



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

June 21, 2018

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

**RE: Support for Pacific-Pine Project; June 21 Planning Commission, Agenda Item #2**

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 June 21, 2018, our support of the approval of the Site Plan Review and Lot Merger for the Pacific-Pine project located between Pine Ave and Pacific Ave 7<sup>th</sup> Street.

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 because the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of more housing in Downtown.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. The proposed Pacific-Pine project aligns with the goals set forth in the Downtown Plan and will bring desperately needed high-quality housing to Downtown by building two eight-story buildings on the a half block lot. While DLBA is supportive of the project, it encouraged the project team to strive for taller and denser developments that build to the maximum allowable height within the Downtown Plan and addresses the statewide housing crisis. Recognizing there are various economics requirements and restrictions on a project-by-project basis, the proposed development will nonetheless be a truly transformative and innovative addition for North Pine area of our Downtown.

A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density, drives strong foot traffic, utilizes and helps to expand existing infrastructure to encourage sustainable multimodal transportation. The Pacific-Pine project's planned 271-unit, mixed-use development enhances existing foot traffic by building upon density within the East North Pine neighborhood. The project will create a seamless connection between the Willmore Historic District and the North Pine neighborhood. Moreover, the project will include 1,305 square feet of retail-commercial space on the ground floor, which will help to activate the corner of Pine Ave and 7<sup>th</sup> Street and drive foot traffic north along the Pine Ave corridor.

Additionally, the project's proximity to the Pacific Ave Metro Blue Line station and Long Beach Transit Gallery, as well as the inclusion of bicycle parking stall make it a strong transit-oriented development; a key feature that is supported in the Downtown Plan.

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". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kraig Kojian  
President & CEO

cc: Mayor Robert Garcia  
City Councilmember Lena Gonzalez, 1<sup>st</sup> District  
DLBA Board of Directors  
Linda Tatum, Director of Development Services, City of Long Beach  
Ryan Guthrie, Holland Partner Group for Pacific-Pine Project