

From: Stephanie El Tawil <StephanieE@dlba.org>
Sent: Tuesday, September 12, 2023 11:57 AM
To: CityClerk <CityClerk@longbeach.gov>
Cc: Cindy Allen <Cindy.Allen@longbeach.gov>; Mary Zendejas <Mary.Zendejas@longbeach.gov>; Lynn Ward <Lynn.Ward@longbeach.gov>; Tom Modica <Tom.Modica@longbeach.gov>; Shawna Stevens <Shawna.Stevens@longbeach.gov>; Rex Richardson <Rex.Richardson@longbeach.gov>; Austin Metoyer <austinm@dlba.org>; Kelsey Mader <Kelseym@dlba.org>; Bo Martinez <Bo.Martinez@longbeach.gov>; Rahul Sen <Rahul.Sen@longbeach.gov>; Debra Fixen <dfixen@pom-mdr.com>
Subject: City Council Meeting (9/12/23) - Agenda Item #27 - Shoreline Village Lease Update

-EXTERNAL-

Good afternoon,
Please find the attached DLBA position letter regarding tonight’s City Council agenda item (27) on the proposed Shoreline Village Lease Update:

- [Agenda Item #27 Shoreline Village Lease Update](#)

Please file this letter into the public record for the September 12, 2023 City Council meeting under agenda item #R-27.

Thank you,



STEPHANIE EL TAWIL
Pronouns: she/her/hers
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**DOWNTOWN
LONG BEACH
ALLIANCE**

September 12, 2023

Long Beach City Council
Civic Center Plaza
411 West Ocean Blvd.
Long Beach, CA 90802

RE: Agenda Item #27: Shoreline Village Lease Agreement

Dear Mayor Richardson and Honorable Members of the City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for September 12, 2023, our support of an updated lease agreement with Shoreline Village in the Downtown Shoreline Planned Development District (PD-6).

As Downtown waterfront, attractions located directly on the Pacific coast are of utmost importance, including Shoreline Village. In 2022, activity rebounded to 1.5 million visitors (higher than 2019 counts), representing the power of the oceanside attraction to draw Downtown visitors following the height of the COVID-19 pandemic. With nearly 750,000 visitors in the first half of 2023, this improved activity is projected to continue until the end of the year. The planned renovations of Shoreline Village, which have since been approved by the Planning Commission, will maintain and enhance the beloved attraction with future generations of visitors in mind.

In particular, the updated design of Shoreline Village features enhanced bicycle and pedestrian connectivity, improved parking, and better access via public transportation – all of which align with DLBA's Strategic Plan goals for Downtown. We know that these modern renovations will retain the historical maritime aesthetics our Downtown community proudly boasts. With the 2028 Los Angeles/Long Beach Olympics quickly approaching, the redesign will also serve as the perfect gathering for Olympic visitors and athletes.

Even with the numerous proposed improvements, Shoreline Village will maintain its current commercial footprint, ensuring a balance between innovation and environmental sustainability. DLBA supports the renewal of the lease agreement for Shoreline Village, and we look forward to contributing future input and support for the project as it moves forward.

Sincerely,

Austin Metoyer
President and CEO

cc:

Tom Modica, City Manager, City of Long Beach
Bo Martinez, Economic Development Director, City of Long Beach
DLBA Board of Directors