



2ND & PCH

LONG BEACH, CA

2ND & PCH

PLANNING COMMISSION STUDY SESSION

MAY 18, 2017

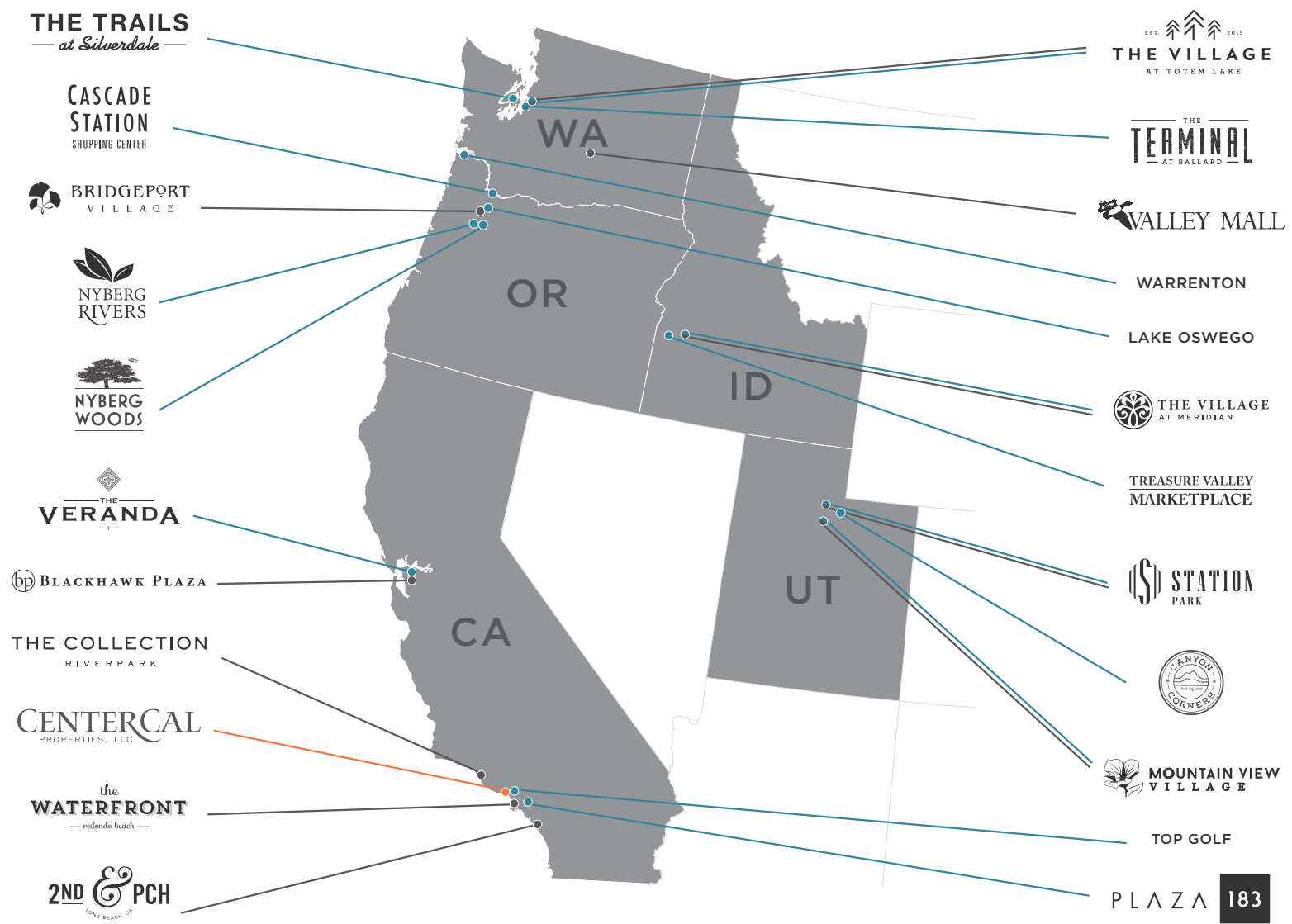
[4] TAKI SUN

CENTERCAL
PROPERTIES, LLC

CREATING *happiness*
AND PROSPERITY
by developing
BEST OF CLASS,
COMMUNITY, RETAIL-DRIVEN
P R O J E C T S
WHERE PEOPLE LIKE TO
SHOP, STAY, LIVE, WORK & *play.*

2ND & PCH CENTERCAL

OUR PORTFOLIO



2ND & PCH CENTERCAL PROJECTS



*The Village at Meridian
Meridian, ID*



*Bridgeport Village
Tigard, OR*



*Station Park
Farmington, UT*

PLACEMAKING

“THE ANTIDOTE TO THE INTERNET”



2ND & PCH THE CENTERCAL WAY PLACEMAKING



2ND & PCH THE CENTERCAL WAY
EVENTS



2ND & PCH PROJECT GOALS



CREATE A PLAN THAT CELEBRATES
THE UNIQUE CHARACTERISTICS
OF THE SITE AND LONG BEACH
AS A COMMUNITY



DESIGN COLLABORATION



CREATE A DYNAMIC EXPERIENCE
FOR THE COMMUNITY



CURATE BEST-IN-CLASS TENANTS
FOR THE CITY OF LONG BEACH



PROVIDE ECONOMIC AND
FISCAL BENEFIT FOR
THE CITY OF LONG BEACH

2ND & PCH COLLABORATION OF DESIGN



PLANNING STAFF INPUT

COMMUNITY OUTREACH

CREATION OF THE DESIGN PRINCIPLES BOOKLET

2ND & PCH COLLABORATION OF DESIGN



CHARRETTES WITH PLANNING STAFF

- View Corridors
- Activate The Marina
- Activate PCH
- Pedestrian Connectivity
- Create an Iconic Gateway into The City of Long Beach
- Attention to Architectural Harmony and Scale

2ND & PCH COLLABORATION OF DESIGN



COMMUNITY OUTREACH

- Open House - November 19, 2016
- Community Group Outreach
- EIR Workshop - May 13, 2017
- Gathered over 250 comment cards in support of the project.

2ND & PCH COLLABORATION OF DESIGN



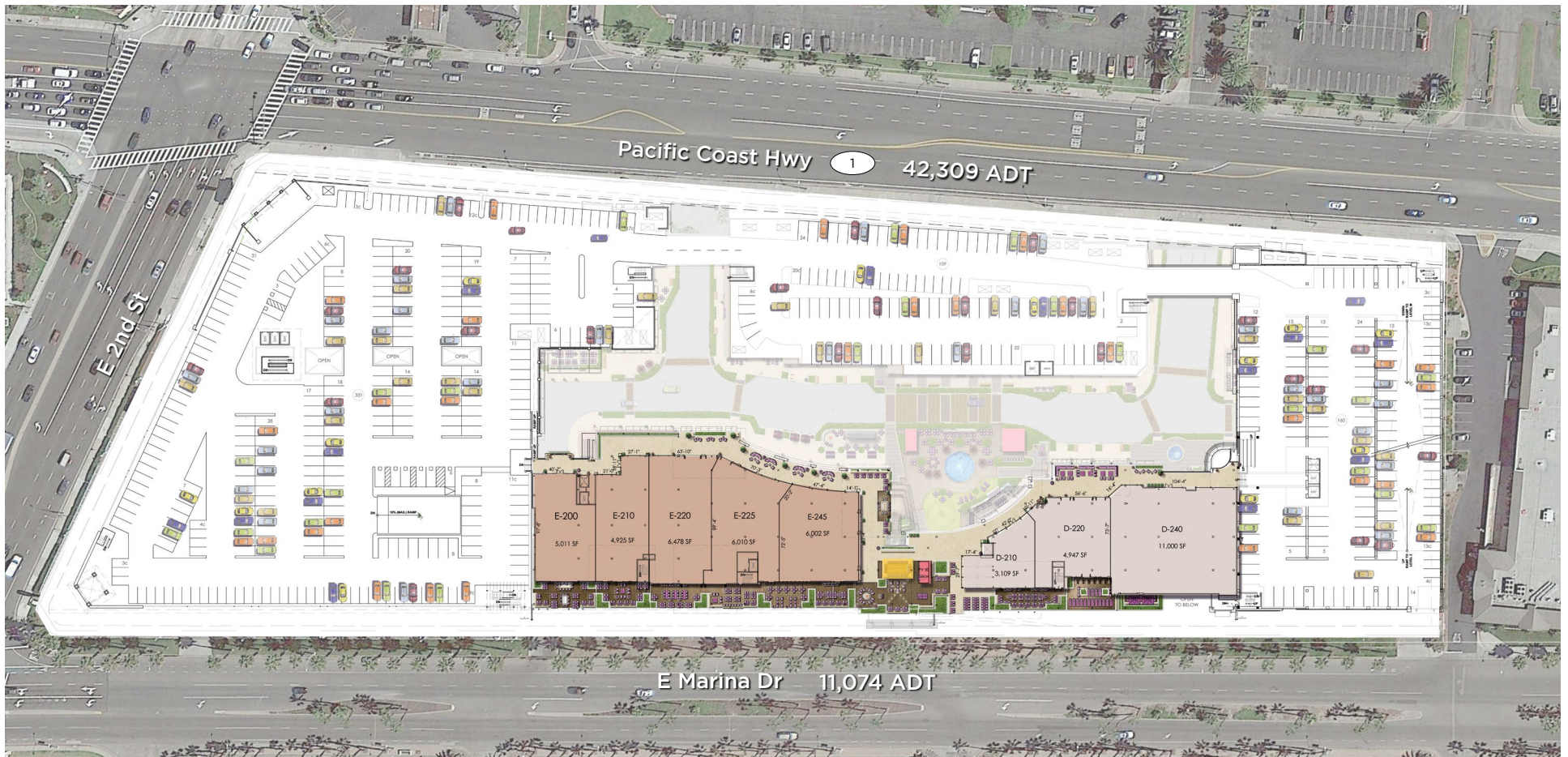
DESIGN PRINCIPLES

1. Outdoor Living Room
2. Curate The Best Retailers
3. One-Of-A-Kind Dining Experience
4. Create a Walkable “Streetmosphere”
5. Unobstructed Ocean Views
6. Create a Walkable Experience
7. Placemaking
8. Streetscape
9. Architectural Design
10. Sustainability

2ND & PCH SITE PLAN LEVEL 1



2ND & PCH SITE PLAN LEVEL 2



2ND & PCH RENDERINGS



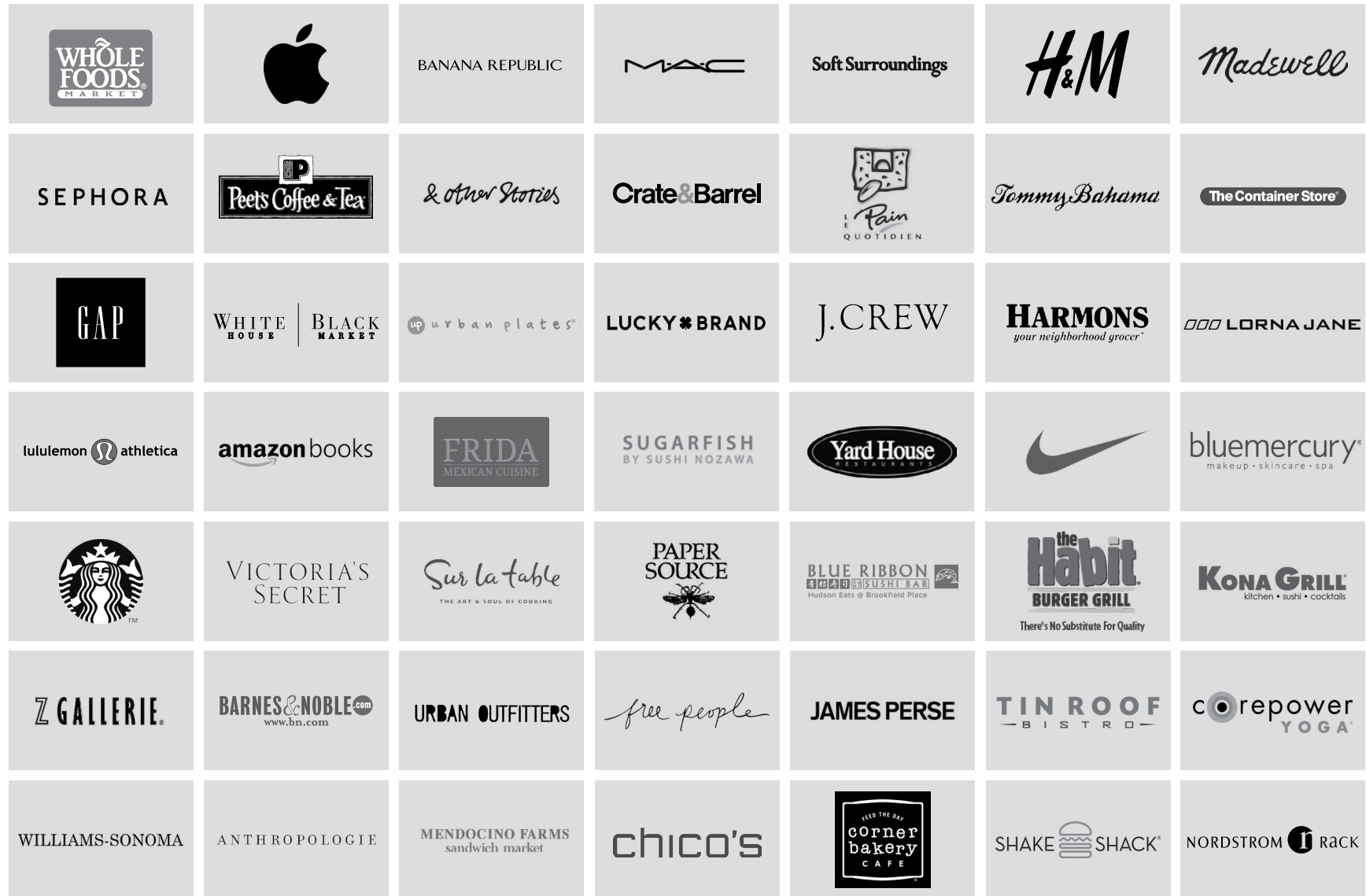
2ND & PCH RENDERINGS



2ND & PCH RENDERINGS



2ND & PCH HIGH QUALITY TENANTS IN OUR PORTFOLIO



2ND & PCH | PLANNING COMMISSION STUDY SESSION

MAY 18, 2017

2ND & PCH INGRESS AND EGRESS



2ND & PCH ECONOMIC AND FISCAL BENEFITS

\$2.8M

IN ANNUAL NET REVENUE TO
THE CITY'S GENERAL FUND

\$50M

IN NET FISCAL IMPACT OVER THE
PROJECTS 20 YEARS OF OPERATION

\$153.3M

IN TOTAL ECONOMIC OUTPUT

1,011

TOTAL JOBS (OF WHICH 726 ARE
FOR FULL-TIME AND PART-TIME
CONSTRUCTION JOBS)

THANK YOU.

2ND & PCH

PLANNING COMMISSION STUDY SESSION
MAY 18, 2017

