



**DOWNTOWN
LONG BEACH
ALLIANCE**

July 18, 2019

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

RE: Site Plan Review and Vesting Tentative Tract Map for 600 West Broadway

Dear Members of the Long Beach Planning Commission,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors, who have unanimously voted to approved the support of the West Gateway project. Please enter this correspondence into the public record for the Planning Commission meeting scheduled for Thursday, July 18, 2019, our support of the approval of the Site Plan Review and Vesting Tentative Tract Map for the West Gateway Development Project located at 600 West Broadway.

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 Vesting Tentative Tract Map. The project aligns with the goals and objectives outlined in the Downtown Plan (PD-30) and DLBA's Vision 2020: Strategic Plan with the height and density requirements.

The Downtown Plan, the guiding planning document for Downtown, was developed in part to encourage high-density, mixed-use developments in the area. The West Gateway Development Project is located in the Downtown Plan's Height Incentive Area, as well as the Transition Area between Downtown and the 710 Freeway. The West Gateway development plans align with the desired attributes listed for those special areas, including high-density housing, 12,491 square feet of public open space, and environmental impact mitigation measures such as rooftop solar, bike parking, and green building standards.

Also, the West Gateway Development Project fits within the DLBA's vision of Public Realm articulated in the Vision 2020: Strategic Plan. The DLBA focuses on promoting developments that increase commerce, incorporate mixed-use development, and foster greater pedestrian connectivity. Specifically, the DLBA's Strategic Plan stipulates the redesign of West Shoreline Drive and Golden Park to provide for improved integration with the Downtown fabric and more direct pedestrian and bicycle access to the Los Angeles River. The architectural character of the West Gateway Development advances the DLBA's Strategic Plan goal, as does its bike and pedestrian-friendly attributes.

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', with a stylized flourish at the end.

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilwoman Jeannine Pearce, 2nd District
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
Trammell Crow Residential