

CALIFORNIA COASTAL COMMISSION

SOUTH CENTRAL COAST DISTRICT OFFICE
89 SOUTH CALIFORNIA STREET, SUITE 200
VENTURA, CA 93001-2801
VOICE (805) 585-1800



Th13b

A-4-STB-24-0055 (Miramar Acquisition Co., LLC)

April 10, 2025

Correspondence 2



DAVID A. GOLDBERG
T: 310.254.9027
E: David@AGD-Landuse.com

April 4, 2025

BY EMAIL

Agenda Item Th13b

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

Re: A-4-STB-24-0055 (Miramar Acquisition Co., LLC, Miramar Beach Resort and Bungalows Affordable Employee Housing, Market Rate Housing and Resort-Visitor Serving Commercial Project)

Dear Chair Cummings and Honorable Commissioners:

We represent Miramar Acquisition Co., LLC (“Applicant”), the owner of the Miramar Beach Resort (“Resort”). The Applicant is seeking to develop needed housing, including 26 units of affordable apartments for Resort employees, and additional Resort-visitor commercial uses (the “Project”). The Applicant is in full support of the Staff Report recommendation that no substantial issue exists with respect to the grounds on which the appeals by Heal the Ocean (“HTO”) and Unite Here Local 11 have been filed.

On April 3, 2025, HTO submitted a letter in opposition to the Staff Report (“HTO Letter”), which merely repeats arguments from its appeal, mischaracterizes facts, consists entirely of speculation and unsupported opinion, and presents no credible evidence in support of its claims. Each of the HTO Letter’s claims has already been thoroughly addressed in the Staff Report, which determined they do not raise any substantial issue with respect to the Project’s conformance to the standards set forth in the County’s LCP. Our January 31, 2025 letter to Commission staff in response to the appeals also addressed each of these issues and provided further substantial evidence in support of the Staff Report’s recommendation.

The Applicant looks forward to presenting the Project to the Commission at its meeting on April 10, 2025 and respectfully requests that the Commission adopt the Staff Report’s No Substantial Issue recommendation.

Sincerely,

A handwritten signature in blue ink, appearing to read 'David A. Goldberg', is placed above the printed name.

David A. Goldberg

cc: Denise Gonzalez, District Supervisor, California Coastal Commission

12100 WILSHIRE BOULEVARD, SUITE 1600 | LOS ANGELES, CALIFORNIA 90025 | T: 310.209.8800
www.AGD-Landuse.com


These materials have been provided to the Coastal Commission Staff

Th13b (Miramar) Briefing Book

From Anne Blemker <ablemker@mccabeandcompany.net>

Date Thu 3/27/2025 2:59 PM

To Gonzalez, Denise@Coastal <Denise.Gonzalez@coastal.ca.gov>

 1 attachment (2 MB)

FINAL Briefing Book Th13b Miramar Caruso .pdf;

Hi Denise,

Here's a briefing book that we'll be sharing with Commissioners next week. Please confirm receipt.

Thanks,

Anne

Anne Blemker

310-463-9888

ablemker@mccabeandcompany.net

A-4-STB-24-0055 (MIRAMAR BEACH RESORT) COUNTY OF SANTA BARBARA

CCC Hearing

April 10, 2025

ITEM #TH13b

A copy of these briefing materials has been provided to CCC staff.

Miramar

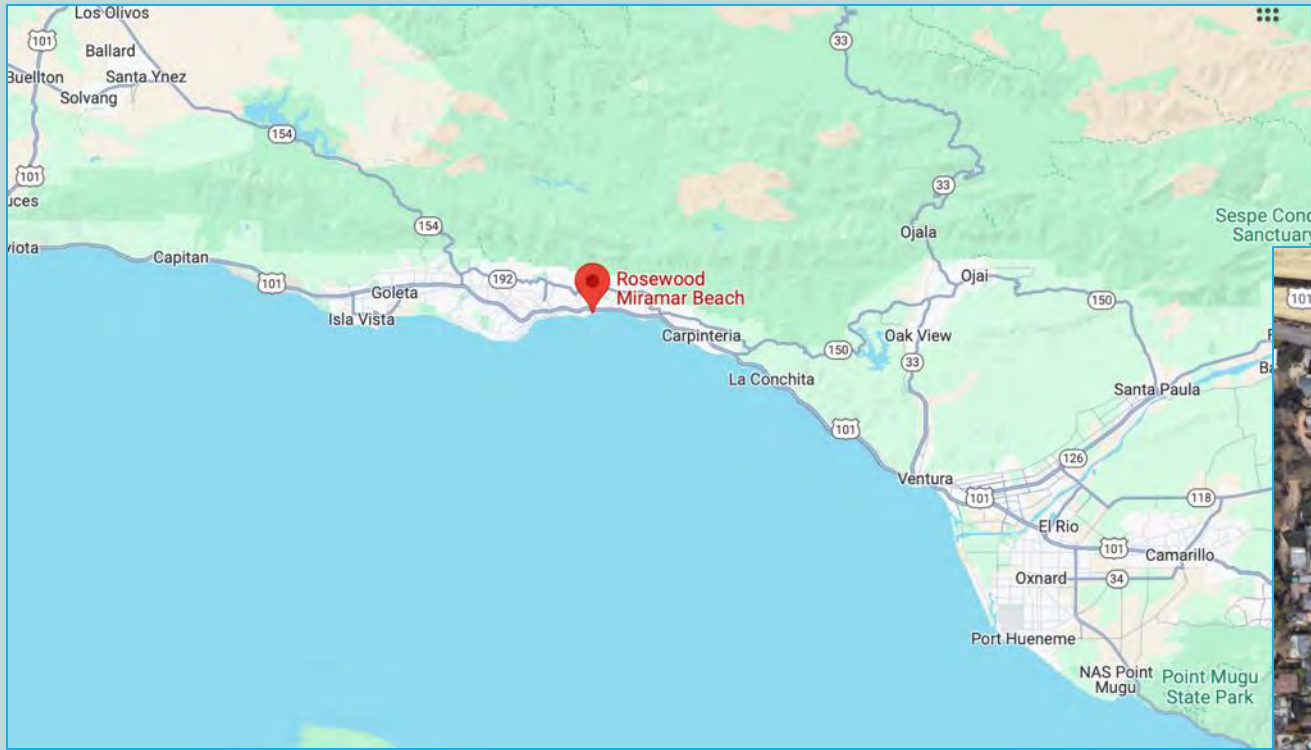
2

Affordable Employee Apartments, Market Rate Apartments, and Visitor Serving Shops



LOCATION

3



1759 South Jameson Lane and 96 Eucalyptus Lane
County of Santa Barbara

SITE OF PROPOSED MARKET RATE APARTMENTS AND RETAIL



SITE OF PROPOSED AFFORDABLE EMPLOYEE APARTMENTS



PROJECT DESCRIPTION

6

- ❑ 26 affordable employee units
 - ❑ 9 Very Low Income, 9 Low Income, 8 Moderate Income
- ❑ 8 market rate units
- ❑ 12 resort shops (15,000 sf) and café (2,500 sf)
- ❑ State Density Bonus Law waivers/reductions for floor area ratio, height, open space and setbacks

AFFORDABLE EMPLOYEE HOUSING

7

- ❑ Project provides 24 more affordable units than required for incentives/waivers
- ❑ Only affordable housing proposed in Montecito
- ❑ First affordable housing project in Montecito in nearly 30 years

PROPOSED SITE PLAN



VIEW LOOKING SOUTHEAST FROM JAMESON & EUCALYPTUS

9



AFFORDABLE EMPLOYEE HOUSING

10



AFFORDABLE EMPLOYEE HOUSING COMMUNITY ROOM

11



LOCAL PROJECT REVIEW AND APPROVAL

12

- ❑ Hundreds of community meetings
- ❑ Four public hearings
- ❑ Unanimous County Planning Commission approval (Nov. 2024)
- ❑ Unanimous Board of Supervisors approval (Dec. 2024)

STAFF RECOMMENDATION - NO SUBSTANTIAL ISSUE

Staff is recommending the Commission find that no substantial issue exists.

“In summary, the County’s record includes extensive factual evidence and legal support for the County’s findings that the project is consistent with the policies and provisions of the County’s LCP. In addition, the extent and scope of the subject development on this particular site is relatively small, does not have a significant adverse effect on significant coastal resources, does not raise issues of regional or statewide significance, and the local action does not set an adverse precedent for future interpretations of Santa Barbara County’s LCP. Therefore, staff recommends that the Commission find that the appellants’ contentions raise no substantial issue with regard to the approved project’s consistency with the policies and provisions of the County of Santa Barbara’s certified LCP.”

COASTAL ACCESS PROTECTIONS

14

- Parking supply surplus exists on site, based on expert study.
- Robust parking plan approved by County, requiring:
 - On-street parking prohibitions for guests, employees and vendors
 - Valet parking for hotel and event guests; free validation for customers of Resort shops and restaurants
 - Daily monitoring/reporting by Hotel

COASTAL ACCESS PROTECTIONS (CONT.)

15

- Resort Shops Will Not Create Traffic Impacts
 - Majority of shoppers will be hotel guests or local residents from Montecito

- Preservation of Coastal Access Easements
 - Three vertical access and one lateral access provide public access through the Resort to and along the beach

FLOODING AND ENVIRONMENTAL JUSTICE

16

- Siting of affordable housing does not violate EJ policies
 - ▣ Project conceptually approved by County Flood Control District
 - ▣ Project complies with most current 2024 Recovery Mapping and includes required 2 feet of freeboard

“The approved affordable housing employee units will help address the pressing need for affordable housing in the coastal zone, particularly supporting low-income workers, which also supports the provisions of equitable access consistent with the Commission’s adopted Environmental Justice Policy.”

ESHA AND VISUAL RESOURCES

- Project is sited on infill lot with no coastal resource impacts

“The project site is an infill lot adjacent to existing single-family residences and commercial uses and is located in a developed urban area of the County. There are no significant coastal resources and no environmentally sensitive habitat areas on the site that would be negatively affected by the project, and the project will be compatible with the surrounding area and will have no adverse impact on visual resources or public access.”

Staff Report, page 5

CONCLUSION

18

- The applicant is in agreement with the staff recommendation of **No Substantial Issue** and respectfully requests concurrence by the Commission.


THANK YOU

FW: Letter to Commissioners re: Agenda Item Th13b - Appeal # 4-STB-24-0055 - Miramar Hotel

From Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>

Date Thu 4/3/2025 5:47 PM

To Hudson, Steve@Coastal <Steve.Hudson@coastal.ca.gov>; Carey, Barbara@Coastal <Barbara.Carey@coastal.ca.gov>; Gonzalez, Denise@Coastal <Denise.Gonzalez@coastal.ca.gov>

 2 attachments (10 MB)

HTO Letter to Commissioners - Agenda Item Th13b - Appeal No 4-STB-24-0055 - Miramar Hotel.pdf; Miramar Expansion Issues 4-3.pdf;

From: Noah Boland <noah@healtheocean.org>

Sent: Thursday, April 3, 2025 4:25 PM

To: Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>

Cc: ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>; Hillary Hauser <hillary@healtheocean.org>

Subject: Letter to Commissioners re: Agenda Item Th13b - Appeal # 4-STB-24-0055 - Miramar Hotel

Dear Kate,

Please submit Heal the Ocean's attached PDF documents - a letter and a slideshow - to all commissioners and to the public record, for their consideration of Item Th13b at the April 10 hearing.

Thank you,

Noah Boland

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Noah Boland | Policy Analyst

Heal the Ocean

1430 Chapala Street

Santa Barbara, CA 93101

(805) 965 - 7570

noah@healtheocean.org

www.healtheocean.org



1430 Chapala Street, Santa Barbara, CA 93101;
PO Box 90106, Santa Barbara, CA 93190; Telephone (805) 965-7570; fax (805) 962-0651
www.healththeocean.org

April 3, 2025

RE: Heal the Ocean APPEAL NUMBER: A-4-STB-24-0055
Request to Coastal Commission for Determination of Substantial Issue – Miramar Hotel
revised development plan Case No. 24RVP-00050

Dear Commissioners,

In the matter of the proposed expansion of the Miramar Hotel by Caruso Affiliates, Heal the Ocean (HTO) has included in our Appeal, filed with the Coastal Commission (CCC) on December 27, 2024, a companion PowerPoint illustration of our issues of concern about the project: 1) Hydrology/flood issues; 2) Coastal Access – Parking/Congestion Impact to Beach Access, 3) Visual Impacts, 4) Visitor-Serving Commercial in a Residential area (Attached).

After meeting with Staff, and after studying the Staff Report posted on March 20, 2025, we are confining our comments to just two of these above-listed issues: 1) Hydrology/flood, and 2) Parking/Congestion Impact to Beach Access.

Because both of these subjects have direct ties to Public Safety, as we will show here, we are petitioning the Coastal Commission to find the Staff conclusion of “**No Substantial Issue**” to be in error, and instead make the determination that there **are Substantial Issues** with the proposed Miramar project and conduct a **de novo hearing**.

1. Hydrology

To be clear, Heal the Ocean supports Affordable Housing, but we are concerned about the proximity of the proposed Miramar Affordable Housing to flooding and mudslide-prone areas of Montecito.

We provided maps created by Montecito Fire and FEMA with the Affordable Housing building site superimposed on the maps to show proximity. We doublechecked Caruso Affiliates hydrology reports, to make sure there were not stormwater issues.

The Staff Report states:

In this case, the 26-unit affordable employee housing units (Building C) is located within a designated FEMA Flood Zone with a 1% Annual Chance Flood Hazard

(Zone AE) under the currently applicable FEMA Flood Maps. The project's finished floor elevations are based upon the County's most current 2024 Recovery Mapping for the site and include the required 2 feet of freeboard, consistent with the LCP. The approved project has been reviewed and conceptually approved by the County Flood Control District and has been designed to ensure the safety of its occupants. For these reasons, the County's action included ample findings and evidence determining that the approved project would minimize risks from coastal hazards in compliance with the coastal hazard policies of the LCP. (Page 4, Th13b Staff Report)

Climate Change has changed "1% Annual Chance" into a regular problem, and Absolutes no longer exist in the case of weather, sea level rise, flooding and fire. Therefore, statements about the finished flooring being adequate with "2 feet of freeboard" are highly questionable.

The Miramar expansion project proposes converting the Resort's two existing surface parking areas located in the Northwest and Northeast portions of the Resort, referred to as the Northwest Lot and the Northeast Lot into areas of buildings, apartments, restaurants, boutiques – and Affordable Housing. In the Northwest Lot, Caruso Affiliates propose two 2-story mixed-use buildings (Buildings A and B) with retail space on the ground floor, eight resort apartments above the retail spaces, and a common subgrade parking level. In the Northeast Lot, the proposed Affordable Housing is a one 3-story residential building (Building C) with at-grade parking. Ground floor elevations of the proposed structures are anticipated to be relatively close to existing grades.

Heal the Ocean has engaged Integral Consulting Inc. (IC) to study the Miramar plans, and IC states that the plans do not fully acknowledge the existing and future climate-related risks to stormwater controls and from flooding potential to the project site.

Increasing climate risk (SLR and coastal hazards) increases the chance that the Northeast Lot would flood more frequently with longer duration and increasing stress on mitigative measures on the site. (From IC Memorandum to Heal the Ocean, 12/06/2024)

The Montecito Mudslide of January 9, 2018 was a profound disaster. Nobody saw it coming. It came thundering down the mountains above Montecito, wiping out homes, and flooding streets and the U.S. 101. It poured into the frontage streets – both North and South Jameson, engulfed the creeks (including Oak Creek, which borders the Northeast lot), powered through the streets and backyards of Humphrey Road, on the other side of the Miramar, and it poured into the ocean. It was tragic. People were swept away. None of this was predicted.

Mudslides are occurring up and down the California coast as a result of wildfires stripping hillsides and cliffs of vegetation. The fires are not going away, neither is the rain. To position a three-story Affordable Housing building anywhere near such an eventuality, is, in our opinion unconscionable – no matter how many studies, pages, words, and opinions may be gathered to support it.

As illustrated on the Montecito Fire Department map, included in Heal the Ocean's companion graphics to our argument, Building C is located right next to the storm impact zone.

The CCC Staff Report makes the following argument about this map:

However, the Storm Impact Consideration Map, updated in December 2021, expressly states that the map's purpose is to provide notice to properties within such areas that they should have plans to evacuate in the event of a severe rainstorm. The map is not intended to assess potential mudslide risks on individual properties. Furthermore, only a small portion of the Northeast lot is within the map's depicted "Storm Impact Zone," and the approved footprint of Building C is located outside of this zone. (Page 33, Th13b Staff Report)

The map is only to "...provide notice to properties within such areas that they should have plans to evacuate in the event of a severe rainstorm..." Should this make the residents feel more secure? Climate Change is bringing more severe rainstorms, and Santa Barbara County is already in an uptick of severe storm weather, flash flooding, and evacuation warnings:

- Dec 21, 2023: [Santa Barbara California Flooding: Atmospheric River Flooding December 21, 2023](#)
- Feb 04, 2024: [Update: Flash Flood Warning Issued for Southern Santa Barbara County/NWS Warns Conditions Will Worsen Through Sunday Night as Threat of Debris Flows and Flooding Increases \(Santa Barbara Independent\)](#)
- Jan 26, 2025: [Snow, Hail, Flooding Create Hazards for Santa Barbara County Drivers \(Santa Barbara Noozhawk\)](#)
- Feb 12, 2025: [Heavy Rain and Flooding Risks in Santa Barbara County on Thursday \(NOAA Weather Forecast Office\)](#)

Does the CCC staff feel it is OK to build an Affordable Housing building right next to an evacuation-prone, storm impact zone? And does the statement about "only a small portion of the Northeast lot" being within the map's Storm Impact Zone mean that the mudslide will stay in that small portion?

To be clear (again), HTO is in favor of Affordable Housing, except when the plans locate that housing in a risky environment, where inhabitants are not entirely safe. We ask you to please reconsider your Staff determination that this project has "No Substantial Issue," see that the proposed project **DOES have a Substantial Issue** in the placement of Affordable Housing in an area prone to flood and storm impact risks, and conduct a **de novo hearing** to resolve the issue.

2. Coastal Access – Parking/Traffic Congestion

Coastal access is of primary importance in California – that the public can enjoy the beaches freely – and we appreciate that one of the most important mandates of the Coastal Commission is coastal access. Heal the Ocean submits that the Caruso Affiliates plan for the Miramar property (to include restaurants and boutiques and market-rate apartments) will create such increased building over the entire site to magnify congestion over the entire neighborhood,

because these accoutrements to the Affordable Housing element are designed to draw in customers – from outside the hotel property – which will increase congestion in an already-congested, tight area. A Staff Report response to the issue of increased congestion states, “Furthermore, the County found that vehicles will not queue on the adjacent road because on-site parking for the resort will be 100% valet, and the valet drop-off is located over 220 feet from South Jameson Lane.”

100% valet? It is unreasonable to expect hotel guests to wait in line, pay a fee (and tips) every time they come and go. Even if so, there is no denying that the neighborhood and roads near the Miramar property already struggle with traffic and congestion. Emergency vehicles struggle to access this neighborhood. (Please view videos below, of Montecito Fire trucks failing to get through neighboring streets in April 2023, and December 2024, conditions on Eucalyptus Lane have not changed since these video recordings were made).

Neighborhood evacuation, especially if combined with evacuation of the Miramar property, is already a serious concern to the neighbors of the Miramar because of the narrow streets and few exits in the area.

The Staff Report reads:

Moreover, the county reviewed and concurred with the project’s submitted traffic and parking studies, which showed that the project would not significantly impact parking and traffic in the area. The County Department of Public Works also reviewed the submitted studies and agreed with the study’s conclusions. (Page 24, Th13b Staff Report)

We disagree with this finding and believe that there will be a significant impact to parking and traffic in the area from this project. The addition of each and every vehicle to this already-impacted area will compound the associated coastal access issues, not to mention the serious public safety risks.

The other Appellant, as well as neighbors of the Miramar, have stated that the recent traffic studies and surveys submitted by Caruso Affiliates are flawed, and we agree. The various officials and panels, and now the Coastal Commission staff, have plowed through mountains of paper and studies, but mountains of paper and studies do not compare to the firsthand experience of the neighbors – as well as those of us at Heal the Ocean, who know the neighborhood well and have seen the overspill of cars from the already under-parked Miramar property. The neighborhood is already beyond its capacity to be considered a secure, safe area. The additional businesses being added by the Caruso Affiliates project will attract more people to compound this problem.

More restaurants, shops, and market-rate apartments, cannot help but create more congestion. Miramar Beach is a small beach on a small section of Santa Barbara county coastline. We are chagrined that so much of this beach is given to commerce, as this massive hotel brings in out-of-County visitors. Heal the Ocean is concerned that many of the decisions preceding the Coastal Commission process have been made on the basis of economic benefit to the County of

Santa Barbara. The Miramar Beach area is precious to the Santa Barbara public, which is being squeezed out by a significant, visitor-serving business.

Heal the Ocean appreciates that the Coastal Commissioners serve to protect the California coast for the good of the people.

We have noted in our Appeal that the Santa Barbara County LCP identifies the importance of balancing recreation and access for those living within Santa Barbara County versus those visiting from out-of-County and protecting access to coastal dependent and related recreational activities. **Specifically, the LCP notes, “Users of Hammond’s and Miramar beaches must often park several blocks away, and the resulting congestion is a nuisance to local property owners.”**

The resulting congestion is actually more than a nuisance, and perhaps even more serious than blocking coastal access, it **blocks egress – i.e., emergency vehicles and emergency evacuation.**

This issue came into sharp focus during the Pacific Palisades fire in the Los Angeles area in January 2025. As the fire exploded, drivers abandoned their cars on Sunset Boulevard in a panicked evacuation, leading to a scene of abandoned and, in some cases, burned vehicles.

<https://www.youtube.com/shorts/DxXTqnnXWck?feature=share>



Eucalyptus Lane, which borders the Miramar Hotel, is a two-lane exit narrower than Sunset Blvd., where it was proven cars could not move to escape fire. Montecito is vulnerable to fire, mudflow, and flooding. Because of Climate Change, the “100 Year Event” will be more frequent and unpredictable.

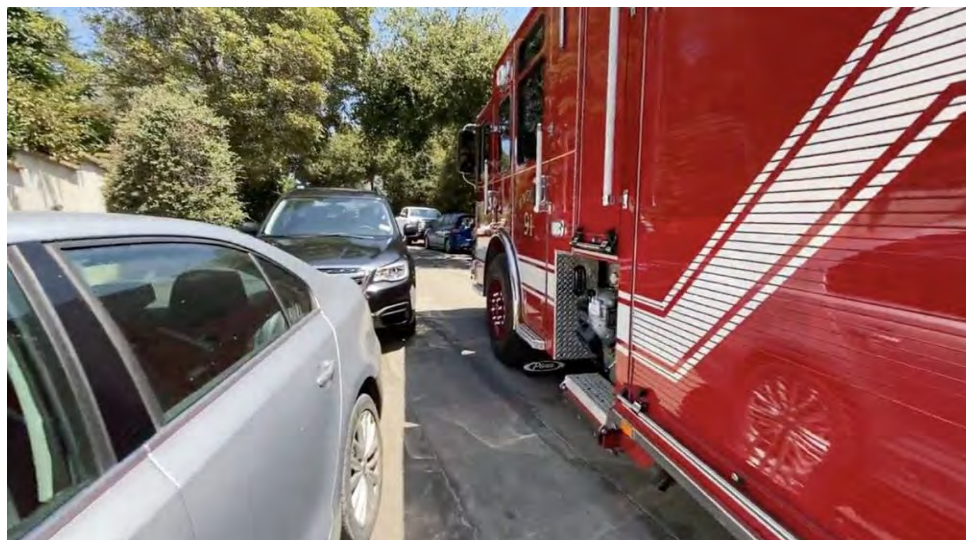
The Miramar Hotel is located in a tight area, and already Eucalyptus Lane is often blocked by cars jockeying to get to the beach and cars that have spilled over from the hotel. The addition of restaurants and boutiques to attract more people to this area is to invite more congestion, and with it, concerns for public safety. In the present day, it's difficult for fire trucks (or any truck), to navigate Eucalyptus Lane or the adjacent neighborhood of Humphrey Road.

We ask Coastal Commissioners to view these two short videos of a Montecito fire truck getting stuck on Eucalyptus Lane & Humphrey Road (neighborhood to the Miramar Hotel). These videos demonstrate current conditions.

December 2024 Incident <https://vimeo.com/1070628948?share=copy#t=0>



April 2023 Incident <https://vimeo.com/1070628961?share=copy#t=0>



As to the crowding/congestion problem in the Appellant Appeals, the response of CCC Staff is “No Substantial Issue.” We ask the Coastal Commissioners to please reconsider your Staff determination, see that this project **does have a Substantial Issue** in these matters of increasing traffic and parking issues in the nearby areas, and conduct a **de novo hearing** on the issues.

Heal the Ocean is dedicated to preserving our coast and our ocean, and we applaud the Coastal Commission’s role in making certain that both stay preserved. We appeal the Commission to take time to consider our statements and our reproductions of news reports and videos as testimony to the troubling aspects of the proposed Miramar expansion, and we urge the Coastal Commission to find that there are **Substantial Issues** that must be examined further.

If the Commission does approve this project, Heal the Ocean asks that it include a Condition: To remove the proposed Affordable Housing from Northeast lot, where flood and storm impact risks are greatest on the property, and to move the proposed mixed-use development from the Northwest lot, where it is positioned to entice visitors to the property, resulting in increased traffic and increased parking demand.

Simply stated: Caruso Affiliates can move forward with approval by swapping the Affordable Housing site in the Northeast lot with the Commercial Building in the Northwest lot. This would mitigate both flooding issues as well as coastal access/public safety concerns.

Heal the Ocean asks the Commissioners to please consider this carefully, because the consequences of getting this wrong are severe and irreversible.

Thank you,



Hillary Hauser, Executive Director



Noah Boland, Policy Analyst

I. **Hydrology** - Storm Impact Zones, Thomas Fire Mudslide Map, FEMA Flood Map



The Storm Impact Consideration Map was last updated in December 2021 and represents Montecito's debris flow risk for the next several years. Areas at greatest risk of damage during a debris flow are shaded in red. If your property falls within the red shading, you should have a plan to evacuate in the event of a severe rainstorm.

Properties outlined in red will be considered for evacuation if a saturation rainfall event occurs with a period of high intensity, short duration rainfall embedded. A saturation rainfall event is defined as approximately 8-10 inches of rain in 36-48 hours. A period of high intensity, short duration rain, such as a thunderstorm or microburst, that happens during the 36-48 hours of saturating rain, could trigger a debris flow. You may be ordered to move to a higher ground or evacuate your property.



Montecito Fire District - Storm Impact Consideration Map Look-Up



Find address or place

Map Legend

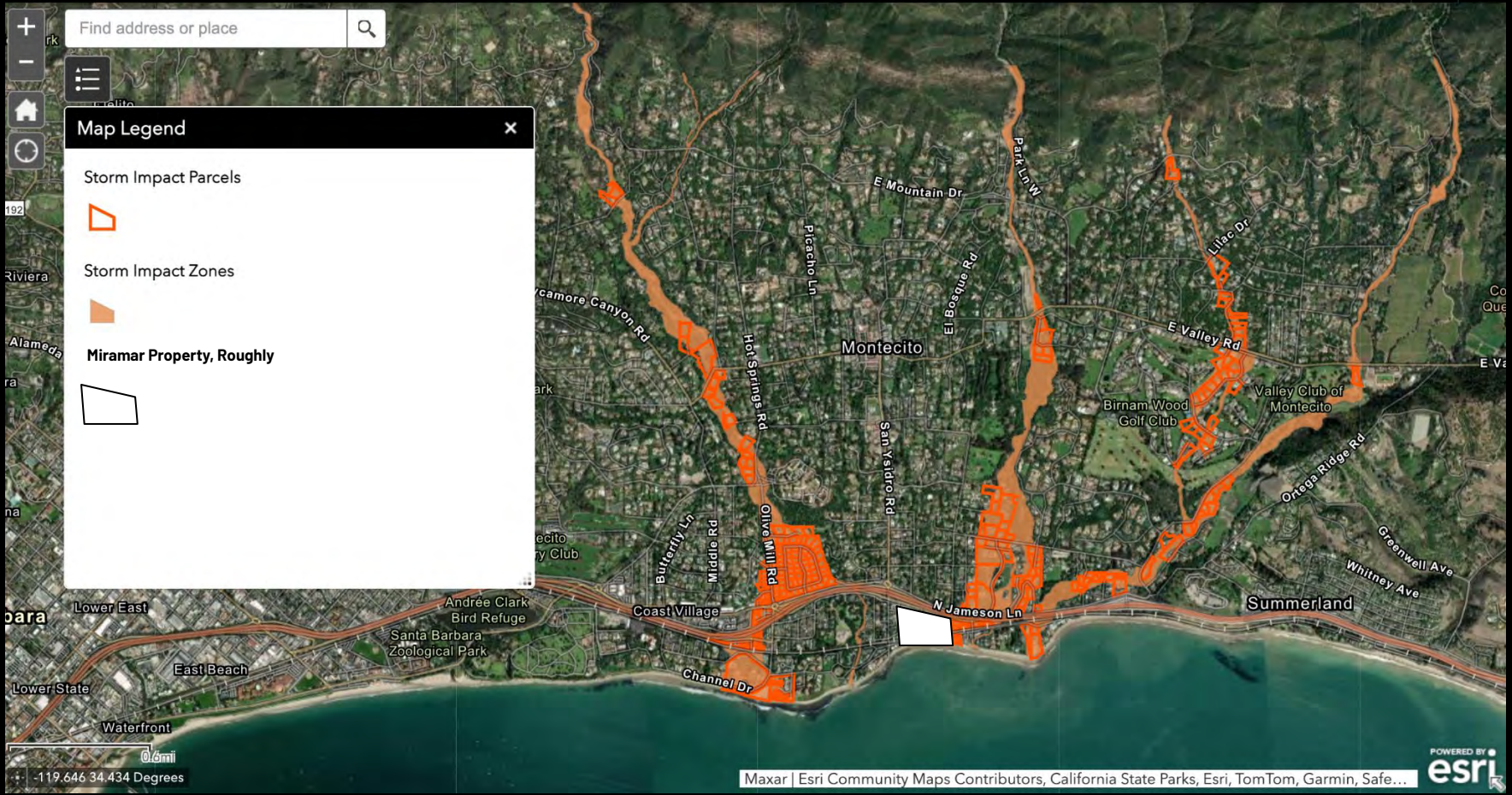
Storm Impact Parcels



Storm Impact Zones



Miramar Property, Roughly



© 2014
-119.646 34.434 Degrees



Find address or place

Map Legend

- Storm Impact Parcels
- Storm Impact Zones
- Proposed Affordable Housing**
 - Building C**



200ft
-119.627 34.422 Degrees



Legend



Thomas_Fire_Map - Smooth_rivers



Thomas_Fire_Map - Shape



Thomas_Fire_Map - Debris_flow_hazards



Thomas_Fire_Map - Basin_outlet



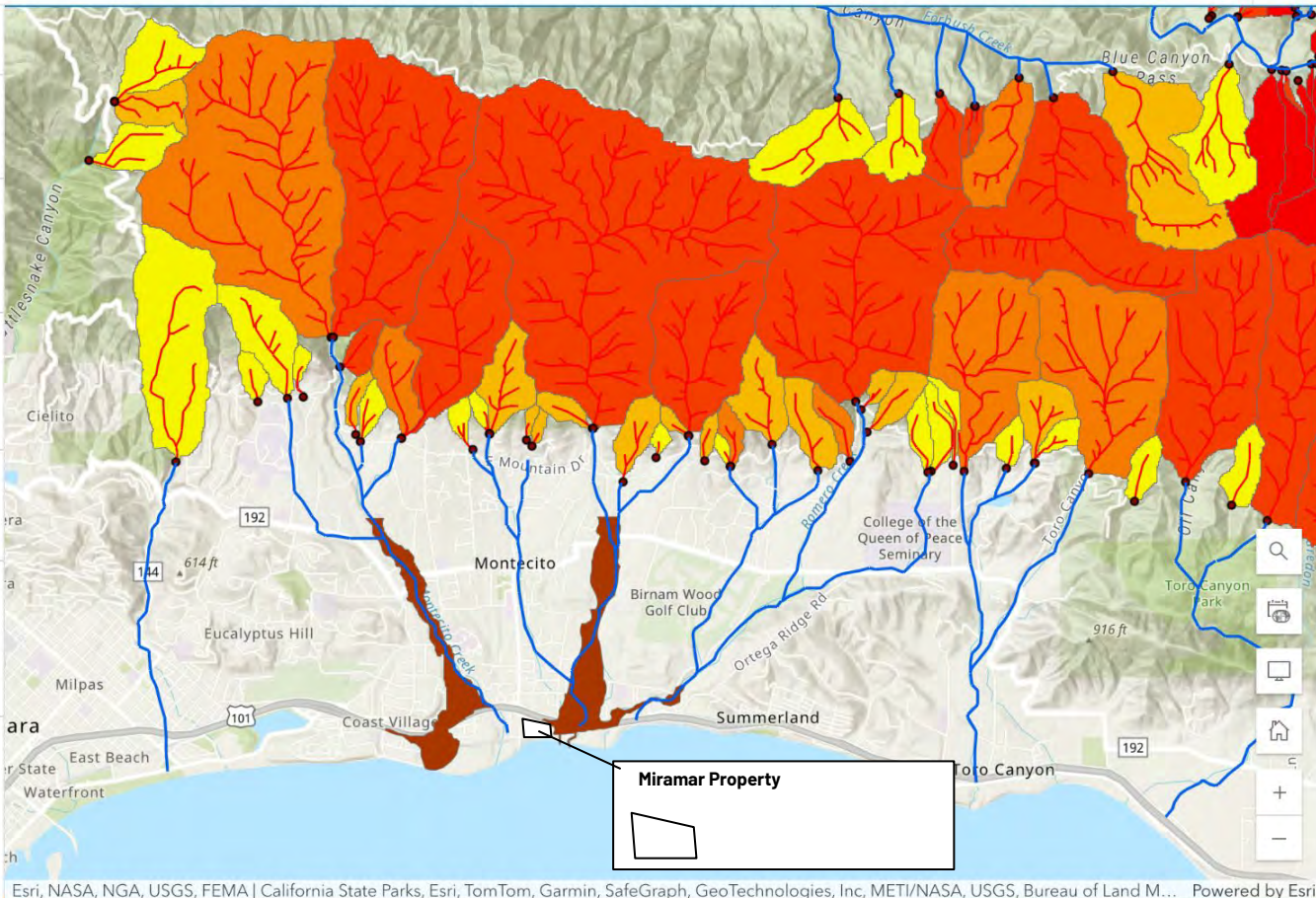
Thomas_Fire_Map - thm2017_Segment_DFPredictions_15min_24mmh



Thomas_Fire_Map - thm2017_Basin_DFPredictions_15min_24mmh



80 - 100%





Legend



Thomas_Fire_Map - Smooth_rivers



Thomas_Fire_Map - Shape



Thomas_Fire_Map - Debris_flow_hazards



Thomas_Fire_Map - Basin_outlet



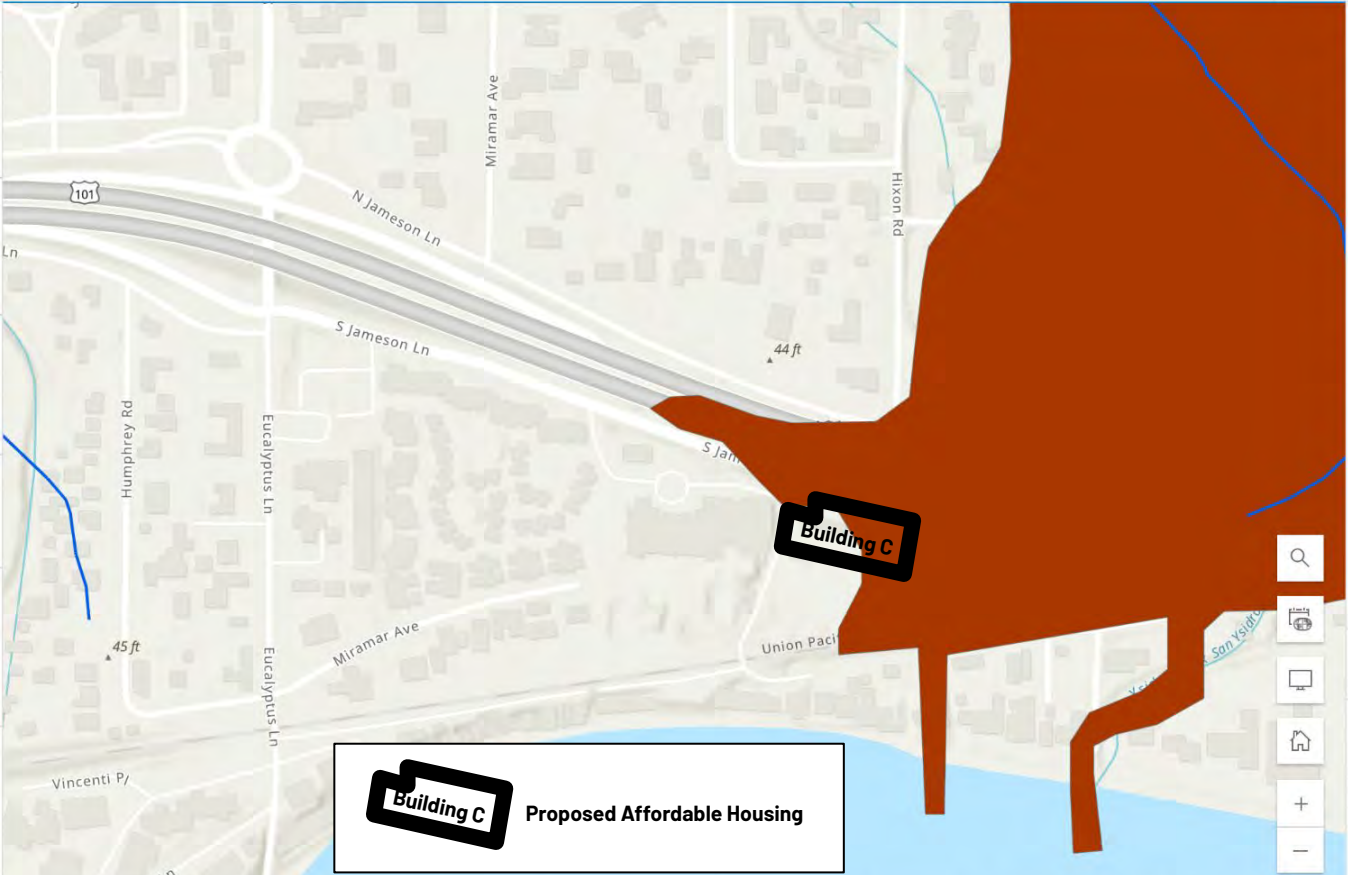
Thomas_Fire_Map - thm2017_Segment_DFPredictions_15min_24mmh



Thomas_Fire_Map - thm2017_Basin_DFPredictions_15min_24mmh



80 - 100%

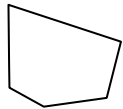
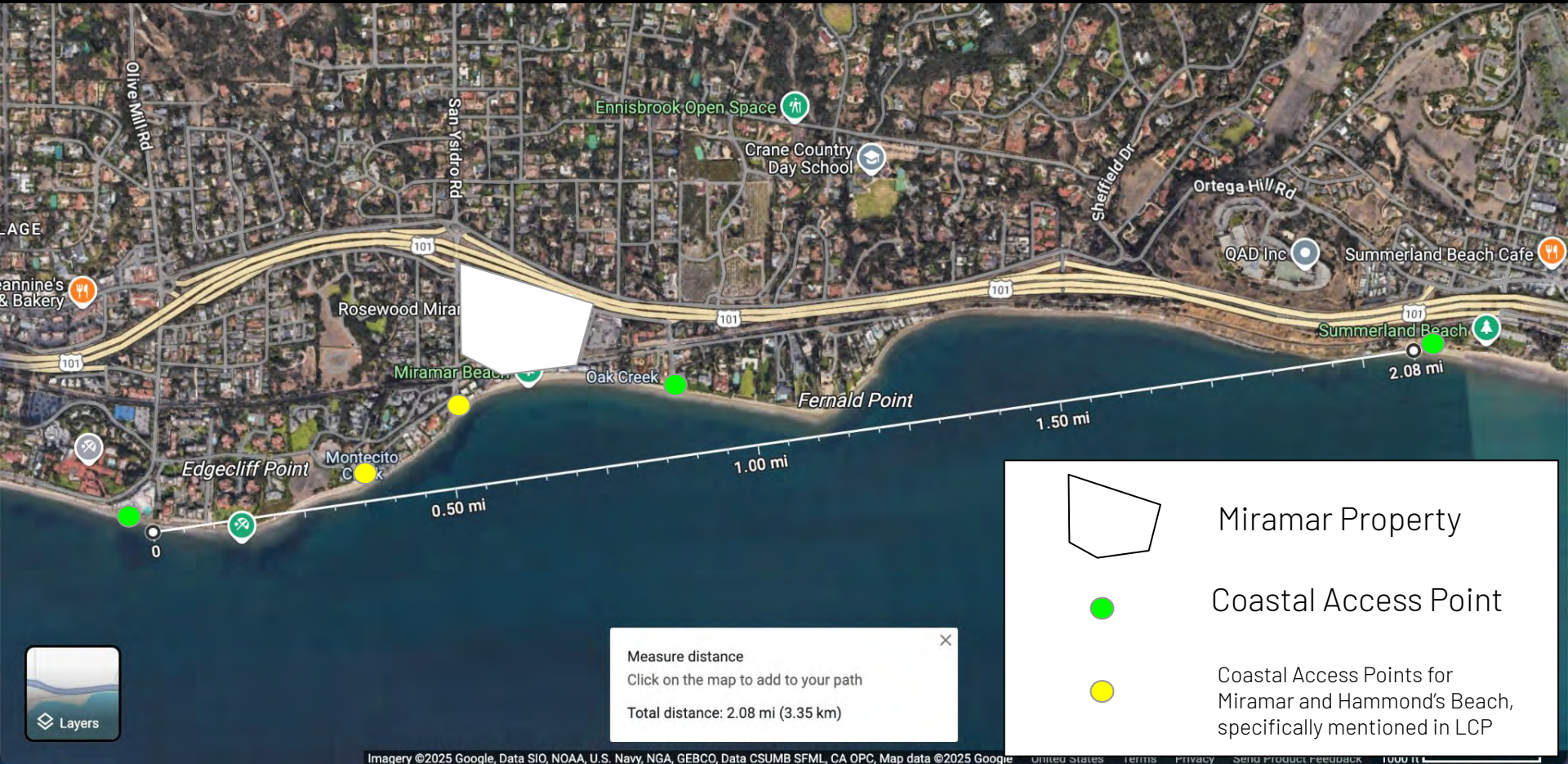




FEMA - Flood Hazard Changes | Left Side = Effective NFHL | Right Side = Preliminary NFHL



II. **Coastal Access** - Parking/Congestion, Impact to Beach Access



Miramar Property



Coastal Access Point



Coastal Access Points for Miramar and Hammond's Beach, specifically mentioned in LCP

Measure distance ✕
Click on the map to add to your path
Total distance: 2.08 mi (3.35 km)





Miramar Beach

Hammond's Beach



Parking Areas for Hammond's and Miramar Beach


1

Specifically, the LCP notes, "Users of Hammond's and Miramar beaches must often park several blocks away, and the resulting congestion is a nuisance to local property owners."

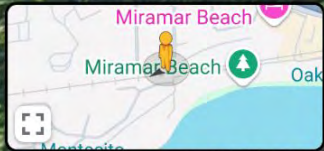
2

Parking Area 1

← 2 Humphrey Rd
Montecito, California

 Google Street View

Mar 2019 [See more dates](#)



Google

Parking Areas for Hammond's and Miramar Beach

1

Specifically, the LCP notes, "Users of Hammond's and Miramar beaches must often park several blocks away, and the resulting congestion is a nuisance to local property owners."

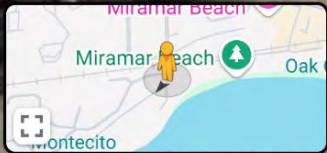
2

Parking Area 2

← 59 Eucalyptus Ln
Montecito, California

 Google Street View

Nov 2022 [See more dates](#)



Google



On-site Parking photos by Page Robinson



Eastern Valet lot at capacity –

Trucks parked in and blocking

egress October 19, 2024 6:12pm

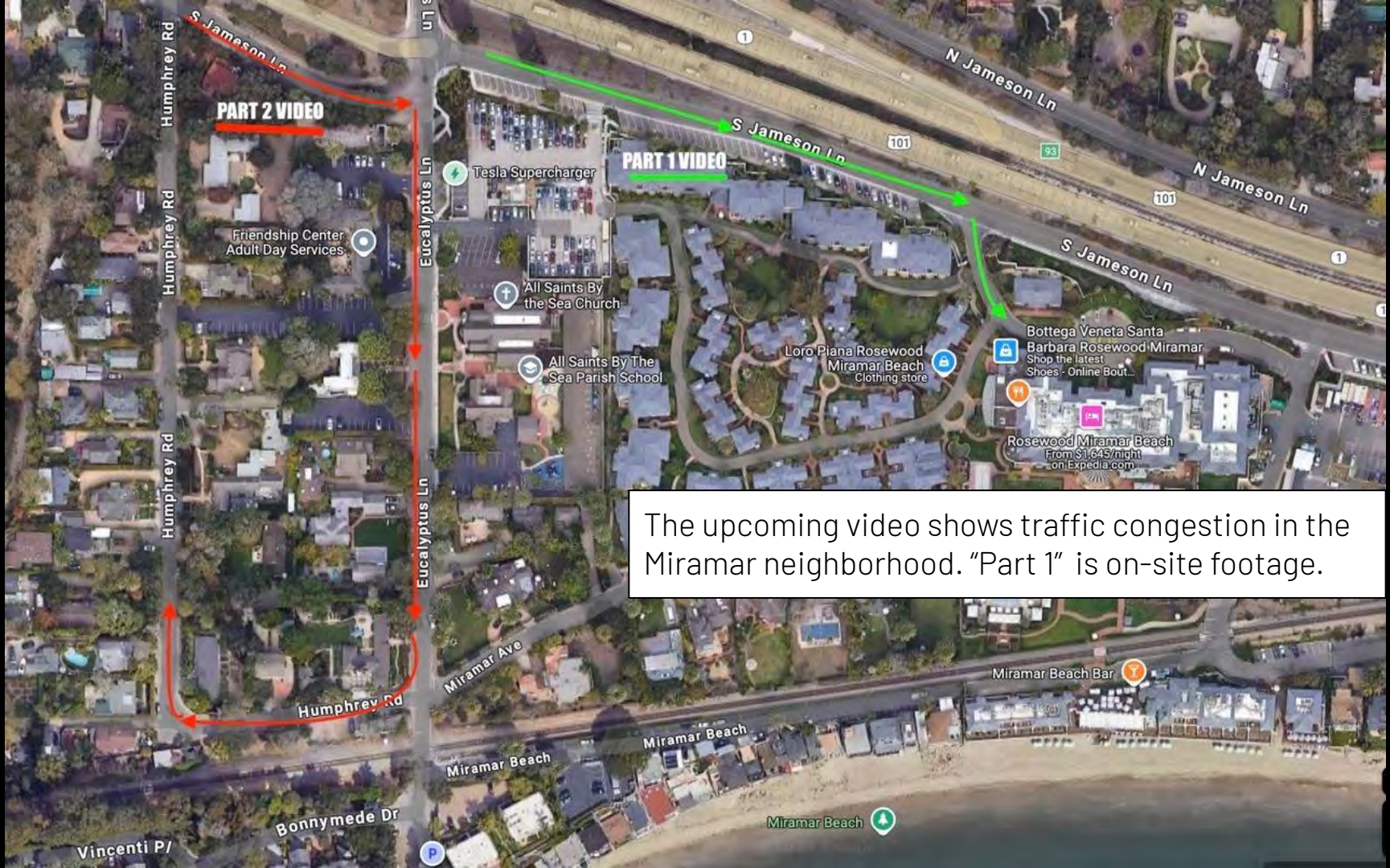
On-site Parking photos by Page Robinson



Employee lot at near total capacity
October 19, 2024 1:19 PM







PART 2 VIDEO

PART 1 VIDEO

The upcoming video shows traffic congestion in the Miramar neighborhood. "Part 1" is on-site footage.



Part 1 Video - Congestion on Miramar Property :
<https://vimeo.com/1063098736>



“Part 2” is filmed in the nearby neighborhood.



**Part 2 - Congestion in Miramar Neighborhood and
Miramar and Hammond's Beach Access Point:**

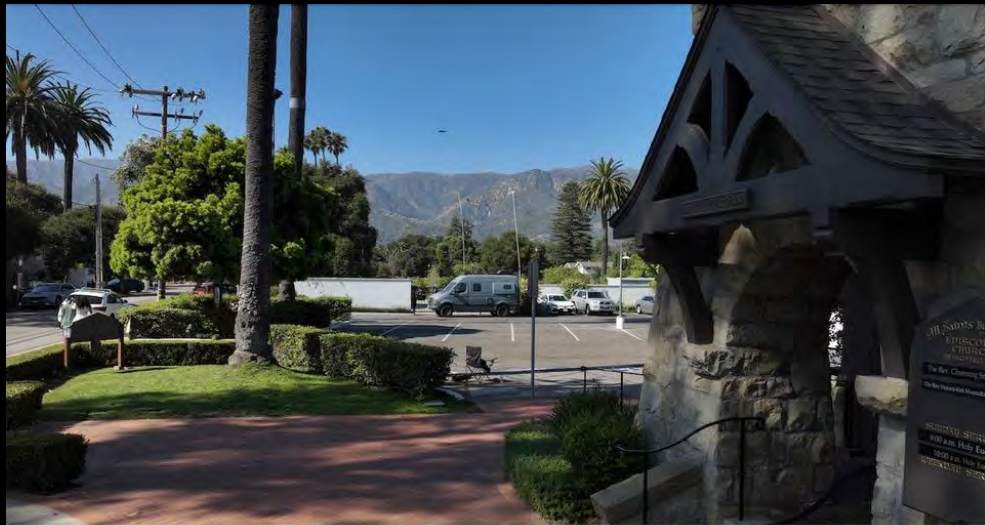
<https://vimeo.com/1063098837>

Semi-Trailer truck getting stuck in the congested Miramar neighborhood at Humphrey and Jameson Lane:



<https://vimeo.com/1024590464?share=copy>

III. Visual Impacts

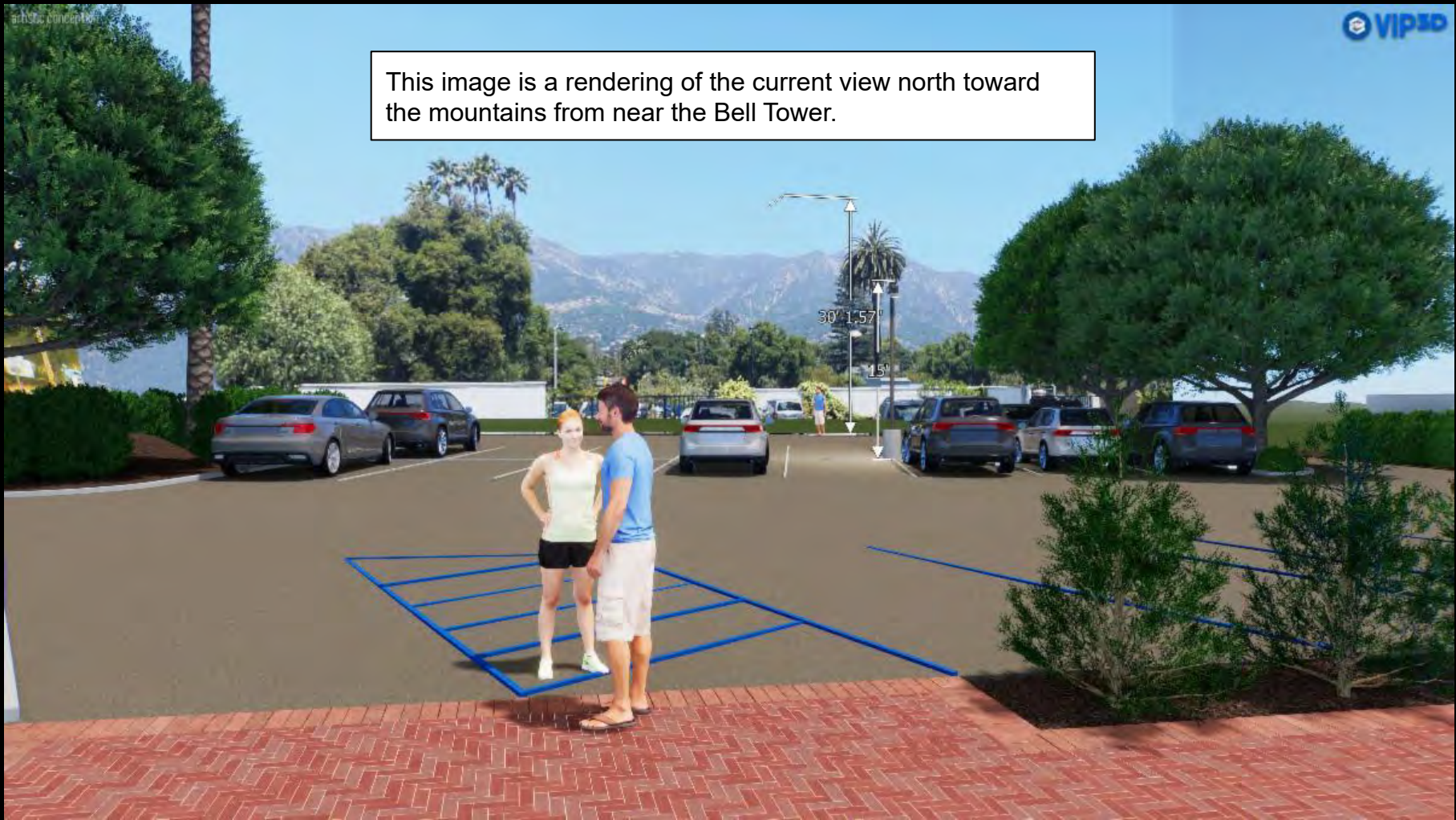


ALL SAINTS BY
EPISCOPAL
CHURCH
1000 W. HOLY ECK
THE REV. CHANNING BOYD
THE REV. CHANNING BOYD



ALL SAINTS BY
EPISCOPAL
CHURCH
1000 W. HOLY ECK
THE REV. CHANNING BOYD
THE REV. CHANNING BOYD

This image is a rendering of the current view north toward the mountains from near the Bell Tower.



This image illustrates what the proposed hotel expansion will look like from the same location near the Bell Tower.



**Another Angle: Northwest Corner, Jameson
and Eucalyptus Lane (Entrance Area)**





NW Corner Buildings A & B
MIRAMAR EXPANSION-SHOPPING MALL & LUXURY APARTMENTS-HEIGHT 30 ft.

BEFORE



NW Corner Buildings A & B
MIRAMAR EXPANSION-SHOPPING MALL & LUXURY APARTMENTS-HEIGHT 30 ft.

AFTER

IV. Visitor-Serving/Commercial in Residential Areas



Miramar Property

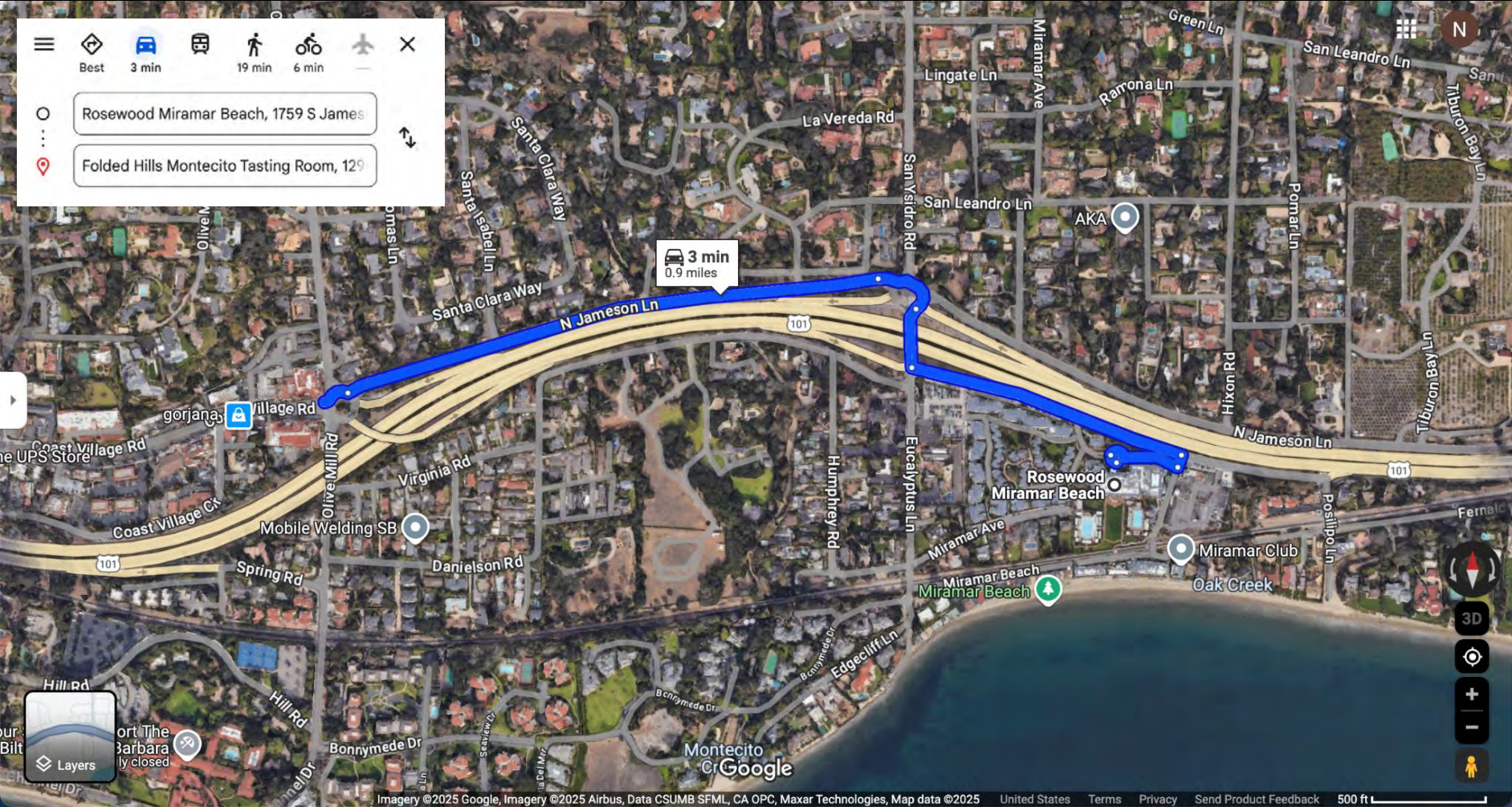
Closest Commercial



Google

Navigation menu with icons for Best, Car (3 min), Bus (19 min), Pedestrian (19 min), Bicycle (6 min), and Airplane. Below the menu are two input fields: "Rosewood Miramar Beach, 1759 S James" and "Folded Hills Montecito Tasting Room, 129".

3 min
0.9 miles



August 2012



February 2016



August 2024



Proposed Project



FW: FW: Public Comment on April 2025 Agenda Item Thursday 13b - Appeal No. A-4-STB-24-0055 (Miramar Acquisition Co., LLC, Santa Barbara Co.)

From SouthCentralCoast@Coastal <SouthCentralCoast@coastal.ca.gov>

Date Fri 4/4/2025 5:26 PM

To Gonzalez, Denise@Coastal <Denise.Gonzalez@coastal.ca.gov>

 2 attachments (1 MB)

CCC_Comments_Miramar.pdf; NM Miramar_4-4-25.3.pdf;

From: Jonah Breslau <jbreslau@unitehere11.org>

Sent: Friday, April 4, 2025 5:04 PM

To: Hart, Caryl@Coastal <caryl.hart@coastal.ca.gov>; Escalante, Linda@Coastal <linda.escalante@coastal.ca.gov>; Bochco, Dayna@Coastal <dayna.bochco@coastal.ca.gov>; Turnbull-Sanders, Effie@Coastal <effie.turnbull-sanders@coastal.ca.gov>; Notthoff, Ann@Coastal <ann.notthoff@coastal.ca.gov>; Lowenberg, Susan@Coastal <Susan.Lowenberg@coastal.ca.gov>; Wilson, Mike@Coastal <mike.wilson@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>; Kelley, Ariel@Coastal <Ariel.Kelley@coastal.ca.gov>; Huckelbridge, Kate@Coastal <Kate.Huckelbridge@coastal.ca.gov>; ExecutiveStaff@Coastal <ExecutiveStaff@coastal.ca.gov>; SouthCentralCoast@Coastal <SouthCentralCoast@coastal.ca.gov>; Newsom, Gretchen@Coastal <gretchen.newsom@coastal.ca.gov>; Ryu, David@Coastal <David.Ryu@coastal.ca.gov>; O'Malley, Matt@Coastal <matt.omalley@coastal.ca.gov>; Striplen, Charles@Coastal <charles.striplen@coastal.ca.gov>; Campillo, Raul@Coastal <raul.campillo@coastal.ca.gov>; Uranga, Juan@Coastal <Juan.Uranga@coastal.ca.gov>; Crowfoot, Wade@CNRA <Wade.Crowfoot@resources.ca.gov>; Rodoni, Dennis@Coastal <Dennis.Rodoni@coastal.ca.gov>

Subject: Fwd: FW: Public Comment on April 2025 Agenda Item Thursday 13b - Appeal No. A-4-STB-24-0055 (Miramar Acquisition Co., LLC, Santa Barbara Co.)

Honorable Chair, Vice Chair, Commissioners, and Staff,

On behalf of UNITE HERE Local 11 and its members (collectively "Local 11"), please see the attached materials presented by our counsel, Jordan Sisson. We respectfully provide the California Coastal Commission ("Commission" or "CCC") the following comments regarding the proposed workforce housing and the resort retail shop buildings (collectively "Project") at the existing 16-acre Miramar Rosewood Resort ("Miramar Resort" or "Site"), proposed by Miramar Acquisition Co., LLC ("Applicant") and approved by the County of Santa Barbara ("County") on December 10, 2024. These comments are provided in response to the Project Staff Report for the item referenced in the subject line, where South Central Coast District staff recommends against a finding of a substantial issue. **In short, we respectfully disagree with South Central**

Coast District's Staff Report conclusion that the Project raises no substantial issue on three main grounds:

1. The Project's existing operations have resulted in spill over parking impacts, which the Project exacerbates. This will likely cause further adverse impacts to public access to public parking, which could be mitigated with additional special conditions to ensure traffic/parking assumptions are met—as confirmed by the expert traffic report attached hereto as Exhibit A.
2. The Project unnecessarily places the workforce housing closer to a flood hazard risk—on the face of uncertain sea level rise (“SLR”) risk. Environmental Justice (“EJ”) requires the Commission take seriously the risk of SLR, and should not place affordable housing in a flood zone where there is greater risk of harming EJ communities. Here, this is an unnecessary public safety risk to workers that can be responsibly mitigated by making a prudent design change—simply switch the location of the housing component (currently proposed on the northeast lot closest to the flood risk) and retail component (currently proposed on the northwest lot further away from the hazard risk).
3. The Miramar Resort is an ultra-luxury resort standing where more than 210 lower-cost overnight accommodations (“LCOA(s)”) were demolished and removed for a paltry \$1.39 million in-lieu fee back in 2011. Now, the Project is significantly intensifying the area with facially evident more ultra, high-end retail but provides no additional provisions for LCOAs that could be mitigated with additional lower-cost amenities (e.g., converting some of the existing hotel rooms into multi-bed hostel rooms, making use of rooftop space for public viewpoints, and adding a shuttle service from public parking locations to make the hotel amenities more easily accessible to more of the public).

Thank you,
Jonah Breslau

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

From: <jordan@jrsissonlaw.com>

Date: Fri, Apr 4, 2025 at 4:57 PM

Subject: FW: Public Comment on April 2025 Agenda Item Thursday 13b - Appeal No. A-4-STB-24-0055 (Miramar Acquisition Co., LLC, Santa Barbara Co.)

To: Jonah Breslau <jbreslau@unitehere11.org>, Christine Miller <cmiller@unitehere11.org>

From: jordan@jrsissonlaw.com <jordan@jrsissonlaw.com>

Sent: Friday, April 4, 2025 4:18 PM

To: 'SouthCentralCoast@coastal.ca.gov' <SouthCentralCoast@coastal.ca.gov>

Subject: Public Comment on April 2025 Agenda Item Thursday 13b - Appeal No. A-4-STB-24-0055 (Miramar Acquisition Co., LLC, Santa Barbara Co.)

Dear CCC Staff:

On behalf of UNITE HERE local 11, please see attached comment letter on the above-referenced item.

Very truly yours,

JORDAN R. SISSON, Esq.

Law Office of Jordan R. Sisson
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Riverside, CA 92501

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jordan@jrisonlaw.com

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--

Jonah Breslau
UNITE HERE Local 11
Research Analyst
He/him/his
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April 4, 2025

VIA EMAIL:

California Coastal Commission (ExecutiveStaff@coastal.ca.gov)
c/o Executive Director, Kate Huckelbridge (kate.huckelbridge@coastal.ca.gov)

**RE: ITEM #13B, CAL. COASTAL COMMISSION HEARING SCHEDULED APRIL 10, 2025;
ROSEWOOD MIRAMAR BEACH HOTEL PROJECT (APPEAL NO. A-4-STB-24-0055)**

Dear Chair, Honorable Coastal Commissioners, and Staff:

On behalf of UNITE HERE Local 11 and its members (collectively “Local 11”), this Office respectfully provides the California Coastal Commission (“Commission” or “CCC”) the following comments¹ regarding the proposed workforce housing and the resort retail shop buildings (collectively “Project”) at the existing 16-acre Miramar Rosewood Resort (“Miramar Resort” or “Site”), proposed by Miramar Acquisition Co., LLC (“Applicant”) and approved by the County of Santa Barbara (“County”) on December 10, 2024. These comments are provided in response to the Project Staff Report for the above-reference item,² where South Central Coast District staff recommends against a finding of a substantial issue. In short, we respectfully disagree with South Central Coast District’s Staff Report conclusion that the Project raises no substantial issue on three main issues:

1. The Project’s existing operations have resulted in spill over parking impacts, which the Project exacerbates. This will likely cause further adverse impacts to public access to public parking, which could be mitigated with additional special conditions to ensure traffic/parking assumptions are met—as confirmed by the expert traffic report attached hereto as Exhibit A.
2. The Project unnecessarily places the workforce housing closer to a flood hazard risk—on the face of uncertain sea level rise (“SLR”) risk. Environmental Justice (“EJ”) requires the Commission take seriously the risk of SLR, and should not place affordable housing in a flood zone where there is greater risk of harming EJ communities. Here, this is an unnecessary public safety risk to workers that can be responsibly mitigated by making a prudent design change—simply switch the location of the housing component (currently proposed on the northeast lot closest to the flood risk) and retail component (currently proposed on the northwest lot further away from the hazard risk).

¹ Herein, page citations are either the stated pagination (i.e., “p. #”) or PDF-page location (i.e., “PDF p. #”).

² <https://documents.coastal.ca.gov/reports/2025/4/Th13b/Th13b-4-2025-report.pdf>.

3. The Miramar Resort is an ultra-luxury resort standing where more than 210 lower-cost overnight accommodations (“LCOA(s)”) were demolished and removed for a paltry \$1.39 million in-lieu fee back in 2011. Now, the Project is significantly intensifying the area with facially evident more ultra, high-end retail but provides no additional provisions for LCOAs that could be mitigated with additional lower-cost amenities (e.g., converting some of the existing hotel rooms into multi-bed hostel rooms, making use of rooftop space for public viewpoints, and adding a shuttle service from public parking locations to make the hotel amenities more easily accessible to more of the public).

Despite feasible mitigation to resolve the above issues, the South Central Coast District recommends finding no substantial issue. As explained below, this seems to be a stark departure from how other Coastal Commission cases have been handled by other Coastal District staff, which raises significant concerns about why feasible mitigation is being left off the table here. Local 11 has considerable interest in this issue as an organization that represents 30,000 hotel and hospitality workers throughout Southern California. Its members live and/or work in the Coastal Zone and believe that working families have the right to access and enjoy coastal resources. Their access to the coastal zone is adversely impacted when projects usurp public parking and fail to provide adequate lower cost amenities. While Local 11 supports housing, it believes it should be done in a responsible manner that reduces risks to the fullest possible extent.

Local 11 is supportive of the Project, subject to reasonable conditions to minimize adverse impacts on public parking, minimize the threat to public safety of workers, and provide adequate lower-cost amenities under the unique circumstances of this case. This is only possible if the Coastal Commission finds a substantial issue to allow the future consideration of special conditions. For these reasons, Local 11 respectfully urges the Commission to reject staff's recommendation and FIND SUBSTANTIAL ISSUE (and conduct a future De Novo hearing) so that the Commission can craft special conditions to address the three issues raised below.

I. SPILL OVER IMPACT TO PUBLIC PARKING AFFECTING PUBLIC ACCESS COULD BE MITIGATED WITH ENHANCED PARKING MITIGATION/CONDITIONS—CONSISTENT WITH PRIOR COASTAL PRECEDENT.

Staff Report claims there are no spill over impacts currently or expected. (See CCC Staff Report, pp. 21- 22.) This conclusion is incorrect for at least the following reasons summarized below and explained further in the Local 11 Appeal.

First, the record is replete with first person accounts of the existing spill over impacts, supported by detailed accounts, photos, and video recordings. (Staff Report Exhibit 5 (Local 11 Appeal, PDF pp. 17 [including fn. 11 and 12].) This is substantial evidence of an existing issue of adverse impacts to public parking, which is a major Public Access and EJ issue.³

Second, the attached expert traffic report indicates the Project's parking analysis and study are flawed for a variety of reasons (see attached Exhibit A), including but not limited to:

- The parking study is insufficient to establish peak parking demand, as it was not conducted during peak conditions and misses key information.

³ See e.g., CCC (2023) Resources for Addressing Environmental Justice through Local Coastal Programs, PDF pp. 14-15, 35, 39, https://documents.coastal.ca.gov/assets/lcp/LPUUpdate/EJandLCPResources_CoastalCommission.pdf.

- The shared parking study relies on an unacceptable low margin of error (i.e., 4% of the gross number of parking spaces), which would disappear with even slight deviations from assumptions.
- The parking plan for this Project packs parking spaces so that as the lot fills up, it will become increasingly likely that other vehicles will need to be moved in order to retrieve vehicles. After studying the plans, I estimate that the total effective parking supply is 437 and not the full 480 listed, and is less than the peak parking demand of 462 from the shared parking study. The resort has relied on offsite parking in the past, and it will continue to need to rely on offsite parking during peak events.
- The applicant should provide more information about how they will manage peak events, particularly with employees parking offsite during peak events. A study should be conducted and contingency plans developed to address situations where additional on-site parking may be necessary.

Third, the traffic expert believes enhanced mitigation measures are justified to ensure the Project performs as promised and avoid spill-over impacts affecting public parking access. Here, according to the traffic expert, the following enhanced mitigation/conditions are recommended:

- Employing year-round parking monitor;
- Provide monthly/annual inventory of public parking spots;
- Strengthen commitments of free valet service (including workers, overnight guest, non-overnight Resort patrons) with robust public signage;
- Revise conditions to ensure employees park onsite (similar to what Coastal Commission did at the Pacific Edge hotel project);
- Adopt a mandatory commuter trip reduction program with explicit participation targets, trip reduction goals, and subject to routine monitoring;
- Enhanced traffic demand management (“TDM”) measures and incentives for workers (e.g., subsidized transit);
- Allow retail operation after housing and other nearby freeway improvements are completed;
- Make special conditions enforceable by both County and Coastal staff, subject to stipulated penalties for instances of non-compliance; and
- Subject parking management plan to annual review to assess future changes.

Fourth, past Coastal Commission precedent demonstrates that more stringent parking conditions may be warranted where there could be spill-over impacts. Here, spill over is a major existing and future concern, which can be mitigated through the above strategies that are feasible. Instructive is the Highgate Pacific Edge Hotel project (Appeal No. A-5-LGB-21-0060), involving a 131-room remodel and construction of 25 new rooms (25% of which provided LCOAs) that the Coastal Commission found substantial issue as it related to public access and parking issues.⁴ There, after finding substantial issue, the applicant agreed to various special conditions that included enhanced TDM measures, firm commitments on parking all employees the hotel site and not surrounding public parking spaces, provide subsidized transit passes, and placed restricted the hotel’s use of off-site lots. (See excerpts below.)

⁴ CCC (3/9/22) Pacific Edge Staff Report, PDF pp. 1-3, 6, 24-30,
<https://documents.coastal.ca.gov/reports/2022/3/W12a/W12a-03-2022-report.pdf>.

Figure: Pacific Edge CCC Commission Staff Report Excerpts

Since the Commission found that a substantial issue was raised by the appeal of the City's approval of the local CDP, the applicant has agreed to enhanced transportation demand management measures, which are identified in **Special Condition 2**. Among the requirements which the applicant has agreed to are: provision of a minimum of seven (7) ADA accessible parking spaces as part of the 220 on-site parking spaces; valet parking shall be provided to maximize the number of parking spaces available on site; a minimum of two (2) motorcycle parking spaces shall be provided on site; a minimum of eleven (11) electric vehicle charging stations shall be provided as part of the 220 parking spaces; conduit shall be run to accommodate a minimum of 22 additional electric vehicle charging stations that may be installed in the future as demand increases, as part of the 220 on-site parking spaces; bicycle racks providing a minimum of 22 bicycle parking spaces shall be provided on site; the rental of bicycles for hotel guests shall be facilitated by the hotel concierge. Hotel guests shall be made aware of this transportation option, at a minimum, on the hotel website, upon making a reservation, and upon check-in; the hotel shall promote, make available, and fully fund public transit passes for any employee desiring to commute to and/or from work; and guest or other vehicles associated with the resort shall be parked only in the assigned facility consistent with the approved plan. Resort employees shall not park on public streets. During work hours, resort employees must park only in those spaces under the control of the resort, and the resort shall reserve on-site spaces adequate for all employees driving to work to park on-site.

###

A-5-LGB-21-0060 (Highgate Hotels)
Appeal – De Novo

The applicant has stated that they have no intention to use off-site parking facilities to park vehicles of hotel staff or guests and the City applied a condition of approval which affirms this commitment. The City's Special Condition 40 requires that all parking be provided on-site, with no use of off-site lots: "Guest or other vehicles associated with the resort shall be parked only in the assigned facility consistent with the approved valet plan." The City also applied Special Condition 20: "Resort employees shall not park on public streets. During work hours, resort employees must park only in those spaces under the control of the Resort, and the Resort shall reserve on-site spaces adequate for all employees driving to work to park on-site." And Special Condition 21 requires: "To control employee parking demand, the permittee shall fully fund the appropriate fixed route transit passes for any employee desiring to commute to and/or from the resort..." City-imposed conditions that do not conflict with conditions imposed by this permit are required to be satisfied pursuant to **Special Condition 9** of this permit.

///

Fifth, there is a direct nexus between the Miramar Resort's existing and proposed operations and potential adverse impact on public parking and applicable Coastal policies, which makes special conditions, feasible mitigation, and best practice TDM measures appropriate. Relevant Coastal policies include but not limited to:

- Coastal Act § 30001.5(c) (maximize public access);
- Coastal Act § 30210 (maximize access shall be posted and provided);
- Coastal Act § 30211 (Development shall not interfere with the public's right of access)
- Coastal Act § 30212.5 (mitigate overcrowding of public parking)
- Coastal Act § 30214 (public access shall account for fact-specific circumstances)
- Coastal Act § 30252 (new development should maintain and enhance public access, such as providing substitute public transportation).⁵

The forgoing raises the question, why is South Central Coast District leaving off the table feasible TDM and parking mitigation, which are more stringent and protective of Public Access?

II. PUBLIC SAFETY RISKS TO RESIDENTS COULD BE MINIMIZED WITH A FEASIBLE PROJECT CHANGE THAT MINIMIZES THE RISK TO RESIDENTS—CONSISTENT WITH PRIOR COASTAL PRECEDENT.

Staff Report claims, notwithstanding being within a recognized FEMA-mapped flood zone, there is no hazard risk associated with SLR because the Project will provide two feet of freeboard clearance for the workforce housing's finished floor elevation. (CCC Staff Report, pp. 4, 29-33.) This conclusion fails to take seriously the EJ issues implicated by placing the future workers and residents of these workforce housing units in a flood risk—which is entirely avoidable by simply swapping the location of the retail and housing locations. This is especially warranted given the following:

First, expert evidence indicates flaws in the Project Applicant's SLR/flooding study that may understate public safety risk associated with flooding—particularly at the northeast lot where the workforce housing is proposed. (See Staff Report, Exhibit 5 [Local 11 Appeal, PDF pp. 8, 42].) For example, the expert report took issue with the failure to consider 4.5 feet of sea-level rise (“SLR”) in the year 2100 (i.e., the intermediate-High Sea Level Scenario for Santa Barbara, California Sea Level Rise Guidance. (See Staff Report, p 33.⁶) This is also in the face of significant variability in future scenarios of SLR (e.g., between 0.8 to nearly seven feet of SLR).⁷ Yet, the Applicant and South Central Coast District staff claimed 4.9 feet of SLR was considered and determined to be an adequate level of risk. (Id., see also Staff Report Correspondences, PDF pp. 41.) Yet, this still seems to be inconsistent with the risk-averse approach taken by the South Coast District in the Magnolia Tank Farm project discussed below—particularly where the hazard/public safety risk associated with this Miramar Resort Project could be mitigated via feasible design modification that swaps the location of the proposed housing to the location of the proposed retail.

⁵ CCC Staff Report, pp. 15-20.

⁶ See also Attachment 23 (Heal the Ocean letter including expert letter raising concerns with the adequacy of the applicant's sea level rise and hydrology modeling), PDF pp. 3-4 <https://santabarbara.legistar.com/View.ashx?M=F&ID=13611576&GUID=28C3C5E9-56B3-48CE-84C6-15244CF0C5BD>;

⁷ See e.g., City Of Santa Barbara Sea-Level Rise Adaptation Plan (Feb. 2021), PDF pp. 19 (Tbl. ES-1), <https://santabarbaraca.gov/sites/default/files/documents/Services/SLR%20Adaptation%20Plan/ADOPTED%20Sea-Level%20Rise%20Adaptation%20Plan.pdf>.

Second, recent past precedent shows extra caution needs to be exercised when considering public safety risks associated with flooding and SLR. Instructive is the recent case of Magnolia Tank Farm (“MTF”) (i.e., LCP Amendment No. LCP-5-HNB-24-0003-1), a project involving a 29-acre specific plan allowing 250 medium density residential units and a new hotel with 215 hotel rooms (25% LCOA provided) that was approved by the Commission 42 months after it was approved by the City of Huntington Beach (1/19/21).⁸ There, the Coastal Commission considered the risks associated with seven feet of SLR and urged the need to exercise caution in light of unknown hazard risks.⁹ Furthermore, during the July 13, 2023 hearing on the MTF project, Coastal Commissioner Cummings spoke of the urgent need to protect renters from flooding:

“...I must say, coming from a community, that this winter experienced significant impacts from the storms, where we saw houses that were on the beach getting lifted off of their foundations. We saw roads getting completely washed out. Massive amounts of flooding. And then in one of our neighboring communities, Pajaro, watching the levee breach and 2,000 people being displaced from their homes. The impacts of climate change are just as critical, if not more, than trying to address housing in our housing crisis. Because the last thing we want to do is put people in harm's way. And so this is not only a housing issue, it's a climate issue, and it's also an environmental justice issue.”
(Emphasis Added.¹⁰)

Third, unlike the MTF development, the Miramar Resort Project has an alternative superior location to relocate the workforce housing. The comparison of the proposed Miramar Resort Project to Magnolia Tank Farm is especially notable because the MTF project involved an already existing tank farm that had once stored chemicals at that development site, so there was an advantage to developing the already-disturbed site to best prepare for sea-level rise. Here, however, the Miramar Resort has no building in the flood-prone area in question, so adding housing in the flood zone would not mitigate a risk—but rather worsen the public safety risks. Additionally, unlike the MTF project where the developer had nowhere else to place the housing in a community that badly needed it, the Miramar Resort Project does have an alternative location to place the workforce housing (i.e., the northwest lot). There is a simple solution to minimize the risk, which is Coastal Commission directing the Applicant to swap the locations of the housing and retail, and thereby avoiding the exact situation warned by Commissioner Cummings during the MTF hearing, putting people in harm's way. (See above excerpt.)

Fourth, given the Miramar Resort history, the Project does not provide nearly the same level of bargain for exchange for the public as the MTF development. While the Project's proposed 26 affordable units are meaningful, it is minimal when considering the following factors:

/ / /

⁸ See CCC (6/29/23) Continued MTF Staff Report, pp. 1, 9, 14, 15, <https://documents.coastal.ca.gov/reports/2023/7/Th13a/Th13a-7-2023-report.pdf>; see also See CCC (6/27/24) MTF Staff Report, pp. 4, 33-37, 71-74, <https://documents.coastal.ca.gov/reports/2024/7/W11a/W11a-7-2024-report.pdf>.

⁹ Ibid., Continued MTF Staff Report, pp. 26; MTF Staff Report, pp. 2, 20, 21, 26.

¹⁰ MTF Hearing Video (7/13/23) appx 5:07:00 - 5:08:35, https://cal-span.org/meeting/ccc_20230713/.

- This 154-room, high-end luxury Miramar Resort is the result of the Applicant demolishing more than 210 LCOAs that once stood on the Site.¹¹
- The Resort provides zero on-site LCOAs and provided a paltry \$1.39 million in-lieu fee in 2011.
- Where current Coastal Commission LCOA policy would have required one-for-one replacement, an approximate 11.8 million in-lieu fee, or combination thereof.¹²
- Where scarcity of lower-cost hotel rooms in the Santa Barbara area has likely worsened (e.g., 2023 survey showing only one hotel offering lower-cost rates under Coastal LCOA methodology) (see figure below page 9).
- When compared to the significant commitments made in MTF, including up to 50 affordable residential units (i.e., 20% of the proposed 250 residential units) and 54 on-site LCOAs (i.e., 25% of up to 215 rooms).¹³

When weighed together, the costs associated with a design change (i.e., location swapping) or expense of providing 26 workforce units is nominal—especially where the record lacks any feasibility analysis showing a location swap is infeasible. So too, these factors should be considered where it is suggested that the 26 workforce units enhances lower-cost amenities and recreational opportunities. (Staff Report Correspondence, PDF p. 23.)

Fifth, there is a direct nexus between the Project's potential risk to hazards and public safety and applicable Coastal policies, which makes responsible and prudent conditions and mitigation appropriate. Relevant Coastal policies include but not limited to Coastal Act § 30253 that requires new development to minimize risks to life and property in flood areas, including protection of special communities.¹⁴

The forgoing raises the question, why is South Central Coast District being less risk-averse than its South Coast District staff counterparts, and why leave off prudent and reasonable design changes off the table that would minimize risk to workforce residents?

III. LOWER-COST AMENITIES COULD BE REQUESTED FOR AN INTENSIFICATION OF LUXURY RETAIL USES—CONSISTENT WITH PRIOR COASTAL PRECEDENT.

The Staff Report claims the Project does not need to provide more lower-cost recreational opportunities because it does not remove LCOA opportunities or cause additional visitors to the beach. (CCC Staff Report, p. 29.) This conclusion is inconsistent with previous Coastal Commission decisions and fails to reconcile other important factors.

/ / /

¹¹ Staff Report, pp. 22; see also Staff Report Exhibit 5 (Local 11 Appeal, PDF pp. 35-36, 42).

¹² Ibid.; see also generally CCC Informational Briefing (7/11/24), Slides 10 & 11, <https://documents.coastal.ca.gov/reports/2024/7/Th7/Th7-7-2024-exhibits.pdf>; CCC Public Workshop on LCOAs (10/26/16), pp. 35-36, <https://documents.coastal.ca.gov/reports/2016/11/th6-11-2016.pdf>; CCC LCOA Presentation, PDF p. 7, <https://documents.coastal.ca.gov/assets/lower-cost-coastal-lodging/LCOA-Doc3.pdf>.

¹³ MTF Staff Report, supra fn. 9, pp. 3-4, 21 – 25, 37.

¹⁴ Staff Report, pp. 30-31.

First, the Staff Report fails to address clear indicia of intensification of high-cost commercial development at this Site. It would seem that the Staff Report concedes that the current Project is an intensification of commercial use where the Project clearly adds 12 shops and a café (i.e., 17,500 sf of added retail). (Staff Report, p. 22.) Additionally, it must concede this is high-cost commercial development since it is assumed that they are “high-end luxury” shops not serving lower-cost populations. (Id., at p. 27; 31-32, 39-40.) Also, because it assumes that “50% of the people visiting the resort shops are guests staying at the resort” (id., at pp. 27, 29.¹⁵), it must concede that the other half will be people traveling from offsite locations—which again is an intensification of use at the Site. (Staff Report Exhibit 5 [Local 11 Appeal, PDF pp. 35, 42.]). No reasonable person could conclude that the proposed Project is not a direct intensification of the existing Site’s high-cost commercial uses (e.g., more shops, more high-end retail, and more people attracted to the Site). Furthermore, considering the Project plus existing shops would result in roughly 20+ luxury retail establishments and café totaling roughly 21,000 sf (when the Resort was approved in 2015 for only a 1,060-sf salon/sundry space),¹⁶ the Project indirectly contributes to the cumulative impact caused by the intensification of the retail uses—which generates traffic and intensifies the use of the Resort—independent of hotel guests. (Staff Report Exhibit 5 [Local 11 Appeal, PDF pp. 13, 23].) Based on these facts, no reasonable person could conclude that the Project does not intensify high-costs commercial uses at this Resort.

Second, it is important to note that the Project is an ultra-luxury resort standing where over 210+ LCOAs were demolished and removed for a paltry \$1.39 million in-lieu fee in 2011. (See Staff Report, Exhibits 5 (Local 11 Appeal, PDF pp. 35-36.) For context, under current Commission LCOA policies and methodology, Miramar Resort would have been required to provide one-for-one replacement, an in-lieu fee nearly ten (10) times greater (i.e., approximately \$11.8 million), or a combination thereof. (Ibid.¹⁷) Currently, there are no onsite LCOAs at the Miramar Resort, which no reasonable person would deny is ultra, high-cost when a 2023 survey of 58 hotels in the Santa Barbara area (provided for a different but nearby project in the City of Santa Barbara)¹⁸ lists Miramar Resort as the most expensive (e.g., \$2,428 per night for a “King” room). (See below figure [bounded in red].) These are important factors and context when considering the Project’s 26 workforce housing units cited by the Applicant as increasing public recreational opportunities. (Staff Report Correspondence, PDF p. 23.) Under the unique facts and history of this Site, the proposed 26 units could be considered minimal and inadequate when compared to the loss of over 210 on-site LCOAs, the lack of existing LCOA options, and the ultra, high-cost nature of the Resort.

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¹⁵ Staff Report Correspondence, PDF p. 22.

¹⁶ Staff Report, Exhibit 5 (Local 11 Appeal, PDF pp. 13, 23, 32, 36-37).

¹⁷ Ibid., PDF p. 42.

¹⁸ See CCC (4/10/25) Agenda item Th13.a (101 Garden Street Hotel, City of Santa Barbra), <https://www.coastal.ca.gov/meetings/agenda/#/2025/4>.

FIGURE: 2023 SANTA BARBARA ACCOMMODATIONS LIST¹⁹

Exhibit A - Santa Barbara Accommodations								
Hotel	Level of Service	Stars	Peak Season A/E	Off Peak Season	Occupancy	Price Per Occupant	Room Type	
Orange Tree Inn	Economy	2	\$256	\$101	2	\$50.50	Queen	
Quality Inn Santa Barbara	Economy	2	\$278	\$156	2	\$78.00	Standard King	
Motel 6 - State Street	Economy	2	\$231	\$159	3	\$79.50	Standard Double Bed	
Days Inn & Suites	Economy	2	\$262	\$137	2	\$68.50	Standard King	
Motel 6 Santa Barbara Beach	Economy	2	\$287	\$186	2	\$93.00	Single Queen	
Nest Western Plus Pepper Tree Inn	Economy	3	\$313	\$229	0	\$57.25	Standard Double Queen	
Sandpiper Lodge	Economy	1	\$290	\$204	2	\$102.00	Deluxe King	
Rose Garden Inn	Economy	2	\$123	\$161	4	\$40.25	Double Queen	
Aia Inn by the Sea	Moderate	2	\$419	\$424	0	\$106.00	Double Queen	
Hyatt Place Santa Barbara	Moderate	3	\$432	\$375	4	\$93.75	Double Queen	
Ajave Inn	Moderate	2	\$298	\$153	2	\$76.50	Deluxe Queen	
Lemon Tree Inn	Moderate	3	\$290	\$222	2	\$55.50	Deluxe Double Queen	
Best Western Plus Santa Barbara	Moderate	3	\$349	\$183	2	\$91.50	Standard Queen	
Courtyard Santa Barbara Downtown	Moderate	2	\$410	\$377	2	\$188.50	King	
The Upham Hotel	Moderate	3	\$382	\$327	3	\$109.00	Standard Double (King)	
Hotel Santa Barbara	Moderate	3	\$452	N/A	2		Standard Queen	
Haley Hotel	Moderate	2	\$475	N/A	2		Standard Queen	
Pacific Crest Hotel	Moderate	2	\$415	\$372	2	\$186.00	Comfort Queen	
The Inn at East Beach	Moderate	2	\$301	\$285	2	\$142.50	Deluxe King	
Hotel Virginia	Moderate	3	\$451	\$278	2	\$139.00	King or ADA King	
The Waterman	Moderate	3	\$439	\$412	2	\$137.33	Double Bed	
Villy Rosa Inn	Moderate	2	\$412	\$474	2	\$237.00	King	
Franciscan Inn & Suites	Moderate	3	\$322	\$254	2	\$127.00	Queen Suite	
Manna Beach Motel	Moderate	3	\$445	\$317	2	\$158.50	Superior King	
Avania Inn	Moderate	3	\$416	\$237	2	\$118.50	Deluxe King or ADA King	
La Playa Inn	Moderate		\$440	\$765	4	\$191.25	Standard 2 Double Beds	
Castillo Inn at the Beach	Moderate	2	\$312	N/A	3	\$90.50	Deluxe Queen	
Beachside Inn	Moderate	3	\$392	\$299	2	\$149.50	Queen	
Bath Street Inn	Moderate	3	\$333	N/A	2	\$90.50	King	
Cheshire Cat Inn & Cottages	Moderate	3	\$386	\$285	2	\$142.50	ADA Queen	
Lavender Inn by the Sea	Moderate	3	\$314	\$303	2	\$151.50	Queen	
Binus del Mar Inn at the Beach	Moderate	3	\$383	\$324	4	\$81.00	ADA King Suite	
Inn by the Harbor	Moderate	3	\$331	\$294	2	\$147.00	Queen	
Riviera Beach House	Upscale	3-5	\$508	\$296	2	\$148.00	Standard Queen	
Inn on Summer Hill	Upscale	4	\$457	\$439	2	\$219.50	Queen/Patio	
Palladium Santa Barbara	Upscale	4	\$1,008	\$929	4	\$209.67	Standard King	
El Encanto, A Belmond Hotel	Upscale	5	\$1,225	\$824	4	\$206.00	Deluxe King	
Kimpton Canary Hotel	Upscale	4	\$616	\$502	2	\$251.00	King or Double Bed	
Simpson House Inn	Upscale	4	\$474	\$449	2	\$224.50	Standard Queen	
Deft Santa Barbara	Upscale		\$565	\$368	2	\$184.00	Deluxe Queen	
Hilton SB Beachfront Resort	Upscale	4	\$754	\$400	4	\$100.00	Double Queen	
Blue Sands Inn	Upscale	4	\$554	\$253	2	\$126.50	Standard King	
Mar Monte Hotel	Upscale	4	\$500	\$382	3	\$127.33	King or Queen	
Hotel Californian	Upscale	5	\$906	\$513	2	\$256.50	Queen or King	
Hotel Milo Santa Barbara	Upscale	3	\$489	\$327	2	\$163.50	Double Bed	
Harbor House Inn	Upscale	3	\$569	\$237	2	\$118.50	Deluxe King	
West Beach Inn	Upscale	3	\$452	\$249	2	\$124.50	Queen	
Mason Beach Inn	Upscale	3	\$504	\$364	4	\$91.00	King, ADA King, ADA King Suite	
Hideaway Santa Barbara	Upscale	4	\$618	\$341	2	\$170.50	Standard Queen	
Montezuma Inn	Upscale	4	\$437	\$349	2	\$174.50	Queen	
Rosewood Miramar Beach	Upscale	5	\$2,428	\$1,424	3	\$474.67	King or ADA King	
The Presidio	Upscale	1	\$607	\$385	2	\$192.50	Superior Queen	
Santa Barbara Inn	Upscale	3	\$495	\$309	2	\$154.50	Standard King	
Harbor View Inn	Upscale	4	\$672	\$288	4	\$72.00	ADA Double Queen	
Balmori House	Moderate	3	\$307	\$251	4	\$62.75	Standard Double Queen	

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¹⁹ See City Planning Commission (2/22/24) Staff Report, PDF pp. 167-170 (labeled Overnight Accommodation Summary), <https://records.santabarbaraca.gov/OnBaseAgendaOnline/Documents/ViewDocument/Attachment%20%20-%20GENERAL.pdf?meetingId=1003&documentType=Agenda&itemId=32201&publishId=22588&isSection=f> also.



Third, the Santa Barbara area arguably suffers from a severe shortage of lower-cost accommodations, directly attributed to the Miramar Resort, and further entrenched when LCOAs are not encouraged and provided where feasible. For example, the aforementioned 2023 hotel survey of 58 hotel offerings in Santa Barbara (figure above) can be viewed within the context of the Coastal Commission's well-established LCOA methodology that identifying lower cost accommodations based on statewide average daily rate ("ADR") for standard double occupancy, where a lower-cost threshold is set at 75 percent of peak season ADR, a higher-cost threshold is set at 125 percent, and moderate-cost falls in between said thresholds (i.e., 75% – 125%).²⁰ As relevant here, the 2023 statewide peak season ADR was \$200.52, making approximately \$150 per night the lower-cost threshold and \$250 per night the higher-cost threshold, with moderate-cost falling in between (\$150 - \$250). As shown in the above figure, only one hotel listed in the survey would meet this lower-cost threshold (i.e., 35-unit Rose Garden Inn highlighted in green), and only two hotels would fall on the high-end of moderate-cost range for double bed rooms (i.e., Motel 6 and Lemon Tree Inn, highlighted in yellow), with all others considered high-cost rooms. This is substantial evidence that the area already suffers from the lack of LCOAs, which is directly and indirectly attributed to the Miramar Resort (e.g., direct loss of 210+ LCOAs with no on-site LCOAs). This cumulative impact is only entrenched when, as urged by the Applicant and South Central Coastal District staff, Projects provide for LCOAs and lower-cost recreational opportunities in the limited circumstances where existing LCOAs/opportunities are removed. (Staff Report, p. 29; Staff Report Correspondence, PDF pp. 23.) This self-serving rationale leads to the absurd result where LCOA and lower-costs opportunities are rarely provided because existing LCOAs are so rare in the first place—as demonstrated in the above figure.

Fourth, the plain language of Coastal Action § 30213 and well-established Commission policies demonstrate LCOAs and lower-cost amenities are to be encouraged where feasible, and not unduly limited to just replacement purposes as urged by the Applicant and suggested by Coastal staff. As mentioned above, both the Applicant and South Central Coastal District staff suggest § 30213 should be limited to circumstances where existing LCOAs and lower-cost amenities are removed. (Id.) However, nowhere is this stated in the plain language of Coastal Act § 30213, which states (emphasis added): "Lower cost visitor and recreational facilities shall be protected, encouraged, and where feasible, provided. Developments providing public recreational opportunities are preferred." So too, Applicant's interpretation is inconsistent with Coastal Commission's well-established LCOA policy which, in addition to generally requiring one-to-one replacement of removed LCOAs, also encourages LCOAs to be required in new high-cost and market-rate development (e.g., 25% LCOAs). This is confirmed by numerous Coastal Commission approvals of hotel projects in other Coastal District subject to different staff interpretations (e.g., South Coast, Central Coast, San Diego Coast), which are summarized in Local 11's other correspondence to CCC Staff.²¹ If consistency with § 30213 permits the Commission to require LCOAs for new high-cost/market-rate hotel development (even outside of the replacement context), it would stand to reason that the Commission could require lower-cost facilities/amenities/opportunities for new high-cost/retail development—especially when located and added to the most high-cost resort in the Santa Barbara area (such as

²⁰ Supra fn. 13.

²¹ See Local 11 Comment Letter RE 101 Garden Street, (including those from the South Coast District [e.g., Magnolia Tank Farm, Dana Point Harbor Hotels, Cannons Seafood Grill, Santa Monica Shore Hotel, Ocean Avenue Partners, Hermosa Beach Franco, B&J Capital Group Investments, Venice Beach Hotel]; Central Coast District [e.g., American Tin Cannery, Santa Cruz Hotel]; and San Diego Coast District [e.g., Encinitas Beach Land Venture]),

https://www.dropbox.com/scl/fi/zxbb5c1fmnj1stifogu5d/CCC_Comments_Th13a.pdf?rlkey=o00t6y6n5fq5q72yfct8ltnhu&dl=0.

the case here).

Fifth, past precedent shows additional lower-cost accommodations should be provided for intensification of uses. Instructive is the Santa Monica Miramar Fairmount Hotel (“SMMF”) project (i.e., LCP Amendment No. LCP-5-SNM-21-0020-1 & CDP App. No. 5-21-0139).²² There, the project involved the redevelopment of an existing 301 hotel rooms and 103 onsite parking spaces with a new mixed-use development with 312 hotel rooms, 60 condos, 6600 square feet of retail space, three cafe restaurants, and 428 parking spaces. However, the Coastal Commission staff was critical of this project and a vote was taken to delay the project in April 2021.²³ The project was not approved until the project settled issues regarding affordable accommodation. According to the staff report at page 30:

The applicant has indicated disagreement with staff’s determination of 201 new high-cost hotel rooms, arguing instead that the project will only result in 11 new rooms (i.e. an increase from 301 total high-cost rooms to 312 total high-cost rooms onsite). However, demolition and reconstruction of a structure has been determined in past Commission actions as resulting in new development, which requires correction of non-conformities.¹⁷ New development must adhere to all applicable standards, including the Coastal Act, regardless of when the existing hotel rooms proposed for demolition were constructed.

There, the applicant offered to create a 102-bed pod hotel in Santa Monica outside the Coastal Zone, to which staff objected. The applicant then offered to pay \$5.1 million in mitigation fees, but staff requested \$6.477 million.²⁴ The project was ultimately approved by the Coastal Commission in March 2022, after thorough discussion and review of this project. This case demonstrates how the Commission has encouraged lower cost amenities even when the intensification is mostly non-hotel room uses—such as the case for the Miramar Resort Project.

Also instructive is Ocean Avenue Partners (“OAP”) (CDP Application No. 5-22-0799), where the Coastal Commission approved a mixed-use development including 100 dwelling units and 120-room hotel with either the preferred option of providing 30 LCOA (i.e., 25% LCOAs) or a \$4.3 million in-lieu fee.²⁵ There, during the December 13, 2023 hearing, Commissioner Cummings advocated in a delay of approval to provide time to consider options for building LCOAs:

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²² CCC (3/10/22) SMMF Staff Report, pp. 1-3,30, 31-35,
<https://www.dropbox.com/scl/fi/ja47kqakowf6o6sfjoqmy/Th15b-3-2022-report.pdf?rlkey=ar0mx8dw6rca3jfm58bh5yreid&dl=0>.

²³ CCC (3/25/21) SMMF Extension Request, PDF pp. 1-2,
<https://www.dropbox.com/scl/fi/0pxr2dthcs1kropfyulgp/W16a-4-2021-report.pdf?rlkey=2w4b3fgj4f19mf0t7yvsrd6yg&dl=0>;

²⁴ Ibid.

²⁵ CCC (12/13/23) OAP Staff Report, pp. 1-3, 24-44, 39-42,
<https://documents.coastal.ca.gov/reports/2023/12/W20b/W20b-12-2023-report.pdf>.

*"We are not building the low cost accommodation as we saw, we went from 582 in 1990, 297 in 2018, and I think that we need to maximize that number and I don't think that what's being offered, you know the City getting a \$120 million out of this and we are asking for increased low cost accommodation in this and I think we need to do more. I would actually prefer we continue this item if we can't get to an agreement today so that staff can work with developers to get more out of this project... I want to see us building low cost accommodation...."*²⁶

Also instructive is the Santa Cruz Hotel ("SCH") project (Appeal No. A-3-STC-24-0016), where the CCC approved a 190-room hotel with 20 lower cost standard rooms, \$5 million in-lieu mitigation for a specific off-site LCOA program (i.e., 12-16 lower cost cabins), a Hotel Worker Discount Program that provided reduced room rates for hotel employees, four workforce housing units provided at a subsidized rate (i.e., no more than 30% of worker gross worker pay), a community benefits package including one-time contributions to the Santa Cruz Hostel Society and various amenities (e.g., public paseo, new outdoor spaces, riverwalk improvements, rooftop access for new public viewpoints, a new public restroom, free bike rentals, etc.), and a lower-income group program providing at least 150 room nights per year.²⁷ There, the SCH project demonstrates what meaningful lower-cost facilities and opportunities means in the form of both on-site LCOAs and other lower-cost amenities short of LCOAs.

Sixth, there is a direct nexus between the Project's intensification of luxury, high-cost development and applicable LCOA Coastal policies, which makes special conditions and mitigation appropriate. Relevant Coastal policies include but not limited to Coastal Act § 30213 (lower cost visitor and recreation facilities maximize) and LUP Policy 2-8 (County shall give equal priority to, among other things, expand public recreation).²⁸

The forgoing raises the question, why is South Central Coast District not requesting lower-cost amenities for this Miramar Resort Project when their staff counterparts from other Districts have been successful at adding these amenities—even for projects that do not add significant numbers of new hotel rooms?

IV. IN CONCLUSION, FIND A SUBSTANTIAL ISSUE

There is substantial evidence, outlined above, to find substantial issue with three primary issues involving this Miramar Resort Project, and there are feasible and prudent mitigation, design changes, and special conditions available to address these issues that have a direct nexus to relevant Coastal policies, including but not limited to important Public Access and EJ policies. Therefore, Local 11 respectfully urges the Coastal Commission to reject South Central Coast District staff's recommendation and FIND A SUBSTANTIAL ISSUE (and conduct a future De Novo hearing), so it can consider feasible mitigation measures that address these issues but nevertheless allow for the proposed Project.

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²⁶ OAP Hearing Video, approximately starting at 10:06:36, https://cal-span.org/meeting/ccc_20231213/.

²⁷ CCC (9/12/24) SCH Staff Report, pp. 1-4, 29-38, 61-67, <https://documents.coastal.ca.gov/reports/2024/9/Th8d/Th8d-9-2024-report.pdf>; id., Staff Report Addendum, pp. 1-9, <https://documents.coastal.ca.gov/reports/2024/9/Th8d/Th8d-9-2024-addenda.pdf>.

²⁸ Staff Report, pp. 16-18, 41-42.

Thank you for your consideration of these comments. We ask that this letter is placed in the administrative record for the Project.

Sincerely,



Jordan R. Sisson
Attorney for UNITE HERE Local 11

ATTACHMENTS:

Exhibit A: Expert Traffic Report (4/4/25)

EXHIBIT A



794 Sawnee Bean Road
Thetford Center VT 05075
Norman Marshall, President
(802) 356-2969
nmarshall@smartmobility.com

April 4, 2025

Jordan R. Sisson
Law Office of Jordan R. Sisson
3993 Orange St., Ste. 201
Riverside, CA 92501

Subject: Miramar Acquisition Co., LLC

Dear Mr. Sisson,

I have reviewed the parking impacts of Miramar Acquisition Co., LLC proposal to construct 54,768 sq. ft. of mixed-use development consisting of 26 affordable housing employee units, 8 market-rate housing units, and 17,500 sq. ft. of commercial spaces consisting of up to 12 resort retail shops and a resort café.

I make the following findings:

- 1) The parking study is insufficient to establish peak parking demand. It was not conducted during peak conditions, and the information required to scale it to peak conditions has not been provided.
- 2) The shared parking study concludes that peak parking demand is within 4% of the gross number of parking spaces. This small margin of error would disappear with different assumptions.
- 3) The parking plan for this project packs parking spaces so that as the lot fills up, it will become increasingly likely that other vehicles will need to be moved in order to retrieve vehicles. After studying the plans, I estimate that the total effective parking supply is 437 and not the full 480 listed, and is less than the peak parking demand of 462 from the shared parking study. The resort has relied on offsite parking in the past, and will continue to need to rely on offsite parking during peak events.
- 4) The applicant should provide more information about how they will manage peak events. It is particularly likely that employees will park offsite during peak events. The applicant should explain their staff parking plans. If offsite parking is part of these plans, the applicant should provide evidence that this parking will continue to be available.

The Parking Study is Insufficient to Establish Peak Parking Demand

The applicant asserts that there will be adequate parking, based in part on a parking survey conducted Friday, October 18, and Saturday, October 19, 2024. As shown in the data copied below (Applicant Submittal, PDF p. 39 of 62), the highest “percent occupied” shown is 75%.

**Table 1
Miramar Beach Resort Parking Survey Results**

Day/Time	Miramar Beach Resort Parking Demands (a)	Parking Supply	Percent Occupied
<i>Friday, October 18, 2024</i>			
11:00 AM	231 Spaces	435 Spaces	53%
1:00 PM	264 Spaces	435 Spaces	61%
6:00 PM	307 Spaces	435 Spaces	71%
<i>Saturday, October 19, 2024</i>			
12:00 PM	263 Spaces	435 Spaces	60%
3:00 PM	328 Spaces	435 Spaces	75%
6:00 PM	279 Spaces	435 Spaces	64%

(a) Includes western let, eastern lot, porte-cochere area, Miramar Avenue and Miramar Beach Lot.

The peak demand of 328 spaces shown is only one snapshot in time and does not represent peak conditions. To model peak conditions, a lot of additional information is required as shown in this table.

	October 19, 2024	peak
Occupied rooms	?	?
Overnight guests parking %	?	?
Event guests	250	400
Event guests parking %	?	?
Guests staying at resort	?	?
Staff onsite during event	?	?

It is likely that the resort knows most of this information even before events occur so it can plan staffing and valet parking. Without this information, it is impossible to estimate peak parking demand, and the resort should provide it. Additionally, parking monitors can be effective at minimizing spillover effects caused when drivers park outside designated areas (e.g., preventing workers from using surrounding public parking areas). Thus, the use of multiple parking monitors during the parking survey could skew results. So too, it is unclear if the other offsite parking was used during these periods, which could also have also skewed the parking study’s conclusion (e.g., if workers used off-site parking locations in lieu of street parking at the resort).

The parking study does not demonstrate that there will be adequate parking.

The Shared Parking Study Provides Little Margin of Error

The other information provided by the applicant as evidence of adequate parking is a shared parking study done by Associated Transportation Engineers dated June 25, 2024. A letter from the applicant states:

ATE prepared an updated Shared Parking Analysis for the Project using widely utilized methodologies and based on empirical data from real world projects. This study, which was reviewed and approved by County Staff, shows that the proposed parking will exceed peak demand by 18 spaces. Thus, the Resort will continue to have adequate parking under the Project.¹

This very small margin of error is contingent on a set of assumptions about the project, where small changes in the assumptions would eliminate the margin of error. These assumptions include:

- The shared parking analysis assumes 400 event guests, with 30% staying at the hotel and an average occupancy of 2.0 for the others. If more guests were commuting to the event and/or were traveling solo, the parking demand would be greater.
- 50% of the retail customers would be guests at the hotel, with large portion of the assumed to be from local Montecito area.² If a higher percentage of the retail customers are not guests or come from outside the local Montecito area, the parking demand would be greater.
- The shared parking study makes various prospective traffic assumption, which need to be verified in the future by objective evidence. This can take the form of regular inventorying of available public parking around the streets. This type of reporting should be done on a regular basis throughout the year to confirm parking management plans are effective.

The Effective Number of Parking Spaces is Less than 480

In most parking demand studies, it is assumed that every space is accessible without moving other vehicles. As is shown below, the parking plan for this project packs parking spaces so that as the lot fills up, it will become increasingly likely that other vehicles will need to be moved in order to retrieve vehicles. In some cases, as many as three other vehicles will need to be moved. When there are large events, with many people leaving at similar times, filling every space would cause unacceptable delays. At these times, it is probable that the resort will also rely on offsite parking to mitigate these problems.

There is evidence that this has been past practice. The applicant's letter states:

The commenter claims that the Resort's use of offsite parking at the Church from 2021 to 2023 and QAD parking lots more recently is evidence that the Resort has insufficient parking. In fact, the Resort has from time to time utilized offsite parking for special

¹ Goldsmith, Dale J. Armbruster Goldsmith & Delvac LLP, Letter to the Santa Barbara County Planning Commission, October 30, 2024, p. 1.

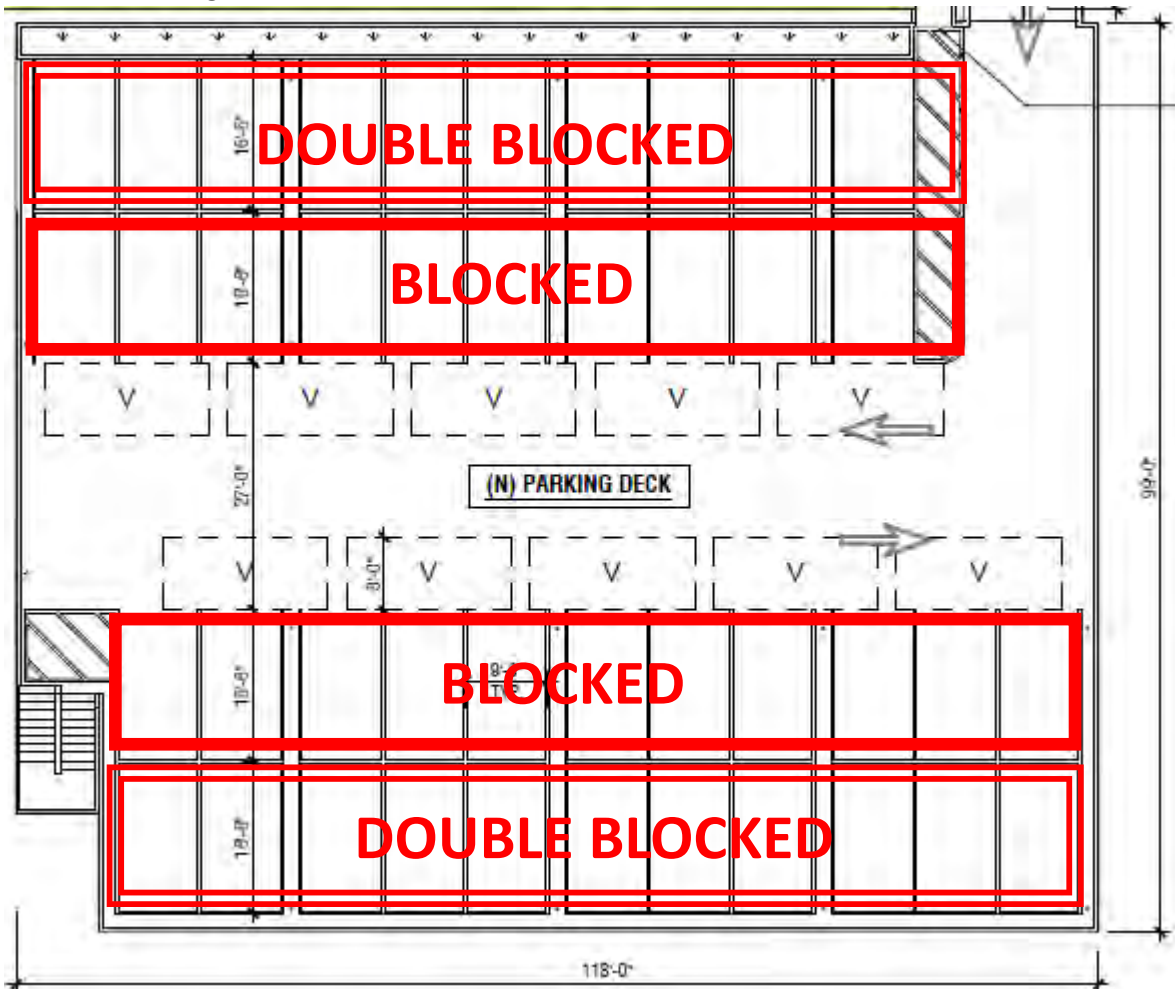
² Staff Report Correspondence, pp. 21, 39, of 238.

events to improve operational efficiency and reduce valet wait times or occasionally when special event requires use of a portion of the parking areas.³

The key phrase here is “to improve operational efficiency” which I read as avoiding some of the issues with retrieving vehicles blocked by other vehicles. Blockages are present in the existing valet parking lots, but these blockages are less prevalent than in the project plan.

In the project plan, 430 of the 480 vehicles are in newly constructed lots in the northwest and northeast project areas. The graphics below illustrate the vehicle blockages that are designed into these lots.⁴

Northeast Parking Lot Deck Plan



In the figure, the red rectangles mark striped parking spaces that would be blocked by valet parking spaces. The rectangles with double red border marks spaces that would be blocked both by another striped space and a valet space. The breakdown of the spaces is:

- 21 single-blocked spaces,
- 21 double-blocked spaces, and

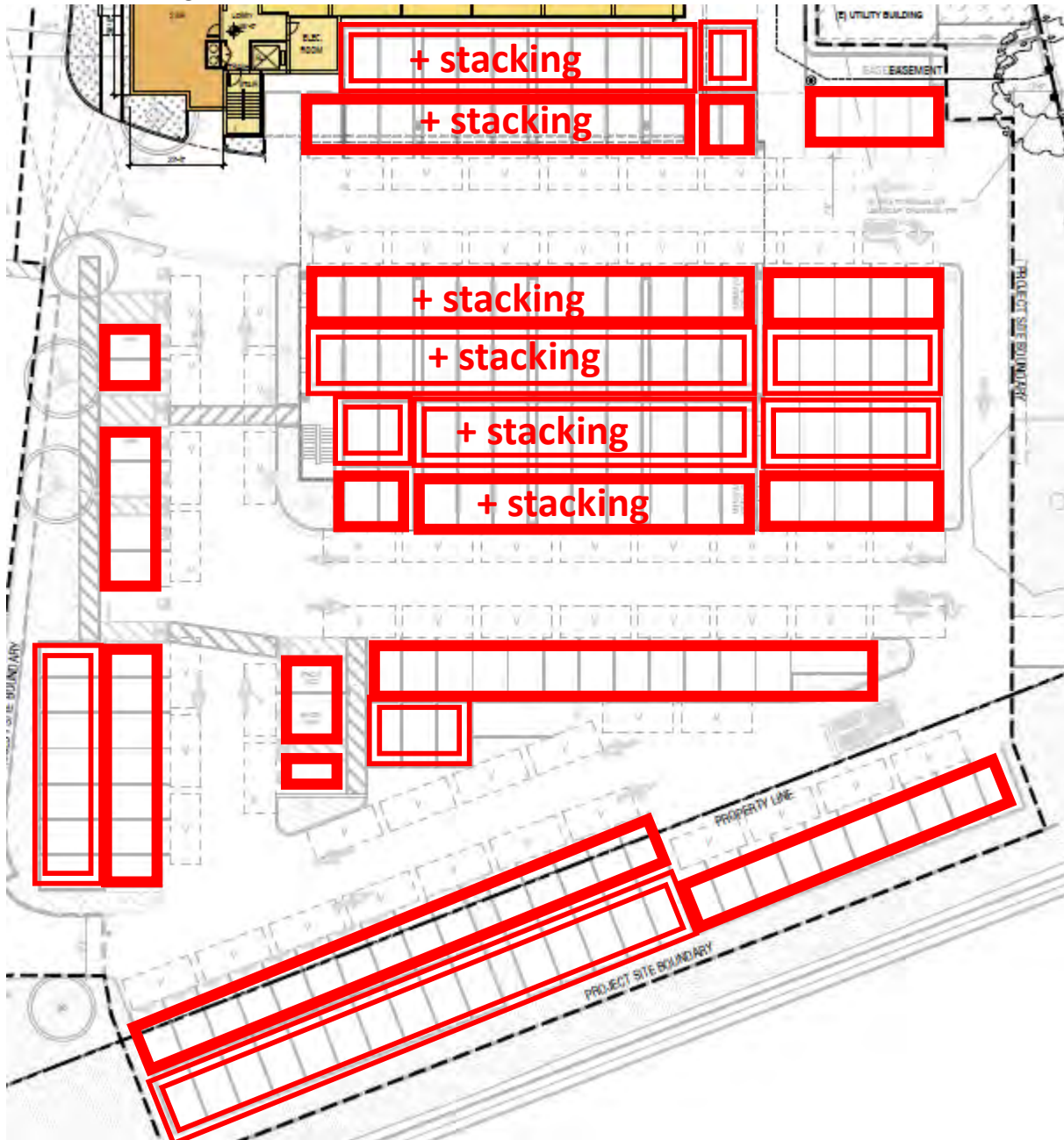
³ Goldsmith, p. 26.

⁴ Plans taken from Coastal Commission Attachment 11: Project Plans.pdf, July 8, 2024.

- 10 valet spaces.

The valet spaces are unblocked. They will be used for short-term storage and temporarily when vehicles need to be moved to remove blockages. However, they will be the last resort for long-term storage because each one typically blocks 4 striped spaces and as many as 6.

Northeast Parking Lot Surface Level Plan



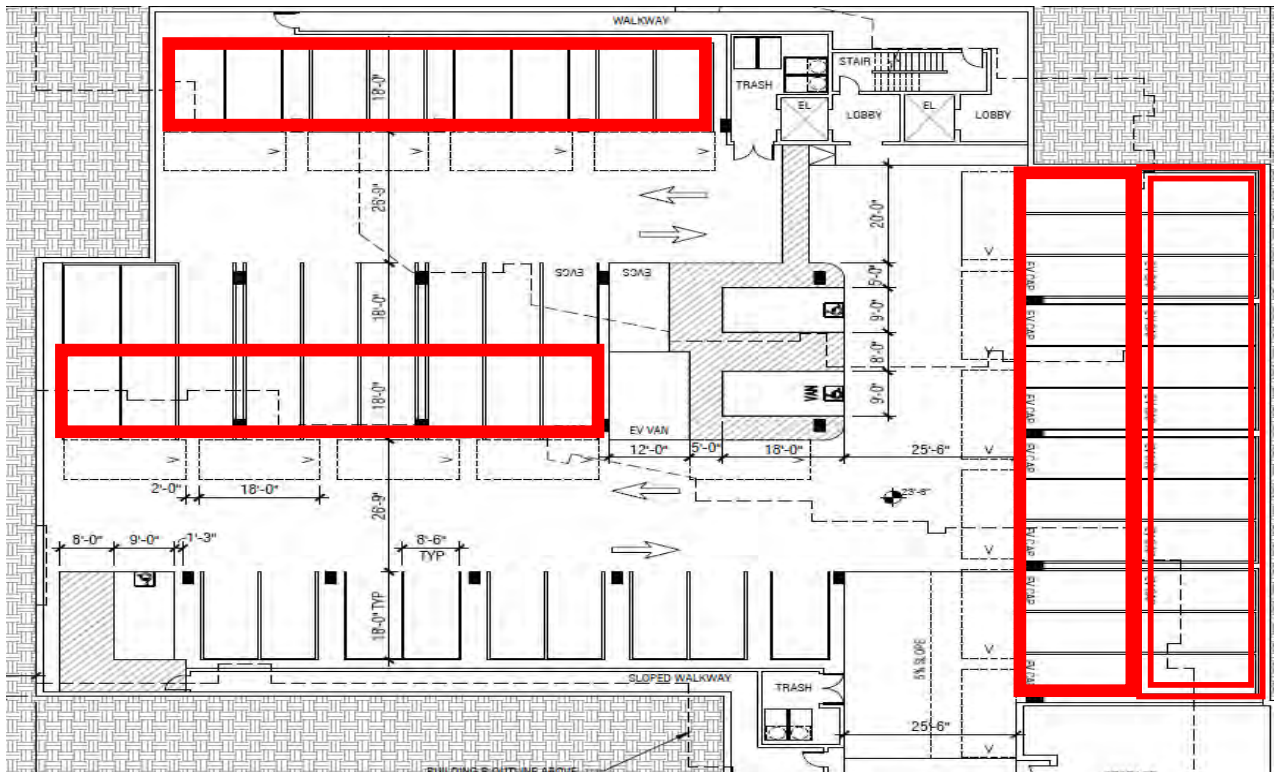
The northwest lot surface level parking plan includes 126 spaces in 2-vehicle car stackers, i.e. where the lower vehicle must be moved to retrieve the upper vehicle. As these car stackers are placed in a tandem configuration, retrieving the upper vehicle in the back space can require moving 3 vehicles to retrieve a

vehicle: first a valet space, then the vehicle in front lower tandem space, and finally the vehicle in the back lower tandem space. Then the upper back vehicle can finally be lowered and retrieved.

The breakdown of the spaces is:

- 3 unblocked striped spaces,
- 105 single-blocked spaces,
- 100 double-blocked spaces,
- 31 triple-blocked spaces, and
- 60 valet spaces.

Northwest Parking Lot Plan



The breakdown of the spaces is:

- 23 unblocked striped spaces,
- 29 single-blocked spaces,
- 12 double-blocked spaces, and
- 15 valet spaces.

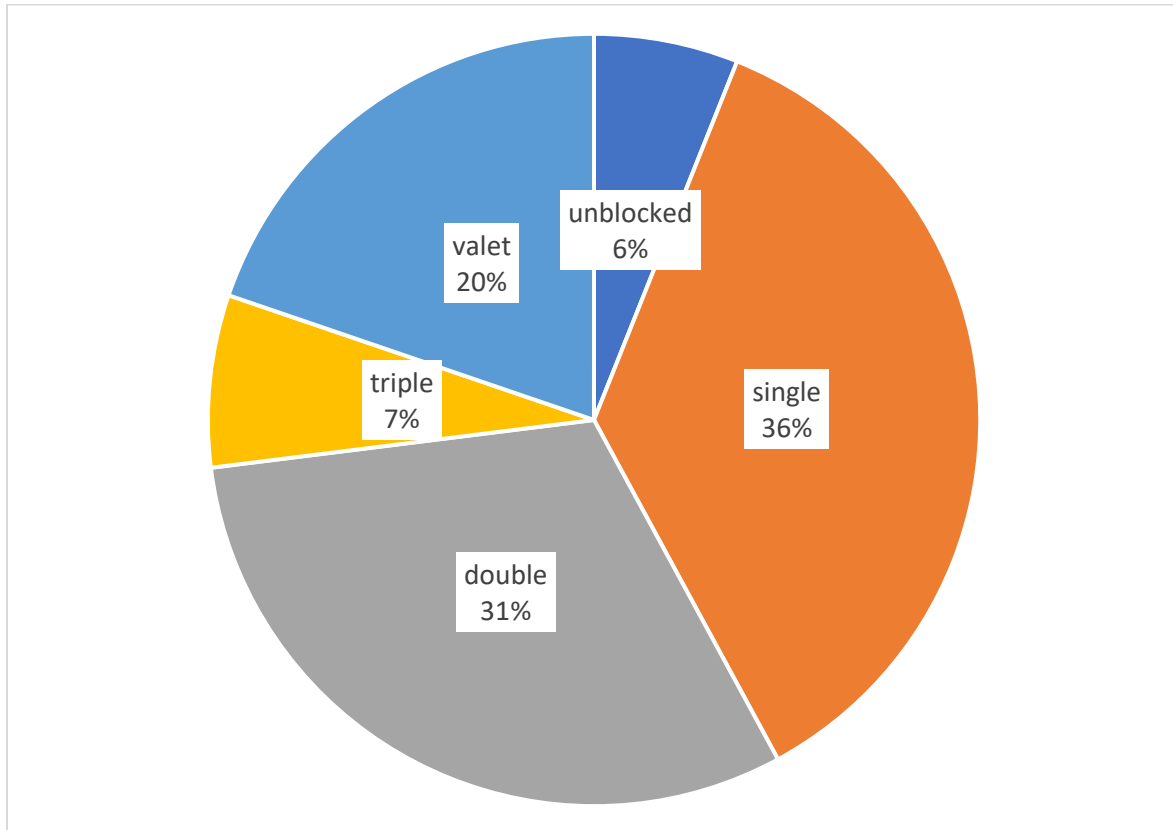
The totals for both the northwest and northeast lots are:

- 26 unblocked striped spaces,
- 155 single-blocked spaces,
- 133 double-blocked spaces,
- 31 triple-blocked spaces, and

- 85 valet spaces.

Percentage shares of these totals are shown in this pie graph.

Parking Space Distribution by Blockage (Total Northwest and Northeast Lots)



The valet spaces are not blocked but they will be the last resort for long-term storage because each valet space typically blocks 2 or 4 striped spaces, and in some cases as many as 12 striped spaces where they block 3 tandem car stackers. The valet spaces will be needed to temporary storage when retrieving blocked vehicles (in some cases 3 other vehicles will need to be moved), and these temporary spaces must be reasonably proximate to the vehicle that needs retrieval. The valet spaces (20% of the total spaces) are distributed throughout both parking lots. Valet operations will become very constrained if more than half of the valet spaces are filled with long-term parkers. Given the high-end nature of the resort, the restaurant, and the planned retail – excessive wait times for retrieving vehicles will be unacceptable. Therefore half the valet spaces will need to be kept open, and the effective parking capacity for the two parking lots is no greater than 90% of 430 or 387. Adding in the 50 spaces from the other parking areas, the total effective parking supply is 437, and is less than the peak parking demand of 462 from the shared parking study.

The resort will need to rely on offsite parking during peak events. The applicant should provide more information about how they will manage peak events. This could be performed on an annual or bi-annual basis once major components of the Project become online.

It is Probable that Many Staff Will Park Offsite During Large Events

Peak event periods will also be peak staffing times, with additional waitstaff, bartenders, and other staff. The Summary of Final Parking Plan for Rosewood Miramar Beach Montecito⁵ states (in part):

- a) Vehicle Registration: All hotel employees who drive or carpool to work must register their primary vehicle with the hotel operator. This is managed through a vehicle log maintained by the human resources department, which is updated monthly to account for new hires and employee departures. Registered vehicles are identified by a hotel-issued decal, which must be displayed.
- b) On-Site Parking Only: Employees are strictly prohibited from parking on public streets or in residential areas nearby. Any violations are subject to disciplinary actions following hotel policies, which can escalate to termination if repeated infractions occur.

This plan says where employee parking is prohibited but does not say where employees will park. As shown in the pie graph, only 6% of the 430 parking spaces in the northwest and northeast parking lots are “unblocked” and would be suitable for self parking. The other 50 spaces out of the total 480 spaces are in high visibility areas where parking will need to be closely managed and probably not used for employee parking generally (oceanfront, entry court, east side of the building, and Miramar Avenue).

During low parking demand periods, employees could be directed to park in designated areas in the parking lots – parking one deep without blocking other vehicles – if these areas were not needed for valet parking at those times. However, at peak times, employees parking onsite would need to use the valet parking system. This would be problematic along multiple dimensions including additional cost and delay in the valet system, and unsatisfactory wait times for hourly employees. It is much more likely that staff will be instructed to park offsite during peak periods if such parking has been secured by the resort.

The applicant should explain their staff parking plans for peak events. If offsite parking is part of these plans, the applicant should provide evidence that this parking will continue to be available.

The Travel Demand Management (TDM) Program Should be Strengthened

Current TDM program seems to be minimally effective (e.g., 20% participation). This could be vastly improved by implementing a mandatory (as compared to a voluntary) commute trip reduction program for employees. They are documented in the California Air Pollution Control Officers Association (CAPCOA) publication *Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity: Designed for Local Governments, Communities, and Project Developers (Final Draft, December 2021)*. The voluntary commute trip reduction program is estimated to reduce 4% of VMT for “employees that would be able to participate in the program,” as compared to 26% reductions for mandatory ones. The TDM program should be strengthened, such as providing fully-subsidized transit passes and other TDM strategies outlined in the CAPCOA document.

⁵ Goldsmith, p. 36.

Additional Recommended Mitigation Recommended

To minimize potential impacts and address the abovementioned issues, the Project should incorporate enhanced mitigation measures and parking strategies, such as the following additional mitigation measures and/or conditions:

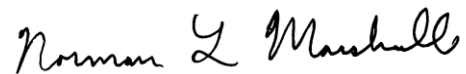
1. Employ a year-round parking monitor, during weekend/weekdays to routinely monitor public parking around the Resort. Such monitor should aid in the enforcement of parking management plans (e.g., prevent drivers from parking in unauthorized locations) but also inventory the availability of surrounding public parking spots. This should be monitored and reported to both the County and Coastal staff to help assess adequacy of the Resort's parking management plans.
2. It is assumed that valet will be free of charge, but current conditions fail to make certain that this would apply to workers, overnight guest, and all other patrons accessing the Resort. This needs to be clarified in special conditions that make certain that this assumption is enforceable and would apply to all workers, overnight guests, and Resort patrons not staying overnight. This would become more effective if coupled with a robust signage program that adequately markets and alerts drivers from all major vantage points.
3. To ensure the Resort provides sufficient on-site parking for workers, an explicit condition requiring as much would be useful. This seems appropriate for hotel developments in coastal regions, such as the Highgate hotel project in Laguna Beach, which relied on Special Condition 20 that made clear all employees were parked in reserved on-site locations.⁶
4. To minimize parking demand from employees, a mandatory CTR with enhanced TDM strategies is recommended, such as measures outlined in the CAPCOA guidance. To further reduce the parking demand of workers, requiring the completion of the workforce housing and parking pad prior to the start of the retail shops and café would be advisable. This would partially reduce the worker demand by having more workers on-site rather than commuting to the Resort.
5. Impacts on the public parking typically worsen when there are multiple construction projects occurring at the same time where construction vehicles/deliveries compete against the demand from more regular commuters (e.g., residents, Resort, local businesses, etc.). These types of impacts can be minimized by avoiding simultaneous construction, such as construction of the northwest and northeast lots at the same time, or while major construction activities are occurring along the adjacent highway.
6. To address uncertainty with the peak parking periods, the small margin of flexibility, and other assumptions, the parking management plan should be reviewed annually and bi-annually to assess adequacy of parking strategies and whether future changes augmentation is warranted. Until such time where peak-parking demand is confirmed, the Resort should secure on-demand overflow parking for ad hoc purposes during unexpected peak periods where on-site parking becomes inadequate to meet demand.

⁶ <https://documents.coastal.ca.gov/reports/2022/3/W12a/W12a-03-2022-report.pdf>.

7. To ensure compliance, these enhanced mitigation measures and conditions should be enforceable by both the County and Coastal enforcement. Furthermore, stipulated penalties for non-compliance would be effective at addressing selective and/or costly enforcement.

The above mitigation measures are advisable to enhance and compliment any parking management intended to minimize spill-over impact adversely affecting the public's access to the parking around the Resort.

Sincerely,

A handwritten signature in black ink that reads "Norman L. Marshall". The signature is written in a cursive style with a large, stylized 'N' and 'M'.

Norman L. Marshall

Resume

NORMAN L. MARSHALL, PRESIDENT

nmarshall@smartmobility.com

EDUCATION:

Master of Science in Engineering Sciences, Dartmouth College, Hanover, NH, 1982

Bachelor of Science in Mathematics, Worcester Polytechnic Institute, Worcester, MA, 1977

PROFESSIONAL EXPERIENCE: (37 Years, 23 at Smart Mobility, Inc.)

Norm Marshall helped found Smart Mobility, Inc. in 2001. Prior to this, he was at RSG for 14 years where he developed a national practice in travel demand modeling. He specializes in analyzing the relationships between the built environment and travel behavior and doing planning that coordinates multi-modal transportation with land use and community needs.

Regional Land Use/Transportation Scenario Planning

Portland Area Comprehensive Transportation System (PACTS) – the Portland Maine Metropolitan Planning Organization. Updating regional travel demand model with new data (including AirSage), adding a truck model, and multiclass assignment including differentiation between cash toll and transponder payments.

Loudoun County Virginia Dynamic Traffic Assignment – Enhanced subarea travel demand model to include Dynamic Traffic Assignment (Cube). Model being used to better understand impacts of roadway expansion on induced travel.

Vermont Agency of Transportation-Enhanced statewide travel demand model to evaluate travel impacts of closures and delays resulting from severe storm events. Model uses innovative Monte Carlo simulations process to account for combinations of failures.

California Air Resources Board – Led team including the University of California in \$250k project that reviewed the ability of the new generation of regional activity-based models and land use models to accurately account for greenhouse gas emissions from alternative scenarios including more compact walkable land use and roadway pricing. This work included hands-on testing of the most complex travel demand models in use in the U.S. today.

Climate Plan (California statewide) – Assisted large coalition of groups in reviewing and participating in the target setting process required by Senate Bill 375 and administered by the California Air Resources Board to reduce future greenhouse gas emissions through land use measures and other regional initiatives.

Chittenden County (2060 Land use and Transportation Vision Burlington Vermont region) – led extensive public visioning project as part of MPO's long-range transportation plan update.

Flagstaff Metropolitan Planning Organization – Implemented walk, transit and bike models within regional travel demand model. The bike model includes skimming bike networks including on-road and off-road bicycle facilities with a bike level of service established for each segment.

Chicago Metropolitan Plan and Chicago Metropolitan Freight Plan (6-county region)— developed alternative transportation scenarios, made enhancements in the regional travel demand model, and used the enhanced

model to evaluate alternative scenarios including development of alternative regional transit concepts. Developed multi-class assignment model and used it to analyze freight alternatives including congestion pricing and other peak shifting strategies.

Municipal Planning

City of Grand Rapids – Michigan Street Corridor – developed peak period subarea model including non-motorized trips based on urban form. Model is being used to develop traffic volumes for several alternatives that are being additionally analyzed using the City’s Synchro model

City of Omaha - Modified regional travel demand model to properly account for non-motorized trips, transit trips and shorter auto trips that would result from more compact mixed-use development. Scenarios with different roadway, transit, and land use alternatives were modeled.

City of Dublin (Columbus region) – Modified regional travel demand model to properly account for non-motorized trips and shorter auto trips that would result from more compact mixed-use development. The model was applied in analyses for a new downtown to be constructed in the Bridge Street corridor on both sides of a historic village center.

City of Portland, Maine – Implemented model improvements that better account for non-motorized trips and interactions between land use and transportation and applied the enhanced model to two subarea studies.

City of Honolulu – Kaka’ako Transit Oriented Development (TOD) – applied regional travel demand model in estimating impacts of proposed TOD including estimating internal trip capture.

City of Burlington (Vermont) Transportation Plan – Led team that developing Transportation Plan focused on supporting increased population and employment without increases in traffic by focusing investments and policies on transit, walking, biking and Transportation Demand Management.

Transit Planning

Regional Transportation Authority (Chicago) and Chicago Metropolis 2020 – evaluated alternative 2020 and 2030 system-wide transit scenarios including deterioration and enhance/expand under alternative land use and energy pricing assumptions in support of initiatives for increased public funding.

Capital Metropolitan Transportation Authority (Austin, TX) Transit Vision – analyzed the regional effects of implementing the transit vision in concert with an aggressive transit-oriented development plan developed by Calthorpe Associates. Transit vision includes commuter rail and BRT.

Bus Rapid Transit for Northern Virginia HOT Lanes (Breakthrough Technologies, Inc and Environmental Defense.) – analyzed alternative Bus Rapid Transit (BRT) strategies for proposed privately-developing High Occupancy Toll lanes on I-95 and I-495 (Capital Beltway) including different service alternatives (point-to-point services, trunk lines intersecting connecting routes at in-line stations, and hybrid).

Roadway Corridor Planning

I-30 Little Rock Arkansas – Developed enhanced version of regional travel demand model that integrates TransCAD with open source Dynamic Traffic Assignment (DTA) software, and used to model I-30 alternatives. Freeway bottlenecks are modeled much more accurately than in the base TransCAD model.

South Evacuation Lifeline (SELL) – In work for the South Carolina Coastal Conservation League, used Dynamic Travel Assignment (DTA) to estimate evaluation times with different transportation alternatives in coastal South Carolina including a new proposed freeway.

Hudson River Crossing Study (Capital District Transportation Committee and NYSDOT) – Analyzing long term capacity needs for Hudson River bridges which a special focus on the I-90 Patroon Island Bridge where a microsimulation VISSIM model was developed and applied.

PUBLICATIONS AND PRESENTATIONS (partial list)

DTA Love: Co-leader of workshop on Dynamic Traffic Assignment at the June 2019 Transportation Research Board Planning Applications Conference.

Forecasting the Impossible: The Status Quo of Estimating Traffic Flows with Static Traffic Assignment and the Future of Dynamic Traffic Assignment. *Research in Transportation Business and Management* 2018.

Assessing Freeway Expansion Projects with Regional Dynamic Traffic Assignment. Presented at the August 2018 Transportation Research Board Tools of the Trade Conference on Transportation Planning for Small and Medium Sized Communities.

Vermont Statewide Resilience Modeling. With Joseph Segale, James Sullivan and Roy Schiff. Presented at the May 2017 Transportation Research Board Planning Applications Conference.

Assessing Freeway Expansion Projects with Regional Dynamic Traffic Assignment. Presented at the May 2017 Transportation Research Board Planning Applications Conference.

Pre-Destination Choice Walk Mode Choice Modeling. Presented at the May 2017 Transportation Research Board Planning Applications Conference.

A Statistical Model of Regional Traffic Congestion in the United States, presented at the 2016 Annual Meeting of the Transportation Research Board.