

Sheree Kansas

Subject: FW: 3rd Avenue Closure

From: Gonzalo Quintero [REDACTED]
Sent: Tuesday, July 14, 2020 2:34 PM
To: DRQCBT [REDACTED]
Cc: Eric Crockett <ECrockett@chulavistaca.gov>; Jill Galvez <Jmgalvez@cox.net>; Mary Salas <MSalas@chulavistaca.gov>; John McCann <jmccann@chulavistaca.gov>; Mike Diaz <mdiaz@chulavistaca.gov>; Steve C. Padilla <spadilla@chulavistaca.gov>
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Greetings Honorable Mayor, Honorable Council Members and Distinguished City Staff,

Thank you for your consideration of businesses in The Third Avenue Village during these trying times.

This past week the Executive Director of TAVA informed me that they and/or The City of Chula Vista are considering closing all or some of 3rd Ave. to traffic.

I am strongly opposed.

As the thoroughfare is still under construction it is not very aesthetically pleasing. Moreover, we have spent a great deal of time and effort as well as money to have our space in front of our businesses offer outdoor dining in a beautiful setting. I, along with others who have been afforded this option are very grateful. I would like for our village businesses to exercise this option, and have this option utilized effectively, and for a period of time, before taking the next step of street closures.

I would respectfully request for this item to be continued and revisited when construction is finished and there is a reason to walk 3rd Ave. as a bustling business district capable of servicing the public, and not an eyesore of a hazardous construction zone lined with business haphazardly providing limited services.

Best regards,

Gonzalo J. Quintero, Ed.D.
Co-owner Tavern At The Vogue
Manager La Bella Pizza Garden

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Subject: FW: Third Ave Closure

From: Alan Cassell [REDACTED]
Sent: Tuesday, July 14, 2020 2:17 PM
To: Mary Salas <MSalas@chulavistaca.gov>
Cc: Jill Galvez <Jmgalvez@cox.net>; John McCann <jmccann@chulavistaca.gov>; Steve C. Padilla <spadilla@chulavistaca.gov>; Mike Diaz <mdiaz@chulavistaca.gov>; Eric Crockett <ECrockett@chulavistaca.gov>
Subject: Third Ave Closure

**Warning:
External
Email**

Honorable Mayor and members of City Council,

I am writing to you as I have heard a few propositions recently about organized street closures on Third Ave due to the current COVID restrictions. I am very concerned that any closure that would eliminate vehicle traffic on Third Avenue will be a detriment to the existing brick and mortar businesses. I firmly believe that the vehicle traffic is vital to the daily success of operating retail businesses. The basis of my concern comes from the limited amount of active retail (food/beverage) businesses on Third Ave by block, simply there are far too few businesses to warrant closure. As an alternative I have been an advocate for months in support of utilization of the parking spaces, as it still permits automobile traffic to locate open businesses.

Another big point of concern regarding a street closure project, is that the responsibility to manage these activities would fall on the Third Avenue Village Association. It has become very clear to many business and property owners on Third Avenue that the Association does not possess the management nor operation acumen to facilitate this type of project. They may have facilitated large isolated events in the past with months of planning, but their current leadership team shows no ability nor desire to actually promote or advocate the best interests of the businesses or property owners of Third Avenue.

I am an operator/owner at Tavern at the Vogue, a restaurant at 230 Third Ave. I have also assisted in the development of multiple retail businesses on Third Ave over the last 5 years, (Three Punk Ales, Grindhouse, Bar Sin Nombre, Temp, Groundswell, El Cruce 241, Tavern at the Vogue) thus I feel I have a very educated opinion about the dynamics of the district. We have, as a business, utilized the City's generous Temporary Encroachment process to service our diners in the front parking spaces, and are extremely grateful that this program exists. I do not believe that more efforts are needed until at least all retail businesses are utilizing this already effective option.

I am happy to discuss further with anyone in leadership to clarify,

I appreciate your consideration of my feelings on this issue.

Sincerely,

Alan Cassell
[REDACTED]