



October 21, 2013

Rachel Kwok
City of Santa Monica
Strategic & Transportation Planning
1685 Main Street, Room 212
Santa Monica, CA 90401

Re: Downtown Specific Plan EIR Scoping Comments and Preliminary Comments on the DSP Framework

Dear Ms. Kwok:

We are writing to provide you with the enclosed comments on the scope of the Downtown Specific Plan Environmental Impact Report prepared by the Chamber of Commerce's Downtown Specific Plan Subcommittee. The Subcommittee's preliminary comments on the Downtown Specific Plan Framework are also included for Staff's review and consideration in preparing the draft Downtown Specific Plan.

The Downtown Specific Plan will impact our City for many years to come and has the potential to further enhance a neighborhood which has come through a stunning transformation in just a few decades. Our comments have been guided by the LUCE's vision for our Downtown to be a place where businesses can grow and flourish, to accommodate sensible development of a wide variety of land uses, including a diverse range of housing types covering all income levels, office, hotels, theaters and retail, and to support the continuation of the City's high level of services.

Above all, we encourage the City to stay on course for planning an exciting, pedestrian-friendly and economically successful Downtown that follows the LUCE's vision, accommodates reasonable development, and continues Downtown as a place to be enjoyed by all who live, work and visit Santa Monica.

Sincerely,

Laurel Rosen
President & CEO

Brad Cox
Chairman

CC: David Martin
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