



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

August 5, 2021

Long Beach Planning Commission  
Civic Center Plaza  
411 West Ocean Blvd.  
Long Beach, CA 90802

RE: Uphold Site Plan Review Approval of 525 E. Broadway Project Agenda Item #3

Dear Members of the Long Beach Planning Commission,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the Planning Commission meeting scheduled for Thursday, August 5, 2021, our support for the proposed mixed-used development located at 525 E. Broadway and to uphold the Site Plan Review Committee's decision to approve the Site Plan Review.

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 uphold the previously approved Site Plan Review. The project aligns with the DLBA's goal of supporting increased density near High-Quality Transit Areas as outlined in DLBA's Vision 2020: Strategic Plan, and the design standards outlined in the City's Downtown Plan (PD-30).

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented mixed-use developments in the area. The proposed development at 525 E. Broadway has both high-density housing and ground floor commercial space, offering the highest and best use for said property. The 48-unit development will feature a seven-story podium development, and 5,090 square feet of ground-floor retail space. The project is consistent with surrounding area heights and uses which consist of a five-story mixed use apartment, an eight-story mixed-use residential building, and several two-story apartment buildings. Moreover, the project complies with all PD-30 requirements, including building height, setbacks, and parking. The project is located in the Downtown Plan Height Incentive Area, which allows for a max permitted height of 240 feet, as the project is planned for a total of 88 feet, it is well within the limits of the Downtown Plan height limits.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan, and we encourage the Planning Commission 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', with a stylized flourish at the end.

Kraig Kojian  
President & CEO

cc: Dr. Mayor Robert Garcia, City of Long Beach  
DLBA Board of Directors  
Oscar Orsi, Deputy Director of Development Services, City of Long Beach  
Derek Burnham, Burnham Planning & Development