



RECEIVED

APR 13 2018

COMMUNITY DEVELOPMENT
DEPARTMENT

April 10, 2018

Ms. Megan Hunter
Salinas Community Development Department
65 West Alisal Street
Salinas, CA 93901

Re: Enforcement of Downtown Zoning Ordinances

Dear Ms. Hunter:

I'm writing as a concerned business owner whose primary office location is located on the 300-block of Main Street.

Moxxy is a woman-owned business which has grown from the time it was established by me in 2007 until now to have 11 employees, and I am currently recruiting for several more. My staff and I occupy 3,825 square feet of office space that comprises the entire upstairs of the brick building on the corner of Main and San Luis. To accommodate additional future growth, I am considering investing in property downtown.

The economic vitality of the downtown area is greatly impacted by the types of businesses that occupy and use space here. I have seen first-hand how vibrancy has been improved with the addition of businesses such as Portobello's, Gifts on the Go, Starbucks, Roaring Mice and others. I'm certain Moxxy's location downtown is also making a positive impact not only on the Downtown Core Area's vibrancy but also on the overall image of Salinas.

I understand the New Harvest Christian Fellowship has closed on the purchase of the former Beverley's building at 344 Main Street and has filed an application with the City of Salinas. I urge city leaders to uphold and rigorously enforce the existing provisions of the Zoning Code as they pertain to ground floor use in the Core Area. My employees, clients, vendors and I are seeking retail, dining, hospitality and entertainment services near Moxxy. Several employees have indicated a desire for more housing options on the upper floors of downtown commercial spaces as well. These use types should continue to be priorities for the City of Salinas, and to prosper and thrive, I hope city leaders will diligently apply and defend the existing Zoning Ordinance.

Respectfully,

A handwritten signature in blue ink, appearing to read "Karen E. Nardozza".

Karen E. Nardozza
President & CEO

cc: Mayor Joe Gunter
Councilmember Steve McShane
City Manager Ray Corpuz

380 Main Street
Salinas, CA 93901
karen@getmoxxy.com
831.222.3935
www.getmoxxy.com