



Santa Maria Firefighters • Local 2020
237 Town Center West #223 • Santa Maria, California 93458

August 15, 2023

RE: Lot 3 – Firefighter Memorial,
Southeast corner of Main Street at Broadway, Santa Maria

To whom it may concern,

At the August 2022 hearing, the Santa Maria City Council directed the Vernon Group to work with the stakeholders associated with the existing Alvin Newton Memorial as it relates to the redevelopment of the property to build consensus on how the memorial could be improved and incorporated into the overall project design.

Since that time, there have been numerous meetings in which the Vernon Group, their design team, memorial stakeholders, and city staff worked together to brainstorm and refine opportunities to improve the existing memorial that will enhance public awareness of Mr. Alvin Newton. Based on those meetings, the following represent specific, actionable items that will be incorporated into the project:

1. The building will be named "The Alvin Newton Apartments."
2. A blank space for a publicly visible arched mosaic (designed by the stakeholders and installed by their selected artist) will be incorporated into the building along the Broadway frontage.
3. A publicly accessible memorial plaza will be located in the southeast area of the property, identified as where Mr. Alvin Newton perished.
4. A large statue pedestal with uplighting, incorporated seating and space to display existing memorial plaques will be located in the memorial plaza area.
5. The stakeholders will have a "larger than life" statue designed and built, to be located on the statue pedestal.
6. A shadowbox incorporated into the arched building design that faces the memorial plaza, with access provided to Santa Maria Firefighter's Local 2020 to display historical items related to the story of Alvin Newton's ultimate sacrifice. This area along with item #4 and #5 will be incorporated into a future legal easement.
7. An American flag will be on or near the building at the corner of Broadway and Main.



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8. The Vernon Group will build all the above items (with the exception of the statue) for an estimated cost of no less than \$75,000. If they can build the items for less than \$75,000, The Vernon Group will donate the remaining budget to the larger-than-life statue being designed, built, and installed by the stakeholder group once the project is completed.

The Stakeholder group has retained a local artist and foundry for the design and construction of the larger-than-life statue of Alvin Newton, to be delivered to the memorial site and installed atop the Statue Pedestal. This effort will require fundraising and public outreach by the Stakeholder group with anticipated completion to coincide with the construction of the building. The Stakeholder group is also in the process of enlisting community involvement for the design of the mosaic.

Based on the aforementioned items, The Vernon Group has engaged in good faith discussions and negotiations with the stakeholder group and city staff to incorporate and update the existing memorial and to help improve public awareness of Mr. Alvin Newton's sacrifice. As a result, we support The Vernon Group and their proposed project.

Thank You,

President