



INTRODUCING AZURE'S NEW SHOPPING CENTER BELLE FLEUR CENTRE

NWC BELLFLOWER BLVD AND CEDAR STREET
BELLFLOWER, LOS ANGELES COUNTY, CA



AZURE
DEVELOPMENT

OFFICE: 323.477.1160
6055 E. WASHINGTON BLVD., SUITE 495 • COMMERCE, CA 90040
WWW.AZUREDEVELOPMENTCO.COM





SEATING, PARKING, AND AMENITIES

Belle Fleur Centre's success derives from an attention to detail and its deep experience in creating retail environments that flourish. Creating the right experience begins with how easy it is to find Belle Fleur, access to ample parking and then the dining experience once you arrive and enjoy the facilities.

ORCHARD @ Belle Fleur is designed to **have communal and private dining eating areas inside** and in warm outdoor patio spaces. Landscape and lighting are used to create a **back-yard feel and inviting patios**. Your loyal pooch is welcome to join you at our outdoor patios too. Belle Fleur Centre has ample fixed seats in and outdoors.

The Centre itself has more parking than the City of Bellflower requires with a total of 59 vehicle stalls, bicycle parking, electric car charging stations and access to bus transit. There is additional street parking on Bellflower Boulevard.

We have designed Belle Fleur Centre for front loading of goods during approved delivery hours. A loading area will be provided to accommodate a variety of truck sizes.

ORCHARD @ Belle Fleur Centre has multiple signage opportunities. We have a Sign Program that shows allowable materials and sizes for signs on the facades though we encourage creative blade signs and also have traditional monument signs on both street fronts. The 6,200 square foot space has been designed with shared restroom facilities for all guests.

OPENING 2021



JOIN NOW



XLB DUMPLING BAR
Simple. Made. Right.





AT BELLE FLEUR



BE A PART OF CREATIVITY + INNOVATION

Though the origins of the Belle Fleur community include the untold stories of Native American families and Mexican and Spanish battles, the current form began 110 years ago through the creation of ranches and farmland. Founders of the city grew Belle Fleur apples along with cultivated dairy farms and diverse fresh foods and produce.

Belle Fleur Centre honors that collective history to offer a unique space for local chefs and culinary variety. The buildings are designed in Rustic Contemporary architecture that blends the use of natural building materials and modern space application. We don't like labels though – so we don't call ourselves a food hall. We like to think that we are reinventing restaurant spaces blending our development expertise with a creative approach to design and dining.

Orchard @ Belle Fleur is about authenticity, creativity, and fresh variety.

- A place to bring the family for brunch on Sunday.
- A place for you and your girls to have a glass of wine and catch up on the latest.
- A place to grab dinner when you are on the go and can't stay – though we will miss you.



ORCHARD OUTDOOR SEATS: 94 + INDOOR SEATS: 80





RETAIL IN A POST-PANDEMIC CLIMATE

We have all collectively had to adjust to a “new normal” post covid-19. Aside from social distancing and new sanitation standards, ORCHARD @ Belle Fleur Centre has been re-designed to accommodate this shift. Some of those features include:

1. TAKE-OUT COUNTER: We have opened the façade of the building and are introducing the ORCHARD @ Belle Fleur Take-out Counter. **Guests can order on-line or place an order on-site for take-out.** The order is inputted through our coordinated POS system and delivered immediately to the tenant with a copy to the Host/Hostess sitting at the Take-out Counter. Orders can be picked up from the take-out window without ever entering the inside of the building.

2. TOUCHLESS TECHNOLOGY AND SANITATION: Unfortunately, the mere act of reopening does not snap retail back to normal. Until the coronavirus situation resolves, most economists agree that consumer behavior and spending habits will be fundamentally different, and more risk averse. Belle Fleur Centre anticipates this and includes touchless technology at door openings, in the restrooms and where feasibly possible. In addition, our cleaning service **will employ the latest protocols for sanitation to make sure employees and guests remain safe.**

CITY OF BELLFLOWER START-UP LOAN PROGRAM

The City of Bellflower's Start-Up Loan Program offers one-time forgivable loans up to \$50,000 to new businesses at Belle Fleur Centre to help them with business start-up costs. The goal of the program is to create jobs, retain jobs, and offer quality services to the residents of Bellflower. Loan funds may be used for working capital and equipment purchases. The forgivable loans will be forgiven over a 4-year period, with 25% of the loan being forgiven each year the business remains operating.





THE LOCATION

Belle Fleur Centre is a new development project with 14,500 square feet of restaurant, retail, and lush landscaping. The site is 1.4 acres on the corner of Bellflower Boulevard and Cedar Street, .3 miles from the 91 Freeway, 4 miles from the 710 Freeway and 1.4 miles from the 605 freeway providing access to both North-South and West-East highways. It is Centrally located in Los Angeles County and is surrounded by residential neighborhoods.

THE TRADE AREA

The site is located at the corner of Bellflower Boulevard and Cedar Street. Bellflower Boulevard is the major North/South commercial corridor that runs throughout the City of Bellflower and connects with other major commercial thoroughfares including the 91, the 105, and the 405 freeways. The City of Bellflower has re-designated this Downtown Bellflower district to promote more development and commercial uses to this trade area. The site is in the heart of this new district.

Several exciting new developments are in this new trade area including: Steel Craft, Dunkin Donuts, In-N-Out Burger, Wing Stop, City Ventures' The Boulevard project (32 for sale townhomes). Existing tenants in the immediate trade area include: Golden Corral, Chris & Pitts, Jack in the Box, 7-Eleven, and Bank of America

THE DEVELOPER

INTEGRITY. CREATIVITY. COMMUNITY

We at Azure Development are focused on creating transformational projects with integrity. Our team brings an expression of hope to each project and are empowered to customize each site. We understand that each building must work in harmony with the surrounding community and nature to thrive - leaving a healthy neighborhood for families to flourish. Azure Development entered into a Joint Venture with the Connolly Family to create this exciting new shopping center.

