

MILANA'S NEW YORK PIZZERIA

165 E. 4th Street
Long Beach, CA 90802
Phone (562) 901-1111

1/17/23

Mr. Christopher Koontz
Director of Development Services
City of Long Beach
(Via email to Christopher.Koontz@longbeach.gov)

Dear Mr. Koontz:

As a business owner in Downtown Long Beach since 2010, I am writing this email to express my strong support for the proposed Mosaic project in downtown Long Beach. The project is exactly what Downtown Long Beach needs. And as a long time business owner in Downtown Long Beach, we feel it's already been too long of a wait for some positive change. The project will provide much needed enhancements to the downtown area, revitalize the commercial footprint of the prior City Place development and create necessary housing for area residents.

In addition, the project is consistent with current design, zoning and area plan requirements and will offer much needed security enhancements for the safety of downtown residents and visitors. Thank you in advance for your continued support of the project.

Regards,

The image shows two handwritten signatures in black ink. The signature on the left is a stylized 'A' followed by a flourish, representing Adriel Fasci. The signature on the right is a cursive 'Ester Fasci'.

Adriel & Ester Fasci
Milana's New York Pizzeria

Scott Kinsey

From: Nick Grasu [REDACTED]
Sent: Monday, January 16, 2023 1:05 PM
To: Christopher Koontz; Scott Kinsey; PlanningCommissioners
Subject: [Letter of Support] Mosaic Mixed-Use Project

-EXTERNAL-

Dear Mr. Koontz & Long Beach Planning Commission,

First and foremost, I'd like to thank you for your public service. It's a thankless job you do, and we owe the vibrancy of our community to the good folks like you who make it all possible.

In short, I fully endorse the proposed Mosaic Project.

I find the project to be thoughtfully designed and I'm convinced it will bring concrete benefits to the neighborhood. The project exemplifies the smart growth policies that Long Beach has developed so diligently. It is a true transit-oriented development, replacing inefficient old retail with much needed housing exactly where it's needed.

My major reasons for supporting the project are:

1. **Housing Affordability** – Ultimately, we are amid an existential housing affordability crisis in California, and Los Angeles is one of the worst-hit. While I understand that this project provides some affordable housing units, the more significant driver of housing cost increase is a simple lack of supply. I regularly hear horror stories from my neighbors who either get rents jacked up by double-digit percentages or have their leases terminated because their landlords have decided to sell their homes for record prices to outside investors. I for one will never forget how stressful the fear of not being able to make rent can be.
2. **Crime/nuisance** – Residential units provide "eyes on the street," an effective and inexpensive deterrent for criminal activity. People will be there 24 hours a day to report suspicious activities.
3. **Sustainability** – There is a lot of discussion about solar uses and other sustainable measures, but the more significant contributor to sustainable living is building homes closer to job centers. This reduces the amount of energy, whether fossil fuel or not, consumed commuting to and from work. Proudly, the Long Beach Port area is quickly becoming one of the biggest job centers in Los Angeles. Smart growth projects like this one are why Long Beach is also quickly becoming one of the most sustainable communities in Los Angeles.

Again, thank you for your public service. Despite what it might feel like at times, it is very much appreciated.

Respectfully,
Nick Grasu

Scott Kinsey

From: Christopher Koontz
Sent: Saturday, January 14, 2023 12:11 PM
To: Scott Kinsey; Heather Flores
Subject: Fw: Letter of support for the Mosaic project

From: lbcityplace [REDACTED]
Sent: Saturday, January 14, 2023 11:56 AM
To: Christopher Koontz <Christopher.Koontz@longbeach.gov>
Subject: Letter of support for the Mosaic project

-EXTERNAL-

1/14/23

Mr. Christopher Koontz
Director of Development Services
City of Long Beach

Mr. Koontz:

I am writing to express my support for the new Mosaic multipurpose project at the former City Place Mall in the Downtown Edge region of the City of Long Beach.

I am the janitorial services vendor for Mosaic at this site, where I have worked since the year 2002. Over the years, this area has been plagued with crime and vandalism and neglect, and honestly for a long time there seemed to be no new hope on the horizon.

Mosaic's new project gives the people who work here and conduct business operations here and live here, good reason to look forward rather than always looking back, good reason to believe that the Center's best days lie still ahead. Even as I clean the streets and sidewalks and gutters of the Center, I can feel a new vibe in the people who come here to visit, see a new spring in the step of people who conduct business here, a new purpose in the people who happen to work here.

People here are resilient; they have seen it all throughout the years. I can tell that they believe that Mosaic's project is for the best of all involved, and as the owner of a young business myself, I feel the same way.

I hope that the City of Long Beach will give Mosaic an opportunity to build something new and wonderful here at the former City Place!

Damaris Peredia
Janitorial Services Vendor
Mosaic.

Sent via the Samsung Galaxy S21 Ultra 5G, an AT&T 5G smartphone



AMMATOLI
mediterranean bites
Downtown Long Beach

Ayla Holdings Inc., dba/AMMATOLI mediterranean bites
285 E. 3rd. Street, Long Beach, CA 90802

Date: 01/13/2023

From: Husam Habibeh, President, Ayla Holdings Inc.

Subject: Letter of Support for the Proposed Mosaic Project in DTLB

Mr. Christopher Koontz
Director of Development Services
City of Long Beach
(Via email to Christopher.Koontz@longbeach.gov)

Dear Mr. Koontz:

I am writing this email to express my strong support for the proposed Mosaic project in downtown Long Beach. The project will provide much needed enhancements to the downtown area, revitalize the commercial footprint of the prior City Place development and create necessary housing for area residents.

In addition, the project is consistent with current design, zoning and area plan requirements and will offer much needed security enhancements for the safety of downtown residents and visitors. Thank you in advance for your continued support of the project.

Sincerely,

Husam Habibeh
President, Ayla Holdings Inc.
AMMATOLI mediterranean bites
Tel: (562) 435-0808
Email: info@ammatoli.com



Jones Lang LaSalle Americas, Inc.
Capital Markets
2029 Century Park East, 30th Floor
Los Angeles, CA 90067
tel +1 310 595 3836

1/13/2023

Mr. Christopher Koontz
Director of Development Services
City of Long Beach
(Via email to Christopher.Koontz@longbeach.gov)

Dear Mr. Koontz:

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In addition, the project is consistent with current design, zoning and area plan requirements and will offer much needed security enhancements for the safety of downtown residents and visitors.

Thank you in advance for your continued support of the project.

Regards,

Rob McRitchie
Senior Director
JLL Capital Markets



Jones Lang LaSalle Americas, Inc.
Capital Markets
2029 Century Park East, 30th Floor
Los Angeles, CA 90067
tel +1 310 595 3836

1/13/2023

Mr. Christopher Koontz
Director of Development Services
City of Long Beach
(Via email to Christopher.Koontz@longbeach.gov)

Dear Mr. Koontz:

I am writing this email to express my strong support for the proposed Mosaic project in downtown Long Beach. The project will provide much needed enhancements to the downtown area, revitalize the commercial footprint of the prior City Place development and create necessary housing for area residents.

In addition, the project is consistent with current design, zoning and area plan requirements and will offer much needed security enhancements for the safety of downtown residents and visitors.

Thank you in advance for your continued support of the project.

Regards,

Maya Saraf
Associate
JLL Capital Markets

Carole Sergy

██████████
Long Beach, CA 90802

RE: Beautify Pine comments for Jan. 19 Planning Commission Agenda
Item 2203-32 (SPR22-060, TPM22-002)

January 12, 2023

I write as a supporter of Mosaic's proposed development at 450 The Promenade North and 502-599 Long Beach Blvd. Redevelopment Project, 2205-32 (SPR22-060, TPM22-002) which is on the Planning Commission January 19, 2023 meeting agenda.

I represent Beautify Pine, also called Pine Beautification Posse, a non-profit organization in downtown Long Beach. We are an all volunteer group of neighbors and other community members working to improve our downtown streetscape. We have committed to weekly work sessions that require tools, equipment, and teamwork. We have grown our project from a small number of neighbors to a network of talented individuals who bring expertise in various fields such as gardening, social media, community organizing and building.

More importantly, Beautify Pine has a vision to improve the visual appeal of our streetscapes all over Downtown, not just along Pine. We have found not only a shared vision but an enthusiastic partner in the Mosaic developers. Mosaic has acted as a neighbor, donating money, resources and good will. Probably the most unusual outcome has been the agreement to work on the West side planters opposite their area of responsibility.

We have been working with Michael Gazzano, a managing partner in the development. Working with Mr. Gazzano has helped us:

- Identify obstacles and create cooperative solutions
- Address irrigation problems
- Fill in the planters along Pine with additional low-water-use plants
- Coordinate with their Studio 1:11 landscape designer and their landscaper, Andre Landscaping.
- Address tasks requiring significant manual labor

We consider the Mosaic developers a breath of fresh air among developers. They have demonstrated their interest in working with their Downtown neighbors and backed that interest by donating money, resources and goodwill. We urge the Planning Commission to approve the proposed development at 450 The Promenade North and 502-599 Long Beach Blvd. Redevelopment project, 2205-32 (SPR22-060, TPM22-002)

Carole Sergy, Founding partner, Beautify Pine

Building a better Long Beach through community engagement

MEMORANDUM

01/09/2023

Mr. Christopher Koontz
Director of Development Services
City of Long Beach
(Via email to Christopher.Koontz@longbeach.gov)

Dear Mr. Koontz:

I have learned that the Mosaic owners intend to tear down two approximately 20 year-old, largely vacant strongly retail-oriented buildings located between 6th and 4th Streets from North to South, and between Long Beach Blvd and The Promenade from East to West. In sum, I strongly support their proposed project.

I have served in a lead/supervisory security capacity at the shopping center formerly known as City Place Mall for nearly twelve years, and am currently serving the third set of property owners since Developers Diversified Realty (DDR) first erected City Place Mall over the demolished former Long Beach Plaza Mall in 2000. Over the years, I have seen the property experience the full spectrum of highs and lows, from achieving nearly 100% occupancy in 2006 to the desolation of the COVID-19 pandemic and the wanton destruction associated with the civil unrest sparked by the George Floyd incident in Minnesota. During this entire period, frankly it has seemed as though the property were a 14-acre square peg being hammered down into a round hole, drawing the very traffic it would more profitably eschew or redirect, and conversely repelling the type of traffic it would need in order to prosper.

Since the most recent changeover of ownership in early 2021, however, I have been privileged to witness a sea change in development approach, specifically one in which configuration and orientation are purposely aligned with expectation. For once, structures and venues, dynamics of engagement, and flows of people and traffic are being designed to effectively optimize the demographics and associated logistics which are actually present and/or impending, as opposed to those for which certain community stakeholders might merely pine.

Beyond the machinations of strategy and process flow however, what mostly impresses me about the plans of Turnbridge, Waterford et. al is the courage that these plans require. The path of least resistance and effort would dictate that the two buildings in question, despite whatever degradation, depreciation, demand or lack thereof or utility, simply be face-lifted and commercially repackaged and allowed to stand, even if only as monuments to ego. These owners have instead embraced the far more thoughtful and reasonable "triage" approach: save and preserve and bolster that which you can, and transform that which cannot be sustained, as is, into something which is sustainable under actual prevailing realities, as opposed to wishful perceptions.

Indeed, who could reasonably ask for anything more than what Mosaic's project proposes to provide: removal of blight, mixed-use development which incorporates a continuum of needs in this community without the attendant concentration of contagious organized retail crime often associated with reliance on "big box" stores, a self-contained system which offsets its own impact upon the environment with embedded parking structures, etc.

Win-Win-Win.

I salute and applaud Turnbridge, Waterford, et. al on their approach and vision, and wish them the best of luck in their endeavors. I firmly believe that the City of Long Beach Planning Commission should do so as well.

Sincerely,

William M. Bailey III

Scott Kinsey

From: Leanna Noble [REDACTED]
Sent: Monday, January 09, 2023 2:07 PM
To: Scott Kinsey
Cc: Carole Sergy; Bernd Brydges; Darnaur Don; Hollis Stewart; Alex Cherin
Subject: North Pine Neighborhood Alliance (NPNA) comments for Jan.19 Planning Commission Agenda Item 2205-32 (SPR22-060, TPM22-002)

-EXTERNAL-

Dear Mr. Kinsey,

I write as Secretary of the NPNA to ask that you share with the Planning Commission these neighborhood comments concerning the **450 The Promenade North and 502-599 Long Beach Blvd. Redevelopment Project, 2205-32 (SPR22-060, TPM22-002** which I understand is on the Planning Commission January 19, 2023 Meeting Agenda.

The NPNA does **not** endorse this specific project because the current City of Long Beach inclusionary housing and Downtown Plan regulations do not adequately meet the critical needs for low income affordable rental housing in our downtown neighborhoods. **NPNA urges the Planning Commission and City Council to quickly adopt any and all possible ordinances and rules to address the critical need for low income affordable rental housing in Long Beach.** The economic impacts of COVID have only gotten worse so that too many neighbors are facing evictions, rent increases, lack of property safety and health maintenance, etc.

NPNA does see significant improvements in the months of communication and work with the current Mosaic project development team of Turnbridge and Waterford.

Specifically, **NPNA is positive** about:

1. Significant improvement by the current Mosaic team of communication and coordination with NPNA and other neighborhood groups.
2. Inclusion of neighborhood design priority of less density and smaller scale buildings.
3. Inclusion of neighborhood design priority of free, community-accessible pedestrian space.
4. Inclusion of neighborhood design priority of physical, accessible linkage of development to surrounding residential neighborhoods.

NPNA looks forward to continued communications and work with the Mosaic developers.

NPNA, again, urges the Planning Commission and City Council to aggressively work to adopt ordinances and regulations as well as work with Mosaic and other developers to significantly increase the creation of low income affordable rent housing -- now.

Leanna Noble
NPNA Secretary