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CORRESPONDENCE – Eric Gray

June 23, 2014

Eric Gray
2nd District Resident
133 The Promenade N.
#530
Long Beach, CA 90802

Councilmember Suja Lowenthal
Second District Councilmember
333 West Ocean Blvd., 14th Floor
Long Beach, CA 90802

Dear Councilmember Suja Lowenthal,

I am writing this letter in support of 4th Street Vine obtaining their entertainment permit as recommended by City Staff with the additional request of allowing 4th Street Vine to provide entertainment beginning at 11am as opposed to 5pm on Saturday and Sunday so that they may take part in 4th Street Retro Row's events with entertainment.

4th Street Vine has made a tremendous positive impact on both 4th Street and the Greater Long Beach area in not just helping to revitalize the 4th street corridor but in providing a space for local Long Beach Musicians to perform, grow, and prosper.

I've read through the recommended conditions by the Department of Financial Management, Chief of Police Jim McDonnell, and the Planning Bureau of the Department of Development Services which the Owners of 4th Street Vine are very amenable to and I believe these recommendations provide more than satisfactory mitigation efforts to quell noise issues.

I do understand there are a few letters in opposition to this entertainment permit. I believe it is important to note that 4th Street is a mix use environment where normal foot traffic is to be expected and where people from all over Long Beach visit. The hours of operation ending at 10pm from Sunday to Thursday and 11pm on Friday and Saturday are more than reasonable to the surrounding apartment complexes and I believe it is also the Landlord's responsibility to take mitigation steps of their own to quell outside noise and to improve the area.

Please approve 4th Street Vine's entertainment permit. Thank you for your time and consideration on this matter.

Best Regards,

Eric Gray