



**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, our 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 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 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 worked in the past with residents and property owners to activate the empty space. When safely operated, an adult-use cannabis dispensary at that location would bring substantial amounts of foot traffic and promote economic vibrancy in North Pine.

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,

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