



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

November 12, 2019

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

**RE: Support for 3<sup>rd</sup> & Pacific Project; November 12<sup>th</sup> City Council Meeting  
Agenda #8**

Dear Mayor and 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 Tuesday, November 12, 2019, our support of the approval of the 3<sup>rd</sup> & Pacific Project located at 131 W 3<sup>rd</sup> Street. The 3<sup>rd</sup> & Pacific Project was presented and approved for support by DLBA's Economic Development Committee on Wednesday, January 9, 2019. Additionally, the 3<sup>rd</sup> and Pacific Site Plan Review, General Plan Conformity, Vesting Tentative Tract Map and EIR Addendum were conditionally approved by the Planning Commission on September 19, 2019.

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 City Council to adopt City staff recommendations regarding an EIR appeal filed by Supporters Alliance for Environmental Responsibility. The project aligns with the environmental design standards outlined in the City's Downtown Plan (PD-30) in addition to the DLBA'S goal of supporting increased density near High-Quality Transit Areas as outlined in DLBA's Vision 2020: Strategic Plan.

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented mixed-use developments in the area. Located in Long Beach's Downtown core, Ensemble's 3<sup>rd</sup> & Pacific project exemplifies the cutting edge of mixed-use residences. The 345-unit development will feature a 23-story high-rise in addition to an 8-story adjacent development, with both buildings incorporating sustainable building practices. Moreover, the 3<sup>rd</sup> & Pacific development will feature 14,481 square feet of ground-floor retail space.

This retail space maximizes land-use efficiency and contributes to a more cohesive neighborhood character. The project will also help to bridge the Pine Ave and Pacific Corridors by activating the corner of 3<sup>rd</sup> Street & Pacific, thus enhancing the pedestrian experience along 3<sup>rd</sup> Street. Moreover, the project's proximity to two Metro Blue Line stations will generate greater mobility options for new Downtown residents.

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 large loop at the end.

Kraig Kojian  
President & CEO

cc: Dr. Mayor Robert Garcia  
Councilwoman Jeannine Pearce, 2<sup>nd</sup> District  
DLBA Board of Directors  
Linda Tatum, Director of Development Services, City of Long Beach  
Tyson Sayles, Ensemble Real Estate Investments