

The Surfliner Inn

HISTORIC ROOTS, BRIGHT FUTURE



LOCAL EXPERIENCE

**JEFF & JACK
THEIMER**



**WHITT
HOLLIS**



**MATTHEW & JIM
TAYLOR**



**ANDY
NORRIS**



WHO WE ARE COMMUNITY INVOLVEMENT



HOW WE GOT HERE

AUGUST 2017

**CITY
REQUEST FOR
PROPOSAL**

JUNE 2019

ENA SIGNED
(EXCLUSIVE NEGOTIATING AGREEMENT)

JUNE 2020

**EXTENDED
ENA**
(DUE TO COVID-19)

NOV 2020

**JOINT CONCEPTUAL
HEARING**

COMMUNITY OUTREACH DURING THE PANDEMIC

OUR FOCUS IS TO BE TRANSPARENT AND
HONEST IN ALL OF OUR COMMUNICATIONS
AND OUTREACH.

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COASTAL VIEW NEWS

Thursday, October 8, 2020 ■ 13

Getting to know the Surfliner Inn proposal

that perception to them is unfair. Andy Harris, Whitt Hollis, Marlow and Jim Taylor, and Jeff Theimer, the four Santa Barbara County families that have joined together as the 499 Linden Managers LLC, say their beach hotel, The Surfliner Inn, will respect and contribute to Carpinteria's community values, small-town charm and historic character. Moreover, the four families intend to continue to own and manage the hotel long after its completion.

This is going to look and feel like Carpinteria," said Jeff Theimer, who lives in Carpinteria with his family. "You're going to be able to walk in its boardwalk and the bar and cafe will be open to the public." The two-story hotel will have a beach/farmhouse design of board and batten siding to fit in with the beach neighborhood's architectural character.

The proposed Surfliner Inn—named after the Pacific Surfliner train that connects California's Southern Coast—will have 40 rooms. For comparison, the Carpinteria Best Western has 144 rooms. Theimer noted that the Surfliner would take up less than half of the existing parking lot and would be roughly as tall as the two-story apartment building that sits across the street from the property on 5th Street.

Room rates will be under \$100—proposed in the \$200 to \$300 range per night—and averaging a 75 percent occupancy. Comparable area boutique hotels are Santa Barbara's Wagonwheel and Hotel Indigo, both located near Santa Barbara's train station and in walking distance to the beach and downtown area. "It's a three-star hotel, not a five-star hotel," said Theimer. "Competing at the beach and short-term rentals are awesome and this is a different product that will offer something different. Maybe my parents-in-law are older and don't want



Over the years the concept for a boutique hotel at the Amtrak train station on Linden Avenue and 5th Street has had different names. Today, the local developers working with the city on the concept have named the proposed hotel, The Surfliner Inn.

to camp. They can stay at the Surfliner and the atmosphere is going to be like you can feel comfortable walking in after a day at the beach."

Whitt Hollis noted that as opposed to other Carpinteria hotels where you have to park and drive down to the beach, "we anticipate our guests parking at the hotel and walking and hiking for their stay."

The Surfliner proposal includes a parking lot with 83 spots (21 more than the current parking lot) that will be completed before construction begins on the hotel. Some of this additional parking will come from converting the city-owned property between the 1st and 2nd streets along the train tracks. This area, often called the "open space corridor," will only be partially impacted by the new parking, which will pave a stretch of the grassy area closest to Linden Avenue. At least 50 percent of the open corridor will remain the same, said Theimer and Hollis, adding that there are plans to create a trail from Linden Avenue to the open corridor.

Additional parking may be called from the area on the east side of the Community Garden Park (currently used for bee farming and mulch). However, the proposal would expand the community garden to the east side, resulting in no net loss of square footage or impact to garden plots. The garden's east side, according to



As part of the hotel proposal, public parking would be expanded from 52 to 83 spots.

the developments, was earmarked by the city for possible public parking well before the hotel project was proposed.

The Surfliner would employ a staff of roughly 20 people with a wide range of 20 jobs created by the cafe and bar which will be leased to a local purveyor. The onsite manager would live at the hotel.

Built on city-owned property, the Surfliner's lease would be between the entity (499 Linden Managers LLC) and the city. For the developers to change or trade ownership of the hotel, the city would have to approve the transfer.

"It's not getting flipped or linked to a Hyatt or anything like that," said Theimer. "We're not out here to get a quick buck. We live here in Carpinteria and Santa Barbara—we're not L.A. flippers. We believe in the project and we want to do this."

"We're just four local families that are trying to respect that this used to be the train station and the hotel is performed after that," added Hollis. "We're trying to enhance this city. The city will get revenue plus 40 to 50 people going up and down Linden shopping and eating. And the city is in a unique position to have input on what this project looks like. We're curating Linden businesses, reaching out to City Council—we want people to understand what the project is."

If the Surfliner Inn proposal makes its way through the Architectural Review Board, Planning Commission and City Council approval without major road bumps, construction could begin in late 2022.



Along with two other local families, Whitt Hollis, left, and Jeff Theimer, right, hope to bring their dream of an innovative train station inn to downtown Carpinteria.

DIRECT OUTREACH

- ZOOM MEETINGS

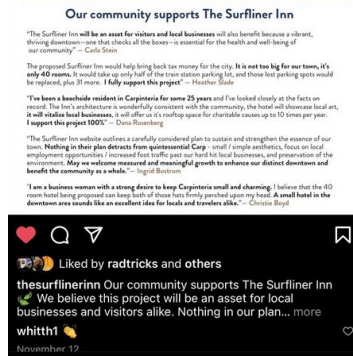


- SOCIALLY DISTANCED SITE VISITS

MaskUpCorp

- REAL CONVERSATIONS
- Q & A'S WITH TEAM

The Surfliner Inn



OUR PROCESS

**“ ... DESIGN FOR THE PRESENT, WITH AN AWARENESS OF
THE PAST, FOR A FUTURE WHICH IS ESSENTIALLY
UNKNOWN.” - NORMAN FOSTER (ARCHITECT)**

RESPECT HISTORY



IDENTIFY NEEDS & CONCERNS



RIDE THE RAILS

More Californians are going #CarFree

In the last decade

The rate of Californians walking, biking, or taking transit

DOUBLED

to 22%

while the rate of drivers fell by 12%

Researchers agree that

The percentage of people in their teens, 20s, & 30s without a drivers license is

GROWING

Which means

LESS greenhouse gases and smog-forming pollutants



@SBCarFree

www.SantaBarbaraCarFree.org

Initiated and led by the Santa Barbara County Air Pollution Control District

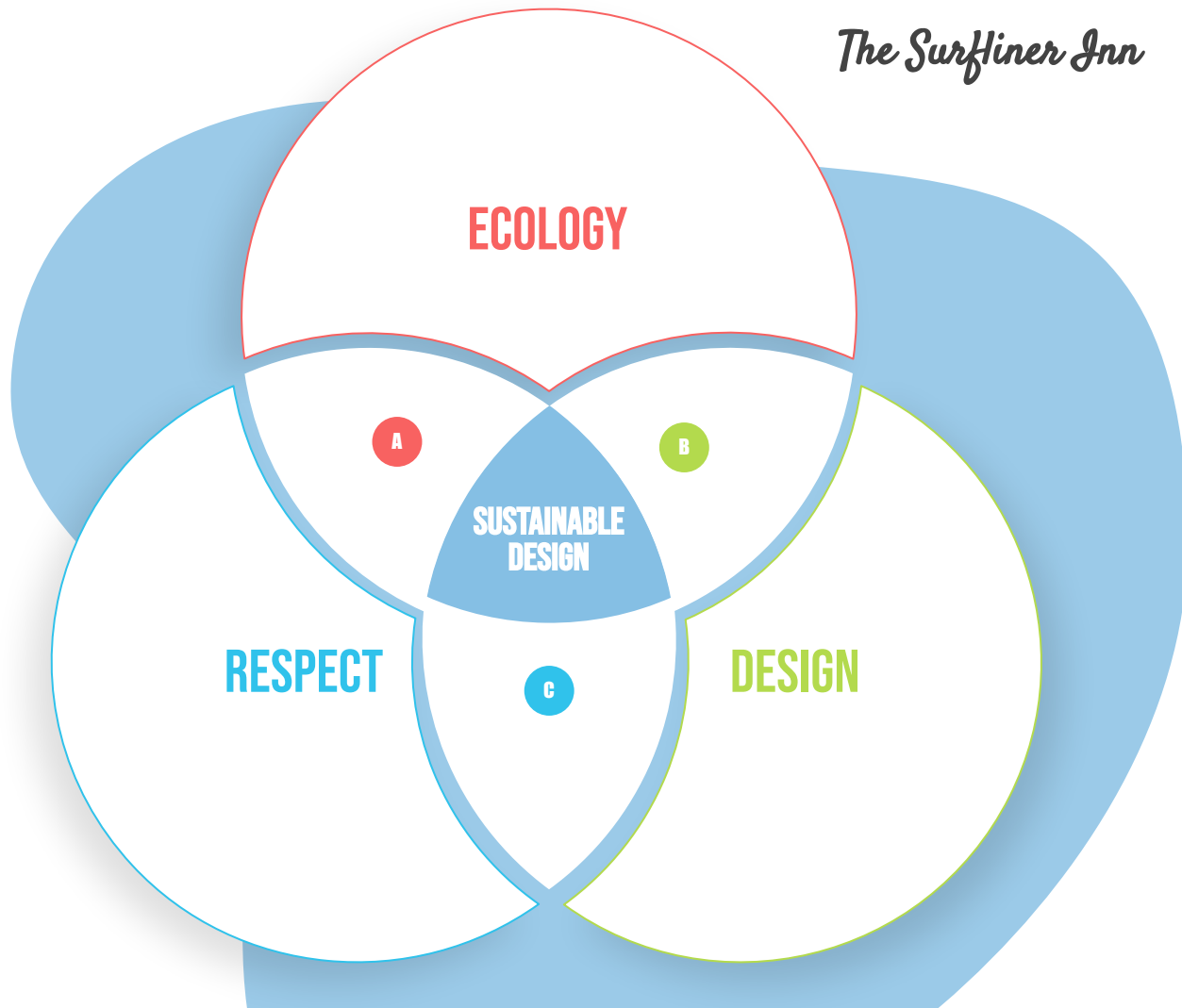


Carpinteria 2020/2021 BUDGET PROJECTIONS



RESPECT THE ENVIRONMENT

- A** RESPECT THE EXISTING ENVIRONMENT
- B** CREATE SMART LANDSCAPING & SUSTAINABLE FEATURES
- C** USE NEW TECH & SAVE ENERGY



EMBRACE THE SPIRIT & CULTURE OF THE COMMUNITY



**“EVEN IF YOU ARE ON THE RIGHT TRACK, YOU WILL GET RUN
OVER IF YOU JUST SIT THERE.”**

– WILL ROGERS

DESIGN MATTERS LOCAL APPROACH

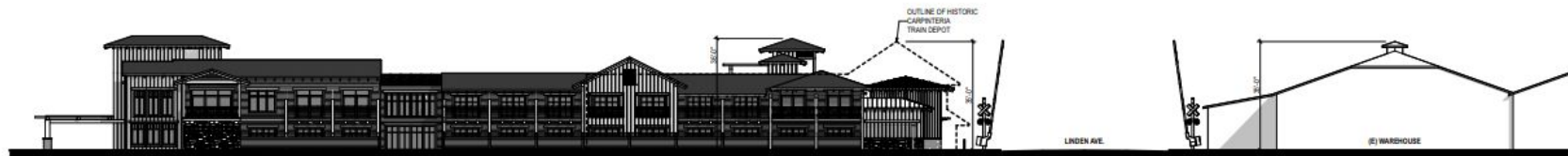


DESIGN TEAM





SIZE MATTERS



VIEWS MAINTAINED



ELEVATIONS



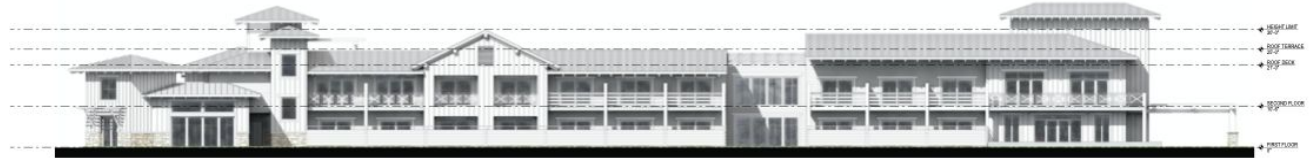
EAST ELEVATION
SCALE: 3/32" = 1'-0"

4



WEST ELEVATION
SCALE: 3/32" = 1'-0"

3



NORTH ELEVATION
SCALE: 3/32" = 1'-0"

2

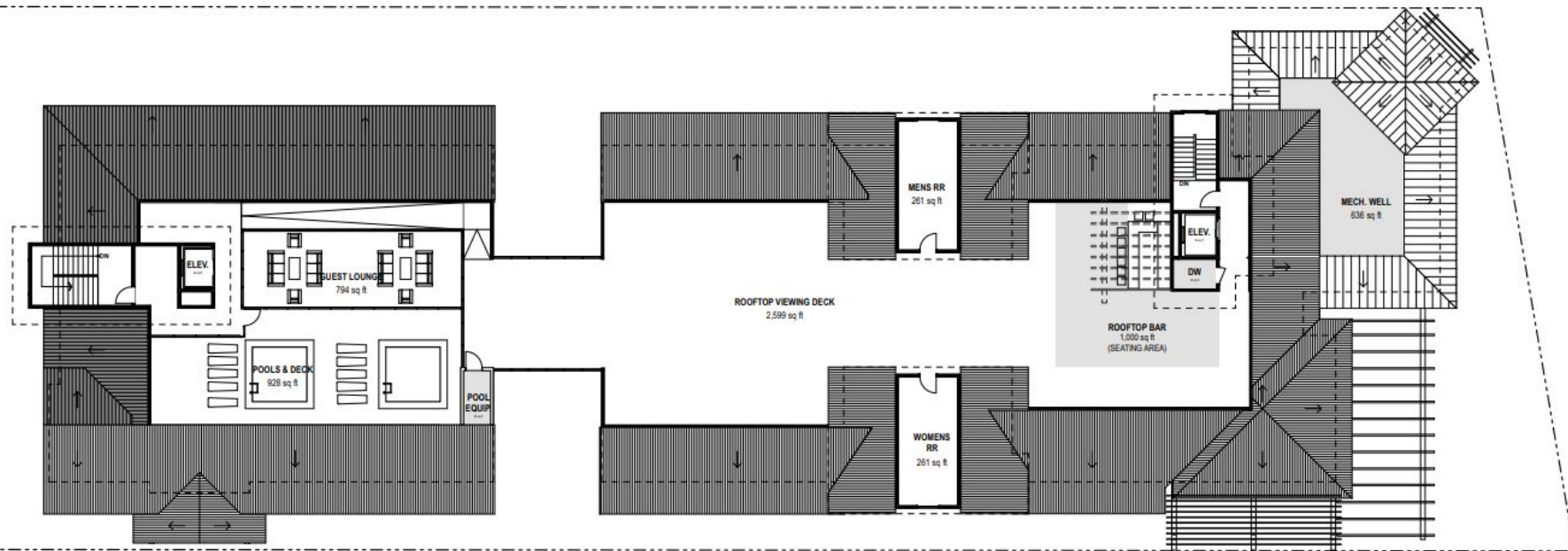


SOUTH ELEVATION
SCALE: 3/32" = 1'-0"

1



ROOFTOP



PARKING MATTERS

DID YOU KNOW....

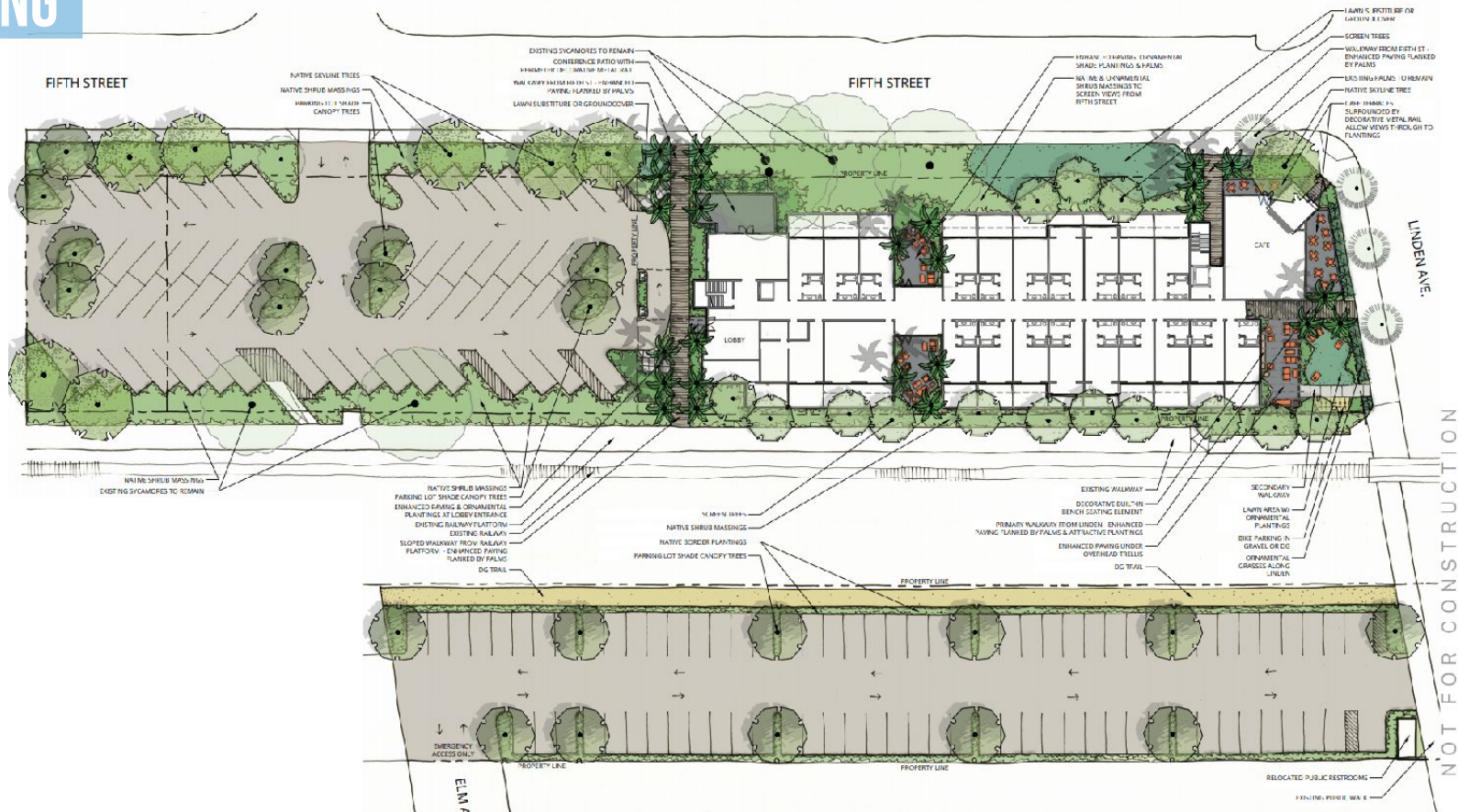
**PUBLIC PARKING SPACES WILL INCREASE BY
31 SPACES AT NO COST TO THE CITY**



PARKING

A NEW 83 SPACE PARKING LOT WILL BE BUILT CLOSER TO THE BEACH IN ADDITION TO RETAINING 61 SPACES IN THE PRESENT PARKING LOT. THE CITY PARKING STUDY DEMONSTRATES THESE 144 SPACES WILL PROVIDE AMPLE PARKING TO SATISFY ANY NEW DEMAND GENERATED BY THE SURFLINER INN. IN ADDITION, A NUMBER OF THE INN'S GUESTS WILL BE INCENTIVISED TO ARRIVE BY TRAIN AND FURTHER REDUCE PARKING NEEDS.

[illegible]



PARKING

ADDITIONAL PARKING & TRAFFIC MANAGEMENT CONCEPTS

- RESERVED EMPLOYEE ONLY BICYCLE PARKING
- MONTHLY FINANCIAL STIPEND FOR EMPLOYEE USE OF ALTERNATIVE TRANSPORTATION
- UTILIZE VALET FOR PEAK USAGE TIMES
- HOTEL DISCOUNTS FOR GUEST ARRIVAL BY TRAIN OR WITHOUT A VEHICLE
- LOCAL BUSINESS DISCOUNTS FOR ARRIVING CAR FREE
- CONTINUE TO IMPROVE PEDESTRIAN AND BICYCLE ACCESS
- SEASIDE SHUTTLE PROXIMITY



WHAT LOCALS ARE SAYING

“THIS PROJECT IS BOTH CARP AND COMMERCE FRIENDLY AND I ENCOURAGE ANY AND ALL RESIDENTS INTERESTED IN MAKING A WELL-INFORMED OPINION, TO MEET WITH THE TEAM, ASK QUESTIONS, MAKE COMMENTS AND LEARN FACTS. I FULLY SUPPORT THIS PROJECT”-- HANNA BRAND

“I AM A BUSINESS WOMAN WITH A STRONG DESIRE TO KEEP CARPINTERIA SMALL AND CHARMING. I BELIEVE THAT THE 40 ROOM HOTEL BEING PROPOSED CAN KEEP BOTH OF THOSE HATS FIRMLY PERCHED UPON MY HEAD. A SMALL HOTEL IN THE DOWNTOWN AREA SOUNDS LIKE AN EXCELLENT IDEA FOR LOCALS AND TRAVELERS ALIKE.”-- CHRISTIE BOYD

“THE SURFLINER INN WILL BE AN ASSET FOR VISITORS AND LOCAL BUSINESSES WILL ALSO BENEFIT BECAUSE A VIBRANT, THRIVING DOWNTOWN—ONE THAT CHECKS ALL THE BOXES—IS ESSENTIAL FOR THE HEALTH AND WELL-BEING OF OUR COMMUNITY” -- CARLA STEIN

ECONOMIC VITALITY

“...THIS IS A PROJECT THAT WILL BE A GEM FOR THE DOWNTOWN AREA. I’VE TALKED TO A NUMBER OF DOWNTOWN MERCHANTS AND ALL AGREE THAT THIS WOULD BRING REVENUE TO THEIR BOTTOM LINE.” -- WINFRED VAN WINGERDEN

THIS PROJECT WILL ATTRACT ECONOMIC VITALITY AND REVITALIZE THE DOWNTOWN T. IT WILL BRING JOBS AND ADDITIONAL BENEFITS TO LOCALS & NON-PROFITS, A GORGEOUS ROOFTOP LOUNGE AND A LOCALLY DRIVEN COFFEE BAR AND A MEETING ROOM. I CAN'T WAIT TO SEE IT HAPPEN! -- MARYBETH CARTY

“...NOTHING IN THEIR (THE SURFLINER INN) PLAN DETRACTS FROM QUINTESSENTIAL CARP - SMALL / SIMPLE AESTHETICS, FOCUS ON LOCAL OPPORTUNITIES EMPLOYMENT/ INCREASED FOOT TRAFFIC PAST OUR HARD HIT LOCAL BUSINESSES, AND PRESERVATION OF THE ENVIRONMENT. MAY WE WELCOME MEASURED AND MEANINGFUL GROWTH TO ENHANCE OUR DISTINCT DOWNTOWN AND BENEFIT THE COMMUNITY AS A WHOLE..” -- INGRID BOSTROM

ECONOMIC VITALITY



PRESERVING LOCAL HISTORY INVESTING IN OUR FUTURE

REVENUE

THE PROPOSED LEASE IS ESTIMATED TO GENERATE OVER \$500,000 ANNUALLY

- LEASE: \$10,000/MONTH PLUS + 4.5% OF GROSS REVENUE.

BENEFITS TO THE CITY

- NEW 83-SPACE CITY PARKING LOT #4 (P-04 2015 CAPITAL IMPROVEMENT PROGRAM)
- COMPLEMENTS PROPOSED RAILROAD EXPANSION.
- CONSTRUCTION OF A PORTION OF THE TRAIL TO SALT MARSH. (PROJECT CODE: AT-15 2015 CAPITAL IMPROVEMENT PROGRAM, ESTIMATED TO COST \$978K)

JOBS

- THE SURFLINER INN AND CAFÉ ARE ESTIMATED TO CREATE APPROXIMATELY **40 NEW JOBS**

CITY FY 2021 BUDGET SHOWS A

\$3M DEFICIT, WITH DRASTIC

REDUCTIONS TO OUR CITY

SERVICES

ECONOMIC VITALITY

PRESERVING LOCAL HISTORY INVESTING IN OUR FUTURE

LEVERAGING COMMUNITY BUSINESSES

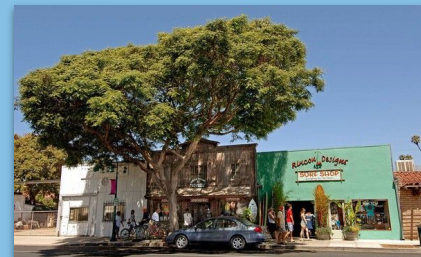
CONSTRUCTION / LOCAL TRADES WILL BE USED FOR THE CONSTRUCTION OF THE SURFLINER INN
TO THE GREATEST EXTENT POSSIBLE

LOCAL SUPPLIERS / RELATIONSHIPS WITH LOCAL MERCHANTS WILL BE ESTABLISHED TO SUPPLY THE SURFLINER INN

HOTEL GUESTS / 30 TO 50 DAILY GUESTS WILL BOOST THE VARIOUS DOWNTOWN MERCHANTS

GATHERING AREA / THE SURFLINER ROOFTOP WILL BE A COMMUNITY GATHERING AREA

POSITIVE FIRST IMPRESSION / TRAVELERS, INCLUDING RAIL PASSENGERS, WILL HAVE A POSITIVE
FIRST IMPRESSION OF CARPINTERIA



COMMUNITY POLICIES

PROMOTES MULTIPLE PUBLIC POLICY GOALS

SUSTAINABLE COMMUNITY POLICY

- PROMOTE A **DIVERSIFIED AND RESILIENT LOCAL ECONOMY**
- ATTRACT AND RETAIN DOWNTOWN RETAILERS, HOTELS
- **IMPROVE** OFF-SEASON VISITORSHIP AND TOURISM
- ESTABLISH EXPANDED LOCAL HIKING TRAILS... AND OTHER **ALTERNATIVE TRANSPORTATION MODES**
- **IMPROVE TRANSIT** OPPORTUNITIES
- **PROMOTE INFILL DEVELOPMENT** TO ENHANCE EXISTING COMMERCIAL DISTRICTS AND PREVENT BLIGHT.
- REDUCE GREENHOUSE GAS EMISSIONS THROUGH VARIOUS ACTIVITIES WHICH MAY INCLUDE IMPROVED MASS TRANSIT SYSTEMS, **REDUCED VEHICLE TRIPS...**

ECONOMIC VITALITY



PROMOTES MULTIPLE PUBLIC POLICY GOALS

SUSTAINABLE COMMUNITY POLICY

- DEVELOP IMPROVED PARK AND OPEN SPACE CONNECTIONS WHICH **ENCOURAGE PEDESTRIAN ACCESS**
- **IMPROVE AND ENHANCE CONNECTIONS TO NEIGHBORING COMMUNITIES** THROUGH COASTAL ACCESS; TRAIL SYSTEMS AND BIKE PATHS
- “...ENCOURAGE LAND USE DEVELOPMENT WHICH CREATES A COMPACT AND ACCESSIBLE COMMUNITY THAT **ENCOURAGES WALKING AND CYCLING AND PROMOTES AN ACTIVE LIFESTYLE.**”
- **ENHANCES SAFETY OF DOWNTOWN BEACH NEIGHBORHOOD**





The Surfliner Inn

THANK YOU

TO THE MAYOR, COUNCIL MEMBERS, COMMISSIONERS, BOARD MEMBERS, STAFF AND ALL THE LOCAL SUPPORTERS
WHO HAVE TAKEN THE TIME TO MEET AND LEARN MORE ABOUT TSL.

Q+A

thesurflinerinn.com