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FOR IMMEDIATE RELEASE

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DESIGN CENTER FACT SHEET

WHAT: Proposed \$21.5 million retail development of a Home Depot Design Center, family restaurant and other retail establishments, replacing a former petroleum storage tank farm previously used by nearby electric-generating stations.

The property is currently zoned for general industrial use, is privately owned and will be developed. Whether it becomes a retail center or a trucking transfer facility is entirely up to the community.

WHERE: Studebaker Road and Loynes Drive in East Long Beach.

The project is on a 16.7-acre parcel and involves 157,529 square feet of new construction, including a 139,529 square foot Design Center with a 34,643 square foot garden center, 6,000 square foot restaurant and 12,000 square foot retail space. The restaurant and retail buildings will front on Studebaker Road.

WHEN: April 2006, recirculation of Environmental Impact Report
July 2006, Planning Commission meetings
August 2006, City Council hearing
September 2007, building construction begins
June 2008, grand opening
(*Schedule is an estimate*)

WHO: Founded in 1978 in Atlanta, The Home Depot is the world's largest home improvement retailer, operating more than 1,800 stores throughout the United States (including the territories of Puerto Rico and the Virgin Islands), Canada and Mexico.

WHY: The newer, trendier Home Depot Design Centers offer more open space devoted to bath, kitchen, floor, lighting, patio and similar exhibits staffed by experienced associates while minimizing space for contractor-oriented construction materials. More emphasis is placed on small and large appliances, plus other "high end" products, targeted to upscale communities, such as similar prototype Design Center stores in Brea and West Hills in Southern California.

A telephone survey of 500 high probability voters was conducted on behalf of the Design Center project last August. Key findings included:

- 71 percent support the project because it keeps sales and other tax dollars (\$650,000 after the first year of operation and \$800,000 annually by 2011) in Long Beach
- 71 percent support the project because it creates 389 new jobs to improve the Long Beach economy
- 78 percent support the project because it cleans up blight
- Overall, 65 percent of those polled citywide support the project

HOW:

The project benefits the community in a number of ways:

- The Design Center project cleans up a blighted tank farm.
- It meets the local demand for a closer and more convenient home improvement store. Currently there is no Home Depot in Long Beach.
- During the first five years of operation the project will generate more than \$3 million in sales and property tax revenue to the city's general fund.
- There will be more than \$5 million in immediate benefits, such as traffic improvements, additional open space and cleaning up of hazardous materials.
- Both future and existing traffic impacts have been addressed. When completed, current conditions will improve by three to five percent.
- Provides nearly an acre of new parkland connecting to Channel Park, creating a buffer between Kettering Elementary School and 7th Street and providing an enhanced entry to the city.

For additional details or to add your support:

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