



P.O. Box 16192, Long Beach, CA 90806
wrigleyassociation@gmail.com

December 19, 2023

Re: Collaborative Partnership Proposal for Pacific Commons Development

To whom it may concern:

The Wrigley Association is thrilled about the potential of Pacific Commons, recognizing the overdue need for new development on Pacific Avenue. As the oldest community group in Long Beach, we wholeheartedly support initiatives that contribute to the prosperity and enhancement of the Wrigley neighborhood.

While we commend the focus on affordable housing, we have some concerns and seek clarification, particularly regarding parking—a crucial aspect for both residents and a successful business venture.

Parking significantly influences rental decisions on our side of the city. Beyond rent costs, the availability of dedicated parking or information about nearby options is a top consideration for potential tenants. Developing a 40-unit apartment building without parking could pose challenges in fully leasing the units, impacting tenant retention.

We propose exploring the possibility of supporting parking improvements in the area, fostering a mutually beneficial scenario for your project's success and the community at large. Addressing parking concerns may enhance the development's appeal and longevity, aligning with both the community's needs and your business goals.

Our Mission: The Wrigley Association is a 501 C4 non-profit organization, (CA State ID # 1673284) whose mission is to promote the common interest, instill pride, establish and encourage the highest standards in Wrigley. To foster an active understanding of citizenship and civic responsibility. To oppose and discourage discrimination and to create a sense of belonging. To promote higher business standards and encourage uniformity and cooperation among merchants, property owners and residents. To eliminate crime, promote community pride, and develop wholesome, enjoyable, cultural, social, and physical activities.

Concerns and Questions Regarding the Development:

Parking Impact:

Construction without parking may create challenges and set a precedent for future builds along the corridor.

Accessibility to Public Transportation:

Despite proximity to public transportation, concerns about accessibility persist due to existing parking challenges.

Questions regarding the "Parking Narrative" Section in the shared development plan:

Transit/Bicycle/Pedestrian System Improvements:

Could you provide detailed information on the proposed transit/bicycle/pedestrian system improvements?

Monitored On-Street Parking Rates:

Clarification on "adequately monitored on-street parking rates and time restrictions" and plans for changing current parking restrictions on Pacific Avenue.

Bicycle Parking and Car Share:

Details on how the numbers for bicycle parking and accessible space for ride or car share were determined to be sufficient.

In considering these potential impacts and responses, our interest is rooted in ensuring that the development seamlessly integrates with the needs and aspirations of our vibrant community. We appreciate your attention to these concerns and questions and look forward to your insights and guidance on this matter. Our goal is to ensure that any development aligns with the best interests of the Wrigley community and supports its long-term success.

Thank you for your dedication to our community, and we anticipate your response.

Sincerely,

Wrigley Association

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