

**PINE
SQUARE**

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Suite 150

Long Beach

California

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EXHIBIT C

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April 27, 2011

Attention: Derek Burnham and Scott Kinsey

Re: Justification for opposition to comply with Condition 2.b requesting the
Broadway ~~Ave.~~ Entrance Closure

Dear Planning Department Staff,

As it has been expressed to you before, the requested closure of the Broadway Ave. parking Entrance would be very detrimental to our project economically and practically as it was voiced by tenants and patrons of the building at the Planning Commission Hearing on April 7th, 2011.

Although initially conceived as a secondary entrance to Pacific Court Apartments, this entrance has being heavily used by tenants and visitors to the Downtown Long Beach area since the building was completed. As the primary exit to Downtown Long Beach from the 710 freeway, Broadway is a ONE WAY street traveling east and our building provides one of the closest and most convenient parking opportunities to most of the restaurants and nightlife in Downtown.

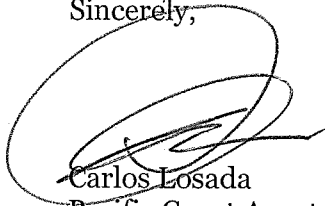
As evidenced by our Parking Entrance reports, **(see attached Exhibit and CD Rom w/ Entrance/Exit Report)** the Broadway ~~Avenue~~ Entrance is used by almost 50% of our tenants and patrons on a daily basis, however if you look at our Flat Fee after 5pm on the weekends, you will see that Broadway becomes our primary source of parking revenue due to as stated before the convenience and closeness to Downtown hotspots for visitors coming off the 710 freeway Broadway off ramp.

The result of closing the Broadway ~~Ave.~~ entrance would be detrimental for our parking revenues as well as an inconvenience to all of our tenants as they explained to the Commission. If the Broadway Entrance is closed, patrons will more than likely not drive the extra distance to detour around Pine Ave. to the 3rd Street entrance, it will be equally naïve to assume for most of these visitors who may not be regulars to the area, to know to make a left on Pacific Ave. or let alone those traveling south on Pacific to make a U-Turn or go around the building in order to enter our structure either from 3rd Street, or the currently unused due to low activity Pacific Ave. entrance as suggested by staff. Realistically most of those visitors would end up in another parking structure further down to the east of Pine Ave. and not ours, resulting in a financial impact to Pine Square Parking and possibly the loss of attendant's jobs.

We kindly request this condition be waived, and we are allowed to keep this entrance open if for nothing else we have documented here, do it for the convenience of our tenants and patrons to the Project, as Commissioner Gentile mention at the April 7th Hearing, and I quote "if it has been used as an entrance for 15 years then is an entrance". We would be

willing to work with staff and Public Works to insure that we take all necessary measures to insure the protection of Bicycle riders around the entrance as we are sure they have already taken steps during the design of the Bike lane itself.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carlos Losada', is written over a large, loopy circular scribble.

Carlos Losada
Pacific Court Apartments Conversion
Project Manager

COUNTS	FEBRUARY	MARCH	APRIL thru 4/17/11
3 RD ST	1332 ALL DAILY PARKING PATRONS	1574 ALL DAILY PARKING PATRONS	868 ALL DAILY PARKING PATRONS
BROADWAY	1043 ALL DAILY PARKING PATRONS	1251 ALL DAILY PARKING PATRONS	857 ALL DAILY PARKING PATRONS
FLAT FEE Weekend after 5pm.	250 (BROADWAY) + 162 (3 RD ST) = 412	213 (BROADWAY) + 194 (3 RD ST) = 407	487 (BROADWAY) + 308 3 RD ST = 795
RESIDENTIAL AND MONTHLY	Estimated 35,040 Clicks 142 residential + 150 Monthly =292 x 4 (estimated 2 in's and 2 out's per day) = 1168 x 30 days =35,040 Mo. <u>ENTRY USAGE</u> 3 rd Street - 55% Broadway Ave: - 45%	Estimated 35,040 Clicks 142 residential + 150 Monthly =292 x 4 (estimated 2 in's and 2 out's per day) = 1168 x 30 days =35,040 Mo. <u>ENTRY USAGE</u> 3 rd Street - 55% Broadway Ave: - 45%	Estimated 35,040 Clicks 142 residential + 150 Monthly =292 x 4 (estimated 2 in's and 2 out's per day) = 1168 x 30 days =35,040 Mo. <u>ENTRY USAGE</u> 3 rd Street - 55% Broadway Ave: - 45%

*Based on Feb. thru April data in CD Rom Attached

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