

CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA
7575 METROPOLITAN DRIVE, SUITE 103
SAN DIEGO, CA 92108-4421
(619) 767-2370



W10a

6-17-0157 (BROWN)

JUNE 7, 2017

CORRESPONDENCE

February 27, 2017

Mr. Alex Llerandi
Coastal Commission
7575 Metropolitan Drive, #103
San Diego, CA 92108

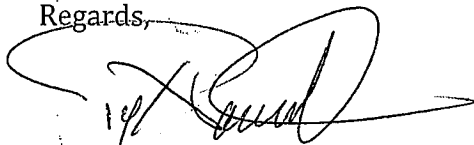
Mr. Llerandi,

Over the last month my staff informed me of the restaurant remodel project happening at 4325 Ocean Blvd in Pacific Beach named Waterbar that is now come under Coastal Commission's review. As a San Diego base business owner and hospitality operator for over 25 years I personally find these type of projects not only necessary to San Diego/Pacific Beach's evolution as a tourist's destination but also essential to helping drive our local economy.

In speaking at length with the ownership of this unique project and considering the fact all three owners behind the design are not only highly qualified but also long standing members of the San Diego & Pacific Beach community. I personally along with my employee base of over 600 members are excited for what this project brings to our Pacific Beach community, the overall San Diego hospitality scene, not to mention another awesome improvement to one of San Diego's premier beach front boardwalks.

I appreciate your time in reading my letter of strong support for this project and if any questions please email me at Thauter1@gmail.com or call 858-220-5221.

Regards,



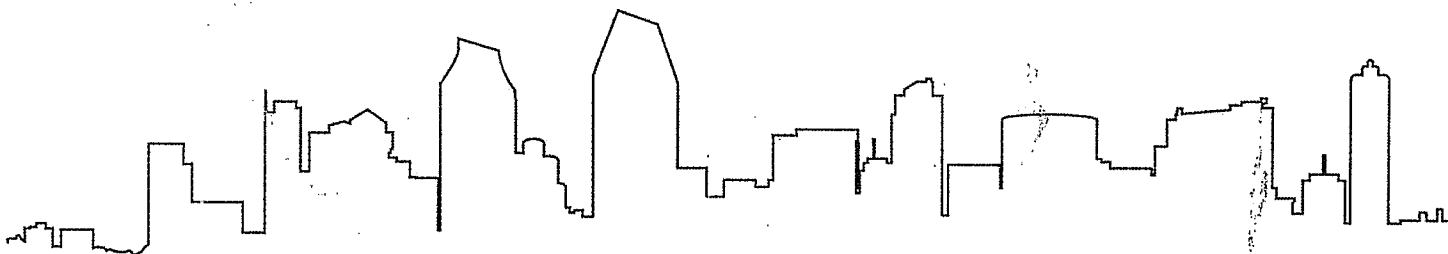
Ty Hauser

Owner of Good Time Design, LLC.
715 J Street, Suite 206
San Diego, CA 92101

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COASTAL COMMISSION
SAN DIEGO COAST DISTRICT



JOSHI LAW GROUP

8555 Aero Drive, Ste. 303 • San Diego, CA 92123 • (619) 822-7566 • (866) 963-0166 fax • milie@joshilawgroup.com

Deepalie Milie Joshi, Esq.
Attorney at Law

February 24, 2017

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FEB 27 2017

Mr. Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

RE: Endorsement of Remodel Project at 4325 Ocean Blvd, San Diego, CA

Dear Mr. Llerandi,

My name is Deepalie Joshi, and I am the owner and lead attorney of the San Diego based law firm Joshi Law Group. As a local small business owner, I wanted to express my support of the remodel project at 4325 Ocean Blvd., San Diego, CA. You may find a letter of support from an attorney to be unusual for this type of project, but I assure you that I do not express my support lightly. Although I do not have much knowledge of the specifics of the remodel project itself, I have had the pleasure of knowing the family leading the project -- the Brown Family. In my opinion, the Browns are consummate professionals who are dedicated to the betterment of our city and its citizens.

The businesses operated by the Browns in San Diego employ numerous individuals from diverse backgrounds. They are equal-opportunity employers in that they reward hard work and good performance. Unlike many employers, they do not singularly focus on their own business. Instead, they invest in their employees and help train them to become more valuable members of the local hospitality industry. I personally have met a number of former employees who speak very highly of the Browns and the opportunities they provide.

In addition to becoming an integral member of the Pacific Beach business community, the Browns continually demonstrate their support to community projects and charitable organizations, including but not limited to hosting events to raise money for local victims of violence and disease; holding fundraisers for the troops and veterans; and taking active leadership and membership roles in the local community associations.

The above-referenced remodel project, "The Water Bar" is an endeavor that has been pioneered by the Browns. I admit that I am not familiar with the specific obstacles that have arisen from this project. But, I do know that under the leadership of the Browns, this project has the potential to become a Pacific Beach

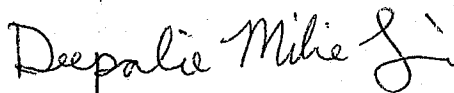
business that is most precious in the hearts of San Diegans. The Water Bar would not only create new jobs, but would also increase patronage to Pacific Beach by both locals and tourists adding much needed revenue to the local economy. Furthermore, given the Browns' penchant for community support, the Water Bar could become an invaluable venue for local charities and community groups for conducting fundraisers, networking events, and community gatherings. The possibilities are endless under the leadership of individuals with such uncompromised integrity.

Please consider the following as my direct endorsement of this project.

It has come to my attention that the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach has come under your review at the Coastal Commission. It is my intent in writing this letter to demonstrate support for this type of redevelopment in our community. Projects of this nature, especially in primary locations such as this, are what I would consider to be essential towards the revitalization of Pacific Beach.

It is my understanding this Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design, although obviously not finished, is already a tremendous improvement for the oceanfront walk! I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Very Truly Yours,

A handwritten signature in cursive script that reads "Deepalie M. Joshi". The signature is written in black ink and is positioned centrally below the "Very Truly Yours," text.

Deepalie M. Joshi, Esq.,

Owner/Attorney at Joshi Law Group

JOSEPH H. BOTKIN
3135 North Mountain View Drive
San Diego, California 92116
(619) 282-6069 (619) 521-1704 FAX

February 24, 2017

Alex Lierandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

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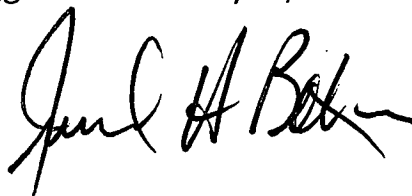
CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Dear Alex,

Coastal Commission will review a restaurant remodel project at 4325 Ocean Blvd. in Pacific Beach. As a 48-year resident who considers Mission Beach and Pacific Beach my "home turf", I am familiar with highs and lows of my community; especially the "high" of public use and availability of the wonderful beaches and the beachfront restaurant scene. In all my years as patron, employee, manager and owner in the beach-area café society, I can recall no better improvement and asset to the coastal community than Waterbar promises to be.

Proponents of the Waterbar project have a solid track record creating and operating first-rate restaurant projects in our community including creation of hundreds of job opportunities. To my first-hand (and grateful) experience, proponents of Waterbar have stepped to the plate with time and money support for community benefit programs, which support is expected to expand as Waterbar succeeds.

Improvements to the oceanfront walk scene are already apparent and the community very much looks forward to completion of Waterbar. Any (and all) Coastal Commission support and encouragement for the Waterbar project and its proponents is requested and suggested. Thank you, in advance, for attention and consideration in this matter.





The Ould Sod

"An Authentic Irish Pub"

2/26/2017
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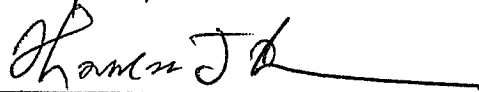
FEB 27 2017


CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Dear Alex,

We are writing to you in support of The Waterbar redevelopment at 4325 Ocean Blvd. in Pacific Beach. We have been in the hospitality business in San Diego for almost thirty years and we know the positive influence that a well-run restaurant can have on a community. We have known Mr. Todd Brown for many years. He is a hard working accomplished businessman who cares deeply for his employees, patrons, fellow business owners and the community at large. We are confident that The Waterbar will enhance the distinct and vibrant culture of Pacific Beach, and help the revitalization of that iconic Coastal Community.

Sincerely Yours,







Tommy Quinn 2/26/17
Thirty Three Seventy Three Adams Ave • San Diego, CA 92116 • (619) 284-6594

Mick Ward 2/26/17



MICHAEL R. BOULGER, CPA, APC
4747 MORENA BLVD, SUITE 250
SAN DIEGO, CA 92117
TEL: 858-270-4360
FAX: 858-270-4362
E-MAIL: mike@mrbcpa.com

February 24, 2017

Alex Lierandi
CA Coastal Commission
7575 Metropolitan Dr. Suite 103
San Diego, CA 92108

Re: 4325 Ocean Blvd
Pacific Beach, CA 92109

Dear Mr. Lierandi,

I am writing you to demonstrate my support for the redevelopment project at 4325 Ocean Blvd. I lived and raised my family in Pacific Beach. I started my accounting practice in Pacific Beach and practiced there for 25 years. My daughters live in Pacific Beach. Although I live in Bay Park now, I'm in Pacific Beach on a regular basis, all year round.

I believe the Waterbar restaurant remodel project at 4325 Ocean Blvd will be beneficial to the Pacific Beach community. I want you to know I support this redevelopment project. Investing in improvements along our oceanfront is important to revitalizing Pacific Beach's oceanfront.

I am also a fan of the restaurant providing over 100 jobs to the local community, creating a means to improving our community's economic well-being.

I want to encourage you and the Coastal Commission to support the project at 4325 Ocean Blvd. If I can be of further service to you on this matter, please contact me.

Respectfully,



Michael R. Boulger

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SAN DIEGO COAST DISTRICT

To whom it may concern:

As tourists from New Mexico we have enjoyed Southern California for many years. Our last trip was December 2016. For the first time we rented a condo in Mission Bay. We had a good time at the beach and did enjoy touring in the neighborhood. It is during one of these walks that we encountered Suzanne and Todd Brown, owners & developers of a new restaurant bar facing the Pacific. They invited us to look at their proud project. A gigantesque amount of work has been done to improve the structure and follow your commission goals: enhancing California' coast first by improving the esthetic of the coastal view, and second, careful planning.

We lived in Santa Fe where commissions' mission are similar, except that in Santa Fe we are making sure that the city is protected and enhanced for future generations as well. We lived in the historic part of the city, " the California Coast" of New Mexico.. This structure first built in 1975, not 1610, would have never resisted centuries of ocean view. The renovation executed under the management of the Browns will stand for a century and more with dedicated care and respect of the California Coastal Mission. It will be a wonderful place to enjoy for many generations to come. We personally cannot wait to go to the restaurant/bar, to eat surely, but to take a look at this beautiful coast.

As we walked on the "beach walk" of Mission Bay, you noticed as tourist that many of the building may not be there in 100 years without renovation. The restaurant/bar of the Browns, the building at least, will be still, an anchor for the community of Mission Bay for decades, a century. It is solid. No doubt that the community of Mission Bay/Pacific Beach will benefit economically from the business for years to come, with jobs for their residents and secondarily investments from a sustainable community.

Thank you;

Jean L. Bergeron/ Maureen T. Robins.

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CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

**CREATIVE
AQUARIUM**
Management, Sales, Service & Installation

February 23, 2017

Alex Llerandi
Coastal Commission
7575 Metropolitan Dr. #103
San Diego, Ca 92108


Dear Mr. Llerandi,

As you (the Coastal Commission) are currently reviewing the remodel project at 4325 Ocean Blvd, a new fine dining and eating establishment in Pacific Beach, I just wanted to express my full support for the need of a more modern, unique and up to date restaurant for this area

Its always nice to see change and added value to the focal waterfront areas. This new restaurant will not only provide local citizens with new and much needed employment opportunities, it will also provide quality dining experiences for tourist to the area, as well as those who live locally and in near by communities who are seeking out new and fun establishments, where they can choose from a quality dinner menu and enjoy a cocktail with a great view of the ocean.

I hope that you and the Commission will help with this great task of bringing a much needed culinary options and improvement to the Pacific Beach area

Respectfully,


Mike Proctor
Owner
Creative Aquarium

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[BAKER ARCHITECTURE]

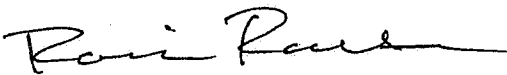
February 27, 2017

Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

Dear Alex,

I am writing this letter regarding the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach that has come under your review at the Coastal Commission. It is my intent in writing this letter to demonstrate support for this type of redevelopment in the community. As an architectural project manager, I consider projects of this nature to be essential towards the revitalization of Pacific Beach. It's prime location with the restaurant oriented toward the beach and boardwalk, engages the pedestrians along that area and encourages interaction with the business. It is my understanding that the Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design is a tremendous improvement for the oceanfront walk. I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Sincerely,



Ronnie Rollman
Baker Architecture
Project Manager

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CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

[BAKER ARCHITECTURE]

February 27, 2017

Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

Dear Alex,

I am writing this letter regarding the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach that has come under your review at the Coastal Commission. It is my intent in writing this letter to demonstrate support for this type of redevelopment in the community. As an architect, I consider projects of this nature to be essential towards the revitalization of Pacific Beach. It is in a prime location with the restaurant oriented toward the beach and boardwalk, engaging the pedestrians along that area and encouraging interaction with the business.

It is my understanding that the Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design is a tremendous improvement for the oceanfront walk. I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Sincerely,



Katherine Baker
Baker Architecture
President

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CALIFORNIA
COASTAL COMMISSION
SAN DIEGO COAST DISTRICT

Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

Dear Alex,

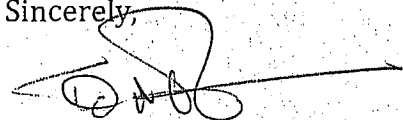
As a local San Diego small business owner that employs numerous people and relies on the hospitality industry as our lifeblood, it is my hope that projects such as the Waterbar are given a fair chance to enrich not just the Pacific Beach community, but also the overall San Diego economy. In addition to the immediate jobs provided by the restaurant, I hope that you will also consider the opportunities in industries such as mine (entertainment) that are created with new development.

Please consider the following as my direct endorsement of this project.

It has come to my attention that the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach has come under your review at the Coastal Commission. It is my intent in writing this letter to demonstrate support for this type of redevelopment in our community. Projects of this nature, especially in primary locations such as this, are what I would consider to be essential towards the revitalization of Pacific Beach.

It is my understanding this Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design, although obviously not finished, is already a tremendous improvement for the oceanfront walk! I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Sincerely,



Thomas Basham

Owner, Not Just Trivia
tom@notjusttrivia.com
858-248-1744

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SAN DIEGO COAST DISTRICT



Commission staff received 41 copies of this letter from the public.

February 23, 2017

William Chapman
1150 Anchorage Ln
San Diego, CA 92106

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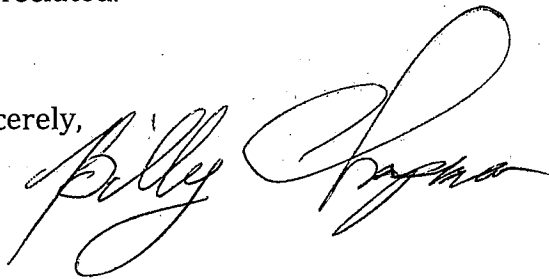
Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

Dear Lierandi:

It has come to my attention that the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach has been scheduled for plan approval at the Coastal Commission. It is my intent in writing this letter to demonstrate support for this type of redevelopment in our community. Projects of this nature, especially in primary locations such as this, are what I would consider to be essential towards the revitalization of Pacific Beach.

It is my understanding this Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design, although obviously not finished, is already a tremendous improvement for the oceanfront walk! I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Sincerely,



Commission staff received 19 copies of this letter from the public.



February 27, 2017

Alex Llerandi
Coastal Commission
7575 Metropolitan Dr., #103
San Diego, CA 92108

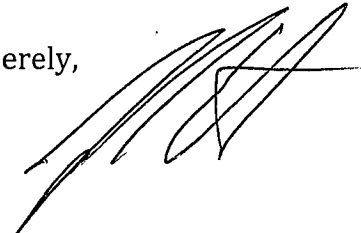
Re: Waterbar San Diego - 4325 Ocean Blvd Pacific Beach, CA

Dear Alex Llerandi,

I am writing you personally to request your support in the restaurant remodel project at 4325 Ocean Blvd in Pacific Beach. This project has come under your review at the Coastal Commission. I want to demonstrate the overwhelming support for this type of redevelopment in our community. Projects of this nature, especially in primary locations such as this, are what I would consider to be essential towards the revitalization of Pacific Beach.

It is my understanding this Waterbar restaurant investment will create over 100 local jobs and continue to evolve the culinary scene not only in Pacific Beach but San Diego as a whole. The improvement in design, although obviously not finished, is already a tremendous improvement for the oceanfront walk! Being a frequent patron to coastal eateries, I look forward to the project's timely completion. It is my hope that your commission will help to cultivate this opportunity for Pacific Beach. Your consideration in this matter is appreciated.

Sincerely,


John Ellis
President
Ellis Contracting, Inc.

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SAN DIEGO COAST DISTRICT



There are 650 signatories to this petition.

We the undersigned support the development of the restaurant project, Waterbar, located at 4325 Ocean Blvd in Pacific Beach. Waterbar's prime location offers the perfect setting to create an exceptional coastal dining experience for locals and tourists alike. The development of this property helps to best serve the interests of the San Diego community, specifically Pacific Beach by attracting people to our coastline, elevating the surrounding culinary scene and providing well over 100 jobs to stimulate the local economy. It is our hope that the Coastal Commission will do everything in it power to cultivate this opportunity for the community of Pacific Beach.

DATE	PRINTED NAME	SIGNATURE	ADDRESS
2/24/17	Cornie Wilson		6780 FEARS Rd #328 SAN DIEGO, CA 92108
2/24/17	Spencer Webb		235 Market St Apt 502 San Diego, CA 92101
2/24/17	Sergio Rosas Sr		2857-2 Cielo verde CHUCA VISITA, CA 91915
2/24/17	LUKE V. CORSANO		4321 Cass St. #9 San Diego, CA 92109 P.B.1
2/24/17	Jake Rosada		1152 Pacific Beach Dr San Diego, 92109 CA
2/24/17	Katie Elkman		2849 A street San Diego ca 92102
2/24/17	Avron Kahn		2849 F Street San Diego ca 92102
2/24/17	Melanie Mattos		1937 Emerald St San Diego CA 92109 P.B.1