2020
DOWNTOWN PLAN UPDATE
YEAR IN REVIEW
A symbolic center of commerce and culture, the vibrant waterfront metropolis we call Downtown Long Beach has come a long way since its inception in 1887. With the adoption of the Downtown Plan (PD-30) in 2012, the area has steadily seen tremendous growth as represented by the emerging skyline and booming development. In 2020, despite the challenges posed by the COVID-19 pandemic, Downtown Long Beach continued to push forward with new projects, such as Regency Palms II, a 10-story senior assisted-living facility on Pine Avenue, and The Hotel, an architecturally-forward hotel development on Long Beach Boulevard.

Following the innovative and sustainable standards established in the Downtown Plan, the area continues to evolve as a hub for tourism, business, and transit.

NEW BUSINESS IN THE DOWNTOWN

222 NEW BUSINESSES IN 2020

23% BARBERS AND HAIR STYLISTS, AESTHETICIANS, AND TATTOO ARTISTS

32% ARCHITECTURE, LEGAL SERVICE, BUSINESS AND MEDICAL OFFICES

25% OTHER SERVICES CONTRIBUTE TO THE REMAINDER

20% RETAIL SALES AND RESTAURANTS
### Downtown Development Progress Summary

**January 2020 – December 2020**

<table>
<thead>
<tr>
<th>HOTEL (ROOMS)</th>
<th>OFFICE (SQ FT)</th>
<th>RESIDENTIAL (UNITS)</th>
<th>RETAIL AND COMMERCIAL (SQ FT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expected Growth 2012-2035</strong></td>
<td><strong>Expected Growth 2012-2035</strong></td>
<td><strong>Completed</strong></td>
<td><strong>Completed</strong></td>
</tr>
<tr>
<td>800</td>
<td>1.5M</td>
<td>5,000</td>
<td>480K</td>
</tr>
<tr>
<td>34</td>
<td>583.5K</td>
<td>1,052</td>
<td>23,120</td>
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<td>0</td>
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<tr>
<td><strong>Under Construction/Approved</strong></td>
<td><strong>Completed of Total Goal</strong></td>
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<td><strong>Percentage Under Construction, Approved or Pending</strong></td>
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- **Long Beach Development Services Year in Review**
- **Downtown Plan Update**
- **January 2020 – December 2020**

- **LONG BEACH DEVELOPMENT SERVICES**
**COMPLETED PROJECTS**

A. The Alamitos
   101 Alamitos Ave.

**UNDER CONSTRUCTION**

B. Broadway and Magnolia Apts.
   500 W. Broadway

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

D. Shoreline Gateway
   777 E. Ocean Blvd.

E. The Hotel
   107 Long Beach Blvd.

**APPROVED PROJECTS**

F. Lincoln Park
   101 Pacific Ave.

**PENDING PROJECTS**

G. Regency Palms II
   810 Pine Ave.

H. Calypso
   636 Locust Ave.

I. Residential Project
   923 and 927 Long Beach Blvd.

J. Ghost Kitchen
   459 Elm Ave.

K. Mixed-Used Project
   525 E. Broadway
GROWTH in the Downtown Plan area is evidenced by the ongoing development construction progress that was made in 2020. This section highlights development projects that were either completed last year, are currently under construction, have received approval, or are pending approval.

COMPLETED THE ALAMITOS

The Alamitos — a seven-story, mixed-use development on the corner of Alamitos Avenue and 1st Street — broke ground in early 2020 after several years of construction. Approved by the Planning Commission in December 2015, this contemporary, mid-sized building features 126 apartment units ranging from studios to two-bedroom homes, a 2,800-square-foot fitness center, ground-floor retail space, along with multi-level underground parking. With an eye on the future, this new development reactivates a once neglected site on the easterly edge of the East Village Arts District in Downtown Long Beach.
With construction steadily underway, the Planning Commission in August approved plans to expand the Broadway Block, a prominent mixed-use development featuring a 23-story high rise and a seven-story building on the long vacant lot. The project, initially approved in March 2018 with 400 residential units and 15,787 square feet of retail space, will be adding an additional 32 dwelling units and 2,006 square feet of ground level. The lot includes the historic Acres of Books building, which is being revamped as a food court with an outdoor patio.

EXPANSION APPROVED FOR AMBITIOUS RESIDENTIAL DEVELOPMENT

BROADWAY BLOCK

The ambitious residential development known as Broadway and Magnolia Apartments broke ground in 2020, bringing the high-end seven-story, 142-unit project closer to fruition. Occupying a once-vacant parking lot, the new development will bring a mix of studios and units from one to three bedrooms, along with a market cafe, a patio, and a bicycle storage on the ground floor. Residents will also enjoy a variety of amenities such as a roof deck with a pool and a spa, and a fitness center.
Significant progress has been made this past year on Shoreline Gateway, a 35-story mixed-use development featuring 315 apartment units and 6,700 square feet of retail/restaurant space on the ground level. Originally approved by the Planning Commission in October 2016, this project includes a 10,000-square-foot plaza with public art and open space for pedestrians, along with a community garden, a gym, a pool, and a spa. With strong architectural elements devoted to contemporary design, Shoreline Gateway will soon be a beacon of innovation and community in Downtown.

In spite of construction setbacks caused by COVID-19, the Hotel Project is underway on the corner of First Street and Long Beach Boulevard. As the first hotel to be entitled under the Downtown Plan, the five-story development will include 34 hotel rooms, on-site parking, a rooftop deck, lounge areas, as well as a pool and spa. Sitting directly across from the Metro Blue Line and the revitalized Edison Lofts, this development is expected to further activate a primary corridor in Downtown Long Beach.
Construction is planned for a revitalized Lincoln Park as part of the ongoing Long Beach Civic Center Project. Occupying 4.9 acres at the south entrance of the new Billie Jean King Main Library, the new park will bring a children’s play area, an enclosed dog park, a skate park, a half basketball court, as well as an open 30,000-square-foot lawn for residents and visitors to enjoy. Initially approved by the City Council in 2015, the revitalized Lincoln Park is expected to be completed in late 2021.
A new proposal for a seven-story mixed-use development project is currently under review. With 108 residential units ranging from one- to three-bedroom units and 1,188 square feet of ground-floor commercial space, this project would mark the latest addition to the batch of residential projects coming to Downtown, if approved. It would also offer a variety of amenities, including a pool and community room, fitness area, lounge, barbecue grill, and a rooftop deck. It is expected to come before the Planning Commission in early 2021.

636 LOCUST AVE.

EASY TRANSIT ACTIVATING DOWNTOWN

CALYPSO

RESIDENTIAL PROJECT

923 & 927 Long Beach Blvd.

A site plan is currently under review for a proposed six-story residential project on the corner of 9th Street and Long Beach Boulevard. Proposed by A&H Architects, the contemporary-style building would feature 86 dwelling units and a three-level underground garage, as well as a 1,234-square-foot courtyard on the second floor and a roof deck.

PENDING PROJECTS

LONG BEACH DEVELOPMENT SERVICE YEAR IN REVIEW

DOWNTOWN PLAN UPDATE

LONG BEACH DEVELOPMENT SERVICE YEAR IN REVIEW
525 E. Broadway

A new seven-story mixed-used residential project received an initial approval for its site plan review last November. With a total of 48 units ranging from one to three bedrooms, this development is anticipated to add a variety of housing types to meet the needs of Long Beach’s diverse population.

As a mixed-use structure in the heart of Downtown, the development will host 5,090 square feet of retail space on the ground floor, along with an outdoor arcade seating area.
An exciting new proposal that would occupy the iconic 1923 building on 4th Street and Elm Avenue is pending site plan review. With 60,040 square feet of area in the three-story structure, the proposal seeks to convert the space into 19 tenant commercial kitchens — also known as “ghost kitchens” — along with designated public space for indoor dining and a retail area.

On the ground floor, the project proposes a show kitchen for demonstrations, menu development, recipe tasting, and content creation.