

BEACHFRONT
CONCESSION
LEASING
OPPORTUNITIES

IN
Long Beach

CALIFORNIA





THE OPPORTUNITY

We are pleased to offer the following beach concession and rental/retail opportunities on behalf of the City of Long Beach. It is the goal of the City to continue to increase the use of the coast and enhance the overall experience of beach patrons by developing and maintaining innovative eateries, concession facilities, and services at the Beaches that offer a distinguished and assorted mix of concession options.

Since 1995, the City has contracted with an independent Contractor for the operation of various food, beverage and rental equipment concessions along the coast. These concessions serve unique aspects of the Long Beach waterfront, but after many years in operation, are in need of creative change and capital improvements. As part of a larger vision for the beach concessions, the City is undergoing an effort to improve wayfinding and branding to each location.

The City is interested in proposals that will enhance the overall beach experience by creating unique synergistic destinations offering a variety of food, beverages, and activities to better utilize the beach and waterfront in exciting new ways. The City would like to encourage creative and innovative ideas to help increase visitors to the beachfront and activate the waterfront.

AVAILABLE LOCATIONS:

Alamitos Beach
780 E Shoreline Drive

Café & Concession – ±4,240 RSF

1st Floor: ±3,640 RSF + ±3,872 SF of Patio Space

2nd Floor: ±600 RSF + ±1,307 SF of Rooftop Deck

**total of ±5,179 SF of bonus patio space*

Granada Beach

- Concession – ±887 RSF
- Rental/Retail Space - ±565 RSF

Junipero Beach

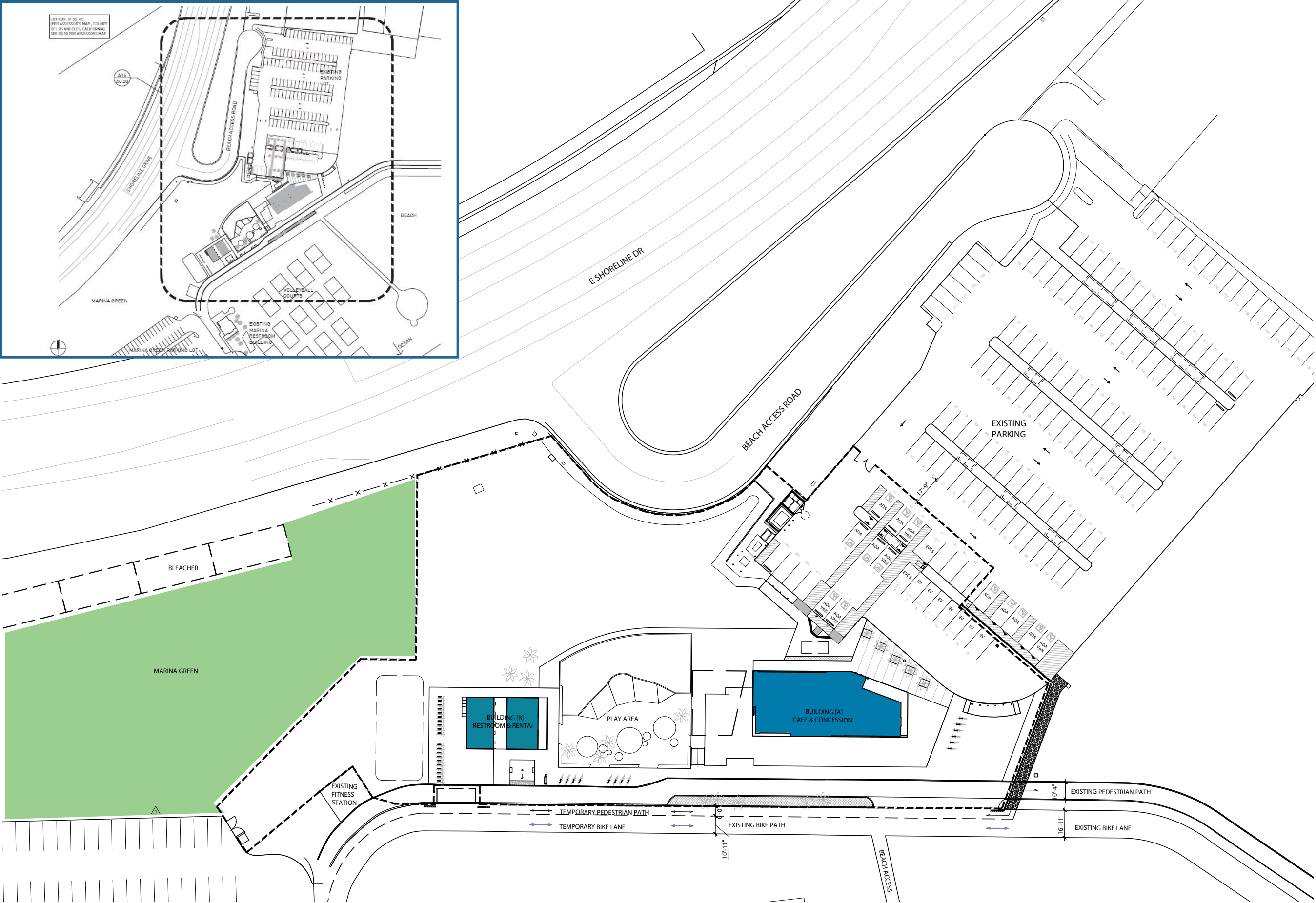
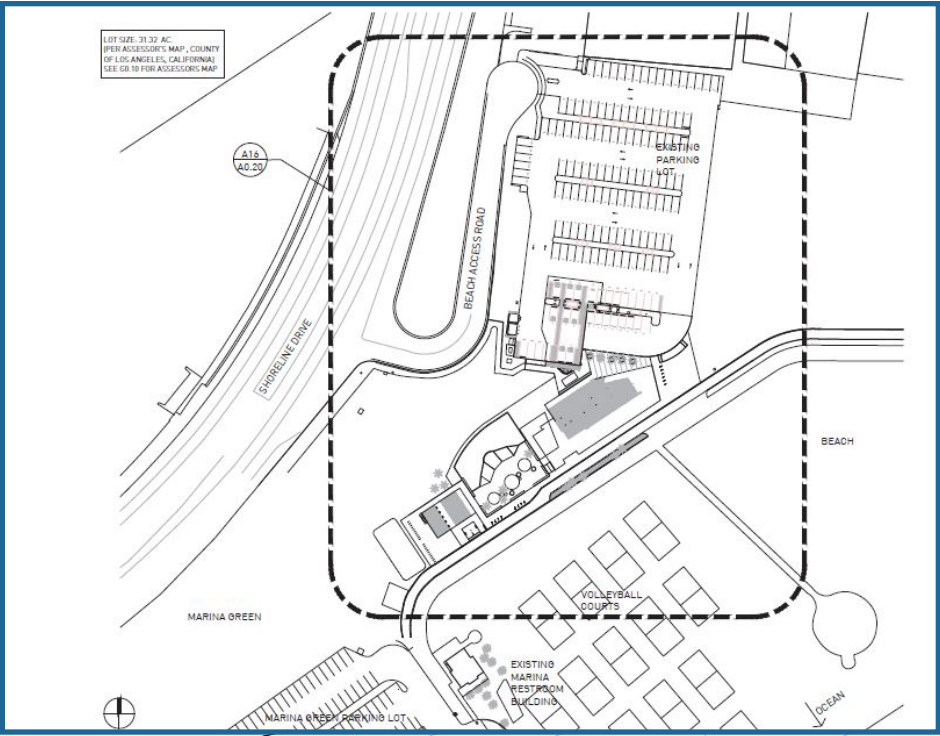
- Concession – ±891 RSF
- Rental/Retail Space - ±592 RSF

Mother's Beach

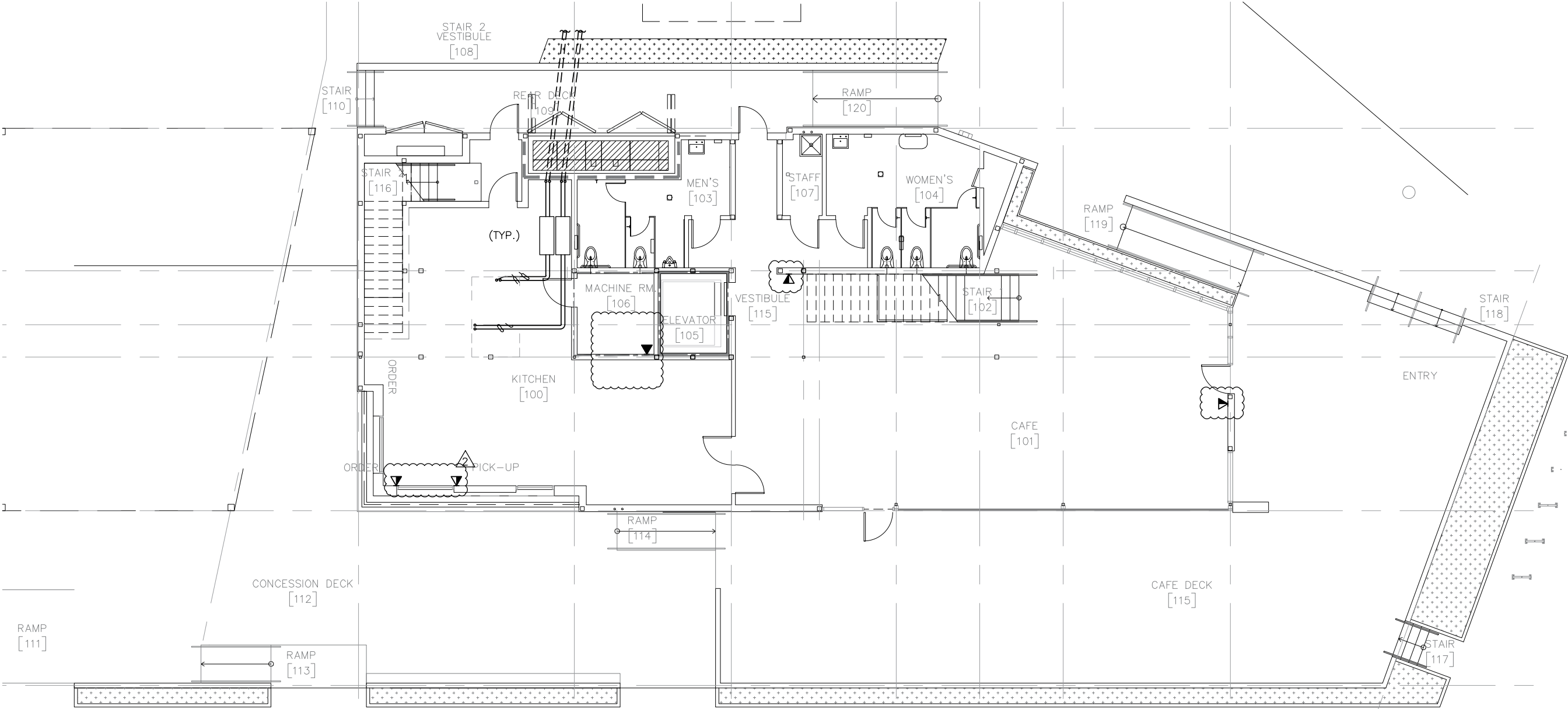
- Concession – ±1,005 RSF

Bayshore Beach

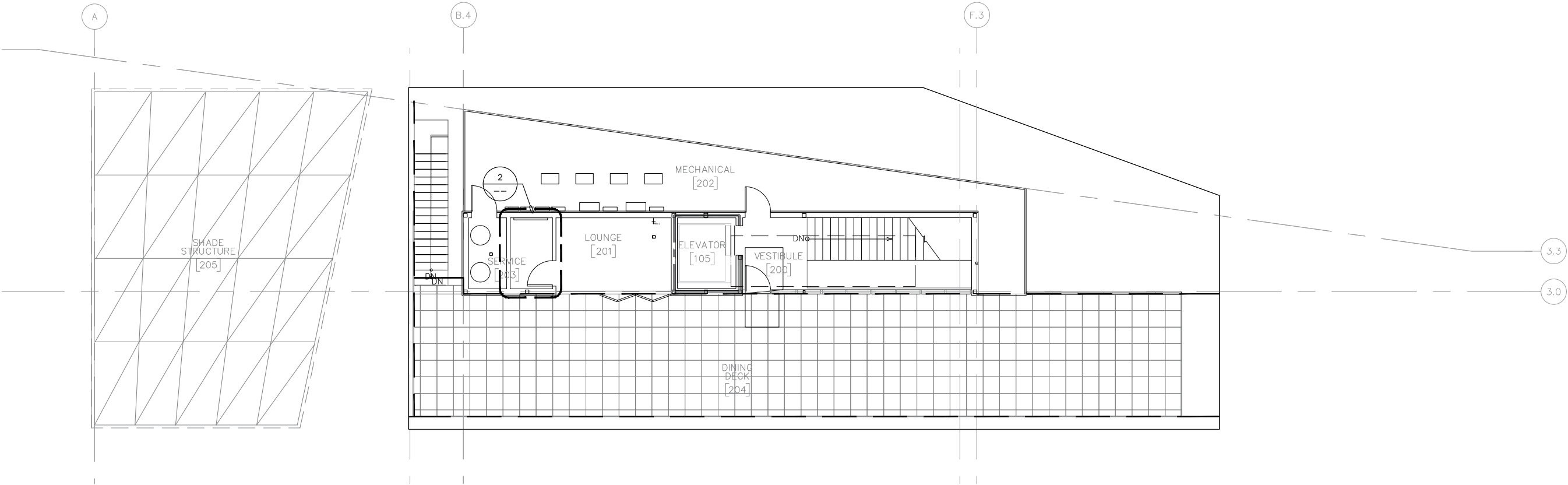
- Concession – ±806 RSF



FIRST FLOOR - FLOOR PLAN



SECOND FLOOR - FLOOR PLAN







ALAMITOS BEACH CAFÉ AND CONCESSION

The concession stand and café sits on the northwest end of Alamos Beach. It is 4,240 square feet with a semi-enclosed first floor deck and an open-air roof deck. The café has been entitled for beer and wine sales, therefore the process for obtaining a permit at this site has been streamlined. This is a new construction project and while going through the entitlement process, a Conditional Use Permit has already been established to serve beer and wine (ABC License #41) for this location. The Contractor will need to complete the ABC Form 255 and bring this into Planning for review and approval. Alcohol sales may require Coastal Commission review.

The areas immediately adjacent to the project site include Marina Green Park, Shoreline Marina, the regional beach bicycle and pedestrian route, Alamos Beach, the Alamos Beach public beach parking lot offering 143 parking spaces, and a new 5,500-square-foot outdoor play area and games corner. Day and night parking passes for employees may be purchased as needed – please visit <https://www.parklb.com/annual-parking/>.

The café shall be open, at a minimum, weekends year-round and weekdays during the summer and fall months.

The facility is envisioned as a café style beachfront dining experience and neighborhood gathering space. The café's service model will not include a formal wait staff to seat patrons, take tableside orders, and tend to patrons throughout their dining experience. However, it may offer a modified table service that allows patrons to order at the counter, take a number, and have food delivered to their table.

In addition to the café operation, this facility will also include a concession walk-up window for quicker service and grab-and-go offerings.

The Contractor is responsible for the design and construction of the tenant improvement project. The Contractor must comply with all Coastal Commission conditions of approval imposed on the core and shell project as applicable.





BACKGROUND

The City is more than halfway through a five-year Tidelands Capital Improvement Program. As part of the program, a new state-of-the-art concession building is being constructed at Alamitos Beach.

The Junipero and Granada concession buildings are receiving façade and landscaping improvements, as well as new sporting and play equipment to activate the adjacent beach areas. The Bayshore concession received cosmetic improvements in May of 2018. Mother’s Beach concession was remodeled in 2012. With the recent California Coastal Commission approval of Alamitos and approval of Granada and Junipero, the City is ready to complete the design and construct the improvements. The new and renovated spaces will activate the beach areas and provide an improved destination for the community.

Long Beach is the seventh-largest city in the state of California with an estimated population of 491,564. The City’s government employs more than 6,000 full and part-time personnel in 22 departments and offices throughout the City. In addition to the usual municipal services of police, fire, public works, library, and parks and recreation, the City owns and operates one of the largest ports and public marinas in the country.

Long Beach features over 11 miles of beachfront that welcomes more than 15 million visitors a year. The beach and its bike & pedestrian paths are utilized 365 days a year and received major upgrades and investments since 2010, including the rebuilding of beach restrooms, beach parking lots, Bluff Park, and portions of the beach bike path. A new 3+ mile beach pedestrian path and the Bixby Park meandering bluff pathway have also been constructed. Beach water quality in Long Beach has also been improved greatly, thanks to innovative storm drain improvements, including new low-flow diversions and trash traps. All of these major improvements are attracting more visitors to the Long Beach coastline than ever before. But, the City is not done yet, with additional major improvements planned at Alamitos, Junipero, and Granada.

The planned improvements at these locations are varied and offer something for everyone. They have already been fully planned, entitled, approved by the Coastal Commission, and funded. Some beach areas cater to families with children, while other areas cater to dog owners, volleyball players and kite-surfing enthusiasts. Marine Stadium and its launch ramps are crowded year-round and serve as a premier water skiing and rowing venue in Southern California. The “long beach” for which the city is named features a 3.1-mile bike/pedestrian path, Shoreline Way, which is also well used year-round.

Major attractions, such as The Long Beach Convention Center, Aquarium of the Pacific, cruise terminals, and museums brought roughly six million visitors to the City in 2017. Popular events also draw many first-time and repeat guests: the Grand Prix of Long Beach is the most popular road race in the western hemisphere, bringing roughly 200,000 fans to our city over the annual three-day event weekend. The Long Beach Marathon, also held annually, features one of the most scenic long-distance courses in America. Community, cultural, and charity events provide Long Beach residents and visitors with many opportunities to celebrate the City’s diversity. With nearly 3,600 boat slips in its marinas, Long Beach welcomes over 20,000 visiting mariners to its shores annually.

The City also owns and operates a gas utility, a water utility, refuse collection, two historic ranchos, a growing commercial airport, marinas and golf courses.

Private investment in the city is at unprecedented levels, and includes housing, retail, and mixed-use developments. Currently, approximately \$3.5 billion in private investment and 75 projects in various stages of planning and construction are contributing to a rapidly evolving urban space.

Long Beach works closely with film and television production companies. Feature films, shorts, commercials, television series, student films, still photography, and public service announcements (PSAs) are examples of the film activities that are permitted every day. Long Beach is popular as a film location due to the unique community and business districts. Long Beach often doubles for Boston, New York, Miami, Chicago, or just about “Anywhere USA”. The City has averaged more than 325 production days a year in recent years.

ABOUT LONG BEACH



Long Beach is the 7th most populous in California with an estimated population of 491,564 residents. Spanning over 51 square miles with 11 miles of coastline, it is the second-largest city in the Los Angeles metropolitan area and the third in Southern California behind Los Angeles and San Diego. Long Beach is strategically located within a 30 minute drive of Downtown Los Angeles and Orange County business centers. The city, widely recognized as a very desirable and livable community, is known for its unique neighborhoods, quality schools, excellent hospitals and noted arts and cultural resources.

Long Beach has been named by USA Today as the most diverse city in the United States - one of the City’s strongest assets. LBUSD now educates 81,000 students in 84 public schools in the cities of Long Beach, Lakewood, Signal Hill, and Avalon on Catalina Island. The school district is the third largest in California and employs more than 8,000 people, making it the largest employer in Long Beach.

The Port of Long Beach is one of the world’s busiest seaports, a hub for one-third of all the trade moving through West Coast ports. Port related trade supports more than 30,000 Long Beach jobs and more than 300,000 jobs throughout Southern California. Trade valued annually at more than \$140 billion moves through Long Beach, making it the second busiest seaport in the United States.

Long Beach is quiet but connected—at times you almost wouldn’t notice the dense network of channels into neighboring cities and airports. Long Beach walks the line between LA and Orange counties, with direct access to not only our own Long Beach Airport (LGB), but also Los Angeles International Airport (LAX) and Santa Ana’s John Wayne Airport (SNA). While both the Metro Blue Line and LGB go through massive renovations, the future will only become more convenient to travel near and far.

METRO

If you’ve encountered any of the heavy construction along Pacific Ave and Long Beach Blvd, you’ve already seen the early workings of the 8-month, \$350 million upheaval of the Metro Blue Line. As one of the most used light rails in the U.S. with an average ridership of 70,000 per day, the Blue Line will continue to be a dependable straight shot between DTLB and DTLA, but it will boast some major improvements. When it reopens later in the year, expect a faster, safer, and more reliable ride. And not only will the rail cars be brand new, the overall commute time between terminuses is expected to decrease by 10 minutes.

FREWAYS

The freeway system in Southern California may seem chaotic, but the web of interchanges ties together the sprawling Greater LA and OC areas. The 710 freeway feeds straight into Downtown Long Beach through multiple points of entry, providing easy access directly to East Los Angeles, the Ports of Long Beach and Los Angeles, and the 405 connector to OC and West Los Angeles.

AIRPORT

Long Beach Airport has set a new standard for air travel, receiving numerous awards and recognition for the resort-like passenger concourse and local dining options. Showing up in top U.S. airports lists in recent years for its world-class restaurants and unique blend of the modern and historic, LGB served over 3.8 million passengers last year. The airport features nonstop service to 17 destinations on American Airlines, Delta Air Lines, Hawaiian Airlines, JetBlue Airways and Southwest Airlines. The airport is in the process of undergoing its \$65 million Phase II Terminal Area Improvement Project, expected to be completed by 2021.



CITY OF LONG BEACH



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