



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 19, 2020

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

RE: 321 W. Ocean and 121 Cedar Ave

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, March 19, 2020, our support of the Site Plan and Tentative Tract Map approval of the Civic Center Project, a residential mixed-use development located at 321 W. Ocean Blvd and 121 Cedar Ave. The Civic Center Project was presented and approved for support by DLBA's Board of Directors on Wednesday, February 19, 2020.

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 design standards outlined in the City's Downtown Plan (PD-30) in addition to the DLBA'S goal of supporting increased housing and public realm activation as outlined in DLBA's Vision 2020: Strategic Plan.

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented mixed-use developments in the area. Adjacent to the newly completed City Hall Complex and Billie Jean King Library, the Civic Center Project is a sustainable redevelopment in the Library-Lincoln Park Block. The 580-unit development will feature two mixed-use, eight-story buildings and includes 885 parking stalls across both structures.

In addition to providing over 500 new housing units, of which 10% are allotted as affordable, the Project will active the street-level with 35,000 square feet of ground floor retail. A portion of that retail is dedicated to high-end quality grocery tenant, which will provide access to fresh foods and vegetables to our Downtown residents. The project will also feature a 60-foot wide pedestrian paseo that prioritizes pedestrian access to the site, in addition to accessing the new Lincoln Park.

As part of an agreement with the City, this Paseo will be allowed for community use events without charge, providing valuable opportunities for public engagement in the Downtown Core.

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 large, stylized initial "K" and a long, sweeping underline.

Kraig Kojian
President & CEO

cc: Dr. Mayor Robert Garcia, City of Long Beach
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
Bob Linder, JPI Development LLC