



**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 Coastal 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, its 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 representing 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 Downtown community's leading voices, we 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 DLBA's goal of attracting 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 been a consistently underutilized space in Downtown Long Beach. DLBA has pursued projects to activate the location, such as commissioning The Loop, a temporary art installation accompanied by monthly live events. However, we feel that corner can achieve its highest and best use by this development.

As Long Beach continues to renovate its Convention & Entertainment Center, the adjacent 429-room hotel project will accommodate thousands of guests who in turn will patronize the Downtown economy.

DLBA wants to ensure that any commercial development benefits the local community and preserves the area's historical value. We believe the project team has shown a commitment to promptly develop the project with the appropriate mitigation measures in place to stave off negative impacts to the community within reason.

Furthermore, we applaud the fair labor agreements between the project team and the local workforce highlighting their commitment to collaboration. Additionally, the hotel project must maintain access to the Jergins Tunnel, a historic place with critical cultural significance to the Long Beach community.

We appreciate the opportunity to share our support for the Downtown Plan's continued implementation, and we encourage the Planning Commission to support this proposed investment in our developing and diverse Downtown community.

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: Dr. Mayor Robert Garcia, City of Long Beach
DLBA Board of Directors
Oscar Orci, Director of Development Services, City of Long Beach
Greg Steinhauer, President, American Life LLC