

## FOR IMMEDIATE RELEASE

### CONTACT

Samantha Mehlinger  
DLBA Communications Manager  
[SamanthaM@dlba.org](mailto:SamanthaM@dlba.org)  
562-522-0530



**DOWNTOWN**  
**LONG BEACH**  
ALLIANCE

## DLBA QUARTERLY SNAPSHOT REPORT REVEALS INITIAL EFFECTS OF PANDEMIC ON DOWNTOWN OFFICE MARKET

**(July 20, 2020 – Long Beach, CA)** Released today by the Downtown Long Beach Alliance (DLBA), the Downtown 2nd Quarter (Q2) *Snapshot Report* provides an in-depth analysis of office market trends during the onset of the COVID-19 pandemic. Leveraging a combination of real estate market data from CoStar, a citywide COVID-19 Economic Impact Survey, the California State University, Long Beach Small Business Monitor, and Downtown parking data, the *Q2 Snapshot Report* is a comprehensive look at the Downtown office market in Q2 of 2020. [Click here](#) to download the full report.

As experienced across Southern California real estate markets, the Downtown office sector was affected by California's Stay at Home Order, which required all nonessential business operations to close beginning March 16. Notable impacts revealed in the *Snapshot Report* include a 3% decline in the rate for rental pricing over a 12-month period and negative year-to-date net absorption of office space. Leasing activity also diminished substantially during Q2.

Compared to Q1 2020, the occupancy rate of Downtown offices remained stable in Q2 at 15.8%.

The *Snapshot Report* is contextualized by a variety of research, including historical comparisons and an analysis of Downtown parking occupancy data. One indicator of the Downtown's strength as a commercial market is the use of its metered on-street parking, which reflects the volume of visitors to the area's business corridors. In Q1 2020, weekly street parking occupancy peaked at 98%. Due to the health orders and shutdown in Q2, parking occupancy decreased to 48%.

This data, combined with research regarding unemployment rates and the economic impacts of COVID-19 on Long Beach businesses, provides insight into the slowing office market in Q2 and may serve to indicate future trends as the pandemic continues.

Moving forward, the workspace needs of firms that occupy office space may significantly change, as outlined by multiple experts during a recent DLBA Downtown Discussions Webinar in which the topic of the future of office space was examined. That conversation is recounted within the *Snapshot Report* and illustrates how the pandemic may have pushed up the long foreseen "Work from Home" revolution. View the full webinar, part of the DLBA Downtown Discussions Webinar Series, [here](#).

"The *Q2 Snapshot Report* captures the initial reaction among property owners, tenants, and prospective investors in Downtown's office market as the COVID-19 crisis unfolded," noted Morris Mills, DLBA Research and Public Policy Analyst. "Given the ongoing impacts to public health and the economy, there is an air of uncertainty as to whether these indicators are representative of a short-term or longer-term trend."

DLBA's *Snapshot Report* focuses on a different sector of the Downtown real estate market each quarter. Look for the *Q3 Snapshot Report* in mid-October, which will cover Downtown's retail market. Past reports are

available [at this link](#).

Downtown Long Beach is a desirable place to locate a business, with access to major transit corridors, a nearby port and airport, a vast array of dining options, plentiful parking, a strong residential base, and a wealth of diverse firms representing many industries. Those interested in relocating their business or investing in Downtown Long Beach can learn more [DTLBbusiness.com](http://DTLBbusiness.com) or contact DLBA Economic Development and Policy Manager Austin Metoyer at [AustinM@dlba.org](mailto:AustinM@dlba.org).

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**About the Downtown Long Beach Alliance:** DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [downtownlongbeach.org](http://downtownlongbeach.org), follow on Facebook [@downtownlongbeach](#), and follow on Twitter and Instagram [@DLBA](#).