


Santa Monica
CHAMBER OF COMMERCE
Building a Thriving Community Since 1925

February 12, 2013

Mayor Pam O'Connor and Santa Monica City Council
1685 Main Street, Room 102
Santa Monica, CA 90401

Re: Guidelines for Negotiating Unit Type/Mix in Mixed-Use Residential
Projects
Agenda Item 8-B
Hearing Date: February 12, 2013

Dear Mayor O'Connor and Councilmembers:

We are writing with respect to Staff's proposed guidelines for negotiating unit mix in mixed-use residential projects. The Chamber asks that whatever input the Council provides to Staff with respect to unit mix that the Council confirm its input should be a guideline and not a strictly applied rule.

Projects differ considerably based on location, size, whether residential units are for-sale or rental and other project-specific features. While we appreciate that Staff is looking for guidance from the Council with respect to unit mix in pending and future mixed-use residential projects, a rigidly applied standard that does not take into account project-specific facts and characteristics will not always create the most appropriate mix of units in a particular project.

During this period when almost all projects in the City must proceed through the development agreement process, the Council decides on a project-by-project basis whether the proposed unit mix in a particular project is appropriate. We ask that a project applicant be allowed to bring forward a project and explain why it might be appropriate to deviate from whatever guidelines the Council provides with respect to unit mix. On behalf of Santa Monica Chamber, we thank you for considering our comments and recommendations.

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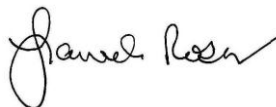
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