

From: Debra Fixen <dfixen@pom-mdr.com>
Sent: Monday, September 11, 2023 5:43 PM
To: CityClerk <CityClerk@longbeach.gov>
Cc: Mike Murchison <mike@murchisonconsulting.net>; Daniel Taban <daniel@jadeent.com>; Matthew Taban <matthew@jadeent.com>
Subject: Agenda Item #27 Tenant Letters of Support

-EXTERNAL-

Dear City Clerk;

Please see attached letters of support for Agenda Item #27.



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Dear Long Beach City Council Members,

The Village Hat Shop has been an integral part of Shoreline Village since it first opened. Piggybacking on our early success at Shoreline Village, we have been able to launch our own headwear line and are an international brand. As a second-generation hatter, my family has always believed that we should service the local community even when located in a tourist hotspot. To this end, we have repeat customers from the greater Los Angeles area who recognize our store as the go to place for their headwear needs.

The Village Hat Shop at Shoreline Village is our second oldest surviving location. As such it not only has been an integral part of support three generations of my family but it has a special place in our heart.

It is for these reasons that we support Shoreline Village's ground lease extension. As a small but thriving family-owned business in Southern California, we understand the unique promise and opportunity that Shoreline Village provides and we hope that we can thrive here for years to come.

Sincerely,

[Zachary Belinsky \(Sep 7, 2023 17:10 PDT\)](#)

Zachary Belinsky



Dear Long Beach City Council,

I hope this letter finds you in good health and high spirits. As a dedicated tenant of Shoreline Village, I am writing to express my support for the ground lease extension of this remarkable and vibrant commercial waterfront destination.

Since becoming a tenant at Shoreline Village, I have had the privilege of witnessing firsthand the incredible growth and success of this unique establishment. The Village has proven to be an invaluable location, providing my business with a flourishing environment and endless opportunities for growth. The appeal of Shoreline Village is undeniable. Its picturesque waterfront location, diverse range of retail shops, restaurants, and entertainment options make it a magnet for residents and visitors alike. I have seen how this lively atmosphere attracts a steady flow of customers, resulting in increased sales and a loyal customer base for my business.

The commitment and dedication of Shoreline Village's management team have also played a significant role in fostering a positive and nurturing environment for tenants. Their proactive approach to ensuring the success of every business within the Village is commendable. From organizing events and promotions to maintaining the infrastructure, their unwavering support has been instrumental in my business's growth and success.

Extending the ground lease for Shoreline Village is not only crucial for my business but also for the entire tenant community. It will provide the stability and confidence necessary for us to plan for the long term, invest in our businesses, and continue contributing to the overall prosperity of Shoreline Village. I firmly believe that extending the ground lease for Shoreline Village is not only in the best interest of my business but also for the entire community. It will ensure the sustained success of the Village, create a more vibrant and prosperous atmosphere, and contribute to the economic development of our city.

Thank you for considering my sentiments, and I trust that you will make the right decision in support of Shoreline Village's ground lease extension. I stand behind this initiative with full confidence and look forward to continuing to be a part of the thriving Shoreline Village community.

Sincerely,

Shanda Laurent

Owner, Louisiana Charlie's



Dear Long Beach City Council Members,

We are writing to express our total support for Shoreline Village's ground lease extension as a devoted tenant. Shoreline Village has been our business's home for 11 years, and during this time, we have witnessed the positive impact it has had on our community and the unforgettable experiences it has created for our patrons. The vibrant mix of shops, restaurants, and entertainment options has turned Shoreline Village into a thriving hub that not only benefits our business but also enriches the lives of countless visitors and residents.

The proposed ground lease extension is crucial for the continued success of Shoreline Village. It will provide the stability needed for tenants like us to invest in our businesses, improve our offerings, and contribute to the ongoing growth and vitality of this cherished waterfront destination. We firmly believe that extending the lease is in the best interest of both the tenants and the larger community, and we are hopeful that you will consider this as a vote of confidence in the future of Shoreline Village.

Thank you for your attention to this matter, and please know that we are fully supportive of Shoreline Village's endeavors to secure its future through this lease extension. We are willing to provide any additional information or assistance required to help make this extension a reality.

Sincerely,

Theresa Roszczewski

A handwritten signature in black ink, appearing to read "T. Roszczewski".

Owners, Shenanigans Irish Pub & Grille

Cathy Love

A handwritten signature in black ink, appearing to read "Cathy Love".

To Whom It May Concern,

August 16, 2023

I have been a store owner in Shoreline Village for 30 years. I believe that the renovation that is being done has been a long time coming. We are in need of improvements to our village. I am in support of what the owners are wanting to do. It's time for a facelift.!!!

Also we are in need of more parking. We struggle all the time for customers to park.

This change will help all of the businesses in Shoreline Village. The renovation will give me a bigger location and more storage. We need a new look that will make it more attractive for tourists. It will also help Long Beach as well.

Thank You, Maureen Bennett Pirates Cove

Maureen Bennett



To whom this may concern,

My name is Martha Chacon and I own and operate Queen Mary Couture a ladies boutique in Shoreline Village. I opened my shop almost nine years ago after many years aboard the Queen Mary, I found not only a home here, but a perfect place to move my business to and thrive. Shoreline Village is part of every one who lives in Long Beach and to thousands of visitors from abroad as well as from the United States. I understand that Shoreline Village has submitted an LOI for the ground lease extension, we wholeheartedly support this, we are in dire need of more parking spaces to accommodate the thousands who visit the Village. Our visitors come to eat and shop, and stroll around enjoying the sights and the experience SV offers, but it gets really crowded and we need more space, to grow and thrive, all of which will benefit downtown LB and its surroundings. More visitors mean more revenue for the city. The proposed extension will not only secure the future of Shoreline Village but also maintain the unique and thriving environment that has been integral to my business's success. I believe this decision is in the best interest of tenants like myself and the broader community, and I wholeheartedly endorse it.

Kindly,


Martha Chacon (Sep 11, 2023 12:20 PDT)

Martha Chacon
Owner, Queen Mary Couture
419 Shoreline Village Dr.
Long Beach, California 90805


SELECT RESTAURANTS, INC.

One Chagrin Highlands • 2000 Auburn Drive
Cleveland, Ohio 44122
Phone (609) 752-6022 • Fax (216) 464-8565

MICHAEL COLE
Vice President Operations

SENT VIA MAIL EMAIL (CityClerk@LongBeach.gov)

September 11, 2023

City of Long Beach
Mayor and City Council
411 W. Ocean Boulevard
Civic Chambers

RE: Shoreline Village Enterprises Ground Lease Extension

Dear Mayor Richardson and City Council Members,

Let me introduce myself, my name is Michael Cole, I am Vice President of Operations for Select Restaurants, Inc., the parent company of Parkers' Lighthouse and Queensview Steakhouse. I have been a part of the Long Beach community for over 25 years. I am writing today to comment on the ideas and proposal Shoreline Village Enterprises, LLC is contemplating for the renovation of Shoreline Village.

My company understands that our landlord, Shoreline Village Enterprises, LLC is contemplating an investment in the Shoreline Village Renovation Project in conjunction with signing a Ground Lease extension for the Shoreline Village property. Since 2000, when Shoreline Village Enterprises purchased the rights to the Ground Lease, Select Restaurants has had a great working relationship with this Landlord through the many renovation investments that Select has undertaken over the years. Now that Shoreline Village is undertaking its own renovation, which includes improving upon the parking shortage, my company is more than supportive of this endeavor and looks forward to a continued mutually respectful relationship with Shoreline Village Enterprises for years to come. Therefore, we would like to add our support to Shoreline Village Enterprises' endeavor to extend their Ground Lease.

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Since the day Parkers' opened in 1983, we have been an iconic restaurant in Long Beach with a very high quality of food and service matching our market position. We have committed to continual investment in our property, product, and people to maintain that market position and are supportive of Shoreline Village Enterprises' own efforts in that regard. We are proud to be a part of serving the Long Beach community and look forward to continuing our relationships in the future.

Sincerely,

Select Restaurants, Inc.
dba Parkers' Lighthouse / Queensview Steakhouse



Michael Cole
Vice President of Operations

Cc - Alan Donatelli – Select Restaurants, Inc.
Michael Pashaie – Shoreline Village Enterprises, LLC
Tom Pashaie – Shoreline Village Enterprises, LLC
John Quagliata – Select Restaurants, Inc.