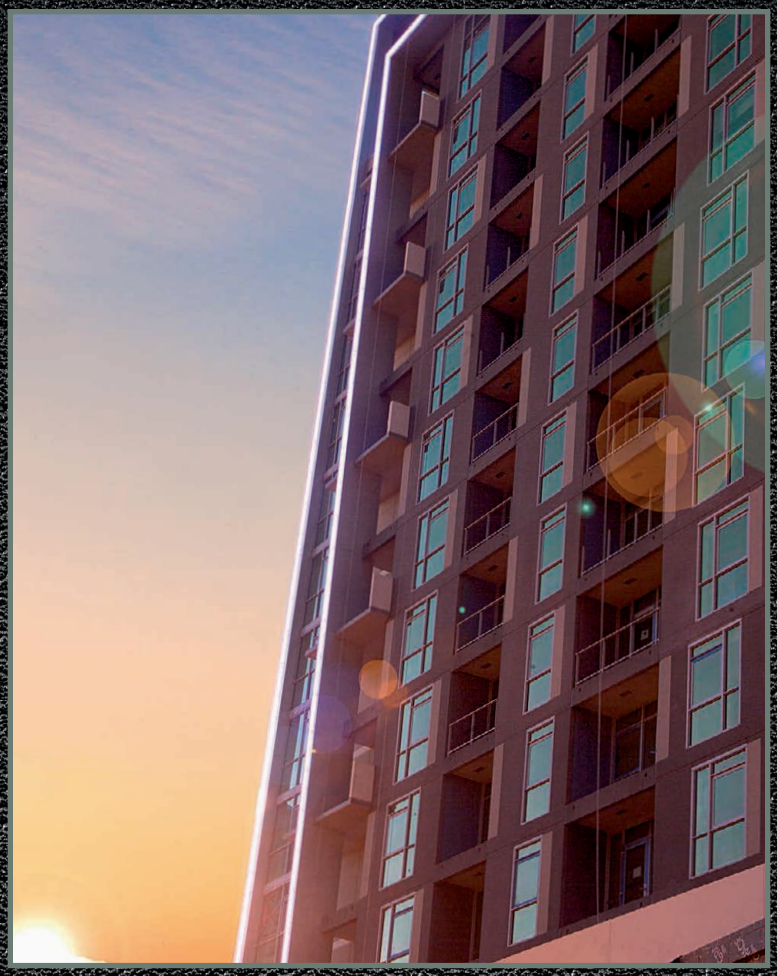


LONG BEACH DOWNTOWN PLAN

2015 IN REVIEW

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

LONG BEACH DOWNTOWN PLAN UPDATE

2015 IN REVIEW

DOWNTOWN PLAN (PD-30)

The heart of the City truly comes alive at night with vibrant building designs, open spaces, and pedestrian-oriented frontages that enhance the public realm and reinforce the Downtown as a glistening waterfront destination. Downtown continues to be the hub of tourism, business, and transit for the entire City. It is also home to a growing population of residents seeking convenient amenities and services within a livable urban core. The Downtown Plan (PD-30) has proved to be a key catalyst in the ongoing development and revitalization of Downtown Long Beach and connecting neighborhoods. Adopted in January 2012, the Downtown Plan encourages a proactive planning process and refined standards that mandate high-quality, context-sensitive building designs that contribute to defining and activating the Downtown. In addition to a streamlined permitting and entitlement process, the Plan 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.

Cover: The Current

Left to right: Beachwood BBQ and Brewing, Long Beach Transit Mall

NEW BUSINESSES IN THE DOWNTOWN

From January 2015 to December 2015, 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 (17%) 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.

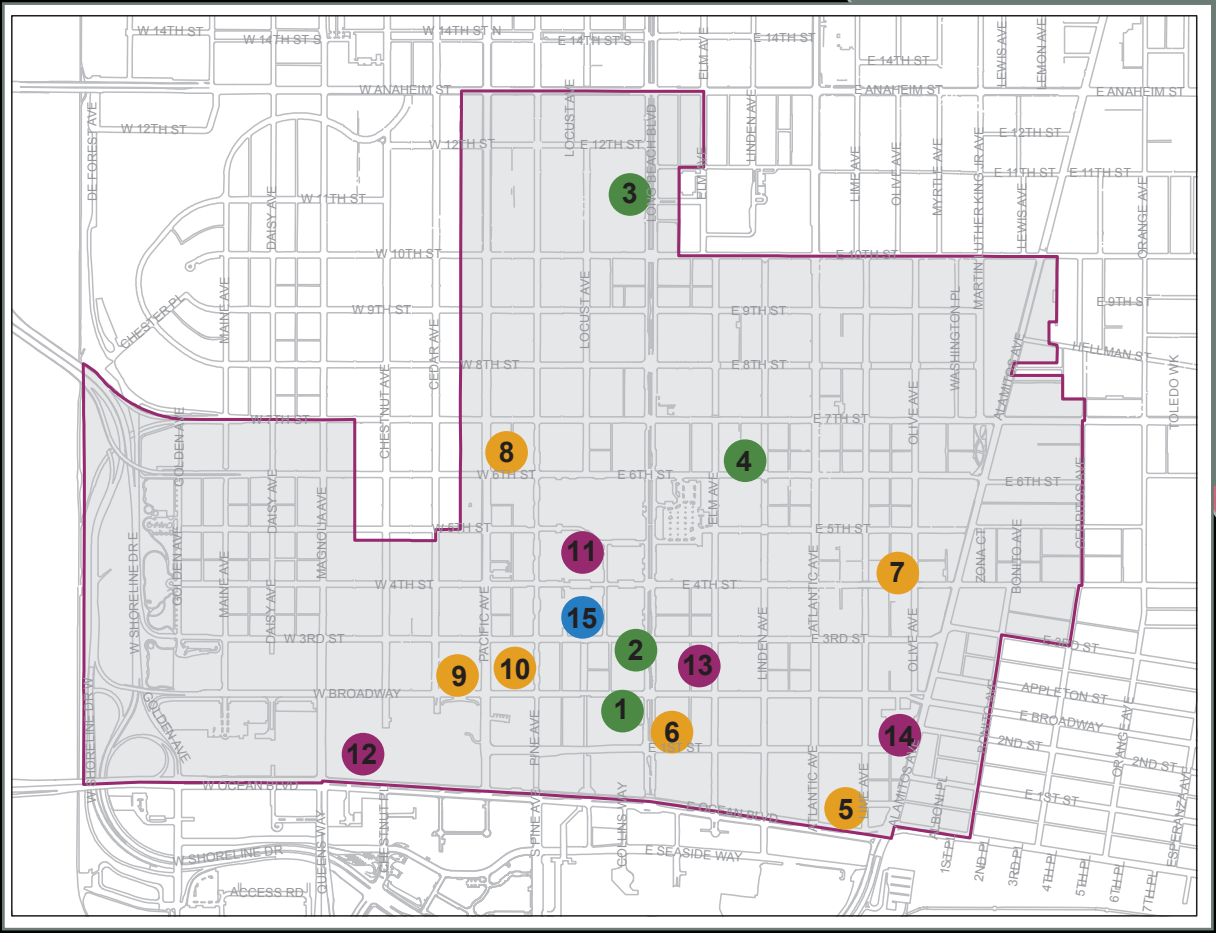
DOWNTOWN DEVELOPMENT PROGRESS SUMMARY

January 2015 – December 2015

	Expected Downtown Plan Growth 2012-2035	Total Demolished	Completed	Percentage Completed	Under Construction/ Approved	Pending	Percentage Under Construction/ Approved/ Pending
Residential Dwelling Units	5,000	0	159	3.18%	861	N/A	17%
Office (sq. ft.)	1,500,000	0	7,000	0.46%	583,500	N/A	38.90%
Retail/Commercial (sq. ft.)	480,000	0	15,170	3.16%	32,484	N/A	6.76%
Hotel (rooms)	800	N/A	N/A	N/A	N/A	N/A	N/A

DOWNTOWN LONG BEACH DEVELOPMENT PROJECTS

The map below 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

1. 228 East Broadway – Psychic Temple
2. 247 North Long Beach Boulevard – Beachwood Blendery
3. 1081 Long Beach Boulevard – Urban Village
4. 431 East Sixth Street – Sixth Street Lofts

DEVELOPMENT PROJECTS UNDER CONSTRUCTION

5. 707 East Ocean Boulevard – The Current
6. 100 Long Beach Boulevard – Edison
7. 743 East Fourth Street – 4th and Olive
8. 137 West Sixth Street – Mixed-Use Project
9. 245 West Broadway – The Parc Broadway
10. 245 Pine Avenue/250 Pacific Avenue – Pine Square/Pacific Court

APPROVED DEVELOPMENT PROJECTS

11. 495 The Promenade North – Residences at City Place
12. 415 West Ocean Boulevard – Long Beach Civic Center
13. 227 Elm Avenue – City Ventures
14. 101 Alamitos Avenue – Residential Project

PENDING DEVELOPMENT PROJECTS

15. 300 The Promenade North – City Place Long Beach

Right: Psychic Temple

COMPLETED DEVELOPMENT PROJECTS

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

228 EAST BROADWAY – PSYCHIC TEMPLE

Revitalization of the City's second oldest commercial building was completed in September 2015. Formerly known as the American Hotel, the three-story, mixed-use structure consists of 7,000 square feet of creative office space, and nearly 3,670 square feet of retail space. Built in 1905, the historic site is one of the rare surviving original commercial buildings in Downtown Long Beach. After remaining unused for more than a decade, restoration efforts began in earnest with the partnering of interTrend Communications and the City of Long Beach to restore life to the designated landmark building. Rehabilitation of the site includes a complete seismic retrofit, a full frame build out, progressive tenant improvements, and preservation of the building's original wood windows and façade elements. Completion of the revitalized Psychic Temple eliminates a physical blight and restores occupancy and economic energy to this corridor of the Downtown.

COMPLETED DEVELOPMENT PROJECTS

247 LONG BEACH BOULEVARD – BEACHWOOD BLENDERY

A new 4,500-square-foot brewery located adjacent to the existing Beachwood BBQ and Brewing restaurant was completed in the last quarter of 2015. Restoration of the existing structure includes an accessory tasting room, 1000-barrel-capacity aging room, a craft beer lab, and a blendery. The project consists of a significant exterior façade improvement, removing blight and restoring energy to this prime location in the Downtown.

1081 LONG BEACH BOULEVARD – URBAN VILLAGE

Completed in April 2015, the Urban Village development 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. The mixed-use project includes a five-story, 129-unit market-rate residential complex, consisting of studios, one- and two-bedroom apartment units. Amenities include a 9,237-square-foot patio area with a swimming pool, a fitness center, and a media lounge space along the Long Beach Boulevard frontage that is designed as a flexible space for potential commercial occupancy. 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.

Left to right: Beachwood Blendery, Urban Village, Sixth Street Lofts

431 EAST SIXTH STREET – SIXTH STREET LOFTS

Located in the heart of Downtown, a new four-story, 30-unit residential apartment building was completed in May 2015. Rental units range from 605 square feet to 835 square feet and feature private balconies. Building amenities include a community and exercise room, a roof deck, and an enclosed parking structure with 42 parking spaces. 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.

DEVELOPMENT PROJECTS UNDER CONSTRUCTION

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

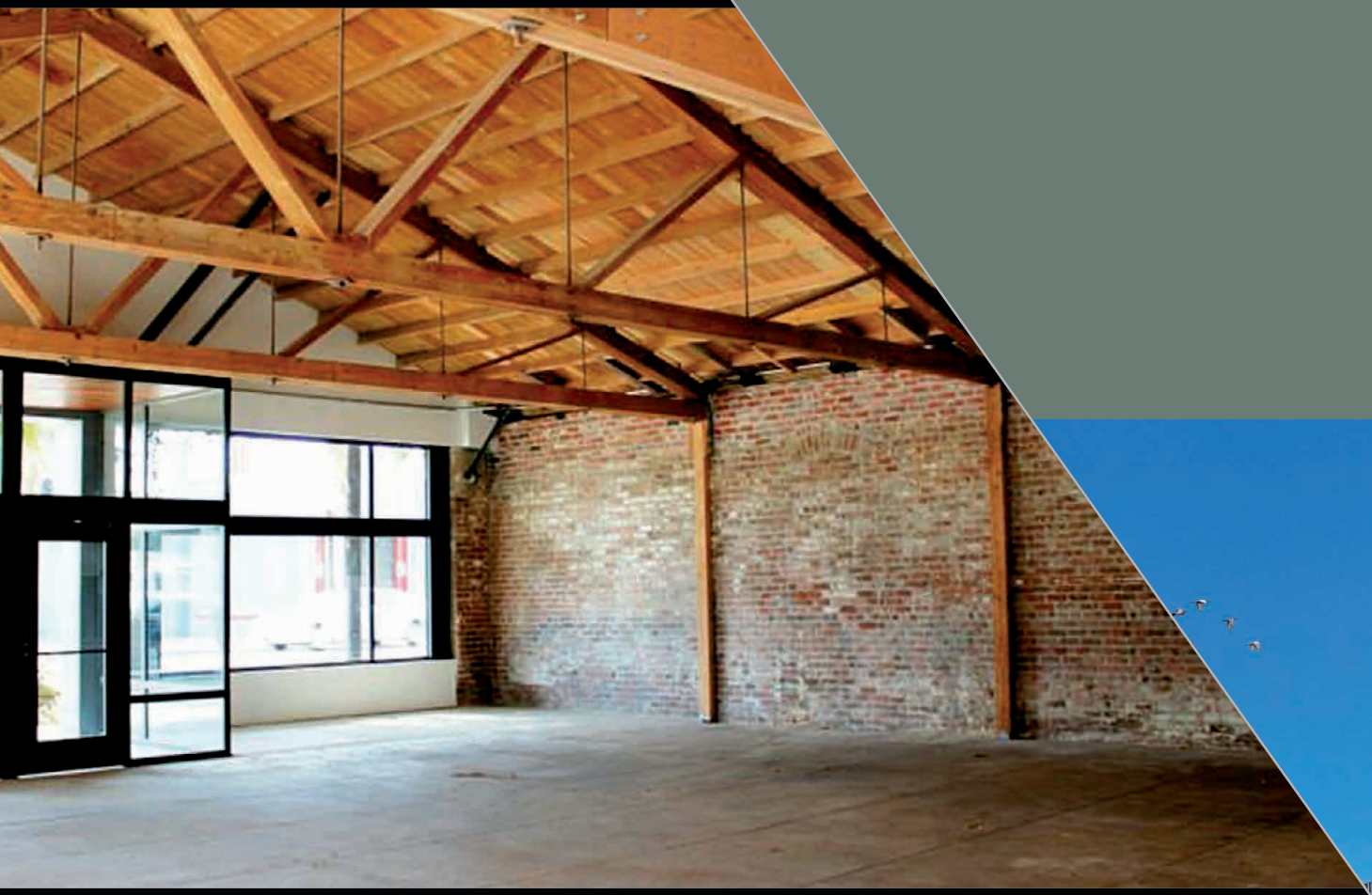
707 EAST OCEAN BOULEVARD – THE CURRENT

Construction of the City's first high-rise apartment complex in over a decade is nearly completed. Formerly the Shoreline Gateway project, the mixed-use, 17-story West Tower will consist of 223 luxury rental units, including studios, one- and two-bedroom apartments and penthouses. The development will include a deluxe fifth floor pool and amenity space. The contemporary structure will also consist of a 25,000-square-foot plaza and additional retail space on the ground floor, serving as a focal point for public activity and a strong eastern entry for the Downtown core. With close proximity to dining and entertainment districts such as Pine Avenue and the East Village and easy access to the waterfront, this development is expected to enhance economic energy by attracting more restaurants and shops to the nearby area. The Current is expected to open in summer 2016.

Left to right: The Current, Edison

100 LONG BEACH BOULEVARD – EDISON

Currently under construction, 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; approximately 3,621 square feet of retail space, and an additional 4,171-square-foot publicly accessible open space. This transit-oriented development will provide a sustainable design approach with on-site bicycle storage areas to encourage alternative modes of transportation. Entitled for adaptive reuse in just four months through reliance on the Downtown Plan PEIR, the resulting development will provide a reinvention of the building's original 1959 design and façade. The project will result in a quality building that fits in well within the context of the area, and provides a strong presence in the Downtown core. Completion of this project is expected in early 2016.



DEVELOPMENT PROJECTS UNDER CONSTRUCTION

743 EAST FOURTH STREET – 4TH AND OLIVE

Renovation of the existing 3,657-square-foot commercial space is currently underway and will include a change in use to accommodate a new restaurant and bar in the Downtown's East Village neighborhood. The proposed project consists of a renewed front and side building façade, the removal of two curb approaches, and an overall improvement of the building and property. This project includes Conditions of Approval to ensure safety and security standards and prevent loitering and/or noise concerns. The project reactivates a previously vacant building, and is expected for completion in summer 2016.

137 WEST SIXTH STREET – MIXED-USE PROJECT

Currently under construction, the proposed four-story, mixed-use development will include a 10-unit residential component, an at-grade parking garage for residents, and an additional 1,200 square feet of commercial retail space. This project is expected for completion in summer 2016.

Left to right: 4th and Olive, The Parc Broadway proposed, Pine Square/Pacific Court

245 WEST BROADWAY – THE PARC BROADWAY

A seven-story, mixed-use project has been approved at the former State Office Building site. Following the land clearance phase and relocation of a major storm drain that runs beneath the property, construction of a four-level, 222-unit residential component, a three-level parking garage, and 8,500 square feet of commercial lease space is set to commence. The full-block development will feature staggered building heights, and elevations that balance solid and transparent treatment consistent with Downtown Plan design guidelines.

245 PINE AVENUE/250 PACIFIC AVENUE – PINE SQUARE/PACIFIC COURT

Adaptive reuse of the former Pine Square AMC movie theater space into a multi-family residential development is nearly completed. The project consists of the conversion of a 16-screen movie theater into a two-story, 69-unit market-rate apartment complex. The development also includes a reconfigured parking structure, and added signage. Façade renovations include a new paint scheme, consisting of 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 incorporates pedestrian-friendly features and a number of art display cases to line the Pacific Avenue façade.

APPROVED DEVELOPMENT PROJECTS

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

495 THE PROMENADE NORTH – RESIDENCES AT CITY PLACE

Approved in March 2015, 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.

227 ELM AVENUE – CITY VENTURES

A new 40-unit condominium development consisting of three-story dwellings situated over one-car garages was approved in July 2015. The proposed development includes four distinct condominium buildings with floor plans ranging from 1,240 square feet to 1,900 square feet. The project also includes a community room, an on-site pedestrian paseo, and 11 exterior guest parking spaces. Building designs incorporate a variety of high-quality materials, a strong corner element, different roof heights to promote asymmetry, various colors, quality landscaping, and outdoor space, in accordance with design standards set forth in the Downtown Plan.

Left to right: Residences at City Place proposed, Long Beach Civic Center proposed

415 WEST OCEAN BOULEVARD – LONG BEACH CIVIC CENTER

A re-envisioned Civic Center project has been approved following a study that identified significant seismic deficiencies with the existing Civic Center, including City Hall and the Main Library. The proposed public-private development will reflect the community's vision for a revitalized plaza that supports mixed-uses, promotes safety and connectivity, and enlivens the Downtown core. The development includes a new 11-story, 254,000-square-foot City Hall; an 11-story, 237,000-square-foot Port Building; a 92,500-square-foot Main Library; a 73,000-square-foot Civic Plaza with subterranean parking structure; and a renewed Lincoln Park, consisting of a dog park, children's playground, events lawn, and restroom facilities. The project is expected to bring 1,000 new residents and 8,000 direct and indirect jobs to the Downtown, breathing new life into a historic and cherished part of the City's core.

APPROVED DEVELOPMENT PROJECTS

101 ALAMITOS AVENUE – RESIDENTIAL PROJECT

A mixed-use project consisting of a seven-story, 136-unit condominium development with a subterranean and at-grade parking garage and 2,560 square feet of pedestrian-oriented retail/restaurant space was approved in December 2015. The proposed project has been designed to address the objectives of the Downtown Plan through a design that incorporates a variety of high-quality materials, a prominent corner element, variable roof heights and colors, on-site and off-site landscaping, and the use of outdoor space to create visual interest.

Left to right: 101 Alamitos Avenue proposed, City Place Long Beach proposed

PENDING DEVELOPMENT PROJECTS

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

300 THE PROMENADE NORTH – CITY PLACE LONG BEACH

Renovation of a portion of the existing City Place Long Beach shopping center has been proposed to include the remodel and upgrade of seven buildings along North Waite Court. The proposed project features a chic, ultra-modern façade design, new store frontages, enhanced lighting features, and new landscaping. The project area will be designed to program closures for special events, such as a local farmers market and live food carts.

Photography by Andy Witherspoon, Beachwood, DTap Tavern Co., Jordana Sheara Photography, The Kap Agency, Plenery-Edgemoor Civic Partners, R. Scott Duncan, RTK Architects, Inc., Studio One Eleven at P+R Architects, Thomas Wasper, Whitestone Investment, Inc.

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