

Maryanne Cronin

From: Leanna Noble <[REDACTED]>
Sent: Wednesday, March 10, 2021 4:54 PM
To: Maryanne Cronin
Cc: Carole Sergy; Mary Zendejas; Ray Morquecho; Christian Kerr; Leanna Noble
Subject: Substantial Change Hearing at Planning Commission for proposed 133 Pacific development

-EXTERNAL-

Dear Maryanne,

Thank you again for the alert of the possible April 1, 2021 Planning Commission hearing date concerning the "substantial changes" proposed for the Ensemble development planned for 133 3rd Street.

I am writing to you to express NPNA's concerns about what we understand is the new plan for the proposed development. Ensemble made a presentation at a recent NPNA neighborhood meeting and the following are the neighborhood observations. We would like to **know if City Staff reviews have also recognized any of these positives and/or concerns so that additional changes can be made to the proposed development prior to Planning Commission consideration?**

Positives

1. Less density so that the height of the two buildings fits better into the scale of the surrounding neighborhood -- parking, buildings' height, street traffic, alley use, trash collection.
2. Increased and better designed public access space including walkway between buildings, larger setback so that sidewalks are wider, public seating.
3. Pacific Street-facing building "profiles" more open and building design more varied, again increasing neighborhood "interaction".

Concerns

1. *Lack of affordable housing*

It is unimaginable to NPNA residents that after the past year of our shared grappling with ongoing systemic police violence, recognition of the deep and broad need for reconciliation and repair here in Long Beach because of our history of systemic racism in so many ways including housing and development, and the inequitable impacts of COVID that ANY DEVELOPER in Long Beach is allowed to proceed with any development that does NOT include low income and affordable housing.

NPNA understands that this project is "governed" by the Downtown Plan. NPNA understands that the Planning Commission approved the original Ensemble proposal -- prior to passage and implementation of the City's Inclusionary Housing Ordinance.

What we are saying is that it is time for the **City to ACT on the official City intentions and commitments to correct the systemic white supremacy and racism.** The Ensemble project and all other projects planned for our NPNA neighborhood **must be reviewed and reconsidered so that there is inclusion of very low and low income affordable rental units.** **NPNA residents do NOT want to go "back to normal" or the housing conditions of pre-COVID.** We want to move forward with real affordable housing which meets the needs of our neighbors of color, low-income renters, seniors and the disabled.

With this letter we urge Councilwoman Zendejas to work with Development Staff to actively gain inclusion of very low and low income affordable housing in the Ensemble project. We trust that the knowledge of our elected leaders and City Staff can find a creative way to start NOW to address the inequities of downtown development.

NPNA looks forward to testifying at the Planning Commission hearing. We sincerely hope that our concerns will be addressed prior to that hearing.

Leanna Noble
NPNA Secretary





**DOWNTOWN
LONG BEACH
ALLIANCE**

April 5, 2021

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

RE: Modification to Approved Permit for 131 W. 3rd Street

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 Thursday, April 15, 2021, our support of the modified approval of the 3rd & Pacific Project located at 131 W 3rd Street. The original 3rd & Pacific Project was presented and approved for support by DLBA's Economic Development Committee on Wednesday, January 9, 2019, and the modified project was again presented and approved for support on February 10, 2021.

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 modified Vesting Tentative Tract Map. The project aligns with the DLBA's goal of supporting increased density near High-Quality Transit Areas as outlined in DLBA's Vision 2020: Strategic Plan, and the design standards outlined in the City's Downtown Plan (PD-30).

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented mixed-use developments in the area. Located in Long Beach's Downtown core, Ensemble's 3rd & Pacific project exemplifies the cutting edge of mixed-use residences. The 271-unit development will feature an 8-story podium development, with the building incorporating sustainable building practices. Moreover, this development will feature 11,912 square feet of ground-floor retail space.

This retail space maximizes land-use efficiency and contributes to a more cohesive neighborhood character. The project will also help to bridge the Pine Ave and Pacific Avenue corridors by activating the corner of 3rd Street & Pacific, thus enhancing the pedestrian experience along 3rd Street. In addition, the project's proximity to two Metro A Line stations will generate greater mobility options for new Downtown residents.

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 investment in our developing 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: Dr. Mayor Robert Garcia, City of Long Beach
DLBA Board of Directors
Osacar Orsi, Deputy Director of Development Services, City of Long Beach
Tyson Sayles, Ensemble Real Estate Investments