



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

March 4, 2021

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

RE: Zoning Code Amendment and Conditional Use Permit for Elliot Lewis, Casey Crow Collective (2011-03)

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 [Zoning Code Amendment and Conditional Use Permit \(CUP\) for Casey Crow Collective](#), an adult-use cannabis dispensary located at 433 Pine Avenue.

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 business and urge the Planning Commission to approve the CUP and amendment to the zoning code. Although the project does not initially fall within the design standards outlined in the City's Downtown Plan (PD-30), we feel an amendment to the code would not negatively impact the surrounding area.

The ground floor retail space located at 433 Pine Avenue has long been vacant, and DLBA has diligently worked in the past with residents and property owners to activate the area. When safely operated, an adult-use cannabis dispensary at that location would bring substantial foot traffic and promote economic vibrancy to the North Pine neighborhood. Furthermore, in our outreach with North Pine residents and the business owners, we have received positive interest and support for the operator's future activation. Catalyst Cannabis has committed to activating the corridor through enhancements to the existing space and partnering with the neighborhood to provide additional investments to the streetscape. DLBA welcomes the willingness and effort of Catalyst Cannabis to be a community partner and neighborhood champion.

Finally, Catalyst Cannabis has shown itself to be a willing partner related to issues concerning public safety. As outlined in the Conditions of Approval, the additional public safety steps will only enhance and support the safety and security measures the dispensary will implement.

We appreciate the opportunity to share our support for the Downtown Plan's continued implementation. 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', 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  
Elliot Lewis, Catalyst Cannabis