

**CITY COUNCIL MEETING  
DECEMBER 7, 1994**

**SUGGESTIONS BY STUDENTS REGARDING CENTRAL CITY REVITALIZATION**

Andrea Lynch, 8th grade English teacher at St. Anne's School, informed the City Council of the school project her class has been working on. Each student was asked to write a letter to the City Council with his or her suggestions regarding the Central City Revitalization Project (copies of which are on file in the City Clerk's office). Four students were selected to come before the City Council to read their letters: students Heather Wilson, Beth Wright, Sara Showalter and Nicolas Micco-Piazza. The City Council was impressed with the youngsters suggestions and encouraged them to attend the December 13, 1994 Special meeting regarding the matter. Further, the City Clerk was directed to provide the class with a copy of the current plan by consultant, Michael Freedman.

FILE NO. ~~CC-72~~ AND CC-400

Letters received from  
8th Grade English class  
at St. Anne's School  
Andrea Lynch, Teacher  
(presented at 12/7 meeting)

November 2, 1994

Lodi City Council  
Carnegie Forum  
Lodi, CA 95240

Gentlemen:

My name is Tanya Vanlandingham , I'm 13 years old and am in the 8th grade class of St. Anne's School. I am writing this letter to propose that the City of Lodi clean up the downtown area. The problem is: many people agree that downtown is not a safe area, businesses are dying; J.C. Penney's just moved, Woolworth's closed earlier this year, and recently Penny Lane shut down.

There is really nothing to do in Lodi downtown, in fact when my relatives come to visit we go to Stockton or Sacramento for fun.

Now I know what you're thinking where is there going to be room for parking? Well, I was thinking that parking lot behind J.C. Penney's which is mostly empty can be turned into an underground parking lot. Also you might be wondering where are we going to get the money? We can have fundraisers or donations. I know many people who would be more than willing to help. Finally, what are some of my suggestions for alternative businesses that would attract people of all ages. We can put a Macy's or other large department store where J.C. Penney's was. We can also put a smaller clothing store in a vacant building, such as a Gap clothing store, this would draw more people to Lodi making it come alive, and think of the money it would generate!

We could have quaint little cafes and delis, and perhaps a sit down

resturant. We might even be able to have a Barnes and Noble Bookstore, or maybe a small movie theatre.

Now don't you think this would be really nice : a couple of teenagers coming out of Macy's with shopping bags and then stopping at the deli next door for a sandwich. Across the street is a woman and a man bringing their children to a cartoon at the movie theatre. Near them are a couple of elderly women are sitiing at a booth at the restuarant laughing over salad.

Downtown is bustling with people of all ages.

So what do you think? Maybe you could take some of this into consideration. Thank you for your time and cooperation in this matter.

Sincerely,

A handwritten signature in black ink that reads "Tanya Vanlandingham". The signature is written in a cursive, slightly slanted style.

Tanya Vanlandingham  
St. Anne's Eighth Grade

4006 W. Woodbridge Rd.  
Lodi, Ca. 95242  
November 6, 1994

City Hall of Lodi  
Attention: Mr. Jerry Glen, City Planner  
221 W. Pine St.  
Lodi, Ca. 95240

Dear Mr. Glenn,

I, Amy Molles, an eighth grader at St. Anne's School, propose that the City Council of Lodi make an improvement in downtown Lodi. First of all, I think that you should consider getting some clothing stores and shopping centers that cater individually to the young, teens and the elderly. The City Council of Lodi should make changes so that downtown Lodi could be enjoyable for all ages.

I have reasons for making downtown Lodi a place where people would look forward to going to. It needs to be a place where all ages are attracted by something. Currently there are no shops available for teenagers. To keep people in Lodi, instead of having them venture to Stockton, you should get together some specialty shops to fill the current vacant stores. These changes would provide kids with a place to go rather than hang around doing graffiti and other destructive things. This change in the downtown area would also bring in much more money instead of having businesses just sitting there not providing people with what they want. It would be nice to have a bed & breakfast hotel, a department store such as Gotchalks, and a restaurant like the Hard Rock Cafe, just to mention a few ideas.

I've thought about this thoroughly and it seems that these suggestions along with many more from various business people would definitely be worth the cost of the changes. Even a local fund raiser could help get things rolling and it would also get the community working together and supporting each other.

Keeping the exteriors of the buildings in the old fashioned style, but upgrading them some, would be a good thing to do. Even brand new shops could be designed to look old fashioned to fit in with the downtown theme. I realize that parking is a problem, so if it were at all possible, you could bring in an engineer to design an underground parking lot. There should be cops and guards roaming around to stop gangs, violence, crime and graffiti from happening. This would also provide some people with much needed job opportunities.

In conclusion, I want to remind you that downtown Lodi could be a place for people of all ages to go and have unique things to see and buy, therefore making a profit and surviving through it's current setback. Downtown Lodi could be a place for now and it's future generations to enjoy.

Thank you for your time and consideration,

Amy Molles

Ⓐ Excellent letter!  
Sound professional.  
I love your ideas.  
😊

1224 Midvale Rd.  
Lodi, CA 95240  
November 2, 1994

City Hall of Lodi  
Attention: Jerry Glenn, Lodi City Planner  
221 West Pine  
Lodi, CA 95240

Dear Lodi City Council Members and Jerry Glenn;

I, Andrea Ishii, a 13 year old student at St. Anne's Catholic School, am writing to you about the remodeling of Downtown Lodi. I would greatly (admire and) appreciate the City Council and Mr. Glenn (if they would) making an effort to upgrade Downtown Lodi, to make it compatible for all residents of Lodi to enjoy.

Downtown Lodi is fading away and dying. Many of the businesses are going out of business, or moving to a new location. Woolworths went out of business, J.C. Penny's is moving and Penny Lane went out of business. Not to mention, that many of the buildings are vacant and have been so for quite some time. There is no place for people and especially teens to hangout at, have fun, and socialise. The current remaining stores do not have a wide selection of clothing for the children and the teens who happen to be big consumers in today's economy. If you take a look you will see that Squire's, North Apparel, Christensen's, DuBios, and the Clothes Closet are not exactly the center of attention. The business's that are remaining have a very confined selection of merchandise, are rather monotonous and have little of real interest for most people.

Some dilemmas may take place, but we need to do everything feasible to make this proposal work. I have thought about what Downtown could use and here is what I think. We need to put in stores that will attract people to the downtown area. For example, The Wet Seal, 5-7-9, a Nike outlet and a Tower Records. Another idea I had was to put in a place for teens to go and hangout. It could have arcade games, food, maybe a little shop, and a dance floor. Many teens would enjoy this for all teens like these types of activities and we enjoy spending time with friends. Also, it would be great because it gives teens a place to be and things to do, instead of getting into situations we shouldn't. Both of these ideas can help make downtown livelier, more compatible for people and a chance to have something new in the town.

With all good things, there's a bad side too. For this project it is crime, the money budget, and the parking space availability. First of all, no matter what you do or where you go there is always going to be crime to greet you. Instead of complaining about it and preaching about how we have to stop crime, we need to actually get out and do something about it. For example, put security systems in the stores and have a police car patrolling the area. The cost for all this will be big, no one can deny that, but that is not a good reason to forget about this game plan. To eliminate this problem you could always take up a collection

of money from the residents of Lodi. Then you could see if people would be willing to donate any type of supplies. Don't forget the option of have a city fund-raiser to raise money or cut down on expenses on unnecessary projects and issues. Now for the parking, you could always build a lot in an empty space available in downtown. Another idea is to build a small parking garage some where in the downtown area. There are a few empty lots that would be perfect for this task.

This project can turn out unbelievably well, if we all work together and set are minds to it. Remember : No pain , no gain.

Sincerely,

Andrea C. Ishii,  
a resident of Lodi

Andrea C. Ishii

(A) Excellent letter!  
Sounds very professional.  
You have some great  
ideas. Keep up the  
good work! 😊

**Ms. Karie C. Wernette  
1032 Bradford Circle  
Lodi, CA 95240**

**November 2, 1994**

**Mr. Jerry Glenn  
221 W. Pine Street  
Lodi, CA 95240**

**Dear City Council Members of Lodi:**

**I, Karie C. Wernette, am an eighth grade student at St. Anne's. I propose to the City Council of Lodi that it try to make an effort to improve downtown Lodi to make a better shopping area for all ages.**

**I think the only reason people from Stockton and Sacramento come to visit downtown Lodi, is either to do a report for school, or to see the arch. Downtown Lodi isn't known for its clothing stores. Mervyns, Walmart, and Target are all close to one another but not downtown. People will go there and get everything they need from clothes to birthday or holiday cards.**

**We need something that will attract people of all ages to downtown Lodi. Maybe a mini-mall or five or six good stores next to or close to one another should be considered. Examples could be 5,7,9 a girls clothes stores for teenagers, a Macys which has clothes, shoes, toys, etc, a Gupwear store for girls and boys Toys "R." Us and also Kids "R" Us.**

**Parking is a problem, but I have thought about it a little bit and we could try underground parking, or we could tear down old stores that have gone out of business and put a parking lot there. Some stores just need a new paint job.**

**I hope you have listened to my concerns for downtown Lodi. I feel if we make a few changes, we can have a better downtown Lodi where people will want to come and shop.**

**Yours always,**

**Karie C. Wernette**

(A-) Great letter!  
Could be more  
detailed. Give some  
ideas about restaurants, etc.

!!  
😊

13977 Oak Point Dr.  
Lockeford California 95237  
October 20, 1994

City Hall Of Lodi  
221 West Pine  
Lodi CA. 95240

To the members of the Lodi City Council,

I am appealing to you today on the reconstruction of downtown Lodi. My name is Sandra Swanfeldt, and I attend St. Anne's school. Although I have only lived in Lodi a short fourteen years, even I can see that we need to make downtown Lodi attractive to not only the people of Lodi, but in surrounding communities as well.

The benefits of this would not only make Lodi more amusing, it would draw the young out of their homes and away from their televisions into Lodi.

In addition to this, Lodi would become more of a tourist attraction. People from Stockton or Lockeford could come to Lodi. Now you wonder why people from Stockton would come to Lodi when they already have so many attractions in their own city. The reason is that the crime rate in Lodi isn't even half of what Stockton's is. People can come to Lodi without worrying about a shooting or burglary.

Although Lodi has many quaint little shops, there are no stores for teenagers in the way of clothing. If we could build a department store for example, Gottchalks, that had everything under one roof, that could be our magnet. Then the other shops would get more business.

Of course, building a store would create some problems. I was thinking that in the parking lot behind J.C. Penney's, which is usually empty, we could turn that into an underground parking area. This would be easy and convenient since all the other stores are within walking distance.

With all these things I have planned, I think we could really work together to make this idea come alive. After all, Lodi should be a team.

Sincerely,

  
\_\_\_\_\_  
Sandra D. Swanfeldt



George Yagi  
200 S Pleasant St.  
Lodi Ca 95204

11/1/94

City Hall of Lodi  
Attention: Mr. Jerry Glen City Planner  
221 W Pine  
Lodi Ca 95240

Dear, City Council of Lodi

I have written this letter concerning the downtown area. The downtown area is becoming a ghost town cause all the stores are for the elderly. Nothing is there for all people. So people go to stores like Wal-Mart and Target. Also when you want a new pair of shoes you have to go all the way to Stockton cause there aren't many places to look for selection in Lodi. Mostly people go downtown for the Street fair and Cottage Bakery. If you go downtown and look around you won't see anyone walking down the street. For the improvement of Lodi here are some of my ideas. Since is hot and cold during the year you might want to make an indoor mall like the Sherwood Mall in Stockton. So during the winter people wouldn't be left out in the cold to get sick, and during the summer the elderly and others won't get a heat stroak. You could keep some of the current stores and fix the mall so you could have a tunnel that stretches over the street to get to other stores and have even more stores! You could put all the buildings together, make them two stories and on each floor have different stores with a hall in between the stores so you could shop conveniently under one roof. Just think you'd produce jobs and revive downtown Lodi. If the city took care of the mall and charged rent for space you'd gain a profit! Just think Lodi would even be richer!

Sincerely, George Yagi



(B) Good letter!  
You need to state  
specifically what you'd  
like to see down there,  
You also have more than  
one paragraph. See me  
for extra help.  
"

Leyla Mujkic

300 MISSION ST.  
LODI CA. 95240

Attention: Mr. Jerry Glenn, City  
Planner (City hall of Lodi)

City Council of Lodi  
221 W. Pine St.  
Lodi Ca 95240

Dear City Council members:

I, Leyla Mujkic, a St. Anne's  
eight grade student, propose that  
the City Council of Lodi make a  
good decision about rebuilding  
Downtown. I have many ideas and  
I hope you will consider some of  
them. I also hope you will make our  
Downtown a good shopping center.  
Good luck!

Some of the main reasons we  
should rebuild our Downtown are  
following:

1) Buisshises are closing down. Not  
many people are coming to Downtown  
because there is nothing interesting  
to see.

2) Downtown doesn't have any shops  
for teenagers. Teenagers should have  
a good place to hang out. Most tee-  
nagers don't have cars to drive to  
Stockton or Modesto. We should have  
something that would make teenagers

happy, right here, in Kodi.  
3) People have to go far from their homes to find what they need. Most of us, Kodi citizens, need to go to Glendon, Modesto or somewhere else to find few things we should be able to find here, in our town.  
4) I also think we should be able to be proud of our Downtown and that people should be coming to Kodi instead of us going to their Downowns. I know you may have a few objections on this and some of them may be following:  
First, you probably think we can't have a big store, like Mervins, Macys or Target but I think it wouldn't be so hard. The reason I think that is because our Downtown is pretty big and you are making 3c pennys.  
Secondly, you don't have enough money to rebut Downtown. My personal opinion is that you shouldn't worry about that because I am positive people will be coming all the time and you are going to get so much money you would be able to make another Downtown.  
You may also wonder would people be coming Downtown well, there is thirty two people in my class.

About eighty percent of them  
are from Lodi and the rest are  
from Stockton. Every single one of  
us would love to come to new  
Downtown, have fun and shop.

Thank you very much for your  
time. I hope you will consider some  
of my ideas. Thank you again  
and good luck.

Sincerely,  
Leyla Mujikic

↑  
"the good work!"  
for extra help. Keep up  
the good work!  
I love your ideas, more  
we need to spend more  
time proofreading. See me

(B)

Police station

Food store

Book store

Sewalry store

Shue store

clothes store

Rego-rain

Station-ary store

Party shud store

clothes store

Sport sh

School Street

sports store

Shue store

Post office

Restora unt

Book store

Sewalry store

Macey's

200 S.Plansant St.  
Lodi, Ca. 95240  
Nov 2, 1994.

Attention:Mr. Jerry Glen ,City Planner  
221 W.Pine St.  
Lodi, Ca. 95240

Dear City Council Members,

I'm Edward Pascual an 8th grader at St. Anne's School and I've lived here in Lodi my whole life and I think downtown need a little rebuilding.Let me talk to you for a few minutes.

City Council Members,I think first that our downtown need a bit cleaning up,second I think our downtown need more stores for all ages, third people needs to feel safe when their shopping.Downtown is a place where people shop,but in our city there is a few people that shop and those people shop at Cottage Bakery.I think downtown is in need of improvement because all of are big stores like Wolworth and JC Pennys are running out of business and going to Walmart because downtown is not getting alot of business so we should put a big department like Gap,Macy's,or Foot Locker .

If you think this is too much then let me tell something that these stores will bring our city alot of money and more people like from Stockton will come to are city because we don't have as much crime here then in Stockton and it will bring more jobs for people who are unemployed or for high school kids for money when they go to college.

Our restaurants downtown are really hurting except Lyons which is doing pretty good but we need a good restuarants or coffee house that we could relax and have a nice hot cup of coffee or a place where talk and eat and talk to your friend .We could have a Italian restuarants or another culture restuarants.

We should clean up Sacramento St. because we could put an underground parking lot and attracting more people and helping are homeless people found a place to live on cold days that we have in the winter and help them found jobs too.

Thank you ladies and gentleman for your time and cooperation to make our downtown a cleaner and attractable place for all ages and have a nice day.

Sincerely,

*Edward Pascual*

(B) Great letter!  
I love your ideas.  
We need to spend more  
time proofreading. See  
me for extra help. Keep  
up the good work!



St. Anne's School  
200 South Pleasant Avenue  
Lodi California 95240

Lodi City Council, City Hall  
Attention Mr. Jerry Glen  
221 W. Pine St.  
Lodi California 95240

I, Donovan Thater have lived in Lodi for five years now and whenever I needed something, I end up going to Stockton or Sacramento to get it. I propose to make a few changes in down town Lodi to make it more lively for the teens as well as the elders. I just came up with a few ideas to help Lodi get on the map where it belongs. There are plenty of shops there but just poor selections. I feel this will really improve down town Lodi and make it a better place. This, with the help of the city council, will make more jobs for the unemployed and more income for Lodi.

First of all, I think down town Lodi needs something for the youngsters as well as the elderly. I think we should put up a Gap store or a Macy's or maybe even a Foot Locker. These stores are what we teens are interested in. These stores will make Lodi a better place to live. Then we should have some family stores like Red Lobster, or Sizzler. However I think we should relocate the morgue to a more isolated area. The shops in down town out-dated. By adding these shops it will bring more people as well as jobs. Now I know what you're thinking. What about parking? Well that's no problem. Just take that empty lot in back of J.C Penny and turn it into under ground parking lot. What about crime? Well the police station is just a few blocks away and that shouldn't be too big of a problem. Money. How are we going to get it. Hmm.. that a problem. I know, let's make a fund raiser with a catchy slogan and after a while, it will eventually build up for our goal.

In closing, I would like to thank you for your time. I do wish you give this some thought. Thank you.

Yours Truly,

*Donovan Thater*

(A) Good letter.  
I like your ideas.  
Please proofread carefully.  
Keep up the good work.  
"

2803 WHITE OAK WAY  
LODI, CA. 95242  
NOVEMBER 3, 1994

LODI CITY COUNCIL  
ATT: MR JERRY GLEN, CITY PLANNER  
221 W. PINE ST.

DEAR MR GLEN:

I'm Nathan Castanon. I am and have been a resident of Lodi all my life. I 13 years of age and an eighth grade student at St. Annes school. I am suggesting to make doentown Lodi a more fun place to be.

The first thing I.m suggesting is to put more popular chains of clothing stores downtown. such as: Macy's. Copelands (sport shop), etc. I also would like to suggest putting a mall in the downtown area such as Sherwood Mall in Stockton. Not only will it increase the economy, but us teenagers will have a great place to hang out. I do understand the problem with parking and traffic, but with some minor planning and changes, we can make Lodi a hot place to be.

Secondly, we need more stores that suit all ages. babies, kids, teens, middle aged, and elderly people. Right now I think theres alot of elderly people's clothing stores. Now don't get me wrong, I think that's great that you're thinking abuot elderly people, but you can't forget about your teens and middle aged population either.

Thankyou for you time and consideration!

SINCERLY

*Nathan Castanon #22*  
*Castanon*

NATHANIEL CASTANON

Late ✓

(B) Good letter.  
I like your ideas.  
You could be a bit  
more specific regarding  
restaurants, etc. 😊

872 Dorchester Circle  
Lodi, CA 95240  
November 2, 1994

City Council of Lodi  
CA 95242  
November 2, 1994

Greetings members of the City Council of Lodi,

I Brian Litts am worried about Lodi's downtown area. It is going out of style rapidly as well as out of business too. What you need to do is to make it a place for teenagers as well as for older people. It would attract much more people and it will be easier to shop at instead of going to Stockton.

I am focusing mainly on clothing stores for teens. I assume that many other people agree with me.

We could have fundraisers for money, high rise or underground parking. Hiring more cops for crime and employees will be easy.

Thank you for your time.

Sincerely yours,  
  
Brian Litts

(B.) Good letter.  
You need to state specifically  
what you'd like to see downtown.  
Also, make sure you follow the  
business letter format.

12832 N. DEVRES RD.

LODI, CA. 95242

NOV. 2, 1994

ATTENTION: MR. JERRY GLENN, CITY PLANNER  
221 W. PINE ST.  
LODI, CA. 95240

DEAR JERRY AND COUNCIL MEMBERS OF  
LODI:

I, CHRIS CISNEROS PROPOSE THAT  
THE COUNCIL OF LODI MAKE A BETTER DOWNTOWN  
LODI. I AM 13 YEARS OLD AND CURRENTLY GOING  
TO ST. ANNE'S. THE DOWNTOWN LODI THAT  
WE HAVE RIGHT NOW IS GOING OUT OF  
BUSINESS AND SHOPS ARE CLOSING DOWN.  
THERE ARE NO CLOTHING STORES FOR  
MIDDLE-AGED KIDS, AND WE NEED TO  
BRING PEOPLE TO THE DOWNTOWN AREA  
TO REBUILD THE LIFE OF LODI

SOME EXAMPLES ARE THAT WE  
CAN BUILD A NEW 3-STORY DOWNTOWN  
PLAZA, WITH A FOOD COURT, MOVIE THEATERS,  
AND CLOTHING STORES SUCH AS STRUCTURE,  
THE LIMITED, ETC. THEREFORE I STATE THAT  
WE SHOULD BRING THE HEART BACK INTO  
LODI, SO MAKE A DIFFERENCE, PLEASE

SINCERLY,  
Chris Cisneros

(B) Nice letter!  
You should state  
specifically what you'd  
like to see downtown.  
Add more detail, !!

559 brandwine  
Lodi Ca. 95240  
Oct. 20. 1994

Lodi City Council  
221 W. Pine St.  
Lodi Ca. 95240  
Attention: Jerry Glenn

Dear Lodi City Council:

Hi my name is Anne Cannon I am 13 and in 8th grade at St. Anne's School. I am here tonight to discuss some of my feelings about downtown Lodi. I would like to have it come alive again and let the streets of Lodi be bright with laughter and smiles 24 hours a day.

The first thing I would like to discuss are the buildings. They have been there ever since the 1900's. They are beautiful and should be restored to their beauty they once showed the town of Lodi. If we made downtown Lodi more pleasing to the shopper's eye, maybe people wouldn't shop all over the country side, but would stay right here in Lodi.

The second idea of mine, is that there is a real need for clothing shops mainly for teenagers and younger people. I think maybe a Casual Corner or a Limited could be placed in the vacant shops of J.C. Fenny and the old Woolworth Store.

The third thing I wanted to share are the restraurants. I personally like all of them, but the fronts could be cleaned up some, and would be more inviting with possibly a planter with pretty flowers or plants welcoming

one inside. Also the idea of sidewalk cafes would be something Lodi might do well with.

Thank you for letting me share my ideas with you, and maybe some of them could be used to improve the downtown area.

Sincerely,

Anne Cannon

*Anne Cannon*

MAX'S

THE  
AIRLH  
CAFE

CAUSAL  
CORNER

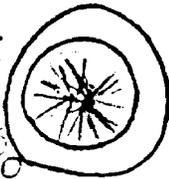
GAP

VICTORIA  
SECRET

KING  
JOHN

LIMIT 0

JOHN  
JOHN



PARKING

(A) Excellent letter!  
Sounds very professional.  
You have some wonderful  
ideas. ☺

200 S. Pleasant  
Lodi, CA 95240  
October 30, 1994

City Hall of Lodi  
Attention Mr. Jerry Glenn, City Planner  
221 W. Pine St.  
Lodi, CA 95240

Dear Lodi City Council Members:

Hello, my name is Holly Wallace, and I am in the eighth grade at St. Annes School. I am writing you to inform you of my proposal for a new Downtown Lodi.

The Downtown we are ignoring is diminishing before our eyes. The shops are either going out of business, or close to it. The streets in that area are unsafe. And, most of all, the businesses don't have the merchandise customers want or need.

There is a way to stop the extinction of Downtown. If we put just a few new shops and businesses Downtown, it would bring life back to the businesses there already.

There are several reasons for reviving our downtown. It would save Lodi-ans the inconvenient trip to Stockton to get what they want. It would cut down on kids doing drugs, etc., because they would have something to do. And, of course, it would create more money, more jobs, and more satisfied customers.

Please consider my proposal, it would work wonders for Downtown.

Thank You,

Holly M. Wallace  
Holly M. Wallace

(A) Great letter!  
Sounds very professional,  
You need to add more detail.  
State specifically what you'd  
like to see downtown.  
😊

102 E. Harney Ln.  
Lodi, California 95242  
October 20, 1994

Attention: Mr. Jerry Glenn, City Planner  
221 W. Pine St.  
Lodi, CA 95240

To: The Members of the Lodi City Council.

I Jennifer Dos Reis, 13 of St. Anne's School am coming forward today for the purpose of wanting you to make an effort to improve the Downtown Area of Lodi. Downtown Lodi is dying. The activity in the area is slowly diminishing. There are only a few stores in the area that make me want to come downtown.

I would like to see different types of business opening up in that area. The thing that would be most appealing to me is some type of Mall or adjoining stores. Stores that would draw business such as a large department store, toy store, clothing chains are just a few ideas that might help to improve the amount of people spending time in the downtown area.

Some of the reasons for my ideas are that I believe that the people in Lodi would rather spend the time and energy supporting a local business rather than having to drive to Stockton or Sacramento to accommodate their needs.

There are also too many small business' having to close their doors because of the lack of business. Rather than have them close wouldn't it be nice if we could get these business' to want to be in an appealing area. The amount of lonely buildings along our downtown is growing with each passing day. Fill them up with coffee shops and deli's as well as other great stores.

Therefore, I hope I have given you enough reasons why I believe that we should spend some time trying to create an area that Lodi can be proud of. It can be done. It's being done in alot of other cities. We just need Lodi to support it.

Sincerely,

*Jennifer Dos Reis*

JENNIFER DOS REIS

(A) Nice letter!  
Sounds very professional.  
Tell them specifically what  
you'd like to see downtown.



HOUSE  
2003

NORDSTROMS

SWEET  
FACTORY

Chelseys	TONER RECORD	Disney
----------	-----------------	--------

MACY'S

DOHITO		
Warner Bros. Store	tanace	Pret

Edmond St.

UNDERGROUND  
PARKING

NO CARS

DEPT  
STORE

EXPRESS	Full BASIC	Gift Shop
---------	---------------	--------------

GAP

LIMITED

Wet  
SAIL

ANN TAYLOR

CAUSAL  
CORNER

CHRIS ACEDO  
805 S. CHURCH ST.  
LODI CA, 95240

LODI CITY COUNCIL: CITY HALL  
ATTENTION: MR. JERRY GLENN, CITY PLANNER  
221 W. PINE ST. LODI CA, 95240

TO MR. JERRY GLENN AND COUNCIL MEMBERS,

My name is Chris Acedo and my current age is 13. I have been living in Lodi for 8 years. I am here before to tell you about the revision of Downtown Lodi.

A few ideas I have is to make more clothes dept. for teens. I feel that Downtown's clothing stores are very poor selected. There are many clothing stores but all are for the elderly people. I believe the more stores for teens the more teens will come to Lodi. I was thinking of having Gap, foot locker, Toys'R'Us, or maybe even a Macy's. I know it will cost a bit of money but it also means more income for Lodi.

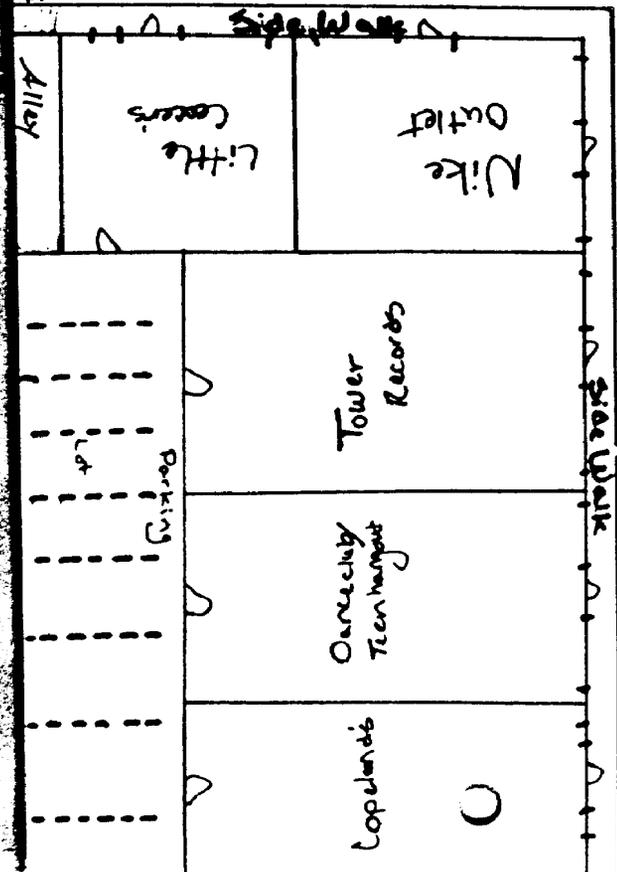
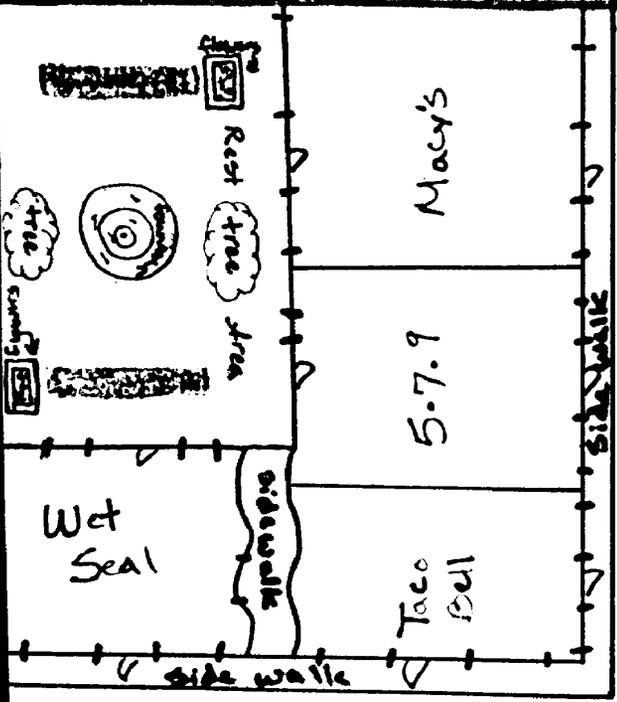
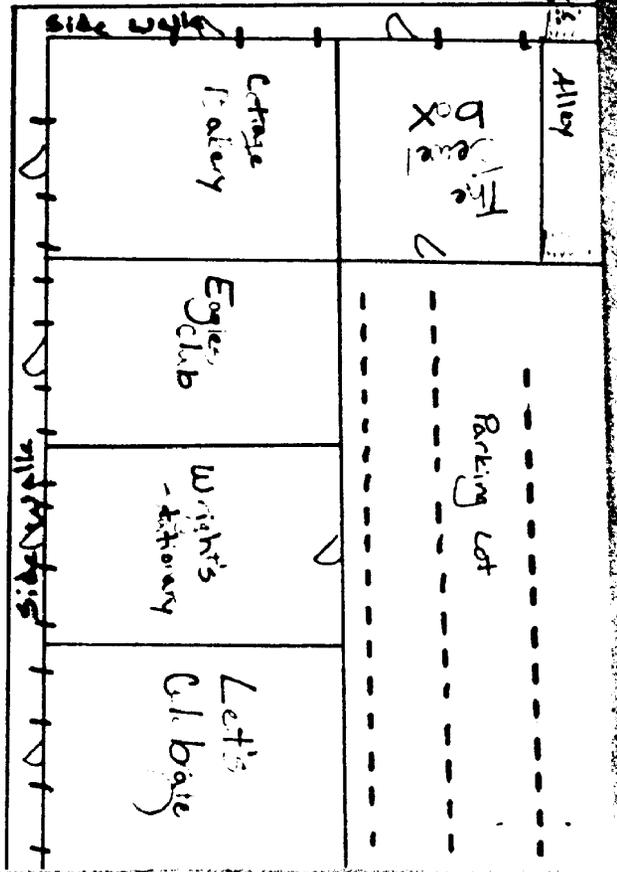
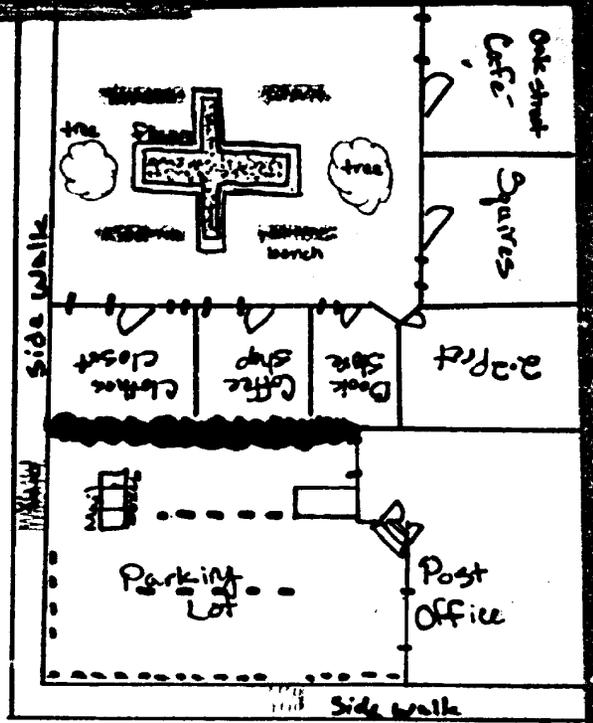
Secondly, we need more restaurants in Lodi. We do have O.K. restaurants for example, Lyons and King Yin. Again we can have a Sizzler and a Red Lobster. True, parking is a problem but we can fix that problem by having an underground parking. Or another solution we can have for parking is an In and Out Burger. In and Out Burger is a drive-through restaurant. There you don't need a parking space. Another problem we might have are shoplifters or hold-ups. We can solve that problem by security. If we have security, we can have more jobs.

I would like to conclude this by thanking you for listening to my proposal.

Again Thank You,

*Christopher Acedo*  
Christopher Acedo

(B) Good letter,  
I like your ideas.  
Proofread your sentences  
carefully. 😊



1000

~~XXXXXXXXXX~~

1000

1000



200 S. Pleasant St.  
Lodi Calif. 95240  
Oct. 20, 1994

City Hall of Lodi  
Attention: Mr. Jerry Glenn, City planner  
221 W. Pine St. Lodi, C.A. 95240

Dear City Council:

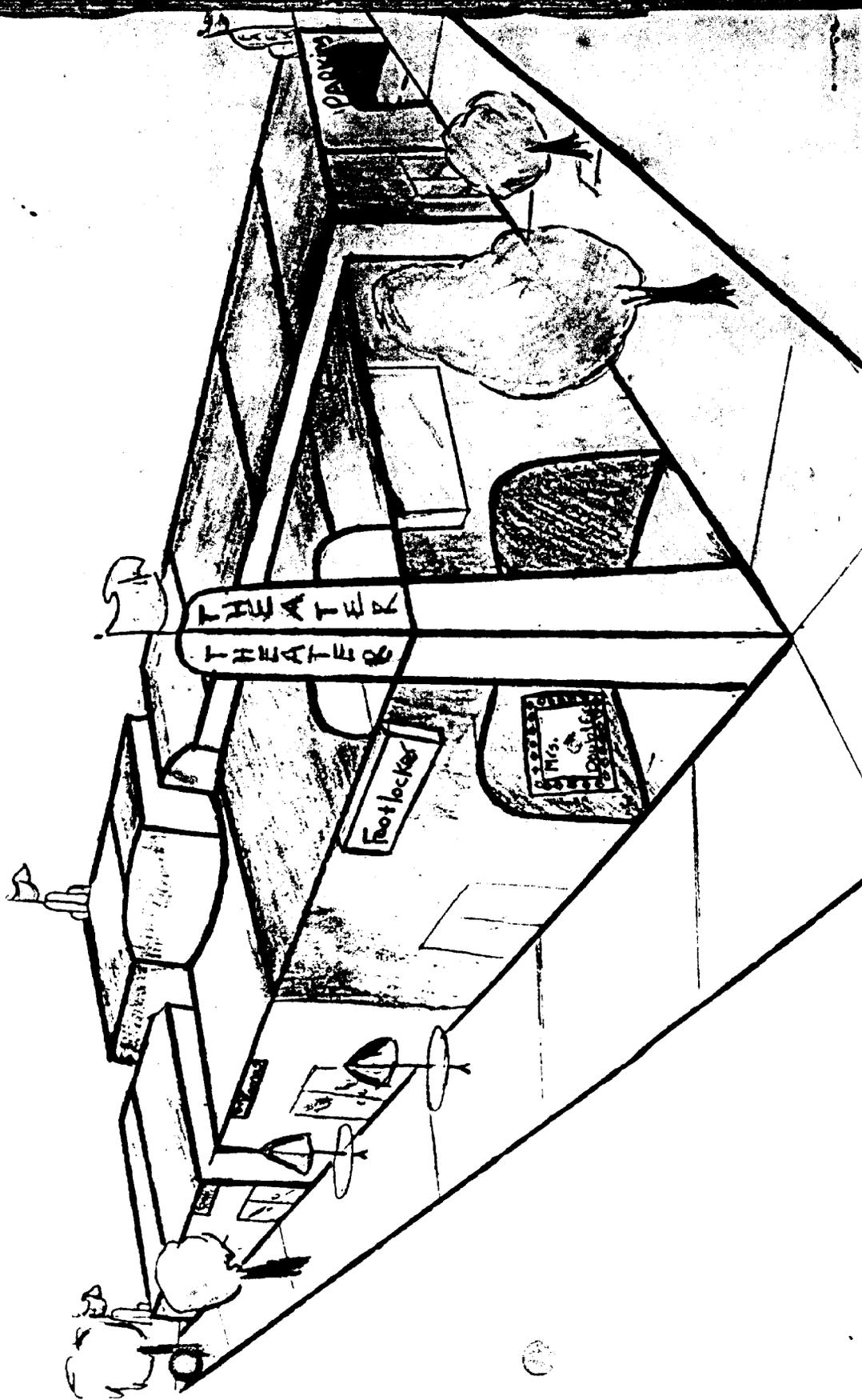
I am here today to ask of you that we try to remodel Downtown Lodi and make it a town for all ages.

Some of the reasons are: Downtown Lodi is not becoming an attraction for people who live in the Lodi area. Many of the shops in the Downtown area are going out of business or are mainly for the elderly. The reason that this is happening is because other stores such as Walmart or Target are attracting more and more people to the outskirts of town, and that is what's hurting the downtown area. One way we can draw people back to downtown is if we add attracting stores for people of all ages. I think some of those stores might be: a downtown mall or a plaza such as Sherwood Mall, a Footlocker, a Gap Outlet, restaurants, like Tony Romas or a 60's type Coffee shop, we could extend our local library and make it larger so that more people could have a better understanding of reading. These are just some ideas to draw people's attention back to Downtown.

I appreciate your time, and cooperation.

Sincerely: *Eric Augusto*  
Eric Augusto

(A-) Great letter!  
Sounds very professional,  
I really like your ideas  
Keep up the good work,  
😊



DAMP

THEATER

Foot locker

Mug  
Dish

By Eric Augusto

3938  
St. Anne's

Lodi city council city Hall of Lodi  
Attention: Mr Jerry Glenn City Planner  
221 West Pine Street Lodi CA 95240

Dear City council,

I am a 13 year old 8 grade going to St Anne's School. I am here with you today to discuss downtown Lodi. I believe that almost nobody is shopping there except for the older people because that's what most of the stores are for. That's why alot of businesses are going out of business. So they have to let there mom and dad drive them all over town to do there shopping. That's why you should make some changes to Downtown Lodi. I think you should build a shopping mall so that we can shop at the mall and put some newer stores there that don't just go near drive and maybe they could buy the mall for listen to my ideas.

Maria...

Last

© Good letter!  
You need more detail  
in your letter. Spend  
more time proofreading.  
Final copy should be  
in pen.

SUNSHINE  
TUESDAY

PIZZA  
+  
ICE  
CREAM

MAC  
SOUP

KINGS  
KITCHEN

SOAP  
DISINFECTANT

PHAR  
PEN  
HBBB

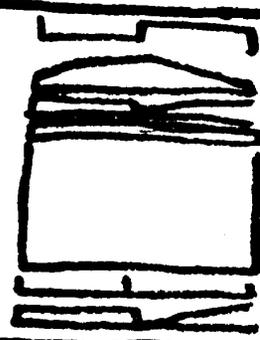
SADOL STREET

WRITES  
STATIONARY

BITERING  
JUMPS

VA  
A

POST  
OFFICE

TOWER  


RESTAURANTS

21/10/19  
BIZZY

87

8

9

0

1

2

3

4

5

6

7

200 S. Pleasant St.  
Lodi, CA 95240

City Hall of Lodi  
Attention Mr. Jerry Glen; City planner  
221 W. Pine St.  
Lodi, CA 95240

Dear Mr. Glenn:        :

My name is Robin Richison. I am 13 and currently in the 8th grade at St. Anne's School. I feel that the downtown area of is dying. I think that we should make the downtown area a place of more fun and interest for people of all ages to enjoy.

Lately, more stores have been built on the outskirts of town. These stores are driving all the business from the downtown area. There are also more stores being built in Stockton. People have to drive some distance to get to these stores. This is quite an inconvenience for the people of Lodi. I feel that we could attract a lot of attention to the downtown area if we made it an open air mall. We could close off a section of School St. and put up a lot of little unique shops and outdoor restaurants. This would make it an open air mall. We especially need shops for teenagers. There are no shops in the downtown area now, that appeal to people my age. We should have a variety of different shops that attract people of all ages to enjoy. This would widely increase the popularity of downtown Lodi.

Of course with the popularity of down town Lodi would come more traffic. Since the new and revised downtown would be an open air mall we could make one big parking lot off to the side. This would make the streets less congested. As for crime, we could hire a lot of security guards to make coming to downtown safe. This would also create mote jobs for people who so desperately need them and give people a sine of security.

So as you can, there are many wonderful and exciting possibilities for downtown Lodi's development. Thank you for your time.

Sincerely,

*Robin Richison*

(A) Nice job!  
Your letter needs  
to be more detailed.  
Name the shops you'd like  
to see downtown. Instead  
generally.



Handwritten signature or scribble, possibly reading "L. J. [unclear]".

227 Cherry St  
Lodi CA 95240  
Oct 28, 1994.

Lodi City Council  
Attention Lodi City Council  
221 N. Pine St.  
Lodi CA 95240.

Dear Lodi City Council

Hello my name is Amelia Lynn Machell. I am a eighth grader at a private school called St. Annes school. I have lived in Lodi all of my 12 years and have enjoyed it thirty. I have also noticed are down points.

I believe that are downtown needs some touching up. I have some ideas that I would like to formally present to you, all of Lodi City Council.

The first idea I have is something that would draw a younger crowd to the downtown area. The old Mokolame Depot train station on Sacramento St well I think that would make a perfect 12 to 20 year old hangout. Our downtown has nothing to entertain the younger crowd. You could make it so that you would have to pay \$300 to get in and you could stay as long as you pleased. The parking would be easy to work, because of the

lot around the depot. You would then draw the younger crowd into the central area. So the stores around would profit greatly.

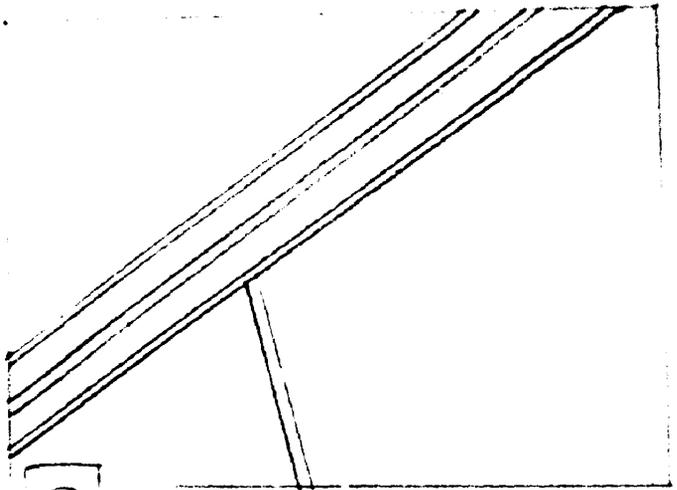
My second idea is about Motel Lodi. You could do a lot to open it up again. If it were to meet regulations again and if it were to be fixed up you could have a happening motel. If you think about it people who are traveling through they would want a nice, comfortable motel to stay in that is by stores and food.

I have one more idea. I have talked to a number of Teenage Lodiens, and one thing they highly recommended was that Lodi should open up a mall. A mall would bring the younger crowd into the downtown area. It would draw us there like flies to sugar. We we are drawn to the "Downtown Mall" it will also bring profit to stores around it. The parking would be a cinch. We are already equipped with just enough. Remember this about us teenagers, we usually only think about clothes, shopping, and food.

I sincerely hope that you are intently considering my ideas. I am looking forward to hearing what comes forth from them.

Sincerely,  
Amelia Machell

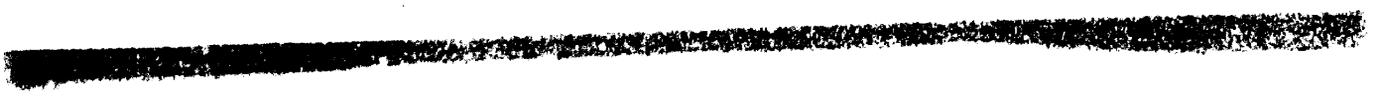
Am Great letter!  
I really like your  
ideas. You need to  
spend more time  
proofreading to receive  
an A. ☺



CLUB 2-2-20

FL

4



248 River Meadows Dr.  
Woodbridge , CA 95258  
November 2, 1992

City HALL OF Lodi  
Attention: Mr. Jerry Glenn, City Planner  
221 W. Pine St.  
Lodi, CA 95240

Dear City Council of Lodi:

I am writing to you today about the depletion of down Lodi.

First of all there are no stores for teenagers in Lodi, much less down town. I have to go all the way into Stockton to get the kind of clothes I want. There's nothing wrong with Stockton, but I feel we need to bring that business into Lodi. The perfect place is down town.

Second all the stores are going to the outskirts of town. In the last year Lodi has built a Walmart and a Target on the edge of town. Currently the city is building a Big 5 a Savemart and were moving J. C. Penny's to the same far corner of Lodi. We need to move some of those big stores do

Third there are no big stores down town. Especially with J. C. Penny's there aren't any even remotely big name stores in down town. What we need is a magnet. One or two big name department stores to attract a lot of people. Then when people shop at the big stores they will go into some of the specialty stores. Thus bringing more business to down town Lodi.

I hope you take me and my classmates ideas into consideration

**BY CHRIS WATTS**

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(A) Great letter!  
Could use more detail.  
Tell them exactly what  
you'd like to see downtown.  
Please spend more time  
proofreading.



773 RIVIERA COURT  
WOODBRIDGE, CALIF. 95258  
OCT. 25, 1994

LODI CITY COUNCIL; CITY HALL OF LODI  
ATTENTION: MR. JERRY GLEN, CITY PLANNER  
221 W. PINE ST.  
LODI, CALIF. 95240

DEAR MR. GLEN,

MY NAME IS JULIE GABRIELLI. I AM 13 YEARS OLD AND I HAVE LIVED IN LODI FOR SEVEN YEARS. I LIKE LODI A LOT BUT I THINK THERE ARE A FEW CHANGES THAT CAN BE MADE IN THE DOWNTOWN AREA.

FOR ONE THING, THERE ARE SO MANY EMPTY BUILDINGS THAT ARE JUST TAKING UP SPACE. IF WE COULD PUT SOME NEW BUSINESSES THERE IT WOULD NOT ONLY CREATE MORE JOBS BUT IT WOULD ALSO DRAW PEOPLE DOWNTOWN. THERE ARE MANY THINGS THAT LODI DOESN'T HAVE THAT WE CAN PUT THERE. FOR EXAMPLE, LODI DOESN'T HAVE MANY SHOPS FOR TEENAGERS TO BUY CLOTHES. WE USUALLY HAVE TO GO ALL THE WAY TO STOCKTON TO GET SOMETHING WHEN WE SHOULD BE ABLE TO GET IT IN LODI. WE COULD ALSO USE A BIG DEPARTMENT STORE LIKE MACY'S OR GOTTSCHALKS. YOU MIGHT SAY THAT PARKING IS GOING TO BE A PROBLEM. WELL, WHILE IN ANOTHER STATE I CAME UP WITH A GOOD IDEA; ON MAUI THEY HAD A FEW HUGE PARKING LOTS. THEN THERE WAS A FEW RESTAURANTS SUCH AS HARD ROCK CAFE. AFTER PEOPLE ATE THEY WOULD WANT TO GO SHOPPING AND WALK AROUND A LITTLE TO BURN OFF SOME CALORIES. THEY COULD LEAVE THEIR CAR THERE AND JUST WALK AROUND TO ALL THE DIFFERENT STORES. I THINK THIS WOULD BE GREAT FOR LODI.

I'M SURE MONEY IS GOING TO BE A PROBLEM. MAYBE SOME PEOPLE WOULD BE WILLING TO DONATE MONEY FOR THIS. I'M SURE LODI HAS SOME MONEY TO SPEND ON THIS PROJECT OR MAYBE WE COULD HAVE A FUNDRAISER. IF A FEW CHANGES ARE MADE IN DOWNTOWN LODI THEN IT WOULD BE AN EVEN BETTER PLACE TO BE.

SINCERELY,

JULIE GABRIELLI

(A) Great job!  
Try and be more specific.  
Tell them exactly what  
you'd like to see downtown.  
"

4240 E. Acampo Road  
Acampo, CA 95220

November 2, 1994

City of Lodi  
ATTN: Mr. Jerry Glen  
Lodi City Planner  
221 W. Pine Street  
Lodi, CA 95240

Dear Mr. Glen:

My name is Annie Zunino and I am an eighth grader, at St. Anne's School, in Lodi.

I suggest that you make Lodi a better environment for people of all ages. You should have a large shopping mall downtown. You can put parking where the shelter is and maybe put some cafes or restaurants close by. You should put Penny Lane where someone can see it, and you should also put in a "The Gap" where Woolworth's used to be.

I encourage you to do this because we need to keep money in Lodi. Every time we need to go shopping, my mom and I have to drive all the way to Stockton to the mall or Macy's.

It's a waste of time when we could just go downtown. I would strongly appreciate you making Lodi a better place to shop.

Sincerely,

Annie Zunino

LATE

Also check  
Your letter needs to  
be more positive. Include  
more details.

200 S. Pleasant Street  
Lodi, CA 95240  
October 19, 1994

City Hall of Lodi  
ATTN: Mr. Jerry Glenn, City Planner  
221 W. Pine Street  
Lodi, CA 95240

Dear Council Members:

I am a 14 years old and have come before you today to talk about our dying downtown which we need to renew to suit the needs for all citizens.

I think we need to put Lodi back on the map for better shopping for all. This would also create more jobs, raise more money and would also raise the popularity of Lodi. Some of the many new stores we need to bring into Lodi are new clothes shops for all the ages, maybe a movie theater, fast food and/or restaurants. People don't really like running out to the corner of town when they could just run downtown to get anything they need.

Ideas for parking might be underground parking, multi-level parking garages or just larger parking lots to suit the needs of many incoming consumers. Parking lots maybe put under buildings, streets or open lots. Multi-level parking maybe put in place of another building, vacant lot or a parking lot.

Sincerely,



(B) Cool work!  
You might try and  
be more specific with  
your suggestions. :)

late.

---

9004 BlueGrass Drive

Stockton Ca. 95210

November 1, 1994

Attention Mr. Jerry Glen, City Planner  
Lodi City council  
221 w. Pine St.  
Lodi Ca. 95240

Dear Lodi city council members:

My name is Lizette Macias. I am an eighth grader at St. Annes school. I am writing you this letter because I think we are losing money and busness in downtown Lodi. I ask that the Lodi city council members make an effort to improve downtown Lodi and make it a place where people off all all ages can visit.

First of all, the current shops in downtown Lodi do not have any clothing shops for people of our age. Many people of Lodi travel to Stockton to go shopping because here in Lodi they do not have what they need. Now that they have built a Walmart on the outskirts of Lodi people do not need to go to downtown Lodi at all. They can joust go to Walmart were they can buy clothes,books,stationary, tapes,cd's,and grocery's.

We are losing a lot of money because of downtown Lodi. All of the money is going to the outskirts of Lodi so we should build stores like Macys,Wet Seal,Gap,orMillers Outpost. I think they would bring a lot of money to downtown Lodi.

I know what your thinking right now. Where are we going to get this money,where are we going to park all of these cars. Well I have an answer to those two questions. One, we could raise the money I know people of Lodi would donate money. The other is that we could build under ground parking.

Thank you for your time, I hope you use my suggestions thank you again.

Lizette Macias

*Lizette Macias*

(A) Great letter!  
I like your ideas.  
Please spend more  
time proofreading.  
"

200 S. Pleasant St.  
Lodi, CA. 95240  
November 3, 1994

City Hall of Lodi: Lodi City Council  
Attention: Mr. Jerry Glen, City Planner  
Regarding: A change in the downtown area  
221 W. Pine  
Lodi, CA 95240

Dear Lodi City Council Members:

My name is Kristin Morone. I am thirteen years old, and currently in the eighth grade at St. Anne's School. I feel that there needs to be a change in the downtown area. I have lived in Lodi for the past eight years and in that time I have not been downtown more than twenty times.

The downtown area is dead. More stores have been built on the out skirts of town, drawing business away from the downtown. As a result of the lack of business, more stores have relocated or have gone out of business. For example Woolworth's has recently closed and now J.C. Penney's is moving to the out skirts of town. With all the new stores like Wal-Mart and Target, there isn't a need to go downtown. Lodi needs to change the downtown to draw the people back. Not only would changes in the downtown draw people back into town, but it would also provide more jobs for the young adults and unemployed people of Lodi.

Imagine this, it's a Saturday afternoon in June. You need to study for your upcoming finals, and you're in desperate need for a graduation and confirmation outfit. Well, today you'll be spending the day either in Stockton or Sacramento wearing out the malls. Wouldn't life be easier if you could just run downtown and stop by the Merry-Go-Round, then quickly run into Lerner's?

An outdoor open-air mall would be perfect for the downtown of Lodi. Instead of having to run all over Lodi to get your errands done, you could just go downtown, saving you a lot of time. An open-air mall would serve the needs of all the people in Lodi, if you have the right stores. For example not all the kids in Lodi have cars, and those that do aren't just allowed to run to Stockton or Sacramento, so they can to downtown to get what they need. And what about the elderly people in Lodi? Not all of them have the time nor energy to be running all over to find what they need. The parents who have small children don't want to have to run all over dragging their sleeping infant, and whining toddler with them.

If you place the right stores in the right place an open-air mall would really do a lot of good. Take for example the K Street Mall in Sacramento. They have every store you need: a bookstore, clothing stores, accessory stores, toy stores, housewares stores, etc. Lodi could do just as well if we tired. At this point in time what do we have downtown? Too many hairdressers, a lot of empty buildings, a couple places to eat, and a few stores that get a lot of business. We could change this. Lyon's is a hangout for a lot of high school students, so if a lot of high school students are already downtown, why don't we put some stores for them downtown. For example Lerner's, Wet Seal, and Contempo. The teenagers in Lodi attending junior high will most likely also be attracted to these stores, so why not put other stores to attract them, for example Tower Records, an old fashioned Ice Cream Parlor, and a sport store, for example Pro Sports World. The college students might also be attracted to these stores, so adding something for them would be useful, for example a Barnes & Noble bookstore, a small deli/cafe, and a coffee house like Safari. The parents in Lodi are always looking for birthday presents, clothes for themselves and their kids, and they always need a place to escape to and rest. So why not give them these things. Let's Celebrate, Chelsea's, Kids R Us, and the Disney Store, would serve the needs of their kids. For them Squires, Macey's and a Victoria Secret would serve their clothing need, but what about their place to rest? A nice quiet restaurant for the night out would be perfect, like King Tsin, and El Pajaro, and for a family night out what about Chilli's. For the business people Wright's Stationers, and an Office Max would serve their needs. The woman looking for healthier foods could stop by Sherri's Sunshine Nutrition Center, or Trader Joe's. The elderly in Lodi need something for them, what about a nice clothing store with clothes they need like Christensen's.

Now that you have heard my ideas, I would appreciate you thinking about them. Thank you for your time.

Sincerely,

*Kristin Morone*

Kristin Morone

(A) Professional letter.  
I love your ideas.  
I think this could  
really improve the  
downtown area. 😊

1041 Miwok Dr. •  
Lodi, Ca 95240  
November 2, 1994

Lodi City Council, City Hall of Lodi  
Attention: Mr. Jerry Glenn  
221 West Pine Street  
Lodi, Ca 95240

Dear Mr. Jerry Glenn,

Hello there, my name is Jaime Myers. I'm thirteen years old and an 8th grader at Saint Anne's School. Lately I've heard people talking about how tired they are of hearing their teenage kids complain about how there is no place for them to shop or hang out in the downtown area. Sometimes they even find their kids staying home on Friday & Saturday nights because there is no place fun for kids their age. A lot of teenage kids, including myself, have talked about how much fun it would be to have a factory outlet. The factory outlet could include a place for teenagers to shop, like a Gap, but also some kind of food joint, like a 50's & 60's hamburger cafe~, that teenage kids would enjoy hanging out at.

I know it might take a lot of hard work and lots of time, but face it, downtown Lodi is dying and this new addition would bring more people here. I know I get tired of going to Stockton and Sacramento whenever I need something. I also know it can work because a lot people of all ages want it to happen. Make Lodi a more exciting place and we will help you if you help us. You might think there is no place for this factory outlet, but if you shaped up Sacramento Street, you could put it where the old train station is. Thank you for listening to what I have to say. Please at least consider my proposal.

Sincerely,



Jaime Myers, St. Anne's School

(A)

Good letter!

You have some great  
ideas. Be more specific  
about shops, restaurants, etc.

;) )



DOWN TOWN

KING SIN

PAVE

CHILIS

MACEUS  
J&PENNINGS

DELL WRIGHTS

STATION

0

6

11

11

6



11



11

PARKING LOT



B. PARRIO

POST OFFICE

MOMIE



9610 E. Peltier Rd.  
Acampo, CA 95220  
November 2, 1994

Lodi City Council  
Attention: Mr. Jerry Glenn, City Planner  
221 West Pine Street  
Lodi, CA 95240

Dear Mr. Glenn:

My name is Jenna Hammond and I am an eighth grader at St. Anne's School. I am writing to suggest some ideas about how to make our downtown more attractive to a variety of shoppers.

To begin with people need better access to the downtown area. We only have two lane roads going into it now. If Sacramento Street was converted to four lanes from Kettleman Lane to Lockeford Street people could filter in more easily.

With more people coming into downtown Lodi would need much better parking. As of now, the city of Lodi has "on street" parking that slows traffic and can make travel through the downtown area difficult. I am proposing that the buildings on both sides of Sacramento Street be made into large parking facilities (as shown on the attached map). The parking lots would stretch from Lockeford Street to Lodi Avenue. This amount of parking availability would be useful if and when Lodi connects with light-rail service.

The area between the parking lot and School Street could be converted to an outdoor multi-use area which would include retirement living, specialty shops, recreation facilities, and a small park. With the recent inclusion of Lodi into the SMART bus system and Lodi's Grapeline the area could be available to people throughout San Joaquin County. Lodi's farming history and wine/grapes could serve as a focal point as well as a theme.

I feel that a downtown renovation should also expand to the Eastside and other parts of Lodi that are deteriorating. It could actually act as a catalyst to improve all of central Lodi.

I hope that you will give some consideration to my ideas as plans for the downtown area of Lodi are developed.

Sincerely,



Jenna Hammond

