



**DOWNTOWN
LONG BEACH
ALLIANCE**

October 3, 2023

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

RE: Agenda Item #23-1121 North Pine Avenue Community Vision

Dear Mayor Richardson and Honorable Members of 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 October 3, 2023, our support of the updated North Pine Avenue Community Vision Action Plan.

The proposed community vision of North Pine Avenue is an exciting endeavor aimed at preserving and enhancing this historic neighborhood, with a profound consideration for the enjoyment of generations yet to come.

We support the proposed recruitment and attraction efforts on North Pine Avenue through the strategic coordination of business tenants, property owners, commercial real estate brokers, and City of Long Beach staff. Moreover, a stronger emphasis on pedestrian-centric design and opportunities for street closures, coupled with the removal of barriers such as cost and regulatory constraints, will foster a vibrant and inviting atmosphere, benefitting both residents and visitors alike.

Throughout this strategic envisioning process, Downtown Long Beach Alliance's Marketing & Communications Committee worked with North Pine stakeholders to identify insights and virtues that will draw visitors and attention to the area. By talking to multiple sources – business owners, residents, visitors – the Committee was able to identify key challenges and opportunities, ultimately to develop recommendations for marketing the North Pine neighborhood as a unique, diverse, and welcoming must-visit Downtown destination.

These visionary enhancements align seamlessly with DLBA's Strategic Plan objectives for the broader Downtown community. DLBA eagerly anticipates the opportunity to contribute ongoing insights and support as this transformative project progresses.

Sincerely,

Austin Metoyer
President and CEO
cc: Mayor Rex Richardson, City of Long Beach
DLBA Board of Directors
Tom Modica, City Manager, City of Long Beach
Bo Martinez, Economic Development Director, City of Long Beach