



Project Area Committee

1415 Cota Ave. * Long Beach, CA. 90813

Email: westpac@cyberhotline.com

Website: westsidepac.com

January 9, 2008

Mr. Craig Beck/Director of Planning and Building
City Hall
333 W. Ocean Blvd., 4th Floor
Long Beach, CA 90802

Dear Mr. Beck:

I am writing you in regards to the property located at 1680 Santa Fe Ave., which was formerly operating as the Avalon Motel. It has come to our attention that there are reservations being expressed regarding the demolition of this property and consideration being given toward preserving style elements of at least the façade as historic.

The Avalon Motel has been a dangerous concern to our neighborhood for a very long time, and the Westside Project Area Committee robustly supports the Agency's acquisition and then complete demolition of the property. To remove only portions of this structure in some vain attempt to maintain any part of this abomination as "historic" could impede the salability to future developers. Anyone interested in building there would then be confined to certain uses and particular architectural choices. Our position is to bring in a new owner/developer as soon as possible. Let's not make the process any more difficult than it needs to be.

Our Strategic Plan focuses on eradicating blight, maintaining/creating a safe working environment, and removing all non-conforming residential properties from the Project Area. Not only would maintaining this structure be diametrically opposed to the position set-forth in this plan, but would simply not be in the best interest of the neighborhood. What we believe is best for the neighborhood is to demolish this motel (which has been home to myriad criminal activity for the past several years) and allow a new owner the opportunity to bring a fresh perspective to the site – unhindered.

Sincerely,

Tony Rivera
Chair
Westside Project Area Committee

cc: Vice-mayor, Bonnie Lowenthal