Rent Control Ballot Initiative Efforts Continue For November Election

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 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 affiliates petition to collect signatures targets properties with 50+ rooms.

Hotel Work Rules May Go To Voters

Petition To Collect Signatures Targets

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 new efforts to take the matter to the voters of Long Beach in November.

On-Dock Rail Facility Gets Green Light

By Samuel 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.

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 International Gateway Project, a $500 million proposed intermodal rail yard 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’s 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 Mias, assistant city attorney, said that the City of Long Beach is currently mulling whether to appeal the decision to the state supreme court.
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
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 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.

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 headquarters buildings totaling 390,000 square feet at the intersection of Carson Street and Worsham Avenue. (Rendering courtesy of Sares-Regis)

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 headquarters 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 184 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.

Commercial real estate developer Meridian announced its $2.45 million purchase of five parcels for the development of an ambulatory, outpatient 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 end user, 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 heat/hot water supply ‘loop’ for us 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.

“This is 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, shaded trees over the seating, and new lighting so its safer at night.”

While details 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, the 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 – would help alleviate the problem. But that would entail changing zoning from SFR to multifamily – and many higher-end neighbors 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 owner of TR Properties, will answer any questions about today’s real estate market. E-mail questions to Realty Views at terryross1@cox.com or call 949/457-4922.)
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.
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)
Viento y Agua Coffee House

Viento y Agua Coffee House started out as an art gallery when it opened in 2003. Owner Berta Mogorody 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,” Mogorody said. He convinced his friends to add a coffee bar in 2004. Within a year and a half, the couple left the business and Mogorody m y hands, so I helped them build it,” Mogorody said. He convinced his friends to add a coffee bar in 2004. Within a year and a half, the couple left the business and Mogorody continued running it on his own. “We’re still known as a gallery but we’ve evolved as a coffee house,” Mogorody 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 happen than anything,” Viento y Agua Coffee House is located at 4007 E. 4th St. For more information, visit: www.vientoayaguocoffeehouse.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 40s to go back to school and pursue a career in the beauty industry. 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.

(Business Focus – 4th Street & Termino Avenue)

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(Business Focus – 4th Street & Termino Avenue)
Harbor Commission Approves Pier B

[Continued From Page 1]

project, Westside business owners emphasized how it would negatively impact their businesses. 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 they 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 Shomaker 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 project was an important project for the community, and made sure that the board was aware of all the options at the table that would have avoided the displacement of his company that’s been located close to the port for decades.

Increasing the fines would require amending the port’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 fines 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-
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.

Study Of Patents In Long Beach Aims To Further Innovation

By ANNE ARTLEY

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.
Is Rent Control Headed To Local Ballot?

(Continued From Page 1)

Council members to see if their stance on rent control remains the same. 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, 23 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.
that was involved in organizing pro-union protests outside downtown hotels for the past few years.

“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 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

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 Feb. 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.”
City Releases Fourth Version Of Land Use Element Maps

By BRANDON RICHARDSON

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.

**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.

**Council District 7**
- Reduced the allowable building height 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

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)
January 16 meeting:

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. Councilmembers directed city departments to look into potential policies to support and protect tenants and seniors.

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 increasing the number of city residents who obtain patents, and establishing Long Beach as a member of the National Digital Inclusion Alliance.

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 Gyllis + Panichaparch 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 Council Approves Oil Land Transfer, Wetlands Restoration Plan

**By ANNE ARTLEY**

On January 16, the Long Beach City Council approved the Los Cerritos Wetlands Oil Consolidation & Restoration Project, which concerns relocating 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.

The 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. Councilmembers directed city departments to look into potential policies to support and protect tenants and seniors.

The council approved the transfer of the former oil production site to The Los Cerritos Waterfowl Society, a non-profit organization that will use the site to create a new nature center. 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.

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The following items were approved at the January 16 meeting:
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 promotes 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...
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 to the various points of contact within their communities or other outreach. Recognition Program to promote city sustainability launched its Green Business and prevention plan provides an outlook for environmental impact, distributing electric vehicle chargers to city residents and encouraging 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-

A LITTER-FREE LB IS GOOD FOR BUSINESS

Waste Reduction
- 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.

Street Sweeping
- The City sweeps approximately 150,000 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.

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

By ANNE ARTLEY

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

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Please Continue To Page 16
Going Green

Next 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 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 taxes.

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

“Many local nonprofits have participated in the park cleanups,” Skye said.

“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 Artley)
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
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 sexualized social 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 Caitlin 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 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 recognize genuine consent and more women say they’ve 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.
The following arts and entertainment events are taking place in Long Beach:

Performing Arts
- “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.

Blast From The Past

Grand Opening Celebration For The Drake/Chavez Greenbelt, Soccer Fields
A grand opening celebration for the Drake/Chavez Greenbelt and soccer fields, located at 1500 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)
The Makings Of Carson: A Look Back At The City’s History


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 Watson Estate Company (now the Watson Land Company). In 1892, the Watson Estate Company was formed to protect Watson’s share.

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.

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 users 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 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...
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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 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 Jennisson, 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.”

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.

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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.

“But, 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 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 in what it can become.

What was once considered farm land, to later a bedroom community, is in its current stage of a Rebirth City.

In early years, not much forward planning and coordinating took place in considering the future of the city. I am extremely proud that since the first project was a Carson College, 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 also 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 claimed 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 part 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 for 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 more years of incredible achievements from the City of Carson.

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 complexes 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 built in Inglewood), as well as the L.A. 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 once considered junkyards and no other,” Robles recalled. “Now, the value of land in Carson – coupled with cost reductions and improvements in the process of remerchandizing junkyard and landfill sites – has opened up the city to developers who were previously leery of investing there, we envisioned.”

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 believe everyone 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 toward healthy living for our residents by incorporating modern art, pedestrian and bike friendly routes, as well as healthy food markets throughout the City. A healthy city is a more inviting one!

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 lack of our unique geography, a very business-friendly government environment and the willingness of the people to support our economic development strategy and public safety plan – and therefore the vision for Carson’s future is bright.

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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 982 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 more than a mile between the 405 and 110 freeways and includes pedestrian-friendly sidewalks, completed the Carson Street Master Plan project after two years. The project spans little

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 50,700 square feet of retail, office and restaurant space.

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-

The City of Carson has at least 20 development projects citywide, including residential and commercial space. Projects, ongoing 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 said, 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)

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Notice Of Carson Successes

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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, Ozzi 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 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 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.
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 • cl.carson.ca.us • 310/830-7600
Community Development: 310/862-1773

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 • 310/803-0086

Doubletree By Hilton
2 Civic Plaza Drive, Carson 90746 • 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

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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 positive 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 macroenvironment,” 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.

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’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

customers to order products online to be picked up in stores. The service costs $5, which

to helping IKEA grow, as well as support me in this role.”

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.”

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. (Photo 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 these larger tanks will allow for more efficient unloading, thereby further reducing emissions.”

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.

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Focus On Carson

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 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?”

“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%
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, CSUDH 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 community 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 RFO [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.”

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. It is now a historic site as well as a venue for weddings and events. (Photo courtesy of the Dominguez Rancho Adobe Museum)

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.
Focus On Carson

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.

(Continued From Page 33)

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)

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)
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 Shearar St., 310/830-4925
- Scott Park/Boksing Center
  23410 Canskill Ave., 310/549-3962
- Stevenson Park/Gym
  17400 Lynden Dr., 310/631-2252
- Veterans Park
  22400 Moneta Dr., 310/830-9997
- Veterans Sports Complex
  22400 Moneta Dr., 310/830-9992
- Walnut Mini-Park
  440 E. Walnut St., 310/538-0018

(Source: City of Carson)
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