



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 1, 2018

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

**RE: Support for Broadway Block Project; March 1 Planning Commission,
Agenda Item #2**

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 March 1, 2018, our support of the approval of the Site Plan Review for the Broadway Block project located between 3rd Street and Broadway along Long Beach Blvd.

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 Site Plan Review because the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of housing in Downtown.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. The proposed Broadway Block project aligns with the goals set forth in the Downtown Plan and will bring desperately needed high-quality housing to Downtown, and will be a truly transformative and innovative project.

A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density, drives strong foot traffic, utilizes and helps to expand existing infrastructure to encourage sustainable multimodal transportation. The Broadway Block project's planned 400-unit, mixed-use development enhances existing foot traffic by building upon density within the East Village Arts District neighborhood. The project will create a seamless connection between the East Village Arts District and the Pine Ave & Promenade area. Moreover, the restoration of the Betrand Smith's Acres of Books building and its reuse as a fine dining establishment and food market, will generate a vibrancy and energy that will help to draw foot traffic along Long Beach Blvd.

Additionally, the project's proximity to the Metro Blue Line stations and Long Beach Transit Gallery, as well as the 104 bicycle parking spaces make it a strong transit-oriented development; a key feature that is supported in the Downtown Plan. The first project of its kind, the Broadway Block will revitalize the Acres of Books site and also establish a strong connection between Cal State University Long Beach (CSULB) and Downtown. The proposed project will set aside units at rates affordable to graduate students and will include additional flex space for programming by CSULB faculty and staff.

This project will help to lay the foundation for a more connected university presence and to support the further development of other proposed CSULB projects in our Downtown.

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 evolving 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: Mayor Robert Garcia
City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Tom Modica, Assistant City Manager and Interim Director of Development Services, City of Long Beach
Cliff Ratkovich, Ratkovich Properties for Broadway Block