



**THE  
BEAT**







labholdingllc

LAB Holding, LLC weaves community, culture, commerce and consciousness into real estate innovation and place making. LAB, an acronym for Little American Business, specializes in assisting the newborn retail entrepreneur in setting their roots in a nurturing environment.

In 1991, Shaheen Sadeghi, creator and founder of LAB Holding, LLC, transitioned from a well-respected career in the fashion industry with the VF Corporation, Gotcha Sportswear and as President of the Quiksilver action sportswear company, to create a revolutionary community for the youth culture. The LAB Anti-Mall breathed life into an abandoned factory in 1993 and offered an outlet for local students, emerging artists, musicians and like-minded retail entrepreneurs. Now more than 20 years later, the recycled LAB construction and thoughtfully selected, synergistic boutiques and restaurants attract the local community as well as international travelers from around the globe. The LAB is the creative heart of the SoBECA arts district in Costa Mesa (acronym for South on Bristol, Entertainment, Culture, Arts) boasting retail sales to rival those of nearby South Coast Plaza, the nation's largest and most successful mall.

LAB Holding grew with the construction of The CAMP eco retail campus in 2002 and now includes properties within the SoBECA District, the Anaheim Packing District, Center Street Anaheim and the historic Casino in San Clemente.

introducing

the beat



Mixed-use village, artist lofts and reimagined storefronts part of vision for North Long Beach

the lab

costa mesa

the camp

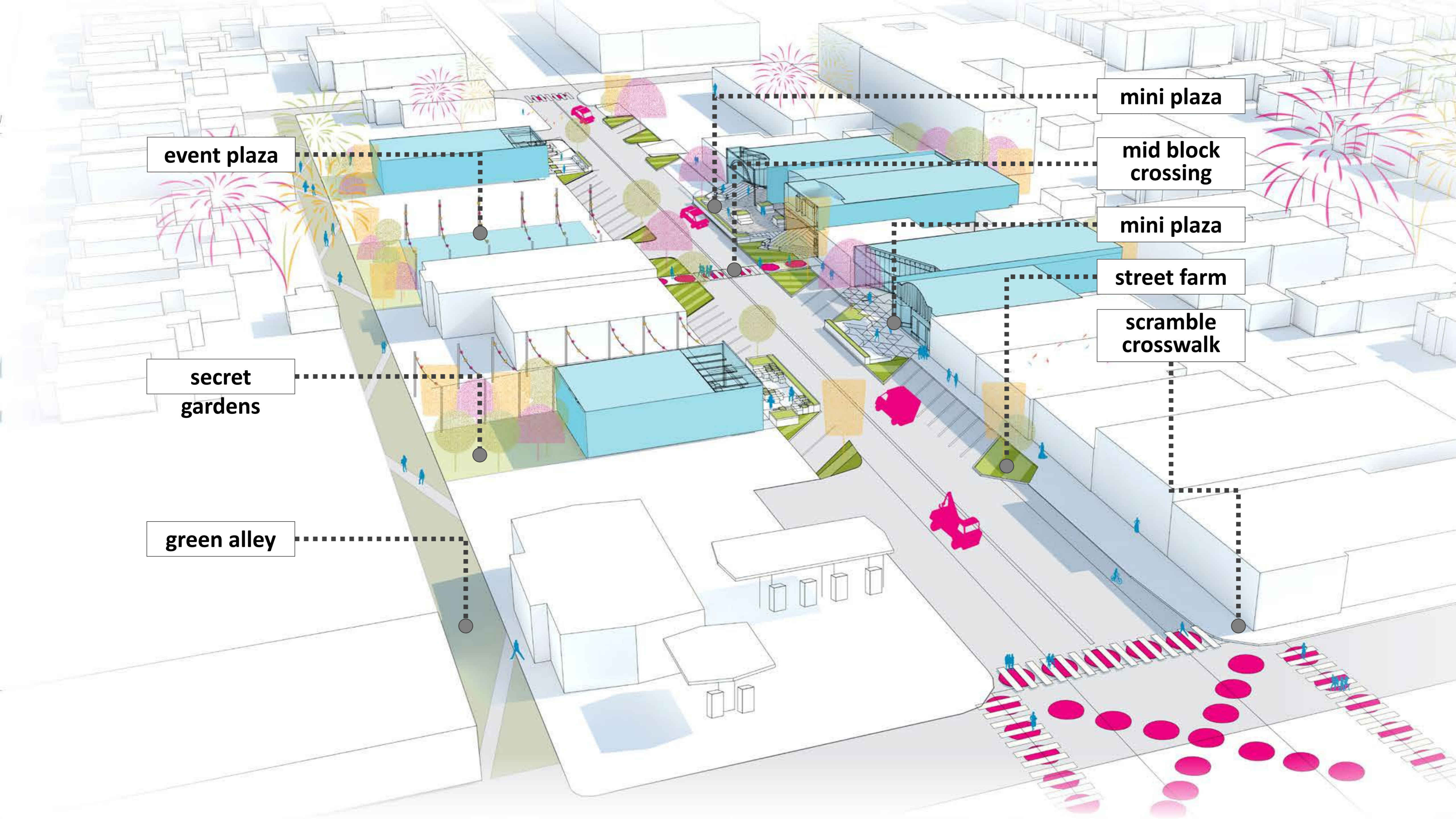
costa mesa

the packing house

ana heim







event plaza

secret gardens

green alley

mini plaza

mid block crossing

mini plaza

street farm

scramble crosswalk



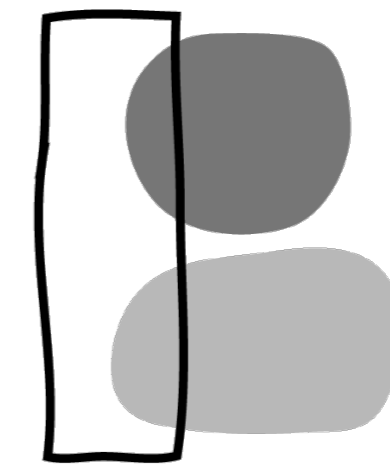
LAB HOLDING

# the beat

The Beat is about bringing back the pulse of the once vibrant Uptown District through culture, music and the arts.

The project seeks to tap into the rich cultural history of Uptown Long Beach, to bring together local Long Beach businesses and supplement with community amenities to create yet another place that LB residents can be proud of.

The Beat will provide a venue for artists to collaborate, crafters to make, and musicians to perform.

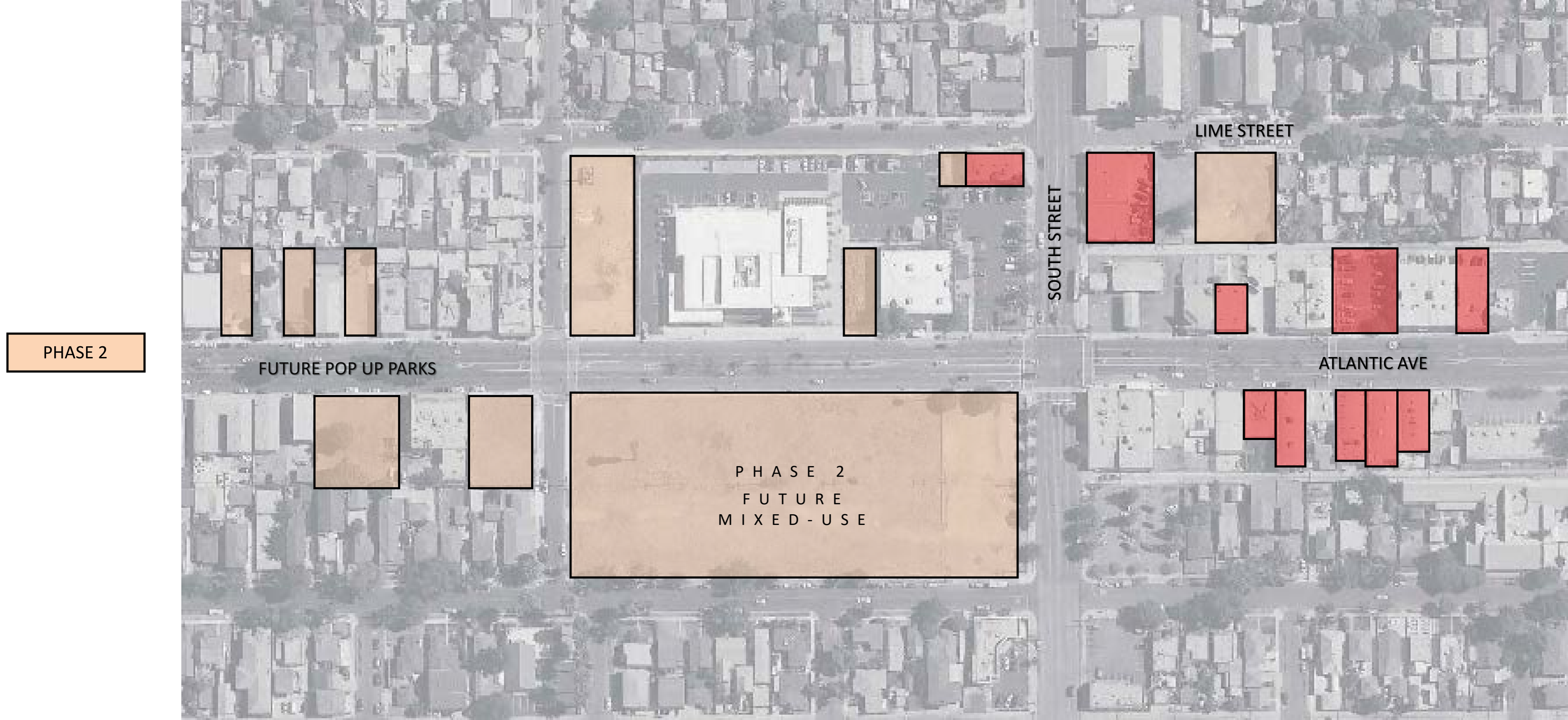


**THE  
BEAT**

*"Don't settle for style.  
Succeed in substance."*

- Wynton Marsalis





## Creating a subculture in North Long Beach

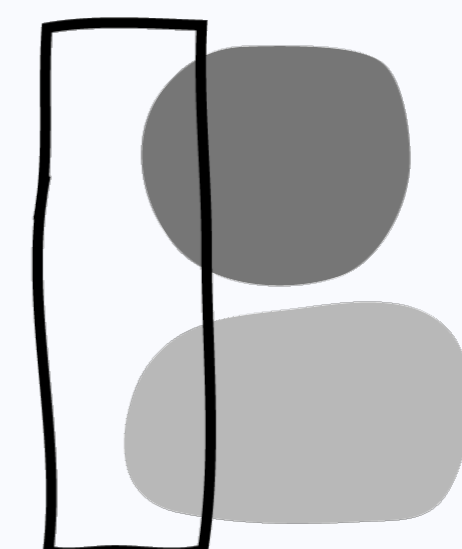
The Bakery Block is the first component of a three-block neighborhood redevelopment project underway in the heart of North Long Beach. The overall project includes adaptive reuse of 9 structures on Atlantic Ave. and South St. totaling 57,000 SF. The repositioning of these historic structures is underway and will become home to new restaurants and shops.

Immediately behind the Bakery Block, a 13-unit artist residential compound is underway. This project, named the ARTery consists of 13 two story homes surrounding a central garden with a shared art studio for use by residents.

In addition, The BEAT also includes a 189 unit mixed use project being planned directly across from the new Michelle Obama Library. This will bring additional residents to the neighborhood and provide approximately 10-15 additional shops and restaurants to further activate the Atlantic corridor.

Further north, a collection of small lots will be built out as a micropark concept to be utilized for community events, outdoor markets and pop up vendors. As a collection, the BEAT is positioned to bring new life back to this well established Long Beach neighborhood.





**THE**   
**BEAT**



STRIKING THE RIGHT KEY

# MUSICAL VENUES



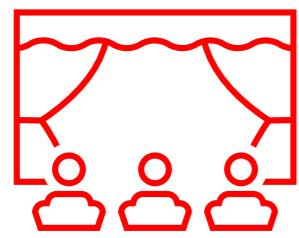
Music will play a large role at The Beat. Small stages will be situated in the numerous gardens of the project and will be used for ongoing music programming. With an eye towards the jazz history of Long Beach a number of small jazz/poetry/music venues are planned throughout the neighborhood. These performance spaces will be hidden behind the commercial spaces along Atlantic Ave. These venues will be accessed through their respective commercial space.





# THE BEAT LONG BEACH

The Beat is intended to promote, nurture, support and cultivate the very talented makers and artisans of Long Beach. Bringing together multiple creative disciplines such as wood-workers, musicians, culinary artisans, art educators, designers and other creative uses in a collaborative environment, Uptown will become a cultural destination for the City and beyond. Upon completion an on site team will work to nurture the commercial vitality of the street through the programming of events, festivals and cultural events.



**ART**



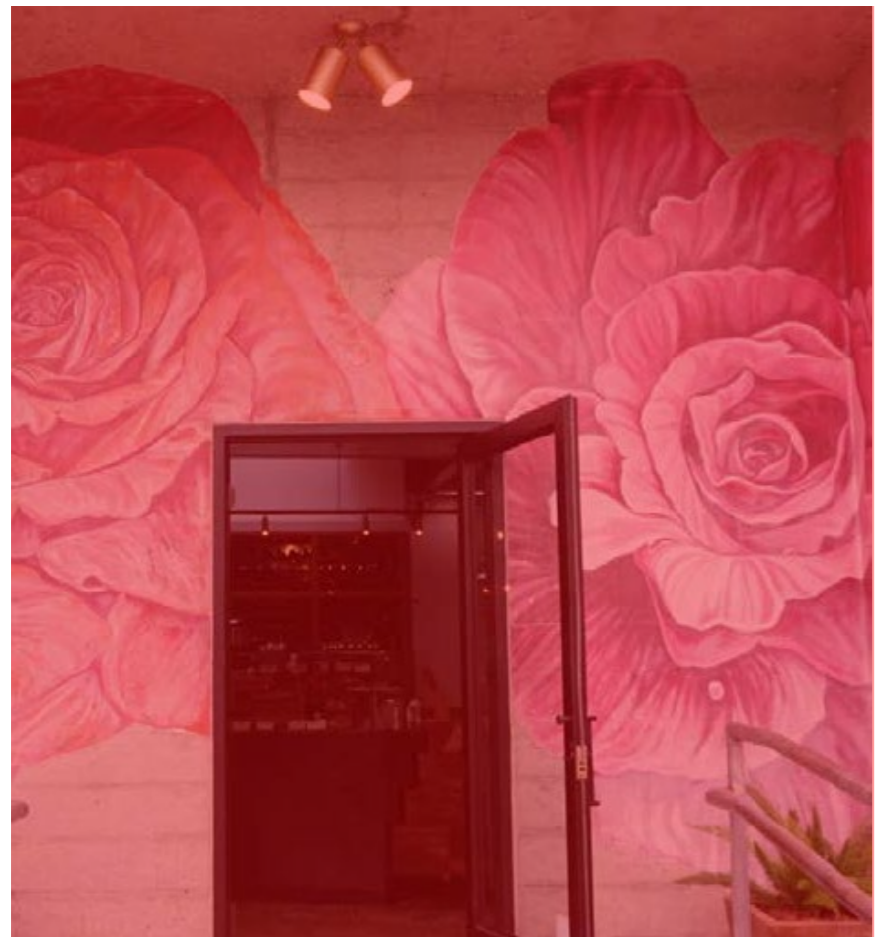
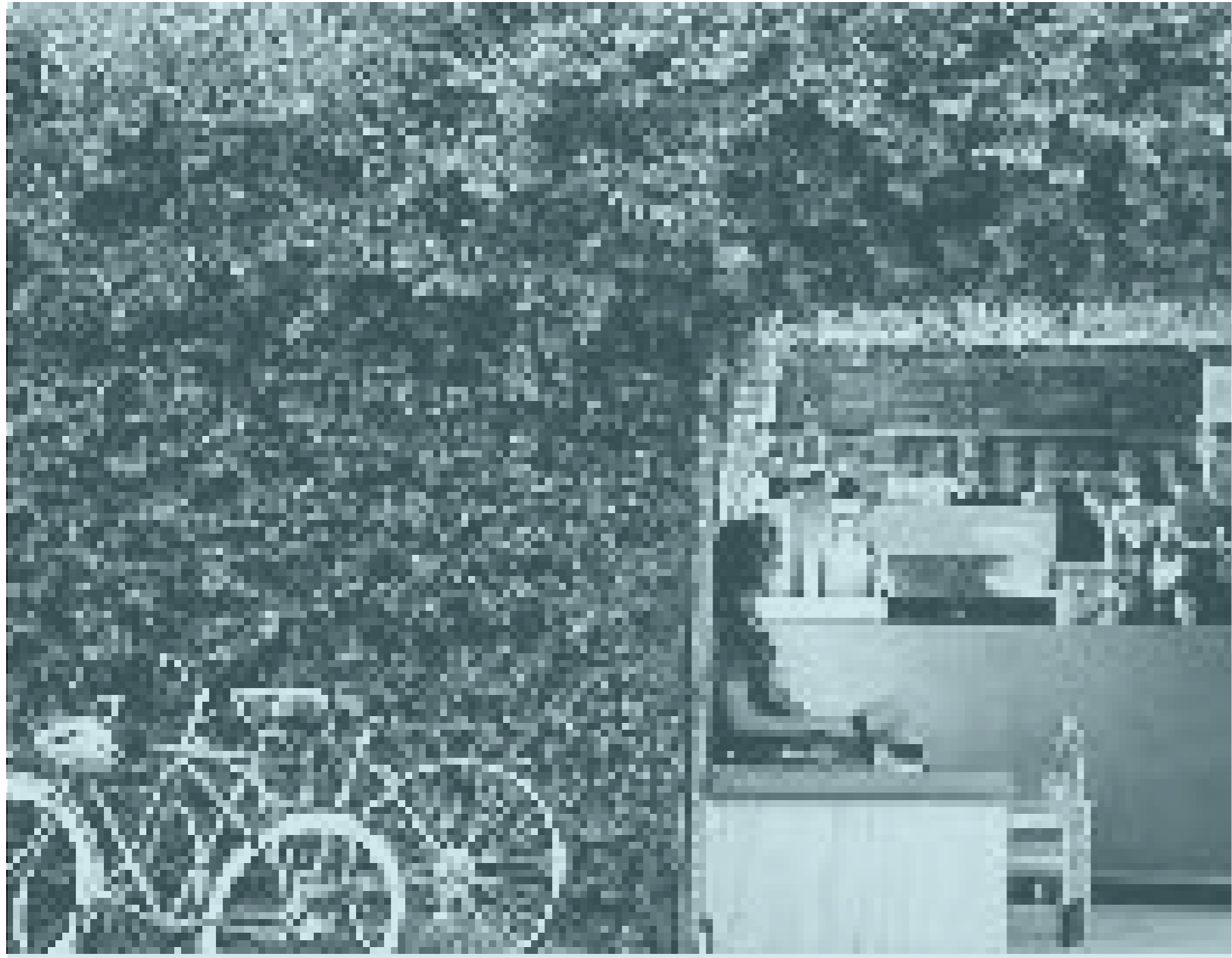
**COMMUNITY**



**COMMERCE**



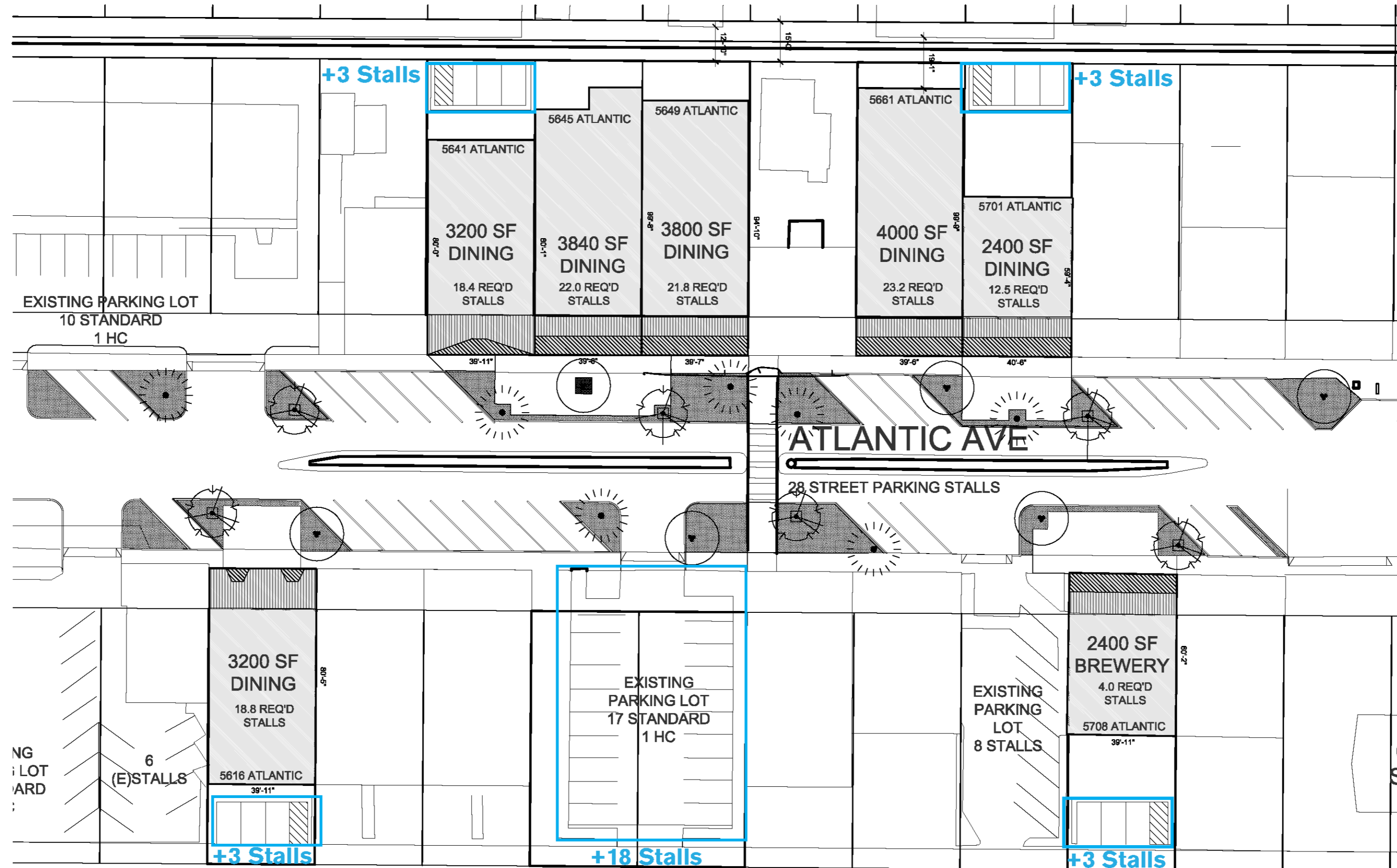




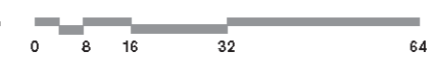


# SITE PLAN

## THE BEAT LONG BEACH



Voluntary Dedication
 Outdoor Dining

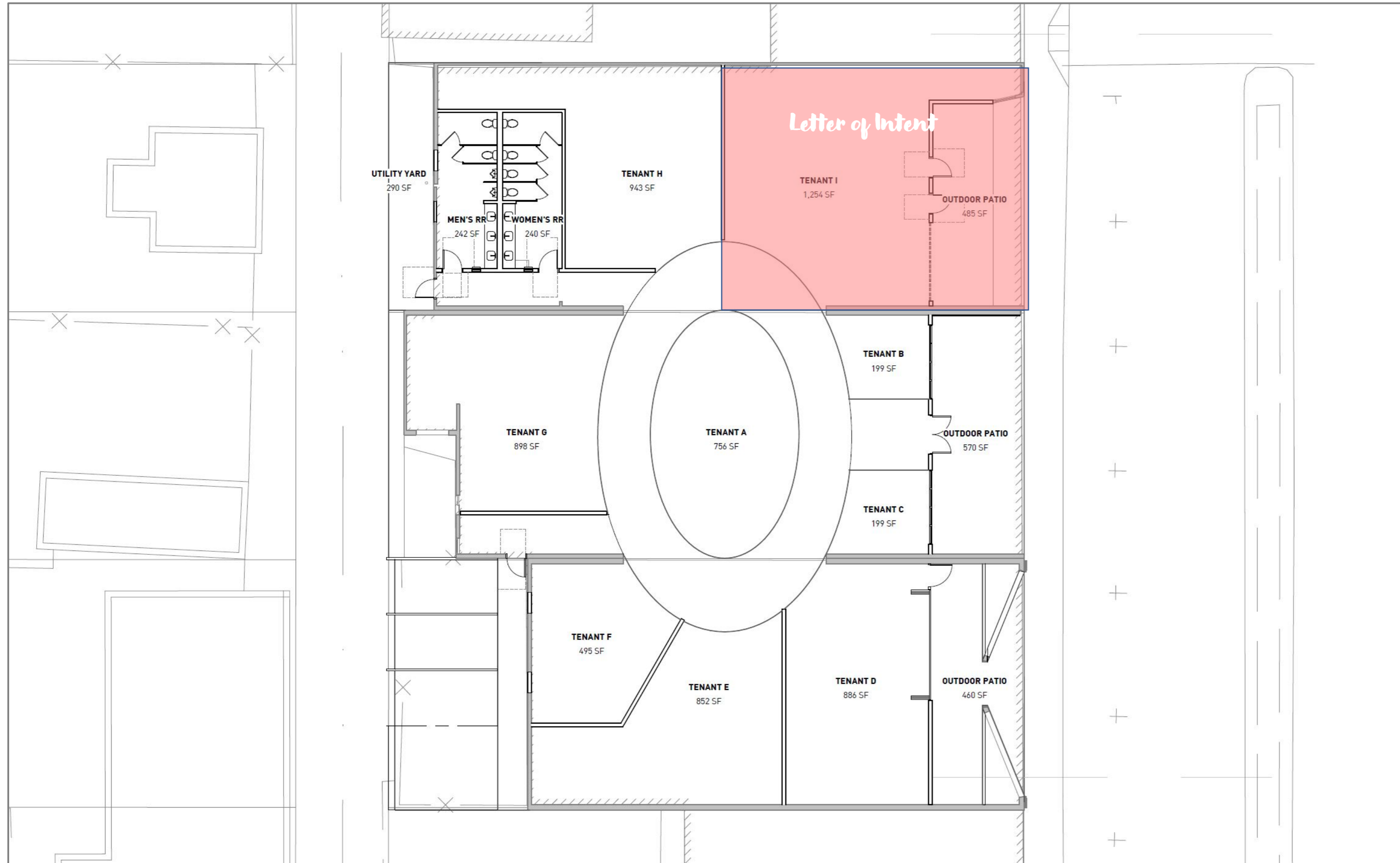






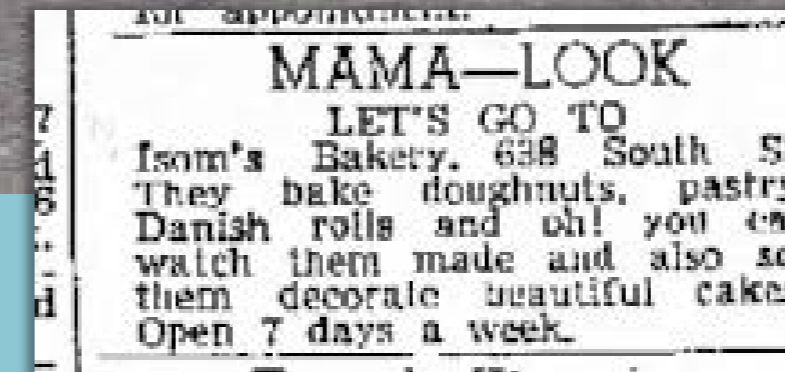
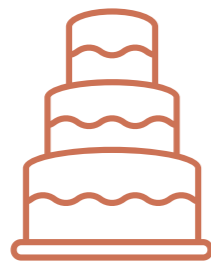
	SUITE/ADDRESS	SF	POTENTIAL USE
FOOD HALL	5641-5649 ATLANTIC AVE. SUITE C1	464, 200 patio	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C2	1250, 450 patio	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C3	630	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C4	1120,500 patio	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C5	1120, 720 patio	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C6	1080	Restaurant
	5641-5649 ATLANTIC AVE. SUITE C7	1120,400 patio	Restaurant
	5661 ATLANTIC AVE.	4000	Restaurant
	5701 ATLANTIC AVE.	2400 w patio	Restaurant
	5616 ATLANTIC AVE.	3200	Restaurant
	5708 ATLANTIC AVE.	2400 w patio	Restaurant







# The Bakery Block Building



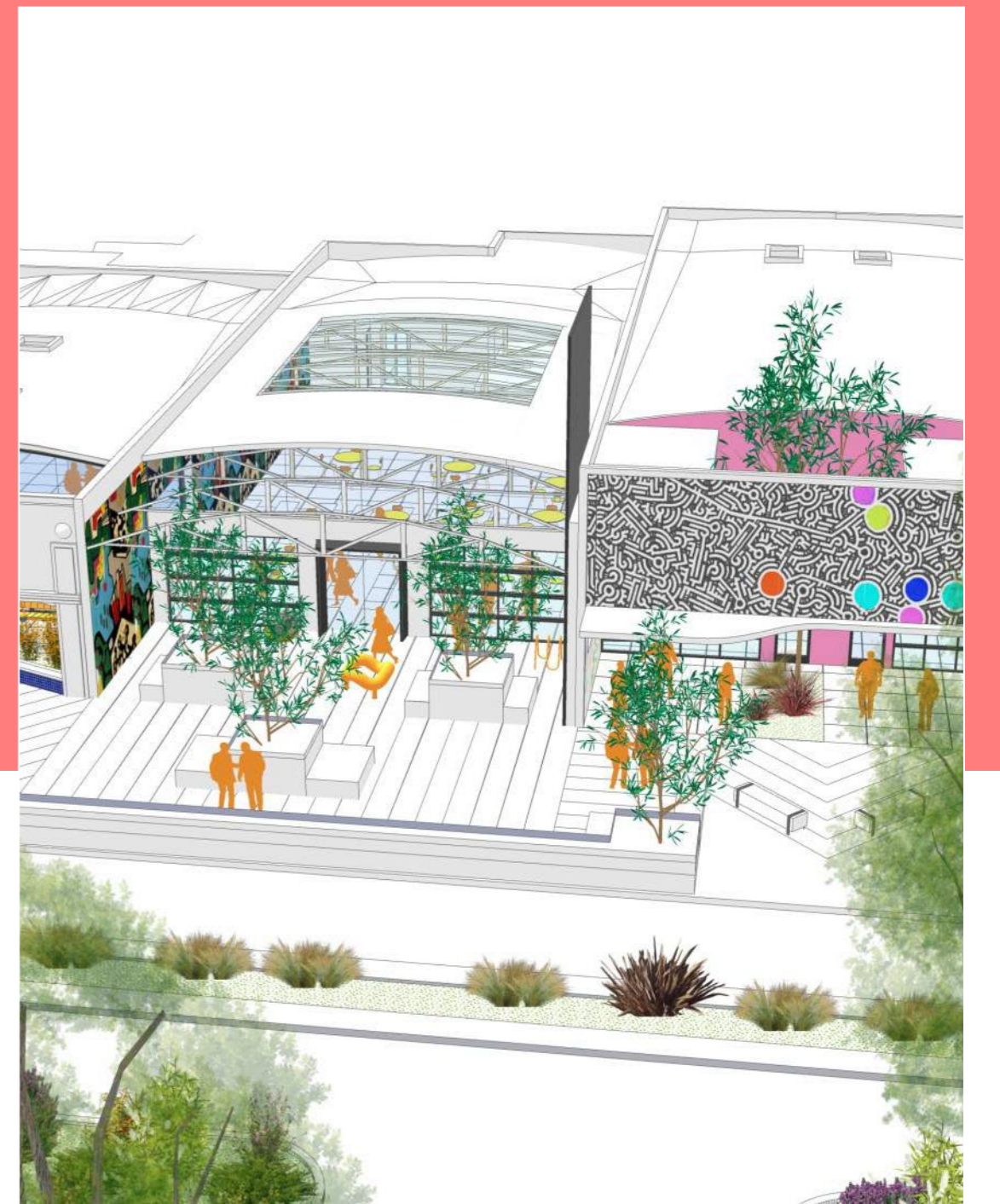
In 1941, Slim Isom opened a bakery in the iconic art deco building at the corner of South and Lime. Passerbyers could watch bakers forming doughnuts in the sidewalk facing window. The Bakery Block will be restored to its original grandeur with restored facades, neon signage and new operable steel storefronts.



# The Bakery Block Building









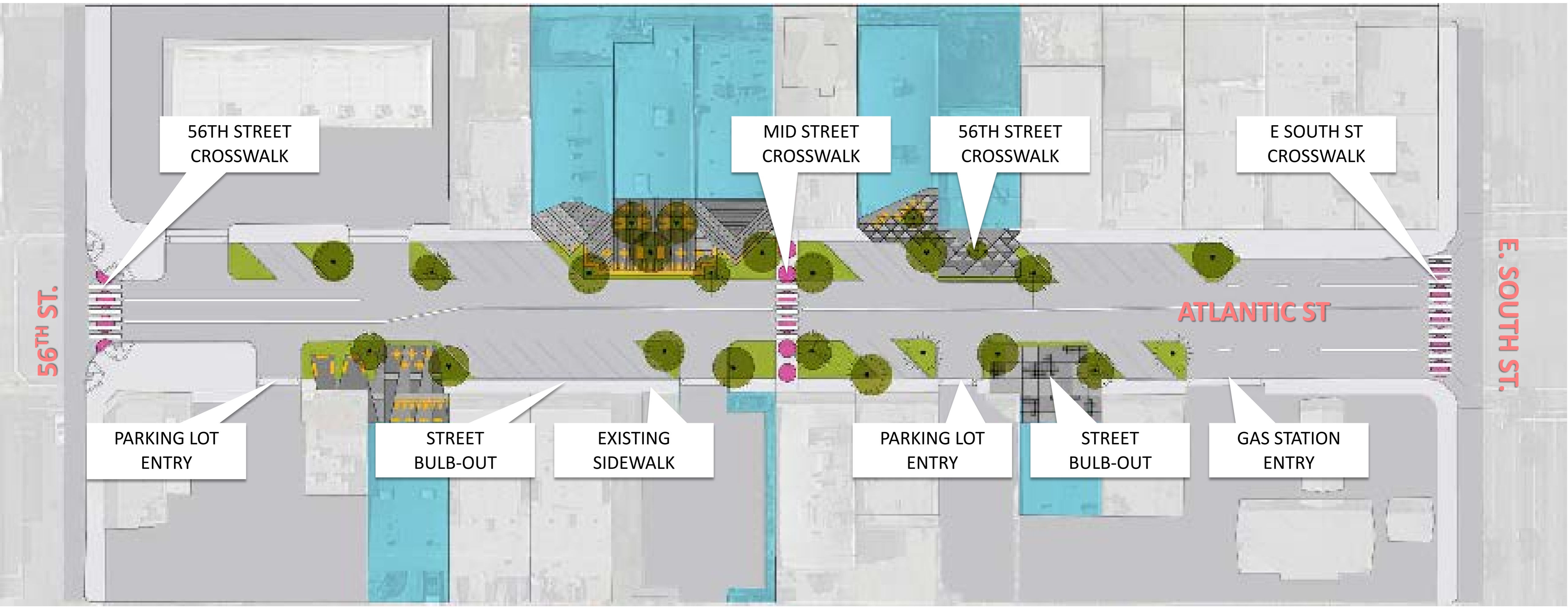








# SITE PLAN

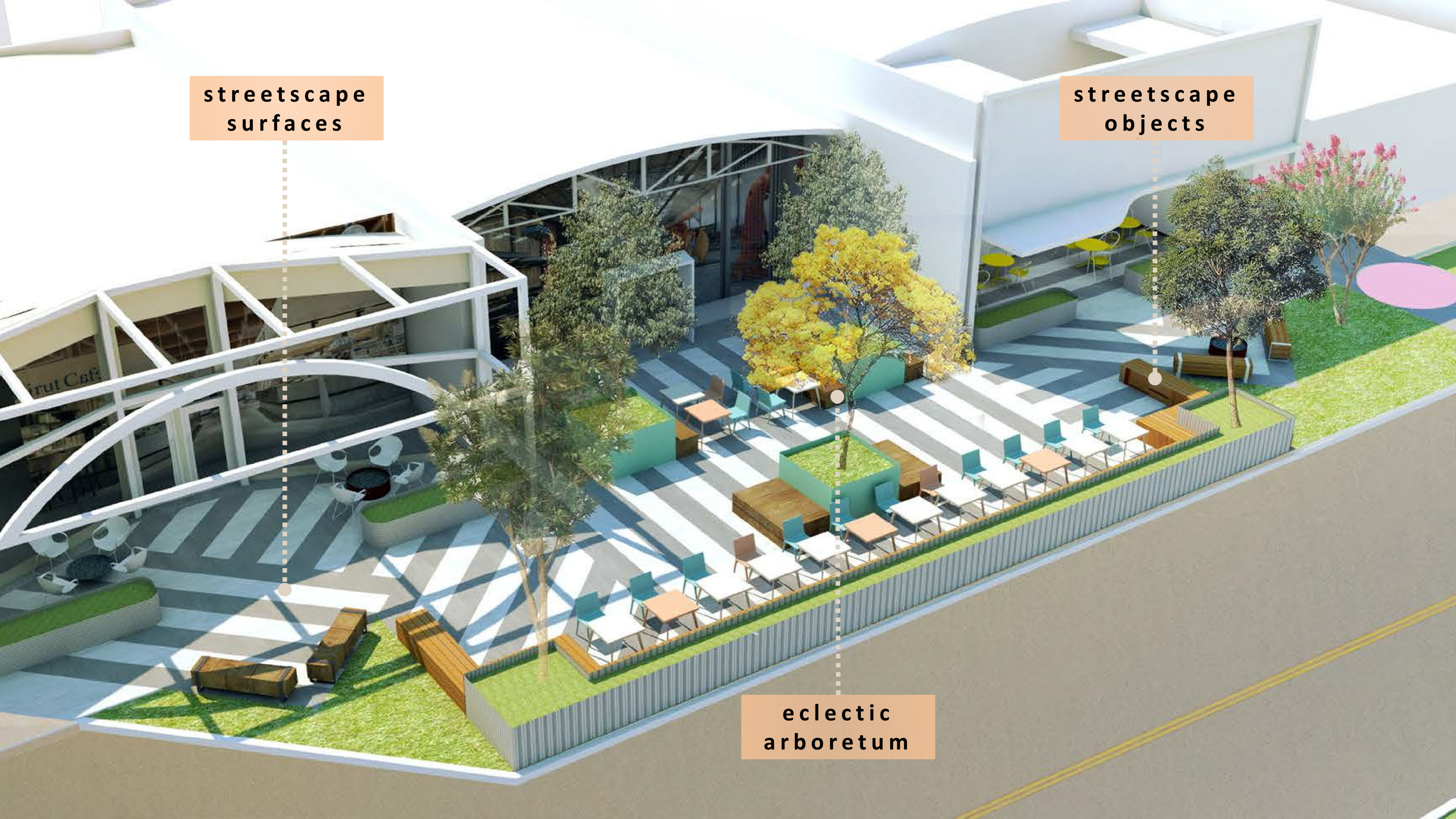




streetscape  
surfaces

streetscape  
objects

eclectic  
arboretum









THE  
LOCATION

LEASE OFFERING  
LONG BEACH, CA





THE  
INTERNATIONAL  
CITY

# Long Beach California

Long Beach is the 36th most populous city in the United States and the 7th most populous in California. It is located on the Pacific Coast of the United States, within the Greater Los Angeles area of Southern California. As of 2010, its population was 462,257. Long Beach is the second largest city in the Los Angeles metropolitan area, and the third largest in Southern California behind Los Angeles and San Diego.



**36TH**

Most populous city in the  
United States



**30K**

Jobs supporting the  
Port of Long Beach



**\$16BN**

\$16 billion in annual trade-  
related wages statewide



**TOP 25**

Ranked as one of the Top 25  
Best Bike Cities in America by  
Bicycling Magazine.



- Under Review ◆
- Completed ◆
- Under Construction ◆
- Entitlements ◆



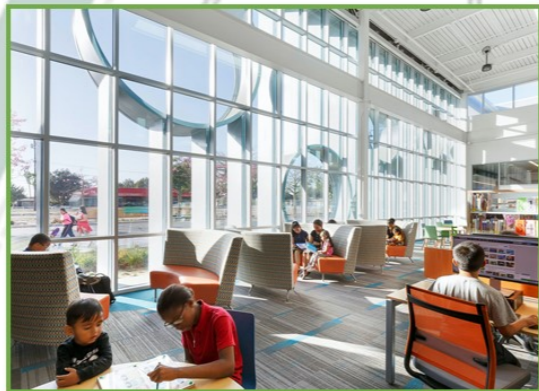
**The Uptown**  
6151 – 6191 Atlantic Ave.  
Long Beach, CA, 90805



**Uptown Commons**  
6600 – 6630 Atlantic Ave.  
and 609-695 Artesia Blvd.  
Long Beach, CA, 90805

**THE BEAT  
LONG BEACH**

**SUBJECT**  
5990 Atlantic Ave  
Long Beach, CA, 90805



**Michelle Obama Library**  
state of the art 24,655  
square-foot single story  
facility



**Residential Project**  
5100 Long Beach Blvd  
Long Beach, CA, 90805



**Residential Project**  
4800 Long Beach Blvd  
Long Beach, CA, 90805

DEVELOPMENT

# Long Beach Renaissance





LOCAL ECONOMY

# INDUSTRY DIVERSITY

The economic base has changed over the years. Oil extraction created a boom and this was a Navy town for many years before the base closed. The aerospace industry played an important role. Douglas Aircraft Company (later McDonnell Douglas and now part of Boeing) had plants at the Long Beach Airport where they built aircraft for World War II, and later built DC-8s, DC-9s, DC-10s, and MD-11s. Boeing built the Boeing 717 until 2006 and the C-17 Globemaster III strategic airlifter plant is scheduled to close. Even after greatly reducing the number of local employees in recent years, Boeing is still the largest private employer in the city. Polar Air Cargo, an international cargo airline, was formerly based in Long Beach. TABC, Inc., a part of Toyota, makes a variety of car parts, including steering columns and catalytic converters, in Long Beach.

Long Beach is the second largest city in the Greater Los Angeles Area (after Los Angeles) and a principal city of the Los Angeles metropolitan area.

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The Port of Long Beach is the United States' second busiest container port and one of the world's largest shipping ports. Acting as a major gateway for US-Asian trade, the port occupies 3,200 acres of land with 25 miles of waterfront.

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A major economic force, the Port supports more than 30,000 jobs in Long Beach, 316,000 jobs throughout Southern California and 1.4 million jobs throughout the United States. It generates about \$16 billion in annual trade-related wages statewide.

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Long Beach also maintains a large oil industry with wells located both underground and offshore. Manufacturing sectors include those in aircraft, car parts, electronic and audiovisual equipment, and home furnishings.

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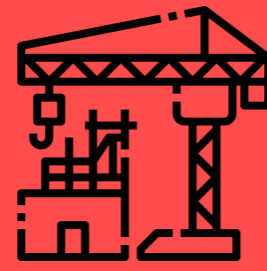
Long Beach is quickly pedaling its way to becoming one of the Most Bicycle-Friendly Cities in America. Ranked as one of the Top 25 Best Bike Cities in America by Bicycling Magazine.





**4+ BILLION**

OVER 4 BILLION IN  
DEVELOPMENT PIPELINE



**30+ PROJECTS**

30+ PROJECTS IN IMMEDIATE  
AREA



THE HEART OF INNOVATIVE

# FIRMS INVESTING IN LONG BEACH

At the heart of an innovative, diverse city lies 1.38 Un-square Miles of unmistakable energy. Its streets are cross-sections of what makes Long Beach unique – people living, working, playing and discovering this great place together.





**THE BEAT  
LONG BEACH**

AREA OVERVIEW

# ACCESSIBILITY

For many years, Long Beach was the forgotten city as families migrated from Los Angeles to the Orange County suburbs. More recently, Long Beach has been experiencing a boom in development, attracting new investors and tenants. There is over 4 billion of new development currently in the pipeline and under construction that has been poured into the city. Some of the most notable projects include the New Civic Center, 2nd and PCH project, the Queen Mary Island Project, Cal State Long Beach project and the Aquarium expansion.

Adopted in January 2012, the Downtown Plan has become the catalyst in the on going development and revitalization of downtown Long Beach and connecting neighborhoods, promoting quality, context sensitive, and activating the public realm in more innovative and sustainable ways. As the hub of tourism, business, and transit for the entire city, the revitalization of downtown will continue to strengthen the quality of life and Foster more economic opportunities for decades to come.



Del Amo Plaza  
Del Amo Massage  
Park's Photography  
La Delicias  
Broadway Shoes  
Dream Fashion  
MK Clothing  
Durango Silver  
Paul Shoes

Hip Hop Accessories  
Happy Time  
Eyebrow Threading  
Expo Nails Salon  
Ilite Cloting  
Columbia Divas  
A Sixth Sense  
Anna's Fashion Place  
TB Fine Jewelry

SEAFood CITY  
Albertsons  
Jamba Juice  
POPEYES  
El Pollo Loco  
DOLLAR TREE

ALBERTSONS  
THE HOME DEPOT  
STAPLES  
CHASE  
STARBUCKS COFFEE  
COLD STONE CREAMERY

LONG BEACH Convention & Entertainment Center  
AQUARIUM OF THE PACIFIC

Long Beach City Hall  
Wokano  
King's Fish House  
BO-Beau Kitchen  
The Federal  
Rock Bottom  
Pier 76 Fish Grill  
Beachwood BBQ  
Pine Square

Beer Belly LB  
Congregation Ale  
George's Greek Café  
The Loft on Pine  
Octopus Japanese  
The Promenade  
The Federal  
The Westin  
Taco Beach

Alamitos Beach is the western end of Long Beach City Beach near the intersection of Ocean Boulevard and Alamitos Avenue, hence the beach name

Bluff Park is a small, upscale neighborhood in Long Beach. There is a bluff along much of the beach in Long Beach, and on one stretch, there is the narrow Bluff Park from which the neighborhood gets its name.





LAB HOLDING



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