



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 4, 2021

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

RE: Site Plan Review and Costal Development Permit for 100 E Ocean Boulevard (1803-03)

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 4, 2021, our support of the Site Plan Review and Local Coastal Development Permit Tentative approval of 100 East Ocean Blvd., LP, a 30-story hotel project located at Pine Ave and Ocean Boulevard.

The DLBA is a non-profit organization that represents more than 1,700 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 Local Coastal Development Permit. The project aligns with the design standards outlined in the City's Downtown Plan (PD-30) in addition to the DLBA'S goal of drawing increased visitors and local economic activity as outlined in DLBA's Vision 2020: Strategic Plan.

Since the Jergins Trust Building was demolished in 1985, the corner of Ocean Boulevard and Pine Avenue has consistently been an underutilized space in Downtown Long Beach. DLBA has pursued projects to activate the location, such as creation of The Loop art installation accompanied with monthly live events. However, we feel the space can achieve its highest and best use through the development of a 429-room hotel. As Long Beach unveils its newly renovated Convention Center, the adjacent hotel project will be able to accommodate thousands of guests annually, who in turn patronize Downtown bars, restaurants, and shops. The Downtown Waterfront plans to thrive in a post-COVID tourism economy, and the hotel project at 100 E Ocean Boulevard will only add economic resiliency.

DLBA wants to ensure that any commercial development benefits the local community and preserves the historic value of the area. We would like such a project completed in a timely manner in a way that doesn't negatively impact the surrounding area, in addition to fair labor agreements with the local workforce. Additionally, the hotel project must maintain access to the Jergins Tunnel, an historic place with critical cultural significance.

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 loop at the end.

Kraig Kojian
President & CEO

cc: Dr. Mayor Robert Garcia, City of Long Beach
DLBA Board of Directors
Oscar Orci, Director of Development Services, City of Long Beach
100 East Ocean Blvd., LP c/o Steven Rupert, GBD Architects