



BUILDING A PATH TO A BETTER LONG BEACH

New Park Space

The “Red Car Greenbelt” opened between Ximeno and Park Avenue in March with support from voter approved Measure A

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On their favorite parts
of the job. . .

*Coming in and being at the station,
there's a camaraderie there. When
we have an incident, and everyone's
working together and we're helping
people out, that's really cool!*

*-Christopher Duffy
Firefighter/Paramedic, Rescue 12
for Long Beach Fire Department
(Measure A restored, 2017)*



*The people we work with, the diversity, the lasting
friendships, and the extended family that the Long
Beach Fire Department provides*

*-Mark Spoolstra
Firefighter/Paramedic, Rescue 12 for Long Beach
Fire Department (Measure A restored, 2017)*

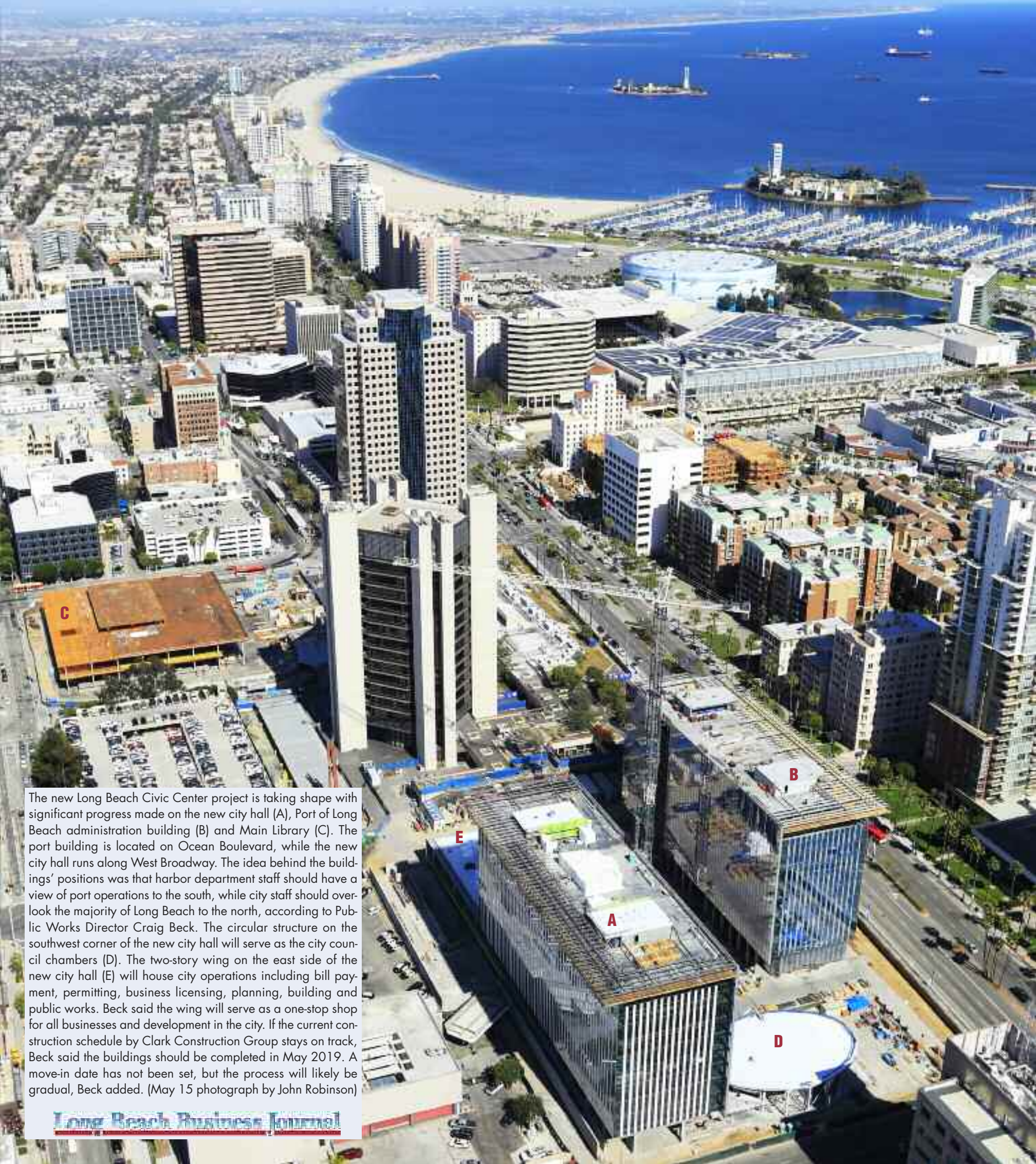
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Building A Better Long Beach

May 22-June 4, 2018

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The new Long Beach Civic Center project is taking shape with significant progress made on the new city hall (A), Port of Long Beach administration building (B) and Main Library (C). The port building is located on Ocean Boulevard, while the new city hall runs along West Broadway. The idea behind the buildings' positions was that harbor department staff should have a view of port operations to the south, while city staff should overlook the majority of Long Beach to the north, according to Public Works Director Craig Beck. The circular structure on the southwest corner of the new city hall will serve as the city council chambers (D). The two-story wing on the east side of the new city hall (E) will house city operations including bill payment, permitting, business licensing, planning, building and public works. Beck said the wing will serve as a one-stop shop for all businesses and development in the city. If the current construction schedule by Clark Construction Group stays on track, Beck said the buildings should be completed in May 2019. A move-in date has not been set, but the process will likely be gradual, Beck added. (May 15 photograph by John Robinson)



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2nd & PCH project. (Photograph by the Business Journal's Pat Flynn)

By Dr. Robert Garcia
Mayor, City of Long Beach

Dear Friends:

Welcome to the Long Beach Business Journal's fourth annual "Building a Better Long Beach." I am excited to share with you how our city is growing – right before our eyes.

You've probably noticed all the cranes in the sky and new businesses emerging around Long Beach. What you're seeing is a citywide resurgence. We are transforming our city, and especially our Downtown, with thousands of new housing units, great new restaurants and retail, and a new library and Civic Center.

We are literally building a new skyline.

In Southeast Long Beach, construction is underway for the reinvention of one of the most important parcels in Long Beach. 2nd & PCH will be a stunning retail and restaurant destination with Whole Foods and many more top-notch restaurants and shops. It will bring many new options to serve our city and attract residents from nearby Orange County.

Adjacent to the Airport, Long Beach Exchange (LBX) is coming online and bringing great new shopping and dining options to residents. Whole Foods 365 recently opened, joining Nordstrom Rack, Orchard Supply Hardware, In-N-Out Burger and many other top brands.

And in North Long Beach, we are seeing dramatic changes and can expect even more to come. Construction of Riverdale is well underway and will provide 131 units of single-family housing and a new park when complete. Atlantic Avenue and Artesia Boulevard projects will also bring 93,000 square feet of retail space.

With so many new businesses, restaurants, and homes coming to our city, we are also preparing for the workforce of the future. These developments will bring good paying jobs to Long Beach, helping keep our unemployment rate at a historic low.

I know 2018 is going to be a great year for more growth. But we still have work ahead of us. I'm proud to be the Mayor of such an innovative and growing city, and I am thankful to have such great partners in the Journal and its readers for their continuous support in building a better Long Beach.

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Local Resources To Develop A Successful Business From The Ground Up

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The numerous development projects underway and planned throughout the City of Long Beach will result not only in more residential units, but also office, retail and industrial space that will need to be filled by new or expanding businesses. To attract business and foster growth and sustainability with those already here, the city has a number of programs to educate and assist entrepreneurs.

“We’ve recognized that it’s hard to open a business and that many people are willing to do the work because they are passionate about their idea and business plan,” John Keisler, director of the City of Long Beach Economic Development Department (EDD), said. “There are certain milestones in the process where people need a little extra support or a little push to get the project over the finish line. We think it is very important to offer a range of incentives and assistance that can be used at different times of the business startup process or expansion.”

One of the first steps for budding entrepreneurs is the city’s various data-based and technology-driven resources, such as BizPort and DataLB, among others. Through these data resources, prospective entrepreneurs or business owners looking to expand

can determine what part of Long Beach, if any, is appropriate for their concept. These data include everything from population and business demographics to zoning requirements and land use.

A primary goal of the EDD is to not only attract business but ensure that they survive, Keisler said. With the free accessibility of these online data resources, he said prospective businesses have a leg up on those who go into an area blindly.

“One of our key performance measures is to what degree we can help businesses survive at a higher rate than you would see in the region or at the national level,” Keisler said. “Nationally, within five years 50% of businesses are failing.”

Once a business decides to locate in Long Beach, the Los Angeles Regional Small Business Development Center (SBDC) Network offers free services to assist in the startup process. Hosted at Long Beach City College (LBCC), the SBDC is a technical assistance provider that offers free or very low-cost monthly workshops and training on anything from how to start a business to leveraging online marketing to learning QuickBooks.

A primary focus of the center is confidential one-on-one advising for new and existing businesses, according to Patrick Nye, executive director of the Los Angeles Regional SBDC. Prospective business owners are partnered with one of the network’s roughly 115 business advisors, depending on what topic they need assistance with. Advisors are available to handle the entire spectrum of issues a small business might encounter, Nye added.

“It’s really to help small business owners navigate a very complex marketplace. We often find that small businesses have a ton of expertise in whatever their field is but they may not understand how to set up a business or ways to get funding,” Nye said. “Coming to us gives them a much better chance, an entire network to help them succeed, and [a chance to] not make wrong decisions or the same mistakes that someone else has experienced.”

One of the SBDC’s latest programs at LBCC, The Portal, partners businesses with students who provide services at a competitive rate. The program went through its pilot phase last year by partnering businesses with students who handled accounting services and bookkeeping, services that were overseen by teachers to ensure the work had been done properly. The students were paid for the work and gained practical client experience, while business owners saved on their costs. Now that it has proven a successful program, Nye said it will be expanded into other areas such as international trade, online marketing and programming.

“There are a lot of online services. It’s very common for businesses to come find us after they have gone to services like Legalzoom and stuff like that,” Nye said. “We find that clients are actually paying for a lot of services that would otherwise be free but they just don’t realize it. If they come to us first, we can help them really keep their various entry costs down.”

Annually, the SBDC assists over 1,000 businesses, Nye said. Funding for the SBDC is provided through the U.S. Small Business Administration, which requires the center to certain metrics such as the number of small business startups and the amount of capital the SBDC helps businesses acquire. Last year alone, the center helped launch more than 300 small businesses, and helped businesses obtain \$140 million in loans, equity and investments in the region, which covers Los Angeles, Santa Barbara and Ventura counties.

The City of Long Beach has several loan programs to assist entrepreneurs in starting or expanding their businesses. The Grow Long Beach Fund is a partnership between the city and the National Development Council Grow America Fund, which provides between \$100,000 and \$2 million for businesses that have been operating in the city for two years. Loans awarded through the fund can be used for expenses such as construction, tenant improvements, equipment and working capital.

The city’s Microenterprise Loan Program provides \$25,000 or more for startup and existing businesses with five or fewer employees and



AC Battle Consulting Services received \$35,000 through one of the Long Beach Economic Development Department’s (EDD) business loan programs. The loan was used to open the business’s first brick-and-mortar location. AC Battle CEO Angela Battle is picture with EDD Economic Development Officer Seyed Jalali at the company’s North Long Beach location. (Photograph by the Business Journal’s Pat Flynn)

The Los Angeles Regional Small Business Development Center assists more than 1,000 businesses every year, according to Executive Director Patrick Nye, pictured. Last year alone, the center helped launch more than 300 businesses and helped businesses obtain \$140 million in capital, he said. (Photograph by the Business Journal’s Anne Artley)



(Continued From Page 8)

can be used to finance expenses such as equipment, fixtures and furniture, and working capital. For every \$35,000 borrowed, the business must create one full-time job.

The Kiva Loan Program is the city’s most recent addition to its arsenal of financial assistance. The program is a partnership between the city and the Los Angeles Local Initiatives Support Corporation, and allows entrepreneurs to borrow between \$500 and \$10,000 from one or more private donors. The 0% interest loans are repaid over a 36-month period.

“These are extremely crucial programs. Banks are not in the business of taking risks but . . . the city has the ability to take a risk and believe in someone’s business plan,” Seyed Jalali, economic development officer for the EDD, said. “We are sort of unique in the region in that we have these opportunities and are able to deliver these services. It’s really important when it comes to startup businesses as they are limited to services and programs outside the city government. Access to capital is extremely important.”

While the city plays a leading role in numerous forms of assistance for business, Jalali said there is a limit to what it can do. For assistance beyond what the city government can provide, businesses may come together and form a business improvement district (BID) through the city. Currently, there are 10 BIDs citywide. The city and county collect fees through business licensing and property assessments, which are passed directly back to the BID for the implementation of various programs to bolster business within the area.

Jalali said the city is a strong proponent for the formation of BIDs throughout the city because they have already proven successful in areas such as Bixby Knolls, which has made large strides in improving business success.

Keisler said that acquiring capital is equally as important as a solid business plan, but that the latter must be completed first through research, mentoring and educational services provided by the city and the SBDC. He likened the process to sailboats, noting that the wind (capital) is necessary for the boat to move but, unless the boat is built properly first (a business plan), it won’t float.

“You don’t have to be rich and famous or come from a wealthy family to have a business in Long Beach. We really believe this can be a city of opportunity for anybody who is willing to work hard and has a good plan,” Keisler said. “Local small businesses provide the environment that makes the community such a dynamic place to live. We are a partner in that and we are always looking for ways to develop and deliver programs and incentives that actually help. We want to be the wind in your sails.” ■

Expanded Online Resources Give Businesses A Leg Up

■ By **ANNE ARTLEY**
STAFF WRITER

The City of Long Beach is leveraging data and technology to make the city more accessible to new businesses and increase the productivity of existing ones through initiatives such as BizPort, an online portal for aspiring entrepreneurs; My Sidewalk, a platform for providing demographic data; and the fiber master plan, an effort to expand Internet connectivity citywide.

The city launched BizPort in December 2016 to reduce confusion prevalent among prospective business owners when they came to city hall to apply for a license, John Keisler, the director of economic development for the City of Long Beach, said. The portal breaks down the process of starting a business from the planning phase to launching and eventually growing an individual venture.

“People were coming to city hall to get a business license and didn’t realize they needed to do about eight other things first,” Keisler said. “It took added time and confusion. In some cases, they had already signed a lease and were losing money. And time is money!”

Some of the steps necessary to creating a business plan include identifying funding sources, creating a marketing strategy and determining whether a particular type of business is accepted under the city’s zoning requirements for a particular area. “A lot of people make the mistake of signing a lease for a property where they’re not allowed to [operate] the kind of business they’d like, and they go bankrupt,” Keisler explained. “Most people starting a business have a talent, but they don’t necessarily know about planning departments, zoning and restrictions.”

According to Keisler, many prospective entrepreneurs do not know about the resources offered through the Long Beach Public Library, which are linked through BizPort. Some of these include one-on-one tutorials on computer skills and bilingual English and Spanish computer classes. BizPort also connects users to SCORE, another previously underutilized program which provides a mentor from a network of retired business owners free of charge.

“We have workforce development resources through the federal government,” Keisler said of the services accessible through BizPort. “Most people don’t know that. We can actually pay half the salary for new employees to get on-the-job training. People also don’t realize the city has a small business loan program. We have businesses that have been here a long time that never realized they could get loans through the city.”

Keisler said the BizPort program aims to reduce complexity for entrepreneur. “The technology is designed around where [business owners] are in their journey. By the time they come in to register their business they’ve done all the work, so approval comes quickly.”

To help aspiring business owners in the early stages of the process, the city launched the My Sidewalk program at the California State University, Long Beach Regional Economic Forum, on April 25.

My Sidewalk – www.dashboards.mysidewalk.com/long-beach-economic-insights/econ



John Keisler, the director of economic development for the City of Long Beach, demonstrates My Sidewalk, a new program that provides maps and graphs outlining the city’s demographics. This information, according to Keisler, is essential to prospective business owners and commercial real estate brokers looking to invest in the city. (Photograph by the Business Journal’s Anne Artley)

omy – provides maps and graphs outlining the city’s demographics. It breaks down data such as the per capita income and the median ages of residents in every neighborhood. “One of the most important things we hear when we talk to businesses who want to locate here or from commercial real estate brokers who are trying to bring people to the city is that they want this economic information,” Keisler explained.

According to Keisler, the breakdown of demographics is important for prospective business owners since Long Beach may not appear attractive to investors on the surface. The city’s median household income is \$55,151 and the per capita income is \$27,752, which Keisler said is less than in Orange County and the City of Los Angeles. “Retailers might look at that and might not want to invest here,” he said. “But when you actually map it, the median household income is \$122,526 on one [the east] side of town. That’s higher than the state average and in Orange County. A lot of people are also shocked that it’s so high in Naples or in Belmont Shore. There’s a real disparity in income between neighborhoods.”

Keisler said My Sidewalk allows prospective business owners to view the number of active and pending business licenses in the areas where they are considering setting up shop. Another tool reveals the consumer expenditures for an area and breaks down purchases into retail categories. “Business owners can see if there’s a demographic to support their business,” Keisler explained. “It goes back to the steps outlined in BizPort. You don’t want to spend money before you know what’s going on around you. We have all these tools which would cost around \$30,000 if you asked somebody to do it for you.”

According to Keisler, the My Sidewalk program meets one of the goals of the city’s blueprint for economic development: to build an online platform that tracks and reports performance for each of the city’s key objectives for business growth. Some of these include increasing the number of active business licenses, lowering the cost of business operations, reducing the median number of days for licensing approval, and raising the number and value of small business loans.



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My Sidewalk also tracks Internet access and the average advertised download speed in each neighborhood. Increasing availability and access to high-speed Internet is another one of the city’s economic objectives. As part of Long Beach Fiber Master Plan, the city is expanding its network of optic fiber to improve connectivity.

Two weeks ago, the Long Beach City Council approved an ordinance that streamlines the process for reviewing and processing applications to install small cell antennas. This measure paves the way for faster and more accessible Internet, which in turn helps businesses reach prospective customers. “If you’re advertising online, it can help your customers find you,” Keisler said. “When you see that you have four bars on your phone, that’s connectivity to four small cells. If you’re out walking around, looking for a certain type of business, you can more easily find it on your phone. You can also quickly upload an Instagram picture, for example, which is like an ad for a business.”

Keisler added that greater connectivity helps businesses run more efficiently from the point of sale, such as a customer running their credit card, to online accounting. “I don’t think there’s any other city using data and technology like we are,” he said. ■

Getting The Job Done: Pacific Gateway Initiatives To Address Long Beach Labor Market Needs

■ By ANNE ARTLEY
STAFF WRITER

To address a lack of connectivity between prospective employees and the workforce, Pacific Gateway is opening a new center located at 4811 Airport Way this July. The public agency is also launching a new online platform to allow job seekers to educate themselves on the labor market, freshen up on new trends and market themselves to employers.

“With the use of technology, we can produce more sessions on different [topics] that are in demand, rather than just having a set schedule and physical [in-person] presentations,” Nick Schultz, the executive director of the Pacific Gateway Workforce Innovation and Opportunity Network, said. The new space also integrates different platforms. “There [will be] media rooms, video rooms and more access to computers so people don’t have to sign up and come in for a workshop at a specific time, but that the workshop can be delivered via those technologies at any point in time.” In addition, the various forms of media allow people with a range of learning styles to ingest the information in different ways.

Schultz observed that the Long Beach economy is in growth mode. Expanding industries include health care, trade, transportation, logistics, engineering, computer science and finance. But Pacific Gateway’s employer partners have expressed concern that there are not enough competent employees to keep pace.

“As the [past] two years have worn on and we’ve continued to monitor the numbers, we’re hearing less of a conversation about a skill gap, but more so that [companies] aren’t even getting as much of a qualified talent pool as they would like to see for their open positions,” he said. Schultz explained that a demographic and economic analysis of the region’s workforce revealed two issues: a lack of education, and a pool of workers who have some skills but are underemployed and underutilized.

Schultz said the center was able to pinpoint these issues by conducting focus groups with job seekers who came in for services. “We talked to them about their experiences, what they knew about the labor market and how they sourced information about it, how they went about their job search, and what kinds of frustration or pain points they were feeling in that process,” Schultz explained. “We thought about our process and realized the programs we have now don’t really connect to this pain.”

Pacific Gateway received a grant from the Ewing Marion Kauffman Foundation last October for just under \$50,000 to study what Schultz termed “the irregular economy.” Around the same time that he noticed the Long Beach labor market growing, Schultz also noticed a trend of fewer full-time opportunities in certain sectors. “We came to understand that there were a lot of jobs that didn’t allow our residents to earn the type of wages even just to live in a city like Long Beach. [That weren’t] full-time with benefits,” he said.

Pacific Gateway used the grant funding to conduct outreach to the employers offering these part-time or ‘gig’ opportunities. Based on the results, the organization is creating a

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A Gulfstream Aerospace technician makes some adjustments to a corporate jet. According to Nick Schultz, the executive director of the Pacific Gateway Workforce Innovation and Opportunity Network, engineering is a growing sector in the Long Beach economy. Pacific Gateway is a public agency that connects job-seekers to employment opportunities. (Photograph courtesy of Gulfstream Aerospace)



P2S Inc. technology designer Mynor Perez discusses a blueprint with his colleague. Pacific Gateway Workforce Innovation and Opportunity Network is aiming to connect more graduates of Long Beach schools to jobs at local companies such as this one. (Photograph by the Business Journal’s Pat Flynn)



A doctor educates a patient about a treatment at MemorialCare Long Beach Medical Center. Pacific Gateway Workforce Innovation and Opportunity Network Executive Director Nick Schultz aims to conduct a “deeper dive on engagement” to help growing firms meet their employment needs. According to Schultz, health care is an expanding industry in Long Beach. (Photograph courtesy of MemorialCare Health System)

Building and Preserving Your Company's Legacy



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Values are important to all of us. We're governed by them in our daily life, whether we recognize them or not; they guide our decision making. Values are a reflection of who we are, what's important to us, and how we manage and define our purpose.

When it comes to company values, it's really not any different. Company values provide the framework that engages employees, clients, stakeholders, all of its audiences and, ultimately, shapes the company culture. Some companies choose to have two or three core values and some have but one core value that defines them. Consistent with all companies, however, is the fact that the company's culture is the language of the business.

Whether you're responsible for managing an inherited business passed along several generations or you're the founder of a new business, defining your company's core values is one of the most important decisions you'll make. It's how you express your passion, vision, deliver your services/products to the marketplace, and define your company's sustaining culture. Ultimately, it becomes your legacy, reaching well beyond profits, industry pressures, and business and economic cycles.

Some companies measure their culture by values such as integrity, discipline, empowerment, and accountability. Some business leaders evaluate the success of their business beyond



Deborah L. Harrington is a Vice President and Wealth Advisor for First Bank Wealth Management. She has over 30 years of experience within the financial industry specializing in business development, finance, trust, and investment management. Armed with a degree from USC and an MBA from Claremont Graduate University, Deborah has devoted her career to working with families and business owners throughout their financial management and estate planning cycles as a trusted advisor.

profit margins. Rather, they define it by their commitment to the communities they serve, in a collaborative effort of empowerment and purpose. They tend to measure their success by a "Give to Grow" approach to philanthropy creating a thriving internal culture dedicated to providing exceptional services. "The more we give, the more we grow," said Charles Antis, founder and CEO of Antis Roofing and Waterproofing and a First Bank client.



Charles Antis, CEO of Antis Roofing, along with his crew, on top of a roof volunteering in support of his company's "Give to Grow" culture.

Conversely, for other business leaders and founders, it's about stewardship. It's a seamless authority to lead by example that helps shape the next generation of business owners. As described by one family steward: be transparent, be real, and, of course, always be open. The preservation of the business is important, but it's not as valuable as being an upstanding role model. This third generation real estate developer said the culture of a business is really one of the most important things that will contribute to a company's sustainable success and legacy.

"Our company's culture is based on integrity," said Lisa Hirose, Executive Vice President and Chief Administrative Officer at Donahue Schriber Realty Group. "We always do what we say we are going to do, we are accountable to our word, and our integrity is who we are, underlined by the belief that all we can control is our attitude and effort. Although we are not a family business, our culture was born out of our founding members' culture of mutual respect and, as a result, we have a culture that now has the feeling of a family-owned business. We believe our long employee tenure is a direct result of this culture, our collective efforts, and a sense of belonging. These are all a result of being aligned by a common value statement and vision for the company."

Creating, sustaining, and growing the legacy of a business is at the heart of all successful businesses.

Are you building a lasting legacy?

Over my thirty-plus career in the trust and investment industry, I've had the privilege and honor to work with many families within the broad spectrum of earned and inherited wealth. The common thread that concerns all parents and grandparents is preserving the family unity, along with their wealth. And, if there is an operating business, maintaining the founder's values and culture throughout the life of the business without destroying the family unit in the interim is of utmost concern to these families.

(Continued From Page 12)

program to connect job seekers to these positions to gain experience with the ultimate goal of landing them full-time jobs. “We wanted to actually see if there was enough demand in the local Long Beach labor market for us to scale up an exchange where we could funnel job seekers through to those opportunities and then monitor the opportunity to connect them to better or full-time [jobs],” Schultz explained.

Schultz projected the labor study would be completed at the end of May and published in August. He found that the demand exists to launch a market pilot of the program, which he hopes to accomplish next January. “We’ve talked to several other philanthropic sources, like Bloomberg Philanthropies, JPMorgan Chase & Co. and Wells Fargo, as well as our primary funders at the federal and state level about contributing to the next phase or to our test market launch,” Schultz said. “I think the opportunity to receive some additional funding to carry on this work – and it is pioneering work – is going to present itself very shortly.” He noted that it would cost about \$300,000 to implement the pilot.

The Long Beach Fellowship Program, an initiative funded by the Long Beach Community Foundation, is another budding effort to improve employment opportunities. Pacific Gateway has partnered with the foundation to connect employers with the local talent pool from Long Beach City College and California State University, Long Beach.

“We’ll start small because it’s a small investment, but it’s going to be a boon to industries and something they’ll want,” Schultz said. “We’ll start with a small group but, when people in those sectors see a . . . [well-known] company or a competitor connect to an opportunity like this, they’re going to rush towards it too. The [prospect] was always there; now it’s about stepping in as an intermediary or connective tissue between the education on the supply side and the employer on the demand side. We’re really excited about where that’s going over the next year.”

As for any changes to Pacific Gateway programs, Schultz said that, for now, the center has committed to conducting “a deeper dive on engagement.” He explained, “We can see inside any given industry sector which firms are driving the growth.” Schultz said the organization aims to streamline the process of convening and engaging with those firms to help them meet their workplace needs. Pacific Gateway will then make ongoing adjustments based on employer forecasts over the following year.

“I think people should know that there’s a lot going on in Long Beach,” Schultz said. “There’s an opportunity for people to connect to a growing economy, and to find a living-wage job with benefits. There’s support for them to map out that path or transition through our organization and our commitment to the city. We’re excited to serve in that capacity.” ■

Virgin Orbit: Continuing The Legacy Of Aerospace Innovation In Long Beach

■ By **SAMANTHA MEHLINGER**
EDITOR

On a site steeped in Long Beach’s long history of aviation and aerospace innovation, Virgin Orbit is continuing that legacy with the development of a rocket launch system meant to provide more accessible, affordable small satellite launch services than are currently available.

The firm’s 180,000-square-foot building on Cover Street and a newly purchased second building on nearby McGowen Street, both within the Douglas Park business complex, serve as the manufacturing facility for the company’s rocket launch system as well as corporate offices. About 450 people are employed by Virgin Orbit in Long Beach, and the company plans to increase that number to 600 by year’s end, according to Will Pomerantz, vice president of special projects.

Virgin Orbit first moved to Douglas Park in 2015 as a division of Virgin Galactic of the Virgin Group of companies, but has since incorporated as its own firm within that group. Pomerantz said the company chose Douglas Park to manufacture its LauncherOne system because of the talent pool of aerospace and aviation workers in the area, as well as its proximity to strong universities.

Virgin Orbit’s development of the LauncherOne system, which involves launching a rocket loaded with small satellites from a Boeing 747 named Cosmic Girl, is mostly complete. Now, the company is putting it through rigorous testing, both onsite in Long Beach and at a test zone in the Mojave Desert.

“The hardware is essentially all developed and has been being tested for years,” Pomerantz said as he took the Business Journal on a tour of the facility. The rocket has been tested for a dizzying list of variabilities, each tested one at a time. Now, combinations of variabilities are being tested to see what the rocket can withstand, Pomerantz explained.

What makes Virgin Orbit’s concept innovative is that it’s not trying to build a bigger, faster rocket to launch bigger objects into space, which is what most companies have done up until now, Pomerantz explained. “We’re coming in and we’re doing something a little bit different than everyone else in the industry,” he said. “We want to build the world’s lowest-cost rocket that we think is commercially viable in the long run.”

There were only 90 launches to space throughout the entire world last year, “which is not great, as far as we’re concerned,” Pomerantz said. With its LauncherOne system, Virgin Orbit’s goal is to launch 24 rocket flights to deliver satellites to space each year.

“We start with a rocket strapped underneath the wing of an airplane,” Pomerantz said. “The rocket itself is about 70 feet long, weighs about 57,000 pounds and it’s what we call a two-stage, liquid-fueled rocket.” The rocket has three parts: the first holds a larger rocket engine and fuel tank filled with kerosene and liquid oxygen for the main hurdle out of the atmosphere into space; a second holds a smaller rocket engine and fuel tank to push the payload the rest of the way into orbit; and the third holds a payload of satellites encapsulated in what Pomerantz likened to a trunk of a car. All of these components are manufactured at Douglas Park, with some metal components contracted out offsite.

Launching a rocket from an airplane reduces costs. When a rocket is carried to an altitude of 35,000 feet, it is already about 75% of the way through the Earth’s atmosphere,



Virgin Orbit technicians work on the first stage of a LauncherOne rocket. The bottom of a fuel tank can be seen inside the rocket’s casing. (Photograph courtesy of Virgin Orbit)

Pomerantz explained. This vastly reduces the amount of material required to make the rocket. Additionally, using a plane provides flexibility for customers in that it can fly from anywhere. Rocket launches will occur over oceans for safety reasons, Pomerantz noted.

“Your life today would be unrecognizable without satellites,” Pomerantz said, “Satellites power the GPS that helped you get here without getting lost along the way. Satellites power almost all your banking transactions. They power almost all the news that you watch on television. But also, they help make the food that you eat cheaper because crop farmers use them for crop rotation.”

“There has been a huge expansion [of businesses interested in small satellites] just in the past five or ten years, and a lot of it is because of this new wave towards affordability,” Pomerantz said. “There were always a lot of people who were interested in space and it just cost too much to dip their toe in the pool.” Virgin Orbit hopes to change that.

Virgin Orbit has already sold “a couple dozen” LauncherOne flights, including to NASA and the United States Air Force, Pomerantz said. The majority of its customers are private

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The first LauncherOne rocket at Virgin Orbit's Douglas Park headquarters dangles from an industrial crane system similar to those that move cargo at the ports. The dark, tapered portion of the rocket is where the payload of small satellites will be stored and released once in orbit. (Photograph courtesy of Virgin Orbit)

(Continued From Page 14)

companies. The firm is targeting firms of all sizes, from startups to corporations with international operations.

Virgin Orbit's factory floor is teeming with employees, equipment and the noise of work. During a walkthrough, Pomerantz made a point to stop where the engineers who design the computer systems for the rocket were working. "These men and women here are both building the computers and writing the software that will fly LauncherOne into space," he said.

While some of these workers have aerospace backgrounds, others come from Silicon Valley tech firms due to their background in creating smaller, more efficient technologies. "A lot of the men and women who work in this area, certainly some of them come to us from the aerospace industry," he said, gesturing to a couple of engineers at work. "Kayla over there came to us from JPL, and Garrett over there runs the department and came to us [after] building avionics for basically every other rocket that's ever flown from the United States. But just as many of them will have come to us from Apple or Google or Oracle."

"A lot of what we're focused on here is miniaturization," Pomerantz said. Most computer systems powering rockets are actually affixed to them and are about the size of a desktop computer box. As many as five or six of these boxes are typically included on rockets, Pomerantz noted. He gestured to a display of computer boards ranging in size from a laptop to about the size of a smartphone. The smallest, lightweight systems are what Virgin Orbit engineers have developed for LauncherOne.

Located just past the engineers were large machines used to manufacture parts of the rocket, one of which is perhaps the most high-tech piece of equipment in the building: a 3D printer that is a hybrid additive and subtractive manufacturing machine. The machine, the first ever off the production line from German-Japanese company DMG-Mori, is able to create fully fused pieces of metal equipment. Instead of having to build a rocket engine

made of dozens of different pieces of different metal types that have to be created and fused together over the course of about 10 months, Virgin Orbit is able to create a rocket engine with this machine that is one continuous piece over the span of about a month, Pomerantz explained. "Basically, into that machine you feed powdered metal. . . . and you feed computer files – and out comes an entire engine," he said.

Virgin Orbit isn't working on just one rocket – there are four underway on the shop floor. "Richard Branson, our founder, and Dan Hart, our CEO, basically told everyone here in the shop, 'Hey, on the day we do our first flight to orbit, rocket number two should be ready to go. And rocket number three shouldn't be too far behind and neither should rocket four,'" Pomerantz said. Having equipment such as DMG-Mori's machine is helping the company meet this goal.

While rocket science may sound inaccessible, Pomerantz hopes the company will inspire new generations to pursue careers in the field. "Rocket science has a great reputation as being like the toughest, smartest, hardest thing in the world, which is flattering in some ways but really off-putting to a lot of other people," he said. "There are a lot of very bright young children out there who think that they could never work in rocket science because they got a B in a math class one time, or because no one who looks like them has ever worked in rocket science before."

The basics of rocket science, however, are simple enough for an elementary school student to understand, Pomerantz noted. "I like to remind people that rocket science is really just plumbing. It's very advanced plumbing. But that's all it is," he said. "Take that kerosene, take that oxygen, put it through some valves and some pipes into that thing and light a spark."

Pomerantz said LauncherOne's first flight would be this year, adding, "We are planning to pull off multiple flights this year." ■



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The city's contracted recycler, Waste Management, collected approximately 26,500 tons of recyclable materials last year, according to the Long Beach Environmental Services Bureau. (Photograph by the Business Journal's Pat Flynn)

Environmental Efforts Push Toward Zero Waste In Long Beach

■ By **ANNE ARTLEY**
STAFF WRITER

In addition to implementing the ban on Styrofoam food and beverage containers that the city council approved last month, the Long Beach Environmental Services Bureau continues to expand its efforts toward improving recycling programs and reducing waste.

Starting June 3, the bureau plans to execute the Styrofoam ban in three phases: within three months, city-owned facilities and events must comply; in nine months, restaurants with more than 100 seats are no longer allowed to provide the containers; and, in 18 months, the ban applies to all other food service providers.

“We’re focusing all of our attention on the rollout of that program,” Diko Melkonian, the manager of the bureau, said. “We’re eager to see the success of it. We’re hoping to provide some incentives, as much as we are able, for smaller businesses to comply early. It’s really going to take a piece out of the litter stream. This is good for public health, and for our waterways, especially.”

Long Beach Environmental Services Bureau Waste Diversion and Recycling Officer Erin Rowland added that the ban includes a retail component. Within 18 months, the sale of Styrofoam ice chests, bean bags and craft materials will no longer be allowed in the city. Also, the ordinance will ban restaurants from providing plastic straws except by customer request.

Melkonian said the bureau is expanding on the ordinance by rolling out a “Bring Your Own” campaign to encourage diners to bring reusable containers to restaurants. “At the end of the day, [recyclable] containers are still consumption and may become waste,” he commented.

Starting this fall, the bureau is also implementing a waste characterization study on the types of garbage that residents put out, according to Rowland. Based on the results, it will launch an education program on opportunities to improve recycling efforts over the next six to eight months. “Pursuant to legislation approved by the state, we’re also studying commercial and residential organic collection, meaning food and possibly yard waste,” Melkonian said.

Another goal is to enhance the Long Beach Clean Team, a division of the bureau that focuses on clearing litter, debris and illegally dumped items from city streets. “Our goal for this year and next is to change the mindset [regarding] trash,” Melkonian explained. “We want to reduce the waste generated rather than respond to illegal dumping. We’re doing fairly well with response, but we want to shift our focus to stop it at the source.” To achieve this aim, the environmental services bureau is partnering with neighborhood and business associations, as well as private trash companies operating within the city.

Another initiative of the Clean Team is promoting the ‘No Litter Zone’ program, which consists of businesses that have taken a voluntary pledge to keep their areas litter free. The program educates the city’s businesses and residents on maintaining the community’s appearance. The Clean Team has also partnered with the city’s restaurants, bars and barsbershops to implement the ‘Can Your Butts’ program, which aims to reduce cigarette litter.

Other efforts of the environmental services bureau include partnering with Waste Management, the city’s contracted recycler, to hold collection events for running shoes and bicycles. The running shoe drive was held in conjunction with the JetBlue Long Beach Marathon and Half Marathon in October, and the annual ‘Recycle Your Bicycle’ event took place at the beginning of May in honor of Long Beach Bike Month. The items were donated to charities and the bicycles that were in too poor of a condition to restore were recycled. The bureau also coordinates opportunities for residents to discard unwanted paper documents and household hazardous waste such as aerosols, batteries and motor oil. The hazardous waste collection events take place at the Los Angeles/EDCO Environmental Collection Center, located at 2755 California Ave. in Signal Hill, from 9 a.m. to 2 p.m., the 2nd and 4th Saturdays of every month. The next document-shredding event is on June 2, from 9 a.m. to 11 a.m. in the Veteran’s Memorial Stadium Parking lot, 5000 E. Lew Davis St. For items such as mattresses, furniture, computers, television sets and appliances, the bureau provides each residential account with two free special collections every year.

“All of these projects will roll into a zero-waste plan to guide Long Beach residents and businesses toward generating zero waste,” Melkonian said. “They fall under a bigger umbrella that the bureau is working under for the next few years. We’re conducting lots of stakeholder engagement with residents and businesses, environmental groups and the Long Beach Area Chamber of Commerce.” ■



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5. Put all glass bottles and jars in your purple cart so they can be recycled into new glass containers.



6. Did you know: tin cans are recycled into car parts and bicycles! Put tin cans in your purple recycling cart.



7. When it comes to recycling glass, don't put mirrors, drinking glasses or ceramics in your purple cart.



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9. Flimsy or food-stained paper napkins, towels and plates are not good for making into new paper, so trash them instead.



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As part of the renaissance occurring in North Long Beach, construction is underway on a new community center at Houghton Park. Pictured from left: Shawna Stevens, chief of staff; Jessica Estrada, legislative aid; Brent McCloud, field representative; Vice Mayor and 9th District Councilmember Rex Richardson; Samira Foy, communications specialist; Keyona Montgomery, legislative aid intern; and Alyssa Gutierrez, policy director. (Photograph by the Business Journal's Anne Artley)

Shattering Stereotypes: Transforming North Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The past several years have seen Long Beach's renaissance begin to touch the city's northernmost neighborhoods. From the openings of the \$10 million Fire Station 12 in 2013 and the 24,655-square-foot Michelle Obama Library in 2016, to the current construction on the Houghton Park Community Center, North Long Beach is being revitalized, and there are no signs of momentum slowing down.

"The Atlantic Avenue corridor has been transforming across the city for years and now it's just time for North Long Beach to have its share," Vice Mayor and 9th District Councilmember Rex Richardson said. "We're already seeing North Long Beach become more and more economically viable and contribute more to the city's bottom line."

Homeownership in the northern part of the city is strong, with a median income of about \$63,000 per year and a poverty rate under 10%, Richardson said. Based upon these figures from the United States Census Bureau, he noted that the demographics and reality of North Long Beach today do not match its long-standing stigma as a poor, crime-ridden and desolate area.

"Part of the stigma with North Long Beach is there is a line of demarcation north of the railroad tracks at Del Amo Boulevard," 8th District Councilmember Al Austin said. "What I have worked to do and continue to work to do is bridge the communities and make them one. Make it so North Long Beach isn't seen as less than Bixby Knolls or any other area."

Planned developments by Frontier Real Estate Investments, LAB Holding LLC and Westland Real Estate Group along the Atlantic Avenue corridor will see millions of dollars invested into the area in the hopes of fulfilling restaurant, retail and service needs long scarce in North Long Beach. Austin said these projects will complement the great community that already exists in the area, while also attracting new residents and visitors.

Providing residents with retail and restaurants near their homes will naturally increase foot traffic and walkability in the area, Austin explained. He noted that some of the properties purchased by the LAB have been vacant for over five years. Filling in these holes will be a catalyst for additional investment and development, he added. The three devel-

opments promote community interaction and connection by featuring ample communal space for residents to gather, eat, drink and socialize.

To promote positivity and safety in the area, Richardson said activation and engagement are key, noting the new farmers market at Houghton Park, the Uptown Jazz Festival, the Veterans Day Parade and other large-scale North Long Beach community events.

Richardson said the services and amenities new developments bring will make the community whole and that further enhancements can be made from there to create a safe and thriving North Long Beach. To complement the developments and ensure a common theme along the corridors, the city applied for and was awarded grants for streetscape improvements, including around \$15 million for Artesia Boulevard.

"More than anything we are seeking to get a consistent theme with bulb-outs, street furniture and lighting. Things of that nature," Austin said. "The transformation can't come soon enough. We certainly are not resting on our laurels; we want to make sure we get these projects across the finish line because the North Long Beach community sorely deserves them."

In addition to public and private investments in properties and streetscapes, Uptown Business Improvement District Executive Director Tasha Hunter said there has been a successful push for increased security and improved relations between the community and police. Bixby Knolls-based C.S.I. Patrol Services Inc. patrols North Long Beach regularly, she said. Many of C.S.I.'s employees live in the area, which means they have a better understanding of the issues, which makes them more effective, Hunter explained.

"What will definitely work even better is activating a lot of these empty storefronts. Once these new developments come in, they automatically serve as extra eyes on the streets," Hunter said. "When there is engagement and activity and people eating out, statistics show there tends to be less crime."

The business improvement district (BID) hosts monthly security meetings during which businesses and residents receive updates from C.S.I. and the Long Beach Police Department. The meetings are also an opportunity for people to voice concerns and opinions related to safety in the area.

When looking at the success of the Downtown Long Beach and how far the area has come, Hunter said she is excited to see Uptown moving in the same direction. There has been a steady increase in people's interest to buy property, develop land and open businesses in North Long Beach, she explained, noting that the area is starting to be seen as more of a destination because of its potential.

"All of this together is really a case study of urban revitalization. It's all about economic inclusion, which is making sure every part of our town is economically viable and playing



Through city and business improvement district (BID) efforts, North Long Beach is entering a time of transition for the better. Uptown BID Executive Director Tasha Hunter and 8th District Councilmember Al Austin are pictured in front of the 24,655-square-foot Michelle Obama Neighborhood Library on Atlantic Avenue, which is the city's most advanced library branch. (Photograph by the Business Journal's Pat Flynn)

to the strengths of those communities," Richardson said. "There is a certain experience you can get in each of our neighborhoods that is distinct and different, and [these] are strengths we should continue to highlight. There's sort of a movement to activate and engage North Long Beach. If it can happen here, it can happen anywhere." ■

The LAB To "Canvas" North Long Beach With Maker Culture

■ By **BRANDON RICHARDSON**
SENIOR WRITER

For the last 25 years, LAB Holding LLC has been creating cultural retail and dining hubs in Southern California, including The LAB Anti-Mall, Anaheim Packing District and The CAMP, an eco-retail campus. In all, the organization has developed and continues to manage 42 unique projects. The LAB is preparing for its first foray into Long Beach with its development of 59 parcels spread out along the Atlantic Avenue corridor, collectively and tentatively named Canvas.

"I think any area that is attracting the creative culture and people who are free enough to get creative and experiment is for us," LAB Holding Founder Shaheen Sadeghi said. "I think areas that haven't disregarded their youth and creative cultures are very exciting. We like Long Beach because there is that culture there and it seems to be getting stronger."

An economic divide has cut off certain communities from amenities such as a variety of dining options, local coffee shops and breweries, and other artisans, Sadeghi explained. The LAB's philosophy is that everyone is "cool" and that economic status and the neighborhoods they live in should not limit them from enjoying these types of amenities. Overlooked and neglected areas have a richness that can be brought out through the right investments to bring a cool project to cool people, he added.

LAB is an acronym for "Little American Business." It was founded to promote localization, personalization and customization in its projects, as opposed to what Sadeghi described as the typical homogenized developments that usually have the same national tenants.

"The products that these neglected neighborhoods want are the same products that everyone else wants. They don't want another national chain like Subway. It's not that Subway is bad, but [residents] are looking for localization," Sadeghi said. "What that says is that all of these neighborhoods are looking to develop and promote their own community, their own commune."

Aside from introducing more localized dining concepts, Sadeghi said he hopes to

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Shaheen Sadeghi, founder of LAB Holding, said the company's North Long Beach development, tentatively named Canvas, will bring maker culture and artisans to the area. (Photograph by the Business Journal's Brandon Richardson)



One of the main focuses of LAB Holding’s development plan for 59 parcels in North Long Beach is to create community spaces by recessing existing storefronts along the Atlantic Avenue corridor and incorporating seating and landscaping. (Rendering courtesy of LAB Holding)

(Continued From Page 21)

fill space at Canvas with an independent coffee shop, a pub or brewery, and goods makers. The creative maker culture – furniture craftsmen, apparel makers, leather workers and artists, for example – is a primary target for Canvas, Sadeghi explained. These maker businesses could use their space to create their goods and then sell them right out of their workspaces.

The current topography of Atlantic Avenue is not an environment that encourages socializing and coming together as a community, Sadeghi said, noting the area’s narrow sidewalks. To create a more connected community, many buildings in the upcoming development will have recessed storefronts for people to hang out, bump into friends and have conversations while enjoying food and drinks or perusing goods.

The LAB is known for preserving buildings at its development sites because old structures represent an area’s history and tell a story, Sadeghi explained. In the case of North Long Beach, he said that some of the nine existing structures the company purchased have interesting architectural elements that the firm will work to preserve. However, he described the remaining buildings as flat and having little detail. He said these buildings and the vacant lots are where “front yard” type areas will be developed.

“My hope is that surrounding property owners and the neighborhood will invest in the area once they see the potential of this next generation of what the community can look like,” Sadeghi said. “I’m hoping they feel pride in the community and they do some cool things.”

While Sadeghi described the architecture and design of the project as the hardware, he said the software is the various programming that will be introduced over time. He explained that the LAB has a community development team for each of its projects that puts together art and music shows, develops vegetable gardens, offers free workshops and yoga classes, and a number of other activities to engage residents.

The LAB is currently in the middle of the permitting process with the city for Canvas, which will open in phases

over the next three years. The adaptive reuse properties could begin opening as soon as summer of next year, Sadeghi explained, while new construction sites could take anywhere between two and three years. One factor that could impact the project timeline is if the city requires additional work from the LAB such as traffic and parking studies. Whatever the timeline, Sadeghi said, the organization is here for the long haul.

“We are prepared to pick up other pieces and continue to invest in North Long Beach. We have never sold anything in our 25 years. We continue to operate our own products,” Sadeghi said. “These are long-term projects for us and they continue to evolve. The whole thing comes along organically, it’s not just some instant neighborhood. Those instant neighborhoods look fake, they lose authenticity. I like this slow process of having the neighborhood come up.” ■

Uptown Commons To Bring Amenities To Underserved North Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The northeast corner of Atlantic Avenue and Artesia Boulevard has been an empty dirt field for years but will soon be transformed to bring additional amenities to Long Beach’s northernmost communities. Frontier Real Estate Group is putting the final touches on the designs for its first North Long Beach project, Uptown Commons, to be built on the 2.14-acre lot.

“We’ve tracked this site for a long time. We believed in the intersection and the potential of the area,” Frontier Vice President of Acquisitions Tom Carpenter said. “The city was helpful in the sense that they provided a list of different voids in the area [and] a list of uses they thought would be a good fit.”

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Poised to redefine the intersection at Atlantic Avenue and Artesia Boulevard, the development dubbed Uptown Commons will consist of about 12,000 square feet of restaurant and commercial space. The project will be anchored by a bank, a sit-down restaurant and a coffee shop. (Rendering courtesy of Frontier Real Estate Investment)



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Newport Beach-based Frontier Real Estate Investments is developing Uptown Commons on the northwest corner of Atlantic Avenue and Artesia Boulevard. Frontier President Tom Carpenter, left, is pictured with Frontier Leasing Representative Hunter Lassos at the project's future site. (Photograph by the Business Journal's Pat Flynn)

(Continued From Page 22)

Through community outreach, city officials gained insight on the types of amenities North Long Beach residents wanted and needed in their communities. This input is informing the decisions being made by Frontier, Carpenter said. While the other corners at the intersection are anchored by fast food giants including McDonald's, Carl's Jr. and Subway, Uptown Commons' three main target tenants include a national coffee shop, sit-down restaurant and bank.

Leases are being finalized for a majority of the space at the \$2.1 million center, Carpenter said, adding that none are far enough along to be announced. Frontier has been working closely with these tenants to ensure the project meets all their requirements. Once the tenant mix is set, the site plan can be finalized.

"We're actually in the middle of some pretty large changes. Some of the buildings moved around on the site," Carpenter said. "In this latest round, we've really put an emphasis on orienting everything so the corner . . . is more inviting when people are walking along the street. That is something the city has always pushed for."

Currently, designs feature roughly 12,000 square feet of building space, including a 2,000-square-foot coffee shop, a 3,000-square-foot bank and 7,000 square feet of restaurant space. Most of the restaurant space will be utilized by a sit-down concept, however, Carpenter noted that residual restaurant space could be used for fast-casual dining.

The cornerstone of the project – literally and figuratively – is its inclusion of outdoor community gathering space for residents to eat, drink and socialize. The communal space will be located directly on the corner of the intersection and include seating areas that can service restaurant and coffee shop patrons.

"A focus on patio and outdoor dining areas is something we have always talked about doing," Carpenter said. "We have spent a lot of time refining how it looks and works for the tenants on site and making sure it's a place that's open and welcoming for pedestrians and students."

With two more major developments planned in North Long Beach along the Atlantic Avenue corridor by the LAB Holding LLC and Westland Real Estate Group, Carpenter said he is excited to be a part of the area's renaissance. He explained that the collaboration between the city and developers in North Long Beach will result in a neighborhood that residents will enjoy and be proud of. The success of Frontier's and the other two developments will only breed more investment in the future, which is win-win for everyone involved, he added.

Frontier is currently working with the city to obtain entitlements for the project, Carpenter explained. Once the design and entitlement processes are complete, the final project proposal requires planning commission and city council approval. Carpenter said he expects to break ground on Uptown Commons before the end of the year with an opening anticipated for summer 2019.

"We want to do something special for the area and for the community. We're working hard to attract the types of tenants that will benefit the community. The overwhelming aspect – we feel it on this site – is we are excited to be part of what's taking place in the area. It is pretty unique what the vice mayor and the city are getting done within North Long Beach – they are really making things happen." ■

Developer Hopes 'The Uptown' Acts As A Catalyst For North Long Beach

■ By **BRANDON RICHARDSON**
SENIOR WRITER

North Long Beach has a special place in Westland Real Estate Group President Yanki Greenspan's heart, as it is where his grandfather started the business in 1978. For more than a decade, the Long Beach-based developer and property manager has been pining after the vacant lot on Atlantic Avenue between Harding and 61st streets.

"We've been trying to get this space ever since the city knocked down the old motel that was there once upon a time," Greenspan said. "We thought we could create something really good. We always thought that North Long Beach had a lot of opportunity. There are a lot of homeowners there, a lot of good neighborhoods."

The company has owned Harding Plaza, a retail center on the southwest corner of Harding Street and Atlantic Avenue, for about 20 years and is finally gearing up to integrate the center into its latest development dubbed The Uptown. The \$8.5 million project is expected to break ground this year and open in 2019. Part of Harding Plaza, including a



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The Uptown developer Westland Real Estate Group was established in North Long Beach in 1978 by the grandfather of the company’s current president, Yanki Greenspan. After witnessing the transformation that occurred in the Bixby Knolls area, Greenspan said he believes there is no reason North Long Beach cannot follow suit. (Photograph by the Business Journal’s Brandon Richardson)

(Continued From Page 24)

laundromat, will be demolished to allow for the existing center to be seamlessly tied into the new development.

The new lot is 60,000 square feet and the completed project, including existing structures, will have about 35,000 square feet of building space. Plans also incorporate a heavy focus on outdoor community space. To enhance the outdoor dining and socializing experience, Greenspan said the sidewalks will be extended to increase the buffer zone between traffic and patrons. Parking will be in the rear of the development and will likely include covers topped with solar panels to increase the project’s sustainability and provide shade.

“We’re looking for food, coffee, a brewery and a grocery store – those are the elements we’re trying to bring in,” Greenspan said. “We have a relationship with Long Beach Beer Lab, which is next door to our corporate office, and we are taking them to North



The Uptown, a new retail center on Atlantic Avenue between Harding and 61st streets will have 35,000 square feet of building space. The project emphasizes outdoor dining and community gathering areas, and will be home to a Long Beach Beer Lab, Burgerim, a coffee shop and other restaurants and retailers. (Renderings courtesy of Westland Real Estate Group)



Long Beach. Burgerim signed a lease at the center [its second Long Beach location] and we’re pretty close on the coffee and grocery right now.”

Smaller, local tenants are easier to work with on projects like The Uptown because they are willing to take risks that large corporations often would not, Greenspan said. Whereas corporations look for busy street corners, local entrepreneurs are more likely to embrace midblock locations within a community, he explained. Besides past success with smaller businesses, the company surveyed the community and the results were overwhelmingly in favor of localized businesses rather than large chains.

Current Harding Plaza tenants that will remain in the new project include Bionicos Del Chavo, Boost Mobile, Capital Postal, Jaylan Nails, Louisiana King Fish, 7-Eleven and WaBa Grill. These tenants will have some leeway when it comes to design standards; however, new tenants will have strict design standards because one goal of the project is to raise the architectural standards of the area, Greenspan explained.

Long Beach-based architecture firm Studio One Eleven created the initial designs for the project, which is meant to give the entire city block a cohesive, modern-

industrial aesthetic, Greenspan said. Design elements include the use of concrete and wood, as well as corrugated steel made to look like shipping containers.

“It takes a visionary, and I think Vice Mayor Rex Richardson has a vision for what a full-block development means to the community, whereas before it was decided more by bureaucrats who didn’t have a vision,” Greenspan said. “Vice Mayor Richardson has been aggressive in making sure we do the full-block development as a cohesive project. He’s also pushing on the design standards and the tenant mix. He’s been pushing very hard to make this happen.”

North Long Beach is combating a reputation as an area that suffers from high crime rates. Greenspan said those reputations develop when neighborhoods are neglected for too long; empty storefronts and vacant lots invite vagrants and unsavory social elements. However, he explained that investments and developments such as The Uptown and other projects by LAB Holding LLC and Frontier Real Estate Investments along the Atlantic Avenue corridor will act as a catalyst for more improvements in the already-improving area.

Greenspan recounted growing up in the Bixby Knolls area, saying that he had been robbed at gunpoint on the corner of Carson Street and Atlantic Avenue when he was 11 years old. Today, that intersection is unrecognizable when compared to his past, he noted. The shift for Bixby Knolls into a popular shopping and dining neighborhood was gradual, like the evolution of downtown, Greenspan said, adding that it is North Long Beach’s turn to go through a similar transformation.

“The more we can create community space, improve walkability and get homeowners walking out to the street and investing in the business corridor, the more we can improve the neighborhood,” Greenspan said. “That’s what they want – a place where they can go and hang out for the afternoon, grab a coffee, grab a beer and easily shop. They will use it. We have seen it happen in Bixby Knolls. There is no reason North Long Beach can’t be the same.” ■

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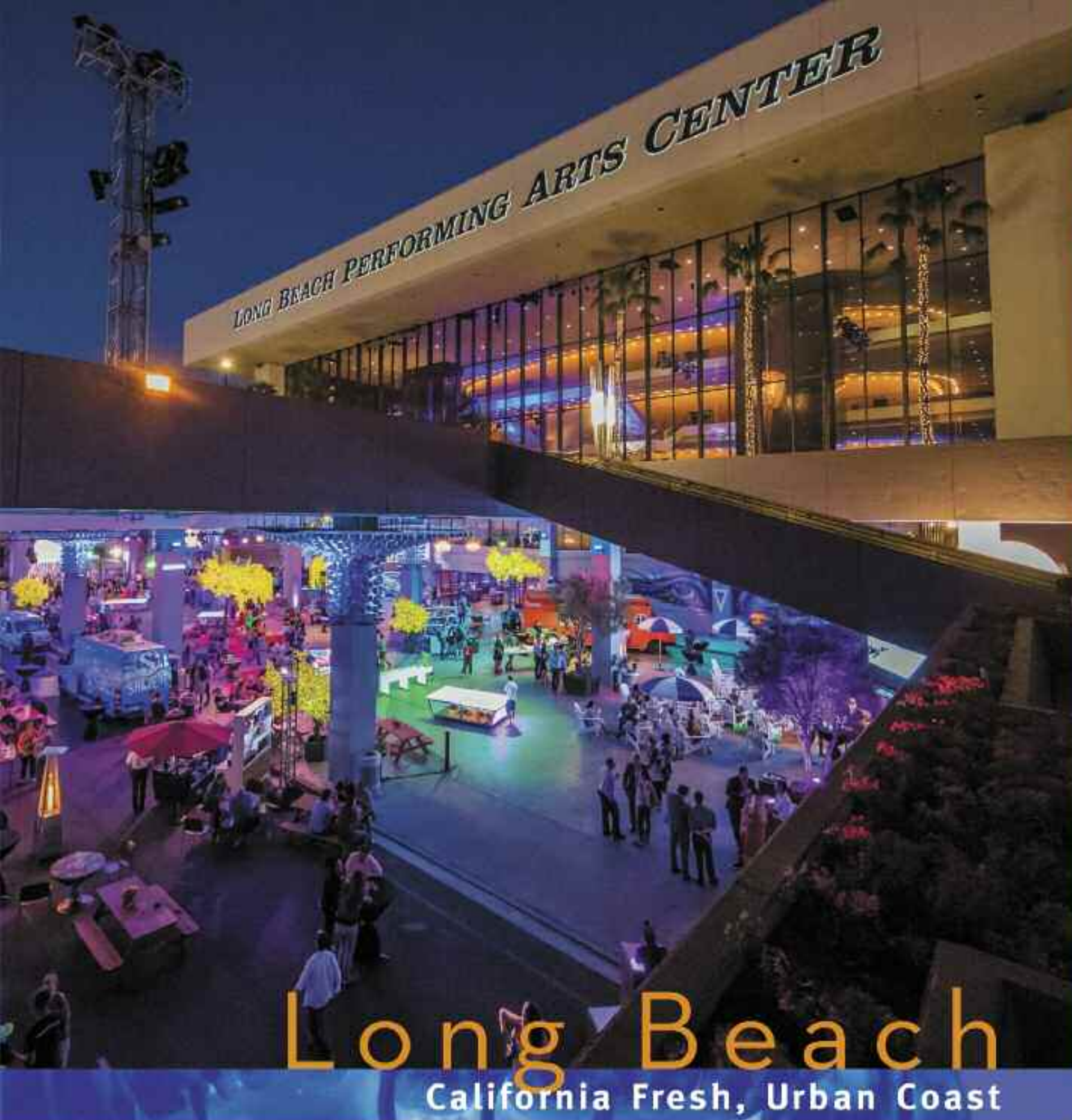
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The Hangar will open around September at Burnham-Ward Properties’ Long Beach Exchange near the corner of Lakewood Boulevard and Carson Street. As the focal point of the retail center, The Hangar will be home to 14 local food and retail vendors. The space will also host community events. (Rendering courtesy of Burnham-Ward Properties)

Restaurants And Experiences Are Taking Over Retail

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The way people shop and consume is an ever-shifting environment. In the United States, Main Streets took a big hit in the mid-1950s when mall culture was born. Malls and large shopping centers were bolstered in the early 1960s when big-box stores entered the scene. Today, malls and big-box stores are feeling the pressure with the drastic increase of Internet shopping.

“People can find a lot of products online for cheaper. They are becoming comfortable enough that they are going into stores, trying stuff on, then going online, waiting a few days and paying a lot less,” Joshua Cool, president, owner and design director of Long Beach-based Innovation & Design In Architecture (IDA), a firm specializing in branding and concept development, said. “The old retailers that don’t have the online presence are now losing that sale because there is no reason to buy it in the store.”

The online shopping boom has forced businesses to rethink their brick-and-mortar stores and how they are utilizing space. Cool said that many retailers, particularly those with a focus on apparel, will begin to expand their offerings to services such as makeup application, nails and other experiences to draw in customers.

Stores such as Best Buy will not get phased out because people still need to experience technology before they buy it, Cool explained; however, they will likely shrink their footprints and carry fewer units. The retail model of showcasing items, educating customers and allowing them to use the product is most observable at

Apple Stores, he noted. Interactive displays, in-store audience education formats and lounge-type environments are going to be utilized more and more, he added.

The reverse is true of online retailers and their attempts at connecting with new customers, Cool said. In order to allow customers to try on or test items before purchasing, he explained that previously online-only retailers are opening small, experiential stores in major metropolitan areas. In these stores, retailers will often not stock items for in-store sales but will customize and deliver them to customers at a later time.

“There are certain retailers that will start to infill in place of the past retailers that were prevalent,” Cool said. “In malls today, you’ll notice that many retailers are starting to leave and we are now doing restaurants in those spaces. The mix between retail and restaurants in malls is completely changing.”

The team at IDA is doing 80% restaurant work, according to Cool, a complete flip from 10 years ago. He noted that speed to market has increased from four or five new concepts per year, to multiple new concepts per month. Inside restaurants, impacted

seating is being replaced by bar and lounge space to enhance the dining experience. Beer, wine and liquor are also more prevalent at restaurants than in the past, Cool added.

Along with the increasing emphasis on food and beverages, communal space for patrons to eat, drink and socialize is becoming popular, according to Michael Bohn, senior principal and design director at Studio One Eleven. The architecture firm recently designed two parklets near the corner of 4th Street and Pine Avenue at The Streets in Downtown Long Beach.

While parklets themselves are not a brand-new concept, Bohn said that in the past they have been paid for and utilized by a single business. However, these two new parklets will each be shared by several eateries and were paid for by Shooshani Developers, the owner and operator of The Streets. Studio One Eleven is designing another Pine Avenue parklet that will be in front of Groundwork Fitness for workout uses, making it the first training parklet in the country, Bohn said.

Another development trend pushing the idea



Table 301, a restaurant preparing to open in Downtown Long Beach, features a sunken bar to create a more experiential dining atmosphere, according to Joshua Cool, president, owner and design director of Long Beach-based Innovation & Design In Architecture (IDA). Pictured from left: Kellen Spafford, senior design manager for IDA; Dave Solzman, general manager of Table 301; and Cool. (Photograph by the Business Journal’s Anne Artley)



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Building A Better Long Beach



Restaurant parklets in the past have been paid for and utilized by a single operator, according to Michael Bohn, senior principal and design director at Long Beach-based Studio One Eleven. However, the Studio One Eleven-designed parklets on Pine Avenue (pictured) and 4th Street were paid for by The Streets' owner and developer, Shooshani Developers, and will be utilized by multiple eateries. (Photograph by the Business Journal's Pat Flynn)

(Continued From Page 30)

of communal space is the rise of food hall-style projects. SteelCraft, an outdoor food court made from shipping containers, opened on the southeast corner of Atlantic Avenue and East Bixby Road in January of last year.

"As soon as it was finished, other cities saw how successful it was and went to the operator, saying they wanted one in their downtown," Bohn said. "What draws you there and allows you to stay there for a while is that the project is designed in such a way that it creates a sort of community living room and the operators have . . . programmed events that are cultural or arts related so that it's more than just going there to eat."

While Studio One Eleven did not design the Long Beach SteelCraft location, the firm did design its second and third developments in Bellflower and Garden Grove. The new SteelCraft locations will be larger than the first, Bohn said. These sorts of communal projects are and will continue to be a means to revitalize Main Street retail now that malls and big-box stores are struggling, he added.

Even when it comes to large-scale retail center developments, the trend for communal space centered around food and beverage is being emphasized, as is seen in Burnham-Ward Properties' Long Beach Exchange (LBX). While several businesses are already open at the southwest corner of Lakewood Boulevard and Carson Street, completion of the project's focal point is still several months out — a large, indoor space with common seating, dubbed The Hangar, which will include 14 small, local vendors who will sell food, beverages and goods.

"The idea is that food is a catalyst for bringing people together. It's one of the things that technology can't really take from us — that innate desire to commune," Burnham-Ward Partner Bryon Ward said. "Food is the best way we know to do that. And it's really that fast casual food experience that is doing the best. That is exactly the category group that lives in these types of projects."

In 2016, for the first time, away-from-home food sales exceeded at-home food sales, Ward said. When developing malls and retail centers, food used to be a very small

component; however, today it can comprise upward of 30% of a project, he noted. This shift has also led grocery stores to change their business models, which includes an increase in more prepared food options and even partnerships with outside food vendors. The driving force behind this trend is the Millennial generation and the rise of foodie culture, Ward said.

At the city's other large retail development, 2nd & PCH, food and grocery are also a focus, according to developer Jean Paul Wardy, president of CenterCal Properties LLC. In tandem with the rise in foodie culture, Wardy said people are busier and more health conscious.

"Food offerings are becoming healthier. Ten years ago, we didn't have as many high-quality restaurants that were healthy and convenient," Wardy said. "Also, if you look at a typical person's life nowadays, everyone is busier and people are eating out a lot more than they have historically."

Aside from tenant mix, Wardy said developers are rethinking how space is utilized at retail centers. In the past, developers would maximize leasable area to generate more revenue, but open space is becoming an important feature to attract customers from surrounding communities. Wardy said the design of 2nd & PCH was meant to encourage visitors to stay for the day to enjoy food, shopping and the outdoor common areas with water features and views of Alamitos Bay.

A similar thought process went into the design of LBX, Ward explained. "At LBX, we did not have to provide the amount of open space, green space and people space that we did. That was elective on our part," Ward said. "Philosophically, we need to make room for those kinds of spaces because that is what provides the experience that most people desperately want.

"We're kind of working with a proven ancient model where a central market is a focal point of a community," Ward added. "This is where people gather, not just to buy food, but for entertainment, cultural events, wine tastings, farmers markets and ways to experience the arts." ■

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Long Beach Industry Snapshots

■ By **SAMANTHA MEHLINGER**
EDITOR

The economy of the City of Long Beach is driven by a diversity of industries, some with roots to the earliest days of the city’s history and others that have blossomed more recently. The city’s economic strength and viability has been bolstered by the variety of its industries; when one slows, another is there to pick up the slack.

Major employers in the City of Long Beach include businesses and organizations in the hospitality and tourism, health care, aviation and aerospace, financial services, technology and oil sectors.

Perhaps the greatest single driver of economic activity in the city and greater region is the Port of Long Beach, which, combined with its neighboring Port of Los Angeles, is responsible for processing about 39% of the country’s maritime international trade. The port supports businesses in the trade, logistics and real estate sectors, including trucking firms, customs brokers and freight forwarders, shipping lines, warehouses and other enterprises.

Following is a more detailed glimpse into Long Beach’s industries.

Aviation And Aerospace

The history of aviation and aerospace runs strong in Long Beach, where, despite the end of its era of commercial and military airplane manufacturing, the industry continues to thrive in other ways.

Long Beach’s deep roots in aviation and aerospace manufacturing began with the opening of Douglas Aircraft Co.’s World War II manufacturing plant, which played a major role in delivering aircraft such as the C-47 Skytrains, SBD dive bombers, C-54 transports, A-20 and A-26 attack bombers and other military planes. Peak wartime employment was 160,000.

City Nearing Release Of Draft Plan For Former C-17 Site

■ By **SAMANTHA MEHLINGER**
EDITOR

With the end of Boeing’s C-17 Globemaster III manufacturing program in Long Beach in 2015, the city lost a significant source of employment as well as a major tenant for the Long Beach Airport. The City of Long Beach is about one-third of the way through the process of creating a specific plan for the site and surrounding commercial corridors with the goal of incentivizing additional investment and encouraging reuse of currently underutilized structures, according to Linda Tatum, director of Long Beach Development Services (LBDS).

“It’s a planning process that is being built around the reuse of the former Boeing C-17 aircraft manufacturing properties, but we’ve expanded it along the Cherry Avenue corridor to pick up some other industrial and commercial properties that could benefit from some special attention,” Tatum explained. The rough boundaries of the area included in the new plan will be Carson Street to the north, Spring Street to the south, Redondo Avenue to the east and Orange Avenue to the west.

“We generally look for opportunity sites. Opportunity sites are areas where there are either vacant properties or properties that are underutilized, or are in need of potential reinvestment,” Tatum said of why certain areas were chosen to incorporate into the specific plan.

The purpose of creating a plan to guide

In 1967, Douglas Aircraft merged with McDonnell Aircraft Corp to become McDonnell Douglas, a company that continued to expand its footprint adjacent to the Long Beach Airport, shifting its focus to the development of commercial airliners. Boeing merged with the firm in 1997 and, in the intervening years, has ceased manufacturing aircraft in Long Beach. The last aircraft to be manufactured in Long Beach was the C-17 Globemaster III, which stopped production in 2015.

Much of the land formerly occupied by Boeing – which still maintains commercial airplane engineering and C-17 support services in Long Beach – and its predecessors now makes up Douglas Park, a more-than-200-acre business park. Some of the largest firms located in Douglas Park continue the legacy of aerospace and aviation in the city.

Virgin Orbit, a firm within the Virgin Group of companies, recently expanded its headquarters at Douglas Park by taking up a second building. The aerospace firm has developed a system in which small satellites are launched from a rocket attached to a Boeing 747. The Long Beach facility houses the majority of operations affiliated with the program, including the design, manufacturing and testing of the rocket system. Some testing also occurs in the Mojave Desert. About 400 people are employed at the Douglas Park plant.

Other aviation and aerospace firms at Douglas Park include Rubbercraft, a manufacturer of elastomeric parts for commercial and military aerospace and defense purposes, and Shimadzu Precision Instruments, an aircraft equipment manufacturer and parts supplier.

Gulfstream Aerospace Corporation employs more than 800 people at the firm’s Long Beach Airport facilities, which are mainly dedicated to outfitting the new Gulfstream G650 and G650ER jets. The firm is also hoping to expand its presence with new development at the airport and has submitted a proposal to the City of Long Beach to do just that. Both Gulfstream and Ross Aviation, a corporate aviation company with operations at the airport, have submitted proposals to expand into the former manufacturing site for the C-17. An airport spokesperson said that a notice of intent to award contracts for both

(Please Continue To Page 36)

land use in the area is to encourage the city’s desired development types under regulations that ensure a high-quality end result compatible with surrounding areas, according to Tatum. “This provides certainty for the development community in terms of knowing what the city’s aspirations are for those properties over the long term,” she said.

The first phase of creating the plan involved assessing existing conditions in the area, according to Tatum. LBDS staff conducted this work in-house with the assistance of an outside land use consulting team made up of planners, economists, urban designers and experts in infrastructure and traffic patterns.

The city has already held a number of meetings for community feedback on the future plan. “We went out to the community to say, ‘What are your preliminary thoughts about what kind of land uses, activities and amenities you would like to see?’” Tatum explained.

The city is entering the second phase of the document development process, which involves preparing a draft land use plan. Tatum said a draft will be revealed at a community meeting to be held in late June.

The third phase of the project will entail state and federal environmental review processes. The city is required to conduct an environmental impact report process

under state law and must concurrently undergo a similar procedure for the federal government because federal funds were received for the initiative, according to Tatum. “That will be the third phase, and that will kick off I’m going to say at the end of the summer after we’ve refined a plan,” she said.

Tatum said the plan is likely to include zoning for “neo-industrial uses,” which are a mix of light industrial buildings, business parks, research facilities and other similar properties. “That will of course be very consistent with what’s already there,” she noted. ■



Linda Tatum, the new director of Long Beach Development Services, said that the draft specific plan for the C-17 corridor should be released at a community meeting sometime in June. The corridor primarily includes light industrial areas surrounding the former manufacturing site for Boeing’s C-17 Globemaster III. (Photograph by the Business Journal’s Pat Flynn)



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(Continued From Page 34)

expansions has been issued, and that Ross’s proposal will likely go to the city council for consideration this summer.

Among the aerospace companies located adjacent to the Long Beach Airport is Dasco Engineering Manufacturing, which opened a facility just south of the airport in 2013. The company, which manufactures parts for commercial and military aircraft as well as spacecraft, recently purchased another building in Long Beach and plans to hire more employees, according to Terry Rogers, Dasco’s vice president of operations.

The Long Beach Airport continues to provide daily commercial airline service to various destinations throughout the U.S. on major airlines such as JetBlue Airways, Southwest

Airlines, Alaska Airlines and Hawaiian Airlines, the airport’s newest commercial addition. Total passenger traffic increased by 9.5% in the first four months of 2018 compared to the same period last year.

The airport continues to rack up accolades for its passenger terminal and service, but management is not resting on the airport’s laurels. Major improvements to the arrival terminal are slated to begin this year, including to the baggage claim and inspection facilities and the ticketing lobby. Subsequent work will include rehabilitation of the historic terminal, relocation of the rental car service area and more.

Many general and corporate aviation companies and flying schools also operate at

(Please Continue To Page 38)

International Trade And The Port Of Long Beach

■ By **SAMANTHA MEHLINGER**
EDITOR

The Port of Long Beach and the trade-related industries it supports employ approximately 30,000 people within the City of Long Beach. With more than \$180 billion in goods passing through the port each year, trade-related companies tasked with moving, tracking and ultimately selling these goods support about 316,000 workers in the Southern California region and about 1.4 million jobs nationwide, according to the port.

The Port of Long Beach is on track to surpass 2017, its best year ever for cargo throughput. Overall cargo volumes through the port increased by more than 17% through the first four months of 2018.

“We are on track to have the busiest year in our 107-year history, following up on our record result last year,” Mario Cordero, the port’s executive director, told the Business Journal. “The Port of Long Beach is not only the economic engine of this city, it’s a conduit for commerce for the nation and a vital trade link between the United States and China, the world’s two largest economies.”

Industries supported by international trade coming through the port include trucking, rail, customs and freight forwarding, warehousing, longshore labor, retail and other sectors. Operations within the port complex directly support as many as 16,000 jobs within the trucking industry alone, according to Weston LaBar, executive director of the Harbor Trucking Association.

Many companies base their operations in Long Beach due to its proximity to the harbor. Mercedes-Benz USA, for example, moved its western region offices, training facility and vehicle preparation center to Douglas Park in 2015 in part because its vehicles are shipped through the port. The cars are hauled to the Douglas Park facility where they undergo preparation for sale at dealerships throughout the Western United States.

There are 22 container and bulk cargo terminals within the Port of Long Beach. Its two largest container terminals are Total Terminals International, owned by Mediterranean Shipping Company, and Long Beach Container Terminal, owned by Orient Overseas Carrier Line.

The port has invested more than \$4 billion into major capital improvement projects to improve its infrastructure and ensure its competitive edge in the future. One of its largest undertakings is the construction of a new cable-stayed bridge to replace the existing Gerald Desmond Bridge, which spans the entrance to the port’s inner harbor. Upon completion in 2019, the bridge will be the tallest structure in the City of Long Beach, with six lanes of traffic and a higher clearance for larger ships to pass beneath. Construction workers recently strung the first cable of the bridge, and the structure’s main span has begun to be moved into place.

The third phase of the redevelopment of Long Beach Container Terminal (LBCT) within the port’s middle harbor is currently underway, with an expected completion set for 2020. The project involves combining two aging terminals into one, installing electrified automatic equipment and constructing new buildings for LBCT. The first two phases of the project are operational, with some of the world’s largest, zero-emission cranes now daily moving cargo from ships to shore.

The port is also investing \$1 billion in its rail infrastructure, with a major project planned to expand on-dock rail facilities at Pier B in the works, among other initiatives meant to transfer more goods movement from trucks to rail. These investments are a part of the port’s commitment to increase goods movement efficiency while reducing emissions.

Through its capital improvement projects, the port supports thousands of construction jobs. Several engineering firms retain operations in the area and work frequently with the port on these projects, including Long Beach-based P2S Engineering and Moffatt & Nichol.

Worldwide, the Port of Long Beach is known as “The Green Port” due to its comprehensive programs and initiatives aimed at improving air and water quality. Both the Port of Long Beach and the Port of Los Angeles have begun implementing the latest iteration of their joint Clean Air Action Plan, which calls for conversion of on-dock equipment to zero emissions by 2030 and conversion of trucks to zero emissions by 2035. ■



When the redevelopment of Long Beach Container Terminal, pictured, is completed in 2020, the terminal alone will be able to handle 3.3 million twenty-foot equivalent units of cargo annually. If the terminal were itself a port, this figure would rank it as the nation’s fourth busiest port. (Photograph courtesy of the Port of Long Beach)

HEALTHCARE INDUSTRY QUARTERLY

Editorial To Include

- How Genetic Medicine Is Revolutionizing Health Care
- Alzheimer's And Brain Awareness Month:
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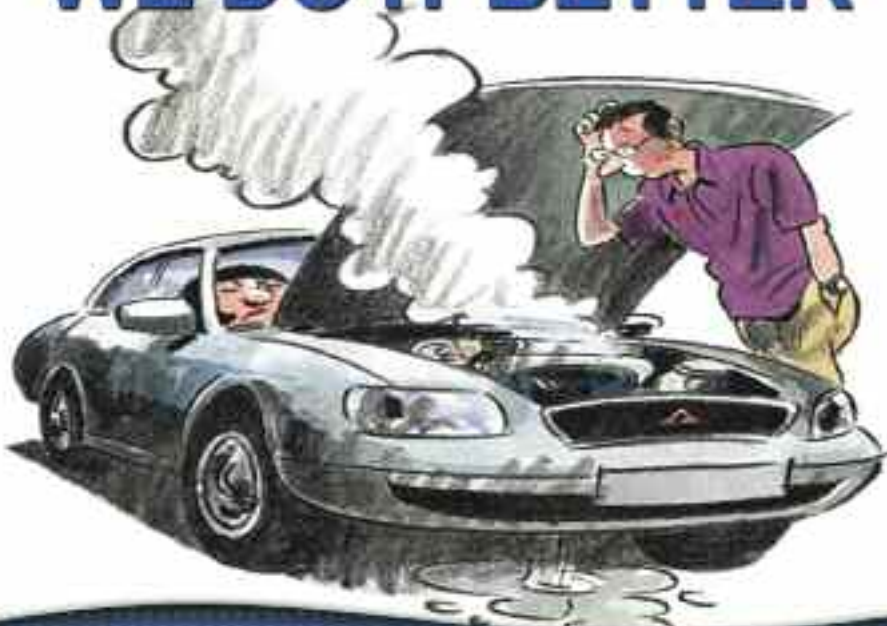


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(Continued From Page 36)

the Long Beach Airport, including Aeroplex/Aerolease Corporation, JFI Jet Center, Flight Safety International, Long Beach Flying Club & Academy and others.

Financial Services

Long Beach is home to an abundance of financial services institutions, some with a long history in the city. City residents, visitors and business owners have access to nearly every major and mid-sized bank in the Western United States, as well as a wide range of accounting, insurance, wealth management planning and other types of financial firms.

Two banks were founded and remain headquartered in Long Beach: International City Bank (ICB) and Farmers & Merchants Bank. ICB, established in 1984, is focused on financial products and services for businesses. The bank employs 31 people at its Long Beach headquarters and also operates a branch in Irvine. It has been ranked among the Top 100 U.S. banks with less than \$1 billion in assets for the past two years.

Farmers & Merchants Bank was founded in Long Beach in 1907 by C.J. Walker. Its corporate offices remain in the historic building on Pine Avenue that has served as the bank’s headquarters since the structure was completed in 1923. F&M has remained within the Walker family for more than a century and has become known as one of the strongest banks in California, with more than 24 branches throughout Los Angeles and Orange Counties, including six in Long Beach, and with more than \$7 billion in assets.

F&M has an A+ rating with the Better Business Bureau and has received five-star ratings from Bankrate and BauerFinancial for strong compliance, consistent quality financial management, and safety and soundness. The bank employs 253 people in Long Beach.

Beyond these Long Beach-based institutions, there is no shortage of banking opportunities in the area. Wells Fargo has perhaps the largest presence in the city with 10 branches, a downtown office and 412 employees. The company’s offices at 111 W. Ocean Blvd. include wholesale banking, wealth management, treasury management, corporate finance and risk, community banking, mortgage and human resources operations. There are also Wells Fargo-affiliated financial firms in the area, including a Wells Fargo Advisors office located on Pacific Coast Highway.

Other banks and credit unions in the city include: First Bank, Chase Bank, Comerica Bank, City National Bank, Bank of America, OneWest Bank, Bank of the West, Citibank, U.S. Bank, Banc of California, United Business Bank, Union Bank, Luther Burbank Savings, California Bank & Trust, VA Desert Pacific Credit Union, LBS Financial Credit Union and others.

Long Beach is also home to a spectrum of financial services companies, including certified public accountants, stock brokers, retirement planners, life insurance brokers, small business advisors, and more. Many of these are small independent operators are linked to major firms with national and international presences, while others are offices of major national firms, such as HCVT Certified Public Accountants.

Several financial institutions were founded in Long Beach decades or longer ago, including the city’s oldest financial firm, Kelly Williams Insurance Agency, founded in 1895. Others include Windes, an accounting, tax and business consulting firm founded in 1926, and Halbert Hargrove, a fiduciary investment management firm founded in 1933.

Health Care

With multiple hospitals, two major health plan providers, a Veterans Affairs medical center and a support network of medical providers throughout the city, the health care industry is one of the largest employers in the City of Long Beach.

Of these operations, MemorialCare Health System has the largest footprint in the city, with three hospitals, multiple outpatient and imaging centers, as well as affiliated medical groups. Seaside Health Plan, an affiliate health plan of MemorialCare, is also based in Long Beach.

Exactly 8,635 Long Beach jobs are supported by MemorialCare’s hospitals, outpatient facilities and its Seaside Health Plan, according to Rhoda Weiss, the health system’s spokesperson. These include staff employed directly by MemorialCare as well as affiliated physicians, physician residents and fellows, nursing students and contracted food service employees.

MemorialCare Long Beach Medical Center (LBMC) houses nine institutes of health, including programs focused on heart and vascular care, breast health, joint replacement, strokes, cancer and more. The medical center, which was founded as Seaside Hospital in 1907, also houses an imaging center.

MemorialCare Miller Children’s & Women’s Hospital Long Beach is located adjacent



A doctor at MemorialCare Miller Children’s & Women’s Hospital consults with a nurse about a young patient. According to Nick Schultz, the executive director of the Pacific Gateway Workforce Innovation and Opportunity Network, health care is an expanding industry in Long Beach. He commented that many employers are having difficulty finding a qualified talent pool. (Photograph courtesy of MemorialCare Health System)

to LBMC. It provides special and primary care for children and expectant mothers. About 5,500 babies are born at the hospital each year.

Community Medical Center Long Beach, also operated by MemorialCare, is scheduled to close July 1 due to noncompliance with state seismic requirements. The hospital is on an active fault, and the health system is unable to retrofit it. Many of the hospital’s services and employees are being transferred to MemorialCare Long Beach Medical Center, according to a MemorialCare spokesperson.

The City of Long Beach is actively seeking solutions to retrofit the facility so that it can reopen as a hospital and the emergency room can be maintained for the communities it serves. City management staff are currently engaged with prospective operators.

Located on the outskirts of Downtown Long Beach is another of the city’s major hospitals, St. Mary Medical Center, which employs 1,472 people. The hospital was founded in 1923 by the Sisters of Charity of the Incarnate Word, and it is now run by Dignity Health. The 389-room hospital offers a variety of specialized services, including pediatric and maternal medicine, an HIV/AIDs program, diabetes education, heart care, orthopedic surgery and more. The hospital is in the process of raising funds to expand its emergency room.

A new CAT scan machine with reduced noise and improved detail was recently introduced to the hospital. The scanner, manufactured by Siemens, is “incredibly fast” and will improve the wait times between ER patients, according to a hospital spokesperson. The machine is also capable of scanning bariatric patients who weigh up to 500 pounds.

Molina Healthcare, a provider of Medicaid, Medicare and other government health plans in 15 states, is headquartered in Downtown Long Beach. The firm was founded in 1980 as an affordable health clinic. Molina Healthcare employs more than 3,400 people in Long Beach, where it retains multiple offices.

SCAN Health Plan, a Medicare Advantage Plan, was founded in Long Beach in 1977 and remains headquartered within the city, where it employs 1,080 people. In addition to its health plan, SCAN provides services and support to seniors, disabled adults and their caregivers through its Independence at Home program. It also offers community services in the forms of activity groups for seniors and sensitivity training for senior caregivers. The nonprofit health organization serves more than 195,000 members in 11 California counties, the majority of whom live in Los Angeles County.

Long Beach is also home to a large Veterans Affairs medical facility, the Tibor Rubin VA Medical Center, named after a Korean War veteran and Congressional Medal of Honor recipient. The system employs about 2,200 people and serves more than 50,000 veterans with an array of health care programs. The site, located adjacent to California State University Long Beach, is also home to the Fisher House, a home away from home for family members of veterans undergoing care at the medical facility.

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(Continued From Page 38)

A number of other health care organizations retain offices and operations within the city, including network providers such as HealthCare Partners and Kaiser Permanente, as well as independent medical offices and physician groups.



A speaker addresses a crowd of meeting attendees at the Long Beach Convention & Entertainment Center’s Grand Ballroom. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)

Hospitality And Tourism

The hospitality and tourism industry continues to be one of the strongest drivers of employment and revenue for the City of Long Beach. Last year turned out to be the best ever for tourism in Long Beach, with 7.2 million visitors coming for conventions, meetings, major attractions, festivals and special events, according to the Long Beach Area Convention & Visitors Bureau.

The city’s largest waterfront tourist attractions – the Aquarium of the Pacific and the Queen Mary – are both undergoing major improvements slated to bring even more people through their doors. The Aquarium’s new wing, which will include a 300-seat immersive experience theater as well as an exhibit space, art gallery and orientation area, is well underway with an expected completion in spring 2019. The addition is expected to bump up annual attendance from 1.7 million to about 2 million people.

Across the water, the historic Queen Mary is undergoing extensive rehabilitation work, including a new paint job, restoration of teak decking, and repairs to infrastructure. Once this work is complete, leaseholder Urban Commons intends to upgrade the ship’s hotel rooms and common spaces with an aesthetic that will harken back to the ship’s Art Deco origins. In the meantime, the firm has partnered with Golden Voice to bring a series of concerts and events to the property, such as this summer’s planned “Summertime in the LBC” concert with headliners Snoop Dogg, Ice Cube, The Game and more.

Carnival Cruise Line recently completed a buildout of the dome adjacent to the Queen

Mary, which serves as its terminal. The expanded facility now allows embarkation and debarkation operations to occur simultaneously, an improvement that has enabled the company to replace one of its three Long Beach-based vessels with a larger ship. In late 2019, the firm plans to bring in a brand new cruise ship, the Carnival Panorama, to operate from Long Beach. About 670,000 people are expected to embark on Carnival cruises from Long Beach this year. The Panorama is expected to bring that figure up to about 750,000 visitors next year.

Annual events also continue to bolster the hospitality and tourism industry with a steady, stable stream of attendees each year. Such events include the annual Toyota Grand Prix of Long Beach, the Long Beach Lesbian & Gay Pride Festival and Parade, the JetBlue Long Beach Marathon, the ASICS World Series of Volleyball, the Dew Tour (a skateboarding competition), the Music Tastes Good festival and other annual happenings.

Downtown hotels have been benefiting from strong convention and event business in the city, with most reporting increased average daily room rates and higher-than-ever occupancy rates. Hotels located closer to the airport report that they are benefiting from growing economic activity at Douglas Park, where businesses such as Mercedes-Benz USA, Virgin Orbit and many others regularly bring in business travelers.

There are many lodging options in the city, from small boutique hotels like downtown’s The Varden, to mid-sized hotels like The Hotel Maya, to long-term stay concepts such as the Hampton Inn & Homewood Suites by Hilton Long Beach Airport, to larger top-tier hotels like the Westin Long Beach and Hyatt Regency Long Beach.

Oil

The discovery of oil in Long Beach in 1921 led to a proliferation of oil derricks and industry in the area, memorialized in “Oil!,” a period novel set in Long Beach and Signal Hill by Upton Sinclair, famed author of “The Jungle.” The novel was later adapted to film in 2010’s “There Will Be Blood.”

Although the landscapes of Long Beach and neighboring Signal Hill are no longer covered with these derricks, the oil industry maintains a strong presence in the area with continuing production. Oil revenues continue to fund many city projects through the Uplands and Tidelands oil funds, which contribute to infrastructure projects, beach maintenance and public safety services.

California Resources Corporation (CRC), the state’s largest oil and natural gas producer, manages oil properties for the city government and retains an office in Long Beach. Two CRC contractors operate the Wilmington oil field, which is partially in Long Beach. Tidelands Oil Production Co. oversees onshore operations, while THUMS Long Beach Co. handles offshore drilling on four artificial islands along the city’s coastline. CRC and its two affiliates have a Long Beach workforce of approximately 369 employees and 550 contractors, according to a company spokesperson.

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Along the Long Beach shoreline near downtown are four manmade oil production islands that were built in 1965 to tap into the large East Wilmington Oil Field. The THUMS islands – operated by California Resources Corporation for the City of Long Beach – were named after four astronauts who died in the line of duty in the early years of the U.S. space program. Pictured are islands Grissom (A), White (B), Chaffee (C) and Freeman (D). Each island has award-winning habitat conservation programs and has been certified by the Wildlife Habitat Council (WHC). Since 2004, the environmental team at THUMS has worked with WHC and community groups to establish and maintain California plant habitats on the islands. (Business Journal photograph by John Robinson, May 2018)



TOGETHER WE POWER CALIFORNIA

California Resources Corporation is honored to partner with the City of Long Beach and the State Lands Commission to supply ample, affordable, reliable energy for California by Californians.



(Continued From Page 40)

Rigs on the THUMS islands are camouflaged by faux buildings meant to resemble high-rise apartments. They are lit up with a variety of colors at night and surrounded by lush landscaping. THUMS was named for Texaco, Humble, Union, Mobil and Shell, the original oil contractors in the area. The islands were named for the first four American astronauts to lose their lives in service: Islands Grissom, White and Chaffee are named after the crew of the Apollo 1, and Island Freeman for the astronaut who died piloting a T-38 Talon jet.

Other private companies maintain operations in the area, principal among them Signal Hill Petroleum, which extracts oil within Signal Hill and along the city’s border with Long Beach. In addition to the high-paying jobs afforded by oil extraction companies in the area, oil service firms clustered in Signal Hill and in Long Beach’s west-side industrial area also provide a variety of employment opportunities.

Real Estate

All sectors of Long Beach’s real estate market remain in high demand as the city’s properties continue to represent affordable investment opportunities compared to other areas in the region. The local real estate market includes an array of industrial, office and retail space, as well as a wide selection of residential homes, apartments and condominiums.

Although the prices of single-family homes and rental rates continue to rise in Long Beach and throughout the region, the city remains of the more affordable beach communities in Los Angeles and Orange counties. Long Beach is home to a patchwork of neighborhoods, each with their own hallmark vibe. From the tract homes of the East Side to the abundance of arts and craft-style bungalows found throughout the city’s older neighborhoods, to lofts in downtown, to large estates in Virginia Country Club and upscale waterfront living in Naples, the city has homes to fit every need and lifestyle.

Apartment living is popular in Long Beach, where more than half of city residents are renters. Apartment units mostly ranging in size from studios to two-bedrooms are found in buildings of varying size throughout the city, from duplexes in Belmont Shore to multi-level developments with an array of amenities in Downtown Long Beach. The city is undergoing a development boom in the apartment sector, with thousands of units planned or currently under construction, primarily in the downtown area.

Douglas Park has represented the largest concentration of commercial real estate development within the City of Long Beach for the past several years. The business park adjacent to the Long Beach Airport is now nearly completely developed, save for a few parcels. The nearly 220-acre business park is home to two hotels, several national and international headquarters for major companies, a new retail center and offices for a variety of local businesses.

To the south of the airport are Kilroy Airport Center and the Long Beach Airport Business Park, office complexes with space for large and small businesses. The business parks are conveniently located next to the 405 Freeway with central access to markets in Los Angeles and Orange counties.

Downtown Long Beach boasts several Class A office towers, including the World Trade Center, Landmark Square, Shoreline Square, the newly refurbished 211 Ocean and others. There are also a number of historic buildings that serve as offices, including a brick tower at the corner of Broadway and Long Beach Boulevard and another at the corner of Broadway and the Promenade.

There are a number of suburban office markets located throughout the City of Long Beach, including in Bixby Knolls, near Belmont Shore, and off of Hughes Way where the 405 meets the 710 Freeway.

Outside of downtown, industrial space in Long Beach is largely concentrated in the city’s Westside due to its proximity to the ports of Long Beach and Los Angeles as well as rail infrastructure. Some industrial real estate is also found in North Long Beach. Availability of industrial space is tight in the area due to swelling trade through the ports and a strong economy.

Retailers large and small have options throughout the city for any size space, from large shopping centers to ground-floor locations in residential complexes. Highly trafficked shopping and dining corridors include Belmont Shore, 4th Street’s Retro Row, Bixby Knolls and downtown’s East Village Arts District, Pine Avenue core and Prom-

enade walk. Major shopping centers are spread throughout the city, include the Pike Outlets and The Streets in downtown, Marina Pacifica Mall and The Marketplace in Belmont Shore, Long Beach Towne Center in the East Side area, and others.

The Long Beach Exchange at Douglas Park is adding 266,000 square feet of retail space to the Long Beach retail market. Located near the Liberal Arts Campus of Long Beach City College and the neighborhood of Lakewood Village, tenants are in the process of moving into the shopping and dining center. Businesses that have already opened their doors include Orchard Supply Hardware, Whole Foods 365, PetSmart, ULTA Beauty, Nordstrom Rack, MOD Pizza, Dunkin’ Donuts and others.

There are plenty of real estate firms to help residents searching for a new home or businesses looking for a brick and mortar location. Some of the largest commercial real estate firms in the area include Lee & Associates, Coldwell Bank Commercial BLAIR WESTMAC, Marcus & Millichap, Cushman & Wakefield, INCO Commercial and Centennial Advisers.

Technology

Several major technology firms maintain a significant presence in Long Beach, the largest being Epson America, Inc., which has been headquartered at the Kilroy Airport Center for nearly two decades. The tech company is responsible for the sales, logistics, financing and marketing of all Epson products in North and South America. About 600 people are employed at the firm’s Long Beach headquarters. Epson is currently evaluating options to expand its headquarters when its lease expires in 2019.

Laserfiche, an international documents and digital data management software provider, perhaps has the most significant growth potential of technology firms in the city. The company is headquartered in Bixby Knolls, where it employs approximately 300 people, about one-third of whom are Long Beach residents, according to CEO Chris Wacker. The firm’s offerings are primarily geared toward enabling paperless offices and converting processes from analog to digital.

Laserfiche has six full-time recruiters on staff to help the company hire an additional 500 people by 2025, Wacker said.

The company has plans to expand by constructing a new, second 100,000-square-foot office building at the corner of 35th Street and Long Beach Boulevard across the street from its current location. Wacker told the Business Journal that he hopes to complete the project in two years, but noted that the process could be complicated by the presence of abandoned oil wells on the property.

When the new building is completed, Wacker plans to open up the existing office building to other technology companies as an incubator environment. Laserfiche would mutually benefit by being able to study the companies and determine how to create service offerings for them. The company is also in talks with medical clinics to participate in the incubator to help them develop software for the medical field. Additionally, he said, “We’re talking with the city prosecutor’s office about housing a justice lab.”

DENSO Products and Services Americas, Inc. is located in the city’s Westside, where it employs 385 people. The firm is a supplier of heavy-duty and automotive parts such as alternators and starters, air filters, spark plugs, oxygen sensors and more. The company is both an automotive and technology-based enterprise, and is innovating to accommodate industry trends such as automated driving and vehicle electrification.

Since the Technology & Innovation Department was formed in 2015, the City of Long Beach has made a push to pioneer new technologies and increase Internet access for the benefit of residents. In the past two years, the city has rolled out a number of online portals to benefit residents and businesses, including DataLB, a website that provides city data in easy-to-read formats such as charts and graphs. Online portals geared toward businesses include BizPort and My Sidewalk, which help entrepreneurs through the process of starting a business, including providing demographic data to help them figure out where to locate their enterprise.

After a group of local journalists from the city’s four major print news sources teamed up last year to form the Long Beach Media Collaborative, the initiative resulted in a series of articles detailing the digital divide in Long Beach, highlighting communities where Internet access is scarce, and the related effects. Since then, the city has stepped up to find ways to address the issue, with the Technology & Innovation Commission recently moving to survey residents about the digital divide. ■

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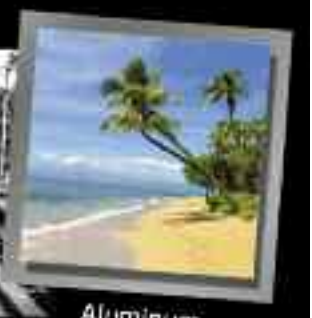
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The refurbished fountains outside of Long Beach’s Terrace Theater recently debuted with a new twist: the capability to create spectacular shows reminiscent of the famous fountains at the Bellagio in Las Vegas. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)

Visiting Long Beach

■ By **SAMANTHA MEHLINGER**
EDITOR

Long Beach’s reputation as a destination for leisure and convention travel continues to spread, evidenced by the growing number of visitors to the city for three years in a row. With a bustling convention and entertainment center along the downtown waterfront, internationally renowned attractions such as the Aquarium of the Pacific and Carnival Cruise Line’s busiest terminal in the United States, plus an array of annual events and no shortage of unique neighborhoods to explore, it’s no wonder that millions of people visit Long Beach each year.

“There is a lot of momentum right now with the convention business in the City of Long Beach,” Long Beach Area Convention & Visitors Bureau President and CEO Steve Goodling told the Business Journal. “Our new special event spaces have been widely [well] received and awarded.”

With the recent debut of the new Terrace Theater Plaza fountains, which are outfitted with programmable lighting and spouts able to replicate something you might see at

the Bellagio in Las Vegas, a years-long improvement plan to upgrade convention center facilities has come to fruition.

Over the past five years, the convention center has debuted: the Pacific Room at the Long Beach Arena, a venue that, due to a massive theatrical rigging structure, allows the space to be transformed to fit a variety of meeting sizes and events; The Cove, a contemporary outdoor party space for meeting attendees under the Terrace Theater Plaza complete with theatrical lighting; the Rainbow Bridge, an LED-outfitted bridge that connects the Terrace Theater Plaza with the convention center’s Pine Avenue-facing Promenade; and now, the fountains.

“Now the whole fluidity around the convention center is one of continuous unique experiences,” Goodling said. “Finally, now, this whole place is truly a lively civic center space.”

The improvements to the center have resulted in increased conventions and meetings business for Long Beach, exemplified most recently by the International Association of Venue Managers’ decision to hold its 2020 conference at the Long Beach Convention & Entertainment Center. “It’s all of the leaders of large special event spaces, arenas, convention centers, stadiums,” Goodling said of the group. “It’s a big deal.”

“The investment that is coming to Long Beach is not just for the convention business

but also for tourism,” Goodling observed. He cited multiple proposed new hotels, including the historic Breakers building on Ocean Boulevard, slated to become a boutique hotel hearkening back to its heyday in the mid-1920s. American Life is proposing a towering hotel adjacent to the convention center, which Goodling said would fill a different niche in market demand.

Long Beach’s attractions have also seen injections of investments in the past year, with the Aquarium of the Pacific constructing a new wing and Carnival Cruise Line debuting an expanded terminal able to handle more cruise guests.

The Aquarium, which sees about 1.7 million visitors annually, is celebrating its 20th anniversary this year with a variety of special programs and contests, and a new exhibit on cephalopods. The institution continues to offer a wide array of educational programs, including a lecture series, summer camps for kids, and a long list of



Visitors stroll along the boardwalk at Shoreline Village, which boasts a variety of shops, waterfront dining, an arcade and other activities. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)



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Building A Better Long Beach



Leaving the downtown waterfront behind them, bikers set off down the City of Long Beach’s three-mile beach path. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)



Kayakers enjoy a sunny day on the water in Belmont Shore. The City of Long Beach boasts 9 miles of beaches along a variety of waterways. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)



The new Rainbow Bridge in Downtown Long Beach connects the Terrace Theater Plaza with the convention center’s Pine Avenue-facing Promenade, allowing for easier foot traffic outside of the center. The bridge is outfitted with programmable LED lights, allowing it to double as a dazzling art piece and event space. (Photograph courtesy of the Long Beach Area Convention & Visitors Bureau)

(Continued From Page 44)

annual cultural events. Following the completion of its new wing, Pacific Visions, in 2019, The Aquarium will be able to – and fully expects to – host up to two million visitors each year.

Carnival Cruise Line recently began offering cruises to Alaska from Long Beach and continues to offer trips to Hawaii and locations along the coast of Mexico. The company’s expansion to occupy the entirety of the dome adjacent to the Queen Mary enabled it to swap out one of its three Long Beach-based vessels with a larger ship, boosting its projected annual guest numbers by nearly 100,000 people. The company will eventually bring in a brand new, even larger ship once its construction, ongoing now in Italy, is complete.

For day trips, there are plenty of activities throughout the city. Shoreline Village at Rainbow Harbor offers an arcade, shops, dining and bike and tandem-cycle rentals for rides along the beach path.

The Long Beach Museum of Art, located on a bluff overlooking the ocean, is open Thursday through Sunday and features both a permanent municipal art collection as well as rotating exhibitions. The nearby Museum of Latin American Art in downtown’s East Village Arts District is the only museum dedicated to Latin American art west of the Mississippi, and is open Wednesday through Sunday, with free admission every Sunday.

Further inland, the city has two historic ranchos to visit and explore, Rancho Los Alamitos and Rancho Los Cerritos, with structures dating back to the Spanish government-granted ranchos of Southern California. Each offers tours and special programming such as bird watching and adobe brickmaking.

Getting around the city is easy thanks to Long Beach Transit’s services, including its Passport buses, which offer free transit to downtown’s most popular destinations. In the summer months, the organization offers water taxi service from downtown attractions all the way down the five-mile coastline to Alamitos Bay.

The Long Beach Airport, located adjacent to the 405 Freeway, provides some of the lowest airfares in the country and an award-winning passenger terminal with a resort-style atmosphere and local vendors.

There are many accommodations available for visitors throughout the city, from high-rise downtown hotels to boutique and affordable lodgings. A list is available at www.visitlongbeach.com/stay. ■

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College Promise Program Shows A Decade Of Growth, Looks To Expand Influence

■ By **ANNE ARTLEY**
STAFF WRITER

After the Long Beach College Promise, an initiative to increase the accessibility of higher education, reached its 10-year anniversary in March, leaders of the four participating institutions reflected on its progress and looked toward expanding it in the future.

Through a partnership between the city's three public educational institutions: California State University, Long Beach (CSULB); Long Beach City College (LBCC) and the Long Beach Unified School District (LBUSD) the Promise program guarantees a tuition-free year at LBCC and a path to admission at CSULB for LBUSD students who graduate and meet certain requirements. When Mayor Robert Garcia took office in 2014, he entered the City of Long Beach into the initiative as another partner, expanding the number of internship opportunities and early childhood education programs.

Reflecting on the program's first decade, Garcia described it as a "complete success," adding that it is one of the best education partnerships in the country. Since its inception in 2008, the direct enrollment of students from Long Beach Unified to CSULB has increased by 71%, according to the program's 10-year anniversary report. And the number of students transferring from Long Beach City College to CSULB has increased by 55%.

Reagan Romali, the superintendent and president of LBCC, described the results as "truly tremendous and groundbreaking." She added that, "Degree obtainment, whether it's an associate or bachelor's degree, leads to increased social mobility, increased economic prosperity and a decrease in the city's poverty rate."

The anniversary report also revealed a 22% growth in the number of LBUSD students who are college-ready upon entering CSULB. The number has increased from 43% in 2008 to 65% in 2017. The growth is due in part to a change in the LBUSD curriculum to require four years of math instead of two, according to the educational leaders. "As partners, we all talk about the problems we see," California State University, Long Beach President Jane Close Conoley said. "Long Beach Unified was quick to adopt a four-year math requirement when we saw that students weren't ready in that subject. This illustrates that, when the CEOs of each group commit to student progress across the systems, good things can happen."

LBUSD is implementing other developments that encourage college attendance and intellectual exploration. "We're launching a pre-college summer program this year with

CSULB," Chris Steinhauser, the superintendent of schools for the Long Beach Unified School District, explained. "We're offering classes in public speaking, the arts and other programs so kids can take courses at the university." The district also plans to add more class times to its ethnic studies program, another partnership with CSULB that gives high school students the opportunity to earn college credit.

"The partnership is never ending," Steinhauser said. "It's like a living organism; it's ever-changing and getting better. My ultimate goal is that every community has what we have in Long Beach. There are many similar programs up and down the state, but the one in Long Beach is by far the most advanced."

Steinhauser said a unique factor of the Long Beach program is having the city as a partner. With the added resources of Mayor Garcia's office, college awareness now starts among younger students. A new Educare Los Angeles center opened last year in Long Beach to serve 200 low-income infants, toddlers and preschool-aged children.

Every year, all LBUSD fourth and fifth graders tour LBCC and CSULB. According to the 10-year report, more than 50,000 elementary students have experienced a college campus. Middle school students and parents also sign an online pledge to commit to college readiness and attendance. According to Close Conoley, these measures are designed to target potential first-generation university attendees.

"More than 40% of our students are first-generation," Close Conoley said. "Parents may have good intentions and want the best for their kids, but they don't have the experience to facilitate it. We also have partnerships with communities of faith. We go into African-American and Cambodian churches and tell them we have workshops to help them fill out the Free Application For Federal Student Aid (FAFSA)."

Garcia has also increased the city's involvement in the Promise through the Long Beach Internship Challenge, an initiative through his office. According to the mayor, the number of internships offered for middle school to college-aged students have increased from about 1,500 to 3,000 since 2014. "These are great numbers and we want to continue with that," Garcia said.

Close Conoley expressed agreement, stating, "We've increased our internship placement quite dramatically. We started a special effort in the liberal arts college, since that's historically been the spot where students didn't have immediate access to internships." She added that internships in the business sector have also increased by about 60% among CSULB students.

To turn these internships and educational experience into job opportunities, the schools have partnered with the Long Beach Community Foundation and Pacific Gateway Workforce Innovation and Opportunity Network. Through a grant from the Knight Foundation, these organizations are working with employers to create a pipeline for recent graduates to jobs in Long Beach.

"The challenge we have, and that many other cities have, is retaining our talent within the city," Long Beach Community Foundation President and CEO Marcelle Epley said. The Community Foundation is managing the grant from the Knight Foundation. "We spend a lot of resources training, mentoring and providing scholarship opportunities, but then students leave Long Beach. In fact, we have many local employers who need that talent."

Epley said the goal is to have the parameters for the program in place this year and launch it in the spring of 2019. Her vision is to provide graduating students with fellowships under a particular employer, similar to apprenticeships, for a finite period of time. According to Epley, a barometer for future success is to increase the 20% of people who both live and work in Long Beach.

"The importance of having people live and work in the same city is extremely beneficial, not only for improving the local economic environment, but also to encourage people to be engaged and involved with the city," she said. "We're going to start with a small group of employers and students and grow it over the course of months and years so it is sustainable and long-lasting." ■



The leaders of the educational partners of the Long Beach College Promise celebrate the 10-year anniversary of the initiative, which aims to increase the accessibility of higher education. The program guarantees a tuition-free year at Long Beach City College (LBCC) and a path to admission at California State University, Long Beach (CSULB) for Long Beach Unified School District (LBUSD) students who meet certain requirements. Pictured from left are: Reagan Romali, LBCC superintendent and president; Jane Close Conoley, CSULB president; Mayor Robert Garcia; Diana Morales, field representative from California State Assembly Speaker Anthony Rendon's office; and Chris Steinhauser, superintendent of the Long Beach Unified School District. (Photograph courtesy of CSULB)



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Citywide Development Projects

■ By **BRANDON RICHARDSON**
SENIOR WRITER

With dozens of development projects under construction and dozens more in the pipeline, Long Beach’s cultural and economic renaissance continues. Long Beach has more than 75 projects citywide – residential, mixed use, commercial and academic – that will enhance the community and create more active neighborhoods, particularly in the downtown core.

“It’s very exciting. It’s challenging because it’s a lot of work, but I relish it as an opportunity,” Linda Tatum, the new director of Long Beach Development Services (LBDS), said. “I would say that the key objective of any department director is to make a difference in the community, and this is certainly a great time to do that, to make a difference.”

Tatum was named director of LBDS at the end of April after former director Amy Bodek accepted a position overseeing planning and development for Los Angeles County. Tatum began working for the City of Long Beach in 2015 as manager of the planning bureau. She said her priorities as director include keeping development moving forward smoothly without negative impacts to the community and to build relationships with the residents.

After having been involved with the controversial Land Use Element process, Tatum explained that better information to the community about, and therefore a better understanding of, the development and planning process is needed. This can be achieved through more effective outreach and education on the city’s part, she added.

Working with LBDS, Long Beach City College and California State University, Long Beach, the Business Journal has compiled a comprehensive list of development projects citywide as of May 15. These include projects that are underway, have been approved or are pending.

(Source: Prepared by the City of Long Beach Development Services Department, California State University, Long Beach, Long Beach City College and the Long Beach Business Journal) ■

Downtown Long Beach Under Construction

117 E. 8th St.

- A six-story, 105-unit assisted living facility.
- Developer: Global Premier Regency Palms LLC
- Commercial space: 872 square feet
- Parking: 46 stalls
- Amenities: Two levels of medical offices, and a kitchen, living room and dining room on each floor
- Start/Completion: 2016/TBA

The Alamos – 101 Alamos Ave. (see photo #1)

- A mixed-use project consisting of a seven-story, 136-condominium development with 2,560 square feet of pedestrian-oriented retail and restaurant space in the East Village Arts District.
- Developer: Sares-Regis Group
- Parking: 174 stalls
- Amenities: A fitness Center, rooftop deck and club-room, bike kitchen and storage room.
- Start/Completion: 2017/TBA

AMLI Park Broadway – 245 W. Broadway (see photo #2)

- A seven-story building with 222 residential units and 6,007 square feet of retail space on the ground floor, including an art gallery, cafe, and “bike kitchen.”
- Developer: AMLI Residential
- Parking: 320 stalls
- Amenities: A pool and pool deck areas, a podium-level clubhouse, ground floor fitness center and multi-purpose room areas.
- Start/Completion: 2016/TBA

Aquarium of the Pacific – 100 Aquarium Way (see photo #3)

- A \$53 million expansion is underway at the Aquarium of the Pacific. The new Pacific Visions wing will be 29,000 square feet and feature live animal exhibit space, art gallery space and a state-of-the-art, 300-seat interactive theater. The expansion is the first since the Aquarium opened in 1998 and is scheduled for completion later this year or in early 2019.

The Beacon – 1201-1235 Long Beach Blvd. (see photo #4)

- A two-building development, including a 121-unit affordable affordable housing development that will serve extremely low- to low-income seniors, and a 39-unit supportive housing building for extremely low-income veterans who are experiencing homelessness or at risk of experiencing homelessness.
- Developer: Century Housing
- Building height: Beacon Place seven-stories, Beacon Pointe five-stories
- Units: 160
- Commercial space: 6,184 square feet
- Parking: 200 stalls, 72 bike stalls
- Amenities: The two buildings will be connected at their third levels by a 23,735-square-foot courtyard. Within the courtyard area will stand a 1,311-square-foot community room. Other residential amenities include a 1,100-square-foot library, two media rooms (one per building), supportive services space, a 1,400-square-foot fitness center, and large building lobby areas.
- Start/Completion: 2017/2019

Gerald Desmond Bridge Replacement (see photo #5)

- The main span of the new bridge will be 2,000 feet long and 205 feet above the water, making it the highest deck of any cable-stayed bridge in the United States. The additional height will allow larger ships access to the North Harbor area. two 515-foot towers will be the second tallest in the U.S. and feature a unique design that is octagon shaped at the base and diamond shaped at the top. the south side of the bridge also includes a pedestrian and bicycle path.

Huxton – 227 Elm Ave.

- A solar powered, all-electric, townhome condominium community in the East Village Arts District. The project will be one of the first single-family condominium housing developments to be built in Downtown Long Beach in almost a decade.
- Developer: City Ventures



6
Oceanaire



7
Serenade Modern Flats



8
500 W Broadway



9
Beacon Hotel



10
Broadway & Promenade

- Building height: Three stories
- Units: 40 townhomes
- Parking: 40 one-car garages, 10 guest stalls
- Amenities: A community room building, outdoor courtyards, bike storage and a bike repair room, and an integrated pedestrian paseo that will activate the streetscape and promote connectivity downtown.
- Start/Completion: 2017/summer 2018

The Linden – 434 E. 4th St.

- A six-story, mixed-use project with 49 apartment units over ground floor resident amenities, including a luxury fitness center, outdoor kitchen, multiple outdoor community living rooms, and a bike workshop and storage room.
- Developer: Sares-Regis Group
- Commercial space: 2,550 square feet
- Parking: 82 stalls
- Amenities: A fitness center, outdoor kitchen, multiple outdoor community spaces, and ground floor bicycle kitchen.
- Start/Completion: 2017/early 2019

Long Beach Civic Center – 411-415 W. Ocean Blvd.

- Re-envisioned Civic Center project to include a new 11-story, 254,000-square-foot City Hall; an 11-story, 237,000-square-foot Port Building; a 92,500-square-foot Main Library; a 73,000-square-foot Civic Plaza with subterranean parking structure; and a renewed Lincoln Park.
- Developer: Plenary Edgemoor Civic Partners
- Start/Completion: 2016 / 2019

Middle Harbor

- The Port of Long Beach began construction of its \$1.3 billion Middle Harbor Terminal Redevelopment project in 2011. The project is combining two aging shipping terminals into the greenest, most technologically advanced container terminal in the world. Phase one of the project was completed in 2015, with the entire project scheduled for completion in 2019.

Oceanaire – 150 W. Ocean Blvd. (see photo #6)

- A seven-story, 216-unit development that will include a mix of one-, two-, and three-bedroom units, and an integrated three-level parking garage.
- Developer: Lennar Multifamily Communities
- Commercial space: 1,500 square feet
- Parking: 406 stalls
- Amenities: Additional project components include improvement of the Victory Park stretch along Ocean Boulevard., and the development of a new city park at the Seaside Way grade.
- Start/Completion: 2016/2018

Ocean View Tower – 200 W. Ocean Blvd.

- The adaptive reuse of the former Verizon Building, converting over 95,000 square feet into a mixed-use development consisting of a twelve-story, 98-unit residential apartment complex with more than 4,500 square feet of retail space.
- Developer: MEIAO Investment
- Parking: 129 stalls
- Amenities: On the first level, a fire pit, pool, and barbeque lounge area would be located adjacent to a new 915-square-foot gym and 750-square-foot community room.
- Start/Completion: 2017/TBA

The Pacific – 230 W. Third St.

- A seven-story, multi-family residential development, including 163 apartments with 17 affordable units, a fitness center, community rooms, and a bike workshop and storage room.
- Developer: Sares-Regis Group
- Parking: 244 stalls
- Amenities: A rooftop deck, club room with a kitchen, fitness center, outdoor kitchen, community living rooms, and bike workshop and storage room with 50 spots.
- Start/Completion: 2017/summer 2019

The Place – 495 The Promenade North

- Developer: Long Beach Center, LLC
- Building height: Four stories
- Units: 20
- Commercial space: 5,200 square feet
- Parking: TBA
- Amenities: TBA
- Start/Completion: 2018/2019

Queen Mary Renovations

- The ship is currently undergoing millions of dollars in renovations, including deck remodeling, restaurant and bar transformation, and rust removal and repainting of the ship's interior and exterior. Leaseholder Urban Commons also has plans for a \$250 million retail, restaurant and entertainment development for the of land and water surrounding the ship.

Serenade Modern Flats – 442 W. Ocean Blvd. (see photo #7)

- A five-story, 94-unit residential development over a three-story parking garage that include a 1,633-square-foot rooftop deck with an outdoor kitchen, first-floor lounge area, fitness center, a dog park and a 496-square-foot club room on the fifth floor
- Developer: Ensemble Real Estate
- Parking: 152 stalls
- Start/Completion: 2017/2019

Sonata Modern Flats – 207 Seaside Way

- A modern five-story, 113-unit residential development that will feature a mix of studio, one-, and two-bedroom units. Resident amenities consist of a 3,309-square-foot rooftop deck, fitness center, media room, parking structure, and 2,058-square-foot leisure area with landscaping
- Developer: Ensemble Real Estate
- Commercial space: 2,000 square feet
- Parking: 176 stalls
- Start/Completion: 2017/2019

Approved

Beach Concession Stand Improvements

- Utilizing Tidelands funds, several beachfront improvements are being planned, including concessions at Alamitos, Junipero and Granada beaches. The Alamitos improvements are expected to begin this year and will feature a two-story cafe, a new plaza and drop-off zone, new signage, game and play areas, and bike parking and bike share.

Building A Better Long Beach

(Continued From Page 51)

Broadway Block – 200-250 Long Beach Blvd.

A project consisting of 400 residential units, 23,207 square feet of commercial, flex, and university-programmed space at the ground floor and second level, plus the restoration and reuse of a designated Historic Landmark into a 9,600-square-foot restaurant and food hall. Proposed partnership with Cal State Long Beach for programming of commercial/public spaces, and a housing component for students.

- Developer: Ratokovich Properties
- Building height: 21-story tower, a 7-story mid-rise
- Units: 400, with 14 affordable units for professors and graduate students of California State University, Long Beach
- Parking: 582 stalls, 104 bike stalls

Magnolia and Broadway – 500 W. Broadway (see photo #8)

• A seven-story, 142-unit residential project in the Downtown core consisting of studio, one-, two-, and three-bedroom units located above retail and restaurant options on the ground floor.

- Developer: Ensemble Real Estate
- Commercial space: 4,110 square feet
- Parking: 191 stalls, 21 electric vehicle stalls, 94 bike stalls
- Start/Completion: TBA

Residences at Linden – 135 Linden Ave.

• A seven-story, mixed-use project featuring 82 units ranging in size from 600 square feet to 998 square feet; 4,091 square feet of ground level commercial space; an enclosed courtyard and outdoor roof terrace; and a 549-square-foot fitness center all situated above a four-level parking garage

- Developer: Residences at Linden LLC
- Units: 82 units
- Parking: 135 stalls, 20 bike stalls
- Start/Completion: TBA

Residential Project – 320 Alamitos Ave.

• A new seven story, 77 unit transit-oriented development that will feature a combination of lofts, studios, one-, and two-bedroom rental units, and an integrated four-level parking garage.

- Developer: Urbana Development LLC
- Units: 105
- Parking: 105 stalls
- Start/Completion: TBA

Residential Development - 425 E. 5th St.

- Building Height: Five stories
- Units: 15
- Start/Completion: TBA

Shoreline Gateway East Tower – 777 E. Ocean Blvd.

• Developers: AndersonPacific LLC; Ledcor Properties, Inc.; Qualico Developments Inc.; Landtower Residential

- Building height: 35 stories
- Units: 315
- Commercial space: 6,700 square feet
- Parking: 458 stalls
- Start/Completion: Summer 2018/2021

Pending

Adaptive Reuse Hotel Project – 110 Pine Ave.

- Developer: Pine Street Long Beach LLC
- Building height: 13 stories
- Units: 210 rooms
- Commercial space: 6,000 square feet
- Parking: TBA
- Amenities: 2,300 square-feet of recreation space, meeting rooms, and pool and lounge areas

Beacon Hotel – 100 E. Ocean Blvd. (see photo #9)

- Developer: American Life, Inc.
- Building height: 30 stories
- Units: 419 hotel rooms, 12 apartments
- Parking: TBA
- Amenities: 15,000 square feet of restaurant space, 25,000 square feet of meeting/ballroom functions

Broadway & Promenade – 127-135 E. Broadway (see photo #10)

- Developer: Raintree- Evergreen LLC
- Building height: Eight stories
- Units: 189 apartments
- Commercial space: 10,000 square feet
- Parking: 268 stalls, 40 bike stalls
- Amenities: A fitness room, club room, roof decks, and a swimming pool.
- Start/Completion: TBA

Fifth & Pacific – 507 N. Pacific

- Developer: Anastasi Development Company
- Building height: Seven stories
- Units: 158 condominiums, one-and two-bedroom units
- Commercial space: 9,900 square feet
- Parking: 210 stalls
- Amenities: Two proposed recreation decks and a rooftop deck
- Start/Completion: TBA

Locust Long Beach Apartments - 1112 Locust Ave.

- Developer: Locust Equities, LLC
- Building height: Seven stories
- Units: 97
- Parking: 122 stalls, 20 bike stalls
- Amenities: Proposed bicycle kitchen, approximately 2,000 square feet of fitness center recreational space, 2,588 square-foot courtyard, and 2,500 square feet of open space.
- Start/Completion: TBA

Mixed-Use Project – 125 Long Beach Blvd.

- Developer: Raintree- Evergreen LLC
- Building height: Seven stories
- Units: 218
- Commercial space: 6,879 square feet
- Parking: 328 stalls, 62 bike stalls



- Amenities: Proposed bicycle kitchen, fitness center, courtyard clubhouse, and an amenity space on the building’s ground floor Long Beach Boulevard frontage. A 1,250-square-foot rooftop lounge on the seventh floor is also proposed.
 - Start/Completion: TBA
- Mixed-Use Project – 1105 Long Beach Blvd.**
- Developer: Rockefellers Partners
 - Building height: Eight stories
 - Units: 121
 - Commercial space: 5,000 square feet
 - Parking: 151 stalls, 45 bike stalls
 - Amenities: Pool deck
 - Start/Completion: TBA

- Pacific-Pine – 635 Pine Ave., 636 Pacific Ave.**
- Developer: Holland Partner Group
 - Building height: Two eight-story buildings
 - Units: 271 (11 affordable units)
 - Commercial space: 1,305 square-feet
 - Parking: 341 stalls, 56 bike stalls
 - Amenities: Pine Avenue building features active ground floor uses (one retail space, one main resident lobby, and one amenity room); Pacific Avenue building features a main resident lobby and ground floor residential uses along its two street frontages (Pacific Avenue and W. 7th Street).
 - Start/Completion: TBA

- Third and Pacific – 131 W. 3rd St.**
- Developer: Ensemble Properties
 - Building height: Two buildings – a 21-story high rise and a 7-story building.
 - Units: 366
 - Commercial space: 18,580 square-feet
 - Parking: 483 stalls
 - Amenities: 5,841 square-feet of club rooms, fitness, and amenity areas.
 - Start/Completion: TBA

East Long Beach

Under Construction

- 2nd & PCH – 6400 E. Pacific Coast Hwy. (see photo #11)**
- Developer: CenterCal Properties
 - Commercial Space: 175,000 square feet of retail, 70,000 square feet of restaurant space
 - Parking: 1,150 stalls
 - Start/Completion: 2018/summer 2019

- 3rd Street & Redondo Shopping Center**
- A retail strip center on the northwest corner of Redondo Avenue and 3rd Street is currently under-going extensive facade improvements.
- AES Power Plant – 690 Studebaker Rd.**
- The upgraded power plant currently under construction by AES Southland LLC will cut natural gas use by 50%, cutting emissions in half, and would see the removal of the long-standing smoke stacks. The project is scheduled for completion in 2022, at which time demolition of old facilities will begin.
- Long Beach Exchange – 3991 N. Lakewood Blvd. (see photo #12)**
- Developer: Burnham-Ward Properties
 - Building Height: One story
 - Commercial Space: 266,049 square feet of retail floor area
 - Parking: 1,345 stalls
 - Amenities: A 26-acre shopping center to consist of 266,049 square feet of commercial floor area, a bike share area, and a 1.24-acre central plaza area.
 - Start/Completion: 2017/fall 2018

- The Terminal – 3738 Bayer Ave.**
- Developer: Urbana Development
 - Building Height: Two stories
 - Units: 20 office condominiums
 - Commercial Space: Unit sizes range from 2,167 to 2,659 square feet
 - Parking: 368 stalls
 - Amenities: Creative office environment combined with pedestrian-friendly outdoor work area.
 - Start/Completion: 2016/summer 2018

Approved/In Plan Check

- Belmont Aquatic Pool – 4000 E. Olympic Pl.**
- The proposed project would replace the former Belmont Pool facility and provide the city with a revitalized and modern pool complex. the project proposes the construction and operation of an approximately 125,500-square-foot pool complex that includes indoor and outdoor pool components and an approximately 1,500-square-foot cafe.
- Dorado – 3655 Norwalk Blvd.**
- Developer: Pulte Home Company LLC
 - Building Height: Two stories
 - Units: 40 single-family homes
 - Parking: Two garage parking spaces per home
 - Amenities: Private streets, two common open space areas, and open space paseos.
 - Start/Completion: TBA

- Industrial Condominiums – 1333 Orizaba Ave.**
- Developer: Burnham Development
 - Building Height: One story
 - Units: 10 industrial condominiums
 - Commercial Space: 48,473 square-feet, 2,487 square-feet to 7,052 square-feet
 - Parking: 55 stalls
 - Amenities: Designed to accommodate restricted light industrial activities associated with innovative startup businesses and creative design offices in the arts, engineering, sciences, technology, media, education, information industries, and potentially breweries.
 - Start/Completion: TBA
- Pacific Edge – 2300 Redondo Ave. (see photo #13)**
- Developer: Pacific Edge Industrial
 - Building Height: One story
 - Units: Three light industrial buildings

- Parking: 638 stalls
 - Amenities: Buildings will total 424,050 square feet with office space as architectural corner elements, and room for potential addition of future office space.
 - Start/Completion: TBA
- Silversands – 2010 E. Ocean Blvd.**
- Developer: Silversands Properties USA
 - Building Height: Four story
 - Units: 40 hotel rooms and 56 condominium units
 - Parking: 168 stalls
 - Amenities: A series of patios, roof decks and roof gardens.
 - Start/Completion: TBA

- Staybridge Suites – 2460 N. Lakewood Blvd.**
- Developer: YHB Hospitality
 - Building Height: Six stories
 - Units: 125 guest rooms
 - Parking: 385 stalls
 - Amenities: 2,498 square feet of conference space and a fitness center, totaling 94,299 square feet of area. A new outdoor pool area, a two-level parking structure and surface parking lot, and landscape improvements.
 - Start/Completion: TBA

North Long Beach

Under Construction

- Riverdale – 4747 Daisy Ave. (see photo #14)**
- Developer: Integral Communities
 - Building Height: Two and three stories
 - Units: 131 single-family homes
 - Parking: 371 spaces
 - Amenities: Clubhouse
 - Start/Completion: 2016/TBA

Pending

- Canvas - Atlantic Avenue from 56th St to 60th streets**
- Developer: LAB Holding, Inc.
 - Building Height: One story
 - Units: TBA
 - Commercial Space: TBA
 - Parking: TBA
 - Amenities: Proposed interconnected, village-style mixed-use project.
 - Start/Completion: TBA
- City Ventures Townhomes – 4800 Long Beach Blvd.**
- Developer: City Ventures
 - Building Height: Three stories
 - Units: 20 townhomes
 - Parking: 45 stalls
 - Amenities: TBA
 - Start/Completion: TBA

- City Ventures Townhomes – 5100 Long Beach Blvd.**
- Developer: City Ventures
 - Units: 42 townhomes
 - Parking: 86 stalls
 - Amenities: TBA
 - Start/Completion: TBA
- The Uptown – 6151-6191 Atlantic Ave.**
- Developer: Frontier Real Estate Investments
 - Building Height: One story
 - Commercial Space: About 12,000 square feet
 - Parking: 115 stalls
 - Start/Completion: TBA

Midtown & West Long Beach

Under Construction

- Cherry Avenue & Spring Street**
- A new strip mall is under construction on the northeast corner of Cherry Avenue and Spring Street. Formerly West Coast Firestone, the new project will consist of nearly 9,500 square feet of restaurant and retail space.
- Long Beach Garden Condominiums – 1570-1598 Long Beach Blvd. (see photo #15)**
- Building Height: Four stories
 - Units: 36 condominiums
 - Commercial Space: 10,000 square-feet of commercial space
 - Parking: 87 stalls
 - Amenities: A gym, private balconies, community garden, subterranean parking and bike parking.
 - Start/Completion: 2016/TBA

Approved

- 101 E. Pacific Coast Highway & 1814 Pine Ave.**
- A proposed retail and residential development with 26 residential units and over 5,000 square feet of commercial space.
- 1405 Lewis Ave./1000 New York St.**
- Proposed adaptive reuse of vacant building into artist lofts with residences.
 - 20 artist studios with accessory residences
- CSULB Phase III – 1901 W. Pacific Coast Hwy.**
- Construction of a 205,060-square-foot warehouse building with approximately 20,000 square feet of office space (including 10,000 square feet of mezzanine office space), and 185,060 square feet of warehouse space in the California State University Research and Technology Center/Villages at Cabrillo Long Beach Vets.

Building A Better Long Beach

(Continued From Page 53)

Habitat for Humanity – 1950-1960 Henderson Ave.

- Four single-family homes for low-income homebuyers

Las Ventanas (AMCAL Housing) – 1795 Long Beach Blvd.

- A five-story, transit-oriented affordable housing development with 102 units, including one manager’s unit and 3,938 square feet of ground floor retail space unit
- Serving families (83 units) and special needs households that lack stable housing (15 units).

Mental Health America Long Beach Boulevard Center – 1955-1965 Long Beach Blvd.

- The adaptive reuse of two vacant office buildings for medical and psychiatric healthcare center for homeless individuals with mental illness.
- Center to include retail cafes and community meeting room
- Former Successor Agency-owned property

The Spark at Midtown – 1900-1940 Long Beach Blvd.

- Developer: LINC Housing
- Building Height: Four stories
- Units: 95 apartments
- Parking: TBA
- Start/Completion: 2018/TBA

Vistas Del Puerto - 1836-1852 Locust Ave. (Clifford Beers Housing)

- Five-story, 48-unit transit-oriented affordable housing for extremely-low and very low-income individuals.

Pending

Habitat for Humanity – 14th Street between Pine and Pacific avenues

- 11 condominium units and one nine-unit building for low-income first-time homebuyers.
- Each two-story building includes 1,100 square feet with tandem, two-vehicle garage.

Laserfishe – 3435-3459 Long Beach Blvd., 3464 Locust Ave.

- A three-story, 100,000-square-foot creative office building and a 4-story parking garage with 120 parking stalls. The project also includes five residential townhomes.

Long Beach Citadel Corps Community Center – 3012 Long Beach Blvd.

- The project includes the demolition of the current two-story Community Center and the construction of a two-story gymnasium with a fitness center and activity room (approximately 20,000 square feet). Additionally the project would include a soccer field with accessory structures and a new parking area.

Long Beach Climbing Gym – 205 E. Anaheim St.

- The adaptive reuse of a designated historic landmark building, the Packard Motors Building, into a rock climbing gym consisting of workout areas, cafe and yoga facilities.

- Former Successor Agency-owned property

Mixed-Use Residential – 1400 Long Beach Blvd.

- Developer: Long Beach Square Partners
- Building Height: Four stories
- Units: 65 condominiums
- Commercial Space: 2,100 square feet
- Parking: 90 stalls
- Amenities: 3,450 square feet of open space
- Start/Completion: TBA

Senior Living Facility – 2400 Long Beach Blvd. (see photo #16)

- Developer: Richard Todd Family
- Five-story, 145-unit, transitional senior-living facility with 5,622 square feet of commercial retail space.

California State University, Long Beach Under Construction

College of Continuing and Professional Education Classroom Project

- Architect: ZGF Architects
- Contractor: MATT Construction
- Building Type: The proposed facility will be a 34,000-square-foot, three-story steel structure with exterior materials consisting of brick, plaster and glazing. This will be a zero-net energy LEED platinum certified building.
- Project Use: The College of Continuing and Professional Education (CCPE) at Cal State Long Beach has evolved to an internationally recognized program and serves the educational needs of adult learners in the community and on the campus itself. Currently, CCPE holds classes in various facilities on and off campus. This new building would centralize and consolidate these teaching spaces.

- Start/Completion: 2016/2018

Athletic Woman’s Softball and Soccer Locker Room Project

- Architect: Cannon Design
- Contractor: CW Driver
- Building Type: A new 5,700-square-foot, prefabricated modular single-story steel structure.
- Project Use: The facility will provide permanent locker-room facilities to women’s soccer and softball teams for the first time. This building will house locker and shower facilities, student athlete lounges, physical therapy rooms, coach’s offices and more.
- Start/Completion: 2017/2018

Future

Student Housing Phase 1

- Architect: TBD
- Contractor: TBD
- Building Type: TBD
- Project Use: This will be a new 450 bed student housing facility on the north side of campus along Atherton Street at the corner of Earl Warren Drive.
- Start/Completion: 2018/2021
- Status: Feasibility Study/Programming Phase

Peterson Hall #1 Replacement Building Project

- Architect: TBD
- Contractor: TBD
- Building Type: Type I concrete or steel frame structure
- Project Use: A replacement of a 1950s-era science building with a new 150,000-square-foot, state-of-the-art building for the College of Health and Human Services.
- Start/Completion: 2018/2023
- Status: Feasibility Study/Programming Phase

Long Beach City College – Liberal Arts Campus Future

Building W – Aquatic Center

- Due to its age, the existing swimming pool has significant and extensive repair issues that cannot be cost effectively addressed. The Aquatic Center project involves construction of a new 50 meter x 25 yd. pool. Scope of work also includes construction of a support building of approximately 12,000 square feet to provide showers, locker rooms, storage, pool equipment and office space. The new pool will be constructed along Carson Street to better accommodate its increased space needs.
- Significance: The Aquatic Center project addresses the major and costly repair problems associated with the existing pool and shall provide a modern, state-of-the-art complex to meet the needs of the instructional Kinesiology program as well as intercollegiate athletics. This project also provides much needed shower and locker room facilities when the existing gyms are closed for renovation at a later phase of the 2041 Master Plan Schedule.
- Estimated Cost (includes escalation): \$28,137,500
- Schedule: Winter 2019

Building M – Liberal Arts

- The construction of an 81,970-square-foot building to provide new classrooms, laboratory facilities, a modern technology center for the Computer Information Systems and Business Technology Departments, faculty offices, and support areas for general education instruction. Included within the new building will be meeting and conference areas, as well as some larger classrooms to support educational objectives.

- Significance: This project replaces the existing M & N Buildings at LAC, which were constructed in 1935 and can no longer meet the college’s educational and facility master plans. The new building provides a state-of-the-art educational facility that will address instructional plans and objectives well into the 21st century for such academic disciplines as Language Arts, Foreign Languages, Speech Communications, Consumer Education, Computer Information Systems and Business Technology.
- Estimated Cost (includes escalation): \$70,096,798

Building G – Performing Arts

- The new Performing Arts Building is a 42,857-square-foot facility that replaces the existing and outmoded Music (Building. G) and Theatre Arts (building. H) at the LAC. The scope of work for this project includes a building with instructional classrooms, specialized labs, private music practice rooms, faculty and staff offices, storage and support spaces. It also provides for smaller scale performance areas and the campus radio station.
- Significance: This project replaces older buildings that are unable to meet current educational needs. The new Performing Arts Building provides for a larger, state-of-the- art facility that will meet the long-term curricular requirements of the music and theatre departments.

- Estimated Cost (includes escalation): \$49,495,629
- Schedule: Spring 2027

Building CDC – Child Development Center

- The existing Child Development Center is located off-site but is part of the LAC. It consists of two, one-story buildings of approximately 9,042 square feet. The facility was constructed in two phases, with the vast majority of the construction taking place in 1971. This project is the new construction of a 12,000-square-foot replacement Child Development Center. Elements of the new building will include children’s classrooms, food preparation and service, staff and children’s rest-rooms, offices and support/storage spaces. In addition, construction will include a comprehensive outdoor area for exercise and creative play.
- Significance: This project is an essential educational program because it is the “laboratory” setting for the college’s Child Development Program. Construction of the new facility will ensure that future teachers and child development professionals are provided with an appropriate and modern learning environment.
- Estimated Cost (includes escalation): \$21,022,354
- Schedule: 2037

Long Beach City College – Pacific Coast Campus Future

Building MM – Construction Trades (Phase 1)

- A major renovation of the existing 13,288-square-foot facility, which was constructed in 1957, as well as the construction of a new 4,531-square-foot addition to the building. Renovations include upgrades to electrical systems, data communication systems, ADA access compliance, HVAC system replacement, lighting, plumbing, and aesthetic improvements.
- Significance: Renovation of the Construction Trades Building upgrades the facility and its operating systems. It adds significant life to this facility and corrects a number of deficiencies that will improve its use in the training of students in the areas of air conditioning, refrigeration and the construction trades.
- Estimated Cost (includes escalation): \$17,665,877
- Schedule: Summer 2020

Building P2 – Parking Structure

- The construction of a new multi-story parking structure at PCC to serve approximately 500-600 vehicles. This is the only viable alternative to meeting vehicular parking demands due to limited land availability.
- Significance: The new parking structure shall address the long-term student and staff parking needs associated with the construction of a number of new instructional buildings at PCC, and make progress towards better sustainability by installing solar panels on top of the structure.
- Estimated Cost (includes escalation): \$21,493,800
- Schedule: Spring 2022

Building OO – Classrooms

- The new construction of a large 150,000-square-foot instructional building. The building shall be multi-disciplinary in nature and will include classroom facilities, large lecture rooms, meeting areas, extensive state-of-the-art computer labs, as well as faculty offices and support space.
- Significance: This project represents an important academic component to the campus and provides long term instructional space and educational opportunities for the students at the PCC. It also allows for a more comprehensive curriculum so that students at PCC can take the majority of their required classes at this single location.
- Estimated Cost (includes escalation): \$118,070,400
- Schedule: Spring 2022 ■



CITY OF LONGBEACH

On why Measure A is
needed. . .

Having previously worked at the Long Beach Public Library, I saw how our facilities really need attention, but we haven't always had the resources to make that happen. Now, working on Measure A capital projects, I can see the shift in the infrastructure and community. People feel proud and safe in facilities which are well-kept.

*- Nancy Villaseñor,
Public Works Capital Projects Coordinator
Measure A is supporting library infrastructure citywide*





Citywide Infrastructure Investment Plan



COMMUNITY FACILITIES

- 1 ALAMITOS LIBRARY IMPROVEMENTS
- 2 BACH LIBRARY IMPROVEMENTS
- 3 BREWITT LIBRARY IMPROVEMENTS
- 4 BURNETT LIBRARY IMPROVEMENTS
- 5 DANA LIBRARY IMPROVEMENTS
- 6 EL DORADO LIBRARY IMPROVEMENTS
- 7 EXPO BUILDING ROOF REPAIR & ADA ACCESSIBILITY
- 8 HARTE LIBRARY IMPROVEMENTS
- 9 LOS ALTOS LIBRARY IMPROVEMENTS
- 10 MARK TWAIN LIBRARY IMPROVEMENTS

PUBLIC SAFETY FACILITIES

- 11 HEALTH DEPARTMENT BUILDING IMPROVEMENTS
- 12 FIRE STATION 1 DEFERRED MAINTENANCE
- 13 FIRE STATION 7 ROOF REPAIRS
- 14 FIRE STATION 9 GENDER ACCOMMODATIONS
- 15 FIRE STATION 10 LIVING ACCOMMODATIONS
- 16 FIRE STATION 14 GENDER ACCOMMODATIONS
- 17 FIRE STATION 17 FACADE UPGRADES
- 18 FIRE STATION TRAINING CENTER GENDER ACCOMMODATIONS
- 19 POLICE ACADEMY IMPROVEMENTS
- 20 PUBLIC SAFETY BUILDING INTERIOR & FACADE IMPROVEMENTS
- 21 WEST POLICE STATION ROOF REPAIR
- 22 EMERGENCY OPERATIONS CENTER UTILITY SYSTEMS

CLEAN WATER

- 23-34 PUMP STATION 2, 3, 7, 10, 11, 13, 15, 17, 19, 20, 21, 22

PARKS & RECREATION

- 35 4TH STREET SENIOR CENTER FACILITY IMPROVEMENT
- 36 ADMIRAL KIDD PARK TURF IMPROVEMENTS
- 37 ANIMAL CARE SERVICES CAT COTTAGES
- 38 BELMONT POOL DEVELOPMENT PLANNING
- 39 BIXBY PARK COMMUNITY CENTER
- 40 COLORADO LAGOON PARK IMPROVEMENTS
- 41 DAVENPORT PARK IMPROVEMENTS
- 42 DRAKE PARK RESTROOMS & PLAYGROUND
- 43 DRAKE-CHAVEZ PARK GREENBELT RESTORATION
- 44 EL DORADO PARK RESTROOMS, TENNIS COURT & DUCK POND
- 45 HEARTWELL PARK TURF IMPROVEMENTS
- 46 HOUGHTON PARK COMMUNITY CENTER
- 47 HUDSON PARK TURF IMPROVEMENTS
- 48 JACKSON STREET PARK PLAYGROUND
- 49 LOS CERRITOS PARK PLAYGROUND & SPORTS COURT
- 50 LOS CERRITOS WETLANDS IMPROVEMENTS
- 51 M.L.K. JR. PARK CENTER UPGRADES
- 52 MACARTHUR PARK CENTER ROOF & RESTROOM REPAIR
- 53 RED CAR GREENBELT PARK DEVELOPMENT
- 54 PAN AMERICAN PARK ROOF REPAIR
- 55 RANCHO LOS ALAMITOS SEISMIC UPGRADE
- 56 RANCHO LOS CERRITOS DEFERRED MAINTENANCE
- 57 SILVERADO PARK RESTROOM UPGRADES, TURF & SPORTS COURT
- 58 STEARNS PARK CENTER ROOF REPAIR
- 59 VETERANS PARK PLAYGROUND & TURF
- 60 WHALEY PARK PLAYGROUND
- 61 WILLOW SPRINGS PARK UTILITIES

MOBILITY

- 62 2ND ST BRIDGE MAINTENANCE AND ADA ACCESSIBILITY
 - 63 CITY PLACE PARKING GARAGE SAFETY AND ACCESSIBILITY STREET
- EXISTING INFRASTRUCTURE INVESTMENT PLAN (MEASURE A AND OTHER TRANSPORTATION FUNDS)
- NEW PROJECTS (MEASURE M AND STATEWIDE GAS TAX INCREASE [SB1])
- COMPLETED PROJECTS
- CALTRANS PROJECTS

CITYWIDE EFFORTS (NOT ON THE MAP)

- ALLEY MANAGEMENT PLAN & REHABILITATION
- FIRE STATION ROOFS
- HAND DRYERS AT COMMUNITY CENTERS
- LIBRARY ROOF IMPROVEMENTS
- PARK IRRIGATION CONTROLLERS
- SMART STREET LIGHT TECHNOLOGY
- TRAFFIC SIGNAGE
- URBAN FOREST MAINTENANCE