



City of Huntington Beach

July 17, 2008

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Chairman Tom Livengood  
Members of the Planning Commission  
City of Huntington Beach  
Huntington Beach, Calif. 92648

Dear Chairman Livengood:

On behalf of the Huntington Beach Chamber of Commerce, I wish to state our support for The Ripcurl project located at the corner of Gothard and Center Streets. We endorse it in concept – based upon what the developer has presented to us, which we believe is the same 440-unit schematic design that the Planning Commission will be reviewing in the next few months.

1. The proposed project supports the creation of a “Town Center” consistent with the desirable goals discussed in the first four Beach/Edinger Specific Plan Workshops. The Ripcurl will serve as a demonstration project for the Specific Plan, opening the way and setting a standard for future excellent urban projects.
2. The project promotes jobs/housing balance by placing dense housing in the midst of retail, office, education, and transportation. When completed, The Ripcurl will accommodate demand for Class-A market rate rental housing that has been unmet in north Huntington Beach for decades. And, by replacing an older strip center, it will increase the tax revenue stream contributed by this property to the City.
3. It creates density where it is most beneficial and least impactful. In building housing near the Huntington Beach’s largest public transportation hub, the city will make an important statement about smart, transit-oriented growth. The site’s unique location allows residents access to and from the I-405 freeway through routes that avoid the heavily-impacted intersection of Beach Boulevard and Edinger Avenue.

**LATE COMMUNICATION SS #A-1**

4. It is expected to be the first multi-family building in Huntington Beach to incorporate environmentally sustainable "Green" design principles.

Thank you for allowing us the opportunity to comment.

Sincerely,

A handwritten signature in cursive script, appearing to read "Joyce Riddell".

Joyce Riddell, CCE  
President

cc: Emery  
Hall  
Hess ✓