



**DOWNTOWN
LONG BEACH
ALLIANCE**

October 4, 2018

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

RE: Support for the Aster; October 4 Planning Commission, Agenda Item #4

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 October 4, 2018, our support of the approval of the Site Plan Review and Vesting Tentative Tract Map for the Aster project located at 125 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 and Vesting Tentative Tract Map because the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of more housing in Downtown.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. The proposed Aster project aligns with the goals set forth in the Downtown Plan and will bring desperately needed high-quality housing to Downtown by building an eight-story 218-unit building on the lot along Long Beach Blvd between Broadway and 1st Street. 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 project will help to create a seamless connection between the East Village Arts District and the Pine Ave & Promenade area.

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: Mayor Robert Garcia
City Councilmember Jeanne Pearce, 2nd District
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
Richard Price, Raintree Partners