



November 6, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key to a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.

Romeo O. Garcia, CEO & Certified Master Chocolatier

460 Pine Ave, Long Beach CA 90802

562-500-5097 | romeo@romeochocolates.com | www.romeochocolates.com

WINNER - Top Truffle Artistry Awards, International Chocolate Salon 2017

WINNER - Best Desserts Long Beach, Long Beach Home & Living 2018

WINNER - Long Beach Small Business Award, Honorable Mayor Robert Garcia 2019

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

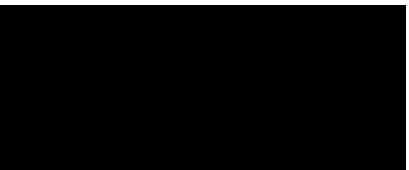
Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.


First & Last Name
Job Title
Name of Business
Business Address

Laurie Gray
Owner
The Pie Bar
450 Pine Ave, Long Beach 90802

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

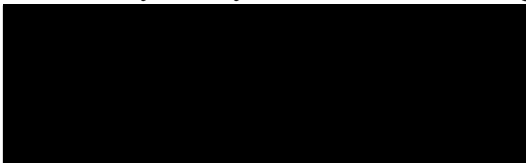
Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.



First & Last Name *Ryan Hughes*
Job Title *owner/EM*
Name of Business *The 4th Horseman*
Business Address *121 W. 4th St
Long Beach CA
90802*

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.



✓ First & Last Name
Job Title
Name of Business
Business Address

HASUJI-KAWAJI
MAR-MUSCLE
322 pine Ave.

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing


Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.



First & Last Name *HILDA SANCHEZ*
Job Title *PRESIDENT*
Name of Business *MINUTEMAN PRESS*
Business Address *137 W. 5TH STREET*

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

Dear Members of the Long Beach City Council:

I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a Downtown business owner, I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is that we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 3rd & Pacific Project planned 345 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time, and I encourage you to support this future development.



First & Last Name
Job Title
Name of Business
Business Address

MARTIN SVAB
CO-OWNER
THE 4TH HORSEMAN
121 W. 4TH ST. LONG BEACH 90802

November 11, 2019

Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: November 12 City Council Agenda Item #8 3rd & Pacific Project Hearing

Dear Members of the Long Beach City Council:

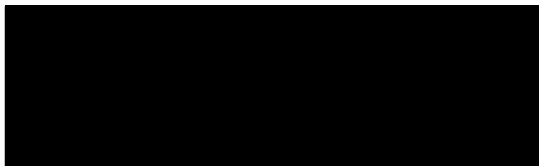
I am writing to express my support for the 3rd & Pacific Project at 131 W. 3rd Street. I understand that the City Council will hear an appeal on the project at the November 12th City Council meeting, and I want to encourage you and your fellow councilmembers to approve the 345-unit project.

As a North Pine resident, I am excited to see the ongoing revival and additional investment coming to Downtown. Particularly I'm happy to see the site along Pacific Ave between 3rd & 4th street be developed, as it will help to drive greater pedestrian foot traffic down Pacific Ave and North Pine Corridor. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

As a Downtown resident, I'm excited to see the ongoing revival and new investment in Downtown. One reason I chose to live in Downtown is that I'm encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key component for success. Foot traffic will help to support many of our North Pine businesses and will create an active and vibrant corridor.

I thank you for your time, and I encourage you to continue to support the future growth of Downtown Long Beach and the 3rd & Pacific Project.

Sincerely,



First & Last Name: Cherisse Evans
Council District: 1
Resident Address: 115 W. 4th Street, unit 210