



**DOWNTOWN
LONG BEACH
ALLIANCE**

April 1, 2021

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

RE: Modification to Approved Permit for 131 W. 3rd Street

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, April 1, 2021, our support of the modified approval of the 3rd & Pacific Project located at 131 W 3rd Street. The original 3rd & Pacific Project was presented and approved for support by DLBA's Economic Development Committee on Wednesday, January 9, 2019, and the modified project was again presented and approved for support on February 10, 2021.

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 modified Vesting Tentative Tract Map. The project aligns with the DLBA'S goal of supporting increased density near High-Quality Transit Areas as outlined in DLBA's Vision 2020: Strategic Plan, and the design standards outlined in the City's Downtown Plan (PD-30).

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented mixed-use developments in the area. Located in Long Beach's Downtown core, Ensemble's 3rd & Pacific project exemplifies the cutting edge of mixed-use residences. The 271-unit development will feature an 8-story podium development, with the building incorporating sustainable building practices. Moreover, the 3rd & Pacific development will feature 11,912 square feet of ground-floor retail space.

This retail space maximizes land-use efficiency and contributes to a more cohesive neighborhood character. The project will also help to bridge the Pine Ave and Pacific Corridors by activating the corner of 3rd Street & Pacific, thus enhancing the pedestrian experience along 3rd Street. In addition, the project's proximity to two Metro Blue Line stations will generate greater mobility options for new Downtown residents.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan, and we encourage the City Council 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 long horizontal stroke extending to the right.

Kraig Kojian
President & CEO

cc: Dr. Mayor Robert Garcia, City of Long Beach
DLBA Board of Directors
Osacar Orsi, Deputy Director of Development Services, City of Long Beach
Tyson Sayles, Ensemble Real Estate Investments