



# THE BEACON

1 2 3 5 LONG BEACH BOULEVARD

1,108-6,240 SF  
NEW GROUND FLOOR RETAIL

# THE BEACON

## NEW GROUND FLOOR RETAIL

1235 LONG BEACH BLVD.  
LONG BEACH, CA 90813

rentable SF: 1,108 SF - 6,240 SF

Lease Rate: \$2.75-3.00 PSF - NNN

- OVERALL:
- Completion C of O in September.
  - Visible, corner suite
  - Adjacent to popular Long Beach Senior Arts Colony
  - 160 new apartments homes supporting veterans and seniors apartments/39 apartment homes supporting disabled and homeless veterans homes above

- features:
- Outdoor seating area available
  - On-site parking available (20 stalls)
  - Great visibility
  - Ample signage available

Downtown Long Beach is one of Southern California's most unique waterfront urban destinations to live, work, and play. As California's sixth-largest city, Downtown Long Beach is centrally located and a mere 20 minutes from both Los Angeles and central Orange County. Additionally, visitors can easily access Downtown via public transit (Metro Blue Line) and explore its many shops, restaurants, and attractions by bike or on foot. Downtown Long Beach offers all the amenities of a major urban center within a clean, safe community and is enhanced by the temperate climate and breathtaking ocean views.



FOR MORE INFORMATION, CONTACT:

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As of 11.14.18

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The Beacon sits adjacent to Metro Blue Line - Anaheim Station

### neighborhood Description:

**The Beacon** is a mixed-use project with approximately 6,240 SF of new ground-floor retail space available for Lease on the signalized high traffic intersection of Long Beach Blvd and Anaheim Street in Downtown Long Beach. The project will provide 160 affordable homes in two distinct buildings: Beacon Place will include 39 apartment homes serving disabled and Veterans, Beacon Pointe will include 121 affordable apartment homes serving seniors.

Located at the gateway to Downtown Long Beach, The Beacon is a transit-oriented development that will enhance the neighborhood with beautiful, modern, and place-making architecture and streetscape. Retailers will enjoy a high-quality, contemporary project that engages with its urban neighbors and will provide activation along the Long Beach Blvd corridor.

The Beacon is also located directly next door to the Long Beach Senior Arts Colony, which consists of 200 affordable senior living apartments for ages 55 and better. This project was completed in 2013 and creates an affordable senior housing hub between the two projects that can be very attractive for several retail operators who want to take advantage of the 360+ seniors and veterans that are living at these two sites.

# ground Floor plan



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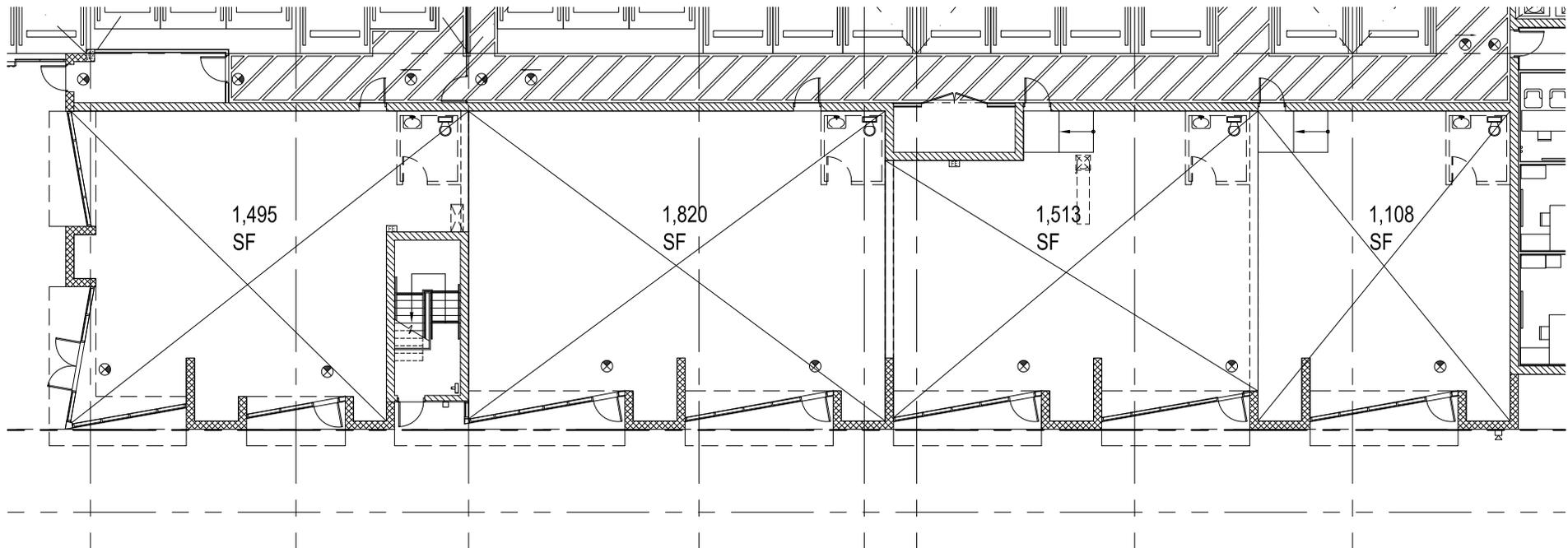
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# proposed demised space layout



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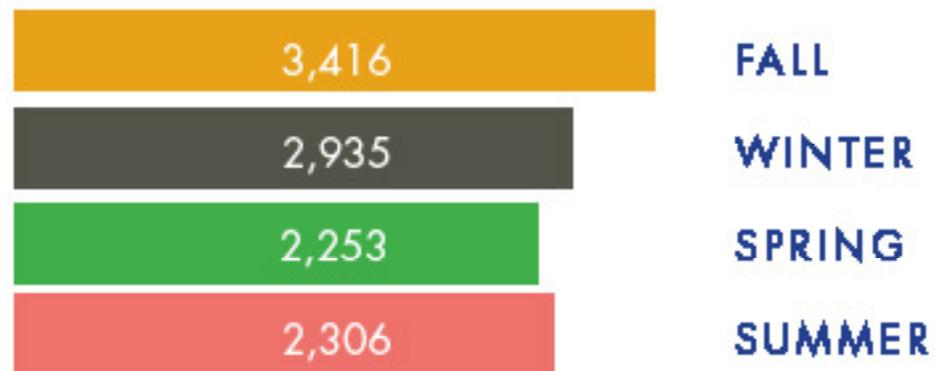
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# TRAFFIC COUNTS & DEMOGRAPHICS

## PEDESTRIANS



### PEDESTRIAN FOOT TRAFFIC BY SEASON AT EAST VILLAGE



# TRAFFIC COUNTS & DEMOGRAPHICS

## EVENTS

Downtown Long Beach has flourished as a major entertainment hub in the city, attracting major events, from the Long Beach Grand Prix to Long Beach Pride.

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
POWI WOWI LONG BEACH	8,000
WORLD CHAMPIONSHIP OF PERFORMING ARTS	2,000
ALL OTHER ANNUAL EVENTS AND FESTIVALS	1,211,000
<b>Total Major Events</b>	<b>5,562,928</b>
<b>Total Attractions</b>	<b>1,677,000</b>
<b>Total</b>	<b>7,239,928</b>



# TRAFFIC COUNTS & DEMOGRAPHICS



## SPENDING BEHAVIOR AND CONSUMER DESIRES



OF AVG MONTHLY  
RETAIL SPEND IS SPENT  
INSIDE DTLB

**MIDDLE INCOME EARNER**  
**\$323** AVG SPEND INSIDE DTLB  
**+ \$183** AVG SPEND OUTSIDE DTLB

**\$505** AVG MONTHLY RETAIL SPEND



OF AVG MONTHLY  
RETAIL SPEND IS SPENT  
INSIDE DTLB

**HIGH INCOME EARNER**  
**\$366** AVG SPEND INSIDE DTLB  
**+ \$287** AVG SPEND OUTSIDE DTLB

**\$653** AVG MONTHLY RETAIL SPEND

## MONTHLY SPEND

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	



# R E C E N T D E V E L O P M E N T S

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## THE QUEEN MARY

Berthed in Long Beach since 1967, the oceanliner is due for an extensive overhaul overseen by the ship's new operator, Urban Commons. The developer also plans to construct an enormous \$250 million entertainment complex next to the ship—complete with ice climbing and rooftop surfing pavilions.



## BROADWAY BLOCK

This major mixed-use complex is planned around the beloved but shuttered Acres of Books on Long Beach Boulevard (the Moderne-style building will be preserved and integrated into the project). It's set to include a 21-story residential tower and a separate seven-story structure. The buildings will offer 375 apartments, including 141 affordable units for CSULB graduate students, along with 11,459 square-feet of commercial space, 3,200 square feet of space for the University, and 5,773 square feet of creative offices.



## LONG BEACH CIVIC CENTER

The Center, where many of the brutalist buildings that stand on the site today will be razed to make way for a flashy cluster of new structures that will give the city a new library, city hall, new retail establishments, and offices for city employees.



## THE LINDEN

Expected to open in the end of 2019, this highly visible development will include 49 units new apartment homes and adjacent to the popular Berlin Bistro.

# R E C E N T D E V E L O P M E N T S

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CONT.



## THE PARC BROADWAY

This project, which broke ground in spring, will replace a government office building with 222 residential units and 8,500 square feet of retail space, including an art gallery and a “bike kitchen.”



## OCEANAIRE

Under construction now, this 216-unit residential development is rising next to Long Beach’s historic Ocean Center Building, built in 1929. It’s set to open next year, with rents averaging around \$3,000 per month.



## AQUARIUM OF THE PACIFIC

Big changes are in store for Long Beach’s huge Aquarium of the Pacific. An expansion will give the aquarium an additional 29,000 square feet of space for visitors to explore, including a new area for exhibits, an art gallery, a theater, and a new ticketing area.



## THE CURRENT

This 35-story residential tower will be the tallest in Long Beach. The 221-unit building will rise next to a 17-story complex called The Current. Planned by the same developers, the two buildings will be connected by a 10,000-square-foot plaza.

# RECENT DEVELOPMENTS

## DEVELOPMENT ACTIVITY



# 247

TOTAL NEW BUSINESSES  
IN DOWNTOWN  
LONG BEACH IN 2017

## 44%

PROFESSIONAL  
SERVICES

## 25%

RETAIL SALES  
& RESTAURANTS

## 25%

PERSONAL SERVICES

## 6%

OTHER SERVICES

## DEVELOPMENT PROGRESS

	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%



**INCREASE IN NUMBER  
OF BUSINESSES FROM  
PREVIOUS YEAR**

**ECONOMY WILL  
GROW OVER THE  
NEXT YEAR:**

56%

73%

U.S. economy expansion

64%

74%

Confident the U.S. economy will grow

2016-17

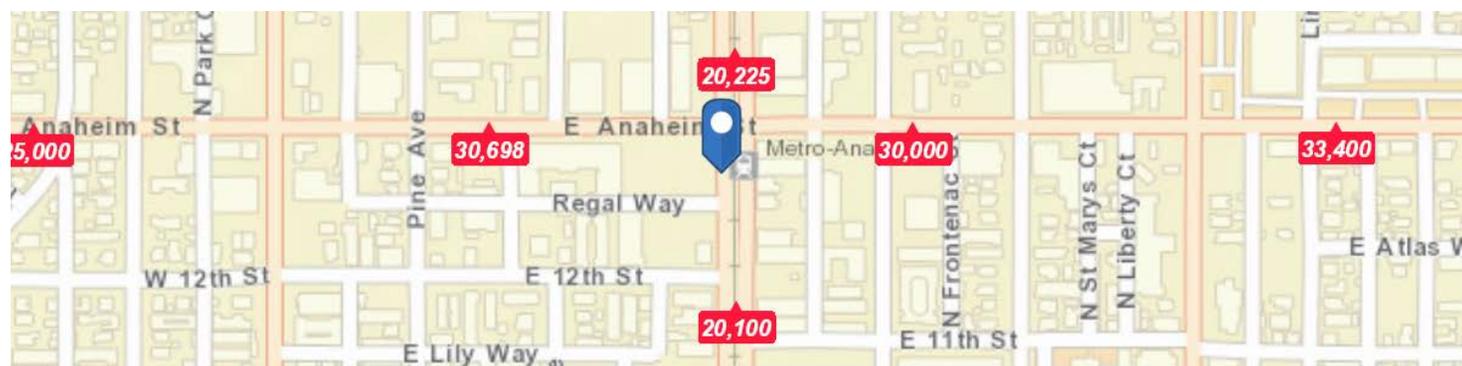
2017-18

## **BUSINESS ENVIRONMENT**

Home to over 1,600 businesses both large and small, downtown Long Beach welcomed 157 net new businesses in the last year. New businesses bring more employees, which means a stronger economy.



# Traffic Counts & Demographics



Summary	Census 2010	2018	2023
Population	80,261	84,849	87,788
Households	25,451	26,925	28,003
Families	15,679	16,481	17,013
Average Household Size	3.07	3.07	3.06
Owner Occupied Housing Units	3,868	3,915	4,496
Renter Occupied Housing Units	21,583	23,010	23,507
Median Age	28.9	29.8	31.0

Households by Income	Number	Percent	Number	Percent
<\$15,000	5,651	21.0%	5,040	18.0%
\$15,000 - \$24,999	4,565	17.0%	4,132	14.8%
\$25,000 - \$34,999	3,618	13.4%	3,532	12.6%
\$35,000 - \$49,999	4,008	14.9%	4,133	14.8%
\$50,000 - \$74,999	3,946	14.7%	4,522	16.1%
\$75,000 - \$99,999	2,183	8.1%	2,827	10.1%
\$100,000 - \$149,999	1,786	6.6%	2,193	7.8%
\$150,000 - \$199,999	545	2.0%	679	2.4%
\$200,000+	623	2.3%	945	3.4%

Median Household Income	\$33,675	\$38,696
Average Household Income	\$49,798	\$58,775



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