

From: Stephanie El Tawil <StephanieE@dlba.org>

Sent: Tuesday, February 6, 2024 2:55 PM

To: CityClerk <CityClerk@longbeach.gov>

Cc: Cindy Allen <Cindy.Allen@longbeach.gov>; Mary Zendejas <Mary.Zendejas@longbeach.gov>; Lynn Ward <Lynn.Ward@longbeach.gov>; Tom Modica <Tom.Modica@longbeach.gov>; Connor Lock <Connor.Lock@longbeach.gov>; Mayor <Mayor@longbeach.gov>; Rahul Sen <Rahul.Sen@longbeach.gov>; Christopher Koontz <Christopher.Koontz@longbeach.gov>; Austin Metoyer <austinm@dlba.org>; Ryan Caldera <Ryan.Caldera@studio-111.com>

Subject: City Council Meeting (2/6) - Agenda #25 - 335 Pacific Avenue

-EXTERNAL-

Good afternoon,

Please find the attached DLBA position letter regarding tonight's City Council Agenda Item #25 on the appeal of the 335 Pacific Ave. development project:

[Agenda Item #25- 335 Pacific Ave.](#)

Please file this letter into the public record for the February 6, 2024 City Council meeting under Agenda item #25.

Thank you,



STEPHANIE EL TAWIL

Pronouns: she/her/hers

ECONOMIC DEVELOPMENT &
POLICY MANAGER

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**DOWNTOWN
LONG BEACH
ALLIANCE**

February 6, 2024

Long Beach City Council
Civic Center Plaza
411 West Ocean Blvd.
Long Beach, CA 90802

RE: Agenda Item #25 Hearing of 335 Pacific Avenue Appeal

Dear Mayor Richardson and Honorable Members of the City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for Tuesday, February 6, 2024, our support for the approval of the residential development project located at 335 Pacific Avenue.

The DLBA is a non-profit organization that represents more than 1,400 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 City Council to deny appeal and uphold Planning Commission's approval of the project. The project aligns with the City of Long Beach's Downtown Plan (PD-30), increasing market-rate and affordable-rate residential availability, while maintaining the historic and cultural aesthetics significant to our unique skyline.

The Downtown Plan, the guiding planning document for Downtown, was created to encourage impactful, community-oriented developments in the area. The proposed development at 335 Pacific Avenue has high-density housing offering the highest and best use for said property. The 141-unit development will feature 124 micro market-rate apartments, with 17 affordable-rate options. Moreover, the project complies with all PD-30 requirements, including building height, setbacks, and parking. Additionally, its proximity to the A-Line and LB Transit Corridor also makes the development an ideal transit-oriented project.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan, and we encourage the City Council to support this proposed investment in our developing and diverse Downtown.

Thank you for your consideration.

Sincerely,

Austin Metoyer
President & CEO

cc: Mayor Rex Richardson, City of Long Beach
DLBA Board of Directors
Christopher Koontz, Director of Community Development Department, City of Long Beach
Ryan Caldera, Studio One Eleven