



**DOWNTOWN
LONG BEACH
ALLIANCE**

November 14, 2017

Councilmember Jeannine Pearce
Second City Council District
City of Long Beach
333 West Ocean Blvd., 14th Floor
Long Beach, CA 90802

RE: Support for 320 Alamitos; October 24 City Council Meeting, Agenda Item #1

Dear Councilmember Pearce,

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 October 24, 2017, our support for the Site Plan Review and Lot Merger for the construction of a seven-story, 77-unit residential development at 320 Alamitos Avenue in the Downtown Planned Development District PD-30.

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, the DLBA expresses its strong support for this project, which meets the standards identified in the Downtown Plan and aligns with our Vision 2020 Strategy Plan, and urge the City Council to approve the Site Plan Review and Lot Merger.

The Downtown Plan, the guiding planning document, was developed through an intensive and inclusive stakeholder outreach process. The proposed 320 Alamitos project aligns with the goals set forth in the Downtown Plan and will bring a high-quality housing development on vacant land along Alamitos Ave.

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 320 Alamitos Project's planned 77-unit mixed-use development will enhance the foot traffic by creating density along the Alamitos Ave corridor.

The project encourages sustainable practices and public transportation through the inclusion of a full-service "bicycle kitchen" providing bicycle repairs, maintenance and storage. In addition, the Metro bus lines are located immediately adjacent to the project, and the site is within 10-minute walk time of the Metro Blue Line station. This supports its status as a Transit Oriented Development, and it is located within the City of Long Beach's Downtown Pedestrian Master Plan Boundary. Lastly, the proposed project exceeds the 1.25 parking requirements set forth in the Downtown Plan by providing a 1.36 parking ratio with the planned 105 parking stalls.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan and encourage the Planning Commission 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 Dr. Robert Garcia, City of Long Beach
City Councilmember Lena Gonzalez, 1st District, City of Long Beach
Amy Bodek, Director of Development Services, City of Long Beach
DLBA Board of Directors