



KELLY SUTHERLIN McLEOD  
ARCHITECTURE, INC.

March 6, 2018

Mayor Robert Garcia  
Councilman Roberto Uranga, 7th District  
Councilman Al Austin, 8th District  
333 West Ocean Blvd, 14th Floor  
Long Beach, California 90802

Re: Proposed Land Use Element Plan

Kelly Sutherlin McLeod Architecture, Inc. (KSMA) is an award winning architectural practice in Bixby Knolls that I founded in 1988. The firm is located on Long Beach Boulevard in the 8<sup>th</sup> Council District; in the office building internationally renowned architect, Edward A. Killingsworth, built in 1955 for his own practice. The property is listed on the National Register of Historic Places and the building is a designated City Landmark. Since I purchased this property fourteen years ago, KSMA continuously hosts an international audience of architectural students and enthusiasts pursuing iconic mid-century modern landmark buildings and specifically the work of Ed Killingsworth. Killingsworth was not only a leading figure in the modern movement rooted here in Southern California, but a visionary who made significant contributions to the development of our City, while he proudly called Long Beach home.

There are numerous single and two story buildings located on Long Beach Boulevard, from the north of San Antonio Drive to Wardlow also designed by Killingsworth and that are eligible for landmark designation. In fact, on the length of Long Beach Boulevard that runs through the 7<sup>th</sup> and 8<sup>th</sup> Districts there are numerous iconic mid-century architect-designed treasures.

Atlantic Avenue, on the other hand, retains prime examples of buildings originally designed in the modern style, reflecting a time when Bixby Knolls was a prime retail mecca for the City of Long Beach. The Bixby Knolls shopping center was a key component of the Bixby Knolls history; however, starting in the 1980s short sighted development has been allowed to destroy this iconic shopping center. Bad planning erased the opportunity to have a unique retail center within District 8, with rich history and ironically, an architectural style that is in a popular renaissance today.

As an architect, I have had the opportunity to work throughout Long Beach during the three decades my practice has been based here in the City. Furthermore, as a Long Beach resident, and owner of multiple properties here in the City, I know firsthand that our residential neighborhoods are one of the City's greatest assets. Already too many single family residential streets that flank Long Beach Boulevard and Atlantic Avenue

have been ruined, and properties devalued, by buildings exceeding the two story height limit – a result of bad planning and inadequate protection. It is disheartening to see the planning of our City continue to head in this detrimental direction.

The commercial properties along Long Beach Boulevard and Atlantic Avenue back up against single family residential properties. The depth of these commercial lots is shallow, the traffic along these boulevards is already congested, and buildings in excess of two stories loom into the adjacent residential neighborhoods.

It is time for Long Beach to take value in the resources that make our City unique from other Southern California cities, and catch up with smart sustainable city planning. City Hall must commit to protecting Long Beach's beautiful residential neighborhoods while considering appropriate zoning for the commercial corridors that flank them. The time is long overdue for Long Beach to recognize and embrace its rich cultural and historic resources and to invest in a meaningful city wide survey to inventory the resources that exist here before losing any more of them.

The Land Use Element before you tonight, with the proposed height increases along Long Beach and Atlantic Avenue from 2 story to 4 and 5 story, doesn't make sense. This recommendation has clearly been made without understanding of the existing conditions and the detrimental impact that will directly result from it. I respectfully request that you do not approve the proposed Land Use Element of the General Plan.

Sincerely,  
Kelly Sutherlin McLeod Architecture, Inc.

A handwritten signature in black ink, appearing to be 'Kd' followed by a long horizontal stroke.

Kelly Sutherlin McLeod, AIA  
President



Kelly Sutherlin McLeod Architecture, Inc.