What’s being built in Long Beach?

See the nearly 70 developments at various stages across the city on page 15.
Visitors are returning to the Queen Mary, surpassing pre-pandemic levels, operator says

By Brandon Richardson

A fog of uncertainty has loomed over the Queen Mary for many years. Amid a steady loss of staff, a global pandemic and a sprawling closure, the historic ocean liner’s outlook was bleak. But since reopening in April, the number of people visiting and staying aboard has steadily grown, casting some hope through the gloom, according to the people trying to chart a course for its future.

“Now, the impending introduction of crowdfunding favorites such as the Royal Sunday Brunch in December as well as new paranormal tours and attractions kicking off in October are sure to boost visitor counts, according to the ship’s operator, Evolution Hospitality.

“People are wanting to come onto the ship,” said Steve Caloca, Evolution’s managing director of the ship.

The recovery comes in the wake of the Queen Mary shutting down in March 2020 due to the COVID-19 restrictions. It remained closed even as other businesses were allowed to open when the previous operator, Urban Commons, filed for bankruptcy amid a tangle of unmet expectations and broken promises that left behind significant financial wreckage.

After that, Long Beach took control of the ship for the first time in more than four decades when nobody bid on the Queen Mary, which went to auction as part of the bankruptcy proceedings.

With tens, if not hundreds, of millions of dollars in long-term repairs and maintenance needed aboard the ship, the city weighed the options available for stays, according to the people trying to chart a course for its future.

Ultimately, the city committed to reopening the ship itself as a tourist destination, and by April, it did so by welcoming visitors back for a limited number of guided tours.

According to Evolution, which manages the ship’s day-to-day operations for the city, 14,200 people visited the Queen Mary that month and that number steadily rose over the next few months.

In May, 14,500 people visited the ship. June and July saw 15,700 and 31,200 visitors, respectively. In total, nearly 77,000 people visited the ship within that four-month stretch, compared to just under 65,000 during the same period in 2019, data shows.

“Overall, we are exceeding the 2019 average per month by over 3,000 visitors,” Michael Parne, director of finance of the ship for Evolution said, noting that April was only a limited opening, which kept numbers down.

August and September data was not available at the time of publication.

“It’s unclear if the ship is mostly drawing tourists or locals. Evolution does not currently track where visitors are coming from or whether they’re U.S. citizens or international travelers, Caloca said, but there are plans to begin. Anecdotally, he did say many visitors are international. The number of people staying the night on the ship has also steadily increased since the Queen Mary’s hotel reopened in May, according to Evolution. In May, 1,414 room nights were sold, the company said. That figure increased to 1,985 in June and grew further to 3,535 in July—selling an average of nearly 65 rooms per night.

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Continued on page 7

Continued on page 00
**Short-term rental tax revenue aids tourism recovery**

By Tess Kazenoff

Long Beach is making more money than ever off short-term rentals such as Airbnb listings, according to recent data from the city’s Travel and Tourism Department. The city has garnered some $5.872 million in tax revenue from short-term rentals through July this year. That’s an increase from last year when the city collected just $3.397 million over the course of all 2022. That money is coming through transient occupancy taxes, TOT, which is an extra 15% per-night fee that guests pay at hotels, motels, and any legally operating short-term rentals, which are required to register with the city before listing on websites like Airbnb and VRBO.

‘TOT revenue from short-term rentals is a relatively new source of funding for Long Beach. The city first enacted an ordinance governing and taxing short-term rentals in 2020, said Scott Baldwin, program specialist for the city’s short-term rental program. Prior to 2020, it was like “the wild west” for Airbnb operators, he noted.

Since the city began regulating them, 88 short-term rentals have been registered with Long Beach, although it’s unclear how many may still be operating illegally.

Getting regulations in place before the 2022 hotel that turned out to be quite a boon for Long Beach. Even though the pandemic drastically decimated the travel industry, TOT revenue from short-term rentals still reached $4.7 million in 2022. In 2021, that number rose to $2.9 million, largely due to the pivot to staying-at-home in short-term rentals offerings on platforms like Airbnb, according to Geraldine Alles, a revenue management officer for the city.

“This was one of our highlights in 2021,” Alles said. “So even though TOT revenues overall were down a shortfall from our budgeted expectations—and that’s due to the pandemic and associated health order restrictions that impacted business travel … STR (short-term rental) revenue actually helped mitigate some of the revenue loss.”

Short-term rental revenue ended up coming in above budgeted expectations in 2020, Alles said. With pandemic-era restrictions on the near-view horizon, financial management has been closely monitoring the city’s revenue, although its impact on consumer behavior has yet to be fully understood, Alles said.

For this reason, it is unclear if the continued rise in TOT is because of an increase in short-term rentals, a rise in prices, more people staying in short-term rentals versus hotels, or other factors, said Alles. Some of the increase is undoubtedly due to Measure B, a 2021 ballot measure that increased TOT from 1.25% to 1.5% with the promise that the extra percentage point would be split between the city’s tourism organizations and improvements at the city-owned convention center.

The other 12 percentage points are also split evenly, with half going to the city’s general fund—which supports many of the city’s core services like public safety, parks, sidewalks repair and library services—and the other half going to the city’s special advertising and promotion fund, which is reserved for increasing tourism through projects that highlight Long Beach’s attractions. Although tax revenue from short-term rentals is growing, the data shows most visitors are still staying in hotels. Between 2020 and 2022, short-term rentals have on average made up only about 10% of total TOT revenue, Alles said.

Whatever the reasons for the increase, it’s a good sign for Long Beach’s tourism industry since the pandemic, according to Alles, who takes it as a sign that “we have recovered.”

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**Historic Breakers Hotel to open this spring**

By Tess Kazenoff

After extensive restorations, the historic Breakers Hotel will officially open as “Fairmont Breakers Long Beach” in March 2024.

**Fairmont Breakers Hotel is slated to reopen in March 2024. Brandon Richardson / Business Journal**

LeMmis confirmed in an email. Renato Alesiani and founding partner Todd Lemmis confirmed in an email. The hotel was considered a sought-after destination for celebrities and other notable figures, hosting Elizabeth Taylor, Cary Grant, Rita Hayworth, Clark Gable, among other famous guests.

Aerial and military officer Charles Lindbergh’s notable 1928 Long Beach landing was also during the Breakers’ heyday. After extensive renovations, the hotel was considered a sought-after destination for celebrities and other notable figures, hosting Elizabeth Taylor, Cary Grant, Rita Hayworth, Clark Gable, among other famous guests.

Aerial and military officer Charles Lindbergh’s notable 1928 Long Beach landing was also during the Breakers’ heyday. After extensive renovations, the hotel was considered a sought-after destination for celebrities and other notable figures, hosting Elizabeth Taylor, Cary Grant, Rita Hayworth, Clark Gable, among other famous guests.

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Aquarium of the Pacific debuts revamped gallery celebrating its 25th anniversary

By Tess Kazenoff

This year, the Aquarium of the Pacific turned 25, and along with its anniversary celebration, which runs through December, came a re-energized Southern California gallery, offering a peek into the diverse “neighborhoods” that make up our nearby oceans.

Since the gallery first opened in July, over 423,100 people have visited the aquarium through the end of September, getting a chance to view more than 10 new exhibits and three dozen local species ranging from the California two-spot octopus and leopard and horn sharks to Garibaldi, spiny lobsters, and California’s state marine fish, the Garibaldi.

“Local species like Garibaldi are only found here and nowhere else, said the stories we can tell about this space and who are the characters,” said the executive chef at the aquarium through the end of September. “It was really about what are the stories we can tell about this space and who are the characters,” said the executive chef at the Aquarium of the Pacific.

Friday, Oct. 13, marked the launch of the ship’s latest paranormal offering. The Grey Ghost Project—a three-hour investigation that uses “a combination of scientific methods to gather data and documentation for evidence of the paranormal,” according to the website. The experience is limited to people aged 13 and up and is not intended to be a theatrical or haunt experience, but “a continuous scientific exploration and investigation of the paranormal,” according to the site. Visitors are encouraged to participate in the investigation, which includes areas of the ship that are typically closed to everyday guests and tours.

There is no guarantee that paranormal activity will be captured, recorded or experienced because “the ghosts aren’t on the payroll,” according to the project.

Each session is documented by video and audio recorders, with digital access provided after completion. Another new paranormal experience is coming on the ship on Oct. 17, with 57 Ghosts, an intimate and immersive theatrical experience “that will bring you face to face with the spirited past of this historic and haunted ship.” The show is replacing another theatrical seance experience, Illusions of the Past, which was led by master magician and illusionist Adam Sinclair, who has appeared on “America’s Got Talent” and “Penn & Teller Fool Us.”

Sinclair is staying on to host the revamped seance experience. On the foredeck, the ship’s wildly popular Royal Sunday Brunch is set to return to the Grand Salon Dec. 3, under returning Executive Chef Todd Henderson. Sir Winston’s, the famous four-star, fine-dining experience near the aft of the ship, meanwhile, is slated to reopen in early 2024. “As we roll out these restaurant menus, we’re taking the opportunity to elevate them as much as possible,” Vallejo said. “We want to get it right. We want it to be a food destination, and not just somewhere where you’re on the ship and want to grab a bite to eat.”

“Expectations are high,” Vallejo added.

Henderson was executive chef aboard the Queen for eight years from 2013 through 2019. Since beginning his career as an executive chef in 1992, Henderson has worked for numerous hotels and restaurant brands, including Radisson, Marriott, La Quinta Resort & Club in Palm Springs and more.

Evolution and the city are also doing other, smaller things to attract visitors and keep them on the ship. Commodore Entertainment’s 17,000-square-foot event center has been expanded to include a new lounge space overlooking the Pacific Ocean, according to Vallejo.

Operators will also turn an old storage area next to the Observation Bar into a “game room,” which will include multiple TVs for guests to watch sports, Calca said. “We took the TVs out of the Observation Bar while ago to keep the look,” Calca said, noting that guests would previously have to leave the ship to catch a game. The game room is now open and also features foosball and shuffleboard.

With some 85,000 square feet of meeting space, Calca said his team is working to bring more meetings and conferences on board, which would be another revenue generator.

The Queen Mary’s financial situation is still hazy, the city did not make records available prior to publication, but Vallejo said the city is “happy” with how it will close out the fiscal year, which runs from Oct. 1 through Sept. 30.

A $12 million investment in the ship from the Port of Long Beach ended up being “very important to us ending the year on a pretty good position fund-wise,” Vallejo said.

The port agreed to invest the money as part of a land swap that gave it access to some nearby property but ultimately left the ship in the city’s control instead of transferring it to the port, as some council members had proposed.

Now, the city says it’s working through a list of needed capital improvements on the ship that will draw more visitors.

Major projects include refurbishing the sundeck—which has been a popular event destination, especially for weddings—and reopening the first-class pool area to guests. But it won’t be open for swimming, as it does not meet current state safety regulations. But eventually, visitors will be able to view its art deco pool room, which is also a rumored hotspot for paranormal activity.

The city’s 2024 budget also calls for a five-year redevelopment plan around the ship, including the potential addition of a waterfront amphitheater. Previous development plans around the ship have stalled. Even if this one succeeds, the ship will remain the city’s top priority in the area, according to Vallejo.

“There’s an overall strategy right now to understand, he said. “How to create experiences on the ship that will keep people here for longer and have an excuse to return.”
Aquarium

Cardinalfishes engage in the unique practice of carrying eggs in their mouth, which are then released into the ocean. This behavior is part of the reimagined Southern California Gallery, which features a number of new exhibits and insights into the ocean and its inhabitants. The aquarium’s expansive seagrass meadow exhibit, inspired by seagrasses found in the Southern California Bight, highlights a critical habitat that is home to a diverse array of sea life.

With its kelp forests and deep-sea hydrocorals, this is something that makes us special,” Yam said.

The aquarium's expansive seagrass meadow exhibit, inspired by seagrasses found in the Southern California Bight, highlights a critical habitat that is home to a diverse array of sea life.

The aquarium's expansive seagrass meadow exhibit, inspired by seagrasses found in the Southern California Bight, highlights a critical habitat that is home to a diverse array of sea life.

Two of the exhibits highlight the unique ways animals connect to the ocean and environment. "I think re-envisioning the Southern California Gallery get a chance to discover new things about our ocean,” Yam said. “I’d love for people to think about the ways that they’re connected to new and different creatures in the ocean, new and different habitats, neighborhoods and to see that you can live in a really special place here in Southern California."
Growing Long Beach Together 2023

Annual Accelerate Long Beach Economic Forum

GROW Long Beach & The City of Long Beach
LBEP works closely with city leadership to leverage city assets, expertise, and initiatives that increase economic growth and workforce development. In coordination with Mayor Rex Richardson’s Grow Long Beach Initiative, LBEP is positioned to support the economic development of Long Beach’s main industries, such as aerospace and tourism - and to explore the ongoing development of our city’s economy.

Sunstone Partnership
In collaboration with partners like Sunstone Management, LBEP is working to attract and retain tech start-ups to the City of Long Beach. The partnership is working to establish a renowned tech corridor located right here in Long Beach with a workforce ready to support the growth of the tech industry. Advanced technology and innovation are aligned with the City’s goals as it moves into the future.

CSULB Partnership
LBEP is proud of its partnership with California State University of Long Beach, Office of Economic Research, and the deep insight provided by its annual Economic Forecast Report. Their research allows for data-driven solutions at the national, state, and local levels and provides the City of Long Beach with a road map for success.

Key Industry Profiles
Over the coming weeks, LBEP will be releasing a series of industry profiles across six key sectors including:
- Outer Space (Space Beach)
- Transportation
- Logistics and Goods Movement
- Tourism and Hospitality
- Healthcare
- Education and the Creative Economy

Pillar Initiatives

Pillar I - Advanced Air Mobility (AAM)
LBEP and Wisk Aero convened the AAM Working Group, bringing together public and private sector representatives, to actively explore the potential of advanced air mobility solutions. In partnership with Wisk Aero and Boeing, LBEP hosted a Mayoral delegation from South Queensland AU introducing Mayor Richardson.

Pillar II - World Trade Center Long Beach (WTCLB)
The World Trade Center Long Beach (WTCLB) plays a pivotal role in driving regional trade and investment by expanding international market access for Long Beach companies, attracting foreign investment into high-growth industries, and establishing crucial connections to global markets. Under the guidance of WTCLB, LBEP is poised to become the regional trade promotion entity, engaging strategic partners locally and abroad to create jobs, attract businesses and investments, and drive economic prosperity.

Pillar III - Business Attraction Support and Retention
As part of the LBEP message that Long Beach is a great place to Invest, work, and live, LBEP is active across multiple fronts to promote business attraction, support, and retention. From hosting events like the Annual Economic Forum, sponsoring activities, to welcoming guests from interested businesses or investors, LBEP is committed to new and innovative work across the city.

About Long Beach Economic Partnership (LBEP)
The Long Beach Economic Partnership (LBEP) is a 501(c)3 nonprofit whose mission is to enhance the profile of the city of Long Beach, foster civil engagement, and focus on economic and workforce development through business growth and retention. With a collaborative approach, LBEP brings together various organizations to provide essential access, support, resources, and guidance. By addressing the evolving needs of the greater region, LBEP aims to enhance, uplift, and drive economic prosperity for the community.

JOIN US

Growing Long Beach Together 2023 Annual Accelerate Long Beach Economic Forum

Each year Long Beach Economic Partnership (LBEP) looks forward to hosting the Accelerate Long Beach Annual Economic Forum, in partnership with the City of Long Beach Economic Development Department and California State University, Long Beach, Office of Economic Research, to provide a robust forecast on the key regional and local issues to be addressed in developing a resilient and equitable economy. The forecast highlights critical concerns that industry and employers face and underscores how national policies and events impact local growth and opportunities.

Join us on November 2, 2023, at The Long Beach Convention Center where we will bring together the top business and industry leaders to share in this important discussion. Visit LBEP.org to register.

LBEP.org | admin@LBEP.org | 11.02.2023 | 8:00 AM | Long Beach Convention Center | 300 E Ocean Blvd, Long Beach, CA 90802
How does stress affect unborne babies and their mothers? CSULB study aims to find out

The study will examine which factors increase the likelihood of postpartum depression, birth complications and development delays.

The new study is led by the university’s PRO-Health research program, which focuses on ways to improve health care and education for the city’s underprivileged residents. This latest project will analyze what circumstances during pregnancy might be responsible for the increased rates of depression in the community.

According to Urizar, the study will try to determine what makes it more likely for mothers to experience postpartum depression or experience birth complications and what factors can increase the likelihood of developmental delays. Researchers are also trying to understand how they can improve outcomes—regardless of any genetic predispositions to complications—by connecting participating families.

“People really get a chance to design a health program that can decrease parents’ stress in order to reverse negative health outcomes,” Urizar said.

Over the next year, Urizar hopes to enroll 150 families in the study, which will follow both parents and the child up to six months after birth.

Unlike previous PRO-Health studies, fathers will be included with each mother’s consent.

“Our goal of the study is to design a health program that can decrease parents’ stress in order to reverse negative health outcomes,” Urizar said.

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Here are the nearly 70 recently completed and active development projects citywide.
### Development Projects

#### DOWNTOWN

- **Perla Collective**
  - Address: 450 E. 1st St.
  - Unit: 24 units
  - Commercial Space: 1,000 square feet
  - Building Height: 7 stories
  - Parking: 51 stalls
  - Amenities: Rooftop terrace, fitness center, lounge, bbq area and garden

- **West Gateway**
  - Address: 501-599 Long Beach Blvd. & 450 The Promenade North
  - Unit: 580
  - Commercial Space: 36,000 square feet
  - Building Height: Three eight-story buildings
  - Parking: 1,383 stalls
  - Amenities: Creative offices and restaurant spaces

- **Mosaic**
  - Address: 501-599 Long Beach Blvd. & 450 The Promenade North
  - Developer: Waterford Property Company
  - Building Height: Three eight-story buildings
  - Units: 580 (with a number of inclusivity units)
  - Commercial Space: 36,000 square feet
  - Parking: 1,383 stalls
  - Amenities: Creative offices and restaurant spaces

#### Residential Project

- **Armory Arts Collective**
  - Address: 222 6th St. & 210 W. Ocean Blvd.
  - Unit: 58 affordable, plus 58 inclusionary units
  - Commercial Space: 40,000 square feet
  - Parking: 885 stalls
  - Amenities: Large landscaped courtyards, pool, fitness and amenity space

#### Industrial Project

- **Partake Collective**
  - Address: 450 Vila Oro Ave.
  - Unit: 20 units
  - Commercial Space: 5,000 square feet
  - Building Height: Four stories
  - Amenities: Rooftop deck, lounge, bbq area and garden

#### Office/Restaurant Project

- **The Dawson**
  - Address: 202 E. 1st St.
  - Unit: 23 units
  - Commercial Space: 1,000 square feet
  - Building Height: Three stories
  - Parking: Two-car attached garage
  - Amenities: Rooftop decks and balconies

- **Office/Restaurant Project**
  - Address: 180 W. Ocean Blvd.
  - Unit: 189
  - Commercial Space: 1,000 square feet
  - Building Height: Four stories
  - Parking: 1,012 stalls
  - Amenities: Rooftop terrace, fitness center, lounge, bbq area and garden

#### Hotel

- **Hotel Mai**
  - Address: 131 W. Broadway & 328 5th St.
  - Unit: 185 hotel rooms
  - Building Height: Four stories
  - Parking: TBA
  - Amenities: Rooftop, courtyards, swimming and spa areas, pool and spa

- **The Breakers Hotel**
  - Address: 210 E. Ocean Blvd.
  - Unit: 199 hotel rooms
  - Building Height: Three stories
  - Parking: TBA
  - Amenities: Rooftop, courtyards, swimming and spa areas, pool and spa

- **Hotel West**
  - Address: 600 W. Broadway
  - Unit: 189
  - Commercial Space: 5,000 square feet
  - Building Height: Seven stories
  - Parking: 3,576 stalls
  - Amenities: Large open common spaces, rooftop decks

- **Pacific6**
  - Address: 456 Elm Ave.
  - Unit: 23 for-sale units
  - Building Height: Two stories
  - Parking: Two-car attached garage
  - Amenities: Rooftop decks and outdoor recreation area

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### Continued from page 15

#### Development Projects

- **Locust Long Beach Apartments**
  - Address: 1112-1130 Locust Ave
  - Unit: 97
  - Commercial Space: 1,045 square feet
  - Building Height: Seven stories
  - Parking: 122 car and 20 bicycle stalls
  - Amenities: Bicycle kitchen, coworking space and garden

- **The Breakers Hotel**
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Development Projects

Shoreline Village Redevelopment
Address: 475 Shoreline Village Drive
Developer: Shoreline Village Enterprises
Parking: 227 stalls
Redevelopment project that will include construction of new retail and office spaces and renovation of the existing boardwalk
Start/Completion: TBA
Residential Project
Address: 912-946 Linden Ave
Developer: AMCAL-Multi-Housing, Inc.
Building Height: Four stories
Units: 160 affordable units
Parking: 115 stalls
Amenities: 3,000 square feet of community space and 11,200 square feet of open space
Start/Completion: TBA
Residential Project
Address: 920 Pine Ave
Developer: Beach Cities Capital
Building Height: Five stories
Units: 49 micro-units
Start/Completion: TBA
Proposed & Under Review
Residential Project
Address: 615 E. Brooklawn Blvd
Developer: Bunthun Development.
Building Height: 25 stories
Units: 203
Parking: 244 car and 41 bicycle stalls
Amenities: Fitness center, parking lot, community garden, and rooftop pool and community room
Start/Completion: TBA
Residential Project
Address: 3810-3816 Stineman Court
Developer: Sagecrest Planning + Development.
Building Height: Four stories
Units: 390 units, 17 affordable units
Parking: 40 stalls
Amenities: TBA
Start/Completion: TBA
Mixed-Use Project
Address: 5150 E. Pacific Coast Highway
Developer: Goodman Group
Commercial Space: 9,750 square feet
Building Height: Two stories
Units: 59 micro-units
Parking: 60 stalls
Amenities: TBA
Start/Completion: TBA
Mixed-Use Project
Address: 6700 E. Pacific Coast Highway
Developer: Holland Partner Group
Building Height: Six stories
Units: 359 units, 17 affordable units
Commercial Space: 3,535 square feet
Parking: 54 stall and 196 bicycle stalls
Amenities: 45,141 square feet of public and private open space
Start/Completion: TBA
Mall of the Americas
Address: 429-D Shoreline Village Drive
Developer: Shoreline Village Enterprises
Parking: 323 stalls
Amenities: Rooftop deck
Start/Completion: TBA
Onni Marina Shores
Address: 3340 S. Los Coyotes Diagonal
Developer: Onni Group
Building Height: Two five-story buildings
Units: 670
Commercial Space: 4,000 square feet
Parking: 20 stalls
Amenities: TBA
Start/Completion: TBA
Sunrise of Long Beach
Address: 3340 S. Los Coyotes Diagonal
Developer: Sares Regis Group
Building Height: Two stories
Units: 86 rooms
Parking: Surface parking lot
Amenities: Entertainment room, spa, hair salon and space for organized activities
Start/Completion: TBA
Studebaker Business Park
Address: 300 Studebaker Road
Developer: Panattoni Development Company, Inc.
Commercial Space: 141,000 square feet between two new buildings
Parking: 168 stalls
Start/Completion: TBA
Commercial Project
Address: 7250 Carson Blvd
Developer: Coast Commerce Development.
Commercial Space: Two new detached buildings for new restaurants
Parking: TBA
Start/Completion: TBA
Student Housing Project
Address: 3340 N. Los Coyotes Highway
Developer: Fountain Residential Partners
Building Height: Seven stories
Units: 149 dorm rooms
Amenities: Adaptive reuse project of existing student housing
Start/Completion: TBA
Goodman New Industrial
Development Master Plan
Address: Dozens of acres west of Long Beach Airport along Cherry Avenue
Developer: Goodman Group
Commercial Space: 582,000 square feet
Complete abatement and demolition of site, including former Boeing space, with construction of two new industrial buildings for warehousing and logistics or manufacturing use. Project will include all new landscaping, parking, bicycle infrastructure and outdoor gathering areas for employees and visitors.
Start/Completion: TBA
Lyon Living
Address: 870 E. Pacific Coast Highway
Building Height: Two stories
Commercial Space: 9,750 square feet warehouse
Parking: TBA
Amenities: TBA
Start/Completion: TBA

On the only Long Beach Property that’s part of the MALL HALL OF FAME!
Since 2005, the Port of Long Beach has been working to improve our region’s air quality. In our latest emissions study, diesel soot is down 91%, nitrogen oxides are down 63% and sulfur oxides have fallen 97%. We’re working to become the world’s first zero-emissions port.

Path to Zero Emissions

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Port of LONG BEACH
THE GREEN PORT