

Mia De Marzo

From: Manager Internet Email
Sent: Monday, August 26, 2019 10:00 AM
To: City Clerk
Subject: Item #9 - FW: Support for Pure Project
Attachments: Letter of Support Pure Project.pdf

All Receive - Agenda Item # 9
For the Information of the:
CITY COUNCIL
Date 8/26/19 CA X CC X
CM X COO X DCM (3) X

For #9.

From: Bret Schanzenbach [mailto:Bret@carlsbad.org]
Sent: Thursday, August 22, 2019 4:36 PM
To: Matthew Hall <Matt.Hall@carlsbadca.gov>
Cc: Manager Internet Email <Manager@CarlsbadCA.gov>; Cori Schumacher <Cori.Schumacher@CarlsbadCA.gov>; Barbara Hamilton <Barbara.Hamilton@CarlsbadCA.gov>; Priya Bhat-Patel <Priya.Bhat-Patel@CarlsbadCA.gov>; Keith Blackburn <Keith.Blackburn@carlsbadca.gov>
Subject: Support for Pure Project

Honorable Mayor Hall,

Please find attached the Chamber of Commerce's support for Pure Project.

Sincerely,

Bret Schanzenbach

President & CEO
Carlsbad Chamber of Commerce
760-931-8400 Office
bret@carlsbad.org
www.Carlsbad.org





August 22, 2019

The Honorable Mayor Matt Hall
City of Carlsbad

Dear Mayor Hall:

I am writing in support of Pure Project Brewery and Tasting Room, a new boutique brewery that is proposing to go into the Village at 2825 State Street.

We specifically ask that the council approve the City Manager's Recommendation to adopt the Resolutions necessary to approve their development plan and conditional use permit.

This particular amenity is one that is lacking in our Village. While we have many great restaurants, we don't have any craft tasting rooms. Our only other craft brewer in the Village is Pizza Port. This type of tasting room is particularly attractive to young professionals that Carlsbad is blessed to have in abundance. Currently they predominantly seek this type of passion in neighboring communities. Pure Project will also be a great compliment to New Village Arts Theater, who is located directly across the street. Their proximity to Public Transit is also a bonus. As workers come home and empty the parking lot at the train station, patrons or Pure Project will be pulling in to enjoy their evening. This overall upgrade and activation of Christiansen Way will be very positive addition to our thriving Village.

Therefore, the Board of Directors of the Carlsbad Chamber of Commerce respectfully requests that you approve their development plan and their conditional use permit.

Sincerely,

Bret Schanzenbach
President and CEO

Cc: Mayor Pro Tem Bhat-Patel
Council Member Blackburn
Council Member Schumacher
Council Member Hamilton
City Manager Scott Chadwick