



4100 Broadway • Eureka, California 95503 • (707) 441-2700

May 15, 2018

My name is Bill Pierson, the owner of Pierson Building Center located at 4100 S. Broadway in Eureka, writing to you again in regards to the city's application for a land use designation change from Coastal Dependent Industrial (MC) to Service Commercial (CS) at the Crowley site on Hilfiker Lane in South Eureka as a Local Coastal Program Amendment.

The proposed use, a homeless shelter, is not supported by the Coastal Act and the PG& E trailers that have been placed there without a permit are in violation and the city, as the land owner, is currently liable. This is not a good way to start a project, bending the rules and violating state coastal law.

The wording of the notice that was sent to those with businesses or property within 300 feet of the waterfront parcel in question, neglected to indicate the true nature of the proposal and the impact that this change of land use designation will have on the residential and business community in that area. The citizens of Eureka will be impacted as this shelter will be adjacent to the Humboldt Bay Trail recreation area, bay side seating, and parking lot. In calling around to our neighbors, we found out that many on Broadway did not receive any notice at all. They were angry at this news. At the very least, there should be full disclosure of the impacts of the homeless shelter proposal for this site in plain language with notice given to everyone that is within the area that will be affected by that proposal. This would be a much larger area than the 300 feet radius that was used for this mailing's notice. You owe your citizens that level of transparency.

The businesses on South Broadway together easily have over 300 employees and have contributed significant sales tax dollars to the city for many, many years. Not only are we a part of a vibrant business community, we have contributed mightily to the city as we have strived to succeed. We need the city to work with us so that we have a mutually beneficial relationship.

In regards to the Betty Chin PG&E Village that is planned for the Crowley site on Hilfiker Lane, we applaud the city for trying to help those truly in need that are looking to make a better life for themselves. With that said, the businesses on South Broadway are at the breaking point due to the large population of homeless, transient individuals, many of whom have mental issues and or drug abuse problems in our area. Increasingly they frequent and prey upon the open door policy of retail businesses, attempting to steal merchandise on a regular basis and frequently become belligerent and or threatening in their behavior when confronted.

As I have read, those that will be renting space in the new homeless facility will be in transition to being able to have the resume to eventually rent an apartment or house after their time in Betty Chin's care. An admirable goal. Our concern is that each of these individuals will have at least two or three friends or relatives that will follow them to their new home at the shelter on Hillfiker Lane, continuing their relationships as well as looking for money, food or help in some way. This will dramatically increase what is already a difficult situation for the South Broadway Business District.

Unless there is a strong cohesive plan in place, with diligent follow through, this situation will spiral out of control as did the Mercer Fraser shelter. The South Broadway Business District will not be able to effectively deal with this influx without a dramatic increase in police support. Currently the police will not respond when a shoplifter is apprehended. We are told to take a photograph, file a report, and deliver it to the police station. We are also told that they will only respond if there is physical danger. When that threshold is reached, someone is probably already hurt.

The perpetrators know that there will be no police response so they return with impunity repeatedly. This is a time bomb waiting to go off and currently we are helpless to prevent it. When Garr Nielsen was the Chief of Police a few years back, if we ever apprehended and detained a shoplifter and had to wait more than 15 minutes for an officer to arrive, it was unusual. With the support of law-enforcement back then, we had the comfort of knowing that we were a part of the team to make Eureka a safer place to live and work. Now, no one comes. Now we are just holding on to keep our property a safe place for our 110 employees as well as our customers. This is not right, nor is it sustainable. One business in our area hired a night time security guard at a cost of over \$85,000 a year while others have hired security personnel for their establishments during business hours to provide a safe environment. This should not be necessary in the city of Eureka.

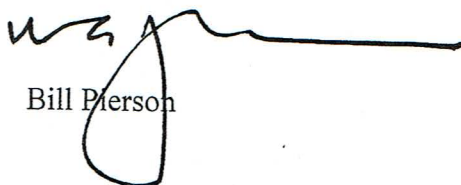
Please think twice before rezoning this bay front property for a use not supported by the Coastal Act to open a new homeless shelter in our part of town unless you are willing and committed to a strong police presence 24 hours a day, seven days a week for the next 5 to 10 years that City Manager Sparks says Betty Chin's PG&E village might be there. This additional cost to the city for law enforcement support should be factored into your decision to vote for this proposal. If those resources are not there, this proposal cannot go forward.

Our back fence is within 100 feet of this proposed facility, completely surrounded with trees and foliage and adjacent to a large wetlands and riparian corridor that is part of a mitigation project for the public that we paid for. Unfortunately, a typical area to hide a new homeless encampment. This should be factored in as well. As common as we have thieves cut through and/or breach our fence now to steal merchandise at night, as do other businesses in our area, we fear this will increase to intolerable levels with the increase of population at the Hilfiker shelter site which is out of sight from public view.

Do the right thing and find a parcel that is appropriately zoned so that this worthwhile project can legally move forward with the proper planning in place. The Betty Chin foundation deserves no less.

Now and in the future, please inform, protect, and work with the South Broadway Business District so that we can all thrive and make Eureka a safe and prosperous place to live and work together.

Thank you for your consideration.



Bill Pierson