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**From:** Denise Sturm <sturmdenise316@gmail.com>  
**Sent:** Wednesday, January 17, 2024 8:04 AM  
**To:** Jason Simpson <jsimpson@Lake-Elsinore.org>  
**Subject:** [External]Dream Center Ambassador Hotel in Lake Elsinore

**Message from external sender. Use Caution.**

Hi Jason,

My name is Denise Sturm, and I am highly in favor of the planning committee allowing the Dream Center to open the Ambassador Hotel for rehabilitation purposes. They have a solid record of helping to rehab cities by the services they offer to the communities. The City of Los Angeles was transformed by the love, generosity and prayers that it gave to the city. Many people found hope and restitution of their old habits, including drug and alcohol abuse, prostitution and battered families. Lake Elsinore has been a haven to these types of people for years and I know that the city is looking for reform. The Dream Center teams up with many local churches and provides love to the City of Lake Elsinore.

Again, I am highly in favor of Pastor Brett and his team running the Ambassador Hotel!

Sincerely

Denise Sturm  
949-632-6552

IF THIS EMAIL SHOULD GO TO THE PLANNING COMMITTEE, CAN YOU PLEASE FORWARD.

**From:** mvargas580@yahoo.com  
**Sent:** Wednesday, January 24, 2024 6:05 PM  
**To:** Damaris Abraham; Candice Alvarez  
**Subject:** [External]Ambassador Project

**Message from external sender. Use Caution.**

Dear Planning Commission,

I am a resident of Lake Elsinore. I am very concerned about the proposed "Ambassador Project" on main street. Main street should be a safe place where families can visit without fear or anxiety.

Main Street is not the place for this type of place. It belongs off of main street. Not in our business center next to the new city hall!

Think of how far Lake Elsinore has come. Let's not impede that progress.

I kindly ask you to deny this project from moving forward.

Thank you,

Michelle  
Lake Elsinore

**From:** davejay75@aol.com <davejay75@aol.com>

**Sent:** Thursday, January 25, 2024 9:35 AM

**To:** Candice Alvarez <calvarez@Lake-Elsinore.org>; Mike Carroll - Contact <michaelcarroll17@gmail.com>; John Gray <jgray@Lake-Elsinore.org>; Jodi Peters - Contact <JodiandNorm@msn.com>

**Subject:** [External]Ambassador Facility

**Message from external sender. Use Caution.**

Dear Honorable Planning Commissioners

I am kindly asking you to REJECT the proposed Ambassador project for main street. I am so disappointed in the Dream Center for proposing this project on main street next to businesses. This should be a place for families to come and shop, dine and play.

I have reached out to the Dream Center and encouraged them to build their facility off of main street where it is better suited. Not near the business community. Please think of all the residents who would be appalled at this if they knew about it! Please, encourage them to build elsewhere.

I learned the City made them an offer for property off of main street and the Dream Center didn't even consider it. That is very unfortunate.

I won't be able to make it to the meeting due to family travel but I would like my thoughts reflected.

Thank you,

Dave

# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

February 2, 2024

Planning Commissioners

City of Lake Elsinore City Council

City of Lake Elsinore City Manager & Assistant City Managers

My name is Kim Joseph Cousins, and I am the President & CEO of the Lake Elsinore Valley Chamber of Commerce. I have been the CEO for the last 20 years where I have done economic development for our city, helping bring businesses and jobs to Lake Elsinore to help improve our quality of life. Bottom line is the location is NOT appropriate for the development of a thriving downtown economy.

I believe it is important to recognize and appreciate the valuable work undertaken by the Dream Center Lake Elsinore, which has made a positive impact on the lives of people in Lake Elsinore. Dream Center received the Chamber's Non-Profit of the Year in 2017 and Brett Masters received the Chamber's Citizen of the Year that same year.

As the chief Economic Development contractor for the City of Lake Elsinore, I feel compelled to express our concerns about the proposed Ambassador Project site which is NOT exempt from CEQA as it is a fundamentally different use from the Hotel & Restaurant Operations of the Original Ambassador Hotel.

As a transitional housing program there will be 52 residents on three (3) floors of the four-story building that will not be open to the Public and will not be paying any room rental (Occupancy Tax), so there is a loss of approximately \$136,000 of Occupancy Taxes paid to the City on an Annual Basis. In addition, the first floor contains a cafeteria primarily provided services to the residents and volunteers at NO CHARGE, so that the Original Restaurant would have generated between \$10,000 and \$16,000 dollars in Sales Tax per Year to the City of Lake Elsinore on an Annual Basis! Clearly the NEW USE for the Ambassador is NOT in any way shape or form anything similar to it's Original Use and would require a CEQA Review! The task of remediation, masonry reinforcement ALONE will be a herculean task and is not a simple remodel.

Main Street is the heart of our community, where businesses thrive, and families come together to dine and play. While we support the Dream Center's mission, we believe that the Ambassador Project does not belong on Main Street near our economic engine as well as our new \$30-million city hall.

Our concern stems from a desire to continue to attract businesses to our Main Street corridor, as an enjoyable area for families that fosters economic growth. This Congregate Living Facility has nothing to do with business attraction but is more likely to deter economic development in the Historic Downtown! There is NO SYNERGY with the existing Downtown Merchants, NO Public access that generates traffic to the downtown area, NO crossover visits from patrons to nearby businesses, NO Demand for services from surrounding businesses from the Program Participants, NO attraction to for investment in the area as Participants pre/post admittance may be loitering on the streets of Lake Elsinore.

# LAKE ELSINORE VALLEY CHAMBER OF COMMERCE

The Historic Downtown Merchants are VERY concerned about their Investment on Main Street. Future Investors will be deterred from investing in an area that has a facility NOT engaged in attracting visitors to Main Street. We believe that alternative locations may better serve the goals of the Ambassador Project without impacting the economic development and the vital atmosphere of our historic downtown. The Chaney St./Minthorn St. has access to bus stops, alternative education, as well as the dept of social services and the Dream Center food Pantry. This is a synergistic location to ensure a FULL set of services and support for the program participants.

In conclusion, let us work collaboratively to find a solution that honors both the mission of the Dream Center and the vitality of our historic downtown and consider alternative locations that are an appropriate fit and do NOT hinder Economic Development while ensuring our community continues to thrive and our Main Street remains a place where businesses can grow. The Chamber of Commerce respectfully asks for a "NO" Vote on Planning Application 2022-02

Sincerely,



Kim Joseph Cousins

President/CEO

Lake Elsinore Valley Chamber of Commerce

**From:** JENNIFER JACKSON <jenjackson4@msn.com>

**Sent:** Tuesday, February 6, 2024 2:20 PM

**To:** Candice Alvarez <calvarez@Lake-Elsinore.org>

**Subject:** [External]Opposition of Dream Center/ Unable to Attend Meeting Tonight

**Message from external sender. Use Caution.**

Dear Planning Commission and/or City Council Members,

I am writing to express my concerns regarding the proposed establishment of a Dream Center Homeless Shelter/Training Center on Main Street in our downtown area. I have lived in Lake Elsinore for over 20 years and have worked and served in our city for most of that time. I raised my children here and love my city. While I understand the importance of providing assistance and support to those experiencing homelessness, I believe that locating a shelter in the heart of our downtown district is not conducive to the vision we have for our community. I understand that it is not being proposed as a shelter, but why would they need to house people if it weren't?

Lake Elsinore's downtown area can serve as a vibrant hub for local businesses, shops, restaurants, and a gathering place for families and visitors. It should be a place where people can come together to enjoy the unique charm and atmosphere of our city. Introducing a homeless shelter on **Main**

**Street** could potentially deter visitors and families from frequenting the area, thereby undermining the economic vitality and vibrancy of our downtown district.

I believe wholeheartedly in the importance of compassion and support for our homeless community, and I do believe we should be committed to finding solutions that honor their dignity and well-being. I have been to the Dream Center in Los Angeles and while I see the value in the program, I also believe that we owe it to our downtown community to carefully consider the implications of this decision and explore alternative locations that can meet the needs of the homeless population while preserving the vitality and charm of our downtown area.

I urge the City of Lake Elsinore to reconsider the requested location of the Dream Center and explore alternative sites that are more appropriate for such facilities. By doing so, we can ensure that our downtown area remains a thriving destination for residents, businesses, and visitors, while also fulfilling our commitment to addressing the needs of the homeless population in our community.

Thank you for considering my concerns. I look forward to your thoughtful deliberation on this matter and remain hopeful for a solution that benefits all members of our community.

Sincerely,

Jen Jackson  
951-805-0502  
34093 Agaliya Court  
Lake Elsinore, CA 92532

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**From:** Tim Fleming <TAF4640@msn.com>  
**Sent:** Tuesday, February 6, 2024 4:46 PM  
**To:** Dunelle Longoria <dlongoria@Lake-Elsinore.org>  
**Subject:** [External]Planning Commission, Public Hearing Item #2

**Message from external sender. Use Caution.**

Commissioners/City Staff

I am a long time resident of Lake Elsinore.

For the past thirty years, the AKA Ambassador Hotel, has been vacant. For “one” reason:

**Too expensive to**

**earthquake retrofit the structure.**

This is the main comment I would like to make at this time.

Respectfully,

Tim Fleming

Sent from [Mail](#) for Windows



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**From:** ishmel topete <[ishmeltopete@icloud.com](mailto:ishmeltopete@icloud.com)>  
**Sent:** Wednesday, February 7, 2024 12:57:17 PM  
**To:** Robert Magee <[rmagee@Lake-Elsinore.org](mailto:rmagee@Lake-Elsinore.org)>  
**Subject:** [External]To who it may concern

Message from external sender. Use Caution.

🚫🏠 Stop the Dream Center Project: Preserve Our Community's Identity! 🚫🏠

hello Bob ! 🙌 I wanted to raise an important concern that has been on my mind lately. It's about the proposed Dream Center Project that's been making waves in our community. I strongly believe that we should unite to stand against this project and protect the unique character of our beloved neighborhood. Let me explain why:

- 1️⃣ **Loss of Cultural Heritage:** Our community has a rich history and a distinct cultural identity that we should cherish and preserve. Introducing a massive project like the Dream Center might result in the erasure of our unique heritage, replacing it with a generic, soulless development. Our local businesses, art, and traditions could be overshadowed by this project, leaving us with nothing but a generic, homogenous landscape.
- 2️⃣ **Environmental Concerns:** The Dream Center Project, if approved, would undoubtedly have a significant impact on our environment. Increased traffic congestion, excessive noise, and pollution are just some of the potential consequences. Our green spaces, parks, and clean air are invaluable assets that contribute to our quality of life. Let's not sacrifice them for the sake of a project that may not align with our community's core values.
- 3️⃣ **Displacement of Residents:** Unfortunately, large-scale developments often come at the expense of the most vulnerable members of our community. The Dream Center Project could potentially displace long-time residents, forcing them out of their homes and disrupting their lives. We must prioritize the well-being and livelihoods of our neighbors, ensuring that they can continue to call this community home.
- 4️⃣ **Unsustainable Growth:** While development can be positive and necessary for progress, it must be done responsibly. The Dream Center Project seems to prioritize financial gains over the long-term sustainability of our community. We should encourage developments that align with our community's needs and values, rather than blindly accepting projects that may ultimately harm our quality of life.

Let's come together as a united front to protect our community's identity! We have the power to make our voices heard and influence the decision-making process. Reach out to your local representatives, attend community meetings, and engage in conversations with your neighbors to spread awareness about the potential negative impact of the Dream Center Project. Together, we can preserve the unique character of our neighborhood and ensure a brighter future for all.



Sincerely, from Miguel topete & Ishmel Topete

Sent from my iPhone

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