

LONG BEACH
BUSINESS JOURNAL

An edition of the Long Beach Post



LONG BEACH
BUSINESS JOURNAL
211 E. Ocean Blvd., Ste. 400
Long Beach, CA 90802

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

Mayor Rex Richardson stands on Alamitos Beach in Downtown. Richardson discussed his first 11 months in office in a Q&A with the Business Journal (see page 3).
Brandon Richardson / Business Journal



Musica Angelica is slated for a series of performances at Long Beach libraries.
Courtesy of Musica Angelica6

Mayor Q&A 3
Mayor Rex Richardson reflects on 11 months in office

Philanthropy 6

Musica Angelica is bringing a free concert series to the Long Beach Public Library6

‘Last opportunity’: What you need to know about giving to local nonprofits before the new year7

CSULB aims to raise \$74K for Giving Tuesday to mark the university’s 74th anniversary8

Real Estate10

Hard Rock Hotel plans 2027 opening in Long Beach10

Long Beach property values are up, which likely means more tax revenue for the city10

Developer pulls out of project that promised to transform stretch of Atlantic Avenue, city says11

Pricey new apartments in Downtown are already nearly full; what that says about our housing market 13

Varden Hotel may be demolished after all 14

21-story residential tower approved for former Long Beach Cafe site 16

Newswatch.....17

Aroma di Roma gets approval for outdoor dining parklet at its Belmont Shore location17

Long Beach postpones vote on street vendor law18

App launches to offer rewards, help local small businesses18

VISIT LBBJ.COM TODAY

FOR UP-TO-THE-MINUTE BUSINESS NEWS

Editorial: (562) 655-7678
editor@LBBJ.com
Advertising: (562) 912-0161
info@LBBJ.com

Long Beach Business Journal
211 E. Ocean Blvd., Ste. 400
Long Beach, CA 90802

Editorial Deadline:
Two weeks prior to publication. Email press releases to editor@lbbj.com.
Advertising Deadline:
Wednesday prior to publication.
See editorial calendar at
lbbusinessjournal.com/advertise.

longbeachbusinessjournal
lbbizjourn
longbeachpost

Executive Editor **Melissa Evans** // Managing Editor **Jeremiah Dobruck** // Editor **Kat Schuster** // Director of Community Partnerships **Atira Rodriguez** // Visuals Editor **Brandon Richardson** // Reporters **Caitlin Antonios, Fernando Haro Garcia, Jake Gotta, Cheantay Jensen, Jackie Rae, Brandon Richardson, Alicia Robinson, Jason Ruiz, Maison Tran** // Creative Director **Candice Wong** // Publisher Emeritus **George Economides**

The Long Beach Business Journal is a publication of Pacific Community Media. The Business Journal is published once a month. Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated. Opinions expressed by perspective writers and guest columnists are not necessarily the views of the Long Beach Business Journal.

Monday Morning Coffee

FREE email newsletter sent out at 7 a.m. about issues, events and meetings for the week.

Sign up at lbpost.com/newsletters

Q&A: Mayor Rex Richardson reflects on 11 months in office



Brandon Richardson / Business Journal

Long Beach Mayor Rex Richardson speaks during an economic forum at the Convention Center.

Long Beach Mayor Rex Richardson sat down with Business Journal reporters Jeremiah Dobruck, Brandon Richardson and Jason Ruiz in his office at City Hall on Wednesday, Nov. 8. This interview has been edited for length and clarity.

Long Beach Business Journal: When you were elected, you made homelessness your office’s primary focus. The first thing you did was declare an emergency on homelessness. What are the benchmarks you’re using to determine if the city is moving the needle to address the crisis?

Rex Richardson: The declaration of emergency was about giving a central focus to our city staff and giving something for the new council to organize around. We were very clear: You’re not going to solve homelessness in a six-to-nine-month emergency, but we could increase our capacity to manage it and position ourselves to make greater progress in the future.

One key thing is shelter capacity. Immediately looking for more space to expand our ability to have permanent shelter. Now we’re north of 1,600 beds. We were able to get the Rescue Mission acquired with a great partner, which adds to our capacity not only for ongoing shelter but a winter shelter. Every year, it’s been sort of a political hot potato of where you put the winter shelter. Now we never have to have that fight again.

The other big part of this is outreach. Many cities don’t even have their own outreach, but we’re a big city with our own health department and continuum of care, and we do homeless outreach. But it wasn’t sufficient for the amount of encampments and street-level homelessness. So we’ve expanded that. At the beginning of January, people still had to go to the Multi-

Service Center. We put that on wheels. We just rolled out our second Mobile Access Center that brings people out to help address some of the chronic homelessness issues. That’s helpful.

But we’ve got to show progress on unsheltered homelessness by adding additional capacity. Tiny homes, for example: 33 may not be a big number but it’s important to those 33 families. But tiny homes are an experiment. If it works, you scale it. So it’s important to get it right. [Previously expected to open this year, the city announced a new location for the tiny home project at the southeast corner of Spring Street and California Avenue, slated for a 2025 opening.]

By expanding that capacity that allows us to start thinking about how we address the root causes of the issues. We can’t live in a perpetual state of emergency, we have to start addressing root causes.

LBBJ: What is the city doing to address the root causes of homelessness such as mental illness, addiction and poverty?

RR: Moving forward, we’re gonna have to be able to produce housing faster. We found out that now we can approve 100% affordable housing at 60- and 90-day approvals. That’s great. The progress on housing approvals in general has gone well this year — we’ve seen 1,500 entitlements in the first six months of the year.

LBBJ: What does the city do to increase housing?

RR: We set the conditions for housing to be built — through the process and through subsidies. The more you can pull the subsidies in, the more you can entice housing in your community. Over the last three or four years of affordable housing, Long Beach has produced more affordable housing than the next

nine jurisdictions combined. It’s not close. Our streamlining processes are working. But we have to answer the big question of subsidy. We basically

cobble together federal dollars and other things, which was small. So how do we have local dollars? We can’t sit on our hands. The city of

Continued on page 4

MARK SCHNEIDER
HAND - MADE
FINE JEWELRY

Services
Bridal
Custom Design
Fine Jewelry
Gold Buys
Jewelry Repairs
Jewelry Cleanings
Appraisals

5.0
★★★★★
533 reviews

Over five hundred 5 Star Reviews!

Look us up on google and visit our studio today !

562-526-0856
245 Promenade N
Downtown Long Beach
www.markschneiderdesign.com

Mayor Q&A

Continued from page 3

Los Angeles has the ULA measure, Proposition HHH — they went to their voters who passed taxes to subsidize and boost affordable housing production. We've never done that. And so Long Beach was a co-sponsor on LACAHS, LA County Affordable Housing Solutions Agency. I'm the vice chair of this board. It's a regional body to help boost housing production across the region and help cities that need the money. We're having a full-throated conversation about what happens in the future as it relates to generating revenue to help support those cities. There are a number of options being explored right now and I fully support a lot of these strategies because they're going to help us have what we need to produce housing.

LBBJ: Can you give us an example of those strategies?

RR: Subsidies. Money. Dollars.

LBBJ: Yeah, but how are we getting that money?

RR: We've been having a very public conversation about how to fund this agency and how to continue Measure H [a .5% percent sales tax hike, half of which would be dedicated to homeless services and short-term housing]. It's a big threat for us if Measure H expires in 2027. As it expires, that's going to be a threat to our ability to manage homelessness. So both the county and LACAHS are exploring ways to continue the homeless funding beyond 2027 and how to increase dedicated housing funding. This is a big regional housing crisis, we need solutions.

Now let's talk about some of the other things: mental health reform, substance abuse. What you'll find is that the funding for mental health goes to counties and the benchmarks for success were set 20 years ago. So Long Beach, other big-city mayors, we've been engaged in this bigger conversation about how we want localized mental health. I made a motion as a council member to explore ways to localize mental health, which is now being developed

locally into a mental health strategic plan. But also, statewide, legislation that kind of limits us, the legislature finally reformed it in this last session. Long Beach supported the bill, MHSA (Mental Health Services Act) reform, and a big piece of it is taking about \$1.5 billion and tying it up in a residential mental health bond. So that'll be on the ballot this March. That allows much-needed resources that can come to communities like Long Beach that actually are building housing and have a health department. It frees up money for residential mental health, that's where we have a big shortage.

The second big part is conservatorship reform, which just made the ballot, too. That changes the threshold for how you can intervene in someone's life in order to make a difference. Previously, the standard was so high for a family member to go into another family member's life, who may be living in the streets, maybe substance use, maybe not making good decisions. That's an important tool.

LBBJ: And Care Court launches in January. How do you see the city being part of that?

RR: I think it's a welcome change. We need it. It's essentially a court system where we'll be able to have custom engagement and intervention in people's lives. But without the laws around conservatorship and without the resources, we have to manage our expectation of how successful it'll be.

LBBJ: These big macro changes are coming, but what would you say to someone who's asking you, 'When am I actually going to see the impact?'

RR: I think people are seeing the impact. Look at it this way: Coming into office, we have to figure out how we make a difference in people's lives. Key example: picking up the trash. We were in a position where we were having a hard time collecting the trash as soon as I came into office. If we can't collect trash on time, residents don't have confidence that we can tackle the big issues. So what did we do? We focused on that. And this is the first time we've been fully staffed up in our refuse department in many, many years. If you do the small things that matter to people,

then they believe you when you say you're working on the hard things that may take a little bit more time.

LBBJ: You are the city's first Black mayor. How do you think this has shaped your experience as mayor?

RR: Look, I'm the first person to hold the mayor's office with a family and small children. That's never happened since we've had citywide mayors. So I am firstly concerned about how people, how families are doing, how young people are doing. I'm also a mayor from North Long Beach who knows what it's like to have a resilient, difficult community that, sure, maybe it didn't have a great reputation when we started, maybe there were challenges, but how do you inspire a community to really bring out that spirit of grit, that spirit of unity to show real results and have people feel good about the future? Those experiences — being a dad mayor, being a mayor from North Long Beach and being a mayor who understands our roots, my own family's history with my mother integrating her schools when she was 7 years old — the age of my daughter — my grandmother protesting Governor George Wallace when they didn't allow people to integrate University of Alabama. All of those experiences help my context as a mayor, and help me to put things in perspective. It helps inform my budget, my priorities, my agenda. But also my perspective having moved here on a Greyhound bus from Alabama, which has the history as the segregated Jim Crow South. So, yeah, they inform my decisions and that's why I think about equity. That's why I think about young people. That's why I think about opportunities.

LBBJ: The West Side Promise. What quality of life improvement should Westside residents expect through this plan? And how soon do you think they could start seeing some movement?

RR: It starts with community engagement. There's a lot of opportunities on the Westside, with respect to the Inflation Reduction Act — that's 10 years of funding to communities like West Long Beach to address environmental challenges and other things. We'll also be looking at programs that we have in the city. The Long Beach Pledge is an example. That's the guaranteed income program. Well, how can we expand that? The Long Beach Housing Promise — that's an innovative agreement to bring partners together around issues like housing. How does that show up on the Westside? We bring those partners together. We put resources in there to see how nonprofits and philanthropy can show up for the Westside. I think the point here is, we're going to start with community engagement and putting infrastructure in place to see some long-lasting change over the next decade. It's more important for me to get it right than to go quickly on certain things.

LBBJ: Give us your elevator pitch for opening a business or developing

property in Long Beach.

RR: Long Beach is a place where businesses will come and thrive. I think we are embedding the values of ease, speed and predictability as it relates to doing business in our city. Whether it's a permit for a toilet or to build 900 units of housing. To do business in our city, it should be easy, it should be very clear and you should understand what the timetable is. And so some of the steps that we've taken like rolling out our Long Beach Builds platform to make it much more transparent. The other thing is Long Beach is situated between Los Angeles and Orange counties, we've got a Downtown on the waterfront, we are more affordable than most other cities both in terms of commercial and residential properties. We're independent, we control many of our local services. That means we can have more custom boutique care. It's important to me that our whole city be accessible and thrive and have economic opportunity. So we're in the process of updating plans in every part of our city, making sure we have a very clear vision for how a business can fit in and succeed. I think we're showing the right signs of investment moving forward. Lots of excitement in our five key growing industries [education, health care, aviation and aerospace, tourism and the ports].

LBBJ: Beachwood Brewing closed their flagship in Downtown due to concerns about crime, homelessness and construction. Did you talk to them to try to keep them here and what would you say to companies thinking of leaving?

RR: I think there's actually a lot of excitement in Downtown, but a lot of the small businesses have been caught in this transition for a long time. You have construction that should be done in the next few months that's actually bringing people to activate the Promenade. Beachwood was right there on the Promenade and that construction has been hard for them. They've been in this transition window. And then on top of that there's been chronic challenges with homelessness in certain pockets and we're finally starting to see some of that be addressed. Lincoln Park and Billie Jean King Library, we're starting to see more engagement there. We just got the biggest grant we've ever received at one time for homelessness ... specifically targeted to these areas. So they've been through some difficult times but our businesses are resilient, they're strong and we've been able to show up for them.

LBBJ: A lot of those problems Beachwood complained about that other businesses are experiencing are incredibly hard to stop from happening — they happen in a moment and then it's done. Where do you think the city should be investing more money in response to these concerns?

RR: Mental health, 100%.

One: we have to do a better job at hiring and retention. That helps us



Brandon Richardson / Business Journal

Long Beach Mayor Rex Richardson answers questions during an interview with Business Journal staff.

actually respond to people. Two: complementing it with robust proactive services. If someone we know is having a challenge in the community, we should have the resources to go in and engage with them. It's not something that's funded in the city. It's something that we partner with the county or we go to philanthropy. That is one area where I think we have to do better. We just have to make sure those businesses know that we were standing with them through this transition.

LBBJ: Is crime up in Long Beach?

RR: It's down in terms of homicides and violent crime, but

property crimes have increased. You'll see the same trends in a lot of our downtowns. So what I'll tell you is our police department is responding. People like the neighborhood safety bike teams, they like to see more engagement proactively. Those are things I would like to expand. As we retain and hire more, I would like to see more emphasis on community policing work. Right now we're at 16 neighborhood safety bike teams, I would love to get to 32. Those are the things that are showing up for people.

LBBJ: Outside of Los Angeles, Long Beach is the city hosting the most

events during the 2028 Olympics. What does this mean for the city?

RR: Arts, culture and entertainment is big for me. If you think about how that makes money for people, it's really four ways: it's conventions and meetings and we're back to pre-pandemic levels. Then you have special events: Grand Prix had record levels, we're doing more festivals with record levels. But the two areas where we're a little light are our entertainment and sports. The Olympics allows us to have a benchmark to help launch Long Beach into the future as it relates to expanding in those areas. I've talked a lot about the Queen Mary. I've got a goal to have an amphitheater done before the Olympics in that area that can bring live events and concerts to our city. The scale we're talking about, maybe not as big as the Hollywood Bowl, but definitely bigger than the Greek. Imagine that on the water in Long Beach. That brings much more economic activity in the Tidelands area. Huge for us. The Queen Mary itself: the city had a bad narrative a year ago. We're in the black today. We don't have shareholders, we take our profits and put them right back in the city. So as we head into the Olympics, I think it's an opportunity for the world to get to know Long Beach as a cool city, a working-class community that has a lot of good things going for us. The platform of the Olympics

really positions us to help redefine who we are as an arts, culture and entertainment hub for Los Angeles County.

LBBJ: So you're hopeful the Queen Mary can cover its own costs.

RR: The Queen Mary definitely can cover its costs. The big-picture repositioning of the Queen Mary, that's going to have to have supplemental funding. What I would like to do is master plan all the areas around the Queen Mary — the city taking the lead, not handing it to a private developer. I think it's very possible for the Queen Mary and the development around the Queen Mary to be self-sustainable, 100%.

LBBJ: For business owners and residents who want to help make Long Beach a better place, what is the best way for them to help shape policy and enact positive change?

RR: Support our local small businesses, join the board of your business improvement district, get involved in a city commission. We're in a really exciting moment as a city right now as it relates to investment in our public infrastructure, as it relates to charting a more climate-resilient future, investment into bringing more activity and tourism into our business districts across the city. We're in a very exciting moment and I think now's the time for us to just double down on Long Beach. Get involved and be a part of the future. ■

A new you is waiting.

Surgical Weight Loss

The physical, emotional, and health benefits of surgical weight loss can put life on a whole new path. It's a big decision, but for those who commit, no one ever wishes they'd waited longer. Dignity Health – St. Mary Medical Center's experienced surgeons, nurses, and counselors support and prepare patients for success every step of the way. If you're ready to reclaim your life, learn more at dignityhealth.org/stmarylb/swl.

Hello humankindness®



Dignity Health
St. Mary Medical Center



Brandon Richardson / Business Journal

Long Beach Mayor Rex Richardson checks his notes during an interview with Business Journal reporters.

Musica Angelica is bringing a free concert series to the Long Beach Public Library

By Cheantay Jensen

This season, Musica Angelica is bringing its Baroque orchestra out of the concert hall and into a quintessential public space: The Long Beach Public Library. Energizing new and underserved audiences is an effort that the Long

Beach orchestra has continually taken to heart — from giving free concert tickets to college students to driving educational outreach programs at the Long Beach Unified School District. The free Community Concert monthly series will begin Dec. 2 at the Billie Jean King Main Library before it's offered at other branches across the city.

The concerts will offer the public a rare, up-close experience with the orchestra's world-class musicians. For a show that might normally cost anywhere from \$45 to \$85, attendees will get access to the only local Baroque orchestra performing with period instruments free of charge. "It's a way to bring the art form directly to the community, and we

feel that libraries are an ideal place because they're a kind of meeting place for a lot of people," said Musica Angelica Executive Director Matthew Faulkner. "We think it's just a fabulous way to bring period instrument playing directly to the community because there's big issues about access to the arts."

The new Community Concert series marks a sort of aspirational bridging for the 30-year-old orchestra, hitting their educational outreach, diversity and accessibility goals. The hour-long show will also include a lecture for both adults and children to enjoy.

The inaugural show will be led by Musica Angelica's principal cellist Alexa Haynes-Pilon, a Baroque multi-instrumentalist who has performed with a slew of distinguished ensembles across North America and Europe. Among her many career points, her preference for animal gut-stringed cellos (the traditional practice for centuries) also made for a fitting recording credit on the gruesome crime thriller television series "Hannibal."

The Canadian-born musician is also quite the historian of early Baroque cello music. Her doctoral research at the University of Southern California zeroed in on Italian composers from the 1680s and 1690s from Modena, Ferrara and Bologna.

At the Community Concert on Dec. 2, she'll be performing music from Giovanni Gabrieli, Giuseppe Colombi, Achille Galli and Tomaso Antonio Vitali — all of whom she says created music for cello that's well-suited for first-time listeners.

"These are some of the first guys to kind of dive into unaccompanied cello repertoire so it's a lot more approachable because a lot of pieces are shorter," she said. "So especially if there are children in the audience having a two- or three-minute piece is a bit more approachable."

Audiences can expect about 30 minutes of music. Children will also be given coloring materials and asked to draw whatever the music inspires.

In keeping with the orchestra's ethos, Hayes-Pilon will be performing on a Baroque instrument — a replica Montagnana cello, "which means that it has a larger body, which gives it a deeper, more resonant sound," she said. Her original 18th-century cello, crafted by English luthier John Morrison in 1790, stays at her other home on the East Coast.

"I have to buy its own seat for it," she said about the travel precautions.

The other half of the program will include a lecture and a question-and-answer portion, the part Haynes-Pilon says will be the most rewarding.

Continued on page 8

'Last opportunity': What you need to know about giving to local nonprofits before the new year

For those who work or volunteer for nonprofits or those who just want to give a few extra dollars to a cause, leaders of two Long Beach nonprofits have some advice for how to approach the season.

By Alicia Robinson

Anyone who's given to a charity may feel a bit overwhelmed this time of year with opportunities to donate Thanksgiving meals, holiday gifts or just plain cash — and there's a reason for that.

The end of the year is an important time for nonprofits as they strive to reach certain goals and fulfill their missions up to and beyond Dec. 31.

For those who work or volunteer for nonprofits and those who just want to kick a few extra dollars to a cause they care about, leaders of two Long Beach nonprofits have some advice for how to approach the season.

"The year end is significant because this is the last opportunity that charities have to meet their annual fundraising goals," and it also helps them plan their activities for the next year, Long Beach Community Foundation CEO Marcelle Epley said.

The foundation provides grants to support local nonprofits and helps donors manage their contributions.

This is also a time of year when organizations review what they've been doing so supporters know how their donations were used and may be persuaded to give a little more, said Michelle Byerly, executive director of the Nonprofit Partnership, an organization that offers resources such as planning help and leadership training for charities.

Some advice for nonprofits: Thank whoever has already given and show the impact of their gift with stories of how it served the community, Byerly said, adding, "reach donors where they are," whether that's on social media or with an email, phone call or letter.

Those who want to donate and are looking to have the greatest impact here in Long Beach should think about a time when they needed assistance — "because we all do at some point," Epley said — and what kinds of help would have made a difference.

Where to give

For those who want to give before the year's end, it can feel daunting to find and choose an organization to donate to.

According to Byerly, Long Beach



Thomas R. Cordova / Business Journal

Darryl Reese, volunteer right, passes out free food boxes at Christian Outreach in Action.

Gives can be a good place to start. Although the annual campaign ended in September — raising more than \$2 million for 244 nonprofits — its website (longbeachgives.com) is still active and can be used to search for local charities by service or by City Council district. There, people can find contact information to donate directly.

For those looking to help struggling families and the city's unhoused community, Epley suggested looking into Urban Community Outreach and Long Beach Community Table. Both nonprofits are a resource for food and clothing for those in need and are among local organizations working with the most vulnerable residents, she said.

Beyond basic needs such as housing and food, Byerly and Epley said organizations that serve youth — particularly with mental health, learning loss from school disruptions, and activities and cultural programs — are struggling to recover from the pandemic and meet swelling demand. On the Long Beach Gives website, there are 54 of these organizations listed.

The Community Foundation website also organizes funds people can give to by the cause they benefit, such as education, animals and the environment.

For those who don't have six-figure salaries or stock portfolios but still want to make a difference in their community, Epley said no donation amount is insignificant because nonprofits work to stretch those funds as far as possible.

"Every person who's making a charitable donation should feel really good about their donation," she said. ■

Your Shipping Choices Can Help Protect Blue Whales & Blue Skies



www.bluewhalesblueskies.org/retailers

Protecting Blue Whales & Blue Skies

A partnership for cleaner air, safer whales, and a quieter ocean

Image: John Calambokidis

CITY OF LONG BEACH Bid Opportunities

Title	Bid Number	Due Date
Rehab of Wells Commission 14 & Citizens 10	UD-23-133	11/02/2023
Emergency Auxiliary Equipment	FM-23-321	11/07/2023
Justice Fund & Community Connection Svcs.	CM-23-318	11/07/2023
Three Ford Escape Hybrid SUV's	WD-23-109	11/08/2023
Restroom Doors with Magnetic Lock System	PR-23-284	11/08/2023
Professional Medical Services	HR-23-288	11/09/2023
LB Activating Safe Comm. Program Evaluator	HE-23-296	11/09/2023
Airport Pre-Security Concession Opportunities	AP-23-287	11/15/2023
HHAP Long Beach Youth Shelter for TAY	HE-23-316	11/16/2023
Irrigation Controller Purchase & Installation	PR-23-268	11/21/2023
Grant Consultant	UD-23-137	11/28/2023
Investment Advisory Services	FM-23-323	11/30/2023
Performance Audit Services	AU-23-322	11/30/2023
CM & Inspection Services for JWJ Reservoir Chemical Dosing System Project (EO-3583)	UD-23-136	11/30/2023

Bidder Registration

To receive notifications of bid opportunities, register with the city, and download additional bid details, visit www.longbeach.gov/purchasing.



Auto Lien Sale Auction

3111 E. Willow Street Nov 7 & 14, 2023
Long Beach, CA 90806 Registration & Viewing:
(562) 570-2828 8:00 A.M. - 9:50 A.M.
<http://www.longbeach.gov/autoauction>



CSULB aims to raise \$74K for Giving Tuesday to mark the university’s 74th anniversary

By Maison Tran

Cal State Long Beach’s 49er Foundation, a philanthropic branch of the university, is holding a campaign to raise money for scholarships, educational programs and campus renovations that will culminate on Giving Tuesday, Nov. 28. The university has an internal

goal to raise \$74,000 to mark the institution’s 74th anniversary this year, said Christopher Reese, associate vice president of university relations.

“Every Giving Tuesday for us is really a space where we want to reestablish relationships ... and show them all the different ways in which they can give back to the institution, give back to the students of today,” Reese said.

Reese said the campaign will fund three to five scholarships per college, such as the 100+ Women Strong Scholarship through the College of Engineering and the Social justice in Education Endowment in the College of Education. Money will also go toward general scholarships such as the Catalyst for Change Scholarship, designed for students who want

to impact racial and social justice. Funding will also go to Beach athletics and the departments of continuing education and professional development. CSULB’s Giving Tuesday is part of a larger effort to raise \$275 million through the No Barriers campaign, launched in 2022 to help promote social mobility, institutional change and “elevate” baseline giving significantly.

“It’s time for us, an institution, to take a big leap up from where we were before,” said Reese. “The biggest step up is new endowments, new scholarships, new programs launched.”

The No Barriers campaign came after the university’s 2030 Strategic Plan identified institutional priorities and a Master Plan for campus renovation. Reese said he could not disclose how much money the campaign has raised but said the university was closing in on its goal.

After Thanksgiving, Giving Tuesday is an internationally recognized day of philanthropy and charity. Donations during CSULB’s own Giving Tuesday come from alumni, relatives of alumni, faculty and staff, interested community members, and nonprofit leaders, among others.

Last year, the university raised more than \$180,000 according to CSULB’s website and during the pandemic raised funds focusing on combating food insecurity among students. The university will also hold its Beach Day of Giving in the spring. ■





Musica Angelica

Continued from page 6

“It’s all about accessibility, and you don’t often get that in a big concert hall because it’s the stage and the audience. You don’t get that kind of connection,” she said. “For the younger generations, it’s about planting that seed and sparking the imagination and allowing them to be curious and ask questions.

“When I’m retired, I just want to know that maybe one of these outreach concerts got someone to start playing because they were excited about what they saw.”

Community Concerts with Haynes-Pilon will start at 3 p.m. on Saturday, Dec. 2 in the Miller Room at the Billie Jean King Main Library. The monthly concert series will continue with single shows through April with local visits scheduled at the Los Altos Neighborhood Library, the Dana Neighborhood Library and Michelle Obama Public Library. ■

LONG BEACH BUSINESS LIST: NON-PROFIT					
The Long Beach Business List, an industry-specific directory of local businesses, is a feature exclusive to the print edition of the Long Beach Business Journal.			SUBSCRIBE TODAY: lbbj.com/subscribe Ask us about group discounts! subscriptions@lbbj.com		
	organization name: Art Theatre of Long Beach service provided: Movie Theatre	street address: 2025 E. 4th St. website: arttheatrelongbeach.org	# volunteers: 10	# employees: 6	leadership name(s): Jan Van Dijs leadership title(s): President
	organization name: Sowing Seeds of Change service provided: Job training and recreational activities through urban agriculture.	street address: 620 San Francisco Ave. website: sowingseedsofchange.org	# volunteers: 2	# employees: 0	leadership name(s): Dina Feldman & Lindsay Smith leadership title(s): Founders
	organization name: We The People High School service provided: Public Charter High School Grades 9 - 12	street address: 1635 Long Beach Blvd. website: wethepeopleps.org	# volunteers: 10	# employees: 10	leadership name(s): Anita Ravi leadership title(s): Executive Director
	organization name: Precious Lamb Preschool service provided: Preschool for children 18 mo.-5 years old experiencing homelessness	street address: 2005 Palo Verde Ave. PMB 301 website: preciouslamb.org	# volunteers: 50	# employees: 16	leadership name(s): Violet Fenton leadership title(s): Executive Director
	organization name: Makersville Services service provided: Entrepreneurship Skills learning	street address: 419 Shoreline Village Dr. Suite Q website: makersville.net	# volunteers: 20	# employees: 0	leadership name(s): Patricia Tsoiasue leadership title(s): Visionary Counsel/Interim President
	organization name: Alliance for Young Women and Girls service provided: Leadership and employability training for girls	street address: 3711 Long Beach Blvd. Suite 500 website: alliance4ywg.org	# volunteers: 1	# employees: 4	leadership name(s): Ja'net Young leadership title(s): Founder/Executive Director
	organization name: Ubuntu Institute of Learning service provided: Social Justice Training Organization	street address: 235 E. Broadway #800 website: ubuntulearn.org	# volunteers: 0	# employees: 2	leadership name(s): Leigh Lester leadership title(s): Executive Director
	organization name: LBC Hero Squad service provided: Create school and community events for the neurodivergent youth	street address: 7231 E. Mezzanine Way website: lbcherosquad.org	# volunteers: 16	# employees: 9	leadership name(s): Jen Coats leadership title(s): Founder
	organization name: Long Beach National Council of Negro Women service provided: Lead, advocate for and empower women of African descent	street address: P.O. Box 91914 website: ncnwsocal.org	# volunteers: 50	# employees: 10	leadership name(s): Zina Bourda-Foe leadership title(s): President
	organization name: Long Beach Museum of Art service provided: Long Beach City Art Museum	street address: 2300 E. Ocean Blvd. website: lbma.org	# volunteers: 87	# employees: 47	leadership name(s): Ronald Nelson leadership title(s): Executive Director
	organization name: 100 Black Men of Long Beach service provided: Youth 'Growth Mindset' Mentoring, Economic Development, Education, Health & Wellness	street address: 701 Pine Ave. #130 website: 100blackmenlbc.com	# volunteers: 90	# employees: 0	leadership name(s): Lance Robert leadership title(s): President
	organization name: Tafesilafa'i service provided: Samoan language translation, cultural sharing	street address: 302 W. 7th St. website: Tafesilafai.org	# volunteers: 14	# employees: 0	leadership name(s): Mike Petaia leadership title(s): Executive Director
	organization name: Child Lane Child Development Centers service provided: Early Childhood Education Programs	street address: 2501 Cherry Ave. Suite 350 website: childlane.org	# volunteers: 0	# employees: 98	leadership name(s): Dora Jacildo leadership title(s): Executive Director
	organization name: The School of Sexuality Project service provided: Inclusive accessible sex education for youth	street address: 3528 E. 2nd St. Apt 1 website: theschoolofsexualityproject.org	# volunteers: 10	# employees: 3	leadership name(s): Bridgett Khoury leadership title(s): Executive Director
	organization name: Long Beach Gray Panthers service provided: Provide education, advocacy and referral support for older adult services	street address: 1150 E. 4th St. website: longbeachgraypanthers.org	# volunteers: 40	# employees: 0	leadership name(s): Karen Reside leadership title(s): President
	organization name: Sustainable Health Empowerment service provided: Foster equitable healthcare through education	street address: 65 Pine Ave. #856 website: sheworldhealth.org	# volunteers: 100+	# employees: 9	leadership name(s): Teri Tan leadership title(s): Founder/Executive Director
	organization name: International City Theatre service provided: Professional theatre productions/education programs	street address: 67 Long Beach Blvd. website: ictlongbeach.org	# volunteers: 40	# employees: 5	leadership name(s): Caryn Desai leadership title(s): Artistic Director/Producer
	organization name: Dramatic Results service provided: Arts Integration & Professional Development	street address: 3310 Lime Ave. website: dramaticresults.org	# volunteers: 10	# employees: 21	leadership name(s): Ryan Nuckolls-Rosa leadership title(s): Executive Director
	organization name: The Garage Theatre service provided: Innovative nonprofit theatre	street address: 251 E. 7th St. website: thegaragetheatre.org	# volunteers: 14	# employees: 0	leadership name(s): Eric Hamme leadership title(s): Co-Founder/Managing Director
	organization name: Goals For Life Foundation service provided: Educational youth development program	street address: 4712 E. 2nd St. Suite #333 website: goalsforlife.net	# volunteers: 10	# employees: 10	leadership name(s): Reginald Berry leadership title(s): Founder
	organization name: Long Beach Area Council, Boy Scouts of America service provided: Exciting outdoor family adventures	street address: 401 E. 37th St. website: longbeachbsa.org	# volunteers: 1,020	# employees: 9	leadership name(s): Marc Bonner leadership title(s): Scout Executive/CEO
	organization name: His Little Feet service provided: Sneakers for foster & Sheltered children	street address: 3445 N. Studebaker Rd. website: hislittlefeet.org	# volunteers: 30	# employees: 3	leadership name(s): Hali Wolf leadership title(s): Founder/CEO
	organization name: Junior League of Long Beach service provided: Volunteering, Training, Advancing Women's Leadership	street address: 3515 Linden Ave. Suite #47 website: longbeach.jl.org	# volunteers: 348	# employees: 0	leadership name(s): Kaley Millan leadership title(s): President
	organization name: Mental Health America of Los Angeles service provided: Mental health, employment, wellness, housing	street address: 3633 E. Broadway website: www.mhala.org	# volunteers: 100	# employees: 400	leadership name(s): Christina Miller leadership title(s): President/CEO

INTERNATIONAL
CITY BANK

Division of
UNITED
BANK

OUR GIFT TO YOU!

Start Earning Money For Your Non-Profit **TODAY** with our
Community Investment Checking account and High-Yield CDs



CD Rates as HIGH as
5.35% APY*



FOR MORE INFORMATION CONTACT:

Paula Wihongi
Community President
562-436-9800 ext. 5202

Janet Nelson
VP, Community Development Officer
562-436-9800 ext. 5207

icb.biz



*Annual Percentage Yields current as of 10/20/2023. A penalty may be imposed for early withdrawal. Fees may reduce earnings. Rates are subject to change at any time. A minimum deposit of \$1,000 is required to open a CD. CDs renew automatically to a standard rate in effect at the time of renewal unless instructed otherwise. See associate for details.



Brandon Richardson / Business Journal
Mayor Rex Richardson announces that a Hard Rock Hotel is coming to Downtown Long Beach during an event near the future construction site at Ocean Boulevard and Pine Avenue.

Hard Rock Hotel plans 2027 opening in Long Beach

By Brandon Richardson

A Hard Rock Hotel is coming to Downtown Long Beach with an opening date set for the second half of 2027, city and business leaders officially announced on Nov. 13. The incoming hotel was previously reported by the Long Beach Post, but the official announcement was made by Mayor Rex Richardson at an event near the future construction site on the corner of Ocean Boulevard and Pine Avenue.

The project, at the currently vacant site of the former Jergins Trust Building, “taps into our music roots,” Richardson said. Richardson announced that the famed Jergins Tunnel that used to connect Downtown to the Pike would be repurposed as part of the Hard Rock project. He said it’s expected to be a speakeasy with music that “ties into our local vibe.” The tunnel has been closed to the public since 1967 but gained renewed attention last year after pop star Lana Del Rey referenced it in her single: “Did You Know That There’s a Tunnel Under Ocean



Courtesy of the Convention and Visitors Bureau
A rendering of the future Hard Rock Hotel in Downtown Long Beach.

Long Beach property values are up, which likely means more tax revenue for the city

The Los Angeles County Assessor determined the total value of all properties in the city for 2023 went up 6.8% over the previous year.

By Alicia Robinson

Long Beach’s general fund will likely see growth in its largest source of income this year, property taxes, after the Los Angeles County Assessor’s latest update to the property tax rolls. Assessor Jeff Prang recently closed out the rolls for 2023 (the county’s fiscal year runs June 30 to July 1), and

he announced this week that Long Beach’s total assessed value – the value of all properties in the city—rose by 6.8% since 2022, reaching \$74.8 billion. Properties are taxed based on their assessed value, with the tax money going to the county, cities, school districts and other agencies that serve the public. In Long Beach’s last fiscal year, the city estimated it would receive about \$221 million from property taxes. That constituted more than 30% of revenue to the general fund, which pays for basic services such as police, parks and street paving. Other than dips in 2009 and 2010 related to the housing crash, the city’s total valuation has trended steadily upward for nearly two decades, according to data provided by the assessor’s office. Long Beach’s property value growth from 2022 to 2023 saw its largest year-over-year

increase since 2008, and it beat the county’s overall 5.9% growth as well as the cities of Bellflower (up 5.4%), Lakewood (up 4.8%) and Signal Hill (up 6.7%). Thanks to Proposition 13, any increases to California property owners’ taxes are capped at 2% a year, regardless of what happens in the larger market. But values get reassessed when properties are sold—the biggest driver of the growth in Long Beach and other cities, Prang said—and when new construction is completed. “The increase in value is good for people who own property, it’s good for local governments and schools,” Prang said. “But it does not help the unaffordability quotient that we have here in Southern California.” “It’s definitely good news” for the city, Acting Budget Manager Geraldine Alejo said, although she remained cautious because the amount of revenue the city gets from property

taxes is also affected by fluctuations in one-time supplemental fees or delinquent payments, and how much must go to pay former redevelopment agency obligations. However, she said, “higher growth (in the valuation) definitely indicates the city is doing well.” The city’s fiscal 2024 budget anticipates about 5% growth in property tax revenues, and Alejo said seeing that number tick upward is even more important as oil revenues continue to dry up. Both Prang and Alejo said it’s a challenge to predict future property tax activity because the data they have is backward-looking and there’s lag time between when annual assessments are done, when tax bills are sent, and when the payments are due. However, Prang said he’s forecasting continued growth, though less than the county and many cities saw this year. ■

Developer pulls out of project that promised to transform stretch of Atlantic Avenue, city says

By Jason Ruiz

A long-planned redevelopment of the Atlantic Avenue corridor in North Long Beach is not moving forward after the firm that pitched a slew of restaurants, shops and entertainment spaces for the area has decided to return the land to the city, according to city officials. The Orange County-based LAB Holding LLC had accumulated nearly 50 properties in the area of Atlantic Avenue and South Street that it sought to develop into a village with housing, retail and an artist colony, but Bo Martinez, Long Beach’s director of economic development, said that the COVID-19 pandemic and other factors led to LAB Holding abandoning much of the project. “Post-COVID they just weren’t able to develop any momentum,” Martinez said.

part of the area where The Beat was supposed to be developed. Austin said the city needs to find people who want to invest in Long Beach and be part of the vision for the future of the area, but he added that he’s optimistic about the future of the corridor. “The area, once there is a thriving business district, it will be a walkable community for people who live there. It’s just a matter of getting investors and a responsible developer,” Austin said. Councilmember Joni Ricks-Oddie, who represents the 9th District, which includes part of the proposed project that is north of South Street, did not respond to a request for comment. LAB Holding has built numerous retail centers across the region, notably the Anti-Mall in Costa Mesa and the Packing House in Anaheim. Shaheen Sadeghi, LAB Holding’s CEO, did not return a request for comment. The nearly \$7 million sale that the City Council approved in 2016 allowed LAB Holding to take on the land at a discount, but the payment was contingent on developers securing entitlements for projects. If no projects were built, the land must be returned, according to the deal struck between LAB Holding and the city.

That means The Beat, the project that was supposed to revitalize the area by redeveloping existing vacant storefronts and building up empty plots of land, will not happen. The Beat included gardens and music programming focusing on jazz history as well as an “artist colony” and adaptive reuses of existing buildings. The ambitious plans took years to put together, but now the city will have to pursue other developers who want to enter the North Long Beach market. “It’s very disappointing, it’s a huge letdown but we have to continue forward,” said Councilmember Al Austin, who represents the southern



Courtesy of LAB Holdings
A rendering of The Beat, an expansive development by LAB Holdings in North Long Beach.

of the Michelle Obama Library where the college hopes to build a 36-bed affordable housing project for students that would include educational spaces, a food pantry and other student services. “Our intention to develop student housing in the North Long Beach area has not changed,” Chip West, LBCC’s vice president of business services said in a statement. “There is still a need for more student housing and LBCC is still committed to better support the North Long

Beach community.” As for the rest of the properties, which include multiple parcels on Atlantic north and south of South Street as well as a handful along Lime Avenue, Martinez said they will go back on the market and the city will be looking for developers with proposals that are consistent with the city’s housing and business-growth policies. That could mean more mixed-use residential projects, retail and other projects that can add people and activity to the corridor. ■

Walters
WHOLESALE ELECTRIC CO.

WALTERS WHOLESALE LONG BEACH

Come by for all your project needs:
Industrial Controls & Automation
Energy Management
Power Distribution
EV Chargers

COME VISIT US!

SERVICES OFFERED
Servicing the Long Beach community since 1953, Walters Wholesale is your premier destination for a wide range of electrical supply products and services tailored to meet the unique requirements of contractors, facilities managers, and homeowners. Our comprehensive offerings encompass industrial automation, energy-efficient solutions, cutting-edge lighting controls, top-notch tool rental and repair services, expert pipe bending capabilities, and advanced lighting solutions.



(562)436-2452 LBSales@walterswholesale.com

Same Ownership Since 1985

INTERNATIONAL CITY ESCROW, INC.

PATREECE COBURN
COMMERCIAL ESCROW OFFICER

SPECIALIZING IN

- COMMERCIAL TRANSACTIONS
- BULK SALES
- ABC LICENSE TRANSFER
- EXCHANGES
- LEASE OPTIONS
- AND ALL YOUR ESCROW NEEDS

WWW.ICESCROW.COM
562-497-9777

5000 E. SPRING ST., SUITE 120
LONG BEACH, CA 90815

LICENSED BY THE DEPARTMENT OF FINANCIAL PROTECTION & INNOVATION

We Don't Just Provide Prime Locations— We Deliver VIP Access



NOW AVAILABLE: RARE OVERWEIGHT CORRIDOR LOCATION

Watson Industrial Center Carson Bldg 114 ticks all the boxes:

- ☑ 56 dock-high positions
- ☑ 8.4 acres of excess land for trailer storage (320+spots)
- ☑ Reduce drayage costs
- ☑ Reduce shipping costs with 95,000 lb maximum weight
- ☑ Foreign Trade Zone 202
- ☑ 100% concrete truck court

Located at 771 Watson Center Road, Carson, CA 90745



Building on our legacy.

watsonlandcompany.com



Brandon Richardson / Business Journal

Long Beach's Downtown skyline features hundreds of residential units, along with offices, hotels, restaurants and the Long Beach Arena.

COLUMN BY: JAKE GOTTA

Pricey new apartments in Downtown are already nearly full; what that says about our housing market

Nearly all of the new residential towers and low-rises popping up around Downtown Long Beach are almost full—and it happened fast.

Even with the relatively high prices compared to the rest of the city, the new skyscrapers and high-end residential buildings have had no problem finding tenants. In fact, according to the Downtown Long Beach Alliance's most recent economic profile, the 22 properties built in the area since 2000 were already 93% full. Out of 3,492 new units listed, only 242 were unoccupied.

Even one of the newest buildings, the 432-unit Onni East Village, which just opened this February, is already 50% full, Austin Metoyer, president and CEO of the Downtown Long Beach Alliance, recently told me.

"People are moving into Downtown to fill these residential buildings that are going up," Austin said.

The Magnolia building, which opened last May, was almost half full in only three months, with 46% of its units rented out by July of that year. That building now sits at a 96.5% occupancy rate with 137 of 142 homes leased.

Even the Shoreline Gateway tower, with some of the highest rents in the city, is almost 90% full.

Part of why there's so much demand for new housing now is because the city hasn't seen enough construction to keep pace with demand for the last 30 years. Between 1991 and 2016, the city of Long Beach never permitted the construction of more than 1,000 new homes in a

year, which is thousands less than the state said were needed to keep up with housing needs.

That lack of excess housing, of course, had a direct impact on rising rents.

"The biggest driver of rents next quarter is vacancy in the previous quarter, so when vacancy is low, rents go up," said Richard Green, director of the Lusk Center and co-author of the 2022 Casden Multifamily Forecast Report.

But studies have shown that adding supply, even on the high end of the market, helps prevent rents from growing.

"Most people believe there are separate markets for new 'luxury' apartments, single-family homes, and lower rent, older buildings," said Shane Phillips of the UCLA Lewis Center for Regional Policy Studies. But, "Research shows these are all part of the same market, and when you change one part it affects the whole market."

"A new apartment building [even] in a lower- or middle-income area, leads to lower rent growth in surrounding buildings because of increased competition," Phillips said, echoing the report from the Center he authored in 2021.

And, he said, "Not building housing doesn't stop people from moving to a place."

"People imagine because market-rate units are expensive that people are coming from somewhere else, but we have lots of rich people here," he said. "People have kids, people graduate, people want to move out and get their own space. If we don't

create those spaces there's just more demand for a fixed stock of housing."

This means all the new units built in the past few years have likely helped insulate existing buildings from rent hikes, even as we've attracted hundreds of new high-paying jobs in the aerospace and health care sectors.

In fact, rent prices are down 5.1% in Long Beach citywide after the construction of more than 1,200 new units in 2021 and 2022. As long as buildings are filling up, the best way to stop runaway rent growth could be with more construction. And with a state mandate to plan for more than 26,000 new homes in Long Beach by 2029, there's sure to be more developments on the way.

"We're gonna have somewhere between 1,500 to 2,000 units come online in the next few years," Metoyer, the DLBA CEO, said. "And that could bring down some of these rents that we're seeing because of the additional supply."

Already in the pipeline are more than 1,000 new homes in the Southeast corner of the city near 2nd & PCH; a 900-unit development set to replace the former City Place shopping center on Fourth Street downtown; the 189-units that are almost finished along Broadway and the Promenade; a 23-story building on 3rd and Pacific that will have 271 units; and now a potential 21-story building that could replace the former Long Beach Cafe with more than 200 homes is headed for a planning commission vote in November. ■

Varden Hotel may be demolished after all

By Jason Ruiz

A months-long battle over whether the Dolly Varden Hotel will be demolished may have ended at a meeting on Nov. 2, after the Long Beach Planning Commission sided with a developer on their appeal to make way for a new eight-story housing development.

A developer is looking to knock the 93-year-old hotel down to make room for an eight-story, 141-unit apartment building with an underground parking garage. The residential project would also save the hotel's historic rooftop sign and place it on top of the new building.

For months, questions over whether the three-story hotel and its sign should be preserved have prevented the project from moving forward.

The appeal was filed after the city's Cultural Heritage Commission said in July that the project could move forward if the developer agreed to keep the first 12-15 feet of the existing building. But the project architect said that move would lead to the loss of units and parking, which would



The Dolly Varden Hotel is set to be demolished to make way for an, eight-story, 141-unit residential development.

essentially kill the development.

"Overall, we were seeing it be about 39 units we'd lose for the project, which, again, makes the project not feasible," said Ryan Caldera, a senior project manager with Studio 111, which designed the building.

Commission chair Richard Lewis

said he felt that the requirement to keep the first 15 feet of the building "felt like changing the rules midstream" on the developer; he then joined the rest of the body in supporting the appeal that will strip away that requirement.

The Planning Commission's decision on the appeal is final,

according to city officials.

The project had been stalled at the Cultural Heritage Commission because it needed to sign off on what would happen to the historic Dolly Varden sign atop the hotel, which was declared historic in 1995.

The hotel building, however, was never given the same designation, despite multiple assessments of its historic value; one presented to the Cultural Heritage Commission in June said the hotel was not historically significant.

The hotel survived the 1933 earthquake, and its neon sign boasting a "Bath in Every Room" has lit up Pacific Avenue for decades. Conservationists had pushed to preserve both, citing the Art Deco design and ties to important people in the city's past.

The project requires demolition of the three-story hotel and removal of its historic rooftop sign, which will be refurbished and placed on the seventh-floor rooftop deck of the new residential building. Planning commissioners also approved the project's entitlements at the Nov. 2 meeting in a separate vote.

Before voting to approve the appeal, Commissioner Jane Templin

Continued on page 16

1944 E. 4TH STREET

LONG BEACH, CALIFORNIA 90802

5,817 SF MULTI-TENANT, MIXED USE BUILDING WITH 2 RESTAURANTS/COMMERCIAL SPACES AND 4 RESIDENTIAL UNITS IN A HIGH TRAFFIC CORRIDOR

1277 E. 4TH STREET

LONG BEACH, CALIFORNIA 90802

2,298 SF MIXED USE BUILDING WITH UPSIDE POTENTIAL

3626 E. PCH

LONG BEACH, CALIFORNIA 90804

GROUND FLOOR (2,852 SF) AND THIRD FLOOR (1,685 SF) AVAILABLE FOR LEASE GREAT SIGNAGE AND AMPLE PARKING AVAILABLE ONSITE

AVAILABLE PROPERTIES

±960 - ±2,600 SF AVAILABLE

716-806 W 14TH STREET, LONG BEACH | FOR LEASE

BRANDON CARRILLO, GARRETT MASSARO, MAX ROBLES

±43,695 SF AVAILABLE

3030-3088 WALNUT AVE, LONG BEACH | FOR LEASE

TRAUGER RALSTON

±9,000 SF INDUSTRIAL BLDG

2040-2050 16TH STREET, LONG BEACH | FOR LEASE

GARRETT MASSARO

±565 - ±833 SF RETAIL BLDG

380 E SHORELINE DR, LONG BEACH | FOR LEASE

NOEL AGUIRRE, SEAN LIEPPMAN

±7,400 SF MEDICAL BLDG

3932 LONG BEACH BLVD, LONG BEACH | FOR SALE

JEFF COBURN, SHAUN MCCULLOUGH

±3,025 - ±33,126 SF AVAILABLE

3810 STINEMAN CT, LONG BEACH | FOR SALE/LEASE

JEFF COBURN, SHAUN MCCULLOUGH

LEE & ASSOCIATES
COMMERCIAL REAL ESTATE SERVICES

562.354.2500
5000 E Spring St. Suite 600 | Long Beach, CA 90815
www.lee-associates.com | DRE Lic# 01069854

LIVE A HISTORIC LIFE

OCEAN CENTER BUILDING
110 WEST OCEAN BLVD.

OCEAN CENTER
LONG BEACH

LUXURY LIVING AT LONG BEACH'S MOST PRESTIGIOUS ADDRESS ON OCEAN & PINE

Seldom do you find an opportunity to live within a storied historic landmark in the heart of downtown.

With only 80 boutique apartments, an intimate community feel, wonderful views of the city and ocean, spacious outdoor areas, and just steps from great dining and entertainment, it's an invitation to "Live a Historic Life" for those with an appreciation for the exceptional.

MAKE THIS REVERED LANDMARK YOUR NEW HOME

NOW LEASING
STUDIO • 1-BEDROOM • 2-BEDROOM • PENTHOUSES

OCEANCENTERAPARTMENTS.COM

562.203.1394 • OceanCenter@Conam.net • 110 West Ocean Boulevard, Long Beach, CA 90802

21-story residential tower approved for former Long Beach Cafe site

Opinions differ on whether the project includes too much parking, which might work against the city’s emission reduction goals.

By Jason Ruiz

Downtown Long Beach could be getting a new residential tower after the Planning Commission approved plans for a 21-story, 203-unit residential building at the site of the former Long Beach Cafe. The building will include 13 units reserved for very-low-income households and will be a mix of studios (24), one-bedroom (96), two-bedroom (76) and three-bedroom units (7), according to plans submitted by the developer. It would replace the long-standing Long Beach Cafe, which

closed in 2020 after 32 years in business with owners citing the COVID-19 pandemic. The new 21-story building would sit next to the historic Artaban building and a block away from the 35-story Shoreline Gateway, Long Beach’s tallest building that opened to residents in late 2021. The affordable units will include three studios, six one-bedroom and four two-bedroom units. More affordable units would have been required in the project if the developers hadn’t submitted plans in 2022, when the required amount of affordable units under the city’s inclusionary housing policy was 6%. Projects submitted after January 2023 now require 11% of rental units to be set aside for lower-income households. While the commission approved the plans unanimously, there were some questions over the number of parking spaces included in the project, given its proximity to the A Line and other public transit options. The project includes an automated parking facility with 261 vehicle spaces as well as 41 spots for bicycles.

That led Commissioner Michael Clemson to question how it would offset pollution from vehicles, one of the city’s largest sources of pollution. He asserted that research has shown “the more parking you build, the more people drive.” Because it’s a new building, the project will have to comply with the city’s Climate Action Adaptation Plan, which requires solar power, or the purchase of renewable energy to power the building. Derek Burnham of Burnham Development, which has worked on numerous projects in the city, said the plan’s parking figures were based on old requirements for the area. After recent changes to state law, the project could have moved forward with zero parking spaces. Jihan Broughton, who lives Downtown, said parking in the area is already a problem, and the lack of spaces provided for the project’s 203 units could worsen the situation for neighboring buildings. “I think it’s not really taking into account the day-to-day life of people who are going to live in and around this building,” Broughton said. ■

Hard Rock Hotel

Continued from page 10

Blvd” from her 2023 album of the same name. This is the first major hotel construction in Downtown in more than 30 years, according to Richardson. Construction on the 31-story music-themed hotel, which has been in the works for nearly a decade, is slated to begin next summer, according to Gregory L. Steinhauer, president of Washington-based Steinhauer Properties, the developer of the project. “As a hotel developer, the single most important decision you can make other than a great location is what flag you pick,” Steinhauer said during the event. “This is an iconic brand. It’s known around the world. The glass tower will include 429 rooms, 50,000 square feet of dining and meeting space as well as an outdoor pool and a three-story atrium. The outdoor rooftop bar and lounge will be the highest on the West Coast, according to the announcement. There also are plans for a main floor restaurant called Sessions, according to the Long Beach Convention and Visitors Bureau. During his remarks, Richardson noted Long Beach’s storied musical history — with acts such as Snoop Dogg, Sublime, War, Jenni Rivera and Vince Staples launching their careers in the city. The Long Beach Arena also once hosted the likes of Run DMC, The Rolling Stones and Iron Maiden. And though Del Rey is not from Long Beach, the singer has referenced the city in numerous songs, her latest album and her 2020 poetry book. Jon Lucas, chief operating officer of Hard Rock International, which has been owned by the Seminole Tribe of Florida since 2007, was on hand for the event and said the brand has 300 venues — including 25 hotels, 10 hotels-casinos, five casinos and 180 cafes — in 70 countries around the world. The brand uses parts of its 85,000-piece memorabilia collection to decorate new hotels it opens, making sure the items displayed “relate to the artists that are from this general area,” Lucas said. Lucas stressed that, despite the name, the company is “not just about” classic or hard rock. He said the company is open to all music from DJs to pop to rap — “everything from Halsey to Pavarotti.” “This will be such a perfect addition to the city,” Steve Goodling, president and CEO of the CVB said in a statement. It reminds me of the hotels in New York that look over Times Square. It’s going to add an additional element of sophistication and coolness to the Downtown area.” The Hard Rock Hotel will be built at 100 E. Ocean Blvd. ■

Aroma di Roma gets approval for outdoor dining parklet at its Belmont Shore location

By Jason Ruiz

The list of outdoor dining options in Belmont Shore could continue to grow after the city gave preliminary approval for Aroma di Roma coffee shop to install a permanent parklet on the Second Street corridor. The proposed 98-square-foot parklet was OK’d by the city’s zoning administrator on Nov. 13 afternoon, potentially clearing the way for Aroma di Roma to add about seven seats outdoors. It already has an existing sidewalk dining area that it’s also trying to get permitted through a different city process. Some residents in the area have opposed the construction of such outdoor dining parklets, and they’ve argued that removing parking spaces to allow private businesses to seat more people amounts to a giveaway of public land that could further exacerbate the parking shortage. They’ve also argued that the parklets are unsafe for pedestrians and people with disabilities who have to navigate congested sidewalks while servers cut across the public right of way to deliver food. Opponents said that the application should be denied, citing that the project would interfere with the neighboring businesses’ frontage, among other complaints. “This is a giveaway of the highest order — extending a business’s profit-making potential at a great cost to the public,” said Brian Cochrane, one of the co-founders of the Parking Not Parklets group that has challenged multiple parklet projects in the area. The decision can be appealed to the city’s Planning Commission, and once the permit is approved, there is a 30-day window in which residents can file a separate appeal that triggers a City Council hearing. City staff acknowledged that the parking space Aroma di Roma wants to convert is not directly in front of the storefront and does violate the city’s guidelines for how parklets should be configured, but they added that those were guidelines, not rules. “In this case, our city traffic engineer weighed in and decided it is



Thomas R. Cordova / Business Journal
A couple walks past Aroma di Roma cafe at the 4700 block of Second Street.

way more productive to take up one parking space than two, for the good of the public,” said Manuel Salgado, an engineering technician with the Public Works Department. A total of 14 businesses on Second Street from Livingston Drive to East Naples Plaza have applied for or — in the case of Open Sesame and Legends Restaurant & Sports Bar — won approval for parklets. Some of the restaurants in the Belmont Shore section of Second Street that are in the approval process are Simmzy’s, Nick’s on 2nd, George’s Greek Cafe and Panama Joe’s, according to a city email provided to the Long Beach Post. Responding to concerns about car speeds on Second Street affecting safety in parklets, Paul Van Dyk, the city’s traffic engineer, said that the city is expected to reduce the speed limit on Second Street to 20 miles per hour, with added enforcement, by the end of the year. Van Dyk said the city is also working to increase the number of loading zones and ADA-accessible parking spaces along the corridor. Opponents of parklets have pointed to delivery trucks parking in front of bus stops and blocking other portions of the right of way to make deliveries to the businesses in the area. Part of the conditions of approval for the Aroma di Roma parklet is that the shop needs to encourage

deliveries to happen in the parking lot behind the building where it’s located, something its owner, Tim Terrell, said was already happening. Terrell said his business would also be looking to increase the amount of rideshare reimbursements it provides for employees who pay for rides to work and would also promote the

THE BEST ASSETS
YOU CAN BUY
BY YEAR END

COMPTON INDUSTRIAL

LOS ALTOS MULTI-TENANT RETAIL

ANAHEIM INDUSTRIAL

CALL US FOR YEAR END ACQUISITION OPPORTUNITIES
562.269.4844

CENTENNIAL ADVISERS

Varden Hotel

Continued from page 14

suggested that a bronze plaque be placed outside the building’s lobby so passersby can learn about the sign’s historical significance. Caldera and representatives from the development team did not oppose other conditions the Cultural Heritage Commission put on the project, such as moving the sign closer to Pacific Avenue so it’s more visible and reaching out to artists whose murals on the side of the Varden Hotel will be lost when the building is demolished. Caldera also said that Tristan Eaton—the artist who painted the larger of the two murals on the Dolly Varden Hotel—is expected to create a new piece on the building’s northern side once construction is complete. There are also plans to hang historic photos of the old hotel in the lobby of the residential building. The project should be the first to be completed under the city’s new micro-unit pilot program. Many of the rooms are “micro” units and all are smaller than typical Downtown floor plans, something that Caldera has said will provide a cheaper price point and potentially allow a new demographic to live in Downtown. Sixteen of the units will be reserved for low-income households under the city’s inclusionary housing policy. ■



Courtesy of the city of Long Beach
A rendering submitted by Gulian Design Inc. of the proposed parklet outside Aroma di Roma at 4708 E. Second Street.

PERFECTION IS EFFORTLESS

MAKES A GREAT GIFT

Butcher's Deluxe Package

4 Butcher's Cut Top Sirloins (5 oz.)
4 Air-Chilled Boneless Chicken Breasts (4 oz.)
4 Boneless Pork Chops (5 oz.)
4 Individual Scalloped Potatoes (3.8 oz.)
4 Caramel Apple Tartlets (4 oz.)
1 Omaha Steaks Seasoning (3 oz.)
8 FREE PureGround™ Filet Mignon Burgers (6 oz.)

74222FJS separately \$221.94
SPECIAL INTRODUCTORY PRICE \$99.99

Limited Time: Get 8 FREE Burgers

Order Now! » OmahaSteaks.com/Deluxe8694 | 1.877.589.6920
Ask for your 8 FREE burgers with offer 74222FJS

Savings shown over aggregated single item base price. Photos exemplary of product advertised. Limit 2, 8 free 6 oz. burgers will be sent to each shipping address that includes 74222. Standard S&H added per address. While supplies last. Items may be substituted due to inventory limitations. All products, prices, and sales are subject to Omaha Steaks, Inc. Terms of Use: OmahaSteaks.com/terms-of-useUSI. Expires 12/31/23. I 23M4858 | Omaha Steaks, Inc.

100% GUARANTEE

AMERICA'S ORIGINAL BUTCHER
OMAHA STEAKS
SINCE 1917

Long Beach postpones vote on street vendor law

By Jason Ruiz

Street vendors will eventually have a pathway to legally operate in Long Beach, but vendors will have to wait at least until next month before they know what the rules will be after the City Council asked Nov. 14 for more changes to the proposed local ordinance.

The rules are being crafted because of a new state law, Senate Bill 946, which went into effect in 2019 and decriminalized street vending but also allowed cities to set health and safety rules. The rules can't be crafted to protect brick-and-mortar businesses, restaurants or other interests.

Council members were scheduled to vote Nov. 14 on the ordinance, but they asked for more changes to the proposed rules including how much money the city would provide to subsidize permits and insurance for vendors, and where flashing signs would be allowed to be used by vendors.

"The barriers to get compliant, we need to limit, and lower them so we get more folks in on the pathway to compliance," said Mayor Rex Richardson.

The proposed fees to get started vary with city staff estimating that required business licenses could cost about \$300 annually and a health permit could range from \$250 to \$300 for tricycles or food service carts without plumbing to \$730 for carts with plumbing.

An additional one-time plan check fee would range from \$250 to \$1,165 based on the level of risk associated with the types of food the vendors are selling, according to the city. Vendors would also have

to obtain liability insurance, which the city estimates could cost another \$300 per year for vendors.

Advocates and vendors who showed up to the Nov. 14 meeting said that the fees could be too high for people who are already not making much money by selling food and goods on city streets. They asked for the requirement for insurance to be eliminated and other bans on selling in certain parts of the city to be lifted.

"Street vendors are a crucial part of our communities and should be allowed to sell their products to the community," said Maribel Cruz, associate director of Organizing Rooted in Abolition, Liberation and Empowerment (Órale). "The proposed restrictions are creating barriers and not opportunities."

They pointed to the city of Los Angeles, which has proposed lowering its city permits from \$541 to \$27 to get more vendors to actually register with the city.

While council members discussed the possibility of letting vendors operate without insurance as long as they indemnified the city from any accidents, they ultimately decided to require it after city management told the council that the city could still be held liable.

"In actuality, these are vendors who don't have a lot of assets and aren't going to be able to pay for a several hundred thousand dollar lawsuit for a major injury," City Manager Tom Modica said, adding that the city could have to pay for damages.

Tyler Bonanno-Curley, acting deputy city manager, said that the city is looking at using \$250,000 in recovery act funds to help vendors pay for permits and purchase

approved sidewalk vending carts.

The original proposal was for vendors to qualify for up to \$1,100 in reimbursements in their first year of operation but Richardson asked that it be increased to \$1,500, which would pay for permits and insurance over the first year.

Other changes to the proposed law could ban the use of flashing signs in areas with lots of traffic or a large volume of accidents, something that will be determined by the city's traffic engineer over the next few weeks.

This is part of a long road for the new ordinance. The City Council postponed a vote on it in May after members requested a number of revisions in hopes of expanding where vendors could operate. Some of those recommendations were part of the new version of the ordinance presented Nov. 14, but others, like a request that vendors be able to sell goods around the Pike shopping outlets, were not.

Areas around businesses with contracts with the city, like the beach concession stands and the Long Beach Convention Center, are off-limits for vendors in the future. The Pike and the sidewalk space around it would also be off-limits because it's under a city lease and the property is maintained by a private company.

The council asked if the city could ask the leaseholder to allow vendors to operate on the sidewalks around the Pike, but any answer was unclear.

"I seriously doubt they're going to let any vendors down there if this is the case," Councilmember Cindy Allen said. "What options do we have if they say no?"

The city's lease with the Pike runs through 2040. However, areas in the

coastal zone won't be subject to the new ordinance until the California Coastal Commission approves the city's law, which likely won't happen until 2024.

That means bans from operating at the Pike or other buffers that would be put in place by this law wouldn't be enforceable. Those include vendors having to be 20 feet away from other vendors, 25 feet away from beach access points, 5 feet away from bus stops, Metro stops and above-ground structures like electrical boxes and 15 feet away from fire hydrants, public restrooms and dining parklets.

Long Beach's new rules will also set administrative penalties that can cost hundreds of dollars for vendors who violate the ordinance. Those would escalate with continued violations and be doubled for vendors violating the city's ordinance without acquiring necessary permits first.

The city is looking to add a complaint portal to the Go Long Beach app where people can report vendors who are out of compliance, but the city says that it will lead with an education approach first.

Tara Mortensen, the city's business services bureau manager, said that the city is looking at education being the main focus for the first three to six months of the new law.

"We're going to have boots on the ground at sites and locations where vendors are making sure they're aware of what the rules are and let them know we want to help them," Mortensen said.

The City Council's next scheduled meeting is Tuesday, Dec. 5, but it's unclear if the street vendor ordinance will be ready for a vote by that meeting. ■

App launches to offer rewards, help local small businesses

By Jackie Rae

Marissa Lujan opened her custom balloon store, Dainty Disco, on Nov. 13 to celebrate the kickoff of Shop Long Beach, a citywide initiative that includes an app to offer customers rewards and help support local small businesses.

Through the app, Lujan says she's gained new customers and expanded her business reach.

"I'm excited to be a part of Shop Long Beach because it is a program designed to promote and increase my sales," she said.

The app, called Localight, can be downloaded here. It shows what points and discounts customers will receive at specific businesses by using the app.

The Shop Long Beach initiative

is meant to help businesses like Lujan's. At 5659 Atlantic Ave., her shop offers balloons for various occasions and specialty items crafted by local artists to enhance the uniqueness of any event.

By bolstering small businesses like Dainty Disco with a rewards program to build dedicated customers, the program is meant to fortify the local economy.

The technology is also meant to make local businesses easier for consumers to find.

Emily Kazim, executive director for the Long Beach Center for Economic Inclusion, says the app allows consumers to explore local businesses and accumulate points with each purchase.

Mayor Rex Richardson urged everyone to download the app, emphasizing its user-friendly nature.



City and business leaders kick off Shop Long Beach, a citywide initiative that includes an app to offer customers rewards and help support local small businesses.

"It is pretty easy to use. You just download it, right at the top, it says Long Beach, and you click it. And it shows you all the businesses that

are registered," he said.
For further information, visit the Long Beach Center for Economic Inclusion at lbcei.org. ■

COMMERCIAL PROPERTIES FOR SALE & LEASE | LOCAL EXPERIENCE. GLOBAL STRENGTH.

FOR SALE
\$15,500,000



PRIME 3.21 ACRE SOUTH BAY INFILL DEVELOPMENT SITE

FOR SALE



333 W. BROADWAY, STE. 101
LONG BEACH
3,320 SF PROFESSIONAL OFFICE CONDO IN DOWNTOWN LONG BEACH

FOR LEASE



965 E. 4TH STREET,
LONG BEACH
4,023 SF GROUND FLOOR RETAIL AVAILABLE

FOR SALE
\$26,900,000



11 PROPERTY PORTFOLIO, 49 UNITS
REDONDO BEACH, CA

FOR SALE



6350 E. ATHERTON ST., LONG BEACH
8,340 SF 7-ELEVEN ANCHORED RETAIL SHOPPING
ADJACENT TO CAL STATE LONG BEACH

FOR SALE



2846 E. COAST HIGHWAY,
CORONA DEL MAR
3,200 SF RETAIL BUILDING
BLOCKS FROM THE BEACH



COLDWELL BANKER
COMMERCIAL
BLAIR

CBCBLAIR.COM

(562) 495-6070

© 2023 Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates.
All Rights Reserved. Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates fully supports the principles of the Equal Opportunity Act. Each Office is Independently Owned and Operated. Coldwell Banker Commercial and the Coldwell Banker Commercial Logo are registered service marks owned by Coldwell Banker Real Estate LLC, dba Coldwell Banker Commercial Affiliates. All information contained herein is from sources deemed reliable and is submitted without any warranty or representation, express or implied, as to its accuracy or completeness. We assume no liability for errors or omissions of any kind. Corporate BIRE #01330395

Grants for Green Projects

A \$383 million grant from the state of California will go to green infrastructure at the Port of Long Beach. From electric charging units to expanded on-dock rail capacity, we're working to become the world's first zero-emissions port.



Port of
LONG BEACH
THE GREEN PORT

