

Inside This Issue



The City Of Carson Is Celebrating Its 50th Anniversary
Stories Begin On Page 20



Shaun Lumachi Business Innovation Center Coming Soon
Page 6



Local Environmental Group Teams Up With City To Educate Youth On Plastic Pollution
Page 14



Small Business Showcase: 4th Street & Termino Avenue
Page 7

- 2 PortSide
- 2-3 In The News
- 4-6 Real Estate & Development
- 4 Realty Views
- 7 Small Business Dollars & Sense
- 8-13 Newswatch
- 14-17 Going Green
- 18-19 Lifestyle

Rent Control Ballot Initiative Efforts Continue For November Election



Stepp Commercial Principal Robert Stepp, left, and Phil Jones, partner at Coldwell Banker Coastal Alliance, are opposed to rent control and the current attempt to place an ordinance on the November ballot. The two are pictured at an apartment complex at 360 Lime Ave., which has recently been renovated by Waterford Residential LLC. (Photograph by the Business Journal's Brandon Richardson)

By **BRANDON RICHARDSON**
SENIOR WRITER

On January 12, Housing Long Beach Executive Director Josh Butler refiled a petition to collect signatures to place a rent control ordinance on the November ballot. His initial filing, submitted to the city clerk late last year, was rejected because it was incomplete.

"Corporate development is changing what our city looks like. Rising rents are pricing out long-time residents and forcing them to leave," Butler said in an e-mail to the Business Journal. "That's why Long Beach families, renters in the community, local advocates and small business owners are coming together to demand new community-first policies that protect current residents."

According to Long Beach City Clerk Monique DeLaGarza, the city attorney's office has 15 days from the time of submission to draft the ballot statement and summary. Once completed, Butler and his affili-

(Please Continue To Page 10)

Hotel Work Rules May Go To Voters

Petition To Collect Signatures Targets Properties With 50+ Rooms

By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

Last year, the local hotel industry, particularly in Downtown Long Beach, was under the spotlight as union groups and labor advocacy organizations pushed for two major hotels to unionize and for stronger protections for workers.

These issues came to a head when an ordinance that would have established safety provisions and workload restrictions for hotel workers was brought forth by four councilmembers and rejected by the remaining members of the council in September. Now, the community backers of that ordinance are making moves to take the matter to the voters of Long Beach in November.

(Please Continue To Page 10)

City Mulling Whether To Appeal BNSF Rail Project To State Supreme Court

By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

After the California Court of Appeal overturned the majority of a trial court's earlier findings that the environmental impact report (EIR) for a new rail facility proposed by BNSF Railway was largely insufficient, appellants – including the City of Long Beach – are considering whether to take the matter to the California Supreme Court.

The Court of Appeal ruled on January 12 that the EIR for BNSF's Southern California In-

ternational Gateway Project, a \$500 million proposed intermodal railyard adjacent to Westside Long Beach and harbor communities, was sufficient, with one exception. The EIR "fails to adequately consider air quality impacts of the project, particularly impacts to ambient air pollutant concentrations and cumulative impacts of such pollutant concentrations," the court decision states. A trial court's earlier ruling that identified other deficiencies in the EIR, including insufficient analysis of traffic noise impacts, was tossed out.

The project was originally protested in court by appellants including the City of Long Beach, the Long Beach Unified School District, community groups and businesses that would be displaced by the project. They argued that much of the EIR was insufficient and would negatively impact surrounding communities. The project was defended both by BNSF and the City of Los Angeles, who presented the project as a jobs creator and supply chain efficiency strategy.

Mike Mais, assistant city attorney, said the city is considering whether to appeal the decision to the state supreme court. (Please Continue To Page 8)

By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

The Long Beach Board of Harbor Commissioners approved the Pier B On-Dock Rail Support Facility, a project to expand on-dock rail capacity at the Port of Long Beach, on January 22. The board approved the final environmental impact report (EIR) for the project, selecting the largest possible footprint for the facility outlined in that document. While most public commenters at the meeting spoke in support of the

(Please Continue To Page 8)

Long Beach Business Journal
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755-2139
562/988-1222 • www.lbbizjournal.com

CHANGE SERVICE REQUESTED

PSRT STD
U.S. POSTAGE
PAID
Los Angeles, CA
PERMIT NO. 447

MILLENNIAL PULSE The #MeToo Movement Gets Generational

By Assistant Editor Samantha Mehlinger

The past two weeks have generated so many think pieces on the #MeToo Movement that I'm feeling some serious philosophical whiplash. As eventually was bound to happen, an alleged sexual assault by a

male Hollywood star (in this case, Aziz Ansari) has, instead of generating uniform outrage, sparked debate. The volley of op-eds that have been published in the days since are

(Please Continue To Page 18)

PortSide Keeping Up With The Port Of Long Beach

Wayne Smith, senior civil engineer and program manager for the Port of Long Beach, stood atop the fruition of his (and many other's) labors – the new bridge being built to replace the Gerald Desmond Bridge – and acknowledged what a once in a lifetime opportunity the project has been for those working on it. Nearby construction workers, overhearing him, expressed their agreement. Since joining the port in 2010, the new bridge has been the main focus of Smith's career. "We won't see this type of project in Southern California for a long time to come. That said, this is a career defining project for a lot of people, especially myself," he said. As a program manager and engineer, Smith is responsible for managing infrastructure and maintenance projects at the port. "We establish the [project] schedules and the budgets, and then we begin the procurement process," he explained. Prior to becoming a permanent employee of the port, the Carson-native and California State University, Long Beach graduate worked for a consultant tasked with retrofitting the existing Gerald Desmond Bridge, which was built in 1968. "I volunteered to perform inspections of the fatigue modifications which was essentially the work performed to strengthen the steel truss. So I used to have to climb the bridge," he said. As a program manager assigned to the bridge replacement project, he now manages numerous critical related efforts, including the design-build effort for the new bridge and planned demolition of the existing structure. "I love problem solving. I love working with people," Smith said. "I am not going to be corny and say it's a dream come true, because I didn't dream this. But I can say I really do enjoy what I do here." He added, "I am constantly trying to improve the quality of work that I produce."

– Samantha Mehlinger, Assistant Editor



Community Hospital Long Beach Foundation Board Of Directors

Ray Burton, professor emeritus (retired) at Long Beach City College is the new chair of the 2018 Community Hospital Long Beach Foundation (CHLBF) Board of Directors. He most recently served on the board's executive committee. Pictured back row from left are: William Lorbeer; Mary Lockington; Kit Katz, board secretary; Lorie Merrill; Fredy Dominguez, Dennis McConkey, vice chair; Ross Riddle; Matthew Faulkner, executive director; Jan Miller; and Bill D'Alvia. Front row from left are: Suzanne Nosworthy; Andrew Barber, board treasurer; Bev Cook; Nancy Eilers; Andrea Caballero and Burton. (CHLBF photograph)

Long Beach Business Journal

Vol. XXXI No. 2 • January 30-February 12, 2018

EDITOR & PUBLISHER
George Economides
SALES & MARKETING EXECUTIVE
Heather Dann
SPECIAL ASSISTANT
Pat Flynn

EDITORIAL DEPARTMENT
ASSISTANT EDITOR
Samantha Mehlinger
SENIOR WRITER
Brandon Richardson
STAFF WRITER
Anne Artley

the State of California in July 1985. It is published every other Tuesday (except between Christmas and mid-January) – 25 copies annually. The Business Journal premiered March 1987 as the Long Beach Airport Business Journal. **Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated.** Opinions expressed by perspective writers and guest columnists are their views and not necessarily those of the Long Beach Business Journal. Send press releases to the address shown here:
Office
2599 E. 28th Street, Suite 212
Signal Hill, CA 90755
Ph: 562/988-1222
Fx: 562/988-1239
www.lbbizjournal.com

Advertising/Editorial Deadlines
Wednesday prior to publication date. Note: Press releases should be faxed, mailed or e-mailed to: info@lbbj.com. No follow up calls, please. For a copy of the 2018 advertising and editorial calendar, please e-mail or fax request to 562/988-1239. Include your name, company and address and a copy will be sent to you. Distribution: Minimum 22,000.
Regular Office Hours
Monday-Friday
8:30 a.m.-5:30 p.m.
Subscriptions:
25 issues – 1 year
Standard Bulk Rate: \$30.00
(add \$2 if paid by credit card)
1st Class: \$70.00
(add \$3 if paid by credit card)

The Long Beach Business Journal is a publication of South Coast Publishing, Inc., incorporated in



In addition to its regular exhibits and programs offered daily, the Aquarium also offers hands-on education programs for schoolchildren visiting on a field trip and their teachers and chaperones and for individuals of all ages interested in learning more about the ocean and environment.

Students visiting the Aquarium on a field trip have the option of a chaperone-guided visit or a classroom or theater program on site. The Aquarium also hosts special events for homeschoolers and travels to Southern California schools and community events in the Aquarium on Wheels outreach vehicle.

Education programs open to the public include new Parent and Me classes for children ages two to six with an adult, summer and winter day camps, sleepovers, and the Junior Biologist and



Job Shadow classes for kids ages seven to twelve and thirteen to seventeen, respectively.

Adults can attend lectures held throughout the year and the spring and fall Aquatic Academy courses on such topics as sea level rise, climate change, extreme weather, drought, and humans' relationship to the ocean and environment.

To view upcoming education events and offerings, visit aquariumofpacific.org/education.

FREE: Sign up at lbbizjournal.com for **Monday Morning Coffee & BizBrief**

(e-mail sent out at 6 a.m. every Monday about issues, events, meetings for the week;

BizBrief is news of the day, sent out around 4 p.m., Monday-Friday)

Find us on Facebook • Follow us on Twitter: @LBBizJourn



McOsker

Tim McOsker has been named CEO of AltaSea, a non-profit organization created to reshape 35 acres in the oldest part of the Port of Los Angeles into a center for ocean-oriented science research, STEM education and sustainable business creation. McOsker served as chief of staff for former Mayor James Hahn and as Hahn's chief deputy city attorney. A San Pedro resident, he serves as chairman of the board of the San Pedro Chamber of Commerce. . . . The



Knight

Long Beach Director of Parks, Recreation and Marine, **Marie Knight**, has accepted the position of director of community services for the City of Huntington Beach. She joined Long Beach as director in

March 2016 after serving in a similar position with the City of Orange. Her last day in Long Beach is February 23. . . .

Daniel Cooper has joined TLD Law in Downtown Long Beach as a senior litigation associate, with expertise in civil litigation, product liability, medical malpractice and real estate. He received his bachelor's from Wisconsin-Madison and his Juris Doctor from Southwestern Law School. . . . Holthouse Carlin & Van Trigt LLP (HCVT) announced that **Stacy Yamanishi** has been admitted to the partnership. She is tax partner based in the firm's Long Beach office and specializes in providing tax consulting, compliance and wealth transfer services to high net worth individuals and families. ■

Hampton Inn & Homewood Suites Grand Opening



The Hampton Inn & Homewood Suites dual-branded hotel by Hilton celebrated its grand opening on January 18. Located at 3771 N. Lakewood Blvd. at Douglas Park, the hotel has 241 rooms, two dining areas, a 24-hour fitness center, a putting green, a grill area and an outdoor heated pool. Pictured top left are General Manager Jef Fazzio-Lawrence and Sales Manager Jennifer Jones. Top right is Hotel Manager RJ Escobedo with Finance Manager Shella Ebalobar. Guests toured the hotel's facilities, including the rooms and patio area. (Photographs by the Business Journal's Pat Flynn)

Groundbreaking Ceremonies For New Signal Hill Library



Signal Hill councilmembers and city officials gathered to celebrate the groundbreaking of the long awaited Signal Hill Library on January 24. Located at 1770 E. Hill St., the more than \$11 million library will encompass about 15,000 square feet and includes a community room, reading areas, a learning center, a history room and study rooms. The site is adjacent to the current Signal Hill City Hall. The city's elected officials, with shovels in hand, are from left: Councilmember Larry Forester; Vice Mayor Tina L. Hansen; Mayor Edward J. Wilson; Councilmembers Lori Y. Woods and Robert D. Copeland. (Photographs by the Business Journal's Pat Flynn)



Sares-Regis Group announced a June groundbreaking for its final development within the Douglas Park master plan. The project includes four company headquarter buildings totaling 390,000 square feet at the intersection of Carson Street and Worsham Avenue. (Rendering courtesy of Sares-Regis)

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Douglas Park Update

On January 22, Irvine-based real estate development, investment and management firm Sares-Regis Group announced a June groundbreaking for the company's final development of its premier master-planned Douglas Park. Dubbed Douglas Park Northwest, the development includes four company headquarter buildings totaling more than 390,000 square feet at the intersection of Carson Street and Worsham Avenue.

Building 14 will be 86,000 square feet and include 142 parking spaces; Building 15 will be 93,200 square feet with 147 parking spaces; Building 16 will be 136,300 square feet with 234 parking spaces; and Building 17 will be 74,200 square feet with 142 parking spaces.

Adjacent to the new development site is the 265,000-square-foot retail center Long Beach Exchange, or LBX. On January 16, Orchard Supply Hardware was the first store to open its doors at the highly anticipated center. According to a project spokesperson, other brands slated to open include PetSmart on April 23, Whole Foods 365 on April 24, T.J. Maxx by the end of April and Nordstrom Rack on May 10.

On January 12, LBX announced ULTRA Beauty, Images Luxury Nail Lounge and T-Mobile as the latest tenants to join the retail center. Previously announced tenants include Dunkin' Donuts, In-N-Out Burger, MOD Pizza, AT&T, Orangetheory Fitness, Ra Yoga and GritCycle.

Out-Patient Clinic Development Planned For Downtown



Commercial real estate developer Meridian announced its \$2.45 million purchase of five parcels for the development of an ambulatory, out-patient clinic in Downtown Long Beach on January 16.

"There are currently over 1,000 residential units and 700,000 square feet of commercial space either in the planning phases or under construction in the area," Meridian CEO John Pollock said. "We felt this was a great time to build this clinic, which will provide life-saving treatment to patients in the area who desperately need this service."

Meridian plans to spend \$3.1 million on the project located at 1078-1090 Atlantic Ave., across the street from Dignity Health's St. Mary Medical Center. Three buildings currently occupy the parcels, with two to be demolished. The third, a two-story, 8,280-square-foot building, will be repurposed into a 9,200-square-foot Type V-A single-story building that meets OSHPD 3 requirements.

"By working in collaboration with the City of Long Beach and surrounding community, Meridian was able to provide a comprehensive real estate solution for its end user in a dense, urban-infill submarket," R.J. Sommerdyke, senior acquisitions

manager at Meridian, said. "We specialize in unlocking difficult sites to provide patients and communities with access to care away from the traditional hospital setting. We are actively pursuing health care opportunities in the western region of the U.S., from Denver west."

Upon completion, which is expected by the end of the year, the estimated value of the project will be \$8.4 million. Becky Blair, president of Coldwell Banker Commercial BLAIR WESTMAC, represented Meridian in the sale, with Dan Weil, vice president of Colliers International, representing the seller, a local private investor.

CSULB Completes Infrastructure Improvement Project



After two years of work, California State University, Long Beach (CSULB) announced the completion of its \$22 million infrastructure improvements on January 22.

"As with many Cal State campuses, Long Beach was due for some infrastructure repairs," Director of Design and Construction Mark Zakhour said. "Age and use had resulted in a deteriorating infrastructure. In addition to upgrading our electrical distribution system and two of our heating/hot water supply 'loops,' we had to do a lot of work in the West Campus Circle."

The project included enhancements to a

transit hub, better disabled access, flood protections, new lighting, and landscaping. Zakhour said the West Campus Circle heavy rains would have likely triggered flooding in traffic turnarounds and overflows, resulting in costly water damage to surrounding facilities, including Brotman Hall.

"Because it's a main drop-off hub, we wanted to make the new version more student-friendly," Zakhour said. "We installed ADA upgrades, we're providing Wi-Fi in the waiting areas, added seating, shade trees over the seating, and new lighting so it's safer at night."

While students may overlook these improvements, it is impossible to miss the six-foot-tall, 2.5-ton yellow concrete letters spelling out the campus motto, "GO BEACH." Located in the West Campus Circle area, the university's press release said the eye-catching slogan is "destined to become 'selfie central.'"

"The GO BEACH letters were not part of the original upgrade plan but, as we were looking at replacing a wall, we realized we could put that money instead into a unique branding experience," he added. "Working with marketing and communications – together with student input – the idea of the letters became a reality. So far, the feedback has been very positive."

City Seeks Developer For Shuttered Library

Earlier this month the City of Long Beach released a request for proposal (RFP) for the purchase and redevelopment of the former North Long Beach Neighborhood Library at 5571 Orange Ave. The RFP is seeking a buyer to develop the property

Realty Views

Inventory Problem Not Going Away



By **TERRY ROSS**

Home prices across the board continued to climb in 2017 and are predicted to keep up the steady pace of appreciation this year. But, unlike previous upward housing cycles, the catalyst for price appreciation continues to be the lack of homeowner movement.

The well-documented problem of long-time owners learning their financial lesson during the recessionary years and opting to stay put has created much of the inventory shortage for those wanting to purchase a single-family home, but it appears that there is another trend that is contributing to the lack of available inventory and thus driving up prices – the conversion of owner-

occupied homes into rental properties.

According to the real estate website Zillow, 5.4 million single-family residences (SFRs) changed from owner-occupied to rentals between 2006 to 2017. That calculates to 19% of all homes being used as rentals as of 2017, while there were only 13% rented in 2006, just prior to the start of the recession.

Zillow went on to estimate that this trend is responsible for reducing the listed inventory of homes for sale by 5% each year, and now we have inventory sitting at historic lows – a situation that observers call "dire" because of the lack of properties for sale.

Nationally, most of the SFR rentals are in the lower tier of home prices. About 39% of SFR rentals were in the bottom third of local price ranges between 2006 and 2017. But in high-income and high housing-price states, this trend is different – there are more SFR rentals in the top third of price points in California, as is the case in Boston, Seattle, Washington, D.C., and others.

While high-tier SFR rentals make up just 27% of the market share in the U.S., the situation is much different here in California. San Jose leads California in percentage for

higher-tier home rentals at 41.2% of the homes, with San Diego second at 36.8%, Los Angeles at 35.8%, San Francisco at 33.4%, Riverside at 32.8% and Sacramento at 26.2%. And these are just for higher-priced dwellings!

Interestingly enough, Zillow notes that San Jose is rated as the number one hottest housing market in the country, based on accelerating home prices, expanding jobs and income and new residents. The website notes that the median home value there is \$1,128,300 with a median rent of \$3,514 per month. San Francisco, which was fourth in the percentage of high-tier locations in our state, was fifth among the nation's hottest housing markets with a median value of \$893,100 and median rent of \$3,413.

The reasons – and perhaps the eventual cures – for this housing imbalance that has boosted both sale prices and rental rates are not easy to fix, and they are open for debate. Many feel that the supply and demand imbalance – the reason for this problem on both the rental and ownership side – are due to outdated zoning laws that do not allow higher density building. More multifamily units – both condos and apartments

– would help alleviate the problem. But that would entail changing zoning from SFR to multifamily – and many higher-end neighborhood residents are against this. This is especially important in the desirable coastal cities, but government agencies and municipalities are reluctant to approve ordinances that allow for more dense building.

Another trend that will not easily be changed is the human nature of the investors who want a quick return. With prices rapidly increasing, they gravitate towards higher-end properties in better locations that will turn a quick and tidy profit over those that may be more long-term rentals with solid returns, but that are in more moderate and lower income areas. Zoning changes are more likely for more housing density outside of the best areas, so development incentives for the higher tier of the market are few and far between. That doesn't leave a lot of hope for changes to this part of the inventory problem.

(Terry Ross, the broker-owner of TR Properties, will answer any questions about today's real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)



Orchard Supply Hardware opened its doors for business on January 16 at Douglas Park's Long Beach Exchange (LBX) near the intersection of Lakewood Boulevard and Carson Street. According to a project spokesperson, several other business openings are scheduled, including PetSmart on April 23, Whole Foods 365 on April 24, T.J. Maxx at the end of April and Nordstrom Rack on May 10.

into "an architecturally significant project appropriate to the urban setting," with the city having a say in the development. The 6,800-square-foot former library was closed in 2016 and was replaced by the 24,500-square-foot Michelle Obama Neighborhood Library at 5870 Atlantic Ave. The former library space is currently being utilized as a homeless shelter.

Fully Entitled Residential Development For Sale

Los Angeles-based real estate company CBRE Inc. is seeking offers on The Residences at Linden, a fully entitled mixed-use development project at 125 and 135 Linden Ave. Located within Long Beach's East Village Arts District, the project is entitled for the development of 82 apartments – one and two bedroom units, as well as lofts – and 4,000 square feet of retail space on the ground floor. The announcement boasts the area's 97 walk score and 86 bike score, and

noted that the property is four blocks from the Metro Blue Line 1st Street Station. The project is not subject to the new Affordable Housing Linkage Fee, nor is it within the Coastal Zone. Offers are due by Friday, February 16 at 5 p.m.

Famous Fried Chicken Comes To Wrigley

Gus's World Famous Fried Chicken opened its doors at 2580 Long Beach Blvd. on January 15. The restaurant serves up Southern-style favorites, including spicy fried chicken, greens, mac & cheese, slaw and sweet potato pie. The chicken joint also dishes out fried appetizers, including pickles, green tomatoes and okra. The restaurant has seating for about 60 customers and is open seven days per week from 11 a.m. to 9 p.m.. For more information, including the full menu, visit www.gusfriedchicken.com/long-beach.

Aaron Hill Promoted To President Of Bixby Land Company



Aaron Hill, an 11-year veteran of the Newport Beach-based Bixby Land Company, has been promoted to president. He most recently served as executive vice president and chief operating officer. The 120-year-old real estate firm, which has a longtime Long Beach legacy, is an operator and investment manager with a portfolio of industrial, office and R&D properties of approximately \$1 billion. Bill Halford, who has served as president/CEO since 2006, retains his CEO position.

(Please Continue To Page 6)



RETAIL/OFFICE SPACE
1602 N. GRAND AVENUE, SANTA ANA

PROPERTY HIGHLIGHTS

Available Square Feet:

1st Floor: 3,000-4,000 SF **\$1.25-\$1.50 PSF, Gross**

2nd Floor: 6,000 SF **\$1.00 PSF, Gross**

Surrounded by Target, Walgreens, Starbucks, AT&T and WaBa Grill

Great Access to 22 and 5 Freeways

FOR SALE: \$5,700,000



LYNSEY POLACHEK
lp@incocommercial.com
BRE #01966087

INCOCOMMERCIAL.COM

6621 E. PACIFIC COAST HWY, STE. 280 | LONG BEACH, CA 90803 | 562.498.3395 | BRE #01359006

211 OCEAN

Creative Office Space

211 Ocean is conveniently located on Ocean Blvd. in Long Beach, on the Promenade and adjacent to the Pine Avenue Retail. The newly renovated building enjoys balconies on every floor, operable windows, glass roll up doors, and access to the dog park, public transportation and free bikes on site.

COME ENJOY THE BREEZE!



THE RUTH GROUP
CBRE

Dave Smith
 Lic. 00991425

Tim Vaughan
 Lic. 00902652

310 363 4887



HELLO LONG BEACH

Commercial Sale & Leasing

Doug Shea
Peter Pappageorge
Kevin Green
Anna Beckman
Tom Watkins

Multifamily Investment

Eric Christopher
Ryan Rayburn
Tom Watkins
Mark Beat
Stelios Zoumberakis
Michael Alper
Connor Hopkins
Eden-Shalom Gross
Jolene Vredenburg

Justin White, Managing Partner



CENTENNIAL
ADVISERS
Commercial Real Estate

562.269.4844
www.centennialadvisers.com CalBRE #01866195

Shaun Lumachi Business Innovation Center Breaks Ground Downtown



■ By **BRANDON RICHARDSON**
SENIOR WRITER

The City of Long Beach, in partnership with Long Beach City College (LBCC) and creative office space developer BLANKSPACES, broke ground on the Shaun Lumachi Innovation Center at 309 Pine Ave. in Downtown Long Beach on January 22.

“We strive to move our city forward economically by equipping and empowering entrepreneurs,” Mayor Robert Garcia said. “Our partnership with Long Beach City College and BLANKSPACES enables us to support Long Beach’s new and existing business ventures and help grow the local entrepreneurial ecosystem.”

The partnership was finalized on December 5, 2017, and plans began to renovate the two-story, 4,888-square-foot building, which is currently occupied by LBCC’s Small Business Development Center (SBDC). Once completed, the center will continue to be the home of the SBDC, which focuses on delivering programs and support services for entrepreneurs and job training to support the region.

Improvements to the space include a new facade, elevator restoration and co-working and meeting space designed, developed and managed by BLANKSPACES. The workspace includes rentable private offices and hot desks (desks shared by multiple users on a scheduled basis) at an affordable price to assist entrepreneurs and students who may not be able to afford office space otherwise.

“This is the future of entrepreneurship, and LBCC is thrilled to be a part of it,” LBCC Superintendent-President Reagan Romali said. “Today marks a new chapter in our partnership with the City of Long Beach, and a significant step toward a thriving entrepreneurial ecosystem.”

The city is investing \$250,000 in the project, with a portion of the center’s proceeds to be used to reimburse for the initial capital outlay. The innovation center is scheduled to be fully operational by spring. ■



On January 22, in partnership with Long Beach City College (LBCC) and BLANKSPACES, the City of Long Beach broke ground on the Shaun Lumachi Innovation Center at 309 Pine Ave. Pictured from left: LBCC Superintendent-President Reagan Romali; Mayor Robert Garcia; Deziré Lumachi; and 1st District Councilmember Lena Gonzalez. (Photo and rendering courtesy of LBCC)

REAL ESTATE *quarterly*

Stories To Include

Does Rent Control Work?

Long Beach Heritage To Honor Studio One Eleven

Introducing Real Estate Firm

Centennial Advisers To Long Beach

Updates On The Local Residential,
Commercial and Industrial Markets

AD RESERVATION DEADLINE: FEBRUARY 7, 2018

ARTWORK DEADLINE: FEBRUARY 8, 2018

ISSUE DATE: FEBRUARY 13, 2018

advertise today

please call to reserve your ad space

562 / 988 - 1222

Long Beach Business Journal



**Serious
About
Selling?**

**Call us for
a FREE
Property
Analysis**

[CBCBlair.com/
multifamily](http://CBCBlair.com/multifamily)



1142 E. 1st Street
Sold for \$3,150,000

- Fourteen (14) Units
- 14 - 1bd/1ba
- Alamos Beach location
- Cap Rate 4%; GRM 16

George Bustamante
Mobile: (714) 856-7017
GBustamante@cbcblair.com
BRE# 01484265

Steve Warshauer
Mobile: (562) 397-9520
SteveW@cbcblair.com
BRE# 00499477



25 Falcon Avenue
Listed for \$1,800,000

- Four (4) Units
- 4 - 1bd/1ba
- Blocks from the Beach
- Cap Rate 3%; GRM 22

Austin Carr
Mobile: (562) 537-7496
ACarr@cbcblair.com
BRE# 01986298

LOCAL EXPERIENCE | GLOBAL STRENGTH

Support Local Small Businesses

Runwaytrash

Runwaytrash Owner Phimpha Misouk emigrated to Long Beach from a refugee camp in Thailand when she was six months old. She moved away from the city at age 14, but the friendly and diverse atmosphere drew her back as an adult. “I’ve always wanted to open a store in Long Beach,” she said. “I know people say Los Angeles is more diverse, but I think there’s more culture in Long Beach. It’s one of those friendly beach cities that you can’t find anywhere else in Southern California.” Runwaytrash has been open four years and it is Misouk’s first business. The store specializes in bohemian style clothing and jewelry from the 1960s and 1970s. Misouk said she tries to include products from Long Beach designers, like the local brand Girlshop, which focuses on vintage-inspired jewelry and hand-painted designs on clothing. She also sells candles made by another local artist. Misouk’s interest in fashion and vintage clothing started when she was young. “Growing up, my family didn’t have much money, so we took the bus to Goodwill,” she said. She said that meeting new people is her favorite part of running the business. Runwaytrash is located at 4019 E. 4th St. For more information, visit www.rwtshop.com or call 562/342-4372.



Viento y Agua Coffee House

Viento y Agua Coffee House started out as an art gallery when it opened in 2003. Owner Bela Mogyorody founded the business with his best friend and his best friend’s wife, who is a native to Mexico City. “I was working in the film business and I had a lot of time on my hands, so I helped them build it,” Mogyorody said. He convinced his friends to add a coffee bar in 2004. Within a year and a half, the couple left the business and Mogyorody continued running it on his own. “We’re still known as a gallery but we’ve evolved as a coffee house,” Mogyorody said. The shop holds open mic events and live music every weekend. Viento y Agua, which means “wind and water” in Spanish, features specialty coffee like the Mexican mocha. Another customer favorite is the café con leche, a latte with cinnamon and a brown sugar “kick” to it. The owner said he has enjoyed getting to know the kids from Fremont Elementary School, located across the street from his shop. “Some of them come to see me after they’ve gone off to college and come home for Christmas break. Having been here for 15 years, you get to witness that that kind of longevity, and that makes me happier than anything.” Viento y Agua Coffee House is located at 4007 E. 4th St. For more information, visit: www.vientoyaguacoffeehouse.com or call 562/434-1182.

Ambiance Skincare & Day Spa

Ambiance Skincare & Day Spa Owner Laura Gonzalez worked in the banking industry before deciding in her thirties that she needed a change. “I did makeup for my sisters. They said I was really good at it and that I should check it out as a career,” she said. “I didn’t realize people could make a living doing that, but I did some research and went to beauty school. Now, I absolutely love coming to work every day.” After getting her license, Gonzalez started out as a personal consultant in Seal Beach. Then, in 2001, she decided to open up her own space in Long Beach. Gonzalez said that, at first, she was afraid to open since she was the only retail store in the neighborhood and was surrounded by vacant storefronts. “But I did it, and about three years later, other small businesses started to open. It’s really great to have a full neighborhood where everyone’s doing really well,” she said. “Interacting with clients is my favorite part,” she reflected. “I’ve had some of them for over 20 years. I enjoy the relationships I’ve built, taking care of people and making them feel good.” One of the spa’s bestselling services are facials tailored to each customer. Microdermabrasion is another popular treatment, which minimizes skin imperfections such as wrinkles, sun damage and acne scars. Ambiance Skincare & Day Spa is located at 3946 E. 4th St. For more information, visit: www.ambianceskincare.com or call 562/621-1121.



Small Business Dollars & Sense

Three Tips To Help Small Businesses Manage Seasonal Cash Flow



By NATASHA
MATA

As we enter “tax time” many CPAs will receive most of their revenue for the year by April 15. Also, for many small businesses, the holiday shopping season which has just passed is the busiest and most profitable time of year. According to a recent Wells Fargo/Gallup survey, 56 percent of business owners say the fall months are busier than other times of the year and another 38 percent say November and December are busiest. Now we’ve turned the corner in a new year, how can business owners optimize seasonal sales to last all year long? A lot of it comes down to strategically managing cash flow. Here are three ideas to help small businesses prepare for the year ahead.

Update Cash Flow Forecasts – Cash flow forecasts are important for helping you plan ahead to avoid financial pitfalls. While business owners should update their cash flow projections and sales goals on a regular basis, it’s especially important for small businesses to make sure everything is current in advance of a busy season. By creating cash flow forecasts, you can anticipate cash shortages and take advantage of higher-revenue periods. Once you have a solid understanding of your anticipated revenue and expenses, you’ll be prepared to strategically manage your cash flow to take full advantage of busier times.

Plan for Cash Shortages in Advance – If your business revenue fluctuates throughout the year, there are several steps you can take during the busy season so you don’t come up short when business is slower. If you have any debt, focus on paying that first and then turn your attention to beefing up business savings and your emergency fund. Also consider setting aside cash for your variable business expenses, such as quarterly taxes, while you can. Businesses often can run into unexpected expenses or large bills at some point, so setting cash aside when you have it will only help you in the long-term. Another option is to have a line of credit to help bridge gaps in cash flow. Work with your banker to determine your financial needs and understand if a line of credit is a good option for your business.

Make Improvements – When your debt is at a comfortable level and perhaps paid off, consider using additional business revenue to invest in your business. You should consider whether it makes sense to make any business technology or necessary equipment upgrades while you can pay for them in full. If your business has been on a growth trajectory, for example, it might be time to upgrade your computer or software systems to keep up with the increased traffic. Or perhaps there are improvements to your retail space that you’ve been putting off. Some contractors and vendors will offer discounts for upfront payment in full, so taking advantage of those options when available will save you money. Finally, if it makes sense for your business, consider stocking up on extra inventory you know you’ll end up needing in the near-future.

Visit WellsFargoWorks.com to learn more cash flow management tips and to help prepare your business for financial success all year long.

(Natasha Mata, a 22-year veteran of Wells Fargo, is region bank president of the greater Central Los Angeles Area, which includes Long Beach and some North Orange County cities.)

Harbor Commission Approves Pier B

(Continued From Page 1)

project, Westside business owners emphasized how it would negatively impact their operations.

The Pier B On-Dock Rail Support Facility EIR process began in 2009, when a notice of preparation for the document was released to the public, according to Richard Cameron, managing director of planning and environmental affairs for the port. Since then, port staff has conducted “extensive outreach,” including meetings with property and business owners who would be affected and even displaced by the project, he said at the meeting.

The board selected what is referred to as the “12th Street Alternative” – the largest project footprint that extends as far north as 12th Street. On-dock rail at Pier B will be extended to enable longer trains to be assembled and cargo to be placed directly onto rail within terminal gates.

At the meeting, Heather Tomley, the port’s director of environmental planning, stated that each train that leaves the port via on-dock rail could eliminate the need for as many as 750 truck trips. The project is part of a larger initiative by the port to increase the amount of cargo moved by on-dock rail to 35% and is in line with the goals of the recently updated Clean Air Action Plan, Cameron noted.

Many public commenters spoke in support of the project, including several different union representatives who said that

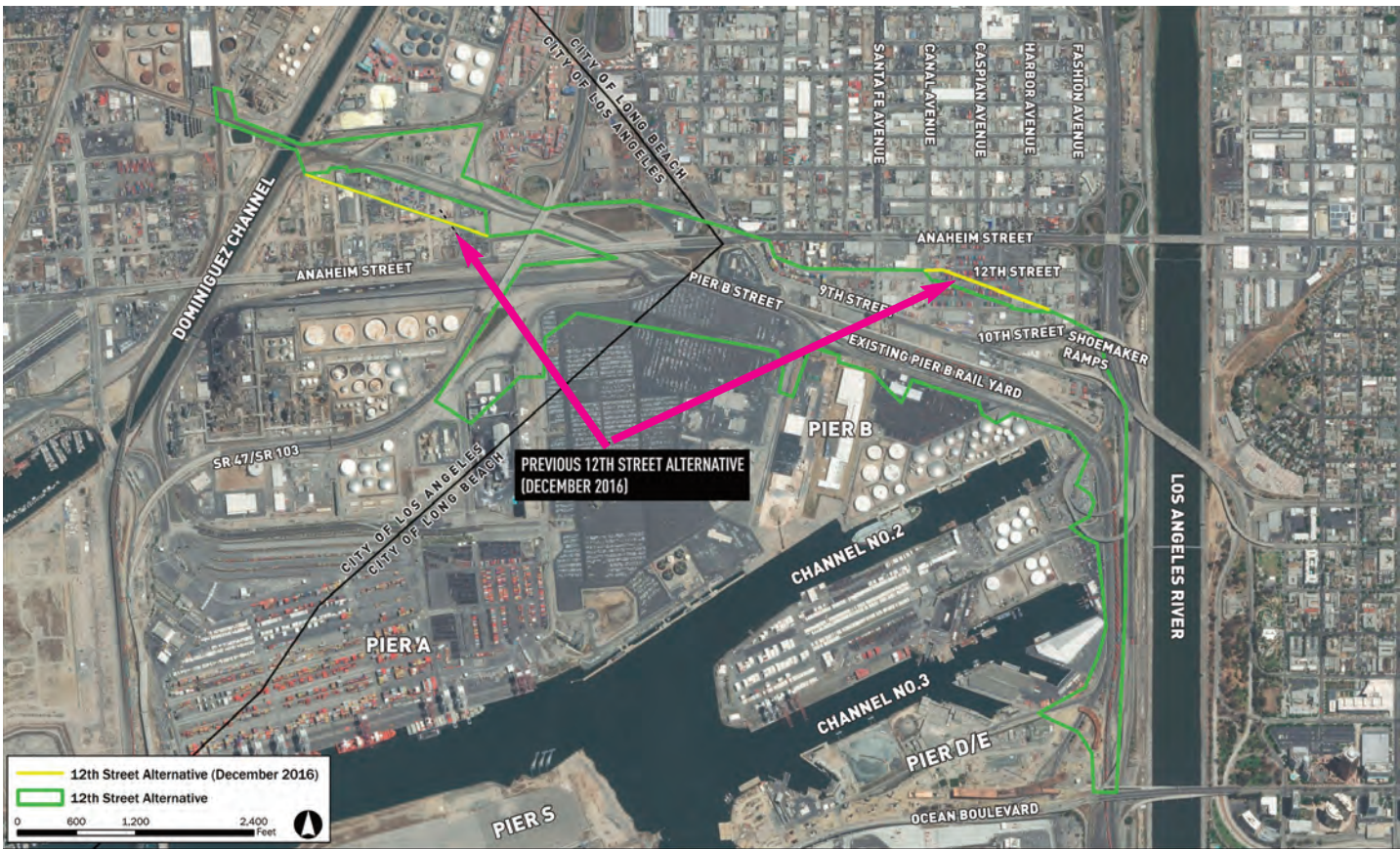
BNSF/Port Of L.A. Rail Project

(Continued From Page 1)

ney for Long Beach who has been working on the case, said that the ruling does not mean the project has a green light to move forward. The EIR must be revised to address the Court of Appeal’s finding, he explained. “It would be necessary to do additional studies and mitigation measures on air quality, which was one of the big issues that we all had primarily because of the [nearby] schools and the residents,” he said.

Mais has spoken with other parties opposed to the project, but no decisions have been made about whether or not to bring the matter before the California Supreme Court. According to City Attorney Charles Parkin, the matter will be addressed in a closed session meeting of the Long Beach City Council on February 6, at which time the council may direct the city attorney’s staff to pursue the case further.

BNSF provided the following statement from Roger Nober, chief legal officer and executive vice president of law and corporate affairs: “We are pleased that the court has reversed the lower court ruling, correctly applied the law and maintained the existing scope of CEQA [California Environmental Quality Act]. We are currently reviewing the ruling and will coordinate with the Port of Los Angeles regarding next steps.” ■



A map pulled from the final environmental impact report (EIR) for the recently approved Pier B On-Dock Rail Facility illustrates changes made from the original draft EIR. Portions of the original project footprint, shown outlined in yellow, were eliminated to reduce impacts to area businesses. Still, 39 parcels may have to be acquired for the project to move forward. (Port of Long Beach image)

it would generate jobs for their members. Leadership and representatives from the Long Beach Area Chamber of Commerce, Long Beach City College, the City of Huntington Beach, Rep. Alan Lowenthal’s office, the Long Beach Fire Department and other entities came out to show their support.

But Westside business owners with operations adjacent to the project expressed dismay. Rail would be built directly next to some businesses, including Superior Electrical Advertising, as its owner, Stan Janocha, pointed out during the public comment period. With clients like Starbucks and Disney, having a rail facility within 125 feet of his property is not an attractive proposition, he explained.

Daryl Phillips, owner of 103-year old business Phillips Steel Co., acknowledged that he was outnumbered by supporters of the project. While he expressed gratitude to port staff for having open lines of communication and acknowledged that it was an important project for the community, he emphasized that the project would negatively impact area businesses.

Phillips noted that the project would disconnect the Westside’s access to the Shoemaker Bridge, which port staff estimated would add an additional four minutes to commute time between the area and Downtown Long Beach. That is a concern for businesses who are worried about the response time by emergency services, Phillips explained.

“In its current size, it truly affects and eliminates way too many businesses, and I would hope that you take an earnest [effort] in understanding our position,” Phillips said. “We know that you’re going to help mitigate, but that doesn’t change the effect, especially with my own employees and all of the other businesses.”

Other businesses would be forced to move or shut down. Thirty-nine parcels – which, as a port spokesperson pointed out, does not equate to as many businesses – may need to be acquired to build

the project, according to the EIR. One of those properties encompasses LAN Logistics, a family-owned business at 11th Street that has been located at the site for more than 20 years.

“I am disappointed by the outcome of the vote at the meeting held Monday given that there were other viable options on the table that would have avoided the displacement of my company that’s been located close to the port for decades for a good reason,” LAN Logistics owner John Donaldson told the Business Journal days after the vote. He explained that the cargo the company handles is large and heavy, which necessitates proximity to the port.

Donaldson continued, “Though our location relative to the port is essential to the viability of our business, I am hopeful that the port will work with us to find and/or develop another viable option for relocation and assist with the heavy expenses that come along with the situation we now face to allow us to continue serving our customers, provide stable employment, and improve the local community to the best of our ability.”

During the meeting, Port Executive Director Mario Cordero emphasized that the port remains committed to working with business and property owners who are affected and whose operations may have to be relocated. “The fact is that for this port to remain competitive we need to enhance our rail capability,” Cordero said. “And as you have heard from some of the commentary, clearly enhancing this project is an opportunity to create jobs in the community and support international trade.”

In a recent interview with the Business Journal, Sean Gamette, the port’s managing director of engineering services, pointed out that the final EIR did not include finalized designs for the project, and that there may still be opportunities to mitigate impacts to businesses. He also emphasized that he and his staff are working to create buffer zones along project-adjacent properties, including Superior Electrical Advertising. ■

Long Beach Airport Exploring Fine Increases For Noise Violations

Two Community Meetings Scheduled In February; JetBlue Appealing Previous Fines To City Council

■ By ANNE ARTLEY
STAFF WRITER

On January 18, the city’s airport advisory commission held the first of three community meetings to discuss a possible increase of fines for aircraft noise violations at Long Beach Airport.

Increasing the fines would require amending the airport’s noise ordinance, which was adopted in 1995. It mandates that commercial flights be scheduled between 7 a.m. and 10 p.m. and sets a limit for noise levels at all hours.

Airport staff proposed raising the fines due to an increase in late-night flights and noise violations. Between 2015 and 2016, the number of violations increased from 89 to 134. And during just the first few months of 2017, they totaled 134, according to information from the City of Long Beach.

The current fine is \$100 for the first violation and \$300 for each additional breach in the same year, according to the city. These fines are significantly lower than those at John Wayne Airport in Orange County and at San Diego International Airport. The airport recommends raising it to \$2,500 for the first through fifth violations.

“From our perspective, and based on the feedback we got from the community members in attendance, I think the meet-

(Please Continue To Top Of Next Page)

Study Of Patents In Long Beach Aims To Further Innovation

■ By **ANNE ARTLEY**
 STAFF WRITER

At their January 23 council meeting, Long Beach city councilmembers approved a study to examine existing patents in the city and ways to generate innovation.

“We know that patenting is a very useful indicator of the culture of innovation in a city,” 1st District Councilmember Lena Gonzalez, who introduced the item, said at the meeting. According to Gonzalez, the study would mark a “great start in quantifying patents and a great start in demystifying how you can get one.”

The city’s innovation team, technology and innovation department, and economic development department plan to work with the city manager to draw up the report in 90 days. It will include the number of active patents within all the city’s industries, which Gonzalez estimated at around 10,000 patents.

Other goals for the plan include outlining opportunities for further collaboration with the Institute for Innovation & Entrepreneurship at California State University, Long Beach. It will also identify other potential partners to host workshops to explain the patenting process to local business owners, students and other community members. ■

ing went very well,” Airport Director Jess Romo said of the recent commission meeting. “Part of this process requires us to review all of the input from residents and businesses. Then, we’ll put together a request for an opinion from the FAA [Federal Aviation Administration].”

The next two community meetings are set for February 7 at 6 p.m. at the Long Beach Gas & Oil Auditorium, 2400 E. Spring St., and February 10 at 10 a.m. at the Expo Arts Center, 4321 Atlantic Ave.

JetBlue To Appeal Noise Violation Fines

At the March 13 city council meeting, JetBlue Airways is appealing a decision by Long Beach City Manager Pat West to uphold the carrier’s late-night noise violation fines.

Assistant City Attorney Michael Mais explained that exceptions to the noise violation ordinance are granted only for emergencies.

“The section that the council will be asked to look at on appeal is the one that says late flights are exempt if they are late because of an explicit air traffic control direction,” Mais said. “Only recently, JetBlue asked us to interpret it in a different way, which is to make an exception for any air traffic control direction at any airport in the country or world. JetBlue schedules their flights at the other end in a way that they don’t leave a lot of margin in case something goes wrong.”

Mais said the city is trying to balance both JetBlue’s operational concerns and the quality of life concerns for the people who live in the vicinity of the airport. ■



Fleet Services

Properly maintaining your vehicles is a critical component to your business because downtime for your vehicles cost you money. We fulfill all your fleet vehicle needs at a reasonable price. Call or email Fleet@LBWalkerAuto.com

Car Restoration

Call us! We love talking about vehicle restoration. View our Restoration Gallery at LBWalkerAuto.com. Call or email Sal.L@LBWalkerAuto.com

General Auto Repair & Service

Oil Change, Smog Check and More!

Nationwide Warranty/ 24 Month or 24,000 Miles

LB Walker Automotive

1000 E. Wardlow Rd.

562-981-2222



LBWalkerAuto

www.LBWalkerAuto.com



Go See Sal



Lunch Boxes



Since 1993



Sandwich Platters

Let Grounds Bakery Cafe deliver to your next event.

Breakfast, lunch or an afternoon snack.

Let us cater your next business meeting!

From fresh baked goods, sandwiches, salads, gourmet pizzas, desserts and coffee, all delivered to your office.

Grounds Bakery Cafe. 6277 E. Spring St. Long Beach, CA 90808
 (Corner of Spring St. & Palo Verde Ave) Like us on Facebook.com/GroundsCafe
 Order online at www.groundscafe.com from your desktop, tablet or mobile device
 Phone (562)429-5661 - Fax (562)429-5779

We Have a Lot of Competition, but our Ribs Don't!

- Also Featuring: Steaks, Tri-Tip, Chicken, Prime Rib, Fresh Fish, Sandwiches and Salads
- Family Owned & Operated
- Kids Menus
- Cocktail Lounge w/ 3 T.V.'s
- Tableside Magic Sunday Nights
- Warm & Comfortable Booths
- Reservations accepted
- Open at 4pm Monday-Friday
- Open at Noon Saturday-Sunday
- Take-out available after 10:30 a.m.
- Buckets, Party Paks, and Trays!



Naples Rib Company
 5800 East 2nd St, Long Beach
(562) 439-RIBS
 RibCompany.com
 FIND US ON FACEBOOK

Super Bowl Headquarters

Order your Party Pack or Bucket for the Big Game

\$10 Off Your Order of \$75 Or More

Not redeemable with any other offer, discount, coupon or price special
 Expires February 28, 2018

LBBJ

EJ's pub
 ESTD 2001

JOIN US For our 3rd Annual
SUPERBOWL PARTY
 SUNDAY FEBRUARY 4TH

PARTY STARTS AT 2:30 (kickoff at 3:30)
BE HERE TO WATCH ALL THE ACTION

\$30+TAX buys you: 1 Seat
 Unlimited Buffet (buffet until after half time)
 1 raffle tickets for door prizes & 1 Square
 *Buy a whole table and you get 10% off

WE WILL ALSO HAVE:

Drink Specials • Bobbing for Beers
 Meat Raffle • Lots of Giveaways

For more information call: **562-424-5000**
 4306 Atlantic Avenue, Long Beach, CA 90807

Is Rent Control Headed To Local Ballot?

(Continued From Page 1)

ates may begin collecting the 27,000 signatures required to place the measure on the ballot. As of January 23, the city attorney's office was still working to finalize the initiative.

During a phone call with the Business Journal on January 26, Long Beach City Attorney Charles Parkin said he would be giving the ordinance title and summary to the city clerk's office. The language would then be given to Butler, who must then place it at the top of his petition and given back to the city clerk for final format approval. If formatted correctly, Parkin said the process is quick and Butler would likely be collecting signatures beginning sometime next week, working toward the 27,000-signatures required to place the measure on the ballot.

Joani Weir, co-founder of Better Housing for Long Beach, claimed she witnessed people collecting signatures outside a local Walmart for multiple rent control-related items prior to January 23. She said she believes one of the petitions was for Butler's initiative.

"One of them was [an] initiative which [would] expand rent control on all residential property. Then they had another one they wouldn't show me," Weir said. "I asked for their boss's phone number and they refused to give it to me. I also asked for a copy of the initiatives and they refused to give them to me. They were hired from a company out of San Diego but refused to give me any contact information."

When asked if he or his affiliates were gathering signatures for the initiative prior to city approval, Butler said the allegations were false and that those making them are attempting to "undermine the democratic process."

In addition to the proposed ballot initiative, momentum for rent control in Long Beach is on the rise, as evident in the recent local screening of "City Rising," a documentary on the social consequences of gentrification in six California communities, including Long Beach. According to James Suazo, associate director of Building Healthy Communities: Long Beach, more than 300 people attended the event at the Art Theatre. After the screening a panel featuring local activists discussed and answered questions related to rent control and other social issues.

One of the most common arguments against rent control is the fact that many rent-controlled cities are some of the most expensive to live in.

"We don't believe that rent control works, or is the right solution," Mayor Robert Garcia said in a statement following a meeting with property owner and community activist Robert Fox. "Just look at rent-controlled cities like San Francisco, the most expensive market in the country."

In California, 15 cities currently have rent control ordinances, according to the California Department of Consumer Affairs. Among those cities are Berkeley, Beverly Hills, Los Angeles, San Francisco, Santa Monica and West Hollywood.

In addition to claims of high rental rates being caused by rent control, Stepp



Better Housing For Long Beach Co-Founder Joani Weir and her group are fighting against a local activist's attempt to place a rent control ordinance on the November ballot. (Photograph by the Business Journal's Brandon Richardson)



More than 300 people attended the screening of "City Rising," a documentary on the social consequences of gentrification, at the Long Beach Art Theater on January 24. A panel discussion following the screening included discussion on rent control. (Photo courtesy of Building Healthy Communities: Long Beach)

Commercial Principal Robert Stepp said these ordinances ultimately result in landlords being less willing to improve their properties, thereby decreasing the capital flowing into the city. He noted that property owners would also have to pay increased fees and would have difficulty evicting troublesome tenants.

Butler disagrees. "Our opponents need to learn the difference between correlation and causation," he said. "Opponents of rent control like to misrepresent the relationship between rent control measures and the process of gentrification without explaining underlying market factors such as rampant real estate speculation and unregulated development."

Rent control issues have been a statewide issue for some time, including a recent failed attempt at the state level to repeal the 1995 Costa-Hawkins Rental Housing Act. This would have allowed rent control to apply to single-family residences and new

multi-family buildings. With the current push for an ordinance in Long Beach, the Pacific West Association of REALTORS® (PWR) released a statement opposing rent control, calling it a "flawed policy."

"The policy prescription of a government controlled price will harm the very people that were supposed to be helped," PWR Government Affairs Director Tim Shaw said in the statement. "We will continue to support smart policies to build affordable housing, as greater supply is ultimately the needed solution."

Included in PWR's statement was the claim that Mayor Garcia and all current councilmembers made a written or verbal statement of opposition to rent control when running for office, in response to a PWR questionnaire that included a question about their position on this issue. Shaw explained that seven councilmembers responded to the question in writing saying they are opposed to rent control. He added

that Councilmembers Lena Gonzalez and Roberto Uranga provided a "verbal commitment to oppose rent control."

The Business Journal reached out to each councilmember to see if their stance on rent control remains the same. Councilmembers Daryl Supernaw and Suzie Price stated that they remain opposed to rent control. Councilmember Roberto Uranga did not give a definitive no, stating that the fact that a rent control initiative is being proposed proves there are housing issues in the city but that he would prefer that they be solved by means other than rent control.

According to PWR, on its 2016 questionnaire, Councilmember Jeannine Pearce wrote, "No. I do not believe in rent control." However, in a January 24 social media post, Pearce wrote, "What I know is this system isn't working . . . I hope you sign the petition to have it on the ballot so we can have a meaningful conversation about what 'rent control' is." ■

Petition Filed For Hotel Work Rules

(Continued From Page 1)

On January 25, members of the nonprofit Long Beach Coalition for Good Jobs and a Healthy Community filed paperwork with the city clerk to collect signatures to place a measure on the ballot that, if passed, would amend the municipal code to create hotel working condition requirements. According to City Clerk Monique DeLaGarza, she immediately forwarded the petition to collect signatures to the city attorney, who has 15 days (from the original filing date) to prepare a ballot statement and summary.

Victor Sánchez, director of the Long Beach Coalition, said the proposal is very similar to that proposed by four councilmembers last year. Sánchez is also the director of the Los Angeles Alliance for a New Economy's (LAANE) Long Beach coalition. LAANE is a pro-labor nonprofit

(Please Continue To Top Of Next Page)

that was involved in organizing pro-union protests outside downtown hotels for the past few years.

“What we’re trying to do is cast as wide a net as we can around providing hotel workers with the opportunities to have protections in the workplace from abuse,” Sánchez said. “And this can be from sexual harassment, assault [or] physical abuse. And we want to make sure that they have avenues to protect themselves.”

He noted that in September, 3rd District Councilmember Suzie Price questioned why the then-proposed ordinance applied only to hotels with more than 100 rooms. The new proposal applies to hotels with 50 rooms or more.

If passed, hotels would be required to provide workers with panic buttons, post notices in rooms that state “The Law Protects Hotel Housekeepers and Hotel Employees From Threatening Behavior,” and other safety provisions. It also creates workload restrictions, including: limiting the amount of square footage room cleaners are required to clean to 4,000 square feet in any one, eight-hour work day; requiring consent to work overtime 30 days in advance; and other requirements.

Like the city council proposal, this measure includes a waiver for unionized hotels. The workload restrictions may be waived “in a bona fide collective bargaining agreement, but only if the waiver is explicitly set

forth in such agreement in clear and unambiguous terms,” the measure, which Sánchez provided, states. “Unilateral implementation of terms and conditions of employment by either party to a collective bargaining relationship shall not constitute, or be permitted, as a waiver of all or any part of the provisions of this section [of municipal code].”

Jeremy Harris, senior vice president of the Long Beach Chamber of Commerce and liaison to the chamber’s Long Beach Hospitality Alliance, called out the effort as a disguised attempt to force hotels to unionize.

“The hospitality industry in Long Beach continues to lead the way in ensuring our employees are safe, as our industry has implemented best safety practices; provided tools and the corresponding training to educate employees about correct procedures; and worked with clear data and transparent agendas to achieve a secure hospitality working environment,” Harris told the Business Journal. “This potential ballot measure is not about safety. It is about forcing our hotels that are non-union to enter into a collective bargaining agreement by trying to pass onerous regulations under the guise of safety. We’ve said it once and we will say it again, we are more than happy to sit down with the unions and discuss safety. Because we already know we do a very good job of keeping our employees safe.” ■

Eight Major Projects Proposed To Prepare For 2028 Olympics

■ By **PAT FLYNN**
SPECIAL ASSISTANT

On January 18, Mayor Robert Garcia announced a new initiative to prepare Long Beach for the 2028 Los Angeles Olympics and Paralympics. Known as the “8 by 28” initiative, it includes the following construction, transit/transportation and infrastructure projects to be completed by 2028:

1. Rebuild Belmont/Veterans Pier to serve as the viewing center and centerpiece for the sailing competition.
2. Build a new Belmont Pool to showcase Olympic history and provide a new community resource for citywide events.
3. Build and refurbish lifeguard towers along the coast to ensure safety and beach accessibility.
4. Reconstruct three beach concession stands for visitors and residents traveling between the pier and downtown events.
5. Rebuild the Long Beach Arena to improve functionality for handball events.
6. Construct a new hotel at the intersection of Pine Avenue and Ocean Boulevard to

provide needed rooms for Olympic events.

7. Complete airport improvements, including reconstruction of the rental car area, baggage claim and amenities for Olympic travelers.

8. Make infrastructure improvements along the Metro Blue Line to connect with other sports parks across L.A. County.

The Long Beach Sports Park of the 2028 Olympics will be the second largest sports park outside of Downtown Los Angeles. The city has been awarded key events including water polo, open water swimming, the triathlon, handball, sailing and BMX racing. These events are expected to draw hundreds of thousands of visitors and millions of viewers from around the world.

The mayor, along with Councilmembers Lena Gonzalez, Jeannine Pearce, Suzie Price and Stacy Mungo, is asking the city council to adopt the 8 by 28 plan at its February 6th meeting. The council item requests the city manager to prepare a needs assessment and timeline for the initiative, and to prioritize and brand these projects as Olympic priority developments for future funding opportunities.

“These projects will better prepare Long Beach for Olympic events,” said the mayor, “but will also continue to build on Long Beach’s role as a destination to live, work and visit.” ■



Several Olympic events are planned for Downtown Long Beach as this rendering indicates.



**The Most Trusted
Shops In Southern California!**

**We are here to take care of them
because we know you love them!!**
**For all your Automotive Needs schedule
your appointment today.**



			
3619 Atlantic Ave. Long Beach CA 90807 562.427.4256	3033 Long Beach Blvd. Long Beach CA 90807 562.426.6322	9681 Alondra Blvd. Bellflower, CA 90706 562.920.1871	9665 Alondra Blvd. Bellflower, CA 90706 562.920.1873

A Trip to Italy For Only \$9.99!

**Enjoy our Lunch Buffet featuring a
Spring Garden Salad Bar plus a rotating
menu of 7 or more authentic Italian specialties!**

- Farfale Alfredo w/ Chicken & Broccoli
- Rigatoni al Forno
- Ziti w/ Sun Dried Tomatoes & Mushroom
- Linguini e Vongole
- Penne con Pesto Parmigiano
- Lemon Chicken Piccata
- Meat Balls in Meat Sauce
- Italian Sausage w/ Peppers & Onions

An assortment of traditional & gourmet pizzas & more...

**Mon. - Fri.
11am-2pm**



facebook.com/buonosauthenticpizzeria
twitter.com/buonospizzeria

562.432.2211 250 W. Ocean Blvd., L.B.	562.595.6138 401 W. Willow St., L.B.	ORDER ONLINE BUONOSPIZZA.COM
--	---	--

City Releases Fourth Version Of Land Use Element Maps

■ By **BRANDON RICHARDSON**
SENIOR WRITER

On January 18, the City of Long Beach released the fourth version of its Land Use Element maps, which include revisions based on planning commission recommendations made late last year.

"After review by the public and planning commission, there have been several changes to the land use maps based on feedback," City Manager Patrick West said in a press release. "The revised maps, which will go before city council [March 6], take into consideration the needs of current residents and those who will join our communities in the future."

The revised maps have no revisions for

Council Districts 1, 3, 7, 8 and 9. Revisions in the remaining districts are as follows:

Council District 2

- Reduced allowable building height on 7th Street from Walnut Avenue to St. Louis Avenue from five stories to three stories.
- Changed the allowed land use on 7th Street from Walnut Avenue to St. Louis Avenue from "Neighborhood Mixed Use Moderate Density" to "Neighborhood Mixed Use Low Density."

Council District 4

- Changed the allowed use on Bellflower Boulevard at Stearns Street (Sears) from "Mixed Use" to "Community Commercial." As a result, the density was also reduced.

- Changed the allowed use of the properties fronting the traffic circle (such as the Audi dealership) from "Mixed Use" to "Commercial," which also resulted in reduced density.

- Reduced allowable building height in the traffic circle area from six stories to four stories (except existing buildings over four stories).

Council District 5

- Changed the use, and therefore reduced density, on Bellflower Boulevard at Spring Street (Kmart/Lowe's) from Mixed Use to Community Commercial.

- Reduced allowable building height at Bellflower Boulevard at Spring Street (Kmart/Lowe's) from three stories to two stories.

Council District 6

- Reduced the allowable building height outside the Midtown Specific Plan borders roughly bounded by Pine Avenue, Earl Avenue, Burnett Street and Willow Street from five stories to four stories.

- Reduced the allowable building height in the area bounded by Earl Avenue, Pacific Avenue (alley behind), and 25th Street from five stories to two stories.

- Changed the use, and therefore reduced density, in the area bounded by Earl Avenue, Pacific Avenue (alley behind), and 25th Street from Transit Oriented Development to Founding and Contemporary (single family).

- Reduced the allowable building height in the area east of Midtown Specific Plan bounded by Pasadena Avenue, Linden Avenue, Nevada Street and Vernon Street from five stories to four stories.

- Reduced the allowable building height on Pacific Avenue from 25th Street to 28th Street (outside of the Midtown Specific Plan) from four stories to three stories.

- Changed the use, and therefore reduced density, on Pacific Avenue from 25th Street to 28th Street (outside of Midtown) from Transit Oriented Development to Neighborhood Mixed Use Low Density.

- Reduced the allowable building height on Pacific Avenue from 20th Street to 25th Street from four stories to three stories.

- Changed the use, and therefore reduced density, on Pacific Avenue from 20th Street to 25th Street from Neighborhood Mixed Use Moderate Density to Neighborhood Mixed Use Low Density.

- Reduced the allowable building height in the area bounded by 20th Street, Pacific Avenue, 19th Street and Locust Avenue from five stories to four stories.

Overall, the changes equate to a 98-acre reduction between the new maps and those released in November following four community meetings and written public input. These maps leave 44% of city land as single-family neighborhoods, which will see no change. Nineteen percent of the city consists of the airport, port and other infrastructure, and Downtown Long Beach accounts for 2% of the city. Additionally, 16% of the city is planned for public and private open space and parks, 6% for mixed-use development, 5% for existing multi-family residential buildings, 5% for industrial and neo-industrial uses, 2% for transit-oriented development and 1% for traditional commercial or retail shopping centers.

To view the maps and for more information on the Land Use Element, www.long-beach.gov/lueude2040. To submit input on the maps, e-mail LUEUDE2040@long-beach.gov. The city council is scheduled to consider the revised maps during its March 6 meeting. ■

Long Beach City Council Action In Brief

■ By **ANNE ARTLEY**
STAFF WRITER

The following items were discussed at the January 23 meeting of Long Beach City Council:

Council Extends Lease Agreement For

(Please Continue To Top Of Next Page)

Focus On

Public Transportation

Editorial To Include

Roadmap To The Future: Long Beach Transit To Debut Comprehensive Service Plans

Local Initiatives To Improve Public Transit



Issue Date: February 13, 2018

Ad Reservation Deadline: February 7, 2018 • Artwork Deadline: February 8, 2018

562/988-1222

Long Beach Business Journal

Downtown “Loop” Property – Due to the popularity of The Loop, an interactive art installation located on Pine Avenue and Ocean Boulevard, the council voted to grant the Long Beach Downtown Development Corporation (DDC), a long-term lease so it can continue to manage the city-owned property. As part of the agreement, the DDC plans to renovate The Loop. Improvements include replacing the fabric with a more durable aluminum cover and upgrading the lighting and audio features. The DDC estimates an up-front cost at \$37,500, and \$12,650 for on-going maintenance.

HNTB Corporation To Continue Engineering Consulting Services – The council voted to extend the city’s contract with HNTB Corporation for another year for planning and engineering consulting services for the second phase of the Airfield Geometry Study at the Long Beach Airport. The study aims to develop a new layout plan for the airport.

Council Decides To Renew Contracts For Airport Services – City officials voted to renew the contracts for HNTB Corporation and Jacobs Engineering Group through August 2020, to provide design, engineering and construction management services at the Long Beach Airport, for a total amount not to exceed \$11,000,000.

New Initiatives To Bridge Divide In Digital Access – Councilmembers approved the development of several initiatives to expand digital access to all residents. Goals include identifying communities with the greatest gaps in reliable Internet access, establishing Long Beach as a member of the National Digital Inclusion Alliance, creating a plan to help more city residents obtain patents, and restoring old computers for use in underserved communities.

Council Awards Four Contracts Related To Water Conservation Project – The council voted to enter into contracts with four consultants: Stantec Consulting Services, Inc., California Watershed Engineering Corporation, HDR Engineering, Inc. and Gillis + Panichapan Architects, Inc. to provide engineering and consulting services for the Long Beach Municipal Urban Stormwater Project. The project aims to improve the city’s water quality by re-routing and treating urban runoff. The contracts are not to exceed a total amount of \$5,000,000 for a period of three years.

The following items were approved at the January 16 meeting:

New Measures Support Public Health And Homeless Services – The city council passed several initiatives to advance social service programs. Councilmembers decided to allocate \$15,000 from the Mayor’s Fund for the Homeless to Urban Community Outreach. They agreed to accept up to \$802,070 in grant funding from the State Department of Public Health for the city’s Maternal, Child, Adolescent Health (MCAH) and Black Infant Health programs. In addition, councilmembers directed city departments to look into creating a Day Work Program for the homeless.

City Manager To Present A Report On Housing Policies – The Long Beach City Council voted to direct the city manager to provide an update on the city’s Report on Revenue Tools and Incentives for the Production of Affordable and Workforce Housing, adopted in May 2017. The report provides an update on policies regarding inclusionary housing and short-term rentals. In addition, it presents research on potential policies to support and protect tenants and seniors. ■

City Council Approves Oil Land Transfer, Wetlands Restoration Plan

■ By ANNE ARTLEY
STAFF WRITER

On January 16, the Long Beach City Council approved the Los Cerritos Wetlands Oil Consolidation & Restoration Project, which concerns relocating oil operations on land near 2nd Street and Pacific Coast Highway to reestablish wetlands native to the area.

The project calls for the removal of oil production from 187 acres of land owned by the city and Synergy Oil & Gas. It proposes consolidating the oil operations onto a total of 10 acres split between two properties, a parcel owned by the Los Cerritos Wetlands Authority (LCWA) and a site across the street currently used as a pumpkin patch.

Synergy Oil & Gas CEO John McKeown said he was “very happy” with the vote. “I think this is a great start to get one of the largest parts of the wetlands in the public’s

hands,” he said. McKeown is also the founder of Beach Oil Mineral Partners (BOMP), a group of private investors funding the project.

Council amendments to the proposal included changes to landscaping and improvements to a median on Studebaker Road, according to McKeown.

Third District Councilmember Suzie Price proposed the addition of a decorative screen around the Synergy property. Her amendment was approved.

McKeown said that he collaborated with groups such as the El Dorado Audubon Society and incorporated their feedback. Some of their suggestions included installing bird-safe glass on an office building proposed for the pumpkin patch site

and special lighting on the properties to mitigate any impact on the birds.

LCWA, a government organization created in 2006 to maintain and protect the wetlands, plans to oversee the restoration process. “In the end, we support this project because it includes comprehensive wetlands and habitat restoration, provides unique public access opportunities, consolidates oil operations offsite, and will transfer ownership of a substantial portion of Los Cerritos Wetlands into the public domain,” the organization stated.

The former oil production site is slated to reopen as a nature center complete with bike lanes and a hiking trail. The proposal now goes to the California Coastal Commission for a final vote in the spring. ■

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Furnish and Deliver Polymer Blend	WD-10-18	02/02/2018
Furnish and Deliver Liquid Chlorine	WD-11-18	02/02/2018
Furnish and Deliver Ferric Chloride	WD-12-18	02/02/2018
Furnish and Deliver Liquid Caustic Soda	WD-16-18	02/02/2018
Grounds Maintenance Services	RFP PR17-022	02/06/2018
Purchasing & Development Opportunity at Magnolia Ave, 17th Street, Pacific Coast Highway	RFP DV18-052	02/08/2018
Large Potable Water Valve Replacement Projects- FY2016/2017 Bellflower Blvd. & Stearns St.	WD-16-17	02/13/2018
Citywide Printing Paper	ITB LB18-061	02/15/2018
Citywide Fire Extinguishers, Repair Parts & Service	ITB LB18-043	02/15/2018
Razberi Intelligent Surveillance Appliances	ITB TI18-064	02/21/2018
Commercial Shop Refurbishment Coating	RFP FS18-021	02/21/2018
Purchase & Dev. Opportunity at 5571 Orange Ave.	RFP EP18-054	03/08/2018
Community Choice Aggregation Feasibility Study	RFP GO18-060	03/12/2018
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

****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.

AUTO LIEN SALE AUCTION

3111 E. Willow Street
Long Beach, CA 90806
(562) 570-2828

February 6 20, 2018
Registration & Viewing Hours:
8:00 A.M. – 9:50 A.M.

<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auction/>

BOULEVARD



BUICK



2800 Cherry Avenue Signal Hill
(562) 492-1000

GMC



BOULEVARD4U.com



Cadillac



2850 Cherry Avenue Signal Hill
(562) 595-6076

Local Environmental Group Teams Up With City To Educate Youth On Plastic Pollution

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Environmental activist group Algalita Marine Research and Education is teaming up with the City of Long Beach to educate local students on the dangers and overwhelming presence of plastics pollution along the city's coast and in the ocean.

"The city felt that there was an opportunity to ensure that we were engaging more with local networks here in the community," Erin Rowland, waste diversion and recycling officer for Long Beach Environmental Services Bureau (ESB), said. "We really felt that the work that Algalita is doing related to plastics pollution and some of their student engagement programs they already had were really the next step for us here at the city."

Founded in 1994 by Long Beach native Charles Moore, Algalita was originally formed as an effort to restore kelp forests off the Southern California coast. However, after sailing through a dense plastic accumulation area in the North Pacific Gyre, Moore shifted his focus to tackling the plastic pollution epidemic. According to Algalita Executive Director Katie Allen, Moore appeared on media outlets such as David Letterman and The Colbert Report, effectively sparking what she calls the "Great Plastics Awakening."

The organization promotes four major program pillars: monitoring and investigating plastic accumulation in the open ocean; its facility at 148 N. Marina Dr., which pro-



The City of Long Beach is partnering with Algalita Marine Research and Education to expand the nonprofit's efforts to educate local youth about plastics pollution. Pictured from left: Katie Allen, executive director of Algalita; Long Beach Environmental Services Bureau (ESB) Recycling Specialists Elisa Calderon and Leigh Behrens; Erin Rowland, ESB waste diversion and recycling officer; and Anika Ballent, education director for Algalita (Photograph by the Business Journal's Brandon Richardson)

motes plastic-smart habits to the community; reaching out to those in the plastic industry, from manufacturers to brand owners; and educating people, especially

youth, about plastic pollution through its robust education department.

"We work with youth to really empower them to create action campaigns in their

communities globally, and with teachers to educate and engage youth," Allen said. "We do that mainly in Southern California but then in our youth summit we've worked

LB RECYCLES



Mandatory Commercial Recycling

State law (AB 341) makes recycling mandatory for any commercial property or multi-family residential property (with five or more units) that generates four or more cubic yards of waste per week. Contact your waste hauler about recycling options.



Commercial Organics Recycling

Starting January 1, 2017, State law (AB 1826) requires businesses that generate 4 cubic yards of organic waste to arrange for organic waste recycling services. Organics include food, yard trimmings, nonhazardous wood, and food soiled paper.



Recycling Can Work For You

Did you know the commercial sector generates nearly 75% of the solid waste in California? Encourage employees and tenants to recycle with free flyers and signs that can be downloaded from www.longbeach-recycles.org. Some recyclables may generate revenue for your company.

* CalRecycle 2008 Statewide Waste Characterization data

with 24 countries around the world so far.”

According to Rowland, the city is partnering with Algalita in the realm of education. As part of the city’s residential recycling contract, Waste Management will provide funding to Algalita to reach out to different schools over the next few years and provide teacher kits, classroom presentations and field opportunities to get students to the beaches to gain experience collecting sand and water samples and educate them about plastic pollution.

In addition to funding, ESB staff will work with the schools on campus and in the field, engaging with students and teachers. Rowland explained that while many are familiar with the three Rs –Reduce, Reuse, Recycle – Algalita’s fresh perspective of “Refuse and Rethink” is one the city wants to pursue. In short, this means focusing on prevention rather than cleaning up the aftermath.

“For us it’s really important that we really start to be responsible with the material. We have not feared its consequences and that is reflected by it being out in the environment,” Allen said. “It’s not necessarily taking the power away from the plastics, it’s giving the plastics more power and really fearing the consequences that they can potentially bring. So, how do we articulate that to this generation so it is something that they bring forward as they are the future leaders?”

Next month, Algalita will host its seventh annual POPS International Youth Summit (POPS is an acronym for Plastic Ocean Pollution Solutions) at the Ocean Institute in Dana Point. Youth from around the world

apply with projects focusing on reducing waste within their communities or other scientifically focused projects for a chance to attend the summit. Rogers Middle School is representing Long Beach at this year’s summit, and Allen said she hopes more Long Beach schools will be involved in 2019.

For students who are more industry focused, Algalita is launching an Innovation Forum this summer. The City of Long Beach is sponsoring local students to attend the forum to dig into ideas on how to start innovating and transitioning the waste industry by rethinking plastic manufacturing and recycling. Allen said the partnership with Waste Management and the city will only strengthen Algalita’s work to create a more circular plastics economy with the next generation of leaders.

Though the forum is expected to be heavy in regional student participation, there are already several groups slated to attend from other parts of California, as well as from other states. However, in the future, Allen said she would like to have more of a national focus due to the fact that waste collection systems vary widely from state to state and even within states.

According to Rowland, as part of the partnership, ESB is planning cleanup events for students and Long Beach residents utilizing Algalita’s focus on education and prevention. During Algalita cleanups, participants are provided a list of specific plastic items, turning the chore into more of a scavenger hunt. Allen explained that this forces the volunteers to pay attention to the various types of plastics polluting

local beaches, rather than just picking items up and putting them in a trash bag. By doing this, the hope is people will begin to think about their own habits and how to prevent the pollution in the first place.

“We see the programs as a sort of launching off point . . . to move the message

through businesses, schools and residents to work together to see change here so that we have a beautiful beach, and people love coming here, and they’re not stepping on microplastics, and we get more people outside to enjoy the city that we are so passionate about,” Rowland said. ■

Long Beach Office Of Sustainability Builds On Past Progress For This Year’s Work Plan

■ By ANNE ARTLEY
STAFF WRITER

Helping businesses reduce their environmental impact, distributing electric vehicle chargers to city residents and encouraging the development of vacant lots are some of the projects the Long Beach Office of Sustainability is tackling in the upcoming year.

The 2018 Office of Sustainability Work Plan outlines 13 initiatives to reduce the city’s impact on the environment, five of which are ongoing field work programs. The plan is based off the Sustainable City Action Plan that the council adopted in 2010. According to Larry Rich, the city’s sustainability coordinator, the 10-year action plan provides an outlook for environmentalism in Long Beach.

Rich and Sustainable City Commission Chair Coby Skye said the office is working on all of this year’s projects in equal measure. Many are continuations from previous years.

For example, in 2011, the office of sustainability launched its Green Business Recognition Program to promote city businesses that had implemented sustain-

able practices. This year, the office has decided to apply for a grant from the California Green Business Network to relaunch the program. The Network, funded by the Environmental Protection Agency, helps businesses institute environmentally friendly practices.

“Rather than reinventing the wheel, we wanted to take advantage of a California-based organization with the same main purpose,” Rich said. “The Network has its own checklist of measures that businesses should be taking to reduce their environmental footprint but also improve their bottom line.”

Rich said another reason the office decided to apply for the grant is to provide additional funding to market the program to underserved communities.

“There’s a good proportion of Long Beach that falls within the state’s definition of a disadvantaged community,” Rich explained. “The label is related to residential incomes, but there’s also a newer definition that factors in environmental challenges and pollution levels. Because the city is ad-

(Please Continue To Page 16)

A LITTER-FREE LB IS GOOD FOR BUSINESS



Waste Reduction

Waste reduction is good for business.

- Encourage the use of reusable bags.
- Designate a waste/recycling coordinator.
- Donate unused food to Foodfinders.org for redistribution to families in need.
- Opt out of phone book deliveries.



No Litter Zone

By simply submitting an online pledge form promising to keep your business area litter-free, your business becomes a No Litter Zone member and will receive a shop window cling that conveys your business’s commitment to a cleaner and safer Long Beach.

www.litterfreeLB.org



Street Sweeping

The City sweeps approximately 160,000 miles of streets and removes approximately 11,000 tons of debris each year to prevent it from entering storm drains and help comply with state and federal stormwater quality requirements.



www.litterfreeLB.org | (562) 570-2876

Long Beach Recycles @LBrecycles

DEPARTMENT OF PUBLIC WORKS
ENVIRONMENTAL SERVICES BUREAU

(Continued From Page 15)

adjacent to the ports and major refineries and freeways, there are neighborhoods heavily affected by pollution.”

According to Rich, the funds from the Green Business Network grant would not go directly to businesses in the city. Rather, they would be used to market the program to organizations that may be more difficult to reach, such as a business whose owner does not speak English.

“It also makes [these businesses] more aware of other services,” Rich said. “For example, Southern California Edison has a program where they’ll upgrade the lighting in small businesses. They’ll change fluorescent lights to light-emitting diodes (LEDs), which will save money on the electricity bill.” LEDs are the most energy-efficient lighting technology, according to the U.S. Department of Energy.

The work plan also includes a partnership program with Southern California Edison. According to Rich, the electric company has worked with the city for eight years, providing cash incentives to identify and implement energy-efficient projects at city facilities.

“We’re just coming off an extensive street lighting retrofit, in which the city’s 23,000 streetlights were changed to LED lights,” Rich said. “LEDs use half the electricity of our previous light fixtures.”

Mercedes-Benz is another project partner, as the car manufacturer has donated almost 300 electric vehicle (EV) home chargers to Long Beach residents who own electric cars. The effort was part of the city’s charger giveaway program from last year’s work plan. The office of sustainability is expanding it this



The City of Long Beach’s Sustainable City Commission Chair Coby Skye, left, and Sustainability Coordinator Larry Rich are pictured in Willow Springs Park, located on Orange Avenue near Willow Street. (Photograph by the Business Journal’s Anne Arley)

year by giving away level two chargers, which provide more power than the level one.

“There’s some cost involved that the resident needs to bear, but the value of the chargers that we’re giving away is around \$300 to \$400,” Rich said.

The Urban Agriculture Incentive Zone Program, another measure carried over from last year, allows private property owners to contract with the city to develop their vacant lots for agricultural purposes, thus earning a reduction on their property tax.

“The property owner of the vacant lot would need to be the one to build a relationship with a farmer or a community garden or-

ganization. The city is not involved in that,” Rich clarified. “We’ve heard from lots of potential farmers and gardeners who are looking for vacant lots, but we haven’t heard from many property owners. This year, we need to do a more proactive, targeted effort to make them aware that this program exists.”

As another property improvement project, the office plans to continue scheduling cleanups and tours at Willow Springs Park, located on Orange Avenue near Willow Street. This year’s goals also include creating a native plant nursery.

“A lot of local nonprofits have participated in the park cleanups,” Skye said.

“There’s been amazing work to revitalize Willow Springs Park and make it a resource to the community.” Past cleanup participants include groups from Molina Healthcare and California State University, Long Beach as well as the local chapter of the Sierra Club.

Aside from the partnerships with Southern California Edison and Mercedes-Benz, Rich explained that the work plan initiatives are funded by an operating budget set by the city.

“It’s really a pleasure working with the Office of Sustainability staff,” Skye said. “They really see the bigger picture and how all of these programs interconnect to support one another.” ■

**ROCK OUT
& SAVE**
WITH ONE-SONG SHOWERS

More hacks at
LiveH2OLB
.com

Long Beach Water

SOLAR SOURCE
RESIDENTIAL / COMMERCIAL SOLAR PROFESSIONALS

78 kW Church - Long Beach

Headquartered in Long Beach Since 2007

- Residential/Commercial Solar Installation
- Solar Project Design, Analysis and Engineering
- Project Financing/Cost Savings Analysis
- City Permitting and Fulfillment
- Utility Interconnection

(562) 206-1584 or quote@solarsourceinc.com

4801 E Anaheim St Long Beach 90804

CA LICENSE #925231 C-46 SOLAR & C-10 ELECTRICAL CONTRACTOR



On Track for Tomorrow

As part of building the Green Port of the Future, the Port of Long Beach is investing over \$1 billion in rail infrastructure.

Projects like our new Pier B On-Dock Rail Support Facility will generate thousands of construction jobs and will help move cargo more efficiently and sustainably.



www.POLB.com



MILLENNIAL PULSE

(Continued From Page 1)

mostly authored by women, with perspectives ranging on a spectrum of defending Ansari as simply being a bad date, to identifying his behavior as sexual entitlement, to flat-out describing his actions as sexual assault.

As The New York Times keenly observed in a piece on January 17 (retrospective to babe magazine's original article published January 13, because that's how fast these stories are turning around now), many of these fissures erupted along generational lines, with younger Millennials tending to view the incident as sexual assault, older Millennials characterizing it as socialized sexual aggression, and Generation Xers and older considering the woman's account to be an attempt to publicly ridicule Ansari, and one that holds absolutely no water, at that.

Without getting into the nitty-gritty details, babe's article depicted an evening spent at Ansari's apartment in which he continued to make physical sexual advances toward his guest, 23-year old Grace (a pseudonym), despite verbal and physical cues that she did not desire those advances. She did not, however, leave the apartment, and continued to endure his behavior for some length of time. The next day she texted him to say that what went down was not OK, and he apologized.

Ashleigh Banfield, HLN host and 50-year-old Gen-Xer, went on air two days later, sternly looked into the camera, and read an open letter to Ansari's accuser. "Dear Grace, I'm sorry that you had a bad date," Banfield began. "But let's take a moment to reflect on what you claim was 'the worst night of your life.' . . . Your date got overly amorous. After protesting his moves, you did not get up and leave right away."

Banfield became progressively more critical. "By your own clear description, this was not a rape, nor was it a sexual assault. . . . So I have to ask you, what exactly was your beef? That you had a bad date with Aziz Ansari? Is that what victimized you to the point of seeking a public conviction and a career-ending sentence against him? Is that truly what you thought he deserved?" She then proceeded to verbally annihilate Grace by claiming that, by publishing this article, she was doing a disservice to the progress the #MeToo movement has afforded to women across the country.

Other women in Banfield's age bracket, including Caitlan Flanagan of The Atlantic, wrote equally withering rebukes of Grace's story and expressed concern that conflating it with the #MeToo movement, which has ousted accused serial sexual harassers from Hollywood studios and major companies, would damage that movement.

Twenty and thirty-something-year-old writers had different takes. Anna North in Vox explained that societal cues, such as those found in films, romanticize aggressive behaviors such as stalking or pursuing women even after they have refused advances multiple times. Women, on the other hand, are socialized to believe they are being rude by rejecting men outright, she noted. "The result is that situations like the one Grace describes, in which a man keeps pushing and a woman, though uncomfortable, doesn't immediately leave, happen all the time," North wrote. (FYI, this is not a new dynamic. Just listen to "Baby It's Cold Outside," circa 1944). Even if this does not constitute assault, is it not wrong?

In essence, the generational divide here comes down to an argument over how consent should be defined – because that is what dictates how sexual assault can be identified.

This dichotomy seems to correlate with how older and younger generations perceive sexual harassment in the workplace. An October poll by NBC News and the Wall Street Journal found that disparities between perceived workplace sexual harassment differed more greatly between women of different generations than it did between women and men: 71% of women said sexual harassment happens in all or most workplaces, while 62% of men said the same. Seventy-eight percent of women aged 18 to 49 (an age bracket encompassing the oldest in Generation Z, Millennials and Gen X-ers) said the same, while only 64% of women aged 50 and older agreed.

Different generations' cultural norms vary, and the reason we see this gap is likely that older women had a different standard for what constitutes sexual harassment than Millennials do today. Based upon the think pieces published in the wake of babe's article about Aziz Ansari, I'd wager that the same could be said for opinions about what constitutes sexual assault.

Many Millennial friends of mine were quick to lambast Ansari, citing the notion of affirmative consent. This idea flips the concept of "no means no" to define sexual assault and instead defines a consensual sexual situation as one in which "yes means yes." California was the first state to pass affirmative consent legislation in 2014, applying it to institutions of higher learning.

The concept seems to be popular among Millennials, which is fine (even though I'm honestly not sure if I'm on board with it). But I worry that many within my age bracket – which, in case you forgot, now stretches from about 20 to 36 – might be too quick to shut down anyone with a more nuanced view of the matter. As I pointed out in a Millennial Pulse column last year on the topic of freedom of speech, Millennials (particularly those on college campuses) have been known to silence those whose views they disagree with or deem harmful, principally by demanding that guest speakers with extreme or unwanted views be banned from campus.

This tack cannot be taken when it comes to discourse about sexual aggression and the #MeToo movement. Telling women how they should perceive their own experiences because you disagree with that perception (ahem, I'm looking at you, Ashleigh Banfield) is not an effective mode of discourse. Nor is it supportive of women and their experiences. Similarly, shutting down older generations who don't agree that any situation in which "yes means yes" does not occur is sexual assault is not a method of debate that is doing anybody any favors.

We should be talking about the complexities of gender relations, sexual aggression, and how we can begin to re-navigate those waters as more and more women say they're fed up with the status quo. We should be talking about the social constructs and systemic issues that caused the #MeToo movement to finally erupt. We should be talking about why the vast majority of Millennial women believe sexual harassment occurs in the workplace.

And when we don't all agree on what a person proclaims as her truth, let's use that as an opportunity for positive discourse among those of us who differ – in this case, among the generations – instead of silencing one another. Remember that, at its core, the #MeToo movement is about making long-silent voices heard by all. ■



Long Beach State Professor Tony Marsh Awarded Prestigious United States Artists Fellowship

■ By **PAT FLYNN**
SPECIAL ASSISTANT

Long Beach State University School of Art professor Tony Marsh has been named a 2018 United States Artists Fellow, a prestigious award honoring contribution and excellence in artistic expression. This distinction is accompanied by a \$50,000 unrestricted award.

Marsh, pictured above at left, is one of 45 fellows in the country selected to receive this honor, which recognizes fellows' "contributions to the field, honors their creative accomplishments, and supports their ongoing artistic and professional development," according to a United States Artists press release.

"[Fellows] produce some of the most moving, incisive and powerful artistic work in this country, and it is our privilege to honor them," United States Artists President and CEO Deana Haggag stated in a news release. "Collectively, they are a reminder of the beauty produced by hardworking artists on a daily basis, too much of which is often overlooked."

Marsh is a contemporary ceramic artist who has focused on the non-utilitarian ceramic vessel for the last 30 years. His work is in more than 30 public permanent museum collections around the world, including the Metropolitan Museum of Art in New York, the Los Angeles County Museum of Art, the Oakland Museum of Art, the Gardiner Museum of Art in Toronto and the Museum of Fine Arts in Houston.

Marsh earned a bachelor's degree in ceramic art at Long Beach State University, apprenticed for three years for Tatsuzō Shimaoka, a world-renowned Japanese master potter, then completed a master's degree in fine arts at Alfred University in New York. For the last 25 years, Marsh has served as the chairman of the ceramics program at Long Beach State University, and is a current member of the faculty. He is also the first director for the Center for Contemporary Ceramics, a newly formed center on campus.

"The ceramic vessel has always been my primary vehicle of artistic expression. I am fascinated by its deep and unparalleled history and position between nature and culture," Marsh wrote on his website. "While the vessels that I make are not utilitarian nor do they explicitly refer to a historical pottery type or style, I believe that I use them as a device to address the essential. On a simple level, they do attempt to pay homage to what pottery from around the world has always been required to do – hold, preserve, offer, commemorate and beautify."

"Tony Marsh is an amazing artist and educator," Jane Close Conoley, president of Long Beach State University stated. "His work is exemplary and provides more than just instruction and guidance, it also provides inspiration. We are proud of the impact he has made at Long Beach State University, as well as in his field."

For more information on Tony Marsh, visit tonymarshceramics.com/. ■



14th Annual Belmont Shore Chocolate Festival February 10

Chocolate lovers and sweet tooth aficionados rejoice: Hof's Hut and the Belmont Shore Business Association (BSBA) are hosting the 14th Annual Belmont Shore Chocolate Festival on Saturday, February 10. Kicking off the event is a homemade chocolate dessert contest from noon to 1 p.m., followed by the festival from 1 to 3 p.m. Over 25 restaurants are participating in the event, which has no entry fee. Tickets are required to purchase desserts and will be sold in front of Chase Bank at 5200 E. 2nd St. beginning at 11 a.m., with 12 tickets costing \$10. At about 3 p.m., Hof's Hut is hosting a chocolate pie eating contest for five different age groups: 6 to 8, 9 to 11, 12 to 14, 15 to 17, and adults. Contestants can sign up to stuff their faces in front of the Chase Bank. For more information, visit www.belmontshore.org/events/14th-annual-chocolate-festival. (Photo courtesy of the BSBA)



Kids' Swimming Dock Planned For Alamitos Bay

During her monthly community meeting on January 27, 3rd District Councilmember Suzie Price announced a new Tidelands project to "encourage swimming and aquatic sports" for kids. The project consists of redeveloping an existing pier on Alamitos Bay near Horny Corner's Bayshore Playground into a kids' swim dock. According to Price's office, the project includes rock walls, water cannons and floating elements. The project is expected to be completed by summer.

Grand Opening Celebration For The Drake/Chavez Greenbelt, Soccer Fields

A grand opening celebration for the Drake/Chavez Greenbelt and soccer fields, located at 1000 DeForest Ave., took place on January 20. "This project will link Cesar E. Chavez Park to both Drake Park and Loma Vista Park, and provide needed open space and recreational activities," stated Mayor Robert Garcia, who cut the ribbon at the event. "This addition also contributes to the revitalization of the downtown area."

The new greenbelt and park space connect Anaheim Street and Chester Place with a continuous green space along the Los Angeles River. Components of the project, which is a part of the Drake/Chavez Master Plan, include two fields, landscaped park areas, a walking trail and onsite parking spaces. The greenbelt is accessible by a gate at Anaheim Street and DeForest Avenue. First District Councilmember Lena Gonzalez said she was "thrilled" to see the new soccer field, which is in her district. "The project will enhance the lives of residents in the 1st District and all of Long Beach. I look forward to seeing community members enjoy their time on the soccer field," she stated. The project cost \$3.8 million, with \$2.5 million from a state grant for park development, \$300,000 from Los Angeles County Regional Parks and \$1 million in one-time funding set aside in 2014. The Cesar Chavez Youth Soccer League (pictured in black) and the Deportivo Miguel Hidalgo Soccer League (red) broke in the new field with a soccer game. (City of Long Beach photograph)



Arts & Entertainment Calendar

■ By **ANNE ARTLEY**
STAFF WRITER

The following arts and entertainment events are taking place in Long Beach:

Performing Arts

- The musical "Daddy Long Legs" is opening on February 23 at International City Theatre, 330 E. Seaside Way: <http://ict-longbeach.org/>.

- The show "Louisiana Purchase" runs on February 11, at the Beverly O'Neill Theater, 300 E. Ocean Blvd. Purchase tickets here: <http://bit.ly/2mSqDcy>.

- "America's Got Talent" Jazz-Vocalist Mandy Harvey is performing at the Richard and Karen Carpenter Performing Arts Center, 6200 E. Atherton St., on January 31 and February 1. CarpenterArts.org.

- Guitarist Pepe Romero plays in the Long Beach Symphony Spanish Program on February 3 in the Long Beach Convention Center Terrace Theatre: www.LongBeachSymphony.org.

- Musical Theatre West presents "Oh What a Night!" on February 3 at the Beverly O'Neill Theatre: www.musical.org.

Blast From The Past

- The Historical Society of Long Beach is hosting "Chrome, Cruisin,' Clubs & Drag Strips" on February 3, 4260 Atlantic Ave. <http://hslb.org/chrome/>.

Festivals

- The Port of Los Angeles is holding its annual Lunar New Year festival on February 10 at CRAFTED at the Port of Los Angeles, 112 E. 22nd St. in San Pedro: <https://www.portoflosangeles.org/>.

- The Earl Burns Miller Japanese Garden presents "New Year Sekku" on February 4. The garden is located on the California State University, Long Beach campus at 1250 Bellflower Blvd. <http://web.csulb.edu/~jgarden/aboutus/event.html>.

Lectures & Readings

- "How to Make Your Writing Deliciously Intimate," is on February 10, at the Ruth Bach Neighborhood Library, 4055 Bellflower Blvd. www.calwriters.longbeach.org.

- "Salvage: Marine, Terrestrial and Astral" Moderator Alyssa Cordova is giving a talk on February 10 at The Art Exchange Main Gallery, 356 E. 3rd St.: www.artexchangelb.org.

Visual Arts

- "Salvage: Marine, Terrestrial and Astral" is running through February 23 at ARTX Gallery, 356 E. 3rd St.: www.artexchangelb.org.

Tours

- Candlelight tours of Rancho Los Cerritos start February 10: rancholoscerritos.org/romances.

The Makings Of Carson: A Look Back At The City's History

■ By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

Much of what makes up the quintessential elements of Southern California history is tied up in the story of the City of Carson. From the pre-statehood rancho days of farming and land disputes to the boom of population growth brought on by the oil rush, some of the most fantastic stories of California depicted in films and history books are inextricably intertwined with the origins of Carson, a city that in 2018 is celebrating its 50th anniversary.

The origins of Carson date back to the first California land grants given to loyalists of the Spanish crown. In 1784, King Carlos III of Spain granted about 75,000 acres of land to a 30-year veteran of the Spanish military, Juan Jose Dominguez, who was tasked with creating a farm to feed the area's population. This land grant was known as Rancho San Pedro and included not only what is today known as Carson, but also the communities of Wilmington, San Pedro, Harbor City, Compton, Lomita, the Palos Verdes Peninsula, Redondo Beach, Torrance, Hermosa Beach and what are now the ports of Long Beach and Los Angeles.

The rancho was passed down to Dominguez's nephew, Cristobal, and later to Cristobal's sons. One son, Manuel Dominguez, proved to be more industrious than his two brothers, eventually taking over both of their interests in the property. In 1828, he was elected to the Los Angeles City Council (then called the Los Angeles Cabildo) when California was still under Mexican rule. In 1832, he became mayor. And in 1849, Dominguez was one of the signers of the original California Constitution.

Dominguez had six daughters, each of whom were granted some of the rancho's acreage. Two of his daughters married men with names that eventually became just as synonymous with the area as Dominguez – Watson and Carson. In 1857, Victoria Dominguez married George Carson, a hard-working sheep farmer who had made acquaintance with her father. Carson, like Manuel Dominguez, was eventually elected to the Los Angeles City Council, and later became a public administrator for the county. The marriage between Victoria and George Carson eventually led to the formation of what is now known as Carson Companies – a real estate development firm that owns and has developed significant acreage within Carson.

Dominguez's daughter, Maria Dolores, married a lawyer named James Alexander Watson in 1855, and it would be this marriage that would lead to the creation of Watson Estate Company (now the Watson Land Company), another real estate development firm with massive holdings in the city.

Through the late 1800s, the rancho remained a farm, and it prospered during the gold rush and the beginnings of the development of the San Pedro Bay ports. By 1882, due to land sales and concessions, the size of the rancho under the Dominguez family's purview had been reduced to 27,500 acres and was split among the six Dominguez sisters. The Carson Estate Company, now Carson Companies, was formed after Carson's death in 1901 to keep his family's portion of the property intact. In 1912, the Watson Estate Company was formed to protect Watson's share.



A map of the original Rancho San Pedro land grant gifted by the King of Spain, 1784, to Spanish soldier Juan Jose Dominguez. (Carson Companies)



George Carson with his wife, Victoria Dominguez de Carson, who founded what eventually would become the Carson Companies. (CSUDH)

In the early 1900s, what remained of the rancho – which largely accounted for the unincorporated portion of Los Angeles County that would eventually become the City of Carson – became a major player in two bastions of Southern California history: aviation and oil.

In 1910, Rancho San Pedro welcomed the first International Aviation Meet to its land, an event largely championed by Susana Dominguez's husband, Dr. Gregorio Del Amo. The meet lasted for 10 days and attracted 250,000 visitors, including William Boeing. Glenn Curtiss and William Randolph Hearst took flight at the event, which is looked upon as one of the first historic moments in aviation.



Manuel Dominguez, a descendant of Juan Jose Dominguez, who ensured the rancho's future. (CSUDH)

Shortly thereafter, the rancho and surrounding areas became the site of expansive investments by petroleum companies, an industry that still maintains a significant presence in Carson today, with two refineries within city boundaries. The area largely retained agriculture and oil production uses until the 1960s, when Watson Land Company began developing land on Dominguez Hill for business and industrial use. Residential developments also began to spring up.

Because the area was unincorporated, the county allowed land uses that cities with their own jurisdictions likely would not have, recalls Gil Smith, one of the founders of Carson who became one of its first city councilmembers and its second



Maria Dolores Dominguez de Watson and husband James Alexander Watson, who founded what would become the Watson Land Company. ("California Legacy: The Watson Family.")

mayor. "I am a native of Los Angeles and moved to what is today the City of Carson in 1963, in a new home development," he said, noting that significant residential development was occurring throughout the South Bay at the time.

"The area that is today the City of Carson was generally undeveloped. You would find oil wells, rolling hills, and what some would call 'weeds,'" Smith said. "You would find what used to be referred to as truck farming – small farms that grew everything from geraniums to carrots and potatoes. Much of the Carson area and the South Bay was touched by truck farming and the petroleum industry."

Smith continued, "As the area began to be developed, with land values increasing, some of the old timers who owned large enough pieces of property still did a little farming, but they were all looking for some development." As developers began to make plans for the area, residents desired to have their voices heard in how that development should take place, he explained.

"The issues regarding the incorporation [of Carson] were tied to not just identity, but [also] having home rule – local control," Smith said. Within what would eventually become the city's limits, there were 24 dump sites or landfills, 100 auto salvage yards, and five oil refining operations, he said. Additionally, there were no sidewalks.

"Because we weren't a city, the county permitted a number of things which we found very hard to accept," Smith recalled. "Oil and other things would drain out into the streets. Without going through all of the negative aspects, those developments and visual circumstances and lack of attention contributed to our desire to pursue incorporation."

Multiple attempts at incorporation were made and failed. Smith chaired the final, successful campaign, which voters approved in 1968. "That brought us into conflict with some other jurisdictions in the area. The City of Long Beach, the City of Compton [and] the City of Los Angeles all wanted to annex portions of what is today the City of Carson," Smith said.

A court ruled in favor of Carson's incorporation after Long Beach tried to annex the area, according to Smith. However, while he and others leading the effort to incorporate felt that the area should stretch 27.5 square miles – including the site of the historic homestead of the Dominguez family, now called the Rancho Dominguez – only 16.5 square miles were granted. Carson later annexed an additional four square miles. Today, signs of this struggle



The first international aviation meet in the United States was held on Dominguez Hill in 1910. This was the first opportunity for West Coast residents to see an airplane in flight. ("The Rancho San Pedro.")

Carson Companies

Would like to thank

Mitsui-Soko (U.S.A.) Inc.

for their long-standing commitment and relationship with Carson Companies in the Dominguez Technology Center. Mitsui-Soko is a comprehensive logistics company that deploys a vast range of global logistics services revolving around its warehouses and supply chain expertise.



Focus On Carson

(Continued From Page 20)

are still evident in about one-fourth of Carson’s mailing addresses, which appear with Long Beach zip codes, according to Smith.

From the get-go, Carson’s elected officials were from diverse backgrounds – as diverse as the population they represented, Smith noted. “We made a deliberate effort to make certain that all of our commissions and our boards were representative of the ethnic makeup in our community,” he said. “Carson was a leader in that respect.”

The first mayor of Carson was John Marbut, followed by Gil Smith as the city’s second mayor.

As the City of Carson’s website notes, much of the history of the city in the years that followed incorporation were marked by an ongoing struggle to determine how best to contend with inherited problems caused by previously unchecked industry and development. In intervening years, Carson has had to remediate contaminated land once used for oil drilling, garbage dumps and junk yards.

One of the first tasks of the newly formed government was to create a General Plan for the city, which included allowable land use designations to guide future development. “The General Plan became a big issue because, when we incorporated, we had a substantial number of incompatible uses,” Smith said. “That is, why should a residential area be directly adjacent to a dump site?”

The new city “acted swiftly to close down most of the unwanted facilities that had been foisted upon the city in the past, enforcing a strict building and landscaping code,” according to the city’s website. But this transformation took time and caused some in city



Planners overlook designs at the future location of California State University, Dominguez Hills. (CSUDH)



The fifth president of the Carson Estate Company, Thomas C. Cooper, overlooks the last of the undeveloped land of the original Rancho San Pedro with sons, Christopher and Kent. (Kent Cooper)



Officials attend the dedication of the Watson Office Plaza, a 113-acre master-planned industrial center. (Watson Land Company)



At the dedication of the Watson Industrial Center in May 1966, (from left) Los Angeles County Supervisor Burton Chase, Consul General of Spain Eduardo Toda, Virginia Benziger and Bill Huston toured the site by wagon. (Watson Land Company)

government to become susceptible to corruption. “In those first two years, there were a variety of developers and others who had proposals for development,” Smith recalled. “We had a few councilmembers who were vulnerable, or at least they made decisions that were inappropriate at the time.” Two councilmembers and three commissioners made “unwise decisions” related to developments, faced subsequent legal troubles and were removed from office, he explained.

“In later years, five to 15 years later, you will find one or two other individuals who were making similar kinds of bad decisions. That has affected some of our local politics,” Smith said. Still, he said, these issues are not unlike those that have been faced by other cities in the area.

Just before the city was incorporated, the area had been selected as the site for California State University, Dominguez Hills – another effort chaired by Smith. “We were trying to incorporate at the time. And we had various proposals,” he said. “We got the support of the Dominguez/Carson/Watson family because they owned the 346 acres that were ultimately purchased.”

Watson Land Company developed much of the City of Carson, with the 7 million-square-

foot Watson Industrial Center breaking ground in 1966 and the 113-acre Watson Corporate Center opening in the early 1980s. Both Watson Land Company and Carson Companies developed the 438-acre Dominguez Technology Center, which encompasses areas of both Carson and unincorporated Rancho Dominguez, in the early 1990s. These developments became economic drivers for the area, attracting major national brands and high-paying jobs, according to executives from both firms.

“When I started in 1999, most of Dominguez Technology Center was oilfield that was being converted into a technology and logistics park,” Jim Flynn, president of Carson Companies, recalled. “All of it from west of Wilmington to Cal State University,

Dominguez Hills was really an abandoned oil field that was being closed,” he explained. “From that period until now, we and Watson Land Company have developed Dominguez Technology Center into about 5 million square feet of buildings that house probably about 3,000 jobs, mainly related to the high technology and logistics industries.” The last building in the center was completed in 2008, he said.

“We’ve created a place of commerce. And we’ve created a place where local people can go to work,” Jeffrey Jennison, president and CEO of Watson Land Company, said. “We strive to bring the best companies we can to our buildings for a multitude of reasons. One, they are more financially stable. . . . They generally pay their people more,” he explained. “There are somewhere between 6,000 and 10,000 people every day who are going to work in these buildings, depending on the season.”

Another significant moment in the development of Carson was the opening of Carson Mall, now known as SouthBay Pavilion, in 1972. The mall has now become one of the largest sales tax generators for the city, as have Carson’s several auto dealerships.

The current Carson Civic Center, which includes a post office, Carson City Hall, a sheriff station and the Carson Community Center, was built in phases over a period of several years, according to Smith. The city hall opened in 1975, and the last major piece of the development, the Carson Community Center (also called the Carson Event Center), opened a few years later.

In 2003, what is now known as the StubHub Center opened on the campus of California State University, Dominguez Hills. The center is home to the LA Galaxy, and is temporarily hosting the NFL Chargers. The next major development to open in Carson was the Porsche Experience Center in 2015 – a driving course where guests can test drive Porsche cars, dine and even host events.

In its 50th year, Carson is still a city rising, with multiple residential and retail developments planned and underway. Smith, who remains a resident of Carson, said that the outlook for the city’s future is “great.”

“Carson has the opportunity to develop some additional services and commercial activities that many communities don’t have,” Smith said. “It’s an exciting place to be. I guess I’m partial.”

Text sources: “A Century Of Stewardship” (2012), Watson Land Company’s 100th anniversary text; “Carson Companies: 1914-2014” (2014), The Carson Companies’ 100th anniversary text; and the official website of the City of Carson, www.ci.carson.ca.us. ■



Carson community leaders joined Watson Land Company executives for the groundbreaking of the second phase of the Dominguez Technology Center in 1999. (Watson Land Company)



SOUTHBAY PAVILION



SouthBay Pavilion was built in 1973, just five years after the City of Carson was incorporated. Through the years we have continued to develop and evolve, becoming the epicenter of the community where local residents can experience world-class shopping, outstanding dining options from fast casual to full service and be entertained at the new Cinemark 13 state of the art movie theatre, as well as award-winning family events.

Southbay Pavilion's success wouldn't be possible without the support of our shoppers. Thank you! We celebrate our milestone in conjunction with the 50th anniversary of our community partner, The City of Carson.

45 years later, we've never looked so good!

SOUTHBAY
PAVILION
SouthBayPavilion.com | #SBPTurns45



20700 Avalon Blvd., Carson CA | Guest Services: 310-366-6629

A Growing City Of Carson Celebrates Its 50th Anniversary

■ By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

As the City of Carson’s 50th anniversary approaches, Carson native and Mayor Albert Robles sees a city that is on its way to embodying its motto: “Future Unlimited.” Reflecting upon his youth in Carson, the improvements made in the city since he first took office as a councilmember in 2013, and major upcoming developments, Robles said, “I am very optimistic about our future, and I think the residents see that Carson is moving forward.”

As a kid growing up in Carson, Robles recalls riding his bike down to what was then called Jackrabbit Field – a 157-acre undeveloped parcel of land off the 405 Freeway and Del Amo Boulevard – to play football. During the course of the city’s history, various development proposals have been promised and subsequently scrapped due to complications related to the site’s prior use as a landfill. Today, that parcel of land represents a bright spot in the city’s future.

“Now, as the mayor, I am about to participate in a groundbreaking ceremony where something is finally going to be done with that field,” Robles said. A groundbreaking ceremony for a fashion outlet mall is tentatively scheduled for no later than March, he noted.

Recent improvements in the city have spurred confidence among business owners as well as developers, according to Robles. About \$20 million worth of improvements to Carson Street, as well as updates to city hall (also located on Carson Street), have spurred activity in the business corridor. “The level of activity on Carson Street in terms of business applications, permits, is significantly – I am talking exponentially – larger now than it was before the improvements to Carson Street,” Robles said.

Multiple developments planned and underway include both residences and retail space, and will serve to attract both new residents and businesses, according to Robles. “Carson, unlike every single community in Southern California, has room to grow,” he said.



Mayor Albert Robles is a native of the City of Carson whose first job was for the city’s parks and recreation division. He was elected to the city council in 2013, appointed mayor in 2015 and elected to a full term in 2016. Robles holds a master’s degree from the University of Southern California and a juris doctorate degree from University of California, Berkeley. (Photograph by the Business Journal’s Samantha Mehlinger)

Carson’s major industries also appear to be faring well. “Our auto sector is doing phenomenally well,” Robles said. “We have among the most successful dealerships in all of Southern California. And the Kia dealership is the most successful in the country. So that is very positive and encouraging.” Carson’s logistics businesses are “thriving” because of the city’s proximity to the largest port complex in the United States, the San Pedro Bay ports, he noted.

The presence of national brands is also helping to put Carson in the spotlight. Having the NFL Chargers play at Carson’s StubHub Center (although only until their new stadium is built in Inglewood), as well as the LA Galaxy, brings in visitors to the city, he said. The return of Goodyear with its new blimp last year also calls attention to the city, he added.

Overall, the Carson of today and the Carson of the future differ greatly from memories of the city’s past. “Carson was home to more junkyards than any other city,” Robles recalled. Now, the value of land in Carson – coupled with cost reductions and improvements in the process of remediating junkyard and landfill sites – has opened up the city to developers who were previously leery of investing there, he explained.

The city has also changed politically. In years past, politics in the city were sometimes divisive, Robles explained. And the city has not been without its political scandals, with numerous past elected officials having been found guilty of various forms of corruption. “I am sometimes concerned that the city will return to its old petty political

habits,” Robles said. “I am hopeful that that is not going to happen.”

In recent years, the city has been stable politically and from a governmental standpoint, according to Robles. The mayor and his colleagues on the city council do not always agree but do so about “95% of the time,” he said. The presence of Ken Farfsing as city manager for the past three years has also helped bring stability to the government, he said, pointing

(Please Continue To Page 26)

Mayor Pro Tempore Jawane Hilton



Coming up on the City of Carson’s 50th Anniversary in February has made me appreciate the start of our great city, where it is today, but also inspires me to envision its future. What was once considered farm land, to later a bedroom community, is in its current stage of a Booming City!

In its early years, not much forward planning and coordinating took place in considering the future of the city. I am extremely proud that since I’ve been a Councilmember and currently serving as Mayor Pro Tem of Carson, I have participated in the decision-making of modernizing our city and ensuring that we are looking out, not just for the people of today, but ahead for our residents and businesses of tomorrow.

In the last couple of years, renovations to the city have brought many positive impacts. Starting with the Carson Street Master Plan, our up-and-coming downtown area has had a ripple effect of businesses going through façade improvements as well as new establishments joining our city.

In the northern part of Carson, My Father’s Barbeque and Orleans and York Restaurants along with others, have also made Carson their home. South Bay Pavilion Mall has also had upgrades, new restaurants, businesses, as well as a state-of-the-art movie theater added to its location. Carson’s iconic Goodyear Blimp was also reborn.

With our increasing population, aside from incorporating innovative technology and state-of-the-art facilities making Carson a destination location, I will also continue to work towards healthy living for our residents by incorporating modern art, pedestrian and bike friendly routes, as well as healthy food markets throughout our City. A healthy city is a more inviting one!



Councilmember Cedric Hicks



The City of Carson is embarking on a significant milestone in turning “50.” The inception of the City of Carson from an industrial/junkyard to a thriving destination city with the StubHub Center, California State University Dominguez Hills and the Porsche Experience is remarkable.

As the newest City Councilmember, it is exceptionally rewarding to see a city my family and I have lived in for over 30-years become a jewel of the Southbay – which was reflected in the City of Carson’s 50th Anniversary 2018 Rose Parade float.

I see great things for the future of Carson with increased economic growth through the development of an outlet mall, and housing for veterans and seniors, to name a few. The City’s motto “Future Unlimited” has set the stage that has produced the first 50 years of growth.

Look out for 50 more years of incredible achievements from the City of Carson.

Councilmember Lula Davis-Holmes



The City of Carson is celebrating its 50th Anniversary, and we are a city with a future that is truly unlimited! Over the past 50 years, we have made some astonishing accomplishments. Transforming the city from what was known as just a junkyard, to a town on the move. Recently, we received the “All American Award” for being the most business-friendly city, and we are continuing in that reign. We are proud to be the home of The Good Year Blimp, The Porsche Experience, and the StubHub Center. There are many projects on the table that we are looking forward to bringing to the residents of the city of Carson.

We have the land, we’re in the right location, and we don’t have the same taxes that many other cities have. Three major freeways surrounded Carson: the 91, the 110 and the 405. We’re busy constructing, expanding, and making improvements to our facilities, drainage systems, and roadway conditions. We are adding numerous restaurants, retail stores and grocery stores that will also be featured in a few of our new market housing plans. These rising attractions will be added to the Southbay Pavilion Mall, Carson Towne Center, and the up and coming Fashion Outlet. Our future housing projects include The Union at Southbay (market rate apartments), Bellavita, Veterans Housing, Carson Art’s Colony, and a host of Warehouse projects and Residential units. Whether you’re young, an artist, a senior, or disabled, Carson is the city for you!

We keep our communities safe, clean, and green with the Carson Master Plan. We never stop making efforts to keeping Carson a great place to live, work, eat, socialize, play, study, and do business. As you can see, Carson is becoming the destination city with good fortune and a bright future!

Councilmember Elito M. Santarina



In Carson, our achievements for the past 50 years speak for itself. In 50 years, all indications point to the fact that our progress will continue in the coming years. Carson continues to grow because of sound management practices, the luck of our unique geography, a very business-friendly government environment – and the willingness of the people of Carson to support our economic development strategy and public safety plan – and therefore the vision for the future. Carson is a community with a vision and it is clear the people of Carson are in favor of a bright, prosperous and healthy future.

There are indications of the exciting and dramatic transformation that will take place in Carson once major projects like the Fashion Outlet Los Angeles are completed. Along with major developments, other elements of progress are in place – public safety, sound policies, and strong partnerships with the business community and California State University Dominguez Hills. Truly, the future that our founding fathers have envisioned for this community 50 years ago is happening now.

We have countless things going for us in Carson: we have the land, we’re in the right location – and we don’t have many of the taxes that other cities levy on businesses. We take care of our residents – tiny tots, senior citizens and everybody in between. We’re busy constructing, expanding and making improvements to our facilities. We keep our community safe, clean and green – and we never stop making efforts in keeping Carson a great place to live, work, play, eat, do business and shop.

Good fortune is with us here in the City of Carson. We’ve been traveling this road to progress for 50 years and our future follows our motto – Unlimited!

Celebrating Carson's 50th Anniversary



California State University, Dominguez Hills is proud to have served as a vital educational, cultural, and economic resource to the City of Carson since the very beginning.

1000 East Victoria Street, Carson, CA 90747 | (310) 243-3696 | Learn more at [CSUDH.EDU/Campus-History](https://www.csudh.edu/campus-history)

CSUDH
CALIFORNIA STATE UNIVERSITY
DOMINGUEZ HILLS



Quality. Service. Value.®

A toast to the City of Carson's citizens, businesses, and leaders on 50 great years!

California Water Service is proud to be part of your community.



Focus On Carson

(Continued From Page 24)

also to the addition of staff members Kathryn Downs, director of finance, and Idris Al-Oboudi, director of community services.

Although Carson has been contending with unbalanced budgets for many years now, Robles is confident that the recent passage of Measure C, a gross receipts tax on petroleum industry companies in Carson, will help shore up the budget. According to Farfsing, consultants hired by the city estimate that annual revenues, largely generated by refineries, would total about \$24 million. That equates to about “one quarter of 1% of gross profits,” he explained. The city may begin receiving revenues as soon as February, he noted.

“You’re not going to turn a city around financially in one year. It took us over a decade to get in the financial situation that we’re in right now,” Farfsing said. However, he added that being in a position to build city reserves back up is a huge step for the city.

Moving forward, Robles said he remains focused on improving the lives of Carson residents. One of his top priorities is convincing the South Coast Air Quality Management District (SCAQMD) to open an air monitoring station in the city due to its proximity to the ports and the fact that it has two refineries, with another nearby. “If that means that we have to pay for our own air quality monitoring stations and then sue AQMD to get reimbursed because we’re not going to wait any more, then that’s what it means,” he said.

“Serving as mayor is one of the greatest honors of my life, and to be able to contribute to moving the city forward is very meaningful to me as a student of politics and as a student of history,” Robles said. “The significance is not lost on me. And whether I serve one more term or two more terms, my hope is that in the end the residents and the businesses will be able to say, Mayor Robles did what he thought was best for the city.”

According to Robles, multiple events and celebrations are planned for the city’s anniversary year, kicking off with a gala ball on February 24 at the Carson Center. A full list of events is available at ci.carson.ca.us/AboutCarson/50thAnniversary.aspx. ■

Developers Are Taking Notice Of Carson Successes

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Despite minimal space for developments, the City of Carson has no fewer than 20 major projects currently underway or planned, totaling 892 housing units; 245,000 square feet of retail, office and restaurant space; and 1.3 million square feet of warehouse space.

“Development in Carson right now is still really strong. There is a lot of activity, a lot of applications coming forward for warehousing and logistics,” John Raymond, director of community and economic development, said. “But retail has been strong – we’ve had a number of new restaurants open in the last year, which is really good for Carson. It’s kind of been ‘under-restauranted’ in the history of the city. So, having more dining options is something the public is very appreciative of.”

According to Raymond, residential developers are beginning to take notice of Carson as a prosperous investment. The Union South Bay development by The Wolff Company at 21521-21601 S. Avalon Blvd. alone consists of 357 residential units and 30,700 square feet of retail, grocery and restaurant space adjacent to Carson City Hall.

Carson is riding the residential development wave occurring across Los Angeles County, Raymond said. He explained the city is gaining different product types, including apartments and for-sale townhomes and condominiums, to keep up with what he describes as a “bottomless demand.” With a lack of sprawling open space, Raymond said single-family detached homes are not really an option.

Last year, the Veo Community at the intersection of E. Carson Street and S. Avalon Boulevard finished selling out of both townhomes and condominiums, as well as leasing all commercial space. Successes such as this are catching the eye of developers who would like to replicate them, according to Raymond.

“There is another affordable project on 21205 Main St. That’s going to be 46 units of affordable housing for artists,” Raymond said. “The exciting thing about that, aside from developing affordable housing, is we’ll introduce 46 new artists into Carson and we’re looking for some sort of vibrancy in the community that comes out of that.”

Two massive industrial projects are in the works by RGA Architects and Prologis, which are developing 400,000 square feet and redeveloping 443,000 square feet of warehouse



The City of Carson has at least 20 development projects citywide, including residential and commercial space. Projects underway or planned include 892 housing units, 245,000 square feet of retail, office and restaurant space, and 1.3 million square feet of warehouse space. Carson City Manager Ken Farfsing, left, is pictured with John Raymond, director of community and economic development, in front of The Union South Bay at 21521-21601 Avalon Blvd. The project includes 357 residential units and 30,700 square feet of commercial space. (Photograph by the Business Journal’s Brandon Richardson)



Top, 402 E. Sepulveda project, a 65-unit affordable housing project, and at right, is a 51-unit affordable housing project for veterans at 600 W. Carson St. (Renderings provided by City of Carson).



space, respectively. RGA’s project is located at 21900 S. Wilmington Ave. and is expected to be completed by summer 2019, while the Prologis project is located at 18701 S. Wilmington Ave. with no slated completion time.

Developing 168 acres, 157 acres of which is a former landfill, is one of the most anticipated and long-awaited projects in Carson, Raymond said of The Boulevards at South Bay. Santa Monica-based developer Macerich has claimed the first 40 acres of the site for the development of an outlet mall. The project is located north and south of Del Amo Boulevard, west of the I-405 San Diego Freeway, and north and east of the Torrance Lateral Channel.

According to Raymond, the city is in the final stages of putting agreements together with Macerich. On January 23, the Carson Planning Commission unanimously approved the site plan for the outlet mall. The proposal is slated to go before the city council in February, according to Raymond.

“That’s been a tremendous amount of work putting that together, more than anyone really anticipated. But that’s only 40 acres out of the 168” Raymond said. “We’re in a process right now of evaluating proposals from other developers. We’re trying to be able to, in the next 30 to 60 days, select who we want to negotiate with to try to put the development for the rest of the site together.”

Being atop a landfill, Raymond explained developing this land is tricky and expensive, which has led to previous proposals falling through. Of the proposals being reviewed, each contains various amounts of hotel and retail space. Raymond said the big question is what ratio the city wants to pursue.

As a way to encourage more urban development along Carson Street, last year the city completed the Carson Street Master Plan project after two years. The project spans little more than a mile between the 405 and 110 freeways and includes pedestrian-friendly sidewalks, new street lights, benches and landscaping to shift the historically automobile-centric stretch to a pedestrian area.

“The idea is that would really facilitate and encourage the development of more of an urban product, more of a walking product, and we’re starting to see developer interest in re-developing properties up and down Carson Street,” Raymond said. “There’s not really any vacant land, so almost everything is a redevelopment plan. But it’s actually happening.” ■

Carson Projects Under Construction Or Approved

Under Construction

- Capital Pacific Homes of Newport Beach is building an 18 three-story, detached residential units at 21801 Vera St. Completion: Spring 2018.
- Equassure Inc. of El Segundo is building 13 apartments at 21721 Moneta Ave. Completion: Spring 2018.
- Affirmed Housing of San Diego is building a four-story, 65-unit affordable housing development for seniors at 402 E. Sepulveda Blvd. Includes 3,000 square feet of retail space. Completion: Spring 2018.
- DaVita Health Partners of Denver is building an 11,500-square-foot dialysis clinic at 20920 Chico St. Completion: Summer 2018.
- Goodyear Tire & Rubber of Ohio is building a 44,500 square foot airship hangar and maintenance building at 19200 S. Main St. Completion: Spring 2018.
- The Wolff Company of Laguna Beach is building a 357-unit apartment complex known as The Avalon at 21521-21601 S Avalon Blvd. Includes 30,700 square feet of retail, grocery and restaurant uses. Completion: Spring 2019.

Approved

- Alere Property Group of Newport Beach will build a 137,000-square-foot warehouse

with 10,000 square feet of office space at 200 E. Alondra. Estimated completion: Spring 2018.

- Panattoni Development of Newport Beach will build an 120,486-square-foot warehouse with office space at 2254 E. 223rd St. Estimated completion: Fall 2018.
- McKently Malak of Pasadena is remodeling an existing shopping center at 500 Carson Town Center to accommodate three new tenants. Estimated completion: Fall 2018.
- JJ ER, LLC of Compton will build a 94,731-square-foot warehouse building with 15,061 additional square feet of office space at 17706 S. Main St. Estimated completion: Fall 2018.
- Meta Housing of Los Angeles will construct 46 affordable multifamily housing units for artists at 21205 S. Main St. Estimated completion: Summer 2019.
- Thomas Saffron Associates of Los Angeles will build 51 affordable housing units for veterans at 600 W. Carson St. Estimated completion: Summer 2019.
- RGA Architects of Irvine will build a 400,000-square-foot warehouse building at 21900 S. Wilmington. Estimated completion: Summer 2019.
- MBK Rental Living, LLC of Irvine will build 300 multifamily housing units at 20330 S. Main St. Estimated completion: Fall 2019. (Source: City of Carson)



Experience the New Scoreboard Lounge

New Happy Hour!

3:30pm to 6:30pm



JOIN US
and unwind

For more information visit us at

2 Civic Plaza Drive, Carson 90745 • carson.doubletree.com • 310-830-9200

HAPPY

50th

CITY OF CARSON

From Your Community Partners

**PROVIDENCE
MEDICAL ASSOCIATES**



21501 S Avalon Blvd #100, Carson, CA 90745

| (310) 835-6627



**Andeavor and our 2,000 local employees
would like to congratulate the City of Carson
on the 50th Anniversary of its Incorporation.**



Business In Carson Is Only ‘Getting Stronger’

■ By **BRANDON RICHARDSON**
SENIOR WRITER

The City of Carson continues to experience economic growth with numerous developments, both commercial and residential, as well as with new restaurants and retail stores, according to Carson Chamber of Commerce President John Wogan.

“It’s going up and up. It’s just getting stronger,” Wogan said. “The location is excellent, the city is favorable for business. [Businesses] want to be in Carson and they are all doing well because of it. The freight forwarders in 2017 were much stronger than in 2016. So that’s a good indication that the economy is picking up.”

The introduction of the National Football League (NFL) to the city with the Los Angeles Chargers playing at the StubHub Center was a big deal for the city, according to John Raymond, director of community and economic development. He explained that being the interim home for an NFL team is more complicated than hosting the Los Angeles Galaxy soccer team, which also calls StubHub home.

“I think with the first couple of games we were in learning mode. But after maybe the third game, most of the wrinkles had been worked out,” Raymond said. “The whole season seemed to go pretty well and I would expect that next year there probably won’t be a whole lot of issues with the Chargers.”

The work to meet the greater expectations of the NFL paid off in the end, with local businesses benefiting as well, including local restaurants who set up food booths in the stadium on game days. Raymond added that he has heard that NFL patrons were impressed with the games at StubHub, as it has less seating capacity than other football stadiums, making it a more intimate experience.

Auto Sector

The auto dealerships continue to have a tremendous impact on the city in terms of tax revenue and jobs, Wogan said. According to city data, auto sales and transportation account for nearly 30% of sales tax generation. Carson is home to five major auto dealerships, including Carson Toyota, Carson Honda, Carson Nissan, Car Pros Kia and Win Chevrolet/Hyundai.

“[This year] is very much parallel with last year. This January compared to last January is very much the same,” Carson Toyota General Manager Diaa Ahmed said. “Despite being down 12% last year, it was still a good profit year for the store, as we were down from an all-time high. But the auto industry was down in general. I heard other dealerships were down 30%.”

Continued construction on the 405 Freeway exit at Wilmington remains a bit of a nuisance to auto dealers, Ahmed explained. He said it makes it harder for potential customers to get to the dealerships. However, on the upside, the construction causes afternoon traffic to back up all the way to Carson Toyota, almost forcing passersby to notice the store, Ahmed said. To take advantage of the situation, he said he has parked his used inventory up front with prices visible to daily commuters in an attempt to attract business.

Aside from road work, Ahmed said developments are improving the city overall. New residential and commercial buildings are improving the aesthetic of the city.

“I think it will be a good year. Toyota predicts that business will be steady until 2019, and I will be very happy if we continue to do the same numbers, honestly. We’re happy. We love the City of Carson.”

Health Care Sector

With two facilities serving the city, Kaiser Permanente has 50,546 members in Carson. The company averages 5,143 primary care visits per month, which does not include other services such as dermatology, allergy or optical, according to a spokesperson. Almost 50% of members have a 10- to 15-minute drive time to the Kaiser Permanente Carson South Bay Medical Offices located at 18600 S. Figueroa St. in Gardena, Ozzie Martinez, chief administrative officer for Kaiser Permanente South Bay, said.

“When it was purchased, we only built out about half of the building. What’s exciting now is we have approval to move forward and build out the remainder of this building,” Martinez said. “That is about 90,000 square feet that is going to get built out, which is going to open in the summer of 2019.”

Upon completion, the facility will be about 180,000 square feet, making it the largest Kaiser medical office in the South Bay, according to Martinez. The new facility will expand upon offered services, which already include primary care, family medicine, internal medicine, pediatrics, OB/GYN, a pharmacy lab, radiology, dermatology, allergy and optometry. One new feature is the addition of an ambulatory surgery center.

According to Martinez, the most exciting addition of the build out is the first true women’s center. He explained that the facility is going to incorporate



Auto dealerships generate nearly 30% of the City of Carson’s sales tax. Diaa Ahmed, general manager of Carson Toyota, said 2018 should be a good year for his dealership, stating that Toyota predicts steady business through 2019. (Photograph by the Business Journal’s Brandon Richardson)

all women’s services, including OB/GYN, plastic surgery, general surgery, urology, diagnostic imaging and a breast center, and employ a team approach to provide an empathetic view to the unique needs of female patients in a comfortable environment.

“I think another thing that Kaiser Permanente has done is really set our foot forward in making an impact as it relates to behavioral health. There is a lot of work right now to eliminate some of the stigma,” Martinez said. “In the past the services we have had for behavioral health were all limited to one location. We have been decentralizing our services to meet our patients’ needs.”

To better assist patients at the expanded facility, Martinez said Kaiser is going to utilize technology similar to that used in their Manhattan Beach and Signal Hill medical offices, which he described as the company’s “next generation medical office buildings.” Much like walking into an Apple Store, Martinez said support staff would greet patients with tablets in hand to check them in to avoid lines, making the patients’ experience simpler.

In addition to increased use of technology, Martinez said the entire first floor of the medical office is going to be remodeled to create much more open and flexible space with comfortable couches and a coffee area for people to wait for patients or appointments. He added that this flex space could also be utilized by the community for meetings or other gatherings people might have use for, further integrating the office into the community.

Hospitality & Tourism Sector

DoubleTree by Hilton Hotel Carson occupancy was relatively flat in 2017 compared to prior years, with about 3% to 5% growth, according to General Manager Greg Guthrie.

“There were a lot of things that were the cause of that but one of the big ones was Toyota

(Please Continue To Page 30)



DoubleTree by Hilton Hotel Carson General Manager Greg Guthrie stands in the newly renovated Scoreboard Sports Bar inside the 225-room hotel located at 2 Civic Plaza Dr. With about 1,000 square feet of indoor bar space and 3,000 square feet of outdoor patio, the space has been fully modernized and includes 15 50-inch flat screen TVs. (Photo courtesy of DoubleTree)



Important Phone Numbers

California State University, Dominguez Hills

1000 East Victoria Street, Carson CA 90747
www.csudh.edu • 310/243-3696 • University Theater: 310/243-3588

Carson Chamber of Commerce

530 East Del Amo Boulevard, Carson 90746 • www.carsonchamber.com • 310/217-4590

Carson City Hall

701 East Carson Street, Carson 90745 • ci.carson.ca.us • 310/830-7600
Community Development Department 310/952-1773

Carson Event Center

801 East Carson Street, Carson 90745 • www.carsoncenter.com • 310/835-0212

Dominguez Rancho Adobe Museum

18127 South Alameda Street, Rancho Dominguez 90220
www.dominguezrancho.org • 310/603-0088

Doubletree By Hilton

2 Civic Plaza Drive, Carson 90745 • doubletree3.hilton.com • 310/830-9200

SouthBay Pavilion

20700 South Avalon Boulevard, Carson 90746 • www.southbaypavilion.com • 310/366-6629

International Printing Museum

315 West Torrance Boulevard, Carson 90745 • www.printmuseum.org • 310/515-7166

StubHub Center

18400 Avalon Boulevard, Carson 90746 • www.stubhubcenter.com • 310/630-2000

GOLDEN STATE WATER COMPANY



PROUDLY SERVING THE CITY OF CARSON FOR MORE THAN 85 YEARS

Golden State Water Company has been providing water service to Californians for more than eight decades. We currently serve reliable water to approximately 1 million customers in 76 communities throughout the state.

We make customer satisfaction our top priority, and operate a 24-hour Customer Service Center to ensure a friendly, knowledgeable representative is always available to promptly address customer questions and concerns – that sets Golden State Water apart.

Customer satisfaction and community involvement are important to Golden State Water because we live, work and play in the communities we serve.



800.999.4033 | gswater.com | @GoldenStateH2O

Happy 50 Years,
Carson!

We are proud to be part of
this wonderful community.

See's CANDIES.



Presented by **HERBALIFE NUTRITION**

SEASON TICKET MEMBERSHIPS



- ◆ INCLUDES THE BEST SEATS AT UP TO 35% OFF GATE PRICE
- ◆ INCLUDES ACCESS TO ALL MLS REGULAR SEASON GAMES STARTING AS LOW AS \$17 PER GAME
- ◆ 20% OFF AT THE LA GALAXY TEAM STORE
- ◆ EXCLUSIVE ACCESS TO SEASON TICKET MEMBER EVENTS

FOR MORE INFORMATION VISIT
LAGALAXY.COM/SINCE96 OR
CALL **1.877.3GALAXY**

SINCE ◆ 96

Focus On Carson

(Continued From Page 28)

leaving the South Bay area. That had a bit more of an effect than we thought it would,” Guthrie said. “But things were good and we had a good year. It just wasn’t as great as years past and we’re looking at very similar things for 2018.”

While the addition of the NFL and the L.A. Chargers have been good for the city overall by bringing a spotlight back to the city, Guthrie said it has not had much of an impact on the hotel. This is because the team’s headquarters is located in Costa Mesa. However, the hotel was able to attract some fans by offering room packages, which Guthrie plans to offer again this year.

The big news for DoubleTree is the completion of renovations of The Scoreboard Sports Bar and Lounge dining and bar area of the hotel. With roughly 1,000 square feet of indoor space and 3,000 square feet outdoors, Guthrie said the space has been fully modernized.

“We put up 15 50-inch flat screen TVs and pretty much did everything from the floor up. The only thing we didn’t do was change the bar physical. It’s a beautiful change for the space but it’s still a sports bar and working off local sports teams.”

The centerpiece of the space is a large, wooden communal table that is already a big hit for guests, being utilized for impromptu meetings and business lunches, according to Guthrie. The hotel is throwing a refresh party tomorrow (January 31) to mark the grand opening of the space, and will soon introduce a new happy hour.

Industrial Real Estate Sector

Jim Flynn, president of Carson Companies, said that industrial real estate is stronger now than he has ever seen it in his 35-year career. He said the vacancy rate is around 1% with no sign of decreasing demand, which means prices have continued to increase.

“The economy is obviously strong. So, that means the consumer is quite active in a pos-



Watson Land Company was the first industrial real estate developer in Southern California and has a LEED Platinum certified headquarters at 22010 Wilmington Ave. in Carson. “We felt strongly that it is important for our company to stay here,” CEO Jeff Jennison said. “And so we built what we think is probably the nicest office building here in town, not just for us but because we care about Carson.” (Photo courtesy of Watson)



Mitsui-Soko (USA) Inc. has been located in the Dominguez Technology Center since 2001, making the company one of the Carson Companies’ oldest tenants. Pictured in front of the Mitsui-Soko building are President Takashi Sakamoto, left, and Treasurer Hideaki Yamashita. (Photograph by the Business Journal’s Brandon Richardson)

itive way. When that occurs, manufacturers and distributors and the like are all doing well and all the buildings are full,” Flynn said. “As e-commerce continues to evolve rapidly, the need for logistics-style buildings close to the population base grows as well. When you look at those three, you can see why the vacancy rate has dropped to 1% in all of the South Bay, including Carson.”

One of Carson Companies’ longest running tenants is Epson’s Factory Automation Division, which moved into the Dominguez Technology Center in 2000. However, the company recently moved into a new building nearby, increasing its square footage from 183,000 to 340,000. The company’s oldest tenant to be in its original building is Mitsui-Soko Inc., also in the technology center.

Watson Land Company CEO Jeff Jennison agrees that the market is “fantastic” and is in as good a shape as it has been for as long as he can remember. He explained that rental rates have surpassed pre-recession peaks and continue to climb. For Class A product, Jennison said properties are leasing for above 80 cents per square foot, with annual increases pushing rents well beyond that. For older product, he said properties are leasing for above 70 cents per square foot.

“But what’s more important is that the quality of companies that have been leasing space, particularly in Carson, are improving. In my roughly 18 years here at Watson, for years we were leasing buildings for smaller, lower-capital logistics users. But nowadays, we’re just seeing much larger credit come into these buildings. With that their processes are more sophisticated, the number of jobs they bring is higher and the level of pay is greater than those that have left.”

Watson has been incorporated for over 100 years and building industrial buildings since the mid-1960s. The company has several long-running tenants, including Alcoa and Anemostat, with both manufacturing companies leasing buildings back in the 1970s.

Manufacturing Sector

Aerospace and manufacturing company Ducommun Inc. had a successful 2017, according to Douglas Groves, vice president, CFO and treasurer. He said the aerospace and defense industries are very strong and have good prospects for 2018 and 2019 based on the preliminary defense budget.

“Our business is growing nicely at that location, really just as a result of all the things that are happening at the macro environment,” Groves said. “With an increase in defense spending, almost all defense-related companies are seeing a nice pickup in demand for all the various products that funnel into the defense market.”

The company’s Carson facility manufactures electronic components for companies such as Airbus, Lockheed Martin and Boeing, including its defense division. Groves said the Carson facility’s performance is on par with the company’s 12 other manufacturing facilities nationwide.



For about 20 years, Ducommun Inc. has operated a manufacturing facility in the City of Carson. According to Vice President and CFO Douglas Groves, the aerospace and defense manufacturing company had a successful 2017. (Photo courtesy of Ducommun)

The company has been located in Carson for about 20 years, according to Groves, who said it is a good area for the factory employees.

“There’s plenty of affordable housing for the kind of workforce that we have at that facility,” Groves said. “Where our factory is at, it is a very short drive over to the big mall there and there is all kinds of stuff in that area. So I would say it is beneficial for our company to have a plant there because there are a lot of things for our employees to do.”

Oil Sector

Last year was historic for Carson’s largest oil refinery operator, as it rebranded itself from Tesoro to Andeavor. In addition to the rebrand, the company broke ground in October on a project to integrate its Carson and Wilmington refineries. According to Tiffany Rau, director of government and public affairs for the company’s Southern California operations, the main portion of the project, known as the Los Angeles Refinery Integration and Compliance Project, is scheduled to be completed midyear.

“The objective there was to maintain our same level of gasoline production while also giving us the flexibility to increase diesel production if the market dictated it, while reducing emissions across the board,” Rau said. “It’s really exciting for us that we are well into construction of that project. It’s really great for us and we think of it as a shared value project for the community, not only for Carson but the surrounding communities of Wilmington and Long Beach as well.”

A later stage of the project includes the installation of several large storage tanks at the facility. Rau explained that



Carson oil refinery operator Andeavor broke ground on its Los Angeles Refinery Integration and Compliance project in October of last year. According to Tiffany Rau (pictured) director of government and public affairs for the company's Southern California operations, the project linking the company's Carson and Wilmington refineries will allow for increased production, while reducing emissions. (Photograph by the Business Journal's Pat Flynn)

these larger tanks will allow for tankers at the Port of Long Beach to be unloaded more efficiently by requiring fewer train trips, thereby further reducing emissions.

In November, the voters of Carson approved Measure C, which places a tax on the gross receipts of oil-related businesses in the city, including Andeavor. According to Rau, the tax will not have a negative impact on the company in terms of layoffs or hiring new employees. She said it would just be factored in as another tax and cost of doing business in the State of California.

"We use approximately 2,000 employees in this area to support the refineries, whether it's the refinery specific or our terminals or gas stations," Rau said. "This refinery is really a gem of the West Coast in terms of providing clean transportation fuels. And combining the Carson and Wilmington operations is really exciting for us."

Retail & Restaurants Sector

Last November, IKEA celebrated its 25th anniversary in the City of Carson. Store Manager Briana Lehman started at the location six months ago, having transferred from Costa Mesa where she had worked since it opened in 2003.

"I really love being a part of the City of Carson. They have been very nice and responsive to myself and everyone who had already been working at the IKEA Carson store," Lehman said. "So I'm very pleased to be located in a city that is so supportive to helping IKEA grow, as well as support me in this role."

Lehman said 2017 was a strong year for IKEA, with global sales reaching \$40.2 billion. The company does not release individual store information but Lehman said the Carson location performed well.

As a company, IKEA wants to ensure that its stores play a role in creating a better life for residents in their surrounding communities, according to Lehman. She said residents in the City of Carson have embraced that idea, making it easy for the store to be a good neighbor and part of the city's growth.

IKEA recently launched a new service called Click & Collect, which allows customers to order products online to be picked up in stores. The service costs \$5, which

is refunded in the form of a gift card when the customer picks up the order. Also, the company is preparing to lower the cost of local deliveries from \$59 to \$29.

On August 26 of last year, Arlean Taylor opened her Dog Haus franchise in Carson at 21720 S. Avalon Blvd. #101. Taylor had lived in Carson from 2001 to 2014, and, when it came time to select a location for her restaurant, she recalled how few restaurants the city had, and she believed it would be a prime location.

"In our minds, we always thought Carson needed more. We knew Carson had a good population of people but there's not much going on," Taylor said. "It seems to me that our diverse customer base is very appreciative of this type of food. The fact that we are so close to city hall and so much industrial business nearby, we get a good lunch crowd. Just associating with people, the lunchtime crowd."

Personally, Taylor said she loves the food and that customers compliment it often. She said once someone tries the restaurant's offerings, the food sells itself. However, five months after opening her doors, Taylor said she still has customers walk in and say they had no idea the restaurant was there. Taylor hopes to reach more customers in the future through increased marketing.

After striking out with proposals in Culver City, Playa Vista and Torrance, Martin Svab and his partners eventually located space in Carson for their brewery, Phantom Carriage. Located at 18525 S. Main St., the brewery opened its doors in December 2014.

Svab said it has taken awhile and some strong local marketing campaigns to bring in higher numbers of customers but that the brewery now has a solid base of local blue collar and executive patrons. He said the city often refers people to the brewery for parties, wedding receptions and other special events, which is welcome assistance.

The brewery wrapped up 2017 having brewed just under 1,000 31-gallon barrels of beer. According to Svab, production increased about 40% in 2017, brewing about 300 barrels of beer more than in 2016.

"The city is great. They were great to work with. The previous mayor and Mayor Albert Robles are patrons of the brewery. We work closely with the Carson Sheriff's Department. The StubHub Center worked with us with open arms, so we have beer at the stadium," Svab said. "It's a developing city and it's got a ways to go. I don't mean that in a negative way but it's being developed and it's these smaller, independent businesses that are helping grow it that way." ■



Arlean Taylor (center) opened her Dog Haus restaurant franchise at 21720 S. Avalon Blvd. #101 on August 26 of last year. Taylor said the restaurant specializes in various forms of hot dogs and craft beers and is doing well. Pictured from left: Ernesto Perez; Juan Paz; Taylor; Kevin Taylor; and Hallie Oseguera. (Photograph by the Business Journal's Pat Flynn)



Carson's SouthBay Pavilion mall is 97% leased, according to John Raymond, director of community and economic development. Forever 21 Red opened last year and Burlington Coat Factory is working on moving into a space previously occupied by Sears. (Photograph by the Business Journal's Pat Flynn)

Cal State Dominguez Hills: Uplifting Communities Through Education

■ By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

California State University, Dominguez Hills' (CSUDH) location in an ethnically diverse city is no accident – in 1965, the university was moved from one of the richest cities in the nation, Rancho Palos Verdes, to help uplift underserved communities that had just experienced major turmoil. The university continues to live up to this mission today, which is why its president, Willie Hagan, said he was drawn to the campus in the first place.

In August 1965, the Watts neighborhood of Los Angeles underwent what locals interchangeably refer to as the “Watts Rebellion” and the “Watts Riots.” The civil unrest, which was spurred by the arrest of a young black motorist, resulted in violent exchanges between protestors and police officers, rioting, looting, and burning of structures and property. The unrest lasted six days and caused \$40 million worth of property damage, according to the Civil Rights Digital Library, a project of the University of Georgia.

Before the unrest was over, 14,000 state National Guard troops were sent to the area and 34 people perished. More than 1,000 people were injured. An investigation by then-Gov. Pat Brown found that the Watts community was rebelling against “longstanding grievances and growing discontentment with high unemployment rates, substandard housing and inadequate schools.”

“In 1965, the riots occurred, and the [CSU] board of trustees and then-Gov. Brown



California State University, Dominguez Hills President Willie Hagan was originally inspired to apply for his position due to the university's history. The school's location in Carson was selected to help uplift underserved community's following civil unrest in nearby Watts. Hagan is retiring at the end of this school year. He is pictured in front of the campus student union. (Photograph by the Business Journal's Samantha Mehlinger)

Sr. came down here,” Hagan said. “When they examined what was happening, there was a recognition that there weren't a lot of opportunities for the region impacted by the riots,” he explained. “They were looking for ways to transform a community and they reached for higher education.” The soon-to-be incorporated City of Carson was chosen as the location to move the CSU originally located in Rancho Palos Verdes. The area was, and remains, one of the most diverse places in the nation.

Hagan said that many people he encounters on a daily basis are unaware of the campus's history. “How cool is it that the university was moved from a rich town to be over here, to help make a difference?” Hagan said. And, according to him, it has. “If we look at where we are now since 1960, we have about 103,000 graduates. Sixty percent of our grads live within 25 miles of the campus,” he said. “We feel we have engaged that mission. We feel we have made a huge difference.”

Although Hagan has served in high-ranking administrative positions at various California State University schools over the past two decades, CSUDH was the only

institution where he ever applied for the position of president. He became interim president in 2012 and took on the permanent position in 2013. He is retiring at the end of this year.

CSUDH has a student population of 15,200, the majority of whom are engaged in undergraduate studies. The student body is diverse: 57.3% are Hispanic/Latino, 13%

The StubHub Center Scores Points For Community Engagement

■ By **ANNE ARTLEY**
STAFF WRITER

As the home of two major sports teams, the National Football League's Los Angeles Chargers and Major League Soccer's LA Galaxy, the StubHub Center is a focal point for entertainment in Carson. With several stadiums and other athletic facilities, it also serves as a community resource and hosts events for the city's youth.

The StubHub Center houses a third team, LA Galaxy II, the Galaxy's reserve team, which competes in the United Soccer League, the second tier of the United States soccer league system.

Teams face off in the center's 30,000-seat main stadium. The StubHub's other facilities include the VELO Sports Center, a 250-meter indoor bicycle racing track, an 8,000-seat boxing stadium and the 2,000-seat track & field facility. It also has a lounge, a TV studio room and other spaces for business events and receptions.

Katie Pandolfo, the general manager of the StubHub Center, estimated that the venue holds about 100 ticketed events each year. These include international soccer games, boxing matches and rugby and lacrosse games. Pandolfo encourages residents to use the facilities that provide public access.

“We have a number of neighbors who come walk around the VELO Sports Center in the morning. We also have a walking trail that goes around our facility and intersects the university. Hundreds of people use it on a daily basis,” she said. “Overall, having the stadium here is a huge resource for the community at large.”

The VELO Sports Center hosts exercise classes and has a set of basketball and volleyball courts in the middle of the track. The StubHub Center is also home to EXOS, an international training center for elite and professional athletes in a variety of sports. Pandolfo said the facility has a program that allows community members to train and work out with these athletes.

The StubHub Center hosts a number of free community events during the year. Kids can meet Galaxy and Chargers players at the annual Treats-n-Sweets Halloween event and the Easter egg hunt. In the summer, the center opens its doors for an annual concert series, Pitch & Pale. It has also partnered with a number of local organizations including the Boys & Girls Club of Carson, the local YMCA and the Carson Kiwanis.

“We feel like we have a tremendous relationship with the city and residents of Carson,” LA Galaxy President Chris Klein said. “We try not to use the StubHub Center only for games. We want it to be a place for the people of Carson to enjoy. We think Carson's best days are yet to come and we're thankful to be a part of it.”

The Chargers formed a partnership with TeamSmile, an organization that pairs dentists and sports franchises to provide free dental care. Last November, the StubHub



Katie Pandolfo, the general manager of StubHub Center, is pictured with LA Galaxy President Chris Klein, left, and Los Angeles Chargers' Business Operations President A.G. Spanos. StubHub Center is home to both of the professional sports teams. (Photograph by the Business Journal's Pat Flynn)

hosted 250 kids in need of dental work. Players talked to kids while they waited for treatments and the Charger Girls danced with them while a DJ played.

“Everyone we've met in Carson has been amazingly welcoming,” Kimberley Layton, the Chargers' vice president of external relations, said. “The StubHub Center is wonderful. It's a great venue and our fans absolutely love it.” The team relocated last year from San Diego and plans to remain in the city until the stadium it will share with the Los Angeles Rams is completed.

Read Across America Day, in which Galaxy and Chargers players read to local elementary school kids, is the next major upcoming event in March. March 4 is also the opening day of the Galaxy season.

Pandolfo said the StubHub Center works with local businesses to sell their food at games. Some of these include My Father's Barbeque, The Deli Counter and Darrow's New Orleans Grill.

“We definitely understand the importance of small business in the community,” Pandolfo said. “It's the backbone that makes every community run. We want to do anything we can to make sure those businesses are successful.” ■

are African American, 10.2% are Asian, 8.8% are white, and the remainder are two or more races, Native Hawaiian or Pacific Islander, and Native American. The student body is majority female.

“Our master plan target was about 20,000 students,” Hagan said. “And we can’t get there under the current fiscal environment. But the demand to get into Dominguez Hills is exceedingly high. We get a little over 30,000 applications a year for about 4,000 spots, and it’s growing.”

Working with the chancellor’s office and CSU administration, CSDUH has been able to increase its number of faculty and nearly double the number of academic advisors. “If you want more students, you have to have additional faculty, you have to have additional advisors,” Hagan said. “And if you don’t have the resources for that, then you’re undercutting the existing student population.”

CSUDH offers 71 degree programs – 45 undergraduate and 23 graduate – and counting. A new program in cybersecurity may be implemented as early as next year, according to Hagan. On the humanities side, the university is perhaps best known for its teaching and anthropology programs, he noted. The university also offers many STEM (science, technology, engineering and mathematics) programs, including its orthotics and prosthetics program, which ranks among the top 10 in the nation, Hagan said.

The university also provides educational, cultural and leadership programs for surrounding communities. “One of our major programs we are very proud of is our Male Success Alliance Program,” Hagan said. The program was formed to address the issue of young men of color struggling to finish high school and college in sufficient numbers, he explained. “Right now, we are based in 10 middle and high schools in the com-

munity to work with young men of color on a variety of those issues that limit their ability to complete high school and go on to college.”

Other programs are aimed at providing opportunities for area youth to learn about STEM careers, helping local entrepreneurs get businesses off the ground, and more.

One of Hagan’s top priorities as president has been to ensure that the university has the facilities it needs. A new science building is under construction, additional dormitories are planned, and a new general academic building to house the College of Business Administration & Public Policy is in the design phase, according to Hagan.

In September, the CSU Board of Trustees approved the concept plan for University Village, a mixed-use development on the site of CSUDH that will house 2,000 units for staff, a business park, and restaurants. “We want this business park to be a place where students can do internships and faculty members can do research,” Hagan explained. “We are going to be putting out an RFQ [request for qualifications] probably in about four or five weeks just to find what kind of firm is qualified to build the housing components and to build the business park component.”

The development would be built through a public-private partnership, Hagan explained. Most likely, the university would rent its land to the developer and use the revenue to support its academic programs and to debt-service its buildings.

Hagan said he is often asked why he chose to retire before these projects come to fruition, but he is just happy to have gotten them underway. “This was probably one of the best decisions that I made coming here. It was extremely rewarding,” he said. “I still want to find a way to still be involved without being in the way. I don’t know what that is yet.” ■



The Dominguez Rancho Adobe Museum was the family home of Juan Jose Dominguez, the recipient of the first Spanish land grant in California in 1784. It is now a historic site as well as a venue for weddings and events. (Photo courtesy of the Dominguez Rancho Adobe Museum)

Culture Connects Carson Youth To History And Current Events

■ By **ANNE ARTLEY**
STAFF WRITER

California State University, Dominguez Hills (CSUDH) is a hub for the arts in Carson as the home of the University Art Gallery and the theatre arts and dance department, which provide programming for public enjoyment. Carson is also home to two major museums: The International Printing Museum and the Dominguez Rancho Adobe Museum, which offer a glimpse into American history.

The Dominguez Rancho Adobe Museum was the family home of Juan Jose Dominguez, the recipient of the first Spanish land grant in California in 1784. The Dominguez family still manages the land today, according to Luis Fernandez, the museum’s executive director. The rancho is now a venue for weddings and events, as well as a historic site.

“The museum is the genesis of the history of the South Bay, especially Carson,” Fernandez said. “It is a resource to not just the City of Carson, but to all of the surrounding areas of the South Bay as a reminder of its rich history.”

Fernandez said the museum hosts regular “Rancho Days” in which visitors can participate in activities that would have taken place during the rancho

period of the 19th century. These include making rope and butter as well as partaking in a variety of crafts. The next Rancho Day is on March 10.

Another major event is the yearly re-enactment of the Battle of Dominguez Hill, which took place at the rancho on October 8-9, 1846, and was part of the fight for California during the Mexican-American War. The museum marks the occasion annually with a staged battle featuring local re-enactors on the first weekend of October.

The rancho is open for guided tours at 1 p.m., 2 p.m. and 3 p.m. on Wednesday, Saturday and Sunday, as well as on the first Thursday and Friday of each month. No reservations are needed for groups of fewer than 10 people.

For an in-depth look at communication through the ages, visitors can head over to the International Printing Museum, which showcases a working collection of printing presses. The museum has partnered with the City of Carson to operate a mobile trailer that tours schools in Northern and Southern California as well as in Arizona. Executive Director and Curator Mark Barbour said the tour was developed when the museum was forced to vacate its previous location in Buena Park due to a freeway expansion in 1997.

An actor portraying Benjamin Franklin accompanies Barbour on the tours to discuss the founding father’s life

(Please Continue To Page 34)



A young visitor to The International Printing Museum partakes in an event for Benjamin Franklin’s birthday. (Photo courtesy of the International Printing Museum)

Focus On Carson



CSUDH students perform "Blood Wedding," a Spanish play by Federico Garcia Lorca, in fall 2017. The theatre arts & dance department produces four plays and two dance concerts every year. (Photo courtesy of CSUDH)



Pictured is a 2016 art exhibit at the CSUDH University Art Gallery. The next exhibit "Praxis Studio," opens on February 12. (Photo courtesy of CSUDH)



Carson Mayor Albert Robles, right, was joined by city founder and former Mayor Gil Smith to ride on the City of Carson's float in the Rose Parade. The city entered a float in the parade, which it had not participated in for about two decades, to celebrate its 50th anniversary. (Photograph provided by the City of Carson)

(Continued From Page 33)

and experiments. He touches on the history of printing and the impact that reading had on Franklin's life. The kids have the opportunity to conduct science experiments and learn how to use a printing press.

"Kids love it. We hear it's usually one of their best assemblies," Barbour said. "It's very engaging; we'll use a lot of humor and storytelling. The kids swallow the pill of education without even realizing it."

Barbour estimated that about 25,000 kids interact with the museum every year, either onsite or via the trailer. Other special programs include a celebration for Franklin's birthday and "Krazy Krafts Day," a spring event where kids can learn skills like bookmaking and origami. This year's Krafts Day is set for March 24. The museum also presents an Independence Day show with actors portraying Franklin, Thomas Jefferson and John Adams. Attendees can print their own copy of the Declaration of Independence on an original colonial press, Barbour said. At the museum's Christmas celebration, guests listen to a retelling of Charles Dickens' "A Christmas Carol" and print their own Victorian-style greeting card.

"The museum is viewed by so many of our visitors as a hidden gem in Southern California," Barbour said.

"Whenever somebody comes in, we want to roll out the red carpet and make it a very personal, engaging experience. It's not just meant for people who are into printing presses – our audience is the general public."

The museum is wrapping up an expansion, so visitors can soon expect some new exhibits. One of these is a working print shop from the 1950s. Other additions include a new space for Boy and Girl Scout merit badge day programs and a rotating exhibit gallery. The museum is open from 10 a.m. to 4 p.m. on Saturdays, and Tuesday to Friday by appointment.

The CSUDH theatre arts and dance department contributes to the Carson cultural scene through its student performances and community outreach programs. The university boasts a 500-seat theater that has hosted the Carson Symphony several times, according to Bill DeLuca, a theater professor at the university.

The theater produces four plays and two dance concerts every year. The performances cover a range of styles such as comedy, drama, musicals and children's shows. The theater also presents a number of African-American and Hispanic works, as well as plays that focus on women's issues. The next performance, "Before It Hits Home," tells the story of a black bisexual jazz musician whose double life puts him at risk. The show opens on February 23.

DeLuca created his own theater group, Teatro Dominguez, within the theater and dance department in 1991. The program is open to university students of all disciplines. It focuses on writing and producing educational performances at local schools.

"When the drought was really bad, we put on a show called 'Watershed,'" DeLuca said. "It informed 4th graders about how to save water at home and what an important issue it is in California. We'll also act out well-known folk tales or create one."

Last fall, Teatro expanded its scope to include plays about issues relevant to high school students. Scripts were based off of interviews DeLuca conducted at Gardena High School and other area schools. DeLuca said that both the theater group and the university were created with the intention to serve as community partners.

The CSUDH University Art Gallery also provides artistic guidance to the city's youth. Since 2007, the Carson Cultural Arts Commission has funded a series of K-12 workshops for the local Boys & Girls Club, according to Gallery Director Kathy Zimmerer. Eighteen sessions are planned for this spring. Activities include a Post-It Note mural, a letter exchange and quilting.

"We've been so grateful for the support of Carson and the city council," Zimmerer said.

The gallery is open from 10 a.m. to 4 p.m. Monday through Thursday. The next exhibit, "Praxis Studio," is the culmination of a year-long project by Devon Tsuno, an assistant professor in the art and design department. The opening reception is on February 12, from 5:30 to 7:30 p.m. The gallery is also planning two exhibitions by CSUDH seniors in the spring, Zimmerer said. ■



Idris Al-Oboudi, director of community services for the City of Carson, said that the city's diversity is one of the elements that makes his job exciting. He is pictured at Dolphin Park, 21205 Water St. (Photograph by the Business Journal's Pat Flynn)

Carson's Community Resources Centered In Parks, Recreational Facilities

■ By **SAMANTHA MEHLINGER**
ASSISTANT EDITOR

The City of Carson is one with diverse demographics – its population is 39.9% Hispanic, 26.2% Asian, 22.7% black, 6.2% white, and the remaining are Native American, other ethnicities or a combination thereof, according to a 2017 report by the Southern California Association of Governments. Most city residents are between the ages of 5 to 54, making the city a family-oriented community. As such, parks and recreational facilities and programs are an important resource for residents and their growing families.

"The City of Carson is beyond diverse. It is actually universal," Idris Al-Oboudi, the city's director of community services, said. "We have different demographics in the City of Carson that create a magical blend, if you will, that gives you a lot of ideas of innovation in the business of parks and recreation."

Al-Oboudi joined the City of Carson last February. He has worked in the field of parks and recreation for 35 years, including for the City of Manhattan Beach. Since he started work in Carson, Al-Oboudi has been focused on creating a sense of stability in the department following years of leadership turnover. He has also prioritized getting to know the community and the department's programs in order to assess how best to move forward.

The City of Carson has 17 parks, four pools and aquatic centers, a sports complex for veterans, and a major community center, The Carson Event Center. Amenities at these sites include a skateboard park, a boxing gym, racquetball and basketball courts, soccer fields, snack stands and more, according to Al-Oboudi.

The Carson Event Center provides the community with an affordable location for weddings, banquets and other events, with room for up to 800 people, according to Al-Oboudi. "The same center houses the city's stroke center, the technology center, and our wonderful day care program for younger kids," he said. The human services division of his department is also housed in the Carson Event Center, providing a variety of services, including senior programming.

Parks and recreation programs occur year-round. "We have programs that are really positive for youth to help them engage themselves in positive recreational activities, social activities, music and dance and drama, sports, and arts and crafts," Al-Oboudi said. "We have activities that facilitate social connection, human development, so you need not be lonely whether you are young or old."

The city's parks also provide work opportunities for youth; Al-Oboudi pointed out that two councilmembers, as well as the mayor, had their first jobs at parks in Carson.

Last year, Al-Oboudi led the formation of the Carson Community Foundation, a non-

profit aimed at supporting community events. He serves as executive director. The foundation has already raised more than \$300,000, he noted. "The primary purpose of the Carson Community Foundation is to support the City of Carson by providing funding through grants, donations and corporate support for charitable, cultural, recreational and educational purposes that benefit the community," he explained.

The following are parks within the City of Carson:

Anderson Park
19101 Wilmington Ave., 310/603-9850
Calas Park
1000 E 220th St. Ave., 310/518-3565
Carriage Crest Park
23800 S Figueroa St., 310/830-5601
Carson Park
21411 S. Orrick Ave., 310/830-4925
Del Amo Park
703 E Del Amo Blvd., 310/329-7717
Dolphin Park
21205 S. Water St., 310/549-4560
Dominguez Park
21330 Santa Fe Ave., 310/549-3962
Friendship Mini-Park
21930 S Water St., 310/549-4560
Hemingway Park
700 E Gardena Blvd., 310/538-0018

Mills Park
1340 E. Dimondale Dr., 310/631-3100
Perry Street Mini-Park
215th & Perry St., 310/518-3565
Reflections Mini-Park
21208 Shearer St., 310/830-4925
Scott Park/Boxing Center
23410 Catskill Ave., 310/549-3962
Stevenson Park/Gym
17400 Lysander Dr., 310/631-2252
Veterans Park
22400 Moneta Dr., 310/830-9997
Veterans SportsComplex
22400 Moneta Dr., 310/830-9992
Walnut Mini-Park
440 E. Walnut St., 310/538-0018
(Source: City of Carson) ■



The Goodyear Tire & Rubber Company's newest blimp, Wingfoot Two, began operating in Los Angeles in October of last year. Goodyear has flown its blimps for more than 90 years and has been based in Carson since 1968. The company is planning a 50th anniversary celebration for the City of Carson for some time this year. (Photo courtesy of Goodyear)

Supporting the City of Carson for Over 50 Years

For over a century, we have been committed to the growth and betterment of Carson and the greater Southern California community. We look forward to continuing that same commitment to the residents and our customers for another 100 years.

To learn more about our history in industrial real estate or to explore our portfolio visit our website below.



Building on our legacy.

watsonlandcompany.com

