

AGENDA ITEM #2

RECEIVED CORRESPONDENCE



City Ventures

February 20, 2018

Mr. Scott Kinsey
Planner
Long Beach Development Services
333 West Ocean Blvd, 5th Floor
Long Beach, CA 90802

Re: Broadway Block

Dear Scott:

As the owner and developer of the Huxton located at Broadway and Elm in Downtown Long Beach, I'd like to express City Venture's support of Ratkovich Properties' Broadway Block development.

Together with our project, the Broadway Block will complete development of this important block and provide a bridge between East Village and the commercial core of downtown. Ratkovich Properties' thoughtful and creative approach to the design of the Broadway Block will create an iconic entrance to the East Village Arts District and bring hundreds of new residents to support existing restaurants and shops and provide a catalyst for new merchants as well.

The Broadway Block's addition of 30,000 square feet of new restaurants, cafes, retail shops and creative offices will provide an amenity to our future residents next door at the Huxton and support our efforts to attract new homeowners that are interested in making East Village their home.

We urge the Planning Commission to approve the Broadway Block and bring this one-of-a-kind mixed-use community to downtown.

Sincerely,

City Ventures

Ryan D. Aeh
Vice President

W. Henry Walker
P.O. Box 1272
Long Beach, California 90801

February 22, 2018

Mr. Scott Kinsey
Planner
Long Beach Development Services
333 West Ocean Blvd, 5th Floor
Long Beach, CA 90802

RE: Ratkovich Properties - Acres of Books Development

Dear Mr. Kinsey,

I would like to recommend the proposed development of the Broadway/Acres of Books as presented by Ratkovich properties.

I am both a resident of Long Beach in the 90803 zip code, former resident of downtown, and President of Farmers and Merchants Bank of Long Beach, one of the oldest operating businesses in downtown, Long Beach and California.

The development proposed for downtown represents exactly what the people living in downtown want, and what is good for the continued re-gentrification of downtown, improves property values, and provides the economic base the business community needs to continue to grow. Thankfully, we have finally hit the beginning of the tipping point in downtown Long Beach and we need to continue to see this part of the city grow to realize its full potential for both downtown and all of Long Beach. We desperately need additional people living downtown and to continue to create a walking community that supports local businesses and supports the investments that have taken so long to start to realize minimal profitability.

High-rise and high-density housing attracts the level of community who can afford the products and services sold by the businesses we are attracting downtown. Further, Long Beach has spectacular views from the high-rise properties, which is critical for developers to be able to leverage to create value and to attract the new population we need in the downtown area. It is time for Long Beach to have high-density and downtown is the right place for it. If the city makes the error of not allowing high-rise high-density housing, sadly it will then be another 70 years before the housing is renewed to high-density.

High-density housing also creates more walking and working communities versus creating traffic issues.

Help Long Beach realize its full potential! I am pleased to speak personally about my perspective and provide any additional input.

Sincerely,



W. Henry Walker
Mobile: (562) 577-0297

March 1, 2018

To Whom It May Concern:

The majority of downtown residents are in favor of the Broadway Block development project. New residents moving into the Broadway Block development will support our existing businesses and the new businesses included in the development, will provide new retail opportunities for the existing residents. The first of its kind, adaptive reuse of the historic Acres of Books building, a new performing arts venue for Cal State University Long Beach, with creative offices, artist galleries, restaurants, food and retail uses makes this a very desirable development. In addition, they are donating property to ArtX which will make them far more secure.

This project will employ hundreds during the construction phase and will employ dozens afterwards as new businesses move into the development. This project will also provide much needed housing for Long Beach and will enhance the connectivity of the Downtown Neighborhoods. I urge you to approve this project in the best interests of the city.

Respectfully,

Bob Kelton
President, Downtown Residential Council
Downtown Long Beach



MAYOR ROBERT GARCIA
CITY OF LONG BEACH

March 1, 2018

To the Members of the Long Beach Planning Commission:

I am writing to express my support for Item #2 on the Planning Commission Agenda, scheduled for Thursday, March 1, regarding the mixed-use development at the intersection of Long Beach Blvd. and Broadway Blvd.

The proposed Broadway Block project will help advance the City's objectives to promote local economic development, attract residents and businesses, and create a more desirable place for people to live, work, and recreate. It will add 400 much-needed residential units, as well as numerous retail and community spaces. It will also feature dedicated affordable student housing for Long Beach State University students, bringing our brightest young talent into the downtown core.

Its location near the Metro Blue Line will also support our efforts to make the city more transit-friendly and sustainable. And with hundreds of existing businesses, shops, and restaurants along our desirable beachfront downtown, the development will help attract young professionals and others to the area.

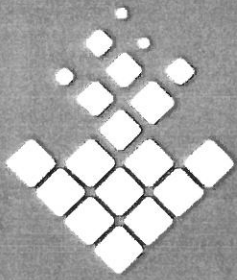
For these reasons, I am excited to support the proposed project. If you have any questions about my support, please do not hesitate to contact my Chief of Staff, Mark Taylor.

Thank you,

A handwritten signature in black ink, appearing to read "Robert Garcia", written over a horizontal line.

Mayor Robert Garcia
City of Long Beach

cc: Tom Modica, Interim Director of Development Services
Monique de la Garza, City Clerk



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 1, 2018

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

**RE: Support for Broadway Block Project; March 1 Planning Commission,
Agenda Item #2**

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 March 1, 2018, our support of the approval of the Site Plan Review for the Broadway Block project located between 3rd Street and Broadway along Long Beach 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 because the project aligns with DLBA's Vision 2020: Strategic Plan, which supports the development of housing in Downtown.

The Downtown Plan, the guiding planning document for Downtown, was developed through an extensive and inclusive stakeholder outreach process. The proposed Broadway Block project aligns with the goals set forth in the Downtown Plan and will bring desperately needed high-quality housing to Downtown, and will be a truly transformative and innovative project.

A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density, drives strong foot traffic, utilizes and helps to expand existing infrastructure to encourage sustainable multimodal transportation. The Broadway Block project's planned 400-unit, mixed-use development enhances existing foot traffic by building upon density within the East Village Arts District neighborhood. The project will create a seamless connection between the East Village Arts District and the Pine Ave & Promenade area. Moreover, the restoration of the Betrand Smith's Acres of Books building and its reuse as a fine dining establishment and food market, will generate a vibrancy and energy that will help to draw foot traffic along Long Beach Blvd.

Additionally, the project's proximity to the Metro Blue Line stations and Long Beach Transit Gallery, as well as the 104 bicycle parking spaces make it a strong transit-oriented development; a key feature that is supported in the Downtown Plan. The first project of its kind, the Broadway Block will revitalize the Acres of Books site and also establish a strong connection between Cal State University Long Beach (CSULB) and Downtown. The proposed project will set aside units at rates affordable to graduate students and will include additional flex space for programming by CSULB faculty and staff.

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DOWNTOWNLONGBEACH.ORG

This project will help to lay the foundation for a more connected university presence and to support the further development of other proposed CSULB projects in our Downtown.

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 evolving and diverse Downtown.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kraig Kojian', with a stylized flourish at the end.

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilmember Jeannine Pearce, 2nd District
DLBA Board of Directors
Tom Modica, Assistant City Manager and Interim Director of Development Services, City of Long Beach
Cliff Ratkovich, Ratkovich Properties for Broadway Block