

<sup>“New”</sup>  
The Miramar

BEACH RESORT *and* BUNGALOWS



CARUSO  
AFFILIATED

*HOTELS & RESORTS*

## *The Plan*

- A first-class family friendly resort that echoes traditions of the “old” Miramar
- A great amenity for the local community
- 192 rooms located in combination of one and two-story buildings
- 6,000 square foot ballroom to host community events, weddings, etc.
- Three restaurants including poolside restaurant, fine dining, and beach bar/burger shack
- A spa with spaces available for community use
- 511 *underground* parking spaces and 40 above ground – 209 more spaces than the “old” Miramar, 135 more than the approved Schragger Plan and nearly 100 more than the Biltmore Four Seasons

## *The Plan*

- A beach club facility for members and families that will be a great asset for local Montecito community
- Four low-cost employee housing units
- Two new public easements through the property to provide better public access to the beach
- 68 public parking spaces and new adjacent sidewalk along Eucalyptus and Jameson Lane
- Restrooms and showers at beach available to public
- More than \$1.4 million in mitigation fees to fund low-cost beach lodging in Santa Barbara County





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## *How We Got Here*

- The Miramar, after nearly 100 years as an operating hotel, has sat vacant for nearly 10 years. Two previous developers have come and gone.
- Caruso Affiliated purchased the property in February 2007
- ***Our Goal*** : To create a first-class family friendly resort that will be new and exciting while echoing the great tradition of the Miramar
- Immediately began extensive public outreach, holding dozens of meetings with community leaders and organizations to receive input
- Conducted an EIR on historic resources
- Provided thousands of pages of technical analyses to the County for its review



## ***How We Got Here***

- Made numerous revisions to plans in response to community and Montecito Planning Commission input
- Our plan received endorsements from Montecito Association, Montecito Seaside Association, Miramar Beach Homeowners Association, and hundreds of community members.
- Our plan received positive comments from MBAR last December
- Appeared before Montecito Planning Commission 5 times (including informational hearing in January 2008)
- Four MPC hearings on final plan lasted more than 40 hours covering every detail of project
- Project approved by MPC in October 2008 by vote of 4-1



## ***Project Revisions***

*Public input from the community, commissioners and elected officials has made the project better. During the course of the entitlement process we made numerous changes to the project in response to the feedback:*

- Reduced height of ballroom by 11 feet
- Reduced height of Main Building by 7 ½ feet
- Reduced the number of rooms from 209 to 192 (approved Schrager plan had 213)
- Eliminated lights from the tennis courts



## ***Project Revisions (continued)***

- Reconfigured plan to significantly reduce view impacts for easterly beach neighbors
- Moved the Ballroom out of the Jameson setback
- Moved Guestroom Building along Jameson (Building 44) out of setback
- Articulated the roof and window lines of Building 44 and Ballroom to provide greater variety on Jameson facade



## ***Project Revisions (continued)***

- Moved all buildings near All Saints Church to minimum of 15' from property line (previously 10')
- Eliminated second story from the spa, thereby reducing visual impact of project along Jameson Lane
- Added sidewalk along frontage on Jameson
- Added a second public access easement through the property
- Eliminated two-story 24 room building along church property line, and replaced it with two one-story, six-key cottages



## ***Project Revisions (continued)***

- Eliminated any night lighting of the beach
- Eliminated outdoor amplified noise
- Eliminated an on-site well
- Reduced beach club membership in first year from 300 to 200
- Changed from hammered pile driving at beachfront to torque method – significant reduction in noise and vibration



## *The Result*

- Great hotel and community asset for friends and family to visit and enjoy
- Removal of public eyesore at the entrance to the community and along Miramar Beach
- Project that generates **less** traffic than *approved* Schrager plan
- Project that has **less** storm water run off than approved Schrager plan

## *The Result*

- Significantly improved public access to the beach
- A project that is consistent with the Montecito Community Plan and fits with the surrounding area
- New restaurants and event space for the community to gather and use
- Significant *new* revenue source for Santa Barbara County



## *The Result*

- Project is estimated to generate \$ 4.32 million in new tax revenue for Santa Barbara County in its first full year of operation (2012):
  - \$3,335,528 bed tax
  - \$354,312 sales tax
  - \$633,834 property tax (share paid to Santa Barbara County)
- ***Project will generate \$124.8 million in new revenue for Santa Barbara County in its first 20 years of operation (2012-2031)***

\*Source: PKF Consulting, November 24, 2008

## *The Result*

- The result is a better plan that truly reflects the community's tastes, and is consistent with the Montecito Community Plan
- Our few critics say our project will have a much greater impact than the approved Schrager plan. ***Not True.***



Project Component	Approved Schrager Plan	Approved Caruso Plan
Event Hours	7am to 1am (outdoor activities to conclude by 10:30 pm)	<b>Same as Schrager Plan</b>
Total no. of restaurant seats	258	<b>Same as Schrager Plan</b>
Hours of operation of restaurant	6:30am to 11pm	<b>Same as Schrager Plan</b>
Hours of operation of beach bar/snack house	9:30am to 12am	<b>Same as Schrager Plan</b>
Beach and Tennis Club membership	140	200 (increasing to 300 after 1 year and upon approval of MPC)
Spa use by non-guests	13-15 non guests/day	15 non-guests/day
Hours of operation of spa	9am to 9pm	<b>Same as Schrager Plan</b>

Project Component	Approved Schrager Plan	Approved Caruso Plan
Public access through Miramar to the beach	No dedicated public access easements	Two dedicated public access easements
Lighting	No lighting on the beach	<b>Same as Schrager Plan</b>
	No night lighting of tennis courts	<b>Same as Schrager Plan</b>



Project Component	Approved Schrager Plan	Approved Caruso Plan
Number of guestrooms (keys)	213	192
Number of employee dwellings	0	4
Maximum number of event attendees (at any give time)	600	<b>Same as Schrager Plan</b>
Number of onsite events	4.7 events per day for “normal” events of 500 people + 12 “special events” per year of 600 people	<b>Same as Schrager Plan</b>

Project Component	Approved Schragger Plan	Approved Caruso Plan
Setback modifications requested	Encroachments into all setbacks except for eastern side yard setbacks	<b>Larger setbacks in many areas than Schragger Plan</b>
Public Parking	68	68
Hotel Parking Spaces	416	551 (511 underground, 40 above ground)



## *The Appeal*

- We have submitted detailed responses to all comments and appeals
- The appeals do not raise new issues, all issues have been addressed during hearing process
- We have submitted thousands of pages of analysis that support our plan
- Impacts, other than historic, are less than the ***approved*** Schrager plan across the board

## *The Appeal*

- Analysis has shown that there is ***no impact*** from the project on Oak Creek
  - Repeatedly verified by County Flood Control
- MWD can supply project with necessary water. Project has will-serve letter
- Project is consistent with Montecito Community Plan
  - Endorsed by Montecito Association
  - Positive comments from MBAR
  - Recommended by staff
  - Approved by Montecito Planning Commission



## ***Conclusion***

- The project has broad community support in Montecito
- The project was deemed consistent with the Montecito Community Plan and approved by the Montecito Planning Commission
- The project has been revised repeatedly in response to community input
- The impacts of the project are less than the *approved* Schrager plan

## ***Conclusion***

- The project will have numerous positive benefits for Montecito and Santa Barbara County
- The issues raised by appellants have been considered during the review process and addressed.
- The appeals do not have merit and we request they be denied



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**C A R U S O**  
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