Subject: FW: thank you again

On Jul 2, 2017, at 9:59 PM, Brenda Newman <brenda@jewelrysourceusa.com> wrote:

Mayor Fuentes and members of the City Council,

I write this letter today in support of your item under new business, which is to discuss the Downtown ambiance and cleanliness of our planters and sidewalks. Our Downtown business district is rapidly changing, and it is important that we encourage this positive movement by taking better care of our "house".

Our Downtown district includes Main Street, Grand Ave., Richmond Street and Standard Street and is now extending throughout Smokey Hollow. All of these areas include creative office space, services, retail and restaurants. And, these businesses have one common goal, "to enhance their customers experience so their clients will come again and share the word about what they offer".

Creating a good first impression for those who come into our Downtown is important to future business. This experience can be enhanced in some fairly easy ways. Freshly cared for flower beds and steam cleaning our sidewalks on a regular basis would be a good start. I would not think the use of silk flower arrangements be smart investment, as our streets are very dirty from traffic and they would get and look very shabby in a short period time.

Unique lighting features by retrofitting the existing 58 planter poles with the solar top fixtures used on Standard Street would make another vast improvement and create continuity throughout the Downtown. And maybe the strategic placement of lights in the trees could be a seasonal option once the electrical outlets are repaired. The planter poles once updated with the new lighting fixtures would also create a brighter and safer environment while walking the streets. And I am sure that no one will argue the need for proper sidewalk crossing lights. This is vital to the safety of those who walk about and cross our streets, and this need should rank very high on the list of priorities for the Downtown.

I would also like to suggest that you consider creating a new Downtown committee or subcommittee of, whose focus will be to help direct, evaluate, suggest, encourage and guide all ideas to create a consistent, clean and inviting look and feel throughout our Downtown district.
Downtown El Segundo deserves to be improved during this evolution of excellent experiences for those who live and visit Downtown. We have a world class art Museum, we are the birthplace for the now famous Rock N' Brews restaurant, we are home to the renowned El Segundo Brew Company and now Rubens Distillery. We have the landmarks of the Old Town Music Hall, Smokey Hollow Studios and Moto Art just to name a few. We are fortunate to enjoy a great variety of restaurants, coffee houses, retail and services, all neatly tucked in the center of a residential environment of which is nestled in among the Fortune 500 Companies we have come to be so proud of.

This Downtown district of ours is a jewel...but, like all fine pieces of jewelry great care must be taken to keep it looking its finest.

I appreciate your attention to this subject and look forward to further discussion.

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Brenda Newman
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July 2017

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