416 Main Street, Salinas, CA 93901 Tel.: 831-757-4602 • Fax: 831-757-5741

By Email To City Clerk

October 23, 2018

Salinas City Council 200 Lincoln Avenue Salinas, CA 93901

Subject: Opposition To Church Use On Main Street

Dear Council Members:

We have been downtown property owners for over 40 years. As such we are heavily invested and dependent upon the economic vitality of Main Street. This requires daily foot traffic and intense merchandising effort from every storefront throughout the district.

Churches are dark six days a week and contribute nothing to the merchandising mix. Churches have their place, but not in the center of a retail district. This issue has been fought and defeated before.

Many small business owners have invested their life savings in our downtown. We are trying to attract more. Their investment in our downtown depends on the integrity of our zoning code. Please don't sell them out by compromising it.

We strongly urge you to deny Zoning Code Amendment 2018-001 and CUP 2018-004.

Yours truly,

Rick DeSerpa

General Partner

CC: Kevin Dayton