

KATHY WARD

From: steven <steven@peddlermanagement.com>
Sent: Tuesday, April 15, 2014 4:18 PM
To: KATHY WARD
Subject: FW: Lantern District Entry Feature

FYI

Steven H. Weinberg
PeddlerStore.com
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-----Original Message-----

From: STEVEN WEINBERG [<mailto:sweinberg@DanaPoint.org>]
Sent: Tuesday, April 15, 2014 12:54 PM
To: steven@peddlermanagement.com
Subject: FW: Lantern District Entry Feature

From: Max Fisher
Sent: Tuesday, April 15, 2014 12:54:03 PM (UTC-08:00) Pacific Time (US & Canada)
To: SCOTT SCHOEFFEL; CARLOS OLVERA; LISA BARTLETT; BILL BROUGH; STEVEN WEINBERG
Subject: Lantern District Entry Feature

Dear Council Members,

My name is Max Fisher and I am the owner operator of The Shwack Beach Grill located on Del Prado. I was hoping to be able to make it to tonight's council meeting. Unfortunately I have a scheduling conflict and will be unable to attend. One of the main reasons The Shwack has been so successful in a short period of time is our location. I can't tell you how many first time customers we get from people driving by and seeing the line out the door and stopping in to see what all the fuss is about. During the high traffic summer months drive by first timers account for %20 of our business. As I am exited to see the direction that the town is going and look forward to being a part of the new Town Center. However I am highly concerned about the decrease in traffic on the Del Prado side once PCH returns to two way. I feel that the Lantern District Arch is a must for the businesses on Del Prado. Although our car counts still wont be comparable to what they are now. I believe the arch will entice people to see what Del Prado has to offer. Thank you for taking the time to read this email .

Sincerely,

Max Fisher

Agenda Item No. 20

4/15/19

VP Burger Shwack, INC

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