



**DOWNTOWN
LONG BEACH
ALLIANCE**

August 17, 2017

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

RE: Support for 320 Alamitos; August 17 Planning Commission, Agenda Item #4

Dear Members of the Long Beach Planning Commission,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA), and enter into the public record for the Planning Commission meeting scheduled for August 17, 2017, our support of the proposed project located at 320 Alamitos.

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 approve the Site Plan Review and Lot Merger.

The Downtown Plan, the guiding planning document for Downtown, was developed through an intensive and inclusive stakeholder outreach process. The proposed 320 Alamitos project aligns with the goals set forth in 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 enhances 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, supporting its status as a Transit Oriented Development and 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 Robert Garcia
City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Amy Bodek, Director of Development Services, City of Long Beach