

Planning Commissioner Hofman
CITY OF SAN DIEGO
1222 First Avenue, 5th floor
San Diego, CA 92101

RE: Support of the Bella Mar Apartments in Nestor (Project # 631240)

Commissioner Hofman,

For decades, my family has owned property adjacent to The Phair Company's land in Nestor. I support Mr. Phair's plans for the 380-unit Bella Mar Apartments.

Mr. Phair held several community meetings to solicit input on the planning for his project. He listened to the concerns of neighbors and made modifications to his plans. Our local Otay Mesa Nestor Community Planning Group voted twice by a cumulative 24 to 0 to approve the Bella Mar Apartments.

Our community needs more affordable housing. Please vote to approve Mr. Phair's Bella Mar Apartments.

Very truly yours,



Margret Yaptangco

1273 Monte Sereno Ave.
Chula Vista, CA 91913

October 21, 2022

Mayor Todd Gloria
City of San Diego
202 C Street, 11th Floor
San Diego, CA 92101

Subject: The Bella Mar Development - Project #631240

Dear Mayor Gloria,

I bid you greetings from the USS Midway Museum and sincerely hope I can gain your support for a very important project in the South Bay, my home since 1972.

I have lived in Chula Vista for that entire period and recently became aware of an apartment project in Nestor that I believe will be critical in addressing the #1 problem for Military families in the South Bay, affordable housing.

This region has always been popular with our young service people because it is one of the fun areas in San Diego that has affordable housing for our young military personnel.

Recently I became aware that Jeff Phair and the Phair Company are planning on building a new 380 appartement complex in Nestor called Bella Mar Apartments. It is project #631240 and I understand that the project is being reviewed by the City of San Diego and requires your support. This is the kind of housing initiative that our community needs, and I sincerely hope you will support this well thought out affordably housing initiative.

Thank you for your time and support Mayor Gloria. This is a perfect project that aligns with your veteran's initiative and I sincerely thank you for your consideration.

Very Respectfully,



Rear Admiral John "Mac" McLaughlin, USN (Ret.)
President and CEO

Greg Cox
647 Windsor Circle
Chula Vista, CA 91910

Matthew Boomhower – Planning Commissioner
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE – Bella Mar's TOD Planning is Smart Planning

Planning Commissioner Matthew Boomhower,

The Phair Company is planning the development of 380 apartments for blue collar workers, in a project called Bella Mar. Of the 380 apartments, 100 will be affordable units for individuals and families with low incomes.

The rules required The Phair Company to only build 28 rent restricted. The local community planning group requested than the number of apartments in the Bella Mar project be increased because there is such a shortage of low income housing in south San Diego. Mr. Phair complied and will build 62 more low income apartments than required.

The Bella Mar Apartments will be located across the street from an MTS trolley stop. This allows the residents to take the trolley to work. This helps reduce traffic congestion.

Please approve The Phair Company's Bella Mar project.

Regards,


Greg Cox



OFFICE OF THE CITY COUNCIL

Planning Commissioner Hofman
City of San Diego
1222 First Avenue, #500
San Diego, CA 92101

RE: Support for the Bella Mar Apartments

Planning Commission Chairman Hofman,

I am writing to express my support for The Phair Company's planned 380-unit Bella Mar Apartments in Nestor.

The city of Chula Vista's Bayfront development will create 5,000 new jobs. Most of those new jobs will be comprised of blue-collar workers. There is a shortage of affordable apartments in the South Bay. The 380-unit Bella Mar project will help fill that void.

The Bella Mar Apartments represent smart TOD planning. The project location, 1/2 block from the MTS trolley station at Palm Avenue, allows residents to commute by trolley to the Chula Vista Bayfront development in only 5 minutes, downtown San Diego in 12 minutes, and Mission Valley in 18 minutes. Commuting by trolley rather than by car reduces traffic congestion and diminishes air pollution by car emissions.

The entire South Bay region needs affordable workforce rental housing. I support the Bella Mar Apartments project and encourage the Planning Commission to approve these much-needed 380 units of affordable apartments.

Very truly yours,

Councilmember Jill Galvez



Planning Commissioner Otsuji
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: Bella Mar Apartments – Vote YES – Project #631240

Dear Commissioner Otsuji,

I support the Bella Mar Apartments to be built by The Phair Company.

The Bella Mar Apartments will provide 380 units of affordable apartments, which San Diego needs.

Please vote to approve The Phair Company's Bella Mar Apartments.

Thank you,

Mary Sharon Bradley

Mary Sharon Bradley
6336 Bernadette Lane
San Diego, CA 92120

HASKETT & ASSOCIATES

a Professional Corporation

STEVEN P. HASKETT
J.B. HASKETT
ANDREW M. HASKETT*

**Also admitted to the Texas Bar*

1465 MORENA BOULEVARD
SAN DIEGO, CALIFORNIA 92110

TELEPHONE: 619-231-3737
FACSIMILE: 619-291-2477
WRITER'S DIRECT NUMBER: 619-231-8394
WRITER'S EMAIL: sph@haskettlegal.com

October 11, 2022

Kelly Moden
Planning Commission
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Re: Bella Mar Apartments - Project #631240

Planning Commissioner Kelly Moden:

It is my understanding that the Bella Mar Apartments being planned by the Phair Company in Nestor is coming up before the Planning Commission for approval soon. I urge you to approve that property project.

Reasons for such approval are numerous, including the following:

1. San Diego has a critical need for additional housing, particularly for low and middle income families.
2. I have been peripherally involved in numerous projects headed by the Phair Company. The Phair Company consistently builds a quality project with attention to functionality, while remaining sensitive to environmental issues.
3. The project is consistent with the city's goal of providing additional housing through in-growth density having access to public transportation; something to meet the housing needs of San Diego without unduly impacting traffic congestion such as that which currently plagues San Diego.

Please vote to approve the Bella Mar Apartments project.

Sincerely,



Steven P. Haskett

Ted Miyahara - Planning Commissioner
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: New Affordable Housing - Bella Mar Apartments
(Project #631240)

Planning Commissioner Miyahara,

I am in favor of The Phair Company building the 380-unit Bella Mar Apartments in south San Diego. The project will provide much-needed apartments for San Diego's working families. The Phair Company will be restricting rental rates in 100 of the apartments for low-income families. It is my understanding that this number of affordable units for low-income families is twice the amount of units required by the city. Kudos to The Phair Company. Please register my support of the Bella Mar Apartments.

Respectfully,

Robert Scott
Barbara Scott

Barbara Scott

619-479-5111

Mr. Planning Commissioner Hofman
Please approve the Bella Mar
Apartments. Our community
needs affordable rentals. Mr.
Phair did a good job of telling
us about his project. If I
rent there I can walk to the
trolley.

My Many Thanks,
Jerry Ames

Scott Brown
3966 Dove Street
San Diego, CA 92103

Planning Commissioner Boomhower
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Purpose – San Diego Needs Affordable Housing –
Bella Mar Provides That Need – Project #631240

Planning Commissioner Matthew Boomhower,


San Diego has become a city with bifurcated housing. Only the rich can afford to buy a home, and many residents can't afford to pay the escalating apartment rents. A recent newspaper article stated that the average apartment rent across the county is almost \$3,000. Blue collar workers are leaving San Diego, reducing San Diego's workforce.

You will soon be considering the approval of the 380-unit Bella Mar Apartments developed by The Phair Company. The project is located in Nestor and is one-half block from an MTS trolley station at Palm Avenue. The project has been designed to help fill the desperate need in San Diego for workforce housing.

The city requires that 10% of all new projects provide units for low-income families. Mr. Phair is a native San Diegan who has watched how low-income families have suffered a disproportionate share of the burden of high rental rates. He volunteered to build 100 apartments for low-income families in his Bella Mar project, instead of the 28 required. That more than tripled the amount of rent restricted apartments required by the city. Mr. Phair should be commended.

You should approve Mr. Phair's Bella Mar Apartments.

Kind Regards,



Scott Brown

San Diego Planning Commission
1222 First Avenue
San Diego, CA 92101
Attn: Commissioner Hofman

Regarding: New Apartment Development – Bella Mar Apartments

Planning Commissioner Hofman,

San Diego companies are finding it increasingly difficult to attract new employees to San Diego because of the high cost of apartment rents. There is an absolute shortage of affordable apartments for rent. The word "crisis" is often used to describe the problem.

The San Diego Planning Commission will be considering the approval of the Bella Mar Apartments in south San Diego. The developer, The Phair Company, will build 280 workforce units and 100 low income units. The 100 units is triple the amount required by code.

San Diego needs to build more affordable rental units in order to attract and retain the employees needed. Please support the approval of The Phair Company's Bella Mar Apartments.

Very truly yours,



Franne Ficara
2404 Loring Street, #75
San Diego, CA 92109



October 10, 2022

Mr. Matthew Boomhower
City of San Diego Planning Commission
1222 First Avenue
San Diego, CA 92101

Re: **Support for Bella Mar Apartments**
Project Number 631240

Dear Commissioner Boomhower:

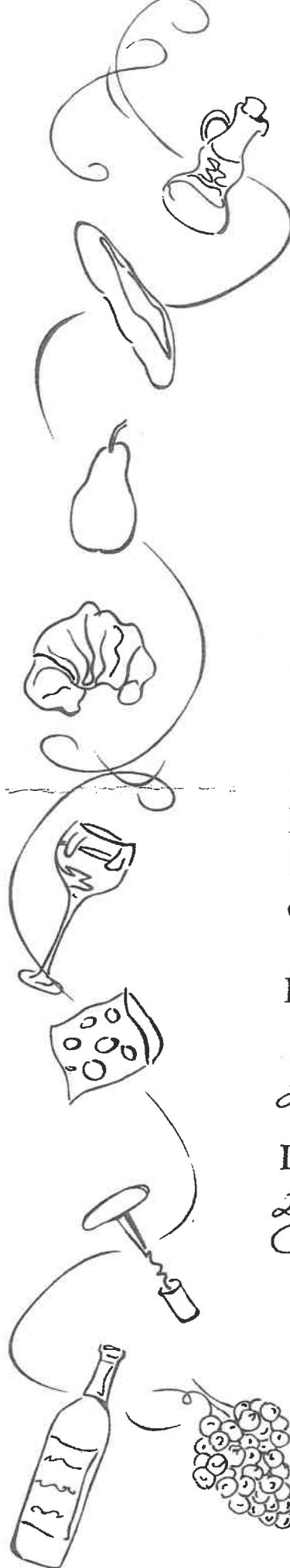
It is my understanding that the Bella Mar Apartment project will soon be coming before the Commission for review. Please register this letter as my support for the project.

The project makes sense. Its adjacency to an MTS Trolley stop makes the site perfect for providing badly needed workforce housing while avoiding additional traffic congestion and minimizing greenhouse gas emissions.

I hope you will agree with me that this project represents the type of smart development for which San Diego is coming to be known and admired, and cast your vote in support of the project.

Sincerely,

John W. Howard, President
Howard Associates, Inc.



City of San Diego Planning Department
Commissioner William Hofman
12220 First Avenue, Fifth Floor
San Diego, Calif., 92101

Subject: The Bella Mar Apartments Deserves a
Vote of Approval – Project #631240

Planning Commissioner Hofman,

I've lived in the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Respectfully,

Linda Wulff

Linda Wulff

28 Sandalwood Dr.
Chula Vista, CA 91910

Bon appétit

Lisa Lewick
1620 Fifth Avenue, #675
San Diego, CA 92101

Ken Malbrough
Planning Commission
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: Bella Mar Creates Needed Affordable Housing – Project #631240

Planning Commissioner Ken Malbrough,

The housing crisis in San Diego has resulted in many working-class families leaving San Diego because even with both parents working, they can't afford to pay rent. The Phair Company is planning to build a new apartment project in South Bay (Nestor) that will help alleviate the shortage of affordable apartments. The 380-unit project, called Bella Mar, will be at rental rates working class families can afford.

Our South Bay community supports the Bella Mar Apartments.

Respectfully,


Lisa Lewick



Ted Miyahara - Planning Commissioner
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Re: New Affordable Housing - Bella Mar Apartments Project #631240

Planning Commissioner Miyahara,

I understand a new large apartment project in south San Diego, the Bella Mar Apartments, to be built by The Phair Company, will be coming before The City of San Diego Planning Commission for approval soon. This letter is to express my strong support for the project.

I grew up in Chula Vista, and am a proud Hilltop High School Lancer, class of 1971. I spent many a night at the go-kart track adjacent to Hwy 5 which Jeff Phair is developing into badly needed housing for blue-collar and low-income residents of the South Bay. I know that area well. It has languished for years as Jeff has addressed one baseless, and often trumped up, challenge by an extremely small but vocal group which does not have the best interests and urgent needs of the local residents in mind. I doubt that even one of them is homeless or living in substandard conditions because decent housing is not available to them and their children.

I am a real estate lawyer who has been practicing in San Diego since 1981, with emphasis on land use and development. I know, the quality of the developer is often as important as the quality of their proposed project. I have known Jeff Phair for over 50 years and have worked with him on dozens of development projects. I know of no developer who is more dedicated to the wellbeing of his community than Jeff. Any long-term Bonita resident knows how much good Jeff and his family have done. As residents of Bonita, my family and I enjoyed many years of Bonitafest, Orange Crate Derbies and other events sponsored by The Phair Company. He promises great things; and always delivers.

Jeff has worked tirelessly at great expense, for well in excess of a decade, to turn the land vacated when the go-kart track closed down 20+ years ago into something that will benefit the community. With the chronic shortage of middle and low-income housing—especially housing along the trolley line—he is proposing a development that could not be better suited for the land at issue, or more essential to those in need of decent housing. With the need to meet the City's commitment to reducing carbon emissions, there is no better location for a project such as the Bella Mar Apartments.

I strongly urge the Commission to approve this project.

Very truly yours,



Mark Mazzarella

CITY OF SAN DIEGO
Planning Commission
c/o Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA 92101

RE – Bella Mar's TOD Planning is Smart Planning - Project #631240

Dear Commissioner Miyahara,

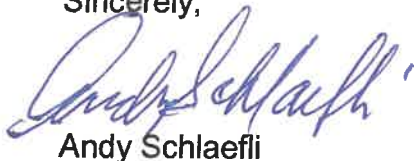
New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Sincerely,



Andy Schlaefli

William Hofman – Planning Commissioner
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

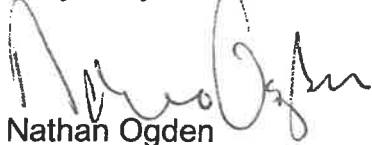
Subject – Low Income Apartments Needed in South County –
The Bella Mar Development Should Be Approved – Project #631240

Planning Commissioner Hofman,

San Diego's economy can't grow without blue collar jobs. Our area's growth in biomedical and high-tech industries is great. But a balanced economy needs: construction, laborers, store clerks, janitors, restaurant servers, landscapers, truck drivers, secretaries, etc. These blue-collar workers find it very hard to afford San Diego's high apartment rents. The Bella Mar Apartments, to be built by The Phair Company, will be 380 apartments for blue collar families.

The Bella Mar Apartments is needed and should be approved.

Very Truly Yours,



Nathan Ogden

Ray Shafa
MAIL & PARCELS PLUS
4364 Bonita Road
Bonita, CA 91902

Planning Commissioner Ted Miyahara

Subject: Low Income Apartments Needed in South County
The Bella Mar Development Should Be Approved
Project #631240

Commissioner Miyahara,

Business owners like myself are having a difficult time attracting new employees to San Diego because of the very expensive apartment rental rates.

The Phair Company is planning the development of 380 apartments on Hollister Street in San Diego. These will be workforce apartments, with 280 apartments for working class persons and 100 apartments for families of low income.

I support the new Bella Mar Apartments project, as do many other businessowners.

Thank You,



Ray Shafa

Jeff Wissler
TALMADGE PROPERTIES
4349 N. Talmadge Drive
San Diego, CA 92116

Ted Miyahara – Planning Commissioner
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, Calif. 92101

RE: Planning Commission Hearing on the Bella Mar Apartments – Project #631240

Planning Commissioner Miyahara,

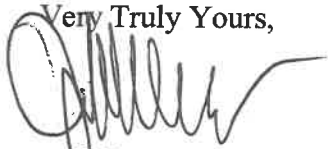
Many San Diego companies that need to hire new workers can't recruit workers to move to San Diego because housing is too expensive. There is a shortage of vacant apartment units. The city of San Diego Planning Commission will vote soon on the approval of a new large apartment project in south San Diego, to be built by The Phair Company.

There are many benefits to the Bella Mar Apartments:

- ❖ 380 new workforce apartments will be built.
- ❖ 100 of these new units will be rent restricted for low-income families.
- ❖ The Bella Mar Apartments will be located one half block from a trolley stop. Residents can ride the trolley to work, thus reducing traffic on already busy freeways.

San Diego companies need affordable housing for employees. Our community needs and is in favor of the Bella Mar Apartments.

Very Truly Yours,



Jeff Wissler

Planning Commissioner Otsuji
City of San Diego
1222 First Avenue, #500
San Diego, CA 92101

Attn: Bella Mar Affordable Apartments in South San Diego
Addresses Housing Crisis – Project #631240

Planning Commissioner Dennis Otsuji,

San Diego is in a housing crisis for renters. Many families cannot afford to pay the average rent of almost \$3,000 a month.

The Phair Company is planning to build 380 affordable apartments in Nestor. These Bella Mar Apartments will have 100 units reserved for low-income families.

The location of the Bella Mar Apartments across the street from an MTS trolley stop allows residents to leave their cars at home and ride the trolley to and from work. This helps our already clogged freeway and reduces air pollution from cars.

Please vote to approve The Phair Company's Bella Mar Apartments.

Regards,



Mark Scott

mark@incorealty.com

Peter Rullan
98 Cook Court
Chula Vista, CA 91910

San Diego Planning Commission
1222 First Avenue, Fifth Floor
San Diego, CA 92101
Attn: William Hofman

Regarding: Please Vote to Approve the Bella Mar Apartments -
Project #631240

Planning Commissioner Hofman,

The Phair Company's plans for the 380-unit Bella Mar Apartments
in Nestor should be approved.

There is a shortage of affordable apartments. One hundred of
the apartments will be reserved for low-income families.

The project is located next to an MTS trolley station. This is
"smart growth planning". Car traffic trips are reduced, which
reduces greenhouse gas emissions.

San Diego needs more well-planned projects like the Bella Mar
Apartments. Please approve it.

Respectfully,



Peter Rullan

Planning Commission
CITY OF SAN DIEGO
For: Commissioner Ted Miyahara
1222 First Avenue, Fifth Floor
San Diego, Calif., 92101

REGARDING – VOTE YES ON THE BELLA MAR APARTMENTS –
PROJECT #631240

Planning Commissioner Miyahara,

I have lived in the South Bay for over 30 years. We are experiencing tremendous job growth on Otay Mesa (primarily industrial/warehouse jobs). But there haven't been enough affordable apartments built to provide needed housing. The Phair Company is planning 380 units of affordable apartments to respond to this need. Please approve the Bella Mar Apartments.

Sincerely,



Nancy Paff

*3303 Fairlomas Road
National City, CA 91950*

Richard Bradley
6336 Bernadette Lane
San Diego, CA 92120

Mr. Dennis Otsuji
San Diego Planning Commission
1222 First Avenue
San Diego, CA 92101

Subject: Low Income Apartments Needed in South County
The Bella Mar Development Should be Approved – PROJECT #631240

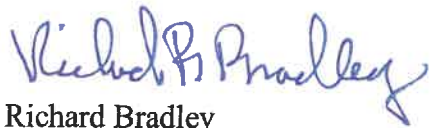
Dear Commissioner Otsuji,

There are several reasons for you to approve the Bella Mar Apartments in Nestor, which is project no. 631240.

1. The project will provide 380 units of workforce housing, which our south bay community needs.
2. Of the 380 apartments, 100 will be reserved for low-income families.
3. The developer, The Phair Company, has donated two acres of his property as a wildlife corridor and buffer for the adjacent Otay River Regional Park.
4. The Bella Mar Apartments will be built within walking distance of the MTS trolley stop.
5. By walking to the trolley stop and then commuting to work, traffic congestion and car emissions polluting the air are reduced.

The Otay Mesa Nestor Community Planning Group unanimously approved the Bella Mar Apartments by a combined vote of 24-0. A “yes” vote for the Bella Mar Apartments is a vote for new development which provides several benefits to our community.

Cordially,



Richard Bradley

Luke Montague
8799 Balboa Avenue, Suite 290
San Diego, CA 92123

City Of San Diego Planning Department
Commissioner Ted Miyahara
1222 First Avenue, Fifth Floor
San Diego, Calif. 92101

RE: 408 Hollister Street in Nestor
Bella Mar Apartment Development – Planning Commission


Planning Commissioner Miyahara,

San Diego companies are finding it increasingly difficult to attract new employees to San Diego because of the high cost of apartment rents. There is an absolute shortage of affordable apartments for rent. The word "crisis" is often used to describe the problem.

The San Diego Planning Commission will be considering the approval of the Bella Mar Apartments in south San Diego. The developer, The Phair Company, will build 280 workforce units and 100 low income units. The 100 units is triple the amount required by code.

San Diego needs to build more affordable rental units in order to attract and retain the employees needed. Please support the approval of The Phair Company's Bella Mar Apartments.

Sincerely,



Luke Montague

Christina Schiffman
6915 The Preserve Way
San Diego, CA 92130

San Diego Planning Commission
1222 First Avenue
San Diego, CA 92101
Attn: Carmen Vann

Re – Please Vote to Approve the Bella Mar Apartments –
Project #631240

Dear Commissioner Vann,

San Diego is in a housing crisis for renters. Many families cannot afford to pay the average rent of almost \$3,000 a month.

The Phair Company is planning to build 380 affordable apartments in Nestor. These Bella Mar Apartments will have 100 units reserved for low-income families.

The location of the Bella Mar Apartments across the street from an MTS trolley stop allows residents to leave their cars at home and ride the trolley to and from work. This helps our already clogged freeway and reduces air pollution from cars.

Please vote to approve The Phair Company's Bella Mar Apartments.

Respectfully,



Christina Schiffman

John Alioto
3614 Carleton Street
San Diego, CA 92016

Planning Commissioner Miyahara
City of San Diego
1222 First Avenue, #500
San Diego, CA 92101

Subject: Vote Yes on the Bella Mar Apartments

Planning Commissioner Ted Miyahara,

The Phair Company is planning the development of 380 apartments for blue collar workers, in a project called Bella Mar. Of the 380 apartments, 100 will be affordable units for individuals and families with low incomes.

The rules required The Phair Company to only build 28 rent restricted. The local community planning group requested that the number of apartments in the Bella Mar project be increased because there is such a shortage of low income housing in south San Diego. Mr. Phair complied and will build 62 more low income apartments than required.

The Bella Mar Apartments will be located across the street from an MTS trolley stop. This allows the residents to take the trolley to work. This helps reduce traffic congestion.

Please approve The Phair Company's Bella Mar project.

Regards,



John Alioto

SAN DIEGO PLANNING DEPT.

Attn: Commissioner Otsuji

1222 First Avenue, Floor 5

San Diego, CA 92101

Re – The Bella Mar Apartments – Vote Yes

Commissioner Otsuji,

I am writing to ask for your support of the Bella Mar Apartments to be built by The Phair Company. The South Bay community supports this project. The vast majority of people can't afford apartments that rent for \$3,000 to \$5,000 a month. Workers in many of San Diego's important blue collar industries need affordable apartment rents. The Phair Company's Bella Mar project helps satisfy that need.

Please vote to approve the Bella Mar Apartments.

Sincerely,



**Daniel Garcia
7811 Hummingbird Lane
San Diego, CA 92123**

S.D. City Planning Dept.
Planning Commissioner Malbrough
1222 First Avenue, 5th Floor
San Diego, CA 92101

Regarding: Please Vote to Approve the Bella Mar Apartments – Project #631240

Planning Commissioner Ken Malbrough,

The housing crisis in San Diego has resulted in many working-class families leaving San Diego because even with both parents working, they can't afford to pay rent. The Phair Company is planning to build a new apartment project in South Bay (Nestor) that will help alleviate the shortage of affordable apartments. The 380-unit project, called Bella Mar, will be at rental rates working class families can afford.

Our South Bay community supports the Bella Mar Apartments.

Respectfully,



Barbara Wymer
409 Horizon View
Chula Vista, CA 91910

Planning Commission
CITY OF SAN DIEGO
For: Commissioner William Hofman
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Regarding – New Bella Mar Apartments Adjacent to a Trolley Stop is Good Planning
Project #631240

Dear Commissioner Hofman,

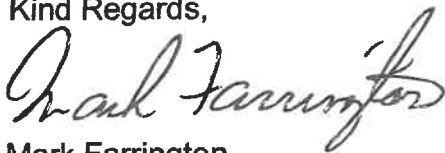
New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Kind Regards,



Mark Farrington

CITY OF SAN DIEGO
Planning Department
1222 First Avenue
San Diego, CA 92101
Attn: Commissioner Miyahara

Attn: Bella Mar Affordable Apartments in South San Diego
Addresses Housing Crisis - PROJECT #631240

Commissioner Miyahara,

I am a decades long resident of the South Bay. We need affordable housing for workers. Apartment rents are so high that many American workers are living in Tijuana and spending 2-4 hours a day going through the border crossing.

We should be building affordable apartments near the rapid growth in jobs in the South Bay. The Bella Mar Apartments to be built in Nestor will provide 380 units of affordable housing for blue collar workers. One hundred apartments will be reserved for very low income workers.

I encourage you to approve the Bella Mar Apartments.

Regards,



Jack Close

1069 Southview Cir.
Chula Vista, CA 91910

Jamie Starck
STARCK ARCHITECTURE
2045 Kettner Blvd., #100
San Diego, CA 92101

CITY OF SAN DIEGO
Planning Commission
c/o Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA 92101

Subject: The Bella Mar Apartments Deserves a Vote of Approval – Project #631240

Planning Commissioner Ted Miyahara,

The Bella Mar Apartments (planning #631240) being planned by The Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to an MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and take the trolley to work. This minimizes greenhouse gas emissions and accommodates needed housing growth, while not putting more cars on congested streets.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Very Truly Yours,



Jamie Starck

City of San Diego Planning Department
Commissioner Ken Malbrough
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Subject: The Bella Mar Apartments Deserves a Vote of Approval – Project #631240

Planning Commissioner Malbrough,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Respectfully,



Tim Rhea

timrhea12@gmail.com

San Diego City Planning
Attn: Commissioner Hofman
1222 First Avenue, Floor 5
San Diego, CA 92101

Regarding – Bella Mar – TOD Housing Reduces Traffic Congestion & Air Pollution
Project #631240

Dear Commissioner Hofman,

New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Thank you,



Stan Drosch

P.S
A development perfectly suited for the times
that will replace an unsightly wasteland

Randy Prescott
345 F Street, #210
Chula Vista, CA 91910

SAN DIEGO PLANNING DEPT.
Attn: Commissioner Boomhower
1222 First Avenue, Floor 5
San Diego, CA 92101

Regarding – Project #631240 (Bella Mar Apartments)

Dear Commissioner Boomhower,

You will be voting soon on The Phair Company's 380-unit Bella Mar Apartments in Nestor. I support this project for many reasons:

- There is a shortage of affordable apartments for San Diego's blue collar working families.
- These workforce apartments will rent for much less than San Diego's current average apartment rent of \$2,850 a month.
- Of the 380 apartments, 100 will be restricted to families with low incomes.
- Located across the street from an MTS trolley station, residents can commute to work by trolley. Leaving their cars at home reduces traffic congestion and air pollution.

I urge you to vote "yes" on The Phair Company's Bella Mar Apartments project.

Thank you,



Randy Prescott

Sheldon Derezin
6409 Ridge Manor Avenue
San Diego, CA 92120

SAN DIEGO PLANING DEPT.
Attn: Commissioner Moden
1222 First Avenue, 5th Floor
San Diego, CA 92101

Subject: Vote Yes on the Bella Mar Apartments - Project #631240

Planning Commissioner Moden,

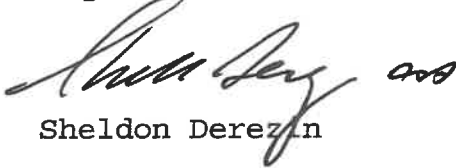
Many San Diego companies that need to hire new workers can't recruit workers to move to San Diego because housing is too expensive. There is a shortage of vacant apartment units. The city of San Diego Planning Commission will vote soon on the approval of a new large apartment project in south San Diego, to be built by The Phair Company.

There are many benefits to the Bella Mar Apartments:

- 380 new workforce apartments will be built.
- 100 of these new units will be rent restricted for low-income families.
- The Bella Mar Apartments will be located one half block from a trolley stop. Residents can ride the trolley to work, thus reducing traffic on already busy freeways.

San Diego companies need affordable housing for employees. Our community needs and is in favor of the Bella Mar Apartments.

Regards,



Sheldon Derezin

Jon Becker
7975 Cicada Court
San Diego, CA 92129

SAN DIEGO PLANNING DEPT.
Attn: Commissioner Malbrough
1222 First Avenue, Floor 5
San Diego, CA 92101

REGARDING: VOTE YES ON THE BELLA MAR APARTMENTS

Dear Commissioner Malbrough,

I am a San Diego businessman. It is hard to hire employees to come to San Diego because of a lack of available apartments. Another problem is that the rents are too high.

Soon, the planning commission at the city will be considering the approval of a 380-unit apartment project named Bella Mar. Developed by The Phair Company, the project will consist of 280 apartments at rental rates for blue collar workers. The other 100 apartments will be for low-income families.

By approving the Bella Mar Apartments, it will help lower income wage earners to find a place to live in San Diego. Not many people can afford the average San Diego apartment rent of \$2,500 a month. San Diego businesses need developments like Bella Mar.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Jon Becker", with a horizontal line extending to the right.

Jon Becker

VINCENT N. SCHEIDT
Biological Consultant

3158 Occidental Street • San Diego, CA • 92122-3205 • 858-457-3873 • 858-336-7106 cell • email: vince.scheidt@gmail.com

Planning Commission
CITY OF SAN DIEGO
For - Commissioner William Hofman
1222 First Avenue, Fifth Floor
San Diego, Calif. 92101

October 14, 2022

Re - Bella Mar Apartments in Nestor - Project #631240

Dear Commissioner Hofman,

I am a biological consultant who worked on the Bella Mar project with Jeff Phair for several years in the mid-2000s. Jeff and I have worked on many projects over the years, and I know the Bella Mar property very well.

I understand that the Otay Mesa Nestor Community Planning Group unanimously approved the Bella Mar Apartments by a combined vote of 24-0. This clearly reflects strong local support for the Bella Mar project, which I feel is an appropriate response to our housing shortage crisis in San Diego.

The project respects and protects the nearby riverine habitat. From a biological perspective, there is nothing on the Bella Mar site that would prevent moving forward to approve this project, in my professional opinion.

Very Truly Yours,



Vince Scheidt

Mayor Todd Gloria
CITY OF SAN DIEGO
202 "C" Street, 11th floor
San Diego, CA 92101

RE: Affordable Housing Project in Nestor (Bella Mar Apartments)

Dear Mayor Gloria,


You campaigned upon a platform of addressing San Diego's crisis for affordable housing, with a priority on Transit Oriented Development (TOD) of workforce housing. I am writing to you to ask you to express your support of the planned Bella Mar / Dorado project in Nestor.

The Bella Mar / Dorado project, developed by The Phair Company and Green Properties, will be 624 apartments and townhomes, one-half block from the MTS trolley station at Palm Avenue & Hollister Street. Phase I will be the 380-unit Bella Mar Apartments, which will have 100 apartments reserved for low-to-moderate-income families.

The location of the Bella Mar Apartments, one-half block from the MTS trolley station, allows residents to leave their cars at home and commute to work using the trolley. This lessens traffic congestion on freeways and reduces greenhouse gas emissions.

Mayor Gloria, the Bella Mar Apartments are the type of affordable TOD that you have been promoting. This project has been approved by the local Otay Mesa Nestor Community Planning Group twice, by a unanimous combined vote of 24 to zero. The City planning staff supports the project. The Bella Mar Apartments will be going before the City Planning Commission soon for approval. Please advise the Planning Commission of your support for the Bella Mar Apartments.

Respectfully,



Ryan Green

12680 High Bluff
San Diego, CA.

Planning Commission
CITY OF SAN DIEGO
For: Commissioner Ted Miyahara
1222 First Avenue, Fifth Floor
San Diego, Calif., 92101

Regarding: Support for Bella Mar Apartments - Project #631240

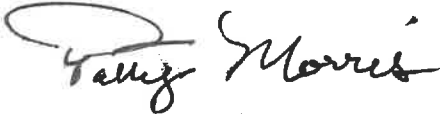
Planning Commissioner Miyahara,

I am writing to register my support of the Bella Mar Apartments to be built by The Phair Company.

The Bella Mar Apartments will provide 380 units of affordable apartments, which San Diego needs. One hundred of the apartments will be for low-income families.

Vote to approve The Phair Company's Bella Mar Apartments.

Thank you,

A handwritten signature in cursive script that reads "Patty Morris". The signature is written in dark ink and is positioned above the printed name.

Patty Morris

City Of San Diego Planning Department
Commissioner Moden
12220 First Avenue, Fifth Floor
San Diego, Calif. 92101

For - Recommended Approval of Bella Mar Apartments - Project #631240
BY THE CITY OF SAN DIEGO PLANNING COMMISSION

Commissioner Moden,

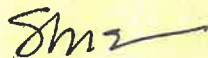
You will be voting soon to approve a new and greatly needed development of 380 blue collar apartments in south San Diego. Our community needs apartments that don't cost over \$3,000 in rent per month. The Bella Mar apartments responds to that need.

The new apartment project is a development of The Phair Company. Mr. Phair is a third-generation resident of the South Bay and was one of the original developers of the masterplanned community over 40 years ago.

The Bella Mar apartments will have 100 of the 380 apartments reserved for low-income families. Only 38 of the apartments are required to be designated as low-income units. At the request of community leaders, Mr. Phair voluntarily offered to build 62 additional low-income units, nearly tripling the number of low-income apartments for working families.

A vote to approve the Bella Mar Apartments provides affordable housing that is greatly needed.

Kind Regards,



Sue Instone

October 21, 2022

City of San Diego

Chair Hofman

San Diego Planning Commission

1222 First Ave., 5th Floor

San Diego, CA 92101

RE: VOTE TO APPROVE BELLA MAR APARTMENTS/PROJECT #631240

The housing affordability crisis in San Diego has resulted in many lower to middle income families being displaced or having to find less than adequate living conditions.

Increased housing stock will create more competition for tenants and help stabilize the amount of rent paid.

Rental housing that is designed and priced for lower to middle income families will also help alleviate the affordability crisis.

The Phair Company's plan to build the Bella Mar project noted above will help reduce the shortage of good rental housing and help working families afford a new, clean, and safe home to live.

As a property owner in the South Bay, I support the building of the Bella Mar apartments.

Sincerely,



Sam Calvano

Mike Reed
551 Marina Avenue
Coronado, CA 92118

PLANNING COMMISSION - Chairman William Hofman
City of San Diego
1222 First Avenue, 5th Floor
San Diego, CA 92101

Subject: Vote to Approve the Bella Mar Apartments - Project #631240

Chairman Hofman,

San Diego has become a city where only the rich can afford to buy a home, and many residents can't afford to pay the escalating apartment rents. A recent newspaper article stated that the average apartment rent across the county is almost \$3,000. Blue collar workers are leaving San Diego, reducing San Diego's workforce.

You will soon be considering the approval of the \$120 million 380-unit Bella Mar Apartments developed by The Phair Company. The project is located in Nestor and is one-half block from an MTS trolley station at Palm Avenue. The project has been designed to help fill the desperate need in San Diego for workforce housing.

The city requires that 10% of all new projects provide units for low-income families. Mr. Phair is a native San Diegan who has watched how low-income families have suffered a disproportionate share of the burden of high rental rates. He volunteered to build 100 apartments for low-income families in his Bella Mar project, instead of the 38 required. That more than tripled the amount of rent restricted apartments required by the city. Mr. Phair should be commended.

Very Truly Yours,



Mike Reed

Steve Wall
2404 Loring Street, #75
San Diego, CA 92109

Planning Commissioner Matthew Boomhower
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE – New Affordable Housing – Bella Mar Apartments Project #631240

Planning Commissioner Boomhower,

Many San Diego companies that need to hire new workers can't recruit workers to move to San Diego because housing is too expensive. There is a shortage of vacant apartment units. The city of San Diego Planning Commission will vote soon on the approval of a large new apartment project in south San Diego, to be built by The Phair Company.

There are many benefits to the Bella Mar Apartments:

- * 380 new workforce apartments will be built.
- * 100 of these new units will be rent restricted for low-income families.
- * The Bella Mar Apartments will be located one half block from a trolley stop. Residents can ride the trolley to work, thus reducing traffic on already busy freeways.

San Diego companies need affordable housing for employees. Our community needs and is in favor of the Bella Mar Apartments.

Very truly yours,



Steve Wall

Bill Currier
Colbourn-Currier-Noll Architecture
10818 Birchbluff Avenue
San Diego, CA 92131

CITY OF SAN DIEGO
Planning Department
1222 First Avenue
San Diego, CA 92101
Attn: Commissioner Miyahara

RE: NEW BELLA MAR AFFORDABLE APARTMENTS NEXT TO TROLLEY STOP
IS GOOD PLANNING - PROJECT #631240

Dear Commissioner Miyahara,

There are several reasons for you to approve the Bella Mar Apartments in Nestor, which is project no. 631240.

1. The project will provide 380 units of workforce housing, which our south bay community needs.
2. Of the 380 apartments, 100 will be reserved for low-income families.
3. The developer, The Phair Company, has donated two acres of his property as a wildlife corridor and buffer for the adjacent Otay River Regional Park.
4. The Bella Mar Apartments will be built within walking distance of the MTS trolley stop.
5. By walking to the trolley stop and then commuting to work, traffic congestion and car emissions polluting the air are reduced.

The Otay Mesa Nestor Community Planning Group unanimously approved the Bella Mar Apartments by a combined vote of 24-0. A "yes" vote for the Bella Mar Apartments is a vote for new development which provides several benefits to our community.

Very Truly Yours,



Bill Currier

Bob & Suzie Avila
1586 Drake Court
Bonita, CA 91902

CITY OF SAN DIEGO
Planning Commissioner Matthew Boomhower
12220 First Avenue, 5th Floor
San Diego, CA 92101

RE: BELLA MAR NEEDS YOUR APPROVAL - PROJECT #631240

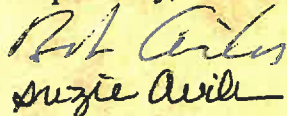
Commissioner Boomhower,

I have lived in the South Bay for many years. We need affordable housing for workers. Apartment rents are so high that many American workers are living in Tijuana and spending 2-4 hours a day going through the border crossing.

We should be building affordable apartments near the rapid growth in jobs in the South Bay. The Bella Mar Apartments to be built in Nestor will provide 380 units of affordable housing for blue collar workers. One hundred apartments will be reserved for very low-income workers.

I encourage you to approve the Bella Mar Apartments.

Respectfully,

Handwritten signatures of Bob and Suzie Avila in cursive script.

Bob & Suzie Avila

PLANNING COMMISSION
CITY OF SAN DIEGO
Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA 92101

RE: The Planning Commission Should Approve Bella Mar –
Project #631240

Commissioner Miyahara,

I am in favor of the Bella Mar Apartments to be built in our community. The South Bay needs workforce housing at affordable rents. The Phair Company is planning to build 280 apartments for blue collar workers and 100 apartments reserved for low-income families. The Bella Mar Apartments is needed. Please vote “yes” to approve it.

Regards,



Peter Klee

San Diego Planning Commission
1222 First Avenue
San Diego, CA 92101
Attn: Ted Miyahara

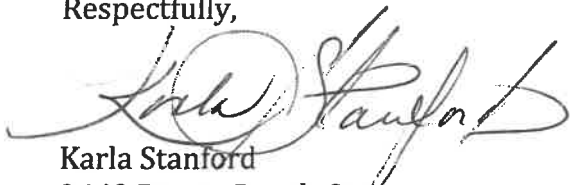
Subject – Our Community Supports the Bella Mar Apartments – Project #631240

Planning Commissioner Ted Miyahara,

The housing crisis in San Diego has resulted in many working-class families leaving San Diego because even with both parents working, they can't afford to pay rent. The Phair Company is planning to build a new apartment project in South Bay (Nestor) that will help alleviate the shortage of affordable apartments. The 380-unit project, called Bella Mar, will be at rental rates working class families can afford.

Our South Bay community supports the Bella Mar Apartments.

Respectfully,

A handwritten signature in cursive script, appearing to read 'Karla Stanford', written in black ink.

Karla Stanford
3668 Bonita Ranch Court
Bonita, CA 91902

Rick Ogden
819 Cornell Avenue
Chula Vista, CA 91913

Planning Commissioner Miyahara
City Of San Diego
1222 First Avenue, #500
San Diego, CA 92101

Regarding: New Apartment Development – Bella Mar Apartments – Project #631240

Planning Commissioner Miyahara,

I am writing to register my support of the Bella Mar Apartments to be built by The Phair Company.

The Bella Mar Apartments will provide 380 units of affordable apartments, which San Diego needs. One hundred of the apartments will be for low-income families.

Vote to approve The Phair Company's Bella Mar Apartments.

Cordially,

A handwritten signature in black ink, appearing to be 'Rick Ogden', written over a horizontal line.

Rick Ogden

Planning Commission
CITY OF SAN DIEGO
For – Commissioner Ken Malbrough
1222 First Avenue, Fifth Floor
San Diego, CA 92101


Subject: The Bella Mar Apartments Deserves a Vote of Approval – Project #631240

Planning Commissioner Ken Malbrough,

The Bella Mar Apartments (planning #631240) being planned by The Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to an MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and take the trolley to work. This minimizes greenhouse gas emissions and accommodates needed housing growth, while not putting more cars on congested streets.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Regards,



Sam Seat

stseat@cox.net

Ted Miyahara
Planning Commission
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, Calif. 92101

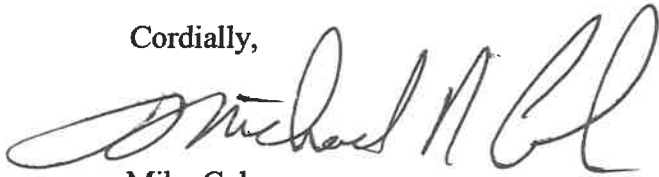
RE: SUPPORT FOR MR. PHAIR'S BELLA MAR PROJECT #631240

Planning Commissioner Ted Miyahara,

The Bella Mar Apartments (planning #631240) being planned by The Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to an MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and take the trolley to work. This minimizes greenhouse gas emissions and accommodates needed housing growth, while not putting more cars on congested streets.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Cordially,

A handwritten signature in black ink, appearing to read "Mike Cohen". The signature is fluid and cursive, with the first name "Mike" being more prominent than the last name "Cohen".

Mike Cohen

McCohen@isssearch.com

San Diego City Planning
Attn: Commissioner Miyahara
1222 First Avenue, Floor 5
San Diego, CA 92101

Subject: New Apartments (Bella Mar)

Planning Commissioner Ted Miyahara,

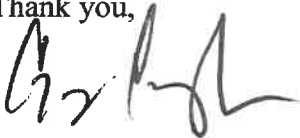
The Phair Company is planning the development of 380 apartments for blue collar workers, in a project called Bella Mar. Of the 380 apartments, 100 will be affordable units for individuals and families with low incomes.

The rules required The Phair Company to only build 28 rent restricted. The local community planning group requested that the number of apartments in the Bella Mar project be increased because there is such a shortage of low income housing in south San Diego. Mr. Phair complied and will build 62 more low income apartments than required.

The Bella Mar Apartments will be located across the street from an MTS trolley stop. This allows the residents to take the trolley to work. This helps reduce traffic congestion.

Please approve The Phair Company's Bella Mar project.

Thank you,



Grey Cunningham

ddswhosurf @ aol, com

Roberto Torres
1275 La Crescentia Drive
Chula Vista, CA 91910

Ted Miyahara – Planning Commissioner
CITY OF SAN DIEGO
1222 First Avenue, 5th Floor
San Diego, CA 92101

Re: The Bella Mar Apartments – Vote Yes – Project #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Kind Regards,



Roberto Torres

Planning Commissioner Ted Miyahara
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: I SUPPORT NEW APARTMENTS ON HOLLISTER STREET
Bella Mar Apartments – Project #631240

Planning Commissioner Miyahara,

San Diego's economy can't grow without blue collar jobs. Our area's growth in biomedical and high-tech industries is great. But a balanced economy needs: construction, laborers, store clerks, janitors, restaurant servers, landscapers, truck drivers, secretaries, etc. These blue-collar workers find it very hard to afford San Diego's high apartment rents. The Bella Mar Apartments, to be built by The Phair Company, will be 380 apartments for blue collar families.

The Bella Mar Apartments is needed and should be approved.

Regards,

Paul Hennessy, CAPT, USN (retired)

Paul Hennessy

paulhennessy@cox.net

Eve Mazarella
2550 Fifth Avenue, 9th Floor
San Diego, CA 92103

Carmen Vann - *Planning Commissioner*
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Subject: The Bella Mar Apartments Deserves a Vote of Approval – Project #631240

Planning Commissioner Carmen Vann,

The Bella Mar Apartments (planning #631240) being planned by The Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to an MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and take the trolley to work. This minimizes greenhouse gas emissions and accommodates needed housing growth, while not putting more cars on congested streets.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Thank you,



Eve Mazarella

SAMUEL D. OSOWSKI

Law Offices
Samuel D. Osowski
4311 Lodi Ct.
San Diego, CA 92117
(858) 229-9333
trustsam@yahoo.com

October 17, 2022

Mayor Todd Gloria
CITY OF SAN DIEGO
202 "C" Street, 11th Floor
San Diego, CA 92101

RE: Support for an Affordable Housing Project (Bella Mar Apartments)

Dear Mayor Gloria,

The Bella Mar / Dorado project, developed by The Phair Company and Green Properties, will be 624 apartments and townhomes, one-half block from the MTS trolley station at Palm Avenue & Hollister Street. Phase I will be the 380-unit Bella Mar Apartments, which will have 100 apartments reserved for low-to-moderate- income families.

You campaigned upon a platform of addressing San Diego's crisis for affordable housing, with a priority on Transit Oriented Development (TOD) of workforce housing. I am writing to you to ask you to express your support of the planned Bella Mar/ Dorado project in Nestor.

The location of the Bella Mar Apartments, one-half block from the MTS trolley station, allows residents to leave their cars at home and commute to work using the trolley. This lessens traffic congestion on freeways and reduces greenhouse gas emissions.

Mayor Gloria, the Bella Mar Apartments are the type of affordable TOD that you have been promoting. This project has been approved by the local Otay Mesa Nestor Community Planning Group twice, by a unanimous combined vote of 24 to zero. The City planning staff supports the project. The Bella Mar Apartments will be going before the City Planning Commission soon for approval. Please advise the Planning Commission of your support for the Bella Mar Apartments.

Yours truly,

Samuel D. Osowski

Samuel D. Osowski

Cc: J. Phair
G. Green

CITY OF SAN DIEGO
Planning Commission
c/o Ken Malbrough
1222 First Avenue, 5TH Floor
San Diego, CA 92101

Regarding: Bella Mar-South San Diego Needs Apartments Reserved for low-income families

Planning Commissioner Ken Malbrough,

The Phair Company is planning the development of 380 apartments for blue collar workers, in a project called Bella Mar. Of the 380 apartments, 100 will be affordable units for individuals and families with low incomes.

The rules required The Phair Company to only build 28 rent restricted. The local community planning group requested than the number of apartments in the Bella Mar project be increased because there is such a shortage of low income housing in south San Diego. Mr. Phair complied and will build 62 more low income apartments than required.

The Bella Mar Apartments will be located across the street from an MTS trolley stop. This allows the residents to take the trolley to work. This helps reduce traffic congestion.

Please approve The Phair Company's Bella Mar project.

Regards,



Scott Erreca

11591 CORTE PLAYA LAS BRISAS
SAN DIEGO

Dana Schiffman
6915 The Preserve Way
San Diego, CA 92130

Planning Commissioner Boomhower
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: Planning Commission Hearing on the Bella Mar Apartments - Project #631240

Dear Commissioner Boomhower,

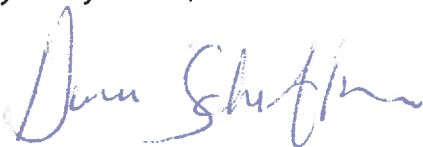
New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Very Truly Yours,



Dana Schiffman

Peter Ma
12320 Sycamore Ridge Court
San Diego, CA 92131

CITY OF SAN DIEGO
Planning Commissioner Miyahara
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Subject: The Bella Mar Apartments Deserves a Vote of Approval – Project #631240

Planning Commissioner Ted Miyahara,

The Bella Mar Apartments (planning #631240) being planned by The Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to an MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and take the trolley to work. This minimizes greenhouse gas emissions and accommodates needed housing growth, while not putting more cars on congested streets.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Kind Regards,

A handwritten signature in blue ink, appearing to read 'PM', is positioned above the printed name Peter Ma.

Peter Ma

SAN DIEGO PLANNING DEPT.
Attn: Commissioner Ted Miyahara
1222 First Avenue, Floor 5
San Diego, CA 92101

Regarding: Please Vote to Approve the Bella Mar Apartments – Project #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Sincerely,



Mike Lewis

Lewis2@cox.net

Planning Commissioner Malbrough
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, Calif., 92101

RE: Bella Mar Creates Needed Affordable Housing – Project #631240

Planning Commissioner Malbrough,

The Phair Company's plans for the 380-unit Bella Mar Apartments in Nestor should be approved.

There is a shortage of affordable apartments. One hundred of the apartments will be reserved for low-income families.

The project is located next to an MTS trolley station. This is "smart growth planning". Car traffic trips are reduced, which reduces greenhouse gas emissions.

San Diego needs more well-planned projects like the Bella Mar Apartments. Please approve it.

Cordially,



Marilou Baumgarten

76 dabawm@cox.net

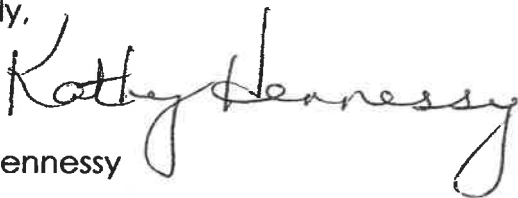
CITY OF SAN DIEGO
Planning Commissioner Miyahara
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: SUPPORT FOR MR. PHAIR'S BELLA MAR PROJECT #631240

Planning Commissioner Miyahara,

I support The Phair Company building the 380-unit Bella Mar Apartments in south San Diego. The project will provide much-needed apartments for San Diego's working families. The Phair Company will be restricting rental rates in 100 of the apartments for low-income families. It is my understanding that this number of affordable units for low-income families is twice the number of units required by the city. Please register my support of the Bella Mar Apartments.

Sincerely,


Kathy Hennessy

Kathleen C. Hennessy
5375 Annie Laurie
Bonita, CA 91902

Ted Miyahara
Planning Commission
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Subject – Low Income Apartments Needed in South County
The Bella Mar Development Should be Approved – Project #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Respectfully, -



Maggie Garcia

mpnizzgarcia@cox.net

CITY OF SAN DIEGO
Planning Commissioner Miyahara
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Regarding: Please Vote to Approve the Bella Mar Apartments – Project #631240

Commissioner Miyahara,

I am writing to ask for your support of the Bella Mar Apartments to be built by The Phair Company. The South Bay community supports this project. The vast majority of people can't afford apartments that rent for \$3,000 to \$5,000 a month. Workers in many of San Diego's important blue-collar industries need affordable apartment rents. The Phair Company's Bella Mar project helps satisfy that need.

Please vote to approve the Bella Mar Apartments.

Cordially,

A handwritten signature in black ink that reads "John Dole". The signature is written in a cursive style with a large, sweeping initial "J".

John Dole

John@DoleandSons.com

Robert Vallera
4180 La Jolla Village Drive, #100
San Diego, CA 92037

Planning Commissioner Boomhower
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Re: The Planning Commission Should Approve Bella Mar

Commissioner Boomhower,

The city of San Diego is in a housing crisis. It is difficult for business owners to hire new employees because there are so few apartments to rent.

The Phair Company is planning to build the Bella Mar Apartments in south San Diego. There will be 380 workforce apartments. One hundred of these new apartments will be reserved for low-income families.

San Diego's business community needs apartment projects like Bella Mar. Please approve it.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'R Vallera', written in a cursive style.

Robert Vallera

Kyle Simon
SIMON LANDSCAPE ARCHITECTURE
7780 Hillendale Drive
San Diego, CA 92120

Ted Miyahara
Planning Commission
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Regarding – Bella Mar – TOD Housing Reduces Traffic Congestion & Air Pollution
Project #631240

Dear Commissioner Miyahara,

New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Very Truly Yours,



Kyle Simon

PLANNING COMMISSION
CITY OFF SAN DIEGO
Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA. 92101

Subject: Project #631240 - Bella Mar Apartments

Planning Commissioner Ted Miyahara,

The Bella Mar Apartments (planning #631240) being planned by the Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to the MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and conveniently take the trolley for transportation. This minimizes greenhouse gas emissions and accommodates needed housing growth - all while not putting more cars on congested streets.

This is the kind of project we want to see in our community.

This project is a timely response to San Diego's need for housing. It is to be built by a very reputable builder with a proven track record who has a history of responding to the needs of the communities in which he builds.

We are in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Most sincerely,

Handwritten signature in blue ink, appearing to read "Lisa Johnson" followed by a stylized signature that likely represents "Lance Johnson".

Lisa and Lance Johnson
1526 Marion Ct.
Chula Vista, CA 91913

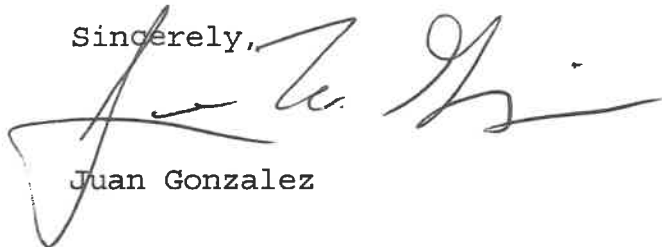
City of San Diego
Planning Commission
c/o Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA 92101

Subject: Our Community Supports the Bella Mar Apartments
Project #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Sincerely,

A handwritten signature in black ink, appearing to read 'Juan Gonzalez', written over a large, light-colored scribble or mark.

Juan Gonzalez

prof3@cox.net

Ted Miyahara – Planning Commissioner
SAN DIEGO CITY
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE – Bella Mar's TOD Planning is Smart Planning

Dear Commissioner Miyahara,

There are several reasons for you to approve the Bella Mar Apartments in Nestor, which is project no. 631240.

1. The project will provide 380 units of workforce housing, which our south bay community needs.
2. Of the 380 apartments, 100 will be reserved for low-income families.
3. The developer, The Phair Company, has donated two acres of his property as a wildlife corridor and buffer for the adjacent Otay River Regional Park.
4. The Bella Mar Apartments will be built within walking distance of the MTS trolley stop.
5. By walking to the trolley stop and then commuting to work, traffic congestion and car emissions polluting the air are reduced.

The Otay Mesa Nestor Community Planning Group unanimously approved the Bella Mar Apartments by a combined vote of 24-0. A "yes" vote for the Bella Mar Apartments is a vote for new development which provides several benefits to our community.

Cordially,



Gary Green

S.D. City Planning Dept.
Planning Commissioner Hofman
1222 First Avenue, 5th Floor
San Diego, CA 92101

RE: Workforce Housing Needed in South San Diego – Approve Bella Mar – Project #631240

Commissioner Hofman,

I am writing to ask for your support of the Bella Mar Apartments to be built by The Phair Company. The South Bay community supports this project. The vast majority of people can't afford apartments that rent for \$3,000 to \$5,000 a month. Workers in many of San Diego's important blue collar industries need affordable apartment rents. The Phair Company's Bella Mar project helps satisfy that need.

Please vote to approve the Bella Mar Apartments.

Regards,



Vicki Farrington

vicki@farringtonengineering.com

PLANNING COMMISSION
CITY OFF SAN DIEGO
Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA. 92101

Subject: Project #631240 - Bella Mar Apartments

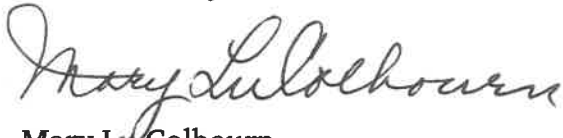
Planning Commissioner Ted Miyahara,

The Bella Mar Apartments (planning #631240) being planned by the Phair Company in Nestor, represent smart growth planning. The 380 apartments will be located adjacent to the MTS trolley stop. Residents of the Bella Mar Apartments can leave their cars at home and conveniently take the trolley for transportation. This minimizes greenhouse gas emissions and accommodates needed housing growth - all while not putting more cars on congested streets.

This project is a timely response to San Diego's need for housing. It is to be built by a very reputable builder with a proven track record who has a history of responding to the needs of the communities in which he builds.

I am in favor of smart new development that addresses air pollution and traffic congestion. Please vote to approve the Bella Mar Apartments.

Most sincerely,



Mary Lu Colbourn
11424 Wide Valley lane
San Diego, CA. 92131

City of San Diego Planning Department
Commissioner Ted Miyahara
1222 First Avenue, Fifth Floor
San Diego, CA 92101

Subject: The Bella Mar Apartments Deserves a Vote of Approval -
Project #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Respectfully,



Holly Palma

hollypalma@cox.net

**Planning Commissioner Miyahara
City of San Diego
1222 First Avenue, #500
San Diego, CA 92101**

**RE: Bella Mar Creates Needed Affordable Housing –
Project #631240**

Planning Commissioner Miyahara,

Please vote in favor of the Bella Mar Apartments to be built in our community. The South Bay needs workforce housing at affordable rents. The Phair Company is planning to build 280 apartments for blue collar workers and 100 apartments reserved for low-income families. The Bella Mar Apartments is needed. Please vote “yes” to approve it.

Regards,



**Cindi Gonzalez
691 Alagria Place
Chula Vista, CA 91910**

City of San Diego Planning Department
Commissioner Ted Miyahara
1222 First Avenue, Fifth Floor
San Diego, Calif. 92101

Regarding – Bella Mar – TOD Housing Reduces Traffic Congestion & Air Pollution
Project #631240

Dear Commissioner Miyahara,

New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Cordially,



Kathy Ma
12330 Sycamore Ridge Court
San Diego, CA 92131

Charles R Underwood
645 Front Street Unit 1110
San Diego, CA 92101
Email: cunderwood@pyamerica.com

October 22, 2022

City of San Diego
Attention: Mayor Todd Gloria

RE: The Environmentally Sensitive Bella Mar Apartments

Dear Mayor Gloria,

I am writing to express my support for approval of The Phair Company's planned Bella Mar Apartments in the Nestor/San Ysidro area. The developer, Jeff Phair of The Phair Company, listened to the concerns of environmental stakeholders.

His property is adjacent to the Otay River Valley Park at Hollister Street. Citizens expressed concerns over how noise from the apartments might impact birds at the ponds. So, Mr PHair donated two acres of his 12-acre property to the City of San Diego, for a wildlife buffer zone between the apartments and the park.

Mr. Phair held several community meetings to listen to the concerns of neighbors. As a result, the local community planning group (Otay Mesa/Nestor) unanimously approved his Bella Apartments project. This is quite unusual, as this community planning group most often denies all new development projects.

Thank you for your support of the Bella Mar Apartments.

Yours truly,



Charles Underwood

CC: Vivian Moreno, Councilmember District 8

Cheryl Close
1069 Southview Circle
Chula Vista, CA 91910

Planning Commissioner Miyahara
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, Calif., 92101

RE: I SUPPORT NEW APARTMENTS ON HOLLISTER STREET
BELLA MAR APARTMENTS - PROJECT #631240

Planning Commissioner Miyahara,

I've been a resident of the South Bay for several decades. Our community is experiencing great job growth. New homes are being built, but not affordable apartments for workers. The Phair Company's 380-unit Bella Mar Apartments will provide high quality apartment living at affordable rental rates. I support approval of the Bella Mar Apartments.

Kind regards,

A handwritten signature in cursive script that reads "Cheryl Close".

Cheryl Close

Dan Stanford
3668 Bonita Ranch Court
Bonita, CA 91902

Planning Commissioner Miyahara
CITY OF SAN DIEGO
1222 First Avenue, Fifth Floor
San Diego, CA 92101

RE: BELLA MAR NEEDS YOUR APPROVAL

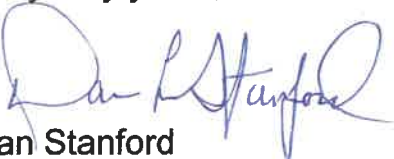
Planning Commissioner Miyahara,

San Diego companies are finding it increasingly difficult to attract new employees to San Diego because of the high cost of apartment rents. There is an absolute shortage of affordable apartments for rent. The word "crisis" is often used to describe the problem.

The San Diego Planning Commission will be considering the approval of the Bella Mar Apartments in south San Diego. The developer, The Phair Company, will build 280 workforce units and 100 low income units. The 100 units is triple the amount required by code.

San Diego needs to build more affordable rental units in order to attract and retain the employees needed. Please support the approval of The Phair Company's Bella Mar Apartments.

Very truly yours,


Dan Stanford

Sheri Reed
551 Marina Avenue
Coronado, CA 92118

Dear Commissioner Hofman,

RE: The Planning Commission Should Approve
Bella Mar Affordable Apartments (Project 631240)

I am in favor of the Bella Mar Apartments to be built in our community. The South Bay needs workforce housing at affordable rents. The Phair Company is planning to build 280 apartments for blue collar workers and 100 apartments reserved for low-income families. The Bella Mar Apartments is needed. Please vote "yes" to approve it.

Cordially,

A handwritten signature in cursive script that reads "Sheri Reed". The signature is written in black ink and is positioned below the word "Cordially,".

Sheri Reed

S.D. City Planning Dept.
Planning Commissioner Malbrough
1222 First Avenue, 5th Floor
San Diego, CA 92101

Regarding: Please Vote to Approve the Bella Mar Apartments – Project #631240

Planning Commissioner Ken Malbrough,

The housing crisis in San Diego has resulted in many working-class families leaving San Diego because even with both parents working, they can't afford to pay rent. The Phair Company is planning to build a new apartment project in South Bay (Nestor) that will help alleviate the shortage of affordable apartments. The 380-unit project, called Bella Mar, will be at rental rates working class families can afford.

Our South Bay community supports the Bella Mar Apartments.

Respectfully,

Barbara Wymer

Barbara Wymer
409 Horizon View
Chula Vista, CA 91910

barbara.1136 @ att.net

Karen Neudecker
2802 Arnoldson Avenue
San Diego, CA 92122

CITY OF SAN DIEGO
Planning Commission
c/o Ted Miyahara
1222 First Avenue, 5th Floor
San Diego, CA 92101

RE - Bella Mar's TOD Planning is Smart Planning - Project
#631240

Dear Commissioner Miyahara,

New real estate developments should follow Traffic Oriented Development (TOD) practices. The Phair Company is planning to build 380 apartments in south San Diego one-half block from a trolley stop at Palm Avenue.

TOD development has many benefits:

- The number of daily vehicle trips from TOD projects is much less than other apartment projects.
- Fewer cars in a large apartment project like Bella Mar create less noise for the residents.
- Tenants in the Bella Mar Apartments can choose to not drive their cars and instead ride the trolley to commute, reducing air pollution.
- Riding the trolley instead of driving a car prevents additional freeway congestion.

The south bay needs quality TOD development like the Bella Mar Apartments by The Phair Company.

Kind Regards,



Karen Neudecker