

STEVE SOBOROFF

John Evans
 DIESEL, A Bookstore
 225 26th Street #33
 Brentwood Country Mart
 Santa Monica, Calif. 90402

Hi John,

I read your recent Guest Editorial piece entitled "Speaking Up." My family and I appreciate and are honored by the kind words you penned about me. After all these years, you know the feeling is mutual!

Sorry to hear that your store in Malibu is closing. You were and will always be one of my favorite merchants during the 25+ years I was the managing partner of the Malibu Village. Many of your co-tenants like the Theater, Marmalade, Shoe Repair, Malibu Colony Cleaners, Bay Cities Beauty, and Salon at Malibu Creek, Malibu Eye Care, Deanes, Casa Escobar, and others became family to me and the community. So did the good folks at Radio Shack and Fast Frame!

John, while I agree with your sentiments about some property owners lacking the same level of compassion and consideration for local merchants, the Reiner Initiative is trying to do "the right thing the wrong way." It is simply not the answer nor does it accomplish the solution to the concerns you so thoughtfully articulated. The Reiner Initiative is full of exemptions, loopholes and exclusions that will harm small local retailers. For example, one loophole allows a certain shopping center to squeeze out virtually ALL local retailers and replace them with national chain stores. This is 180 degrees opposite of what the sponsors of this initiative claim it does.

There are better ways without the unintended consequences of the initiative. Just take a minute to consider the movie theater. After the theater's lease expired I gave them a new 15-year lease, as it was simply the right thing to do for the Community. As recently reported, that lease for the movie theater is coming to an end soon with no alternative options in sight. And unfortunately, because the final draft of the Reiner Initiative was mysteriously changed, specific large shopping centers are virtually exempted from any chain store restrictions. That means that when the theater lease ends, that space will most likely be transformed into as many as three chain stores. That's right, the Initiative's exemptions and loopholes would do nothing to help the theater either remain or relocate in Malibu.

Our Urgent Care Center is another potential victim caught in the wide net of unintended consequences of the Reiner Initiative. The Reiner Plan delays if not outright kills a new state-of-the-art facility for Malibu - just ask the Friends of Urgent Care.

There are many other examples of why the Reiner Initiative is the wrong solution for you, for me, and for the Community we care so much about. I urge you and anyone who cares about the future of Malibu to read this 20-page initiative. Carefully study the exemptions, loopholes and exclusions that are included in this measure. Unfortunately, what signers of the petition were told is NOT what wound up in this initiative!

In the meantime, I have no doubt your loyal customers will grin and bear the traffic on PCH driving to DIESEL at the Brentwood Country Mart. :(

With respect and good wishes to both you and Alison.

Yours truly,



Steve

Paid for by Steve Soboroff