



**DOWNTOWN
LONG BEACH
ALLIANCE**

January 29, 2019

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

**RE: Support for The Breakers Hotel; February 5th City Council Meeting
Agenda #2**

Dear Members of the Long Beach City Council,

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 February 5, 2019, our request that the City Council uphold the Planning Commission's decision to approve a Site Plan Review, Conditional Use Permit, and Local Coastal Development Permit for The Breakers Hotel project located at 210 East Ocean Boulevard.

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 want to express our support for this project because the project aligns with DLBA's Vision 2020: Strategic Plan, which supports economic growth and tourism in the Downtown area. Moreover, the Breakers Hotel project aligns with the goals set forth in the Downtown Plan, the planning document for Downtown, by maintaining historic architecture from the city's past while fostering future tourism and economic growth.

The Downtown Plan's Guiding Principles include preserving buildings of historic merit, developing a distinctive downtown skyline, and strengthening the area's backbone of convention and tourism – each of these principles are captured in The Breakers Hotel development. Originally constructed in 1925, the hotel redevelopment will maintain the building's distinctive Spanish Revival Style and elaborate ornamentation, with façade restoration helping to solidify the 13-story building as a standout example of 20th century Southern California architecture. The Breakers Hotel will also contain 185 standard rooms and suites, as well as multiple ballrooms and dining venues. Such amenities, when combined with the building's proximity to the Convention Center and Downtown Core, will strengthen the area as a destination for business and recreation alike.

Additionally, The Breakers Hotel will strengthen Long Beach's commitment to sustainability and environmental stewardship, a key feature that's supported in the Downtown Plan. This commitment includes adding native plants and drought resistant landscaping to the adjacent Victory Park, while preserving existing street trees. Furthermore, the hotel will be required to enforce a Transpiration Demand Management (TDM) Plan, which encourages vehicle trip reduction, bike infrastructure, and public transit use.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan, and we encourage the City Council to support this proposed investment in our developing and diverse Downtown.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kraig Kojian". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilwoman Lena Gonzalez, 1st District
City Councilmember Jeannie Pearce, 2nd District
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
Pacific6 Enterprises