



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

September 22, 2020

Re: Wrigley Village Plan

Dear Vice Mayor Dee Andrews,

At the March 6, 2018, City Council meeting the General Plan Land Use Element (LUE), associated height maps, and the Urban Design Element (UDE) were before the council for approval and/or modifications. You made two modifications to the maps with the provision that the City staff would work with the residents for a vision and a specific plan for the Wrigley Village area. The LUE, height maps, and UDE were eventually approved by City Council on December 3, 2019 including the changes made on March 6, 2018 along with a few more alterations. It has been over two and a half years since the March meeting at City Council and there has been no outreach to the community to start the specific plan for Wrigley Village. Since that time two projects have been submitted to the city within the Wrigley Village Plan area, which has commonly been the area on Pacific Avenue between PCH and Willow Street. These projects both include a request for a zone change. They are for a very large 6-7 story mixed use project at 201 W PCH and a 5-unit residential project at 1901 Pacific Avenue. As both of these projects have been submitted to the City and are moving forward through the planning process, they will have a significant impact on the street scape of Pacific Avenue. The community requests that the Wrigley Village Plan be approved prior to the granting of a zone change or entitlements within the Village area. The community was promised this opportunity to provide input on the design of the street and that promise has yet to be fulfilled.

Please contact the community and initiate the creation of the plan as promised at the City Council meeting.

Sincerely,

Wrigley Association

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.