



**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 Inkwell; October 4 Planning Commission, Agenda Item #3**

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 Inkwell project located between 127 – 135 East Broadway.

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 Inkwell 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 189-unit building on the Promenade. A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density, drives strong foot traffic. The proposed project intends to provide 10,000SF of ground floor retail which will help generate and drive pedestrian traffic along the Promenade.

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, 2<sup>nd</sup> District  
DLBA Board of Directors  
Linda Tatum, Director of Development Services, City of Long Beach  
Richard Price, Raintree Partners