



**Date:** August 8, 2018  
**To:** Mayor and Members of the City Council  
**From:** Patrick H. West, City Manager *PW*  
**Subject:** **8 by 28 Initiative – Update**

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On February 6, 2018, the Mayor and City Council requested the City Manager and staff to prepare an 8 by 28 plan, a needs assessment, and project timeline for eight projects that are critical to a successful 2028 Summer Olympics and Paralympic Games; and, to prioritize and brand these projects as Olympic priority development for future funding opportunities.

The attached report details a status update for each of the following projects under the 8 by 28 initiative:

- Belmont/Veterans Pier Rebuild
- Belmont Pool
- Lifeguard Towers
- Beach Concession Stands
- Arena Improvements
- Pine & Ocean Hotel
- Airport Improvements
- Metro Blue Line Improvements

Please contact Assistant City Manager Tom Modica at (562) 570-5091 or via email at [Tom.Modica@longbeach.gov](mailto:Tom.Modica@longbeach.gov), with any questions.

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LOS ANGELES 2028 OLYMPICS | LONG BEACH SPORTS PARK

# 8 BY 28 REPORT

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CITY OF LONG BEACH  
PREPARED AUGUST 2018

CITY OF  
**LONG BEACH**

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# 2028 LOS ANGELES OLYMPIC BID

In September 2017, the International Olympic Committee (IOC) officially confirmed that Los Angeles will be the host city of the 2028 Olympic and Paralympic Games.

As part of the Games Concept, the Los Angeles 2028 Olympic and Paralympic Games expands the Olympic Park to include four unique Sports Parks. Each Sports Park will include multiple sports venues, a Live Site, Olympic and Paralympic sports showcasing opportunities, marketing partner activation opportunities, and numerous dining and retail options, all within a secure perimeter, like the Olympic Parks of London 2012 and Rio 2016. The four Sports Parks include:

- Downtown Sports Park (Downtown Los Angeles)
- Valley Sports Park
- South Bay Sports Park
- Long Beach Sports Park

The multiple Sports Park concept will distribute the Olympic and Paralympic Games experience to more areas of the Greater Los Angeles region allowing spectators to experience the diverse communities within the area. Outside of the four Sports Parks, the venue plan will also feature several of Greater Los Angeles' premier existing venues. As stated in the 2028 Olympic Bid, all competition and non-competition venues either exist, are already planned as permanent venues by private investors, or will be temporary.

# LONG BEACH EVENTS

The City of Long Beach has been awarded key sports events including: Handball, Triathlon (Olympic and Paralympic), Marathon Swimming, BMX Racing, Water Polo, and Sailing. During the Los Angeles 2028 Games, the Long Beach coastal area will be transformed into an exciting and atmospheric Sports Park featuring the following facilities:

- **Long Beach Convention and Entertainment Center**, which will host the Handball competitions
- **Waterfront and Beach** (including the Convention Center parking lot, Rainbow Lagoon and Marina Green), which will feature several strategically placed temporary venues hosting the Triathlon, Marathon Swimming, Water Polo, and BMX Competitions
- **Belmont Veterans Memorial Pier**, which will host the Sailing competition

Altogether, the Long Beach venues will create an exciting and lively experience for athletes, their families, and general spectators. [Appendix A](#) visually depicts the planned Games Concept.

The Los Angeles 2028 Games will start on July 21, 2028 through August 6, 2028.



# OVERVIEW: 8 BY 28 INITIATIVE

The Long Beach Sports Park will have the second largest footprint outside of the Downtown Los Angeles Sports Park.

In February 2018, the Mayor and City Council adopted a new initiative, **8 by 28**, which is focused on completing 8 critical projects in Long Beach for the Los Angeles 2028 Olympics and Paralympics.

The following is a status update for each of the eight projects included in the 8 by 28 initiative:

- Belmont/Veterans Pier Rebuild
- Belmont Pool
- Lifeguard Towers
- Beach Concession Stands
- Arena Improvements
- Pine & Ocean Hotel
- Airport Improvements
- Metro Blue Line Improvements



## 8 BY 28 PROJECT

# BELMONT/VETERANS PIER REBUILD

### PROJECT DESCRIPTION

15 39th Place  
Long Beach, CA 90803

The existing Belmont Veterans Memorial Pier was opened in 1967, when it replaced a previous wooden pier. The pier is currently a popular fishing site, and hosts annual and recreational events.

Staff is currently in the planning phase for a feasibility study that will determine the most viable options for repairs and upgrades to the pier, the estimated costs for those repairs and upgrades, as well as explore design possibilities for the construction of a new pier. The **Belmont Pier Feasibility Study** is currently in the planning phase.

### PROJECT STATUS & TIMELINE

**Current Phase:** Planning

**Percent Complete:** 5%

Feasibility Study

**Start Date:** Fall 2018

**Design:** N/A

**BID/Award:** TBD

**Construction:** N/A

**Completion:** Winter 2018

### PROJECT FUNDING

Feasibility Study: \$200,000

Estimated Project Cost: \$25 - \$35 million

Funding for the feasibility study is being provided from the City's Tidelands Fund.



## 8 BY 28 PROJECT

# BELMONT POOL

### PROJECT DESCRIPTION

4000 E Olympic Plaza  
Long Beach, CA 90803

The Belmont Beach and Aquatic Center project involves the construction of a 125,000 square foot pool complex consisting of indoor and outdoor aquatic facilities, 55,745 square feet of passive park and landscape area, and free standing cafe and restroom buildings. The project will provide a venue for public recreational swimming, aquatic sports training, and competitive swimming and diving events. The project will redevelop the City-owned site of the former Belmont Plaza Pool and represent the newest chapter in the City's proud aquatic history.

Proposed facility design includes:

- Indoor 50 meter by 25 yard pool with movable floor
- Indoor separate diving well with two, 1 meter and two, 3 meter springboards and 1,3,5,7.5 and 10 meter platforms
- Indoor dive spa
- Indoor therapy/teaching pool and spa
- 1,250 permanent indoor spectator seats
- Outdoor 50 meter by 25 meter all-deep pool
- Outdoor recreational pool

Though it is not currently expected to be used for the events, it is located right next to the Belmont Veterans Memorial Pier, the sailing competition venue.

# 8 BY 28 PROJECT BELMONT POOL



## PROJECT STATUS & TIMELINE

**Current Phase:** Early Planning/Scoping Phase

**Percent Complete:** 30%

**Planning:** In Progress

**Design:** Anticipated Winter 2019

**BID/Award:** Anticipated Fall 2020 (earliest)

**Construction:** Anticipated Fall 2020 (earliest)

**Completion:** Anticipated 2022 (earliest)

## PROJECT FUNDING

Estimated Project Cost: \$61 million

Needs additional: Approximately \$50 million

Funding for this project is being provided primarily from the City's Tidelands Fund. In order to complete the project, staff will need to identify sources for the additional funding needed. California Coastal Commission approval is still needed—design and/or funding needed may change.





## 8 BY 28 PROJECT

# LIFEGUARD TOWERS

### PROJECT DESCRIPTION

The **Lifeguard Towers** project is a rebuild of the existing 20+ lifeguard towers across the Long Beach coast utilized by our local lifeguards and Marine Safety teams to ensure the safety and beach accessibility of the 9 miles of beaches, 5,300 acres of oceanfront property, waterways, and marinas of the City.

### PROJECT STATUS & TIMELINE

**Current Phase:** Early Planning/Scoping Phase

As part of the early planning/scoping phase, staff will outline a project timeline for the completion of the project.

### PROJECT FUNDING

**Funding Needs:** Approximately \$1.5 million

Funding will cover the cost of the actual structures, in addition to shipping, labor, removal of existing towers, and other unforeseen expenses. Funding sources will be identified as part of the planning and scoping phase.

8 BY 28 PROJECT

# ALAMITOS BEACH CONCESSION STANDS



## PROJECT DESCRIPTION

780 E. Shoreline Dr.  
Long Beach, CA 90802

The existing **Alamitos Beach Concession Building** is composed of three sections: food concession, recreational beach rentals (such as bikes, paddle boards, etc.) and public restrooms. The location is uniquely situated with views of Long Beach Shoreline Marina and Rainbow Harbor to the west and the Long Beach shoreline to the east. The building design would capitalize on the views, allow for food and recreational concessions to the public who want to grab and go. The building will have a commercial kitchen, inside and outside dining to take advantage of our mild climate. This project is currently under California Coastal Commission Review.

## PROJECTED STATUS & TIMELINE

**Current Phase:** Design  
**Percent Complete:** 50%

**Planning:** November 2017  
**Design:** June 2018  
**BID/Award:** Anticipated December 2018  
**Construction:** Anticipated March 2019  
**Completion:** Anticipated March 2020

## PROJECT FUNDING

Estimated Project Cost: \$8 million  
Needs additional: \$2 million

Funding for this project is being provided primarily from the City's Tidelands Fund. Staff is in the process of identifying funding sources to cover the additional costs for the project.

## 8 BY 28 PROJECT

# JUNIPERO & GRANADA CONCESSION RENOVATIONS



Junipero Beach Concession Renovation  
2630 E. Ocean Blvd. Long Beach, CA 90803



Granada Beach Concession Renovation  
5098 E. Ocean Blvd. Long Beach, CA 90803

### PROJECT DESCRIPTION

The **Junipero Beach Concession Renovation** and the **Granada Beach Concession Renovation** will improve access to the concession portion of the building by introducing a prominent boardwalk from the pedestrian/bike path. A screen wall will close off unused corners, allow for signage and brand the location as a destination. Additional site improvements include more play and recreation amenities for the public. Both projects are currently under California Coastal Commission Review.

### PROJECTED STATUS & TIMELINE

**Current Phase:** Design

**Percent Complete:** 30%

**Planning:** January 2018 (Zoning Administrator Hearing)

**Design:** September 2018

**BID/Award:** Anticipated November 2018

**Construction:** Anticipated Winter 2019

**Completion:** Anticipated Summer 2019

### PROJECTED STATUS & TIMELINE

**Current Phase:** Design

**Percent Complete:** 30%

**Planning:** January 2018

**Design:** September 2018

**BID/Award:** Anticipated November 2018

**Construction:** Anticipated Winter 2019

**Completion:** Anticipated Summer 2019

### PROJECT FUNDING

Estimated Project Cost: \$1.2 million

### PROJECT FUNDING

Estimated Project Cost: \$1.5 million

The current budgeted costs will be provided by the City's Tidelands Fund. The costs will cover both soft costs (e.g. design, engineering, and permitting) in addition to hard costs (i.e. actual construction costs).

## 8 BY 28 PROJECT

# ARENA IMPROVEMENTS



### PROJECT DESCRIPTION

300 E Ocean Blvd.

Long Beach, CA 90802

Staff has been partnering with SMG and the Long Beach Convention and Visitors Bureau (CVB) to improve the **Long Beach Arena**, a 46,000 square foot event space. To date, significant improvements at the Long Beach Arena have included the Pacific Ballroom renovation, a loft-style ballroom formed by dropping electrically operated curtains, masking the view of upper deck seating. In addition, past renovations have included an overhead truss system complete with LED lights, stage lighting, sound system and decorative elements, which lead into place to create an attractive venue for up to 5,500 people for dinners, concerts, meetings, or other special events.

Additional refurbishments, repairs, and upgrades will be made to the structure to improve the functionality for handball events. As part of the early planning/scoping phase, staff will assess the current needs of the structure.

### PROJECTED STATUS & TIMELINE

**Current Phase:** Early Planning/Scoping Phase

As part of the early planning/scoping phase, staff will outline a timeline for the completion of the project.

### PROJECT FUNDING

Estimated Project Cost: Up to \$24 million

Estimated project costs are based on building needs such as repairs and upgrades of: the Arena's electrical systems, doors, kitchen, ceiling tiles, concourse and concessions, stadium seats, telescoping seats, elevators and escalators, lighting, interior sound systems and video screens, and exterior repairs. Funding sources and prioritized projects will be identified as part of the early planning/ scoping phase.

# PINE & OCEAN HOTEL



## PROJECT DESCRIPTION

100 E. Ocean Blvd.  
Long Beach, CA 90803

The **Pine & Ocean Hotel** will reside at the corner of Pine Avenue and Ocean Boulevard and is intended to enhance the Downtown Shoreline area. The proposed project includes a 30-story high rise hotel, 419 hotel rooms, 12 apartments, 15,000 square feet of restaurant space, and 25,000 square feet for meeting and ballroom functions. The main entry of the hotel, including the lobby, lunch and restaurant function will use Victory Park as a primary point of pedestrian access and activity. This project is currently in the Site Plan Review process in Development Services.

## PROJECTED STATUS & TIMELINE

**Current Phase:** Site Plan Review Submission  
Under Review by Development Services -  
Planning Bureau

**Construction Start:** Anticipated Early 2019

Construction duration is estimated to be 30 months.

## PROJECT FUNDING

Estimated Project Cost: \$262 million

Under the Transient Occupancy Tax (TOT) Sharing Agreement, the Buyer/Developer will share the TOT generated by the project for the first 9 years of the project, which will be mutually beneficial and an essential requirement for the development of the project.

# AIRPORT IMPROVEMENTS



## PROJECT DESCRIPTION

4100 Donald Douglas Dr.

Long Beach, CA 90808

The **Long Beach Airport Terminal Area Improvement Project** are planned improvements to enhance the customer experience at the Long Beach Airport (Airport). To date, Phase 1 has been completed. The following Phase II Improvements will continue to enhance the travel experience by making renovations to simplify the pre-security check-in process, rehabilitate the Historic Terminal's timeless beauty and functionality, and revitalize and streamline pedestrian vehicular accessibility. The Phase II Terminal Area projects will include the following components:

- Construction of an an approximately 11,000 square feet ticketing lobby, airline ticket office and check-in facility located to the south of the existing Terminal building;
- Construction of an approximately 6,200 square feet replacement TSA in-line baggage screening facility;
- Development of a consolidated baggage claim and relocation of a baggage make-up unit;
- Relocation of rental car customer transaction services to the existing Terminal building;
- Various ground transportation improvements to better accommodate commercial ground transportation operators, including but not limited to taxis, hotel shuttles, door-to-door shuttles, buses, and Transportation Network Companies, such as Uber and Lyft;
- Redevelopment and enhancement of the existing public meet-and-greet plaza located immediately west of the Terminal building. This will include new hardscaped and landscaped areas, and pre-security concession areas;
- Construction of a new pre-security restrooms, and
- Upgrades to the existing Terminal building including HVAC, electrical, mechanical, and structural improvements. Interior renovations for waiting areas during inclement weather are also included.

# 8 BY 28 PROJECT

# AIRPORT IMPROVEMENTS



Based on the complex nature of the Phase II improvements, the project will be designed and constructed utilizing the Design-Build construction method.

In May 2018, the City Council approved the Design-Build contract.

## PROJECTED STATUS & TIMELINE

Next Steps

**City Council Contract Approval:** May 2018

**Project Completion:** Anticipated Fall 2021

## PROJECT FUNDING

Estimated Project Cost: \$65 - \$75 million



# METRO BLUE LINE IMPROVEMENTS

## PROJECT DESCRIPTION

In an effort to modernize the oldest and busiest light rail line, the **Blue Line**, Metro has announced a \$1.2 billion project to improve the Blue Line to enhance safety and security, improve connections to the surrounding community, expand station capacity, and streamline rail and bus transfers—making the rail line faster and more reliable like that of the more recently-built rail lines. As part of that work, there will be extended, temporary closures of parts of the Blue Line beginning as early as January 2019.

The temporary closures will be broken into two, four-month segments. The southern portion of the line from Willowbrook/Rosa Parks Station to the Downtown Long Beach station will be closed first, while the northern portion of the alignment remains open. Improvements will include: adding four new switches so that the trains can move between tracks in more locations, signal system upgrades, improvements to the Washington-Flower junction of the Blue and Expo Line, overhead wire refurbishment, rail replacement in downtown Long Beach, and power system upgrades, among others. Alternate bus services will be provided to customers during the closures. The schedule and work program is still being developed for this project.

In addition, the City of Long Beach has recently started a signal synchronization upgrade project along the Blue Line that will improve traffic signal coordination and communication with the ultimate goal of reducing the commute time on the Blue Line 5 to 10 minutes between Downtown Los Angeles and Downtown Long Beach. The Project includes: traffic controller upgrades, light rail detection configuration, new fiber optic communication infrastructure, rail signal prioritization fine tuning, and various closed circuit television (CCTV) cameras at signalized intersections along the Metro Blue Line Corridor from Downtown Long Beach to Wardlow Road. The project also includes fiber optic, traffic signal controller upgrades, new signal timing, and various CCTV cameras will be installed at signalized vehicle intersections along Atlantic Avenue from Willow Street to SR-91.

8 BY 28 PROJECT

# METRO BLUE LINE IMPROVEMENTS



## PROJECTED STATUS & TIMELINE

Signal Prioritization Project

**Project Start:** February 2018

**Completion:** Anticipated September 2018

## PROJECT FUNDING

Signal Prioritization Project: Approximately  
\$2.5 million

Funding sources for the signal prioritization project was obtained through grant funding from Metro's 2013 Call for Projects.

# BENEFITS TO THE CITY

The City already has experience in hosting large-scale international events—including the Toyota Grand Prix of Long Beach. The Los Angeles 2028 Olympic and Paralympic Games will potentially attract 500,000 or more visitors to the City of Long Beach, in addition to national and international media coverage. With the City's history as a location for the 1932 and 1984 Olympic Games, staff will continue to ensure that the infrastructure and local amenities are in place to make the 2028 Olympic and Paralympic Games a success. Some anticipated benefits of the Olympic Games will include:

- Raise the national and international exposure of Long Beach as one of the great American cities
- Raise awareness of the City's excellent water quality and unique geographic features that make it home of the 2028 Olympic water events such as open water swimming, triathlon, and sailing
- Opportunity to showcase the City's diverse range of existing accommodations, vibrant restaurant and shopping scene, and other Long Beach specific tourist attractions and entertainment options
- Creation of unforgettable experiences for athletes and spectators through temporary music performances, art activations and cultural festivals, before and during the Olympics so the entire City has the ability to enjoy the events, including those who are not able to attend individual Olympic events
- Community engagement, cultural and educational programs, and other sports events—both in-person and digitally
- Harnessing the lasting cultural legacies of the 1932 and 1984 Olympic Games in Los Angeles by building upon existing programs and developing new ones with key partners

# BENEFITS TO THE CITY

- Fostering partnerships and collaboration opportunities with adjacent city management teams, other local organizations and businesses
- Partnerships with local, national, and international youth organizations to promote the power of sport and physical activity
- Creation of new jobs and local workforce development opportunities in wide range of industries, including construction and hospitality
- The development of a bustling city and an increase in economic activity leading up to the Games, including long-term investment and development activity in the surrounding area of the Olympic venue
- Leverage outside investment in the City, both before, during, and after the Games, with a focus on high-rise development, hotel and entertainment venues, and transportation
- Cultivating a brand identity for the City and its coastal areas, while fostering a spirit of innovation and community pride
- Further integration and added efficiency of city operations (e.g. technology services, emergency management, etc.)
- Opportunity to work with LA 2028 on Olympic legacy projects to honor the Olympic heritage of Long Beach and to leave a lasting Olympic impression on the City through facilities, sites, historical markers, art or other physical areas that will remain for use by the community

# LOCAL BENEFITS TO THE COMMUNITY

The financial success of the 1984 Los Angeles Summer Olympic Games allowed for the creation of the LA84 Foundation, which supports hundreds of nonprofit youth sports organizations and trains coaches throughout Southern California each year with the goal of enhancing equitable access to recreation.

The City of Long Beach has received over \$600,000 in grant funding since the LA84 Foundation was founded to positively impact local youth ages 7-17 through aquatic programs at the six pools operated by the Department of Parks, Recreation, and Marine (PRM) including Belmont Plaza Pool, King Park Pool, Silverado Park Pool, Cabrillo High School Pool, Jordan High School Pool and Millikan High School Pool. In the last several years, staff has grown the impact of these programs from 370 youth in 2015 to 796 youth in 2017.

The ability to offer free aquatics programs supports the City's healthy and active lifestyle goals, and is an important resource especially for low income families. With the 2028 Los Angeles Olympics on the horizon, staff is motivated to encourage youth to become water safe and to possibly develop into future Olympians. In summer 2018, PRM Aquatics staff has set a goal to offer 1,006 scholarships to local youth for "Learn to Swim" programs as well as swim, dive, water polo and synchronized swim team participation.

# LOCAL BENEFITS TO THE COMMUNITY

As part of the Olympic Games, the Los Angeles Organizing Committee for the Olympics and Paralympics (LAOCOG) will also form a Youth Sports Committee and 2028 Legacy Foundation to create unique sports activations and administer distribution of any sports assets resulting from the Games, including infrastructure, equipment, and funding. If the Games yield a net surplus, the funding will be invested in the foundation to continue providing benefit to the community through expansion of existing youth sports and partnerships.

Creating a positive legacy beyond 2028 is an integral part to the Olympic Games. City staff will continue to work with LA 2028 to determine what lasting impacts align with city priorities and can remain for the diverse community after the Games.

The City also expects significant economic activity leading up to the Olympic Games and afterwards as well. Developments coming on line now and planned for the future in Long Beach all are excited about the Olympics and will be looking to maximize their developments in relation to this opportunity. Long Beach has nearly proposed 1,000 hotel units that may come to fruition, and each proposed development is considering how their hotel would complement the Olympics. The site of the 2028 Olympic Games (the Convention Center Parking Lot and some of the surrounding areas) is a very attractive parcel for development after the Games are complete, and the City will be planning for its future through a comprehensive planning process in future years.

# NEIGHBORHOOD IMPACTS

Leading up to the Olympic Games along with city staff, LA 2028 will engage in a robust outreach effort as details of the plans become available to notify residents, business owners, visitors, etc. regarding neighborhood impacts during the duration of the 2028 Olympic and Paralympic Games. Examples of impacts could include: neighborhood access within and outside designated courses, road closures, parking impacts, and shuttle plans.

In the past, staff has created brochures and other informational material that contain event schedules, maps, and street closure information to detail neighborhood impacts for events like Beach Streets, the Long Beach Marathon, and the Amgen Tour of California.

# HOUSING

As detailed in the 2028 Olympic bid, the Olympic and Paralympic Village will be located at the University of California - Los Angeles (UCLA) campus. The campus will accommodate 1,169 athletes and officials, in addition to about 190 technical officials. UCLA has committed to provide 2,085 new rooms with 4,169 beds within new housing developments. UCLA also operates eight dining areas and will be able to offer world-class training centers on site, allowing athletes to train without having to travel outside the Village. The development process and the associated financing during construction will be the responsibility of the university. By using existing facilities that will either be newly built or recently renovated, greater attention can be focused on the athletes' experience.

Despite not having to house athletes in Long Beach, staff continues to explore opportunities for real estate activity, the drivers behind development activity, and the potential outlook of development in the near future. In recent years, the City has made significant efforts to position Long Beach as a business-friendly and attractive destination for development. The City has the physical characteristics (e.g. waterfront, consolidated urban core, etc.) in addition to the close proximity to Los Angeles and Orange County to attract real estate activity. Recent market indicators such as new multifamily developments in the City achieving rents above \$3.5 square feet and the recent acquisition of several high-rise buildings in the entitlement process suggest that Long Beach is well positioned to support additional high-rise development, primarily for multifamily projects.

From population growth to increasing multifamily housing, regional economic trends and projections continue to point to a likelihood of increased infill development. The [table](#) below presents an overview of development activity in Downtown Long Beach.

Overview of the Development Activity in Downtown Long Beach					
	Multifamily Residential		Office		Hotel
	Rental (units)	For Sale (units)	New Construction (square feet)	Adaptive Reuse (square feet)	(rooms)
<b>Built, 2008 to Q2 2017</b>	1,162	39	545,000	139,000	138
<b>Under Construction, Q2 2017</b>	936	136	507,000	0	0
<b>Proposed, Q2 2017</b>	4,013	0	340,000	0	1,440

The **table** below provides the projected amounts of new development in the Los Angeles County and Orange County region between 2018 and 2023.

Projected New Development, 2018 - 2023 Based on Annual Growth Rates and Economic Indicators	
<b>Multifamily</b>	<b>90,518 units</b>
LA County	62,209 units <input type="text"/>
Orange County	28,310 units
<b>Office</b>	<b>16,927,041 GSF</b>
LA County	11,914,156 GSF
Orange County	5,012,885 GSF
<b>Hotel</b>	<b>6,608,486 GSF</b>
LA County	4,518,748 GSF
Orange County	2,089,739 GSF

# HOTELS

Along with housing development, staff continues to monitor the hotel development environment. In early 2017, the City engaged BAE Urban Economics, along with Maurice Robinson & Associates (MR&A) to prepare a **Hotel Incentive Program Study** (Study). The Study includes an overview of the hotel development environment, a financial feasibility analysis of hotel types proposed for Long Beach, a review of hotel incentive programs adopted in California since 2008, and a set of policy recommendations to stimulate new hotel construction in Long Beach. The Study will be used as the framework for guiding the City's development of an incentive program for economic development and investment in Long Beach.

On November 22, 2017, the Mayor and Members of the City Council received an update regarding that study from the City Manager and City staff. Given the current and projected levels of occupancy and room rates, demand for room night stays by 2020 could support development of an additional 759 hotel rooms while maintaining profitability in the existing hotels. If all currently planned hotel projects totaling 834 rooms are built, this would result in a moderate over-supply in the near term. In the long term, through 2040, demand growth is expected to generate demand for additional room nights sufficient to support 1,146 new hotel rooms in addition to the planned projects.

Moving forward, staff will continue to further evaluate urban projects across the City to ensure that real estate opportunities are meeting demand and is aligned with the City's economic development objectives. Examples of hotel projects currently being considered include:

- **American Life** - This project, currently in site plan review, consists of a single, 30-story building containing 429 hotel rooms, 16,500 square feet of meeting/ballroom space, and 15,000 square feet of restaurant space.
- **Civic Center** - This project at the Civic Center's commercial block is approved for hotel use up to 200 rooms.
- **Queen Mary** - This project is still in the early planning/scoping phase with a proposed 200-guest hotel room.
- **Breakers Hotel** - This adaptive re-use project will include 175 hotel rooms with approximately 13,300 square feet of food and beverage venues. The hotel will also include 10,000 square feet of meeting and conference rooms, a 4,000 square foot spa and fitness center, and one outdoor pool.
- **110 Pine Avenue** - This project is an adaptive reuse of the former Security Pacific National Bank Building from commercial office to hotel use. The 13-story historic landmark building will have approximately 210 guest rooms.
- **Auto Park Project** - This project is in the planning/scoping phase as a high-rise hotel development containing 280-guest rooms including two "sky lobbies;" a podium level lobby serving 21-levels of hotel guests and an upper sky lobby serving 12-levels of luxury extended stay suites.

# PROJECT LABOR AGREEMENT

Staff is committed to promoting opportunities for local hire on local capital construction projects.

On April 7, 2015 the City Council authorized the City Manager to execute a citywide Project Labor Agreement (PLA) between the City of Long Beach, Los Angeles/Orange Counties Building and Construction Trades Council, and the signatory Craft Councils and Local Unions signing the Agreement for all covered projects over \$500,000 for a period of five years.

Then on July 11, 2017 in a memorandum to the Mayor and Members of the City Council, staff gave a PLA Report to reflect the progress from December 2015 through June 2017. Staff included a description of the fundamental provisions of the PLA, the projects to which the PLA has applied, the PLA administrative process and associated costs to the City, and compliance with PLA requirements and goals.

As detailed in the memorandum, the PLA applies to all covered projects over the threshold amount of \$500,000 subject to State and Federal or other sources restrictions. The PLA also establishes a goal that 40% of the total work hours shall be from workers residing: first, in specified first tier zip codes which include all of the City of Long Beach, second, in second tier zip codes which reflect the Gateway Cities, and third, residing within Los Angeles County or Orange County. In addition, the specifics of the PLA addresses: total work hours to be performed by local residents, total work hours to be qualified local, veteran, and low-income residents, partnership for pre-apprentice training support with Long Beach City College, Pacific Gateway, and the Trades. The PLA also includes a prohibition on work stoppages and lock-out provisions to ensure that covered projects are completed without disruption. The PLA does not apply to projects in the City right-of-way, nor would it apply to projects typically performed by City employees.

For Tidelands funded projects, Article 3, Section 3.5 (a)(1) of the PLA states, where work is funded in full or in part by State of California Tidelands funds, 40% of the total worker hours shall be from workers residing within the counties of Los Angeles or Orange. The disadvantaged/veteran goal is 10% of total work hours on the project.

For the projects key to the Los Angeles 2028 Olympics and Paralympic Games, staff will continue to utilize the PLA as applicable, monitor PLA performance, and provide updated reports as part of the annual PLA report.

# ADVERTISING

The Department of Economic Development is currently exploring the feasibility of advertising opportunities immediately surrounding the Convention Center, which will be the Long Beach Sports Park area. Advertising opportunities in the downtown and waterfront area could benefit if deals are structured to help fund improvements and renovations to select 8 by 28 venues. It could also create an opportunity for Long Beach-based businesses to increase their own brand awareness. Further, the advertising opportunities will expand the media awareness of the area both locally and internationally, therefore expanding the City's attraction to visitor traffic.

While the City may be able to create some advertising opportunities in that area, the period leading up to the Los Angeles 2028 Olympics will have a blackout period, in which, under the terms and conditions, the Los Angeles Organizing Committee for the Games (OCOG) will have the exclusive use of all indoor and outdoor signage at the venues and in adjacent areas. The exclusive control includes venue naming rights and signage (including but not limited to the right to re-brand or cover existing signage).

# FINANCIAL IMPACT

The City of Long Beach may incur unknown staffing and venue costs associated with its participation in the Olympic Games, but city staff will work with LA 2028 to pursue full cost recovery. The specific cost-reimbursement agreements for use of City services will be negotiated in the future.

In the LA 2028 bid, it states that the 2028 Olympic Games will only be utilizing existing or temporary venues therefore keeping the overall budget and associated costs low. For venues within the Long Beach Sports Park, there is expected to be a need for additional Tidelands Revenue to fund the improvements mentioned in this report. For other projects, Metro will fund the Blue Line Improvements, and the Airport Improvements will be fully funded. The City has already entered into a transient occupancy tax (TOT) agreement with American Life for the hotel, and those financial impacts have already been accounted for. However, there are still several projects that are unfunded, such as the Belmont Pier, Arena Improvements, and Lifeguard Towers, and some projects that will require additional funding such as the Beach Concession Stands and Belmont Pool.

There is the possibility that during 2028, there would be a negative impact to the City's hotel revenue during the blackout period at the Convention Center leading up to the Olympics Games. To compensate for any potential loss of revenue, the City will be looking for other ways to program the hotels during that time, as well as build a reserve over the next several years to compensate for the loss of revenue and any other unanticipated expenses related to the Los Angeles 2028 Olympics Games.

# POSSIBILITY OF FUTURE EVENTS

While the City is thrilled to support six events, Long Beach is interested in hosting additional events, if such opportunities become available. While LA 2028 currently has plans for all events, there is the potential for changes over the next 10 years and Long Beach will be well positioned to host additional events. City staff will pursue these opportunities and bring those forward to the City Council in the event there are additional events the City could potentially host.

## OVERVIEW OF CITY COUNCIL ACTION

To date, the City Council has taken action on the Olympic and Paralympic Games on two separate occasions.

On **September 20, 2016**, City Council approved to authorize the City Manager, or designee, to enter into an agreement with the LA 2024 Exploratory Committee to host a port of the 2024 Olympic Games at the Long Beach Convention Center and Entertainment area, adjacent waterfront, and other possible areas throughout Long Beach. On **September 21, 2017**, City Council approved to authorize the City Manager, or designee, to execute all necessary documents to enter into agreements with LA 2024 Exploratory Committee (LA 2024), pertaining to the 2024 Olympic Bid.

Since these actions, Los Angeles was awarded the 2028 Olympic Bid, therefore the City of Long Beach will need to update its agreement to specifically speak to the Los Angeles 2028 Olympics instead of the 2024 Olympic Games as was approved on previous Council actions. Additionally, over the next several years, the City will negotiate cost-reimbursement agreements for City staff costs related to the event.

There will likely be sports programming and events leading up to the Los Angeles 2028 Olympic Games. An early example of that is the Legacy Triathlon, which debuts in July 2019 at Alamitos Beach, near the proposed triathlon competitions for the 2028 Olympics and Paralympics. For future events, staff will work with LA 2028 to host similar events here in Long Beach.

# NEXT STEPS

Staff will come back to City Council at a later date with further action regarding the Los Angeles 2028 Olympics and Paralympics, including but not limited to: terms and conditions, proposed dates, venues, and additional detail regarding security and any financial impacts.

This concludes the first 8 by 28 report.

### 3. EVERYTHING IN ITS PLACE GAMES CONCEPT



OLYMPIC VILLAGE		SOUTH BAY SPORTS PARK	
	Olympic Village	16	StubHub Stadium
	Main Training Center	17	StubHub Tennis Center
1	Pauley Pavilion	18	StubHub Velo Sports Center
		19	StubHub Center Fields
DOWNTOWN SPORTS PARK		LONG BEACH SPORTS PARK	
2	LA Memorial Coliseum	20	Long Beach Arena
3	LA Football Club Stadium	21	Long Beach Waterfront
4	Galen Center	22	Long Beach - BMX
5	Dedeaux Field	23	Long Beach - Water Polo
6	Staples Center	24	Long Beach Pier
7	LA Convention Center - South Hall 1	<b>OTHER VENUES</b>	
8	LA Convention Center - South Hall 2	<b>COASTAL</b>	
9	LA Convention Center - West Hall 1	25	Santa Monica Beach
10	LA Convention Center - West Hall 2	26	Riviera Country Club
11	Microsoft Theater	<b>INGLEWOOD</b>	
12	Grand Park & LA City Hall	27	The Forum
	Media Village	28	LA Stadium at Hollywood Park
	Main Press Center	<b>STAND ALONE VENUES</b>	
	Olympic Family Hotels	29	Honda Center
<b>VALLEY SPORTS PARK</b>		30	Rose Bowl Stadium
13	Sepulveda Basin - Equestrian	31	Lake Perris
14	Sepulveda Basin - Canoe Slalom	32	Frank G. Bonelli Park
15	Sepulveda Basin - Shooting	33-37	Regional Football Stadiums
			International Broadcast Center
	Opening and Closing Ceremonies	<b>TRANSPORT INFRASTRUCTURE</b>	
	Olympic Live Site		LAX International Airport
<b>COLOR CODE</b>			Olympic Route Network
	Existing - no permanent work		Freeway
	Existing - permanent work required		Major Urban Arterial
	Planned - under construction		Urban Rail
	Additional		Bus Rapid Transit
	Temporary		Infrastructure Reference Refer Table 50



## 3.4 VENUES

### 25. THEATERS OF SPORT FOR 2024

The LA 2024 Games Concept takes the idea of the Olympic Park to the next level by offering four unique Sports Parks. Each Sports Park will include multiple sports venues, a Live Site, Olympic and Paralympic sports showcasing opportunities, marketing partner activation opportunities, and numerous dining and retail options, all within a secure perimeter, like the Olympic Parks of London 2012 and Rio 2016. LA 2024's multiple Sports Park concept will allow more spectators to conveniently enjoy more sports around our diverse city, and will allow more Angelenos to enjoy more of the Games in their own neighborhoods, thereby extending the legacy of LA 2024.

Outside of the four Sports Parks, our plan features several of LA's premier existing venues. With no new permanent venues required, our Games Concept simultaneously embraces the principles of Olympic Agenda 2020 and our city's existing assets and plans. All competition and non-competition venues either exist, are already planned as permanent venues by private investors with all necessary construction approvals and committed sources of funding, or will be temporary.



Downtown Sports Park



Valley Sports Park



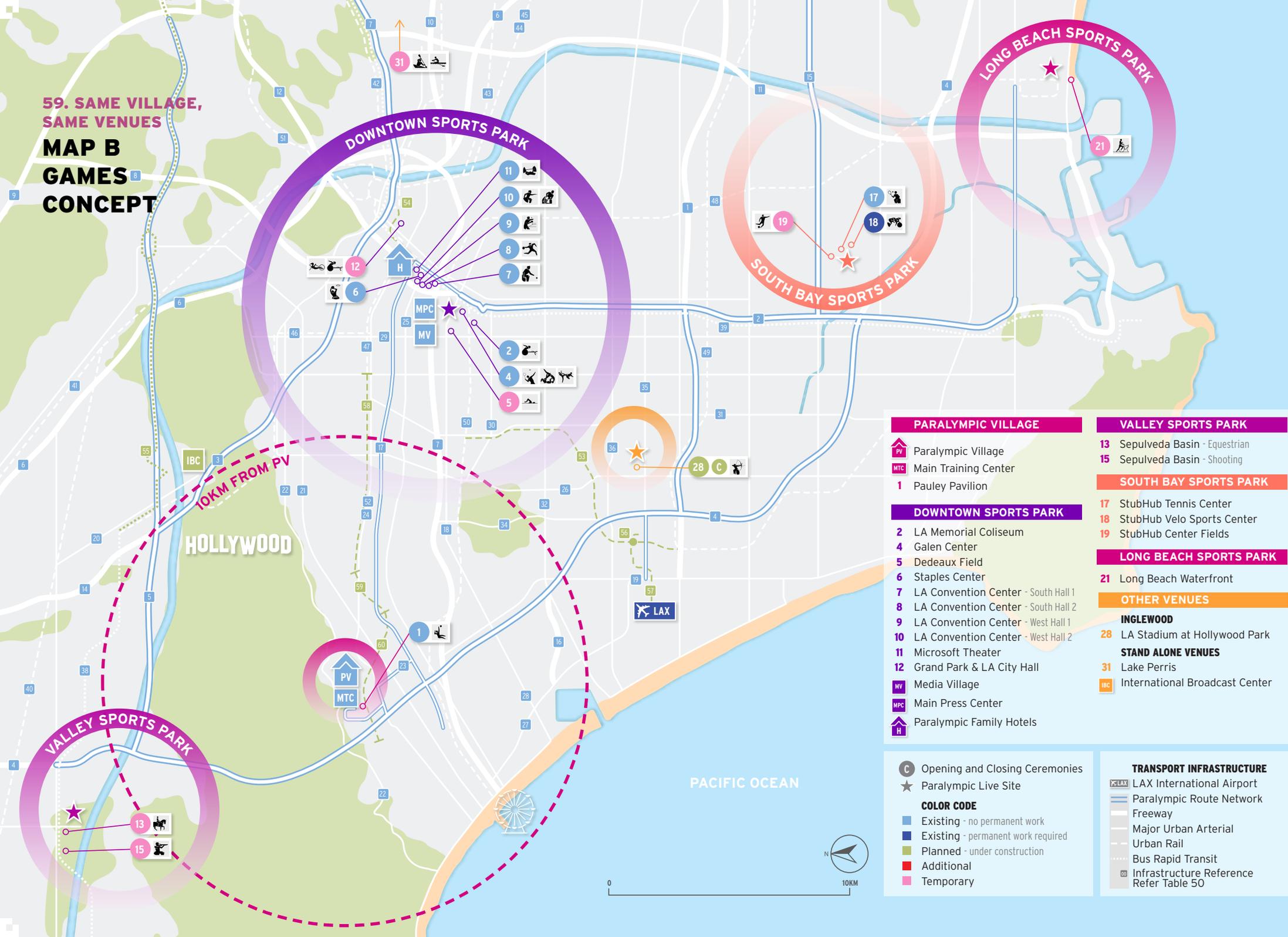
South Bay Sports Park



Long Beach Sports Park

59. SAME VILLAGE,  
SAME VENUES

MAP B  
GAMES  
CONCEPT



- |  |   |
|--|---|
| <b>PARALYMPIC VILLAGE</b>                    | <b>VALLEY SPORTS PARK</b>                 |
| <b>PV</b> Paralympic Village                 | <b>13</b> Sepulveda Basin - Equestrian    |
| <b>MTC</b> Main Training Center              | <b>15</b> Sepulveda Basin - Shooting      |
| <b>1</b> Pauley Pavilion                     | <b>SOUTH BAY SPORTS PARK</b>              |
| <b>DOWNTOWN SPORTS PARK</b>                  | <b>17</b> StubHub Tennis Center           |
| <b>2</b> LA Memorial Coliseum                | <b>18</b> StubHub Velo Sports Center      |
| <b>4</b> Galen Center                        | <b>19</b> StubHub Center Fields           |
| <b>5</b> Staples Center                      | <b>LONG BEACH SPORTS PARK</b>             |
| <b>6</b> Dedeaux Field                       | <b>21</b> Long Beach Waterfront           |
| <b>7</b> LA Convention Center - South Hall 1 | <b>OTHER VENUES</b>                       |
| <b>8</b> LA Convention Center - South Hall 2 | <b>INGLEWOOD</b>                          |
| <b>9</b> LA Convention Center - West Hall 1  | <b>28</b> LA Stadium at Hollywood Park    |
| <b>10</b> LA Convention Center - West Hall 2 | <b>STAND ALONE VENUES</b>                 |
| <b>11</b> Microsoft Theater                  | <b>31</b> Lake Perris                     |
| <b>12</b> Grand Park & LA City Hall          | <b>IBC</b> International Broadcast Center |
| <b>MV</b> Media Village                      |   |
| <b>MPC</b> Main Press Center                 |   |
| <b>H</b> Paralympic Family Hotels            |   |

- |   |   |
|---|---|
| <b>C</b> Opening and Closing Ceremonies | <b>TRANSPORT INFRASTRUCTURE</b>         |
| ★ Paralympic Live Site                  | <b>LAX</b> LAX International Airport    |
| <b>COLOR CODE</b>                       | Paralympic Route Network                |
| Existing - no permanent work            | Freeway                                 |
| Existing - permanent work required      | Major Urban Arterial                    |
| Planned - under construction            | Urban Rail                              |
| Additional                              | Bus Rapid Transit                       |
| Temporary                               | Infrastructure Reference Refer Table 50 |

