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Does A Vote To Assist The Vault 350 Signal Good Times On Pine?

by Ryan ZumMallen | Long Beach News | 09.22.09 | [f](#) [✉](#) [★](#) [📄](#) [📡](#) | Text Size: +

A vote yesterday by the Long Beach Redevelopment Agency to assist entertainment venue The Vault 350 with \$250,000 for a restoration could mean good things for all of Pine Avenue, which has struggled to attract and retain businesses through the recession. [Click here](#) to read the *Press-Telegram's* article about the agreement, in which Karen Robes Meeks describes an awe-inspiring blueprint for the new building:

"Medina and Kaloyan plan to renovate the front of the building with a cinematic marquee, box office and presentation case to announce programming and merchandising opportunities and incorporate some of the 1920s Greek Revival architecture recently uncovered from inside the building, built in 1921 by Parkinson & Parkinson, the architects of the Los Angeles Memorial Coliseum."

The decision by the RDA to increase its maximum allotment from \$180,000 to \$250,000 for The Vault 350 signals a willingness to see the project completed, and done right. Many see the entertainment venue as the area's best hope for attracting new life downtown. Does this mean other Pine Avenue businesses could benefit from a new approach to the area?

During interviews for [our story yesterday](#) about a partnership between Smooth's Sports Grille and Bouchee's Bistro, both restaurant owners alluded to the RDA decision and said they hoped they would be able to secure assistance for a renovation of their own.

Comments

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LBNative

It is great that RDA is supporting a new business coming to Pine. Anything that gets the street energized (positively) is welcome. Now let's make sure that RDA supports existing businesses on Pine - the ones that have endured, still need that same type of help in order to thrive.

kdog

This is ridiculous. The last time I was at the Vault it cost me a fortune. I know they are new owners so I hope the shows are better. However, I think this is piling good money onto a heap of horse poop. There's got to be a better way to spend the money on redeveloping that area. The RDA seems to make one bad decision after another.

Mitch

It is great to see the city helping a new entertainment venue with \$250K. However, maybe a LITTLE support for the second oldest Arts Organization in the city, The Long Beach Playhouse, would help keep this "Eastside" venue afloat

Juan Pardell

If the city is depending on a nightclub to stimulate Pine Ave., then things have gotten really bad. Its been nearly two decades since the corridor was supposed to be revitalized. So far, more tenants have left than stayed. Honestly, nothing will improve as long as Walmart remains the anchor tenant of

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pineavecritic

Along with it's poor perception of being a crime ridden area and poor lighting the problem with Pine ave is there is no recurrent theme and none of the separate stores flow with each other. Also, the area does very little to take advantage of ocean views or its coastal location. Improve the area theme that and make it inviting to a more affluent coastal crowd and install extremely bright lights.



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