



**DOWNTOWN
LONG BEACH
ALLIANCE**

November 7, 2017

Ms. Maryanne Cronin
Department of Development Services
City of Long Beach
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802

RE: Support for Shoreline Gateway Project; November 8 Administrative Hearing

To Ms. Cronin,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA), in support of the Shoreline Gateway project's time extension for its existing Tentative Tract Map to be heard at the Administrative Hearing scheduled for Wednesday, November 8, 2017.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we are expressing our support for Shoreline Gateway project and urge the Department of Development Services to approve the time extension.

The Shoreline Gateway project will be transformative for Downtown Long Beach. The final phase of this project will act in tandem to the existing project, The Current, and serve as a first impression to those entering Downtown along Ocean Blvd. Once completed Shoreline Gateway promises to be the tallest building in Downtown Long Beach with 35-stories and 315 residential units. As the project has already been approved by both the Planning Commission and the City Council, it has proven it aligns with the vision for Downtown Long Beach.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. As previously stated at Planning Commission and City Council meetings, the project aligns with the goals and objectives set forth in the Downtown Plan and will bring desperately needed high-quality housing to Long Beach. Moreover, the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of more housing in Downtown. The proposed project exceeds the 1.25 parking requirements set forth in the Downtown Plan by providing a 1.45 overall parking ratio with the planned 458 parking stalls. The project team, while encouraging residents to use multimodal transportation, has also recognized the impacts of parking, thus providing the 64 parking stalls beyond the required 394 stalls.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan and encourage similar support of the proposed investment in our evolving and diverse Downtown.

Thank you in advance for your consideration and support.

Sincerely,

Kraig Kojian
President & CEO

cc: City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Amy Bodek, Director of Development Services, City of Long Beach