

November 16, 2016

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: November 22 City Council Agenda Item #2 Shoreline Gateway Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the Shoreline Gateway Project at 777 East Ocean Boulevard. I understand that the City Council will hear an appeal on the project at the November 22<sup>nd</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 315-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. I supported the project at the Planning Commission meeting because I believe this project is another step in the right direction for Downtown Long Beach.

I can tell you one of the reasons we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a driver for our business's success. The Shoreline Gateway Project's planned 315 residential unit's assists in that goal by creating a consistent flow of foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.



Radhika Chougule  
Store Manager  
Cuppa Cuppa Artisan Coffee Bar  
455 E Ocean Blvd, Long Beach, CA 90809