

RETAIL SERVICES

CBRE, Inc.  
Retail Services  
Lic. 00409987

**CBRE**

Retail Services  
Richard Rizika  
Mitchell Hernandez  
Jennifer Meade

2221 Rosecrans Avenue  
Suite 100  
El Segundo, CA 90245

310 363-4900 Tel  
310 363-4905 Fax

January 29, 2018

Mr. Nick Vasuthasawat  
Long Beach Development Services  
333 West Ocean Blvd, 5<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Information Request – Case No. 1712-08  
1775 Ximeno Pad 2  
Long Beach, California

Dear Nick:

I am responding to your request to Hany Malak regarding market information for projects in Los Angeles County similar to what is being proposed for approval at 1775 Ximeno Ave. As part of this request, I would like to provide you with a summary of my personal and professional background, as well as specific information regarding our targeted tenants for "Ready to Eat" and retail/service tenants for the project.

As to my personal background, I have been living in Long Beach since 1980. I went to elementary and high school here and also received my Master's Degree from CSULB. I have lived in the nearby neighborhoods of Artcraft Manor as well as Los Altos (I am currently a Los Altos homeowner and resident, raising my family here). I am very familiar with this trade area and have seen it evolve over time. I am thrilled to have the opportunity to work with the property owners of 1775 Ximeno to contribute to the retail renaissance that is happening at this location. The plans for this site will complement the recent new developments, with new drive thru prototypes for Rite Aid and CVS as well as the new Chick Fil A and incoming Wells Fargo. The recent upgrades to the surrounding streets are wonderful as well.

Professionally, I have been working in the commercial real estate industry for nearly 20 years. In addition to brokerage, I spent 13 years working as an in house leasing director for two Los Angeles based developers. I understand well the partnership that Landlords have with cities and how important it is to work together to keep alignment of goals that benefit both the financial interests of developers and what is best for the communities they are developing in. While working in house for development companies, I gained experience developing small unanchored retail pad buildings, similar to what is being proposed at 1775 Ximeno.

My understanding is that the City of Long Beach has some concerns about our current site plan and leaving it open to all "ready to eat" concepts. I have been made aware that our current

parking situation will limit any further leasing to food concepts as "ready to eat," which to paraphrase sells food that is ready to eat at the time of sale or designed for "take out" with no more than 150 square feet of dining area inside the Premises. This definition would also preclude any food concepts with a full service kitchen. I understand the importance of ensuring that this tenant line up will need to be in compliance with parking codes for the project. Limiting the food concepts to "ready to eat" and/or retail and service uses will not reduce the viability of the project for leasing to quality tenants. The site plan shows 6,200 sf. Note that the 2,000 sf space with the drive thru is going to be a nationally known coffee retailer. The remaining 4,200 sf, while showing as two spaces, could also be demised into 3 smaller spaces, which would be more accommodating to the typical size of a "Ready to Eat" food concept. I don't anticipate any food concept being more than 1,800 square feet at the maximum.

As an attachment to this letter, I have provided the following information that should be helpful to you in your review of the proposed plan:

- A list of prospective tenant categories (along with examples of specific tenants) that includes food uses that would meet your definition of "Ready to Eat" as well as retailers and service uses.
- A site criteria brochure for Robeks, that shows their new floor model (a good example of a "Ready to Eat" use).
- Examples of unanchored strip centers that I have personally worked on (and one additional in Long Beach) that show a tenant mix of "Ready to Eat" and retail and service uses (and how those tenants have evolved over time).

What I like most about working in commercial real estate is the ability to create experiences for people to eat and shop. I am very excited about working with this owner to bring a new opportunity to my home town of Long Beach. Please feel free to call me directly if you need any additional information or would like to meet up in person to discuss.

Very truly yours,



**Jennifer Meade**  
CA Broker Lic: 01298843

cc: Michelle Rojas  
Corri Nicol  
Hany Malek

**Category**

**Example Tenant**

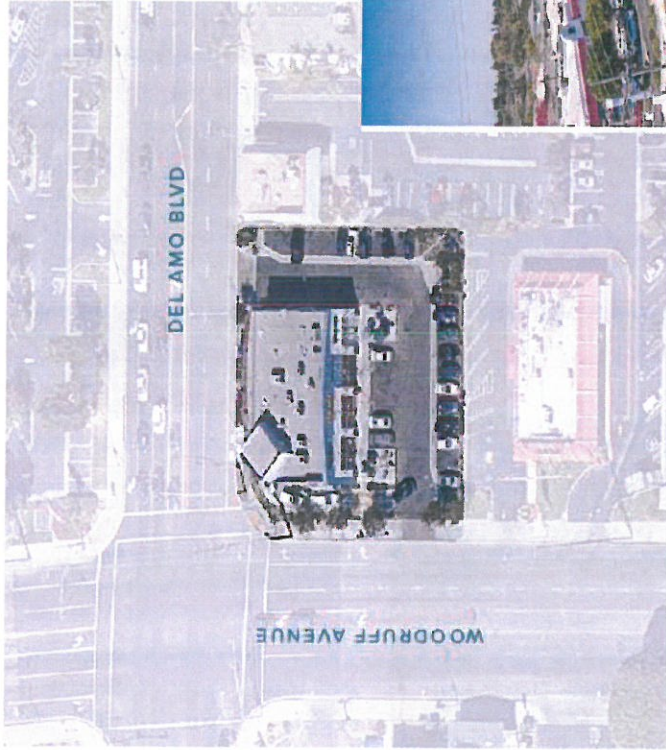
**Ready To Eat**

Bakery	85 Degrees
Bakery	Paris Baguette
Bakery	Susie Cakes
Boba Tea	Ding 18
Boba Tea	It's Boba Time
Boba Tea	Tea18
Healthy Grab n Go	Everytable
Healthy Grab n Go	Grabbagreen
Ice Cream/Frozen Yogurt	Cold Stone Creamery
Ice Cream/Frozen Yogurt	Golden Spoon Yogurt
Ice Cream/Frozen Yogurt	Menchie's
Ice Cream/Frozen Yogurt	Tutti Frutti
Ice Cream/Frozen Yogurt	Yogurtland
Juice	Jamba Juice
Juice	Juice It Up!
Juice	Nekter Juice Bar
Juice	Robeks
Salad Shop	Chop Stop Salads
Salad Shop	Salad Creations
Salad Shop	Saladworks
Salad Shop	Sweetgreen
Sandwich Shop	Blimpie Subs & Salads
Sandwich Shop	Capriotti's
Sandwich Shop	Jimmy John's
Sandwich Shop	Schlotzsky's
Sandwich Shop	Subway
Sandwich Shop	Togos
Sandwich Shop	Which Wich

## **Retail Services**

Cell Phone	At&T Store
Cell Phone	Boost Mobile
Cell Phone	Cricket
Cell Phone	Metro PCS
Cell Phone	Sprint
Cell Phone	T-Mobile
Cell Phone	Verizon
Credit Union	Kinecta Federal Credit Union
Credit Union	Logix Federal Credit Union
Credit Union	One Main Financial
Dry Cleaners	Zips Dry Clean
Hair Salons	Fantastic Sam's
Hair Salons	Floyd's Barber Shop
Hair Salons	Sport Clips
Insurance Office	Adriana's Insurance
Insurance Office	Fred Loya Insurance
Nail Salons	Happy Nails
Nail Salons	ProfessioNail
Retail Specialty	Amazon Locker
Retail Specialty	America's Best Eyeglasses
Tax Service	H&R Block
Tax Service	Jackson Hewitt
Tax Service	Liberty Tax
Vitamin Store	GNC
Vitamin Store	Nutrishop
Vitamin Store	Nutrition Zone

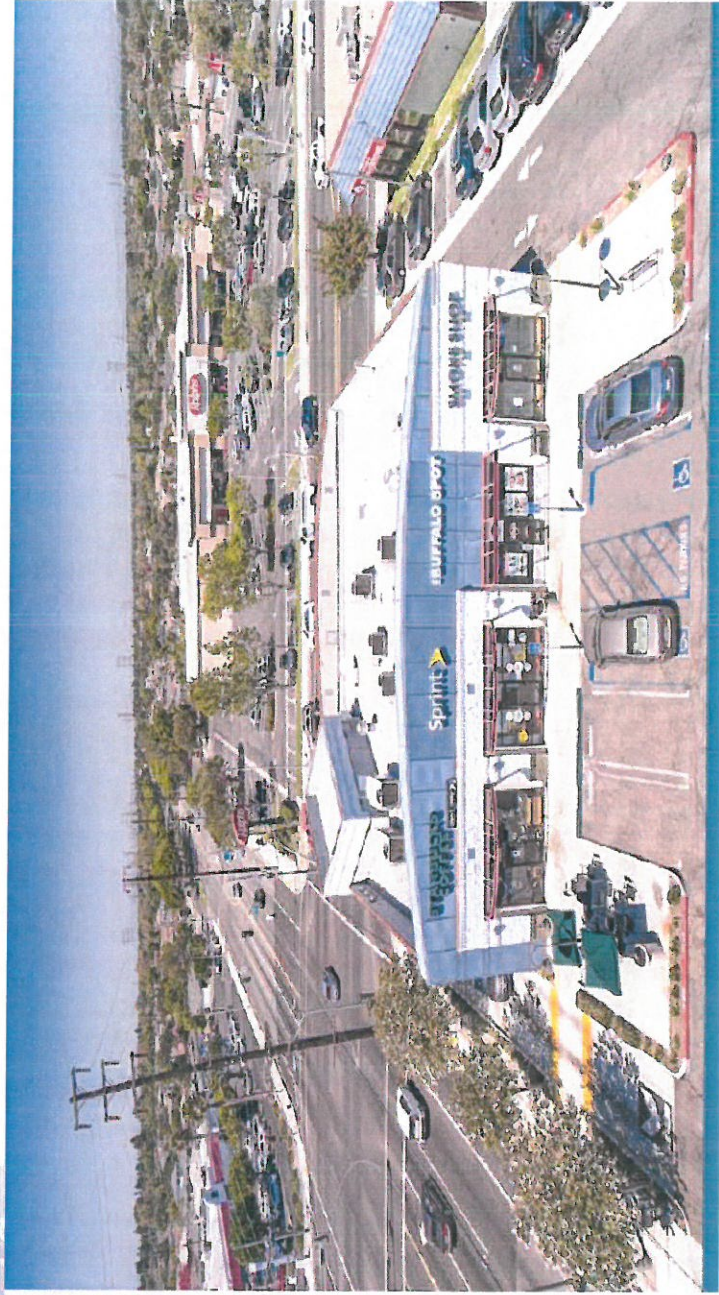




Del Amo Metro  
SEC Woodruff & Del Amo in Lakewood, CA

**Original Tenants 2005:**  
Starbucks  
Wingstop  
Quiznos  
Robeks

**Current Tenants 2018**





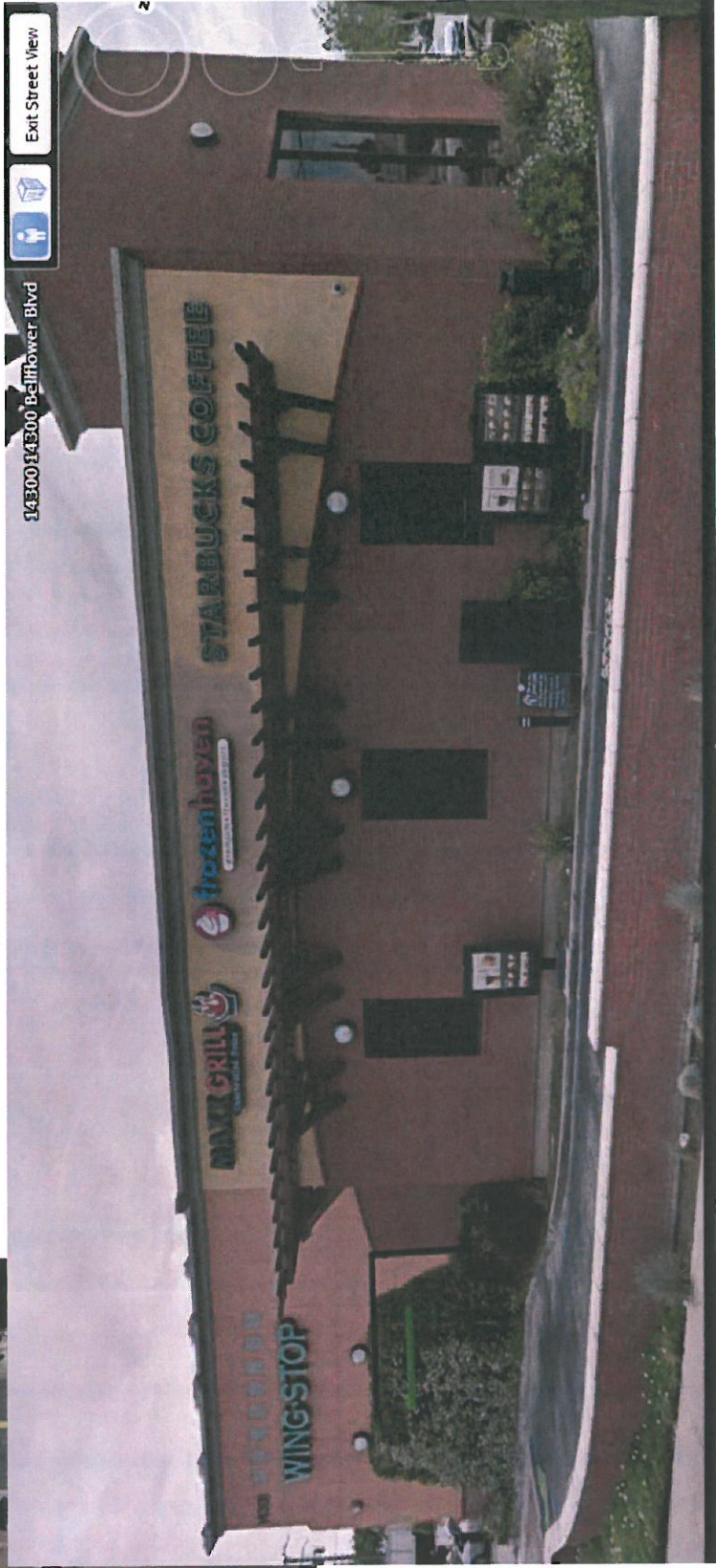


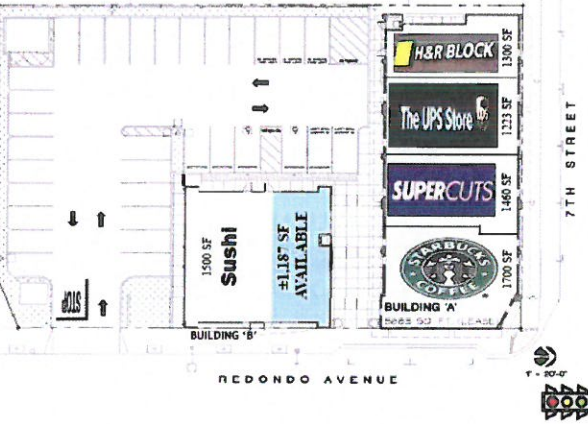
**Original Tenants 2006:**

- Starbucks
- Wingstop
- GameStop
- Robeks

Bellflower Marketplace  
SWC Bellflower & Rosecrans in Bellflower, CA

**Current Tenants 2018**





**Original Tenants 2005:**  
 Starbucks  
 Ebay store  
 UPS Store  
 H&R Block

Starbucks Center  
 SWC 7<sup>th</sup> & Redondo in Long Beach, CA

Current Tenants 2018





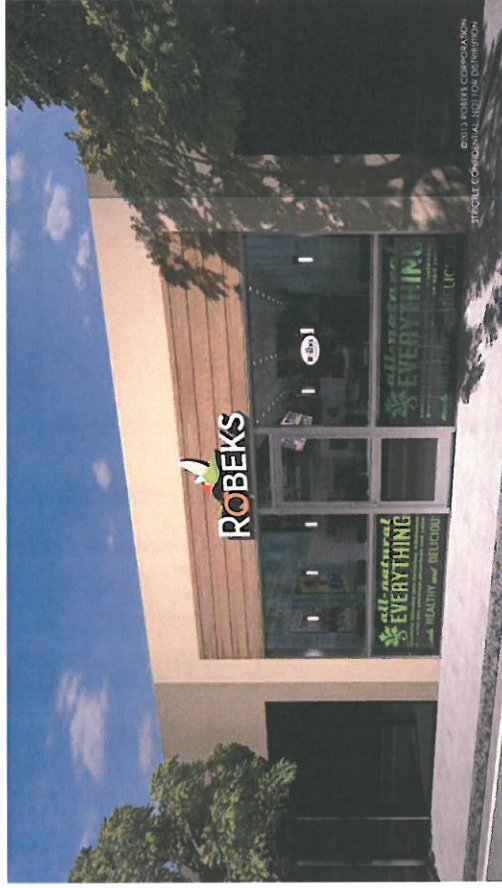


IT'S NOT  
ONLY NATURAL,  
IT'S SUPER.

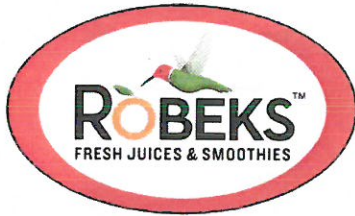


## Robeks New Store Design, Remodel & New Menu Program

Our Remodel Program is designed to update all stores to our New Store Design shown below. We are leaving behind our California mid-90s design that was common when the smoothie and juice category became popular, and have replaced it with a modern but inviting atmosphere. This update coincides with our recent menu launch that introduced more modern categories and new, "on-trend" products that are leading the way in the explosive growth of the healthy fast food segment. These evolutions have already produced double-digit increases in store sales and have been well received by customers and property owners alike.







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ONLY NATURAL,  
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## SITE REQUIREMENTS

### Store Size

- ♦ Traditional (street-oriented) locations: 700-1,200 s.f.
- ♦ Office/Non-traditional location: 250-700 s.f.
- ♦ 17'+ of storefront

### Located In

- ♦ Major shopping centers (street-front pad bldg preferred)
- ♦ Retail strip centers (end cap preferred)
- ♦ Street-front buildings (corner locations preferred)
- ♦ Major office buildings and complexes
- ♦ Airport, university and other non-traditional locations

### Trade Area Characteristics

- ♦ Shopping Center GLA of 100,000+ within ½ mile
- ♦ \$60,000+ median household income
- ♦ 35,000 residents in 2 miles, 12,000+ employees in 1 mile
- ♦ High schools, middle and elementary schools
- ♦ Fitness centers, office buildings, medical facilities

### Site Characteristics

- ♦ In daily path of travel for area residents & employees
- ♦ Storefront and signage visible to street
- ♦ Convenient ingress/egress, ample parking, daily needs

### Operating More Than 80 U.S. Locations in:

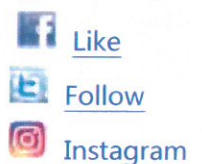
Los Angeles  
San Diego  
Phoenix  
Tucson  
Chicago  
Kansas City  
Cleveland  
Akron  
Connecticut  
Long Island  
Philadelphia  
DC Metro  
Atlanta  
Jacksonville  
Tallahassee  
Miami Metro

## Rolling out New Store Design!



**Jimmer Bolden**  
VP, Business Development  
Sites@Robeks.com  
Tel L.A. 310.844.1542

Visit [Robeks.com](http://Robeks.com) for more info

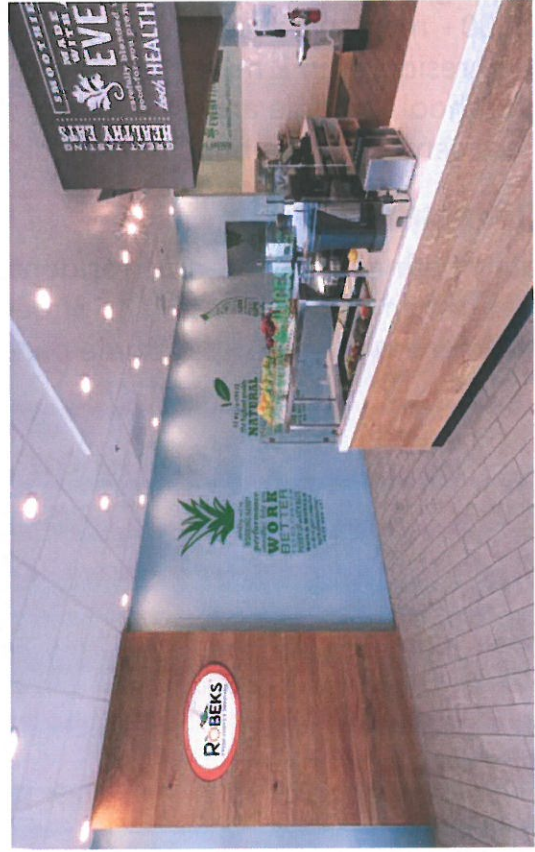






# New Store Design

IT'S NOT ONLY NATURAL,  
IT'S SUPER.





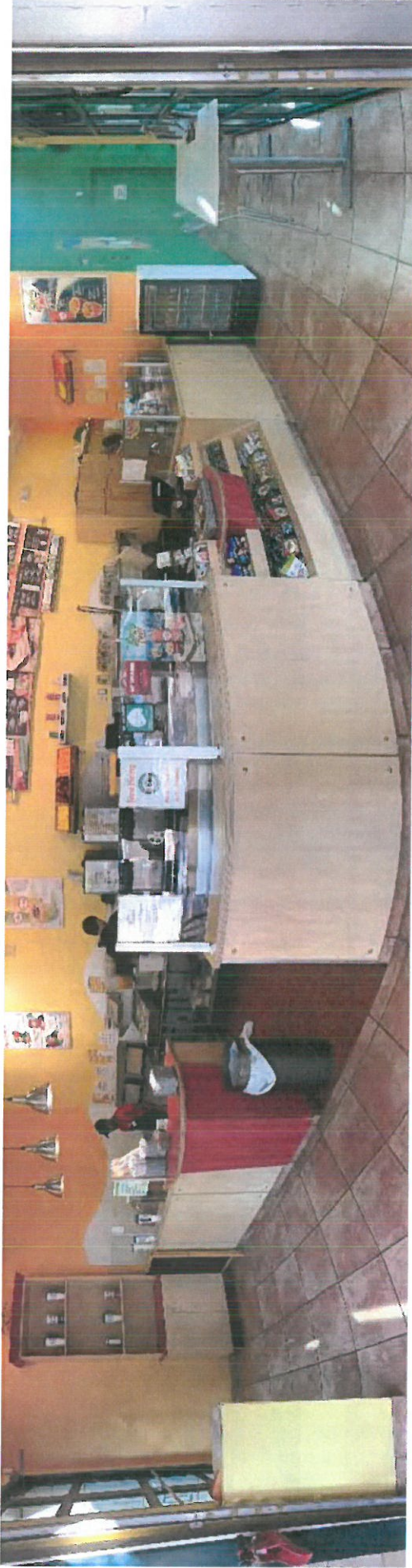


# Store Remodel Program

IT'S NOT  
ONLY NATURAL,  
IT'S SUPER.



*Before*



*After*







# Store Remodel Program



IT'S NOT ONLY NATURAL,  
IT'S SUPER.

*Before*



*After*







# Store Remodel Program

IT'S NOT ONLY NATURAL,  
IT'S SUPER.







# New Menu

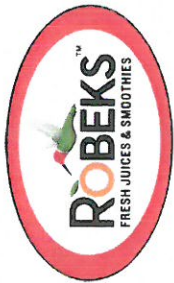
IT'S NOT ONLY NATURAL, IT'S SUPER.



Before







# New Menu

IT'S NOT ONLY NATURAL, IT'S SUPER.



After – Left Panel

## SUPERFOOD SMOOTHIES

### HERO'S GARDEN

Fresh Spinach, Matcha Green Tea, Pineapple, Mango, Banana, Spirulina, Flax Seeds, Apple Juice

### MANGO TURMERIC MADNESS

Fresh Lime, Peach, Mango, Cranberries, Turmeric, Agave, Fresh Carrot Juice, Apple Juice

### BERRY BENEFICIAL

Strawberries, Blueberries, Banana, Flax Seeds, Vanilla Almond Milk, Agave, Raspberry Juice

### QUEEN OF ALL GREENS

Fresh Kale, Fresh Spinach, Pineapple, Banana, Apple Juice

DAIRY FREE



SMALL: 70-80 CALORIES

MEDIUM: 77- 90 CALORIES

LARGE: 80- 440 CALORIES

## ACAI SMOOTHIES

### ACAI ENERGIZER

Strawberries, Blueberries, Pineapple Sherbet, Non-Fat Frozen Yogurt, Acai Juice, Energy, Multi-Vitamin, Whey Protein (5g)

### EMPEROR ACAI

Blueberries, Strawberries, Greek Yogurt, Acai Juice, Probiotic

### AWESOME ACAI

Strawberries, Banana, Raspberry Sherbet, Non-Fat Frozen Yogurt, Acai Juice

MEDIUM: 50-90 CALORIES

LARGE: 440- 530 CALORIES



## CLASSIC SMOOTHIES

### STRAWNANA BERRY

Strawberries, Banana, Non-Fat Frozen Yogurt, Apple Juice

### POLAR PINEAPPLE

Pineapple, Strawberries, Pineapple Sherbet, Papaya Juice

### PASSIONFRUIT COVE

Peach, Strawberries, Pineapple Sherbet, Passionfruit Juice

### BIG WEDNESDAY

Peach, Strawberries, Banana, Orange Sherbet, Pineapple Sherbet, Papaya Juice

### HUMMINGBIRD

Mango, Strawberries, Banana, Orange Sherbet, Passionfruit Juice

### MAHALO MANGO

Mango, Pineapple Sherbet, Non-Fat Frozen Yogurt, Papaya Juice

### RASPBERRY ROMANCE

Strawberries, Banana, Raspberry Sherbet, Non-Fat Frozen Yogurt, Raspberry Juice

### BERRY BRILLIANCE

Blueberries, Banana, Raspberry Sherbet, Non-Fat Frozen Yogurt, Apple Juice

### SOUTH PACIFIC SQUEEZE

Pineapple, Strawberries, Banana, Pineapple Sherbet, Orange Juice

### PIÑA KOOLADA

Pineapple, Banana, Coconut, Pineapple Sherbet, Non-Fat Frozen Yogurt, Papaya Juice

SMALL: 150-180 CALORIES

MEDIUM: 180-350 CALORIES

LARGE: 430-500 CALORIES

MAKE ANY SMOOTHIE DAIRY FREE!

## PERFORMANCE SMOOTHIES

### 800 LB GORILLA

Banana, Peanut Butter, Non-Fat Frozen Yogurt, Soy Milk, Chocolate, Multi-Vitamin, Whey Protein (40g)

### P-NUT POWER PLUS

Banana, Peanut Butter, Non-Fat Frozen Yogurt, Soy Milk, Energy, Multi-Vitamin, Whey Protein (10g)

### MUSCLE MAX

Pineapple, Blueberries, Banana, Raspberry Sherbet, Raspberry Juice, Energy, Multi-Vitamin, Whey Protein (20g)

### NUTS ABOUT PROTEIN

Coffee, Peanut Butter, Cinnamon, Raw Honey, Non-Fat Frozen Yogurt, Low Calorie Active Water, Multi-Vitamin, Whey Protein (15g)

### NATURALLY COFFEE

Coffee, Non-Fat Frozen Yogurt, Soy Milk

MEDIUM: 250- 300 CALORIES

LARGE: 400- 1100 CALORIES



## LOW-CALORIE SMOOTHIES

### ACTIVE APPLE

Fresh Apple, Fresh Mint, Fresh Lime, Pineapple, Banana, Pineapple Sherbet, Low Calorie Active Water, Fat Burner

### BERRY REBOOT

Fresh Spinach, Blueberries, Strawberries, Banana, Cranberries, Cinnamon, Raw Honey, Vanilla Almond Milk, Low Calorie Active Water, Fat Burner, Whey Protein (10g)

### LEAN GREEN

Fresh Spinach, Fresh Cucumber, Pineapple, Raw Honey, Pineapple Sherbet, Non-Fat Frozen Yogurt, Vanilla Almond Milk, Low Calorie Active Water, Fat Burner

SMALL: 100-200 CALORIES

MEDIUM: 240- 250 CALORIES

LARGE: 340-430 CALORIES







# New Menu

IT'S NOT ONLY NATURAL, IT'S SUPER.



## After – Right Panel

### WELLNESS SMOOTHIES

#### TROPI-KALE

Fresh Kale, Pineapple, Pineapple Sherbet, Non-Fat Frozen Yogurt, Papaya Juice

#### AGE BUSTER

Fresh Kale, Fresh Spinach, Peach, Pineapple Sherbet, Non-Fat Frozen Yogurt, Apple Juice, Probiotic, Multi-Vitamin, Fiber

#### SUPER GREEN

Matcha Green Tea, Fresh Spinach, Pineapple, Non-Fat Frozen Yogurt, Soy Milk, Immunity, Multi-Vitamin

#### DR. ROBEKS

Strawberries, Raspberry Sherbet, Orange Juice, Immunity, Multi-Vitamin

**MEDIUM:**  
290-340 CALORIES

**LARGE:**  
400-480 CALORIES



### BOWLS

#### ACAI STRAWNANA BERRY

Acai, Banana, Blueberries, Strawberries, and Vanilla Almond Milk, Topped with Fresh Banana, Fresh Strawberries, Fresh Blueberries, Granola, and Raw Honey

#### ACAI TROPICAL MANGO

Acai, Mango, Banana, Pineapple, Coconut, and Vanilla Almond Milk, Topped with Fresh Banana, Fresh Strawberries, Mango, Coconut, Bee Pollen, and Raw Honey

#### NUTTY ACAI

Acai, Banana, Strawberries, Peanut Butter, and Papaya Juice, Topped with Fresh Banana, Peanut Butter, Granola, Bee Pollen, and Raw Honey

#### GREEN BLISS

Pineapple, Banana, Spinach, Cucumber, Mint, Lime, Matcha Green Tea, Pineapple Sherbet, Non-Fat Frozen Yogurt, and Apple Juice, Topped with Fresh Banana, Coconut, Cranberries, and Raw Honey

#### ACAI ESPECIAL

Acai, Blueberries, Banana, Topped with Fresh Banana, Fresh Strawberries, Fresh Blueberries, and Granola

**16 oz:**  
440-700 CALORIES



### WELLNESS SHOTS

#### WHEATGRASS

Hand Trimmed Wheatgrass

#### LEMON GINGER SHOT

Lemon, Ginger, Cayenne Pepper

#### TURMERIC

Turmeric, Apple Juice

**2 oz:**  
0-40 CALORIES



### ENRICHMENTS

#### ADD TO ANY SMOOTHIE, JUICE OR BOWL!

**CHIA SEEDS**  
**FLAX SEEDS**  
**TURMERIC**  
**BEE POLLEN**

**MATCHA GREEN TEA**  
**SPIRULINA**  
**GREEK YOGURT**  
**RAW HONEY**

**EACH**  
0-50 CALORIES



### FRESH JUICES

#### EVERGREEN

Kale, Cucumber, Celery, Spinach, Apple, Lemon

#### G-SNAP

Ginger, Carrot, Orange

#### ABC

Apple, Beet, Carrot

#### ROOT TO STEM

Kale, Celery, Spinach, Carrot, Beet, Apple, Ginger

#### COOL CUCUMBER

Cucumber, Apple, Lemon, Ginger

**SMALL:**  
90-140 CALORIES

**MEDIUM:**  
180-240 CALORIES

**LARGE:**  
240-360 CALORIES



### ADD PROTEIN TO ANY ITEM!







A PROJECT FOR:



**BLACK EQUITIES GROUP**  
433 N. Camden Drive, Suite 1070  
Beverly Hills, California 90210  
Tel: 310.278.5533 Fax: 310.278.0000  
WWW.BEIG.COM



KEY MAP

**SWC ATHERTON  
STREET & XIMENO  
AVENUE**

Address  
Long Beach, CA Zip Code

ISSUES / REVISIONS

No.	DATE	DESCRIPTION
001	7/25/2017	IF PLAN CHECK SUBMITTAL
002	8/17/2017	ISSUED FOR BID

4. FINISHMENTS OF BRICK, ALL BRICK, BEAL, JOBS PER FINISHING WORK  
ON THESE DRAWINGS SHALL BE DONE IN ACCORDANCE WITH THE  
MANUFACTURER'S INSTRUCTIONS. ALL FINISHES SHALL BE INSTALLED  
AND MAINTAINED IN ACCORDANCE WITH THE MANUFACTURER'S  
INSTRUCTIONS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING  
ALL NECESSARY APPROVALS FROM THE ARCHITECT, ENGINEER, AND  
LOCAL AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING  
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LOCAL AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING  
ALL NECESSARY APPROVALS FROM THE ARCHITECT, ENGINEER, AND  
LOCAL AGENCIES.

JOB NUMBER: Project Number  
DRAWN BY: Author CHECKED BY: Checker  
DATE: Issue Date  
SHEET DESCRIPTION:

**EXTERIOR ELEVATIONS**

SHEET NUMBER:  
**A201**

**MATERIAL SCHEDULE**

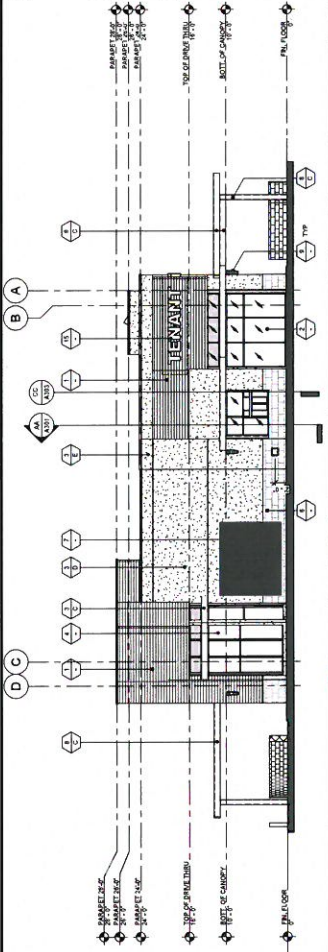
WOOD STUDS AZEK 4X6 ALUMINUM EXTERIOR OFFICE GLAZED SYSTEM ALIGHT (NON-THERMAL) STYLISH CLEAR ANODIZED ALUMINUM MANUFACTURE: PPG FLOOR COAT GLAZES STICO FINISH METAL ANGLE BUTYL GUM TAPE GLAZING GUN GREEN GLASS SPANGLER GLASS GLAZING GUN MANUFACTURE: SURE COLOR: WARM GRAY GLAZING GUN MANUFACTURE: SURE COLOR: WARM GRAY TELE BASE NIGHT TIME CANTORRY PORCELAIN - ROUGE MANUFACTURE: LITONITE MATERIAL: WARE COLOR: WARM GRAY GREEN GLASS SPANGLER GLASS GLAZING GUN MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY LUMINA MATERIAL: WARE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY MATERIAL CATEGORY: METALS METAL CANTORY TRUSS MANUFACTURE: SURE COLOR: WARM GRAY
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**PAINT COLOR SCHEDULE**

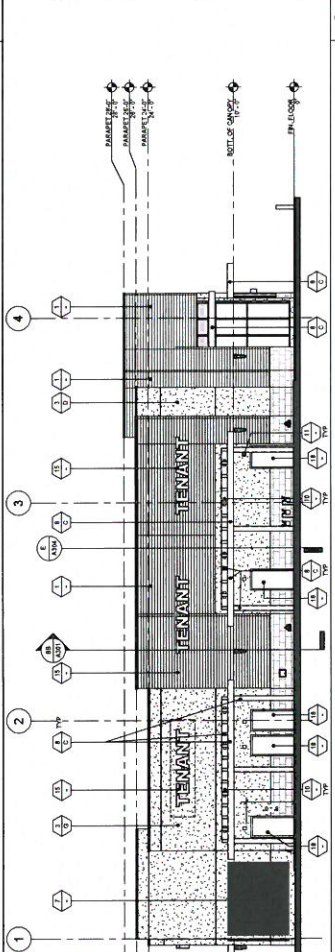
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**ELEVATION FINISH NOTES**

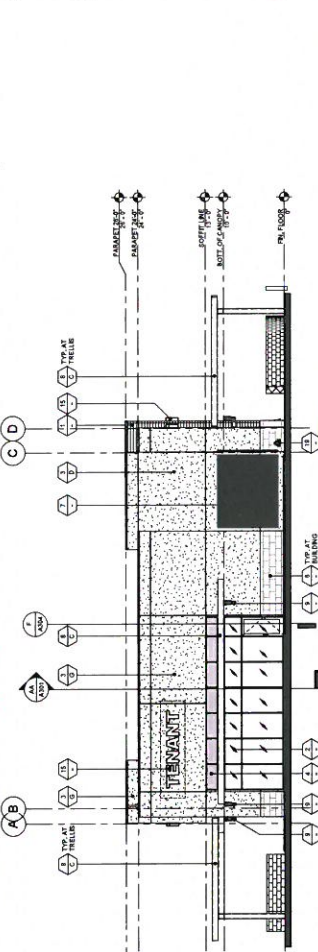
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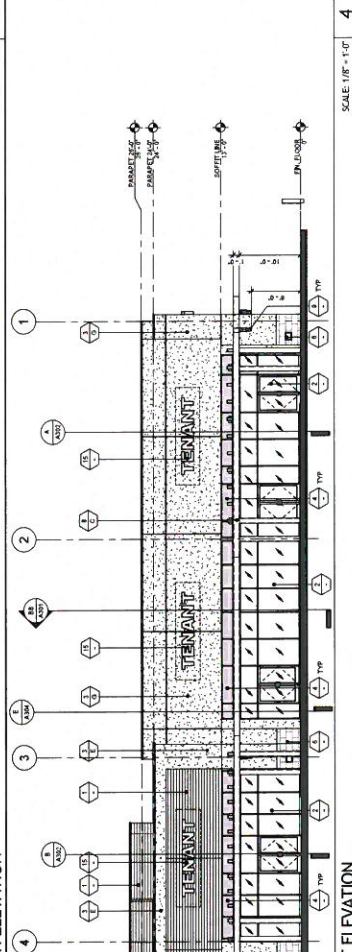
NORTH ELEVATION  
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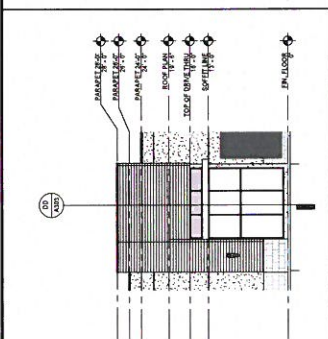
EAST ELEVATION  
SCALE: 1/8" = 1'-0"



SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



WEST ELEVATION  
SCALE: 1/8" = 1'-0"



Elevation 1 - a  
SCALE: 1/8" = 1'-0"