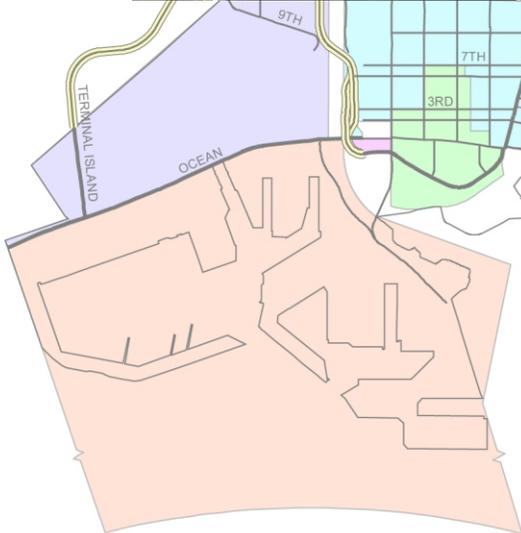


City of Long Beach, California
Department of Development Services
Corridor Investment Projects
(FY1980 - FY2012)



Executive Summary

Long Beach is a great city, blessed with an unsurpassed location and a population of almost 500,000 people. Measuring 50 square miles with eight miles of beaches, Long Beach is the envy of many cities across America. One of our most valuable assets is the diversity of our many neighborhoods, and the nearly 150 neighborhood associations that make up our fair city. Long Beach is home to a wide array of vibrant, residential communities including Coolidge Triangle, El Dorado Park, Alamitos Heights, East Village, Willmore, Sleepy Hollow, California Heights, Bixby Knolls and more.

One of the key goals and objectives of the Mayor and City Council over the past several years has been to improve the commercial corridors adjacent to our residential neighborhoods. As a result, the past 15 years have seen a diversification of redevelopment activities throughout the City, and not just in our downtown. This is a result of a concerted effort by all levels of local government to focus on strengthening our neighborhoods and business corridors. Thanks to the dedication of the Long Beach Redevelopment Agency, The Long Beach Housing Development Company, our Neighborhood Services Bureau and our entire Department of Development Services, this revitalization effort is now evident throughout the City.

This report documents many of the public investments we have made along our commercial corridors within the past 15 years. This investment was made possible through strategic partnerships with our Police Department and the Prosecutors Office to eliminate nuisance properties that receive an inordinate amount of calls for emergency services. Through focused acquisitions, we have purchased, relocated and demolished over 50 violent crime “hot spots,” including 15 liquor stores, 17 motels, 12 apartment units and 10 ancillary establishments in the past six years alone. These sites are now available for more desirable and sustainable development projects that will enhance the adjacent neighborhoods.

In addition to our focus on public safety, education remains one of the biggest economic tools for any city in America. The City of Long Beach strives to provide the safest atmosphere possible around our school campuses to promote education and create a supportive learning environment. Much of the work on our corridors has been completed adjacent to our elementary, intermediate and high schools. These improvements have benefited the entire community, and have been integral to making our schools a more secure place for students to receive an education.

On behalf of the City of Long Beach, please enjoy this corridor investment report highlighting our recent accomplishments.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Bodek", with a long horizontal flourish extending to the right.

AMY J. BODEK, AICP
Director of Development Services

Greater Downtown Area Corridor Investments

Ocean Boulevard

(Golden Avenue to Alamos Avenue)
Total Public Investment: \$32.2 Million
 (FY1980 - FY2011)



Ocean Boulevard

Revitalization of Ocean Blvd. was a major focus of the RDA in the 1980s. Many new four-star hotels, high-rise office buildings, and mixed-use residential projects were developed along this key corridor, which serves as an entry point from the 710 freeway and the Gerald Desmond bridge to the west. Development of vacant sites continued into the mid-2000s with several high-rise residential projects as private investors realized the value of Ocean Blvd. and its oceanfront views. As a key locale for visitors as well as residents, Ocean Blvd. continues to be a focus for the RDA.

1. "Sea Grass" by Barbara Grygutis

(Ocean Blvd. median near Magnolia Avenue, in front of the existing courthouse)
 Installation of "Sea Grass," a large-scale metal sculpture that captures the ebb and flow of ocean seagrass. The 30-foot sculpture is illuminated at night and serves as a beacon to many entering Long Beach via the 710 and 110 Freeways.
 - Investment: \$150,000



2. Landmark Square*

(111 W. Ocean Blvd. - Northeast corner Ocean Blvd. between Pine & Pacific Avenues)
 - Investment: \$9.1 Million



3. Ocean/Pine Mural and Improvements (Southeast corner Ocean Blvd. & Pine Avenue)

Installation of a mural and improvements around vacant lot.
 - Investment: \$15,000



4. Renaissance Hotel* (111 E. Ocean Blvd. - Northeast corner Ocean Blvd. & Pine Avenue)

- Investment: \$6.4 Million



5. Downtown Plaza (ICT)* (Northwest corner Waite Court & 1st Street)

- Investment: \$2.1 Million

6. Westin Hotel & Shoreline Square Office Building*

(333 E. Ocean Blvd. - Northeast corner Ocean Blvd. & Long Beach Blvd.)
- Investment: \$6 Million



7. University Restaurant Group - 555 Restaurant (555 E. Ocean Blvd.)

Revolving Loan Fund
- Investment: \$250,000

8. Gatherings d'Elegance (555 E. Ocean Blvd. #815)

Capital Availability Program
- Investment: \$25,000

9. Alliance Industries (444 W. Ocean Blvd.)

Capital Availability Program
- Investment: \$25,000

10. Ocean Blvd. Median Lighting (Ocean Blvd. between Golden Avenue & Alamitos Avenue)

Installation of 112 uplights for 56 palm trees in the median along Ocean Blvd.
- Investment: \$296,000



11. ADL Home Health Care (211 E. Ocean Blvd., #204)

Capital Availability Program
- Investment: \$25,000

12. Michael Smolen, DDS (249 E. Ocean Blvd., #102)

Capital Availability Program
- Investment: \$25,000



13. Aqua* (388 E. Ocean Blvd. - Southwest corner Ocean Blvd. & Linden Avenue)

The RDA assembled the land and sold it to the developer for this project with 556 for sale high-rise condominium units. In exchange for the right to build parking under Victory Park, the developer provided 120 parking spaces that are available to the public.
- Investment: \$2.1 Million



14. House of Envy (455 E. Ocean Blvd.)

Capital Availability Program
- Investment: \$25,000

15. Harborplace Tower* (525 E. Seaside Way - Southeast corner Linden Avenue & Ocean Blvd.)

The RDA assembled the land and sold it to the developer for this project with 220 for sale high-rise condominium units. In exchange for the right to build under Victory Park, the developer provided 80 parking spaces that are available to the public.
- Investment: \$4.5 Million
- Construction Costs (Developer): \$30 Million



16. Police Video Surveillance Camera System

Installation of 14 police video surveillance cameras along south of Ocean Blvd. near the Pike and Convention Center.
- Investment: \$375,000

17. Wayfinding Signage

Downtown wayfinding sign system including 102 vehicular signs, 74 pedestrian signs, and 61 pedestrian map signs. Fabrication and installation was completed in June 2007.
- Investment: \$109,000 (RDA), \$584,000 (MTA Grant), \$45,000 (DLBA)

18. Utility Boxes Painting (\$2,000 each)

Long Beach inspired art painted on existing utility boxes by local artists.
- Investment: \$12,000



**Figures are based on best available data. Pre-2000 development projects may reflect only land acquisition costs and not necessarily total agency investment.*

Greater Downtown Area Corridor Investments

North Pine Avenue

(3rd Street to 8th Street)

Total Public Investment: \$20.9 Million

Acquisition: \$1.4 Million

(FY1996 - FY2011)



North Pine Avenue

Pine Avenue is the hub for commercial and retail uses in Downtown, including restaurant, specialty shops and entertainment venues. However, it seemed that most activity stopped at 3rd Street and people were not venturing any further north. The area has been activated through the revitalization of the enclosed Long Beach Plaza into the open air CityPlace shopping center, and the re-opening 4th and 5th Streets to pedestrian and vehicular traffic. Gold's Gym, Kress Market and other businesses continue to activate the area.

1. Saylin Studios (744 Pine Avenue)

Capital Availability Program

- Investment: \$35,000



2. Dolphin Site Relocation (641-643 Pine Avenue)

Installation of new fence, public art, and temporary landscaping, including relocation of the painted dolphins from the vacant courthouse site.

- Investment: \$44,000



3. 3 Stars Pizza (650 Pine Avenue)

Microenterprise Loan

- Investment: \$25,000



4. Kress Market (443 Pine Avenue)

Façade Improvement Project

- Investment: \$10,000



5. Newberry Building Graphic Wrap (433 Pine Avenue)

(433 Pine Avenue)

Installation of decorative graphic wrap to cover the vacant storefronts, while waiting for development.

- Investment: \$3,000 (RDA), \$3,000 (DLBA)



6. CityPlace Graphic Wrap (Pine Avenue between 4th & 6th Streets)

Installation of decorative graphic wrap to cover the vacant storefronts, while waiting for development.

- Investment: \$14,900 (DLBA)



7. Gold's Gym/Flex Inc. (345 Pine Avenue)

Revolving Loan Fund

- Investment: \$160,510

Commercial Rehabilitation

- Investment: \$150,000



Millennium Fitness Consulting Group

Capital Availability Program Loan

- Investment: \$35,000

8. LBCC - Small Business Development Center (309 Pine Avenue)

The Agency leased this vacant commercial space to Long Beach City College and provided tenant improvements to create a satellite office for the regional Small Business Development Center (SBDC) program. The consultant agreement will allow for an SBDC consultant to provide various services including business advice and assistance, workshops, business matchmaking and procurement events, access to capital programs, business networking and peer mentoring, marketing, outreach and business engagement. SBDC's presence will help activate the Downtown and provide more convenient services to area businesses.

- Acquisition: \$1.4 Million

- Investment: \$105,500 (Consultant Agreement), \$150,000 (Façade & Tenant Improvements)



9. CityPlace

CityPlace is a \$75 million mixed-use development with 450,000 sq. ft. of retail on the sites of the former Long Beach Plaza mall and the adjacent International School. It was developed by Developers Diversified Realty (DDR). DDR replaced the inward-looking Long Beach Plaza with new pedestrian-oriented shops, apartments and condominiums that look outward to the Downtown streets. As part of the City-provided public improvements, 4th and 5th Streets have once again been opened to vehicular traffic, with access to storefronts and parking garages. Major tenants include Wal-Mart, Nordstrom Rack, Ross, CVS, and Albertsons. The project also includes approximately 340 units of market-rate housing-rental and for sale. Completed in Fall 2003.

- Investment: \$17.4 million (City \$10.7 million in public improvements, RDA \$6.2 million in land and \$500,000 in permits and fees)

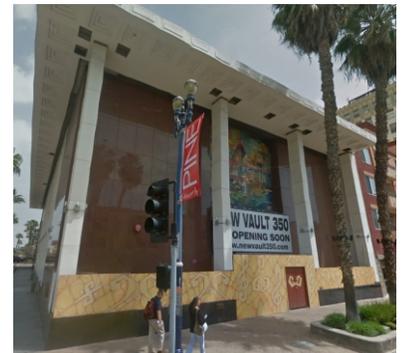


10. The Vault 350 (350 Pine Avenue)

A grant was provided to improve the façade and install a new marquee sign for The Vault 350. In addition, an artistic mural was painted on the construction fencing around the front of the building.

- Investment: \$250,000

- Façade Improvement Grant: \$3,000



11. Born to Shop (322 Pine Avenue)

Capital Availability Program Loan

- Investment: \$25,000

12. George's Greek Deli (318 Pine Avenue)

Microenterprise Loan

- Investment: \$25,000

13. Pine Avenue Streetscape

(Pine Avenue between Shoreline Drive & 8th Street, 1st Street between Pacific & Elm Avenues, 3rd Street & Broadway between Pacific Avenue & Long Beach Blvd.)

Streetscape improvement project to include street furniture, pedestrian-scale lighting, street trees and related landscaping, decorative hardscapes, and public art.

- Investment (Design Costs): \$600,000 RDA, \$50,000 DLBA



14. Police Video Surveillance Camera System

Installation of 17 police video surveillance cameras along Pine Avenue between Shoreline Drive and 6th Street.

- Investment: \$400,000



Greater Downtown Area Corridor Investments

The Promenade

(Ocean Blvd. to 3rd Street)

Total Public Investment: \$22.8 Million

Acquisition: \$7.5 Million

(FY2007 - FY2011)



The Promenade

The Promenade was identified as a priority by the RDA in its Strategic Guide for Development and in the Downtown Long Beach Strategic Action Plan, both published in 2000. The northern portion of The Promenade, from Ocean Blvd. to 3rd Street, was characterized by an uncohesive mix of vacant areas, surface parking lots and underutilized sites. Due to its proximity to retail uses along Pine Avenue and proposed commercial elements at Long Beach Plaza (now CityPlace), this portion of the Promenade was envisioned as a mixed-use district with high-density, high-end urban living in the center of Downtown, with ground-floor retail uses and other pedestrian activities. Developers were selected for mixed-use developments and a Promenade Open Space Master Plan was designed, refined, and implemented.

1. Promenade North Block/Mural Park

(The Promenade between 3rd Street & Broadway, includes the WPA Mural Site)

Design development, construction drawings and installation of the Promenade Master Plan improvements including paving, lighting, landscaping, public art, seating, and other pedestrian amenities.

- Investment: \$3 Million

2. The Promenade at Broadway Site (site assembly)

(Northwest corner of The Promenade & Broadway)

The RDA assembled this land and issued a Request for Proposals/Qualifications for the purchase & development of the property. The Agency has entered into an agreement to negotiate exclusively with Forest City.

- Investment: \$3.7 Million

3. 133 Promenade Walk - The Olson Company

(The Promenade between Broadway & 1st Street)

The RDA assembled the land and sold it to the developer for this \$43 million development with 97 condominium units (10 Shopkeeper Units, 61 Flats, 17 Lofts, 9 Townhomes, 8,200 sq. ft. retail, 4,620 sq. ft. shopkeeper). This project includes 62 additional parking spaces that are available to the public for transient parking. Completed in 2008.

- Acquisition: \$2.4 Million

- Construction (Developer): \$43 Million



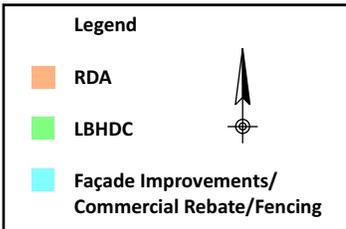
4. The Lofts at Promenade - Lyon Communities

(225 Long Beach Blvd. & 210 E. 3rd Street)

The RDA assembled the land and conveyed it to Lyon Realty Advisors for this \$42 million development, which includes 104 one- and two-bedroom urban loft-style apartments along The Promenade between Broadway and 3rd Street in Downtown Long Beach, and 13,550 sq. ft. of ground-floor retail space. In addition to code-required parking for building residents, commercial businesses and guests, the project includes 159 additional parking spaces that are available to the public. Completed in August 2009.

- Acquisition: \$3.3 Million

- Construction (Developer): \$42 Million



5. Beachwood BBQ (210 E. 3rd Street - The Promenade between 3rd Street & Broadway)

This façade improvement project included the replacement of three stationary windows with roll-up garage style glass doors to open the restaurant to the outside. A wire-slide fabric awning installed on an aluminum girder base will incorporate gas heaters to warm diners on cool days. Iconic 1950's style signage complemented the façade improvement. Completed in June 2011.

- Investment: \$100,000 Façade Improvement, \$200,000 Low-Interest Loan



6. Pacifica - Lennar (150 The Promenade - Southeast corner of The Promenade & Broadway)

The RDA assembled the land and sold it to the developer for this \$27 million development of 62 condominium units: 20 One-Bedroom Units, 16 Two-Bedroom Flats, 12 Three-Bedroom Flats, 14 Three Bedroom Townhouses, and 5,196 sq. ft. of retail space. Completed in 2008.

- Acquisition: \$1.8 Million

- Construction (Developer): \$27 Million



7. Bikestation (221 E. 1st Street)

In 1995, the RDA designated the northwest corner of 1st Street and The Promenade as the site for an 18-month Bikestation demonstration project to encourage bicycle usage and transit ridership. With funding provided through a Metropolitan Transportation Authority (MTA) grant, Bikestation Long Beach was constructed the very first public bicycling center in the U.S. In 2005, Bikestation relocated to the northeast corner of The Promenade and First Street. The City received a grant from the California Department of Transportation through the Bicycle Transportation Account Program for design and construction of the relocated Bikestation facility. In 2009, Bikestation relocated to an interim space on Broadway to allow for construction of the recently opened Promenade Square. In September 2011, the doors were opened to the permanent Bikestation Long Beach building at the northwest corner. The new expanded facility includes secured 24/7-access bicycle parking for 100 bikes, bathroom and shower facilities, and retail, rental, and repair services.

- Design & Construction: \$1.2 Million (plus \$4,000 monthly maintenance fee)



8. The Promenade Mid-Block/Promenade Square

(The Promenade between Broadway & 1st Street)

Design development, construction drawings and installation of Promenade Master Plan improvements including paving, lighting, landscaping, public art, seating, and other pedestrian amenities.

- Investment: \$4.2 Million



9. Police Video Surveillance Camera System

Installation of 10 police video surveillance cameras along The Promenade between Ocean Blvd. and Broadway.

- Investment: \$250,000



10. Promenade South Block (The Promenade between Ocean Blvd. & 1st Street)

Installation of Promenade Master Plan improvements including paving, lighting, landscaping, public art, seating, and other pedestrian amenities.

- Investment: \$2.4 Million



11. The Designory Business Retention (211 E. Ocean Blvd.)

In order to retain this business in Long Beach, the Agency assisted The Designory in locating parking spaces and entered into an agreement to reimburse a portion of its parking fees (\$15 per space per month for 70 spaces over a period of 5 years). The agreement terminates in May 2013.

- Investment: \$66,150



12. Phantom Galleries (not shown on map)

Since 2008, over 150 art exhibits have been installed in more than 25 vacant storefronts throughout the Downtown. A series of gallery openings have been held for the various exhibits.

- Investment: \$170,550

Greater Downtown Area Corridor Investments

West Gateway

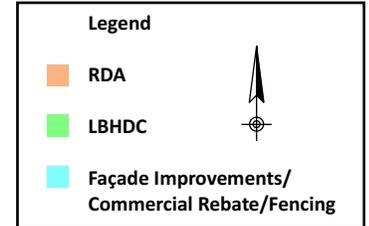
(Broadway to 3rd Street)

Total Public Investment: \$63.4 Million

Acquisition & Construction: \$48.5 Million

Private Investment: \$584 Million

(FY2002 - FY2013)



West Gateway

An uncohesive and nonconforming mix of vacant land, surface parking lots and blighting previously characterized the West Gateway corridor. The residential apartments were overcrowded and there were high volumes of calls for police service. In 2000, the Downtown Long Beach Strategic Action Plan acknowledged that the West Gateway area had in the past experienced over-scaled and cheaply constructed apartments with few or no on-site amenities and identified that future development in the West Gateway should focus on quality residential, mixed-use, and civic projects that successfully connect the lower-density residential areas to the north with the more intensive mixed-use areas to the south.

1. Puerto del Sol (745 W. 3rd Street - Northwest corner Maine Avenue & 3rd Street)

LBHDC provided financial assistance for the development of a 64-unit affordable housing development. The project includes two, three, and four-bedroom units affordable to low- and very-low-income residents. (Block bounded by Maine Avenue, Golden Avenue, 3rd Street & 4th Street.)

- Acquisition & Construction Loan: \$12 Million



2. Governor George Deukmejian Courthouse

Development of a new regional courthouse to contain 31 courtrooms, offices and commercial space to be built in the City's West Gateway area on 6 acres bounded by West Broadway, Maine Avenue, 3rd Street, and Magnolia Avenue.

- Acquisition costs for the block bounded by Maine Avenue, Daisy Avenue, 3rd Street, & Broadway: \$12.6 Million

- Acquisition costs for the block bounded by Magnolia Avenue, Daisy Avenue, 3rd Street, & Broadway: \$11.3 Million

- RDA Additional Infrastructure Support: \$7 Million

- Total Investment: \$30.8 Million



3. gallery421

(421 W. Broadway - Block bounded by Magnolia Avenue, Chestnut Avenue, 3rd Street & Broadway)

An art inspired apartment community containing 291 upscale units, 26 of which are affordable to low-income residents, and ground floor retail.

- Acquisition: \$12.6 Million

- LBHDC Loan: \$5.6 Million

- Reimbursement of offsite costs: \$2.4 Million

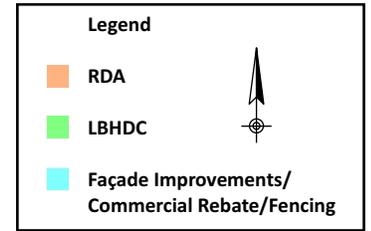


Greater Downtown Area Corridor Investments

Broadway & Long Beach Boulevard

Total Public Investment: \$6.4 Million

Acquisition: \$6.2 Million
(FY1998 - FY2011)



Broadway & Long Beach Boulevard

The East Village Arts District is one block east of this corridor, but sometimes feels as if it is not part of Downtown. The ArtExchange and the Edison Theatre help to bridge that gap by creating a gateway from Downtown to the East Village.

1. Edison Theatre (213 E. Broadway)

This historic building, built in 1917, houses a 99-seat black box theater. It was acquired by the Agency and later leased to CSULB for its California Repertory Theatre from 1998 to 2006.
- Acquisition: \$206,700



2. American Hotel (224 E. Broadway)

Built in 1905, the American Hotel is one of the rare surviving original commercial buildings in downtown Long Beach. Although retrofitted with a nominal seismic upgrade, preliminary structural assessments have concluded that considerable renovations of the structural, mechanical, and electrical features will be required in order for the building to be functional and habitable. The City Council declared the building a historic landmark in 1989 by ordinance C-6672. The Agency acquired the property in August 2000 as part of its continuing redevelopment efforts. In July 2009, the Agency issued a Request for Proposals (RFP) for the preservation, rehabilitation and/or adaptive reuse, in conjunction with new construction of the American Hotel. The Developer intends to adaptively reuse the historic building on the site, the American Hotel, as a mixed-used structure, including a complete restoration of the existing façade and shell, with new creative office space on the upper floors and retail on the ground floor.
- Acquisition: \$191,400
- Relocation: \$186,900



3. ArtExchange (240 Long Beach Blvd.)

This project creates a gateway from downtown to the East Village Arts District. The ArtExchange will be a world-class art facility that provides tactile art experiences for the public. Visitors will have the opportunity to observe artists creating work, take classes, purchase art, and attend cultural events at the center. The ArtExchange will also be a regional arts education resource for the LBUUSD as well as local institutions of higher learning. The Project will remove the rear portion and adaptively reuse the front of the Acres of Books building, a designated historic landmark, in conjunction with a new 10,500-square-foot collaborative arts center that will include artist studios, gallery space, a multi-purpose classroom, outdoor courtyard, and a hot shop.
- Acquisition: \$5.8 Million





1961 - 2011
Building A Better Long Beach
www.LongBeachRDA.org



City of Long Beach, California
Department of Development Services
333 W. Ocean Blvd., 4th Floor
Long Beach, CA 90802
562-570-LBDS (5237)
562-570-6205 fax
www.lbds.info