



**DOWNTOWN
LONG BEACH
ALLIANCE**

July 18, 2017

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

RE: Support For Broadway/Magnolia (500 W. Broadway) Project (July 18 City Council Meeting; Agenda Item #2)

Dear City Councilmembers,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA), and enter into public record for the City Council meeting scheduled for July, 18 2017, our support of the proposed Broadway/Magnolia Project at 500 W. Broadway.

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 and urge the Planning Commission to accept the Categorical Exemption and approve the Site Plan Review.

The Downtown Plan, the guiding planning document for Downtown, was developed through an intensive and inclusive stakeholder outreach process. The proposed Broadway/Magnolia project aligns with the goals set forth in Downtown Plan and will bring a high-quality housing development on vacant land in Downtown.

A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density and drives strong foot traffic. The Broadway/Magnolia Project's planned 142-unit mixed-use development enhances the foot traffic created by existing residential projects, the Deukmejian Courthouse, and will be further enhanced once the new Civic Center is complete. The Broadway/Magnolia project also plans for an assortment of ground floor retail and restaurant use and will continue to help drive foot traffic along the Broadway corridor.

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

Thank you in advance for your consideration and support.

Sincerely,

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilmember Lena Gonzalez, 1st District
City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Amy Bodek, Director of Development Services, City of Long Beach