



**LONG BEACH
DEVELOPMENT
SERVICES**

May 2009

Volume II, Issue 5

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Building A Better Long Beach

Mural at Pine & Ocean



*Photo courtesy of Dreams
& Visions Art Company*

Message from Craig Beck, Director

Dear Community Partner,

Last month we said goodbye to Aldo Schindler, Redevelopment Project Officer for the North Project Area. After more than 10 years at the City of Long Beach, Aldo has accepted a position as Director of Community Development for the City of Bell Gardens. We will miss Aldo and wish him much success in his new position.

In this month's newsletter, we've chosen to highlight the many activities that we have going on throughout the City. From installation of a new Cabrillo High School sign in West Long Beach, to the breaking of ground on a new park in the North, to the demolition of a public nuisance in Central, we're staying busy. Throughout these difficult economic times, we remain committed to continuing the types of activities throughout our Redevelopment project areas that create jobs, stimulate the economy, eliminate blight and revitalize the City, one neighborhood at a time.

As always, thank you for your continued partnership.

Sincerely,

Craig Beck

LBDS News & Updates



RDA RECEIVES AWARD FOR COMMUNICATIONS

The Long Beach RDA's "Building a Better Long Beach" marketing and communications campaign received the California Redevelopment Association's 2009 Awards of Excellence in the Education, Marketing & Publications category at their annual conference in Monterey last month. The campaign included a complete re-branding of the RDA, a new website, new materials, and a 30-minute monthly cable program, *Inside Long Beach*, that airs on LBTV-8.

(Photo, L to R: Amy Bodek, RDA Asst. Executive Director, Craig Beck, RDA Executive Director, Victoria Ballesteros, Communications Officer)

DEADLINE FOR LBDS SUMMER INTERNSHIP MAY 8TH

The deadline for the LBDS Summer Internship has been extended to Friday, May 8th. The LBDS internship is a 12-week, unpaid program providing a hands-on learning opportunity about building processes, planning considerations and redevelopment activities in Long Beach. Interns will have the opportunity to work in each of the 3 bureaus under the direction of a Manager with knowledge and experience in their field, with the opportunity for ongoing mentorship. For more information, visit: www.lbds.info.



In March, LBDS staff provided:

- 1,854 building inspections
- 1,017 electrical inspections
- 666 plumbing inspections
- 428 mechanical inspections
- 356 misc. inspections
- Total inspections provided: 4,321
- 99% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 4,890 customers
- Issued 440 building permits
- Reviewed 146 plans

LBDS News & Updates



CINCO DE MAYO LATIN JAZZ DANCE PARTY IN BIXBY KNOLLS POSTPONED UNTIL SUMMER

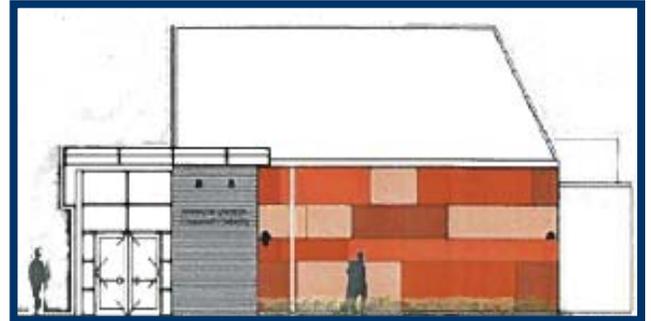
The May 3rd Cinco de Mayo Latin Jazz Dance Party planned at the Expo has been postponed until summer. Following the popularity of the *Jazz the Ides of March* event, the RDA granted the Bixby Knolls Business Improvement Association use of the vacant Expo building at 4321 Atlantic Avenue for additional arts and cultural events. However, with major street

improvements underway along Atlantic Avenue, parking needs were a concern so the BKBIA has decided to put the event off until a later date. Ticket holders can either get a refund or hold onto their tickets for the next show, which will be announced soon. Ticket holders are asked to email the BKBIA at: info@bixbyknollsinfo.com.

HOMELAND CULTURAL CENTER GROUND BREAKING CEREMONY

The public is invited to join the RDA and PR&M for a ground breaking ceremony to celebrate the start of construction on a new cultural and performing arts theater at MacArthur Park. Councilmember Dee Andrews and Congresswoman Laura

Richardson will lead the ceremony, which will be held on Saturday, May 16 at 11:00 a.m. at 1321 Anaheim Street. This project has been a collaborative process, made possible with the help of LBDS and funding from the RDA, as well as the Departments of Parks, Recreation and Marine; Public Works; and Community Development.



LONG BEACH LAUNCHES OPERATION MULCH-A-LOT FOR EARTH DAY

To celebrate Earth Day, Mayor Bob Foster and Councilwoman Rae Gabelich joined the Redevelopment Agency and Sustainability Office staff, along with dozens of school children to launch "Operation Mulch-A-Lot." The project will spread hundreds of tons of city tree-trimming debris as ground cover over vacant lots owned by the RDA. Operation Mulch-A-Lot is an effort to expand the use of mulch into areas where it is less commonly used and to divert debris from landfills into vacant lots and other places throughout Long Beach.



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

LBDS News & Updates



PHANTOM GALLERIES LONG BEACH ART WALK NIGHT

RDA is pleased to continue our support of public art by providing opportunities for artists to display their work throughout Long Beach. Through our partnership with Phantom Galleries, we're continuing to turn empty storefronts into public art galleries. On Saturday, May 2, from 7:00 to 9:00 p.m., PGLA will host its first Long Beach Art Walk Night in downtown. Exhibitions will be shown at multiple participating galleries. For more information visit: <http://www.phantomgalleriesla.com/aboutcalendar.htm>.

NEW MURAL UNVEILED ON SOUTH PINE AVENUE

The RDA unveiled a new mural on Pine Avenue that signals more to see and do on both sides of Ocean Boulevard. The fence was in dire need of a face lift and a local company, Dreams and Visions, was selected to design and paint the mural. The mural shows silhouettes of people walking north and south, emphasizing the connection between lower and upper Pine Avenue, and was completed within 5 days, in time for the Grand Prix.



RDA'S ON-LINE GRAND PRIX PARKING AND BIKE VALET A HUGE SUCCESS

The cars on the racetrack were not the only attraction at last month's Grand Prix. The RDA's new on-line parking reservation system made it easier for race fans visiting to Long Beach to enjoy the Grand Prix. Approximately 750 vehicles were parked using the on-line sales system over the 3-day event. On Sunday, the entire Broadway block was sold out on-line. The system is not only convenient for customers, but also makes parking operations much safer for staff, with no cash kept or collected at the lots. In addition to parking cars, our bike valet at 3rd and Pacific parked approximately 50 bikes over the weekend, with the Bikestation facility on Broadway parking an additional 108 bicycles.

NEW MEDIAN SIGN INSTALLED AT CABRILLO HIGH SCHOOL

A dedication ceremony with Councilmember Tonia Reyes-Uranga will be held soon - details forthcoming!



LBDS News & Updates



COUNCILWOMAN GABELICH LEADS RDA DEMOLITION; CLEARS LAND FOR NEW PARK

Last month, Councilwoman Rae Gabelich led the demolition of a vacant building at 4951 Oregon Avenue, clearing the way for a new park in North Long Beach that will feature soccer fields and pedestrian and biking connections to the adjacent LA River Trails.

COUNCILMEMBER ANDREWS TO KICK-OFF DEMOLITION OF ALAMO MOTEL

On Friday, May 8th, Councilmember Dee Andrews will join the RDA and LBFD for a kick-off celebration signaling the demolition of the Alamo Motel, a public safety nuisance. Between 2004 and 2007, the Alamo Motel was the location of more than 2,600 calls for service to public safety. Prior to the demolition, Long Beach Fire Department will conduct life-saving training exercises at the site. Plans for the location include creation of a vibrant pedestrian-oriented environment featuring neighborhood serving retail businesses.

RDA & LBHDC TO HOST AFFORDABLE HOUSING BUS TOUR

On Tuesday, May 26th, the RDA and the Long Beach Housing Development Company will host an Affordable Housing & Redevelopment Project Bus Tour. The tour will showcase new, rehabilitated, and upcoming housing sites, as well as parks, infrastructure, and other RDA projects that are revitalizing Long Beach. For more information, contact Victoria Ballesteros at viballe@longbeach.gov or Laverne Duncan at ladunca@longbeach.gov.

WORK UNDERWAY ON SEASIDE PARK

The public came out in March to celebrate the groundbreaking of Long Beach's newest park, Seaside Park, on the corner of 14th Street and Chestnut Avenue. Seaside Park is a joint project of the Long Beach Redevelopment Agency, the Department of Parks, Recreation, & Marine, and the Community Development Department. This park will add another 2.5 acres of open space to the city, and help bring us closer to the goal of acquiring 1,000 more acres of parks and open space.



LEADERSHIP LONG BEACH CLASS OF 2009 HOSTS COMMUNITY HEALTH & WELLNESS FAIR

The Long Beach Community Health and Wellness Fair will feature free screenings and information about important health issues. The fair will be held on Saturday, June 6, 2009 from 12:00 pm to 4:00 pm at Houghton Park Community Center, 6301 Myrtle Avenue.

The event is co-sponsored by Vice Mayor Val Lerch, Long Beach Memorial Hospital, Uptown Gazette, LBPost.com, and the Long Beach RDA. For more information, call Victoria Ballesteros at (562) 570-5583.

Project Planning

NEW Applications - Filed in April

1st District

201 East Anaheim Street

Administrative Use Permit, Standards Variance, and Lot Merger requests to convert a structure housing an auto body and paint use into a church.

Zoning Administrator Public Hearing

Contact: *Monica Mendoza*

1425 Magnolia Avenue

Conditional Use Permit request to legalize a check cashing use within an existing liquor store.

Planning Commission Public Hearing

Contact: *Steven Valdez*

2nd District

240 Long Beach Boulevard (“Art Exchange”)

Conceptual Site Plan Review to adaptively reuse a portion of an existing building as a collaborative art center, including approximately 6,000 square feet of new construction.

Staff Site Plan Review

Contact: *Angie Zetterquist*

1162 East 7th Street

Conditional Use Permit request to legalize a check cashing use within an existing retail store.

Planning Commission Public Hearing

Contact: *Monica Mendoza*

3rd District

6400 East Pacific Coast Highway (“2nd + PCH”)

Conceptual Site Plan Review for the demolition and redevelopment of the existing SeaPort Marina Hotel site. The proposal includes a 100-room hotel, 325 residential units, 191,475 square feet of retail space, and approximately 25,000 square feet of restaurant use.

Staff Site Plan Review

Contact: *Jeff Winklepleck and Scott Kinsey*

6520 East Bayshore Walk

Tentative Parcel Map and Local Coastal Development Permit requests to convert a renter-occupied duplex into owner-occupied condominiums.

Planning Commission Public Hearing

Contact: *Monica Mendoza*

9th District

5626 Cherry Avenue

Conditional Use Permit request to expand an existing construction materials recycling center.

Planning Commission Public Hearing

Contact: *Jorge Ramirez*

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Scheduled Public Meetings in May

Redevelopment Agency Board

Monday, May 4th at 9:00 a.m.

- Approve and authorize the Executive Director to convey the Redevelopment Agency-owned property at 1790 Atlantic Avenue to the City of Long Beach, and appropriate \$300,000 for the purpose of constructing infrastructure improvements and developing open space at Atlantic Avenue and Pacific Coast Highway.
- Approve and authorize the Executive Director to execute a Purchase and Sale Agreement and all other related documents for the acquisition of property at 1650 Seabright Avenue for a purchase price of \$142,000 plus closing costs.
- Approve and authorize the Executive Director to execute any and all documents necessary for the subordination of the Redevelopment Agency’s loan granted to the occupants of 227 Daisy Avenue.

Next meeting Monday, May 18th at 9:00 a.m.

Scheduled Public Meetings in May

Planning Commission

Thursday, May 7th at 5:00 p.m.

Study Session:

- **2008 – 2014 Housing Element / Pat Garrow**
Discussion of the on-going update of the City of Long Beach Housing Element, which focuses on issues concerning the conservation, development, and improvement of affordable housing.
Contact: Pat Garrow

Citywide

Adoption of Truck Transfer and Loading Station Limitations

Zone Change request temporarily limiting truck transfer and loading stations in the General Industrial (IG) Zoning District.

Contact: Steve Valdez

1st District

443 Pine Avenue

Conditional Use Permit request to allow the sale of alcoholic beverages for off-site consumption at a new convenience store and restaurant.

Contact: Angie Zetterquist

2nd District

1910 East Ocean Boulevard

New four-story, 18-unit condominium building with four levels of subterranean parking that would connect – and share stalls with - the garage under the existing 1900 Ocean development. The proposal includes the conversion of 1900 Ocean's units into condominiums.

Contact: Jeff Winklepleck

5th District

Planned Development District 11

Zone Change request limiting construction and demolition activities in the Rancho Estates (PD-11) neighborhood, including no second-stories to new and existing homes and the prohibition of demolitions.

Contact: Lynette Ferenczy

Next meeting Thursday, May 21st at 5:00 p.m.

Zoning Administrator

Monday, May 11th at 2:00 p.m.

3rd District

5518 The Toledo

Proposed two-story, single-family home requiring a Local Coastal Development Permit and Standards Variances (4) for setbacks and an oversize curb-cut.

Contact: Scott Kinsey

5th District

4150 Conant Street

Lot Line Adjustment request to realign property lines in conjunction with a previously- approved DeVry University building.

Contact: Meredith Elguira

Next meeting Tuesday, May 26th at 2:00 p.m.

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. (NOTE: No meeting in May.)

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. (*Please note the second hearing this month will be held on Tuesday, May 26.)



LBDS Upcoming Meetings & Events May 2009

<u>Monday, May 4</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, May 7</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
6:00 p.m.	Central Project Area Committee 1900 Atlantic Ave., 2nd Floor
<u>Friday, May 8</u> 11:30 a.m.	Alamo Motel Demolition 1827 Pacific Ave.
<u>Monday, May 11</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Wednesday, May 13</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Avenue
<u>Saturday, May 16</u> 11:00 a.m.	Homeland Cultural Center Groundbreaking 1321 Anaheim Street
<u>Monday, May 18</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, May 21</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Tuesday, May 26</u> 10:00 a.m.	RDA/LBHDC Affordable Housing Bus Tour RSVP Required
2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Thursday, May 28</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Ave.

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