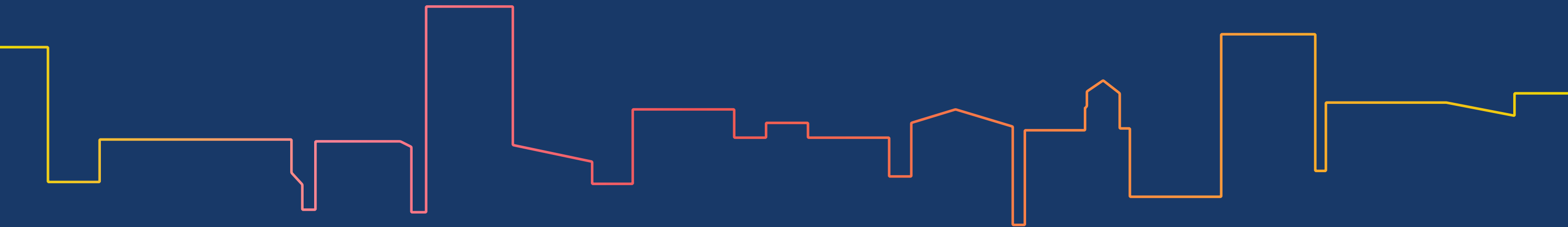




2020

**DOWNTOWN PLAN UPDATE
YEAR IN REVIEW**



DOWNTOWN PLAN UPDATE



A symbolic center of commerce and culture, the vibrant waterfront metropolis we call Downtown Long Beach has come a long way since its inception in 1887. With the adoption of the Downtown Plan (PD-30) in 2012, the area has steadily seen tremendous growth as represented by the emerging skyline and booming development. In 2020, despite the challenges posed by the COVID-19 pandemic, Downtown Long Beach

continued to push forward with new projects, such as Regency Palms II, a 10-story senior assisted-living facility on Pine Avenue, and The Hotel, an architecturally-forward hotel development on Long Beach Boulevard.

Following the innovative and sustainable standards established in the Downtown Plan, the area continues to evolve as a hub for tourism, business, and transit.

NEW BUSINESS IN THE DOWNTOWN

222 NEW
BUSINESSES
IN 2020



23%

BARBERS AND
HAIR STYLISTS,
AESTHETICIANS,
AND TATTOO
ARTISTS



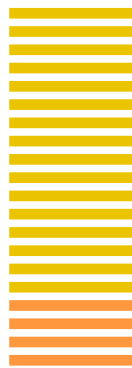
32%

ARCHITECTURE,
LEGAL SERVICE,
BUSINESS
AND MEDICAL
OFFICES



25%

OTHER
SERVICES
CONTRIBUTE
TO THE
REMAINDER



20%

RETAIL
SALES AND
RESTAURANTS



DOWNTOWN DEVELOPMENT PROGRESS SUMMARY

January 2020 – December 2020

HOTEL (ROOMS)

800

EXPECTED GROWTH 2012-2035

34

UNDER CONSTRUCTION/APPROVED

0

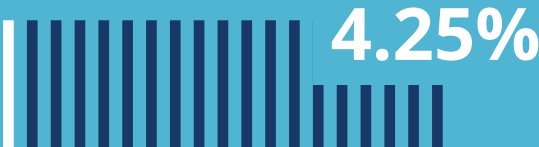
COMPLETED

0

PENDING

N/A

COMPLETED OF TOTAL GOAL



PERCENTAGE UNDER
CONSTRUCTION, APPROVED
OR PENDING

OFFICE (SQ FT)

1.5M

EXPECTED GROWTH 2012-2035

583.5K

COMPLETED

0

UNDER
CONSTRUCTION/
APPROVED

0

PENDING



COMPLETED OF TOTAL GOAL

N/A

PERCENTAGE UNDER
CONSTRUCTION, APPROVED
OR PENDING

RESIDENTIAL (UNITS)

5,000

EXPECTED GROWTH 2012-2035

1,052

COMPLETED

4,045

UNDER CONSTRUCTION/APPROVED

578

PENDING



COMPLETED OF TOTAL GOAL



PERCENTAGE UNDER
CONSTRUCTION, APPROVED
OR PENDING

RETAIL AND COMMERCIAL (SQ FT)

480K

EXPECTED GROWTH 2012-2035

23,120

COMPLETED

46,037

UNDER CONSTRUCTION/APPROVED

66,318

PENDING



COMPLETED OF TOTAL GOAL



PERCENTAGE UNDER
CONSTRUCTION, APPROVED
OR PENDING

DOWNTOWN PLAN AREA

DEVELOPMENT PROJECTS

COMPLETED PROJECTS

A The Alamitos
101 Alamitos Ave.

UNDER CONSTRUCTION

B Broadway and Magnolia Apts.
500 W. Broadway

C Broadway Block
330 E. 3rd St./333 E. Broadway

D Shoreline Gateway
777 E. Ocean Blvd.

E The Hotel
107 Long Beach Blvd.

APPROVED PROJECTS

F Lincoln Park
101 Pacific Ave.

PENDING PROJECTS

G Regency Palms II
810 Pine Ave.

H Calypso
636 Locust Ave.

I Residential Project
923 and 927 Long Beach Blvd.

J Ghost Kitchen
456 Elm Ave.

K Mixed-Used Project
525 E. Broadway



PROJECT SHOWCASE DOWNTOWN

GROWTH in the Downtown Plan area is evidenced by the ongoing development construction progress that was made in 2020. This section highlights development projects that were either completed last year, are currently under construction, have received approval, or are pending approval.

COMPLETED

THE ALAMITOS

3



**CONTEMPORARY
CONSTRUCTION REACTIVATING
THE EAST VILLAGE ARTS
DISTRICT**

101 ALAMITOS AVE.

The Alamos — a seven-story, mixed-use development on the corner of Alamos Avenue and 1st Street — broke ground in early 2020 after several years of construction. Approved by the Planning Commission in December 2015, this contemporary, mid-sized building features 126 apartment units ranging from studios to two-bedroom homes, a 2,800-square-foot fitness center, ground-floor retail space, along with multi-level underground parking. With an eye on the future, this new development reactivates a once neglected site on the easterly edge of the East Village Arts District in Downtown Long Beach.



BROADWAY + MAGNOLIA APARTMENTS

142-UNIT NEW DEVELOPMENT WITH ENDLESS AMENITIES

500 W. BROADWAY

The ambitious residential development known as Broadway and Magnolia Apartments broke ground in 2020, bringing the high-end seven-story, 142-unit project closer to fruition. Occupying a once-vacant parking lot, the new development will bring a mix of

studios and units from one to three bedrooms, along with a market cafe, a patio, and a bicycle storage on the ground floor. Residents will also enjoy a variety of amenities such as a roof deck with a pool and a spa, and a fitness center.



330 E. 3RD ST. AND 333 E. BROADWAY

With construction steadily underway, the Planning Commission in August approved plans to expand the Broadway Block, a prominent mixed-use development featuring a 23-story high rise and a seven-story building on the long vacant lot. The project, initially approved

in March 2018 with 400 residential units and 15,787 square feet of retail space, will be adding an additional 32 dwelling units and 2,006 square feet of ground level. The lot includes the historic Acres of Books building, which is being revamped as a food court with an outdoor patio.

EXPANSION APPROVED FOR AMBITIOUS
RESIDENTIAL DEVELOPMENT

BROADWAY BLOCK



SHORELINE GATEWAY

STRONG ARCHITECTURAL
ELEMENTS DEVOTED TO
CONTEMPORARY DESIGN

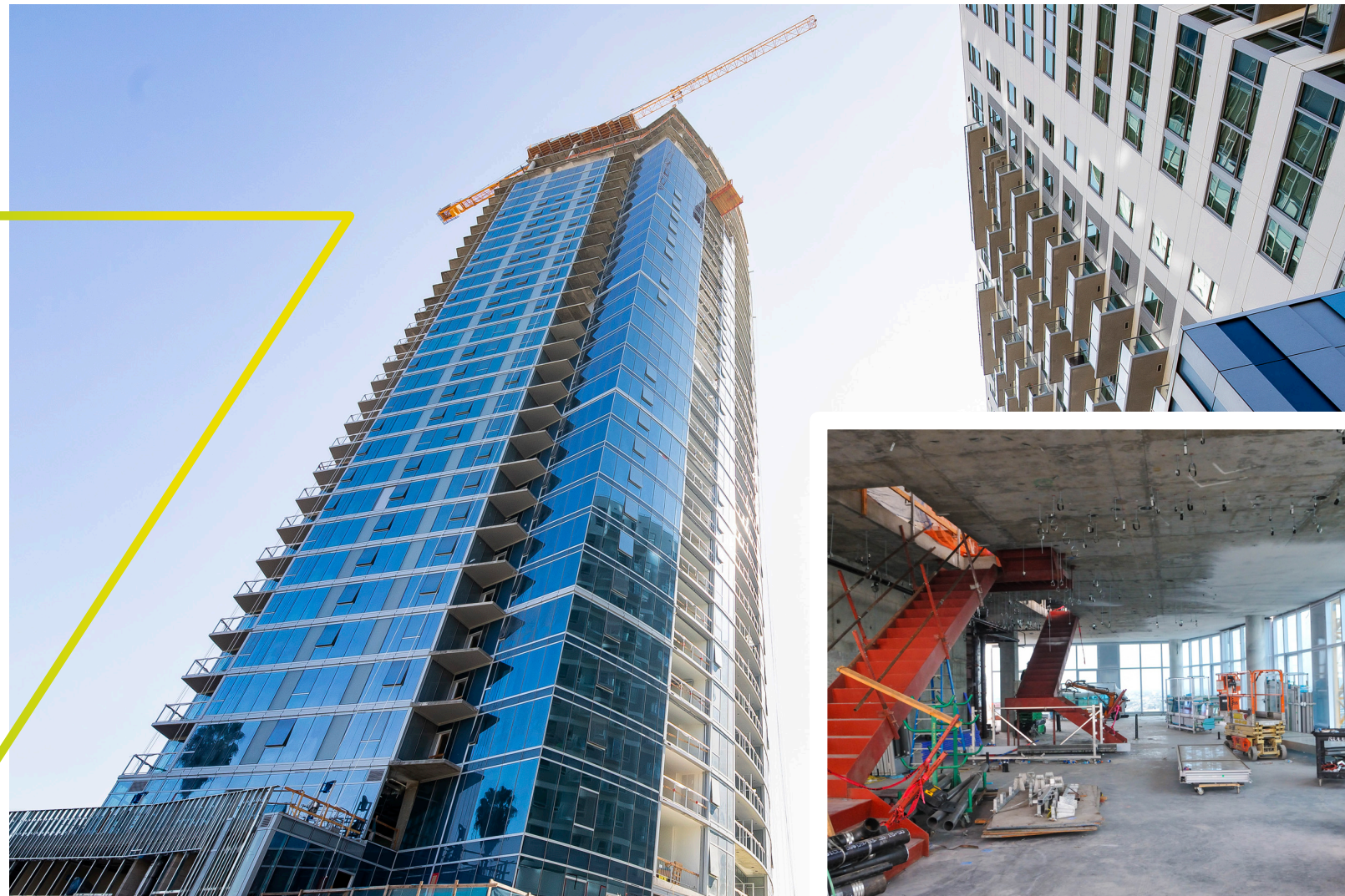


777 E. OCEAN BLVD.

Significant progress has been made this past year on Shoreline Gateway, a 35-story mixed-use development featuring 315 apartment units and 6,700 square feet of retail/restaurant space on

the ground level. Originally approved by the Planning Commission in October 2016, this project includes a 10,000-square-foot plaza with public art and open space for pedestrians, along

with a community garden, a gym, a pool, and a spa. With strong architectural elements devoted to contemporary design, Shoreline Gateway will soon be a beacon of innovation and community in Downtown.



THE HOTEL

EASY TRANSIT ACTIVATING DOWNTOWN CORRIDOR

107 LONG BEACH BLVD.

In spite of construction setbacks caused by COVID-19, the Hotel Project is underway on the corner of First Street and Long Beach Boulevard. As the first hotel to be entitled under the Downtown Plan, the five-story development will include 34 hotel rooms,

on-site parking, a rooftop deck, lounge areas, as well as a pool and spa. Sitting directly across from the Metro Blue Line and the revitalized Edison Lofts, this development is expected to further activate a primary corridor in Downtown Long Beach.



LINCOLN PARK

5 ACRES OF OUTDOOR ENTERTAINMENT

101 PACIFIC AVE.

Construction is planned for a revitalized Lincoln Park as part of the ongoing Long Beach Civic Center Project. Occupying 4.9 acres at the south entrance of the new Billie Jean King Main Library, the new park will bring a children's play area,

an enclosed dog park, a skate park, a half basketball court, as well as an open 30,000-square-foot lawn for residents and visitors to enjoy. Initially approved by the City Council in 2015, the revitalized Lincoln Park is expected to be completed in late 2021.



636 LOCUST AVE.

A new proposal for a seven-story mixed-use development project is currently under review. With 108 residential units ranging from one- to three-bedroom units and 1,188 square feet of ground-floor commercial space, this project would mark the latest addition to the

batch of residential projects coming to Downtown, if approved. It would also offer a variety of amenities, including a pool and community room, fitness area, lounge, barbecue grill, and a rooftop deck. It is expected to come before the Planning Commission in early 2021.

EASY TRANSIT ACTIVATING DOWNTOWN

CALYPSO



RESIDENTIAL PROJECT

PROPOSAL FOR SIX-STORY APARTMENT BUILDING UNDER REVIEW

923 & 927 Long Beach Blvd.

A site plan is currently under review for a proposed six-story residential project on the corner of 9th Street and Long Beach Boulevard. Proposed by A&H Architects, the contemporary-style building would feature 86 dwelling units and a three-level underground garage, as well as a 1,234-square-foot courtyard on the second floor and a roof deck.

810 PINE AVE.

The addition of a 10-story senior assisted-living facility, replacing the surface parking lot being used by Regency Palms is currently under review. The proposed development, known as Regency Palms II, will provide 78 rooms for seniors and offer hotel-like amenities, with a fitness

room, hair salon, physical therapy room, ground-floor bistro, full-service dining room, a sky terrace, and more. The use of floor-to-ceiling glass will bring abundant light into the building, shirking the institutional feel typical with assisted-living facilities.

REGENCY PALMS II

SENIOR LIVING WITH
ABUNDANT, NATURAL LIGHT
AND COMFORTABLE AMENITIES



MIXED-USE PROJECT

MIXED-USE DEVELOPMENT TO
ADD TO VARIETY OF HOUSING
TYPES TO DOWNTOWN

525 E. Broadway

A new seven-story mixed-used residential project received an initial approval for its site plan review last November. With a total of 48 units ranging from one to three bedrooms, this development is anticipated to add a variety of housing types to meet the needs of Long Beach's diverse population.

As a mixed-use structure in the heart of Downtown, the development will host 5,090 square feet of retail space on the ground floor, along with an outdoor arcade seating area.

GHOST KITCHEN

**GHOST KITCHEN WITH
INTERACTIVE PUBLIC SPACE
PENDING SITE PLAN APPROVAL**

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456 ELM AVE.

An exciting new proposal that would occupy the iconic 1923 building on 4th Street and Elm Avenue is pending site plan review. With 60,040 square feet of area in the three-story structure, the proposal seeks to convert the space into 19 tenant commercial kitchens — also known as “ghost kitchens” — along with designated public space for indoor dining and a retail area.

On the ground floor, the project proposes a show kitchen for demonstrations, menu development, recipe tasting, and content creation.






PHOTOGRAPHY & DESIGN BY:

City of Long Beach, Daryoush Safai, AIA Architects, KTG Architecture & Planning, Rob Wellington Quigley Architects; courtesy of Ratkovich Properties, Studio One Eleven, Thomas Whasper Photography, We The Creative



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562.570.LBDS (5237)

Visit us at longbeach.gov/lbds
   @LongBeachBuilds

To request this information in an alternative format or to request a reasonable accommodation, please contact the Development Services Department at longbeach.gov/lbds and 562.570.3807. A minimum of three business days is requested to ensure availability; attempts will be made to accommodate requests with shorter notice.