

CALIFORNIA COASTAL COMMISSION

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



W20b

**5-22-0799 (OCEAN AVENUE PARTNERS, LLC
& BELLE VUE PLAZA)**

DECEMBER 11, 2023

CORRESPONDENCE



December 8, 2023

California Coastal Commission
Email: SouthCoast@coastal.ca.gov

RE: Ocean Avenue Project (5-22-0799) & City of Santa Monica LUP Amendment (LCP-5-SNM-22-0041-1)
Wednesday December 13th, Agenda Items W.18a & 20b

Dear Chair Brownsey and Commissioners:

After years of community input, thoughtful consideration and creative design, I look forward to presenting our Ocean Avenue Project ("**Project**") to you. Our Project, designed by Pritzker Prize-winning architect Frank Gehry, includes: a new labor-friendly hotel with a rooftop viewing deck open to the public; rental housing including *25% deed-restricted affordable apartments and 11% additional rent-controlled apartments*; a \$4,342,500 contribution to Hostelling International for the provision of lower-cost visitor accommodations; local hiring and internship programs; cutting edge sustainability features; restaurants and shops; a Cultural Uses Campus that incorporates two City-designated landmarks; and financial contributions to the City for transportation and pedestrian improvements, affordable housing, early childhood initiatives, economic equity, parks and open space. We respectfully ask that you (1) certify the City's LUP Amendment as submitted by the City, (2) approve our Project, and (b) approve our Project's Development Agreement.

Enclosed is a briefing book providing more detail about our Project and our requested asks. Given that the Commission's staff report provides extensive detail, we've focused our below letter on topics that are not fully addressed and/or where we have a difference of opinion with the Staff Report.

Housing

The Project provides 100 new apartments, including 64 market-rate, 25 deed-restricted affordable, and 11 rent-controlled units. The highest priority for the City on this site was maximizing the range of housing options at varying affordability levels. In this regard, a total of 36 apartments are either deed-restricted affordable or rent-controlled. Twenty-five apartments will be deed-restricted for households with incomes ranging from 30% of Area Median Income to Moderate Income while an additional 11 of the apartments will be rent-controlled. The breakdown of the affordability levels is included below:

Rent Level	# of Units
30% AMI	4
50% AMI	4
80% AMI	6
Moderate	11
Rent-Controlled	11
Total	36

Table 1 of the Staff Report (on page 22) shows 75 market-rate units (which is an error) and does not explain that 11 of these units are rent-controlled and only 64 of them are true market-rate units. This is an important clarification because in Downtown Santa Monica the rent for long-term tenants in rent-controlled units is approximately 200% less than market-rate units in the same area of the City. (City of Santa Monica 2022 Annual Rent Control Report, Figure 15, page 25.)

As there are existing residential tenants living on the project site, we also have a comprehensive package to offer these tenants. Prior to commencement of construction, existing tenants will be offered temporary/interim housing (subsidized so they only pay their rent-controlled rent), relocation assistance, and the opportunity to move back in to one of the replacement units with no increase in the rent (other than Rent Control Board's allowed general adjustments) for the replacement unit. Notably, if an existing tenant income-qualifies for a deed-restricted affordable unit, the rent for the replacement unit will be the *lower* of the deed-restricted affordable rent or their existing rent (plus the Rent Control Board's allowed general adjustments).

Lower-Cost Visitor Lodging

We appreciate Staff's recommendation to address lower-cost visitor lodging through a significant financial contribution of \$4.3 million. We are excited to be able to provide this meaningful sum to help Hostelling International, located only a ½ block from our project, move forward with its City-approved expansion plans for 40 new rooms (20 of which will feature 4 beds and a private bathroom for families). Adding 30 low-cost visitor accommodations within our project is *economically and physically infeasible*. Thus, draft Condition 1.B providing the pathway for the Project to make a contribution to Hostelling International is critical to our Project being developed.

1992 LUP Amendment

With respect to the City's LUP Amendment, we respectfully request that the Commission certify it *as submitted by the City of Santa Monica and unanimously adopted by the City Council in 2022*. We are not able to support Coastal Staff's proposed modifications to the City's LUP amendment.

With respect to **Modification 1**, as we have explained in our application materials and feasibility studies, we are unable to build onsite lodging, so no modifications that would allow on-site lodging are necessary. We simply cannot select the on-site option because it is economically and physically infeasible. We will not go back to the City to reopen our local entitlements and revise a project that is economically infeasible.

With respect to **Modification 2**, the City's approved LUP Amendment already explicitly states that the development standards on Map 15 do not apply to a project on our site approved through a development agreement. Adding a footnote on Map 15 is unnecessary, and we've confirmed the City agrees it is unnecessary due to the clear language in the City-adopted LUP Amendment. Since the 1992 LUP is not binding on the Commission and the City agrees the footnote is unnecessary, requiring the City

worthe

to take the LUP Amendment back to the City Council to add this footnote is an unnecessary burden and significant risk for the project.

Most importantly, because the modifications Staff is requesting require public hearings and discretionary action from our City Council, these modifications put the entire project and all of its public benefits, including the affordable housing and \$4.3 million contribution for low-cost lodging, at risk. By contrast, if the Commission certifies the LUP Amendment as approved by the City Council, development of the project and its significant benefits can move forward immediately and without this unnecessary hurdle.

Conclusion

In sum, we look forward to presenting our project to you and respectfully ask that you (1) certify the City's LUP Amendment as submitted by the City, (2) approve our Project, and (b) approve our Project's Development Agreement.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Jeff Worthe', enclosed within a simple, hand-drawn oval shape.

Jeff Worthe

Ocean Avenue Project Santa Monica

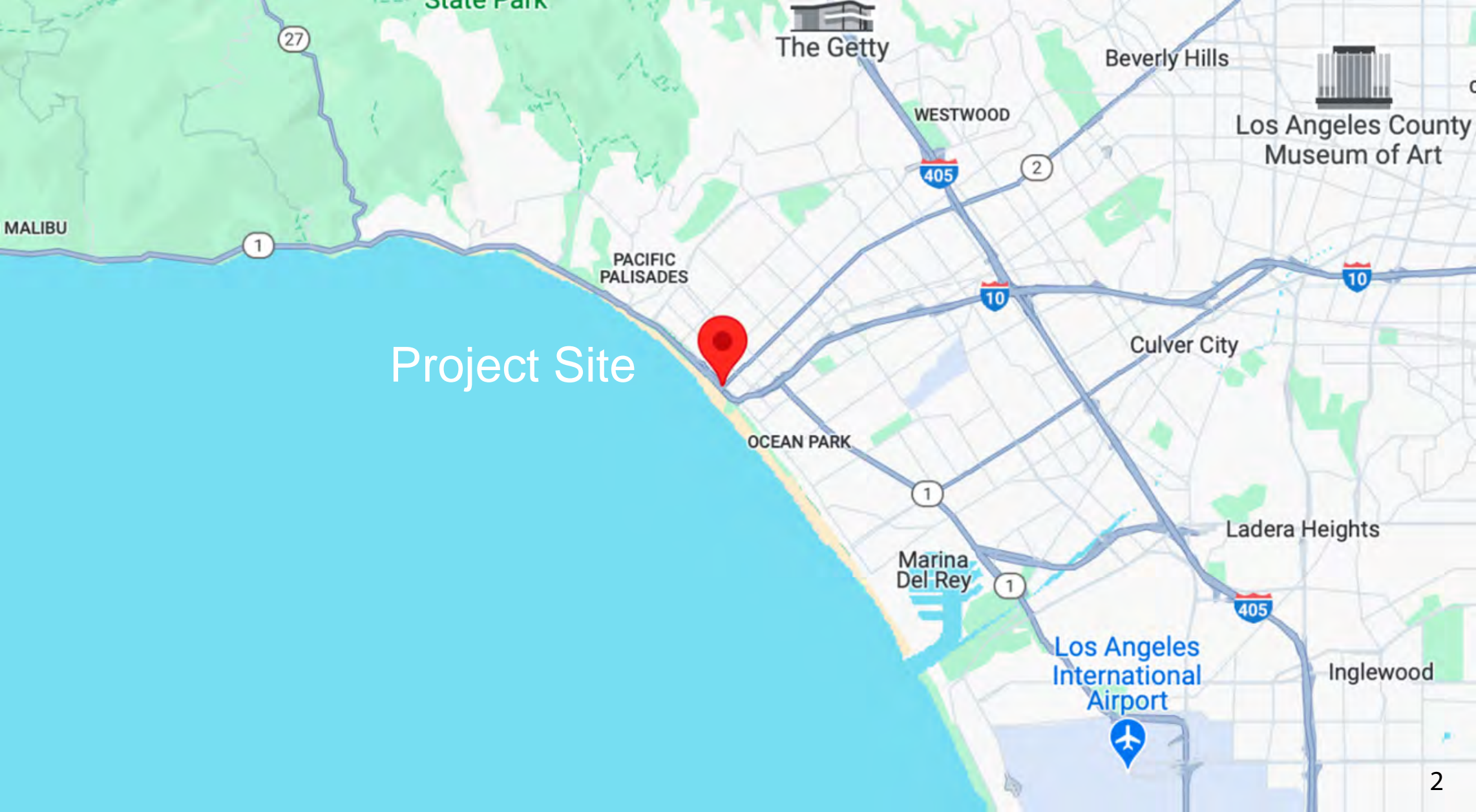
December 4, 2023

Coastal Commission Hearing,
December 13, 2023

Item W18.a - LCP-5-SNM-22-0041-1
Item W20.b - CDP #5-22-0799

*A copy of these briefing materials has been provided to
South Coast District staff.*





Project Site

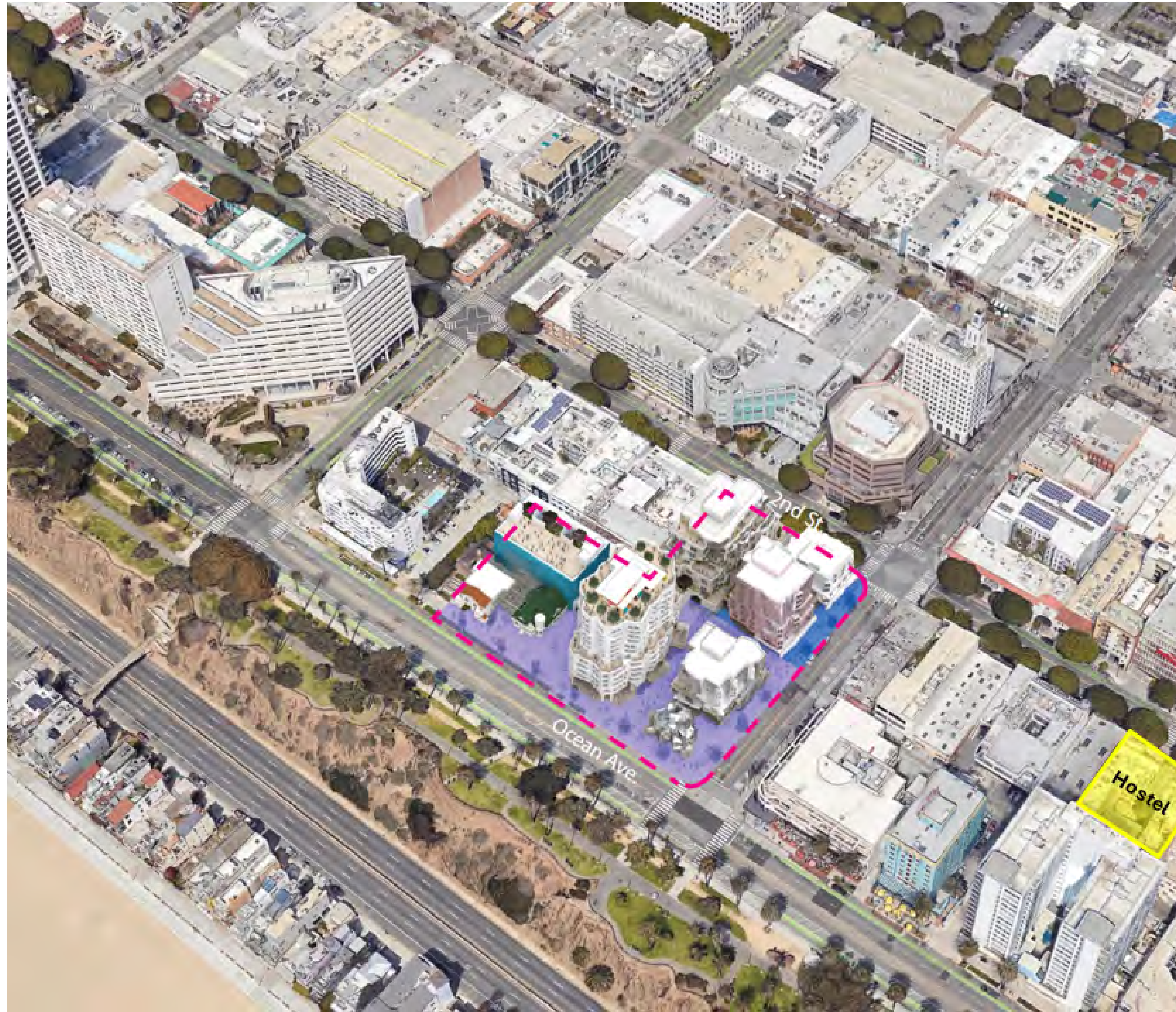


THE EXISTING SITE

OCEAN AVENUE PROJECT HISTORY

- Eleven lots combined (~1.9 acres) have been owned by the Worthe family for over 40 years.
- Applicant first submitted project to City in 2013.
- After almost a decade of a community and local government entitlement process (and interim approval of new Downtown specific plan in 2017), the project was resubmitted in 2018.
- The project and LUP amendment received unanimous City Council approval in July 2022.





Item W18.a: City LUP Amendment

A City approved project-specific amendment to permit a 130' height limit and 2.95 FAR

Item W20.b: Mixed-use project on prominent Ocean Ave frontage (hotel, housing, retail)

- New 120 room hotel
- ~\$4.3 million contribution to lower-cost lodging
- 100 new apartment units including 25% affordable, 11% rent-controlled and 64% market-rate
- Public rooftop observation deck with 360 degree views (at 130' - highest point on-site)
- Visitor-serving, pedestrian-oriented ground floor retail and restaurants
- World class sustainable building design by architect Frank Gehry
- Expansive open space and paseos throughout the site for public access
- Transformation of two on-site landmark buildings into a new Cultural Uses Campus/museum
- Vehicle parking (subterranean), bicycle parking, access to robust public transportation network

PROJECT OVERVIEW



Rental Housing:

- 100 new units within walking distance to beach, transit, jobs and local services
- 25% deed-restricted affordable
 - *Extremely-Low Income (30% AMI) – 4 units*
 - *Very-Low Income (50% AMI) – 4 units*
 - *Low Income (80% AMI) – 6 units*
 - *Moderate Income (120% AMI) – 11 units*
- 11% rent-controlled
 - *After move-in, City Rent Control Board limits rent increases (max 3%)*
 - *Avg. rent-controlled rent for long-term tenant is 200% less than market-rate rent in Downtown Santa Monica (150% less Citywide)*
 - *Tenants in existing units will be offered replacement unit in new project at rent-controlled rent, with relocation costs paid by applicant (moving costs and comparable housing during construction at current rent)*
- Mix of unit types from studios to three-bedrooms for *both market and affordable* apartments

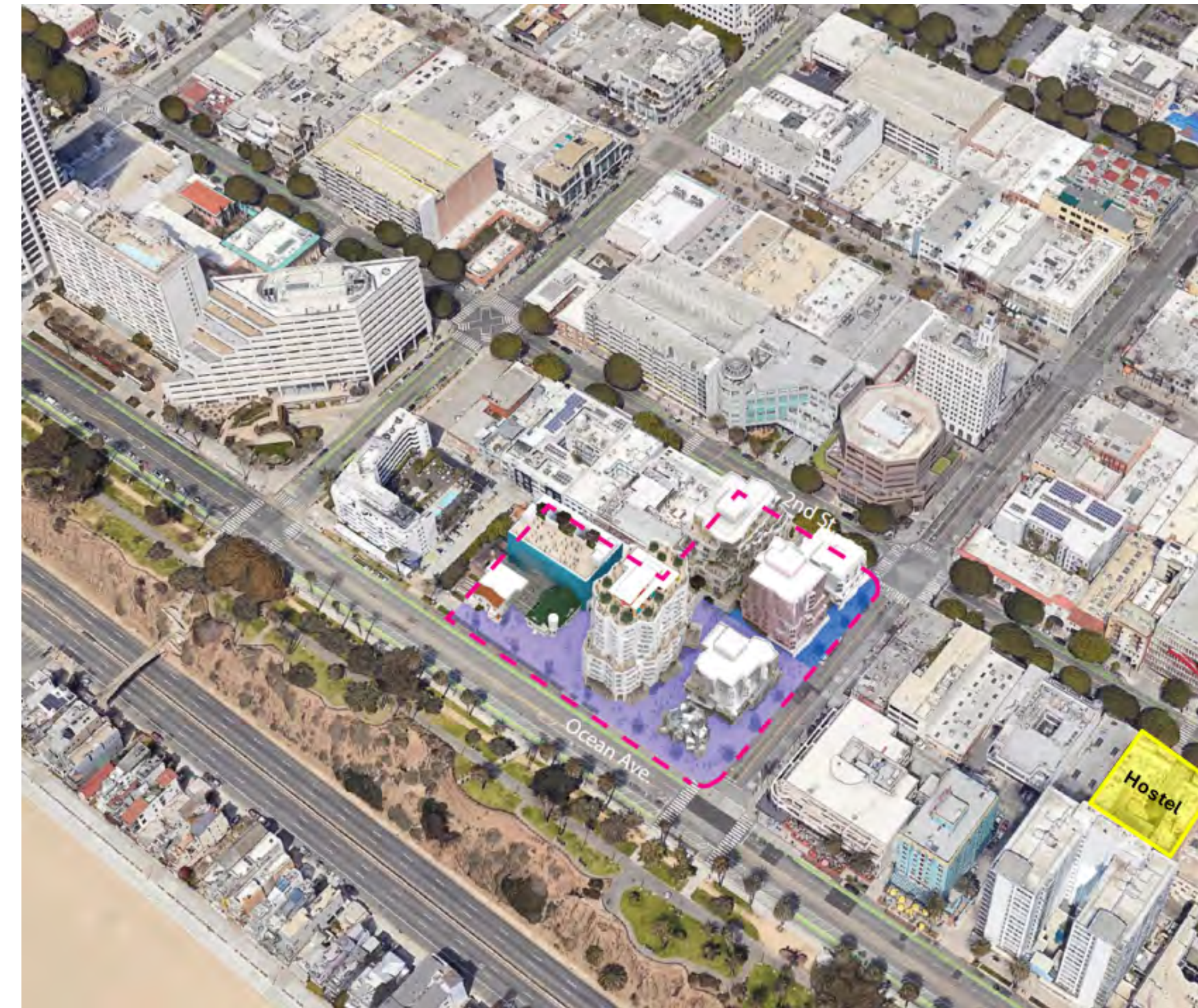
Hotel:

- 120 new hotel rooms
- High quality jobs (*support from UNITE HERE and Building Trades*)
- Hiring program prioritizing low-income households
- Internship program



Low-cost Lodging:

- Applicant will provide **\$4,342,500 in-lieu fee** to **Hostelling International** for the construction of lower-cost overnight visitor accommodations
- Hostelling International is an *ideal recipient* - 40-room expansion plan is ½ block from the project (see yellow highlight below)
- 20 of the new units are proposed for families (sleeps 4, private bathroom)
- Physically and economically infeasible to build 30 low-cost rooms on-site



OVERNIGHT ACCOMMODATIONS



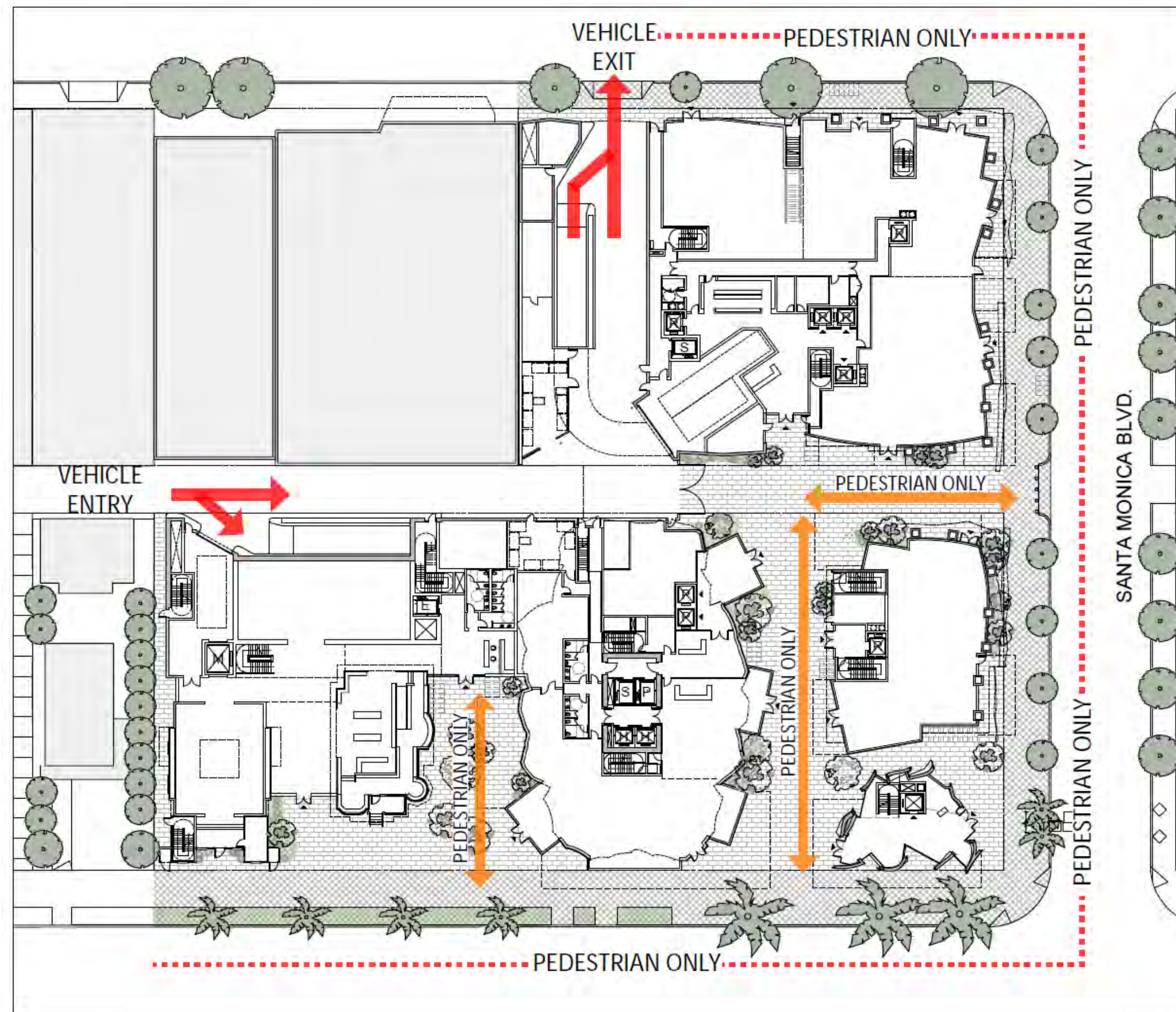
PUBLICLY ACCESSIBLE OBSERVATION DECK

\$1/person entry fee with proceeds to
Santa Monica Public Schools



Sustainable Project Features:

- LEED Platinum
- 100% Green Power through Clean Power Alliance
- Solar infrastructure on rooftop
- EV charging stations and infrastructure
- Transportation allowances for employees and residents
- Marine Debris Reduction Program
- Water Conservation including:
 - Pay city to extend recycled water line to project site
 - Dual plumbing and use of recycled water for all County-approved uses (e.g. toilet flushing, landscaping)
 - Achieve water neutrality, including through use of low flow fixtures and drought-tolerant landscaping and payment of in-lieu fee



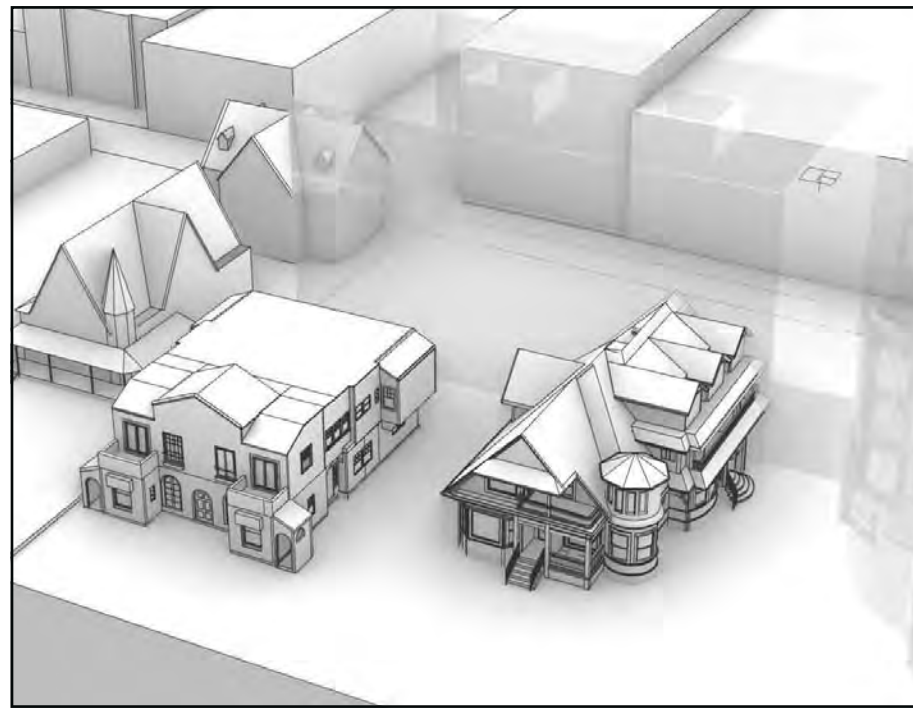
- Enhanced pedestrian access to/through site
- Ground-level publicly accessible open space



PUBLIC ACCESS AND RECREATION / OPEN SPACE



CURRENT



REPOSITIONED



PROPOSED CULTURAL USES CAMPUS



- Transformation of two landmark buildings from private commercial use to visitor-serving museum campus designed by Frank Gehry, architect of iconic museums worldwide (e.g., Guggenheim – Bilbao, Spain).
- Permanent home to a portion of Frank Gehry's personal archives
- Diverse educational and community programming
- Free field trip opportunities for non-profits serving underrepresented youth and public schools, including cost of transportation

MUSEUM & HISTORIC PRESERVATION



PUBLIC BENEFITS SUMMARY

- Housing with 25% on-site affordable units
- ~\$4.3 million toward affordable lodging
- Publicly-accessible observation deck
- Abundant ground-level open space
- Sustainability
- Museum and Historic Preservation
- High quality jobs (*support from UNITE HERE and Building Trades*)
- Employment and internship opportunities prioritizing low-income households
- \$250,000 toward ***economic equity and opportunity initiatives***
- \$1,000,000 toward ***early childhood initiatives*** including childcare and pre-school tuition subsidies
- \$2,160,000 toward off-site ***parks and recreation***
- \$2,255,000 toward ***transportation/mobility and pedestrian improvements***
- \$400,000 toward development and availability of ***new affordable housing***

STAFF RECOMMENDATIONS

1. City's LUP Amendment (Item W18.a)

- *Deny* the LUP Amendment and send back to City Council with modifications to increase height and FAR if applicant chooses to build on-site lower cost lodging

2. Project (Item W20.b)

- *Approve* the project with two options for lower-cost visitor accommodations (applicant's choice):
 - A: Revise the project to add 30 onsite low-cost rooms (which requires additional entitlement process with the City of Santa Monica); OR
 - **B:** Make in-lieu contribution of \$4,342,500 to nearby Hostelling International to construct lower-cost overnight visitor accommodations

3. Development Agreement (Item W20.b)

- *Approve* the DA (modifications will be necessary if applicant chooses option to build on-site lower cost lodging)

APPLICANT REQUESTS

1. City's LUP Amendment (Item W18.a)

- *Approve* the LUP Amendment as submitted (and unanimously approved by 2022 City Council) because changes are unnecessary; applicant is unable to build on-site lodging and should not be required to take on additional entitlement risk with discretionary City process for an option it will not pursue

2. Project (Item W20.b)

- *Approve* the project with only one option: **in-lieu contribution of \$4,342,500** to nearby Hostelling International to construct lower-cost overnight visitor accommodations
- Applicant is unable to build 30 low-cost accommodations on-site and will not select "Option A" so it is unnecessary, confusing, and increases applicant's entitlement risk

3. Development Agreement (Item W20.b)

- *Agreed; Approve* the DA (modifications are not necessary because applicant is unable to build on-site lower cost lodging)

CONCLUSION

The applicant respectfully requests the Commission:

1. **City's LUP Amendment (Item W18.a):** Certify as submitted by the City (staff's modifications are unnecessary, confusing to the public, and require discretionary approval by City).
2. **Project (Item W20.b):** Approve the Project *with* \$4,342,500 in-lieu contribution to Hostelling International for lower-cost lodging (on-site lodging is infeasible).
3. **Development Agreement (Item W20.b):** Approve the DA as submitted.

Thank you for your time.



Honorable Presidenta Brownsey y
Miembros de la comisión Costera de California
455 Market St. Suite 300
San Francisco, CA - 94105

Honorable Presidenta Brownsey,
Vicepresidenta Dra. Cary Hart y
Miembros de la comisión Costera de
la California.

- Mi nombre es Avelina Lopez y soy
trabajador de un hotel en Santa
Monica. He trabajado como cocinera
~~en el~~ por 5 años viago muchas
horas a mi trabajo todos los días
porque me resulta imposible pagar un
apartamento en Santa Monica.

El proyecto ocean Avenue proporcionar
viviendas asequibles y viviendas protegidas
con control de renta para que personas
como yo puedan vivir cerca de sus trabajos
si pudiera vivir en un proyecto
como este, le oportunidad de recuperar
horas de mi vida para poder pasarles
con mi familia e incluso experimentar
la vida después del trabajo, cambiará
mi vida

Gracias por consideración
Atte. Avelina Lopez
12/07/2023

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is LOURDES MENDOZA and I am a hotel worker in Santa Monica. I have worked as a HOUSEKEEPING at the PROPER S.M. for 4 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-6-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Raul Torres and I am a hotel worker in Santa Monica. I have worked as a Busser at the 2-6-22- for 1 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-6-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

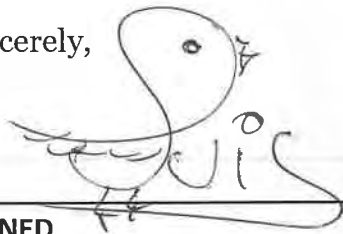
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Leow Marquez and I am a hotel worker in Santa Monica. I have worked as a Housmen at the Proper for 9 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Lidia Noriega and I am a hotel worker in Santa Monica. I have worked as a Houseperson at the Housekeeping for 3 10 months years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Lidia Noriega
SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Martin Hernandez and I am a hotel worker in Santa Monica. I have worked as a Banquet at the Proper for 2 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Sara Nunko and I am a hotel worker in Santa Monica. I have worked as a Room Attendant at the Hampton SM for 7 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-6-23
DATED

6 December 2023

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455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is JESUS GONZALEZ and I am a hotel worker in Santa Monica. I have worked as a HOUSEMAN at the HAMPTON INN for 1 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



A handwritten signature in black ink, appearing to read 'Jesus Gonzalez', is written over a horizontal line.

SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is GABRIEL RAMAZ and I am a hotel worker in Santa Monica. I have worked as a REANNER at the PROPER. for 3 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Gabriel Ramaz
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Samuel Ramos and I am a hotel worker in Santa Monica. I have worked as a steward at the Proper for 2 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/23

DATED

6 December 2023

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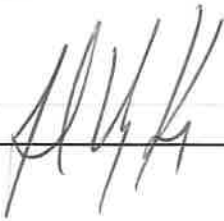
Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is ANDRES VAZQUEZ and I am a hotel worker in Santa Monica. I have worked as a ENGINEER at the HAMPTON INN for 3 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

SIGNED



DATED

12-06-23

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Gerardo Gutierrez and I am a hotel worker in Santa Monica. I have worked as a Engineer at the Courtyard Marriott for 5 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Gerardo Gutierrez
SIGNED

12/6/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Humberto Constantza and I am a hotel worker in Santa Monica. I have worked as a steward at the micamar for 2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/2023

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is MARICELA AQUINO and I am a hotel worker in Santa Monica. I have worked as a SERVER at the MIRAMAR for 2½ years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


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12/06/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is ISAIAH GORAN and I am a hotel worker in Santa Monica. I have worked as a HOUSEMAN at the FAIRMONT HOTEL for 19 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

ISAIAH GORAN
SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

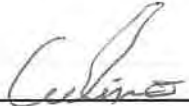
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Aurelio Alvarez and I am a hotel worker in Santa Monica. I have worked as a Room at the Fairmont for 43 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12/6/2023
DATED

6 December 2023

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Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Joana Calidonio and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Fairmont Miramar for 41 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Joana Calidonio
SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Angel Mejia and I am a hotel worker in Santa Monica. I have worked as a B&B Houseman at the Fairmont Miramar for 20 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Angel Mejia
SIGNED

12-6-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Maribel Colindres and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Fairmont Mt. for 35 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Maribel Colindres
SIGNED

12/6/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Magaly Aruca and I am a hotel worker in Santa Monica. I have worked as a House keeping at the Fairmont Miramar for 13 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Francisca Linas and I am a hotel worker in Santa Monica. I have worked as a HSK at the Fairmont Miramar for 2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Juan Orantes and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Miramonte for 33 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Juan Orantes
SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Gina Corona and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Fairmont for 10 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

G. Corona
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Francisco Garcia and I am a hotel worker in Santa Monica. I have worked as a COOK at the Fairmont Miramar for 16 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Shirley Guisofo and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Fairmont Miramar for 17 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Shirley Guisofo
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Neil EDEU and I am a hotel worker in Santa Monica. I have worked as a Barista at the Fairmont for 5 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12/06/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Ana Castillo and I am a hotel worker in Santa Monica. I have worked as a Housekeeping at the Fairmont for 1 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/06/23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Alexander Lopez-Rivera and I am a hotel worker in Santa Monica. I have worked as a Burser at the Fairmont for 1 1/2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Jermaine Carson and I am a hotel worker in Santa Monica. I have worked as a Front Desk Agent at the Fairmont Miramar for 7 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-5-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Gaspar Banderes and I am a hotel worker in Santa Monica. I have worked as a Cook at the Fairmont Miramar for 6 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Gaspar Banderes
SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Jose Hernandez and I am a hotel worker in Santa Monica. I have worked as a Houseman at the Farmont Mira Mar for 21 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Jose Hernandez
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is José Garza and I am a hotel worker in Santa Monica. I have worked as a Engineer at the Farmington Hotel for 30 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

José Garza
SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Modesta Melchor and I am a hotel worker in Santa Monica. I have worked as a Inspector at the Fairmont for 42 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Modesta M.
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Liana Camero and I am a hotel worker in Santa Monica. I have worked as a Super at the for months for 28 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

SIGNED



DATED

12-6-23

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Gabriela Alvarez and I am a hotel worker in Santa Monica. I have worked as a H&R at the Fourmont Miramar for 25 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Mr. Gabriela Alvarez
SIGNED

12.06.23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Eutiquia Menard and I am a hotel worker in Santa Monica. I have worked as a HSKP at the FAIRMONT HERMAN for 36 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Eutiquia Menard
SIGNED

12/6/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is M. VICTORIA SANCHEZ and I am a hotel worker in Santa Monica. I have worked as a HSKP at the FAIRMONT N. for 32 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Maria Victoria Sanchez Juarez

SIGNED

12-06-2023

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is PETRA DEL AGUILA and I am a hotel worker in Santa Monica. I have worked as a INSPECTOR at the FAIRMONT MIRAMIR for 35 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Petra del Aguila
SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is GERMAN MARTINEZ and I am a hotel worker in Santa Monica. I have worked as a STEWARD at the FARMONT MONTELEONE for ____ years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

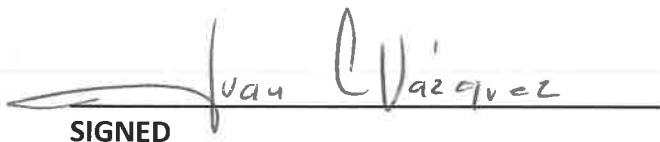
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Juan Vazquez and I am a hotel worker in Santa Monica. I have worked as a STEWARD at the Fairmont for 24 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Jessmina Cruz and I am a hotel worker in Santa Monica. I have worked as a Room Attendant at the Hampton for 1 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Jessmina Cruz
SIGNED

6/12/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Osoas Fund cheng and I am a hotel worker in Santa Monica. I

have worked as a _____ at the _____ for ____ years. I ask

that you please approve the Ocean Avenue Project. Many of us drive long distances to

get to work because we cannot afford to live near our jobs. Some of my coworkers travel

two or more hours to and from work because housing is so expensive in Santa Monica.

We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12/06/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Angel De Leon and I am a hotel worker in Santa Monica. I have worked as a Server at the Le Meridien for 4 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Raymundo Rivera and I am a hotel worker in Santa Monica. I have worked as a Engineer at the Le Meridien for 6 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Joshua Harten and I am a hotel worker in Santa Monica. I have worked as a steward at the Remedial for 2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Joshua Harten
SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is ALEJANDRO BERNAL and I am a hotel worker in Santa Monica. I have worked as a BELLMAN at the DELFINA HOTEL for 20 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

SIGNED

Alejandro Bernal
1

DATED

12-06-23

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Andrea Sanchez and I am a hotel worker in Santa Monica. I have worked as a H K PN at the Le Meridien for 24 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Andrea Sanchez
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Astred Garza and I am a hotel worker in Santa Monica. I have worked as a Service Center ^{Agent} at the Le Meridien ^{Santa Monica} for 7 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/2023

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Maria Zapata and I am a hotel worker in Santa Monica. I have worked as a HSKP at the Le Meridien for 28 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

M. Zapata
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is _____ and I am a hotel worker in Santa Monica. I have worked as a _____ at the _____ for ____ years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

SIGNED

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is _____ and I am a hotel worker in Santa Monica. I have worked as a _____ at the _____ for _____ years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

SIGNED

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is BLANCA FALCON and I am a hotel worker in Santa Monica. I have worked as a HS KP at the Meridien for 16 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Blanca Falcon
SIGNED

12-6-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is JESE GOMEZ and I am a hotel worker in Santa Monica. I have worked as a DELMAX at the LEMERIDE for 21 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Jese Gomez
SIGNED

12/7/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Ignacio Verrut and I am a hotel worker in Santa Monica. I have worked as a HKPQ at the Hampton Inn for 7 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Aaron Greer and I am a hotel worker in Santa Monica. I have worked as a front desk agent at the Courtyard Santa Monica for 7 months. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


SIGNED

12-6-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Rocio Rojas and I am a hotel worker in Santa Monica. I have worked as a Supervisor Hrsg. at the Courtyard Hotel for 10 years. I

commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

SIGNED



DATED

12/6/2023

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is CELIA RODRIGUEZ and I am a hotel worker in Santa Monica. I have worked as a ROOM ATTENDANT at the COURTYARD for 2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is MARIA BARRERA and I am a hotel worker in Santa Monica. I have worked as a Room Attendant at the Courtyard SM for 6 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is MARINA CABADAS and I am a hotel worker in Santa Monica. I have worked as a RA at the Courtyard SM for 6 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

marina cabadas
SIGNED

12.6.23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Nancy Vasconcelos and I am a hotel worker in Santa Monica. I have worked as a house person at the Courtyard Sta^{Monica} for 5 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Nancy V.
SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Vanessa Meza and I am a hotel worker in Santa Monica. I have worked as a Room Attendant at the Courtyard S.M for 6 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Vanessa Meza
SIGNED

12/06/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is TRACY SMITH and I am a hotel worker in Santa Monica. I have worked as a FD Clerk at the Le Meridien for 1 1/2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Tracy Smith
SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Edison Morales and I am a hotel worker in Santa Monica. I

have worked as a Peridian - at the Edison Peridian for 7 years. I

SERVER ASSISTANT
commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Edison Morales
SIGNED

12/06/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Lupita Linder and I am a hotel worker in Santa Monica. I have worked as a La Meridien at the HSTP for 15 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Alan Mendoza and I am a hotel worker in Santa Monica. I have worked as a PBX at the Le Meridien for 1 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is ROSA NAVARRETE and I am a hotel worker in Santa Monica. I have worked as a HOUSEKEEPER at the Delfino for 42 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Rosa Navarrete
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Elmer Cuevas and I am a hotel worker in Santa Monica. I have worked as a Server at the Lemonien for 24 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


SIGNED

12 06 - 2023.
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Ray Diego and I am a hotel worker in Santa Monica. I have worked as a POOL LINEN at the ULCER for 20 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Lucio Morales and I am a hotel worker in Santa Monica. I have worked as a COOK at the Viceroy for 20 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


SIGNED

12.06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Francisco Sandoval and I am a hotel worker in Santa Monica. I

have worked as a COOK at the Viceroy for 9 years. I

commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Francisco Sandoval
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Ryan Ting and I am a hotel worker in Santa Monica. I have worked as a Front Office Agent at the Viceroy Santa Monica for 1 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is EVERALDO DELGADO and I am a hotel worker in Santa Monica. I have worked as a HSKP. at the 2003 for 20 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Teodora Rincon and I am a hotel worker in Santa Monica. I have worked as a HSKP at the Viceroy for 1st years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Rocelia Morales and I am a hotel worker in Santa Monica. I have worked as a supervisor at the Viceroy for 40 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Rocelia Morales
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

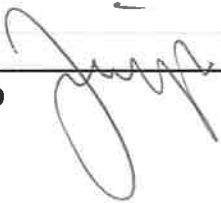
Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Jesus Lopez and I am a hotel worker in Santa Monica. I have worked as a Server at the Viceroy Hotel for 30 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

SIGNED



DATED

12/06/2023

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Maria Gpe Stevenson and I am a hotel worker in Santa Monica. I have worked as a waitress at the Seavmont for 23 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Maria Gpe Stevenson
SIGNED

12-06-23
DATED

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

My name is Alain Arves, and I am a hotel worker in Santa Monica. I have worked as a

_____ at the _____ for 2 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Maria Medrano and I am a hotel
worker in Santa Monica. I have worked as a
House Keeping at the Fairmont Miramar for 6
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Maria Medrano 12/6/23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

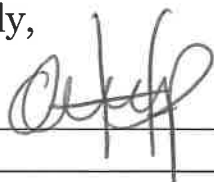
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Heira Diego and I am a hotel worker in Santa Monica. I have worked as a Housekeeper at the Fairmont Miramar for 11 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



12-06-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

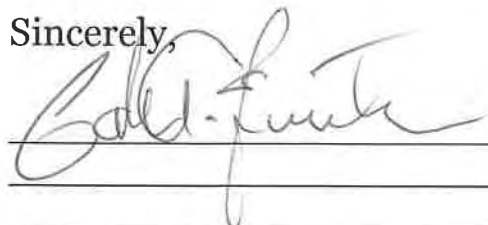
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Carlos Fuentes and I am a hotel
worker in Santa Monica. I have worked as a
Server at the Farmout for 40
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,


12/6/23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is TOMASO KARCIA and I am a hotel
worker in Santa Monica. I have worked as a

_____ at the _____ for _____
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,

JK

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Hector Chun and I am a hotel
worker in Santa Monica. I have worked as a
_____ at the _____ for _____
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,



6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Dionigi Floro and I am a hotel worker in Santa Monica. I have worked as a Server at the Miramar for 33 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Dionigi Floro 12/06/2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Patricia Bz and I am a hotel
worker in Santa Monica. I have worked as a

_____ at the _____ for _____
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,

Patricia Bz

12-6-2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is David Vazquez and I am a hotel worker in Santa Monica. I have worked as a house man at the firmount for years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

David Vazquez 12/6/23

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Moises Ochoa and I am a hotel worker in Santa Monica. I have worked as a Server at the Miramar for 32 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Moises O
SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Arturo HuezO and I am a hotel worker in Santa Monica. I have worked as a HOUSEMAN at the Fairmont for 30 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is ARTURO VILLAFANA and I am a hotel worker in Santa Monica. I have worked as a COOK at the FAIRMONT MINSMAN for 27 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

ARTURO V.
SIGNED

12/06/2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is maria chinchilla and I am a hotel worker in Santa Monica. I have worked as a H.S. & P. at the fairmont miramar for 35 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Maria Chinchilla
SIGNED

11-06-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Maria O Tobar and I am a hotel worker in Santa Monica. I have worked as a Roomatt. at the Fairmont Mira for 35 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Maria O Tobar
SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Martha Romani and I am a hotel worker in Santa Monica. I have worked as a Room Attendant at the Fairmont Miramar for 12 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Martha Romani
SIGNED

12/06/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Constantino and I am a hotel worker in Santa Monica. I have worked as a COOK at the Lermon for 25 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Constantino Espinoza
SIGNED

12-6-23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is David Diego and I am a hotel worker in Santa Monica. I have worked as a host at the Fairmont for 3 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



SIGNED

12/06/23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Don Shea and I am a hotel worker in Santa Monica. I have worked as a Barista at the Miramar for 2 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/06/23
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Carmen Fugon and I am a hotel worker in Santa Monica. I have worked as a Housekeeping at the Fairmont for 11 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Carmen Fugon
SIGNED

12-06-2023
DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Elver Delacruz and I am a hotel worker in Santa Monica. I have worked as a cook at the Miramar (Fairmont) for 11 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



SIGNED

12/6/23

DATED

6 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

My name is Stephanie Linarce and I am a hotel worker in Santa Monica. I have worked as a Front Desk Agent at the Fairmont Miramar for 2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


SIGNED

12/6/23
DATED

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is APEL PARVEZ and I am a hotel
worker in Santa Monica. I have worked as a
RUNNER at the FAIRMONT for _____
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,



6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Julio Alvarado and I am a hotel
worker in Santa Monica. I have worked as a
Fairmont at the _____ for _____
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,

 12-06-2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is _____ and I am a hotel
worker in Santa Monica. I have worked as a
_____ at the _____ for _____
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

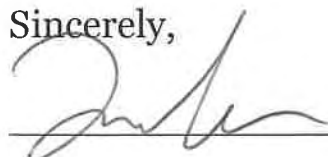
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Juan Chavez Bravo and I am a hotel worker in Santa Monica. I have worked as a Busser at the Fairmont Hotel for 6 1/2 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,


12-6-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Teodoro Hernandez and I am a hotel worker in Santa Monica. I have worked as a worker at the Miramar Fairmont for 30 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



12/06/2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

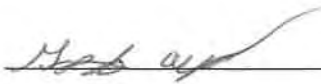
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is GERARDO Ayala and I am a hotel worker in Santa Monica. I have worked as a Women Banquets at the Fairmont Miramar for 33 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



12-06-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Jose Contreras and I am a hotel worker in Santa Monica. I have worked as a Budgets HSM at the Fairmont Miramar for 18 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Jose Contreras 12/6/23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Moises Diaz C and I am a hotel
worker in Santa Monica. I have worked as a
steward at the Fairmont S.M. for 8
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



12-6-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is NOE HERNANDEZ and I am a hotel worker in Santa Monica. I have worked as a Banquets Houseman at the Fairmont Miramar for 30 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Noe Hernandez 12-06-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the


RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Ernesto Sanchez and I am a hotel worker in Santa Monica. I have worked as a Steward at the Fairmont Hotel for 23 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

 12/06/2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Lilia Quintana and I am a hotel
worker in Santa Monica. I have worked as a Lobby Attender
Fairmont Miramar at the _____ for 27 yrs
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Lilia Quintana 12-06-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Eladio Castillo and I am a hotel worker in Santa Monica. I have worked as a Banquet Server at the Fairmont Miramar for 39 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,



12-06-2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is JAVIER FLORES and I am a hotel worker in Santa Monica. I have worked as a Barry Server at the Fairmont Miramar for 30 years. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing *and* rent controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

Javier Flores

12-6-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Felipe Herrera and I am a hotel worker in Santa Monica. I have worked as a Engineer at the Fairmont for 17 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

Felipe Herrera

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Jabiel Arévalo and I am a hotel
worker in Santa Monica. I have worked as a
Bell man at the Fairmont Miramar for 28
years. I ask that you please approve the Ocean Avenue
Project. Many of us drive long distances to get to work
because we cannot afford to live near our jobs. Some of my
coworkers travel two or more hours to and from work
because housing is so expensive in Santa Monica. We need
the housing that this project will provide. The Coastal
Commission should not stand in the way of affordable
housing.

Thank you for your consideration.

Sincerely,



12-06-23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

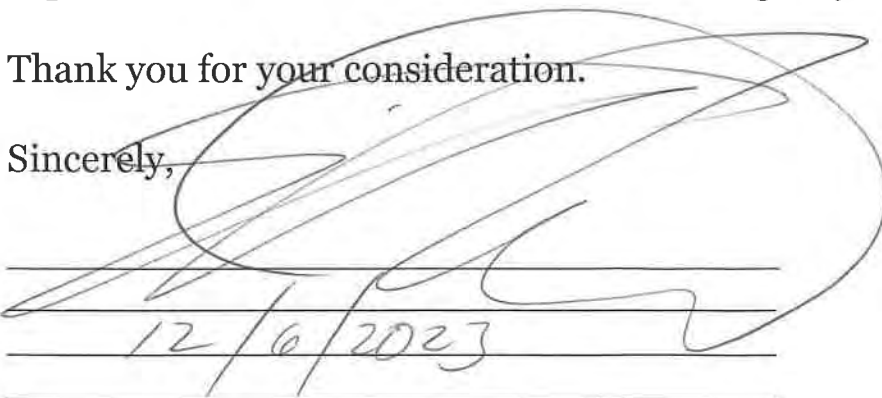
RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Emily Russell and I am a hotel
worker in Santa Monica. I have worked as a
Backside at the Fairmont for 10
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,



12/6/2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the


RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is Made la Luz Zarraga and I am a hotel
worker in Santa Monica. I have worked as a
bus person at the Fairmont Miramar for 2 1/2
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,


12/06/2023

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is JAINIE P GAZEN and I am a hotel worker in Santa Monica. I have worked as a COOK at the FARMOT MOUNTAIN for 10 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

JAINIE P GAZEN 12.6.23

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is ARVIN BAYANI and I am a hotel worker in Santa Monica. I have worked as a COOK at the FAIRMONT for 10 years. I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel two or more hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing.

Thank you for your consideration.

Sincerely,

ARVIN BAYANI 

6 December 2023

Honorable Chair Brownsey
and
California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

Members of the

RE: Items W18A & 20B – Ocean Avenue Project in Santa
Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and
Members of the California Coastal Commission,

My name is David Loria and I am a hotel
worker in Santa Monica. I have worked as a
garthasing at the Fairmont for 10
years. I commute long hours to my job every day because it
is impossible for me to afford an apartment in Santa
Monica. The Ocean Avenue Project will provide affordable
housing *and* rent controlled housing for people like me to
be able to live near their jobs. If I was able to live in a
project like this, the opportunity to get hours of my life
back to be able to spend with my family and even
experience the coast after work, would change my life.

Thank you for your consideration.

Sincerely,

David Loria

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:30 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: Please be Housing Champions – Support Ocean Avenue Project

From: Tracey Alexander <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 4:28 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: Please be Housing Champions – Support Ocean Avenue Project

South Coast,

The Coastal Zone is in desperate need of more housing, particularly affordable housing. The Ocean Avenue Project proposes 25% affordable housing and 11 rent-controlled units. In the past, the Coastal Commission has delayed good projects like Magnolia Tank Farm and the affordable housing that would have been created. I urge you not to continue this pattern.

Thank you.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Tracey Alexander
traceylalexander@gmail.com
901 Kagawa Street
Pacific Palisades, California 90272

▪



BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

821 Kenneth Hahn Hall Of Administration, Los Angeles, CA
90012 PHONE: 213-974-3333 | FAX: 213-625-7360

LINDSEY P. HORVATH
SUPERVISOR, THIRD DISTRICT

December 8, 2023

The Honorable Donne Brownsey
California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802

Dear Chair Brownsey and Commissioners,

I am writing in support of the mixed-use housing, hotel, and museum development located in my district on Ocean Avenue in Santa Monica. This exciting project, which was unanimously approved by the Santa Monica City Council in 2022 and has widespread support, advances many of my top priorities including housing, sustainability and the environment, transportation, and equity and access.

The project includes 100 rental housing units, including 25% on-site deed-restricted affordable housing for income levels ranging from extremely low to moderate income. In addition, the project includes replacement of rent-controlled housing. As a renter and strong advocate for renter protections, I'm pleased that the project's agreement with the City of Santa Monica ensures that existing tenants will be offered temporary/interim housing, relocation assistance, and the opportunity to move back into a replacement unit in the new project with no increases in their rent (other than the Santa Monica Rent Control Board's allowed general adjustments) for both the temporary/interim housing and their new/replacement unit in the project.

A key goal of mine, which I know is shared by the Commission, is to ensure new development elevates sustainability standards. The project achieves this goal through its commitments to LEED Platinum; use of recycled water for toilet flushing, landscaping and all other County-approved uses; 100% green power from the Clean Power Alliance; and extensive EV charging infrastructure.

The project site is well-served by public transportation, including the Downtown Santa Monica E-Line station and several Metro and Big Blue Bus lines. To encourage ridership, the project includes a robust transportation demand management plan with 100% transportation subsidies for project residents and employees who choose to commute via public transportation. The project will also support transportation and mobility infrastructure improvements in the City of Santa Monica through a contribution of over \$2 million.

The project will advance equity and access through its inclusion of on-site affordable housing; its creation of high-quality construction and hotel jobs; its \$4,342,500 contribution to the California Coastal Commission toward the production of low-cost visitor accommodations in the Coastal Zone; and approximately \$3.8 million to the City of Santa Monica for additional affordable housing, childcare initiatives, an economic equity/opportunity fund, and parks and recreation.

The project also includes rehabilitating and adaptively reusing two on-site City-designated Landmark Buildings that are currently in private commercial use to become part of a new museum campus that will be open to the public. In addition to including diverse educational and community programming, the museum includes field trip opportunities for underrepresented youth, including cost of transportation. The project also includes substantial open space, and its highest rooftop includes a public viewing deck of the Santa Monica Bay with a nominal fee dedicated to programs for underserved youth in Santa Monica's public schools.

Today, this prominent site on Ocean Avenue is occupied by surface parking, commercial buildings in private use, and only 19 apartment units. The sustainable redevelopment of this site with housing, hotel, museum and retail/restaurant uses, and realization of all its associated public benefits will be transformative, and an anchoring destination on Ocean Avenue.

I urge the Commissioners to approve the project as it is proposed by the applicant including its over \$4.3 million contribution to be put towards creating low-cost accommodations in the Coastal Zone.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lindsey P. Horvath', written over a horizontal line.

Lindsey P. Horvath
Chair, Los Angeles County Board of Supervisors
Third District

STATE CAPITOL
P.O. BOX 942849
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FAX (916) 319-2144

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Assemblymember.Friedman@assembly.ca.gov



COMMITTEES
CHAIR: TRANSPORTATION
ARTS, ENTERTAINMENT, SPORTS,
AND TOURISM
BUDGET
NATURAL RESOURCES
WATER, PARKS AND WILDLIFE

BUDGET SUBCOMMITTEE NO. 3 ON
CLIMATE CRISIS, RESOURCES,
ENERGY, AND TRANSPORTATION

December 8, 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Dear Chair Donne Brownsey and Commissioners:

I am writing to express my support for the world-class Ocean Avenue Project in Santa Monica.

This project will create coastal recreation and housing opportunities for visitors and residents alike. It comes before you as a model project for the region, offering a full-service hotel and extensive community benefits, including a museum and desperately needed affordable housing. It will be built to the highest levels of sustainability, designed to achieve LEED Platinum and water neutrality.

This project is significant step forward for coastal access. It will transform underused commercial space into ground-level publicly accessible open space and a rooftop observation deck. Two City-designated landmark buildings currently used as private office space will become an architecture museum open to the public six days a week with year-round discounted fees for students and youth and field trip opportunities.

I applaud the \$4.3 million contribution to expand the nearby Santa Monica Hostel, the plans for which have already been approved by the city. This will ensure that lower-cost overnight accommodations will actually get built blocks away from the project site in an increasingly expensive coastal city.

The contributions this project will make towards our statewide housing crisis cannot be overstated. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an extraordinary affordable housing commitment on the part of the project. This will provide opportunities for working people to afford to live not just near their jobs, but in the Coastal Zone where this is becoming increasingly impossible.

I applaud the local Santa Monica coalition of workers, environmental advocates, housing and mobility organizations that came together over a ten-year process to produce this package of community benefits. The project sets the example for other local governments to follow if we are going to tackle our housing and environmental crises.

Again, I encourage you to approve this project. Should you have any questions, please contact my office at (916) 319-2044.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Friedman", written in a cursive style.

LAURA FRIEDMAN
Assemblymember, 44th District

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.

UNITE **HERE!** Local 11

464 Lucas Ave., Suite 201 • Los Angeles, California 90017 • (213) 481-8530 • FAX (213) 481-0352

November 30th, 2023

Coastal Commissioners
Dr. Kate Huckelbridge, Executive Director
55 Market St., Suite 300
San Francisco, CA 94105

VIA EMAIL

Re: Agenda Items W18a and W20b – City of Santa Monica LUP Amendment No. LCP-5-SNM-22-0041-1 and CDP Application 5-22-0799 (Ocean Avenue Partners, LLC, Santa Monica)

Dear Chair Brownsey and Commissioners,

UNITE HERE Local 11 strongly supports the Ocean Avenue Project (“Project”) and writes to request that the Commission **adopt the City’s LUP Amendment as submitted by the City with no modifications (Agenda Item 18a).**

After 10 years of rigorous analysis and debate, this project is the kind of development we need along the coast. It will provide a mix of uses that will create coastal access for all: publicly accessible open space, a museum campus, and housing (including affordable housing), all built to some of the highest environmental standards.

Among our 32,000 members are cooks, housekeepers, dishwashers, and servers who work in coastal resorts up and down the California Coast. It is increasingly difficult for working people like our members to visit or live anywhere in the Coastal Zone due to the skyrocketing cost of living and housing. Workers are being pushed further and further away from job centers so that they are faced with hours-long commutes that take a toll on their quality of life and on the environment. To give some examples: Brenda Mendoza works at the JW Marriott in Downtown Los Angeles and commutes 3 hours to and from work every day.¹ Leticia Ortega de Ceballos sleeps in her car so she can work two jobs to be able to pay for her house more than 100 miles away.² Gladis Avila commutes 90 miles from Victorville to her job in Hollywood every day.³ To this end, the Coastal Commission should approve this project to help combat the closely-related housing and climate crises.

¹ See <https://www.opb.org/article/2023/10/15/a-hotel-worker-s-3-hour-commute-tells-the-story-of-la-s-housing-crisis-and-her-strike/>

² See <https://www.latimes.com/california/story/2023-07-07/la-hotel-strike-this-worker-sleeps-in-car-save-money>

³ *Ibid.*

(1) Adopt the City's LUP, as submitted, with no modifications.

UNITE HERE Local 11 asks that the Commission accept the City's proposed LUP Amendment, as submitted, and reject Staff's suggested modifications, which are not necessary and may jeopardize the Project by sending it back to Santa Monica for further discretionary review. The suggested modifications are not necessary because the Project will comply with Chapter 3 by providing additional lower cost overnight accommodations by putting over \$4.3 million into the expansion of the existing Santa Monica Hostel, which is a 3-minute walk away from the Project site. The expansion money does not require any modifications to the LUP.

Here in the Ocean Avenue Project, on-site accommodation demands are not appropriate for several reasons:

1. The Ocean Avenue Project has not removed any existing lower cost overnight accommodations. This makes it different than the concurrent dispute at the Shore Hotel, where on-site accommodations were included in a controversial project that had destroyed many low-cost accommodations and were included only after significant advocacy by Local 11's members over many years. The Ocean Avenue Project is nothing like the Shore Hotel.
2. The Ocean Avenue Project builds significant housing, including both affordable and rent controlled units.
3. The Ocean Avenue Project was already in a process of careful community negotiations when the Coastal Commission only first began to consider requesting on-site accommodations, so it is unfair to make this demand on legacy projects like Ocean Avenue that have been in the works for a decade. In fact, adding new demands may upset the careful balance of a community negotiation about height and density that could well destroy the political consensus around the project.
4. The Ocean Avenue Project has a tangible, shovel-ready option for building affordable accommodations at the hostel very close to the Project site.
5. The Ocean Avenue Project has the unique benefit of building a museum, which activates this coastal area for pedestrians right near a transit hub.

In the proposed Project (in which there is no loss of existing lower-cost accommodations), *expanding* the existing hostel, which was built using in-lieu fees, is the better option to help ensure that meaningfully lower-cost accommodations are accessible along the coast to persons of low to moderate incomes.

(2) Approve the CDP and DA, as submitted by the City with \$4.3 million to Santa Monica Hostel

UNITE HERE Local 11 supports the Project as proposed by the City. The Project promotes coastal access by providing affordable housing close to coastal dependent tourism jobs. This Project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 19 rent controlled apartments, integrated within the market-rate apartments could help to change the lives of the workers who get to live there, while also reducing the housing stress that is limiting access, and aggravating

environmental harms from long-distance commutes, to the Coastal Zone. Service workers in the Coastal Zone must be able to access housing near where they work for the coastal dependent tourism industry to continue to grow in a sustainable manner.

The Project also has additional access and sustainability benefits. It provides abundant open space for the visiting public and those living and working in the area; it also facilitates sustainable commuting by providing workers with free transit passes. The project will achieve water neutrality, exceeding State requirements. The visitor-serving museum and free open space will provide working families with an affordable way to enjoy the coast during their leisure time.

In sum, this Project is the result of 10 years of advocacy from a diverse coalition of groups in Santa Monica. The full-service hotel at this site will subsidize the substantial community benefits, including affordable and rent controlled apartments. The service-sector workers of Santa Monica cannot wait another ten years for affordable housing to be built. Please accept the Project as submitted by the City and the Applicant.

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:41 PM
To: Seifert, Chloe@Coastal
Subject: FW: Dec. 13 hearing - Item 20b - Ocean Avenue Project

From: Albin Gielicz <samoalbin@gmail.com>
Sent: Friday, December 8, 2023 4:39 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Dec. 13 hearing - Item 20b - Ocean Avenue Project

Dear California Coastal Commissioners,

Regarding Item 20b: Thank you for your thoughtful review of the unique Ocean Avenue Project (OAP). I strongly endorse the project, and respectfully urge you to approve it as submitted.

The City of Santa Monica Staff and decision-makers are known statewide for their rigorous review of projects large and small. The City recognizes that ours is a special coastal community. Skillfully balancing the needs of visitors, residents and businesses is a hallmark of Santa Monica's city government. The OAP that the City approved, and which was submitted to you, was subject to extensive community scrutiny and a painstaking entitlements process.

That community has been focused on the OAP. It has been in the spotlight since it was filed a decade ago. Its progress has been followed closely by opinion leaders of all political stripes, residents, housing advocates, and the business community, who have looked upon this Frank Gehry-designed hotel, residential, commercial and housing campus as a beacon project, one that announces the creative and progressive character of our community. We have been impressed by the applicant's receptive and responsible design effort, as well as the applicant's generosity and vision with respect to community benefits.

I'm therefore surprised and concerned about the additional conditions placed on this project. Sending the project back to the City for what may result in a redesign seems like an unnecessarily burdensome prospect, not just for the applicant, but for all of us who stand to benefit from the revenues, recreational and cultural opportunities, and range of housing it will provide. Additionally, any further delays could result in this hotel not being ready in time for the 2028 Olympics during which Santa Monica will be hosting one of the main events.

I urge you to move this project forward as it was submitted to you. Thanks for your consideration.

Albin Gielicz
Santa Monica

December 8, 2023

To: SouthCoast@coastal.ca.gov

Re: Ocean Avenue Project, Dec. 13 Items W18a and W20b

Honorable Coastal Commissioners:

I am writing in strong support of the mixed-use housing, hotel and museum project in Downtown Santa Monica called the Ocean Avenue Project and the related amendment to Santa Monica's Land Use Plan of its Local Coastal Program. Please approve the LUP amendment as submitted by the City so that this truly special project can be realized.

I served on the Santa Monica City Council for over 10 years from February 2010 to December 2020. In 2017, after over 5 years of debate and public process, my colleagues and I approved a new Downtown Community Plan (specific plan) that provided a pathway for the City to approve new projects with up to 130 feet in height on only three sites in Downtown Santa Monica if the project provided substantial public and community benefits. In 2018, we voted 6-0 to move this project forward to the environmental review phase and to authorize development agreement negotiations. I was delighted when the City Council (with a composition very different from the 2018 Council) unanimously voted to approve the LUP amendment and project in July 2022.

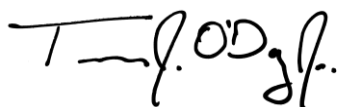
As a Councilmember, I supported infill development near transit and pushed developers and property owners for greener buildings and to design for future generations. This project does just that. The project is designed to achieve LEED Platinum certification and includes extensive EV infrastructure. This project will be water neutral through the use of both on-site water reduction measures and by paying an in-lieu fee to allow the City to implement water efficiency measures in existing buildings.

One significant on-site water reduction measure is the use of recycled water for the project's toilet flushing and landscaping. In order to accomplish this, the project includes dual-plumbing and a commitment to pay for the extension of the City's recycled water line to the project site. This will be a terrific win and highlights how the City's investment in its Sustainable Water Infrastructure Project enables private development to reduce water use.

The Ocean Avenue Project's other public benefits are remarkable, including its 25% affordable housing, additional rent-controlled housing, adaptive reuse of two landmarks as part of a new museum, and rooftop public viewing deck and open space.

In conclusion, I urge the Commission to approve the LUP amendment as submitted by the City and this extraordinary project, including the proposed \$4.3 million in-lieu fee for low-cost visitor accommodations.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry O'Day". The signature is stylized with a large "T" and a cursive "O'Day".

Terry O'Day

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:57 PM
To: Seifert, Chloe@Coastal
Subject: FW: Wed., 12/13/23 Agenda Items W18A & 20B – Please Support the Ocean Avenue Project!

From: Cris Gutierrez <crisgutierrez@earthlink.net>
Sent: Friday, December 8, 2023 4:44 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Wed., 12/13/23 Agenda Items W18A & 20B – Please Support the Ocean Avenue Project!

Dear Chairperson Brownsey and Coastal Commissioners:

I am writing today to express my full support for the Ocean Avenue Project in Santa Monica. Please accept this project as submitted by the City and the Applicant.

As a life-long Santa Monica resident and an environmental justice/peace educator and youth advocate for forty years, I am proud that my city is bringing to the coastal region the Ocean Avenue Project, designed by the architect Frank Gehry. My own work as a co-founder of Climate Action Santa Monica, a member of the Clean Power Alliance Community Advisory Committee and a member of Santa Monica's Transportation Management Organization Advisory Team has led me, at various times, to be a part of ten dedicated years to develop in our community a coalition of workers, renters and environmentalists to team with the city and developer on this project. It now emerges at a pivotal time to bring forth affordable housing, climate resiliency and environmental justice in a spectacular coastal setting.

The Ocean Avenue Project reflects Mr. Gehry's world renown artistry inviting people to experience a communal sense of place soaring above the beach and the Pacific Ocean, nestled in our city tucked into the bay and embraced by mountains. The Ocean Avenue Project aesthetic embodies Santa Monica's sustainability values with a LEED Platinum design, 100% green power with Clean Power Alliance, net-zero water usage, extension of the recycled water systems, transit passes, 2.2 average daily ridership, bicycle supports and amenities, a coherence of multi-mobility usage, etc.

In essence the Ocean Avenue Project establishes a micro-village for the future welcoming the public along open walkways up to an observation deck overlooking a panorama of the azure ocean and sky to the mountains and cityscapes from the sea to the westside region. Rare is it that such a place becomes home for families from modest backgrounds. Thanks to a \$4.3 million dollar in-lieu fee for more low-cost accommodations at the Santa Monica Hostel, a block and a half away, can be made available for visitors.

This project is the outcome of strong community involvement and Santa Monica's long history of activism by housing, workers and environmental advocates. This project includes affordable housing, open space, and a full-service hotel that will provide local hiring and internships to Santa Monica's Pico Neighborhood.

As youth stood before the Santa Monica City Council in March 2023 to urge its prioritizing in its budget the commitments of "Sustainability and Community Connections" and "Diversity, Equity, and Inclusion," Willa Ross a high school junior declared:

"I have learned how important it is to advocate for our earth. I am here today to ask you to make sustainability and climate action priorities for your 2024-2025 budget. I love seeing my city be a leader in sustainable practices and there is so much more that we can do. As we prioritize sustainability, we can avoid becoming complacent, ensuring that policies we have in place are being followed and enforced. We must continue to make strides toward making our city as environmentally friendly while spreading our progress and influence throughout Los Angeles."

Maya Williams, a junior at SaMoHi, also testified:

“Growing up in Santa Monica, I have seen everything that our beautiful city has to offer: our gorgeous coast, our parks, our libraries, our schools. But in recent years, I have also begun to see how the climate crisis and its related issues loom over our city, from the ash collecting on our gym floors and the smoke in the air during California’s wildfire season to the plastic pollution devastating our beaches after heavy rain storms. We have just seen the beginning.

“Santa Monica has long been regarded as a world leader in sustainability. These next two years are a critical time for taking definitive environmental action. Our Climate Action and Adaptation Plan highlights a goal of reducing greenhouse gas emissions to 80% below 1990 levels by 2030. As of 2019, we’re at a mere 36% below 1990 levels. How does the city expect to bridge this gap in the next 7 years without prioritizing the environment?

“The youth of Santa Monica want to be proud of our city and the actions that it’s taking to protect our future. The climate crisis is not an issue that is “far away”. The time to take action is now. I urge you to vote in favor of prioritizing sustainability today and to invest in the future of our people and our planet. Be the leaders that we so desperately need in this time of crisis. Make us proud. Thank you.”

You as the California Coastal Commission can now answer the youth and a vibrant coalition by advancing the Ocean Avenue Project as proposed to ensure that development in Santa Monica can demonstrate a momentous shift in the Anthropocene Age without delay.

Have confidence in your contribution to a promising future by approving the Ocean Avenue Project as submitted by the City and the Applicant.

With respect,
Ms. Cris Gutierrez
Santa Monica Resident

Cris Gutierrez
crisgutierrez@earthlink.net





www.santamonicaforward.org

December 8, 2023

Subject: Dec. 13 hearing - Item 20b - Ocean Avenue Project

Dear Coastal Commissioners,

Santa Monica Forward is writing in strong support of the Ocean Avenue Project and we hope you will move it ahead without delay. Santa Monica Forward is a volunteer organization advocating on the issues of housing affordability, sustainability, alternative transportation, and social justice in Santa Monica and we have over 2000 supporters in our community.

This project had tremendous support from our membership and other members of the community. Unfortunately, despite the statewide housing crisis, the politics around new housing projects in Santa Monica can be very difficult and we were thrilled that this one was able to get through (after almost a decade). We are extremely worried that any changes requiring this project to go back to our City Council would further complicate and significantly delay the desperately needed housing and union jobs.

We ask that you:

- Certify the City's site-specific LUP Amendment as submitted by the City and unanimously approved by the City Council. [Please do not send the LUP Amendment back to the City Council for another discretionary action.
- Approve the Ocean Avenue Project with the \$4.3 million contribution to Hostelling International to provide lower-cost overnight visitor accommodations.

It will build 100 apartments in Santa Monica, and importantly, 25 of the units will be deed restricted affordable and 11 will be replacement rent-controlled units. Providing access to housing in the coastal area to those who often find it out of reach.

This project will also bring significant revenue, approximately \$5.6 mil in annual increased taxes, and almost 4 billion in direct and indirect visitor spending over the first 25 years of operation.

This is a LEED platinum project, which will create quality union jobs, and includes the rehabilitation of two City-designated Landmark Buildings.

We hope you will move it quickly ahead.

Thank you,

Sincerely,

Bradley Ewing and Carl Hansen
Co-Chairs, Santa Monica Forward

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:58 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: Please be Housing Champions – Support Ocean Avenue Project

From: Leonora Camner <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 4:51 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: Please be Housing Champions – Support Ocean Avenue Project

South Coast,

The Coastal Zone is in desperate need of more housing, particularly affordable housing. The Ocean Avenue Project proposes 25% affordable housing and 11 rent-controlled units. In the past, the Coastal Commission has delayed good projects like Magnolia Tank Farm and the affordable housing that would have been created. I urge you not to continue this pattern.

Thank you.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Leonora Camner
leonorasc@gmail.com
1013 16th St., Unit 102
Santa Monica, California 90403

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Assembly
California Legislature



December 8, 2023

California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Dear Chair Brownsey and Commissioners:

I write to express my support for the world-class Ocean Avenue Project in Santa Monica as it is currently proposed.

This project will create coastal recreation and housing opportunities for visitors and residents alike. It comes before you as a model project for the region, offering a full-service hotel and extensive community benefits, including a museum and desperately needed affordable housing. It will be built to the highest levels of sustainability, designed to achieve LEED Platinum and water neutrality. This is exactly the kind of development needed along the California Coast.

I applaud the local Santa Monica coalition of workers, environmental advocates, housing and mobility organizations that came together over a ten-year process to produce this package of community benefits. I urge the Coastal Commission to approve the Ocean Avenue Project as it was unanimously approved by the Santa Monica City Council.

This project is significant step forward for coastal access. It will transform underused commercial space into ground-level publicly accessible open space and a rooftop observation deck. Two City-designated landmark buildings currently used as private office space will become an architecture museum open to the public six days a week with year-round discounted fees for students and youth and field trip opportunities.

I applaud the \$4.3 million contribution to expand the nearby Santa Monica Hostel, the plans for which have already been approved by the city. This will ensure that lower-cost overnight accommodations will actually get built blocks away from the project site in an increasingly expensive coastal city.

The contributions this project will make towards our statewide housing crisis cannot be overstated. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an

Letter to California Coastal Commission
December 8, 2023

Page 2

extraordinary affordable housing commitment on the part of the project. This will provide opportunities for working people to afford to live not just near their jobs, but in the Coastal Zone where this is becoming increasingly impossible.

Benefits like these garnered this project the unanimous support of the Santa Monica City Council as part of a ten-year process with rigorous community involvement. Other cities must follow this example if we are going to tackle our housing and environmental crises. I urge you to approve this project as it is currently proposed.

Thank you for your consideration. Should you have any questions, please contact my Chief of Staff, Bryan Singh, at (916) 319-2066.

Sincerely,

A handwritten signature in black ink, appearing to read "Al Muratsuchi". The signature is fluid and cursive, with a large initial "A" and a long, sweeping underline.

AL MURATSUCHI
Assemblymember, 66th District

CC: Dr. Kate Huckelbridge
Executive Office Staff

Denny Zane
2402 3rd St., #106
Santa Monica, CA 90405

11 December 2023

Honorable Chair Brownsey and Members of the California Coastal Commission

455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica - Adopt the City's LUP Amendment as submitted by the City with no modifications (Agenda Item 18a)

Honorable Chair Brownsey and Commissioners:

I am very proud to support the Ocean Avenue project as it is currently proposed. As a longtime community leader and former Mayor of Santa Monica I have fought many years to ensure our city's commitment to full access to our coast for all peoples including, indeed, especially low and moderate income people. This is reflected in our community's long time commitment both to rent controlled housing and the development of new deed-restricted permanently affordable housing.

The project as approved by the city with the inclusion of the developer's proposed contribution of more than \$4.3 M to the Santa Monica Youth Hostel continues that policy commitment.

Keep in mind that the funding to the Youth Hostel where low income persons can regularly find very affordable accommodations is **in addition** to an expansion of affordable housing on the site from its current 19 rent controlled units to the proposed developments 11 replacement rent controlled units and 25 permanently affordable housing units. This is an exceptional contribution to affordable access to the coastal zone.

The advantage of the permanently affordable housing units, of course, is the city's ability to ensure that they are not only rented at a cost appropriate to low and moderate income households, but that they are indeed occupied by income appropriate households something that is very difficult to monitor and ensure in the case of the transitory occupants of hotel accommodations.

After 10 years of rigorous debate, this project is exactly the kind of development we need along the coast. It will provide a mix of uses that will create coastal access for all: publicly accessible open space, a museum campus, and housing, all built to some of the highest environmental standards.

The statewide housing crisis is particularly acute along the California coast where it is increasingly impossible for working people to live near their jobs. This is why it is incumbent upon the Coastal Commission to pave the way for development along the coast that balances coastal access opportunities for visitors with the desperate need for affordable housing. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels -- extremely-low, very-low, low and moderate income -- plus 11% rent controlled apartments, all integrated within the market-rate apartments, is exceptional for a 100% privately funded project. With this project, the Commission has another opportunity to set the record straight on the Commission's stance towards housing in the Coastal Zone.

Indeed, the museum will provide field trip opportunities and discounted entry fees for all youth and students. The environmental benefits are exceptional. Each day, the workers will walk into a LEED Platinum building. Every worker who runs a vacuum or turns on a light will be using 100% Green Power. Every time a

housekeeper cleans a toilet, or a gardener waters the landscaping, it will be with 100% recycled water. Every worker who takes transit to work will be doing so with free transit passes.

This project is the product of a collaborative democratic process including participation by workers, environmental advocates, and affordable housing groups. Please ratify this community decision.

Regards,

Denny Zane

Founder Santa Monica's for Renters' Rights

Former Mayor, City of Santa Monica

Founder Mover LA

Convener of the United to House LA, the coalition that championed LA's most significant affordable housing measure, Measure ULA

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff.

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 8:58 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project!

From: Bruria Finkel <info@email.actionnetwork.org>
Sent: Sunday, December 10, 2023 1:44 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project!

South Coast,

I am writing today to show my support for the Ocean Avenue Project in Santa Monica. This project is the outcome of community involvement and Santa Monica's long history of activism by housing, workers and the environment. This project includes affordable housing, open space, and a full-service hotel that will provide local hiring and internships to Santa Monica's Pico Neighborhood.

This project is the result of 10 years of work. Please accept it as submitted by the City and the Applicant.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Bruria Finkel
bruriafinkel@gmail.com
1225 Hill street
Santa Monica , California 90405

▪



Frank J Gruber
2442 Beverley Avenue Santa Monica CA 90405
frankgrubersm@gmail.com 310 508 2626

December 10, 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

**RE: Items W18A & W20B – Ocean Avenue Project in Santa Monica - Adopt the City’s LUP
Amendment as submitted by the City without modifications.**

Honorable Chair Brownsey and Commissioners:

With respect to items W18a and W20b, I am writing to support the CDP and the LUPA as submitted by the City of Santa Monica. Please reject the suggested modifications to the LUPA.

My wife and I and our family have lived in the Ocean Park neighborhood of Santa Monica, a few blocks from the beach, since 1983. Since 1994 I have had my office (I am a retired lawyer, but I have retained my office) in downtown Santa Monica, a few blocks from the site of the Ocean Avenue Partners project. For that entire time I have wondered what an open-air parking lot (with expensive rates!) was doing at such a prime location, sitting between downtown and the beach and Pier. I was thrilled years ago when plans were first announced for this project, designed by Frank Gehry, and incorporating developments that Santa Monica sorely needed: more apartments (including affordable and rent-controlled), more hotel rooms (in particular because the housing stock of the coastal zone is being decimated by short-term rentals), a museum (because Santa Monica’s economy has always been supported by visitors), and other facilities open to the public, such as the observation deck. And then I was thrilled when the developers finally achieved approval at the Santa Monica City Council against opposition from a few residents who, frankly, resent having to share the coast with visitors and new residents.

I have read the staff report and I am appalled. Talk about making the perfect being the enemy of the good – except that in this case it’s the aspirational perfect being the enemy of the already perfectly good.

Let me get this straight: your staff would, to promote affordable lodgings, rather have the developers risk the whole project by trying to go back to the city to get approval of an additional 30 “affordable” rooms, than have them pay \$4.3 million dollars to expand the existing hostel in downtown Santa Monica, the one facility that truly provides affordable lodgings? The fact that staff uses the Shore Hotel project as their justification makes no sense, since that project destroyed existing hotel rooms. This project only adds them, and replaces all the housing that will be removed with new affordable units and replacement rent-controlled units. Santa Monica desperately needs more housing for many who come to the city to work every day, including thousands in businesses that cater to tourists and other visitors.

I am not jumping into this matter without any background in the issues. As a Santa Monica Planning Commissioner I worked on the Downtown Transit Plan, which expanded transit access to the beach and coastal

California Coastal Commission
December 10, 2023
Page 2

zone, and on the City's beach improvement projects and open space plans. I have also been active in environmental issues; I am on the board of the Santa Monica Airport2Park Foundation and I recently served for five years as the Chair of the Political Committee of the Angeles Chapter of the Sierra Club. (Of course, I am writing as an individual, not on behalf of Airport2Park or the Sierra Club.) I love the beach. (My letterhead above is a photo I took of the Pier.)

Please ignore the staff report and approve this project without conditions. This project has been in development for ten years. It is time to get it built so that visitors to Santa Monica for the Olympics in 2028 can stay in the hotel, enjoy the beach, Pier, and downtown Santa Monica, and commute to the games using the Expo line and the Rapid buses on Wilshire and Santa Monica Boulevard. The Coastal Commission does not, or should not, exist to make it harder to build projects like this one.

Regards,

A handwritten signature in dark ink, appearing to read "Frank Gruber", written in a cursive style.

Frank J. Gruber

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 8:58 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B

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

From: Kevin McKeown <kevin@mckeown.net>
Sent: Sunday, December 10, 2023 12:29 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>; ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>
Cc: Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>
Subject: Items W18A & 20B

Items W18A & 20B — SUPPORT Santa Monica Ocean Avenue Project

I am a retired Mayor of the City of Santa Monica. In my two decades on the City Council, I voted against more Development Agreements than any other Councilmember in Santa Monica history.

Nonetheless, I strongly SUPPORT the proposed project on Ocean Avenue at Santa Monica Boulevard, which delivers very significant community and coastal benefits.

In particular, the project's provision of over \$4 million to the (existing) Santa Monica Hostel should eliminate affordable accommodation concerns, without requiring amendments to the LUP or modification to how the applicant intends to move forward.

Please allow this project to proceed without further, wholly unnecessary, delay.

Thanks,

Kevin McKeown
Mayor (retired)
City of Santa Monica

CC: Dr. Kate Huckelbridge
Executive Office Staff

(This written communication has been distributed to both Commission members and staff.)

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CHELSEA BYERS
Councilmember

JOHN HEILMAN
Councilmember

LAUREN MEISTER
Councilmember

December 9, 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica - **Adopt the City's LUP Amendment as submitted by the City with no modifications (Agenda Item 18a)**

Honorable Chair Brownsey and Commissioners:

I am proud to support the Ocean Avenue project as it is currently proposed. It is representative of the coalition California needs to tackle the housing and environmental crises. After 10 years of rigorous debate, this project is exactly the kind of development we need along the coast. It will provide a mix of uses that will create coastal access for all: publicly accessible open space, a museum campus, and housing, all built to some of the highest environmental standards. It even includes a \$4.3 million contribution to lower-cost overnight accommodations that will be built at a nearby hostel. I ask that you ratify this broadly supported community decision that received a rare, unanimous vote of the Santa Monica City Council.

The statewide housing crisis is particularly acute along the California coast where it is increasingly impossible for working people to live near their jobs. This is why it is incumbent upon the Coastal Commission to pave the way for development along the coast that balances coastal access opportunities for visitors with the desperate need for housing. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels -- extremely-low, very-low, low and moderate income -- plus 11% rent controlled apartments, all integrated within the market-rate apartments, is simply astounding for a 100% privately funded project. With this project, the Commission has another opportunity to set the record straight on the Commission's stance towards housing in the Coastal Zone.

The project will turn two office buildings into to a museum open to the public six days a week which will showcase the work of both local and international architects. Despite the fact we experience the built environment every day, relatively few museums dedicate themselves to what is in some ways the most encountered form of art. The museum will provide field trip opportunities and

discounted entry fees for all youth and students. The environmental benefits are stellar. Each day, the workers will walk into a LEED Platinum building. Every worker who runs a vacuum or turns on a light will be using 100% Green Power. Every time a housekeeper cleans a toilet, or a gardener waters the landscaping, it will be with 100% recycled water. Every worker who takes transit to work will be doing so with free transit passes.

Projects like this do not come about by chance or by the sole decision-making of elected officials or real estate developers. This project represents collaborative democratic participation by workers, environmental advocates, and housing groups. Please ratify this community decision.

Sincerely,

A handwritten signature in black ink that reads "John Erickson". The signature is written in a cursive, flowing style.

John M. Erickson, Ph.D.
Mayor Pro Tempore

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 8:58 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project!

From: Caroline Torosis <info@email.actionnetwork.org>
Sent: Saturday, December 9, 2023 10:41 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project!

South Coast,

I am writing today to show my support for the Ocean Avenue Project in Santa Monica. This project is the outcome of community involvement and Santa Monica's long history of activism by housing, workers and the environment. This project includes affordable housing, open space, and a full-service hotel that will provide local hiring and internships to Santa Monica's Pico Neighborhood.

This project is the result of 10 years of work. Please accept it as submitted by the City and the Applicant.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Caroline Torosis
ctorosis@gmail.com
2212 Cloverfield Boulevard
Santa Monica, California 90405

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 9:00 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project!

From: Eli Gill <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 6:02 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project!

South Coast,

I am writing today to show my support for the Ocean Avenue Project in Santa Monica. This project is the outcome of community involvement and Santa Monica's long history of activism by housing, workers and the environment. This project includes affordable housing, open space, and a full-service hotel that will provide local hiring and internships to Santa Monica's Pico Neighborhood.

This project is the result of 10 years of work. Please accept it as submitted by the City and the Applicant.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Eli Gill
eliprocess@gmail.com
811 4th Street
Santa Monica, California 90403-1211

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 9:00 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Maria Espinoza <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 5:54 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Maria Espinoza
mariaespinoza361@gmail.com
2209 main st.
Santa Monica, California 90405

▪

Seifert, Chloe@Coastal

From: Jesus López <info@email.actionnetwork.org>
Sent: Wednesday, December 6, 2023 9:45 PM
To: ExecutiveStaff@Coastal
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Executive Staff,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Jesus López
mr.jesus.lopez1972@gmail.com
1819 Ocean Ave
Viceroy hotel Santa Monica, Ca., California 70904

Seifert, Chloe@Coastal

From: Samuel Shapiro-Kline <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 3:58 PM
To: ExecutiveStaff@Coastal
Subject: Items W18A & 20B: YES ON SUSTAINABILITY, YES ON OCEAN AVENUE

Executive Staff,

I am writing in support of the Ocean Avenue Project.

The Ocean Avenue Project is designed with climate change in mind. It will provide workers the opportunity to live near where they work, and to enjoy access to the coast while doing so.

Each day, the workers will walk into a LEED Platinum building. Every worker who runs a vacuum or turns on a light will be using 100% Green Power. Every time a housekeeper cleans a toilet, or a gardener waters the landscaping, it will be with 100% recycled water. Every worker who takes transit to work will be doing so with free transit passes. These benefits and more are paid for by the full-service hotel and market rate rental housing in the project.

Please review the considerable sustainability offerings and benefits of the project prior to next month's meeting, and approve the project as submitted.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Samuel Shapiro-Kline
sshapiro@kline@gmail.com
921 21st Street, C
Santa Monica, California 90403



December 11, 2023

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

Re: Ocean Avenue Project, Santa Monica – Agenda Items W18a and W20b

Dear Chair Brownsey and Commissioners,

On behalf of the Santa Monica City Council, I ask that you certify the City's amendment to our land use plan as submitted and approve the Ocean Avenue Project.

In July 2022, our Council enthusiastically voted 6-0 to approve this mixed-use housing, hotel and museum project along with the related LUP Amendment.

Ocean Avenue Project

The project will transform a crucial portion of Ocean Avenue from its existing surface parking and private commercial buildings to a new hotel with high quality jobs, housing, open space, a rooftop viewing terrace and a museum that incorporates two on-site landmarks.

This rare unanimous vote for a project of this scale in Santa Monica is a reflection of its robust and meaningful public benefits package including:

- Its 100 rental apartments, including 25% deed-restricted affordable and 11% rent-controlled units, will provide much needed housing and help our City meet the drastically increased RHNA target required of Santa Monica in the current Housing Element cycle;
- Its sustainable design. It will be LEED Platinum, use recycled water for toilet flushing and landscaping, use 100% green power from the Clean Power Alliance and offer transportation allowances to employees and residents;
- The commitment of the project's highest roof deck for a publicly-accessible viewing terrace with proceeds to support public schools;
- Its Cultural Uses Campus that incorporates two on-site City-designated landmarks as part of a new museum; and
- Over \$6,000,000 in monetary contributions toward critical public infrastructure and programs including:
 - economic equity and opportunity initiatives,
 - the development of additional affordable housing,
 - transportation and pedestrian improvements,
 - early childhood programs, and
 - off-site parks and recreation.

In addition to the robust package of public benefits included in this project when approved by the City, the Applicant has agreed to contribute over \$4.3 million to Hosting International to expand its hostel located ½ block from the project. A 40-room expansion to the hostel has already been approved by the City, and we would be delighted to see this expansion move forward.

Amendment to Santa Monica's 1992 Local Coastal Program Land Use Plan

Prior to approving the project, the City Council also voted 6-0 to adopt a site-specific amendment to our 1992 Local Coastal Land Use Plan (LUP) to ensure consistency with our 2010 General Plan and 2017 Downtown Community Plan.

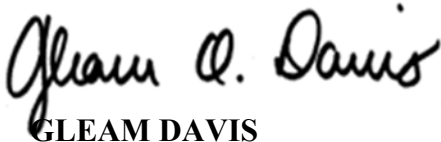
As background, our 1992 LUP reflects the City's 1984 General Plan standards rather than the City's current General Plan, Housing Element and/or Downtown Community Plan standards. There have been significant City efforts to comprehensively update the 1992 LUP, including City Council adoption of a new/replacement LUP in 2018 (which the project is consistent with). The 2018 "Final Draft" LUP has not been certified by the Commission and was under discussion by City Staff and Coastal Staff; however, it now needs to be comprehensively updated again to reflect our new Housing Element and related upzoning to accommodate Santa Monica's RHNA allocation.

Given our ongoing work to comprehensively update our 1992 LUP, the project's consistency with our more recently-adopted planning documents, and our desire to allow the project to proceed without further delay, we processed an intentionally narrow site-specific amendment to our 1992 LUP that allows a maximum height of 130 feet and FAR of 2.95 for a project processed through a development agreement.

We urge you to adopt the 1992 LUP amendment **as unanimously adopted by our Council.**

In sum, the Ocean Avenue Project advances our shared goals for housing production and increased coastal access to residents and visitors, and we are excited for this project to come to fruition.

Sincerely,



GLEAM DAVIS
Mayor

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 10:44 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Rev. Jim Conn <urbconn@aol.com>
Sent: Monday, December 11, 2023 10:34 AM
To: Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>; ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>; SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Coastal Commission:

As a former mayor of Santa Monica I am writing to urge your support of the proposed hotel and housing project in downtown Santa Monica.

As a retired United Methodist minister in this city and a founder and continuing participant in CLUE – Clergy and Laity United for Economic-Justice – I have been an active advocate for affordable housing and accommodations. From this perspective, I see no value to be gained in the changes proposed by staff or returning this project to the city for further review.

First, the City Council agreement will add affordable units downtown in the Coastal Zone. For more than 50 years, I have fought for affordable housing in front of the Coastal Commission, beginning with the beach-adjacent, low-income senior and disabled housing in the Ocean Park neighborhood. The affordable units required in this proposal are exactly the kind of concern the Coastal Commission has sought throughout the Coastal Zone.

Second, the low-cost visitor accommodations this proposal includes is exactly the kind of requirement the Commission has advocated for in the past. It is the reason why the Commission imposed its largest ever fine on the Shore Hotel in SM which promised to provide such units and has yet to perform.

Finally, any return of this agreement opens the issue yet again without any certainty that that resulting review by the City will yield results as fair and equitable as the version before you. So far, this project has been in process for a decade. I do not believe it will be improved in any substantial way from further review by the city.

I urge you to reject the staff's recommendations in W18A and approve this project.

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



December 11, 2023

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

Re: Ocean Avenue Project, Santa Monica – Agenda Items W18a and W20b

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This rare unanimous vote for a project of this scale in Santa Monica is a reflection of its robust and meaningful public benefits package including:

- Its 100 rental apartments, including 25% deed-restricted affordable and 11% rent-controlled units, will provide much needed housing and help our City meet the drastically increased RHNA target required of Santa Monica in the current Housing Element cycle;
- Its sustainable design. It will be LEED Platinum, use recycled water for toilet flushing and landscaping, use 100% green power from the Clean Power Alliance and offer transportation allowances to employees and residents;
- The commitment of the project's highest roof deck for a publicly-accessible viewing terrace with proceeds to support public schools;
- Its Cultural Uses Campus that incorporates two on-site City-designated landmarks as part of a new museum; and
- Over \$6,000,000 in monetary contributions toward critical public infrastructure and programs including:
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 - the development of additional affordable housing,
 - transportation and pedestrian improvements,
 - early childhood programs, and
 - off-site parks and recreation.

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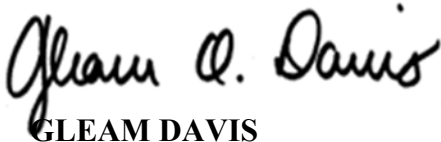
As background, our 1992 LUP reflects the City's 1984 General Plan standards rather than the City's current General Plan, Housing Element and/or Downtown Community Plan standards. There have been significant City efforts to comprehensively update the 1992 LUP, including City Council adoption of a new/replacement LUP in 2018 (which the project is consistent with). The 2018 "Final Draft" LUP has not been certified by the Commission and was under discussion by City Staff and Coastal Staff; however, it now needs to be comprehensively updated again to reflect our new Housing Element and related upzoning to accommodate Santa Monica's RHNA allocation.

Given our ongoing work to comprehensively update our 1992 LUP, the project's consistency with our more recently-adopted planning documents, and our desire to allow the project to proceed without further delay, we processed an intentionally narrow site-specific amendment to our 1992 LUP that allows a maximum height of 130 feet and FAR of 2.95 for a project processed through a development agreement.

We urge you to adopt the 1992 LUP amendment **as unanimously adopted by our Council.**

In sum, the Ocean Avenue Project advances our shared goals for housing production and increased coastal access to residents and visitors, and we are excited for this project to come to fruition.

Sincerely,



GLEAM DAVIS
Mayor

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 12:00 PM
To: Seifert, Chloe@Coastal
Subject: FW: Item 20b

From: Jeremy Stutes <jeremystutes@me.com>
Sent: Monday, December 11, 2023 11:38 AM
To: Brownsey, Donne@Coastal <donne.brownsey@coastal.ca.gov>; Bochco, Dayna@Coastal <dayna.bochco@coastal.ca.gov>; Hart, Caryl@Coastal <caryl.hart@coastal.ca.gov>; Turnbull-Sanders, Effie@Coastal <effie.turnbull-sanders@coastal.ca.gov>; Notthoff, Ann@Coastal <ann.notthoff@coastal.ca.gov>; Escalante, Linda@Coastal <linda.escalante@coastal.ca.gov>; Wilson, Mike@Coastal <mike.wilson@coastal.ca.gov>; Rice, Katie@Coastal <katie.rice@coastal.ca.gov>; Aguirre, Paloma@Coastal <paloma.aguirre@coastal.ca.gov>; Harmon, Meagan@Coastal <meagan.harmon@coastal.ca.gov>; Uranga, Roberto@Coastal <roberto.uranga@coastal.ca.gov>; Cummings, Justin@Coastal <justin.cummings@coastal.ca.gov>; SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Item 20b

Re: Item 20b - Ocean Avenue Project

Dear Commissioners,

I have been traveling and was unable to submit this email before the Friday deadline. It is my sincere hope that you will take my written comments into consideration as you make your decision on December 13.

I have supported the Ocean Avenue Project throughout the rigorous City of Santa Monica entitlements process. As an advocate for rail and other public transportation modes, I have weighed in on numerous housing, mixed use, and hotel projects in the transit-rich downtown Santa Monica area over the past decade. The City's and community's shared goal has been to bring as many visitors into our downtown as possible. Without a doubt, the Ocean Avenue Project, as submitted to you, will contribute to achieving that goal, attracting Southern Californians to our coastal community to enjoy the beauty of our coastline, and take advantage of the many recreational opportunities here.

I have never seen a project receive as much interest and support from the community as this project has. I believe the community's excitement about it is due to the applicant exceeding expectations.

The applicant's appreciation for Santa Monica's economic recovery, sustainability, educational, housing, and importantly, cultural needs has not gone unnoticed by the community — and has yielded a truly great project. The project, designed by Frank Gehry, will be a tremendous cultural asset in and of itself, accessible to the public on a prominent and important corner in downtown Santa Monica.

Delaying the progress of this important project would be unfortunate.

That is why I respectfully ask you to take the following actions to move the Ocean Avenue Project forward without unnecessary delays:

1. First, please approve the project with the \$4.3 million in-lieu contribution to Hostelling International for lower-cost lodging. The community recognizes Hostelling International as a proven provider.

2. Second, please certify the City of Santa Monica's LUP Amendment as submitted by the City of Santa Monica.
3. Finally, I urge you to approve the Development Agreement as submitted by the City of Santa Monica.

Sending this item back to the City of Santa Monica would, in my opinion — and that of many engaged community members — represent an unnecessary expenditure of time and resources. We simply want this project to move forward, and its huge potential realized.

Many thanks for your time.

Jeremy Stutes

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 2:06 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: Vote Yes on Affordable Housing, Support Ocean Avenue

From: Lauren Toledo <ldtoledo@g.ucla.edu>
Sent: Monday, December 11, 2023 2:04 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: Vote Yes on Affordable Housing, Support Ocean Avenue

South Coast,

I urge you to vote in support of the Ocean Avenue Project in Santa Monica because it provides much needed housing right next to hospitality jobs along a major transit corridor. We are in a statewide housing crisis, which means that working people often spend hours commuting or sleep in their cars just to be able to eat.

The Ocean Avenue Project provides deed-restricted affordable units, rent controlled units, and market rate rental units. All these rental housing types are needed to solve Southern California's housing crisis.

The project provides 25% of its units as deed-restricted affordable units and replaces 11 existing rent-controlled apartments all within the much smaller footprint required by the City of Santa Monica. The full-service hotel will help to subsidize the housing and public benefits. Please support the project as submitted.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Lauren Toledo
ldtoledo@g.ucla.edu
970 W Santa Cruz st
San Pedro, California 90731

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Monday, December 11, 2023 2:25 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project!

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

From: Matthew Hom <mhom@cluejustice.org>
Sent: Monday, December 11, 2023 2:22 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project!

South Coast,

I am writing today to show my support for the Ocean Avenue Project in Santa Monica. This project is the outcome of community involvement and Santa Monica's long history of activism by housing, workers and the environment. This project includes affordable housing, open space, and a full-service hotel that will provide local hiring and internships to Santa Monica's Pico Neighborhood.

This project is the result of 10 years of work. Please accept it as submitted by the City and the Applicant.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Matthew Hom
mhom@cluejustice.org
16815 Maurice Court
Cerritos, California 90703

<<https://click.actionnetwork.org/ss/o/sKxQ9Tusut-gXiwfMalEaQ/421/GmVA9slARMabkc7zdY1Pyw/ho.gif>>

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*Regent Santa
Monica Beach*

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Michael Ricks
*Providence Saint
John's Health*

Vice-Chair

Julia Ladd
*Macerich/Santa
Monica Place*

Vice-Chair

Dustin Peterson
*Fairmont Miramar
Hotel & Bungalows*

Vice-Chair

Jasson Crockett
SNAP Inc.

Vice-Chair

Celia Fisher
Beach Moms

Vice-Chair

Dr. Kathryn Jeffery
*Santa Monica
College*

Board Members

Craig Babington
Morley Builders

Andrew Barrett-
Weiss
Good RX

Dom Bei
SM Firefighters

Rudy Flores
SM Police Officers

Jeffrey Fritz
Coldwell Banker



December 8, 2023

VIA EMAIL

California Coastal Commission
SouthCoast@coastal.ca.gov

Re: December 13th, Agenda Items 18a and 20b, Ocean Avenue Project

Dear Coastal Commissioners,

On behalf of the Santa Monica Chamber of Commerce, we write to support the Ocean Avenue Project in downtown Santa Monica and the related amendment to the City's coastal land use plan as submitted by the City. The project has been through an extensive, decade-long process.

The new housing, coupled with the 120-room hotel and new dining and retail options, will reinvigorate this corridor along Ocean Avenue. Ocean Avenue has historically been home to iconic hotels and activities attracting visitors from across the country and being able to bring back some life to this underutilized property is exactly what Santa Monica needs.

In addition, it is an honor that the California coastline will receive this world-class design by Pritzker Architecture Prize-winner Frank Gehry. Not only will Gehry's design be a work of art in and of itself, but the Cultural Uses Campus will offer exclusive archives from Gehry's career. This will provide significant educational opportunities, especially for students from Santa Monica's public schools and youth-serving non-profits.

Most importantly, the Chamber of Commerce believes that the Ocean Avenue Project will help revive the City and coastline through the project's economic and fiscal benefits and employment opportunities. This project's hiring program, coupled with key investments in public infrastructure will jumpstart the City's economic recovery. This project will also create new excitement around visiting Santa Monica and will provide more incentives for people from all across the world to come visit Santa Monica's coast.

The Chamber is proud to support the Ocean Avenue Project and urges the Coastal Commission to approve the project as proposed by the applicant.

Respectfully Submitted,

Judy Kruger
President & CEO

Board Continued

Kathy Irby
*Commercial Bank of
California*

Jeff Jarow
Par Commercial

Paula Larmore
*Harding, Larmore,
Kutcher & Kozal LLP*

Charlie Lopez-
Quintana
ETC Hotels

Pam O'Connor
Consultant

Janet Rimicci
UCLA Health

Eddie Guerboian
Jeweler

Neil Carrey
Attorney

Jose Aalvarado
Cruise

Jeremy Rawitch
RAND

Fred Hulls
Quantgene

Heather Gift
Activision

Elnie Vannatim
Cedars Sinai

Addie VanGessel
Tavern on Main

Gina Gribow
EKA Public Affairs

Jessica Rincon
Le Merigot Hotel

Vee Gomez
Beach Yoga SoCal

Dave Rand
*Rand, Pastor,
Nelson, LLP*



2427 Main St, Santa Monica, CA 90405
santamonica.com; 310.319.6263

December 7, 2023

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

Re: Ocean Avenue Project, December 13th Hearing, Agenda Item W18a and W20b

Dear Coastal Commission,

I am writing to you today in support of the Ocean Avenue Project both as a long-time Santa Monica resident of over 20 years, and as a tourism professional. Over the last 10 years I have watched this project's transformation. The developer has conducted extensive community outreach, listened, and responded to the public and to City leadership by tailoring this project to the specific needs and values of Santa Monica. Please approve the project and the City's plan amendment related to this project as submitted and do not send it back for another discretionary hearing before the City Council.

In evaluating this project, I believe many of our goals are aligned with yours. This is an opportunity to enrich the experiences we wish to share with those visiting our beautiful coastal City. This project will transform an underutilized infill site along a prominent section of Ocean Avenue with new hotel rooms, housing, a museum, open space and pedestrian-oriented retail and restaurants. The striking architectural design by Pritzker Prize winning architect Frank Gehry and the opportunity to view his work and the work of other architects and artists in the on-site museum are sure to be exciting visitor attractions.

This project also plays a unique role in preserving and sharing the history of Ocean Avenue while, at the same time, expanding public access to and use of the site. There are two landmarks on the site, which were originally built as single-family homes but have been in private commercial use for many years. The project integrates and adaptively reuses these two landmarks as part of a cultural use campus which includes the museum. The two landmarks are proposed to be relocated on the project site to be closer to another landmark building/former single-family home located along Ocean Avenue to the north (not part of the project site). The result will be a collection of three former single-family homes that visually show Ocean Avenue's vibrant history as a former single-family area, while opening two buildings to the public as a new visitor serving use. Truly a great result for our community and tourists alike!

In line with Santa Monica's values, this project's LEED Platinum certification and water and energy conservation measures are exceptional. I would like to underscore the importance of the additional jobs in tourism and construction along with much-needed affordable housing that this project offers.



2427 Main St, Santa Monica, CA 90405
santamonica.com; 310.319.6263

A key problem in our City is the need for housing in the Downtown neighborhood, particularly for moderate and low-income households. This project provides much needed moderate, low, very-low and extremely low-income apartments which will allow those working in the area more opportunities to live near their work, cutting out long commutes and providing opportunities to live near good schools and other public services.

This project will help Santa Monica with our long-term economic and employment recovery by offering a special experience for those who seek an overnight stay, a wonderful meal, cultural activities, or a place to gather to celebrate memorable moments. The hotel observation deck will afford public access to rare 360-degree views of the Santa Monica Bay, City and mountains. The developer has stated his intention to move forward quickly with the project if approved, and to be open for the US Olympics being hosted in Los Angeles in Summer 2028 – we would be ecstatic to have this jewel ready for our national and international visitors to the coast.

In sum, I hope you will approve this project with the \$4.3 million contribution for lower-cost overnight visitor accommodations to be provided by Hostelling International at a location ½ block from the project as it will be a tremendous benefit to the City and public. Further, I urge you to certify the City's Coastal land use plan amendment as submitted by the City and unanimously approved by the City Council.

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

Sincerely,

Misti Kerns CMP, CDME
President & CEO
Santa Monica Travel & Tourism



Painters & Allied Trades District Council 36

Luis F. Robles

Business Manager

DRYWALL FINISHERS, FLOORLAYERS, GLAZIERS, PAINTERS, TRADESHOW & SIGNCRAFT

December 7, 2023

SENT VIA E-MAIL

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

Re: Ocean Avenue Project – December 13-15, 2023 Agenda Items 20(b) - SUPPORT

Dear Chair Brownsey and Commissioners,

District 36 of the Union of Painters and Allied Trades is in strong support of the mixed-use Ocean Avenue Project in Downtown Santa Monica.

This is an exemplary infill development project that will increase coastal access through visitor-serving uses and accommodations and provide desperately needed housing – at all levels of affordability – across the street from the coastal bluffs and within walking distance to transit, jobs, and services.

The project transforms an underdeveloped site in Downtown Santa Monica, including a key stretch of Ocean Avenue, with its hotel, housing, open space and a new museum all designed by world-renowned architect Frank Gehry. At the same time, the project preserves Santa Monica's history by rehabilitating and adaptively reusing two on-site City-designated Landmark Buildings as part of the museum campus.

Importantly, this project will include many good-paying union construction jobs with important benefits for our members, as well as additional union jobs once the hotel is operating.

During the project's extensive 10-year City review process, the developer listened and successfully secured the support of the community, labor, sustainability advocates, historic preservation advocates, and public education supporters/advocates. Ultimately, in 2022, the project received unanimous approval from the Santa Monica City Council.

The project's 100 apartments include 25% deed-restricted affordable units and another 11% under Santa Monica rent control. The range of affordability levels -- extremely-low, very-low, low and moderate income – integrated with the market-rate apartments on the



Painters & Allied Trades District Council 36

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Business Manager

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The new full-service hotel will provide more options for visitors to the coast and subsidize the robust community benefits offered by the project, including over \$4 million dollars toward the production of low-cost accommodations in the Coastal Zone.

The project implements Santa Monica's progressive values through its sustainability commitments, which are critically important to our environment and coast. These include LEED platinum, water neutrality, free transit passes to residents and employees who commute via public transit, and the inclusion of substantial open space throughout the site.

This is a visionary project that is much needed in Santa Monica and will help with the area's revitalization and recovery as well as assuring that our working families will receive benefits from economic development.

We urge the Commissioners to support the project as it is proposed by the applicant.

Sincerely,


Robert Smith
Political Director

cc: Donne.Brownsey@coastal.ca.gov
Dayna.bochco@coastal.ca.gov
Caryl.Hart@coastal.ca.gov
Effie.Turnbull-Sanders@coastal.ca.gov
Ann.Notthoff@coastal.ca.gov
Linda.Escalante@coastal.ca.gov
mike.wilson@coastal.ca.gov
Katie.Rice@coastal.ca.gov
Paloma.Aguirre@coastal.ca.gov
Meagan.Harmon@coastal.ca.gov
Roberto.Uranga@coastal.ca.gov
Justin.Cummings@coastal.ca.gov

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California State Senate

SENATOR
BEN ALLEN

TWENTY-FOURTH SENATE DISTRICT



COMMITTEES
ENVIRONMENTAL QUALITY, CHAIR
ELECTIONS & CONSTITUTIONAL AMENDMENTS
JUDICIARY
NATURAL RESOURCES & WATER
TRANSPORTATION
JOINT COMMITTEE ON THE ARTS, VICE-CHAIR
ENVIRONMENTAL CAUCUS, CO-CHAIR

December 7, 2023

California Coastal Commissioners
California Coastal Commission
455 Market St. Suite 300
San Francisco, CA 94105

Dear Commissioners,

Thank you for your work protecting our coast and our environment. I write to you today in support of the proposed Ocean Avenue Project in downtown Santa Monica, which includes mixed-income housing, a hotel, and a museum. I ask that the Commission certify the City's site-specific LUP Amendment as submitted by the City of Santa Monica and unanimously approved by the City Council. I respectfully but decidedly disagree with the suggested modifications recommended by your fine Commission staff.

As the State Senator who resides in and represents Santa Monica, I believe this project is an example of what developments should look like in high-density and resource-rich areas. The project, which has the support of city leaders, labor, and environmental groups, includes ambitious sustainability measures such as LEED Platinum design, water neutrality, free transit passes for residents and employees, and open spaces.

Among the project's 100 housing units, 25 will be deed-restricted affordable apartments and another 11 will be rent-controlled, thereby providing coastal access for more Santa Monica families. The 120-room hotel will create new high-quality jobs while supporting the local tourism industry that generates tax revenue for the city. I also commend the developer for providing \$4.3 million to Hostelling International to provide lower-cost overnight visitor accommodations, so that our coast is more accessible for persons of low-to-moderate incomes.

The Ocean Avenue Project will further benefit residents and tourists from the broader Los Angeles metropolitan region with a new museum designed by world-renowned architect Frank Gehry. In addition to rehabilitating and adaptively reusing two on-site city-designated landmark buildings, the project will include a rooftop observation deck with a minimal entry charge of \$1 per person, with all proceeds sent to Santa Monica's public schools. As a parent and former school board member, I appreciate this innovative creation of another funding stream for local schools.

As you know, we are currently facing immense challenges with regards to housing availability in California. One of the many concerns currently dominating Sacramento - particularly in the Governor's office - is a perception of over-regulation of housing and imposition of cost increases that harm the viability of all sorts of projects around the state.

I am concerned that after a very substantial and delicate negotiation that has already taken place, the suggested modifications to the LUP Amendment will cause unnecessary delay and could jeopardize the project. Furthermore, they do not seem necessary in light of the developer's very substantial financial contribution to Santa Monica's wonderful hostel that is situated nearby and has a global reputation for low-cost high-quality visitor serving accommodation in our city.

I have been a longstanding and firm supporter of the Coastal Act and the Coastal Commission's autonomy. I certainly do not support every development project that comes my way, and the incidences where I have decided to weigh in with your Commissions are exceedingly rare. But it is my perspective that projects such as this one - with significant housing production, substantial funding for low-cost overnight accommodations, best-in-class environmental and architectural design, significant cultural and tourist offerings, and strong supports for community (especially educational) benefits, all while enjoying the support of the City and its elected officials - are just the sorts of projects that should be supported and approved by this Commission. This project was carefully negotiated, brings substantial benefits to the area that are very much within the spirit and letter of the Coastal Act, and I believe that it merits your support.

Thank you very much for your consideration. If you have any questions, please do not hesitate to contact me at (310) 414-8190.

Sincerely,

A handwritten signature in black ink that reads "Ben Allen". The signature is written in a cursive, slightly stylized font.

BEN ALLEN
Senator, 24th District



Painters & Allied Trades District Council 36

Luis F. Robles

Business Manager

DRYWALL FINISHERS, FLOORLAYERS, GLAZIERS, PAINTERS, TRADESHOW & SIGNCRAFT

December 7, 2023

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California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802
E-mail: SouthCoast@coastal.ca.gov

Re: Ocean Avenue Project – December 13-15, 2023 Agenda Items 20(b) - SUPPORT

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Importantly, this project will include many good-paying union construction jobs with important benefits for our members, as well as additional union jobs once the hotel is operating.

During the project's extensive 10-year City review process, the developer listened and successfully secured the support of the community, labor, sustainability advocates, historic preservation advocates, and public education supporters/advocates. Ultimately, in 2022, the project received unanimous approval from the Santa Monica City Council.

The project's 100 apartments include 25% deed-restricted affordable units and another 11% under Santa Monica rent control. The range of affordability levels -- extremely-low, very-low, low and moderate income – integrated with the market-rate apartments on the



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This is a visionary project that is much needed in Santa Monica and will help with the area's revitalization and recovery as well as assuring that our working families will receive benefits from economic development.

We urge the Commissioners to support the project as it is proposed by the applicant.

Sincerely,


Robert Smith
Political Director

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California State Senate

SENATOR
BEN ALLEN

TWENTY-FOURTH SENATE DISTRICT



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JOINT COMMITTEE ON THE ARTS, VICE-CHAIR
ENVIRONMENTAL CAUCUS, CO-CHAIR

December 7, 2023

California Coastal Commissioners
California Coastal Commission
455 Market St. Suite 300
San Francisco, CA 94105

Dear Commissioners,

Thank you for your work protecting our coast and our environment. I write to you today in support of the proposed Ocean Avenue Project in downtown Santa Monica, which includes mixed-income housing, a hotel, and a museum. I ask that the Commission certify the City's site-specific LUP Amendment as submitted by the City of Santa Monica and unanimously approved by the City Council. I respectfully but decidedly disagree with the suggested modifications recommended by your fine Commission staff.

As the State Senator who resides in and represents Santa Monica, I believe this project is an example of what developments should look like in high-density and resource-rich areas. The project, which has the support of city leaders, labor, and environmental groups, includes ambitious sustainability measures such as LEED Platinum design, water neutrality, free transit passes for residents and employees, and open spaces.

Among the project's 100 housing units, 25 will be deed-restricted affordable apartments and another 11 will be rent-controlled, thereby providing coastal access for more Santa Monica families. The 120-room hotel will create new high-quality jobs while supporting the local tourism industry that generates tax revenue for the city. I also commend the developer for providing \$4.3 million to Hostelling International to provide lower-cost overnight visitor accommodations, so that our coast is more accessible for persons of low-to-moderate incomes.

The Ocean Avenue Project will further benefit residents and tourists from the broader Los Angeles metropolitan region with a new museum designed by world-renowned architect Frank Gehry. In addition to rehabilitating and adaptively reusing two on-site city-designated landmark buildings, the project will include a rooftop observation deck with a minimal entry charge of \$1 per person, with all proceeds sent to Santa Monica's public schools. As a parent and former school board member, I appreciate this innovative creation of another funding stream for local schools.

As you know, we are currently facing immense challenges with regards to housing availability in California. One of the many concerns currently dominating Sacramento - particularly in the Governor's office - is a perception of over-regulation of housing and imposition of cost increases that harm the viability of all sorts of projects around the state.

I am concerned that after a very substantial and delicate negotiation that has already taken place, the suggested modifications to the LUP Amendment will cause unnecessary delay and could jeopardize the project. Furthermore, they do not seem necessary in light of the developer's very substantial financial contribution to Santa Monica's wonderful hostel that is situated nearby and has a global reputation for low-cost high-quality visitor serving accommodation in our city.

I have been a longstanding and firm supporter of the Coastal Act and the Coastal Commission's autonomy. I certainly do not support every development project that comes my way, and the incidences where I have decided to weigh in with your Commissions are exceedingly rare. But it is my perspective that projects such as this one - with significant housing production, substantial funding for low-cost overnight accommodations, best-in-class environmental and architectural design, significant cultural and tourist offerings, and strong supports for community (especially educational) benefits, all while enjoying the support of the City and its elected officials - are just the sorts of projects that should be supported and approved by this Commission. This project was carefully negotiated, brings substantial benefits to the area that are very much within the spirit and letter of the Coastal Act, and I believe that it merits your support.

Thank you very much for your consideration. If you have any questions, please do not hesitate to contact me at (310) 414-8190.

Sincerely,

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BEN ALLEN
Senator, 24th District



December 7, 2023
Re: Agenda Item 20-b

Dear Coastal Commissioners,

Abundant Housing LA is a pro-housing, nonprofit advocacy organization working to help solve Southern California's housing crisis. Our organization supports more housing at all levels of affordability, which are needed in order to make housing more affordable, improve access to jobs and transit, promote greater environmental sustainability, and advance racial and economic equity.

The project before you on December 13, 2023, represents a significant contribution to Santa Monica's housing stock. We recently learned that Coastal Commission staff has proposed alternative approval approaches, which we do not support. We believe they are burdensome and unnecessarily time-wasting. The OAP project went through a robust community outreach process and a rigorous City of Santa Monica entitlements review and approval process. We think OAP merits approval as submitted.

With that in mind, Abundant Housing LA urges you to (1) Certify the City's LUP Amendment (Item W18.a) *as submitted by the City*. We ask you to not require modifications which would send this item back to Santa Monica City Council for another discretionary action; (2) approve the Project, which includes a \$4.3 million in-lieu contribution to Hostelling International for lower-cost lodging; and (3) approve the Project's Development Agreement *as submitted by the City*.

Delaying this important project by requiring additional discretionary action would postpone the construction of 100 housing units on-site, including 25% deed-restricted affordable units and 11% rent-controlled units. From AHLA's perspective, Coastal Commission staff's recommendation would sacrifice the timely production of those badly needed units in order to address lodging alternatives that the developer has already studied and resolved through the applicant's in-lieu fee. The pluses of the project – jobs, pedestrian-friendliness, proximity to transit, Palisades Park, the Third Street Farmer's Market, grocery stores, and restaurants at all price points makes the location of its housing component particularly favorable.

AHLA urges you to approve the project with a single option: in-lieu contribution of \$4,342,500 to nearby Hostelling International to construct lower-cost overnight visitor accommodations.

Best Regards,

Alexandro Zambrano

Alexandro Zambrano
AHLA Interim Executive Director

Jaime Del Rio

Jaime Del Rio
AHLA Director of Organizing

Tami Kagan-Abrams

Tami Kagan-Abrams
AHLA Project Director



December 8, 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

We write to express our support for the world-class Ocean Avenue Project in Santa Monica **as it is currently proposed**. This project will create coastal recreation and housing opportunities for visitors and residents alike. It comes before you as a model project for the region, offering a full-service hotel and extensive community benefits, including a museum and desperately needed affordable housing. It will be built to the highest levels of sustainability, designed to achieve LEED Platinum and water neutrality. This is exactly the kind of development we need along the California Coast.

We applaud the local Santa Monica coalition of workers, environmental advocates, housing and mobility organizations that came together over a ten-year process to produce this package of community benefits. We urge the Coastal Commission to approve the Ocean Avenue Project as it was unanimously approved by the Santa Monica City Council.

This project is significant step forward for coastal access. It will transform underused commercial space into ground-level publicly accessible open space and a rooftop observation deck. Two City-designated landmark buildings currently used as private office space will become an architecture museum open to the public six days a week with year-round discounted fees for students and youth and field trip opportunities.

We applaud the \$4.3 million contribution to expand the nearby Santa Monica Hostel, the plans for which have already been approved by the city. This will ensure that lower-cost overnight accommodations will actually get built blocks away from the project site in an increasingly expensive coastal city.

The contributions this project will make towards our statewide housing crisis cannot be overstated. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an extraordinary

affordable housing commitment on the part of the project. This will provide opportunities for working people to afford to live not just near their jobs, but in the Coastal Zone where this is becoming increasingly impossible.

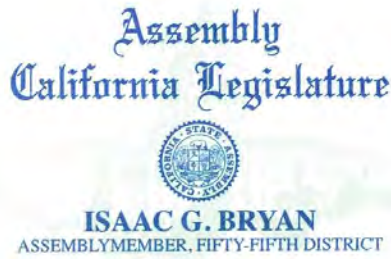
Benefits like these garnered this project the unanimous support of the Santa Monica City Council as part of a ten-year process with rigorous community involvement. Other cities must follow this example if we are going to tackle our housing and environmental crises. I respectfully request your approval this project as it is currently proposed.

Regards,

A handwritten signature in black ink, appearing to read "Huckelbridge", written in a cursive style.

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.



08 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

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Assembly
California Legislature



ISAAC G. BRYAN
ASSEMBLYMEMBER, FIFTY-FIFTH DISTRICT

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Regards,

A handwritten signature in black ink, appearing to read "Isaac G. Bryan".

Assemblymember Isaac G. Bryan
Assembly District 55

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.



December 8, 2023

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Members of the California Coastal Commission
455 Market Street, Suite 300
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We applaud the \$4.3 million contribution to expand the nearby Santa Monica Hostel, the plans for which have already been approved by the city. This will ensure that lower-cost overnight accommodations will actually get built blocks away from the project site in an increasingly expensive coastal city.

The contributions this project will make towards our statewide housing crisis cannot be overstated. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an extraordinary

affordable housing commitment on the part of the project. This will provide opportunities for working people to afford to live not just near their jobs, but in the Coastal Zone where this is becoming increasingly impossible.

Benefits like these garnered this project the unanimous support of the Santa Monica City Council as part of a ten-year process with rigorous community involvement. Other cities must follow this example if we are going to tackle our housing and environmental crises. I respectfully request your approval this project as it is currently proposed.

Regards,

A handwritten signature in black ink, appearing to read "Huckelbridge", written in a cursive style.

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.

Received on: 12/8/23

EXPARTE COMMUNICATION DISCLOSURE FORM

Filed by Commissioner Donne Brownsey

1) Name or description of project: Item W18a LUPA 5-SNM-22-0041-1 and W20b CDP 5-22-079 Ocean Avenue Partners and Belle Vue Plaza

2) Date and time of receipt of communication:
December 7, 2023 at 3:30- 4:00pm

3) Location of communication
By Zoom

4) Identity of person(s) initiating communication:
Anne Blemker

5) Identity of person(s) on whose behalf communication was made:
Worthe Real Estate Group, the applicants

6) Identity of persons(s) receiving communication:
Donne Brownsey

7) Identity of all person(s) present during the communication:
Brownsey, Blemker, Susan McCabe, Janna Boelke with Worthe and Paula Larmore, Land Use Counsel

8) Complete, comprehensive description of communication content:

Boelke and Larmore provide background and walked through the attached presentation on the project. They emphasized that there was no scenario where they could redesign to accommodate 30 low cost overnight accommodations. They oppose the staff recommendation to reject the LUPA and adopt modifications. Also: they oppose Option A and support Option B in the CDP where they can pay the \$4.3M to the LA International hostel for in lieu fees to offset the lack of onsite affordable overnight rooms. They stated that at the design stage it was not their understanding that this was a requirement and the City was focused on other issues such as low cost housing, pedestrian friendly design and other issues. I had several questions about the project which they answered and the information related to my questions is covered in the attached presentation.

Date December 7, 2023


Signature of Commissioner Donne Brownsey

Received on: 12/8/23

EXPARTE COMMUNICATION DISCLOSURE FORM

Filed by Commissioner Donne Brownsey

1) Name or description of project: Item W18a LUPA 5-SNM-22-0041-1 and W20b CDP 5-22-079 Ocean Avenue Partners and Belle Vue Plaza

2) Date and time of receipt of communication:
December 7, 2023 at 4:00- 4:30pm

3) Location of communication
By Zoom

4) Identity of person(s) initiating communication:
Melanie Luthern

5) Identity of person(s) on whose behalf communication was made:
Unite Here Local 11

6) Identity of persons(s) receiving communication:
Donne Brownsey

7) Identity of all person(s) present during the communication:
Brownsey, Luthern, Danielle Wilson, Chris Guitierrez, James Brine and Nick Stevenson

8) Complete, comprehensive description of communication content:

Wilson provided an overview of Unite Here's support for the project and that they have worked for many years to bring this forward as part of a coalition of supporters. Luthern, Brine and Stevenson all with Unite Here, spoke additionally about the generational impacts of the lack of affordable housing in Santa Monica and the importance of this project. Guitierrez is with the Climate Action Santa Monica and several other environmental organizations and enumerated the important sustainable elements of the project. They strongly support affordable accommodations and believe that the \$4.3M fee to go to the International Hostel is a great option and in this case it is not necessary to require onsite affordable accommodations. This project is too important.

Date December 7, 2023


Signature of Commissioner Donne Brownsey

Ocean Avenue Project Santa Monica

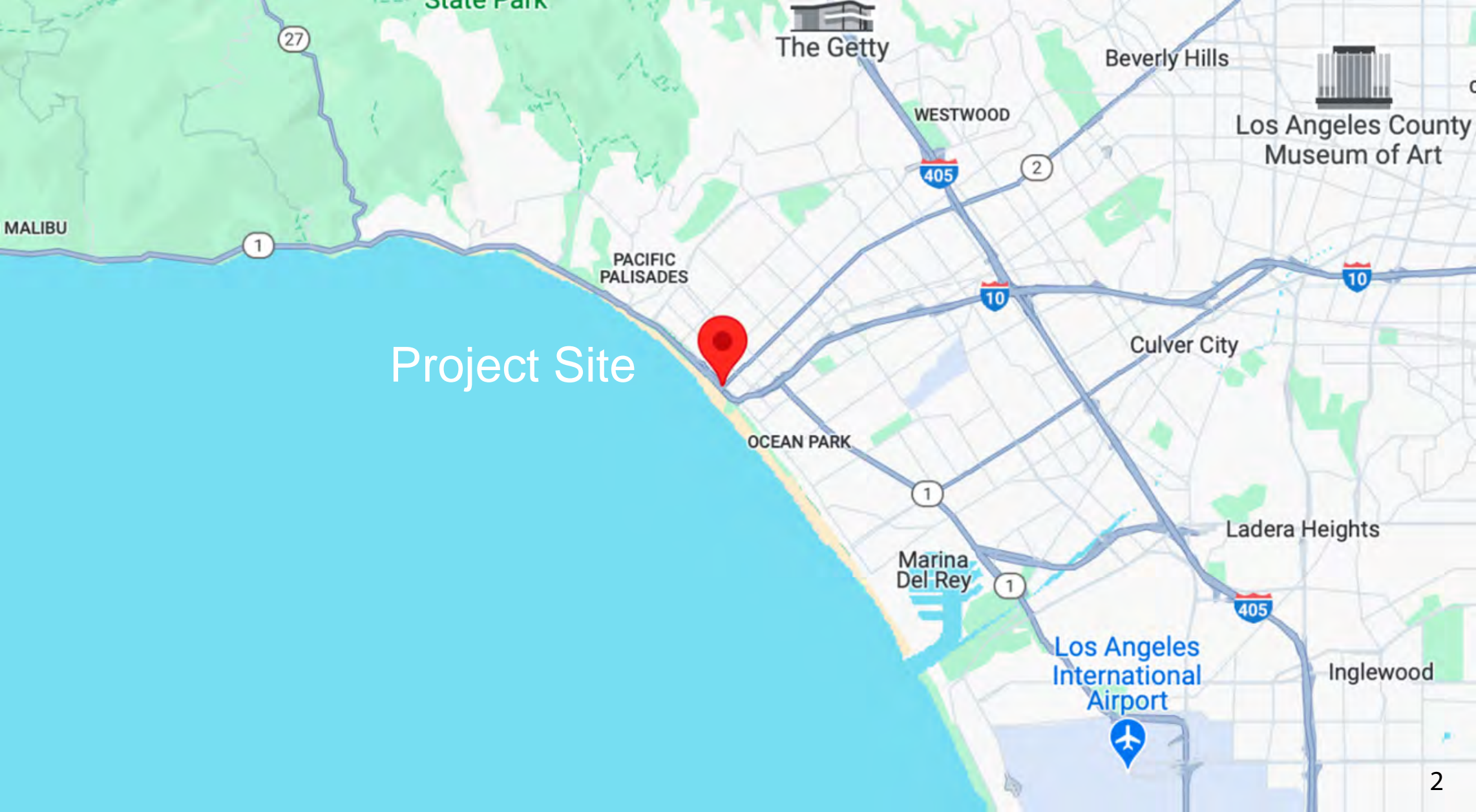
December 4, 2023

Coastal Commission Hearing,
December 13, 2023

Item W18.a - LCP-5-SNM-22-0041-1
Item W20.b - CDP #5-22-0799

*A copy of these briefing materials has been provided to
South Coast District staff.*





Project Site

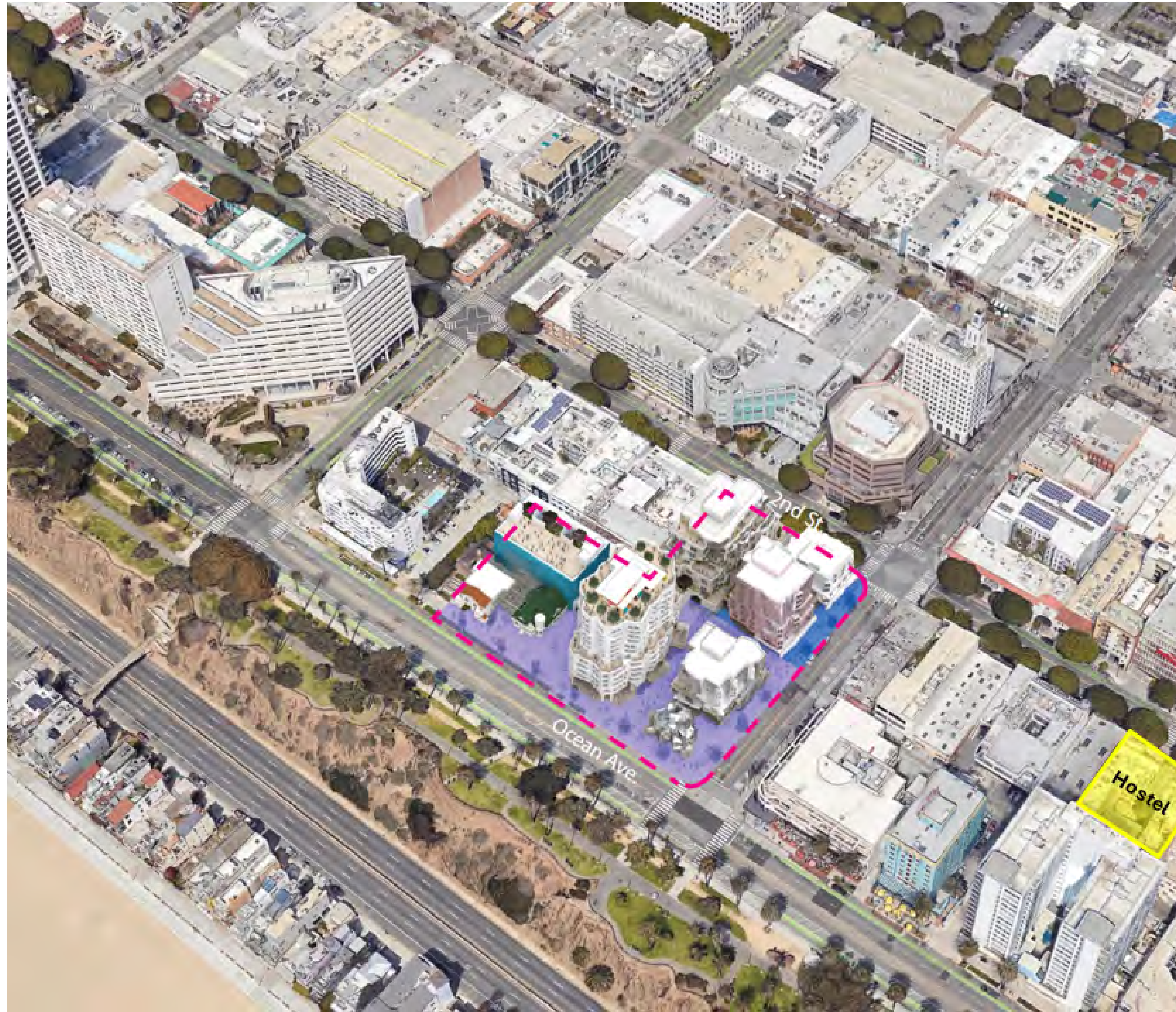


THE EXISTING SITE

OCEAN AVENUE PROJECT HISTORY

- Eleven lots combined (~1.9 acres) have been owned by the Worthe family for over 40 years.
- Applicant first submitted project to City in 2013.
- After almost a decade of a community and local government entitlement process (and interim approval of new Downtown specific plan in 2017), the project was resubmitted in 2018.
- The project and LUP amendment received unanimous City Council approval in July 2022.





Item W18.a: City LUP Amendment

A City approved project-specific amendment to permit a 130' height limit and 2.95 FAR

Item W20.b: Mixed-use project on prominent Ocean Ave frontage (hotel, housing, retail)

- New 120 room hotel
- ~\$4.3 million contribution to lower-cost lodging
- 100 new apartment units including 25% affordable, 11% rent-controlled and 64% market-rate
- Public rooftop observation deck with 360 degree views (at 130' - highest point on-site)
- Visitor-serving, pedestrian-oriented ground floor retail and restaurants
- World class sustainable building design by architect Frank Gehry
- Expansive open space and paseos throughout the site for public access
- Transformation of two on-site landmark buildings into a new Cultural Uses Campus/museum
- Vehicle parking (subterranean), bicycle parking, access to robust public transportation network

PROJECT OVERVIEW



Rental Housing:

- 100 new units within walking distance to beach, transit, jobs and local services
- 25% deed-restricted affordable
 - *Extremely-Low Income (30% AMI) – 4 units*
 - *Very-Low Income (50% AMI) – 4 units*
 - *Low Income (80% AMI) – 6 units*
 - *Moderate Income (120% AMI) – 11 units*
- 11% rent-controlled
 - *After move-in, City Rent Control Board limits rent increases (max 3%)*
 - *Avg. rent-controlled rent for long-term tenant is 200% less than market-rate rent in Downtown Santa Monica (150% less Citywide)*
 - *Tenants in existing units will be offered replacement unit in new project at rent-controlled rent, with relocation costs paid by applicant (moving costs and comparable housing during construction at current rent)*
- Mix of unit types from studios to three-bedrooms for *both market and affordable* apartments

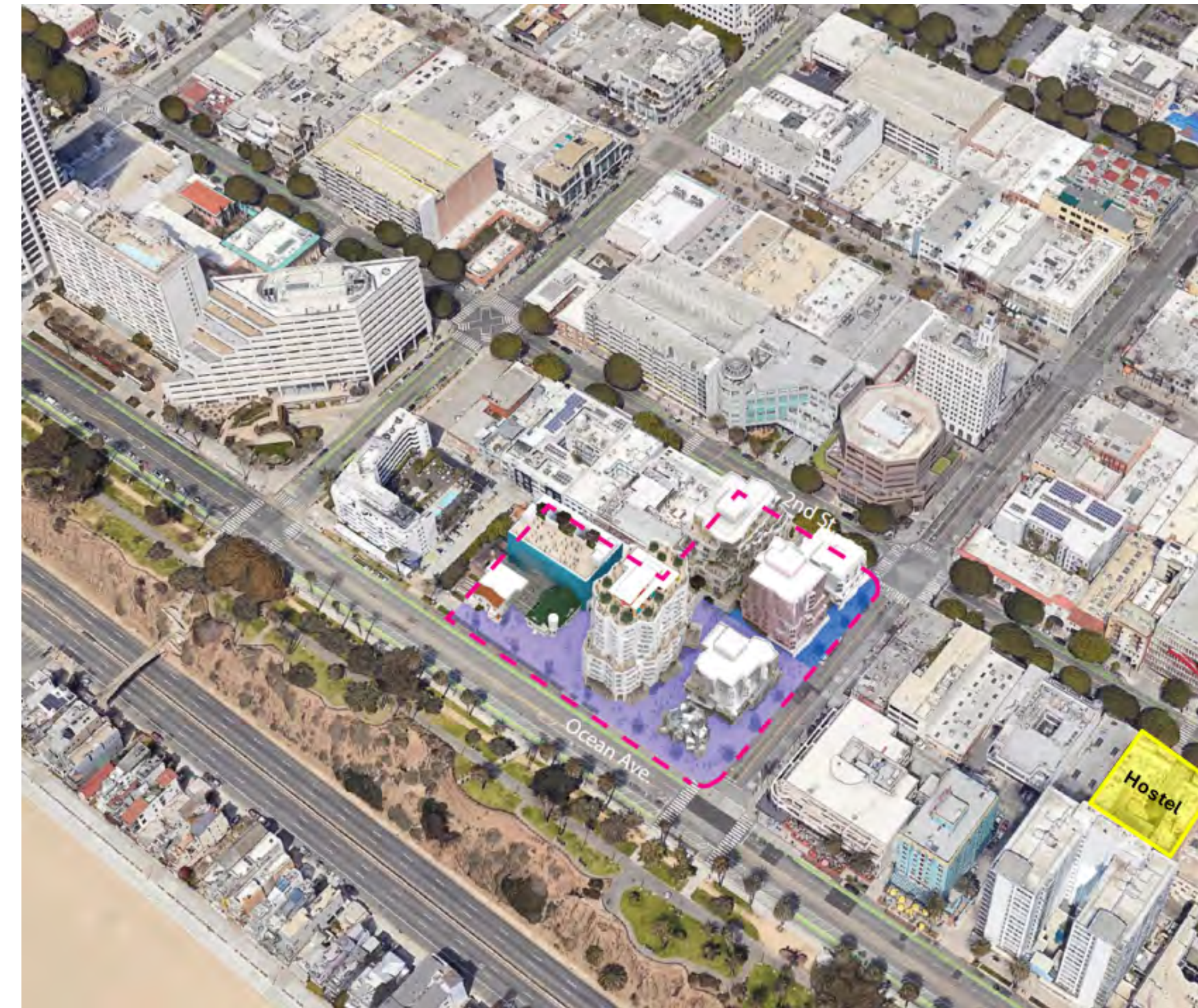
Hotel:

- 120 new hotel rooms
- High quality jobs (*support from UNITE HERE and Building Trades*)
- Hiring program prioritizing low-income households
- Internship program



Low-cost Lodging:

- Applicant will provide **\$4,342,500 in-lieu fee** to **Hostelling International** for the construction of lower-cost overnight visitor accommodations
- Hostelling International is an *ideal recipient* - 40-room expansion plan is ½ block from the project (see yellow highlight below)
- 20 of the new units are proposed for families (sleeps 4, private bathroom)
- Physically and economically infeasible to build 30 low-cost rooms on-site



OVERNIGHT ACCOMMODATIONS



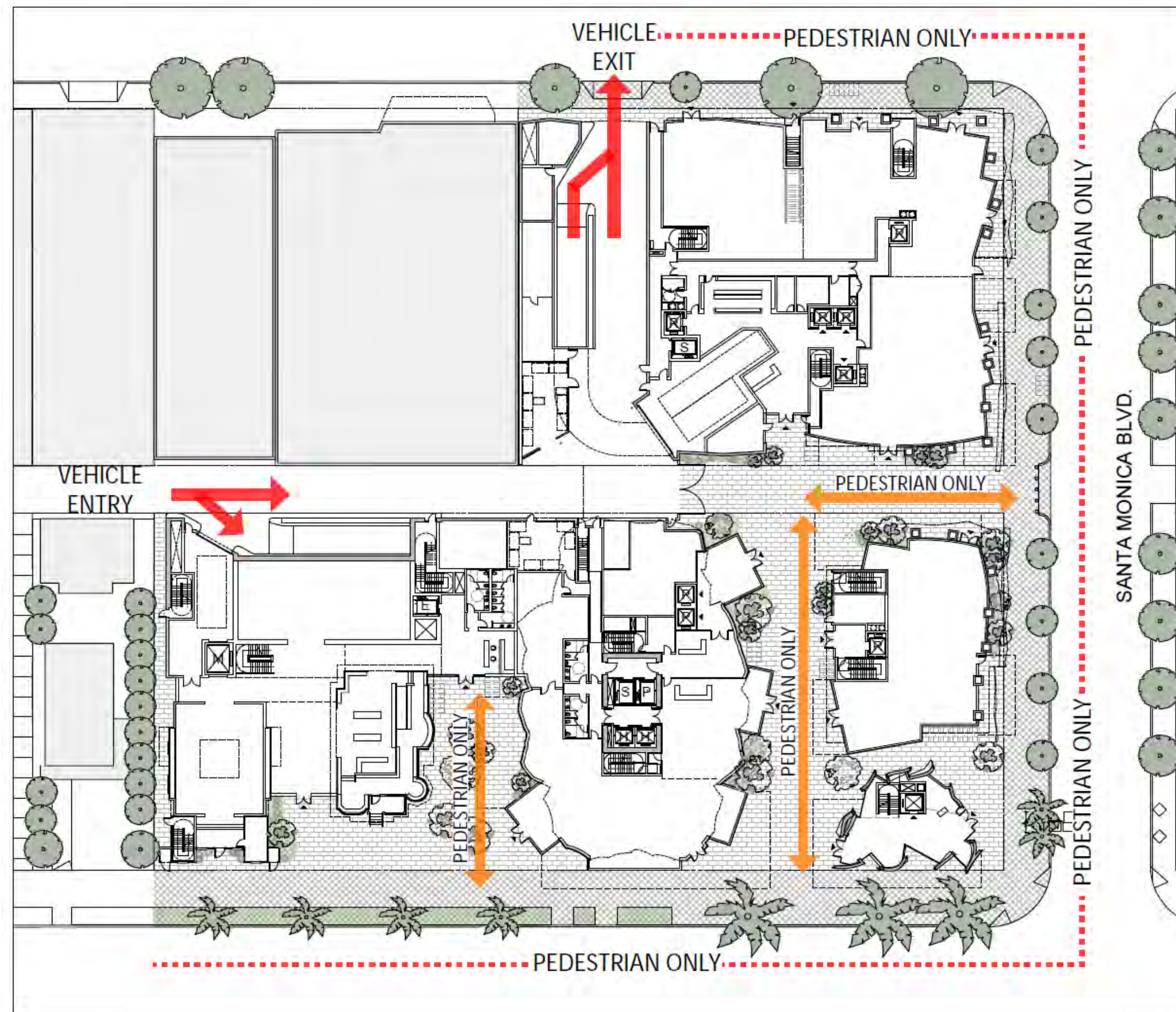
PUBLICLY ACCESSIBLE OBSERVATION DECK

\$1/person entry fee with proceeds to
Santa Monica Public Schools



Sustainable Project Features:

- LEED Platinum
- 100% Green Power through Clean Power Alliance
- Solar infrastructure on rooftop
- EV charging stations and infrastructure
- Transportation allowances for employees and residents
- Marine Debris Reduction Program
- Water Conservation including:
 - Pay city to extend recycled water line to project site
 - Dual plumbing and use of recycled water for all County-approved uses (e.g. toilet flushing, landscaping)
 - Achieve water neutrality, including through use of low flow fixtures and drought-tolerant landscaping and payment of in-lieu fee



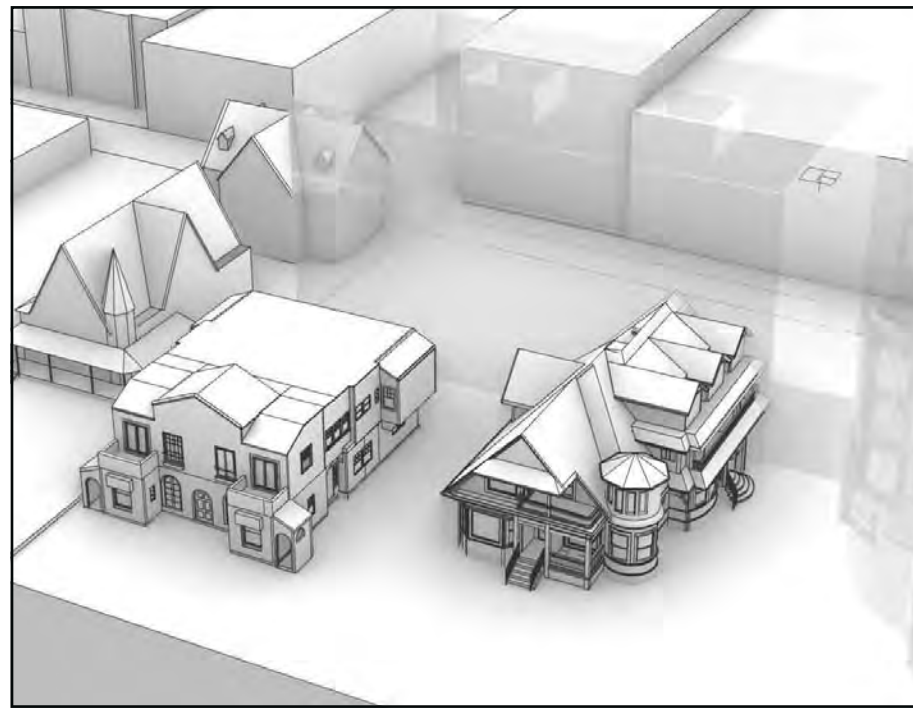
- Enhanced pedestrian access to/through site
- Ground-level publicly accessible open space



PUBLIC ACCESS AND RECREATION / OPEN SPACE



CURRENT



REPOSITIONED



PROPOSED CULTURAL USES CAMPUS



- Transformation of two landmark buildings from private commercial use to visitor-serving museum campus designed by Frank Gehry, architect of iconic museums worldwide (e.g., Guggenheim – Bilbao, Spain).
- Permanent home to a portion of Frank Gehry's personal archives
- Diverse educational and community programming
- Free field trip opportunities for non-profits serving underrepresented youth and public schools, including cost of transportation

MUSEUM & HISTORIC PRESERVATION



PUBLIC BENEFITS SUMMARY

- Housing with 25% on-site affordable units
- ~\$4.3 million toward affordable lodging
- Publicly-accessible observation deck
- Abundant ground-level open space
- Sustainability
- Museum and Historic Preservation
- High quality jobs (*support from UNITE HERE and Building Trades*)
- Employment and internship opportunities prioritizing low-income households
- \$250,000 toward ***economic equity and opportunity initiatives***
- \$1,000,000 toward ***early childhood initiatives*** including childcare and pre-school tuition subsidies
- \$2,160,000 toward off-site ***parks and recreation***
- \$2,255,000 toward ***transportation/mobility and pedestrian improvements***
- \$400,000 toward development and availability of ***new affordable housing***

STAFF RECOMMENDATIONS

1. City's LUP Amendment (Item W18.a)

- *Deny* the LUP Amendment and send back to City Council with modifications to increase height and FAR if applicant chooses to build on-site lower cost lodging

2. Project (Item W20.b)

- *Approve* the project with two options for lower-cost visitor accommodations (applicant's choice):
 - A: Revise the project to add 30 onsite low-cost rooms (which requires additional entitlement process with the City of Santa Monica); OR
 - **B:** Make in-lieu contribution of \$4,342,500 to nearby Hostelling International to construct lower-cost overnight visitor accommodations

3. Development Agreement (Item W20.b)

- *Approve* the DA (modifications will be necessary if applicant chooses option to build on-site lower cost lodging)

APPLICANT REQUESTS

1. City's LUP Amendment (Item W18.a)

- *Approve* the LUP Amendment as submitted (and unanimously approved by 2022 City Council) because changes are unnecessary; applicant is unable to build on-site lodging and should not be required to take on additional entitlement risk with discretionary City process for an option it will not pursue

2. Project (Item W20.b)

- *Approve* the project with only one option: **in-lieu contribution of \$4,342,500** to nearby Hostelling International to construct lower-cost overnight visitor accommodations
- Applicant is unable to build 30 low-cost accommodations on-site and will not select "Option A" so it is unnecessary, confusing, and increases applicant's entitlement risk

3. Development Agreement (Item W20.b)

- *Agreed; Approve* the DA (modifications are not necessary because applicant is unable to build on-site lower cost lodging)

CONCLUSION

The applicant respectfully requests the Commission:

1. **City's LUP Amendment (Item W18.a):** Certify as submitted by the City (staff's modifications are unnecessary, confusing to the public, and require discretionary approval by City).
2. **Project (Item W20.b):** Approve the Project *with* \$4,342,500 in-lieu contribution to Hostelling International for lower-cost lodging (on-site lodging is infeasible).
3. **Development Agreement (Item W20.b):** Approve the DA as submitted.

Thank you for your time.





December 7, 2023

VIA E-MAIL

California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802
SouthCoast@coastal.ca.gov

Re: Ocean Avenue Project, Agenda Items W.18a and W.20b

Dear Chair Brownsey and Commissioners,

On behalf of the Santa Monica Education Foundation, I am writing in support of the Ocean Avenue Project and the City of Santa Monica's related amendment to its coastal land use plan, which were unanimously approved by the Santa Monica City Council in 2022.

The Santa Monica Education Foundation's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica public schools. Donations to the Education Foundation 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.

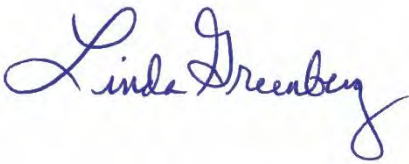
The Ocean Avenue Project includes a unique rooftop observation deck with 360-degree views. Based on feedback at a community meeting for the project in 2013, the project's developer committed that proceeds from the rooftop observation deck would be donated to Santa Monica's public schools. Despite the passage of time and addition of numerous other public benefits, he has never wavered on this commitment and has been a longstanding and generous donor in addition to this commitment. We never imagined it would take over 9 years for the City approval process but are pleased that this commitment is now documented in the City Development Agreement for the project.

We understand that a reasonable estimate for the proceeds to the Ed Foundation would be approximately \$150,000-250,000 per year based on the number of people that visit other existing observation decks in the U.S. and the maximum \$1/entry charge. This would be a meaningful ongoing revenue stream to aid in our goal of ensuring an excellent and equitable education to all children in our public schools.

The project also provides other meaningful educational opportunities for youth and young adults. Notably, there will be quarterly field trip opportunities to the museum for non-profits that provide afterschool programs for underrepresented youth and annual field trips for local public schools with the project covering the cost of transportation. The project's hotel also includes an internship program that will prioritize high school and college candidates residing in Santa Monica's low/moderate-income census tract.

We appreciate the project's meaningful investment in our community's future leaders and respectfully request that the Commission approve the project and ratify the City's related amendment to its coastal land use plan.

Sincerely,



Linda Greenberg
Executive Director

Santa Monica Education Foundation



1717 4th Street, Ste.132
Santa Monica, CA 90401
310-396-4557
smedfoundation.org



Los Angeles / Orange Counties Building and Construction Trades Council

Affiliated with the Building & Construction Trades Dept., AFL-CIO

1626 Beverly Boulevard
Los Angeles, CA 90026-5784
Phone (213) 483-4222
(714) 827-6791
Fax (213) 483-4419



December 8, 2023

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

Re: Ocean Avenue Project - December 13, 2023 Agenda - Items W18.(a) and W20(b) - SUPPORT

Dear Chair Brownsey and Commissioners,
The Los Angeles & Orange Counties Building & Construction Trades Council is in strong support of the mixed-use Ocean Avenue Project in Downtown Santa Monica.

This is an exemplary infill development project that will increase coastal access through visitor-serving uses and accommodations and provide desperately needed housing - at all levels of affordability - across the street from the coastal bluffs and within walking distance to transit, jobs, and services.

The project transforms an underdeveloped site in Downtown Santa Monica, including a key stretch of Ocean Avenue, with its hotel, housing, open space and a new museum all designed by world-renowned architect Frank Gehry. At the same time, the project preserves Santa Monica's history by rehabilitating and adaptively reusing two on-site City-designated Landmark Buildings as part of the museum campus.

Importantly, this project will include many good-paying union construction jobs with important benefits for our members, as well as additional union jobs once the hotel is operating. During the project's extensive 10-year City review process, the developer listened and successfully secured the support of the community, labor, sustainability advocates, historic preservation advocates, and public education supporters/advocates. Ultimately, in 2022, the project received unanimous approval from the Santa Monica City Council.

The project's 100 apartments include 25% deed-restricted affordable units and another 11% under Santa Monica rent control. The range of affordability levels -- extremely-low, very-low, low and moderate income - integrated with the market-rate apartments on the project site is a truly special opportunity for people of all income levels, including our working families, to live in the coastal zone.

The new 120 room full-service hotel will provide more options for visitors to the coast and subsidize the robust community benefits offered by the project, including over \$4 million dollars toward the production of lower-cost accommodations in the Coastal Zone, earmarked for a hostel ½ block from the project.

The project implements Santa Monica's progressive values through its sustainability commitments, which are critically important to our environment and coast. These include LEED platinum, a commitment to use 100% Green Power, water neutrality, free transit passes to residents and employees who commute via public transit, and the inclusion of substantial open space throughout the site. This is a visionary project that is much needed in Santa Monica and will help with the area's revitalization and recovery as well as assuring that our working families will receive benefits from economic development.

We urge the Commissioners to support the project as it is proposed by the applicant.

Sincerely,

Ernesto Medrano, Executive Secretary

EM: ag/OPEIU#537/afl-cio

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 12:49 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Juan Muñoz <jmunoz@unitehere11.org>
Sent: Friday, December 8, 2023 11:00 AM
To: Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>; ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>; SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Hello,

Please see the [152 letters of support](#) for the Ocean Avenue Project in Santa Monica from UNITE HERE Local 11 members that work in Santa Monica hotels.

Please note that given the file size and Google limitations, the file may need to be accessed via the link.

Thank you.

This written communication has been distributed to Coastal Commission Staff at the same time.

--

In solidarity,

Juan A. Muñoz

Researcher| **UNITEHERE! Local 11**

jmunoz@unitehere11.org | 310.714.3813

[_Letters re OAP from UNITE HERE Local 11 Members...](#)

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 12:23 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Ely Quinonez <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 12:10 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Ely Quinonez
eliezerquinonez345@gmail.com
8315 Willis Ave. 11
Panorama city, California 91402

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 12:50 PM
To: Seifert, Chloe@Coastal
Subject: FW: Dec 13 hearing - item 20b - Ocean Avenue Project

From: Judy Abdo <JAbdo@msn.com>
Sent: Friday, December 8, 2023 12:03 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Dec 13 hearing - item 20b - Ocean Avenue Project

Re: Item 20b, December 13, 2023

Commissioners,

I'm writing to express my support for the Ocean Avenue Project. Its unique housing/hotel/museum campus plan will transform an important corner property in downtown Santa Monica, and will contribute greatly to the recovery of our local economy. The virtues of the project – 100 units of much-needed housing, 120 revenue-generating hotel rooms, substantial support for our schools, cultural space – are well known in this community, and were among the many reasons that the Santa Monica City Council approved the project unanimously in 2022. As a former City Councilmember and Mayor, I appreciate the rigor that City staff and decision-makers bring to all projects, especially complex mixed use projects like OAP that Santa Monicans will interact with for decades to come.

I also support the applicant's plan to address the need for low-cost lodging by providing a nearly \$4.4 million in-lieu fee contribution toward creating and operating those rooms offsite. Directing the funds to a tested provider like Hostelling International makes sense from both site planning and operational standpoints.

There has been great anticipation of the project getting underway and completed since its initial filing in 2013. Temporarily halting the approval of this project will delay more than a construction project. It will delay the critical new benefits the project will provide to our community. I urge you to move OAP towards completion on Wednesday by approving the project as submitted. Requiring modifications that would send this item back to the City Council for other discretionary actions are unnecessary. Time is of the essence when jobs and housing are at stake.

I appreciate your consideration.

Judy Abdo
Santa Monica

Judy Abdo

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 1:45 PM
To: Seifert, Chloe@Coastal
Subject: FW: Item 20b - Ocean Avenue Project

From: Emily McCarron <emsmilehappy027@gmail.com>
Sent: Friday, December 8, 2023 12:53 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Item 20b - Ocean Avenue Project

Re: Item 20b

California Coastal Commission (via email)

Dear Commissioners,

Thank you for your attention to this email. I am writing to you as a longtime Santa Monica resident who enjoys and appreciates access to our downtown area and beaches. The coastal zone in Santa Monica boasts a unique mix of public and commercial uses, historic buildings and places to recreate.

Those qualities are precisely why I have been an ardent supporter of the Ocean Avenue Project for years. The project's incredible site plan is beautifully and thoughtfully designed (by Frank Gehry, no less) and provides essential light and air on a corner that is currently unavailable to members of the community like me. Walking in the dappled light of the paseo and breathing sea breezes is a dream come true for pedestrians like me and would be truly emblematic of our city's coastal identity.

But the addition of on-site low-cost hotel rooms greatly jeopardizes that experience, and delays the flow of revenues, the creation of jobs, and the development of 100 units of beautiful housing. The condition raises a lot of questions. Where would the lower cost rooms be built? What kind of impact would that requirement have on a campus design that took years to perfect? And how much time would elapse before we had a plan that could actually be built?

With respect, the conditions recommended by the Coastal Commission Staff in general make little sense to the many community members who are following the project's progress, given that the project was vetted by Santa Monicans and by our City's capable staff and decision-makers. Sending the project back to the City would be disappointing to residents and visitors, as well as the downtown businesses who have eagerly awaited the completion of this hugely attractive project. I imagine it would also be costly to the developer and the City.

A final thought: like many Santa Monicans, I was thrilled when the Santa Monica City Council unanimously and enthusiastically approved the project last year. I ask you to keep that momentum going and approve the project as it was submitted to you.

Respectfully,

Emily McCarron
Santa Monica CA



December 5, 2023

VIA EMAIL

California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802
SouthCoast@coastal.ca.gov

Re: Ocean Avenue Project, Santa Monica, December 13th, Agenda Items 18a and 20b

Dear Chair Brownsey and Honorable Commissioners:

I am writing on behalf of Downtown Santa Monica, Inc. (DTSM) to enthusiastically support the Ocean Avenue Project and ask the Commission to **(a) certify the City's LUP Amendment as submitted by the City** and **(b) approve the Project with the proposed \$4.3 million contribution to Hostelling International to expand its hostel also located in Downtown Santa Monica.**

DTSM is a non-profit organization that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica (where the project is located) while promoting economic stability, growth and community life within this unique neighborhood.

The Ocean Avenue Project and the related LUP Amendment were unanimously approved by the Santa Monica City Council in July 2022 after a very long and thorough City and public review process. It will bring a new hotel, 100 apartments, a museum that incorporates two on-site landmarks, publicly-accessible open space and a rooftop viewing deck in a sustainable and iconic design by Frank Gehry. The 120 hotel rooms add overnight options for visitors and much needed revenue to our City. The museum at long last addresses the deficiency of cultural uses in our Downtown area.

The project site is prominently located along Ocean Avenue in the heart of Santa Monica's Downtown. The existing conditions include surface parking with numerous curb cuts along Ocean Avenue and Santa Monica Boulevard that interrupt the pedestrian flow and create vehicle/pedestrian conflicts. We applaud the project's prioritization of these critical sidewalks for pedestrians by eliminating general vehicle access from these streets (the project's vehicular access is via the alley). This move, along with the project's creation of a new pedestrian mall in lieu of an existing alley to connect Santa Monica Blvd and Ocean Avenue in a new way will substantially enhance the pedestrian experience and Coastal access around and through the site.

The rental apartments, including 25% deed restricted affordable housing and 11% rent-controlled units, provide housing not only near jobs and transit, but also within walking distance to the bluffs and beach. The affordability levels for the apartments include all income levels including middle-income units that are so hard to find in Santa Monica.

We are extremely pleased with the Applicant's proposal to contribute \$4.3 million to Hostelling International to aid with their expansion project located just down the street from the project site at 1436 2nd Street. DTSM strongly supported the hostel's proposed expansion through the City entitlement process and would very much like to see these additional visitor accommodations to fruition.

Given the Applicant's proposal to provide funds for Hostelling International's expansion, we do not see any benefit to requiring the City Council to hold another public hearing and take another discretionary action to modify its LUP Amendment. We urge the Commission to certify the City's LUP Amendment for the project as submitted.

We are eager for the Ocean Avenue Project to be built and bring more activity, energy and excitement to the coast. The added benefit of a substantial contribution to support the hostel expansion would be a wonderful win for Downtown Santa Monica.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Thomas'.

Andrew Thomas, LPM
Chief Executive Officer

December 4, 2023

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

Re: Ocean Avenue Project, Santa Monica Dec. 13 Hearing, Items 18a and 20b

Dear Honorable Chair 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 current City Manager David White in October of 2021. I also serve on the board of Community Corporation of Santa Monica but want to give you my thoughts and support for the Ocean Avenue Project as former City Manager of Santa Monica.

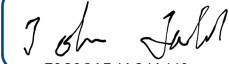
During my time as City Manager, I shared the City Council's objectives to create new open spaces, create new affordable housing opportunities, encouraging jobs and to stabilize and grow our economic base for the benefit of the community, but to do that in a sustainable manner. I believe that these objectives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

The Ocean Avenue Project's iconic design by Pritzker Prize-winning architect Frank Gehry will be a truly special gem for Ocean Avenue. An extensive 9+ year public process has made this an exceptional project that includes substantial public benefits and a robust fiscal and economic benefit package to support Santa Monica's economic recovery.

It is incredible that the project can support 25% deed-restricted affordable apartments and 11% rent-controlled units with only 64% market-rate units. It is also commendable that this same project incorporates two on-site landmarks into a new museum and includes an observation deck on the roof of its tallest building. These are long-lasting gifts to the public that will keep giving for generations to come.

I urge you to approve this project with its proposed monetary contribution to the Downtown Santa Monica hostel (Hostelling Inc) and to ratify the City's LUP Amendment as proposed by the City and unanimously adopted by the City Council.

Thank you,

DocuSigned by:

78C3CAD4AC4A440...
John Jalili

Former City Manager, City of Santa Monica

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Wednesday, December 6, 2023 3:17 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Carlos Martinez <info@email.actionnetwork.org>
Sent: Wednesday, December 6, 2023 2:01 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

South Coast,

I am a hotel worker in Santa Monica. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent-controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work would change my life. Please support the Ocean Avenue Project. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Carlos Martinez
carlosmartinez138@outlook.com
9400 National Blvd Apt 11
Los Angeles, California 90034

■

Seifert, Chloe@Coastal

From: Seifert, Chloe@Coastal
Sent: Thursday, December 7, 2023 8:28 AM
To: Seifert, Chloe@Coastal
Subject: RE: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Kristine Delgado <info@email.actionnetwork.org>
Sent: Wednesday, December 6, 2023 8:40 PM
To: Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Executive Director Kate Huckelbridge,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Kristine Delgado
Kloulise52@yahoo.com
6128 1/2 Carlos Ave,
hollywood, California 90028

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 8:23 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Jesus López <info@email.actionnetwork.org>
Sent: Wednesday, December 6, 2023 9:45 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Jesus López
mr.jesus.lopez1972@gmail.com
1819 Ocean Ave
Viceroy hotel Santa Monica, Ca., California 70904

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 8:24 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Veronica Gallaher <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 7:17 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Veronica Gallaher
veronicagallaher@hotmail.com
817 Westbourne Dr. Apt 12
West Hollywood, California 90069

▪



Board Executives

Chair

Younes Atallah
*Regent Santa Monica
Beach*

Past Chair

Greg Morena
The Albright

Treasurer

Len Lanzi
*Stubbs Alderton &
Markiles, LLP*

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John's Health*

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Julia Ladd
*Macerich/Santa
Monica Place*

Vice-Chair

Dustin Peterson
*Fairmont Miramar
Hotel & Bungalows*

Vice-Chair

Jasson Crockett
SNAP Inc.

Vice-Chair

Celia Fisher
Beach Moms

Vice-Chair

Dr. Kathryn Jeffery
Santa Monica College

Board Members

Craig Babington
Morley Builders

Andrew Barrett-Weiss
Good RX

Dom Bei
SM Firefighters

Rudy Flores
SM Police Officers

Jeffrey Fritz
Coldwell Banker

December 7 2023

VIA EMAIL

California Coastal Commission
SouthCoast@coastal.ca.gov

Re: December 13th, Agenda Items 18a and 20b, Ocean Avenue Project

Dear Coastal Commissioners,

On behalf of the Santa Monica Chamber of Commerce, we write to support the Ocean Avenue Project in downtown Santa Monica and the related amendment to the City's coastal land use plan as submitted by the City. The project has been through an extensive, decade-long process. Please do not send the City's plan amendment back to the City Council for another discretionary action. It is time that the public reap the extensive community and economic benefits that this development will bring.

This project will provide much needed housing in downtown Santa Monica, including affordable units, rent-controlled units and market-rate units. A key issue the Chamber has been monitoring in relation to employer needs is housing, particularly for moderate and low-income households. This project provides much needed moderate-income units, low-income units, and extremely low-income units which will finally provide affordable housing options near jobs in the downtown.

The new housing, coupled with the 120-room hotel and new dining and retail options, will reinvigorate this corridor along Ocean Avenue. Ocean Avenue has historically been home to iconic hotels and activities attracting visitors from across the country and being able to bring back some life to this underutilized property is exactly what Santa Monica needs.

In addition, it is an honor that the California coastline will receive this world-class design by Pritzker Architecture Prize-winner Frank Gehry. Not only will Gehry's design be a work of art in and of itself, but the Cultural Uses Campus will offer exclusive archives from Gehry's career. This will provide significant educational opportunities, especially for students from Santa Monica's public schools and youth-serving non-profits.

Most importantly, the Chamber of Commerce believes that the Ocean Avenue Project will help revive the City and coastline through the project's economic and fiscal benefits and employment opportunities. This project's hiring program, coupled with key investments in public infrastructure will jumpstart the City's economic recovery. This project will also create new excitement around visiting Santa Monica and will provide more incentives for people from all across the world to come visit Santa Monica's coast.

The Chamber is proud to support the Ocean Avenue Project and urges the Coastal Commission to approve the project as proposed by the applicant with a \$4.3 million contribution for lower-cost overnight visitor accommodations to be provided by Hostelling International at a location half a block from the project. We also urge the Coastal Commission to ratify the City's site-specific LUP Amendment as proposed by the City and unanimously approved by the City Council.

Sincerely,

Judy Kruger
President & CEO

Younes Atallah
Chair of Board

Board Continued

Kathy Irby
*Commercial Bank of
California*

Jeff Jarow
Par Commercial

Paula Larmore
*Harding, Larmore,
Kutcher & Kozal LLP*

Charlie Lopez-
Quintana
ETC Hotels

Pam O'Connor
Consultant

Janet Rimicci
UCLA Health

Eddie Guerboian
Jeweler

Neil Carrey
Attorney

Jose Aalvarado
Cruise

Jeremy Rawitch
RAND

Fred Hulls
Quantgene

Heather Gift
Activision

Elnie Vannatim
Cedars Sinai

Addie VanGessel
Tavern on Main

Gina Gribow
EKA Public Affairs

Jessica Rincon
Le Merigot Hotel

Vee Gomez
Beach Yoga SoCal

Dave Rand
*Rand, Pastor, Nelson,
LLP*

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 10:46 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Ignacio Arizmendi <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:43 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

South Coast,

I am a hotel worker in Santa Monica. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent-controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work would change my life. Please support the Ocean Avenue Project. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Ignacio Arizmendi
arimperez18@gmail.com
1216 north edgmont st.
los angeles, California 90029

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 10:46 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Yolanda Martinez <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:34 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Yolanda Martinez
yolandamartinez0515@gmail.com
1943 shendoah st
los angeles, California 90034

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 10:46 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Claudia Garcia <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:32 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

South Coast,

I am a hotel worker in Santa Monica. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent-controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work would change my life. Please support the Ocean Avenue Project. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Claudia Garcia
clau_71@yahoo.com
10938 oro vista ave.
sun land, California 91040

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 10:47 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Jabel Zelaya <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:12 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

South Coast,

I am a hotel worker in Santa Monica. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent-controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work would change my life. Please support the Ocean Avenue Project. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Jabel Zelaya
jabielzelaya@gmail.com
2457 wilton ave
los angeles, California 90057

▪

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Thursday, December 7, 2023 12:23 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

From: Ely Quinonez <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 12:10 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

South Coast,

I am a hotel worker in Santa Monica and I ask that you please approve the Ocean Avenue Project. Many of us drive long distances to get to work because we cannot afford to live near our jobs. Some of my coworkers travel 2+ hours to and from work because housing is so expensive in Santa Monica. We need the housing that this project will provide. The Coastal Commission should not stand in the way of affordable housing. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Ely Quinonez
eliezerquinonez345@gmail.com
8315 Willis Ave. 11
Panorama city, California 91402

Seifert, Chloe@Coastal

From: Christopher Pederson <cpedersonlaw@gmail.com>
Sent: Friday, December 8, 2023 9:44 AM
To: SouthCoast@Coastal
Cc: Seifert, Chloe@Coastal
Subject: Public Comment on December 2023 Agenda Item Wednesday 20b - Application 5-22-0799 (Ocean Avenue Partners, LLC and Belle Vue Plaza, Santa Monica)

Dear Chair Brownsey and Commissioners:

I urge the Commission to approve the Ocean Avenue project without requiring on-site lower-cost visitor accommodations. The proposed development reserves 25 percent of the residential units as affordable housing. This is a high proportion of affordable units made possible by the non-residential components of this mixed-use project. Please do not imperil this desperately needed affordable housing by imposing requirements that may render the hotel component of the project infeasible.

Thank you for your consideration of my comments.

Sincerely,

Christopher Pederson

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 10:58 AM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Aurelia Gonzalez <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 10:04 AM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

South Coast,

I am a hotel worker in Santa Monica. I commute long hours to my job every day because it is impossible for me to afford an apartment in Santa Monica. The Ocean Avenue Project will provide affordable housing and rent-controlled housing for people like me to be able to live near their jobs. If I was able to live in a project like this, the opportunity to get hours of my life back to be able to spend with my family and even experience the coast after work would change my life. Please support the Ocean Avenue Project. Thank you for your consideration.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Aurelia Gonzalez
aureliaxgonzalez@gmail.com
836 W 50th Place
Los Angeles , California 90037

▪

CYNTHIA ROSE

December 8, 2023

Cynthia@BerettaRose.com

California Coastal Commission

Item 20b - Ocean Avenue Project – Wednesday December 13 hearing

Mid-City Neighborhood

Santa Monica, CA

90404

Dear Commissioners,

I'm writing in full support for the proposed Ocean Avenue Project. I urge you to consider its many meaningful benefits and take the following actions:

- 1. Certify the City of Santa Monica's LUP Amendment as submitted by the City. Please reject modifications which would send this item back to the City Council for an additional, lengthy discretionary action.***
- 2. Approve the Project with its \$4.3 million + in-lieu contribution to Hostelling International for lower-cost lodging.***
- 3. Approve the Project's Development Agreement as submitted by the City.***

Since the OAP plan was submitted **10 years ago**, the project has undergone extensive community and City scrutiny. The most recent Gehry Partners designed plan, which features an essential 100-unit housing component, a museum and cultural campus, ground floor retail and a notable 120 room hotel is truly a *stellar example* of creative site planning and placemaking. Its sustainability program is progressive and substantive.

As an active transportation advocate, I will focus my remarks on safe and equitable access and multimodal transportation, key considerations in the Coastal Zone.

The proposed project is situated in our downtown, a vibrant, walkable and multimodal/ transit rich environment. There is ample access to Big Blue Bus, Metro routes nearby, and it is a short few blocks' walk to the regional connection at the Downtown Expo Station. Walking and shared mobility are concentrated and highly utilized in the DTSM district. With appropriate regulations and enforcement of scooter and E-bike use, walking and shared mobility are both sustainable and safe ways for residents, visitors, and workers to access the site without the need to drive a car — which as we know contributes to traffic congestion, environmental degradation and pollution.

Downtown has long been a focus of walking / bicycle advocacy and active mobility planning. The proposed project lies immediately adjacent to major bike/micro-mobility routes — like the buffered green bike lanes on 2nd Street and the protected bikeway on Ocean Avenue — and boasts a generous ratio of bicycle parking spaces to vehicle parking spaces. The applicant has keenly focused on enhanced safety and designing to eliminate conflict zones between people walking, biking, scooting around the city along with the impacts on motorized vehicles.

With respect to pedestrian activity, the corner of Ocean Avenue and Santa Monica Boulevard is a heavily utilized departure point for pedestrians seeking to access downtown restaurants and destinations, Palisades and Tongva Park, Santa Monica Pier and the beach beyond. The substantially improved sidewalks, internal walkways and proposed pedestrian paseo is inviting and will improve the circulation on that corner, ease pedestrian backup, and (critically) improve safety while providing an improved and unique experience — with greatly improved access — for all visitors.

Please consider taking the actions I listed above and remove any obstacle or delay that would stand in the way of creating jobs, housing, lodging, safer multimodal access and pedestrian-oriented environment, and important cultural facilities.

Thank you,

Cynthia Rose

Seifert, Chloe@Coastal

From: ExecutiveStaff@Coastal
Sent: Friday, December 8, 2023 3:07 PM
To: Seifert, Chloe@Coastal; Vaughn, Shannon@Coastal; Spencer, Amrita@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

Fyi - -

From: Carlos Martinez <info@email.actionnetwork.org>
Sent: Wednesday, December 6, 2023 2:01 PM
To: ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

Executive Staff,

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Carlos Martinez
carlosmartinez138@outlook.com
9400 National Blvd Apt 11
Los Angeles, California 90034

■

Seifert, Chloe@Coastal

From: ExecutiveStaff@Coastal
Sent: Friday, December 8, 2023 3:15 PM
To: Seifert, Chloe@Coastal; Vaughn, Shannon@Coastal; Spencer, Amrita@Coastal
Subject: FW: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

From: Aurelia Gonzalez <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 10:04 AM
To: ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

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CC: Dr. Kate Huckelbridge
Executive Office Staff

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Aurelia Gonzalez
aureliaxgonzalez@gmail.com
836 W 50th Place
Los Angeles , California 90037

■

Seifert, Chloe@Coastal

From: ExecutiveStaff@Coastal
Sent: Friday, December 8, 2023 3:15 PM
To: Seifert, Chloe@Coastal; Spencer, Amrita@Coastal; Vaughn, Shannon@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Fyi -

From: Ely Quinonez <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 12:10 PM
To: ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Executive Staff,

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Ely Quinonez
eliezerquinonez345@gmail.com
8315 Willis Ave. 11
Panorama city, California 91402

▪

Seifert, Chloe@Coastal

From: Ignacio Arizmendi <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:43 AM
To: ExecutiveStaff@Coastal
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Ignacio Arizmendi
arimperez18@gmail.com
1216 north edgmont st.
los angeles, California 90029

Seifert, Chloe@Coastal

From: Yolanda Martinez <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:34 AM
To: ExecutiveStaff@Coastal
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Executive Staff,

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Yolanda Martinez
yolandamartinez0515@gmail.com
1943 shendoah st
los angeles, California 90034

Seifert, Chloe@Coastal

From: Claudia Garcia <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 10:32 AM
To: ExecutiveStaff@Coastal
Subject: Items W18A & 20B: We Need Housing in Santa Monica - Please Support Ocean Avenue

Executive Staff,

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Claudia Garcia
clau_71@yahoo.com
10938 oro vista ave.
sun land, California 91040

Seifert, Chloe@Coastal

From: ExecutiveStaff@Coastal
Sent: Friday, December 8, 2023 3:18 PM
To: Seifert, Chloe@Coastal; Spencer, Amrita@Coastal; Vaughn, Shannon@Coastal
Subject: FW: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Fyi -

From: Veronica Gallaher <info@email.actionnetwork.org>
Sent: Thursday, December 7, 2023 7:17 AM
To: ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>
Subject: Items W18A & 20B – Please Support the Ocean Avenue Project in Santa Monica

Executive Staff,

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CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time

Veronica Gallaher
veronicagallaher@hotmail.com
817 Westbourne Dr. Apt 12
West Hollywood, California 90069

■

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 3:51 PM
To: Seifert, Chloe@Coastal
Subject: FW: Ocean Avenue Project, Santa Monica, Agenda Items W18a and W20b

From: Ted Winterer <tedwinterer@gmail.com>
Sent: Friday, December 8, 2023 2:23 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Ocean Avenue Project, Santa Monica, Agenda Items W18a and W20b

December 7, 2023

California Coastal Commissioners
California Coastal Commission
455 Market St. Suite 300
San Francisco, CA 94105

Chair Brownsey and Honorable Commissioners,

I am a former Mayor and Councilmember from the City of Santa Monica and I enthusiastically support the Ocean Avenue Project in its current incarnation.

Consequently, I urge you to :

1. Certify the City's site-specific LUP Amendment **as submitted by the City** and unanimously approved by the City Council. Please do not send the LUP Amendment back to the City Council for another discretionary action.
2. Approve the Ocean Avenue Project with the \$4.3 million contribution to Hostelling International to provide lower-cost overnight visitor accommodations.

The project has many benefits including housing at the coast for many different household incomes; revenues to provide City services to address homelessness and to provide even more housing; preservation of landmark structures; a museum; funding for the local schools that serve the children of lower-income workers in Santa Monica; significant funding for an expansion of our local hostel providing affordable coastal lodging; and a significant improvement in the area's streetscape and circulation.

Your staff has recommended modifications to the LUP amendment, which are unnecessary and would put the entire project at risk due to the need for the City Council to hold another discretionary hearing to accept these modifications. At a minimum, requiring these modifications to go back to the City Council would further delay a project with on-site affordable housing whose entitlement process has covered many years. And let's acknowledge the elephant in the room: the designer of this project is nonagenarian Frank Gehry, arguably our state and country's most distinguished architect. Any further risk or delay to full approval of the Ocean Avenue Project runs the risk that Mr. Gehry will no longer be with us to see his vision completed.

The developer has worked tirelessly to propose a project of exemplary design with a long list of community benefits, including much needed affordable and rent-controlled housing. I urge the Commission to certify the City's LUP Amendment for the project **as submitted**.

Sincerely,

Ted Winterer

--

Ted Winterer
Realtor @Compass, 2115 Main Street Santa Monica
DRE #02047989



December 8, 2023

VIA EMAIL

California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802
SouthCoast@coastal.ca.gov

Re: Ocean Avenue Project, Santa Monica, December 13th, Agenda Items 18a and 20b

Dear Chair Brownsey and Honorable Commissioners:

I am writing on behalf of the Santa Monica Conservancy to support the Ocean Avenue Project and ask the Commission to **a) approve the Ocean Avenue project as proposed by the Applicant with a contribution to Hostelling International to expand its hostel located ½ block from the project and b) certify the City's LUP Amendment as proposed by the City and unanimously approved by the City Council.**

The Santa Monica Conservancy is the only non-profit organization in the City dedicated to promoting widespread understanding and appreciation of the cultural, social, economic and environmental benefits of historic preservation.

The Ocean Avenue Project includes a new 34,000 sq. ft. museum that will be constructed by renovating and connecting the two existing historic landmarks with a rear addition. The project will include several operating requirements for the museum, including exhibition of the project architect Frank Gehry's archives in the museum for at least 15 years following initial construction, and provision of fieldtrips for Santa Monica schools and non-profit organizations.

The Ocean Avenue Project brings new amenities to the Santa Monica in a cultural campus that integrates iconic design and architecture with historic buildings and provides a community benefits package focused on cultural facilities, historic preservation, affordable housing, water and energy conservation, publicly accessible open space, and more. **This project is of value to both local residents and out-of-town visitors in preserving, rehabilitating and adaptively incorporating the landmarks into a cultural use campus within such a celebrated project.**

We are writing about a component of the Ocean Avenue Project that deserves particular attention – the preservation, revitalization and adaptive reuse of two small landmark buildings that have been transformed into key elements of the project. The two landmarks, located at 1333 and 1337 Ocean Avenue, were designated as historic resources by the City of Santa Monica for embodying the early history of our city, one a residential Victorian, the other as a Spanish Colonial Revival with commercial use on the ground floor and residential above.

Both buildings had not fared well over the years, with alterations diminishing their architectural appeal. It took a bold vision to see that their restoration and reuse as part

of this project could create an important and innovative amenity for the City of Santa Monica, a cultural center inviting the study and understanding of the work of internationally renowned architect Frank Gehry. This will be a unique art institution that is certain to become a destination for students as well as travelers.

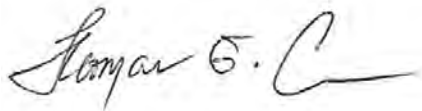
The project commits to restore the exteriors of both landmarks, with the reconstruction of missing architectural features that are documented from old photographs. This commitment will elevate the public experience of their historic significance. The interiors will be new to create the spaces needed for their new function; they are joined by a courtyard, new spaces underground and a major addition at the rear which all work together to create a new cultural facility. Two restored and adaptively reused landmarks integrated into a large-scale mixed-use project to add a major cultural amenity into the mix is truly a unique concept. To create the architectural spaces necessary to display architectural models, a visionary rethinking of how to utilize and enhance the two landmarks was necessary – and brilliantly realized. **Retaining the proposed spatial plan for the museum, including incorporating the two historic buildings, is essential to the long-term viability of this new cultural campus.**

The determination to restore and reuse the two landmarks as part of the project requires an unusual commitment of resources, as the site excavation will probably necessitate the temporary relocation of the buildings to a safe site and then moving them back to the Ocean Avenue site onto new seismically reinforced foundations. Many might have considered this infeasible, but not this team.

The staff report dealt with cultural resources from an archeological perspective. **We suggest the additional consideration of cultural resources from a historic preservation perspective. The project provides a tangible demonstration of linking our history to our present and future, with the revitalization of two Santa Monica Landmarks as part of the project.** This action itself has important educational value, showing that respect for our history can forge a better future.

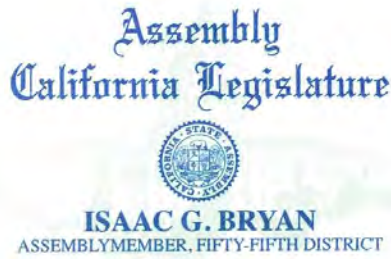
We look forward to having such a celebrated cultural campus in Santa Monica. The Ocean Avenue Project will also raise awareness of the importance of historic preservation as an integral part of Downtown Santa Monica.

Sincerely,

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

Tom Cleys
President of the Board
Santa Monica Conservancy

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0055
(916) 319-2055
FAX (916) 319-2155



08 December 2023

Honorable Chair Brownsey and
Members of the California Coastal Commission
455 Market Street, Suite 300
San Francisco, CA 94105

RE: Items W18A & 20B – Ocean Avenue Project in Santa Monica

Honorable Chair Brownsey, Vice Chair Dr. Caryl Hart, and Members of the California Coastal Commission,

I write to express my support for the world-class Ocean Avenue Project in Santa Monica **as it is currently proposed**. This project will create coastal recreation and housing opportunities for visitors and residents alike. It comes before you as a model project for the region, offering a full-service hotel and extensive community benefits, including a museum and desperately needed affordable housing. It will be built to the highest levels of sustainability, designed to achieve LEED Platinum and water neutrality. This is exactly the kind of development we need along the California Coast.

I applaud the local Santa Monica coalition of workers, environmental advocates, housing and mobility organizations that came together over a ten-year process to produce this package of community benefits. I urge the Coastal Commission to approve the Ocean Avenue Project as it was unanimously approved by the Santa Monica City Council.

This project is significant step forward for coastal access. It will transform underused commercial space into ground-level publicly accessible open space and a rooftop observation deck. Two City-designated landmark buildings currently used as private office space will become an architecture museum open to the public six days a week with year-round discounted fees for students and youth and field trip opportunities.

I applaud the \$4.3 million contribution to expand the nearby Santa Monica Hostel, the plans for which have already been approved by the city. This will ensure that lower-cost overnight accommodations will actually get built blocks away from the project site in an increasingly expensive coastal city.

The contributions this project will make towards our statewide housing crisis cannot be overstated. This project's inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an

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Assembly
California Legislature



ISAAC G. BRYAN
ASSEMBLYMEMBER, FIFTY-FIFTH DISTRICT

extraordinary affordable housing commitment on the part of the project. This will provide opportunities for working people to afford to live not just near their jobs, but in the Coastal Zone where this is becoming increasingly impossible.

Benefits like these garnered this project the unanimous support of the Santa Monica City Council as part of a ten-year process with rigorous community involvement. Other cities must follow this example if we are going to tackle our housing and environmental crises. Please approve this project as it is currently proposed.

Regards,

A handwritten signature in black ink, appearing to read "Isaac G. Bryan".

Assemblymember Isaac G. Bryan
Assembly District 55

CC: Dr. Kate Huckelbridge
Executive Office Staff

This written communication has been distributed to Coastal Commission Staff at the same time.



December 8, 2023

SENT VIA E-MAIL

Honorable Donne Brownsey & Commissioners
California Coastal Commission
300 E. Ocean Boulevard, Suite #300
Long Beach, CA 90802

Re: Ocean Avenue Project, Santa Monica, Agenda Items W18.a and W20.b

Dear Chair Brownsey and Commissioners,

As the Assemblymember representing the City of Santa Monica, I am writing to reiterate my enthusiastic support for an important mixed-use housing, hotel and museum project located in Downtown Santa Monica. This project will provide desperately needed housing – including 25% on-site deed-restricted affordable apartments and 11% rent-controlled apartments. In light of this, I urge you to certify the City’s amendment to its Local Coastal Program Land Use Plan (“LUP”) *as submitted by the City*. The project applicant has stated that he will pay an in-lieu mitigation fee so suggested modifications to allow height and FAR increases for the option of on-site construction of lower cost units are unnecessary and would require a discretionary action by the City Council.

This infill development site in Santa Monica strongly advances the sustainability and housing goals of the State to encourage new development and specifically new housing – within walking distance to transit, jobs, and services. The project’s inclusion of 25% deed-restricted affordable apartments and range of affordability levels – extremely-low, very-low, low and moderate income – plus 11% rent controlled apartments, all integrated within the market-rate apartments, represents an extraordinary affordable housing commitment on the part of the project. Consistent with environmental justice principles, the project will provide a special opportunity for people of all income levels to live and recreate in the coastal zone.

Over the summer, I had numerous conversations with commissioners about Senate Bill 423 and housing in the coastal zone. In response to concerns raised by affordable housing advocates that the Coastal Commission has stymied, delayed and effectively denied good housing projects through the imposition of burdensome conditions, I was delighted to hear that the Commission is committed to assuring that the Commission does its fair share to address our housing crisis by approving and expediting housing and affordable housing in the coastal zone.

Based on these representations, I would hope that the Ocean Avenue Project is precisely the kind of project that would receive favorable consideration and expedited approval. In addition to the robust affordable housing benefits, a 120-room union-operated hotel will provide a new high-priority overnight visitor-serving opportunity and a commitment of \$4.3 million to facilitate production of lower-cost overnight accommodations in the coastal zone. It is also notable that

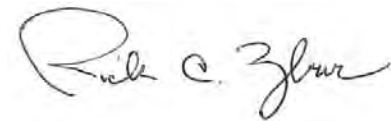
while the project advances the State's policy goals for housing production and increased coastal access, it also preserves Santa Monica's history by incorporating two on-site Landmark Buildings into a new museum campus fronting on Ocean Avenue.

The project advances our state's climate and environmental goals through its sustainability commitments, which are critically important to our environment and coast. These include LEED platinum, water neutrality, free transit passes to residents and employees who commute via public transit, re-use of 100% non-potable recycled water for toilet flushing, landscaping and all other County-approved uses, a Marine Debris Reduction Program, and the inclusion of substantial public open space throughout the site.

This project, which was unanimously approved by the Santa Monica City Council in 2022, enjoys wide-spread support from the community, labor, sustainability advocates, historic preservation advocates, and public education supporters/advocates. It is unusual to have such broad support for a development of this nature, and I applaud the project developer, Worthe Real Estate Group, for listening to and accommodating the diverse interests in the city resulting in a project of which everyone can be proud.

Every aspect of this project has been thoughtfully and carefully crafted to result in a development with an extraordinary public benefit package and a commitment to sustainability and affordable housing, which your commission has stated is a shared priority. Given the extraordinarily robust and already expensive package of project features, mitigation measures and community benefits, I am hopeful that the Commission will embrace this project and avoid further delay or impositions that would threaten its economic viability or require additional public hearings. I urge you to certify the City's LUP Amendment *as submitted* and approve the coastal development permit for this project.

Sincerely,

A handwritten signature in dark ink, appearing to read "Rick C. Zbur". The signature is fluid and cursive, with a large initial "R" and a stylized "Z" at the end.

RICK CHAVEZ ZBUR
Assembly Democratic Caucus Chair
Assemblymember, Fifty-First District

cc: South Coast District Staff

Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:15 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: YES ON SUSTAINABILITY, YES ON OCEAN AVENUE

From: Samuel Shapiro-Kline <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 3:58 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: YES ON SUSTAINABILITY, YES ON OCEAN AVENUE

South Coast,

I am writing in support of the Ocean Avenue Project.

The Ocean Avenue Project is designed with climate change in mind. It will provide workers the opportunity to live near where they work, and to enjoy access to the coast while doing so.

Each day, the workers will walk into a LEED Platinum building. Every worker who runs a vacuum or turns on a light will be using 100% Green Power. Every time a housekeeper cleans a toilet, or a gardener waters the landscaping, it will be with 100% recycled water. Every worker who takes transit to work will be doing so with free transit passes. These benefits and more are paid for by the full-service hotel and market rate rental housing in the project.

Please review the considerable sustainability offerings and benefits of the project prior to next month's meeting, and approve the project as submitted.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Samuel Shapiro-Kline
sshapirocline@gmail.com

921 21st Street, C
Santa Monica, California 90403

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Seifert, Chloe@Coastal

From: SouthCoast@Coastal
Sent: Friday, December 8, 2023 4:15 PM
To: Seifert, Chloe@Coastal
Subject: FW: Items W18A & 20B: Santa Monica Needs a Cultural Destination; Yes on Ocean Avenue Project

From: Natalya Zernitskaya <info@email.actionnetwork.org>
Sent: Friday, December 8, 2023 3:58 PM
To: SouthCoast@Coastal <SouthCoast@coastal.ca.gov>
Subject: Items W18A & 20B: Santa Monica Needs a Cultural Destination; Yes on Ocean Avenue Project

South Coast,

I am writing to urge you to approve the Ocean Avenue Project. Nothing can open up hearts quite like fresh air, sunshine, and art. The building itself is thoughtfully designed but I just want to say how important it is that this project creates another coastal destination by creating an art museum. I also appreciate that it will showcase the work of both local and international architects. Despite the fact we experience the built environment every day, relatively few museums dedicate themselves to what is in some ways the most encountered form of art.

The museum will provide field trip opportunities and discounted entry fees for all youth and students. This is a slam dunk. Please vote for this project, which was unanimously supported by the Santa Monica City Council.

CC: Dr. Kate Huckelbridge
Executive Office Staff

*This communication has been disseminated to Coastal Commission Staff at the same time.

Natalya Zernitskaya
nzernitskaya@gmail.com
2508 Kansas Ave, Apt D
Santa Monica, California 90404