



DOWNTOWN LONG BEACH

2018 ECONOMIC PROFILE



03 WELCOME TO DTLB

04 DTLB

DTLB Location & Commute
Business Improvement District
Doing Business
Development Activity

14 BUSINESS

Business Environment
Office Space
Retail Market
Workforce

24 RESIDENTS

Housing
Demographics
Psychographics
Education

32 LIFESTYLE

Mobility
Tourism

42 FUTURE

The Future of DTLB
Downtown Developments



WELCOME TO DOWNTOWN LONG BEACH

Downtown Long Beach continues its evolution while remaining authentic and inviting.

With its 150 city blocks covering 1.38 un-square miles, our urban core is the only downtown located on a waterfront between San Diego and San Francisco, positioning Downtown Long Beach as an excellent business destination, and a location that fosters extraordinary residential and tourism opportunities.

Combined with its unique location, Downtown Long Beach is made up of dedicated stakeholders who actively engage in developing and implementing measures to make it more accessible, attractive and business-friendly.

Throughout Downtown corridors, visible examples of investment in new businesses, commercial and residential development, placemaking and public realm endeavors, all add to the vibrancy and excitement of Long Beach. Supported by a vibrant local and regional economy, business confidence remains robust with over 80% of businesses and investors projecting continued economic expansion in the coming year. Downtown is at the center of this activity, focused upon creating and delivering a unique experience that only a true waterfront urban city can provide.

The Downtown Long Beach Alliance (DLBA) is committed to researching and collecting empirical data, allowing it to function as a clearinghouse of information from which business recruitment, retention and job creation decisions are made.

We recognize the importance of understanding our history in order to make informed decisions to support and advance our future. As more than 1,000 residential units are expected to come online over the next two years, developing an environment that is able to support the growing demands of Downtown residents will be vital. Empowered by comprehensive data collection and analysis, the DLBA can be strategic in establishing resource allocation and identifying trends that will be necessary to meet those needs.

On behalf of its Board of Directors and its Economic Development Committee, we are proud to present the *2018 Annual Downtown Economic Profile* that provides an in-depth look at Downtown data and trends that continues to project a prosperous outlook for business.

Sincerely,

RYAN ALTOON
Board Chair 2017-18

KRAIG KOJIAN
President & CEO



CONTENTS

DTLB Location & Commute

Business Improvement District

Doing Business

Development Activity

DOWNTOWN LONG BEACH

1.38 UN-SQUARE MILES

Long Beach is the seventh largest city in California, knitted together from a variety of unique neighborhoods and commercial corridors. However, there is only one Downtown, and it's 1.38 Un-square Miles of ever-changing opportunity. Offering an urban experience shaped from the hearts and minds of its authentic community, DTLB is an energetic catalyst for diversity and creativity.





DTLB LOCATION & COMMUTE

Situated on the LA/OC County line, DTLB is directly connected to a robust matrix of freeways and accessible to airports, including Los Angeles International Airport (LAX), John Wayne Airport (SNA), and our own Long Beach Airport (LGB), which serves more than 3.7 million passengers annually and operates 41 commercial and 25 commuter daily flights. Certainly not limited by cars, DTLB is serviced by the Metro Blue Line, the nation's most used light rail line with over 72,139 boardings per day. This line provides a direct connection between DTLB and Downtown Los Angeles, allowing users to easily jump between the attractions and amenities of both cities and all points in between.



LONG BEACH AIRPORT

The Long Beach Airport has been named as one of USA Today's Top Ten US Airports for Dining for the past two years. Long Beach Airport was voted number three from a list of the nation's top 10 airports in the 2017 Readers' Choice Awards by Condé Nast Traveler magazine. With free Wi-Fi throughout the airport and ample number of charging stations, LGB has become a major travel hub for business and leisure travelers.



METRO

Completed in 1990, the Los Angeles Metro Blue Line directly connects Downtown Long Beach to Downtown Los Angeles. Major renovations on this line, including replacing many of the rail cars, began in 2014. The Blue Line will close and undergo a \$300 million renovation starting in January 2019 with an expected completion in September 2019.



FREEWAYS

Southern California is heavily dependent on its freeway systems, and it's appropriate to call Long Beach the nexus of the Los Angeles/Orange County Metro Area. Smack dab in the middle of OC and LA, the 710 Freeway ends in Downtown Long Beach and is easily accessible from multiple points.



BUSINESS IMPROVEMENT DISTRICTS

Business Improvement Districts (BIDs) play a role above what a City provides, from guiding new businesses to coordinating events to picking up litter. The DLBA manages two BIDs: the Downtown Parking Improvement Area (DPIA), established in 1973 by business owners, and the Property-Based Improvement District (PBID), which was founded in 1998 by commercial property owners and later expanded to residential property owners in 2013.



DTLB IS COMPRISED OF
150 SQUARE
BLOCKS

ABOUT DLBA

The DLBA is a community-based non-profit organization whose mission is to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown. By balancing the interests of residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines.





Figure 1.1 - Downtown DPIA/PBID Map

EAST VILLAGE ARTS DISTRICT

On the Eastern edge of Downtown, the East Village Arts District boasts high-rise condos, artist lofts and small craftsman cottages, living up to its name by being home to most of Long Beach's art galleries. Walk any block in this area to pass independent boutiques, perfect cups of coffee, and SoCal's first dedicated cider bar.

NORTH PINE

This area continues to be one of the fastest growing neighborhoods in Downtown; North Pine became home to 13 new businesses in this past year. Offering historic condos, apartments and single family homes, North Pine's attraction is leading to a resurgence of some of the most established businesses and buildings in Long Beach.

PINE AVENUE & THE PROMENADE

The bustling heart of DTLB, Pine Avenue and the Promenade neighborhood is DTLB's go-to place to see and be seen, eat and drink some of the finest dishes and craft beers in the region. From one of the southland's most lauded gastropubs to the nation's first park named after Harvey Milk, this area is the nucleus of DTLB.

WATERFRONT

DTLB's Waterfront is home to both Shoreline Village and The Pike Outlets and offers nationally-known retail and restaurants. Here's where visitors and residents alike take in some of Long Beach's most popular attractions from the Aquarium of the Pacific to the Queen Mary.

WEST GATEWAY

Home to the Long Beach Civic Center, World Trade Center, Deukmejian Courthouse, and many of the city's high-rise offices; the West Gateway is the financial and civic center of DTLB. With an array of housing options, residents enjoy easy access to their offices and walkability to all DTLB's offerings.

WILLMORE

One of Long Beach's oldest neighborhoods, historic Willmore is located on DTLB's western edge, bordering the LA River. It is a location for a large concentration of turn-of-the-century homes. The Willmore neighborhood reflects Long Beach's past, present and future.



IT'S A MUTUAL
BENEFIT TO ENABLE
BUSINESSES TO
OPEN AS FAST AS
POSSIBLE



\$28K

GRANT FUNDING
AWARDED BY THE
DLBA TO SUPPORT
NEW DOWNTOWN
BUSINESSES THROUGH
WOBA & SMALL BUSINESS
EDUCATION SERIES

DLBA ECONOMIC DEVELOPMENT INITIATIVES

THE ENTREPRENEURSHIP EDUCATION SERIES & WOMAN-OWNED BUSINESS ACCELERATOR

The DLBA launched its Entrepreneurship Education Series last year, giving local entrepreneurs the opportunity to be awarded up to \$3,000 each toward their business goals through the DLBA Small Business Grant. In addition, the DLBA launched its second grant funding program, the Woman-Owned Business Accelerator (WOBA). In partnership with the Institute for Innovation & Entrepreneurship and Built by She, the program is designed to assist existing woman-owned businesses. Both programs help current and future business owners learn valuable tools and skills to push their ideas closer to reality. The goal is to foster new business opportunities for our DTLB community.

PORTUGUESE BEND

DISTILLING

DOING BUSINESS

Downtown Long Beach prides itself on being an environment that is business-friendly. Decreasing the median turnaround time for a business license has been a shared goal of both the DLBA and the City of Long Beach. We're encouraged by City efforts that have resulted in turnaround times decreasing from 56 days to 14 days. Also encouraging is that gross retail sales receipts in Downtown are continuing to increase year-over-year, with 2017 being the highest yet. Combine that with the creative sector's continued growth in recent years, and DTLB stands as an economic powerhouse.

BIZPORT & DATALB

In an effort to become evermore accessible to new businesses, the City of Long Beach launched BizPort, its online business portal. The site serves as a digital ombudsman to help entrepreneurs easily navigate the steps to start, manage, and grow a business. In addition, the City of Long Beach partnered with global smart-mapping leader, Esri, in early 2017 to launch a comprehensive data hub called DataLB. As a public engagement tool, DataLB makes the city's geospatial analytics data available online to the public. This data is a critical component for many burgeoning entrepreneurs and developers seeking to invest in DTLB and the City.

CITY OF LONG BEACH ECONOMIC BLUEPRINT

In the summer of 2017, the City of Long Beach completed and approved the City's Blueprint for Economic Development, an economic development guide for the next 20 years. The blueprint focuses on policy recommendations for broad areas including economic inclusion, workforce development, the development environment, key industry clusters and business assistance. The document also emphasizes the importance of Business Improvement Districts to the overall economic health of city neighborhoods.



81%

OF BUSINESS SURVEY
RESPONDENTS BELIEVED
THAT THE DLBA WAS AN
IMPORTANT ADVOCATE
FOR DTLB BUSINESSES

DEVELOPMENT ACTIVITY

THE DOWNTOWN PLAN

Adopted by the City of Long Beach in 2012, the Downtown Plan serves as a comprehensive development plan and is a key catalyst for growth. The Downtown Plan 2016 Year in Review was released in early 2017 featuring the most significant projects completed or currently under construction. The Downtown Plan's goals are simple: encourage the development of residences, office and retail space, restaurants, hotels, and jobs through a single guiding document. Through incentivizing investors and developers, the Plan helps foster a more connected, more cultured, and more diverse DTLB. The results since its implementation are tangible with seven completed projects equating to 476 residential units coming online, with over 1,038 units under construction and 2,195 more units in the pipeline. While in office space, nearly 35,000 square feet have been added with 578,900 more approved or under construction.

247 TOTAL NEW BUSINESSES
IN DOWNTOWN LONG
BEACH IN 2017



Figure 1.1 - Breakout of New Businesses in Downtown by Category
Source: City of Long Beach, Development Services, "Downtown Plan Update 2017 in Review"

DEVELOPMENT PROGRESS UNDER DOWNTOWN PLAN

	RESIDENTIAL (UNITS)	OFFICE	RETAIL / COMMERCIAL	HOTEL (ROOMS)
Expected Growth 2012-2035 (Units)	5,000	1,500,000 (SF)	480,000 (SF)	800
Under Construction/ Approved	1,069	578,927 (SF)	17,651 (SF)	0
Pending	848	0 (SF)	49,807 (SF)	0
Percent Under Construction	38%	39%	14%	0%

Table 1.2 - Development activity by market type since 2012.
Source: City of Long Beach, Development Services, "Downtown Plan Update 2017 in Review"

PUBLIC

Procured through a public-private partnership, construction has been underway on the new Civic Center located in the heart of our Downtown that will redefine DTLB's skyline upon its completion in 2019. Additionally, other public progress included the development of some of Downtown's treasured green space with the opening of Gumbiner Park, and Drake Chavez Greenbelt Way, and the revitalization of Harvey Milk Park as an outdoor collaborative space. With the goal of increasing connectivity between major Downtown attractions, the Rainbow Pedestrian Bridge was completed and provides seamless connectivity from the Long Beach Convention Center to the Performing Arts Center.

COMMERCIAL

As DTLB continues to experience increasing population combined with further development, the need for more retail and commercial space follows in line to meet the evolving needs of the DTLB community. One of DTLB's largest retail properties, The Streets (formerly City Place), has made great progress on a multi-million dollar facelift, which is reaping rewards with new businesses opening doors such as The ThickShake Factory and Burgerim. Others to follow: Table 301; Portuguese Bend, Long Beach's first Distillery; Loose Leaf; Poki Cat; Seven Hills Mediterranean; and Party Monkey. Retail in Downtown has experienced a major surge in the last few years, with vacancies lower than they have been in years. With increasing foot traffic and demand, businesses are capitalizing on the opportunity to expand their foot print, such as The Pie Bar and Romeo's Chocolate located on North Pine, which have added a parklet that will be utilized by both operators.

RESIDENTIAL

Downtown Long Beach has seen continued residential growth with 516 units coming online since 2015 and over 1,000 units under construction in 2017. Last year witnessed the groundbreaking of several projects by developers Sares-Regis group which included the Alamitos project, the Pacific project, and the Linden project; which will result in 348 additional units. The Parc Broadway is nearing completion with an expected opening of late 2018. The 5-story building will offer over 222-units in the core of downtown in a variety of configurations including studios, one-, and two-bedrooms, and five town homes. Residential projects have included senior and mixed-income housing projects as well. New senior housing is currently under development with the adaptive reuse of the 117 W 8th Street Building and the proposed construction of a new 10-story facility at 810 Pine Ave. In total, the two projects are expected to provide 129 units of much needed senior housing.



1,038

**NEW RESIDENTIAL
UNITS UNDER
CONSTRUCTION
IN 2017**





CONTENTS

Business Environment

Office Space

Ground Floor Retail Market

Workforce

BUSINESS ENVIRONMENT

A robust business environment continues in Downtown. Home to over 1,600 businesses, DTLB welcomed 169 net new businesses in the last year. Growing business means growing jobs, and DTLB has seen a resurgence in total private employment over the past couple of years.

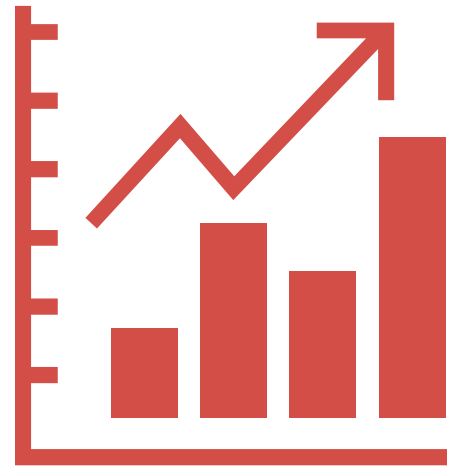
Downtown businesses are a mix of small businesses generating revenue through service or retail-based offerings and large employers, such as Molina Healthcare and the City of Long Beach. In the near future, Downtown will be the new home to the Port of Long Beach offices, bringing an additional 400 more employees to the Downtown Core, reinforcing DTLB as the economic hub of Long Beach.

1,688
Businesses in
DTLB



SHAUN LUMACHI INNOVATION CENTER

In January of 2018, the City broke ground on the Shaun Lumachi Innovation Center, formerly the Downtown Small Business Development Center at 309 Pine Ave. Recognizing the need to provide small business owners and entrepreneurs with the necessary resources and tools to grow their business, the City entered into a unique type of public-private partnership. The City along with Long Beach City College and BLANKSPACES, a brand of coworking offices in Los Angeles, partnered to transform the site into a collaborative coworking space that will provide small business consulting services and an international business accelerator pilot program. The center is expected to begin construction soon with a projected completion sometime in late spring or early summer.



15% INCREASE IN
NUMBER OF
BUSINESSES FROM
PREVIOUS YEAR

ECONOMY WILL
GROW OVER THE
NEXT YEAR:

56%

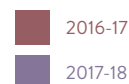
73%

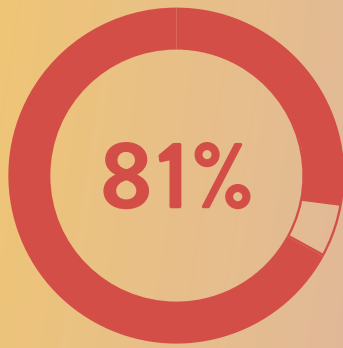
US economy comparison

64%

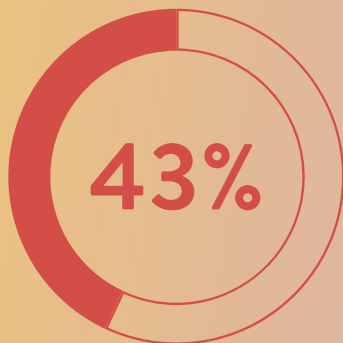
74%

Confident the US economy will grow





**DTLB BUSINESSES ARE
CONFIDENT THE LONG
BEACH ECONOMY WILL
EXPAND NEXT YEAR**



**PLAN TO HIRE MORE
EMPLOYEES NEXT YEAR**



**PLAN TO MAINTAIN
CURRENT STAFFING
LEVELS**

Figure 2.1 - Downtown business survey responses on economic outlook.
Source: 2017 Annual Business Survey, Commissioned by DLBA through CSULB Office of Economic Research



INDUSTRY OUTLOOK

In 2016, the DLBA commissioned Beacon Economics, an internationally recognized independent research and consulting firm, to conduct an in-depth employment profile on Downtown Long Beach; the results were proof that the future is Downtown. Amongst the key findings, they found the transportation and warehouse industry to be the largest contributor of new jobs over the past year in Downtown Long Beach.

In 2017, the DLBA conducted its annual Downtown Business Survey for the second year in a row. The survey sought to gain an understanding of perception and attitudes for Downtown businesses. General confidence in the economy continues to grow, as Downtown businesses reported a 9% to 17% increase in their belief the Long Beach, California and United States economies will continue to expand in the next year. Confidence in the local economy translated into expected business growth. Sixty-seven percent of businesses reported that they expected their organization to grow in the next year.

DTLB INDUSTRY CLUSTERS

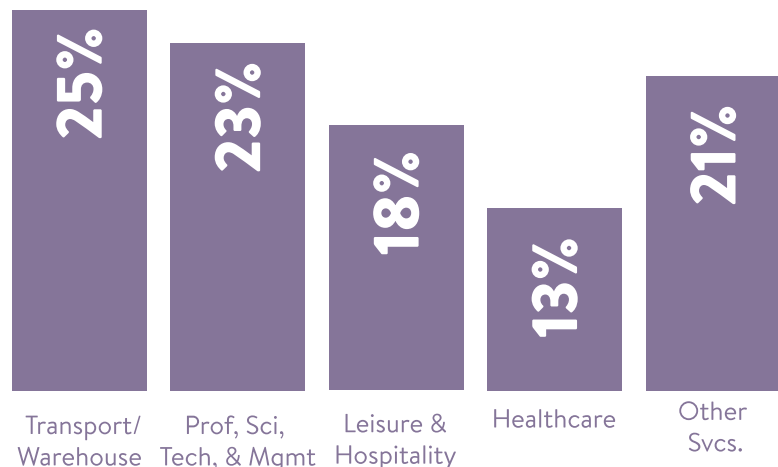


Figure 2.2 - Private employment breakdown in DTLB.
Other Svcs = Financial Svcs, Admin Support, Retail Trade, Construction, Wholesale, Manufacturing, Information, and Education.
Source: Beacon Economics, "Downtown Long Beach Employment Profile Report"

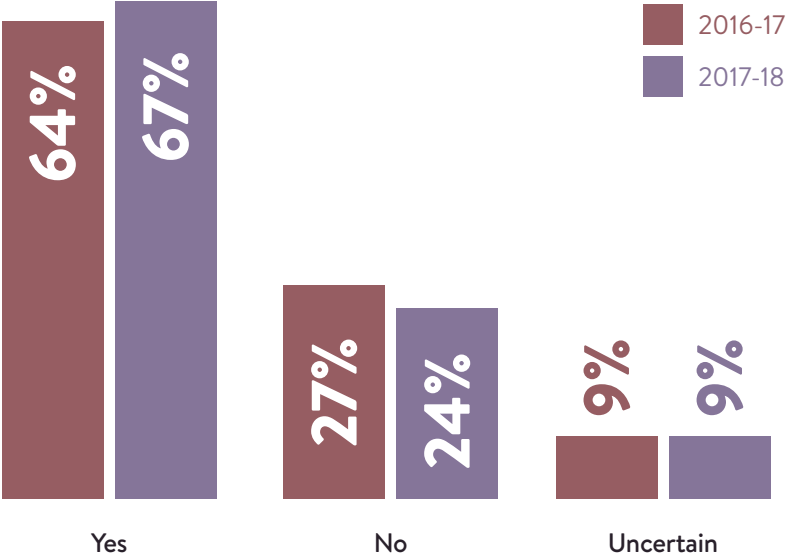


Downtown continues to offer a healthy job and high-wage opportunity

MAJOR PLAYERS

In the 2016 report developed by Beacon Economics, jobs in Downtown Long Beach grew 6.5% from Q1 2008 to Q3 2015, surpassing the citywide growth rate of 3.9% and the Los Angeles County growth rate of 2.2%. DTLB also plays host to the corporate headquarters of several major players in the local economy that fall into the professional and tech sector. Beacon’s analysis found these establishments are among the fastest growing in the City. According to the report, “These high-end office jobs have significantly boosted the profile of Downtown Long Beach, as a growing array of businesses are working in the area to administer, oversee, and manage company operations throughout the City and broader Los Angeles area.”

DOES YOUR BUSINESS PLAN TO EXPAND NEXT YEAR?



CITY OF LONG BEACH LARGEST EMPLOYERS

PUBLIC	
LBUSD	12,143
LB Memorial	5,146
City of Long Beach	5,074
CSULB	2,881
VA LB	2,480
LBCC	2,456
St. Mary's	1,420
CSULB Foundation	1,420
USPS	708

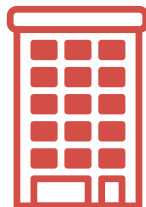
PRIVATE	
Molina Healthcare	2,465
Boeing	1,349
Scan Health Plan	650
Jet Blue	646
The Queen Mary	593
Walmart	587
Epson	577
AAA	575
Target	496

Table 2.1 - Largest public & private employers in Long Beach.
Source: City of Long Beach, Financial Management Business Services Bureau



OFFICE SPACE

DTLB's business and service professionals are accommodated in approximately 4.3M SF of office space, of which 92% of the market (roughly 3.9M SF) is made up of Class A & B buildings. With more than 700 various professional services located in Downtown, demand for new and creative tenant space continues to evolve.



74

**NEW SERVICE-BASED BUSINESSES
OPENED WITHIN DTLB
COMMERCIAL OFFICE
SPACE IN 2017**

From graphic designers to co-working spaces, offices across DTLB are becoming places that reflect the diversity of DTLB's workforce and its creative capital. These office spaces—open, colorful—include amenities like libraries, outdoor hangout areas, collaboration tables, and art pieces to inspire employees. This strong demand and opportunity to increase return on investment has led a number of Class B buildings to undergo massive renovations and align with demands and desires of the new workforce.

75%

**OF BUSINESSES
REPORTED BEING ABLE
TO FIND OFFICE SPACE
THAT MET THEIR NEEDS**

OFFICE SPACE RENTAL RATES

While the vast majority of office space throughout the Downtown consists of Class A and B market grades, each remain competitive with market rates, ranging from \$1.80 to \$3.50/sq. ft.—a 17% increase since 2013.

OFFICE RENTAL RATE COMPARISON

	Q4 2016	Q4 2017	Delta (\$)	Delta (%)
Class A	\$2.88	\$3.03	\$0.15	5%
Class B	\$2.00	\$2.12	\$0.12	5%
Class C	\$1.56	\$1.75	\$0.19	3%
Overall Average	\$2.07	\$2.50	\$0.43	21%

Table 2.2 - Monthly rental rates comparison for commercial office space in DTLB by class.
Source: CoStar Group

DOWNTOWN COMMERCIAL INVESTMENT

More than a small facelift, buildings like The Hubb, Downtown Plaza Building, World Trade Center (WTC), and Catalina Landing have all made significant investments equating to more than \$29 million. These investments in upgrading facilities have paid off, as lease transactions in terms of square footage nearly doubled from 34,181 SF to 60,833 SF at an average rental rate that was 6% more than the prior year.



THE HUBB

The Hubb's \$5 million remodel completely redesigned the entrance to the building and added outdoor usable space in the form of a private WiFi-enabled outdoor work-park. It attracted 60,000 SF of new leasing before the remodel was complete, including New York-based co-working company, WeWork. Adding to the creative environment that The Hubb's tenants crave, a 100-foot mural was commissioned to cover the formerly blank white wall of the parking structure overlooking the work-park.

CATALINA LANDING

A rare gem of a waterfront office space that wasn't being utilized to its full potential, Catalina Landing at Golden Shore has taken on new life since a recent purchase by Colony. Currently in Phase One of a major renovation of the four-building campus, the project began with necessary weather and waterproofing of the outdoor promenade and landscaping with eco-friendly plants. The remodel has included changing a previously stale and stagnant 28,000 SF space by removing waterfront barriers, giving the offices an ocean-view, and adding breezy patios.



211 E OCEAN BLVD / DOWNTOWN PLAZA

At 211 E. Ocean, the building has undergone significant overhauls from its jaw-dropping new lobby by Ware Malcomb to complete elevator modernization. Always eco-friendly, award-winning Bennitt Design Group developed a new collaborative outdoor plaza complete with drought-tolerant trees and plants. Leaving no stone unturned, they also completely renovated the parking garage equipping it with EV charging stations and a LB Bike Share hub.

WORLD TRADE CENTER

Arguably one of DTLB's most iconic office buildings, WTC has nearly completed its \$5 million renovation of common areas. The new infusion of capital dollars in the WTC is part of a \$15 million overhaul intended to make the WTC a premier office building. Common area renovations include covering original granite walls with light-colored wood and glass, new wood decks and landscaping within the outdoor plaza, and porcelain tiles over granite floors.





GROUND FLOOR RETAIL MARKET

Fashion boutiques, print shops, health food stores, gift shops, and more make up the diverse ground floor retail offerings. Downtown Long Beach's ground floor retail equates to about 2.8 million SF, with the major commercial corridors and neighborhoods listed below.

With over 650 ground floor retail businesses, Downtown has become a destination for consumers seeking a holistic shopping experience. And demand continues to remain strong for opening up shop Downtown, with overall lease rates at 97%. Of the 2.8M retail SF in Downtown, 92% of it is comprised of dedicated retail space with the remaining 8% split between residential mixed-used properties and space designated for retail use in commercial office buildings.

However, with the addition of new mixed-use developments and renovated commercial office space, vacancies in these retail / flex spaces are being filled by new and innovative concepts. In 2017, Downtown became the home to small and large brands alike such as the Express Outlet, Chipotle, Dickey's Barbecue Pit, Plant Junkie, Long Beach Creamery, and Lucca & Nico Kids Boutique. Overall rates have increased 55% in the last five years with current rates standing at \$2.51/SF.

Gross sales receipts in DTLB are at record highs

PINE & PROMENADE

Total Available SF

312,826

2016 Gross Sales Receipt

\$97,780,804

Occupancy

92%

Average Rent/SF

\$2.79

NORTH PINE

Total Available SF

224,514

2016 Gross Sales Receipt

\$1,602,017

Occupancy

99%

Average Rent/SF

\$2.95



CURRENT RETAIL
LEASE RATES ARE
\$2.51/SF AND
HAVE INCREASED

55%

SINCE 2013



OVERALL GROUND
FLOOR RETAIL
OCCUPANCY IS AT

97%

ANNUAL GROSS RETAIL SALES TRENDS

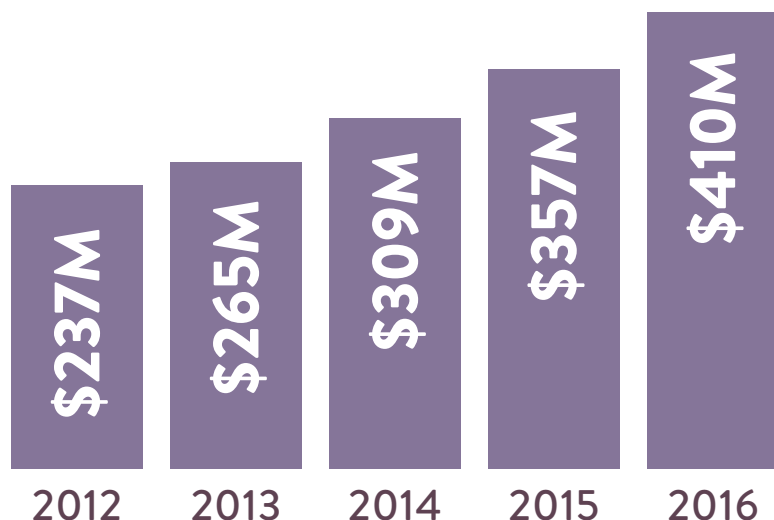


Figure 2.3 - DTLB overall gross retail sales receipts (2012-2016).
Sources: City of Long Beach, Economic & Property Development Department, Retail Sales Tax Receipts

GROSS SALES RECEIPTS

DTLB is a shopping and dining paradise with its wealth of options to suit any taste. Since 2012, there has been a 73% increase in gross sales, equating to \$410 million spent at Downtown retail locations in 2017.

Since 2012, we've welcomed storefronts of national brands at The Pike Outlets and 180 restaurants and retail options, including regionally lauded locations like 123 Pho, Q Smokehouse, Beer Belly and Dog Haus.

PIKE / SHORELINE VILLAGE

Total Available SF
527,249

2016 Gross Sales Receipt
\$148,963,179

Occupancy
90%

Average Rent/SF
\$4.57

EAST VILLAGE

Total Available SF
798,287

2015 Gross Sales Receipt
\$98,591,678

Occupancy
98%

Average Rent/SF
\$1.71

THE STREETS *formerly City Place*

Total Available SF
352,190

2016 Gross Sales Receipt
\$21,623,696

Occupancy
90%

Average Rent/SF
\$3.52

Sources: City of Long Beach, Economic & Property Development Department, Retail Sales Tax Receipts & CoStar Group

RETAIL OCCUPANCY BY SPACE TYPE



SPENDING BEHAVIOR AND CONSUMER DESIRES

To gain a better understanding of DTLB residents' spending behavior and consumer desires with regard to retail, grocers, and stores, DLBA conducted a resident and pedestrian survey in partnership with S. Groner Associates (SGA) in 2016. The survey received over 800 completed responses from Downtown residents and 300 completed responses from pedestrians. We've learned DTLB is comprised of a population who are strong advocates and big fans of their neighborhood, but equally dedicated to calling for better shopping options. Groceries, household items, and electronics dominated what DTLB residents feel their community needs.

Survey findings highlighted that middle income earners reported an average monthly retail spend of \$505, and high income earners reported a monthly retail spend of \$653. In addition, reported spending in Downtown varied from demographic groups such as residents, workers and visitors.

REPORTED MONTHLY SPENDING BEHAVIOR

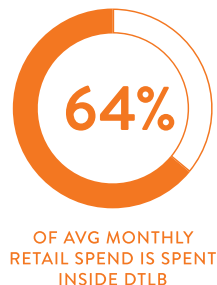
Business Type	Resident	Worker	Visitor	Total
Retail	\$100	\$118	\$56	\$274
Service	\$73	\$25	\$1	\$99
Restaurant	\$292	\$189	\$13	\$495
Entertainment	\$53	\$110	\$82	\$245
Total	\$518	\$442	\$153	

Table 2.3 - Monthly spending behavior of residents, workers & visitors by category.
Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

MIDDLE INCOME EARNER

\$323 AVG SPEND
INSIDE DTLB
+ **\$183** AVG SPEND
OUTSIDE DTLB

\$505 AVG MONTHLY
RETAIL SPEND



HIGH INCOME EARNER

\$366 AVG SPEND
INSIDE DTLB
+ **\$287** AVG SPEND
OUTSIDE DTLB

\$653 AVG MONTHLY
RETAIL SPEND



Figure 2.4 - Average spending of middle and high income earners inside and outside of DTLB.
Source: 2016 Annual Downtown Resident & Pedestrian Intercept Survey

WORKFORCE

Those in the know have their sights set on DTLB, as employees who work here are amongst the highest paid in the entire city – workers in DTLB earn 31.3% more than those citywide at an average of \$67,800 annually.

PRIVATE SECTOR AVERAGE ANNUAL INCOME

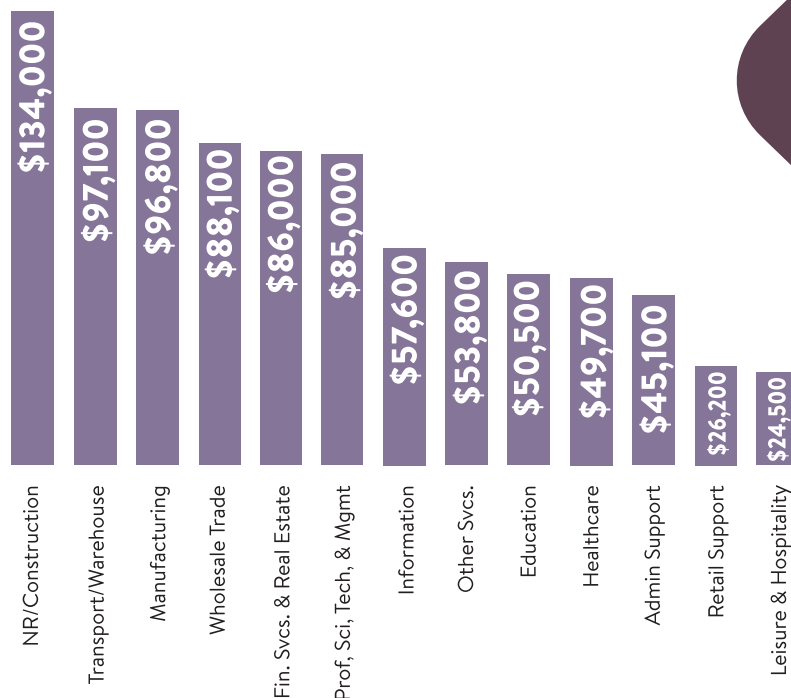


Figure 2.5 - Average annual income of private employees in DTLB by industry.
Source: Beacon Economics, "Downtown Long Beach Employment Profile Report"

DTLB has
a wide spectrum
– anything and
everything!

WORKING IN DTLB

Hitting his two-year anniversary this year as an employee working in DTLB, Aaron Yang, a millennial and a creative with a focus in copywriting, commutes in from Laguna Beach. He shared that he and his colleagues appreciate the fact that “working in DTLB has the benefit to enjoy the best of both worlds (ocean and city), which is not that common in other downtown areas.”

Walking each morning from the parking structure to his interTrend Communications office within a beautifully renovated artistic space featuring exposed brick, Aaron commented that, “I enjoy my short walk, as there are so many different places, coffee shops and restaurants that I like. I can cruise around and explore as I head into the office or on my lunch break.”

In conclusion, Aaron nails DTLB’s varied character, “this is a place where you’ll be able to experience different personalities; have a diverse experience. If you want vintage or the modern scene, you can have it. DTLB has a wide spectrum – anything and everything!”



DTLB WORKERS EARN

31%

MORE THAN THE
AVERAGE WORKER
CITYWIDE

STREET

CONTENTS

Housing

Demographics

Psychographics

Education

HOUSING

Downtown Long Beach is enriched by the people who call it home. The growth in the DTLB population over the recent years speaks to the popularity of urban living. The housing crisis that is relevant statewide continues to plague cities. However, DTLB is committed to addressing the housing shortage through continued advocacy of appropriate residential projects. As housing trends continue to evolve to urban centers, DTLB will be well positioned to fulfill the housing demand for its community.

RESIDENTIAL MARKET

Downtown Long Beach is now home to more than 33,400 residents, a 4% increase since 2015. Continued population growth is a given, and the market will need to be there to meet that demand. Historically, Downtown has maintained a high occupancy and currently stands at a stable 95%. Recent inventory such as The Edison and The Current brought the overall occupancy rate down in late 2016 and early 2017. However, as these buildings filled up, so too did the overall occupancy. At the moment, The Edison and The Current are at 88% and 90% occupancy, respectively and command rental rates of 3.28 /SF and 3.40 /SF, respectively.

2017 was a record year for approvals and groundbreakings of residential development in Downtown. The real estate developer group Sare-Regis broke ground on three projects throughout Downtown including the Alamitos, the Linden, and the Pacific, which equated to 348 new units under construction. The Planning Commission and City Council approved three more projects including the Residences at Linden, 320 Alamitos, and Broadway/Magnolia project. 2018 is another big year for housing development in Downtown with the highly anticipated groundbreaking of the Shoreline Gateway project, a 35-story tower and the Second Phase of the Current. Moreover, Downtown is expected to see the completion of several projects currently under construction such as the Huxton Townhomes and AMLI Park Broadway project.

RESIDENTIAL RENTAL RATE COMPARISON

High occupancy rates continue to demonstrate the need for more housing and the success of newer developments showcasing Downtown Long Beach residents' desires for housing at all levels across the spectrum. Housing rates for studios, one-, two-, and four-bedroom units have increased between 13% and 26% since 2014. Overall, rental rates have increased 18 % since 2014.



Figure 3.1 - Average rental rates per SF by unit configuration.
Source: CoStar Group

JAN 2017



HUXTON TOWNHOMES
Groundbreaking in March
40 Units



THE ALAMITOS
Groundbreaking in April
136 Units



THE PACIFIC
Groundbreaking in April
163 Units



THE LINDEN
Groundbreaking in April
49 Units



PACIFIC LOFTS

Opened May
10 Units



BROADWAY / MAGNOLIA

Approved by City
Council in August
141 Units



320 ALAMOS

Approved by City
Council in November
77 Units



RESIDENCES AT LINDEN

Approved by Planning
Commission in
November
82 Units

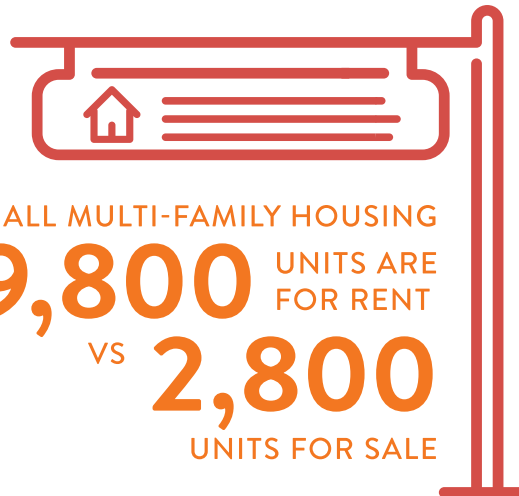
DEC 2017

HOUSING INVENTORY

The majority of residential housing stock in DTLB is comprised of older buildings with a median age of 45 years old. However, renewed interest in urban living and demand for housing across the spectrum has pushed the drive for new development. From mid-rise to high-rise, from townhomes, to apartments, to senior living; housing is being built to meet the demands of Downtown's diverse needs. Home to Class A, B, and C residential units, of which each class is set by the conditions of the property and where it is located, DTLB holds 15,885 residential units, 86% of which are multifamily units.



While only 10 units came online in 2017, four projects broke ground and three more were approved, equating to 648 units. These new developments offer gyms, luxury swimming pools, well-appointed common areas, and concierge services. In total seven projects are under construction representing 1,038 new units and 2,195 units are either entitled or finishing the entitlement process. The resulting developments will drastically change the Downtown landscape and skyline upon completion.





DEMOGRAPHICS

Understanding a community's demographic makeup provides key insight into the people who comprise that city. Studying the demographics of DTLB enables investors to plan with foresight and strategy while recognizing past trends and planning future development with confidence. DTLB has experienced dramatic growth in the Downtown core over recent years. The table below highlights the demographic trends of the population within Downtown.

	Downtown	Downtown Core
HOUSEHOLDS	13,550	10,123
AVERAGE HOUSEHOLD INCOME	\$57,888	\$76,337
MEDIAN AGE	35	38
HOUSEHOLD BY INCOME	\$35,000-\$49,999	9%
	\$50,000-\$74,999	12%
	\$75,000-\$99,999	13%
	\$100,000-\$149,999	15%
	\$150,000 or more	15%
POPULATION BY AGE	Under 18	13%
	19-24	7%
	25-34	25%
	35-44	18%
	45-54	16%
	55-64	11%
	65 and Older	10%
EDUCATIONAL ATTAINMENT [AGE 25+]	High School Diploma or Less	22%
	Some College or Associate's Degree	26%
	Bachelor's Degree or Higher	51%

Table 3.1 - 2018 DTLB demographic comparison: Downtown & the Downtown Core.
Source: U.S. Census Bureau, American Community Survey 2010-2016



51%

OF RESIDENTS
LIVING IN THE
DOWNTOWN CORE
HOLD A BACHELOR'S
DEGREE OR HIGHER



32%

OF RESIDENTS
ARE MILLENNIAL
AGE (20-35) IN THE
DOWNTOWN CORE

PSYCHOGRAPHICS

Psychographics offer further examination into individual profiles of residents. From social and spending attitudes to interests and values, psychographics enable marketers, investors, and the public to know more than just who people are, but why and where they choose to live and spend their money the way they do. The following DTLB profiles were developed utilizing Esri's Tapestry Segmentation data.



METRO RENTERS

One of the fastest growing segments, residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city and live close to their jobs and usually walk or take a taxi to get around the city.

Percent of DTLB Residents	32%
Median Age	33
Median Household Income	\$67,000



YOUNG AND RESTLESS

These residents are well-educated young workers, some of whom are still completing their education and are employed in professional/technical occupations, as well as sales and office/administrative support roles.

Percent of DTLB Residents	8%
Median Age	30
Median Household Income	\$40,500



ENTERPRISING PROFESSIONALS

Earning more than one and a half times the US median income, Enterprising Professionals are well-educated tech workers. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes.

Percent of DTLB Residents	6%
Median Age	35
Median Household Income	\$86,600

TRENDSETTERS

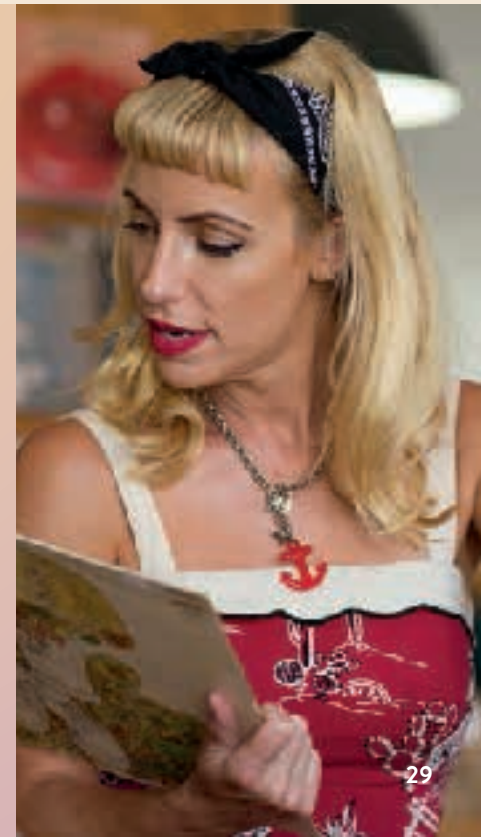
Armed with the motto “you’re only young once,” Trendsetter residents live life to its full potential. These educated young singles do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment.

Percent of DTLB Residents	30%
Median Age	36
Median Household Income	\$63,100

SET TO IMPRESS

Set to Impress residents prefer medium to large multiunit apartments with lower than average rents. Nearly one-third of members in this segment are millennials and although many residents live alone, they preserve close connections with their family.

Percent of DTLB Residents	24%
Median Age	34
Median Household Income	\$32,800



EDUCATION

Long Beach residents can complete all steps of their education without leaving the City – due to the provision of its own K-12 school district, a community college, and a four-year accredited university. Together, Long Beach Unified School District (LBUSD), Long Beach City College (LBCC), and California State University, Long Beach (CSULB) create the educational ecosystem of the entire city and have collaborated to form the Long Beach Promise, a national recognized program that exists to streamline the process for students to matriculate from Long Beach's K-12 system into its higher education system.

LONG BEACH COLLEGE PROMISE

The Long Beach College Promise extends the promise of a college education to every student in the LBUSD to create a more vibrant community. This innovative and award-winning initiative is transforming the lives of students and the city's economic future by placing higher education within reach for all. In 2017, LBCC was one of 14 community colleges selected by the California Community Colleges Chancellor's Office to receive the California College Promise Innovation Grant; they were awarded \$750,000 to expand the Long Beach College Promise program.



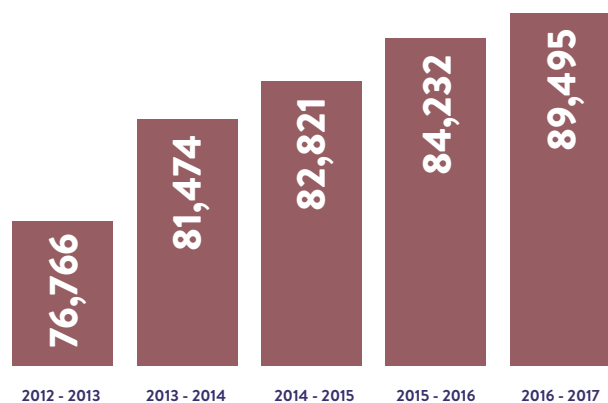
21%

OF DTLB HOUSEHOLDS
HAVE SCHOOL-AGED
CHILDREN

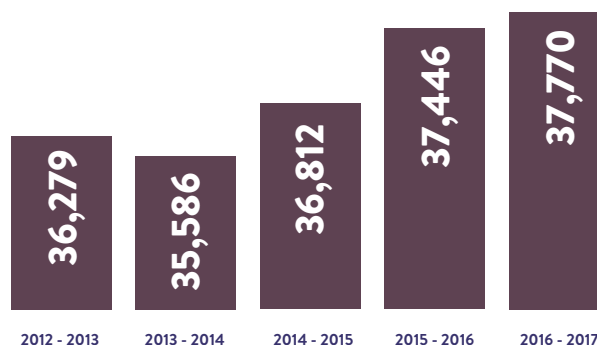


CSULB DEMOGRAPHIC TRENDS:

ANNUAL APPLICATIONS



ENROLLMENT TRENDS



Source: CSULB, Office of Institutional Research, Enrollment Trends



DOWNTOWN UNIVERSITY PARTNERSHIP

BROADWAY BLOCK DEVELOPMENT



DOWNTOWN STUDENT VILLAGE PROJECT



SHAUN LUMACHI INNOVATION CENTER



SCHOOLS

While Downtown Long Beach is certainly home to young professionals and empty nesters, it's increasingly becoming a family destination as well. Throughout the Downtown area you'll find six public and private K-12 schools educating more than 3,000 students, all within a half-mile radius.

Student Attendance	
St. Anthony Schools (K-12)	559
Jenny Oropeza Elementary School	818
Stevenson Elementary School	738
Cesar Chavez Elementary School	472
Edison Elementary School	715

Table 3.2 - Student enrollment for Downtown K-12 schools.

Source: California Department of Education, Educational Demographics Unit, Long Beach Unified School Report & U.S. Census Bureau, American Community Survey 2010-2016

HIGHER EDUCATION INSTITUTIONS

Since the inception of the Long Beach College Promise, public higher ed institutions have seen dramatic increases in both the quantity and quality of Long Beach area students that attend their schools. Enrollment by LBUSD graduates at CSULB increased by 71% since its inception. Additionally, enrollment by LBCC students at CSULB increased significantly as well. Furthermore, while enrollment at CSULB is constrained by capacity, demand for the university continues to grow, with annual applications increasing 17% from 2012/13 academic year to 2016/17 academic year.

Building off the success of existing City and higher education relations, the City and local universities have made a commitment for greater university integration into the Downtown, with the intended purpose of connecting students directly with potential employers Downtown. The Shaun Lumachi Innovation Center, the Broadway Block and the Downtown Student Village developments are prime examples of current and future initiatives in development.



CONTENTS

Mobility

Tourism

MOBILITY

Suburban areas continue to diminish as the population trends more and more toward metropolitan areas. Millennials are owning cars less than previous generations and name walkability amongst the top traits they look for in a home's location. DTLB is a place for these urban explorers to exercise alternative forms of transportation. From one of the nation's best networks of biking amenities to beach paths, public transit to direct access to freeways, DTLB allows everyone to travel to suit their needs or desires.

WALK

Long Beach boasts a Walk Score amongst the highest in SoCal, coming in at 93, deeming it a "walker's paradise." In recent years, pedestrian activity Downtown has been encouraged by the addition of diagonal "scramble" crosswalks, planting new street trees, and installing creative crosswalks.

BIKE

Long Beach is one of the nation's bike-friendliest cities. Last year, the City implemented a Bike Share program, and Long Beach City Council approved the Bicycle Master Plan, which will lay the foundation for bicycle-friendly roads and bikeways to improve the safety and enjoyment of residents and visitors who use a bike in Long Beach.

CAR

DTLB is surrounded by a vast network of freeways and roads that provide easy entry into and exit out of the Downtown. Even those who aren't car owners can easily rent a Zipcar from the Downtown location and hit the road. Parking in DTLB is the opposite of what most expect in a downtown: it's easy and it's affordable.

PUBLIC TRANSIT

Transit Long Beach is home to Long Beach Transit (LBT) and the Metro Blue Line, both of which hold their transit hubs in DTLB. The Metro Blue Line connects DTLB to Downtown Los Angeles in a single ride and is under renovations to make this a faster route. In addition, LBT launched the STAR Initiative, an undertaking that is expected to enhance current transit operations, including on-time performance, ridership, and route efficiencies.



PEDAL MOVEMENT

Evan Patrick Kelly, Graham Baden and Johnny Tully are three Long Beach residents and the founders of Pedal Movement, a bicycle services and transportation demand management provider. They are also one of the operators of DTLB's Bikestation, where secure, indoor bicycle parking (free during regular business hours and 24/7 secure parking for members) is offered along with a bike shop, bike rentals and professional repair services.

Strong believers in a slower pace of life, Pedal Movement supports a greener, simpler, and cleaner method of transportation. "A city can't simply paint stripes and print posters to become bike-friendly. Its culture must adapt," said Tully. "A new generation has grown up on bicycles though, and policies must be tailored to empower them."



*Active
Transportation
Continues to
Evolve*



PLACEMAKING

From street configurations, public art projects, to community engagement activities; placemaking goes beyond just the spaces in our Downtown and focuses on encouraging human interaction. Increasing walkability is one of the goals of placemaking, and more pedestrians on the street encourages stronger sales at our retail establishments and a more lively and safe Downtown. Placemaking is truly the deliberate shaping of our environment toward the human scale.



DTLB is home
to more than
40 murals

PUBLIC ART

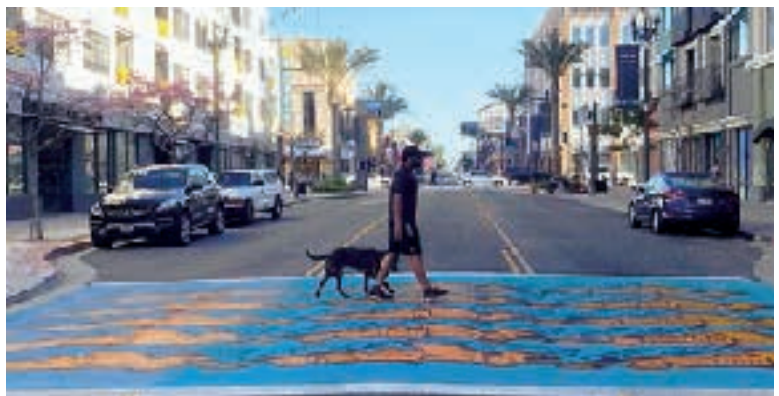
You can hardly walk a step Downtown without seeing a mural painted on a wall (or street or even dumpster, for that matter). With more murals added each year, whether by artists commissioned to do so or through the international art festival POW! WOW!, DTLB's public art scene stands up with some of the biggest cities in the world.

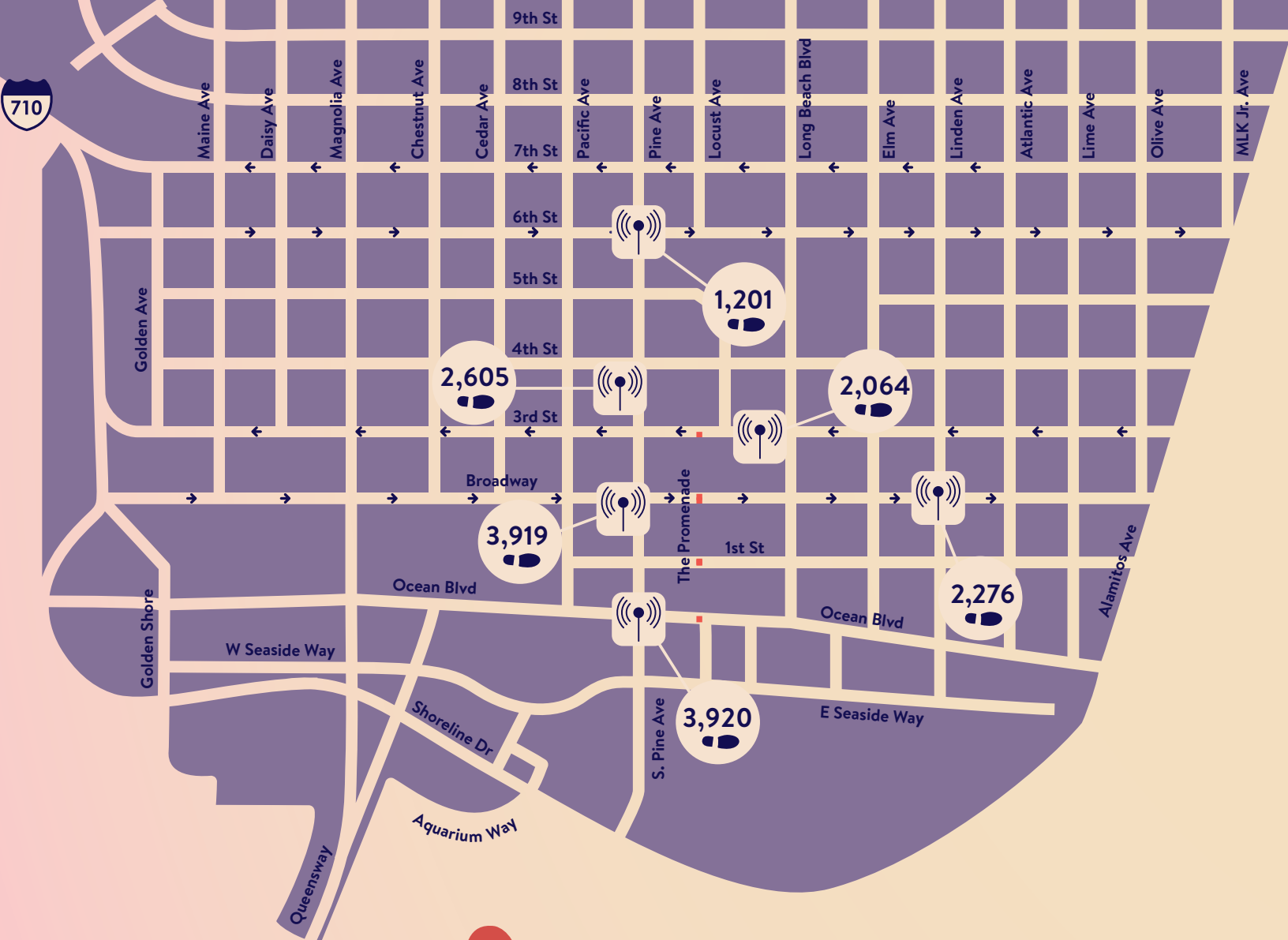
THE LOOP (PINE + OCEAN)

Sitting empty for thirty years, the lot on the southeast corner of Pine Ave. and Ocean Blvd. finally became activated in 2016, as the DLBA commissioned a temporary outdoor public space at the location dubbed The Loop. This 7,700 SF project is part art installation, part event space and is entirely devoted to the public sphere. Lunch at the Loop and Live After 5 events have brought new activity to the area. Additionally, The Loop received new cladding to weather the environment better.

CREATIVE CROSSWALKS

Downtown Long Beach infused creativity into the mundane and practical. After a wide search for artists, the DLBA selected Hataya Tubtim to design five mid-block crossings in the Downtown core along Pine Avenue. Quick, cost-effective approaches to changing the urban landscape like this make a significant difference in improving the livability of DTLB.





5.7 Million

PEDESTRIANS HAVE STROLLED
DTLB IN 2017

Figure 4.1 - Average daily pedestrian counts throughout DTLB.
Source: DLBA's Automated Pedestrian Sensors



67,749

TOTAL TRIPS IN
DTLB FOR 2017

BIKE SHARE

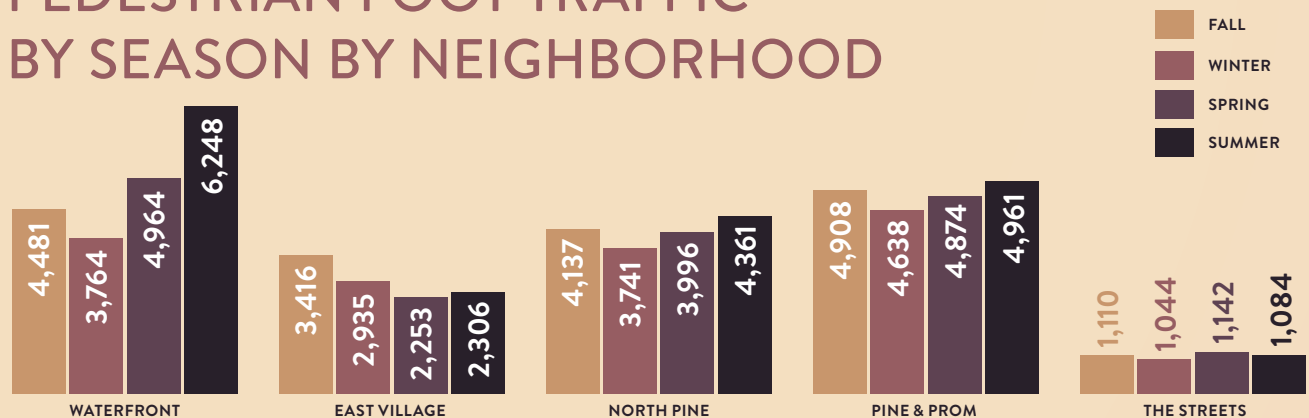
The City of Long Beach's inaugural Bikeshare program marked its first anniversary in March 2017. Knowing our community's penchant for cycling, half of the City's 46 Bikeshare hubs were placed right here in Downtown, with the highest trafficked being the hubs at the Aquarium of the Pacific and Atlantic and Broadway. Over the course of 2017, bicycle enthusiasts and the occasional rider made utilizing Bikeshare as their main mode of transportation, with over 67,700 total trips in 2017.

PEDESTRIAN COUNTS

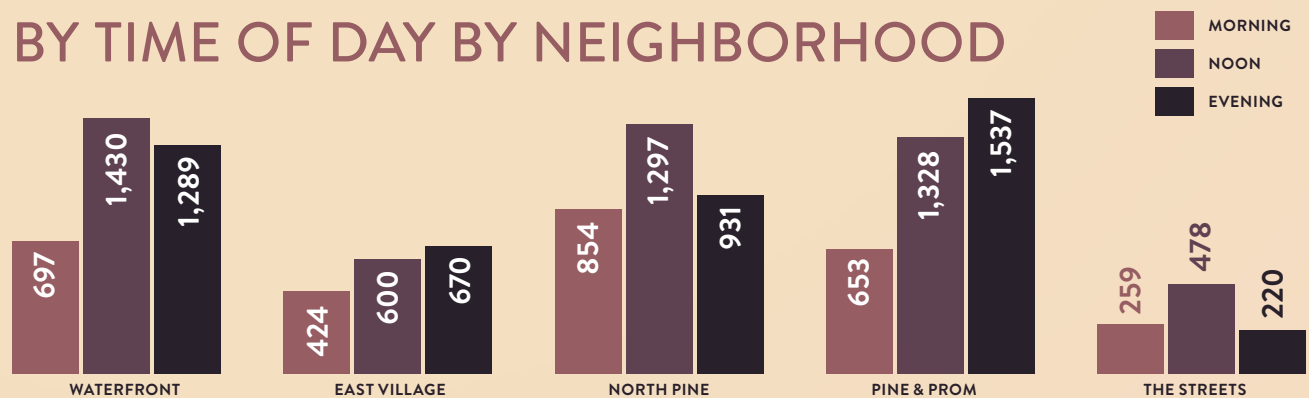
Encouraging a more walkable Downtown is a core part of the DLBA's strategic plan and goes hand in hand with our mission to promote a more vibrant Downtown. Our placemaking projects, along with our Clean and Safe teams, cultivate an environment that makes walking enjoyable and easy. In places throughout our community, we've placed pedestrian counters in order to analyze trends and address areas with low foot traffic.

Throughout much of the Downtown, high trafficked periods occurred during Noon-5PM. This was especially true for the Waterfront area which experienced an average of 1,430 pedestrians. And while the Waterfront served as a great lunch time and daytime shopping location, creatures of the night found themselves strolling the Pine Ave. & Promenade area for dinner, drinks and bar action. Average pedestrian foot traffic was highest for the Pine & Promenade area during the 6PM-10PM timeframe. Seasonal foot traffic follows the usual trend with the highest during the summer months, in large part due to the influx of visitors and tourists during this time of year.

PEDESTRIAN FOOT TRAFFIC BY SEASON BY NEIGHBORHOOD



PEDESTRIAN FOOT TRAFFIC BY TIME OF DAY BY NEIGHBORHOOD



192
AVG TRIPS
PER DAY

20
MINUTES
AVG TRIP
DURATION



Figure 4.2 - DTLB 2017 City Bikeshare
Source: City of Long Beach, Department of Public Works



TOURISM

DTLB has a unique energy and exudes culture wherever you explore. We are proud to serve as the cultural capital of Long Beach and home to the Long Beach Performing Arts Center, MOLAA, the Long Beach Convention Center, and the Aquarium of the Pacific.

HOTELS

With DTLB being home to the city's largest attractions and gatherings, it is by proxy home to the city's largest and most popular hotels. From upscale to economy, historic to contemporary, DTLB is home to over 3,000 rooms that average nearly 75% occupancy—that's an increase of 14% since 2010. Just as impressive is a 24% increase in Transient Occupancy Tax revenues since 2014, translating that more people are choosing to stay in hotels while visiting DTLB.

	# of Rooms	Average Rates
UPSCALE		
Hilton Long Beach	397	\$178
Hotel Maya	195	\$329
Hyatt Regency Long Beach	528	\$225
Hyatt The Pike Hotel	138	\$272
Renaissance Long Beach Hotel	374	\$279
Westin Long Beach	469	\$264
MID-LEVEL		
Best Western	66	\$253
Courtyard Marriott	216	\$229
Hotel Queen Mary	315	\$150
Hotel Royal	20	\$139
Residence Inn	178	\$239
Varden Boutique Hotel	35	\$159
ECONOMY		
Beach Inn Motel	25	\$85
City Center Motel	49	\$75
Greenleaf Hotel	45	--
Inn of Long Beach	51	\$182
Rodeway Inn	35	\$178
Travel King Motor Inn	15	--
Travelodge	63	\$161
Vagabond Inn Long Beach	61	\$112

Table 4.1 - DTLB hotel room rates, 2017.
Source: DLBA Research & Internal Database

ATTRACTIONS

Two of Long Beach's major attractions, the Aquarium of the Pacific and the Queen Mary, are located in Downtown Long Beach, and in 2017, big news broke on expansions for both of these attractions. Early 2017 saw the groundbreaking of the Aquarium of the Pacific's \$53M expansion, its first in the Aquarium's 20-year history. Across the shore, the operators of the Queen Mary, one of the city's most recognizable and visited icons, have submitted a plan to develop a massive \$250-million entertainment complex on the land surrounding the historic ship called Queen Mary Island. Urban Commons has come onboard as the developer.

MAJOR ATTRACTIONS

	Estimated Yearly Attendance
Aquarium of the Pacific	1,600,000
Long Beach Convention Center	1,321,458
Queen Mary	1,500,000
Carnival Cruises	650,000
Harbor Breeze Cruises	320,000
Museum of Latin American Art	91,470
Long Beach Museum of Art	80,000

Table 4.2 - Estimated yearly attendance.

Source: Long Beach Convention & Visitors Bureau, 2017

Downtown Long Beach's character and diversity is a huge draw for visitors

VISIT LONG BEACH

Tourism is Long Beach's second biggest industry, employing over 20,000 people. A key player in making sure that tourism flourishes is President & CEO, Steve Goodling. "Hundreds of thousands of people come into the Downtown area and enjoy the plethora of restaurants and bars all within an eight-block area," he explains. "In addition, they also love the convenience and attractions offered by the Queen Mary and the Aquarium of the Pacific – all combined it makes Long Beach a unique waterfront Downtown." Tourist numbers continue to grow year-over-year, and the renovations and expansion of the Aquarium of the Pacific and the Queen Mary will catapult this growth for years to come.

"Each year, millions of visitors enjoy the diverse offerings in our vibrant downtown including dining, pubs, shopping, attractions, and nightlife. Many of these venues are unique, creating memorable, one-of-a-kind experiences."

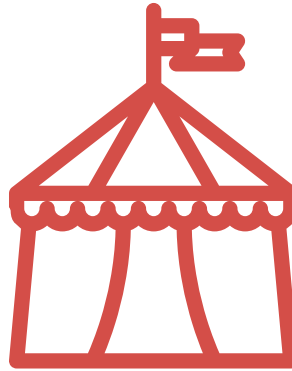
Steve Goodling
President and CEO
Long Beach Area Convention
and Visitors Bureau





EVENTS

From celebrating the New Year to Long Beach Pride, racing in an IndyCar or racing in a crit on your bike, DTLB is the undisputed center for events in Long Beach. Downtown launched and will continue to host Josh Fischel's Music Tastes Good festival, a two-day music and food celebration featuring internationally recognized artists and highlighting the best of the best of the Long Beach chef scene. The event was a massive success and has since expanded to additional cities including Austin, Texas for South by Southwest.



77%

OF BUSINESS OWNERS FEEL
THAT EVENTS ARE GOOD
FOR THEIR BUSINESS

DLBA's lineup of signature events continually activates the streets of Downtown. DLBA hosts unique music festivals like our Summer and Music series, which will be celebrating its 10-year anniversary in 2018. We also produce the Taste of Downtown event series that features three different neighborhoods to activate the streets and bring added attention to local restaurants. These are just a few of the many events that make DTLB a festival, party, and venue favorite amongst event organizers and business owners. In fact, 77% of business owners feel these events are good for business.

DLBA events
generated
\$1.1 Million in
economic impact
last year

MAJOR ANNUAL EVENTS

Estimated Attendance

Long Beach Grand Prix	180,000
Long Beach Pride Festival	80,000
International City Bank Marathon	65,000
ASICS World Series of Beach Volleyball	50,000
The Dew Tour	25,000
Formula Drift	23,000
Scottish Festival	15,000
Long Beach Blues Festival	10,000
Long Beach Jazz Festival	8,000
POW! WOW! Long Beach	8,000
World Championship of Performing Arts	2,000
All Other Annual Events and Festivals	1,211,00
Total Major Events	5,562,928
Total Attractions	1,677,00
Total	7,239,928

Table 4.3 - Estimated attendance for DTLB events.

Source: Long Beach Convention & Visitors Bureau, 2017 and DLBA Internal Database



CONTENTS

The Future of DTLB

Downtown Developments

THE FUTURE OF DTLB

Downtown's population growth trend will stay its course with an expected 3% increase by 2020. Through continued well-planned residential and retail space development projects, Downtown Long Beach is prepared to face its future successfully as a thriving economic powerhouse. With projects breaking ground like the Broadway Block, a \$154 million development project that will bring together 375 residential apartments with academic space for CSULB students, creative offices, artist galleries, restaurants, food and retail uses; DTLB will continue to invest in the needs of its growing community.



DOWNTOWN DEVELOPMENTS

RESIDENTIAL PROPERTIES

1. CIVIC CENTER (580 UNITS)

15.78 acres of a \$357 million public-private development providing a new library, expanded Lincoln Park, new headquarters for both City Hall and the Port of Long Beach, and residential units.

2. 507 PACIFIC AVE (134 UNITS)

Residential condos with 7,200 SF of commercial space.

3. BROADWAY/MAGNOLIA (141 UNITS)

An apartment building with 3,650 SF retail and 226 parking spaces. In total approximately 130,000 SF with 5 levels of residential above 3 levels of parking and retail.

4. OCEANAIRE (216 UNITS)

A 7-story residential development with 1,500 SF of retail space located adjacent to the historic Ocean Center Building.

5. PARC BROADWAY (222 UNITS)

7-story mixed-use residential development with 8,500 SF of ground-floor retail space, including art gallery, cafe and “bike kitchen.”

6. OCEAN CENTER BUILDING (74 UNITS)

Adaptive reuse of historic landmark Ocean Center Building into residential units and ground-floor retail/restaurant space. Currently in the Plan Check process.

7. SHORELINE GATEWAY (315 UNITS)

Phase II of the Current, this building is a 35-story, mixed-use apartment tower with approximately 6,700 SF of retail space.

8. 320 ALAMITOS (77 UNITS)

A new apartment complex with 109 parking stalls located on 2 levels below grade and a grade level under podium construction.

9. SERENADE MODERN FLATS (95 UNITS)

Mixed-use residential development with 1,455 SF of retail space.

10. SONATA MODERN FLATS (117 UNITS)

5-story mixed-use residential space with 2,000 SF of retail.

11. THE LINDEN (49 UNITS)

A new mixed-use project with apartment units over ground floor resident amenities and retail space with 82 parking stalls.

12. THE ALAMITOS (136 UNITS)

7-story residential unit development including 10 studio units, 101 one-bedroom units, and 25 two-bedroom units ranging from 697 SF to 1,739 SF with 2,560 SF of retail space.

13. THE HUXTON (20 UNITS)

2-story condominiums by eco-friendly real estate developer City Ventures.

14. 137 W 6TH STREET (10 UNITS)

[RECENTLY COMPLETED]

Mixed-use development project with 1,390 SF of retail space.

15. THE PACIFIC (163 UNITS)

Mixed-use residential complex with 261 subterranean parking spaces, community spaces for tenants, pool deck, and fitness area. The total building area is 145,506 SF.

16. 825 E 7TH STREET (19 UNITS)

A residential apartment building.

17. RESIDENCES AT LINDEN (44 UNITS)

5-story residential located above 2,688 SF of retail space.

18. SECURITY PACIFIC NATIONAL BANK BUILDING (118 UNITS)

Adaptive reuse to convert office space to residential units above the Federal Bar.

19. RESIDENCE AT THE STREETS (20 UNITS)

Residential units located above 5,220 SF of retail space.

20. 437 E 5TH STREET (18 UNITS)

18-unit mixed use apartments over 230 SF commercial space. In conceptual site plan review.

21. 200 W OCEAN BLVD (94 UNITS)

An office building to be converted to condo units with retail; add two stories 86 dwelling units within the existing nine-story building and approximately 4,597 SF of retail space, including the construction of 8 new residential dwelling units added above the existing nine-story building.

22. 635 PINE AVE (142 UNITS)

21-story residential development. Pre-application stage.

23. SENIOR HOUSING (64 UNITS)

12-story residential development. Pre-application stage.

24. 927 LONG BEACH BLVD (100 UNITS)

New 34-guest room boutique hotel. In Site Plan review. Former RDA property.

25. 140 W. 7TH STREET (36 UNITS)

5-story residential development. In Site Plan Review process.



RECENTLY AWARDED RDA SITES

26. 3RD & PACIFIC (325 UNITS)

Two apartment complexes, the first of which is 18-story building and the second a 7-story apartment. Both towers will total 325 units with 27,800 SF of retail and amenities.

27. INKWELL (132 UNITS)

A 5-story, 132 residential rental units over podium parking with 14,000 retail and flex co-working space.

28. ASTER (166 UNITS)

A 5-story, 166 residential units over podium parking with 8,000 SF retail, bike storage and co-working space.

29. BROADWAY BLOCK (375 UNITS)

Development of four blocks along Broadway and Long Beach Blvd., which will be comprised of 375 residential units, 5,773 SF of creative office space, 3,873 SF of flex space, 19,587 SF retail space, 6,012 SF of loft space. In addition, 1,311 SF of space for the Art Exchange, 3,200 SF dedicated for academic use and 524 parking spaces.

30. OCEAN & PINE (427 ROOMS)

A 427 room luxury hotel with 19,000 SF pre-function and meeting rooms, 8,000 SF restaurant, 28,000 SF pool and sun deck, 294 valet stalls.

Figure 5.1 - Downtown development map
Source: City of Long Beach, Development Services



**DOWNTOWN
LONG BEACH
ALLIANCE**

Looking to invest in DTLB?

Visit **DTLBbusiness.com** for more DTLB
economic development resources, or email
economicdevelopment@dlba.org

This publication contains the latest data available from the U.S. Census, CoStar Group, Beacon Economics, and projections from Esri. Thank you to the City of Long Beach, CSULB Office of Economic Research, S. Groner Associates, the Long Beach Convention and Visitors Bureau, Long Beach Airport, Los Angeles Metro, California Department of Education, and local representatives from major developments, hotels, and housing units for providing source material.