

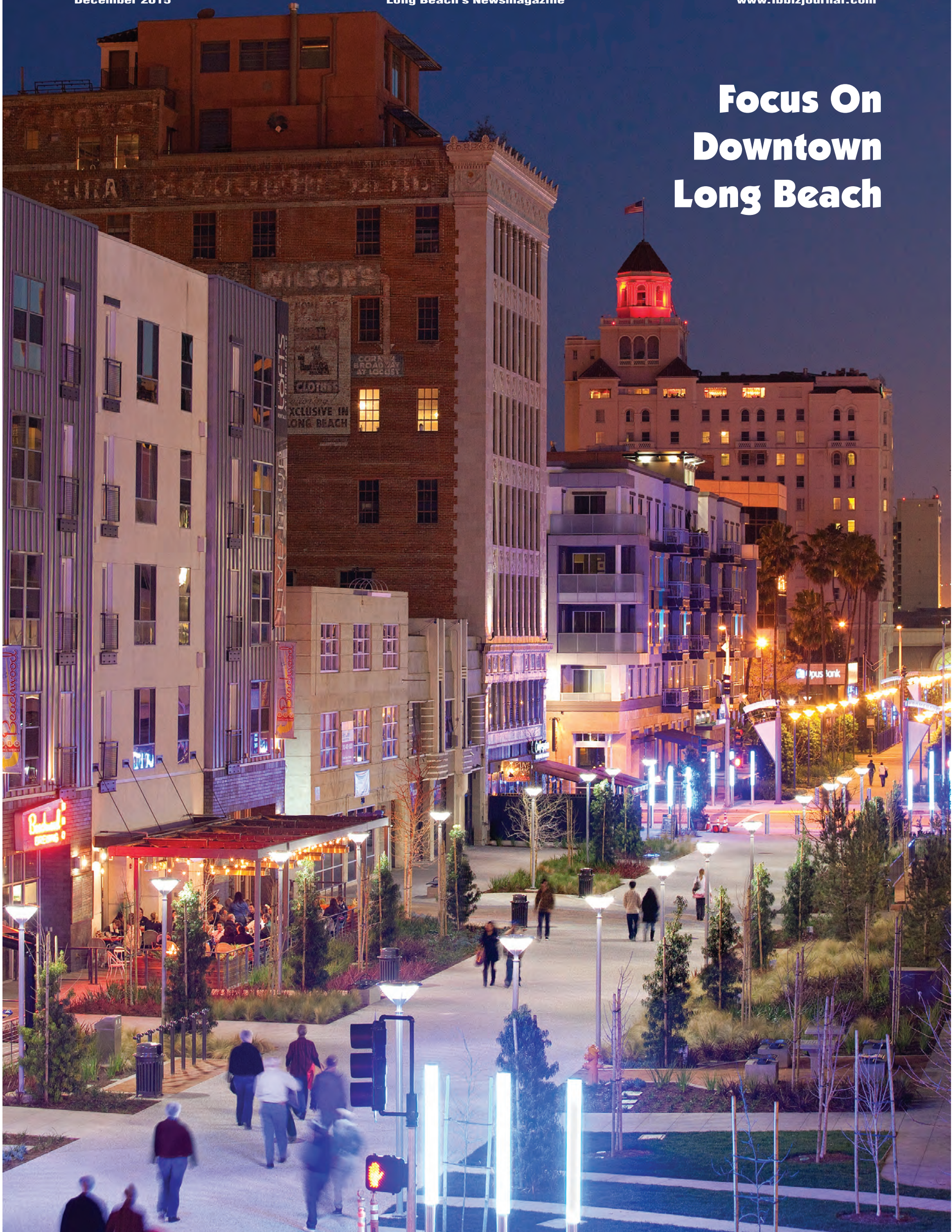
Long Beach Business Journal

December 2015

Long Beach's Newsmagazine

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Focus On Downtown Long Beach





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Mayor Robert Garcia: The Downtown Renaissance Is Here

For many years – even before I was elected to the city council in 2009 – Long Beach residents have been talking about a “Downtown Renaissance” that always seemed to be just over the horizon. New restaurants, retail and services, cleaner streets, improved public safety and expanded special events were all part of our vision.

Now, after many years of hard work by our community, we can confidently say that the Downtown Renaissance is here.

For our city to succeed, we need a thriving downtown. In just the past 18 months, hundreds of millions of dollars in new investment have poured into Downtown Long Beach. More than \$60 million has been invested at The Pike alone, with new national brands including Nike, the Gap, Forever 21, H&M and Columbia Sportswear either already open or opening in the near future, and Restoration Hardware expanding what is already its most successful location.

At the other end of downtown, new residences with ground floor retail will bring thousands of new residents, and with them new energy, creativity and spending power. My goal is to see at least 4,000 new residential units built in the next 10 years. We need new residents living, shopping and spending money downtown to support our local economy and ensure downtown succeeds.

Meanwhile, we’re investing more than \$6 million in improved streetscapes along Pine Avenue, including new pedestrian amenities, as the first major improvements to our main downtown corridor in nearly a quarter century. And events like Live After 5, Twilight Walk on Pine, Summer and Music, Taste of Pine and many others – including, of course, the Toyota Grand Prix of Long Beach – have brought new life to the area, bringing big crowds downtown and providing quality entertainment to residents and visitors.

And, of course, we will soon see a brand new civic center, which will not only create construction jobs, but will provide an iconic hub for our entire community, as well as new residences and retail in the center of downtown. In addition the new center will include a new central library, new Lincoln Park, and a new headquarters for the Port of Long Beach.

Average annual household income in downtown also went up by almost \$20,000 over the last decade, and home values have more than doubled.

And, there is much more to come.

City Place is being completely transformed, with local architecture and design firm Studio One Eleven taking the lead to create a new, modern urban commons. The Queen Mary Land Development Task Force has been formed and will be advising the city and the new operators about how to best utilize the 40-plus acres around the ship. Dozens of properties formerly owned by the Long Beach Redevelopment Agency are ready for sale and development. Many new residential projects are in the works, and new businesses continue to open all over downtown.

The cycling event, Beach Streets, returns to Long Beach for a second year in spring, this time in the downtown area, and a huge new music festival is being planned for fall. Street improvements, including additional bike lanes, will improve traffic flow and make life easier for pedestrians. And millions of more dollars will be invested in new construction this year.

None of this would have been possible without the great community partners we have. In particular, I want to thank Vice Mayor Suja Lowenthal, who will leave the city council in 2016, for her leadership downtown and her hard work to make many of these changes possible.

I also want to thank the Long Beach Area Convention & Visitors Bureau and the Downtown Long Beach Associates for the outstanding work they do every day to promote our downtown. They’ve been indispensable partners.

Thanks to the Business Journal for devoting an issue to downtown, the heart of our city, and for the opportunity to speak to your readers.



Krain Kojian, president/CEO of the Downtown Long Beach Associates (DLBA) with Michelle Molina, DLBA Board chair and CEO of Millworks. (Photograph by the Business Journal's Larry Duncan)

Welcome To Downtown

By Michelle Molina and Kraig Kojian

We at the Downtown Long Beach Associates (DLBA) are continually striving to improve each year – and we speak with both pride and humility when we say that the past year was a definitive one. From restaurant and retail growth to major new developments breaking ground, from staff changes to organizational improvements, it isn't just the downtown that is experiencing great progress but the DLBA as well.

The DLBA has amped up its efforts to provide more personalized services to stakeholders, helping them identify their challenges while assuring growth. DLBA's Signature Events continue to break records, with more than 50,000 people coming to Downtown Long Beach (DTLB) to partake in our distinct events. Our image and message have never been more in sight, as our social media numbers and media value have skyrocketed.

This isn't to say that we aren't facing any challenges; without challenges, we wouldn't be doing anything right in the first place. We still have a large disconnect between the waterfront and everything north of Ocean Boulevard. We have much work to do in terms of development, including advocating for proper activation of the former redevelopment agency properties through the Long Term Property Management Program, and maintaining a business-friendly culture that caters to business owners rather than turning them away. We have to make our streets safer and more accessible. We have to assure that our reputation, as both a destination and organization, is not misconceived or ill-grounded.

With this, however, it must be echoed that the spirit of DTLB has never soared higher. With this type of confidence and tangible progress mixed together, success comes naturally rather than being strived for. There are plenty of opportunities to seize that success, and we continually look forward and pledge ourselves with the work ahead of us.



Downtown Long Beach Associates staff, top row from left: Steve Be Cotte, community outreach manager; Adam Carrillo, economic development manager; Madison Silva, special events assistant; Kraig Kojian, president/CEO; Charlie Hockett, intern; and Sean Warner, placemaking manager. Front row from left: Ryan Suburu, graphic designer and marketing coordinator; Gina Dartt, marketing and special events manager; and Brian Addison, communications manager. (Photograph by the Business Journal's Larry Duncan)

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DOWNTOWN DEVELOPMENTS

1. CIVIC CENTER

Newly revised 15.78 acres of public-private \$357 million development providing a new library, expanded Lincoln Park, new headquarters for both City Hall and the Port of Long Beach, and residential units.

2. THE PIKE OUTLETS [Recently Completed]

330,000 SqFt of retail space recently completed a \$65 million renovation process, revamping its image and space as a home for desirable outlet shops including Restoration Hardware, Forever 21, H&M and Nike.

3. EDISON LOFTS [Recently Completed]

Adaptive reuse residential space with 156 units, including six, two-story rooftop penthouses and 3,621 SqFt of ground floor retail space. Move in December 2015.

4. OCEAN CENTER BUILDING

Adaptive reuse of historic landmark Ocean Center Building into approximately 74 residential units and ground-floor retail/restaurant space. Currently in the Plan Check process.

5. PARC BROADWAY

Seven story mixed-use development with 222 residential units and 8,500 SqFt of ground-floor retail space, including art gallery, cafe and "bike kitchen". Expected completion Q4 2016.

6. OCEANAIRE

Seven story 216-unit residential development, with 1,500 SqFt of retail space located adjacent to the historic Ocean Center Building. Entitled.

7. THE CURRENT

17-story, 223-unit luxury residential tower under construction, anticipated completion April 2016. 2nd phase will include a 35 Story 222 Luxury units; anticipated groundbreaking Q4 2016.

8. PACIFIC COURT APARTMENTS

Adaptive re-use of former cinema multiplex into 69 loft-style residential units with new ground floor retail space. Expected completion Q2 2016.

9. 442 WEST OCEAN BLVD

Planned mixed-use development with 95 residential units and 1,455 SqFt of retail space. Expected groundbreaking 2016.

10. 207 SEASIDE WAY

Planned 5-story mixed-use 113-unit residential space with 2000 SqFt of retail. Anticipated groundbreaking 2016.

11. SIXTH STREET LOFTS [Recently Completed]

30-loft development. 605 SqFt - 835 SqFt per space, featuring studios, one, and two-bedroom units.

12. 1ST & ALAMITOS

Seven-story, 136 residential unit development including 10 studio units, 101 one-bedroom units, and 25 two-bedroom units ranging from 697 SqFt to 1,739 SqFt with 2,560 SqFt of retail space.

13. 227 ELM AVENUE

40, two story condominiums by eco-friendly real estate developer City Ventures.

14. 137 W 6TH STREET

10-unit mixed-use development project with 1,390 SqFt of retail space. Expected completion Summer 2016.

15. 200 W OCEAN BLVD

Adaptive reuse project to add two stories for a total of 94 residential units and 4,597 SqFt of retail space.

16. NEWBERRY BUILDING

Adaptive reuse with 28 units above 6,500 SqFt of retail space.

17. 125 LINDEN AVE

5-story residential located above 2,688 SqFt of retail space. Applicant seeking up to 44 residential units.

18. SECURITY PACIFIC NATIONAL BANK BUILDING

Adaptive reuse to convert office space to 118 residential units above the Federal Bar.

19. 495 PROMENADE NORTH

20 residential units located above 5,220 SqFt of retail space.

20. 437 E 5TH STREET

18-unit mixed use apartments over 230 SqFt commercial space. In conceptual site plan review.

21. THE BREAKERS

138 market rate residential units for this adaptive reuse project. In Site Plan Review process

22. 635 PINE AVE

21-story residential development with 142 units. Pre-application stage.

23. 810 PINE AVE

12-story residential development with 64 units. Pre-application stage.

24. 107 LONG BEACH BLVD

New 34-guest room boutique hotel. In Site Plan review. Former RDA property.

25. PACIFIC LOFTS

5-story, 36-unit residential development. In preliminary Site Plan Review process.



Future Of Downtown

■ By **JEFFREY FULLERTON**
Edgemoor Infrastructure and Real Estate

The Plenary-Edgemoor Civic Partners (PECP) team would like to thank the Long Beach City Council and all stakeholders for moving this transformational project forward. Engagement with community members from throughout Long Beach has helped shape the design of the project over the last two years and we are very thankful for all the input we received.

The new Civic Center will be a prominent architectural fixture in the evolving downtown landscape. The new City Hall and Port Administration Building will provide a safe, inviting and efficient place to do business with the City and the Port of Long Beach. The re-designed Main Library and Lincoln Park will be more accessible to local residents and will be designed for a variety of uses, allowing greater enjoyment of these important public amenities. And, the future private development components will add activity to an already burgeoning downtown.

This project will also be an important economic stimulus to the City and will serve as a catalyst for future development. The project will result in an estimated 8,000 part time and full time jobs, more than \$1 million in projected annual new tax revenues to the City of Long Beach, and more than \$45 million in annual spending in the downtown core.

The new Civic Center is vital to the continued growth of downtown Long Beach, and PECP is honored to be delivering this exceptional project. ■



Ratkovich Properties, LLC, purchased the property at Long Beach Boulevard and 3rd Street (pictured above within the dotted line). Plans include to reusing the existing Acres of Books building and constructing a mixed-use project along 3rd Street.

(Map at left was prepared by the Downtown Long Beach Associates and reviewed by the Long Beach Development Services Department. Business Journal aerial photographs by John Robinson, taken December 12, 2015.)

Re-Envisioning The Queen Mary Area: Future Development On The Horizon

■ By **SAMANTHA MEHLINGER**
Senior Writer

The Queen Mary is perhaps Long Beach’s most recognizable icon. Having endured recessions, multiple operators and even bankruptcy, the past few years have been better for the ship, as its management team invested heavily in restorations and events and has reported steadily increasing revenues and visitor counts. And, as new life is breathed into Downtown Long Beach with thousands of residential units underway and planned, as well as a brand new civic center, the Queen Mary area is poised for a rebirth of its own, as a new leaseholder and a mayor-appointed task force team up to completely reimagine the oceanfront site.

“The Queen Mary is such an important component of our city’s history, and is such an icon, that developing those parcels and that acreage is really important to economic development [and] to the success of the downtown,” Mayor Robert Garcia said.

In September, Garcia announced the formation of the Queen Mary Land Development Task Force, a group of handpicked Long Beach leaders from a variety of backgrounds who he tasked with re-envisioning the land use around the Queen Mary. The task force’s first meeting will be in early January.

“I wanted people who were creative, who were committed to Long Beach – a combination of residents and business folks,” Garcia said of his criteria in selecting task force members. “There are some really great people and creative community leaders on the task force, and my hope is that they kind of come together and build some consensus about some of the ideas that are needed for the development.”

The Long Beach City Council approved a new leaseholder, Urban Commons, for the Queen Mary and adjacent 43 acres of land in November. The Los Angeles-based real estate investment firm replaced Garrison Investment Group, which had served as master lessee since 2009.

Urban Commons has brought on a team of partners to assist with development plans. This team includes representatives from Gensler Architects, Aegis Development Services, Hurst Harrigan Associates, Burnham Planning & Development, CBRE, Inc., and Global Hospitality Group.

The new leaseholder will be involved with the task force from its first meeting on, Garcia said. “I think our expectation is that Urban Commons is going to work with the task force, as well as take comment from the community in bringing forward a final project before the city.”

Both Garcia and Vice Mayor Suja Lowenthal, whose 2nd District encompasses the Queen Mary area, said they have met with Urban Commons and

its partners. “My impression of them is that they are a really creative team,” Garcia said. “They have been meeting with city staff often. They are very engaged with our development and economic development folks. So the city team is very confident in them.”

“I am very impressed with the work that the different partners, as part of Urban Commons, has done,” Lowenthal said. She said she has expressed to the team that “No matter what develops around the Queen Mary, clearly at the heart of it is the ship.”

Both Garcia and Lowenthal hope the eventual development of the Queen Mary area results in greater connectivity to the downtown core and shoreline. “When you go over there it’s sometimes confusing and people don’t understand the parking. And it is hard to get to,” Garcia observed. “If we really want to connect that part of the city and the waterfront to the rest of the city, we have got to fix that and create a really great project out there.”

It’s particularly important to Lowenthal that any new development appeals to demographics besides tourists. “The project itself cannot solely be for tourists,” she said. “Nor can it be the type of place you visit once and then never come back. Some historical places are like that.”

Lowenthal hopes future development plans include a walking, jogging and cyclist path encircling the site. “When we do something like that, we take a very meaningful asset and acreage of property, and it makes it accessible to anybody in Long Beach.”

While neither Garcia nor Lowenthal had any other specific development components they hope to see in the plans, both noted that it’s likely that the dome on site will house expanded cruise line operations. A portion of the massive white dome is currently used by Carnival Cruise Lines for passenger loading for three ships that sail from Long Beach.

“There is interest from Carnival Cruise Lines to better utilize the dome and to kind of expand some of the terminal operations we have,” Garcia said. “There is an interest in expanding our cruise operations as well. So that is where I think the future of the dome is headed.”

While Lowenthal said she thought the dome could potentially make a great concert venue due to its size and location, she said the priority should be supporting the “existing, thriving enterprise” already operating there.

“I just want something that is going to be a wow factor. You know, we have a little over 40 acres to build something spectacular and something that draws people,” Garcia reflected. “This development has to really respect and honor the Queen Mary itself, because the Queen Mary is really the signature piece in this development.”

“We are about to embark on the development of the new civic center. It’s going to be the greatest public asset, in terms of size and meaningfulness too, perhaps, that we have in the City of Long Beach,” Lowenthal said. “And the Queen Mary can be just as important.”

Lowenthal noted that the area around the Queen Mary is one of the last large, undeveloped parcels of land in Long Beach, and as such is a “rare opportunity” for development.

While no timeline has been set for any future development, Garcia said he expects Urban Commons, its partners and the task force to spend a year refining the vision for the project and conducting public outreach. “I am really hoping sometime within the next two years or so that we are going to start seeing some type of activity,” he said. ■



(Long Beach Business Journal photograph by John Robinson)

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Creative Businesses Gravitating Toward ‘Live, Work And Play’ Environment In Downtown Long Beach

■ By **SEAN BELK**
Staff Writer

A mixture of residential and commercial development catering to young, urban professionals seeking a “live, work and play” environment has reinvigorated Downtown Long Beach, attracting cutting-edge businesses and producing an improved office market, according to local commercial real estate brokers.

For many years, high-rise office buildings downtown have drawn businesses related to the port, the oil and gas industry and government, but more recently “creative” firms linked to the Internet, advertising and gaming have started planting roots, said Toliver Morris, leasing director for the Landmark Square high-rise at 111 W. Ocean Blvd. and other office buildings downtown.

The health care industry has also become a main driver of business, he



(DLBA photograph)

said, noting that Molina Healthcare inked a deal this year to take up 73,486 square feet of office space at the 27-story One World Trade Center, expanding the company’s headquarters, located across Ocean Boulevard.

Renewed interest in Downtown Long Beach can partly be attributed to a concerted effort by Mayor Robert Garcia, the city’s economic development commission and the Downtown Long Beach Associates (DLBA), which operates on behalf of tenants and property owners of a business improvement district, to market downtown’s assets in hopes of creating an “innovation hub,” Morris said.

“We’re working hard to reach out to the young professionals around our area, whether they be creative users or others, to woo them to Downtown Long Beach to live, work and play,” he said.

Morris said that in the past three months he has given tours to creative tenants looking to take up a total of about 100,000 square feet of office space in downtown while in previous years it had been more difficult to attract such business clientele.

A recent push by developers and investors to upgrade the exteriors and interiors of office buildings to attract creative office users has also helped lure businesses to Downtown Long Beach, he said, adding that ownership of nearly 70 percent of downtown office buildings has changed hands in the past two years.

“Enthusiastic developers and investors have come into Downtown Long Beach and are spending money to upgrade old, tired buildings and make them something unique, different and exciting,” Morris said. “We’re in a huge renaissance in downtown.”

Businesses are attracted to Downtown Long Beach mainly because it offers oceanfront property and an urban environment at a lower price than competing cities, such as Santa Monica and Newport Beach, he said. Creative firms are also drawn to the “authenticity” of Long Beach, Morris added.

“Creatives want authentic,” he said. “They want natural light, exposed-duct ceilings, operable windows, concrete floors and an outside area that’s Wi-Fi enabled. They want bike friendly and dog friendly. They want all of those elements, and that’s what we’re producing.”

Greg Gill, president of Lee & Associates’ Long Beach office, which represents owners of office buildings and invests in properties downtown, said Downtown Long Beach is still considered a “bargain” compared to other urban areas in Los Angeles and Orange counties.

In addition to being centrally located in Southern California with easy access to the 710 Freeway, Downtown Long Beach offers “excellent buildings with ocean views and good parking” as well as a multitude of hotels to host business clients, he added.

The city’s Downtown Plan, a set of zoning guidelines put in place to fast-track development, lure private investors and facilitate unique architecture, has also helped spur economic development, Gill said, adding that new dining and entertainment options along with improvements to the The Promenade, Pine Avenue and other areas have generated a lot of interest.

Along with new restaurants and retail options, such as The Pike being rebranded as an outlet mall and new developments, including adaptive reuse projects that involve converting aging office buildings into residential complexes, have caught the attention of business professionals looking to work and play where they live, Morris said.

The recently opened Edison Lofts at 100 Long Beach Blvd., for instance, now offers more than 150 residential units after the high-rise once owned by the city was transformed from office use. More than 1,500 new residential units are expected to come online downtown in the next 18 months, he said.

Office to residential conversions are expected to tighten up the downtown office market, which has long suffered from high vacancy, Morris said. Downtown Long Beach’s vacancy rate, which has already dropped about five percentage points to 15 percent, is likely to fall to single digits within a little more than a year, he said.

“We’re going to go from an unhealthy office market to a very healthy office market pretty much in record time,” Morris said. “I think that people will get excited about it.” ■



(Long Beach Business Journal photograph by John Robinson)



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Contact: Noel Aguirre

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The Port Of Long Beach – The City’s Top Economic Engine

■ By **SAMANTHA MEHLINGER**
Senior Writer

Top: The Gerald Desmond Bridge at left is soon to be replaced with a taller, cable-stayed bridge to allow larger ships to pass beneath it. At right, the first phase of the Middle Harbor Redevelopment Project at Long Beach Container Terminal is complete, and features some of the world’s tallest cranes. **Below:** A rendering depicts the future replacement of the Gerald Desmond Bridge, which will feature additional vehicle lanes, a bike path and 515-foot tall towers. **Bottom:** One of four THUMS Oil Islands, operated by a division of California Resources Corporation. Oil revenues fund major city capital improvement projects in the city’s Tideland areas.

Downtown Long Beach is home to one of the nation’s largest trade gateways, the Port of Long Beach, which handles more than \$180 billion in cargo annually. The second-busiest seaport in the United States, the port supports more than 30,000 Long Beach jobs, 316,000 jobs in Southern California and 1.4 million jobs nationwide.

The port spans 3,000 acres of land and 4,600 acres of water, with 22 shipping terminals, 10 piers and 80 berths. Its largest terminal operator is Long Beach Container Terminal (LBCT), a division of Orient Overseas Carrier Line (OOCL).

LBCT’s facilities are in the midst of receiving an overhaul as part of the port’s Middle Harbor Redevelopment Project, a \$1.31 billion endeavor in which two aging terminals are being combined and upgraded with zero-emission technology, deeper water and the world’s largest cranes to accommodate increasingly massive cargo vessels. The first phase of the project is expected to be fully operational during the first half of 2016. OOCL has signed a 40-year, \$4.6 billion lease to operate the facility.

Also ongoing is the Gerald Desmond Bridge Replacement Project, a



\$1.4 billion effort to tear down an aging bridge spanning the entry to the inner waters of the port. The taller bridge will allow larger ships to pass beneath it, and will be able to handle more vehicle traffic. Plans also include a bicycle and pedestrian path. When completed, the bridge, which will feature 515-foot tall towers, will be a new icon for Downtown Long Beach and the city as a whole.

Business at the port is growing. Through November, cargo volumes increased for five straight months, and the port is on track to move seven million 20-foot equivalent units of cargo by the end of the year. That figure has been attained only two other times in the port’s 104-year history.

With so much cargo movement and business at its facilities, the port is committed to reducing the environmental impacts of its operations. This commitment is outlined in its Green Port Policy, which includes initiatives aimed at reducing toxic air emissions and fostering good water quality, as well as community mitigation programs to reduce the negative health impacts of port operations to surrounding residential neighborhoods.

Since 2005, the port’s air quality improvement efforts have resulted in a 97 percent reduction in sulfur oxide emissions, an 85 percent reduction in diesel particulates and a 50 percent reduction in nitrogen oxides. ■



(Port of Long Beach rendering)

Innovative Initiatives Aim To Help Small Businesses Grow In Long Beach

■ By **SEAN BELK**
Staff Writer

Through partnerships with academic specialists, tech experts, educational institutions and business groups, the City of Long Beach has developed a multitude of innovative initiatives to help small businesses grow and thrive in the city.

One initiative involves a new web-based software program called Open-Counter, which attempts to streamline the city’s permitting process. The city officially launched the program a few months ago after an initial test period.

Developed by Santa Cruz-based Open Counter Enterprises, Inc., the application offers a free, 24/7 service for entrepreneurs to receive answers to questions, such as those about permitting costs, online rather than hav-



(Long Beach Business Journal photograph by John Robinson)



(Long Beach Business Journal photograph by John Robinson)

ing to meet with city staff in person at city hall. Entrepreneurs may log in to the program by visiting www.long-beach.opencounter.com.

The program saves time for entrepreneurs as well as city staff, making the city's permitting process more efficient, said Seyed Jalali, the city's economic development officer and business ombudsman.

Some permit applications may be more complicated than others, such as those for businesses that sell alcohol or provide entertainment, but all entrepreneurs now have the ability to simply enter the location and type of a prospective business and receive a "ballpark" answer online as to how much it would cost to open, he said.

"It makes it easier for the end-user, the customer, and it internally makes us work

more efficiently with some other issues that really require people to be here for a face-to-face," Jalali said. "It's worked out perfectly. It's nothing more than business registration, asking the right questions and getting the right answers."

The city is also working to develop a series of solutions to prepare entrepreneurs for the startup process, helping to make it easier to submit business applications in one day.

Through a \$50,000 grant from the U.S. Small Business Administration (SBA), the city is planning to launch StartupLB, a comprehensive online tool to provide Long Beach entrepreneurs with business planning resources and to help target business development, according to city officials.

(Please Continue To Page 14)

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Future Of Downtown

■ By **JULIA HUANG**
InterTrend

DTLB is a home for me on many levels. A lot of people think InterTrend is the new kid in the hood. We were perched on the top floor of a high-rise on Ocean Boulevard since 1997 and had limited interface with the city. Then serendipity led us to a dilapidated building called American Hotel (and also known as the Psychic Temple) in Downtown Long Beach (DTLB) owned by the city – and in need of some major TLC. It was in an utter state of disrepair but ultimately, its charm proved too strong and we fell in love with the history and story behind it. Still, it took us four years to renovate it to a habitable building. Moving to Psychic Temple Long Beach, as we call it now, transformed our relationship with the city from a transactional landlord-tenant give-and-take to a relationship that makes us feel truly part of the community. And with that comes our strong feeling of responsibility to be an active participant to build and to give back to the city we call home. We are still learning, however, and trial and error are constant. And in giving back, we wanted to make a name for ourselves beyond the work we do within the walls of our office. We knew that DTLB could be that fertile growing ground for making our hopes bigger and dreams a bit more tangible . . . And having always been a supporter of arts and culture, our taking on of POW! WOW! and bringing it to DTLB was the first time we really had to build a more widespread support from both public and private sectors. Ultimately, it also brought DTLB the much-deserved attention that it continually warrants. One of the hardest things for POW! WOW! was to find appropriate walls as canvases for the artists. It took quite a bit of effort in the beginning, as street art was still considered graffiti by many, but once the mayor’s office gave us the thumbs up, everything started to fall into place. Organizations such as the Long Beach Museum of Art, Downtown Long Beach Associates, City Fabrick and the CVB [Long Beach Convention & Visitors Bureau] gave us so much encouragement, support and money to make it all a reality. Business and building owners around the city signed on to make our first ever POW! WOW! in Long Beach a resounding success. We are indeed pleased that as a true new kid on the block, POW! WOW! Long Beach was able to contribute to the already robust art scene in the city. We will continue to be actively involved in being part of the rich texture of Long Beach. ■

Small Business Initiatives

(Continued From Page 14)

Long Beach is joining a number of other cities in the country to take a public “Startup in a Day” pledge, an initiative launched by the SBA in partnership with the National League of Cities, which represents thousands of municipalities across the country.

Innovation Strategies

The city’s “innovation team” (i-team), a group of specialists with skills in various disciplines who have been hired through a \$3 million grant from Bloomberg Philanthropies that required a \$1 million match from the city, is developing the StartupLB tool as one of five strategies for increasing economic development in the city. John Keisler, who serves as innovation team director after working for various city departments over the past 10 years, said team members bring a diverse set of academic backgrounds, including industrial design, software development, public policy and cultural anthropology. “This team is supposed to look at government and this economic development issue in a cross-cutting, interdisciplinary way,” he said. “The city has rarely had resources for research and development, and the goal is to have the freedom and the flexibility. We don’t have operational responsibilities. We’re supposed to understand and investigate economic development in a new way.” Over the past few months, the team has developed a “philosophy” of economic development that is focused on job creation, Keisler said, adding that

the team is working to come up with ways to support, promote, attract and grow “job creators.” The i-team’s first economic development strategy is creating a clear economic development “blueprint” for the next 10 years while working with the city’s economic development commission and contracting with Los Angeles-based Beacon Economics, he said. Another strategy involves improving “high-tech infrastructure” and increasing broadband internet access by opening up 63 miles of fiber optic cable, used for traffic signals and other government uses, to the private sector, Keisler said, adding that the team is scheduled to request city council approval this month. Aside from developing the StartupLB online tool, other economic development strategies involve focusing on “branding” the city for business and creating a “center for innovation” targeted to be opened in 2017, he said.

Incentives And Loans

Another city initiative is the “small business recruitment, retention and growth incentive program,” an effort to provide tax credits to small businesses that relocate to Long Beach, open a new location in the city or hire additional employees. The program expands the city’s economic development strategies that have been in place for many years, Jalali said, adding that, after the state eliminated redevelopment, the city began taking a more “proactive approach” to helping businesses expand in or relocate to the city by providing tax incentives or other supportive opportunities. The city has also revived a program for business loans, ranging from seed capital of \$25,000 to \$35,000 for startup businesses to expansion loans of \$100,000 or more, provided through the National Development Counsel’s Grow America Fund, he said. A three-member committee of the city’s economic develop-

ment commission oversees the loans and recommends approval or denial to the city council, with no appeal process, Jalali said. Even though the loans are public funds and aren’t from a bank, they still come with interest and have underwriting requirements, he said, adding that loans from the city are merely meant to provide “gap financing” for businesses. “We are strictly a safety net for those businesses that cannot access the traditional funding from traditional banks or other sources,” Jalali said. “A lot of entrepreneurs nowadays have great ideas. They are hardworking people. They have put sweat equity into a venture, and all they need is a little help getting some seed capital to take it to the next step. That’s what we do here.”

Business Development

An additional resource for small businesses is the Long Beach Small Business Development Center (SBDC), which is hosted by Long Beach City College (LBCC) to provide outreach to businesses in downtown and throughout the city. The Long Beach SBDC, which operates its main office at 4900 E. Conant St. near LBCC’s Liberal Arts Campus and a downtown office at 309 Pine Ave., is one of 11 SBDCs in the Los Angeles County regional network, first launched in 2006. Collaborating with the city and LBCC, the Long Beach SBDC offers entrepreneurs free services, such as advice on how to create a business plan or obtain financing.



Lou Anne Bynum

Lou Anne Bynum, vice president of economic development for LBCC and a member of the Long Beach Board of Harbor Commissioners, said the Long Beach SBDC has access to nearly 100 advisors with expertise in anything from marketing and product research to financials, leasing and negotiations. “We provide business support directly to people served within the City of Long Beach,” she said. “The Long Beach SBDC has been probably the most active and has the best metrics out of any small business development center in our entire L.A. network. The purpose of it was to make sure we [are] taking care of businesses in Long Beach.” This year alone, the Long Beach SBDC helped start about 45 businesses, spur job creation for 182 people and bring capital infusion of about \$17 million, Bynum said, adding that the center also counseled about 645 people. She said the Long Beach SBDC provides businesses with hands-on assistance, such as helping to acquire a building or restructuring a business model. The Long Beach SBDC has partnered with the Downtown Long Beach Associates (DLBA), which administers the Downtown Business Improvement District, to work collaboratively on such programs

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(Long Beach Business Journal photograph by John Robinson)



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Small Business Initiatives

(Continued From Page 14)

as providing a five-week, 10-session small-business focus workshop series earlier this year, Bynum said.

The SBDC’s downtown office also runs a “young entrepreneurship” program, teaching students how to start their own businesses, she said.

The Long Beach SBDC also hosts the Goldman Sachs 10,000 Small Businesses Program, which has helped hundreds of entrepreneurs create jobs and economic opportunities by providing access to education, financial capital and business support.

In addition to providing opportunities for workforce training, the Long Beach SBDC is now working to create an “innovation fund” to help businesses in “biomedical, alternative green technologies and advanced manufacturing,” Bynum said.

The next goal for the Long Beach SBDC is to help create a “commercialization center” in the city to spur growth in these innovative industries, she said, adding that Mayor Robert Garcia and Port of Long Beach officials are committed to helping such businesses grow.

“The Port [of Long Beach] has a lot of new, interesting, environmentally sustainable technologies,” Bynum said. “We have a mayor interested in making sure we can create more innovative activity and invest in a better ecosystem here in Long Beach for companies to be attracted to come here.” ■

Small Business: An Integral Part Of Downtown’s Economy

■ By **BRIAN ADDISON**

DLBA Communications Manager

There’s no way around it: small business is the backbone of our economy, whether you’re looking from the locally small or the nationally large scale.

According to the U.S. Bureau of Labor and Statistics’ latest report, firms with one to 49 employees accounted for 40 percent of total net job growth in the third quarter of 2013, basically mirroring the 41 percent share that large firms with 500 or more employees contributed. When isolating the local economy, small businesses contribute to the growth and innovation of the community they serve.

In downtown, revamped spaces like the Pike Outlets and the soon-to-be repositioned City Place Mall development offer nationally and internation-

ally recognized brands for nearby conventioners and locals alike. But when it comes to having a little more local flair, it’s areas like the East Village Arts District and Shoreline Village, made up almost entirely of small businesses, that help Downtown Long Beach (DTLB) “keep it Long Beach” for shoppers seeking to take a break away from the big box stores and brands.

Take, for example, the East Village, which goes beyond staples like Berlin and Fingerprints Music. The Academy welcomes Long Beach’s first top-down clothing boutique thanks to brother team Bonal and Vizal “Sam” Samreth – meaning all clothes are made in-house and sold at the same place. What The Academy has offered for years, bringing in clients from Silver Lake to Belmont Shore, is high-end apparel that’s quite literally tailored for you. They measure you, they make for you – and even though L.A. has enticed them with its clientele, the pair refuses to leave DTLB.

“As both tailors and makers, we’re fortunate to receive the best in apparel,” Sam said. “There’s this constant flow of discovering new designs, construction, fit and taste. . . . And the people of Long Beach get that.”

Joining The Academy is 1897LB, an apparel store dedicated to all things Long Beach (and whose owner, Jose Cordon, has built up an impressive following on Instagram); ELEV8, whose owner Patrick Santa Ana made “buy local” a philosophy long before it was cool; Anneise, filled with rare and handmade jewelry; MAKE Collective, filled with new and vintage furniture, decor, and knick-knacks . . .

“The East Village continues to be a tight-knit community,” Santa Ana said. “We all understand that it’s working together, doing things like the Makers Mart [an event where 1st Street is entirely closed to traffic to make way for over 40 crafters and makers offering their goods] or group events, that will make us all succeed.”

Of course, Fingerprints isn’t the only DTLB place offering a local spin on music: North Pine has its own secret weapon by way of Toxic Toast Records. North Pine, now experiencing its own mini-renaissance thanks to burgeoning business and the massive 6th-to-7th block takeover along Pine by Molina Healthcare, welcomed the record shop last year and now serves a part of Pine that was once desolate and practically pedestrian-free.

Owner Andy George has created a unique world filled with Japanese vinyl that have escaped the milk crates and landed on shelves at 8th & Pine.

Perhaps what Toxic Toast represents for North Pine is what is representative of small businesses’ influence throughout DTLB. The aforementioned East Village wasn’t always booming and Shoreline Village along the waterfront has the misconception of being corporate when, in fact, nearly all of its tenants are local small business owners.

From Louisiana Charlie’s – one of the few places to get true New Orleans cuisine, the kind of stuff along the lines of alligator bites and crawfish étouffée – to Queen Mary Couture – one of the tenants kicked off the Queen Mary and now using Shoreline as its home – Shoreline Village is a harbor of locals looking to play with the area’s kitschy-but-fun decor and stellar views.

All in all, it’s hard to escape the shop-small ideal in DTLB because so many locally-owned businesses pervade all corners of the downtown. ■



Sweet Dixie Kitchen is located at 401 E. 3rd St.
(Photograph by the Business Journal's Larry Duncan)



(Photograph of Shoreline Village provided by the DLBA)



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Retail, Markets, Beer And Cocktails – Downtown’s Culture Of Craft

■ By **BRIAN ADDISON**
DLBA Communications Manager

Celebrating local craft and economy has not always been met with cheers – just ask Downtown Long Beach (DTLB) boutique owner Patrick Santa Ana of Elev8, whose store has always been filled to the brim with hand-forged jewelry, handcrafted clothing, and locally made soaps’n’beauty products.

“The whole ‘buy local’ thing just wasn’t cool,” Santa Ana said. “People would walk in and see something homemade and legitimately not want



Javier and Hilda Ortiz own Kress Market at 443 Pine Ave.
(Photograph by the Business Journal’s Larry Duncan)



Elev8 is a clothing and accessories store for men and women at 132 Linden Ave.
(Photograph by the Business Journal’s Larry Duncan)

it. They saw the label – ‘homemade’ – as something that was below them. But the attitude has switched, across the whole city, and Downtown Long Beach has led that change.”

When talking of DTLB, Santa Ana is referring to places like Anneise that offers handcrafted jewelry, The Academy that is Long Beach’s first top-down clothing store, and 1897LB that brings local swagger to a new level with a shop whose contents are entirely Long Beach-themed – all within the East Village alone.

Then there is the unexpected juggernaut that is MADE in Long Beach, the all-things-local store that transformed 236 Pine Ave. into a space where small business owners are between the “I-have-an-idea” phase and the transition to a full brick-and-mortar storefront.

Opening just one year ago, MADE has since shared space for up-and-coming artisans, vendors and retail concepts with such success that it is looking to take another step by creating a market. “There are so many food growers and producers in Long Beach, imagine if you could find all of them at one store, every day,” Heather Kern, project manager at MADE, said. “I mean fresh produce from local farmers, artisan breads, raw honey from fields just south of Long Beach, ice cream from Long Beach Creamery – a full-on market, all Long Beach.”

Of course, the culture of craft within downtown doesn’t stop at retail and market space. The culinary worlds of beer and cocktails have created an expansive and impressive array of drinkable concoctions and brews that have altered the way that downtown (and Long Beach) restaurants treat their beverage programs.

Just a handful of years ago, the art of refined cocktail-making was hard to find in dive bar-riddled Long Beach, where banal mixes of Jack’n’Coke and vodka’n’anything were the norm and an Old Fashioned hadn’t quite made it into common drinking vernacular. Enter DTLB, where a plethora of bars and restaurants suddenly began offering Long Beachers their best.

From James Republic to The Blind Donkey, BO-beau kitchen + rooftop to The Stave, establishments across the downtown began specializing in high-end bourbons, special drink weeks dedicated to gin, and unique concoctions mixed by women and men with sophisticated, knowledgeable palates that, in turn, prompted other bars and restaurants to up their own beverage programs.

To pin the precise origin of the craft cocktail scene in DTLB is difficult, but one could speculate that it started with its more casual partner – craft beer. DTLB has long been the hub of specialty beer. Before becoming the corporate chain it is today, The Yard House in Shoreline Village debuted in Long Beach in 1997, with owners Steve Reynolds and Steve Platt bringing 250 beer taps with them. Beyond the all-too-common Miller and Bud offerings, The Yard House offered DTLB brews that were, at the time, completely unknown: Kona Brewing Fire Rock Pale Ale, Marin Brewing Bluebeery Ale, Belhaven Scottish Ale, Köstritzer Schwarzbier . . .

Then there’s Kress Market at Pine and 5th Street which carried brands like Ballast Point and Lagunitas long before it was popular. Kress offered downtowners a choice that even bars couldn’t offer when it opened in 2010 – not to mention shopping options that included everything from organic quinoa to raw sunflower seeds.

Since then, craft beer has exploded in DTLB. Rock Bottom Brewery saw a \$2 million makeover in 2012 that brought with it an expanding brewing section, while Congregation Ale House and Beachwood BBQ & Brewery have each altered the way that Long Beach does beer. Public Beer & Wine offers an open-air refrigerator filled with hard-to-find IPAs, Berliner weisses, saisons and stouts.

And Beachwood? They’ve expanded their operations with the debut of their Blendery outpost, a space solely dedicated to brewing sour beers. The first of their sour bottled series, dubbed the Propagation Series, was released on November 1. Not only did the release see people lining up at the space’s 3rd Street and Long Beach Boulevard location as early as 3 a.m. the day of the release, but eventually the line stretched west on 3rd and down The Promenade as hundreds of craft beer lovers sought to be the first to taste the Blendery’s funky brews.

For those who need more of a pick-me-up with their drinks, craft coffee is slowly building its presence in DTLB with the opening of its first third-wave coffee shop, Recreational Coffee (directly next door to the Blendery). Though DTLB has long been home to local roasters – True Beans began roasting in the downtown in 2008 and



Ryan Fields, left, barrel master, and Gabriel Gordon, owner, Beachwood Blendery on Long Beach Boulevard. (Photograph by the Business Journal’s Larry Duncan)

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We are pleased to be a part of Downtown Long Beach's renaissance with the repurposing and repositioning of the current City Place.

This is a nearly 4-year, 3-phase, multi-million dollar project that will transform the Downtown. Longtime Long Beach-based Studio One Eleven and P+R Architects designed the new project and will become a tenant.

The current City Place will also take on a new name with the help of the community. To provide a suggestion, go to Facebook.com/CityPlaceLongBeach now through January 4. Project renderings are also posted for review.

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Kurt Shoemaker is general manager of the Yard House at Shoreline Village.
(Photograph by the Business Journal's Larry Duncan)



Downtown's Culture Of Craft

(Continued From Page 18)

Long Beach's own Rose Park Roasters has been roasting in DTLB for nearly two years – it had yet to become home to a third-wave shop until this year.

Third-wave coffee joints are largely described as spaces that use, to the best of their ability, high-quality, sustainable ingredients and treat coffee as a part of the culinary world more than a commodity. Recreational, which took over the space at 237 Long Beach Blvd., opened its doors in October and has since seen a steady stream of caffeine lovers seeking to grab its pour-overs, affogatos and iced coffees that are all sourced from local purveyors.

Shortly following it, a little bit of the Belmont Shore spirit took up shop in DTLB as Aroma di Roma, the Shore's beloved Italian coffee shop and eatery, officially opened its second location along the ground floor of the repurposed 444 West Ocean Tower. Before you jump to the conclusion that this secondo in Roma's locales is one that will be bustling with the downtown energy found on Pine, think again. Here, you have a coffee shop nestled

away from the traffic on nearby Ocean Blvd., complete with views of Queensway Bridge, outdoor fireplaces, and a clean, white and red aesthetic that is as charming as it is contemporary. Best of all, it's caffeinated (coffee and lattes alike), it's sweet (cannoli or gelato, anyone?), and it's savory (try a breakfast bagel slathered in pesto and Roma tomatoes). Even if your only goal is to become buzzed via caffeine alone (we humbly suggest otherwise because leaving without an exquisite crème croissant is a loss on your part), have no fear: they are the first Long Beach house of caffeination to serve Australian-based Vittoria.

Though disparate in what they offer, DTLB's small business owners are learning that keeping it as local as possible benefits everyone – whether you're trying to grab a cup of Joe or looking to dress up for a special event. And in that, the culture of craft will continue to thrive in downtown as long as business owners continue to believe in it. ■



An employee assists customers at The Academy, 429 E. 1st St. (Photograph by the Business Journal's Larry Duncan)



(Long Beach Business Journal photograph by John Robinson)

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Shopping – New Vibrancy At City Place, Pike Outlets

■ By **BRIAN ADDISON**
DLBA Communications Manager

Shopping in the downtown has seen its ups and downs: Pine, once a haven for national retailers like Express, Bath & Body Works, and Z Gallerie in the late 1990s and early 2000s, watched storefronts go empty while City Place and The Pike, massive projects with equally massive construction costs, have largely been met with a wary eye by the public.



(Photograph by the Business Journal's Larry Duncan)



(Rendering by Studio One Eleven)

That slump, however, is beginning to quickly alter, especially after a year as definitive as 2015, when representatives from both City Place and the renamed Pike Outlets each made some massive announcements and headway in altering the shopping image of DTLB.

And we mean massive.
City Place officials joined Mayor Robert Garcia, Councilmember Lena Gonzalez, Michael Bohn, senior principal at Studio One Eleven, and the Downtown Long Beach Associates (DLBA) in announcing earlier this year that a new partnership that will see the entire 350,000-square-foot space reimagined. Or in the words of City Place owners' representative Tony Shooshani, "repositioned."

Spanning four years and three phases, the multi-million project seeks to

shift City Place's reputation amongst locals as a place to avoid rather than spend money at. The Walmart at City Place is the city's single largest source for calls-for-service from the Long Beach Police Department, prompting continual criticism from residents in the surrounding areas. Property managers have been criticized for displacing local tenants, such as Milana's Pizzeria and Fresh Kabobs in 2013, to make room for corporate brands like Chuck-E-Cheese. They lost perhaps their best retailer, Nordstrom Rack, in 2013 as well, only to see the store move to a new location in Marina Pacifica in Southeast Long Beach.

City Place representatives have, if anything, noted this and that perhaps explains why local architectural firm Studio One Eleven and its parent Perkowitz + Ruth, will not only be heading the re-design of the center but also be anchor tenants occupying the massive empty space left behind by former tenant Nordstrom Rack.

Why is this beneficial for DTLB? In the words of Mayor Garcia when the plan was unveiled: "Having a hundred architects wandering around the downtown core is only going to be good for Downtown."

The first phase of the project focuses on the areas from 3rd Street between Pine Avenue and Long Beach Boulevard, and Promenade North between 3rd and 4th streets. Harvey Milk Park will also play a great role in the new district. The project will build on the existing foundation and make it better by integrating into the adjacent downtown, and eventually repurpose the eight-block area into a vibrant mixed-use district featuring a hub of unique

restaurants, businesses and retail for all the residents of Long Beach to enjoy.

"Studio One Eleven/P+R is excited to be part of downtown's revival by extending the vibrancy and character of the Promenade south of 3rd Street northward," said Studio One Eleven's Bohn. "By moving our 120 jobs to this area, we hope to be a catalyst for new dynamic retail serving downtown's burgeoning residential population. This exciting move fits directly with our mission which is dedicated to creating vibrant and healthy communities."

As City Place begins its repositioning, The Pike Outlets has offered a more tangible alteration as it officially re-opened its doors this past October after a \$65 million

renovation that took place last year and was completed this year. Staggering openings, brands like H&M, Forever 21 and Nike were welcomed to their new homes as storefronts began to appear.

Given its proximity to the Long Beach Convention Center – where tens of thousands of conventioners seek brands they recognize – but also taking into account the local need for better clothing retail, The Pike Outlets seems to be a natural fit for the balance between tourists and residents.

In short, DTLB's shopping scene is changing, but not toward one demographic or the other, but rather just forward, providing urbanites what they always seek: variety.

In the words of Mayor Garcia, "Downtown is back. The renaissance is here." ■

Future Of Downtown

■ By **TONY SHOOSHANI**
City Place

This is a very exciting time for City Place and Downtown Long Beach. With the area's current renaissance, we are pleased to be a part of the movement with the repurposing and repositioning of City Place.

This is a nearly four-year, three-phase, multi-million dollar project that will transform Downtown Long Beach.

The first phase of the project focuses on the areas from 3rd Street between Pine Avenue and Long Beach Boulevard, and Promenade North between 3rd Street and 4th Street. Harvey Milk Park will also play a great role in the new district.

The project builds on the existing foundation and will make it better by integrating into the adjacent downtown, and eventually repurpose the six-block area into a vibrant mixed-use district featuring a hub of unique restaurants, businesses and retail for all the residents of Long Beach to enjoy.

Longtime Long Beach-based Studio One Eleven and P+R Architects designed the new project and will become a tenant. They will experience firsthand the benefits of their work when moving from their current location on West Ocean Boulevard.

The downtown area is flourishing with new activity and growth. Together with Studio One Eleven, we made every effort to create the right balance of work, eat and play that will enhance the existing surroundings and appeal to today's audiences.

Along with repurposing and enhancing the shopping center, we are repositioning the new district to offer a distinct guest and employee experience. City Place will also take on a new name with the help of the community. Together with the DLBA, an online public forum has been created at www.Facebook.com/CityPlacLongBeach to assist in renaming the new downtown district.

To participate, simply go to the Facebook page now through January 4 and provide your suggestion under the "Rename City Place" post pinned at the top. Project renderings and summaries are also provided for review.

For their assistance with this project, I want to extend a special thanks to Mayor Robert Garcia; Councilwoman Lena Gonzalez; Michael Bohn, senior principal at Studio One Eleven; City Manager Pat West; and DLBA President and CEO Kraig Kojian.

And a sincere thank you to the residents of Downtown – whose input and friendships have been invaluable. Each has contributed to the vision of this project in extraordinary ways. Your dedication to Long Beach and imagination for a vibrant and resurging downtown has been crucial to the redesign of this shopping center. ■

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Placemaking – Creating A More Livable Downtown

■ By **SEAN WARNER**
DLBA Placemaking Manager

A young couple sitting on a bench watching strangers go about their daily lives.
A group of office workers eating lunch and sharing stories in the warm sun.

Two retirees playing chess under a tree while chatting about the day’s news.
Although these simple acts may seem inconsequential, they are actually important indicators as to the vibrancy and economic health of Downtown Long Beach (DTLB).

By offering people public spaces where they feel comfortable, they are more likely to want to spend time, spend money, come back and do it again, and tell their friends about their experience.

The primary purpose of placemaking is to create and foster these memorable places. Placemaking is largely considered having the community take a direct role in the design of the public places so those spaces – whether they be streets, sidewalks, parks or promenades – reflect its needs and ideals.

As cities around the country compete for a share of the knowledge-based economy, it is critical for DTLB to invest resources in making our shared spaces attractive for existing and new urban dwellers.



The DLBA has issued a call for artists to design creative crosswalks at six intersections on Pine Avenue.
(Photograph by the Business Journal’s Larry Duncan)



Parklet at Hamburger Mary’s on Pine Avenue (Business Journal photograph)

There are several city-led initiatives underway to create a more livable downtown, such as the reconfiguration of Martin Luther King Jr. Boulevard, 6th Street and 7th Street into a safer environment for vehicles, pedestrians and bicyclists, and a Downtown Pedestrian Master Plan exploring strategies to make walking and access to transit safer.

While these projects and plans will benefit downtown for decades to come, they are often years in the making. In contrast, over the past few years residents, businesses and non-profits have taken the initiative to make a positive change by taking on less expensive projects that improve the public realm. From the recent week-long street art event, POW! WOW! Long Beach, to the new Children’s Gateway Garden at Cesar Chavez Park, these community-led initiatives are transforming downtown’s public realm into places appreciated by residents and visitors alike.

These smaller, “tactical” projects are being completed by a wider group of downtown stakeholders and are making a large impact for a relatively small investment, and sometimes in a short time period.

In 2012, Berlin Bistro in the East Village financed the construction of downtown’s first parklet, an outdoor seating area located at the curbside. While Berlin saw the economic value in creating more outdoor seating for customers, the surrounding area benefited as well with a new sense of vibrancy and additional activity along the streetscape. People are drawn to people, and parklets provide opportunities to stay and linger, thus attracting additional people and potential customers.

One block north of Berlin, residents of the Embassy Park building saw an opportunity to leverage Downtown Long Beach Associates’s (DLBA) placemaking grant with their own investment in building facade and frontage improvements. Embassy Park was awarded a grant to enhance the streetscape with new trees and plants. With the support of adjacent property owners and volunteers from the neighborhood, the streetscape was transformed into a more pedestrian-friendly street.

This has spurred talk of the adjacent properties making enhancements to their properties as well. This year, Hamburger Mary’s installed a parklet on Pine Avenue, helping to draw additional foot traffic north

Future Of Downtown

■ By **MICHAEL BOHN**
Studio One Eleven

Studio One Eleven has always been isolated on the upper floors of a high rise in Downtown Long Beach (DTLB) – and strangely, that’s part of the reason we’re moving to City Place. Beyond the repositioning of the entire space, which we’re overseeing, the move is consistent with our mission to rebuild communities. In other words: our move will revitalize two entire city blocks. Together with P+R Architects, we will bring 125 design professionals to the neighborhood next October. By investing over \$2 million into the area, we anticipate to leverage at least another \$5 million of investment.

In short: the chance to transform a bland shopping center into a vibrant component of DTLB’s growing dynamism was too attractive to walk away from.

We were inspired by the vibrancy developing along The Promenade south of 3rd Street. With that, for the first time in our history, we’ll have street front exposure on both 3rd Street and The Promenade with the corner spaces dedicated to future restaurants to help activate the street and draw people northward from the Promenade.

Fortunately, Tony Shooshani and our side shared the same vision from day one, a vision that has challenged us to leverage every opportunity possible. We’re not just talking about improved aesthetics and design; we’re talking about accommodating cycling, sitting, walking, eating, relaxing, art installations and public gatherings. Improvements to pedestrian paseos, the Third Street bicycle track and Harvey Milk Park help to expand the influence of the district into the surrounding urban fabric of Long Beach.

It shouldn’t be shocking that in 2004, I once wrote about City Place after its then-new rehab in an article for the Los Angeles Forum for Architecture and Urban Design entitled “The Good, The Bad and The Monotony.” The article outlined the positive contributions the project makes to the urban revitalization of downtown, but also notes it deserves more sympathy than praise for opportunities lost. Who would have known that less than 10 years later, my firm and I would have the chance to “get it right?”

Here’s to moving forward, Long Beach. ■



(Photograph by the Business Journal's Larry Duncan)

of 3rd Street. With more parklets coming to downtown in the coming months and a recently awarded placemaking grant to improve the pedestrian experience in the Wilmore neighborhood with the addition of new landscape and trees, downtown will continue to see the benefits of making small investments to the public realm to enhance economic development.

Recently, the DBLA partnered with the Arts Council for Long Beach to fund its micro grant program. One of the projects funded was "Before I Die," an interactive public art display currently at the ArtExchange building at 3rd Street and Elm Avenue. The DLBA also recently initiated a call for artists to create artistic designs for crosswalks along Pine Avenue.

To help further the current growth and economic vibrancy of Downtown Long Beach, it is important that we continue to make livability a priority and make both large and small investments in the creation of public spaces that are welcoming and that foster experiences that are memorable.

It is often these tangible and intangible elements that attract further investment, whether that be a new business owner opening his or her first restaurant, or a young couple buying their first home.

The southeast corner of Pine Avenue and Ocean Boulevard has been left derelict for almost a quarter of a century, however, spurred on by last year's Urban Land Institute exploration of ideas to better connect the waterfront to the rest of downtown, the DLBA is in the process of imagining a new space that better represents what Long Beach is today – a thriving multicultural city.

Sometime in the near future there will be a space where can you relax, listen to music, or enjoy a conversation with friends. And there's a good chance you'll want to come back and do it all over again, and tell your friends about it. ■

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BID OPPORTUNITIES

TITLE	BID NUMBER	DUE DATE
Purchase & Development Anaheim St. & Lime Ave	RFP EP16-002	2/25/2016
Convention-Performing Arts Pedestrian Bridge	R-6942	1/21/2016
Cathodic Protection Improvement of Water & Recycled Water Systems Project	WD-36-15	1/21/2016
Police Duty Wear & Footwear	ITB PD16-033	1/20/2016
Police Uniforms	ITB PD16-034	1/20/2016
Wrigley Greenbelt Project	R-6973	1/20/2016
Turf Removal	R-7046 Rebid	1/15/2016
Modular Trailers for Long Beach Airport	ITB AP16-046	1/14/2016
Emergency Patient Care Reporting Sys.-Fire Dept	RFP TI16-047	1/14/2016
Consultant Svcs-Design a Sign Program for Gateway Entries, Downtown	RFP DV16-044	1/13/2016
Improvements to Garage Lot A -LB Airport	R-6896	1/13/2016
Purchase & Development Broadway & LB Blvd.	RFP EP16-004	1/11/2016
Purchase & Development Broadway & Promenade	RFP EP16-003	1/11/2016
Purchase & Development 5100 Long Beach Blvd	RFP EP16-001	1/11/2016
Public Access Cable Television Services	RFP TI16-041	1/07/2016
Fleet Fuel Management Software	RFP FS16-014	1/07/2016
Purchase (1) Chevy G3500 CNG Cargo Van	ITB FS16-051	1/06/2016
Purchase (1) Ford F-350 Reg. Cab CNG w/Svc Body	ITB FS16-064	1/06/2016
Purchase (2) Ford F-250 Reg. Cab CNG w/Svc Body	ITB FS16-053	1/06/2016
Gas Meter & Pipe Part Fittings	ITB GO16-070	1/05/2016
Video Playback Automation System	ITB TI16-048	1/04/2016
Purchase (5) Ford F-150 CNG	ITB FS16-049	12/30/2015
Furnish & Deliver Laboratory Materials & Supplies	WD-04-16	12/30/2015
Purchase (1) F-350 Reg. Cab CNG w/Stake Body	ITB FS16-052	12/29/2015
Federal Legislative Representation Services	RFP CM16-059 Rebid	12/29/2015
Cisco ASR 1000 Class Parts for CLETS	ITB TI16-005 Rebid	12/23/2015

Some of the listed projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead times

Bidder Registration
 To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/. Additional details on upcoming bids and how to register can be found on the website.

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(Long Beach Business Journal photograph by John Robinson)

Visiting Downtown Long Beach

■ By **SAMANTHA MEHLINGER**
Senior Writer

With plenty of hotels, one-of-a-kind attractions and activities, there is no shortage of places to stay or things to do in Downtown Long Beach. More than six million people visit the area annually for conventions and events, or simply to take in the sights and scenes that downtown has to offer, according to an annual report by the Downtown Long Beach Associates.

Attractions

Downtown's waterfront is home to one of the city's most unique attractions and an icon for the city – the RMS Queen Mary. Built by Cunard Line, the cruise ship first set sail from the United Kingdom in 1936. In addition to being known for decades of luxury voyages boasting celebrity guests such as Clark Gable and Bob Hope, the ship was also a key player in World War II, transporting troops overseas. Cunard retired the Queen Mary in 1967, and the vessel has been a floating hotel and attraction in Long Beach's harbor ever since.

History buffs can step back in time aboard the Queen Mary through a variety of tours, or by simply exploring the vessel's many on-board attractions, such as the 1930s-style Observation Bar & Art Deco Lounge. The ship boasts a variety of eateries, shops, and display galleries, plus a new 4-D movie theater. Through 2016, the Queen Mary will also remain home to Diana: Legacy of a Princess, a one-of-a-kind exhibit featuring gowns and garments worn by Princess Diana.

The Queen Mary is also host to a variety of events, including its seasonal

attractions, Dark Harbor, a creepy maze experience leading up to Halloween, and CHILL, a holiday experience with rides, ice sculptures, crafts and more.

Across the harbor is the Aquarium of the Pacific, where more than one million visitors become acquainted with the creatures of the Pacific Ocean – from sharks to penguins to jellyfish and more – every year. The institution, which opened 17 years ago, features galleries with

species from each region of the Pacific Ocean. Sea otters, for example, play in the Northern Pacific Gallery, while harbor seals swim and often interact with visitors through the glass in the Southern California/Baja Gallery.

In addition to being home to more than 11,000 animals, the Aquarium is also an educational and cultural institution, putting on lecture series, cultural festivals and other events. The Aquarium also often hosts forums on major environmental issues and topics, such as sea level rise, climate change and El Niño.

In 2016, the Aquarium will debut a new exhibit on sea horses and sea dragons, and its Aquatic Academy – a series of lecture courses – will examine genetically modified organisms, namely crops and their potential to feed a growing world population.

While not an attraction in the traditional sense, the Long Beach Convention & Entertainment Center is one of the largest attractors of visitors to the downtown area. The center boasts many event venues, including the Long Beach Arena, the Long Beach Performing Arts Center, exhibit halls and meeting spaces. National organizations hold conventions, events and meetings there

year round, bringing in overnight guests to Downtown Long Beach.

Things To Do

By foot, bike, boat or even Segway, there are plenty of ways to spend a day in Downtown Long Beach.

From the restaurant row of Pine Avenue to the eclectic boutiques and eateries of the East Village, there are a number of unique mini-districts within Downtown Long Beach. Visitors looking to explore on foot have multiple options, with walking tours outlined on the Downtown Long Beach Associates' website at www.downtownlongbeach.org/walk-downtown-lb.

Long Beach Heritage, a nonprofit organization dedicated to preserving Long



(Business Journal photograph)



(Photograph by the Business Journal's Larry Duncan)

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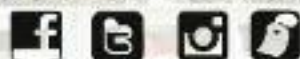
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(Long Beach Business Journal photograph by John Robinson)



(DLBA photograph)



(Photograph by the Business Journal's Larry Duncan)

Visiting Downtown Long Beach

(Continued From Page 26)

Beach's historic, architectural and cultural resources, offers a walking tour of Downtown Long Beach every third Saturday of the month. The tour features historic buildings such as The Breakers, Farmers & Merchants Bank and others. For more information, visit www.lbheritage.org/index.php/downtown-walking-tour.

Shoreline Village's Wheel Fun Rentals offers tours of the Downtown waterfront on Segways, and offers bicycles, surreys and more for visitors and families to rent and explore the area on their own. Also at Shoreline Village is the Pelican Pier Pavilion, an arcade with more than 70 games and a carousel.

Explore the calm waters of Rainbow Harbor by boat on one of Spirit Cruises' harbor tours, or venture out on the ocean for whale-watching trips by Harbor Breeze Cruises. Catalina Express launches its hourly trips to nearby Catalina Island from Downtown Long Beach at Catalina Landing. During summer and early fall, Long Beach Transit offers water taxi services, ferrying visitors to and from Downtown attractions, as well as to nearby beachfront communities at Belmont Pier and Alamitos Bay Landing.

Hotels

For overnight visitors, Downtown Long Beach offers a variety of accommodations, from boutique inns to economy motels to high-rise hotels.

Major hotels in Downtown Long Beach include:

Courtyard Long Beach Downtown

Hilton Long Beach

Hyatt Regency

Hyatt The Pike

Long Beach Marriott

Renaissance Long Beach

Residence Inn Long Beach

The Hotel Maya

The Queen Mary Hotel

The Varden Hotel

The Westin Long Beach

For a complete list of lodgings, visit www.visitlongbeach.com/stay/.

Getting Around

Public transit affords visitors plenty of ways to get around Downtown Long Beach and to explore surrounding areas.

Long Beach Transit's Passport buses provide free transit throughout Downtown Long Beach with stops at the Queen Mary, Aquarium of the Pacific, Shoreline Village, The Pike Outlets and other major destinations.

The Long Beach Transit Mall, which runs from Pine Avenue to Long Beach Boulevard on 1st Street, is an arrival and departure point for city buses and the Metro Blue Line, which connects Downtown Long Beach to the heart of Los Angeles. Another Metro station is located at 5th Street on Long Beach Boulevard.

At Bikestation Long Beach, also at the Transit Mall, visitors may rent bicycles for about \$1 per hour or for a flat rate \$5 for the whole day. Bikestation also sells bikes and offers indoor bike parking, repairs and other services.

For those who prefer driving, plenty of public parking options are available. Recently installed smart meters for on-street parking spaces accept coin, cash or card payments. Plus, they're solar-powered. There are also a multitude of public parking lots and structures throughout downtown. Visit www.downtownlongbeach.org/parking for a comprehensive map of these locations. ■

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Hudson Park
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Roycroft Ave.

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28th St. at Pine Ave.

Wardlow Park
Monlaco Rd. at Rutgers Ave.

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Downtown: A Hub For The Arts

■ By **SAMANTHA MEHLINGER**
Senior Writer

With multiple performing arts venues, public art, galleries, and a bustling arts district, Downtown Long Beach is a hub for the arts.

Much of the city’s large-scale performing arts events take place at the Long Beach Performing Arts Center, part of the Long Beach Convention & Entertainment Center. The arts center includes the Terrace Theater, a 3,000-seat, three-story theater where local arts groups such as the Long Beach Symphony and Long Beach Ballet often perform, and the recently renamed Beverly O’Neill Theater, formerly known as The Center Theater. The latter is the 825-seat home venue for Long Beach’s resident professional theater company, International City Theatre (ICT), which performs five plays per season, featuring everything from comedies to dramas to musicals, both classic and contemporary.



Also performing frequently at the Beverly O’Neill Theater is the Long Beach Opera, according to Greg Parkin, booking manager for theaters and entertainment at the convention center. The opera company is known for producing avant-garde and contemporary works, such as next year’s “Fallujah,” an opera about mothers and sons dealing with the aftermath of war.

With these theatrical venues, as well as the 13,500-capacity Long Beach Arena, the convention center also brings in unique national and international performing and cultural arts events.

“First and foremost, we do a lot of cultural shows – everything from Vietnamese shows to Indian shows to a Hawaiian convention called E Hula Mau, which is basically a hula competition,” Parkin said. “We had a show called Shen Yun last year, which is a The AdChinese-inspired dance troupe. And that sold over \$1 million,” he added, explaining that the convention center books these events with the diverse population of Long Beach in mind.

The convention center is also known for hosting comedic acts such as Jerry Seinfeld and Jim Gaffigan, musicians like Diana Ross, and family performing arts events, including Disney On Ice.

Further inland, past the downtown core are two smaller community theater groups – The



(Long Beach Ballet photograph)

Found Theatre and The Garage Theatre. The Found Theatre, located behind City Place Mall at 599 Long Beach Blvd., was founded in Long Beach in 1974. The theatrical company, which Executive Director Virginia DeMoss said primarily produces original works, performs in an intimate black box theater venue.

“Right now we’re still creating new shows,” DeMoss said. “We have such a long history of original pieces that we’ve produced, that we bring back shows now and then, and recreate them.”

The Garage Theatre operates in a black box theater at 251 E. 7th St. The theater company was founded in 2000, and is dedicated to producing “lesser-known works of popular playwrights,” as well as original and avant-garde plays. “They continue to do new and innovative work and bring things to the theater scene that nobody else is doing,” Victoria Bryan, executive director of the Arts Council for Long Beach, told the Business Journal. The Arts Council is a nonprofit group dedicated to advancing and promoting the arts in Long Beach.

In addition to the performing arts, Downtown Long Beach is also known for its visual arts scene, which comprises galleries, a community arts center, public art and more.

The East Village Arts District is home to professional galleries such as Hellada Gallery & Photography Studio and blue prints gallery, a new photography gallery. At the northeast tip of the district is the Pacific Island Ethnic Art Museum, a small museum showcasing art and artifacts from the islands of the Pacific Ocean.

At the corner of 3rd Street and Elm Avenue is the ArtExchange, a gallery and community center for the arts. On any given day of the month, the venue may feature an art show from a local artist, a film screening or even hands-on art-making events, according to CEO Nicolassa Galvez. “We also have special events with different community members, whether that is showing art, showcasing music or doing different fundraisers,” she said.

“We are talking about how to really incorporate art into the thread of our community. It invigorates the economy. It invigorates a sense of community,” Galvez reflected. She continued to say that the leadership of Mayor Robert Garcia, the Long Beach City Council and the Arts Council for Long Beach are bringing attention to the arts and their benefits for the community.

The Arts Council is also located in the East Village, at the corner of 4th Street and Elm Avenue, near Lyon Art Supply and Fingerprints. “It does

make good sense for us to be here. It puts us in close proximity to a lot of very creative activity that’s happening,” Bryan said. “In line with our strategic plan, our role now is to be focused on supporting, promoting, marketing, and advocating for all of the arts and cultural community in Long Beach.”

Bryan continued, “Everything we do is looking out and seeing what else is happening out there and how we can support, add to that, facilitate, bring people together, to strengthen and build what’s already going on in the arts and cultural community. So that’s our nuts and bolts. That’s our day-to-day.” ■



(Business Journal photographs)





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Small Business Profiles

■ By **BRIAN ADDISON**

DLBA Communications Manager

Photographs By **LARRY DUNCAN**

Long Beach Business Journal



World Trade Office Supplies

While the World Trade Center tower along downtown's western edge has seen a lot of come-and-go-s – including the sale of the building in August to Orange County-based Greenlaw Partners – there has been one mainstay that hasn't changed much since it opened in the tower in 1991: World Trade Office Supplies. Even through the sale of the property it sits on and the beginning (and soon to be domination) of the digital era, husband and wife duo D.P. and Anita Punjabi (pictured) have proudly run the supply store, delivering everything from office furniture to paper for conventioners, locals and courthouse visitors. Pulling in nearly \$220,000 in annual revenues, World Trade Office Supplies – with its niche market and small office appeal – will continue to do big business well into the future.



Thai District

Five years after Chef Andre Angles (pictured) shuttered the doors on his famed classic French restaurant, Frenchy's Bistro, along Anaheim between Termino and Ximeno, the chef has taken on his second gastronomical endeavor by partnering with classically trained chef and pastry chef Ty Theara to bring the East Village its first taste of Northern Thai Cuisine. This is Thai District. Set in the historic Broadlind Building at Broadway and Linden, Thai District distances itself from most SoCal Thai joints by stepping away from the cuisine of the country's central region, largely Bangkok, and focuses on Northern Thai food. Bright, citrusy flavors that are high in acidity, Northern Thai deal with fermenting and herbs that stem from Southern China, Burma and Laos. Think pickled mustard greens and cabbage. Think baby lemongrass and kaffir lime. Think fermented soybeans and pork. Think pomelo, a grapefruit-like citrus that, at least when in season, Theara plans on featuring heavily. It highlights his pomelo salad, a beautifully gorgeous construction of pomelo chunks amidst two perfectly poached prawns and larb-like chicken. "Over the past year, I've had the chance to show the Downtown my technique, to show people that Thai is not just pad thai or pad-seeww and that it can be taken to different levels," Theara said. "We're not fine dining and we didn't want to be. What we've shown is exactly what we aimed for: a contemporary take on Thai cuisine."

Anderson Paint And Hardware

Since 1972, Greg Anderson (pictured) and his family have been able to brag about one particular milestone in regard to their Anderson Paint and Hardware store on North Pine Avenue: it continues to be the sole independently-owned hardware store in the entire downtown. It has also been the longest stronghold along North Pine, an area that had long needed pedestrian activity – but thanks to its own mini-renaissance after Molina Healthcare bought the eastern block of Pine between 6th and 7th, has now seen more activity than ever. Through thick and thin, from hosting Nick Waterhouse in its parking lot for Summer and Music to providing endless support for charities and events, Anderson has remained present. And fear not, it will continue to provide housing supplies, tools, plumbing needs, locks, kets, garden tools, window glass and its countless other offerings that have made it a hardware staple not for just DTLB, but Long Beach.





Queen Mary Couture

When the Queen Mary announced late last year that third-party group Event Network would oversee the entirety of the ship’s retail operations for the next five years, it did so by also making its 12 tenants at the time – small business shops that had been on the ship for years – vacate. Queen Mary Couture owner Martha Chacon (pictured with her husband, Ernesto) was one of those tenants, having been on the ship since 1984. Officially no longer on board as of January 6 of this year, Chacon was quick to relocate – and kept her business right in DTLB, moving Queen Mary Couture to Shoreline Village and re-opening her doors on January 17. Started by her late son Ernie in 2006, Chacon has kept Queen Mary Couture alive in his memory – and along with it, serving rockabilly realness to Long Beach for decades with her eclectic boutique that caters to every rocker girl and greaser this side of the 710. From Disney villain shirts in the style of street artist Fafi to Fluff’s Devilette line to odd bits of vintage items, Queen Mary Couture is about as Long Beach it gets. Fear not lacking ink on your arms or familiarity with brands like Steady, Stop Staring, Breaker, Doe & Rae and Vocal – Chacon welcomes all her patrons with arms wide open.



Pier 76

After moving to a larger location last year – from its crammed quarters in the Cooper Arms building to its current home at the southwest corner of 1st Street and Pine – Pier 76 Fish Grill has not only become a Downtown Long Beach (DTLB) staple but also serves up some of the best seafood in town. Even more impressive? They do so without gouging your wallet and for many, it’s not just one of the best, but the best, seafood in Long Beach. The owner and head chef, Chris Krajacic (pictured), is the type of guy who approaches seafood with ultimate simplicity. You’re not going to find macadamia nut-encrusted halibut or lemon-cured branzino; no, but you will find some of the highest quality yellowtail or swordfish that is grilled to perfection and served with a simple sauce on the side. And some of the fish you’re eating might have been caught by Krajacic himself, as the avid fisherman often puts his own catches on his menu. Lastly, do not skip Pier’s bucket of moules frites. For just \$11.50, you get a tin bucket filled with a plethora of freshly-steamed California black mussels atop a pile of fries that sit in a salty, white wine-broth accompanied with poblano peppers and onions. This seafood classic is quite possibly the best in the region, even surpassing staples like Walt’s Wharf in nearby Seal Beach, given its price and flavor.



4th & Elm

The southwest corner of 4th and Elm had been a rather odd hat shop for too long for residents to remember exactly when it opened. But when Lori Scott (pictured) eyed the shop, she was determined to bring not only her own dream of owning a boutique to the space but to fulfill the very same dream her late mother had wished for her. Opening on her mother’s birthday this year, May 29, Scott has since turned her experience working for massive apparel retailers – from Louis Vuitton to BCBG – and obsession with unique pieces for women into a small business success that has helped bring a different type of retail into the neighborhood dominated by Fingerprints and Berlin Bistro. “Y’know, I’m both a rocker chick and a high fashionista – I like the best of both worlds and that is what I try to offer,” Scott said. “If you want boho chic, I got you covered with vintage washed jeans, a knit top, and a fringe poncho. Want runway? Here’s a fur vest.” Scott’s free spirit has led her to explore DTLB – and her adoration for downtown has also helped her business in a different way: social media. Taking to the streets with a camera, Scott has watched her use of Instagram and Pinterest boost Internet traffic and call-ins.

Nightlife In Downtown Long Beach

■ By **SAMANTHA MEHLINGER**
Senior Writer

When it comes to nightlife, Downtown Long Beach has it all – or pretty darn close. Whether your preferred nightlife scene is a traditional Irish pub, a bustling bar and restaurant, a patio with waterfront views, a lively rooftop, a secret basement speakeasy, a laid back

joint with shuffleboard and darts, a club with a DJ or a nightclub with cabaret acts, there is no shortage or options to from which to choose – and if you can’t choose, many of these venues are within walking distance of each other or just minutes away by car, taxi or bus.

The Federal Bar, a restaurant, bar and entertainment venue located in the historic Security Pacific National Bank Building at 110 Pine Ave., offers an array of nightlife experiences in one location. The ground floor features a restaurant and bar with high, vaulted ceilings, and a more intimate second bar located towards the rear. Venture past the bathrooms through the back hallway, and you’ll find a staircase lined with bookshelves. Down those steps are two more venues: a speakeasy, tucked away

behind a large metal door with a window through which to whisper the entry password (which you can usually get from a host or hostess), and a music venue large enough to fit 300 people.

For Knitting Factory Entertainment, which also owns other Federal Bar locations in Los Angeles and Brooklyn, opening a new location in Downtown Long Beach a few years ago “was a no-brainer,” according to Mark Dinerstein, president of Knitting Factory Presents. The “presents” division of Knitting Factory is responsible for programming music and events at The Federal Bar locales.

Weekend entertainment is predominantly DJ and dance club-driven, but on weeknights Knitting Factory Presents books all kinds of acts, from the “iconic pop-punk band RX Bandits,” which performed there recently, to indie acts and even locally popular Cambodian rock group Dengue Fever, Dinerstein said.

“We see a rapidly growing area,” Dinerstein said. “It is more diverse than ever. It is a central business district. These are things that just make sense for a bar and restaurant.” Downtown Long Beach is “too important not to have a significant nightlife influence” in the South Bay and in the areas of Los Angeles and Orange Counties, he noted.

Just a few buildings away, BO-beau kitchen + rooftop offers two eateries in one, with its rooftop component the more predominant fixture in downtown’s nightlife scene. The rooftop is the only open-air rooftop bar in Downtown Long Beach, according to James Stephenson, chef and operations manager for owner Cohn Restaurant Group.

“We want this to be a high-energy environment that fits a 22-year-old [and] a 45-year-old. If your parents are in town visiting, you can come and bring them as well,” Stephenson said. “You’re getting the open-air experience and you’re getting to see entertainment, when we do carry it.” Entertainment at BO-beau’s rooftop includes everything from DJs to solo acoustic artists to five-piece bands, he noted. Even when there’s a DJ, the scene remains laid back, with diners and drinkers chatting over board games, foosball and ping pong.

The downstairs restaurant features a different menu with California French cuisine and unique cocktails. “You can really make a night out of this restaurant if you want to come here and have a nice dinner downstairs in a more quiet, romantic ambiance,” Stephenson said. “And then literally go right up our steps and into a more casual atmosphere that has a completely different food menu and setting.”

There are plenty of other bars, restaurants and nightlife venues along Pine Avenue, from the waterfront to the downtown core. At The Pike Outlets, The Auld Dubliner offers a traditional Irish pub setting, while Sergeant Peppers’ Dueling Pianos offers upbeat live entertainment via, well, dueling pianists. North of Ocean Boulevard, restaurants such as Agaves, Café Sevilla and others frequently schedule live music to entertain diners.

Sevilla Nightclub, located above Café Sevilla, offers a traditional dance club scene, while Hamburger Mary’s, located to the north just past 3rd Street, delights with nightly drag shows and revues.

A short walk away from Pine Avenue to the east on Broadway is the Promenade – a collection of bars and restaurants with bustling patios fronting a well-lit walkway. Beachwood BBQ & Brewing and Congregation Ale House offer a wide variety of beers on tap and patio dining, while The Stave, located on the south side of Broadway, offers classic cocktails in the sort of setting you might see Don Draper drinking in “Mad Men” had the show been set in the modern age.

A newcomer to the north end of the Promenade at 3rd Street is The Brass Lamp. A self-described “book bar,” the joint offers a haven for those seeking to be a part of the nightlife scene, have a drink and perhaps some food, but also enjoy a quiet atmosphere where they can read a book or get some work done.

Also on the Promenade, or rather, below it, is Harvelle’s – a basement level nightclub with a bar and entertainment venue known for rock bands and cabaret shows. The first Harvelle’s opened in Santa Monica in 1931. Decades later, current owner Cevin Clark knew Long Beach was the perfect place to open up another in 2011.

“Long Beach felt like Harvelle’s. There’s a lot of history. The building that we’re in was built in 1928, the same year that the building in Santa Monica was built,” Clark said. “It had that downtown feeling but it was close to the ocean, and I thought that was fantastic.” But it was a special event, a precursor to downtown’s famed Toyota Grand Prix of Long Beach, that sealed the deal for Clark. “I fell in love with Long Beach on Thunder Thursday when I saw motorcycles jumping over Pine Street,” he recalled.

The East Village Arts District, located about one city block away from the Promenade, is also home to a unique nightlife scene. The Blind Donkey, a basement bar located in the historic Broadlind building at Broadway and Linden, features a dizzying list of whiskeys, as well as select beers and wines. The sprawling bar features arcade games, shuffleboard, darts and pool, giving it a relaxed atmosphere. Then there’s The Haven, located a block or so away off Elm and 1st Street. If it weren’t for the pool table and contemporary décor, the price point might lead you to believe you’re in a dive bar.

Along the waterfront, Shoreline Village has a number of restaurants with bars and nightlife. For a south-of-the-border fix, there’s Tequila Jack’s, a restaurant and cantina with more than 100 tequilas on the menu. For beer lovers, the original Yard House offers more than 100 beers on tap.

To find even more nightlife establishments in Downtown Long Beach, visit the Downtown Long Beach Associate’s business listings web page at www.downtownlongbeach.org/business-list. ■



(Business Journal photographs)

The Vault – Millworks’ Michelle Molina Looking To ‘Hit It Out Of The Park’

■ By **BRIAN ADDISON**
DLBA Communications Manager

Vault 350 became a Long Beach legend as quick as the famed venue closed its doors: from 2004 to 2008, the space at 350 Pine Ave. in Downtown Long Beach (DLBA) hosted acts ranging from the B-52s to Kanye West, Flogging Molly to Ghostface Killah, Smokey Robinson to The Addicts.

After years of dormancy, Millworks CEO and DLBA Board Chair Michelle Molina, along with her husband John Molina, CFO of Molina Healthcare and boardmember of the CVB, bought the building for a cool \$3.5 million via Millworks and plan on bringing back the space to its former glory as an esteemed music venue.

The deal closed escrow in November and was purchased from East West Bank and, until the plans begin to turn it into a viable music venue take a more tangible form, Michelle Molina will take on the search for investment partners, an endeavor that she already begun by partnering with the DLBA.

“We’re grateful for what the DLBA has done already to help facilitate the start of some conversations for partners,” Molina said. “I look forward to the months of discovery I have ahead of me in not only building up the inside but building the Pine 350 family.”

Molina and crew announced in late September their search for “the most dedicated of people to be a part of the team that will breathe new life into this wonderfully unique space and, in turn, create what will become an essential part of the region’s musical and entertainment fabric,” according to a press release from 350 Pine organizers. “This is 350 Pine’s casting call to assemble a cast and crew to harness the power of live music and the performing arts with the potential of this space; to create a non-stop venue and destination for the region’s best entertainment, dining, and events.”

The building’s history is extremely rich: once the original SoCal headquarters for the Bank of Italy, it was then transformed into a Bank of America venue. It was after that that former owner Mitchell Stewart bought the space, turned it into Vault 350 and then passed away in 2008; it was then that the venue sat silent, waiting. That waiting resulted in a quick-but-failed partnership between Luis Armen Kaloyan and Rudy Medina that was to have the Vault up and running once again in 2010 – only to end in a dispute that dissolved said partnership.

“We bought the space as is so its current state is this odd mixture of Vault relics and construction zone things,” Molina said. “We easily have six months of cleanup and discovery to do plus securing a liquor license since the prior license was sold or taken back by the ABC. The space has been shuttered, literally, since 2009 – but we have big plans.”

Those plans include possible partnerships with neighboring Hamburger Mary’s to share events and outdoor dining space, activating the Vault’s basement space, use the space for proms, weddings and corporate events, and, in the words of Molina, if [Press-Telegram columnist] Tim Grobaty has any say in it, to provide a brick and mortar home for the Long Beach music Hall of Fame.

Given the array of musical talent Molina is hoping to garner at the venue, a Hall of Fame home isn’t far off.

“I want to genuinely hit it out of the park,” Molina said. “From opening day on, I want awesome food, awesome drinks and more importantly, a diverse arts and entertainment lineup. I want local acts. I want state acts. National acts. International acts. And, yup, I even want music for grownups attracting the please-and-thank-you crowd.” ■

Future Of Downtown

Ryan Altoon
AndersonPacific, LLC

Downtown Long Beach is poised for a resurgence of investment for new residential and commercial uses, much like was seen in the last development cycle. I remember in 2005, our project, Shoreline Gateway, was one of 15 high-rise towers slated for development in downtown. I have witnessed, and our firm has been pleased to participate in, the transformation of this city. During the Great Recession, the city invested in streetscape, its transit corridor, its public policy and regulating documents – all paving the way to a more streamlined and efficient system that promotes contextually sensitive development and thoughtful design.

AndersonPacific, LLC has been invested in Long Beach since 2004. Its principals have been active in the community, serving on the Downtown Long Beach Associates Board, various committees, and participated in the public process to institute the Downtown Plan – a focus on infill development, pedestrian connectivity, sustainability and recreation. We see the potential of this great urban waterfront downtown, and it is personally rewarding to see the positive momentum continue to build upon the successes each year.

Our firm, along with our partner, Ledor Properties, Inc., is developing The Current – a 17-story, 223-unit luxury rental tower with 6,000 square feet of ground floor retail – which is scheduled to open April 2016. The Current is the first new apartment tower built in Long Beach in 50 years. The second phase called “Shoreline Gateway” will include a 35-story residential tower with ground floor retail, with a publicly accessible plaza between the towers to promote active uses at the street level. The project will be the first LEED residential towers in the City of Long Beach, with a focus on healthy living.

We chose to invest in Downtown Long Beach as it is well-positioned as a coastal urban downtown, centrally located between Los Angeles and Orange County, accessible by mass transit, with a myriad of walkable amenities, and a vibrant entertainment and arts community. Long Beach represents the only high-rise downtown between San Diego and San Francisco, which offers a tremendous opportunity for smart growth, infill projects and a continued vibrant urban community. ■



Michelle Molina, CEO of Millworks, which owns the Vault, is flanked by Lauren Limbaugh and Kasra Esteghamat inside the planned entertainment venue on Pine Avenue at 4th Street. The venue, pictured below, is located at 350 Pine Ave. (Photographs by the Business Journal’s Larry Duncan)



Music And The City

■ By **JUSTIN HECTUS**
Guest Writer

A life worth living is a life touched by music. Minds are opened, hearts are won, and community is built through song. The rich tapestry of musicians and music experiences in Long Beach is a large part of what makes our city great, and it will play a central role in our ability to grow and attract the kind of people we want as neighbors, friends, customers and employers. And, as counter-intuitive as it may seem, our business and civic leaders will play more of a role in making Long Beach a music city than our rock stars.

Looking at downtown, and specifically what the Downtown Long Beach Associates (DLBA) has done to support live music, there is both anecdotal and empirical evidence to support the notion that an environment that encourages live music attracts and retains visitors, residents and businesses. Investments in large-scale live music productions and concert series that seemed like a risk driven by a gut feeling eight years ago have been refined into a proven formula that produces measurable results in terms of quality and tangible return on investment. Reviewing Summer and Music (SAM) exit surveys proves the math: concert goers spend between four and nine times production costs at local businesses, and between 50 percent and 75 percent of attendees of SAM shows are visitors to downtown. Anecdotally, we regularly hear from SAM fans who say that they fell in love with Long Beach and downtown during the course of attending free concerts here. I know creative professionals and at least one business of note that moved to downtown because SAM and other DLBA productions convinced them that this was a place worth putting down roots.



(DLBA photographs)



(Photograph of Justin Hectus by Bernadette McKeever)

It is no coincidence that superstar music cities like Austin, New York and Nashville are also hubs for technology, innovation and entrepreneurship. Dynamic people want to live in dynamic cities with a vibrant music and arts scene, and thriving companies in creative industries are drawn to those centers because of the rich human capital.

Music plays a critical role in education as well. Long Beach Unified School District has a long and proud history of strong music programs. This year, those programs were augmented when The Harmony Project brought its nationally-recognized music programs for low-income youth to the city after being championed by former Long Beach Police Chief Jim McDonnell and current Chief Robert Luna as a school safety initiative. The chiefs cited studies that showed improved brain function and higher education opportunities for kids who committed to regular, long-term music instruction. Now Los Angeles County sheriff, McDonnell introduced The Harmony Project by saying, “this project is going to make the city safer.”

Thoughtful collaboration between local creatives, musicians, educators and charities ties bonds in even more meaningful ways than ROI and education, connecting volunteers and artists and patrons in a time-honored formula that could be the basis of our renaissance.

Now is the time when we should set our sights on turning Long Beach into a year-round, cradle-to-grave, music city of national importance. There is a proven business case for doing so. SXSW has nearly twice as many attendees and six times the economic impact of our Grand Prix. We may be smaller than Austin, but the metropolitan area around us is 10 times the size of that around Austin. We have the right bone structure and roots to be a music city. All we need is the collective will to take it to the next level.

We need to build on the pro-music initiatives passed by city council in March 2010, and take steps to encourage more music festivals and more live performances in non-traditional venues. As businesses and individuals, we need to demand more music education in our public schools, even if we have to dig into our own pockets to fund those programs. We need to take steps individually and collectively to make sure we have affordable

housing and employment opportunities for artists and musicians. Some of that is as simple as paying to see a show or buying a CD, or as significant as providing a venue for free or renting space to a musician at below market rates. Patrons come in all sizes and a lot of small acts strung together will create the fabric of the city we want. Finally, branding Long Beach as a music city is as important as delivering the musical goods both because it will focus our thinking on the end game and play a key role in attracting visitors and new residents.

In my personal experience, music and Long Beach are inextricably intertwined. The first real friends that I made here were musicians, my first attempts at being an entrepreneur and business owner involved music, and my first and best attempts at being a volunteer and philanthropist were steeped in music. Music changed me as an individual – in my mind and spirit – and I think it can change the city in the same way if we let it. I’ll continue to do my part and hope that others will do the same. ■

New Year's Eve Downtown

■ By **BRIAN ADDISON**
DLBA Communications Manager

Last year's New Year's Eve celebration in Downtown Long Beach proved groundbreaking for obvious reasons: with Fitz and the Tantrums as the headlining act, the event brought a staggering 13,500 people to the city's urban core.

For the Downtown Long Beach Associates (DLBA), it was a turning point. Not only had it marked its largest event ever – both in cost and in attendance – but it solidified Long Beach's place as a destination for high-quality music and as a great option for one of the biggest nights of the year in the nation.

And the numbers proved it. With an economic return for the downtown area of nearly \$1 million – including \$218,011 in hotel spending, \$67,937 in sales tax revenue and \$26,161 in occupancy tax revenue – and with nearly nine out of 10 attendees being under the age of 39, the New Year's Eve celebration in downtown proved to be one of the city's largest events.

The caveat to its success was the focal point of the event itself: there was a single headliner, Fitz, and attendees congregated en masse to that stage alone, leaving the rest of the event space deactivated. With that in mind, event planners for this year sought to spread the crowd through multiple countdown spots with multiple headliners.

"Last year brought an overwhelmingly great response – so we felt inclined to up our game this year and provide more than one big headliner," Gina Dartt, DLBA's special events and marketing manager, explained. "With a festival-style setup, we'll be able to have multiple countdown spots, each featuring incredible talent. Long Beach is unquestionably in for a solid treat."

The DLBA has again teamed with Knitting Factory Entertainment, partner and talent booker for New Year's Eve, to establish a lineup that includes ZZ Ward, Vintage Trouble, Saint Motel, Houndmouth and more. Ward, the Angeleno musician who rocked the alt



charts with her first single, "Put the Gun Down," featuring her Amy Winehouse-like tinged vocals, has garnered a respected name within the music industry after working with Kendrick Lamar, touring with Eric Clapton and wowing crowds at both Coachella and Bonnaroo music festivals.

Vintage Trouble, the retro R&B outfit that sounds like Chuck Berry had kids with The Animals, also hails from Los Angeles and brings an energy that made the group the standouts of the Glastonbury Festival.

Whether you call them "dream pop" or "indie prog," Los Angeles-based Saint Motel is quickly becoming a rock staple after its main stage performances at this year's Coachella festival as "My Type" became a Top 10 alt hit in the States. Houndmouth, the Louisville folk rock ensemble that brings a roots-y, psychedelic, country charm to its sound, has made the group critical darlings and favorites at 2013's Lollapalooza.

Downtown Long Beach's New Year's Eve Celebration takes place on Thursday, December 31, on Pine Avenue between 1st and 4th Streets, beginning at 8 p.m. For ticket information, call, 1-866/777-8932. ■

Annual Buskerfest In Downtown Provides Springboard For Budding Local Musicians

■ By **SEAN BELK**
Staff Writer

An annual music festival and competition called Buskerfest, created seven years ago in Downtown Long Beach to showcase local musical talent and pay homage to street performers, has helped bands and solo artists realize their dreams.



The summer event has provided exposure to such musicians as Korey Dane, who won the contest in 2010. He subsequently signed a record deal and used his prize money to produce an album and press thousands of CDs.

Dane, singer/songwriter and solo guitarist, has also recently had his songs played on the radio station KCRW and was recognized in a top-10 artist list on National Public Radio (NPR), said Rand Foster, who co-founded the event with Long Beach local Justin Hectus, who has been involved in producing more than 100 concerts. Hectus is also director of information for the Downtown Long Beach law firm Keesal, Young & Logan.

"[Buskerfest] was kind of a springboard for him to get management and a lawyer," Foster, owner of Fingerprints Records in the East Village Arts District, said of Dane. "He's had a tremendous amount of success, and I don't know if you can trace it all back to Buskerfest by any means, but I definitely think we gave him a hand up at the right time."

The event, which closes out the Summer And Music (SAM) concert series sponsored by the Downtown Long Beach Associates (DLBA), has helped launch the careers of bands such as Bearcoon, which consists of Long Beach musicians Andrea Walker and Solange Igoa. The band won the contest in 2014, and is now touring after releasing its album "El Guapo" earlier this year.

Buskerfest offers a chance for local musicians to perform "low-tech, stripped-down sets" and compete for a \$2,500 prize. The winner is selected by receiving the most wooden nickels tossed by audience members, a concept inspired by Buskers, street musicians who leave their hat out for donations.

Although all participants are paid, only one musician or band receives the grand prize, which often pays for producing a record. During the event, bands and solo artists "take it to the streets" and perform on truck flatbeds where they can be challenged a little bit, Foster said, adding that music ranges from hip hop to country.

He said the event was created to address the lack of venues in Long Beach and to create a forum for local musicians to be heard while providing seed money that allows bands to get started, as financial support from record labels and other sources that bands normally would get has somewhat "dried up" in the music industry.

"It's not enough to rent a big studio in L.A., but we've got great studios here in Long Beach," Foster said. "Really the biggest thing happens on the street. It's so community driven, and it's kind of a citywide party that celebrates the great music in this community we have here." ■

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Downtown Long Beach Associates Welcomes

New Businesses — to the — NEIGHBORHOOD

REALIZE **O**PPORTUNITY **I**NVEST

Thank you for investing in Downtown Long Beach!

**By Design
Vision & Sound**

101 Atlantic Ave. ste 101

Columbia Sportswear

435 Bay St

Heather Grant LA.c

235 E Broadway, ste 414

**JFE Shoji Steel
America, Inc.**

301 E Ocean Blvd. ste 1750

JL Studio

300 E 4th St. ste 123

**Macksoud &
Macksoud, LLP**

1 World Trade Center, ste 2320

Makoto's Hair Studio

300 E 4th St. ste A-116

**Moran Shipping
Agencies**

444 W Ocean Blvd. ste 1615

Olive Yoga

244 Pine Ave

**R. Bourgeois JFE Shoji
Magnetic Lamination, Inc.**

301 E Ocean Blvd. ste 1750

Surf Rash

729 Pine Ave

Tandem Solutions

444 W Ocean Blvd. ste 800

New Downtown businesses, owners, and independent contractors established in November 2015.

Learn more about how to establish a business in Downtown Long Beach at:
www.DowntownLBBusiness.com

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LONG BEACH
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