



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

January 18, 2022

Long Beach City Council  
Civic Center Plaza  
411 West Ocean Blvd.  
Long Beach, CA 90802

**RE: Agenda Item #21: PD-30 Development & Land Use Equivalency Program**

Dear Mayor Garcia and Honorable City Council Members,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for Tuesday, January 18, 2022, support for the City of Long Beach's use of the Downtown Plan Program EIR Land Use Equivalency Program (Equivalency Program) as demonstrated in the 636 Locust development project.

DLBA has continuously supported implementation of the Downtown Plan (PD-30), including its stipulations for housing units, office space, and commercial retail. Both development and demand for Downtown housing has increased since the inception of PD-30, already outpacing the maximum planned construction of 5,000 new units. Concurrently, the creation of anticipated new office and retail space has not occurred, leaving the opportunity for greater residential density in PD-30 through City's Equivalency Program. DLBA supports such efforts to modify City development policy in order to accommodate new housing units at all price levels in Downtown.

The COVID-19 pandemic continues to create market uncertainty in housing, retail, and in-person work and DLBA commends the City for its policy flexibility, recognizing that previous land use stipulations may no longer fit the market realities of Long Beach or its residents. In projects such as the proposed development at 636 Locust, the immediate need for housing supersedes previous long-term goals for other projects. The Equivalency Program is able to ensure the best and highest use for such cases while preserving still-applicable PD-30 land-use regulations.

DLBA is keen to provide future policy feedback as it relates to the PD-30, and we look forward to our continued partnership with the City of Long Beach and its Development Services Department.

Thank you for your consideration.

Sincerely,

Broc Coward, COO

CC:

DLBA Board of Directors  
Tom Modica, City Manager, City of Long Beach  
Oscar Orsi, Director of Development Services, City of Long Beach