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January 30, 2020

Honorable Kevin Faulconer
Mayor, City of San Diego
202 C Street, 11th Floor
San Diego, CA 92101

Subject: Support for the Gaslamp Promenade Proposed Plan

Dear Mayor Faulconer,

On behalf of the San Diego Regional Chamber of Commerce (Chamber), I am pleased to provide this letter of support for the Gaslamp Promenade. As the largest local Chamber on the West Coast, representing approximately 2,500 member businesses and an estimated 300,000 jobs, the Chamber is committed to ensuring that our region has a strong, diverse local economy. We believe this project will provide the much needed investment and improvement to the heart of Downtown, creating and sustaining jobs, tourism, and public safety.

The Gaslamp Promenade project proposes that the City of San Diego pedestrianize eight blocks along Fifth Avenue between L Street and Broadway. The current design is intended to emulate the Third Street Promenade in Santa Monica, which has proven to be immensely successful over the last fifty years. The new promenade will drastically increase the amount of public pedestrian space in Downtown. It will become a destination for both local San Diegans and tourists to the area. Additionally, Chamber believes that allowing vehicular traffic along the corridor from 3am to 11am ensures that local retail businesses and restaurants will be able to continue to operate successfully under this new traffic configuration.

As mentioned, we are pleased to support the Gaslamp Promenade proposed plan, and believe that this is an important, thoughtful project for our City and shared community. We believe that this public private partnership will be the first of many to come to San Diego, specifically Downtown, over the next several years and we look forward to seeing it succeed. Should you have any questions, please do not hesitate to contact Rebecca Lieberman, Policy Advisor, at (619) 544-1352 or rlieberman@sdchamber.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Sanders', is written over a light blue horizontal line.

Jerry Sanders
President & CEO
San Diego Regional Chamber of Commerce

CC: Honorable Chris Ward, Councilmember, District 3
Mr. Mike Georgopoulos, Chair, Gaslamp Quarter Association
Mr. Michael Trimble, Executive Director, Gaslamp Quarter Association