MUSIC ACADEMY OF THE WEST

BOARD OF SUPERVISORS Case Number 21-RVP-109; 21 CDP-129

NOVEMBER 5, 2024

Project Team

Music Academy of the West

Shauna Quill, President & CEO

Mimi Do, CFO & Vice President of Administration

Maurice Singer, Chair of the Board

Chris Buckpitt, Director of Facilities

Kerry Allen, VP Communications

Consultant Team

Beth Collins, Land Use Attorney, Brownstein

Heidi Jones, Land Use Planner, Meraki Land Use Consulting

Scott Schell, Associated Transportation Engineers

Sarah Taubitz, 45dB Acoustics

Brian Robinson & Jim Youngson, Terrain Consulting

The Music Academy

Established in 1951 in Montecito

Mission:

Make a unique & enduring contribution to world of music by:

- Advancing development of next generation of great classically trained musicians.

- Cultivating discerning, appreciative, and adventurous audiences.

- Supporting musicians to expand their talents, inspire each other, and pursue artistic innovation.

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Music Academy of the West

Butterfly Beach

Four Seasons Biltmore

Coral Casino

Why we are here

The Music Academy seeks to amend its 2004 CUP to:

1) Increase operational flexibility, while avoiding impacts to neighbors

2) Provide additional employee housing

   - Currently two dwelling units

   - Convert retail space to two units

     - 3 bedroom

     - 2 bedroom

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Existing 2004 CUP

2004 CUP is highly regulated

- No exterior amplified music

- If interior amplified music, building windows must be closed

- Numerous attendance caps

- Attendees must depart by certain hours

- Strict County reporting requirements

No more than 41 non-music related events a year

Proposing to keep all these restrictions

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How we got here

- Applied 2021 – project designed to minimize and offset impacts

- MPC approval 2023, which was appealed

- Worked for 18 months to address appellant concerns

  - 3 mediation meetings, offer to reduce project, no settlement

- Improvements already implemented

  - Created a Neighborhood Portal including a community calendar

  - Hired Transportation/Traffic manager

  - Installed new gate system and implemented additional gate closures

- Project proposal reflects June 2024 settlement offer

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CUP Comparison

EXISTING 2004 CUP

- Max. Annual Attendance -47,000

- Summer/Non-Summer attendance caps

- Max. Daily Attendance - 900

- Max. Any Given Time Attendance -330

- Music Conservatory Activities

- Public Music Events & Music Classes

- Studios Music Related Uses

- Max. # Summer Students -150

- Retail shops, 6 days/week

- Theater Seating – 300 non-summer/350 summer

PROPOSED CUP REVISION

- No Change

- No Change

- No Change

- No Change

- No Change

- No Change

- No Change

- Add 25 summer students

- Retail converted to 2 new houses

- Retain 50 permanent Theater Seats, remove 50 elsewhere

- New Trip Reduction Measures

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CUP Comparison

EXISTING 2004 CUP	PROPOSED CUP REVISION
Non-Music Events	**Non-Music Events**
• 41/Year, Non-Summer	• No Change
• 175 attendees (Meetings/Seminars) or	• Includes 15 Significant Life Events
• 330 attendees (Non-Profit Benefits/Arts Education)	• 175 attendees
	• Carpool/Shuttle (>50 attendees)
• Amplified Outdoor Spoken Voice: 2x/yr	• Amplified Outdoor Spoken Voice: 17x/yr
	• New noise impact avoidance measures

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What is a Significant Life Event?

- Weddings/Anniversaries
- Memorial services
- Quinceañeras
- Bridal/baby showers

Why Significant Life Events?

Many local Non-Profits/Other host Significant Life Events for two purposes:

- Deepen connections with supporters and the community
- Diversify revenue sources to support operational costs

  - Natural History Museum
  - Rockwood
  - MOXI
  - Historical Museum
  - Botanic Garden
  - Lotusland
  - Carriage Museum
  - Circle Bar B
  - Elings Park
  - Alice Keck
  - Chase Palm
  - SB Zoo
  - SB Courthouse
  - Rancho La Patera

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Request

Follow staff's recommendation

- Deny the appeal

- Make the required findings

- Determine the previously certified FEIR and Addendum are adequate

- Grant *de novo* approval of the project

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BACKUP SLIDES

NOVEMBER 5, 2024

30. The applicant shall submit a Cut-through Traffic Reduction Program (CTRP) to minimize land use compatibility impacts associated with any increased traffic in the surrounding residential neighborhood prior to approval of CDPs for the first phase of grading. The plan shall be implemented prior to occupancy clearance (with the exception of occupying the Miraflores remodel). The plan shall be designed consistent with, but not limited to, the description in the ATE traffic study dated 9/17/03. Some of the components from the ATE study are detailed below and some additional requirements have been added. The components identified below may be modified if it is determined that such modifications would still result in an effective CTRP.

   a) Provide a "ticket-spitter" before arriving at the fork in the entrance drive, where the driver would receive a ticket and provide signage that indicates that validation of the ticket will be required or a minimum $10.00 fee will be charged upon exiting the site.

   b) An access card, pass or sensor installed on the windshield to open the gate (rather than punching in a code) shall be issued to Music Academy staff, faculty, for up to 10 student vehicles and others who are regularly on-site when the gates are normally closed. There shall be a protocol for either confirming the card holder at the kiosk (through information on the card) or for regularly checking to see which cards have been used and how often (to ensure access cards have not been duplicated or otherwise used improperly). In addition, such access card, pass or sensor shall be valid for no more than 12 months from the date of issue.

Acoustics Self-Management

Proposed Outdoor unamplified/acoustic music & amplified spoken voice:

- Renter to provide personnel/management, MAW Security

- Zones 1,3,4, & 5 (southern) limited to 2 hours

- Zones 2, 2.5, 7 & 9: limited to 4 hours

- SLE limited to 9:00 AM – 10:00 PM – <u>Acoustics until 9:00 PM</u>

- PA Systems to be pointed away from neighbors whenever/wherever possible

- MAW Designated Contact for any neighbor concerns

- Indoor acoustics 2- Halls, end by 9:00 PM

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