

LONG BEACH

DOWNTOWN PLAN UPDATE

2014 IN REVIEW



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

LONG BEACH

D O W N T O W N P

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The Downtown Plan sets the City's visioning process into motion by establishing development and design standards aimed at promoting a distinctive Downtown skyline and a vibrant urban core, connecting with neighborhoods and the coastline. Since its adoption in January 2012, the Downtown Plan (PD-30) has proved to be a key catalyst in the ongoing revitalization of Downtown Long Beach, providing refined standards that mandate high-quality, context-sensitive building designs that promote a forward-looking



Downtown identity. The Plan also includes a Program Environmental Impact Report (PEIR), reducing the cost and time associated with entitling a development project. Together, the Downtown Plan and PEIR mitigate the process for

future development projects and public improvements, yielding continuing guidance to create a thriving location for those who live, work, play, and invest in Long Beach.

LAN UPDATE

2014 IN REVIEW

NEW BUSINESSES IN THE DOWNTOWN

From January 2014 to December 2014, 225 new businesses have opened in Downtown Long Beach, spanning a variety of industries. Of the new businesses, half (50%) were professional service businesses, including attorneys/legal service, business offices, consultants, and contractors. Nearly a fifth (18%) of the businesses opened were personal services, such as barbers and hair stylists, aestheticians, and tattoo artists. Retail sales and restaurants, together combined for a quarter (25%) of new business, while other services contributed a small amount (7%) to the new business mix. The quantity and diversity of businesses opened in Downtown over the past year have enhanced Downtown's role as a vibrant commercial destination.

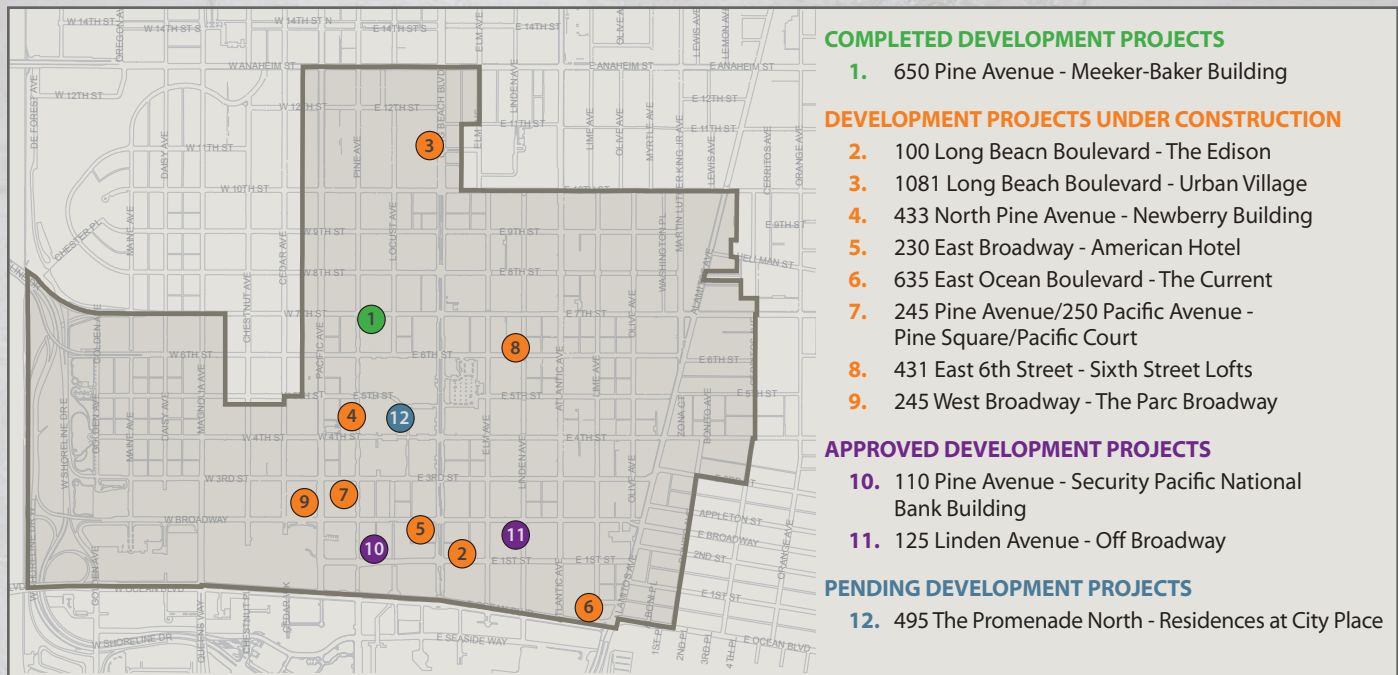
DOWNTOWN DEVELOPMENT PROGRESS SUMMARY

JANUARY 2014 – DECEMBER 2014

	Expected Growth 2012-2035	Total Demolished	Under Construction/ Approved	Percentage Under Construction/ Approved	Pending	Percentage Under Construction/ Approved/ Pending
Residential Dwelling Units	5,000	33	950	19%	20	19.4%
Office (square feet)	1,500,000	218,268	7,000	0.46%	N/A	0.46%
Retail/Commercial (square feet)	480,000	72,036	31,729	6.61%	5,220	7.69%
Hotel (rooms)	800	N/A	N/A	N/A	N/A	N/A

MAP OF DEVELOPMENT PROJECTS

The below map depicts completed development projects, development projects under construction, approved development projects, and pending development projects within the boundaries of the Downtown Plan area.



COMPLETED DEVELOPMENT PROJECTS

The following represents the most significant projects that have been completed in the Downtown Plan area.

650 PINE AVENUE – MEEKER-BAKER BUILDING Occupied by Molina Healthcare in June 2014, the six-story, 127,000-square-foot project holds the dual distinction of being both the first major development processed under the Downtown Plan, and the first to gain entitlement through reliance on the PEIR. The guidelines contained in the Downtown Plan were successfully used to enhance the design approach and materials selection, and provided flexibility for alternative parking opportunities befitting the site's urban setting. Renovation of the historic 1920s-era building supports the City's long-term redevelopment goals by giving new life to high-quality, but long-vacant buildings. The resulting structure fits well within the context of the area, and provides a strong presence along Pine Avenue by maintaining the historic façades and integrity of the designated landmark building.



DEVELOPMENT PROJECTS *UNDER CONSTRUCTION*

The following represents the projects that have been entitled under the Downtown Plan and are currently in the construction phases.

100 LONG BEACH BOULEVARD – THE EDISON Entitled for adaptive reuse in just four months through reliance on the Downtown Plan PEIR, the former City Hall East site has been proposed as a mixed-use development consisting of a 12-story, 156-unit market rate residential component with a pool and amenity deck, an expanded parking structure, and added retail as well as publicly accessible open space. The development will provide a reinvention of the building's original 1959 design and façade, and is slated for completion in September 2015.

1081 LONG BEACH BOULEVARD – URBAN VILLAGE The five-story, 129-unit Urban Village project reflects the transit-oriented, urban lifestyle promoted by the Downtown Plan, and a continuation of recent multi-family residential projects along Long Beach Boulevard in the Downtown core. The site's proximity to the Metro Blue Line, several Long Beach Transit routes, and nearby employment centers, triggered a reduced on-site parking count permitted by the Downtown Plan. The project is expected to be completed in early 2015.

433 NORTH PINE AVENUE – NEWBERRY BUILDING Adaptive reuse of the property that once housed the Newberry department store has been entitled and is currently under construction. The proposed mixed-use project will consist of a 28-unit residential component, an underground



parking garage, and 6,500 square feet of retail space. **230 EAST BROADWAY – AMERICAN HOTEL** Currently under construction, the proposed mixed-use structure will include 7,000 square feet of creative office space, and approximately 3,670 square feet of retail space on the ground floor. Built in 1905, the historic American Hotel is one of the rare surviving original commercial buildings in Downtown Long Beach. The former Psychic Temple and single room occupancy hotel will become the new headquarters for an international communications firm. Completion of this project is expected in fall 2015.

Left: American Hotel
Above: Newberry Building
Right: Urban Village
Far Right: The Edison proposed



DEVELOPMENT PROJECTS *UNDER CONSTRUCTION*

635 EAST OCEAN BOULEVARD – THE CURRENT Construction of the City's first high-rise apartment complex in over a decade is currently underway. Formerly the Shoreline Gateway project, the Current's 17-story West Tower will consist of 223 rental luxury units, including studios, one- and two-bedroom apartments, and penthouses. The contemporary mixed-use structure will include a 25,000-square-foot plaza and additional retail space on the ground floor. The Current is expected to open in early 2016.

245 PINE AVENUE/250 PACIFIC AVENUE – PINE SQUARE/PACIFIC COURT Adaptive reuse of the former Pine Square AMC movie theater space has been approved for a multi-family residential development. The proposed project will consist of a two-story, 69-unit market-rate apartment component, new signage, and reconfigured parking structure. Façade renovations will include a new paint scheme, including an exterior refresh to the upper four floors of existing apartments, and two levels of windows and balconies on the former theater level. Further remodel of the ground floor will incorporate a number of art display cases and pedestrian-friendly features. This project is expected for completion in July 2015.

431 EAST 6TH STREET – SIXTH STREET LOFTS Construction of a four-story, 30-unit residential apartment building, including the City's first car lift parking system, is underway. The adoption of the Downtown Plan resulted in renewed interest in this modest



residential development, a project that was previously halted due to unfavorable market conditions. This project is expected for completion in early 2015.

245 WEST BROADWAY – THE PARC BROADWAY A seven-story, mixed-use development has been approved at the former State Office Building site. Currently in the land clearance phases, the proposed project will include a four-level, 222-unit residential component, a three-level parking garage, and 8,500 square feet of commercial lease space. The full-block development will feature staggered building heights, and massing and elevations that balance solid and transparent treatment consistent with Downtown Plan design guidelines.

Left: The Parc Broadway proposed
Right: Sixth Street Lofts proposed
Far Right: The Current proposed

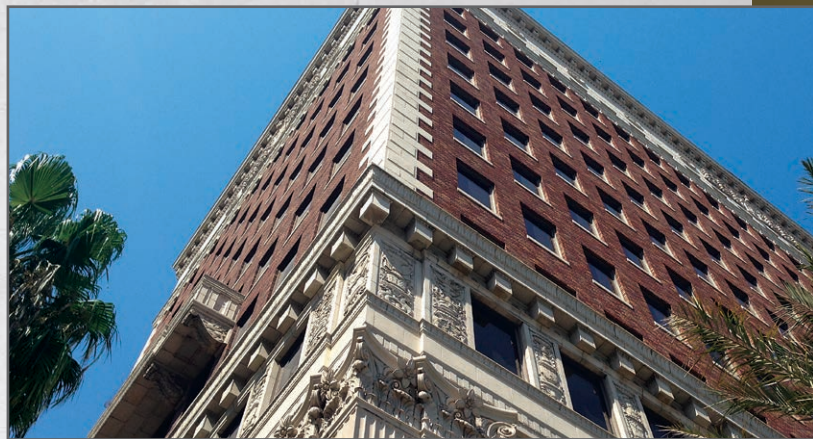


APPROVED DEVELOPMENT PROJECTS

The following represents the projects that have been entitled under the Downtown Plan.

110 PINE AVENUE – SECURITY PACIFIC NATIONAL BANK BUILDING Adaptive reuse of this iconic building has been approved for a mixed-use residential development. The proposed project includes 118 residential condominium units on floors 2 through 13. Other renovations consist of minor alterations to the building's exterior, including new window treatment and reconstruction of a portion of the roof to accommodate a community patio for residents. The existing restaurant on the ground floor and basement will remain a separate commercial space.

125 LINDEN AVENUE – OFF BROADWAY A five-story project consisting of a three-level residential component located above 2,688 square feet of retail space and structured parking has been entitled. The proposed apartment lofts will feature mezzanine interiors, and provide resident access to a rooftop common area.



PENDING DEVELOPMENT PROJECTS

The following project is in the process of seeking entitlements under the provisions of the Downtown Plan.

495 THE PROMENADE NORTH – RESIDENCES AT CITY PLACE The proposed project consists of a four-story, mixed-use building with 20 residential units and 5,220 square feet of ground floor commercial space. This development is currently in the site plan review process.

Left: Off Broadway proposed
Right: Security Pacific National Bank Building
Far Right: Residences at City Place proposed



Photography provided by Andy Witherspoon, Emma Roll Photography,
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