

SIGNAL HILL, CA

Market Overview & Opportunity Site Analysis



City of Signal Hill

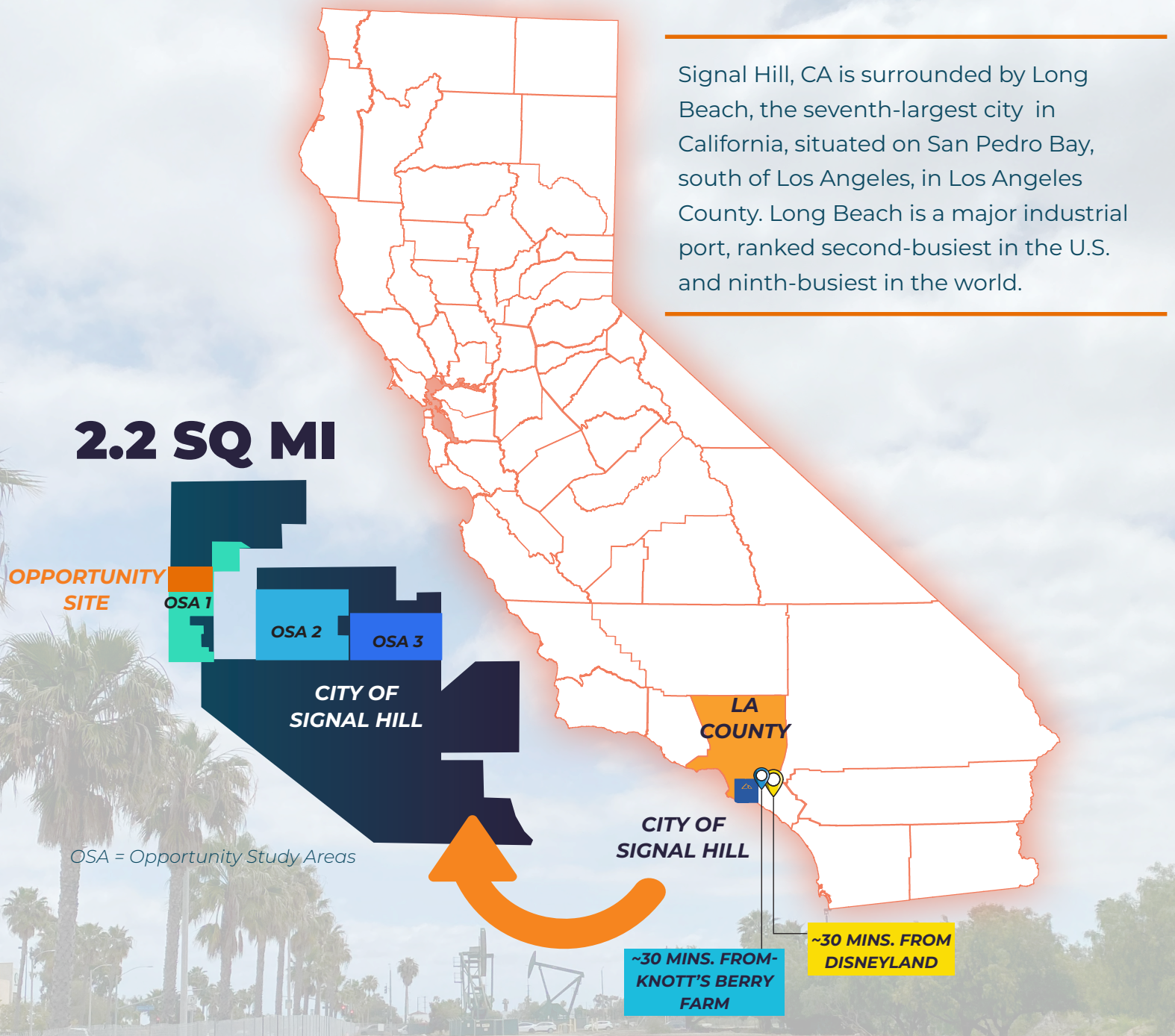
2175 Cherry Avenue

Signal Hill, CA 90755

www.CityofSignalHill.org

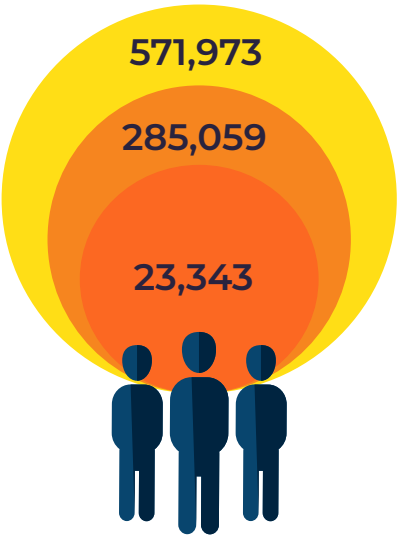
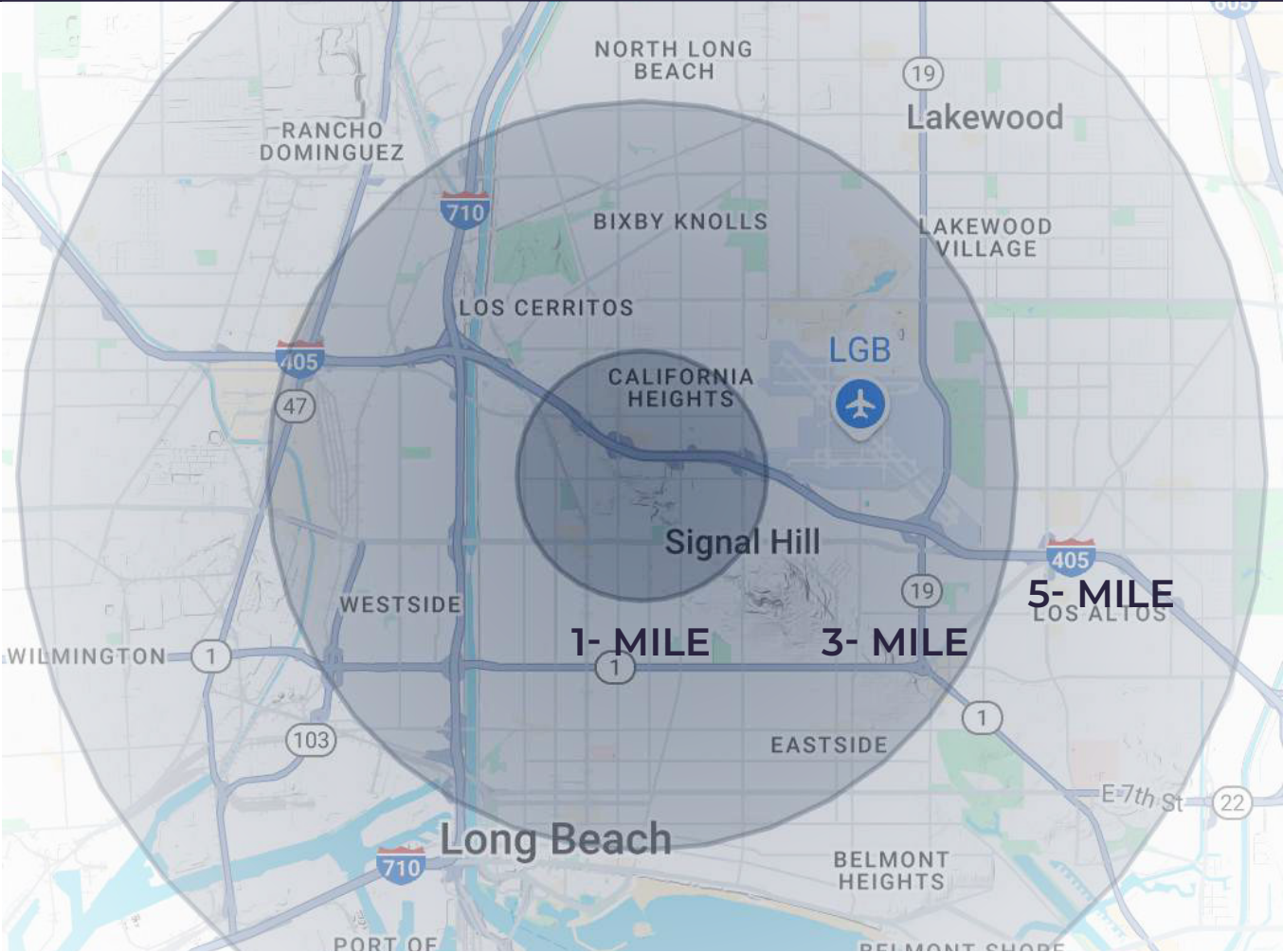


OPPORTUNITY SITE LOCATION



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



TOTAL POPULATION

\$100,727



\$92,826



\$105,929



TOTAL HOUSEHOLD INCOME

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



1 MILE



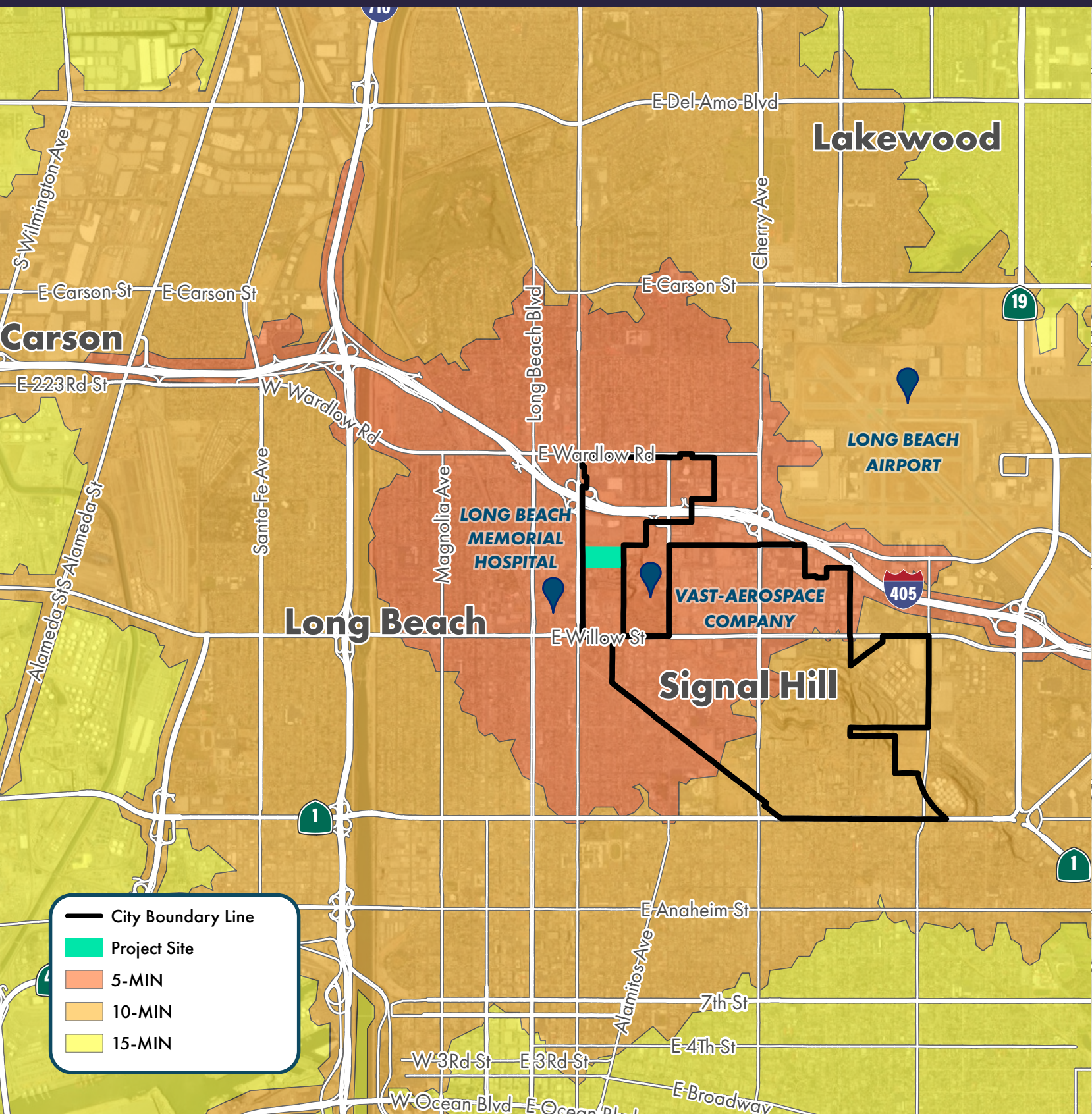
3 MILE



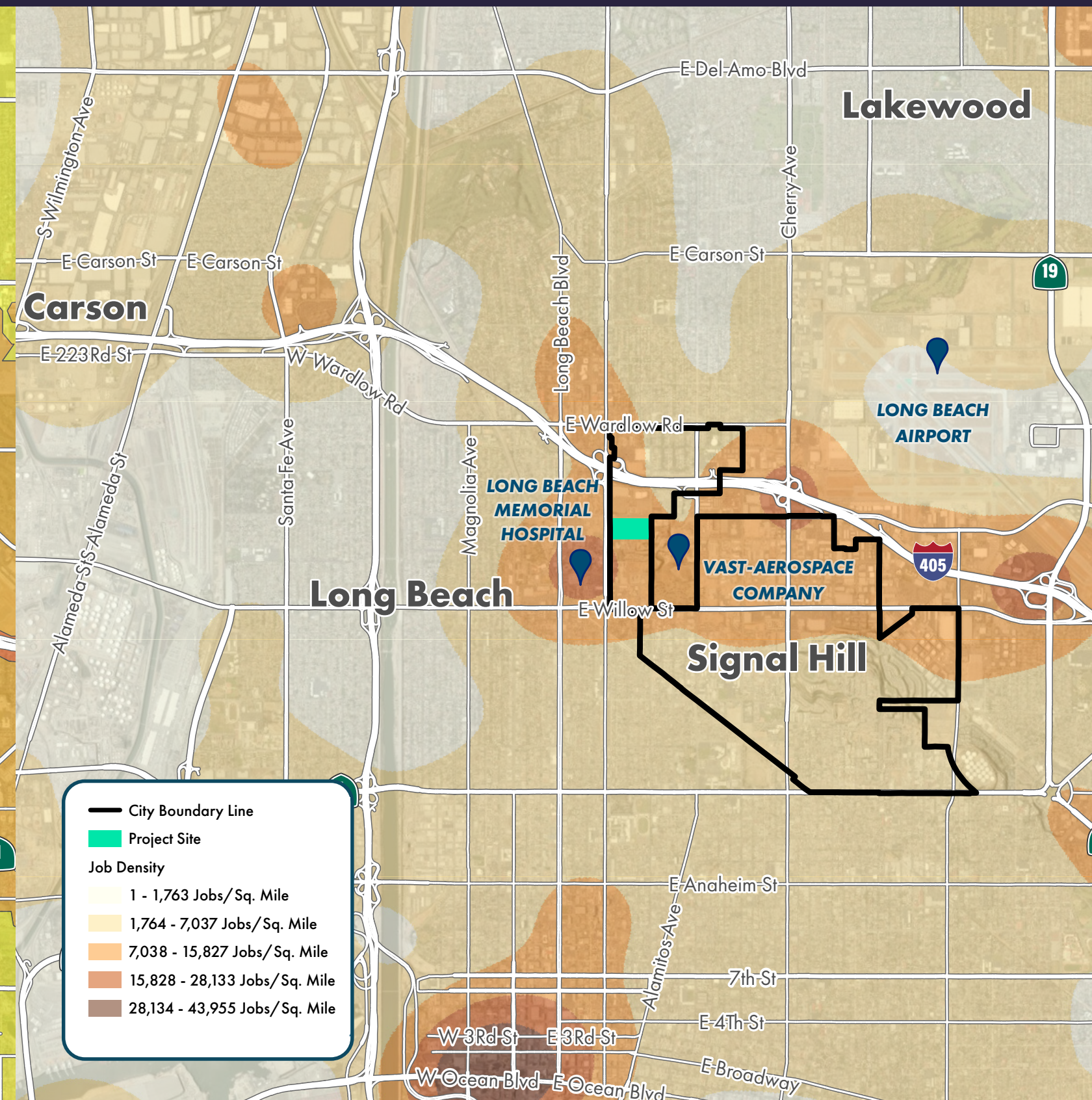
5 MILE

Source: Demographics data derived from AlphaMap.

DRIVE TIME ANALYSIS



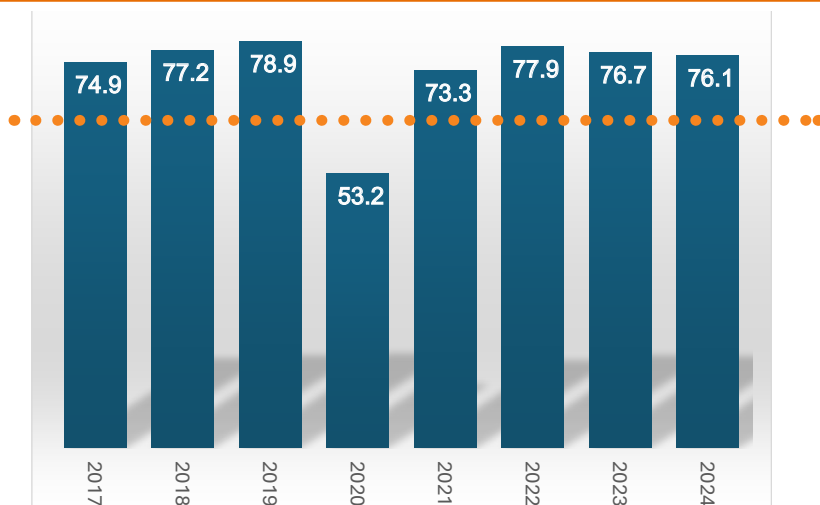
JOB DENSITY



SITE FEATURES

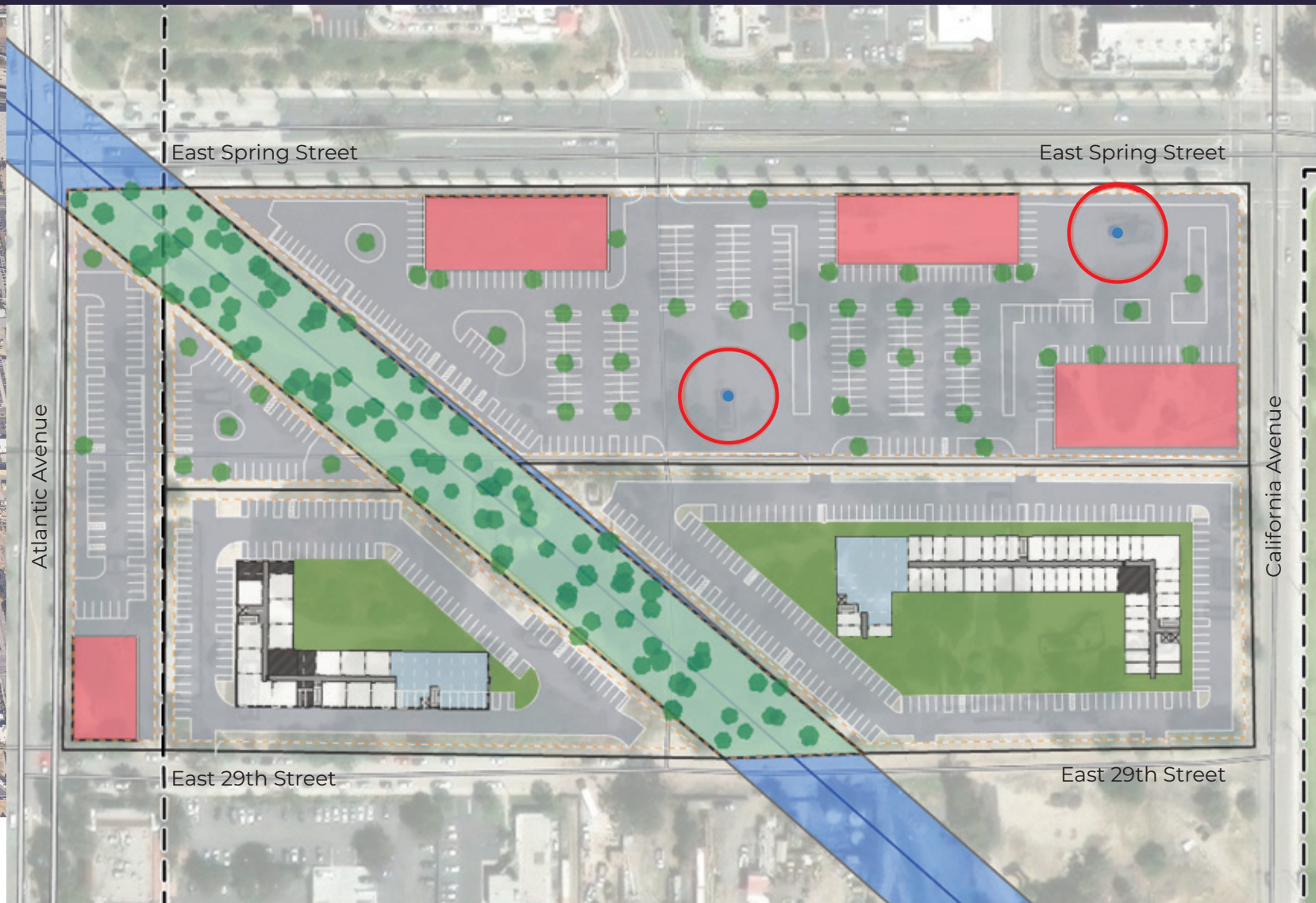










AVERAGE ANNUAL OCCUPANCY RATES, SIGNAL HILL HOTEL



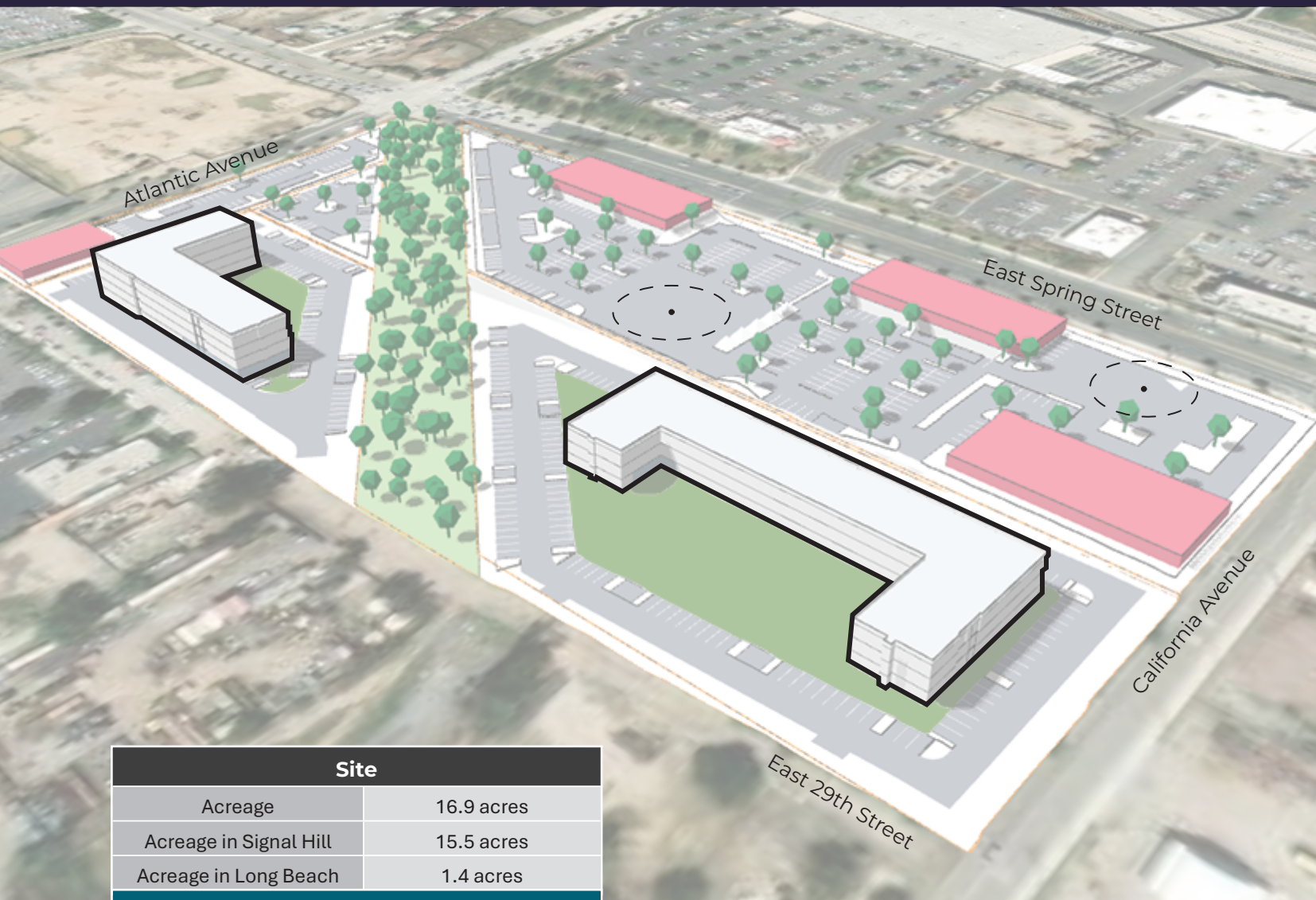
With the exception of 2020, the first year of the COVID-19 pandemic, the **average occupancy rate** in the area has been **above 70 percent**.

DEVELOPMENT SCENARIO 1








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

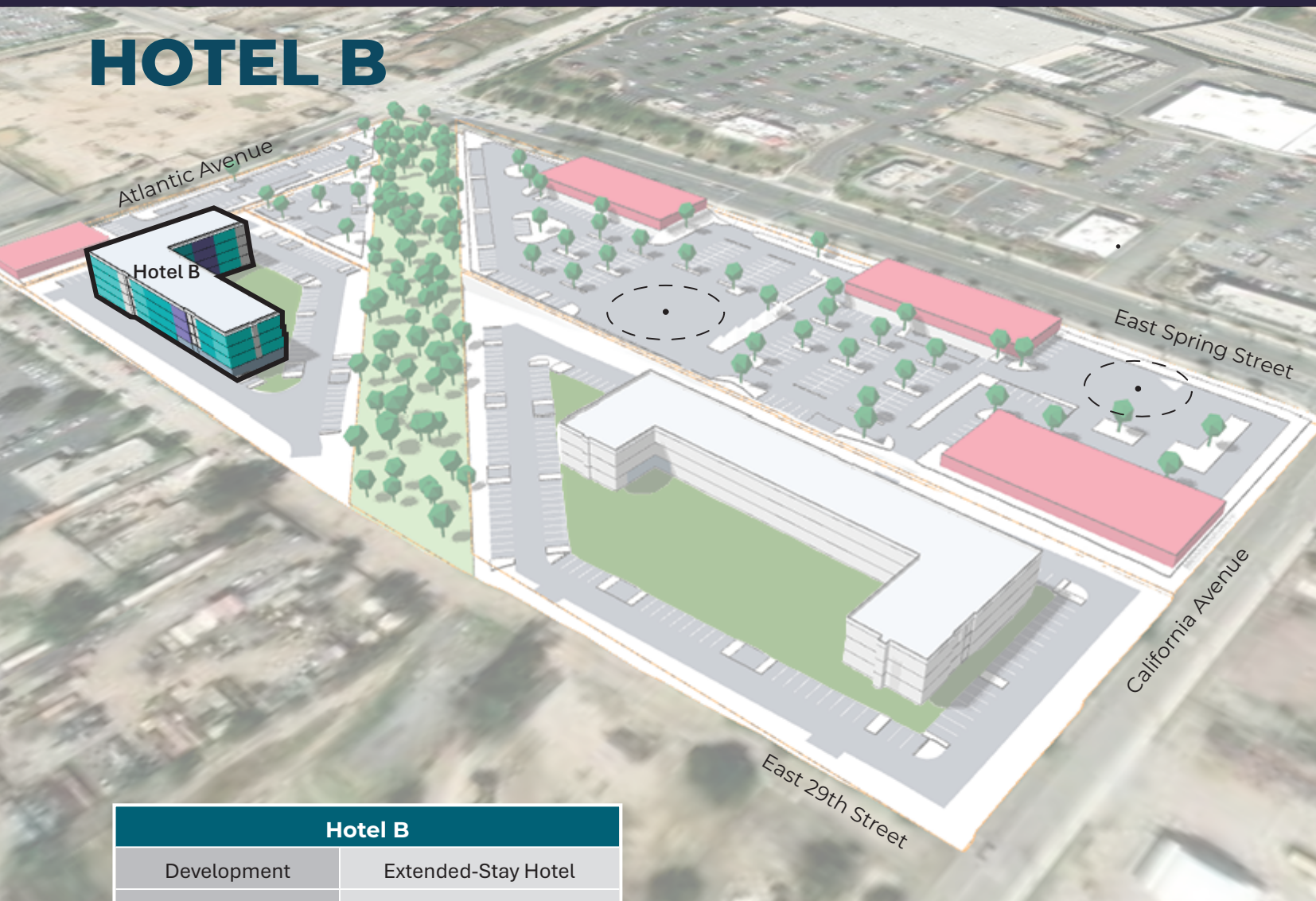
HOTEL A

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

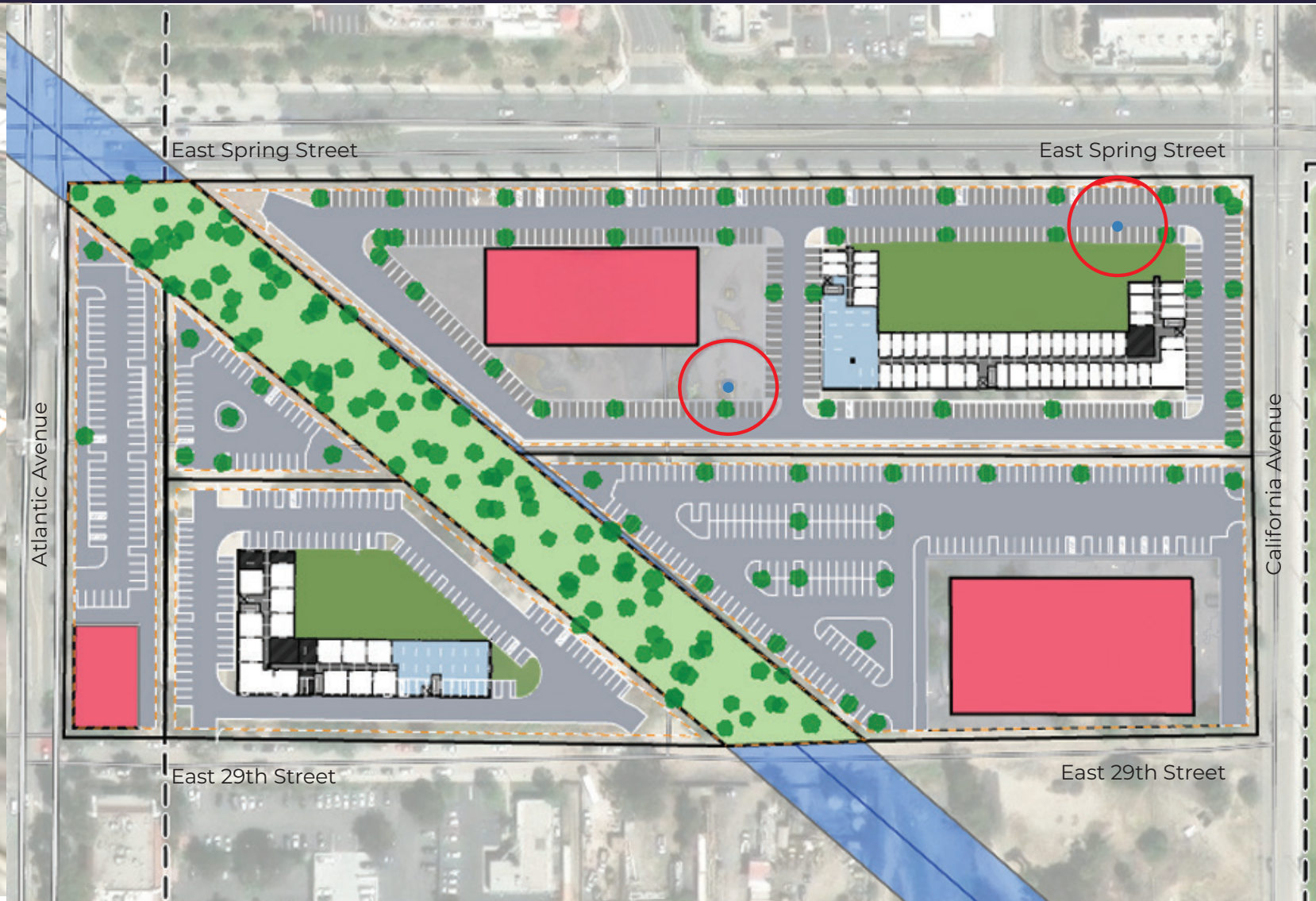
HOTEL B




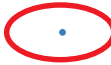






Hotel B	
Development	Extended-Stay Hotel
Height	4 stories 50 ft
Gross SF	85,535 sf
King (Room # & Avg. SF)	30 rooms 699 sf
King Suite (Room # & Avg. SF)	6 rooms 706 sf
Queen (Room # & Avg. SF)	34 rooms 762 sf
Queen Queen (Room # & Avg. SF)	7 rooms 699 sf
Parking Stalls	117

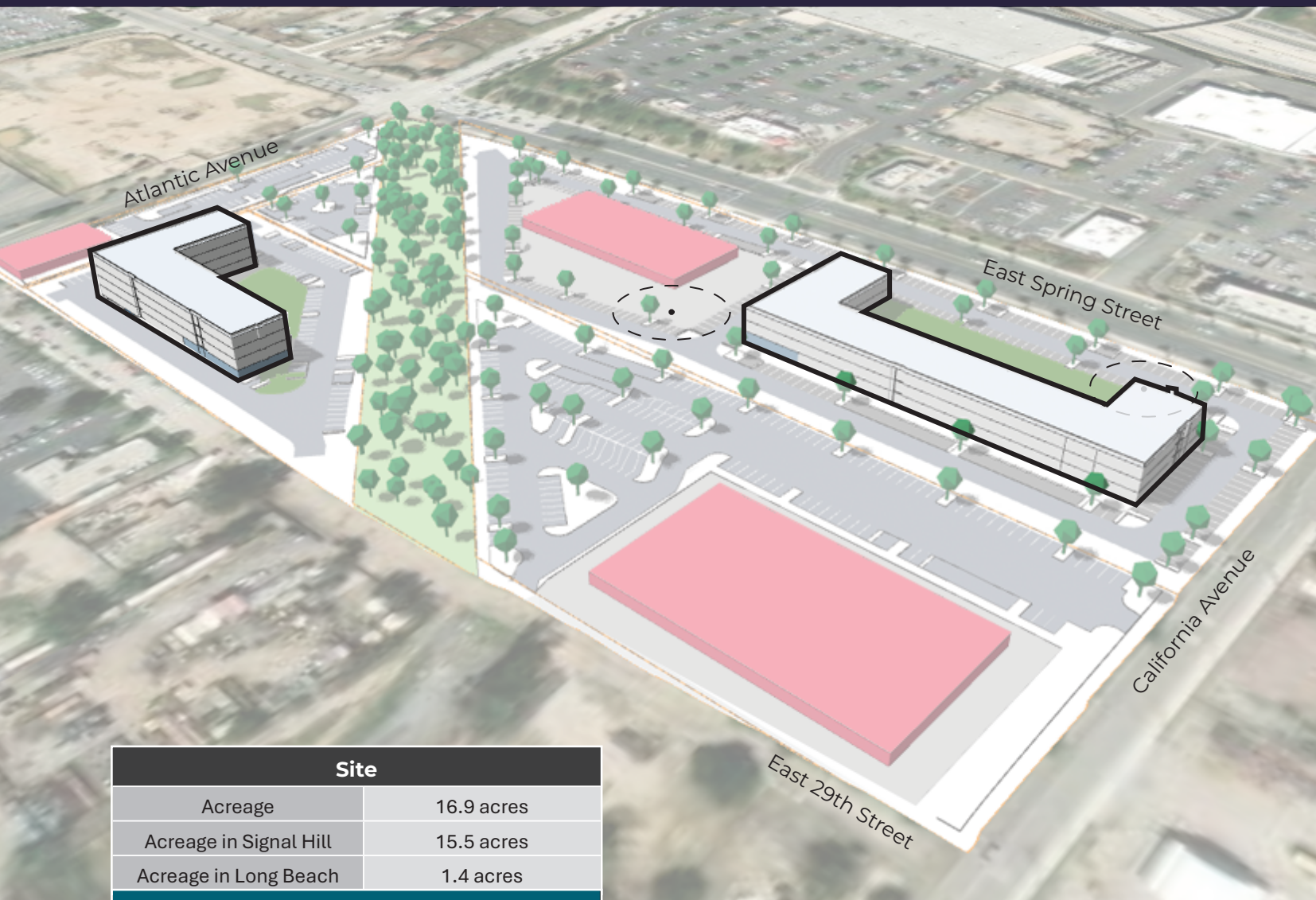
-  Hotel
-  Hotel Amenities
-  Park/Open Space
-  Retail
-  Conserved Oil Well
(50' radius)

DEVELOPMENT SCENARIO 2








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

DEVELOPMENT SCENARIO 2

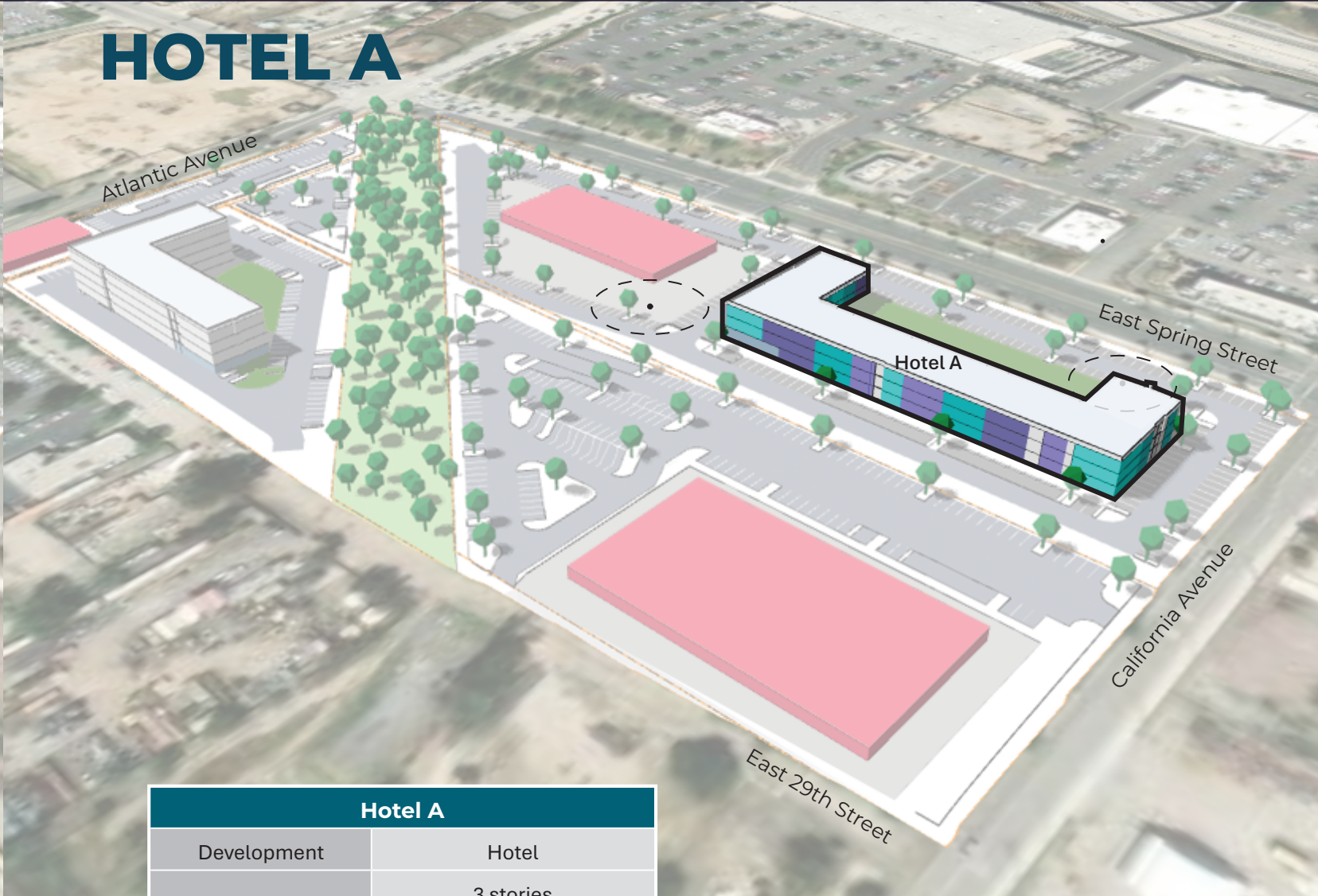


Site	
Acreage	16.9 acres
Acreage in Signal Hill	15.5 acres
Acreage in Long Beach	1.4 acres
Hotel Development	
Total Rooms	188 rooms
Gross SF	174,824 sf
Retail Development	
Buildings	3
Gross SF	67,018 sf
Total Parking	
Stalls	739
Central Open Space	
Gross Acreage	2.1 acres



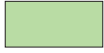


-  Hotel
-  Hotel Amenities
-  Park/Open Space
-  Retail
-  Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 2

HOTEL A

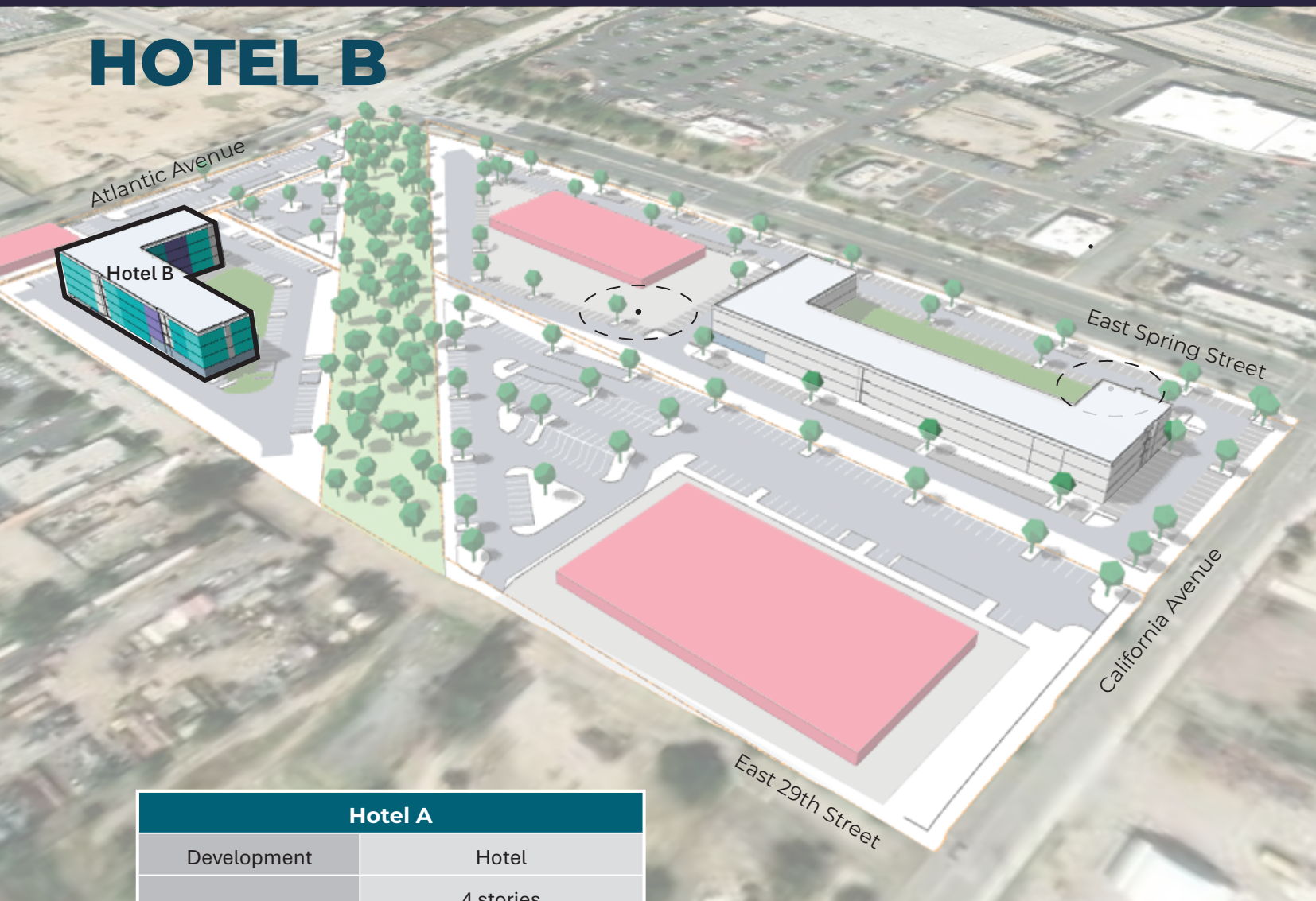


Hotel A	
Development	Hotel
Height	3 stories 38.5 ft
Gross SF	93,948 sf
King (Room # & Avg. SF)	34 rooms 524 sf
King Suite (Room # & Avg. SF)	23 rooms 714 sf
Queen (Room # & Avg. SF)	32 rooms 525 sf
Queen Queen (Room # & Avg. SF)	22 rooms 848 sf
Parking Stalls	156



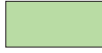


-  Hotel
-  Hotel Amenities
-  Park/Open Space
-  Retail
-  Conserved Oil Well (50' radius)

DEVELOPMENT SCENARIO 2

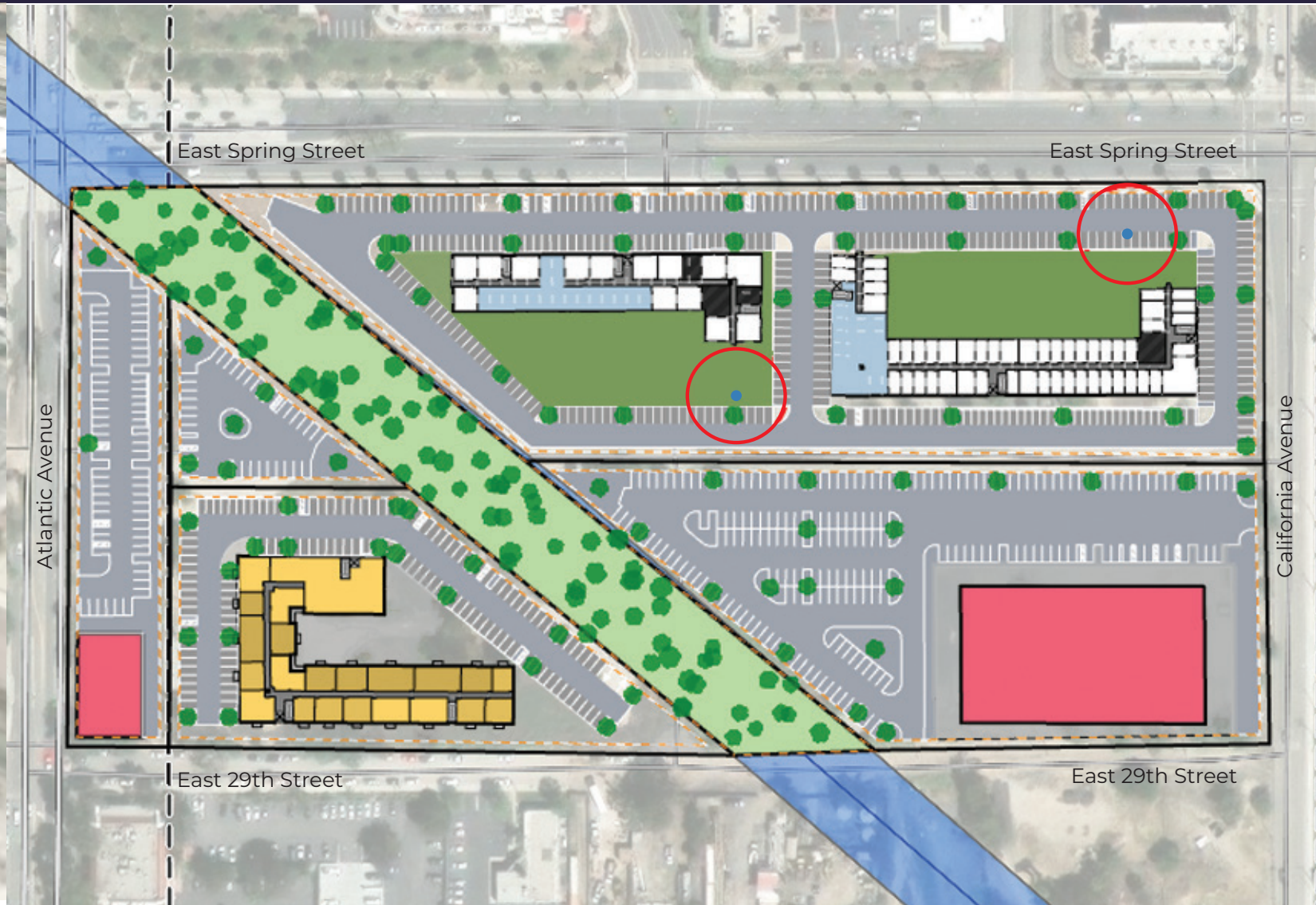
HOTEL B












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	

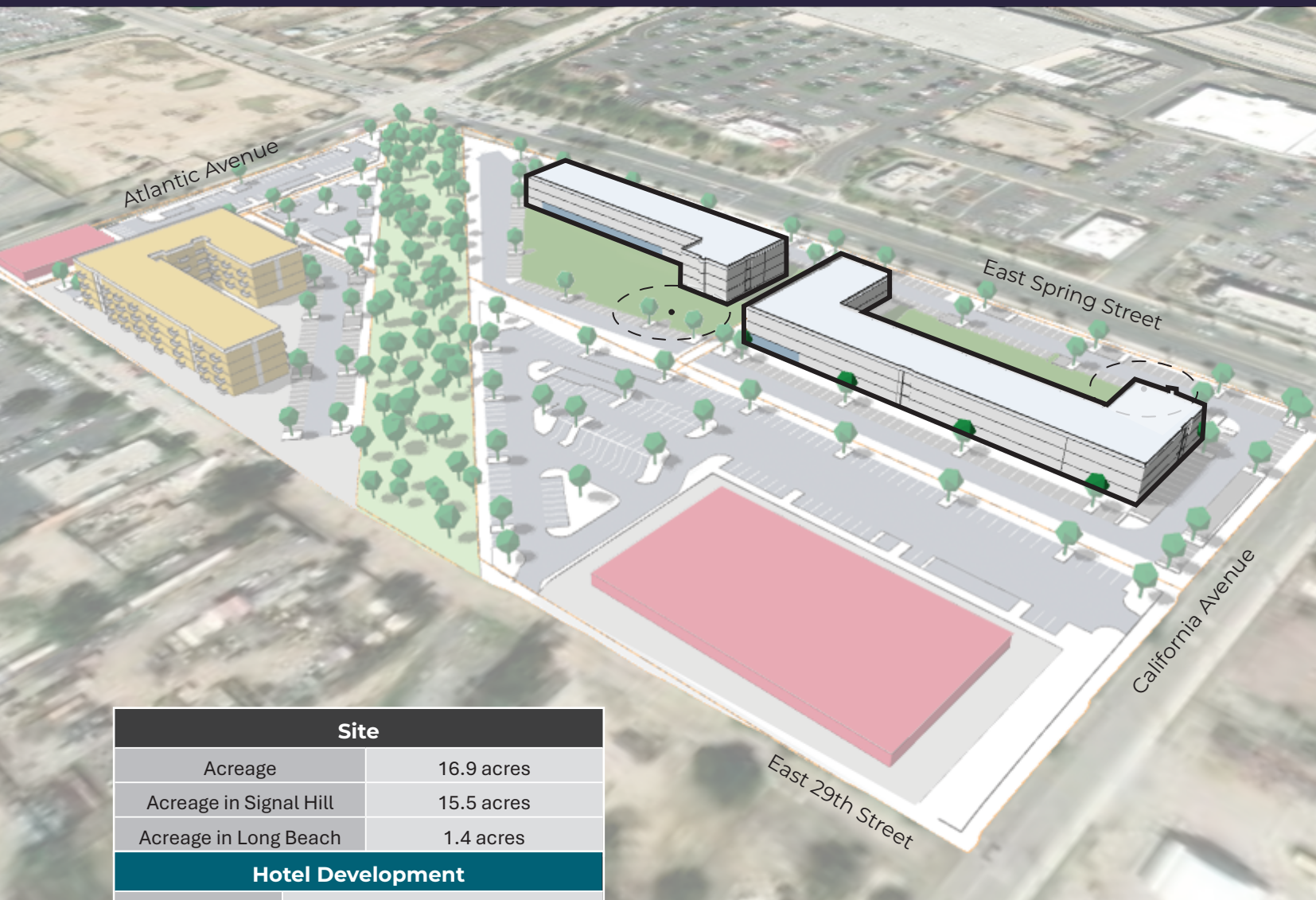
-  Hotel
-  Hotel Amenities
-  Park/Open Space
-  Retail
-  Conserved Oil Well
(50' radius)

DEVELOPMENT SCENARIO 3









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

DEVELOPMENT SCENARIO 3

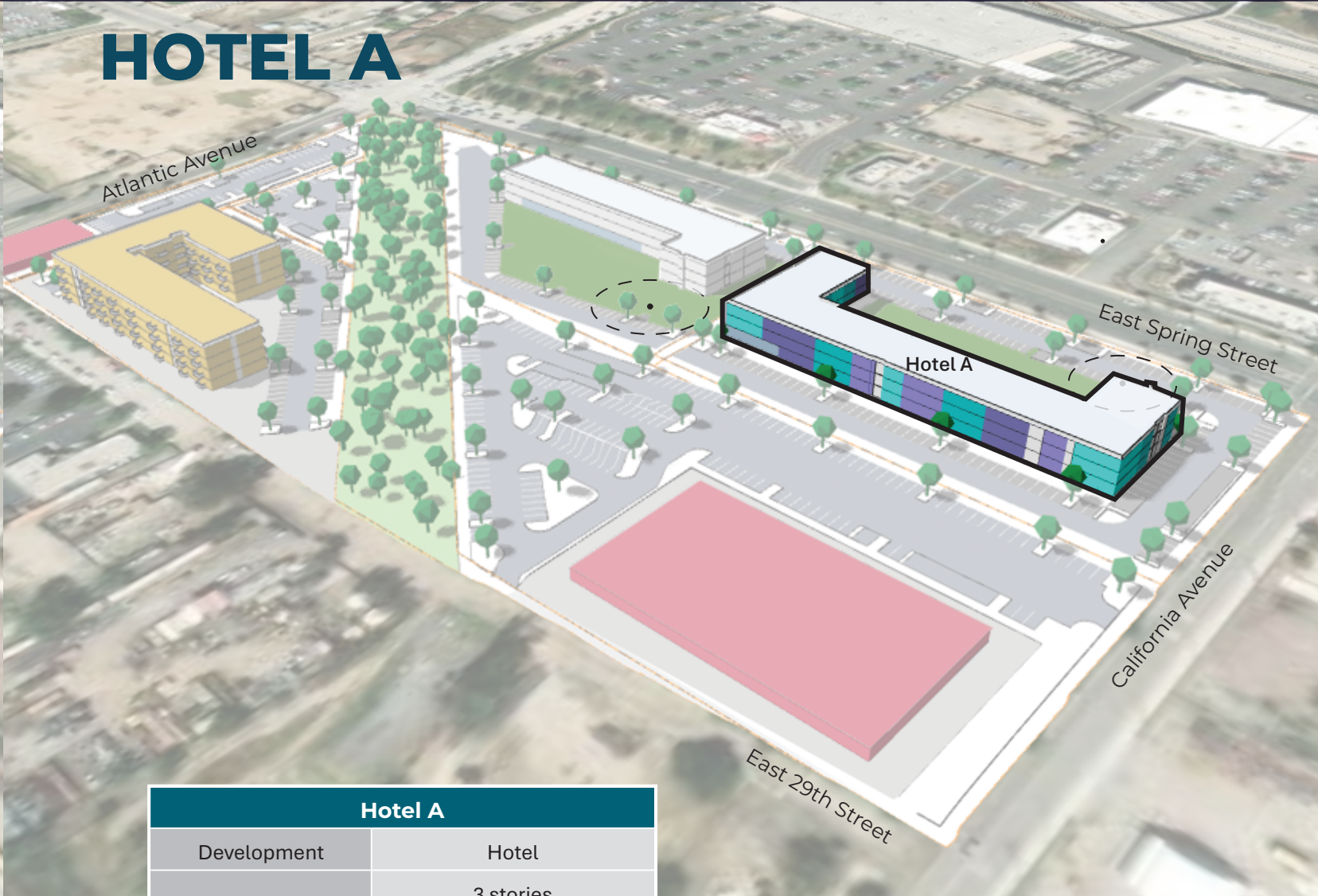


Site	
Acreage	16.9 acres
Acreage in Signal Hill	15.5 acres
Acreage in Long Beach	1.4 acres
Hotel Development	
Total Rooms	169 rooms
Gross SF	157,995 sf
Retail Development	
Buildings	2
Gross SF	44,118 sf
Residential Development	
Units	102
Gross SF	122,845 sf
Total Parking	
Stalls	672
Central Open Space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







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

DEVELOPMENT SCENARIO 3

HOTEL A

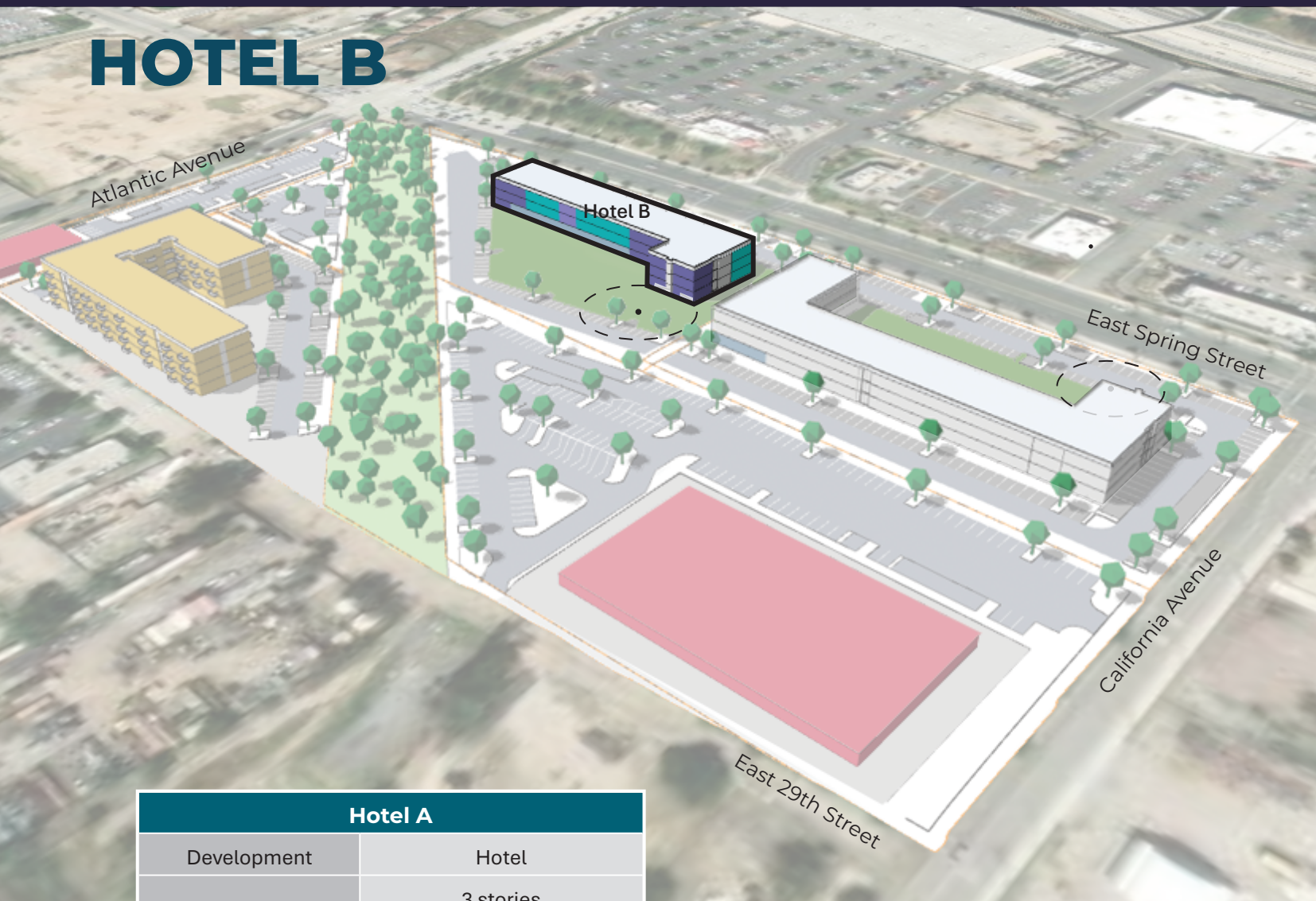


Hotel A	
Development	Hotel
Height	3 stories 38.5 ft
Gross SF	93,948 sf
King (Room # & Avg. SF)	34 rooms 524 sf
King Suite (Room # & Avg. SF)	23 rooms 714 sf
Queen (Room # & Avg. SF)	32 rooms 525 sf
Queen Queen (Room # & Avg. SF)	22 rooms 848 sf
Parking Stalls	156

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

DEVELOPMENT SCENARIO 3

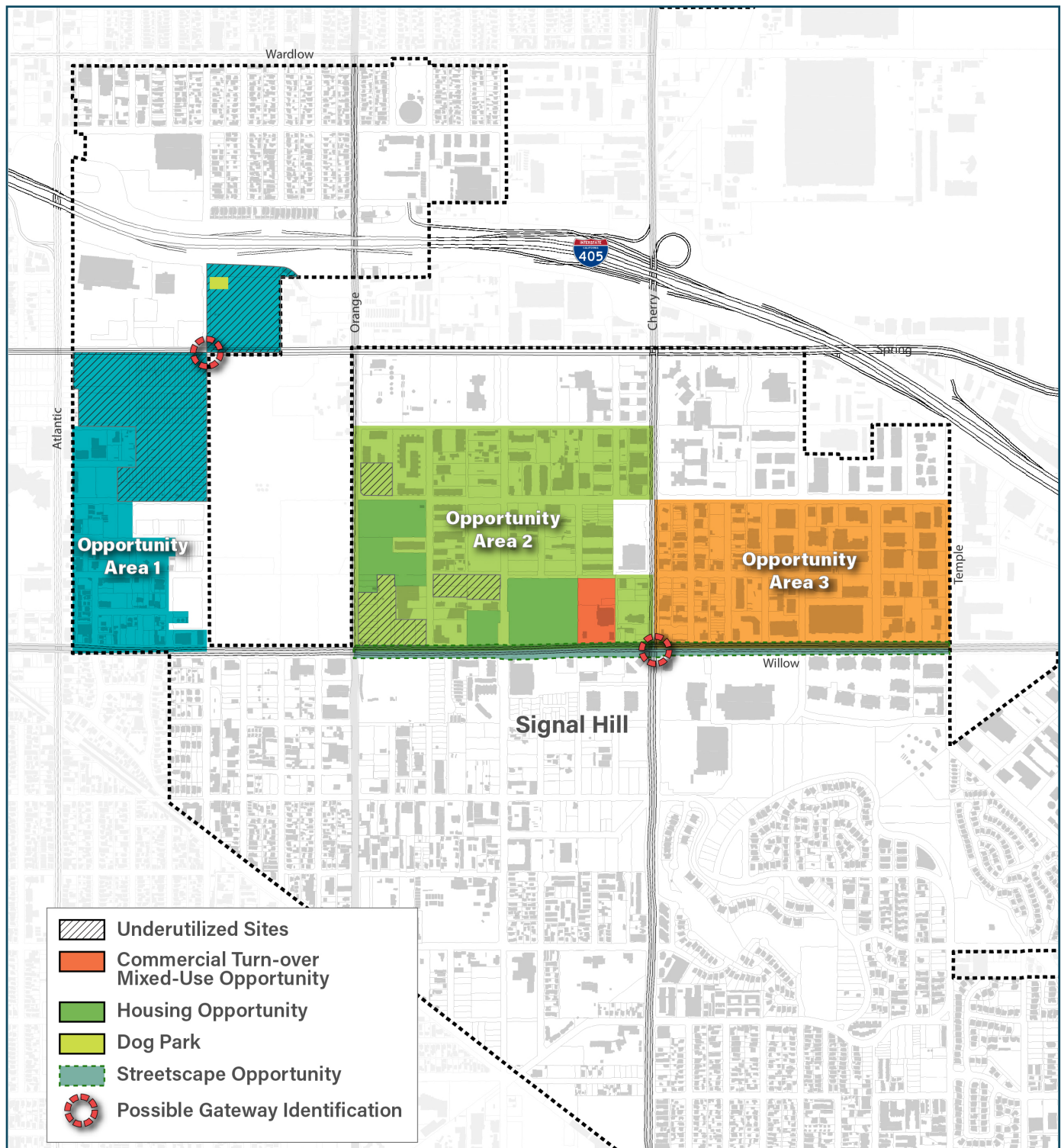
HOTEL B



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

Alfa Lopez, Economic Development Manager

AlfaLopez@cityofsignalhill.org

562-989-7309