



**DOWNTOWN
LONG BEACH
ALLIANCE**

November 15, 2018

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

**RE: Support for The Breakers Hotel Project November 15 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) and enter into the public record for the Planning Commission meeting scheduled for November 15, 2018, our support of the repurposing of the Breakers Hotel project located at 210 E. Ocean 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, Conditional Use Permit, and Local Coastal Development Permit. As we believe the change of use and renovations of the Breakers Hotel will be of a significant positive impact.

The improvements to the building including restoration work, roof modifications, an enclosed stairwell, and greater rooftop access through the addition of an elevator will restore the historic landmark building as beacon of restoration and revival in Downtown Long Beach.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. The proposed Breakers Hotel project aligns with the goals set forth in the Downtown Plan and will activate the currently underutilized historic asset. Moreover, the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of projects that encourages high pedestrian traffic and enhancement to Victory and Santa Cruz Park. Specifically, it is encouraging to note that the project will redesign Victory Park with drought tolerant landscaping, fixed seating, drinking fountains, dog waste posts and provide additional new passive park amenities. Thus, creating a community space that is inviting and accessible to both Downtown residents and visitors.

We appreciate the opportunity to share our support in the revival of the historic landmark known as the Breakers Hotel. We encourage the Planning Commission to support the proposed investment and approve the Site Plan Review, Conditional Use Permit, and Local Coastal Development Permit.

Thank you for your consideration and support.

Sincerely,

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
John Molina, Pacific6 Enterprises