

SIGNAL HILL, CA

Market Overview & Opportunity Site Analysis



City of Signal Hill
2175 Cherry Avenue
Signal Hill, CA 90755
www.CityofSignalHill.org



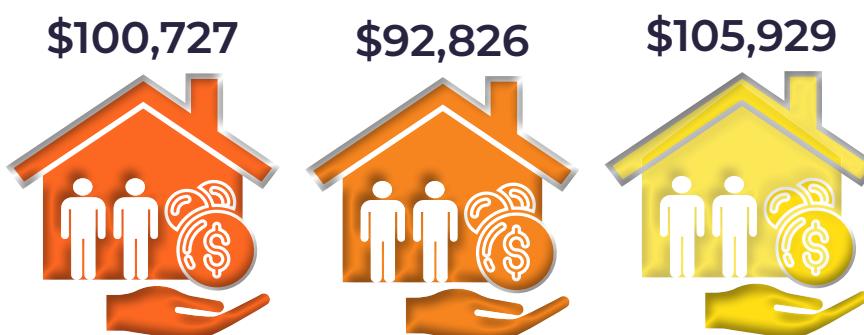
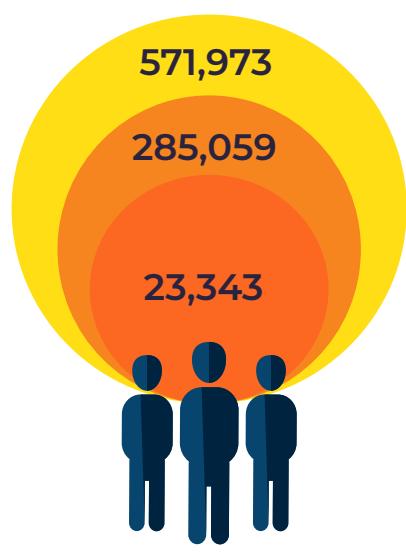
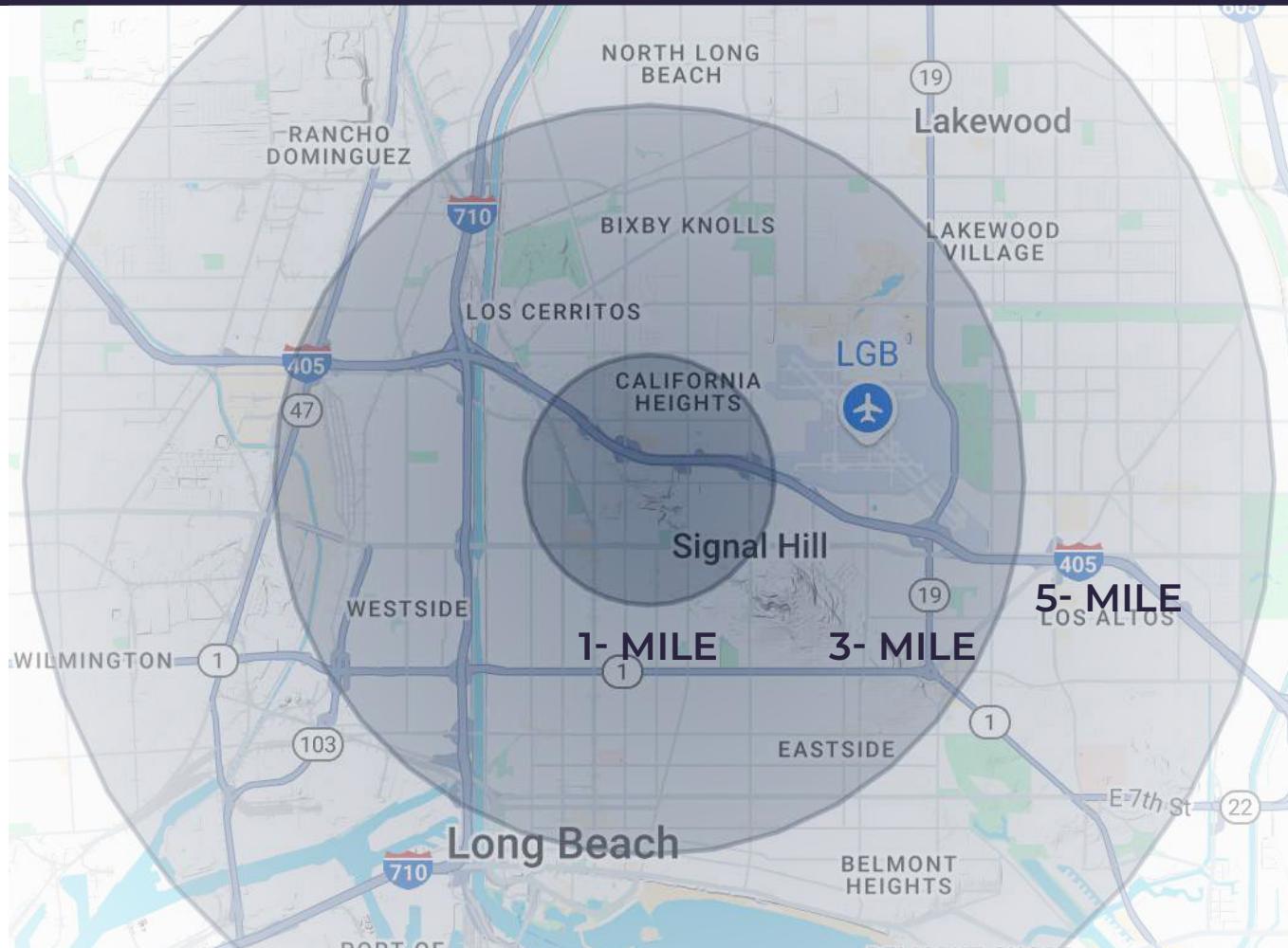
OPPORTUNITY SITE LOCATION



Some of Southern California's best attractions can be found just a few miles from Signal Hill, including the Aquarium of the Pacific, the Queen Mary Oceanliner, and the Long Beach Theater. Several highly-ranked colleges and universities include: Cal State - Long Beach (CSULB) Founded in 1949, CSULB is the third largest campus of the 23-school CA State University system (CSU).



DEMOGRAPHICS



DEMOGRAPHICS DATA WITHIN 1 MILE, 3 MILE, AND 5-MILE
RADIUS OF CITY OF SIGNAL HILL

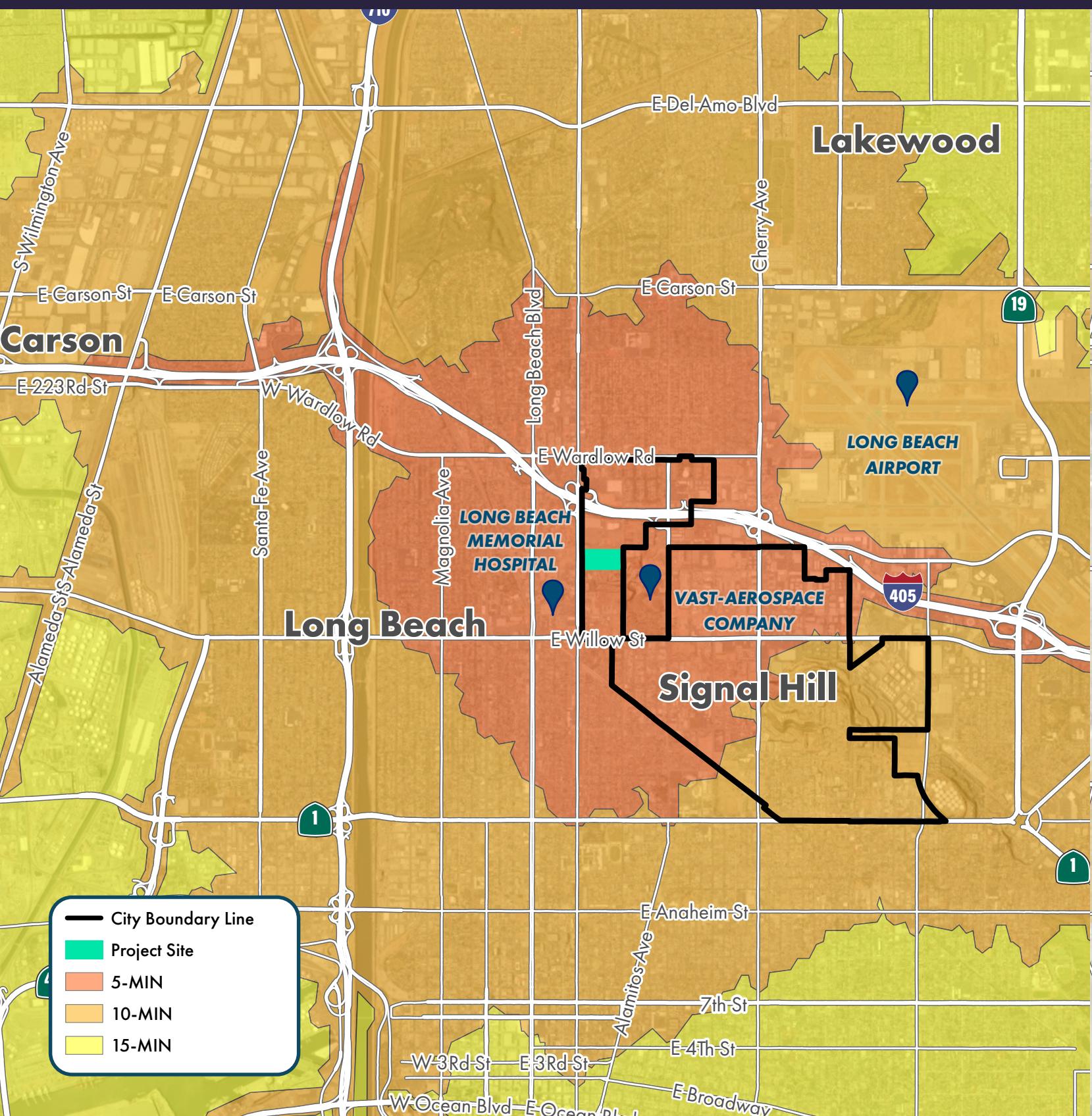
1 MILE

3 MILE

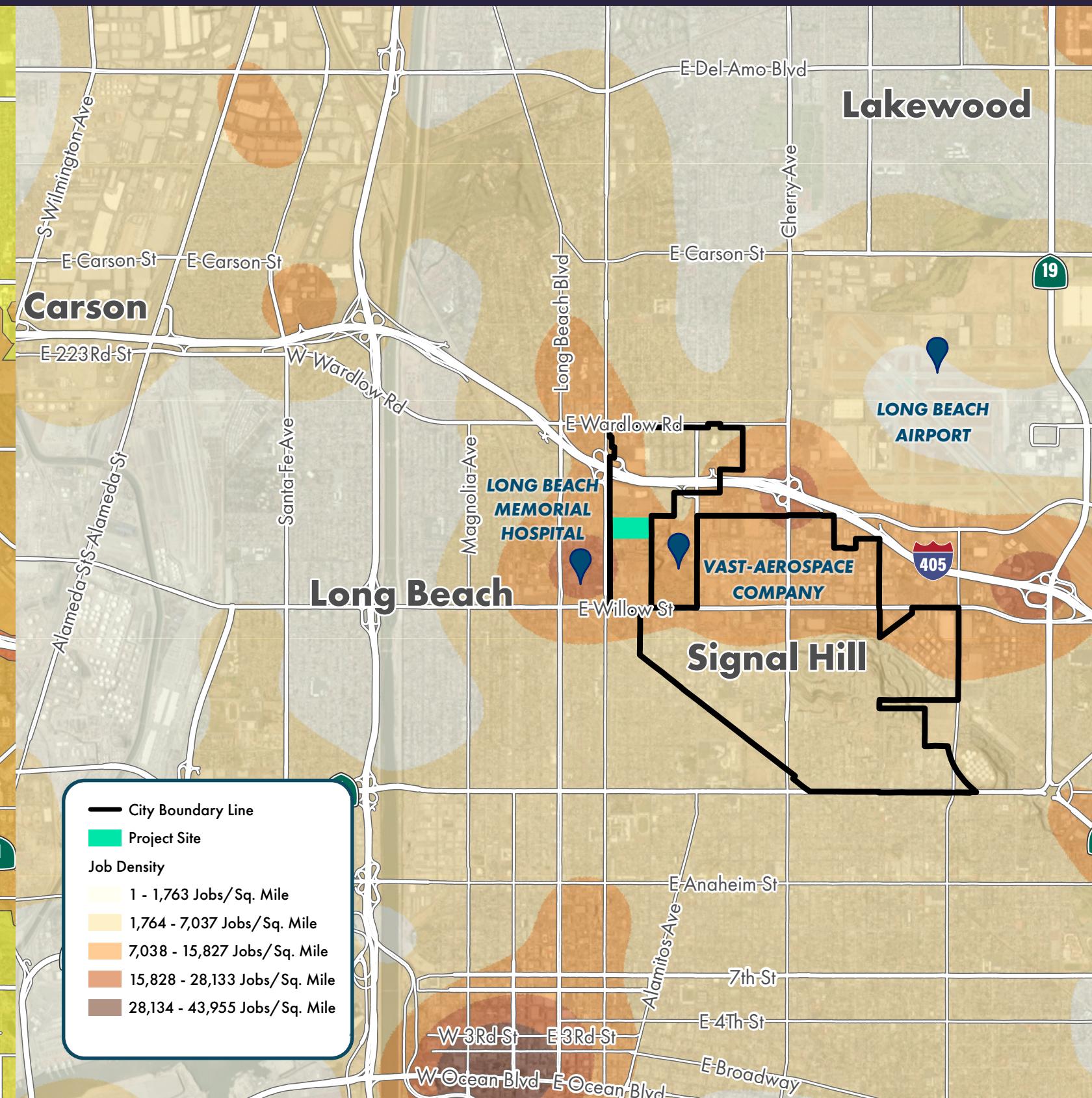
5 MILE

Source: Demographics data derived from AlphaMap.

DRIVE TIME ANALYSIS



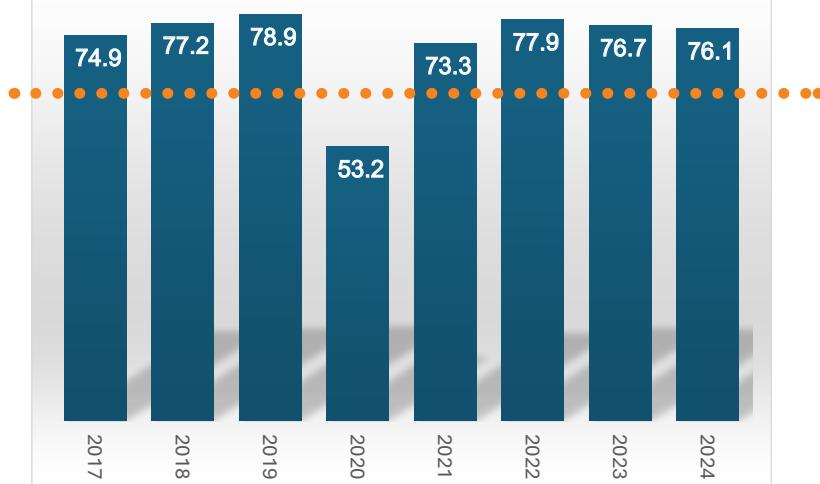
JOB DENSITY



SITE FEATURES

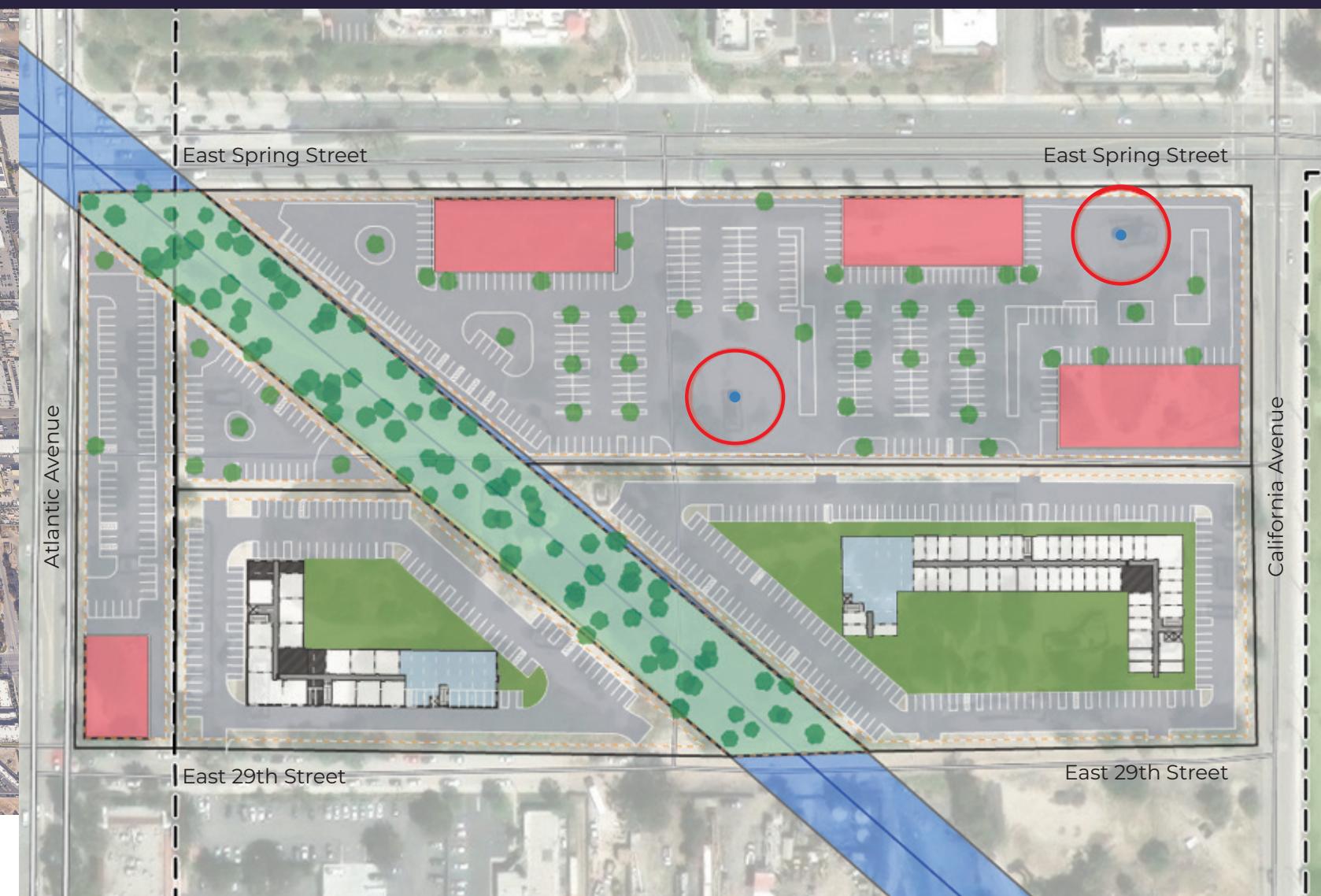


AVERAGE ANNUAL OCCUPANCY RATES, SIGNAL HILL HOTEL



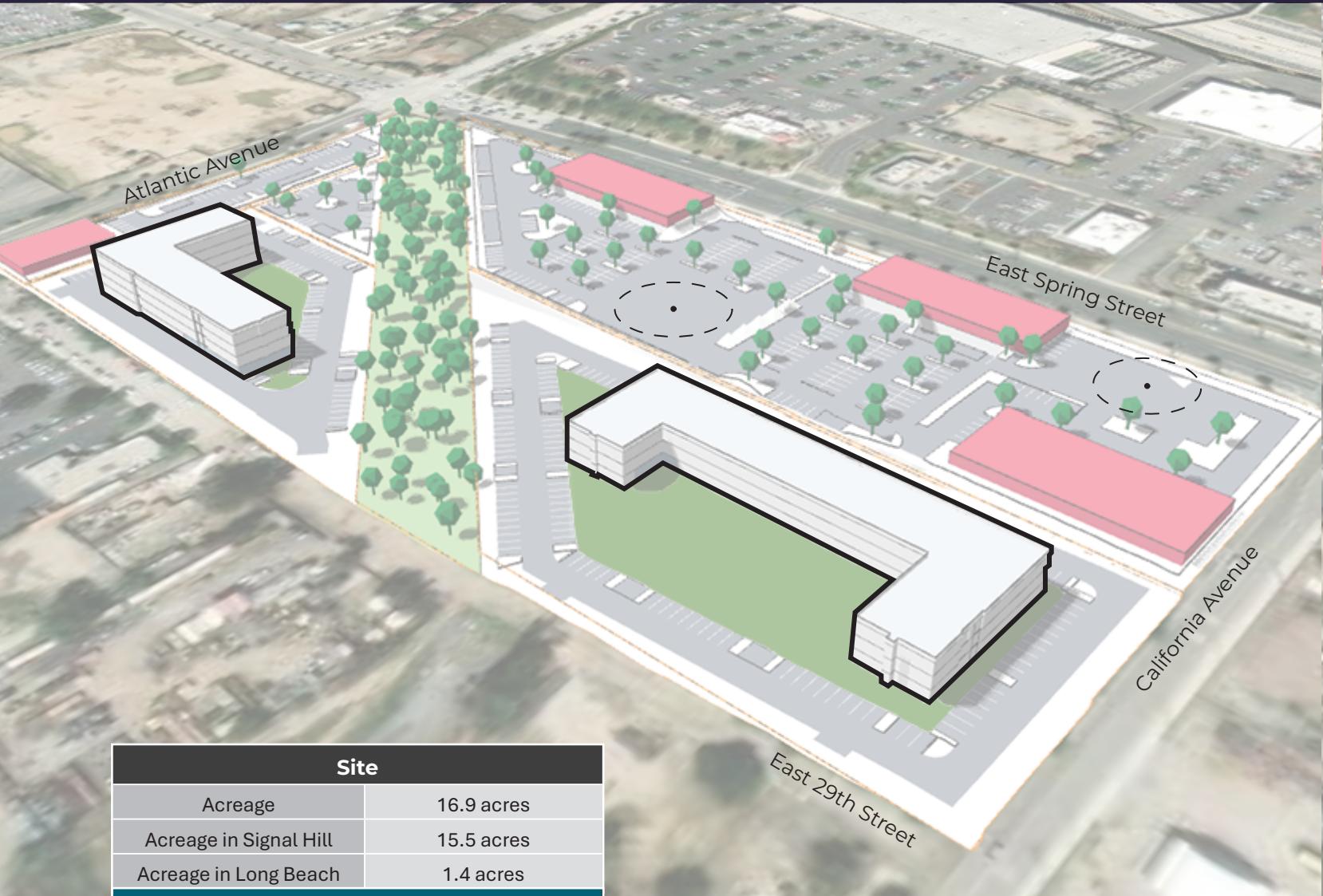
With the exception of 2020, the first year of the COVID-19 pandemic, the **average occupancy rate** in the area has been **above 70 percent**.

DEVELOPMENT SCENARIO 1



- Faultline
- Faultline Setback (50')
- Hotel
- Hotel Amenities
- City Limits
- Conserved Oil Well (50' radius)
- Park/Open Space
- Retail

DEVELOPMENT SCENARIO 1

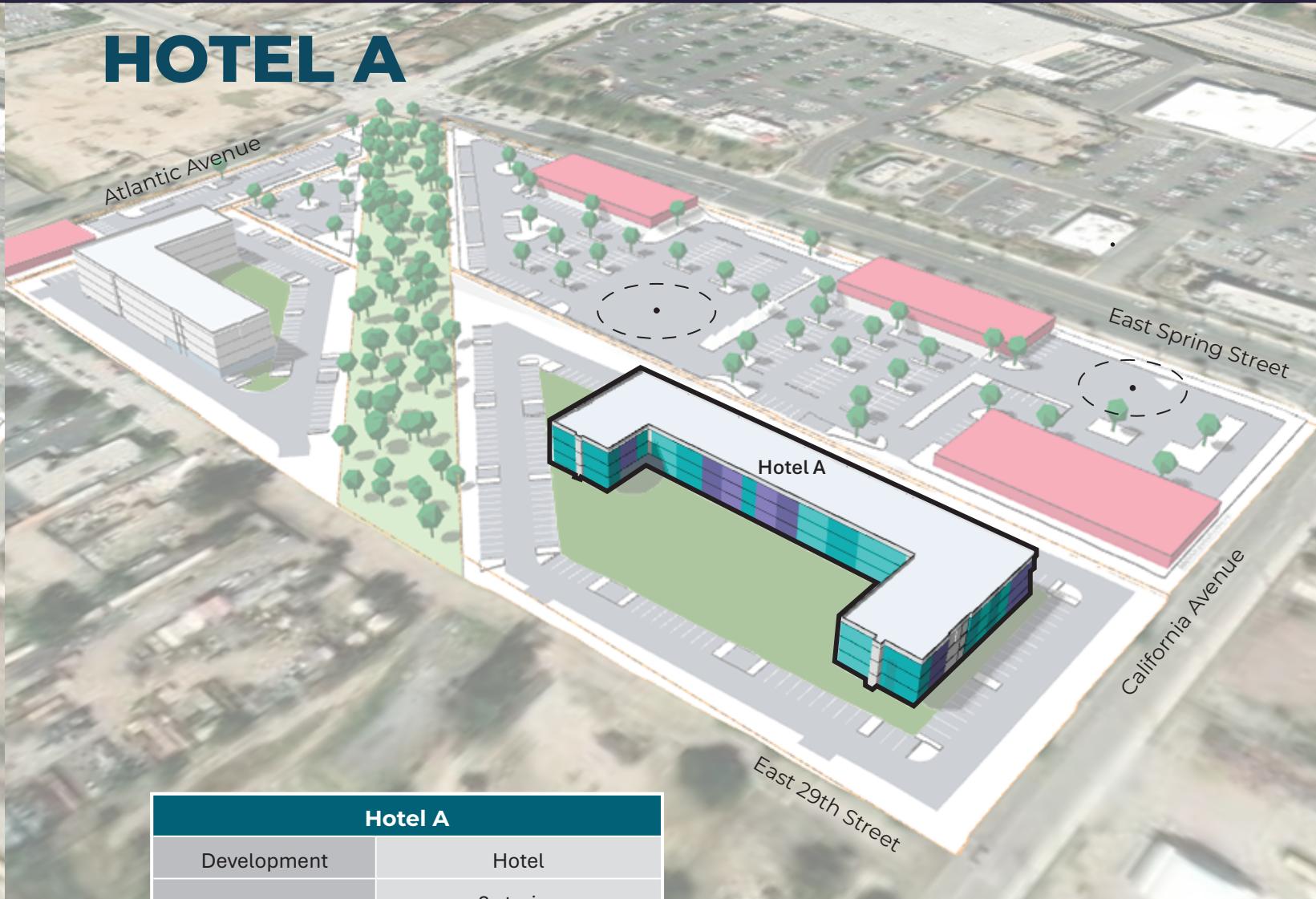


Site	
Acreage	16.9 acres
Acreage in Signal Hill	15.5 acres
Acreage in Long Beach	1.4 acres
Hotel Development	
Total Rooms	188 rooms
Gross SF	174,824 sf
Retail Development	
Buildings	4
Gross SF	53,870 sf
Total Parking	
Stalls	672
Central Open Space	
Gross Acreage	2.1 acres

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 1

HOTEL A

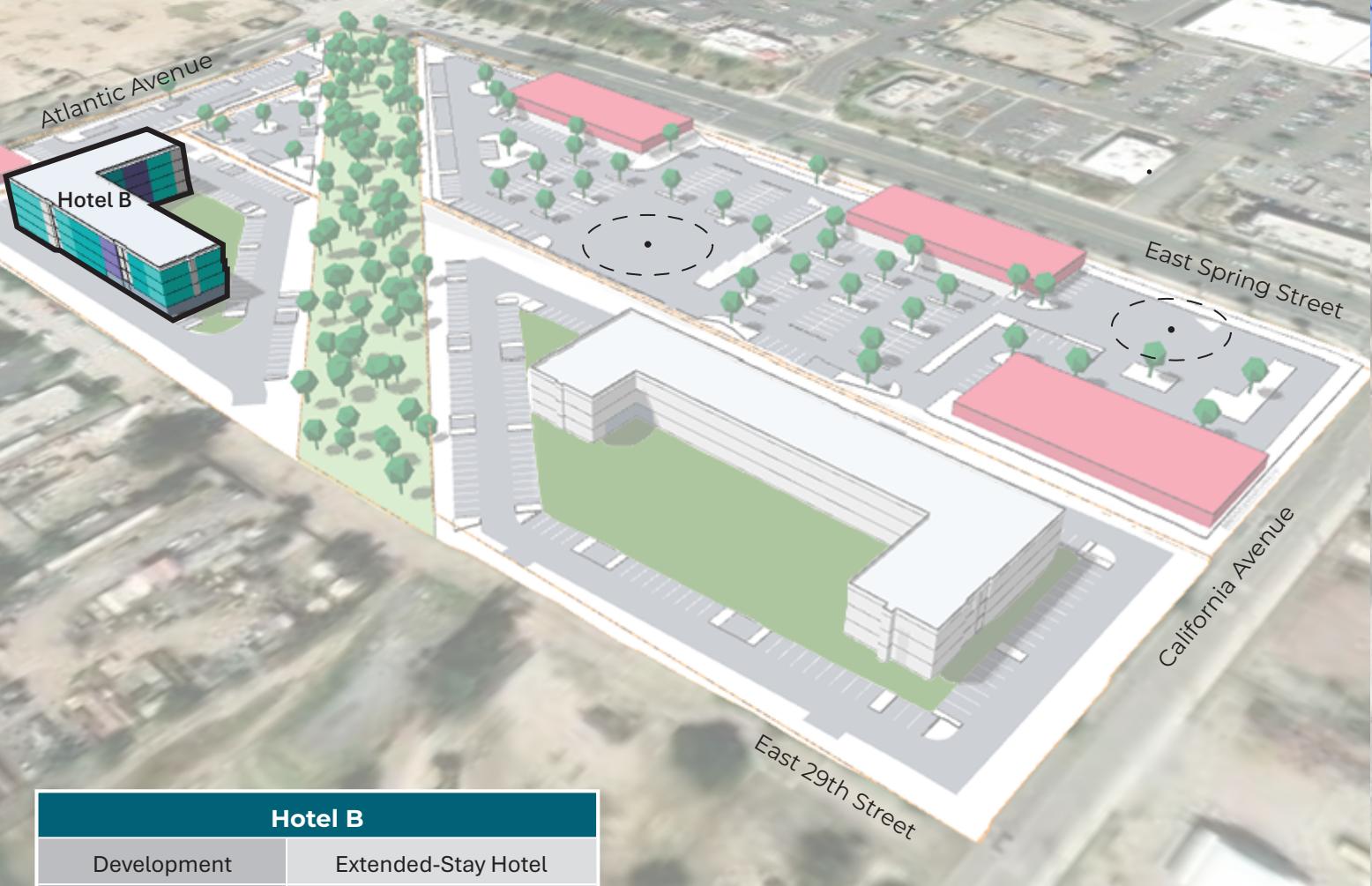


Hotel A	
Development	Hotel
Height	3 stories 38.5 ft
Gross SF	89,289 sf
King (Room # & Avg. SF)	48 rooms 530 sf
King Suite (Room # & Avg. SF)	11 rooms 996 sf
Queen (Room # & Avg. SF)	40 rooms 524 sf
Queen Queen (Room # & Avg. SF)	12 rooms 527 sf
Parking Stalls	164

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Conserved Oil Well
(50' radius)

DEVELOPMENT SCENARIO 1

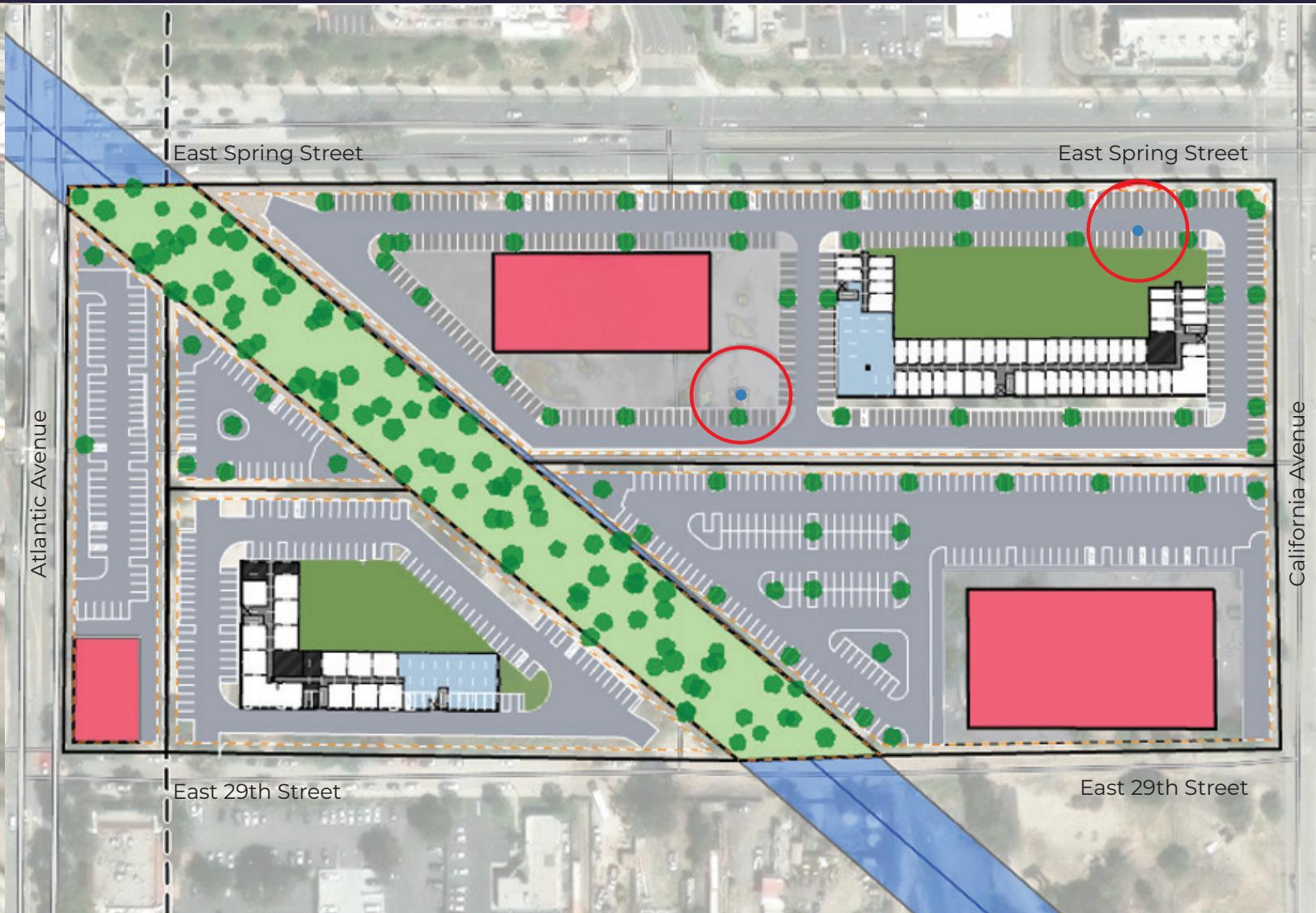
HOTEL B



Hotel B	
Development	Extended-Stay Hotel
Height	4 stories 50 ft
Gross SF	85,535 sf
King (Room # & Avg. SF)	30 rooms 699 sf
King Suite (Room # & Avg. SF)	6 rooms 706 sf
Queen (Room # & Avg. SF)	34 rooms 762 sf
Queen Queen (Room # & Avg. SF)	7 rooms 699 sf
Parking Stalls	117

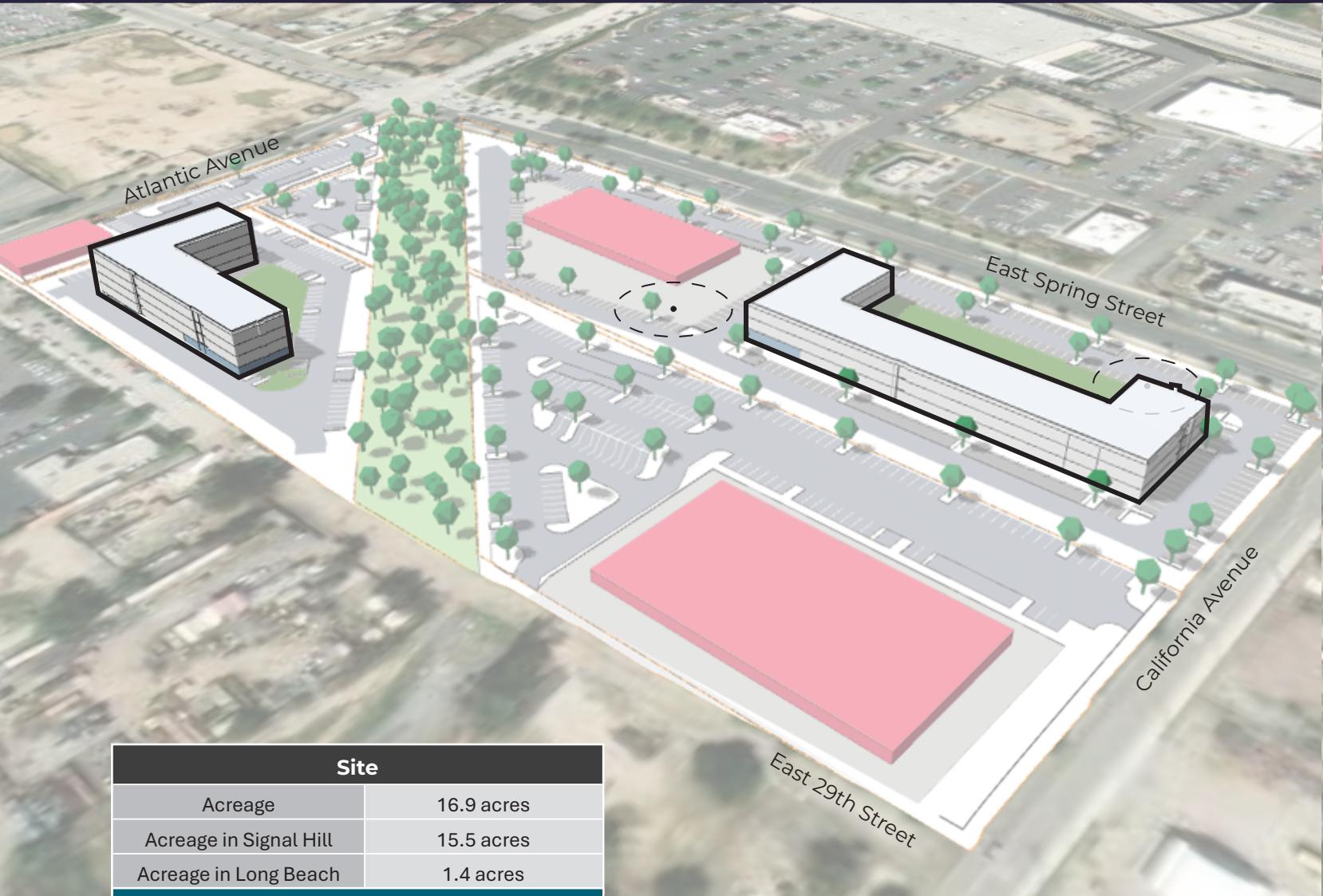
- [White rectangle] Hotel
- [Light green rectangle] Hotel Amenities
- [Darker green rectangle] Park/Open Space
- [Red rectangle] Retail
- [Dashed circle with dot] Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 2



- Faultline
- Faultline Setback (50')
- Hotel
- Hotel Amenities
- City Limits
- Conserved Oil Well (50' radius)
- Park/Open Space
- Retail

DEVELOPMENT SCENARIO 2

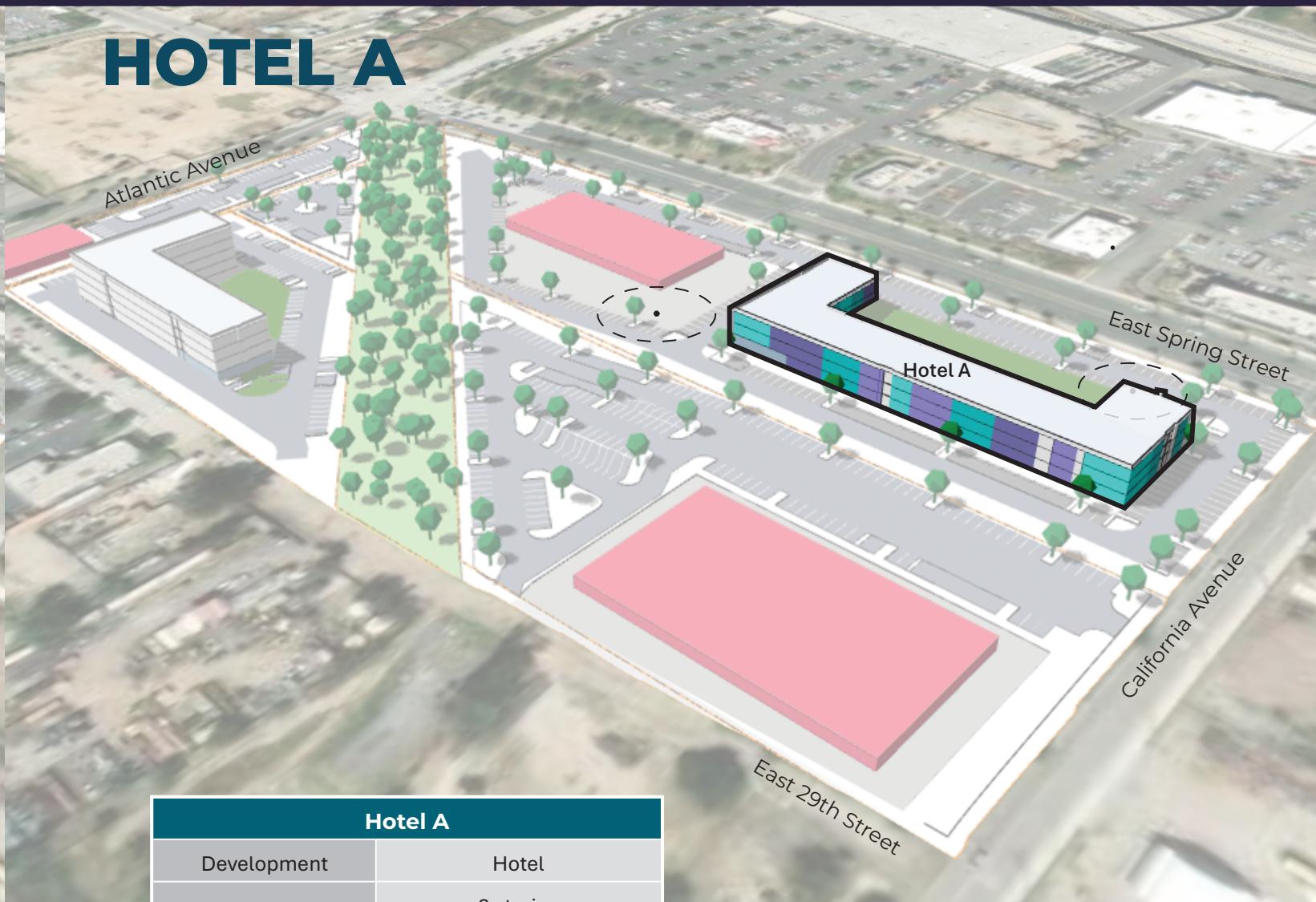


Site	
Acreage	16.9 acres
Acreage in Signal Hill	15.5 acres
Acreage in Long Beach	1.4 acres
Hotel Development	
Total Rooms	188 rooms
Gross SF	174,824 sf
Retail Development	
Buildings	3
Gross SF	67,018 sf
Total Parking	
Stalls	739
Central Open Space	
Gross Acreage	2.1 acres

- [White rectangle] Hotel
- [Green rectangle] Hotel Amenities
- [Light green rectangle] Park/Open Space
- [Pink rectangle] Retail
- [Dashed circle with dot] Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 2

HOTEL A

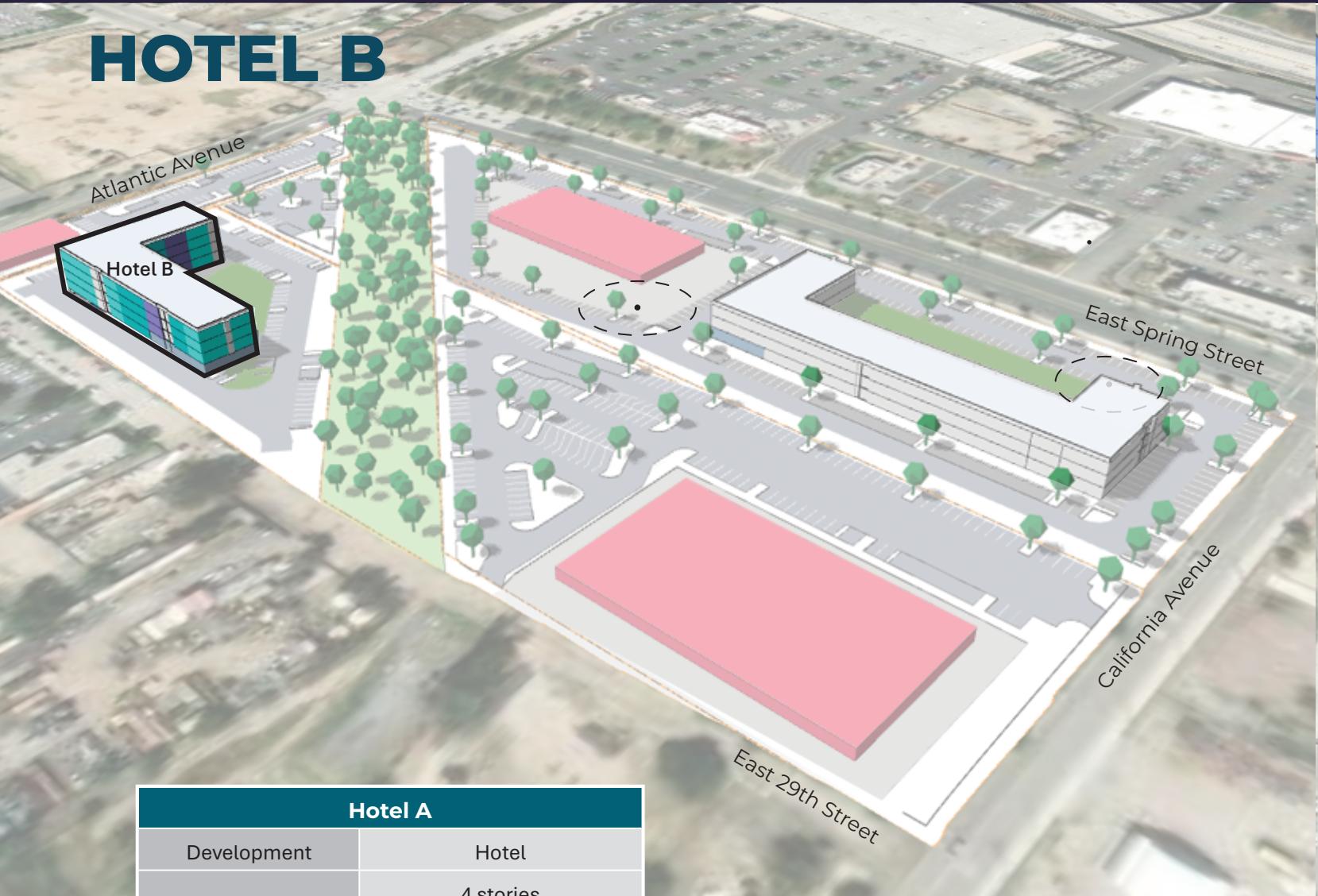


Hotel A	
Development	Hotel
Height	3 stories 38.5 ft
Gross SF	93,948 sf
King (Room # & Avg. SF)	34 rooms 524 sf
King Suite (Room # & Avg. SF)	23 rooms 714 sf
Queen (Room # & Avg. SF)	32 rooms 525 sf
Queen Queen (Room # & Avg. SF)	22 rooms 848 sf
Parking Stalls	156

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Conserved Oil Well
(50' radius)

DEVELOPMENT SCENARIO 2

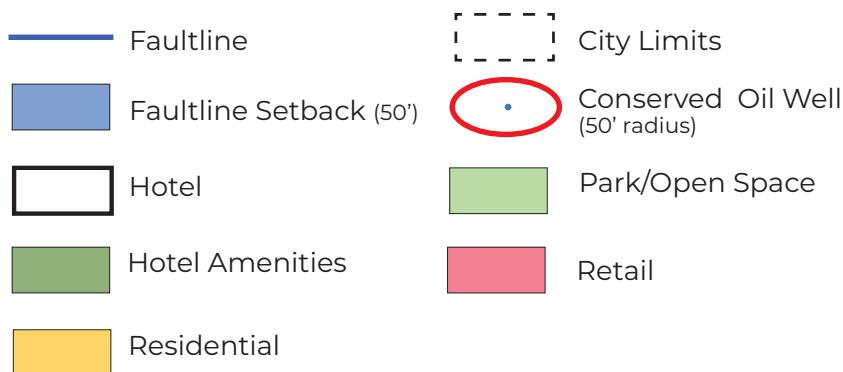
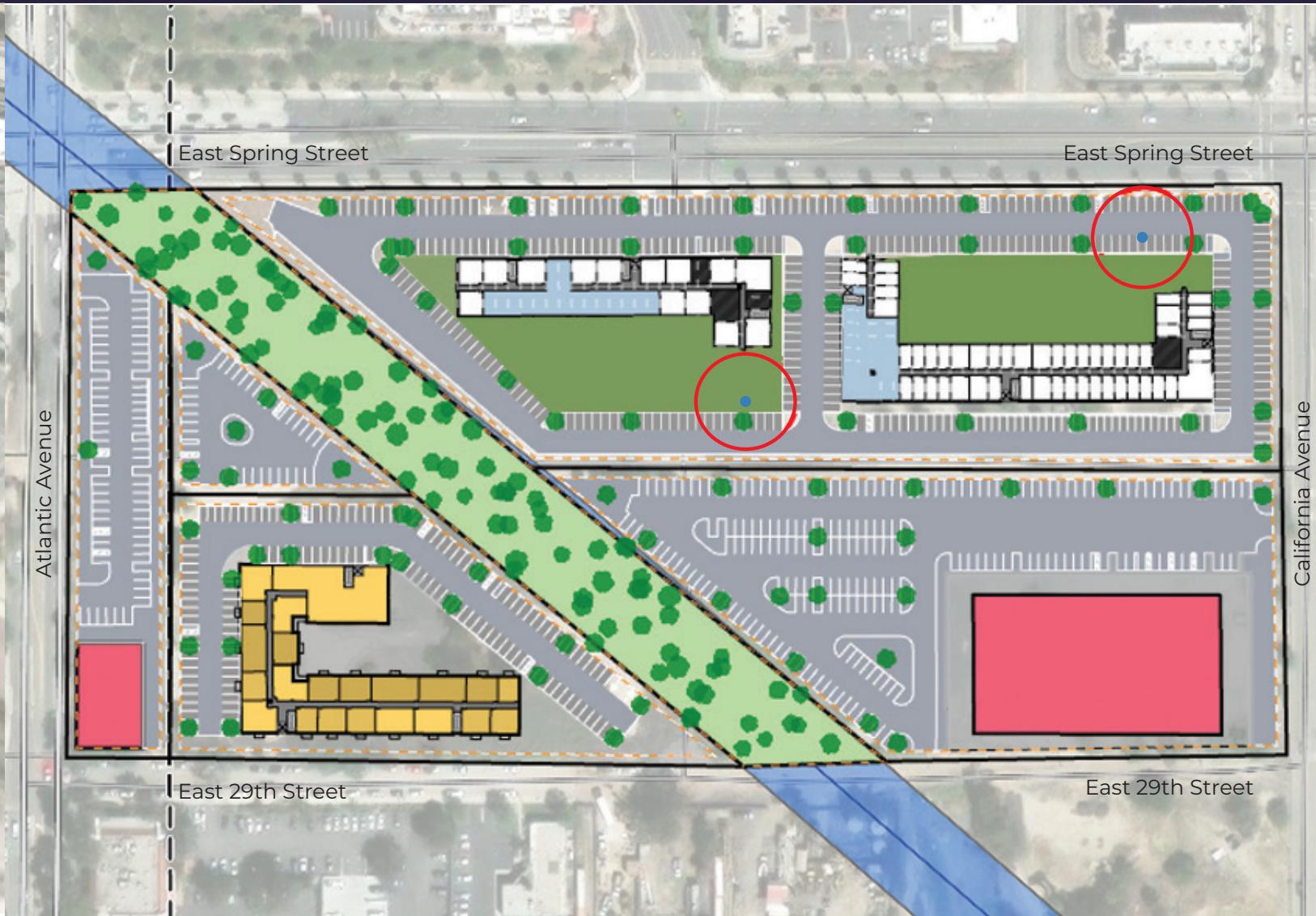
HOTEL B



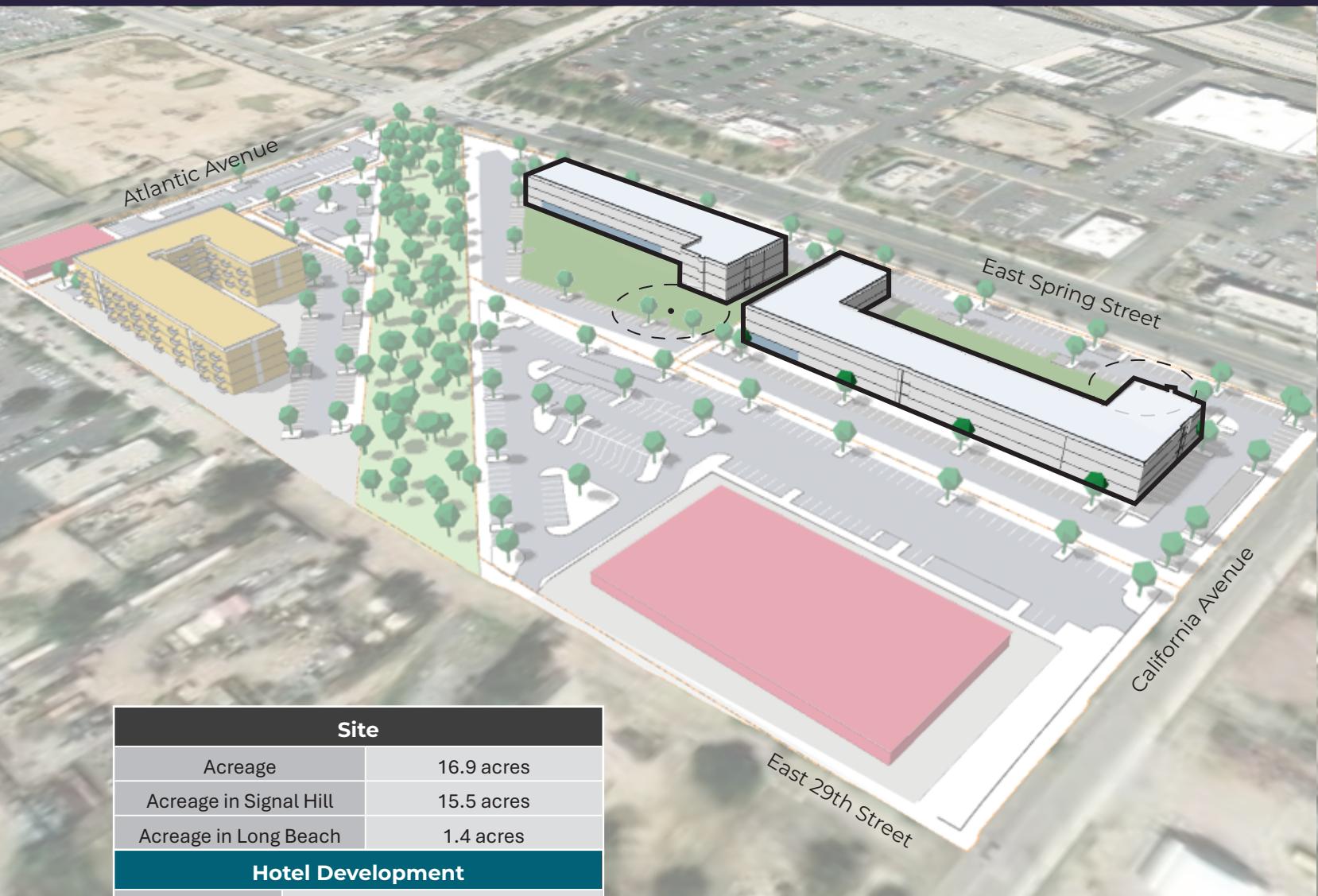
Hotel A	
Development	Hotel
Height	4 stories 50 ft
Gross SF	85,534 sf
King (Room # & Avg. SF)	30 rooms 699 sf
King Suite (Room # & Avg. SF)	6 rooms 706 sf
Queen (Room # & Avg. SF)	34 rooms 762 sf
Queen Queen (Room # & Avg. SF)	7 rooms 699 sf
Parking Stalls	117

- [White rectangle] Hotel
- [Green rectangle] Hotel Amenities
- [Light green rectangle] Park/Open Space
- [Pink rectangle] Retail
- [Dashed circle with dot] Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 3



DEVELOPMENT SCENARIO 3

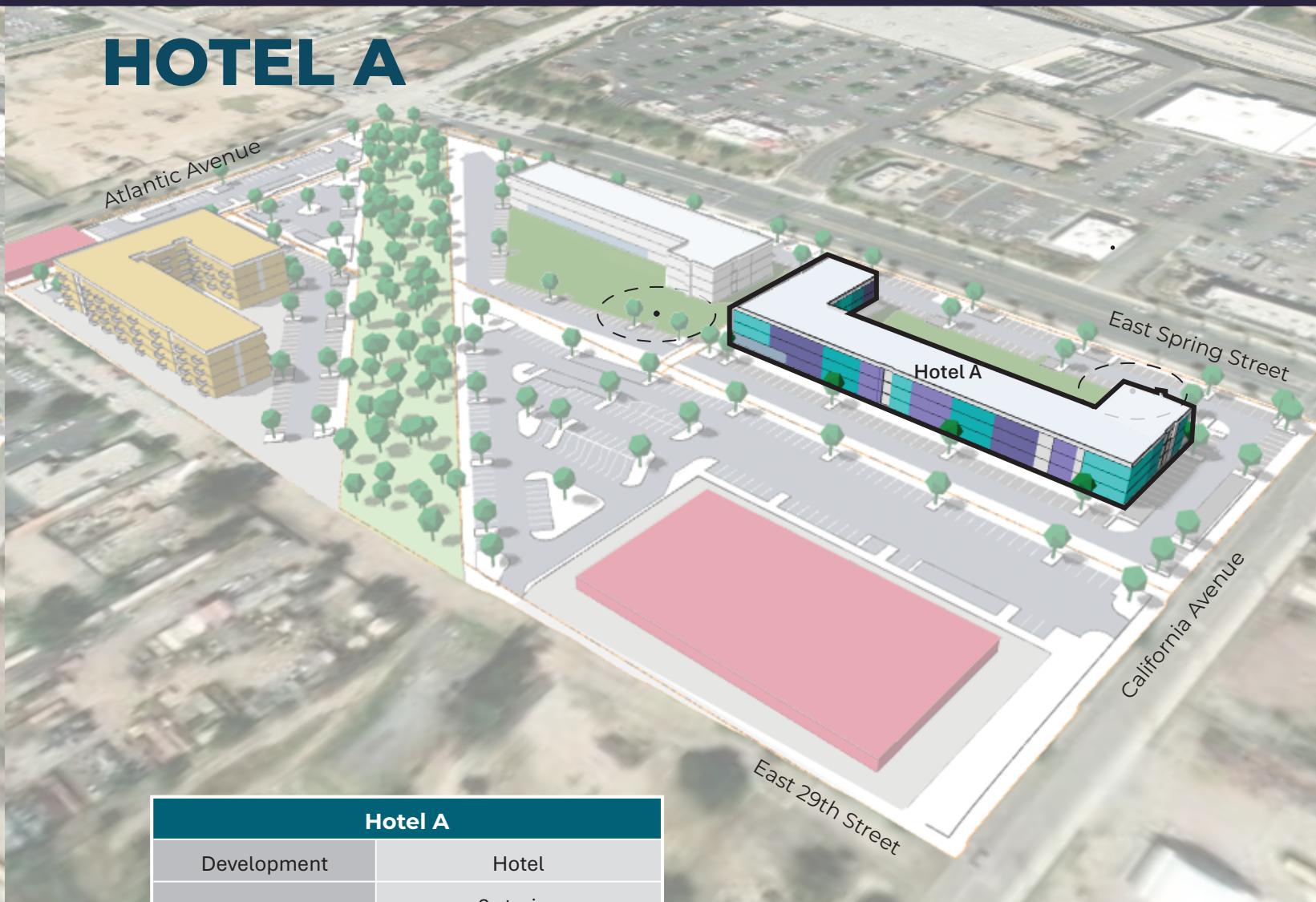


Site	
Acreage	16.9 acres
Acreage in Signal Hill	15.5 acres
Acreage in Long Beach	1.4 acres
Hotel Development	
Total Rooms	169 rooms
Gross SF	157,995 sf
Retail Development	
Buildings	2
Gross SF	44,118 sf
Residential Development	
Units	102
Gross SF	122,845 sf
Total Parking	
Stalls	672
Central Open Space	
Gross Acreage	2.1 acres

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Residential
- (—) Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 3

HOTEL A

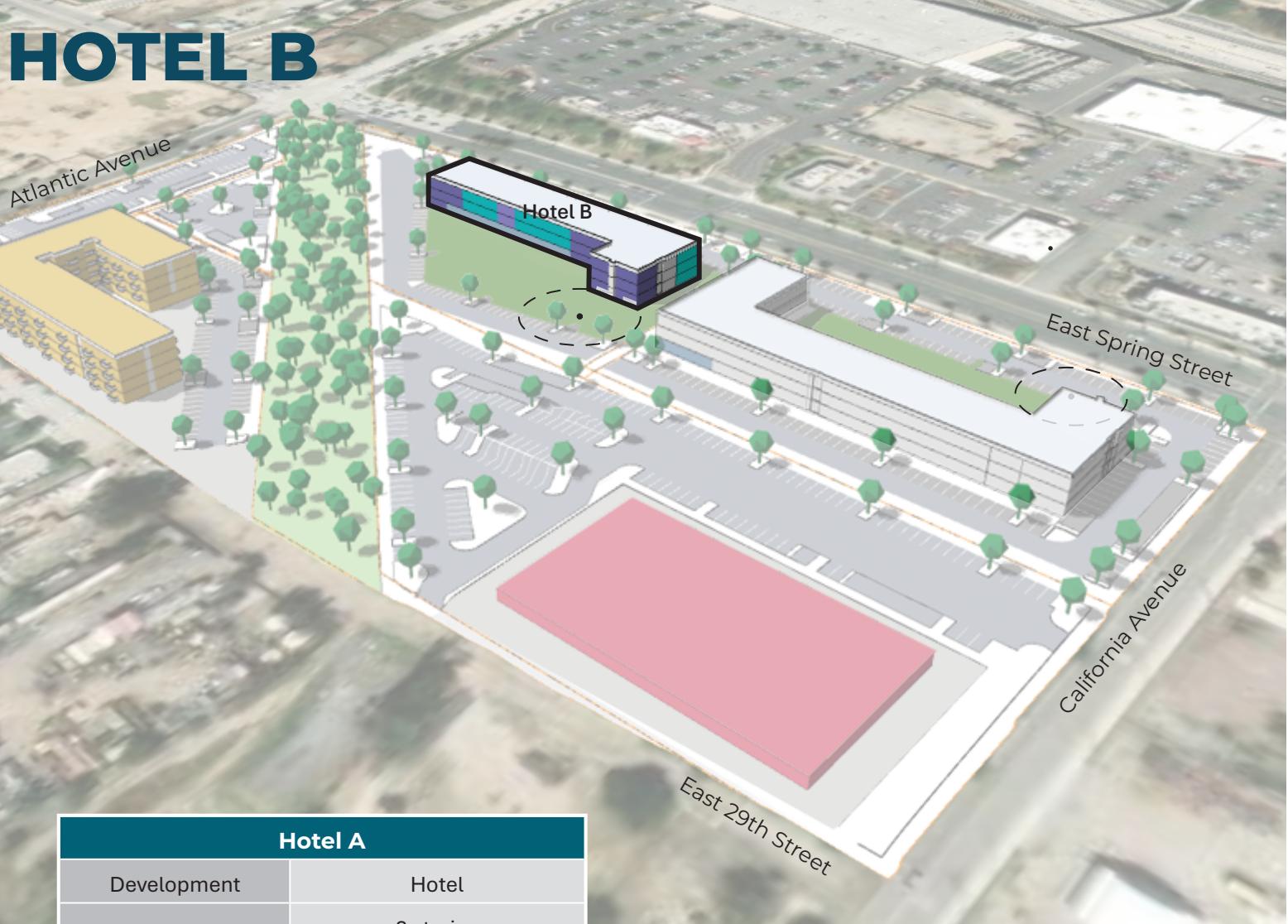


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Queen Queen (Room # & Avg. SF)	22 rooms 848 sf
Parking Stalls	156

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Residential
- Conserved Oil Well
(50' radius)

DEVELOPMENT SCENARIO 3

HOTEL B

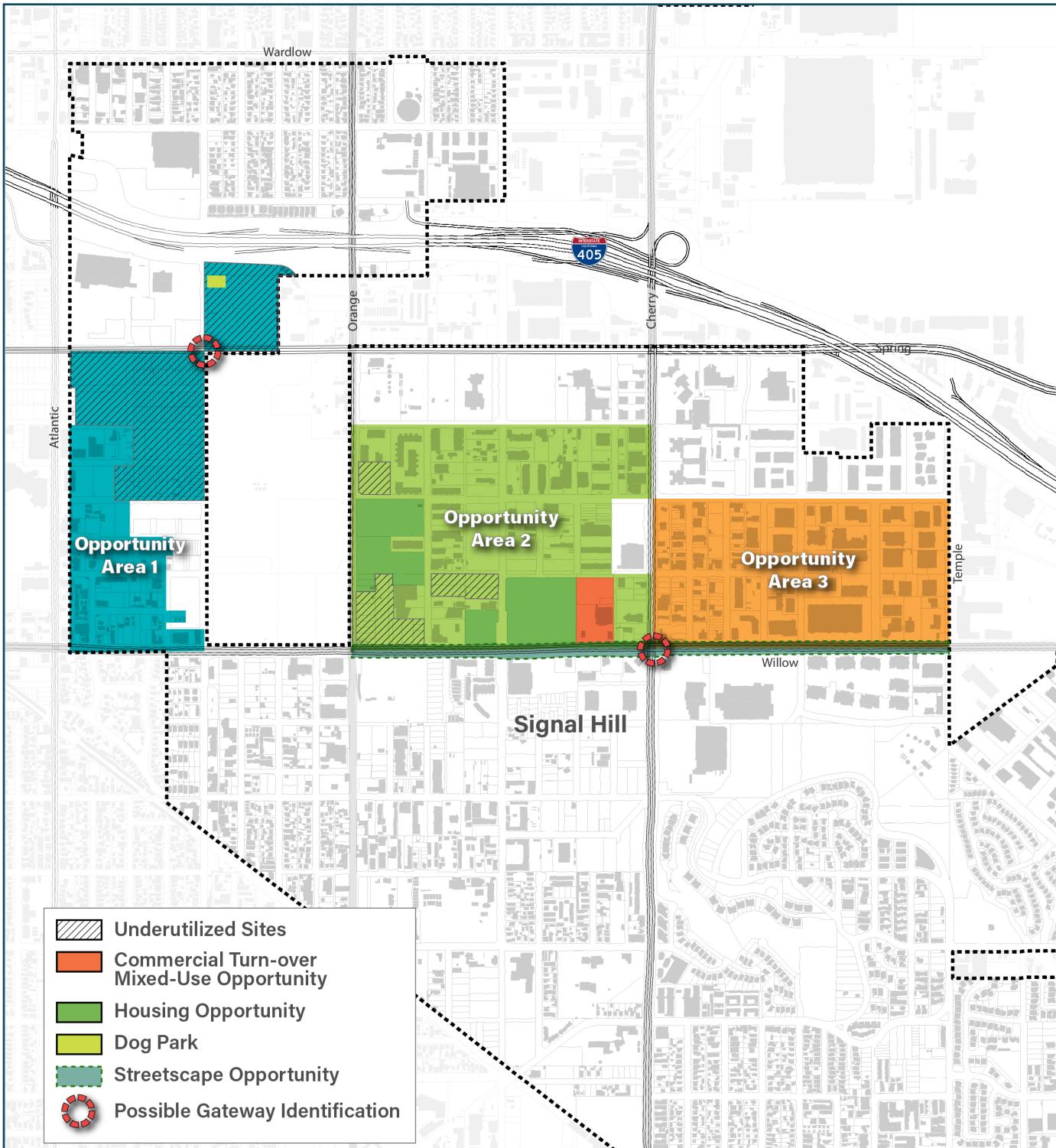


Hotel A

Development	Hotel
Height	3 stories 38.5 ft
Gross SF	64,047 sf
King (Room # & Avg. SF)	19 rooms 726 sf
King Suite (Room # & Avg. SF)	11 rooms 996 sf
Queen (Room # & Avg. SF)	26 rooms 711 sf
Queen Queen (Room # & Avg. SF)	2 rooms 699 sf
Parking Stalls	131

- Hotel
- Hotel Amenities
- Park/Open Space
- Retail
- Residential
- Conserved Oil Well
(50' radius)

OPPORTUNITY AREAS





City of Signal Hill | Economic Development Division

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