

Hello Everyone,

As most of you know, the City of Santa Clarita is in negotiations to bring a Laemmle Theatre to the empty block owned by the City at the corner of Railroad Avenue and Lyons Avenue in Old Town Newhall.

**On Tuesday February 9th, 2016, at 6 PM in the Santa Clarita City Hall, there will be an important City Council vote on the Laemmle Theatre project at Old Town Newhall.** The vote will be to approve a Purchase and Sale Agreement for the Laemmle Theatre project, including the proposed economic assistance between the City and Laemmle Theatres. Public support and outreach for the project and at the meeting is critical. As members of the community and business owners who support growth, redevelopment, and improvement in the City, we hope you will support these projects and make your presence known by attending this important meeting.

The proposed Laemmle Theatre project is currently projected to include a two-story, 7-screen theatre, with approximately 2,000 square feet of ground floor retail space, and an outdoor space on the second level. The proposed Purchase and Sale Agreement includes an Agreement between Laemmle and the City, which will provide economic assistance to supplement Laemmle's multimillion dollar investment and make the project viable. In exchange the City will receive a commitment from Laemmle to operate its theatre for an extended period of time. Full details will be finalized and made publicly available by the City prior to the Council meeting.

The City has already made a significant investment in time, resources and infrastructure to revitalize Old Town Newhall and transform it into a vibrant Arts and Entertainment District. Beginning in 2005, the City collaborated with the Veterans Memorial Committee to open a Veterans Historical Plaza. In 2006, the City opened a 17,000 square-foot Community Center. Next were roadway realignments and streetscape enhancements, including walkways, benches and murals, making Main Street more pedestrian friendly and inviting. In 2012 the iconic Old Town Newhall Library was opened. Most recently, in 2014 the City solicited bids for the redevelopment of the Old Town Newhall City owned block. On July 14, 2015 the Council unanimously voted to open negotiations to bring a Laemmle Theatre project to Old Town Newhall. The support from the community at this Council vote was overwhelming with a packed room of supporters in attendance! We hope to have the same result at this Council meeting.

The proposed Laemmle Theatre project will serve as the nexus for the next wave of redevelopment in Old Town Newhall. It is estimated to draw between 150,000 to 200,000 people per year to the district, which will bring additional consumer activity and be a catalyst for new development in the area. The economic impact of this investment will be a substantial increases sales and property tax revenue for the City. The details of these impacts will be discussed in detail at the upcoming hearing.

Separately, the City will also vote on the Public Parking Structure project, which is a located adjacent to the Laemmle Theatre project on the City block. The vote on the Public Parking Structure will be to undertake a Public Works bidding process for the design and construction of a City owned and operated public parking structure, located on the southeast corner of the block. The Parking Structure will provide much needed parking for all the retailers in Old Town Newhall, as prescribed in the Old Town Newhall Specific Plan. As an additional matter the council will also separately vote on the sale of land to private developers who intend to develop a Mixed-Use project comprising approximately 46 residential units with dedicated underground parking, approximately 20,000 square feet of retail space, and an interior plaza.

**Your attendance and support on Tuesday, February 9th, 2016, at 6 PM in the Santa Clarita City Hall will be instrumental to the Council's vote.** Please also fill out speaking cards, or written comment cards before the meeting starts.

Please also email your local Councilmembers in advance so they have written evidence that the community supports these projects. Here are their email addresses:

- Mayor Bob Kellar - [bkellar@santa-clarita.com](mailto:bkellar@santa-clarita.com)
- Mayor Pro Tem Dante Acosta - [dacosta@santa-clarita.com](mailto:dacosta@santa-clarita.com)
- Council Member Marsha McLean - [mmclean@santa-clarita.com](mailto:mmclean@santa-clarita.com)
- Council Member TimBen Boydston - [tboydston@santa-clarita.com](mailto:tboydston@santa-clarita.com)
- Council Member Laurene Weste - [lweste@santa-clarita.com](mailto:lweste@santa-clarita.com)

**PLEASE FORWARD THIS EMAIL TO ANY OTHER COMMUNITY MEMBERS INTERESTED IN VOICING THEIR OPINION ON THIS EXCITING PROJECT!**