



**LONG BEACH
DEVELOPMENT
SERVICES**

July 2009

Volume II, Issue 7

INSIDE THIS ISSUE

**DIRECTOR'S
MESSAGE**

**LBDS NEWS &
UPDATES**

**DOWNTOWN
PLANS FOR THE
FUTURE**

**ART EXCHANGE
BRINGS ART
DOWNTOWN**

**UPCOMING
HEARINGS &
MEETINGS**

Building A Better Long Beach

*Long Beach Senior Housing,
Atlantic & Vernon*



Message from Craig Beck, Director

Dear Community Partner,

Summer is here, and our department remains busy at work throughout Long Beach; we've just released our draft Downtown Community Plan, which you can read about in this newsletter. We're currently wrapping up construction on a new dog park in Central Long Beach, and are continuing our major infrastructure upgrades in the East Village. Major improvements continue along the Magnolia Industrial area, and our Atlantic and PCH right turn lane should be complete next month.

We'll also be breaking ground on another new park next month at 15th and Alamitos, and our major infrastructure repairs along Atlantic Avenue in North Long Beach are moving along as scheduled. Our \$6 million Westside Storm Drain Improvement project will be launching shortly, and we're installing security cameras in the Westside as part of our ongoing efforts to support public safety.

Our partnerships in support of arts and culture also continue to flourish; we're proud to be a major sponsor of the downtown Summer and Music Concert Series, and the Bixby Knolls Dragster Expo, as well as continuing to bring public art to our neighborhoods with another mural in North Long Beach and our partnership with Phantom Galleries. We're also moving forward with the ArtExchange project, which you can read more about in this month's newsletter.

I'm proud of the work we're doing to build a better Long Beach, and appreciate your continued partnership and support.

Sincerely,

Craig Beck

LBDS News & Updates



RDA PARTNERS WITH DLBA TO BRING MUSIC DOWNTOWN

The RDA and DLBA have joined forces to bring the Summer And Music (SAM) free concert series to Downtown Long Beach. SAM will feature local musicians, running the gamut from jazz to funk to pop, to various locations throughout Downtown. From June through August, SAM will feature regular performances each Friday evening at the Waterfront's Nautical Shell, Saturday afternoons at the East Village Farmer's Market, and Sunday afternoons near the intersection of Pine and Broadway. For details and video clips, visit www.summerandmusic.com



BIXBY KNOLLS DRAGSTER EXPO AND CAR SHOW

Bixby Knolls will soon welcome back vintage dragsters, show cars and the crowds of admirers they attract for the 4th Annual Dragster Expo and Car Show. The car show will be on Saturday, July 11 from 2 - 7 p.m. on Atlantic Avenue from Bixby Road to San Antonio Drive, and will feature live entertainment, vendors, food booths, and a beer garden. For more information, visit: www.BixbyKnollsInfo.com.

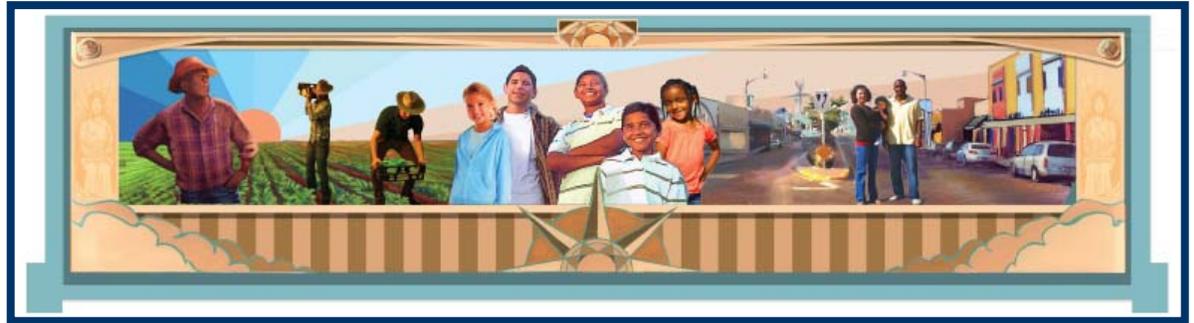
In May, LBDS staff provided:

- 1,862 building inspections
- 785 electrical inspections
- 532 plumbing inspections
- 376 mechanical inspections
- 224 misc. inspections
- Total inspections provided: 3,779
- 99% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 4,088 customers
- Issued 415 building permits
- Reviewed 152 plans

LBDS News & Updates



RDA SPONSORS NEW MURAL IN NORTH LONG BEACH

Work has begun on a new mural along Atlantic Avenue in North Long Beach. Local artist Jose M. Loza created “A Neighborhood Perspective” with the assistance of Recreation Leaders Esaul Romo and Abner Rivera, and youth artist volunteers Albaro Agredano, Braulio Cordova, and Pedro Ruiz. Loza began his career as an artist assistant with the City’s Mural and Cultural Arts Program when he was in middle school, and is now a Recreation Leader with the program. He spent many hours researching the history of the area, and the family and children portrayed in the mural are neighborhood residents. The project is anticipated to be finished in August.



NEW EAST VILLAGE PEDESTRIAN LIGHTING INSTALLED

The RDA has installed new pedestrian level street lighting in the East Village. The energy efficient lighting will enhance the experience for visitors to the galleries, restaurants, and businesses in this downtown urban village. 92 contemporary, 12-foot tall poles and fixtures are being installed as part of the First Street Improvement Plan, which includes new sidewalks on First Street between Linden and Elm, bus pad enhancements, and 3 new bulb outs that will feature landscaping. Construction is expected to be completed by the end of the month.

GRAND OPENING BRINGS OUT CROWD FOR LONG BEACH SENIOR HOUSING

On June 22nd, Long Beach celebrated 65 new units for very low-income senior citizens. The RDA and Congresswoman Laura Richardson, Councilman Dee Andrews, US Housing and Urban Development, The Long Beach Housing Development Company and the Menorah Housing Foundation gathered with members of the public for the Grand Opening of Long Beach Senior Housing. The



development is located near public transportation, shopping areas, the Long Beach Memorial Medical Center, Veterans Memorial Park and the Burnett Branch Library, allowing seniors to remain active and enjoy an enhanced quality of life.

Have a question or comment about our department?

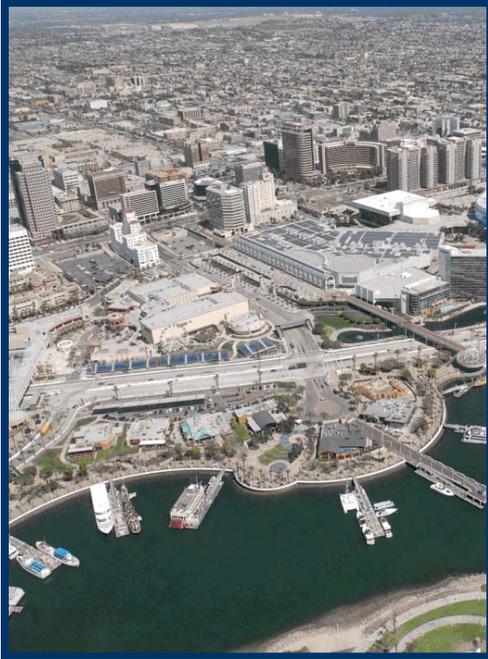
We want to hear from you.

Call us at (562) 570-LBDS

or

Email us at LBDS@longbeach.gov

Downtown Community Plans for the Future



Downtown Long Beach: A bustling hub of activity anchored by the spirit of an illustrious past and propelled forward by the ambitious energy of the eclectic and imaginative minds that populate this burgeoning cosmopolitan metropolis.

To further improve the lives of those who live, work, and play within our downtown, Long Beach Development Services staff has embarked on a comprehensive Downtown Community Plan project. This collaborative effort between staff and the community at large aims to establish both a long-term vision for the area and a set of lofty, but attainable, goals that will carefully balance the preservation of the

downtown area's historic fabric while opening the door for quality, sustainable developments in the future. The plan envisions a mix of uses that will incorporate revitalization strategies targeted towards addressing parking, urban design, pedestrian oriented uses, building height and streetscape design.



A draft Downtown Community Plan is now available at: http://www.lbds.info/planning/advance_planning/downtown_community_plan/. Comments on the plan can be submitted to DTCommunityPlan@longbeach.gov.

In July this draft will be presented in a variety of public forums. With input from the community, we will strive to enhance downtown, using bold strategies while managing both short- and long-term change in the downtown.



Please join LBDS staff presentations and discussions of the draft plan at the following public meetings:

July 16, 5:00 p.m.
Planning Commission
Council Chambers,
City Hall, 333 W. Ocean
Blvd.

July 20, 9:00 a.m.
Redevelopment Agency
Board
Council Chambers,
City Hall, 333 W. Ocean
Blvd.

July 22, 6:00 p.m.
Downtown Community
Plan Community
Meeting
First Congregational
Church, Patterson Hall,
241 Cedar Ave.

ArtExchange brings galleries, studios, and classrooms to downtown

Please join the RDA and Councilmember Suja Lowenthal, 2nd District, to learn more about the ArtExchange – a collaborative art facility proposed for the southeast corner of 3rd Street and Long Beach Boulevard. This meeting will also address the environmental review process for the project.

June 30, 5:30 p.m.
Museum of Latin American Art
628 Alamos Ave.

Design plans have been unveiled for the new and innovative ArtExchange project, to be located on the southeast corner of 3rd Street and Long Beach Boulevard. The concept for the ArtExchange began with the intent to create a central location for the development and production of art by local artists. The goals of the project are to create a permanent and affordable artist workspace that will generate a source of quality art and art education for the entire City of Long Beach.



The ArtExchange will promote an art community in Long Beach and link the existing East Village arts community to downtown. The project will operate on a profit-centered business model, where artists sell directly to the public and are connected to networking opportunities. The development will include artist studios for display and workspace, gallery spaces, a gift shop, and a multipurpose classroom space that can expand into the adjacent courtyard, which can also be

used for events. Another component will be a hot shop for glass and ceramic production, demonstrations, and classes.

Sustainability will be a key component of the Art Exchange, and another goal is to obtain at minimum a silver level LEED certification. The site will utilize parts of the historic building at the site, including the first one hundred feet of the west side of the existing building, and the façade on Long Beach Boulevard. The project will have an open floor plan to take advantage of the existing clear span structural system, and will construct studios and other spaces with adjustable wall systems to allow the areas to be adapted for future needs. The project will also be designed to meet the City of Long Beach green building code.



Project Planning

NEW Applications - Filed in June

1st District

495 The Promenade North

Conceptual Site Plan Review for a five-story, 35,000 square foot mixed-use building with ground floor commercial and 21 residential units above.

Conceptual Site Plan Review

Contact: Angie Zetterquist

350 Esther Street

Standards Variance request to allow a 5' rear yard set back (instead of 20') in conjunction with an addition to an existing structure.

Zoning Administrator Public Hearing

Contact: Angie Zetterquist

2nd District

1506 E. Broadway

Modification of an approved wireless telecommunications facility calling for the installation of three additional antennas and three microwave dishes atop an existing three-story mixed-use building.

Staff Site Plan Review

Contact: Monica Mendoza

555 E. Ocean Boulevard

Modification of an approved wireless telecommunications facility calling for the installation of three additional antennas and three microwave dishes atop an existing nine-story commercial building.

Staff Site Plan Review

Contact: Steven Valdez

600 E. Broadway

Conceptual Site Plan Review for a 47,500 square foot Von's market with a 128-stall rooftop parking lot.

Staff Site Plan Review

Contact: Mark Hungerford

3rd District

5500 E. Atherton Street

Modification of an approved wireless telecommunications facility calling for the installation of three additional antennas and three microwave dishes atop an

existing four-story commercial building.

Staff Site Plan Review

Contact: Scott Kinsey

5th District

3401 N. Studebaker Road

Conditional Use Permit request to install a 60' tall monopine with 12 panel antennas and one GPS antenna on the grounds of an existing church.

Planning Commission Public Hearing

Contact: Cuentin Jackson

6226 E. Spring Street

Modification of an approved wireless telecommunications facility calling for the installation of three additional antennas and three microwave dishes atop an existing commercial building.

Staff Site Plan Review

Contact: Scott Kinsey

6th District

2200 Pacific Avenue

Modification of an approved wireless telecommunications facility calling for the installation of three additional antennas and three microwave dishes atop an existing one-story commercial building.

Staff Site Plan Review

Contact: Monica Mendoza

1305 E. Pacific Coast Highway

Conditional Use Permit request to install a new digital marquee sign at Long Beach City College.

Planning Commission Public Hearing

Contact: Jorge Ramirez

8th District

5390 Linden Avenue

Modification of an approved wireless telecommunications facility calling for the installation of three antennas and three microwave dishes within a bell tower structure.

Staff Site Plan Review

Contact: Jorge Ramirez

CONTACT INFORMATION:

Mark.Hungerford
@longbeach.gov
(562) 570-6439

Cuentin.Jackson
@longbeach.gov
(562) 570-6345

Scott.Kinsey
@longbeach.gov
(562) 570-6461

Monica.Mendoza
@longbeach.gov
(562) 570-6134

Jorge.Ramirez
@longbeach.gov
(562) 570-6952

Steven.Valdez
@longbeach.gov
(562) 570-6571

Jeffrey.Winklepleck
@longbeach.gov
(562) 570-6607

Angie.Zetterquist
@longbeach.gov
(562) 570-6553

Scheduled Public Meetings in July

Redevelopment Agency Board

Meeting cancelled Monday, July 6th

Monday, July 20th at 9:00 a.m.

- Redevelopment Agency Board Chair and Vice Chair Elections
- Downtown Long Beach Associates Quarterly Report presentation
- Downtown Community Plan presentation
- Public Hearing: Cowelco Owner Participation Agreement - 1328-1340 Canal St.
- Approve and authorize a contract amendment with Overland, Pacific and Cutler, Inc. for property acquisition, relocation, site clearance and property management services
- Purchase & Sale Agreement with Lewis and Donna Sherrill – 1461-1465 Cota Ave.

Next meeting Monday, August 3rd at 9:00 a.m.

Planning Commission

Meeting cancelled Thursday, July 2nd

Thursday, July 16th at 5:00 p.m.

1st District

1425 Magnolia Avenue

Conditional Use Permit request to allow a check cashing use within an existing market.

Contact: Steve Valdez

3rd District

6520 E. Bayshore Walk

Tentative Parcel Map and Local Coastal Development Permit requests to convert two residential units into condominiums.

Contact: Monica Mendoza

7th District

3377 Long Beach Boulevard

Conditional Use Permit request to install a double-faced, illuminated freeway-oriented LED sign.

Contact: Jeff Winklepleck

Zoning Administrator

Monday, July 13th at 2:00 p.m.

Monday, July 27th at 2:00 p.m.

No cases have yet been placed on July's Zoning Administrator Hearing agendas.

Agendas subject to change.

For more information about any of these agenda items, call our department at

(562) 570-LBDS or visit us online at:

LBDS.LongBeach.gov

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.

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 July 2009

<u>Thursday, July 2</u> 6:00 p.m.	Central Project Area Committee 1900 Atlantic Ave., 2nd Floor
<u>Friday, July 3</u>	CITY HALL CLOSED IN OBSERVANCE OF 4TH OF JULY HOLIDAY
<u>Wednesday, July 8</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Ave.
<u>Monday, July 13</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Thursday, July 16</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Monday, July 20</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Wednesday, July 22</u> 6:00 p.m.	Downtown Community Plan Public Meeting First Congregational Church, Patterson Hall 241 Cedar Ave.
<u>Thursday, July 23</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Ave.
<u>Monday, July 27</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Friday, July 31</u>	CITY HALL CLOSED FURLOUGH FRIDAY

333 West Ocean Blvd.
Long Beach, CA 90802
T: 562.570.LBDS
F: 562.570.6205

lbs.longbeach.gov

NEWSLETTER EDITOR:
Victoria Ballesteros

NEWSLETTER TEAM:
Cassie Perez-Harmison
Mark Hungerford

*Special thanks to
Pear Utrapiromsuk for
her contributions to this
month's newsletter.*

For copies of this
newsletter, contact
Cassie at 570-6472 or
visit
lbs.longbeach.gov