6-1 to authorize City Staff to enter into Development Agreement negotiations with the Miramar and initiate the environmental review process. The vote reflected the Council's confidence in the Miramar project and marked a major milestone in the continuing evolution and revitalization of Santa Monica's downtown area.

In a city known for its extensive public process, this project has been thoroughly vetted by both the public and city staff and now your coastal staff. The developers of the project listened to the community, labor, and city staff and have worked to address the concerns and issues they raised.

At a time when income disparity is growing while access to affordable housing shrinks, the Miramar Hotel Project will provide the city with 42 units of critically needed family-sized affordable housing in the heart of downtown Santa Monica, near transit and jobs and the coast. This is nearly 3 times the Downtown Community Plan requirements for affordable housing, with an average bedroom count of 1.88 per unit.

Santa Monica's economic recovery will benefit greatly from new union jobs and more revenue. This project, in its first 25 years of operation, will provide more than \$444 million to the City's General Fund to support City services like parks and libraries (\$217 million more than the existing hotel) and more than a \$1 billion boost to the local economy.

In addition to the direct revenue into the General Fund, the reassessment of the hotel and the assessment of the new market rate condominiums creates a rare opportunity to generate substantial new property tax revenues for SMMUSD and SMC, estimated at more than \$96 million over 25 years.

During construction, the project will create thousands of new good paying union construction jobs. The new hotel will generate more than 100 new permanent union hotel jobs, with local hiring priorities. Under a closure agreement with Unite HERE, each employee can choose between recall rights (with health insurance coverage during the construction period) or a generous severance package based on years of service, a significant community benefit and the right thing to do for the long-term employees of the Miramar.

Following the city's lead on environmental stewardship, this project will be built to the highest levels of sustainability (LEED Platinum), including a commitment in the Development Agreement to use *20% less water* and *15% less energy* than the existing Hotel, which I know as a former Coastal Commissioner is critically important.

The proposed project will implement an enhanced Transportation Demand Management plan to minimize net new vehicles and will solve longstanding parking and circulation issues by providing adequate on-site parking for all users (including employees), which will free up hundreds of parking spaces in the neighborhood and for visitors to our coastline.

The community has extensively vetted this project over a more than 10-year period, resulting in a project that will be a cornerstone of Santa Monica's economic recovery plan. This project reflects the progressive values and community benefits that I have spent the past 22 years in public office fighting for and I know are important to the people of Santa Monica and to the Commission Members – affordable housing, open space, good paying jobs, and sustainability.

I urge you to approve this project and I thank you for your consideration.

Sincerely,



RICHARD BLOOM

Assemblymember, 50th District

cc: Donne.Brownsey@coastal.ca.gov
Dayna.bochco@coastal.ca.gov
Caryl.Hart@coastal.ca.gov
Effie.Turnbull-Sanders@coastal.ca.gov
Sara.Aminzadeh@coastal.ca.gov
Steve.padilla@coastal.ca.gov
mike.wilson@coastal.ca.gov
Katie.Rice@coastal.ca.gov
Linda.Escalante@coastal.ca.gov
Meagan.Harmon@coastal.ca.gov
Roberto.Uranga@coastal.ca.gov
Carole.Groom@coastal.ca.gov

Seifert, Chloe@Coastal

From: Tommy Kendall <tommykendall11@me.com>
Sent: Monday, February 28, 2022 5:16 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Re: Coastal Commission Hearings March 10th – Agenda Items 15b and 15c – Support

Coastal Commissioners,

As owners of a condo at 101 California Ave. (neighboring building to the north of the Miramar Hotel across California Avenue) for the past 10 years or so, my wife and I have followed the efforts to redevelop the Miramar Santa Monica Hotel site with great interest, been to several of the prior meetings and participated in the City of Santa Monica's approval process.

As such, I thought submitting my comments in writing to you would be helpful to show my support for the redevelopment of the Miramar Hotel and its affordable housing on Second Street.

I would like to start by commending the City's extensive approval process. I was *very* impressed with the Planning Commission, The City Council and the city staff's presentation, attention to detail and patient approach to what is obviously a long, difficult, complicated process and it is hard to believe this project is now facing another extensive review and approval process with you and your staff, which I am sure is just as extensive and impressive.

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. What makes it so impressive is 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!**

Despite the fact that there has been some past opposition from some of my fellow residents at 101 California Ave., 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 look forward to when the project is completed, having the restaurants, The Bungalow bar, and public spaces right next door is an amenity that many will fly half-way around the world to visit, and we, like the rest of the public, 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 existing 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 extensive community benefits provided by the project as soon as possible and I urge you to approve the Miramar project at your March hearing.

Best regards,

Tommy Kendall
101 California Ave, # 405



February 28, 2022

To the Members of the California Coastal Commission

RE: March 10th Hearing – Agenda Items 15b and 15c – Support

We are writing in support of the Miramar Santa Monica Project, which will bring critically needed jobs, affordable housing and improved environmental sustainability to Santa Monica's coastal neighborhoods.

As Executive Director of the Westside Food Bank (WSFB) for more than 30 years and Deputy Director and CDO for more than 18 years, we have had many occasions to experience the Miramar Hotel and its value as a community asset.

The Fairmont Miramar Hotel has been a longtime and consistent partner with, and supporter of, WSFB. Its free annual "Meet Me Under the Fig Tree" community holiday event has helped raise awareness about local hunger and generated financial and food donations that provided thousands of pounds of nutritious food for Santa Monica residents experiencing food insecurity. Despite the restrictions created by Covid, the Miramar continued its support by promoting WSFB's work in the community by offering a socially distanced drive through food collection at the hotel for the last two years.

WSFB's experience is not unique among local non-profits. The Miramar has helped to spotlight the essential work of service providers across the city. For many years, the Miramar's ballroom was the site of the Westside Coalition on Housing, Hunger and Health's annual "Celebrating Success Breakfast," which honors the accomplishments of people who have lifted themselves out of homelessness and poverty with support from the Coalition's member agencies.

In short, the Miramar has established itself as a reliable and caring member of the Santa Monica community. We look forward to experiencing the new public outdoor and ballroom spaces, important amenities for our compassionate and connected city.

We are confident that the Miramar Hotel will have the capacity to be an even better partner and friend to Westside Food Bank as a result of the new Miramar project. We offer our wholehearted support for the Miramar and its crucially needed 100% affordable housing project on Second Street and urge you to approve both at your hearing in March. We look forward to working with the Miramar team on future events. Thank you for your consideration.

Sincerely,
Bruce Rankin
Executive Director

Genevieve Riutort
Deputy Director & CDO

Re: Coastal Commission Hearing March 10 – Agenda Items 5b & 5c – Support

Dear Coastal Commissioners,

I am sending this letter to support the Miramar Santa Monica project ("Project"). My understanding is that the Project has been in development for almost 10 years. I have enjoyed being a Santa Monica resident for all 10 of those years and I have been to several public meetings on the Project and met with those on the Miramar team.

Over the years, I have watched them listen to comments and concerns from community members, responding thoughtfully and even changing the original development plan during this extended public process.

I believe that this is the right plan for the Miramar Project to proceed and to revitalize the area surrounding the Miramar. Unlike other new development projects, this is a redevelopment of an existing hotel, not a new hotel and therefore, the environmental and neighborhood impacts are limited while still creating a significant increase in much-needed tax revenues.

In addition, there are substantial non-economic benefits for the Santa Monica community, such as substantial open space to include the surrounding areas with new pedestrian accessways throughout the site, and new ground-floor restaurants and retail spaces and resolving a long-standing parking shortage by building new and adequate underground parking.

My understanding is that the current proposal has less density for the site than the City zoning would allow, the maximum height of 130' is consistent with the zoning and no higher than the highest point of the currently existing hotel. The plan turns a surface parking lot on Second Street into affordable housing at 42 units, which given the lack of affordable housing being built Downtown, is remarkable in my opinion.

This is the right project for our coastal City, at the right time. It follows all the policies that were put in place through the lengthy LUCE and DCP planning processes at the City of Santa Monica. I hope the Coastal Commission follows the City of Santa Monica's thorough approval process and also moves this project forward quickly for approval.

Sincerely,

/s/

Mathias D. Maciejewski
2633 6th Street, Ste 2
Santa Monica, CA 90405

Seifert, Chloe@Coastal

From: Natalya Zernitskaya <nzernitskaya@gmail.com>
Sent: Monday, February 28, 2022 10:14 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

I am a Santa Monica resident and I support the current project proposed by the Miramar Santa Monica. I have been following along and occasionally participating in the process of the redevelopment of the project for several years and am very excited for its next steps.

I am excited for this project because it will bring so many benefits to this community. Santa Monica has not built enough homes to meet our needs over the past several decades and while the 100% affordable housing building with 42 deed-restricted affordable homes will not solve all of our problems, it will help our City meet its RHNA goals. There is limited funding available for affordable housing, so this substantial affordable housing contribution and the Miramar's partnership with Community Corporation of Santa Monica demonstrates the hotel's commitment to working together as a community to solve our housing and affordability issues.

Additionally, the up to 60 condominiums that will be part of the Miramar will help us make progress toward a different part of our RHNA goals and will provide revenues to support our community's public services.

Currently, there is a wall that separates the Miramar property from 2nd street and the project as proposed will make that area much more publicly accessible. The public open space included in this project will make walking around downtown Santa Monica a more enjoyable experience.

The proposed project will benefit our community in other ways too, including providing union construction jobs and employing unionized hotel staff.

I support the proposed Miramar Santa Monica project and urge you to support it as well.

Sincerely,
Natalya Zernitskaya
Santa Monica Resident

Seifert, Chloe@Coastal

From: Colby Goff <colbygoff@gmail.com>
Sent: Tuesday, March 1, 2022 9:44 AM
To: Miramar Hotel Project
Subject: RE: Coastal Commission Hearings March 10th – Items 5b and 5c – Support

Dear Coastal Commissioners,

I am writing to voice my enthusiastic support for the Miramar Santa Monica project. I have lived in Santa Monica for 22 years, we are raising our kids here, we own businesses in the City, and we are incredibly proud to be a part of the community. In addition to the parks and wide beaches, there are certain iconic landmarks in the City that define Santa Monica's character for us—the Pier, Third Street, Bergamot Station, City Hall, and the Miramar Hotel all fall into this category for our family.

When friends and relatives visit, we recommend The Miramar as Santa Monica's most classic place to stay. We point out that it is the hotel where Presidents stay when they are in town, we talk of its history. It's also where our restaurants participate in various charity events each year to raise money for local causes; it's where we take our kids each holiday season to celebrate with neighbors at the tree lighting ceremony.

Although the Hotel embodies a very "town center" spirit for our family, it also feels tired and architected for a time of the past—inefficiently designed for the world today and the experiential goals of the community. This project has been in the planning process for many years and has been modified multiple times during that process.

The new vision has been thoroughly vetted by the community and it is time to support realizing the vision. At a time when our coastal City has been devastated by Coronavirus, this project will be a symbol of positivity and resilience—an example of the City and the Coastal Commission navigating our way out of the current cloud of uncertainty with a view to the future, with economic and community benefits that come along with the next generation of the hotel.

In this depressed environment the community needs positive visionary projects to rally around. We need projects that emphasize the unique character and values of Santa Monica but will simultaneously help return the City to prosperity. And we need to get started.

Thanks for your consideration. I hope that you approve this project and all its benefits to our City at your March hearing.

Colby

--

Colby Goff
www.rusticcanyonfamily.com

Seifert, Chloe@Coastal

From: Santa Monica Police Officers' Association <smpoa@verizon.net>
Sent: Tuesday, March 1, 2022 11:06 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Item 15b & 15c - Support



Dear Chair Brownsey and Coastal Commissioners,

I am writing on behalf of the members of the Santa Monica Police Officers' Association to express our enthusiastic support for the Miramar Santa Monica project. Other supporters of this project have no doubt written to you to extol its many community benefits. We agree that the addition to the City's affordable housing stock, preservation of historic landmarks, increased public access to open space, the addition of a LEED certified architectural gem to our community designed by a world-renowned architecture firm, increased municipal revenues, and most importantly the creation of new union jobs, are all compelling reasons to approve this project.

We would specifically like to call your attention to the character of one of Santa Monica's finest corporate citizens. The community-based non-profits our officers work with consistently report that the Miramar is exceedingly generous with both its in-kind and monetary contributions. Each year they generously host the sponsorship breakfast for the Police Activities League at no charge and always extend a deeply discounted rate to local non-profits hosting fundraising events. You would be hard pressed to find a local non-profit that has been turned down for a request by the Miramar.

They are also excellent community partners when it is not necessarily convenient for them. In the past, each year when we have worked with the Miramar on the Los Angeles Marathon, Miramar management has been willing and eager to accommodate traffic rerouting and street closures affecting their business. This courtesy has also been extended to us each and every time we have an investigative need on the property as well.

Certainly, we hope you will consider approval of the Miramar project for all of the important community benefits that have been well outlined, but what we also hope you will consider is that rewarding good citizens with good opportunities, which is both the right thing to do and tends to be a win for the community at large.

Thank you for your consideration,

Gerardo Leyva

Gerardo Leyva, Chairman
Santa Monica Police Officers' Association
333 Olympic Dr., #326

Santa Monica, CA 90401
(310) 393-1003, smpoa@verizon.net

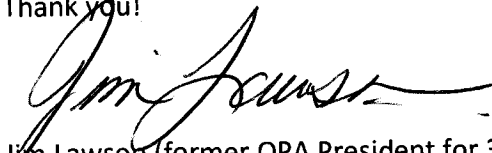
February 28, 2022

Dear Coastal Commission,

I am writing in regard to the Miramar Santa Monica project that will be on your March hearing agenda on the 10th as items 5b and 5c. I request that you approve this project for the following reasons:

- Local union construction jobs.
- Long term local employment opportunities.
- The removal of an eyesore...we can do much better architecturally and this project will!!
- The opening of the corner at Wilshire and Ocean and the public inclusion and access that this creates.
- The parking for employees of the completed project that takes the pressure off of local streets and neighborhoods.
- The revenue to the City.
- The acknowledgment that Santa Monica is a world class destination for everyone, AND the Miramar is a steward of the concerns of the "locals".

Thank you!

A handwritten signature in black ink, appearing to read "Jim Lawson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jim Lawson (former OPA President for 3 years)

2913 3rd Street, Unit 202
Santa Monica, CA 90405
(213) 718-2229 Cell

Seifert, Chloe@Coastal

From: lauralee asch <lauraleeasch@gmail.com>
Sent: Wednesday, March 2, 2022 7:55 AM
To: Miramar Hotel Project
Subject: Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

Dear Coastal Commissioners

I am writing to support the approval of the plan by the Miramar Santa Monica Hotel for their project coming before you at your March hearing.

I recently saw a presentation about the project at a Travel & Tourism Board meeting and I was very impressed with how it has been adapted to meet the desires the community has voiced over the last ten years. It has an impressive amount of community space and I love that it highlights and honors the famous Moreton Bay fig tree. The new Miramar will be a beautiful addition to Santa Monica and will transform the corner of Wilshire Boulevard and Ocean Avenue into an accessible and inviting space for the public.

As you may know the Santa Monica Tourism Industry, and especially our hotels, are a vital part of our community and the city's economic wellbeing. This reality has become much more evident during the pandemic. The redevelopment of the Miramar is much needed to keep up with the standards of the travel industry. We need travelers from all over the world to continue to choose Santa Monica as a destination.

Additionally, the Miramar is a very engaged community partner, consistently supporting the youth in Santa Monica through their support of many nonprofit organizations.

I urge you to support the Miramar's long overdue project and its substantial affordable housing contribution. It is very good for our community.

Regards,
Lauralee Asch
Santa Monica Resident , 45 years

Leonard M. Lanzi

3126 Hodler Drive
Topanga, CA 90290
310-499-3162
Lenml1962@gmail.com

March 2, 2022

Dear Coastal Commission Members,

I am writing today to express my strong support for the Miramar Santa Monica Hotel project that will be on the Commission's agenda on March 10th as Agenda Items 5b and 5c.

The Miramar Hotel is a focal point of Santa Monica life both for our business and our community. I serve as the Board Chair for Meals on Wheel West, the Rotary Club of Santa Monica, and I am on the Chamber of Commerce Board of Directors. In all cases of my personal civic involvement, the Fairmont Miramar Hotel is one of the central community supporters of these groups. Whether it is hosting a breakfast for Meals on Wheels volunteers, providing meeting space for Rotary or the event space for the Chamber and numerous other nonprofits in Santa Monica, the Miramar is generous, concerned about its employees and neighbors.

It provides a showcase for our beloved Santa Monica to the world. It hosts numerous international business conferences and visiting sports teams from around the country.

The project up for your approval will add value to our community. It will upgrade a facility that is old and out of date, it will improve our image as a tourist destination, and it will continue to serve our community as a generous and concerned partner.

Over the past 14 years, I have become good friends with many Miramar employees who provide the highest level of hospitality. What impresses me most is their tenure. Many employees have worked at the property for decades. It is their home too. They are proud, hard-working and support the new project.

Please do what is best for our whole community, our neighbors, our non-profits, our businesses and our visitors; please support this project.

Sincerely,

A handwritten signature in black ink, appearing to read "L M Lanzi", enclosed in a light gray rectangular box.

Leonard Lanzi

Re: Coastal Commission Hearing March 10th – Agenda Items 5b & 5c – Support

Dear Chair Brownsey and Coastal Commissioners,

As someone who has spent considerable time working and investing in Santa Monica, I urge you to please consider the many community benefits that The Miramar Santa Monica will provide for the City of Santa Monica and urge you to confirm the City's approval with Coastal Commission approval of this worthy project.

I have seen the Miramar team work over the years to design a project that provides the residents and businesses of Santa Monica numerous community benefits that are very much desired and needed, including sustainable design, revenue for City services, open space, and affordable housing.

As a member of the team that acquired and developed the 64-unit affordable housing project, The Arroyo (located at 1626 Lincoln Blvd), and an advocate of affordable housing for the City, I proudly support the Miramar project, particularly the benefit of significant affordable housing that the project will provide with 42 units designed mainly for families.

Further, considering the City's deficit and the major economic benefits that The Miramar will provide (e.g., \$15 million for the City's General Fund, \$40.7 million boost to the local economy, \$553 million contribution to the economy during construction), I think this is a project that should be encouraged and approved, which I hope you will do when it come before you at your March hearing.

Thank you,
Brian Abers

Seifert, Chloe@Coastal

From: Liliana Hernandez <info@email.actionnetwork.org>
Sent: Wednesday, March 2, 2022 11:10 AM
To: Miramar Hotel Project
Subject: 13A/15B/15C: Support Affordable Housing and Open Space, Support the Miramar

Honorable California Coastal Commissioners,

As a hotel worker, I am excited to write to you to support the Miramar Hotel. Workers like me often oppose projects that do not maximize the goals of the Coastal Act, which is why I am so excited to support this good project that fulfills the goals of the Act . After a decade of community collaboration, this project is exemplary of the green left values we fight for as union members, and will serve as a model for similar projects along the coast. This is a historic property that is now seeking to increase coastal access by providing open green space that looks onto the Ocean, and provides 42 family-sized units of 100% affordable housing nearby so workers like me like literally live steps from the beach, and will be a model of sustainability for the region.

Como trabajador hotelero, me emociona escribirles para apoyar al Hotel Miramar. Trabajadores como yo muchas veces me opongo a proyectos que no maximizan los objetivos de la ley de Costas, es por ello que me emociona apoyar este buen proyecto que cumple con los objetivos de la ley. Después de una década de colaboración comunitaria, este proyecto es un ejemplo de los valores de la izquierda verde por los luchamos como miembros del sindicato, y servirá como modelo para proyectos similares a lo largo de la costa. Esta es una propiedad histórica que ahora busca aumentar el acceso a la costa al proporcionar espacios verdes abiertos que miran hacia el océano, proporciona 42 unidades de tamaño familiar de viviendas 100% asequibles cercanas para que a los trabajadores como yo que les guste vivir literalmente a pasos de la playa, y ser un modelo de sostenibilidad para la región

Liliana Hernandez
liligael01@icloud.com
5627 Lexington Av. #9
Los Angeles , California 90038

KULL+HALL

1337 Ocean Avenue, Suite B
Santa Monica, California 90401

Tel: (310) 451-6100

Fax: (310) 451-6033

www.kullhall.com

March 2, 2022

VIA EMAIL ONLY

California Coastal Commission
301 E Ocean Boulevard Suite #300
Long Beach, CA 90802

Re: Miramar Santa Project – SUPPORT – March Hearing Item 15b & 15c

Dear Chair Brownsey and Commissioners:

Please accept this support for the Miramar Santa Monica redevelopment project. As a 45-year resident of the City of Santa Monica (the “City”), a multi-term Santa Monica Chamber of Commerce Board Member, a Managing Member of the Santa Monica restaurant The Lobster, and a local attorney, I am anxious to finally see the Miramar get the opportunity to proceed with the long overdue redevelopment of its iconic part of our community. I am keenly aware of the tireless effort the Miramar folks have put into their proposed redevelopment and getting one that was finally approved by the City and huge investments of time and money, including to deal with strawmen created by self-serving neighboring businesses.

After the pandemic in particular which has compromised so many, in my view we need the vitality for our coastal City which this project will bring. Not only will the project improve the City and benefit its residents and others, it will bring much-needed jobs and revenues to the City, which, as you know, is now suffering more than I can recall in my 45 years living in the City.

Also, it should not be lost in the process and can attest from my personal experiences that the Miramar has been a model corporate citizen, giving generously to the City, often hosting community events and programs and supporting numerous Chamber of Commerce programs as well. I understand that the Miramar’s affordable housing partner, Community Corporation of Santa Monica, is also a longtime friend and partner of the City and its Chamber.

Accordingly, I strongly urge the California Coastal Commission to approve the Miramar project and its affordable housing project at your March hearing.

Very truly yours,
Robert F. Kull
Robert F. Kull

cc: Mr. Ellis O'Connor (via email)



YIMBY Action advocates for welcoming communities where everyone can thrive.
yimbyaction.org

California Coastal Commission

455 Market Street, Suite 300
San Francisco, CA 94105

March 2, 2022

RE: Support for 102 new homes via Miramar Hotel redevelopment

Dear Coastal Commission:

YIMBY Action is pleased to enthusiastically support the proposed project to redevelop the Miramar Hotel in Santa Monica. This project would bring 102 new homes to Santa Monica, including 60 condominiums that would offer new homeownership opportunities for local families, and 42 below-market-rate homes to help house our region's most vulnerable families. The project's location in Santa Monica would also mean access to jobs and opportunity for hundreds of workers and families, including vulnerable low-income people who have been too long denied access to the rich opportunities of the Los Angeles region by our severely inadequate supply of nearby housing.

YIMBY Action is a network of pro-housing activists fighting for more inclusive housing policies. Our vision is an integrated and environmentally sustainable society where every person has access to a safe, affordable home near jobs, services, and opportunity.

California's severe housing shortage is causing skyrocketing homelessness and poverty, crippling our economy, and leading to debilitating commutes that exacerbate our global climate crisis. These impacts fall disproportionately on our state's low-income workers and families, and disproportionately on people of color. The segregationist practice of denying housing near vibrant job centers additionally marginalizes communities of color. If we strive to be a society that advances racial and class justice, we must do more to ensure abundant housing in all of our city's neighborhoods. This project will help address the housing shortage and ensure a welcoming Santa Monica where everyone can thrive.

Best regards,

Laura Foote

YIMBY Action, Executive Director



Household

5290 Washington Boulevard,
Los Angeles, CA 90016
household-design.com

February 28, 2022

Dear Chair Brownsey and Coastal Commission Members

The Miramar Santa Monica Redevelopment – Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

I am writing to add my support for the Miramar Santa Monica redevelopment, and hope that it helps your deliberations at your March hearing.

As part of the Santa Monica design community, we love this place. We are an international business with offices in LA and frequent the Miramar for business meetings, leisure, and entertaining guests. We acclaim the historical role that the building has played in shaping this unique area, and we want to see it ushered proudly into the next phase of its life.

We are not alone. This design is the perfect result of extensive community feedback and desire for preservation of Santa Monica landmarks, and the economic and community benefits the Miramar will bring to the City are reflected in the passion supporting its redevelopment.

After years of public feedback, the new design reflects the concepts essential to residents and businesses alike, including sustainability, affordable housing units, sustained revenue for City services and open space. Additionally, the new development will create thousands of jobs, and millions of much-needed tax revenue to boost the area.

This development will play a central role in the local community. With publicly-accessible open spaces overlooking Palisades Park, the famous Moreton Bay Fig Tree, the Palisades building as a distinct and celebrated part of the hotel, the new outdoor dining and restaurant areas and retail opportunities will attract the community, tourists, and business visitors alike.

With all these benefits in mind, I ask you to please vote to approve The Miramar Santa Monica's redevelopment project. We are looking forward to enjoying it!

With best regards

Julie Oxberry
Group CEO
julie@household-design.com
T 011 44 (0)7889486 311



Seifert, Chloe@Coastal

From: Harris Rosenblum <harris.rosenblum@gmail.com>
Sent: Tuesday, February 8, 2022 8:06 PM
To: Miramar Hotel Project
Subject: Support for the Miramar Santa Monica and Community Corp affordable housing projects – March 2022 Hearing

Dear Coastal Commissioners,

I have been following this proposed development since The Fairmont Miramar announced its plans to partner with Community Corp in 2018. During a time when the Los Angeles region is in dire need of high-quality affordable housing, and Santa Monica's RHNA requirements call for 2794 very-low-income, 1672 low-income, and 1702 moderate-income housing units, it is vital that the City of Santa Monica supports this project to completion. The proposed redevelopment will create 42 desperately needed affordable units and will be owned and operated by an established, trusted community partner - Community Corporation of Santa Monica.

It is a no-brainer for this Commission to support this partnership and development that delivers a 100% affordable housing project with 42 units of mostly family-sized units to one of the most desirable locations in Santa Monica, creating real affordability on the coast.

Thank you,

Harris

--

Harris Rosenblum, MPL/MPH

1122 Pico Blvd
Santa Monica, CA 90405

Seifert, Chloe@Coastal

From: Steve Noh <snohman@gmail.com>
Sent: Monday, February 21, 2022 5:28 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commission Members,

I have worked in Santa Monica for the last 15 years, and would urge you to please consider the many community benefits The Miramar Santa Monica will bring to our City when deliberating your vote on The Miramar Hotel's redevelopment project at your March hearing.

I work very close by, and have been following the process ever since it was initially proposed more than twelve years ago. I believe the Miramar's design combines concepts important to both residents and businesses including sustainability, new affordable housing, sustained revenue for City services and open space that everyone can enjoy. The new hotel will have fantastic new open spaces overlooking Palisades Park and focused around the historic Moreton Bay Fig Tree with new outdoor dining and restaurant areas for the community to enjoy. It is also such a highly visible corner, and I feel it will truly be a destination point within the City.

With all these benefits in mind, I ask you to please vote to approve The Miramar Santa Monica's redevelopment project and its substantial affordable housing contribution at your March hearing.

Best,

Steve Noh

Seifert, Chloe@Coastal

From: Eric Natwig <eric.natwig@NEWWESTPARTNERS.COM>
Sent: Tuesday, February 22, 2022 10:06 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

To the California Coastal Commission,

RE: March 10th Hearing Agenda Items 15b and 15c – Support

Let me take this opportunity to express my support for the redevelopment of the Miramar Santa Monica Hotel, as proposed by the ownership and development team. The sustainably designed project will benefit our coastal community in numerous ways, including much-needed affordable housing, new union construction jobs, new open spaces for the public, and new revenues to the City to assist with its recovery and renewal plans.

The team is of the highest caliber, has become an integral part of our local community, and will execute a project that will attract international and domestic visitors to our City and our coast for years to come.

I urge you to approve the Miramar Santa Monica project.

Eric Natwig

New West Partners, Inc.

2311 Pearl Street

Santa Monica, CA 90405

310-871-6051 (cell)

310-260-0040 (office)

Seifert, Chloe@Coastal

From: Teodoro Hernandez <Teo_lpez27@att.net>
Sent: Tuesday, February 22, 2022 11:05 AM
To: Miramar Hotel Project
Subject: Support Affordable Housing and Open Space, Support the Miramar

Honorable California Coastal Commissioners,

As a hotel worker who lives in Santa Monica, I am excited to write to you to support the Miramar Hotel. Workers like me often oppose projects that do not maximize the goals of the Coastal Act, which is why I am so excited to support this good project that fulfills the goals of the Act. After a decade of community collaboration, this project is exemplary of the green left values we fight for as union members, and will serve as a model for similar projects along the coast. This is a historic property that is now seeking to increase coastal access by providing open green space that looks onto the Ocean, and provides 42 family-sized units of 100% affordable housing nearby so workers like me like literally live steps from the beach, and will be a model of sustainability for the region.

Como trabajador hotelero, me emociona escribirles para apoyar al Hotel Miramar. Trabajadores como yo muchas veces me opongo a proyectos que no maximizan los objetivos de la ley de Costas, es por ello que me emociona apoyar este buen proyecto que cumple con los objetivos de la ley. Después de una década de colaboración comunitaria, este proyecto es un ejemplo de los valores de la izquierda verde por los luchamos como miembros del sindicato, y servirá como modelo para proyectos similares a lo largo de la costa. Esta es una propiedad histórica que ahora busca aumentar el acceso a la costa al proporcionar espacios verdes abiertos que miran hacia el océano, proporciona 42 unidades de tamaño familiar de viviendas 100% asequibles cercanas para que a los trabajadores como yo que les guste vivir literalmente a pasos de la playa, y ser un modelo de sostenibilidad para la región

Teodoro Hernandez
Teo_lpez27@att.net
1513 Centinela Ave Apt F
Santa Monica, California 90404

<<https://u1584542.ct.sendgrid.net/ss/o/sKxQ9Tusut-gXiwfMalEaQ/3js/IFFG3AJ4TUS62T9T04B81Q/ho.gif>>

Seifert, Chloe@Coastal

From: Mark Weinstein <MWeinstein@mjwinvestments.com>
Sent: Tuesday, February 22, 2022 4:23 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Coastal Commission Hearing March 10th – Agenda Items 5b & 5c – Support

Members of the Coastal Commission,

I urge you to support of the proposed renovation of the Miramar Hotel at Ocean and Wilshire.

I have lived and worked in Santa Monica for many years. My home is on Woodacre, while my business is headquartered Downtown on Fifth. I have watched with great interest as the proposed project has wound its way through the public review and approval process over the past nine years.

I can say without reservation that the current version of the proposed project is magnificent, and worthy of your support. Whether it be the world-class architecture, the new subterranean parking, the publicly-accessible open spaces, the affordable housing, the historic preservation, the sustainability or the new tax generation for the City of Santa Monica, the project is extraordinarily well conceived.

As someone who works Downtown, I am also very excited by the significant boost the project will provide to local restaurants and retail stores.

Again, I urge your prompt approval of this project at your March hearing.

Best,

Mark Weinstein

President

MJW Investments

1640 5th Street, Ste. 112

Santa Monica, CA 90401

t: 310.395.3430 ext 217

f: 310.395.3145

e: mweinstein@mjwinvestments.com

Seifert, Chloe@Coastal

From: Marc Spilo <marc@spilo.com>
Sent: Wednesday, February 23, 2022 1:01 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Chair Brownsey and Commissioners,

Having been a longtime resident and business owner in Santa Monica and a neighbor of the Miramar, I would like to express my support for the Miramar Santa Monica project and the 100% affordable housing project.

The key components of the project have exceeded my expectations. These were called out in the City's approval in the approved Development Agreement for the project:

- * The significant amount of new open space in the design, including publicly accessible space for Santa Monica residents and visitors alike to enjoy.
- * 42 affordable new housing units, mostly two- and three-bedroom units, comprising a remarkable 70% of the market rate condominium units proposed on the hotel site.
- * Up to 428 underground parking spaces to meet demand and take hotel employee parking off our neighborhood streets and open up more street parking.
- * A beautiful new hotel on a very prime corner in our city that will generate significant and desperately needed new tax revenues for our city to support our essential services and programs. This is particularly important to our local economy as we navigate the uncertainties of this COVID world.

I have visited other properties that this developer has built. They can only be described as truly first-class, beautiful places. The reimagined Miramar, with its landmark Moreton Bay fig tree and renovated Palisades Wing, will reflect the casual character of our city and be a ----symbol of continuity that this historic site deserves.

Finally, I am keenly interested in the condominium aspect of this project given the lack of new for sale ownership product on Ocean Avenue and in Downtown. This new hotel-serviced residential product is exactly what many Santa Monicans are seeking.

Sincerely,

Marc Spilo

Seifert, Chloe@Coastal

From: Ernie Powell <ernie1014@sbcglobal.net>
Sent: Thursday, February 24, 2022 2:48 PM
To: Miramar Hotel Project
Subject: Coastal Commission Hearing Item 15b & 15C – Support on March 10, 2022

RE: March 10, 2022
Emailed on 2/24/2022

Coastal Commission Hearing Item 15b & 15C – Support

Dear Coastal Commissioners,

I urge immediate approval of the Miramar Hotel and the 100% affordable housing project before you.

I lived in Santa Monica from 1973 to 1999. I write this letter of support as a former member of the Santa Monica Parks and Recreation Commission in the 1980s, as well as a member of the Santa Monica Pier Restoration Commission during that same period.

I come to you as not only a former SM resident, but as someone who believes in public use near the coast. The coast belongs to all of us. The hotel before you will mean that a mix of people will come and go. That is an important feature, as it fulfills the hope that we all have that a mix of people enjoying the coastal experience. And the affordable housing next to it adds to that mix and diversity.

Sitting right across from one of the most beautiful parks in California... Palisades

Park, this project will afford visitors and residents the experience of enjoying

spectacular views, calm and relaxing walks as well as the opportunity to enjoy other amenities either in or near the project. To sit and gaze at the Santa Monica Pier is what Santa Monica is about. Then to walk down to the Pier from the hotel is the essence of enjoying the total coastal experience.

There is something about Santa Monica Bay that inspires us to love and protect our unique coastal waters. Beyond the coastal experience, there is more, much more. The addition of affordable housing is certainly a major asset of this project. We all know of the dramatic shortage of housing, and to connect that possibility to this project makes it even more exciting and provides real affordability on the coast.

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

More, the team assembling this wonderful project are creative, civic minded and hold a deep respect for the assets and achievements this project will bring locally and regionally.

And, finally, it is what the Beach Boys would have us do!

Please approve the Miramar and its 100% affordable housing project at your March hearing.

Best to all,

Ernie Powell

* * * * *

Ernie Powell

Campaigns, Organizing and Public Policy

3355 Wilshire Blvd. #1014

Social Security Works California

Los Angeles, California 90010

(916) 761-5718

Seifert, Chloe@Coastal

From: Steve Noh <snohman@gmail.com>
Sent: Monday, February 21, 2022 5:28 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commission Members,

I have worked in Santa Monica for the last 15 years, and would urge you to please consider the many community benefits The Miramar Santa Monica will bring to our City when deliberating your vote on The Miramar Hotel's redevelopment project at your March hearing.

I work very close by, and have been following the process ever since it was initially proposed more than twelve years ago. I believe the Miramar's design combines concepts important to both residents and businesses including sustainability, new affordable housing, sustained revenue for City services and open space that everyone can enjoy. The new hotel will have fantastic new open spaces overlooking Palisades Park and focused around the historic Moreton Bay Fig Tree with new outdoor dining and restaurant areas for the community to enjoy. It is also such a highly visible corner, and I feel it will truly be a destination point within the City.

With all these benefits in mind, I ask you to please vote to approve The Miramar Santa Monica's redevelopment project and its substantial affordable housing contribution at your March hearing.

Best,

Steve Noh

Seifert, Chloe@Coastal

From: Teodoro Hernandez <teo_lpez27@att.net>
Sent: Wednesday, March 2, 2022 10:57 AM
To: Miramar Hotel Project
Subject: Items 13a/15b/15c: Support Affordable Access to the Coast, Support the Miramar Hotel Project

Honorable California Coastal Commissioners,

As a 30-year Fairmont Miramar hotel worker and longtime Santa Monica resident, I am excited to support the Miramar Development, which will bring 42 family-sized units of 100% affordable housing steps away from the beach. I am fortunate to be able to live in Santa Monica where I can walk and bike to work, but most of my coworkers do not have that opportunity. It is rare to get this much affordable housing by the coast, let alone units you can raise a family in.

The project also includes open green space, providing an amenity everyone can access. This sets a new standard for coastal development, which you should use as a model in improving other developments that come before you. Please support this project.

Teodoro Hernandez
teo_lpez27@att.net
1513 Centinela Ave.
Santa Monica, California 90404

<https://u1584542.ct.sendgrid.net/ss/o/sKxQ9Tusut-gXiwfMalEaQ/3k0/F0QLWxoATICO_S3Vkl1g3Q/ho.gif>

2800 28th Street, Suite 170 Santa Monica, CA 90405

Phone 310.450.6900 Fax 310.450.6988

www.minardosgroup.build

3/2/22

Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

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 Santa Monica Hotel Redevelopment. 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.

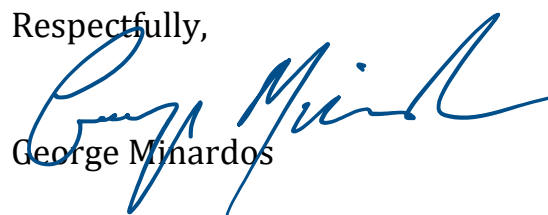
Existing ownership have done a commendable job in revitalizing the existing operation over the last decade, but given my role as a contractor, the property is in serious need of a major renovation if it is to remain competitive with luxury hospitality in general.

The Minardos Group specializes in building high-end 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 and that also opens the site up to the community and creates substantial new affordable housing in such a prime location.

This unique project will be enormously beneficial to the City of Santa Monica especially during these most fiscally challenging times and for future generations that want to visit or live in Santa Monica.

I implore you to approve this project in your March hearing, so that we can reap the benefits associated with such a well-planned project.

Respectfully,



George Minardos



2427 Main St, Santa Monica, CA 90405

santamonica.com

310.319.6263

California Coastal Commission

301 E Ocean Blvd.

Suite 300

Long Beach, CA 90802

Dear Coastal Commissioners.

I am writing to you today in support of the Miramar Santa Monica both as a long-time resident of over 20 years, and as a tourism professional. Over the last 12 years I have, like many in this City, watched this project unfold. The respected leadership of this hotel team has conducted outreach, listened, and responded to the community and to city leadership by tailoring this project to the specific needs and values of Santa Monica.

This is an opportunity for the future and the experiences we wish to share with those visiting our beautiful coast. This project offers a celebration of the historic Moreton Bay Fig Tree and the Palisades building that is not only sustainable with its LEED Platinum certification and conservation measures, but the project will also benefit the community with its open public space not confined by the current walls providing wonderful opportunities for programmed events and public art for all to access and enjoy. Let's embrace the additional jobs in tourism and new construction, affordable housing, and additional parking that this project will offer.

The Miramar team has proved to be good stewards of this important property as well as in our community. When there is a need, they are one of the first to step up, donate, and get involved. I am sure we all agree that we need people and businesses who care and give back to our community; I would expect nothing less from this group moving forward.

As you know, this is a project that matters as much today as it will in our future. It has been reviewed, reconsidered, redesigned, examined, and reexamined. The invested time of all parties remain vital and now is the right time to finally make the new Miramar a reality.

To fully recover from the lingering impacts of covid-19, and to succeed over the next several years we must work together to remain competitive with neighboring destinations who are offering newer hotel choices for consumers and employees. This project will help us with our long-term economic and employment recovery by offering a uniquely Santa Monica experience for all who seek an overnight stay, a wonderful meal, or a special place to continue to celebrate memorable moments. I look forward to the hearing in March, and to your support of this project.

Thank you for reading, your consideration and for the time that each of you gives to protect and enhance our coast!

Sincerely,

A handwritten signature in black ink, appearing to read "Misti Kerns", followed by a horizontal line.

Misti Kerns CMP, CDME

President & CEO

Santa Monica Travel & Tourism

From: Susan Potter <susanpotter600@gmail.com>
Sent: Wednesday, March 2, 2022 7:29 PM
To: Miramar Hotel Project
Cc: Susan Potter
Subject: Miramar Fairmont Hotel

March 10th Coastal Commission Hearing – Agenda Items 15b and 15c – Support

Dear Coastal Commissioners,

I have been very interested in the Miramar project from a citizen of Santa Monica’s prospective as well as being the President of the Santa Monica History Museum.

The Miramar has devoted lot of time and resources to adjusting the design of the hotel to harmonize with our vibrant community. They have created a plan that puts the hotel’s historic elements (the Palisades Wing and Moreton Bay Fig Tree) in a new spotlight, with new guest and meeting facilities and a landscaped space opening up new vistas on the property. The Palisades Wing will no longer be buried in the back of the site, and the Fig Tree will no longer be a “parking cone” in the middle of a driveway, closed off to public access.

My compliments to the Miramar team for their spirit of community in being ready and able to address any concerns that one may have and their willingness to work with our community. My gratitude for their support of our many community non-profits including the Rotary Club, Boys and Girls Club and the long-term partnership they have had with the Santa Monica History Museum.

Please support their project at your March hearing.

They are not only bringing a beautifully designed remodel of the Miramar, retaining historical elements of our history, but also many community benefits and revenue that is needed for our Santa Monica.

This project is a win-win for Santa Monica and our coast.

Respectfully,
Susan Gabriel Potter

Sent from my iPhone

Seifert, Chloe@Coastal

From: Jessica Wilkins <jwilkinsmitchell@yahoo.com>
Sent: Wednesday, March 2, 2022 8:58 PM
To: Miramar Hotel Project
Subject: Items Th13a, 15b & 15c PLEASE DENY SM LCP Amendment No. LCP-5-SNM-21-0020-1, Application No. 5-21-0139, Application No. 5-21-0785

PLEASE VOTE NO!! PLEASE STOP OVERDEVELOPMENT OF OUR CITY!!! Please do NOT increase housing density after the obvious downside of overcrowding evidenced by Covid.

NO [City of Santa Monica LCP Amendment No. LCP-5-SNM-21-0020-1](#)

NO [Application No. 5-21-0139 \(Ocean Avenue, LLC, Santa Monica\)](#)

NO [Application No. 5-21-0785 \(Ocean Avenue, LLC, Santa Monica\)](#)

PLEASE DENY Amendment request LCP-5-SNM-21-0020-1 and Applications 5-21-0139 & 5-21-0785.

The proposed LUP amendment would revise development standards for three parcels in downtown Santa Monica: 1133 Ocean Avenue, 1127 Second Street, and 1129 Second Street.

The purpose of development limitations is to preserve public coastal views. PLEASE do not increase the height, scale, occupancy or parking for these areas! PLEASE consider the RESIDENTS of Santa Monica.

PLEASE maintain the limitations of medium-density residential designation: specifically, from the density, height, and size limitations specified in Policy 69.

Any increased development will put further burden on long time residents by creating even more crowds, traffic and lack of parking!!

Please stop the destruction of our home city with overdevelopment, overcrowding, water scarcity, traffic, insufficient parking, increased pollution, increased noise.

Please maintain the remnants of this once peaceful beach city,

Thank you,
Jessica Wilkins
Santa Monica

Seifert, Chloe@Coastal

From: Mitchell, Jonathan <jmitch5@lausd.net>
Sent: Wednesday, March 2, 2022 9:22 PM
To: Miramar Hotel Project
Subject: Items Th13a, 15b & 15c PLEASE DENY SM LCP Amendment No. LCP-5-SNM-21-0020-1, Application No. 5-21-0139, Application No. 5-21-0785

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NO [City of Santa Monica LCP Amendment No. LCP-5-SNM-21-0020-1](#)

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Please stop the destruction of our home city with overdevelopment, overcrowding, water scarcity, traffic, insufficient parking, increased pollution, increased noise.

Please maintain the remnants of this once peaceful beach city

Thank you,
Jon Mitchell
Santa Monica CA

Seifert, Chloe@Coastal

From: Cathie Gentile <cathiegentile1953@gmail.com>
Sent: Thursday, March 3, 2022 8:27 PM
To: Ainsworth, John@Coastal; Brownsey, Donne@Coastal; Bochco, Dayna@Coastal; Padilla, Stephen@Coastal; Turnbull-Sanders, Effie@Coastal; Aminzadeh, Sara@Coastal; Hart, Caryl@Coastal; Wilson, Mike@Coastal; Rice, Katie@Coastal; Escalante, Linda@Coastal; Uranga, Roberto@Coastal; Groom, Carole@Coastal; Harmon, Meagan@Coastal; Mann, Zahirah@Coastal; Faustinos, Belinda@Coastal; Luce, Shelley@Coastal
Cc: Seifert, Chloe@Coastal; SouthCoast@Coastal
Subject: Support the Fairmont Miramar Redevelopment in Santa Monica (Items 13a/15b/15c)

March 3, 2022

California Coastal Commission

California Coastal Commission, South Coast District Office

301 E. Ocean Blvd., Suite 300

Long Beach, CA 90802

SouthCoast@coastal.ca.gov

Dear Honorable Chair Brownsey and Commissioners -

For decades, Santa Monica has led the region and the state in ensuring that large-scale developments provide robust community benefits through robust debate and civil discourse.

The Fairmont Miramar is a shining example of this. For the past decade, workers, community groups, and elected leaders have engaged in countless public hearings to ensure that the redevelopment of this iconic hotel would serve as a model for the region.

It will maximize and increase coastal access by providing publicly accessible open space and opening up its frontage to the ocean making community meeting space accessible. It will be LEED Platinum or higher and significantly improve water and energy efficiency from its current operations. Most impressive of all, it will add 42 family-sized affordable units of housing for working families to live within walking distance from the beach.

This is housing that will be available for workers across the city who oftentimes travel long distances to get to work, which is detrimental for their quality of life and our environment.

This is exactly the kind of hotel development that we need along our coast. Please approve it today.

Sincerely,

Catherine M. Gentile

Santa Monica, CA

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, March 3, 2022 5:39 PM
To: Seifert, Chloe@Coastal
Subject: FW: Public Comment on March 2022 Agenda Item Thursday 13a - City of Santa Monica LCP Amendment No. LCP-5-SNM-21-0020-1

Follow Up Flag: Follow up
Flag Status: Completed

-----Original Message-----

From: Frederick Brandfon <elmwoodlamar@gmail.com>
Sent: Thursday, March 3, 2022 4:00 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Public Comment on March 2022 Agenda Item Thursday 13a - City of Santa Monica LCP Amendment No. LCP-5-SNM-21-0020-1

I am writing for myself and for Shirley Loeb both resident at 1118 Third Street Santa Monica directly to the east of the proposed project at 1127-1129 Second Street Santa Monica CA.

Pursuant to the notices of February 23, and 24, 2022 regarding the Public Hearing on March 10, 2022 concerning the properties located at 1133 Ocean Avenue Santa Monica CA and 1127-1129 Second Street Santa Monica CA, I am making the following comments and requests.

According to the Notices, a Staff Report was to be available for review on or about February 28, 2022. Any comment to the Staff Report could be submitted no later than 5 pm the Friday before the hearing (March 4, 2022) thus allowing 5 days for review and composing a written response. The Staff Report including Exhibits is 28 pages long. Five days is insufficient time to review and analyze such a report. I am asking therefore for an extension of 30 days from March 10, 2022 to afford me and any other person desiring to evaluate the report adequate time for a meaningful review. After 30 days, should a counter report be necessary as a reasonable response, I am asking that the Commission establish a procedure wherein I could ask for an additional 60 days to prepare such a counter report.

A cursory review of the Staff Report indicates at least two objections.

1. Regarding the proposed 100% Affordable Housing Project, at p. 11 of the Report, it states, "The existing Miramar Hotel, located immediately west of the project site blocks any potential ocean views on the project site. . ." Further at p. 11 the report states, "The proposed 100% Affordable Housing Project does not offer any existing or potential coastal views on site." Both statements are patently false. From our unit on the 5th floor of 1118 Third Street we have a view of the ocean. Residents on the fifth floor of the proposed Affordable Housing Project would also have such a view because the existing Miramar Hotel Buildings cover only the north half of the block between Wilshire Blvd. and California Street. The southern half is open and the scenic views are available. Also, the Report is silent as to whether the new building residents' and my apartment's view will be blocked by the proposed development at 1133 Ocean. To the extent that the Report is wrong it should be revised. To the extent that it fails to take into account the views from my unit and from any new units in the 100% Affordable Housing Project, it should be similarly revised for accuracy, and the loss of any views from adjacent buildings be taken into account.

2. At p. 13 of the Report we are informed that California Public Resources Code section 21080.9 exempts local governments from the requirement of preparing environmental review documentation. However, at p. 8 of the Report Section 30253(b) of the Chapter 3 policies of the Coastal Act requires that new development assure stability and structure integrity and neither create nor contribute significantly to erosion, geologic instability" Given that local governments are exempt from producing environmental documentation, it is unclear how the Coastal Commission can make a determination regarding section 30253(b) without documentation.

The above two comments are preliminary and do not constitute all of the objections to the Staff Report that might have been produced if there had been sufficient time for a thorough review of the Report. I therefore repeat my request for an extension of time so that such a reasonable review can be conducted.

yours,,

Fredric Brandfon and Shirley Loeb

Re: Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

Dear Coastal Commissioners,

I am writing you ahead of the Miramar Santa Monica's March hearing at the Coastal Commission.

I have grown up in Santa Monica and have had three different businesses over the course of the last 25 years. I am resident of Santa Monica and I am honored and blessed to continue to have the ability to work and live in the city that I love and respect. The Miramar Hotel, Ellis O'Connor, Dustin Peterson and their entire team have always delivered amazing support, care and kindness to our small business community and many of our colleagues.

I have been in the hospitality industry as chef, owner, and consultant in Santa Monica for over 30 years and in the industry for over 38 years. I have had the honor to serve on the board of SMTT for the term of eight years. Spending that time on the board allowed me to understand the intricate dynamic between community, partnerships, and thoughtful business. The Miramar under the leadership of Ellis and his team have and continue to inspire us all on a personal level, and with their generosity by continuously stepping up and sponsoring so many events and donating their personal time i.e. Santa Monica Ed Foundation, Santa Monica Historical foundation, Holiday events for our community, Guest Chef Events, Rett Syndrome, Chamber Dinners, and so many more.

The Miramar's display of partnership and care for our community should let everybody know how fortunate we are to have such a grounded organization in our city. We are in full support of the proposed project. I believe that it will only enhance our city and it will be mutually beneficial for beautifying Santa Monica, supporting our local business community, supporting a healthy opportunity for employment and our local economy. We wish them full support and look forward to seeing this project in its completion and urge you to follow the City Council approval and to also approve this project.

Kind Regards,

Thank you, Raphael Lunetta

February 21, 2022

Re: Coastal Commission, March 10th Hearing- Item 15B & 15C - Miramar Santa Monica Project SUPPORT

I was Chair of the Wilshire/Montana Neighborhood Coalition in 2011, when the previous version of this project was presented. In spring of that year, The Board endorsed the project. This endorsement was reasoned, enthusiastic, and unanimous. We were not prepared for the opposition organized by a competing hotel. After the turmoil from that opposition, many people left the Coalition and do not consider it to represent our views.

Wilmont is the most-densely populated neighborhood in Santa Monica. Many of us have chosen to live in Wilmont because of the vibrant, urban character of Wilshire Boulevard and the proximity to the downtown area. We do not seek to wall ourselves off from that part of our city. We recognize that cities change and that a certain amount of development is essential. We embrace a future with less reliance on automobiles.

I endorse this version of the Miramar redevelopment even more strongly than I endorsed the previous version.

The existing development is a mixture of styles hidden behind a fence as "Fortress Miramar." Its lovely gardens and the magnificent fig tree are essentially hidden behind that wall. At the same time, the Pacific Ocean is invisible to people inside the Fortress where they are protected from the ocean breeze. The last major change to the hotel was in 1959, when the 10-story Ocean Tower was constructed. At that time, cars were long, heavy, and had fins. This was long before the Promenade was even thought of. Of course, it was important to place the main driveway on Wilshire Boulevard! The circulation has not been changed since then. No wonder it seems hostile to pedestrians, bicycles, and scooters.

It faces electrical and other challenges and is far from a modern, sustainable hotel and needs to be upgraded to the current technological environmental standards.

The proposed design is lovely, open, and modern. The original 1920's-era is being retained and used as inspiration for a companion building. Those two buildings will provide a transition to the tall neighboring condo tower while ensuring a level of privacy for hotel guests as well as condo residents. The Ocean building frames the fig tree. The design provides easy pedestrian and bicycle access to the beach, the Promenade, and the rest of Santa Monica.

One of the truly chronic problems in Wilmont, particularly near the Promenade, is parking. The area is woefully underparked, and the Miramar has contributed to that problem. The documents indicated that the hotel staff uses about 100-125 parking spaces in the neighborhood because of inadequate parking on-site in the existing hotel. Those parking spaces are part of the redeveloped project's planned new underground parking. I did not know, and could not find any documentation, how many street spaces were available for the parking impacts. So, I counted them. I counted street parking spaces on both sides of the street in the area from Ocean and Wilshire to 4th and Washington. At that time, there were 479 street spaces. I assume the number of spaces hasn't changed significantly. This means that Miramar workers are consuming over 25% of the nearby street parking! Having the spaces on-site, with a convenient staff-only entrance, will make it very easy for workers to park there. This project will effectively provide the neighborhood with 125 available street spaces.

The parking garage includes charging stations for electric vehicles. A majority of the spaces will be prewired for possible conversion to include charging. There's a lot of integrated space for bicycle parking both long-term (below grade) and short-term (at grade).

The new loading dock is much deeper than the existing one. It will accommodate much longer vehicles without extending into the street. It also has electrical connections, so vehicles will not have to idle. This will improve circulation on Second Street during delivery times.

One of the benefits of condos as part of the project can be to build community there. I know that there are financial benefits to owner-occupancy in terms of mortgage rates and property taxes that drive new revenue to our schools.

I live just north of Wilshire and enjoy going to the Promenade when there isn't a pandemic.

Over the last several years, I have been concerned with the Promenade's increasing "tilt" toward the southern end. Having a revitalized Miramar with shops and access to an inviting open area can help pull people north and create new visitor serving uses at one of the most important sites in our City.

I do look forward to having a modern hotel development at Wilshire and Ocean – please approve the Miramar Hotel project at your March hearing.

Valerie Griffin
valeriegryphon@gmail.com
310 486-0753



February 28, 2022
California Coastal Commission

RE: March 10th Hearing – Agenda Items 15b and 15c – Support

Dear Coastal Commission,

The Westside Coalition urges the Coastal Commission to recommend approval for the Miramar Santa Monica project and its 100% affordable housing project. The Miramar Hotel has not only provided our nonprofit with support over many years, but they have also supported many of our more than 70 member nonprofit agencies and organizations.

The Westside Coalition was asked many months ago to review the proposed project, and subsequently the number of revisions as they listened to and incorporated the community's feedback for this project. We have been particularly impressed throughout the whole process with the sensitivity toward the community and in particular nonprofit organizations.

One such way that this is witnessed is by the proposed 42 affordable housing units included in the plan. We are also supportive of the proposed economic boost to the local economy, the union job opportunities that would result in the realization of this project, the sensitivity to sustainability and the historic preservation of the Moreton Bay Fig Tree while opening up the property for community access and enjoyment.

Once again, we urge the Coastal Commission to approve the Miramar Santa Monica project and the 100% Affordable Housing project at your March Hearing.

Very Sincerely,
Darci Niva
Westside Coalition Executive Director

Westside Coalition Board of Directors:
Rev. Eric Shafer - Chair
Mt. Olive Lutheran Church- *Senior Pastor*
Jocelyn Cortese- Secretary
St. Matthew's Episcopal Parish - *Board Member and Outreach Commission*
Chris Baca- Treasurer

Meals on Wheels West- *Executive Director*

Achee Stevenson - Secretary

St. Joseph Center- *Senior Director of Programs*

Bianca Smith

Chrysalis - *Assistant Vice President, Program Operations*

Dr. Frances Rosenau

Culver City Presbyterian Church- *Senior Pastor*

Haley Fuselier

PATH- *Senior Director*

Julie Kirk

Westside Family Health Center-*Director of Community Outreach and Education*

Lori Bowe

The People Concern- *Project Director of Turning Point Interim Housing*

Rev. Mark Jones

Westwood Presbyterian Church- *Director of Mission & Outreach and Pastoral Care*

Rachel Stich

Safe Place for Youth- *Deputy Executive Director*

Theresa White

Mt. Olive Representative/ Gap Executive



Hearing Date: March 10, 2022

**Re: Coastal Commission Agenda Items 15b and 15c
Miramar Hotel Redevelopment and 100% Affordable Housing Project**

Dear Chair Brownsey and Coastal Commissioners,

Santa Monica Forward is a group of forward-thinking Santa Monica renters and homeowners, small business owners, parents, and neighbors who believe that equity, sustainability, and diversity should be the guiding principles that shape our coastal city's future. Santa Monica Forward is working to turn these principles into model, progressive policies working for a diverse, progressive, sustainable and equitable Santa Monica.

Santa Monica Forward strongly encourages you to follow your staff's recommendation and move the Miramar project and its 100% affordable housing project forward for approval. This project has received nearly a decade of public input and will provide substantial community benefits at a time we desperately need them.

- **Affordable Housing:** As you know, the coronavirus pandemic and its impact on our economy have only made the housing crisis worse. Many have lost their jobs and are wondering how they will cover back rent that will soon be due. At the same time, the city has less money to direct to the production of new affordable housing. This project would provide 42 new affordable apartments and an annual subsidy towards supportive services.
- **Good Jobs:** In the short term, this project will provide thousands of union construction jobs. In the long term, it will add over 100 new permanent hotel jobs. These will be well-paying union jobs, and will include a local hiring program.
- **Economic Recovery:** The economic damage of the pandemic could be years long, and it will be critical for our city to be creative and take advantage of new revenue generating opportunities. The Miramar project would bring the city over \$15 million annual revenue (over \$8 million more than the current hotel), and would add more than \$1 billion dollars to the local economy over its first 25 years of operation.
- **Design:** Our regional hospitality sector is highly competitive. Santa Monica needs a top-tier hotel to compete with offerings in surrounding cities. The proposed project will bring world class architecture, and modern features, that will make the Miramar a regional leader in this space, while still maintaining its historic elements. The project will also include substantial publicly-accessible open space and pedestrian improvements to Ocean Blvd, Wilshire, and Second Street.



- **Affordable Lodging:** We recognize the importance of affordable access to the coast and given the Miramar is already an existing 301 room high-cost hotel that in its new configuration will be 312 high-cost rooms, their proposal of \$5.1 million to the Coastal Conservancy seems to more than cover any low-cost lodging impacts of 11 new hotel rooms. Especially when considered with the new 100% affordable housing project with 42-units in a prime coastal location and with the new public accessibility and visitor serving uses on the site.

We urge you to approve the Miramar project and its crucially needed affordable housing project. The sooner it is approved, the sooner our community can benefit from the impressive list of project features and benefits listed above.

Sincerely,

Abby Arnold
abby@abbyarnold.com
Co-chairs, Santa Monica Forward

Carl Hansen
cjh268@cornell.edu

Seifert, Chloe@Coastal

From: Frank J Gruber <frankgrubersm@gmail.com>
Sent: Thursday, March 3, 2022 4:20 PM
To: Miramar Hotel Project
Subject: Support for the Santa Monica Miramar Hotel Project at the March 2022 meeting

Dear Coastal Commissioners,

I have been a resident of Santa Monica for almost 40 years. During that time I have been honored to serve on the Planning Commission and other committees and task forces for the City and for the School District. I also for many years wrote a weekly column for a local news website about daily life and political and planning issues in Santa Monica. I currently publish a blog about the city, "The Healthy City Local."

One subject matter that has been nearly a constant since I became active in Santa Monica politics in the early '90s has been the Miramar Hotel. In the '90s the issues mostly involved labor. The former ownership of the Miramar tried to bust the union that had long represented its workers. This had the opposite effect of reviving the labor movement in Santa Monica. Ultimately new management took over at the Miramar and since then the Miramar has had perhaps the best relationship with its workers and their union (UNITE Here) of any hotel in Santa Monica.

Then, once Michael Dell's company acquired the hotel, the issues involving the hotel were all about the plans for rebuilding it. As you know, this has been a long and drawn-out process. The delays resulted in part because the project immediately drew opposition, most of which was unfounded, coming as it did from a competing hotel and some neighbors who, wrongly in my opinion, felt that the project threatened their interests. However, the hotel did not help itself, also in my opinion, by early designs that lacked distinction and did not connect well with the hotel's surroundings.

However, once the hotel brought in the Cesar Pelli architectural firms, things got much better, and I for one 100% approve the current design, which is great for the hotel and the surrounding residential and commercial areas.

I also applaud that the Miramar is satisfying its affordable housing obligation not by trying to manage affordable housing itself, but by partnering with an established provider of affordable housing, namely Community Corporation of Santa Monica. The housing will be built right across the street from the hotel, which will bring low-income and working-class households near jobs and transit. This is housing that will be built without government subsidy.

One aspect of the project that has at times been controversial is that the hotel is not only rebuilding the hotel but also adding high-priced condominiums. I am in favor of these new residences. Not only do they trigger the affordable housing requirement, but also they serve a need in Santa Monica. It may sound funny, given that our housing crisis involves a lack of housing for middle- and low-income households, but we can use these high-end residences. The reason is that we have many empty-nesters living in single-family homes. These houses have increased greatly in value because of California's lack of housing construction over the past several decades. As it is, if these homeowners wish to downsize and sell their houses, which are in high demand by families, there are few places for them to move to in Santa Monica. Many people do not want to ever leave Santa Monica! These condominiums at the Miramar will provide an alternative for older people who want to "cash out" of their homes.

I know that the Coastal Commission is interested in making sure that there is affordable lodging for visitors to Santa Monica and its beaches. This is not an area where I have any expertise, but it seems to me that since the existing hotel does not provide low-priced housing, anything that the hotel can contribute to an affordable lodging fund is a bonus. Meaning, if I were you, I wouldn't push them too far on this. The Miramar Hotel has long been an iconic part of Santa Monica's appeal to the world as a coastal destination, and this resident is thrilled that the owners are investing in the hotel to keep it going as a hotel for the next several generations.

For all these reasons I urge you to approve this important project.

Sincerely,

Frank Gruber

2442 Beverley Avenue, Santa Monica 90405.

310 508 2626

Seifert, Chloe@Coastal

From: lao Katagiri <iaokatagiri@gmail.com>
Sent: Thursday, March 3, 2022 5:18 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Item 15b & 15c - SUPPORT

RE: March 10th Coastal Commission Hearing – Agenda Items 15b & 15c – Support

Honorable Members of the California Coastal Commission:

I write in support of the Miramar Santa Monica project. As a past Co-Chair of the city's Early Childhood Task Force, past Board President of Connections for Children, current Co-Chair of the Santa Monica-Malibu Unified School District's Advisory Committee on Early Childhood, and for the past 17 years, the organizer of the RAND Community Conference on Early Childhood Issues, I have an obvious stake in promoting and strengthening Santa Monica's capacity to provide high quality, accessible, affordable childcare for all families,

The Miramar project brings significant support for early childhood initiatives (Development Agreement Section 2.8.16), \$1.35 million of funding that can be used both for programs and financial assistance to lower income families who need child-care in order to hold down a job or go to school to improve their chances of getting a good job. There are few bright spots amid the darkness that COVID-19 has brought to our lives. One of them, surely, is the elevation of understanding by many in the community, the nation, and around the world of the importance of child-care, not only to children and families, but to the social and economic wellbeing and sustainability of communities. There are few employment sectors where availability of affordable child care is as impactful as the hospitality industry. The dependence of Santa Monica on this sector makes support like that offered by the Miramar project critically important. The importance of Santa Monica Beach and visitor facilities to California's coastal resources is huge.

In addition, the flexibility of the developer contribution, which can be used for subsidies, family programs, and facility improvements, is a smart way to allow for changing needs and priorities over the next few years.

Beyond Section 2.8.16, I applaud the many other provisions of the project -- it's incredible and innovative affordable housing component, the financial assistance to our public schools, job creation, public transportation subsidies, public art initiatives -- all of these leverage the early childhood pledge and bode well for the future of the community.

In its entirety, the Development Agreement negotiated for this project, and approved by the Santa Monica City Council provides far-reaching, multi-faceted support to our coastal community's framework for families and children.

All this, plus the fact that as a development project, it has been planned and revised over many years to comply with the city's land use parameters and requirements and community feedback.

It is a bit "old-school" for people to think that the Coastal Commission is solely concerned with visitor-serving, recreational, and environmentally sustainable issues and is much less concerned with the human services, housing, economic development side of our urban communities. In fact, to the extent possible, they should go hand in hand. In our urban coastal zones, we need to encourage projects that support and improve the visitor experience but also recognize their responsibility to the communities in which those recreational experiences are embedded.

The Miramar project is ahead of the game. This is a win for everyone. Please vote to approve the Miramar project at your hearing March.

Thank you.

Respectfully,
lao Katagiri
Co-Chair, Santa Monica-Malibu Unified School District Advisory Committee on Early Childhood Development
(310) 795-3583
iaokatagiri@gmail.com

Seifert, Chloe@Coastal

From: lao Katagiri <iaokatagiri@gmail.com>
Sent: Thursday, March 3, 2022 5:18 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Item 15b & 15c - SUPPORT

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Thank you.

Respectfully,
lao Katagiri
Co-Chair, Santa Monica-Malibu Unified School District Advisory Committee on Early Childhood Development
(310) 795-3583
iaokatagiri@gmail.com

Seifert, Chloe@Coastal

From: Judy Abdo <JAbdo@msn.com>
Sent: Thursday, March 3, 2022 7:22 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

RE: March 10th Coastal Commission Hearing – Agenda Item 15b and 15c – Support
From: Judy Abdo

Dear Chair Brownsey and Commissioners,

I am the Chair of the Conservation and Local Resources Committee of the Metropolitan Water District Board of Directors, a former City Councilmember and Mayor of Santa Monica. I currently serve on the Steering Committee of Climate Action Santa Monica. I am also a member of the LA County Board of Education and of the First 5 LA Commission. However, I am submitting this email as a longtime resident of the city, not as a representative of those organizations.

I want to direct my comments on the critical topic of water use and how the Miramar proposes to address it. But first, I would like to supply some context for my remarks.

Our experience of the last several years tells us very plainly that climate change continues to lead our region into record-setting heatwaves and drought. In the words of Bill McKibben of 365.org, “Evaporation increases when the temperature rises, and hence arid places grow drier. We call this phenomenon drought, and now we see it everywhere.” Locally, roughly 25% of all potable water is used in commercial uses in Santa Monica. While our local business community tries hard to be conscientious about water use, we must face up to the reality that some of that water is wasted.

We can and must do better. As climate change moves forward, reduction of water use is a critical piece of community resiliency, both in residential and commercial settings. It is incumbent on every developer and resident who has the means to future-proof their homes and gardens for reduced water use. There are many ways to achieve this. One way is conservation. The hospitality industry is acutely aware of this strategy. In the not-too distant past, hotels were notorious water wasters. Thankfully in the last two decades many chains and mom and pops have implemented water-saving practices for hotel guests, retrofitting their plumbing fixtures and making radical, but important, changes to the hotel experience.

It is now routine for guests to exercise the option to use their towels more than once to eliminate unnecessary water waste. Limiting laundry use has been a significant step in the right direction, and a consciousness-raiser for travelers. To a great degree, these have been reactive measures to address current environmental conditions that, incidentally, have been good for the hotels’ bottom lines. The Miramar has employed those kinds of water saving strategies for many years, but, as the development group envisions the new Miramar as a “100 year” hotel, they are wise to plan a visionary conservation approach.

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

low-water and drought tolerant planting scheme appropriate for our region. An advanced drip system will be an efficient, subsurface network with weather-based irrigation control that will deliver significant water use reduction. Just as important, no potable water will irrigate the landscaping. Instead, filtered, recycled water from the hotel buildings will be used as the main source for irrigation. Rainwater will be collected for non-potable uses. These are exciting approaches. And, of course, mandated water saving fixtures, including low-flow toilets, will be installed in all areas, from back-of-house to residential.

Upon completion, the new Miramar will become an exemplar for the hospitality industry in Southern California.

None of these measures will detract from the Miramar property and its two residential elements – including the critically needed 42 units of affordable housing. In fact, I believe these measures will enhance the visitor experience – and the public’s regard for the hotel – and will provide an expanse of beautiful open space that will be unmatched in our city.

I applaud the Miramar project team’s consciousness and concern about drought and water use and applaud their adoption of a new water-use paradigm. I endorse the proposed plan before you in March and urge you to approve this forward-thinking project.

Judy Abdo
Santa Monica

Seifert, Chloe@Coastal

From: Emily McCarron <emsmilehappy027@gmail.com>
Sent: Thursday, March 3, 2022 7:33 PM
To: Miramar Hotel Project
Subject: Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

Dear Coastal Commission,

I have testified in front of the City of Santa Monica's Planning Commission and City Council regarding this project on MANY occasions. I have in fact strongly supported the new Miramar idea since it was first introduced to the public, which was about 10 years ago.

Something new had to happen at the very special hotel location, which I walk by a lot. The first version of the Miramar project was frankly a little clunky, but it was consistent with what my mother called "the first pancake rule." The first pancake is never the best pancake, although it is made from the right batter, so you cook another one or two until you get it right. I won't torture the metaphor any further, but I hope you understand my meaning. They generated version after version until, in my opinion, they perfected the project and illustrated how a public process with an engaged developer ought to work.

Kudos to the hotel representatives who went to the community and put their concepts out there. They were never arrogant or dismissive. They heard support, they heard criticism, and they heard new ideas. They listened. The project morphed in a common-sense way. The Miramar team went back again ... and back again ... with the new designs. It was the responsible thing to do. I applaud their empathy and creativity.

With all of the benefits and features it proposes, including the stunning new hotel and its affordable housing, eateries, space that will be open out toward the sea, and the Miramar's amazing union employees coming back to work when the construction is finished, I hope you can see the community minded beauty of this project and vote yes.

Thank you for your hard work to protect our coast.

Emily McCarron
Santa Monica resident

Seifert, Chloe@Coastal

From: Emily McCarron <emsmilehappy027@gmail.com>
Sent: Thursday, March 3, 2022 7:33 PM
To: Miramar Hotel Project
Subject: Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

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Dear Coastal Commission,

I have testified in front of the City of Santa Monica's Planning Commission and City Council regarding this project on MANY occasions. I have in fact strongly supported the new Miramar idea since it was first introduced to the public, which was about 10 years ago.

Something new had to happen at the very special hotel location, which I walk by a lot. The first version of the Miramar project was frankly a little clunky, but it was consistent with what my mother called "the first pancake rule." The first pancake is never the best pancake, although it is made from the right batter, so you cook another one or two until you get it right. I won't torture the metaphor any further, but I hope you understand my meaning. They generated version after version until, in my opinion, they perfected the project and illustrated how a public process with an engaged developer ought to work.

Kudos to the hotel representatives who went to the community and put their concepts out there. They were never arrogant or dismissive. They heard support, they heard criticism, and they heard new ideas. They listened. The project morphed in a common-sense way. The Miramar team went back again ... and back again ... with the new designs. It was the responsible thing to do. I applaud their empathy and creativity.

With all of the benefits and features it proposes, including the stunning new hotel and its affordable housing, eateries, space that will be open out toward the sea, and the Miramar's amazing union employees coming back to work when the construction is finished, I hope you can see the community minded beauty of this project and vote yes.

Thank you for your hard work to protect our coast.

Emily McCarron
Santa Monica resident

Seifert, Chloe@Coastal

From: Juan Matute <jmatute@ucla.edu>
Sent: Thursday, March 3, 2022 7:54 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Commissioners,

I have been following the Miramar Santa Monica project for a decade - first as an individual and then as a member of the Downtown Santa Monica Board of Directors.

I teach planning (at UCLA) more than I practice it, and I have seen the project's decade-long process from conception to approval as a textbook example of what good planning and community engagement can be. The project endured several iterations in response to community engagement and the end result is quite remarkable.

I have most closely followed the parking, mobility, and environmental impact aspects of this project, as this is my area of study and teaching. I have found the project smartly designed and considerate of its impacts and benefits over existing conditions in all three of these areas.

This project will meet many of the objectives of Downtown Santa Monica, Inc. to bring more meeting space and conferences and events into the area and make the district a site of can't miss experiences: watching sunsets over drinks with those you love or bringing kids to see the Miramar's Santa around sunset on a winter afternoon.

The project had an early commitment to providing union hospitality jobs - a key access point to a stable and promising blue collar career. And on top of this, it will provide much-needed affordable housing and a set-aside for affordable lodging.

This project is a huge, all-around win and I urge your support.

Sincerely,

Juan Matute

Deputy Director, [UCLA Institute of Transportation Studies](#)

Lecturer, [UCLA Department of Urban Planning](#)

Phone: 1 (562) 546-2831 | **Mail:** Box 951656, 3320 Public Affairs Building, Los Angeles, CA 90095-1656 | **Office:** Public Affairs Building 3320D

Seifert, Chloe@Coastal

From: Susan Hojer <susan.hojer@yahoo.com>
Sent: Friday, March 4, 2022 7:01 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Item 15B &15C - SUPPORT

Coastal Commissioners,

I am writing to express my support for the Miramar Santa Monica project that is on your March 10th hearing listed as Agenda Items 15b and 15c. I hope you will vote yes on this important plan.

My heart goes out to the businesses and employees who have suffered during the ongoing pandemic and economic downturn. Climbing out of this tragic situation will take a long time, but in the meantime, we have all witnessed the resiliency and creativity of both businesses and residents in finding solutions to deal with our economic woes.

Our hotels will help lead the way to a sustainable recovery. The hospitality industry is a mainstay of our local economy, employing many hundreds of well-trained workers — the best in the world, in my opinion — providing TOT and sales tax for our schools and City services, attracting visitors from around the world and delivering huge dividends to our restaurants and service businesses.

Among our wonderful hotels, Fairmont Miramar is a stand-out. It has always been a special place for our community. The generosity of its management and staff has helped many local nonprofits raise funds and recognize their volunteers and leaders.

The plan that the Miramar proposes represents a revolutionary change to the Miramar property. It reorients the facilities toward the Bay and Santa Monica's famous sunsets. The beautiful new buildings surround the beloved fig tree, which was brought back to health by Miramar's owners and is now beautifully maintained. The exceptional, vast open space proposed for the site will be a first in our city and make the Miramar a truly accessible site opening it to visitors and guests alike.

Just as important, the new Miramar will create more critically needed housing, both condominiums and affordable units. Wouldn't it be ideal if Santa Monica's workforce could live in the city where they work?

I am an unabashed booster of the Miramar, and hope that you will regard them as an important part of our bright future. Please follow the City of Santa Monica's thorough review and approval of this fantastic project for our City and our Coast by approving the Miramar Santa Monica.

Respectfully,

Susan Hojer
Santa Monica Resident

Seifert, Chloe@Coastal

From: Nate Redmond <ndredmond@gmail.com>
Sent: Friday, March 4, 2022 9:36 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Coastal Commissioners:

Thank you for taking the time to carefully review the benefits of the Miramar Santa Monica project.

I understand that written comments will be reviewed and shared with Commissioners. As a long-time resident of Santa Monica, 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 and visitors to this beautiful coastline.

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—improving the quality of important community pillars including good paying jobs, affordable housing and sustainability that will set the stage for the next 100 years at the Miramar and our beloved coastal city.

Sincerely,
Nate Redmond

Seifert, Chloe@Coastal

From: Laura Gillette <imgillette@earthlink.net>
Sent: Friday, March 4, 2022 10:26 AM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Items 15b & 15c - support

Dear Coastal Commission:

This email is sent in support of the Miramar Santa Monica project on your March 10th hearing – Agenda Items 15b and 15c.

I am a Santa Monica resident of nearly 20 years. My family has deep roots in the beautiful Santa Monica area and as a lifelong environmental advocate I am proud of the City's efforts and achievements in both environment and sustainability. I currently serve on the Advisory Board of Climate Action Santa Monica. However, my comments below reflect my own opinions, not those of any organization.

My interest in the project extends back roughly nine years. I attended an early community meeting and was struck by the applicant's openness and willingness to discuss sustainability and historic preservation issues, subjects that I have background in.

I have followed the project through the twists and turns of a lengthy review process – design changes, community outreach, extensive environmental review, landmarking and float-ups. This may prove to be the most scrutinized project in the history of the city. But if one subscribes to the “measure twice, cut once” philosophy, one can be confident that the proposed project has been more than adequately measured and vetted, and thus it is a good time for the Coastal Commission to take positive action.

As an environmental activist, I am impressed by the applicant's decision to seek LEED Platinum certification. Sustainability and climate-friendly features are present literally from the ground up. The project's sizable open spaces, which will provide a spectacular, visual “response” to Palisades Park and Santa Monica Bay, will be designed according to current climate and water trend guidelines. Featuring a colorful planting scheme of drought-tolerant plants, the landscape plan will employ a low-water system, using a sophisticated and efficient subsurface drip irrigation. The system will be controlled by an impressive weather-based irrigation controller that will help the hotel realize important water use reductions, avoiding the inevitable waste of a conventional irrigation system. That is exciting. I am also impressed that no potable water will be used for landscaping. Instead, recycled water from the building will be collected, filtered, stored and re-used as the main source for irrigation. Keeping the community's well-being in mind, the new Miramar will not utilize a traditional greywater system, an option often employed in backyard gardens.

With respect to the climate emergency we are experiencing, the energy systems set forth in the applicant's proposal have been selected to create the best energy efficiency possible. As it is currently proposed, the design calls for the installation of photovoltaic panels in key roof and canopy locations. Even solar pool heating is a major consideration. As the design and engineering become more granular, the applicant is wisely watching the evolution of these energy systems to ensure that the latest and best systems are put into service. Providing plenty of cycling, walking and EV transportation facilities underscores the Miramar's consciousness of the need to do more to slow climate change. According to the plan, these facilities exceed code requirements in downtown Santa Monica.

The climate-friendly accommodations are enormously important to Santa Monicans. As they experience the amazing transformation of our streets during the pandemic, we all realize that change is upon our community, and that transformation is doable. Quality, new affordable housing is also an intrinsic part of the community's achieving our climate and equity goals. The Miramar's 42 affordable units — north of Wilshire and blocks from the beach – will be one step forward toward meeting the community's diversity and live/work goals.

I would also like to express my deep appreciation for the effort the applicant has made to preserve the spirit of the property by landmarking the entire site, including the Palisades Building along Second Street, and to continue to revere the majestic Moreton Bay Fig Tree, first planted by Georgina Jones more than a hundred years ago. This is a development that will create a confluence of Santa Monica historical currents, memories, and community aspirations at 101 Wilshire.

Congratulations to the design and development team, whose availability and personal-style outreach brought about a greater understanding of the project and broad community support.

I look forward to your positive vote, and hope that Coastal Commission can bring this lengthy process to an upbeat and celebratory conclusion.

Many thanks for your consideration.

Laura Gillette
Santa Monica



March 4, 2022

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Executive Director

Dear Coastal Commission,

I am writing today about our partnership with the Miramar Hotel and MSD Partners, and their support for our public school students. This letter is not an endorsement of the Fairmont's current project, but rather an acknowledgement of their incredible generosity and community involvement.

The Santa Monica Education Foundation is responsible for raising funds to provide additional staff and programs in our schools; we always look for businesses that are community-minded and that value education. The Miramar Hotel stands out for its longstanding investment in our students and our community.

For the past 9 years, the Miramar Hotel has contributed to our Annual Fund. To date, they have generously donated \$176,500 to the Education Foundation. Each year, since 2016, their gifts have been used as challenge grants to inspire the community to donate to our Annual Fund; since this time, their gifts have helped raised an additional \$1,233,859 in donations for our students.

In addition to their monetary support, the Miramar has graciously hosted our annual Santa Monica Wine Auction. Since 2016, the event's first year, the Wine Auction has raised over \$1 million for our students. The Miramar Hotel's substantial sponsorship enables us to grow this signature event each year. After a two-year hiatus from an in-person event due to the pandemic, the Miramar is welcoming us back for this year's Wine Auction on May 15, and they are taking care to ensure that the event will run as smoothly and safely as possible.

Donations to the Education Foundation from the Miramar Hotel help fund important staff and programs like elementary instructional aides, elementary arts programs and stretch grants for each Santa Monica



public school. These stretch grants are used to fund programs like STEM, arts, mental health programs, and teacher training. Many schools this year are using stretch grants to bolster students' social-emotional learning, giving students the tools they need to manage stress and anxiety, which has been exacerbated by the pandemic.

I am so grateful for the leadership team at the Miramar Hotel and MSD Partners, which includes Ellis O'Connor and Dustin Peterson. One of their core values is giving back to their community and it is clear that they believe wholeheartedly in doing so. Ellis and Dustin are always positive and receptive. Even during such a turbulent time for hotels, they have stood firm in supporting our children and their education. The Miramar Hotel is a true, steadfast partner.

We at the Education Foundation are humbled by the generosity of the Miramar Hotel and MSD Partners, and their unwavering commitment to our community's public schools and children.

Sincerely,

A handwritten signature in black ink that reads "Alison E. Havel". The signature is written in a cursive, flowing style.

Alison Havel
President, Board of Directors
Santa Monica Education Foundation



February 28, 2022

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California Coastal Commission
301 East Ocean Boulevard Suite 300
Long Beach, CA 90802

RE: March 10th Coastal Commission Hearing – Agenda Items 15b and 15c – Support

Dear Coastal Commissioners,

I am writing on behalf of the Board, staff and clients of the Santa Monica based Meals on Wheels West regarding the Miramar Santa Monica plan. MOW West urges the Coastal Commission to approve the Miramar project and the associated 100% affordable housing project across the street.

For many years Meals on Wheels West has witnessed the generous support that the Miramar provides to the nonprofits serving Santa Monica. The Miramar Hotel has provided many organizations and community events the use of their grounds and facilities including MLK Day.

Along with many local organizations, stakeholders and community members, MOW West was invited to review the plans and offer input. The input from the community was welcomed and incorporated into the final Miramar plan. Over several years, we have seen the Miramar plan evolve to an environmentally sound, community friendly plan that opens up the hotel grounds to residents and visitors. The preservation and protection of the historic Moreton Bay Fig Tree and older building respects the historic aspects of the site. The new building design offers an architecturally fresh and appropriate design.

The inclusion of 42 affordable units in the plan will provide much needed housing.

The fact that the Miramar is a union hotel and will provide well-paying jobs to a diverse cadre of employees both during the construction and with the operation of the new hotel is also important to the wellbeing of the community.

Once again, we strongly urge the Coastal Commission to approve the Miramar Santa Monica project and the associated affordable housing.

Sincerely,

Chris Baca, Executive Director
Meals On Wheels West
chris@mealsonwheelswest.org

Delivering More Than a Meal to LA County Coastal Communities

1823-A Michigan Ave. Santa Monica, CA 90404
310-394-5133 www.mealsonwheelswest.org

Seifert, Chloe@Coastal

From: Cris Gutierrez <crisclimate@gmail.com>
Sent: Friday, March 4, 2022 11:31 AM
To: Miramar Hotel Project
Subject: California Coastal Commission Meeting on March 10th – Agenda Items 15b and 15c – Support
Attachments: CGutierrez_022122.pdf

Re: California Coastal Commission Meeting on March 10th – Agenda Items 15b and 15c – Support

Honorable Chair Brownsey, and Coastal Commissioners:

I write as a resident, who was born in Santa Monica and who recalls that as a teenager I would bicycle to the bluffs to chase the sunset. Standing before the Pacific Ocean, breathing in the salt air and listening to the beat and roar of the waves vitalized me and stirred my consciousness: we are a part of Nature. That decades before me Georgina Sullivan Jones, Santa Monica's first lady, could do the same from her home "Miramar," settles a connectedness of history and habitat among all of us who live, work, visit, study or play in Santa Monica.

I am thrilled to see that the Miramar's proposed new hotel and residential project move forward and am impressed with the applicant's attention to, and evident care for, our environment and our climate.

When I have reviewed the Miramar Hotel Project's final EIR, imprinted by an openness to community input, I think about what the Miramar has meant in my personal and communal life, including as the site of my mother's funeral reception and the locale of peace movement gatherings or civic breakfasts respectively. Although I am a founder and longtime member of the Steering Committee of Climate Action Santa Monica, and the Director of the CASM Climate Corps youth program, a Clean Power Alliance Community Advisor, and a long-time environmental and climate emergency activist, this letter communicates my personal views, which do not represent those of any of the organizations cited above.

The Miramar Hotel Project is important as it can help showcase building and landscape elements and systems to address our environment and climate, exemplifying ways to adhere to our City's Sustainability Plan and Sustainability Rights Ordinance and to help implement our Climate Action & Adaptation Plan.

The proposed new hotel and residential project will be created on a large and important parcel at the intersection of two important boulevards. Overlooking the vastness of sky and sea for generations to come, the scale of the project's environmental and climate impacts, however, is surprisingly small. I believe that is due to the sensitivity of the project team to the demands and desires of the local community, as well as to the creativity and resources that the Miramar can bring to serious sustainability efforts.

The measures proposed by the developer's design team will undoubtedly earn the hotel the LEED Platinum certification that it seeks. The project will meet basic LEED criteria to some extent due to the hotel's location in an urban area. Additional credits are granted for initiatives that exceed baseline qualifications. Four of the many credits earned that address climate change include:

- Energy & Atmosphere, Miramar Energy Commitment: earned because the proposed Miramar is projected to reduce energy use by approximately 29% compared to the existing hotel, in spite of the increase in square footage, and it will achieve the City of Santa Monica requirement to be a minimum 10% more efficient with the requirement in their approvals to use 15% less than the existing hotel.
- Water: The Miramar was designed to minimize water usage through a capture and re-use system and selected HVAC systems to not incorporate cooling towers. This has resulted in a requirement in their approvals to use 20% less water than the existing hotel, a rare feat in new development.
- Alternative Transportation, Public Transit Access: earned due to the substantial nearby transit services.
- Alternative Transportation: Bicycle Storage and Changing Room: earned because the Miramar Santa Monica as proposed goes beyond the code-required secured bicycle storage and by adding staff showers.
- Alternative Transportation: Low Emitting and Fuel-Efficient Vehicles: the proposed Miramar will have both designated parking for fuel efficient vehicles and electric vehicle charging stations.

I commend the hotel and its designers for its effort to seek LEED Platinum status and be an exemplar for all such projects in coming years.

I urge the Commission to vote favorably on this project and help lead the way towards a more sustainable future.

With gratitude and regards,
Christine "Cris" Gutierrez

Seifert, Chloe@Coastal

From: Seifert, Chloe@Coastal
Sent: Friday, March 4, 2022 5:12 PM
To: Miramar Hotel Project
Subject: FW: Public Comment on March 2022 Agenda Item Thursday 15b - Application No. 5-21-0139 (Ocean Avenue, LLC, Santa Monica)

-----Original Message-----

From: Martyn Burke <martynburke@yahoo.com>
Sent: Friday, March 4, 2022 12:11 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Public Comment on March 2022 Agenda Item Thursday 15b - Application No. 5-21-0139 (Ocean Avenue, LLC, Santa Monica)

When you are finished looking at density, zoning and all the other legal and technical matters, please step back and look at where this is situated.

We are not Miami Beach.

We are a distinctive California coastal community who decades ago fought to stop our community from being overrun with towers and mega-projects like the kind you see in Miami Beach.

This massive project would be perfect for Miami Beach. But not for Santa Monica.

Martyn Burke
Santa Monica

Seifert, Chloe@Coastal

From: Seifert, Chloe@Coastal
Sent: Friday, March 4, 2022 5:13 PM
To: Miramar Hotel Project
Subject: RE: Public Comment on March 2022 Agenda Item Thursday 15b - Application No. 5-21-0139 (Ocean Avenue, LLC, Santa Monica)

-----Original Message-----

From: Martyn Burke <burke.martyn@gmail.com>
Sent: Friday, March 4, 2022 12:38 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Public Comment on March 2022 Agenda Item Thursday 15b - Application No. 5-21-0139 (Ocean Avenue, LLC, Santa Monica)

Addendum:

In its lobby the Miramar is currently showing posters that celebrate the fabled hotel's 100th anniversary.

And now they want to bulldoze all this history? Completely obliterate it?

Santa Monica is fighting to preserve its fascinating legacy.

The interests behind this proposal are fighting to destroy it.

Martyn Burke
Santa Monica

Seifert, Chloe@Coastal

From: Susana Nierlich <susananierlich@gmail.com>
Sent: Friday, March 4, 2022 3:19 PM
To: Miramar Hotel Project
Subject: March 10, 2022, Item Th13a, and 15b,&c

To Coastal Commissioners,

The approval of this LCP "major amendment" as suggested by the staff report, "as submitted", means that the Coastal Commission will open the door to all parts of the coast covered by this section of the current LCP under consideration. I'm OPPOSED to this give away. This is against good planning practices.

The items 15b and 15c also in the Agenda are totally tied to this amendment. It seems the project needs those 60 condominiums to be built at the top of the hotel in order to finance the 42 affordable units projected at a nearby address.

For the reasons mentioned above I'm OPPOSED to this project.

Susana Nierlich

510 Palisades Ave, Santa Monica, CA 90402

susananierlich@gmail.com

Seifert, Chloe@Coastal

From: Seifert, Chloe@Coastal
Sent: Friday, March 4, 2022 11:47 AM
To: Miramar Hotel Project
Subject: RE: Public comment March 2022 agenda Item Thursday 13a-City of Santa MonicaLCP Amendment No. LCP-5-SNM-21-0020-1

From: GANESA PANDIAN <gpandian@ucla.edu>
Sent: Thursday, March 3, 2022 6:45 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Public comment March 2022 agenda Item Thursday 13a-City of Santa MonicaLCP Amendment No. LCP-5-SNM-21-0020-1

I live in the condo building 1118 3rd Street, Santa Monica
I have been following the project mentioned above for 9years
The proposed project has direct adverse effect on our building.
1. It takes away the Ocean view of people living on floors 5 and 6
2. The low income housing on the 2nd street takes away the ocean facing unit's light and breeze
3. The traffic, noise, and environmental pollution caused by the construction and the traffic after occupation of this mammoth project erodes the quality of our life
We do not need another massive project on Ocean Ave
Coastal commission has the authority to stop this project
I request you to stop this project and let us enjoy the coastal life

Thank you
Ganesh Pandian,MD
1118 3rd Street, APT 408
Santa Monica
CA 90403

Seifert, Chloe@Coastal

From: Seifert, Chloe@Coastal
Sent: Friday, March 4, 2022 12:34 PM
To: Miramar Hotel Project
Subject: FW: UNITE HERE Local 11 Support for Fairmont Miramar (items 13a/15b/15c)

From: Ada F. Briceño <ada@unitehere11.org>
Sent: Friday, March 4, 2022 12:31 PM
To: Ainsworth, John@Coastal <John.Ainsworth@coastal.ca.gov>; Brownsey, Donne@Coastal <donne.brownsey@coastal.ca.gov>; Bochco, Dayna@Coastal <dayna.bochco@coastal.ca.gov>; Padilla, Stephen@Coastal <Stephen.Padilla@coastal.ca.gov>; Turnbull-Sanders, Effie@Coastal <effie.turnbull-sanders@coastal.ca.gov>; Aminzadeh, Sara@Coastal <sara.aminzadeh@coastal.ca.gov>; Hart, Caryl@Coastal <caryl.hart@coastal.ca.gov>; Wilson, Mike@Coastal <mike.wilson@coastal.ca.gov>; Rice, Katie@Coastal <katie.rice@coastal.ca.gov>; Escalante, Linda@Coastal <linda.escalante@coastal.ca.gov>; Uranga, Roberto@Coastal <roberto.uranga@coastal.ca.gov>; Groom, Carole@Coastal <carole.groom@coastal.ca.gov>; Mann, Zahirah@Coastal <zahirah.mann@coastal.ca.gov>; Faustinos, Belinda@Coastal <belinda.faustinos@coastal.ca.gov>; Luce, Shelley@Coastal <shelley.luce@coastal.ca.gov>; Harmon, Meagan@Coastal <meagan.harmon@coastal.ca.gov>
Cc: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>; Seifert, Chloe@Coastal <chloe.seifert@coastal.ca.gov>
Subject: UNITE HERE Local 11 Support for Fairmont Miramar (items 13a/15b/15c)

Dear Honorable Chair Brownsey and Commissioners:

On behalf of the 32,000 hotel housekeepers, bellmen, dishwashers, and cooks, we strongly support the staff recommendation to approve the Fairmont Miramar redevelopment and affordable housing project.

Our members have engaged in the project's extensive and rigorous public review process over the last decade, and the project now comes before you as a model hotel project for the entire California Coast.

It will maximize coastal access by providing publicly-accessible open space steps from the beach, be built to the highest environmental and sustainability standards, and provide desperately-needed housing for working families.

People like our members commute to Santa Monica from all ends of the region, worsening their quality of life and negatively impacting our environment. The affordable housing - which will also be steps from the ocean - will give workers in Santa Monica an opportunity to walk, bike, and take transit from their homes to their workplaces. This is the model we need.

I urge you to support the staff recommendation, and help create a new model for hotel development along the coast.

Thank you

Ada F. Briceño, Co-President
UNITE HERE! Local 11
464 S. Lucas Ave. #201, Los Angeles, CA 90017
Phone: (213) 481-8530 Ext 229
---> [Click here to schedule a meeting with me](#)

Seifert, Chloe@Coastal

From: Shari Davis <shariceps@aol.com>
Sent: Friday, March 4, 2022 4:27 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project - March 10th Hearing Agenda Item 15b & 15c - Support

March 10th Coastal Commission Hearing – Agenda Items 15b and 15c – Support

Dear Coastal Commissioners,

I encourage you to make your decision about The Miramar Santa Monica project with a view toward the future of Santa Monica. Please support the project. It is a carefully considered design that opens up beautiful public spaces around the historic Moreton Bay Fig tree with views of the Pacific, while meeting many of the needs of the neighborhood. Because of policies that Santa Monica and the Coastal Commission have established, it creates affordable housing units that are badly needed, and provides living wages for the workers who are important members of our community.

I have observed that the Coastal Commission, like our City Council, measures projects and initiatives in terms of sustainability. Economic benefit, environmental responsibility, and social equity are essential to sustainability. This project addresses those factors by generating resources that our schools and social services need.

The challenges of the past two years have taught us that Santa Monica must plan for hard times – for our city services, for our vulnerable residents and for our schools. The Miramar will help play a significant role in that planning by generating projected net new property tax revenues of more than \$4 million per year, cumulatively totaling more than \$135 million over 25 years, enabling the City and our public schools to depend on reliable, long-term funding to support important, effective, and meaningful programs.

Education advocates (like myself) have worked closely with the City of Santa Monica for many years to increase funding for current students, and we have learned that the excellent education Santa Monica public schools are famous for requires many different revenue sources. I believe this project will help future generations of families and students receive the quality education they deserve, and thereby strengthen our entire community.

Please follow the wisdom of our City Council and approve this commendable project.

Sincerely,

Michael C. Dubin, PhD

Community education advocate



Clergy & Laity United
for Economic Justice

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Rev. Gary Williams

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Church

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Faith-Rooted Organizer

Guillermo Torres

Director of Immigration

Jacki Weber

Development Director

As CLUE, we educate, organize, and mobilize the faith community to accompany workers and their families in their struggle for good jobs, dignity, and justice.

March 4, 2022

California Coastal Commission

California Coastal Commission, South Coast District Office
301 E. Ocean Blvd., Suite 300
Long Beach, CA 90802
SouthCoast@coastal.ca.gov

Dear Honorable Chair Brownsey and Commissioners -

For decades, Santa Monica has led the region and the state in ensuring that large-scale developments provide robust community benefits through robust debate and civil discourse.

The Fairmont Miramar is a shining example of this. For the past decade, workers, community groups, and elected leaders have engaged in countless public hearings to ensure that the redevelopment of this iconic hotel would serve as a model for the region.

It will maximize and increase coastal access by providing publicly accessible open space and opening up its frontage to the ocean and make community meeting space accessible. It will be LEED Platinum or higher and significantly improve water and energy efficiency from its current operations. Most impressive of all, it will add 42 family-sized affordable units of housing for working families to live within walking distance from the beach. This is housing that will be available for workers across the city who often times travel long distances to get to work, which is terrible for their quality of life and our environment.

This is exactly the kind of hotel development that we need along our coast. Please approve it today.

Sincerely,

Rev. Jennifer Gutierrez
Executive Director (Interim)
Clergy and Laity United for Economic Justice

March 4 2022

Re: Coastal Commission Hearing March 10th – Agenda Items 5b and 5c – Support

Hello Coastal Commissioners,

I'm writing to share my support of The Santa Monica Miramar project that will be coming before you in March. As someone who is active in the community, I see the project as a value-add especially in a time that the City can really use some new businesses and business revenue.

During my community involvement, I have seen first-hand the Miramar's involvement with the City. Their continued and consistent actions really show that they care about the community and want to make a positive long-term difference for the City; not only with how they contribute to the City with their community involvement but also with how they managed their community outreach about this project.

In my opinion, the Miramar team should be commended for the years of efforts, outreach and transparency to help the community understand the proposed Miramar redevelopment. Not only do they go above and beyond to be clear, but they also heard what the community and City feedback is and made an effort to adjust to incorporate the feedback, which is rare in today's development world.

Because I have actually taken the time and participated in this outreach, I have a very strong understanding of the facts of the proposed plan and the benefits (including 42 units of new affordable housing, sustainability, parking and substantial new tax revenues for our City – over \$444M) along with the potential impacts, that allow me to make an informed decision to support this project.

As someone who enjoys vacationing near and far; I see The Miramar as being a unique opportunity to establish a world-class hotel destination with its stunning architecture and landscape design that embraces the community and enhances the pedestrian experience. The balance of the new contemporary architecture carefully crafted to celebrate the key historic aspects of the site is an incredibly difficult challenge that should be applauded by anyone who has taken the time to study this thoughtful collaboration from Pelli Clark Pelli Architects and Gustafson Guthrie Nichol.

I've seen videos of the architect sharing about this project and the passion there flows through; that passion in a project is good for the City of Santa Monica and the California Coast and helps to bring us a vibrant future.

To add to the point about the pedestrian experience; having this at the north end of the promenade will hopefully help bring much needed businesses back to the area as well. It's sad to see how so many of the stores have had to close down in the city. To have a beautiful hotel experience, like what they're looking to build, is for tourist and locals to both enjoy; will for sure add to the city's revenue and desirability on a whole.

My friends and I can't wait to enjoy the new open spaces and outdoor dining at the Miramar designed around the historic Moreton Bay Fig Tree. I also appreciate they are genuinely caring about the tree and making that a priority even though it's most likely very tedious and expensive; but they've stayed committed to this landmark.

I **urge** the Coastal Commission to approve this project as quickly as possible to show that even in an unprecedented crisis, Santa Monica is moving forward to a brighter future.

Best Regards,
Chenoa Mason

Seifert, Chloe@Coastal

From: MICHAEL GRUNING <mgruning@gmail.com>
Sent: Saturday, March 5, 2022 5:04 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Coastal Commission Hearing March 10th – Agenda Items 15b and 15c – Support

Dear Chair Brownsey and Coastal Commissioners,

Over our last two years, our coastal city has undergone significant changes. The COVID-19 impacts have been extensive on our restaurants and retail stores.

The vulnerability of the city and the deep anxiety of its residents dominate discourse. The scars from the May 31, 2020 looting, especially along Third Street Promenade, our premier shopping destination, are still visible. Over 180 businesses in Santa Monica were destroyed during the riots. It is with that background in mind that I urge the Commissioners to take a positive position on the Miramar Santa Monica project and approve this project.

The recovery from these assaults on our economic well-being will be accelerated by the re-opening of our city's great hotels and the resumption of the flow of Transient Occupancy Tax and sales tax into City coffers. Moreover, the return of our hospitality workforce is essential. In addition over 100 new, well paying union jobs will be created. We cannot return to building a new vibrancy without the return of outstanding hotel staff. Construction jobs will also contribute to the recovery.

It appears that the Miramar will lead as a major player in the recovery. But by leading, it will also involve some downtime. The ramping up of normal hotel operations, the continuing entitlements process and the construction phase will take some time. But it will be time well spent, not only for Miramar's ownership and operator, but for our community's schools, libraries, parks and public safety. Ownership's bold decision to redevelop the site and create an all-new kind of hotel will help transform our economy.

The preliminary study by CBRE indicates that new Miramar will provide more than \$16 million per year in direct City tax revenue (\$7.5 million net new) and approximately \$408 million in direct City tax revenue over the first 20 years of operations (\$187 million net new). As a former Chair of the Santa Monica Chamber of Commerce, I am greatly gratified that this development will contribute \$3.5 million annually to local schools.

Of course, the Miramar is blessed with a large, ocean-facing site, with a prospect to create four public-facing edges. Two of those edges can offer opportunities for new retail and dining experiences. From a local economic standpoint, these factors make the redevelopment of the aging hotel imperative. But there will be meaningful, ancillary advantages. Furthermore it has been determined that the development does not impact existing view corridors.

As additional community benefits, public parking problems in the area will be ameliorated by the addition of 325 new parking spaces, 42 affordable housing units will be built, and the public will have access to the magnificent Garden Terraces. In addition to world-class architecture, this LEED Platinum development will also preserve and protect the iconic Moreton Bay fig tree.

Without question, the hotel's open spaces and retail/restaurant will create a pedestrian destination that will benefit visitors to the coast and other Downtown businesses. An increase in foot traffic drawn northward from the Third Street

Promenade, which, candidly, is in dire need of additional pedestrian activity, would afford shoppers walking between Arizona and Wilshire brand-new shopping and dining options. Just as important, the lifespan of the proposed hotel will likely assure commercial tenants on the north end of the Promenade and adjacent streets that “hanging in” that the area is a good bet.

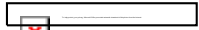
The Miramar has invested millions in developing the best site plan and hotel design for our community. The proposal before you is offered by a proud and generous institution. The community’s, City Staff’s, and decision-makers contributions to the evolution of the design has been invaluable. This has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

Please demonstrate your confidence in your hard-working Staff – by affirming their recommendation to approve this project.

Many thanks,
Dr. Michael Gruning

Mike Gruning | Pence Hathorn Silver

[310.741.1713](tel:310.741.1713) | www.phsrealty.com



[1333 Montana Avenue](http://www.phsrealty.com)
Santa Monica, CA 90403

WIRE FRAUD IS REAL

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

Seifert, Chloe@Coastal

From: Bethany Proctor <bethanyproctor11@gmail.com>
Sent: Sunday, March 6, 2022 4:48 PM
To: Miramar Hotel Project
Subject: Miramar Santa Monica Project – March 10th Hearing Agenda Item 15b & 15c – Support

Dear Members of the Coastal Commission:

I am a millennial, born and educated in Santa Monica. I live within a short bike ride to the Miramar Hotel. I have followed the creative development of the plan very closely (since I was a kid!) from the first version to the final version. I was a fan of the project because of new funding for schools and parks it would provide.

It went through many changes over a decade. (I'm an adult!) After many designs and redesigns, the Miramar architects found the right fit.

The final design puts its arms around the amazing Moreton Bay Fig Tree that we love so much. That tree with its interesting backstory deserves our love and attention. And the public should be able to see it.

A really exciting part of the design is the huge open-air passageway that will be like a window from 2nd St. to Ocean Avenue. This will be much more than an opening in a building that will bring sunlight and ocean breezes into the neighborhood. All of that is great. But the value to me as a native Santa Monican is that it will put a beautiful frame around the Fig Tree and the Palisades Park – all the way out to the waters of Santa Monica Bay. These are Santa Monica's coastal treasures. The new Miramar will honor them and maybe make people more mindful that we must preserve and restore our natural heritage.

That view will welcome passerby's, bike riders, scooters, drivers, people's cars and rideshares to a really uplifting hotel experience making the Miramar open and accessible to all.

To make a long story short, the new version really comes through in terms of design. And please remember, no matter what the people who oppose the hotel may say, the new hotel will not be a detraction for the neighborhood. I really believe it will be a welcomed new neighbor. I hope you will cast yes votes in your March hearing for this incredibly good plan.

Thank you so much.

Bethany Proctor
Santa Monica