

B O W E R S M U S E U M

April 23, 2019

Mr. Mark McLoughlin
Chairman
Planning Commission
City of Santa Ana
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Mr. McLoughlin:

Bowers Museum was founded in 1936 in Santa Ana and is one of Orange County's finest and largest museums. With a cultural center and a Kidseum dedicated to the youth of Santa Ana, we offer exhibitions, lectures, art classes and children's arts programs

We understand that Centennial Real Estate, which owns the MainPlace Mall, has applied to revitalize its property with a focus on the arts, a commitment to the Santa Ana culture and a dedicated area for children. Additionally, the new residential development will complement the new retail, dining and entertainment that is being proposed.

We believe that as MainPlace reestablishes itself as a community anchor, it will make the Bowers and all the entertainment and educational attractions downtown more appealing.

I encourage you to vote in support of Centennial's application when it comes before you in May.

Sincerely,

A handwritten signature in black ink, appearing to read "Genevieve Barrios Southgate", written over a horizontal line.

Genevieve Barrios Southgate,
Director of Community Programs
Bowers Museum

2002 North Main Street, Santa Ana, CA 92706

May 1, 2019

Mr. Ali Pezeshkpour
Senior Planner, Planning Division
Planning & Building Agency, M20
City of Santa Ana
20 Civic Center Plaza
P.O. Box 1988
Santa Ana, CA 92702

Dear Mr. Pezeshkpour:

As the president of the Jack Fisher Park Neighborhood Association, I and my fellow board members would like to urge you and the City of Santa Ana to support Centennial Real Estate's efforts to transform and improve MainPlace Mall in Santa Ana.


Immediate action is needed to ensure our mall is updated, enhanced, and improved, so it can once again serve as a major shopping destination for all Santa Ana's residents and our greater community.

Centennial's vision of providing updated dining, entertainment, and shopping opportunities will go a long way toward restoring MainPlace Mall's luster. Their proposed incorporation of our community's cultural elements and our local arts into the project will also help highlight and honor Santa Ana's rich history and heritage.

Once complete, the project will also provide important new sales and property tax dollars for the City of Santa Ana to assist their effort to provide important public safety, public infrastructure, city service programs and projects to our community.

I am excited about Centennial's improvement plans for MainPlace Mall and am enthused that they are working hard to restore its luster. Thank you for your support of their effort.

Sincerely,

Ryan Martin
President, Jack Fisher Park Neighborhood Association

Santa Ana, CA 92706

April 26, 2019

Mr. Ali Pezeshkpour
Senior Planner, Planning Division
Planning & Building Agency, M20
City of Santa Ana
20 Civic Center Plaza
P.O. Box 1988
Santa Ana, CA 92702

Dear Mr. Pezeshkpour:

I would like to urge you and the City of Santa Ana to support Centennial Real Estate's efforts to transform and improve MainPlace Mall in Santa Ana.

Immediate action is needed to ensure our mall is updated, enhanced, and improved, so it can once again serve as a major shopping destination for all Santa Ana's residents and our greater community.

Centennial's vision of providing updated dining, entertainment, and shopping opportunities will go a long way toward restoring MainPlace Mall's luster. Their proposed incorporation of our community's cultural elements and our local arts into the project will also help highlight and honor Santa Ana's rich history and heritage.

Once complete, the project will also provide important new sales and property tax dollars for the City of Santa Ana to assist their effort to provide important public safety, public infrastructure, city service programs and projects to our community.

I am excited about Centennial's improvement plans for MainPlace Mall and am enthused that they are working hard to restore its luster. Thank you for your support of their effort.

Sincerely,

Michael Ekstrom



Santa Ana, CA 92706

April 25, 2019

Mr. Mark McLoughlin
Chairman
Planning Commission
City of Santa Ana
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Mr. McLoughlin:

The Orange County Taxpayers Association recognizes that a thriving business community is essential to providing municipalities with the tax revenue necessary to provide essential public safety services and infrastructure repairs and improvements.

To that end, it is heartening to see that the new owners of MainPlace Mall, Centennial Real Estate, have chosen to invest in Santa Ana and Orange County. It is clear that this type of investment must be encouraged so Santa Ana is able to balance its budget.

Santa Ana's spending strategy should not rest on the backs of the residents. Since the City already chose to support an increase of its sales tax, it should facilitate the process for businesses who wish to create economic revenue in the City.

Therefore, I encourage you to support the application of Centennial Real Estate as proposed in its application. This will allow for the economic growth the city needs and will be paid for by the patrons who choose to visit the revitalized mall.

Sincerely,



Carolyn Cavecche
President and CEO
Orange County Taxpayers Association



April 26, 2019

Mr. Ali Pezeshkpour
Senior Planner, Planning Division
Planning & Building Agency, M20
City of Santa Ana
20 Civic Center Plaza
P.O. Box 1988
Santa Ana, CA 92702

Dear Mr. Pezeshkpour:

I would like to urge you and the City of Santa Ana to support Centennial Real Estate's efforts to transform and improve MainPlace Mall in Santa Ana.

Immediate action is needed to ensure our mall is updated, enhanced, and improved, so it can once again serve as a major shopping destination for our community, and continue to serve as an important economic engine and job creator for our city.

Centennial's vision of providing updated dining, entertainment, and shopping opportunities will go a long way toward restoring MainPlace Mall's luster. Their proposed incorporation of our community's cultural elements and our local arts into the project will also help highlight and honor Santa Ana's rich history and heritage.

Once complete, the project will also provide important new sales and property tax dollars for the City of Santa Ana to assist their effort to provide important public safety, public infrastructure, city service programs and projects to our community.

I am excited about Centennial's improvement plans for MainPlace Mall and am enthused that they are working hard to restore its luster. Thank you for your support of their effort.

Sincerely,

A handwritten signature in cursive script that reads "David Elliott".

David Elliott
President/CEO
Santa Ana Chamber of Commerce



SANTA ANA POLICE OFFICERS ASSOCIATION
1607 NORTH SYCAMORE • SANTA ANA, CALIFORNIA 92701-3513
[714] 836-1211 FAX [714] 836-6108

April 29, 2019

MR. ALI PEZESHKPOUR
SENIOR PLANNER, PLANNING DIVISION
PLANNING & BUILDING AGENCY, M20
CITY OF SANTA ANA
20 CIVIC CENTER PLAZA
P.O. BOX 1988
SANTA ANA, CA 92702

Dear Mr. Pezeshkpour:

I would like to urge you and the City of Santa Ana to support Centennial Real Estate's efforts to transform and improve MainPlace Mall in Santa Ana.

Immediate action is needed to ensure our mall is updated, enhanced, and improved, so it can once again serve as a major shopping destination for our community, and continue to serve as an important economic engine and job creator for our city.

Centennial's vision of providing updated dining, entertainment, and shopping opportunities will go a long way toward restoring MainPlace Mall's luster. Their proposed incorporation of our community's cultural elements and our local arts into the project will also help highlight and honor Santa Ana's rich history and heritage.

Once complete, the project will also provide important new sales and property tax dollars for the City of Santa Ana to assist their effort to continue to provide effective, state of the art public safety services to the city's residents and business community.

I am excited about Centennial's improvement plans for MainPlace Mall and am enthused that they are working hard to restore its luster. Thank you for your support of their effort.

Sincerely,

GERRY SERRANO
PRESIDENT
SANTA ANA POLICE OFFICERS ASSOCIATION

May 1, 2019

Eric M Scandrett

[REDACTED]
(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Marie Morgan

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Sandra Ferguson

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Shannon Tripp

[REDACTED]
(Submitted via email)

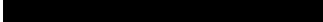
Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Members of the Santa Ana Planning commission,

I am emailing you in support of the new development that is planned for the Main Place Mall. I have a condo off MacArthur and Bristol, and would love to see some type of Mass Transit (Mono-Rail, Subway, Light Rail) connect these two areas of my beloved Santa Ana.

May 1, 2019

Brent M Stoll


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Nanci & Kevin Zinngrabe

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Christine Switzer

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Daniel Kreutek

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

To Whom it may concern,

This is an chance to create something modern that will appeal to younger generations. We need places where people can live and work without the need for cars. This is a great appeal to millennials.

Thank you

May 1, 2019

Daniel Ortiz

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Christina Dorsa

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Lucia Song

(Submitted via email)


Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Barbara Russell


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Mayor and City Council of Santa Ana, and Planning Commission,

I do support the modernizing changes to Main Place Mall. It is an important community resource for our city and it needs to keep up with the changing habits of residents to stay a well used, successful revenue generator.

While I disagree with the too large number of residential units that would be added, I will support the use of part of the land for that purpose.

Sincerely,

Barbara Russell
410 West Park Lane
Santa Ana, 92706

May 1, 2019

David Gomberg

[REDACTED]
(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support Mainplace transformation project. This project i believe is necessary to bring Mainplace back as a top destination for our local community. I own a business in the mall for 25 years and have seen sales steadily decline due to store closures and lack of attractions for our shoppers. I believe with this transformation project we can again be a great shopping and dining destination once again. This will be a benefit for the city with increase tax revenues and attract top business to our area. I hope you will approve this project and make the center a viable asset for the city and its neighbors.

May 1, 2019

Shaun Guertin

(Submitted via email)

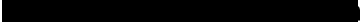
Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Earl McCoubrey


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Genelle Johnson

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Daniel

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Michael

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Members of the Santa Ana Planning Commission,


I write to you as the President of Park Santiago. We believe the transformation of the Main Place Mall will be vital to our City and our neighborhoods. We strongly encourage you to approve the projects and help maintain a balance in the North Santa Ana.

Thank you,

Michael O'Valle
Park Santiago

May 1, 2019

James Kendrick


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

May 1, 2019

Mayra Rangel

(Submitted via email)


Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

Bring Santa Ana back to life. Love this!

May 1, 2019

Shaun Guertin


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

Fantastic plan!

May 1, 2019

Dave Hoen

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I live near Mainplace and looking forward to the transformation.

May 1, 2019

Jenny

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701


Dear Planning Commission Members:

I think the best use of this space would be to transform it into a live-work-play-shop center, like the Grove or the Americana in Los Angeles.

Best,
Jenny

May 1, 2019

Karen Keaton


(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I'm excited about the changes you will be making at the mall. It needs it!

May 1, 2019

Donna Duffy

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I've lived in Floral Park for 30 years. I miss the mall/stores of the past (crate & barrel, pottery barn, williams sonoma, rogers gardens, and finally Nordstrom). The quality of stores in this new mall have declined to unrecognizable brands/quality of product. Please consider adding some upscale stores/brands to even out your clientele. It's a shame that I live less than 1 mile away and have to drive to South Coast Plaza or Fashion Island to shop. I'd rather put my \$\$ back into my community. Thank you for your time.

May 1, 2019

Kathy De Santis

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I am excited and support the transformation. Please pay extra attention to street crossing on Main and all the right turns into the Mall with flashing lights where needed --- I walk thru there every weekend and see too many close calls - need more sidewalk space where the busses pick up too! It is hard to wheel past it with all the bus benches and people waiting there. make sure it is DP accessible in all places and streets to those on wheels (bike, wheelchair, stroller, walker, so that the entire family can visit the Mall without fear of getting run over, Thanks for letting me say my piece, I am sure you have considered this already!

Kathy

May 1, 2019

Shane Swerdlow

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I recently discovered your project website and grew up going to Main Place. For the most part, I'm excited about the transformation, which is much needed. However, I am interested in knowing more about what is proposed for the existing Macy's building, originally constructed as Bullock's Santa Ana in the 1950s, as well as some of the adjacent original landscape features that date back to Fashion Square. This Bullock's building is an increasingly rare and particularly nice example of the Mid Century Modern department stores that played an important role in early Orange County development. So many have been altered and demolished. There are some nice early photos of the building here: <http://mall-hall-of-fame.blogspot.com/2007/12/mainplace-santa-ana-upon-completion-of.html>

In renderings, it appears the building is proposed to be retained but that its exterior may change or be painted over. I'm curious to know more if there is any intent to preserve the building exterior, so that it retains integrity of its original design? Public appreciation for Modernism is at an all-time high. Embracing the Bullock's building historic design (and possibly restoring or drawing inspiration from some of the missing original landscape/fountain features) could fit in really nicely with the proposed project.

Thank you,
Shane Swerdlow

May 1, 2019

David Benavides

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

Looking forward to the future of MainPlace in Santa Ana

May 1, 2019

Lisandro Orozco

(Submitted via email)

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I recommend that housing adjacent to the freeway and to Main Street be high-rise housing providing both apartments and condominiums. Additionally, it would be nice if the entertainment development area was larger, included movie theaters that have current technology, high end bars and restaurants and a concert venue theater. It would be nice if the existing mall was open to the air in some parts giving the weather we enjoy here. Food concessions should be more like the ones at Westfield in the Santa Anita Mall that offer diversity and quality. Also recommend amenities similar to The Grove in Los Angeles and The Americana in Glendale. My fear is that this would be a half-baked renovation and not truly address the entire mall and not be sufficiently forward looking. With so many malls and retail centers competing the extent of the renovation and additions are not sufficient and will miss the opportunity to be the center of this County. It is a great first effort, but the development should be much more. The architecture design and planning is old school and should be instead new and vibrant for 2020 and beyond. This development could be so much more and be relevant for the future. But this is last century's design.

Please look at the Ferry Building in San Francisco. This development should surpass the ideas there but it does not. There should be a Farmer's Market included. It is fantastic that Main Place Mall is being renovated. It would be nice to see something more forward looking that would be here in the future. Retail has struggled in Santa Ana. This retail will continue to struggle even in this renovation. It has to be more. A greater vision and more creativity is needed. The Main Street should be a street alive.

Parking next to Main Street will still result in a "strip shopping experience" and the urban experience that supports the housing density that is included. Main Street should be a vibrant street that invites you into the mall. The current design is the same tired design you see throughout. The parking creates a separation and a distance between Main Street and the Mall making it the same as all other malls that will struggle into the next decades. Main Street and The Mall need to become one so that the whole

will be vibrant for years to come. You need a better designer that can see a vision of this whole.

Main Street and The Mall needs to be one and not two separate entities. The parking on the street in front just makes this another mall like the rest. Go visit all the malls in the southland that are surrounded by parking lots. Those are the ones struggling. Go see The Americana where the shopping and entertainment are married to the streets. Stop being so car focused. For one we need to think mass transit and to stop the worship of the car. Not only should people walk to here but they should be able to walk, ride the bus or ride a bike to here. The street scene on Main Street should be exciting and not defined by a parking lot. The place needs to be destination as well as a street one lives on. Life should just pour out of the mall to the street and to the businesses across the street. This Mall needs to connect to the businesses across the street and the new businesses that will want to be there if you make Main Street and The Mall one whole. What an opportunity to be missed!



League of United Latin American Citizens

Santa Ana LULAC Council #147

Established: National - 1929 | Santa Ana - 1946

Orange County LULAC District #1

PO Box 1810, Santa Ana, CA 92702-1810

April 26, 2019

Mr. Ali Pezeshkpour
Senior Planner, Planning Division
Planning & Building Agency, M20
City of Santa Ana
20 Civic Center Plaza
P.O. Box 1988
Santa Ana, CA 92702

Dear Mr. Pezeshkpour:

I would like to urge you and the City of Santa Ana to support the efforts by Centennial Real Estate to transform and improve MainPlace Mall in Santa Ana.

It is realized by many in the local community that immediate and proper action is needed to ensure that this major mall in the city of Santa Ana is updated, enhanced, and improved, so it can once again serve as a major shopping destination for not only Santa Ana residents, but also for regional shoppers within Orange County and Southern California.

Centennial's vision of providing updated dining, entertainment, and shopping opportunities will go a long way toward restoring MainPlace's luster. Their proposed incorporation of our community's cultural elements and our local arts into the project will also help highlight and honor Santa Ana's rich history and heritage.

Once complete, the project will also provide important new sales and property tax dollars for the City of Santa Ana to assist city efforts to provide important public safety, public infrastructure, city service programs and projects for our community.

I am excited about Centennial's improvement plans for MainPlace and am enthused that they are working hard to restore its luster. Thank you for your support of their effort.

Sincerely,

Zeke Hernandez
President

Santa Ana LULAC #147

PO Box 1810, Santa Ana, CA 92702 / 714-581-1549 / zekeher@yahoo.com

From: [Mitre-Ramirez, Norma](#)
To: [Bernal, Sarah](#); [Magalona, Jocelyn](#)
Cc: [Fregoso, Vince](#)
Subject: FW: MainPlace Transformation Project
Date: Tuesday, May 07, 2019 8:26:15 AM

Good Morning,

The following communication pertaining to an item on the Planning Commission meeting, has been received for your review and consideration.

Respectfully,

Norma Mitre
Acting Clerk of the Council
City of Santa Ana | Clerk of the Council Office
20 Civic Center Plaza | Santa Ana, CA 92701
714-647-5237 | nmitre@santa-ana.org

This email and any files or attachments transmitted with it may contain privileged or otherwise confidential information. If you are not the intended recipient, or believe that you may have received this communication in error, please advise the sender via reply email and immediately delete the email you received.

From: Christina Dorsa-Smith <[REDACTED]>
Sent: Monday, May 6, 2019 8:13 PM
To: eComment <eComment@santa-ana.org>
Cc: Councilmember Jose Solorio <jsolorio@aol.com>
Subject: MainPlace Transformation Project

To the Members of the Santa Ana Planning Commission,

I am writing in support of the MainPlace Mall Transformation Project as proposed by Centennial Real Estate. I firmly believe that immediate action is needed to ensure the mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of the mall.

The project will provide significant sales and property taxes to help the City maintain a balanced budget to provide needed City services.

I believe that failure to approve this project would result in further decline of this site and would be a huge mistake.

Thank you for your consideration and I request that you approve the MainPlace Mall Transformation project.

Christina M. Dorsa-Smith

[REDACTED]

Santa Ana, CA 9276

7 [REDACTED]

From: [Pezeshkpour, Ali](#)
To: [Bernal, Sarah](#)
Subject: FW: MainPlace Mall Transformation Project - May 13, 2019 PC hearing
Date: Thursday, May 09, 2019 12:20:16 PM
Attachments: [PC ltr for may 13 2019 hearing.pdf](#)
Importance: High

Please forward her email and attachment to PC, re: MainPlace. Thanks!

May 2019 counter availability: 8:00-12:30 on the 7th, 10th, 14th, and 28th, and 12:30-4:00 on the 24th.

Ali Pezeshkpour, AICP

Senior Planner, Planning Division

apezeshkpour@santa-ana.org

City of Santa Ana Planning and Building Agency, M20

20 Civic Center Plaza | PO Box 1988 | Santa Ana, CA 92702

Phone: (714) 647-5882 | Fax: (714) 973-1461 | santa-ana.org/pb/planning-division

From: Diane Fradkin [mailto: [REDACTED]]

Sent: Thursday, May 09, 2019 8:36 AM

To: McLoughlin, Mark <mmcloughlin@santa-ana.org>; Alderete, Eric <ealderete@santa-ana.org>; Nguyen, Kenny <knguyen@santa-ana.org>; dbenavides@santa-ana.org; Contreras-Leo, Cynthia <ccontreras-leo@santa-ana.org>; Cano, Angie <acano@santa-ana.org>; Rivera, Felix <frivera@santa-ana.org>

Cc: Clerk <clerk@santa-ana.org>; Thai, Minh <mthai@santa-ana.org>; Pezeshkpour, Ali <APezeshkpour@santa-ana.org>; Kelaheh, Selena <skelaheh@santa-ana.org>; Fregoso, Vince <VFregoso@santa-ana.org>

Subject: MainPlace Mall Transformation Project - May 13, 2019 PC hearing

Honorable Planning Commission Chairman & Commissioners:

Attached please find my comment letter regarding the MainPlace Mall project. There are 3 items which I believe need additional attention:

1. Proposed Density/Uses & Traffic Mitigation
2. On-site park-like Open Space (as promised by the developer)
3. Park fees for the 1900 multi-family units be specifically directed to improvements and maintenance of Santiago Park

Thank you for your attention to these matters.

Sincerely,

Diane Fradkin

DIANE FURTADO FRADKIN

[REDACTED]
SANTA ANA, CA 92706
[REDACTED]
[REDACTED]

May 9, 2019

Honorable Planning Commission
City of Santa Ana
PO Box 1988
Santa Ana, CA 92702

RE: MainPlace Mall Transformation Project

Dear Chairman and Commissioners:

This MainPlace Mall revitalization is a key to the sustainability of the City of Santa Ana and for that, I am grateful for Centennial Development investing in our City.

We all recognize that most malls need to change with the times and therefore, this will be an exciting project to unfold.

That being said, I have a few specific comments to make regarding the overall MainPlace Mall Project.....

- 1) Density/Traffic - Given the proposed additional uses such as multi-family residential, hotel, retail and office space, this is going to be a very dense and intense project beginning with the implementation of Phase 1 and continuing through Phases 2 and 3. This will add traffic trips to an already congested Main Street, 5 & 22 freeway on/off ramps and other nearby surface streets, particularly given the many multi-family units approved within a quarter mile of MainPlace Mall in both the Cities of Santa Ana and Orange.
- Mitigation Plan – A potential idea to help offset the traffic issue due to the increase of density and uses at MainPlace Mall would be to add an electric Trolley Bus (just like the ones used in Laguna Beach in the summer) which would service the Main Street corridor in order to help mitigate the additional traffic driven by the re-purposing and build out of the Mall transformation project. It may be ideal to have the Trolley Bus run from the Santa Ana Train Station to DTSA and along Main Street, around the Mall and over to the Orange Circle. From a funding standpoint, OCTA could help the City of Santa Ana and perhaps include funding also from the City of Orange and of

course from the developer, Centennial. Planning Commission will likely receive many comments about the traffic impacts on Main Street due to the Mall project in addition to traffic generated from the other approved and newly constructed apartment units located in the area of Town and Country. This Trolley Bus could be a way to help assuage the community in regard to mitigating traffic and should be offered for free or at a very low cost. I understand this idea would involve other jurisdictions and organizations in a joint agreement; however, it has the potential to be a viable solution to an already impacted situation.

- 2) Open Space – The open space area as shown in the current Specific Plan does not seem to be large enough to accommodate the vision as stated by Centennial in previous meetings with the community in 2018 as well as at the special Planning Commission hearing on Feb 28, 2019. There was discussion about outdoor concerts, picnic areas and play areas. What's shown is mostly a small concrete open space area with very little organic landscape such as grassy areas and trees.
 - Mitigation Plan – Due to the increase of the proposed additional uses to the MainPlace Mall as requested by Centennial, I would encourage you to request additional and contiguous on-site park-like open space as part of the Mall revitalization. This open space was talked about as part of the vision for the Food Hall (Old Nordstrom building). Please request Centennial to increase the park-like open space to at least triple (3xs) in size compared to what is currently depicted.
- 3) Park Fees & Use – Based on the proposed 1900 multi-family units in Phase 1, I would encourage you to request that the required in-lieu of park dedication fee go specifically to improvements and beautification of Santiago Park.
 - Mitigation Plan - As part of the Mall project, I would encourage you to incorporate in the Development Agreement (DA) between Centennial and the City of Santa Ana that an in-lieu park fee be paid to the City of Santa Ana Parks Department specifically for the improvement and maintenance of Santiago Park. The new residents of the 1900 multi-family units (along with the Mall and office employees) as part of the Mall Transformation Project, will utilize this nearby park as it is conveniently located to the project. As part of the DA, I would recommend that this fee be outlined as to specific Santiago Park improvements along with a park maintenance and patrol budget and corresponding timeline for completion of the park improvements in conjunction with the timing of the completion of the multi-family units, but prior to any occupancy of those units.

With the upcoming hearing and associated decision which will impact the future of the City of Santa Ana, its citizens and the residents of Park Santiago, I hope that you have had the opportunity to review all the project materials and public comments and have taken to heart any concerns or recommendations by the community.

Page 3
City of Santa Ana Planning Commission
May 9, 2019

Thank you for your ongoing service to the City of Santa Ana.

Respectfully Submitted,

Diane Fradkin

Diane Fradkin
27 year resident of Santa Ana

cc: Minh Thai
Ali Pezeshkpour
Selena Kelaher
Vince Fregoso
Norma Mitre

From: [Mitre-Ramirez, Norma](#)
To: [Bernal, Sarah](#)
Cc: [Magalona, Jocelyn](#); [Andril, Laura](#); [Fregoso, Vince](#)
Subject: FW: Planning Commission
Date: Wednesday, May 08, 2019 1:04:29 PM

Good Morning,

The following communication pertaining to an item on the Planning Commission meeting, has been received for your review and consideration.

Kind Regards,

Norma Mitre
Assistant Clerk of the Council
City of Santa Ana | Clerk of the Council Office
20 Civic Center Plaza | Santa Ana, CA 92701
714-647-5237 | nmitre@santa-ana.org

This email and any files or attachments transmitted with it may contain privileged or otherwise confidential information. If you are not the intended recipient, or believe that you may have received this communication in error, please advise the sender via reply email and immediately delete the email you received.

From: Barbara Russell <[REDACTED]>
Sent: Wednesday, May 8, 2019 12:03 PM
To: eComment <eComment@santa-ana.org>
Subject: Planning Commission

Santa Ana Planning Commission:

Re: Main Place Redevelopment

If the Planning Commission votes to approve the mixed use development at Main Place, I urge approval for the first phase only.
This will allow time to show if the residential units can be successfully leased and occupied. A lot of people will not care to live within the blinking neon signs and lights of the property. Also given the large number of apartments currently in the building phase across the street (behind Barnes and Noble, as well as possibly 2525 N. Main St.), there will soon be a glut of rental units in the area and a significant increase in density of people, cars and traffic. Please keep in mind the impact on quality of life when weighing approval of revenue producing ventures.

Yours truly,
Barbara Russell
[REDACTED]
Santa Ana, CA 92706

May 10, 2019

Mr. Mark McLoughlin
Chairman, Planning Commission
City of Santa Ana
20 Civic Center Plaza
P.O. Box 1988
Santa Ana, CA 92702

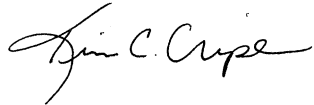
Dear Mr. McLoughlin:

As a longtime geographic neighbor of MainPlace Mall, with thousands of employees who regularly visit the center for dining, shopping, and entertainment, CHOC Children's Hospital would like to urge you and the City of Santa Ana to support Centennial Real Estate's efforts to transform and revitalize the Mall.

We are pleased to see a vision that updates the facility and maintains the quality of life in our community. Additional housing will be of great benefit to our workforce and medical residents who would enjoy the opportunity to live adjacent to work, and the proposed hotel and expanded dining options would benefit our patients' families and hospital visitors.

CHOC Children's Hospital is supportive of your effort to improve MainPlace Mall and looks forward to further updates on the project.

Sincerely,



Kimberly Chavalas Cripe
President and Chief Executive Officer

May 9, 2019

Mr. Mark McLoughlin
Chairman
City of Santa Ana, Planning Commission
20 Civic Center Plaza
Santa Ana, CA 92701

Dear Planning Commission Members:

I support the MainPlace Mall Transformation Project proposed by Centennial Real Estate. Immediate action is needed to ensure our mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of our mall. Finally, this project will provide significant sales and property taxes to help the city maintain a balanced budget to provide needed city services. Thank you for your consideration, and I request that you approve the MainPlace Mall Transformation Project.

David Brockmeier



From: Christina Dorsa-Smith [mailto:cdorsa@cityofsantaana.org]
Sent: Friday, May 10, 2019 9:29 AM
To: ecomments@santa-ana.org
Cc: George Urch; Justin Glover; Steven Levin; Hon. Jose Solorio
Subject: MainPlace Transformation Project

To the Members of the Santa Ana Planning Commission,

The Morrison Park Neighborhood Association is in support of the MainPlace Mall Transformation Project as proposed by Centennial Real Estate. The MPNA Board firmly believes that immediate action is needed to ensure the mall is enhanced to regain its proper place as a shopping destination for Santa Ana residents and for the region. The vision for the project includes updated dining, entertainment and shopping that will benefit our community. The project also incorporates cultural elements and local art which honor Santa Ana's heritage and the rich history of the mall.

The project will provide significant sales and property taxes to help the City maintain a balanced budget to provide needed City services.

The MPNA board has been involved in meetings with Centennial Real Estate and has asked to be kept informed on any changes to the plans for improving this site. This communication is being sent to request that you approve the MainPlace Mall Transformation project.

Thank you for your consideration.

Christina M. Dorsa-Smith
MPNA President

[REDACTED]
Santa Ana, CA 9276

7 [REDACTED]

From: [Mitre-Ramirez, Norma](#)
To: [Bernal, Sarah](#); [Magalona, Jocelyn](#)
Cc: [Fregoso, Vince](#); [Orozco, Norma](#); [Rojano, Michael](#); [Lopez, Kenia](#)
Subject: FW: "Planning Commission": MainPlace Shoppingtown, LLC Monday May 13, 2019 at 5:30pm
Date: Saturday, May 11, 2019 4:04:00 PM

Hello Sarah and Jocelyn,

The following communication pertaining to an items on Planning Commission meeting, has been received for your review and consideration.

Respectfully,

Norma Mitre
Acting Clerk of the Council
City of Santa Ana | Clerk of the Council Office
20 Civic Center Plaza | Santa Ana, CA 92701
714-647-5237 | nmitre@santa-ana.org

This email and any files or attachments transmitted with it may contain privileged or otherwise confidential information. If you are not the intended recipient, or believe that you may have received this communication in error, please advise the sender via reply email and immediately delete the email you received.

From: Andrew Tran <[REDACTED]>
Sent: Friday, May 10, 2019 6:27 PM
To: eComment <eComment@santa-ana.org>
Subject: "Planning Commission": MainPlace Shoppingtown, LLC Monday May 13, 2019 at 5:30pm

Hi Sarah Bernal,

Just wanted to voice my support for this proposed mixed-use development.

When weighting the pros and cons, I believe there are more positives (attract more tourism to the City to spend more money, create more jobs, etc...) than negatives.

Thank You,
Andrew

From: [Lisa Ganz](#)
To: [Bernal, Sarah](#)
Subject: Re: MAY 13, 2019 PLANNING COMMISSION AGENDA PACKET
Date: Saturday, May 11, 2019 7:53:38 AM

Thank you for this information. Regarding item #7, I am in favor of the redevelopment of the mall, however strongly oppose the rezoning to accommodate 1900 apartments. This area is just too dense today and with the current high density plans/proposals already being considered nearby, adding more apartments will have a significant effect on traffic and services. The 5 Fwy and the Main St corridor cannot handle that traffic load.

From: Bernal, Sarah <SBernal@santa-ana.org>
Sent: Friday, May 10, 2019 3:04 PM
Subject: MAY 13, 2019 PLANNING COMMISSION AGENDA PACKET

The agenda packet for the Planning Commission meeting on May 13 at 5:30 p.m. in the City Council Chambers is now available for viewing.

You can access the agenda by visiting: <https://www.santa-ana.org/cc/city-meetings> (located under Upcoming Events).

If you wish to submit a comment on any item on the Agenda, please submit to eComments@santa-ana.org (reference Planning Commission) by **1:00 p.m.** the day of the meeting; emails received after said time will be on file for public viewing the day after the meeting.

Sarah Bernal

Phone: 714-667-2732

City of Santa Ana, Planning and Building Agency
20 Civic Center Plaza, Santa Ana, CA 92702

City Hall is closed every other Friday. Click [here](#) for dates.

 Please consider the environment before printing this email. Thank you

May 10, 2019

VIA EMAIL

Ali Pezeshkpour, AICP
City of Santa Ana
Planning and Building Agency, M20
20 Civic Center Plaza
Santa Ana, CA 92702
APezeshkpour@santa-ana.org

Re: Addendum to the Fashion Square Commercial Center Final Environmental Impact Report (SCH # 1983021103) for the MainPlace Mall Transformation Project

Dear Mr. Pezeshkpour:

This law firm represents the Southwest Regional Council of Carpenters (Southwest Carpenters) and submits this letter on the above-referenced project on its behalf. Southwest Carpenters represents 50,000 union carpenters in six states, including in Southern California, and has a strong interest in reducing the environmental impacts of development projects, such as the MainPlace Mall Transformation Project (Project).

On May 7, 2019, the City of Santa Ana (City) has issued a nearly 3,000-page “addendum” to the 1983 Fashion Square Commercial Center Final Environmental Impact Report. The Project, which differs in most aspects from the 1983 project, includes a proposal to construct “1,900 residential units, 400 hotel rooms, 1,400,000 total square feet of commercial space, and up to 750,000 square feet of office space.” Project approvals include:

- Creation of a new specific plan;
- Adoption of a tentative parcel map to subdivide the Project site into ten parcels;
- Amendment to the 1983 Environmental Impact Report; and
- Approval of a development agreement.

The City’s Planning Commission is scheduled to consider the Project on May 13, 2019. As of this writing, the Planning Commission agenda has not been posted online, and it is unclear whether the Planning Commission intends to consider approval of the Project at this meeting. Southwest Carpenters requests the Planning Commission to continue its consideration of the Project for two or more months to allow members of the public more than six days to digest this 3,000-page document, in addition to the original 1983 EIR and 1996 addendum. The City and

the public will benefit from more time to process this massive amount of information. Furthermore, the City should provide ample time to provide responses to comments, so that members of the public may feel that their opinions have been heard and so that the City will provide a real opportunity and time to consider these comments. If the Planning Commission were to approve this Project just six days after the Project's EIR addendum was released, it would indicate to members of the public that the City is hastily attempting to jam one of the City's largest projects in recent memory through the approval process with the minimum possible amount of public involvement.

In addition, it is clear the 1983 EIR is outdated, and the City cannot rely upon any information, facts, or analysis contained in this document in 2019. Reliance on any portion of a 36-year-old EIR released for an entirely different project and not based on up-to-date baseline conditions, facts, and modern scientific understanding of environmental impacts fails the informational purposes of CEQA. (*Berkeley Keep Jets Over the Bay Committee v. Board of Port Com'rs* (2001) 91 Cal.App.4th 1344, 1367 ("By using scientifically outdated information . . . the EIR was not a reasoned and good faith effort to inform decision makers and the public" of the environmental impacts of the project).) The City must prepare release an entirely updated EIR designed specifically for the Project. The information in the 1983 EIR is outdated to the point of being mis-informational.

Southwest Carpenters thanks the City for providing an opportunity to comment on the Addendum to the EIR. Pursuant to Section 21092.2 of the Public Resources Code and Section 65092 of the Government Code, Southwest Carpenters requests notification of all CEQA actions and notices of any public hearings concerning this Project, including any action taken pursuant to California Planning and Zoning Law. In addition, pursuant to Public Resources Code section 21167(f), please provide a copy of each Notice of Determination issued by the City in connection with this Project and please add Southwest Carpenters to the list of interested parties in connection with this Project and direct all notices to my attention. Please send all notices by email or, if email is unavailable, by U.S. Mail to the following two addressees:

Nicholas Whipps
Ashley McCarroll
Wittwer Parkin LLP
335 Spreckels Dr., Ste. H
Aptos, CA 95003
nwhipps@wittwerparkin.com
amccarroll@wittwerparkin.com

Ali Pezeshkpour, AICP

Re: MainPlace Mall Transformation Project EIR Addendum

May 10, 2019

Page 3

Very truly yours,

WITTWER PARKIN LLP

A handwritten signature in blue ink, appearing to read 'N. Whipps', with a stylized, cursive script.

Nicholas Whipps