



# the hubs

WHERE  
WORK + LIFE  
CONNECT

LONG BEACH, CA

# 100 WEST BROADWAY, LONG BEACH, CA 90802

- CBRE, as exclusive advisor, is pleased to present the opportunity to acquire the fee simple interest in The Hubb, a premier creative office campus located at 100 W. Broadway in the heart of Downtown Long Beach.
- Occupying a full city block at the iconic intersection of Pine and Broadway, this landmark property recently underwent a \$12 million renovation to transition from traditional office space into a modern creative campus.
- Surrounded by over 50 restaurants and situated adjacent to the Metro Transit Mall, The Hubb perfectly captures the "live-work-play" demand of the younger workforce increasingly migrating to Downtown Long Beach.
- The Hubb is ideally situated within a 10-to-15-minute walk of the 2028 "Long Beach Zone," offering direct pedestrian access to 7 of the 11 Olympic events hosted in the city.



Hubb

**213,825 SF**  
Rentable SF

**75.4%**  
% Leased

**2.0 YEARS**  
WALT

**2017**  
Year Renovated

**2.04 ACRES**  
Site Area

**3.0/1,000 SF**  
Ratio

## RESILIENT LEASING PROFILE



**Diverse Income & Upside:** The diversified tenant base with 2.0 year WALT provides a strategic window to stabilize the rent roll and capture value through aggressive renewals and new leasing.



**Expansion Momentum:** The Property is currently 75.4% leased to a mix of media, co-working, FIRE, and service sector tenants.



**Increasing Physical Occupancy:** As the workforce returns to the office, physical occupancy levels are trending upward.

# INVESTMENT HIGHLIGHTS

hub



## CREATIVE TRANSFORMATION

The Property has been recently repositioned following a comprehensive \$12 million renovation that upgraded the base building, cosmetics, and overall tenant experience. This transformation includes:

- **Modern Amenities:** The addition of a new lobby updated common areas, modernized restrooms, and tenant spaces.
- **Collaborative Spaces:** Integrated indoor/outdoor collaborative workspaces and a dedicated communal outdoor courtyard.
- **Superior Parking:** 600 stalls (3.0/1,000 SF) located in a dedicated, six-level structure directly adjacent to the Property. In addition, the structure draws visitor traffic beyond the office use.





## THE “SPACE BEACH” ECONOMIC ENGINE

Anduril Industries' \$1 billion Douglas Park project near the Long Beach Airport serves as a massive economic catalyst for Downtown Long Beach through the following:

- **Corporate Recruitment:** The Anchor LB Initiative leverages "Space Beach" growth to draw aerospace headquarters and logistics firms into the Downtown core.
- **Residential Demand:** The creation of 5,500 high-wage R&D and engineering jobs will attract professionals who prefer Downtown's "urban-coastal" lifestyle.
- **Reinvestment Power:** Increased city tax revenue provides the "dry powder" needed to fund Downtown enhancements, including the new amphitheater and public safety upgrades.



## OFFICE MARKET RIGHT-SIZING

- The conversion of underutilized office buildings into residential units is gaining momentum, addressing housing shortages and revitalizing urban cores. Additionally, residential conversions will reduce office inventory, further supporting the office market recovery.
  - **Landmark Square:** Slated for 391 mixed-use residential units.
  - **200 West Ocean:** Successfully converted into 106 residential units.
  - **400 Oceangate:** Currently undergoing transformation into 200 units.
  - **Park Tower:** Repurposed as a prime example of conversion to student housing.





the  
hubb

**SPACE BEACH**

**Long Beach**

**Redondo Beach**

**Torrance**

**Carson**

**Hawthorne**

**El Segundo**

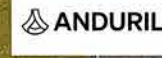
**Seal Beach**

**Huntington Beach**

**Westminster**

**Buena Park**

**Whittier**





## SIGNIFICANT DISCOUNT TO REPLACEMENT COST

- The opportunity offers an acquisition at a highly attractive basis, representing a discount of approximately 80% or more to replacement cost.
- All major renovation capital has already been deployed, future investment is limited to "good news" leasing capital required for final stabilization.



## POTENTIAL RESIDENTIAL CONVERSION

- Downtown Long Beach features a robust residential market with over 3,600 units of ground-up and conversion rental and sale product. The design and layout of the Hubb, with two distinct towers and elevator banks, outdoor amenity space, operable windows and secure parking, lends itself to a partial or full conversion if so desired.



## TOD CONNECTIVITY & LOCAL DENSITY

- The Hubb is situated near a robust residential base, with 6,220 Class A and B multi-family units now located within a one-mile radius.
- The Property offers immediate access to premier dining and entertainment, sitting just a half-block from the Metro Blue Line's Downtown Long Beach station and providing exceptional ingress/egress to the 710 Freeway.



## MAJOR INFRASTRUCTURE & URBAN REVITALIZATION

- **"Elevate '28" Infrastructure Plan:** A \$1 billion investment designed to revitalize city infrastructure ahead of the 2028 Olympic and Paralympic Games.
- **A Premier Olympic Hub:** With nearly 2 million tickets reserved, Long Beach will host 11 Olympic and 7 Paralympic events, utilizing a "no new permanent build" strategy for its venues.
- **Accelerated Community Benefits:** The city is leveraging the Olympic deadline to fast-track over 100 local projects aimed at improving the daily quality of life for residents.
- **The Queen Mary Amphitheater:** A new \$100M+ waterfront venue (opening in 2026) that will serve as a central hub for Olympic festivities and a long-term anchor for local tourism.
- **Key Connectivity Upgrades:** Major transit enhancements include modernizing the Long Beach Airport, realigning Shoreline Drive, and expanding water taxi services for better coastal access.

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