

Item No. 3

Supplemental Material
For
**City of Sacramento
Planning Commission
Agenda Packet**

For the Meeting of: January 12, 2012

Additional Material
Revised Material

Contact Information: David Hung, Associate Planner, 808-5530

Project Name: New Convenience Store (P11-066)

Subject:

Additional comment letters submitted to Planning staff after the staff report was completed.

Preservation Development, LLC – Maydestone Apartments

1011 10th Street, Suite A, Sacramento, CA 95814

bay@dandsdev.com

12.12.2011

Brian Holloway
442 Pico Way
Sacramento, CA 95819

Re: 7-11 store at corner of 14th & J St

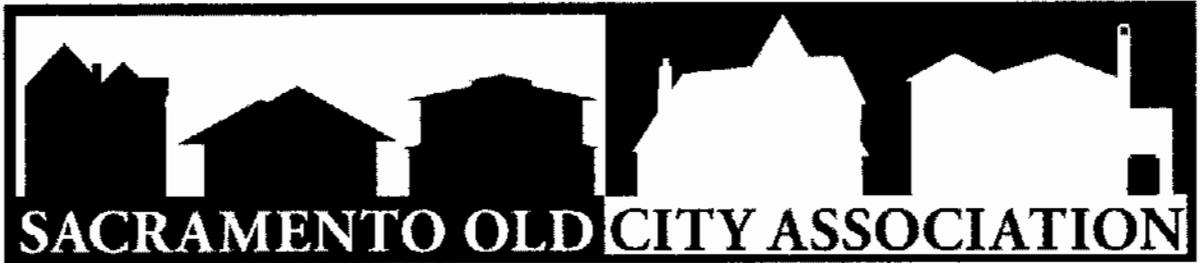
Brian,

The purpose of this letter is to serve as a letter of support in your efforts to bring a 7-11 Store to the corner of 14th & J St within close proximity to our recently completed Maydestone apartments at the corner of 15th & J St. Moderately priced housing in Midtown/Downtown Sacramento is currently a high priority. Retail that provides benefit to nearby residents while also benefiting the strong presence of government and executive workers within the area is ideal. For these reasons, let this letter serve as a letter in support of your efforts to bring a 7-11 store to the corner of 14th & J St. Please let me know if you have any further questions.

Respectfully,



Bay Miry
Preservation Development, LLC
bay@dandsdev.com



Sacramento Old City Association - PO Box 162140, Sacramento CA 95816 – (916)455-2935 – info@sacoldcity.org

January 11, 2012

RE: New Convenience Store (P11-066)

Members of the Planning Commission and City Staff,

The Sacramento Old City Association (SOCA) Board wishes to express its support for the above-referenced project. The project represents good urban planning principles, occupies a vacant storefront, and provides revenue generating economic activity in the central city. We encourage the Planning Commission to approve this project.

Sacramento's downtown core currently has very few late-night retail establishments, and none that are open 24 hours. Healthy cities have a variety of uses over a wide variety of hours, rather than being active only during the day and shuttering themselves at night. A late-night business of this sort will be useful to Sacramento visitors as well as residents, and supports the city's efforts to promote evening activity in the downtown core.

Nearby businesses and organizations have expressed concerns regarding issues of loitering and attraction of homeless, but a vacant, dark storefront presents a greater safety hazard than an occupied building that lights the adjacent sidewalk at night. The list of required safety and security features required by City staff will also promote public safety in its vicinity, and the employees of the store provide additional "eyes on the street" who can work in conjunction with adjacent businesses like the Sheraton to keep the public safe.

The difficulties of our contemporary economy are matched by the opportunities of the growing nationwide movement back to urban cores. By their willingness to proceed with the project even without alcohol sales, the applicant clearly demonstrates a willingness to grasp that opportunity in a way that will economically benefit the city of Sacramento, fill a need for late-night retail that will benefit central city residents and visitors, and hopefully encourage more evening and late-night businesses in the downtown core.

A handwritten signature in black ink, appearing to read "William Burg", is written over a horizontal line.

William Burg
President, Sacramento Old City Association

January 12, 2012

Mr. David Hung, Associate Planner
Community Development Department
300 Richards Blvd. Suite 300
Sacramento, CA 95811

Re: 7-Eleven Food Store 1325 J Street

Mr. Hung,

Heller Pacific owns and operates a number of properties in the Downtown and Midtown neighborhoods of Sacramento.

We are aware of the plans to install a 7-Eleven food store in the now vacant former La Bou Bakery location at 14th and J Streets. We have reviewed the plans and photos of what this store will look like and are aware that no liquor will be sold at the store.

Heller Pacific supports this 7-Eleven store at this location because it will serve office workers, conventioners, hotel guests and our tenants in a convenient location, especially when other similar retailers are not open for business. This store will offer customers in the downtown and midtown areas with food and household products in a convenient location where in the late evenings and on Sundays and holidays those customers (and our tenants) would have to leave the area to find those needed items.

Because this store will meet a currently unmet need in the area and will provide lighting, activity and security to a presently dark corner, we ask the Planning Commission to support the application for this store.

Very truly yours,



Michael Heller
Heller Pacific