City of Long Beach
Working Together to Serve

Memorandum

Date: February 23, 2018

To: Patrick H. West, City Manager PW

From: Tom Modica, Interim Director of Development Services T.M.

For: Mayor and Members of the City Council

Subject: **Downtown Plan Update 2017 in Review**

I am pleased to share the Downtown Plan Update 2017 In Review, which features several of the most significant projects completed or currently under construction in the Downtown Plan area, showcases development projects approved under the Downtown Plan, and highlights major projects seeking entitlements under the provisions of the Downtown Plan. The continuous progress of the Downtown Plan is evident in the number of new businesses, residential units, and creative office space emerging each year, and is artfully illustrated in the attached report.

Since its adoption in January 2012, the Downtown Plan has helped enhance the Downtown's role as a vibrant commercial destination with a forward-looking, unified approach toward high-quality design and development. The Downtown Plan has served as a key catalyst for the ongoing activation and revitalization of the City's core, enhancing the public realm, and providing guidance to shape the future of Downtown in a way that is both visionary and sustainable.

If you would like additional copies of the report, or for further information regarding the Downtown Plan, please contact Tom Modica at (562) 570-5091. The report is also available electronically at: www.lbds.info/civica/filebank/blobdload.asp?BlobID=7015.

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P:\Planning\Collateral_Report_Publications\Downtown Plan 2017 Annual Report\TFF- DT Plan 2017 In Review.docx

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK

CITY OF
LONG BEACH

2017 IN REVIEW
DOWNTOWN PLAN UPDATE

DOWNTOWN PLAN UPDATE

2017 IN REVIEW

With new residential, commercial, and civic developments underway, Downtown Long Beach is, quite literally, on the rise. 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 public realm in innovative and sustainable ways. Emphasis is placed on ensuring that Downtown remains highly visible as a true mixed-use City center, attracting cosmopolitan and creative residents and businesses. In addition to a streamlined permitting and entitlement process, the Downtown Plan includes a Program Environmental Impact Report (PEIR), reducing the cost and time associated with the approval of a development project, and assuring residents of long-term environmental mitigation and compliance. As the hub of tourism, business, and transit for the entire City, the revitalization of Downtown will continue to strengthen the quality of life and foster more social economic opportunities, positively shaping the future of Long Beach for decades to come.

NEW BUSINESSES IN THE DOWNTOWN

247

NEW BUSINESSES

From January 2017 to December 2017, 247 new businesses opened in Downtown Long Beach, spanning a variety of industries. The quantity and diversity of businesses opened in Downtown over the past year have enhanced Downtown's role as a vibrant commercial destination.

25%

PROFESSIONAL SERVICES

- Architecture
- Attorneys/Legal Services
- Business Offices
- Medical Offices/Clinics

44%

PERSONAL SERVICES

- Barbers
- Hairstylists
- Aestheticians
- Tattoo artists

25%

RETAIL SALES & RESTAURANTS

6%

OTHER SERVICES

HIGHLIGHTS & AWARDS

DOWNTOWN PLAN RECEIVES CALIFORNIA'S HIGHEST ENVIRONMENTAL HONOR

The Downtown Plan received a prestigious **Governor's Environmental and Economic Leadership Award** for "Sustainable Practices, Communities or Facilities" in January 2017. Issued through the California Environmental Protection Agency (CalEPA), this award is given to individuals, organizations, and businesses that have demonstrated exceptional leadership and made notable contributions in conserving California's resources, protecting and enhancing the environment, building public-private partnerships, and strengthening the economy of the State.

LONG BEACH CIVIC CENTER WINS LOS ANGELES BUSINESS COUNCIL AWARD

The re-envisioned Long Beach Civic Center project was awarded a **Los Angeles Business Council (LABC) Architectural Award** in the "Under Construction" category in June 2017. The LABC unites business advocacy, government, and education to promote environmental and economic sustainability. Each year, the LABC honors outstanding building projects and the contributions of teams of architects, contractors, and developers in the Los Angeles region. Currently under construction, the Civic Center project will consist of a new City Hall building, Port building, Main Library building, and a redeveloped Lincoln Park. Incorporating an array of green features, the new Civic Center design integrates the building's solar panels and architecture to create a more vibrant and sustainable environment.

DOWNTOWN DEVELOPMENT

PROGRESS SUMMARY
JANUARY - DECEMBER 2017

RESIDENTIAL (UNITS)

DOWNTOWN PLAN EXPECTED GROWTH (2012-2035)	TOTAL DEMOLISHED	COMPLETED	PERCENTAGE COMPLETED
5,000	0	0	0%

UNDER CONSTRUCTION/ APPROVED	PENDING	PERCENTAGE UNDER CONSTRUCTION/ APPROVED/ PENDING
1,069	848	38%

OFFICE (SQUARE FEET)

DOWNTOWN PLAN EXPECTED GROWTH (2012-2035)	TOTAL DEMOLISHED	COMPLETED	PERCENTAGE COMPLETED
1,500,000	0	0	0%

UNDER CONSTRUCTION/ APPROVED	PENDING	PERCENTAGE UNDER CONSTRUCTION/ APPROVED/ PENDING
578,927	0	38.59%

RETAIL/COMMERCIAL (SQUARE FEET)

DOWNTOWN PLAN EXPECTED GROWTH (2012-2035)	TOTAL DEMOLISHED	COMPLETED	PERCENTAGE COMPLETED
480,000	0	0	0%

UNDER CONSTRUCTION/ APPROVED	PENDING	PERCENTAGE UNDER CONSTRUCTION/ APPROVED/ PENDING
17,651	49,807	14.05%

HOTEL (ROOMS)

DOWNTOWN PLAN EXPECTED GROWTH (2012-2035)	TOTAL DEMOLISHED	COMPLETED	PERCENTAGE COMPLETED
800	N/A	N/A	N/A

UNDER CONSTRUCTION/ APPROVED	PENDING	PERCENTAGE UNDER CONSTRUCTION/ APPROVED/ PENDING
N/A	N/A	N/A

DOWNTOWN DEVELOPMENT PROJECTS

COMPLETED DEVELOPMENT PROJECTS

A. 210 The Promenade N.
-FORMER BARKER BROTHERS ANNEX BUILDING

DEVELOPMENT PROJECTS UNDER CONSTRUCTION

B. 401 W. Ocean Blvd.-LONG BEACH CIVIC CENTER (CITY HALL BUILDING)

C. 415 W. Ocean Blvd.-LONG BEACH CIVIC CENTER (PORT BUILDING)

D. 200 W. Broadway-LONG BEACH CIVIC CENTER (MAIN LIBRARY BUILDING)

E. 230 W. 3rd St.-THE PACIFIC

F. 434 E. 4th St.-THE LINDEN

G. 101 Alamitos Ave.-THE ALAMITOS

H. 1201-1235 Long Beach Blvd.-THE BEACON

I. 227 Elm Ave.-HUXTON

J. 245 W. Broadway-AMLI PARK BROADWAY

APPROVED DEVELOPMENT PROJECTS

K. 135 Linden Ave.-MIXED-USE PROJECT

L. 500 W. Broadway
-BROADWAY & MAGNOLIA

M. 320 Alamitos Ave.-RESIDENTIAL PROJECT

PENDING DEVELOPMENT PROJECTS

N. 635 Pine Ave./636 Pacific Ave.
-RESIDENTIAL PROJECT

O. 125 Long Beach Blvd.-ONE 25 LONG BEACH

P. 127-135 E. Broadway-BROADWAY & PROMENADE

Q. 240 Long Beach Blvd.-BROADWAY BLOCK

COMPLETED DEVELOPMENT PROJECTS

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

210 THE PROMENADE N.
FORMER BARKER BROTHERS ANNEX BUILDING

Restoration of the designated landmark former Barker Brothers Annex Building was completed in February 2017. Renovation of the historic commercial building consists of exterior and interior upgrades to preserve the integrity and architectural character of the original two-story building. Additional enhancements include new storefronts, steel frame doors, lighting, and exterior paint. Designed by the architectural firm of Cecil and Arthur Schilling, the building is a significant illustration of one of the rare surviving structures of the Long Beach Earthquake of 1933. During the 1920s, the Barker Brothers Furniture Company gained a reputation in the Los Angeles region as one of the more progressive furniture retailers, offering modern design and custom orders. The project reactivates a previously vacant location along The Promenade.

LONG BEACH CIVIC CENTER

MAIN LIBRARY

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

401 W. OCEAN BLVD. (CITY HALL BUILDING)/ 415 W. OCEAN BLVD. (PORT BUILDING)/ 200 W. BROADWAY (MAIN LIBRARY BUILDING)

LONG BEACH CIVIC CENTER

Tremendous progress continues to be made on the re-envisioned Long Beach Civic Center project with construction of a new 11-story, 247,000-square-foot City Hall building; 11-story, 238,300-square-foot Port building; and two-story, 93,627-square-foot Main Library building. The proposed project will also feature a 73,000-square-foot Civic Plaza with a subterranean parking structure, and a redeveloped Lincoln Park. Additionally, the 15.87-acre, four-block development has been approved for private mixed-use, commercial, and hotel uses. The project reflects the community's vision for a revitalized plaza, with no new tax burden on residents. The new City Hall, Port, and Main Library structures are slated for completion in summer 2019. Lincoln Park is expected to open the following summer in 2020.

230 W. 3RD ST.

THE PACIFIC

Currently under construction, the proposed project consists of a seven-story, multi-family residential development located at the southwest corner of West 3rd Street and Pacific Avenue. The apartment complex will feature 163 units, including 17 affordable units. The unit mix will consist of ground floor townhomes, studio, one-, and two-bedroom floor plans. The proposed project will also feature a pool deck with spa and cabanas, fitness center, outdoor kitchen, rooftop deck and clubroom, community living rooms, a bicycle workshop, and two levels of underground parking. The Pacific is part of a trio of mixed-use developments by developer Sares-Regis to break ground in Downtown in June 2017, and is expected for completion in summer 2019.

434 E. 4TH ST.
THE LINDEN

Construction of this mixed-use project kicked off in June 2017 at the corner of 4th Street and Linden Avenue, as one in a trio of new Downtown developments by the same developer. The proposed five-story project will feature 49 one- and two-bedroom units ranging between 700 square feet and 1,570 square feet in size, situated above 2,500 square feet of ground floor retail space. Tenant amenities include a pool and lounge deck, rooftop community room, fitness center, and bike storage area. The building's bold color palette consisting of hues of gray and golden yellow will complement surrounding buildings in the City's East Village Arts District. The Linden is slated for opening in early 2019.

101 ALAMITOS AVE.
THE ALAMITOS

A new seven-story, mixed-use development is currently under construction at the easterly edge of the East Village Arts District. The proposed project will consist of a contemporary, mid-sized building featuring 136 residential units, a 2,800-square-foot fitness center for residents; 2,560 square feet of ground floor retail space, and a subterranean parking structure. Resident units will include a mixture of studio, one-, and two-bedroom units ranging between 660 square feet and 1,620 square feet in size. The Alamitos broke ground in June 2017, as part of a trio of mixed-use developments in Downtown by the same developer. The project helps to reactivate a once blighted and underused site, and will bring more high-quality housing to the Downtown. The development is slated for completion in early 2019.

THE BEACON

LBCIC Funded Project

1201-1235 LONG BEACH BLVD.
THE BEACON

Construction of a new, two-building, affordable housing development for veterans and seniors is currently underway. The proposed project will consist of Beacon Pointe, a seven-story, 120-unit complex reserved for low-income seniors; and the five-story Beacon Place, which will provide 38 units for lower-income veterans with special needs and veterans experiencing homelessness or at risk of experiencing homelessness. The proposed project will include a community room with full kitchen, supportive services room, media room, bike storage area, laundry rooms, computer rooms, an on-site gym, and approximately 7,000 square feet of retail space for eateries, cafes, and offices. Located directly across from the Metro Blue Line light rail and several bus lines, the transit-oriented development will connect residents to vital services and workplaces throughout the City and beyond. The Long Beach Community Investment Company (LBCIC) provided more than $12 million in funding for the development. The Beacon is expected for completion in late 2019.

227 ELM AVE.
HUXTON

Currently under construction, the proposed project consists of a solar powered, all-electric, townhome condominium community featuring 40 three-story homes situated over a garage. Located between Broadway and 3rd Street, the contemporary development will feature several advanced technology, energy-efficient and water-efficient features to promote a healthy, active, and earth-friendly lifestyle. The development will also

include a community room building, outdoor courtyards, and an integrated pedestrian paseo that will serve to activate the streetscape and promote connectivity with the nearby restaurants and shops in the East Village. Huxton will provide a new homeownership opportunity for families in the Downtown, and is expected for completion in summer 2018.

AMLI PARK BROADWAY

PARK BROADWAY
AMLI
cafe
cafe
245
PARKING

APPROVED DEVELOPMENT PROJECTS

245 W. BROADWAY
AMLI PARK BROADWAY

A new, mixed-use development is currently underway at the site of the former State Office Building site. The project will feature a seven-story, 222-unit residential component, 8,500 square feet of retail space, and a three-level parking garage. With a sleek and contemporary design, the half-block development will include staggered building heights and a distinct tower feature at the corner of Pacific Avenue and W. Broadway to enhance the building's presence. Resident amenities include a pool, clubhouse, fitness center, and entertainment and lounge areas. The AMLI Park Broadway is expected to open for leasing in April 2018.

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

135 LINDEN AVE.
MIXED-USE PROJECT

A new, mixed-use development was approved on the west side of Linden Avenue, between Broadway and 1st Street, in late 2017. The proposed project will consist of a seven-story building featuring a mix of units ranging in size from 600 square feet to 998 square feet, and approximately 4,091 square feet of ground floor retail space. Tenant amenities include an enclosed courtyard, outdoor roof terrace, fitness center, and private parking structure. The development will incorporate a pedestrian-friendly design, and mesh seamlessly with the structures in the surrounding neighborhood.

500 W. BROADWAY
BROADWAY & MAGNOLIA

A seven-story, 142-unit residential development has been approved at the southwest corner of Broadway and Magnolia Avenue. The proposed project will feature a contemporary design with a mix of studio, one-, two, and three-bedroom units, and an integrated three-level parking garage. Project amenities consist of a roof deck with a pool, spa, fitness center, and community room for residents. The development will also include a lobby area, leasing office, bicycle storage and repair facility, and restaurant and retail space on the ground floor. Broadway & Magnolia will restore life to a previously vacant parking lot and provide a vital housing use in the Downtown.

320 ALAMITOS AVE.
RESIDENTIAL PROJECT

Approved in November 2017, this contemporary, seven-story residential building will feature 77 units, consisting of loft, studio, one-, and two-bedroom floor plans. The proposed project will also feature a residential lobby, leasing area, amenity spaces, parking garage, and two common outdoor open space areas for residents. The development will utilize high-quality materials, and incorporate several green features for increased efficiency. The project will reactivate and bring new life to a once vacant parking lot in the Downtown core.

The following major projects are in the process of seeking entitlements under the provisions of the Downtown Plan.

635 PINE AVE./636 PACIFIC AVE.
RESIDENTIAL PROJECT

A two-building, eight-story residential project is currently in the conceptual site plan review phases. The building located at 635 Pine Ave. will feature 77 units, and a three-level parking garage; and the

PROJECTS

complex located at 636 Pacific Ave. will include 193 units and a four-level parking garage. The buildings will each provide several resident amenities, and be connected by an open-air pedestrian walkway.

125 LONG BEACH BLVD.
ONE 25 LONG BEACH

A seven-story, mixed-use development has been proposed at the southwest corner of Long Beach Boulevard and Broadway. Currently in the conceptual stages, the development will feature 208 residential units, a parking garage, and approximately 7,000 square feet of commercial space. The proposed project will also include a fitness center, bicycle storage, courtyard clubhouse, rooftop lounge area; and an amenity deck overlooking Promenade Square in the Downtown core. The project would restore economic energy to a surface parking lot located adjacent to the designated landmark Psychic Temple building.

127-135 E. BROADWAY
BROADWAY & PROMENADE

Currently in the conceptual stage, the proposed mixed-use project will consist of an eight-story, 172-unit residential complex, two levels of subterranean parking, and 10,000 square feet of retail/flex space on the ground floor. The development will provide a vital housing use in an existing parking lot along The Promenade.

240 LONG BEACH BLVD.
BROADWAY BLOCK

A new mixed-use center has been proposed in the heart of Downtown. The proposed development will feature a 21-story residential tower located above a two-story retail space; and a seven-story residential component located above a two-story retail space and parking garage.

The project will consist of a total of 391 residential units, and 32,807 square feet of commercial space, and 18,016 square feet of open space and plazas. The development also includes preservation of the existing Acres of Books building. This project is currently in the entitlement process.

Photography by
Century Housing Corporation, City Ventures, Inc.,
KTGY Architecture + Planning, Liezl Estipona,
MVE + Partners; courtesy of Holland Partner Group,
Plenary Edgemoor Civic Partners, Raintree Partners LLC,
Residences at Linden, Rob Wellington Quigley,
FAIA; courtesy of Ratkovich Properties, Sares-Regis Group,
Urban Architecture Lab; courtesy of Ensemble Real Estate

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