

New and Upcoming Developments

Long Beach, California
Friends of Belmont Shore
Thursday, September 6, 2018





CITY OF
LONG BEACH

Blueprint for Economic Development



Economic
Development
LONG BEACH

Blueprint for Economic Development

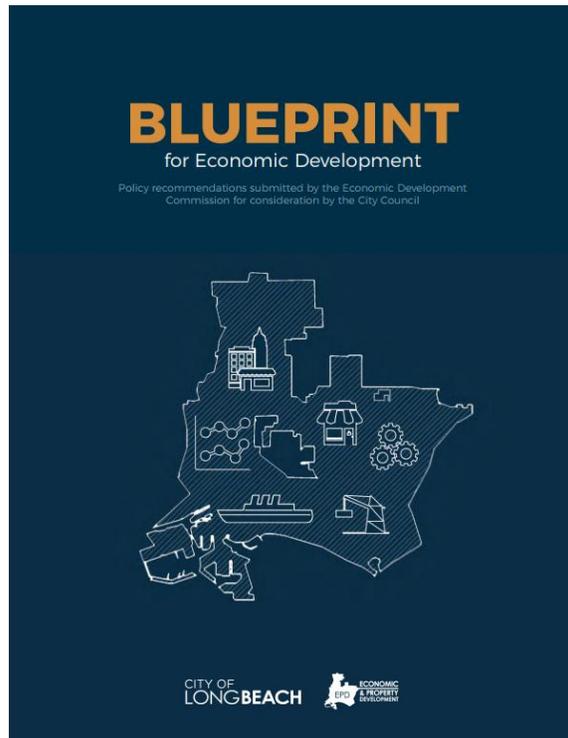
Purpose: Advance a 10-year vision of Long Beach as “the city of opportunity for workers, investors, and entrepreneurs.”

- Catalyst to work together
- Foster a “can do” climate
- Create an innovative ecosystem
- Afford the opportunity for the citizens of Long Beach to create, thrive, and positively impact where we live

Goal: Ensure that Long Beach is recognized as one of the world’s most livable, inventive, and inclusive cities

The Economic Development Blueprint Focus Areas include:

- Engines of Growth
- Economic Inclusion
- Jobs & Workforce Development
- Business Assistance
- Development Environment
- Quality of Life
- Economic Leadership & Cooperation

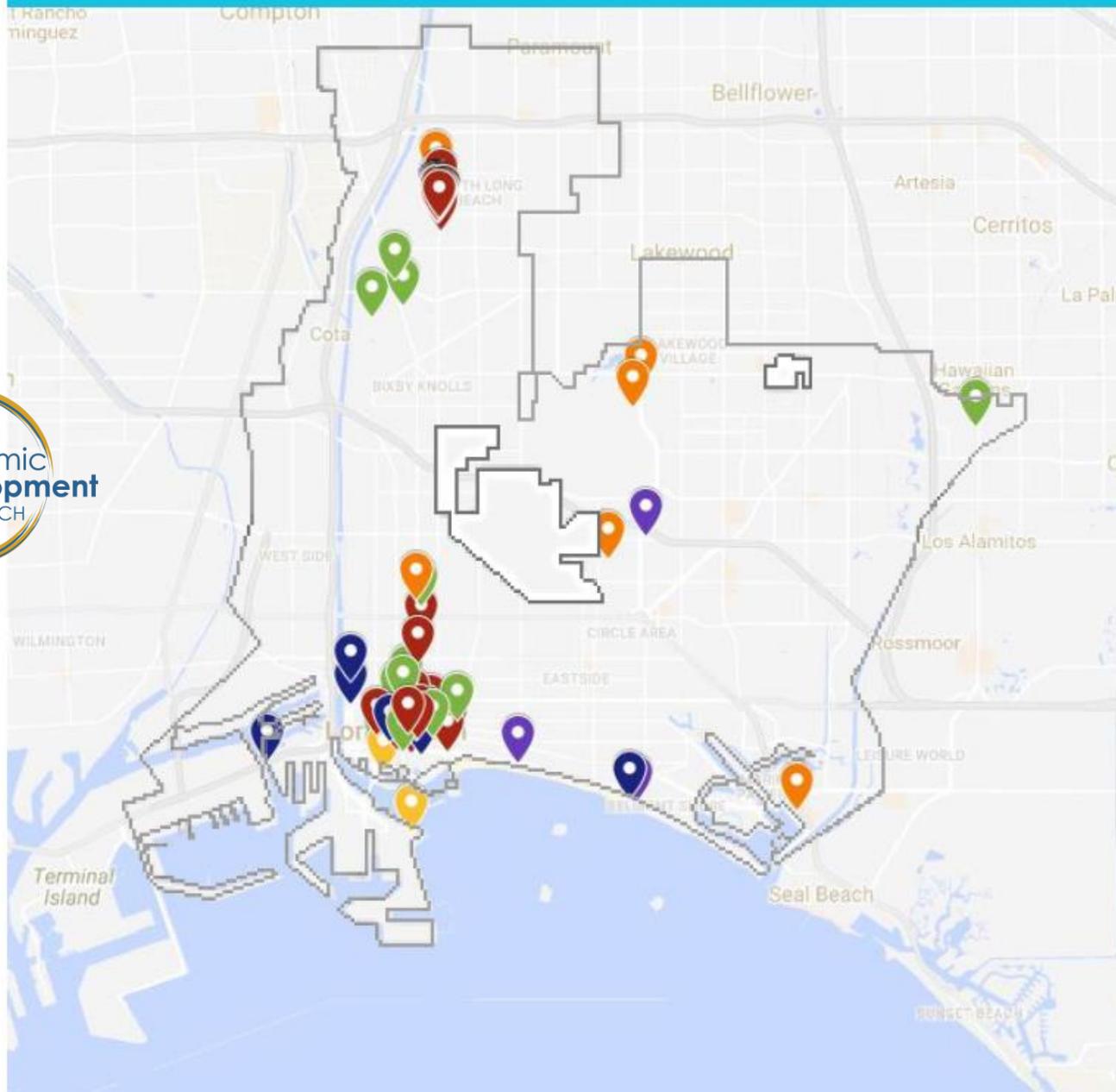




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REAL ESTATE DEVELOPMENT

Multiple City-wide Current and Planned Development: Overview Map



- Institutional
- Residential
- Mixed-Use
- Hospitality
- Entertainment
- Commercial/Retail
- Capital Improvements

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DOWNTOWN DEVELOPMENT



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- Under construction
- Construction commencing in 2018
- M Metro Blue line

<p>1 The Beacon 1235 Long Beach Blvd 121 residential units (seniors) 38 residential units (vets/special needs) 6,184 sq. ft. commercial</p> 	<p>7 Broadway Block 240 W. Broadway 392 mixed use residential, commercial and office space</p> 	<p>13 One 24 Long Beach 125 Long Beach Blvd 208 residential units 7,000 commercial</p> 	<p>19 The Current Phase II 777 E. Ocean Blvd 315 residential units 6,711 sq. ft. retail</p> 
<p>2 Regency Palms Senior Ass't. Living 117 E. 8th Street 103 residential units</p> 	<p>8 Ocean New Towers 200 W. Ocean Blvd 98 residential units 4,597 sq. ft. retail</p> 	<p>14 Security Pacific National Bank Building (Rehabilitation) 110 Pine Ave 118 residential condo units</p> 	<p>20 The Alamitos 101 Alamitos Ave 136 condo units 2,570 sq. ft. retail</p> 
<p>3 Broadway & Magnolia Apts. 500 W. Broadway 142 mixed use units 3,000 sq. ft. retail</p> 	<p>9 Oceanaire 150 W. Ocean Blvd 216 residential units 1,500 sq. ft. retail</p> 	<p>15 Project Name TBD 107 Long Beach Blvd 34 guest hotel rooms 30,820 sq. ft. retail/commercial</p> 	<p>21 Project Name TBD 325 Alamitos Ave 77 residential units 12,867 sq. ft. retail</p> 
<p>4 Project Name TBD 442 W. Ocean Blvd 94 residential units 1,455 sq. ft. retail</p> 	<p>10 Ocean Center Building 110 W. Ocean Blvd 74 residential units 5,400 sq. ft. retail</p> 	<p>16 The Linden 434 E. Fourth Street 49 apartment units 53,313 sq. ft. commercial/retail</p> 	<p>22 Long Beach Civic Center 415 W. Ocean Blvd 247,000 sq. ft. City Hall 238,300 sq. ft. Port Building 93,700 sq. ft. Main Library</p> 
<p>5 The Pacific 230 W. 3rd Street 163 residential units</p> 	<p>11 Project Name TBD 207 Seaside Way 113 mixed use residential units</p> 	<p>17 Huxton 227 Elm Ave 40 townhome units 61,944 sq. ft. retail</p> 	<p>23 Aquarium of the Pacific Addition Expansion 100 Aquarium Way 29,000 sq. ft. addition</p> 
<p>6 Parc Broadway 245 W. Broadway 222 residential units 8,500 sq. ft. retail</p> 	<p>12 Rehabilitation 309 Pine Ave. Interior and façade rehabilitation</p> 	<p>18 Linden 135 Linden Ave 82 residential units 4,051 commercial</p> 	<p>24 Queen Mary Island 1126 Queens Highway 85 acres of entertainment and tourist attractions</p> 

Douglas Park Redevelopment

- 283-acre site
- 4.1M sq. ft. of building space
- 5,000+ new jobs
- Corporate offices
- New Retail experience



Corporate Offices



Mercedes-Benz



ORBIT



human touch®



The Long Beach Exchange - Retail



the lab

- 6.4 acres
- 48 non-contiguous parcels)
- Mixed use residential
- Retail

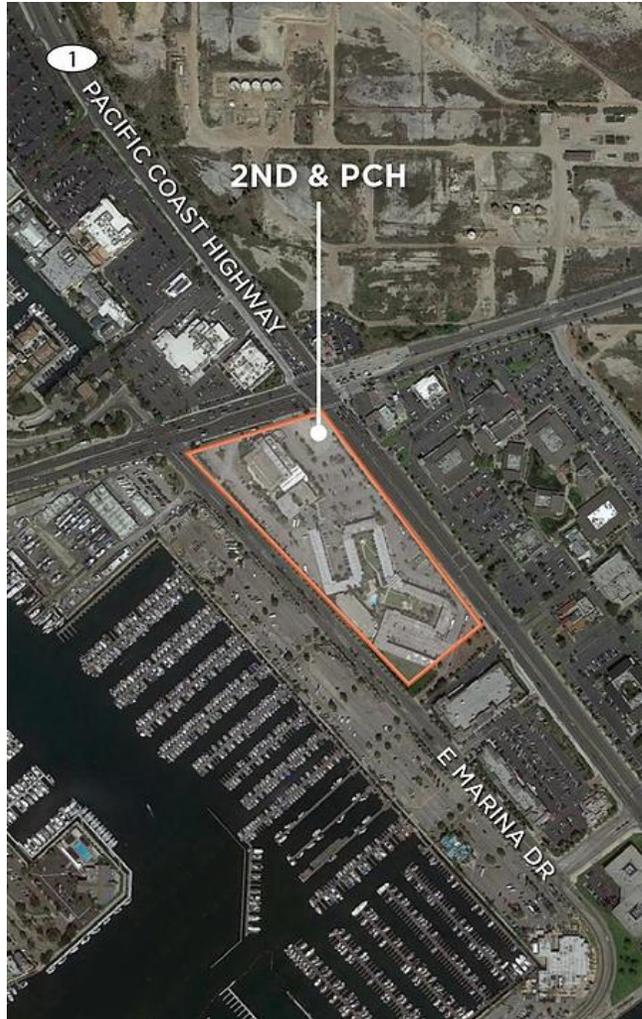
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2nd and PCH

Shopping and dining complex

- 95,000 sq. ft. of new retail
- 70,000 square feet of restaurant space
- A fitness center
- 55,000 sq. ft. Whole Foods



Golden Shores

- 5.87 acres
- Includes three development options (all entitled through the City of Long Beach)
- Residential Option
- Hotel Option A and B (400-room hotel including 27,00 sq. ft. of conference/banquet facilities and 340,00 sq. ft. office space, 27,00 sq. ft. of retail uses)



Civic Center

Innovative **Design, Build, Finance, Operate, and Maintain** (DBFOM) P3 partnership between 7 primary government and private sector partners.

\$531 million construction of new City Hall, Port Headquarters, Main Library, Lincoln Park, and parking facilities. \$400 million more in private investment.



BUSINESS | LA TIMES

Long Beach civic center is getting a \$900-million makeover that's a model for other cities

By ROGER VINCENT FEB 17, 2018 | 3:00 AM



American Life Hotel

- 416 room luxury hotel overlooking Pacific Ocean, entertainment district, Convention Center and future 2028 Olympic event-sites;
- Projected \$600,000 per room key estimated construction costs;
- First 4-diamond hotel project proposed in decades;
- Transient Occupancy Tax sharing agreement with the City for 9-years to add rooms and amenities.

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Aquarium of the Pacific

Pacific Visions: 29,000-square-foot, two-story sustainable theater and interactive addition



Belmont Beach and Aquatics Center

State-of-the-art aquatic facility

- Indoor and outdoor pools for recreation, teaching, competition and therapy
- A casual café with open-air seating
- Indoor concession area to be available during indoor events



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CSULB Downtown Village

- Proposed 1,100 student residence for approximately 1,100 junior, senior, and graduate students;
- New University Innovation Center, classroom, labs, and other student services.

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The Current Phase 2

- 35-story, 315-residential units
- 6,700-square feet of retail/restaurant



The Streets

350,000-square-foot urban, pedestrian-oriented shopping and restaurant destination



Prologis Distribution Center

PCH and Santa Fe



- 200,000 square foot modern distribution center near the Port of Long Beach;
- Repurposing 10-acre parcel at crossroads of highway and major commercial corridor;
- Clean trucks agreement, project labor agreement for construction, LEED certified building; and
- Proposed community benefit program to invest in local businesses.



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Business Development Programs and Education

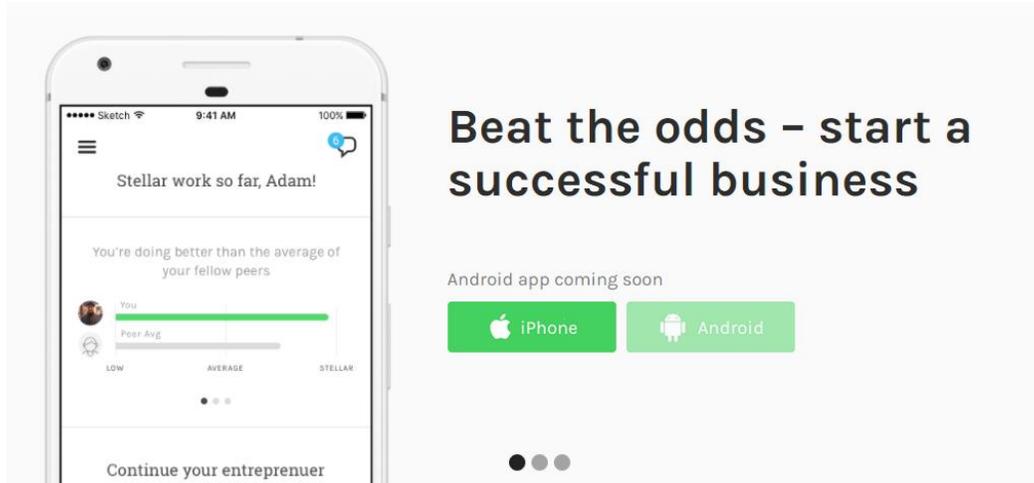
Marketing & Promoting the City: Limitless Campaign



Leveraging the Market

Startitup

Innovative P3 identified through a Citymart “**Open Procurement Challenge**” in 2017 includes public, private, and non-profit development partners.



Mobile app assists businesses in **beating national average** survival rate for small businesses and startups.

Pilot launched January 2018 with multiple partners bringing different assets and subject matter expertise to the table.

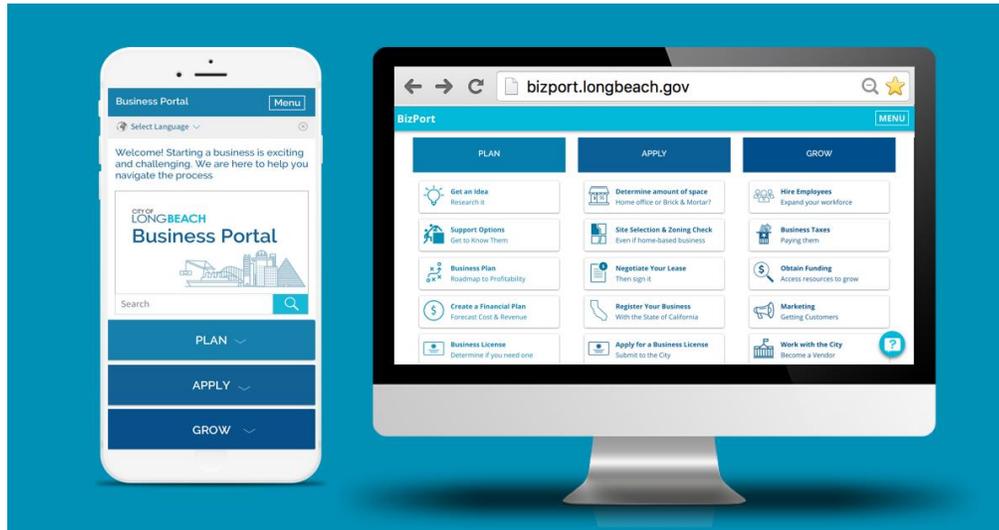
An easy path to success for entrepreneurs and small business owners



“It’s government as an investor. It’s the government trying to stimulate the creation of new technology and new businesses”

John Keisler, Director Economic Development, City of Long Beach

Open Source Navigational Tools

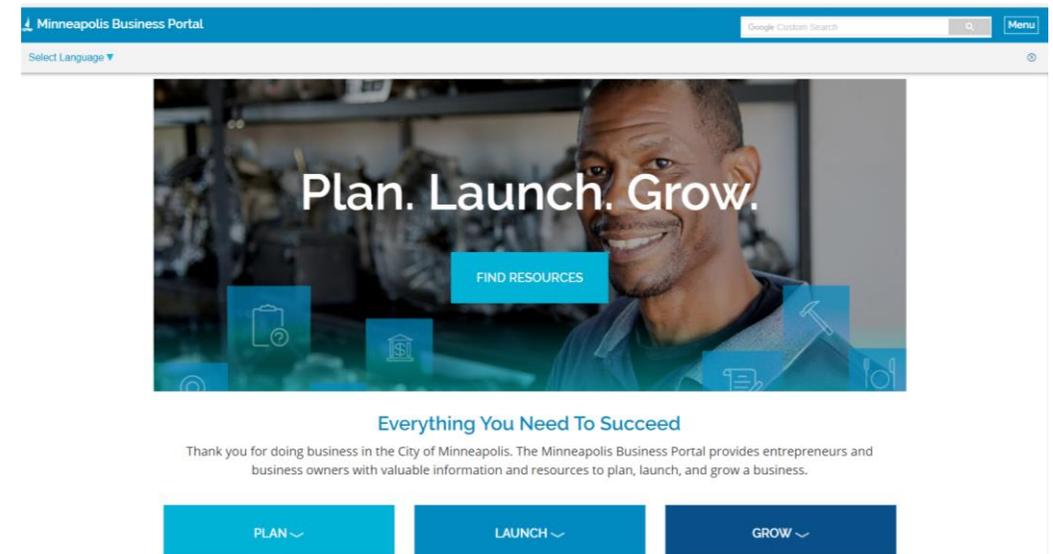


6-22-17 Award for Innovative Use of Technology at the 2017 American Planning Association (APA) Los Angeles Section Awards Gala.

9-17-17 Government Experience Award in the Government-to-Business category, by the Center for Digital Government.

Built by non-profit tech company using Design Thinking principals. **P3 innovation partnership** includes funding from private foundations, local government, non-profit civic tech, and Commerce Department innovation challenge prize monies.

Launched October 2016, and **open source code** made available on Github to encourage innovation. 2nd City, Minneapolis launched its own BizPortal using Long Beach code from Github in 2018.



Regional Collaboration in Business Attraction

P3 between cities, private, non-profit sectors in business attraction, growth, and regional cooperation.



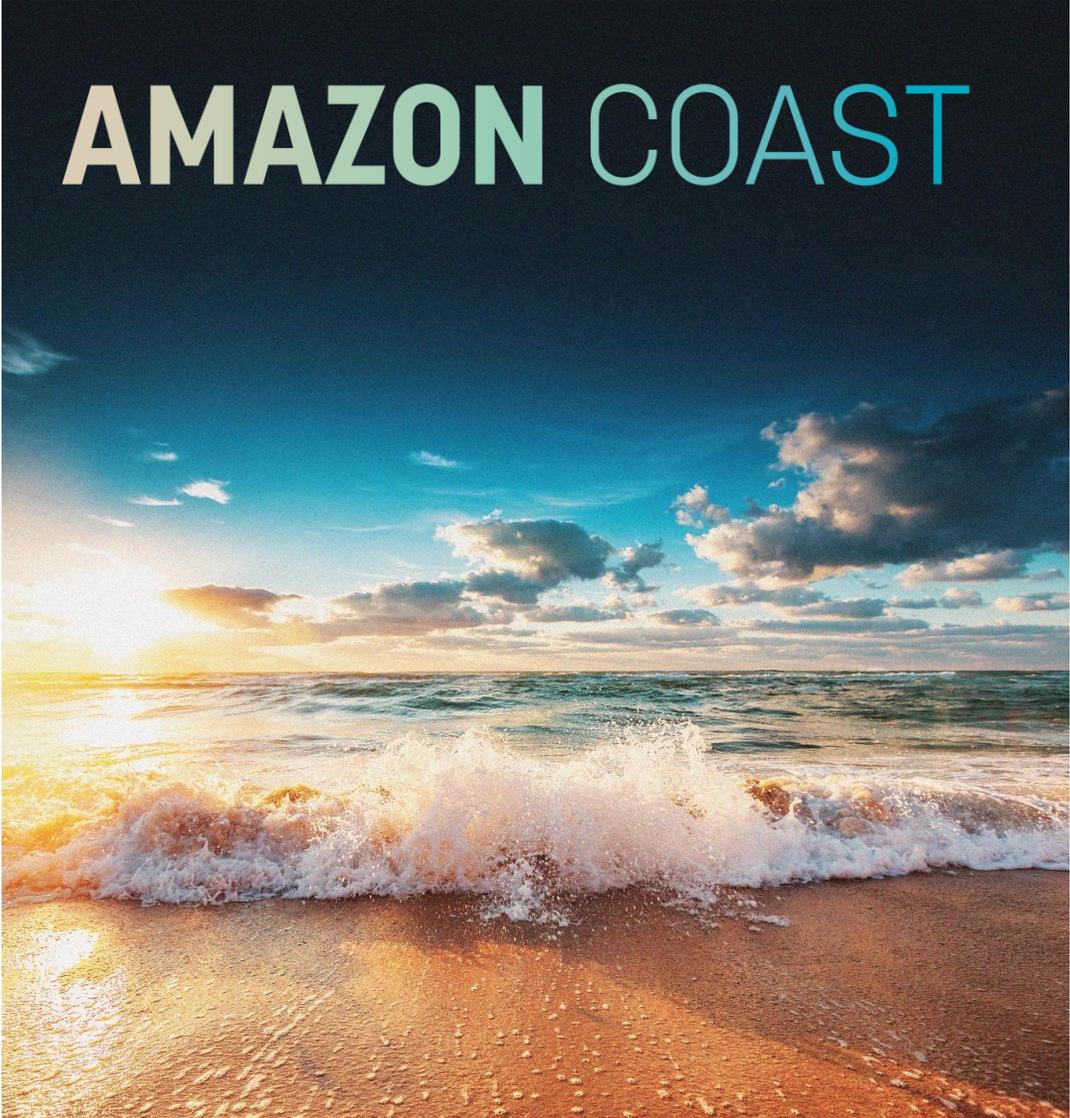
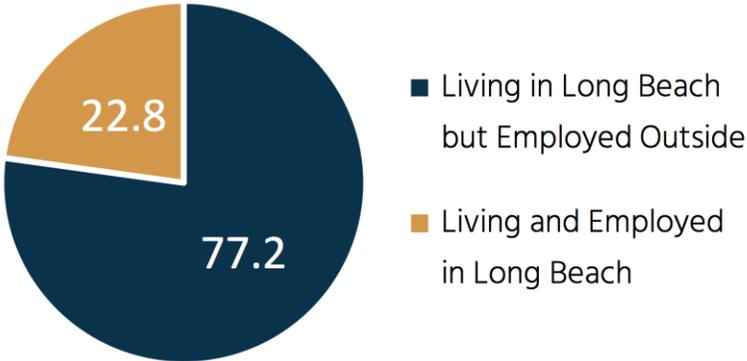
The partnership with the City of Huntington Beach to respond to Amazon's HQ2 RFP is called the Amazon Coast. This response capitalizes on the unique features offered by each city



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Labor Force: Inflow and Outflow



Innovation Hubs



Innovative P3 partnership **leverages core competencies** of private, non-profit, government, and academic partners to create economic opportunity in underutilized City facility.

Innovation Center will offer low-cost co-working space and no-cost business advising to existing and new small businesses at **no cost to the City** (over term of the agreement).

Physical space is already **attracting additional partnerships** and resources like International Business Accelerator.



Startup

- Business Planning
- Financial Projection
- Exploratory Funding



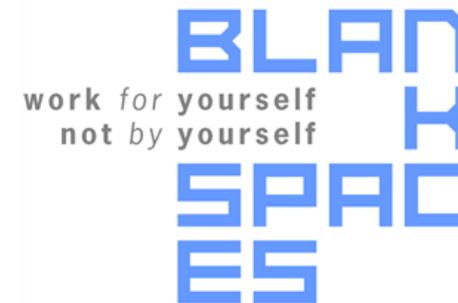
New Business

- Financial Packaging
- Contract Negotiations
- Cash Flow Management



Growing Business

- Rebranding and Market Identification
- Advanced Web Development (Shopping Cart, SEO, Email Segmentation, etc.)





Innovative P3 between University, City, non-profit, and private organizations provides programming and mentoring to unlock the creative energy of students, faculty, staff, and the community that engages stakeholders across campus and in the community focused on the common goal of innovation and entrepreneurship.

Primary objective of the Institute is to **facilitate and strengthen entrepreneurial ecosystem** to create economic opportunities for the greater Long Beach community.

City funded 1st \$25,000 **Fellowship** for University student to create Institute.



Programs

- **City Fellowship**
- VK Day 2018
- Innovation Challenge
- CBA Incubator
- Molina Speaker Series
- Entrepreneur Workshops
- Climathon
- Woman-Owned Business Accelerator

Resources

- Collaborative Work Spaces
- Clinics
 - Legal
 - Accounting
 - Social Media
- Speakers and Mentors
- Ideator



Loans that change lives

What makes us unique



It's a loan, not a donation

We believe lending alongside thousands of others is one of the most powerful and sustainable ways to create economic and social good. Lending on Kiva creates a partnership of mutual dignity and makes it easy to touch more lives with the same dollar. Fund a loan, get repaid, fund another.



You choose where to make an impact

Whether you lend to friends in your community, or people halfway around the world (and for many, it's both), Kiva creates the opportunity to play a special part in someone else's story. At Kiva, loans aren't just about money—they're a way to create connection and relationships.



Pushing the boundaries of a loan

Kiva started as a pioneer in crowdfunding in 2005, and is constantly innovating to meet people's diverse lending needs. Whether it's reinventing microfinance with more flexible terms, supporting community-wide projects or lowering costs to borrowers, we are always testing and learning.



Lifting one, to lift many

When a Kiva loan enables someone to grow a business and create opportunity for themselves, it creates opportunities for others as well. That ripple effect can shape the future for a family or an entire community.

Innovation Hubs

Innovative Microfinance P3 between City, private foundation, Community Development Financial Institution, and non-profit financial technology "fintech" company.

Social and financial capital pool is leveraged from "community lenders" and "trustee" organizations to limit risk, verify identity, and encourage repayment.

Kiva is an international nonprofit, founded in 2005 and based in San Francisco, with a mission to connect people through lending to alleviate poverty. We celebrate and support people looking to create a better future for themselves, their families and their communities.



Promoting Connectivity



Business Corridor Improvement Program



Corridors identified for improvement

- 1 Carson Street Corridor
- 2 Pacific Avenue Corridor
- 3 Anaheim Corridor

- Node activation
- Heavy intensity of beautification
- Light intensity of beautification

- ▭ Racially & Ethnically Concentrated Area of Poverty (R/ECAP)
- ▭ Community Development Block Grant (CDBG) Area
- ▭ Place-Based Neighborhood Improvement Strategy (PBNIS) Area
- 1 North PBNIS
- 2 West PBNIS
- 3 Washington PBNIS
- 4 MLK PBNIS
- 5 MacArthur PBNIS



\$450,000 from City Council to partner with businesses in improvement pilot projects for 3 corridors

Proactive Property Management Program

- Developed in July 2017
- Economic Development Property Management staff tours City-owned properties once a week
- Photo-documents condition of sites
- Creates a comparative weekly report for management review (see adjacent example)
- Works in conjunction with third-party property management company, OPC, to address multiple issues:
 - Fence repair
 - Weed abatement
 - Graffiti removal
 - Large item disposal
 - Transient displacement
- Properties managed span over several districts within the City of Long Beach

OPC property maintenance findings by site
 Anaheim St. & Walnut Ave. (1500-1546 E. Anaheim St.)

Serviced 1/week for 2 hours each visit; Weed abatement/ landscape. Trash removal, debris removal, graffiti removal/ fence rail repair

Tuesday, December 5 (Prior Conditions)		Tuesday, December 21 (Current Conditions)	
			
			
		Railing needs to be repaired (Alley-facing)	
			
		Railing has been repaired (Alley-facing)	

Comments for OPC:

- Railing has been repaired (Alley-facing).

