

Jonathan Nagayama

From: Adam Carrillo <adamc@dlba.org>
Sent: Tuesday, November 22, 2016 3:02 PM
To: Jeannine Pearce
Cc: Devin Cotter; Julia Gould; KraigKojian-DLBA; Broc Coward; CityClerk; Austin Metoyer; Jonathan Nagayama
Subject: Letters of Support: City Council 11/22 Agenda Item #2 (777 E Ocean Blvd. The Current East Tower)
Attachments: Scanned from a Xerox multifunction device.pdf

Dear Councilmember Pearce,

Hope this email finds you doing well.

Please find the attached letters of support we've received to be entered into public record regarding tonight's agenda item #2: Recommendation to receive supporting documentation into the record, conclude the public hearing, consider the appeal by Warren Blesofsky and Long Beach Citizens for Fair Development, and uphold the Planning Commission's decision to approve an Addendum to the Shoreline Gateway Environmental Impact Report (#18-05 and #26-07), and approve a Modification to Site Plan Review to allow a 35-story mixed-use building with 315 residential units and 6,711 square feet of retail/restaurant space, previously approved for 221 residential units and 6,367 square feet of retail/restaurant space as part of the Shoreline Gateway Master Plan (Application No. 0510-27), to be constructed on a vacant parcel located at 777 East Ocean Boulevard in the PD-30 area. (District 2)

Attached letters of support include the following business owners:

- 455 E Ocean Blvd: Cuppa Cuppa
- 5327 E Second St, Long Beach: Jim Kuhne Jr., Attorney at Law
- 105-B Linden Ave: 6th & Detroit
- 729 Pine: Research Develop & Brew

We look forward to tonight's meeting and thank you for your continued commitment to Downtown.

Sincerely,

Adam



Downtown Long Beach Alliance
Adam Carrillo
Economic Development Manager
Cell: 562-480-2232
Email: adamc@dlba.org

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11/22/2016

Office of Jeannine Pearce
Civic Center Plaza
333 West Ocean Blvd. 14th Floor
Long Beach, CA 90802

RE: November 22 City Council Agenda Item #2 Shoreline Gateway Project Hearing

Dear Councilwoman Pearce:

I am writing to express my support for the Shoreline Gateway Project at 777 East Ocean Boulevard. I understand that the City Council will hear an appeal on the project at the November 22nd Council meeting and I want to encourage you and your fellow councilmembers to approve the 315-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. I supported the project at the Planning Commission meeting because I believe this project is another step in the right direction for Downtown Long Beach.

I can tell you one of the reasons we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a driver for our business's success. The Shoreline Gateway Project's planned 315 residential unit's assists in that goal by creating a consistent flow of foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.



Nik Aizpuru and Kevin Pichay
Research Develop & Brew
Owners
729 Pine Ave, Long Beach, CA 90809

James F. Kuhne, Jr., Attorney at Law

November 18, 2016

Office of Jeannine Pearce
Civic Center Plaza
333 West Ocean Blvd. 14th Floor
Long Beach, CA 90802

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As a Downtown business owner, I am excited to see the ongoing revival and new investment interest in our Downtown, and as I stated in my comments at the previous Planning Commission meeting I believe this project is another "step in the right direction" for Downtown Long Beach.

One of the reasons I chose to start (and continue to grow) my business in Downtown Long Beach is because I am encouraged by the direction the area is going. As a practicing real estate attorney who represents a number of Downtown's commercial property owners and tenants, I can attest to the fact that a strong urban core that builds upon density and drives strong foot traffic is and has been a key driver for the success of local retailers such as my clients. I firmly believe that the Shoreline Gateway Project's planned 315 residential units will assist in that goal by creating a consistent flow of foot traffic by potential customers throughout Downtown's business corridors.

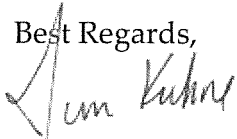
5318 East Second Street, #264 Long Beach, CA 90803-5324

562-621-9037 www.kuhnelaw.com

November 18, 2016

I thank you for your time and I encourage you to support this future development.

Best Regards,

A handwritten signature in cursive script, appearing to read "Jim Kuhne".

James F. Kuhne, Jr.

November 16, 2016

Office of Jeannine Pearce
Civic Center Plaza
333 West Ocean Blvd. 14th Floor
Long Beach, CA 90802

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I thank you for your time and I encourage you to support this future development.



Radhika Chougule
Store Manager
Cuppa Cuppa Artisan Coffee Bar
455 E Ocean Blvd, Long Beach, CA 90809

November 22, 2016

Office of Jeannine Pearce
Civic Center Plaza
333 West Ocean Blvd, 14th Floor
Long Beach, CA 90802

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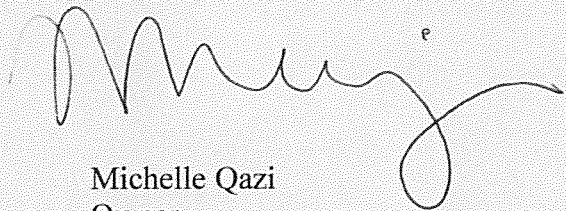
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I thank you for your time and I encourage you to support this future development.

A handwritten signature in black ink, appearing to read 'Michelle Qazi', with a stylized flourish extending to the right.

Michelle Qazi
Owner
6th And Detroit
105-B Linden Ave
Long Beach, Ca 90802