



# CITY OF CERRITOS<sup>SM</sup>

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## AGENDA REPORT

TO: Chair and Members of the Economic Development Commission

FROM: Ryan Carey, Advance Planning Manager *RC*

INITIATED BY: Cynthia R. Doss, Management Analyst *CD*

DATE: August 12, 2014

SUBJECT: **AN INFORMATIONAL REPORT TO THE CERRITOS ECONOMIC DEVELOPMENT COMMISSION REGARDING THE STATUS OF BUSINESS AND ECONOMIC DEVELOPMENT ACTIVITIES.**

### ECONOMIC DEVELOPMENT AND PLANNING ACTIVITIES

The following is a brief summary of some of the public and private economic development and planning activities that are taking place in the City:

#### BUSINESS RECOGNITION PROGRAM

The Business Spotlight is a program that allows the City to highlight local businesses. Each month, a Cerritos-based business has their profile featured in the Business Section of the City's website. In addition, the selected business is recognized at a City Council meeting with a proclamation and a video clip of the presentation is placed on the website. The Business Spotlight program is an opportunity for the business to showcase its products or services and increase patronage.

Over the past three months, the following businesses were recognized through the Business Spotlight program:

#### **85°C Bakery Café**

It is believed that coffee holds its flavor best at a steady temperature of 85°C. That is where 85°C Bakery Café got its name. The name symbolizes the company's devotion to providing coffee of the highest quality while paying careful attention to every detail.

85°C Bakery Café specializes in espresso and flavored drinks, decorative cakes and freshly baked breads. Marble taro, brioche, milk pudding and mango crème brulee are just a few of the popular selections.

85°C Bakery Café is excited to open its Cerritos location. Store manager, Michael Lee stated, "We are eager to provide quality products and one of the best bakery café experiences in the community".

85°C Bakery Café is located at 11486 South Street.

### **Qwik Response Construction**

Qwik Response Construction is a fully licensed general contractor that specializes in property restoration. The company resolves fire and smoke damage and performs water, mold, asbestos and sewer remediation. They are an emergency service that operates 24 hours a day, seven days a week. Qwik Response Construction provides fire and flood restoration for insurance companies such as State Farm, All State, Farmers, and AAA and works with builders such as KB Home, Standard Pacific and Richmond America.

For almost thirty years they have operated from their corporate headquarters in Cerritos, serving the counties of Los Angeles, Orange, Riverside and San Bernardino. They attribute part of their success to Cerritos' central location in southern California and its proximity to major freeways. As an emergency service provider they need to be able to respond to clients' needs quickly. President and CEO Mark Knight stated "There is just no better place to conduct business".

Qwik Response Construction is located at 16315 Piuma Avenue.

### **The Law Offices of Duarte and Menezes**

Since 2007, the Law Offices of Duarte and Menezes, LLP, have been providing legal advice to Cerritos and the surrounding communities. They specialize in estate planning, landlord-tenant mediation, real estate law, civil litigation, family law and mediation, personal injury and some areas of criminal defense.

Duarte and Menezes consists of Michael Duarte and Paulo Menezes. Both attorneys are graduates of Western State University. Together, they have more than 33 years of legal experience. They carefully selected Cerritos to locate their practice because of its proximity to clients that live in Los Angeles and Orange counties and because of Cerritos' business friendly environment. They stated "We have never regretted this choice".

The Law Offices of Duarte and Menezes are located at 17215 Studebaker Road, Suite 240.

## **NEW BUSINESS AND DEVELOPMENTS**

### **Los Cerritos Center**

The City Council recently approved a proposal by the owners of the Los Cerritos Center, Macerich, LLC, for a major \$40 million renovation of the Center. The buildings formerly occupied by Nordstrom and United Artist Theaters will be demolished and replaced by a two-story building to be occupied by Dick's Sporting Goods and a one-story Harkins Theatres. Also, a new plaza area will be added to the southwest entrance to the mall along with a Cheesecake Factory restaurant.

The Harkins Theatres will be a state-of-the-art sixteen screen luxury seating metroplex. It will feature amenities such as a children's play center and a lounge in the lobby. Its architecture will be a contemporary design in grey with red and gold accents. The most prominent feature will be the movie graphic panels on tube steel frames that will serve as a movie marquee.

The architecture of Dick's Sporting Goods will follow their prototype design which features a green steel frame with metal canopy over the storefront entrance. The building finishes include a combination of earth tone stucco panels on the top half of the building and terra cotta brick veneer on the lower half. At 80,000 square feet, this will be a flagship store for the company. The typical Dick's Sporting Goods store is only 40,000 to 50,000 square feet.

The proposed outdoor plaza will feature an enhanced gathering space with bench seating and decorative paving. The 9,000 square-foot Cheesecake Factory will feature an outdoor patio area. In addition, forty-seven thousand square feet of lush landscaping will surround the project area.

Demolition will begin this summer. Estimated completion will be fall of 2015.

### **Cerritos Plaza**

Work continues on the renovation of Cerritos Plaza located at 13233 South Street. The development, which was built in phases in the 1970's and 80's, is being renovated with a Craftsman style architecture. The improvements feature decorative tower elements with a medallion at the main entrance of each of the anchor stores, which include Ralph's grocery store, CVS Pharmacy and Cerritos Lanes bowling center.

Existing plant material will be changed out and replaced with more native California landscaping for improved sustainability. The new plant material is designed to reduce watering and provide a more colorful, vibrant environment for customers.

Construction on this project is expected to be completed in 2015.

### **Jared Jewelers**

Construction has begun on the new Jared Jewelers store located within the parking lot of the Los Cerritos Center at 18711 Gridley Road. The store will feature the company's prototype design with a taupe colored brick exterior and tan colored brick wainscot. Grading is currently underway and building permits are expected to be issued within the next month.

Estimated completion will be the beginning of 2015.

### **Plaza Walk Townhouse Development**

The Olson Company has begun construction on the first six unit building for the 25-unit townhouse development located at 18810 Pioneer Boulevard, north of South Street.

Nineteen of the 25 units will be 1,700 square feet and will include three to four bedrooms and three-and-a-half baths. An additional six units will be 1,200 square feet with two bedrooms and two and a half baths. The development will feature a Spanish/California architectural theme.

The first move-ins are expected by the end of 2014.

### **Southern California Edison Substation**

Construction is underway on the expansion of the Southern California Edison substation located at 13339 166th Street at Carmenita. The expansion will bring the front edge of the enclosure forward to 166th Street and will align with the adjacent medical office building to the east. A decorative south facing enclosure wall will be constructed to mask the facility.

Estimated completion is October 2014.

### **Aria**

Rough grading has been completed for the 198-unit luxury apartment community located at 12611 Artesia Boulevard at Bloomfield. Construction is expected to be completed by the end of 2015.

### **Lexus of Cerritos**

Phase two of the renovation project at the Lexus dealership at 18800 Studebaker Road is well underway. The work includes improvements to the existing general office and showroom building, the service writer's offices, and the existing landscaping. Construction on phase two is expected to be completed by November 2014.

### **CONCLUSION**

There is excitement on the horizon with the planned major renovation at Los Cerritos Center. In addition to adding value to customers' shopping and entertainment experience, it is estimated that the new improvements and tenants will help to generate an additional \$450,000 annually in sales tax revenue. As additional information becomes available, Community Development staff will continue to provide periodic updates on the status of ongoing projects.

### **RECOMMENDATION**

Staff recommends the following to the Economic Development Commission:

1. Review and discuss the information provided; and,
2. Receive and file this report.