



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**January 2009**

**Volume II, Issue 1**

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A PICTORIAL  
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# Building A Better Long Beach

**2008 LBDS Events  
and Activities**



*Clockwise from top left:  
LB Transit Center  
Groundbreaking;  
Target Groundbreaking;  
Seaside Park Demolition;  
Willmore Historic Home  
Open House; West  
Gateway Mural Unveiling;  
The Willow Grand  
Opening; Jack's Liquor  
Demolition; Rocky's  
Liquor Demolition*

# LBDS News & Updates

## LIGHTING UP LONG BEACH

Last month, City officials joined excited members of the community as Mayor Bob Foster 'flipped the switch' to light up over 20,000 brightly colored lights in downtown Long Beach. The RDA contributed \$250,000 towards the project, which features decorative lighting along Pine Avenue and in multiple locations nearby.

Approximately half of the lights will utilize cutting-edge, environmentally friendly LED (Light Emitting Diode) technology, which reduces wattage significantly. The project is a partnership between the RDA, Downtown Long Beach Associates, Long Beach Convention & Entertainment Center, Long Beach Convention & Visitors Bureau, Long Beach Transit and City Light & Power, Inc.

## LONG BEACH SENIOR HOUSING

On January 9th, 2009, Councilmember Dee Andrews will join RDA Board Members and the Menorah Housing Foundation at California Recreation Center to draw numbers for the lottery distribution of Long Beach Senior Housing Units.

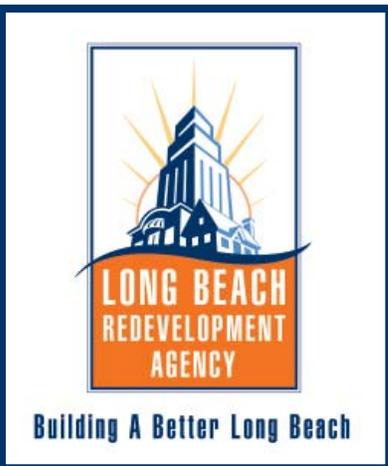
Approximately 500 numbers will be drawn, and applications pertaining to those numbers will be reviewed for completion and eligibility. Units will then be awarded to residents.

## ELIMINATING VISUAL BLIGHT

Earlier this month, RDA continued its work removing visual blight with the removal of two rooftop billboards at 390 E. 3rd Street.



## RDA COMMUNICATIONS CAMPAIGN WINS CRA AWARD OF EXCELLENCE



The Long Beach RDA's "Building a Better Long Beach" marketing and communications campaign has received the California Redevelopment Association's 2009 Awards of Excellence in the Education, Marketing & Publications category. The marketing and communications campaign included a complete re-branding of the RDA, a new website, new materials, and a new 30-minute cable program, "Inside Long Beach." The award will be presented in April at the CRA's annual conference in Monterey.

In November, LBDS staff provided:

- 1,512 building inspections
- 1,035 electrical inspections
- 721 plumbing inspections
- 539 mechanical inspections
- 411 misc. inspections
- Total inspections provided: 4,218
- 98% of inspections were provided within 24 hours of request

Development Services Counter staff:

- Assisted 3,507 customers
- Issued 311 building permits
- Reviewed 152 plans

# LBDS 2008: PICTORIAL REVIEW

Have a question or comment about our department?

We want to hear from you.

Call us at (562) 570-LBDS

or

Email us at [LBDS@longbeach.gov](mailto:LBDS@longbeach.gov)



*In January, Mayor Bob Foster and Vice Mayor Bonnie Lowenthal joined Long Beach native Jesse James for the unveiling of the department's LB 2030 Plan Van*

*In February, Councilmember Val Lerch led the demolition of Rocky's Liquor Store near Jordan High School*



*Mayor Bob Foster and Suja Lowenthal joined Long Beach Transit and the Redevelopment Agency for the groundbreaking of the Long Beach Transit Visitor and Information Center*



*Councilmember Dee Andrews led the unveiling of plans for the Poly High School Gateway project on Pacific Coast Highway*



*In March, Vice Mayor Bonnie Lowenthal assisted in the deconstruction of blighted buildings to make room for the new Seaside Park*



# LBDS 2008: PICTORIAL REVIEW



*In April, Vice Mayor Bonnie Lowenthal joined the Redevelopment Agency for the demolition of the Avalon Motel, a notorious crime magnet in West Long Beach*

*Councilwoman Rae Gabelich and LBDS staff joined the Village Properties demolition of several properties in North Long Beach to make way for the development of a new Walgreens drugstore*



*In May, Mayor Bob Foster and Vice Mayor Bonnie Lowenthal led the ground breaking of the Lyon West Gateway housing project*



*Hundreds of Long Beach residents and their families participated in Community Festivals to be part of the LB 2030 Visioning process in June*



*Councilmember Patrick O'Donnell, the RDA and the Parks, Recreation & Marine Department held their 3rd community meeting to discuss the expansion of Orizaba Park in July*



Other noteworthy LBDS Activities in 2008 :

- LBDS held community meetings to gather public input on the Housing Element of the General Plan
- Councilmember Dee Andrews led the 14th St. Alley Reconstruction project
- Vice Mayor Bonnie Lowenthal led the Marriott Residence Inn ground-breaking
- Amy Bodek, RDA Assistant Executive Director, recognized student artists at the unveiling of the West Gateway mural

# LBDS 2008: PICTORIAL REVIEW

## Other noteworthy LBDS Activities in 2008 :

- LBDS launched a new website with searchable projects map
- The RDA and Long Beach Housing Development Company cohost premier screening of new cable television show, *Inside Long Beach*
- LBDS held community workshops on the Historic Preservation Element, part of the City's 2030 General Plan update



*Councilmember Tonia Reyes Uranga led the grand opening of The Willow shopping center in September*

*RDA continued its partnership with the Long Beach Fire Department, allowing LBFD crews to practice firefighting exercises on buildings slated for demolition*



*In December, Development Services rolled out a new web-based permitting, code enforcement and licensing system*

*Councilmember Suja Lowenthal assisted with the removal of a billboard on Ocean Boulevard in December*



# Project Planning

## NEW Applications - Filed in December

### **Council District 2**

#### **2625 East 7th Street**

Conditional Use Permit request for the installation of wireless communications antennas atop an existing apartment building.

#### **Planning Commission**

Contact: Jorge Ramirez

### **Council District 3**

#### **117 Claremont Avenue**

Standards Variance and Local Coastal Development Permit requests to add over-height roof deck access to an existing single-family home.

#### **Zoning Administrator**

Contact: Monica Mendoza

### **Council District 5**

#### **3655 Norwalk Boulevard**

Conditional Use Permit request to add a 60' tall monopine to the grounds of an existing church.

#### **Planning Commission**

Contact: Cuentin Jackson

#### **6226 East Spring Street**

Request for the Modification of an Approved Permit related to the required 10-year review of an existing wireless telecommunication facility.

#### **Staff Site Plan Review**

Contact: Scott Kinsey

### **Council District 6**

#### **330 West 19th Street**

Conditional Use Permit request for the installation of wireless telecommunications antennas atop an existing apartment building.

#### **Planning Commission**

Contact: Steve Valdez

### **Council District 7**

#### **4100 Orange Avenue**

Conditional Use Permit request for the installation of wireless telecommunications antennas inside of a new clock tower located atop an existing shopping center.

#### **Planning Commission**

Contact: Monica Mendoza

#### **4540 Orange Avenue**

Conditional Use Permit request for the installation of wireless telecommunications antennas atop an existing apartment building.

#### **Planning Commission**

Contact: Cuentin Jackson

#### **3029 San Francisco Avenue**

Standards Variance request to construct an over-height garage for purposes of RV parking.

#### **Zoning Administrator**

Contact: Cuentin Jackson

### **Council District 9**

#### **6655 Atlantic Boulevard**

Conditional Use Permit request to add a 60' tall monopine to the grounds of an existing public storage facility.

#### **Planning Commission**

Contact: Mark Hungerford

#### **5855 Obispo Avenue**

Site Plan Review request to convert approximately 15,000 square feet of warehouse area into office space.

#### **Staff Site Plan Review**

Contact: Mark Hungerford

### CONTACT INFORMATION:

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# Scheduled Public Meetings in January

## *Redevelopment Agency Board*

*Both January RDA Board Meetings have been cancelled.  
Next scheduled meeting is Monday, February 2nd at 9:00 am.*

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### *Planning Commission*

Thursday, January 15th at 5:00 pm

**2640 East Anaheim Street  
4th District**

Proposed conversion of a hotel use to a transitional youth facility containing 14 studio units. An existing retail space within the building would remain.

*Contact: Jaime Ustin*

**1235 Long Beach Boulevard  
1st District**

Proposed three-tower mixed-use development at the southwest corner of Long Beach Boulevard and Anaheim Street containing approximately 64,000 square feet of retail space, 205 condominiums, and 151 senior living units.

*Contact: Jaime Ustin*

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### *Zoning Administrator*

**NO ITEMS HAVE YET BEEN PLACED ON THE AGENDAS FOR THE JANUARY 12th OR JANUARY 26th HEARINGS.**

***Agendas subject to change.***

For more information about any of these agenda items, call

Development Services at

**(562) 570-LBDS**

or visit us online at

**<http://LBDS.LongBeach.gov>**

or at

**[www.LongBeachRDA.org](http://www.LongBeachRDA.org)**

The Planning Commission meets the 1st and 3rd Thursday of each month at 5:00 p.m. in City Hall Council Chambers.

The RDA Board meets the 1st and 3rd Monday of each month at 9:00 a.m. in City Hall Council Chambers.

Cultural Heritage Commission meets the 3rd Wednesday of each month at 8:30 a.m. at the Main Library, Lower Level.

Zoning Administrative Hearings are held the 2nd and 4th Monday of each month at 2:00 p.m. in City Hall in the 7th Floor Large Conference Room.



# LBDS Upcoming Meetings & Events January 2008

|   |   |
|---|---|
| <u>Monday, January 12</u><br>2:00 pm    | Zoning Administrative Hearing<br>City Hall, 7th Floor Conference Room     |
| <u>Wednesday, January 14</u><br>5:00 pm | West Project Area Committee<br>1835 Santa Fe Ave.                         |
| 7:00 pm                                 | LB 2030 Community Meeting<br>Fremont Elementary, 4000 E. 4th St.          |
| <u>Thursday, January 15</u><br>5:00 pm  | Planning Commission<br>City Hall, Council Chambers                        |
| 6:00 pm                                 | Central Project Area Committee<br>1900 Atlantic Ave., 2nd Floor           |
| <u>Monday, January 19</u>               | City Hall Closed for Martin Luther King, Jr. Day                          |
| <u>Wednesday, January 21</u><br>8:30 am | Cultural Heritage Commission<br>Main Library, Lower Level                 |
| <u>Thursday, January 22</u><br>6:30 pm  | North Project Area Committee<br>LBPD North Substation, 4891 Atlantic Ave. |
| <u>Monday, January 26</u><br>2:00 pm    | Zoning Administrative Hearing<br>City Hall, 7th Floor Conference Room     |
| 6:00 pm                                 | LB 2030 Community Meeting<br>Veterans Park Auditorium, 101 E. 28th St.    |
| <u>Monday, February 2</u><br>9:00 am    | Redevelopment Agency Board<br>City Hall, Council Chambers                 |
| 7:00 pm                                 | LB 2030 Community Meeting<br>Houghton Park, 6301 Myrtle Ave.              |

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