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INTRODUCTION

DOWNTOWN LONG BEACH IS ON THE RISE

Despite the impacts of the COVID-19 pandemic, which has affected development and businesses worldwide, Long Beach has come together in unique and creative ways to build back, support small businesses and maintain its reputation as an urban metropolis for residents and visitors alike to enjoy. Downtown Long Beach is known for its waterfront attractions, ever-growing skyline, charming restaurants and shops and eye-catching murals and artwork. The Downtown Plan (PD-30) has had a significant influence on making much of the recent growth and development possible. Since its adoption in 2012, the Downtown Plan has set the standard for new construction, ensuring that new development in Downtown is smart, bold and future-focused.

To further streamline the development process, the Program Environmental Impact Report (PEIR) reduces the cost and time associated with approving development projects, mitigating the process for development project and public improvements, serving as a model for growth and providing future guidance to shape the future of Long Beach in a way that is both visionary and sustainable for decades to come.
NEW BUSINESSES IN DOWNTOWN
JANUARY - DECEMBER 2021

27% OF NEW BUSINESSES
- architecture
- attorneys
- medical
- business

185 NEW BUSINESSES OPENED IN DTLB

15% OF OPENED BUSINESSES
- barbers
- aestheticians
- tattoo artists
- hair stylists

22% OF NEW BUSINESSES
- retail
- restaurants
### Downtown Plan Progress Summary

**January - December 2021**

The following table reflects project data for the major developments featured in this Downtown Plan Update report.

<table>
<thead>
<tr>
<th>Category</th>
<th>Downtown Plan Expected Growth 2021-2035</th>
<th>Total Demolished</th>
<th>Completed</th>
<th>Under Construction/Approved/Pending</th>
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<tr>
<td>Residential</td>
<td>5,000</td>
<td>0</td>
<td>586</td>
<td>1,680</td>
<td>69</td>
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<tr>
<td>Office</td>
<td>1.5 MIL</td>
<td>0</td>
<td>0</td>
<td>11,400</td>
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<td>Retail/Commercial</td>
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<td>12,644</td>
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<tr>
<td>Hotel</td>
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<td>0</td>
<td>N/A</td>
<td>0</td>
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DOWNTOWN PLAN AREA DEVELOPMENT PROJECTS

THE MAP BELOW IDENTIFIES THE MAJOR DEVELOPMENTS FEATURED IN THIS DOWNTOWN PLAN UPDATE REPORT.

**COMPLETED PROJECTS**

A Shoreline Gateway  
777 E. Ocean Blvd.

B Volta on Pine  
635 Pine Ave.

C Catalyst Cannabis Co.  
433 N. Pine Ave.

**PROJECTS UNDER CONSTRUCTION**

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

E Aster  
125 Long Beach Blvd.

F Lincoln Park  
101 Pacific Ave.

G Residential Project  
425 E. 5th St.

H Locust Long Beach Apartments  
1112 Locust Ave.

I Partake Collective  
456 Elm Ave.

J Broadstone Promenade  
201 The Promenade N.

**APPROVED PROJECTS**

K Civic Center Mid-Block  
321 W. Ocean Blvd.

L The Armory Arts Collective  
854 E. 7th St.

M Residential Project  
1028 E. 10th St.

N Residential Project  
415 Olive Ave.

O Mixed-Use Project  
525 E. Broadway

**PENDING PROJECTS**

P Queen Beach  
937-947 Pine Ave.
COMPLETED DEVELOPMENT PROJECTS

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

SHORELINE GATEWAY

777 E. OCEAN BLVD.

Standing at 35 stories high, this new mixed-use development consists of 315 residential units, 6,700 square feet of retail and restaurant space, a 10,000-square-foot plaza with public art and open space for pedestrians, a community garden, a gym, pool and spa. The impressive skyscraper is now the tallest building in Long Beach and completes the two-phase project that includes the adjacent 17-story, mixed-use development known as The Current, which was completed in 2016. With a strong architectural design that incorporates high-quality materials and massing per the requirements of the Downtown Plan, Shoreline Gateway transforms the city’s skyline and takes Downtown to new heights.
VOLTA ON PINE
635 PINE AVE.

Consisting of 271 studio, one-, two- and three-bedroom apartments and townhomes, Volta on Pine offers modern living in the center of Downtown. Providing several resident amenities, including a rooftop terrace, a fitness center, a swimming pool and hot tub, grilling areas, electrical vehicle charging stations, 1,305 square feet of retail and commercial space and more, the new market-rate development offers the best of urban living with coastal energy.

CATALYST CANNABIS CO.
433 N. PINE AVE.

More than four years in the making, Catalyst Cannabis Co. has opened its new location in Downtown Long Beach. In March 2021, the project was granted a conditional use permit and Zoning Code amendment to operate on the Pine Avenue corridor. Since its opening in July 2021, the business has made enhancements to the existing space and partnered with the neighborhood to incorporate additional enhancements to the streetscape, bringing substantial foot traffic and economic vibrancy to Downtown.

Pine Avenue corridor offers diverse mix of businesses
DEVELOPMENT PROJECTS UNDER CONSTRUCTION

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

BROADWAY BLOCK

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

The highly-anticipated Broadway Block is currently under construction and making significant progress. After receiving initial approval in March 2018 and being approved for expansion in August 2020, the two-building development will consist of a 23-story high rise and a seven-story building featuring a total of 432 residential units, 17,793 square feet of ground floor retail space, a food court and outdoor leisure spaces.
New transit-oriented development currently underway along the Long Beach Boulevard corridor.

**ASTER**
125 LONG BEACH BLVD.

What was once a vacant lot will now provide contemporary living along Long Beach Boulevard and the Downtown Promenade. The eight-story development will consist of 218 studio, one-, two- and three-bedroom units. The project will also feature several resident amenities, including outdoor decks, a roof terrace, a fitness center, a club room and 7,300 square feet of ground floor commercial space. The project will also include a 312-vehicle parking garage. Located adjacent to the Metro First Street Station, the transit-oriented development is slated for completion in 2023.

**LINCOLN PARK**
101 PACIFIC AVE.

Construction is currently underway for the revitalization of Lincoln Park, as part of the ongoing Long Beach Civic Center project. Occupying 4.9 acres, the reimagined park will offer a children’s play area, an enclosed dog park, a skate park, half basketball court and an open 30,000-square-foot lawn for the community to enjoy. Lincoln Park is expected for completion in 2022.

Reimagined Lincoln Park to provide community gathering space for all.
East Village neighborhood prepares to welcome new contemporary residential project

Construction is currently underway for a six-story residential project in the East Village neighborhood. The development will offer a mix of 18 market-rate and affordable housing units, a lobby entrance, 16 parking stalls and landscaping designed to create a welcoming pedestrian-oriented streetscape. The structure will incorporate a contemporary modern design with sleek lines, per the guidelines of the Downtown Plan.

LOCUST LONG BEACH APARTMENTS

1112 LOCUST AVE.

A new seven-story, mixed-use residential project is under construction at the intersection of Locust Avenue and Long Beach Boulevard. The development will consist of 97 units, a bike kitchen, a 2,000-square-foot fitness center, a 2,588-square-foot courtyard, a pool and spa. The project is expected to be completed in 2022.

Contemporary mixed-use project coming to Long Beach Boulevard corridor
Innovative development prepares to take dining experiences to the next level

**PARTAKE COLLECTIVE**

456 ELM AVE.

Approved in early 2021, the iconic 1923 building located at Fourth Street and Elm Avenue will be comprised of a 60,040-square-foot, three-story project offering 19 commercial kitchens, also known as "ghost kitchens," along with a designated public space for indoor dining and a retail area. A show kitchen on the ground floor will be used for demonstrations, menu development, recipe creation and content creation.

**BROADSTONE PROMENADE**

201 THE PROMENADE N.

Located in the heart of the bustling Downtown scene, Broadstone Promenade will replace a once vacant lot with new residential and retail uses. The eight-story, 189-unit development will consist of studio, one-, two-, and three-bedroom units and offer a fitness room, a club room, roof decks, a swimming pool, ground-floor retail space and 257 parking stalls in a three-level underground garage.

**New mixed-use project coming to The Promenade**
The Civic Center Mid-Block development will reflect the community’s vision for a revitalized plaza that promotes greater connectivity and safety, supports mixed-uses and reactivates the city’s core with no new tax burden on residents. The proposed plans call for 580 units, with 58 being reserved for income-qualified households, 40,000 square feet of ground-floor retail space and a two-level subterranean parking garage. This project is expected to bring 1,000 new residents and jobs to Downtown, breathing new life into a historic and cherished part of Long Beach.
Armory Building to be revitalized for a variety of uses

The 91-year-old, vacant Long Beach Armory will soon be revived as a centerpiece for housing and the performing arts. Approved in early 2021, plans call for the development of a new four-story apartment building on the property’s parking lot, consisting of 86 units, 40 being set aside for affordable housing. The Armory Building will be transformed into 11,400 square feet of meeting rooms, offices and studios; a 7,043-square-foot performing arts center and gallery space and an 8,258-square-foot performing arts garden.
New townhome development offers homeownership opportunity in Downtown

RESIDENTIAL PROJECT

1028 E. 10th ST.

In April 2021, a tentative tract map was approved in PD-30 for a 7,500-square-foot lot to accommodate a new housing development comprising two buildings and five townhome units.

RESIDENTIAL PROJECT

415 OLIVE AVE.

The Olive Building will soon be welcoming new residents. Currently vacant, the first floor will be renovated to consist of seven 180-square-foot micro-units, each offering a living and sleeping area, kitchenette and full bathrooms. Resident amenities will also include a common lounge, kitchen area and fully paid transit passes for the next five years.

Modern micro-units to take shape in the East Village neighborhood
More housing and retail coming to Broadway

MIXED-USE PROJECT

525 E. BROADWAY

With a total of 48 units ranging from one to three bedrooms, this seven-story development is anticipated to add a variety of housing types to meet the needs of the diverse Long Beach community. As a mixed-use building in Downtown, the development will host 5,090 square feet of retail space on the ground floor.
PENDING DEVELOPMENT PROJECTS

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

QUEEN BEACH

937-947 PINE AVE.

A new eight-story development consisting of 69 units located just blocks away from the Metro A Line is proposed as a housing addition to Downtown. The project will also consist of more than 5,000 square feet of amenity space and a parking structure for residents. A preliminary land use analysis for the project has been completed.

Modern, transit-oriented development proposed along Pine Avenue