

From: Michael Vanderbeek <michael@longbeachdrc.com>  
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 Cc: Eric Carr <ericcarr@longbeachdrc.com>, Loara Cadavona <loara@longbeachdrc.com>, Eric Gray <eric@longbeachdrc.com>, Kerry Gerot <kerry@longbeachdrc.com>  
 Date: 01/09/2012 07:08 PM  
 Subject: Letter of Support for Downtown Plan from the Long Beach Downtown Residential Council

Esteemed Councilmembers, Mayor, and City Clerk:

My name is Michael Vanderbeek and I attach an official letter of support for the Downtown Plan on behalf of the Downtown Residential Council (DRC).

The DRC believes the Downtown Plan as drafted by City staff and as recommended by the Planning Commission encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved, but also celebrated.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, bike, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown without limiting its future potential.

Downtown residents support the Downtown Plan and we look forward to its approval on January 10, 2012, and to the opportunity to continue to move Downtown forward.

Sincerely,

Michael Vanderbeek  
 President, DRC

**DRC**

Six neighborhoods. One voice.

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**DRC: Who We Are**

The Downtown Residential Council (DRC) serves as a forum for Downtown Long Beach's six established neighborhood associations to join together to discuss and advocate issues of common concern in order to be able to work together with other Downtown partners to achieve solutions

that will make Downtown Long Beach a better place to live, work and play. Downtown's six neighborhood associations are:

- West End Community Association (WECA)
- Wilmore City Heritage Association (WCHA)
- North Pine Neighborhood Alliance (NPNA)
- East Village Association (EVA)
- Promenade Area Residents Association (PARA)
- Ocean Residents Community Association (ORCA)

DRC is an unincorporated not-for-profit community organization and is governed by a 12-member Board of Directors (two from each Downtown neighborhood association) and a five-member Executive Committee, which is elected every two years by the DRC Board. The current Executive Committee and Board of Directors consist of the following individuals:

#### Executive Committee

Michael Vanderbeek (President)  
Eric Carr (Vice-President)  
Loara Cadavona (Treasurer)  
Eric Gray (Secretary)  
Kerry Gerot (Immediate Past President)

#### Board of Directors

WECA - Eric Kenney, Shirley Buchanan  
WCHA - Patty Lund, Phyllis McDaniels  
NPNA - Gina Krueger, Michael Herrera  
PARA - Peter Johnson, Joen Garnica  
EVA - Michael Mosselli, Evan Kelly  
ORCA - Mike Dunfee, Vacant

#### **DRC: Our Mission**

The mission of DRC is:

- To *communicate* neighborhood priorities to policy makers;
- To *connect* downtown residents to each other;
- To *advocate* for positive change in Downtown Long Beach; and
- To *transform* Downtown into a better place to live, work and play.

#### **DRC: Our Vision**

DRC's vision for the future is a Downtown Long Beach that consists of six distinct neighborhoods who speak with a single, unified voice.



January 9, 2012

City Council  
City of Long Beach  
333 W. Ocean Blvd., 14th Floor  
Long Beach, CA 90802

Dear Councilmembers:

The Downtown Residential Council (DRC) would like to express its enthusiastic support of the Downtown Plan (DP) and respectfully asks for the approval of the Downtown Plan without modification as recommended by the Planning Commission.

The DRC is comprised of six Downtown Long Beach Neighborhood Associations: East Village Association (EVA), North Pine Neighborhood Alliance (NPNA), Ocean Residents Community Association (ORCA), Promenade Area Residents Association (PARA), West End Community Association (WECA), and Willmore City Heritage Association (WCHA). In total, these six associations represent several hundred active neighborhood association members and several thousand Downtown Long Beach residents.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Although there have been requests to include community benefits, including living wage and additional affordable housing conditions on developers, in the Downtown Plan, the DRC does not feel the approval process for the Downtown Plan is the appropriate forum to discuss important issues such as housing and employment that affect the entire city. Housing issues should be addressed at a citywide level and through the city's already existing "Housing Element" of the city's "General Plan." Issues related to jobs should also be addressed at the citywide level and as a part of an economic development plan for the entire city. We strongly recommend that the city look at adopting an "Economic Development Element" in the city's "General Plan," to address job creation, retention, and attraction. The Downtown Plan is about development in Downtown and is not and should not be a policy document for housing and employment issues.

Also, we believe that discussions on establishing an across the board community benefit policy are inappropriate. Community benefit discussions should be conducted on an individual development basis and between developers and community members as developments vary in scope, size, and length, and each development will have varying effects on their surrounding areas. For example, the development of a 100 room hotel is not equal to a 20 unit condominium complex or the redevelopment of a grocery store. Additionally, community benefit discussions should not be limited to two issues, such as housing and employment, but should also include a full breadth of issues important to the community.

The DRC believes the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but also celebrated.

Once the Downtown Plan is adopted, the DRC recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire,

work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

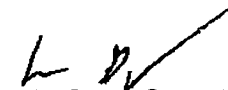
We thank the planning staffing for developing a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhoods. We look forward to the City Council's approval of the proposed Downtown Plan without further modification as recommended by the Planning Commission to continue to move Downtown forward.

Sincerely,

Downtown Residential Council Board of Directors

  
Michael Vanderbeek, President

  
Eric Carr, Vice President

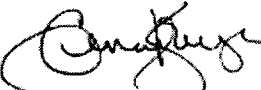
  
Eric Gray, Secretary

  
Loara Cadavona, Treasurer

  
Kerry Gerdt, Past-President


  
Michael Mosselli, EVA President

  
Evan Patrick Kelly, EVA

  
Gina Krueger, NPNA

  
Michael Herrera, NPNA

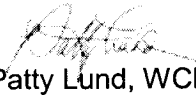
  
Mike Dunfee, ORCA Pres,

  
Peter Johnson, PARA Pres.

  
Joen Garnica, PARA

  
Eric Kenney, WECA Pres.

  
Shirley Buchanan, WECA

  
Patty Lund, WCHA

  
Phyllis McDaniels, WCHA

cc: Mayor Bob Foster, City Manager Pat West, City Council, City Clerk Larry Herrera, DRC Board