



**LONG BEACH
DEVELOPMENT
SERVICES**

August 2010

Volume III, Issue 8

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Building A Better Long Beach

*Gallery 421 offers affordable
as well as market-rate units*



Message from the Director

Dear Community Partner,

Long Beach Development Services has been busy celebrating the progress of many of our projects throughout the city. These projects exemplify the wide range of partnerships and collaborations we engage in to bring our projects to fruition.

In the last couple of months we have worked with local Boy Scout Troop #29 and Bixby Knolls Business Improvement Association to clean and landscape a vacant oil lot; various residents and homeowners associations who participated in the opening of a new park downtown; and the Arts Council for Long Beach to sponsor an innovative public art space that will host performances and events.

Promenade Square opened last month with much acclaim from the community. It is our most recent accomplishment towards The Promenade Master Plan, the blueprint for the improvement, expansion and redesign of the City's unique walkway. This month, the long-awaited Marshalls store will open in Bixby Knolls. This new store will serve as a major retail anchor for North Long Beach. The McBride Teen Center and Skate Park will break ground this month, and Urban Lab: Chantilly Clad will be unveiled, creating a literal and figurative stage for the arts in Long Beach.

I'm proud to report the staff at the Development Services Center and the inspectors also continue to provide excellent service. In June, our building inspectors provided 100% inspections within 24 hours of being requested.

Thank you for your continued partnership and support in building a better Long Beach.

Reginald Harrison
Interim Director

LBDS News & Updates



MARSHALLS GRAND OPENING AT BIXBY KNOLLS SHOPPING CENTER

On Thursday, August 5, the RDA along with Councilmember Rae Gabelich, 8th District, and the Bixby Knolls Business Improvement Association will celebrate the grand opening of a new Marshalls Department Store at 4450 Atlantic Avenue. The former Roberts Department Store building,

measuring more than 52,000 square feet, was demolished last October. Marshalls Department Store has replaced it with a modern retail facility that is sure to draw people to the Bixby Knolls Shopping Center. The new structure is 43,355 square feet and includes six smaller shops. The grand opening celebration will begin at 10:00 a.m. with a ribbon cutting ceremony. The public is invited to come out for the much anticipated opening of this new store.

In June, LBDS staff provided:

- 2,279 building inspections
- 511 electrical inspections
- 257 plumbing inspections
- 149 mechanical inspections
- 49 misc. inspections
- Total inspections provided: 3,245
- 100% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 4,512 customers
- Issued 496 building permits
- Reviewed 146 plans

LBDS News & Updates

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



PROMENADE SQUARE OPENS

Last month, Mayor Bob Foster and City Manager Pat West joined the RDA, staff from the 2nd District Council Office, Downtown Long Beach Associates, and the Arts Council for Long Beach for the grand opening of Promenade Square. There was a full day of activities, including a concert, children's activities, yoga and a free movie in the square. The City of Long Beach's

Office of Special Events and Filming will oversee the schedule and programming of Promenade Square. To find out more, call (562) 570-5333.



HISTORIC PRESERVATION ELEMENT NOW AVAILABLE ONLINE

The City's first Historic Preservation Element has been adopted and is now available for public review. The Historic Preservation Element General Plan provides a vision for future historic preservation efforts in the community, and outlines the actions to achieve that vision. This document will be used to guide the preservation of valuable historic

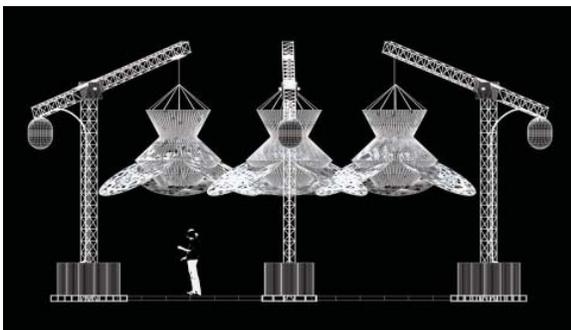
resources for the community. To view the Historic Preservation Element, visit <http://lbds.longbeach.gov>.



MCBRIDE PARK TEEN CENTER & SKATE PARK GROUNDBREAKING

On Saturday, August 7 at 11 a.m., join Councilman Dee Andrews, the RDA, the Departments of Parks, Recreation and Marine, Public Works, and Community Development for the groundbreaking of the new Skate Park and Teen Center at

McBride Park, 1550 Martin Luther King Avenue. The project will include a new teen center, parking lot and a skate park. The Teen Center will include a multi-purpose room, kitchen, game room, lounge, study room and computer room. Come out for entertainment, free hot dogs from the Long Beach Fire Department, moon bounce, games and other festivities. For more information call (562) 570-3150.



URBAN LAB: CHANTILLY CLAD UNVEILING

The RDA and the Arts Council for Long Beach will unveil Urban Lab: Chantilly Clad, an innovative temporary public art project. Created by artists Freya Bardell and Brian Howe of Greenmeme, the project uses port related materials to create a canopy and stage that will host

a series of performances, workshops and events. The dedication of the project on the corner of Ocean Boulevard and Lime Avenue will take place August 13, 2010, at 5:00 p.m.

RDA / LBHDC Partnership Brings High Quality Affordable Housing to Long Beach



Puerto del Sol - 745 W. 3rd St.

California Redevelopment Law requires at least 20% of tax increment revenues generated by redevelopment agencies statewide to be set aside for low- and moderate-income housing. In 1988, the City of Long Beach entered into an agreement with the RDA to transfer these funds to the City. In 1989, LBHDC was established as a public benefit non-profit corporation to assist in the creation and preservation of affordable housing throughout the city using, in part, the City Housing Fund.

Since that time, the RDA has contributed more than \$135 million dollars to the LBHDC. During the period from 2007 to 2009 alone, the RDA contributed more than \$60 million towards the development of quality, safe affordable housing in Long Beach, giving hundreds of families a place to call home.



Olive Court - 1880 Long Beach Blvd.



Neo Zoe - 1500 Pine Ave.

Most people don't know that redevelopment agencies are the 2nd largest supporters of affordable housing nationwide, second only to the federal government. For almost 20 years, the Long Beach Redevelopment Agency (RDA) has partnered with The Long Beach Housing Development Company (LBHDC) to provide quality, safe and affordable housing to low- and moderate-income families and special needs residents.

Safe, secure housing is a basic human need. In these tough economic times, with record home foreclosures and the rising costs of gas and food, people need affordable housing options - now more than ever. When people think about affordable housing though, the stereotypical images they often conjure up are not very pleasant. Dilapidated, overcrowded projects are likely to come to mind. A recent tour of affordable housing throughout the city showed that is not the case with LBHDC projects.

LBHDC offers a variety of services, including:

OWNERSHIP PROGRAMS

- First-time Homebuyer Assistance
- New Construction
- Acquisition & Rehabilitation
- Owner-Occupied Rehabilitation
- Mobile Home Rehabilitation

RENTAL PROGRAMS

- Acquisition & Rehabilitation
- New Construction

RDA / LBHDC Partnership Brings High Quality Affordable Housing to Long Beach

Here are some high quality affordable housing developments the RDA has helped to fund:

2007
Neo Zoe
48 units

Just one example of a development that the RDA helped fund is Long Beach Senior Housing. Long Beach Senior Housing provides 65 apartment units to very low-income senior citizens. Located near public transportation, shopping areas, the Long Beach Memorial Medical Center, Veterans Memorial Park and the Burnett Branch Library, the development is designed to allow seniors to enjoy an active and enhanced quality of life.



Long Beach Senior Housing - 575 E. Vernon St.

2008
Olive Villas
44 units

Another example is gallery421, which recently opened in the West Gateway area of Downtown Long Beach. Gallery421 is a five-story apartment community with 291 upscale one- and two-bedroom units. Twenty-six of these units are reserved for low-income tenants. Each apartment unit features recessed lighting, stainless steel appliances, granite countertops, a stackable washer and dryer, and walk-in closets.

Puerto del Sol
64 units



gallery421 - 421 W. Broadway

The concept behind gallery421 was to provide apartment living with hotel amenities, some of which include a fitness room overlooking the pool, gaming room with 3-D televisions, a 16-seat private movie theater and a dog grooming area. There is also more than 15,000 square feet of retail space, that developers plan to activate with businesses catering to residents, such as a market and deli.

2009
Long Beach Senior Housing
66 units

The name gallery421 was inspired by the desire to bring the arts to its residents. A giant canvas mural with historic images of Long Beach that will be lit at night is currently under production, and The Collaborative, an art gallery featuring rotating exhibits from the Museum of Latin American Art and the Arts Council for Long Beach, will also be located on site.

The name gallery421 was inspired by the desire to bring the arts to its

2010
Gallery421
26 units

These projects are perfect examples of how the RDA and the LBHDC are working together to provide high quality affordable housing for the citizens of Long Beach.



gallery421 - 421 W. Broadway.

IN PROGRESS
Atlantic Avenue Housing
48 units

Project Planning

NEW Applications - Filed in July

2nd District

921 E. Broadway: Administrative Use Permit (AUP) request in conjunction with conversion of 1,585 sq. ft. space into residential artist studio.

Zoning Administrator Public Hearing

Contact: *Lynette Ferenczy*

1630 E. Anaheim St.: Site Plan Review (SPR) in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Cuentin Jackson*

2325 E. 3rd St.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Monica Der Gevorgian*

1521 Harbor Scenic Dr.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Jorge Ramirez*

3rd District

19 68th Pl.: AUP request in conjunction with the legalization of a third dwelling unit.

Zoning Administrator Public Hearing

Contact: *Scott Kinsey*

5458 Windward Ave.: Standards Variance (SV) request in conjunction with 104 sq. ft. single-family home expansion resulting in a nonconforming Floor Area Ratio.

Zoning Administrator Public Hearing

Contact: *Monica Der Gevorgian*

3633 E. Broadway: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Cuentin Jackson*

4th District

2127 E. 17th St.: Conditional Use Permit (CUP) request in conjunction with recognition of a check cashing use within market.

Planning Commission Public Hearing

Contact: *Steve Valdez*

4360 Stearns St.: CUP request in conjunction with recognition of a check cashing use in market.

Planning Commission Public Hearing

Contact: *Steve Valdez*

5th District

5000 E. Lew Davis Dr.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Steve Valdez*

3700 Cover St.: SPR in conjunction with construction of 106,844 sq. ft. industrial building within Douglas Park development.

Staff Site Plan Review

Contact: *Meredith Elguira*

5310 E. Patterson St.: SV request in conjunction with installation of 57 linear ft. of over-height fencing.

Zoning Administrator Public Hearing

Contact: *Cuentin Jackson*

3340 Los Coyotes Diagonal: Modification of Approved Permit request in conjunction with installation of equipment cabinet and additional antennas at monopine wireless telecommunications facility.

Staff Site Plan Review

Contact: *Monica Der Gevorgian*

6th District

1945 Long Beach Blvd.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Monica Der Gevorgian*

7th District

2888 Long Beach Blvd.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Steve Valdez*

3700 Santa Fe Ave.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Monica Der Gevorgian*

8th District

4401 Atlantic Ave.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Cuentin Jackson*

9th District

6152 Cherry Ave.: Modification of approved SPR permit request in conjunction with installation of antennas at rooftop wireless telecommunications facility.

Staff Site Plan Review

Contact: *Steve Valdez*

5550 Paramount Blvd.: Zone Change, General Plan Amendment, SPR, and Environmental Impact Report Certification request in conjunction with Phase II expansion of Davenport Park.

Planning Commission Public Hearing

Contact: *Jeff Winklepleck*

555 E. Artesia Blvd.: SPR in conjunction with 10-yr. review of wireless telecommunications facility.

Staff Site Plan Review

Contact: *Jorge Ramirez*

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Scheduled Public Meetings in August

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.

Cultural Heritage Commission meets the 2nd Monday of each month at 5:30 p.m. in City Hall Council Chambers.

Redevelopment Agency Board - Monday, August 2, 2010

- Receive supporting documentation into the record, conclude public hearing, certify Mitigated Negative Declaration No. ND 02-10 and adopt a resolution to determine the public interest and necessity for acquiring and authorizing the condemnation of any and all leases or leasehold interest and lessee's fixtures and equipment pertaining to property at 925-945 East Pacific Coast Highway
- Approve and authorize a Second Amendment to the Agreement with the Arts Council for Long Beach for public art management services and public art installations extending term through Fiscal Year 2010-2011
- Approve and authorize First Amendment to the Agreement with the Board of Harbor Commissioners to reimburse the Harbor an additional \$5,913,570 for the construction of public improvements in the North Long Beach Redevelopment Project Area, with specified provisions
- Approve and authorize any and all related documents to implement a \$200,000 loan to Hogs and Hops, LLC, dba Beachwood Brewing

Next meeting Monday, August 16 at 9:00 a.m.

Planning Commission - Thursday, August 5, 2010

5th District - 4951 Oregon Ave.: A Zone Change, General Plan Amendment, Site Plan Review, and Mitigated Negative Declaration Certification request in conjunction with the construction of a 3.3 acre neighborhood park. *Contact: Jeff Winklepleck*

8th District - 3400 Locust Ave.: A presentation of Classification of Use findings in conjunction with an automobile dealership's request for a static, freeway-oriented freestanding sign (billboard). *Contact: Jeff Winklepleck*

9th District - 2001 South St.: A Conditional Use Permit request in conjunction with alcohol sales for off-site consumption at an existing convenience store. *Contact: Monica Der Gevorgian*

Next meeting Thursday, August 19 at 5:00 p.m.

Zoning Administrator - Monday, August 9, 2010

5th District - 3960 Gilman St.: An Administrative Use Permit request in conjunction with the proposed conversion of a warehouse/office space into a church. *Contact: Angie Zetterquist*

Next meeting Monday, August 23 at 2:00 p.m.

Cultural Heritage Commission - Monday, August 9, 2010

2nd District - 201 E. Broadway (Insurance Exchange Building): A modification request for an approved signage proposal. *Contact: Angie Zetterquist*

209 Pine Ave. (Rowan/Bradley Building): A Certificate of Appropriateness request in conjunction with awning and façade improvements to an existing bar. *Contact: Angie Zetterquist*

1126 Queens Hwy. (Queen Mary): A Certificate of Appropriateness request in conjunction with the interior remodel of an onboard restaurant. *Contact: Angie Zetterquist*

Next meeting Monday, September 13 at 5:30 p.m.



LBDS Upcoming Meetings & Events August 2010

<u>Monday, August 2</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, August 5</u> 10:00 a.m.	Marshalls Grand Opening 4450 Atlantic Avenue
5:00 p.m.	Planning Commission City Hall, Council Chambers
6:00 p.m.	Central Project Area Committee 1900 Atlantic Avenue, 2nd Floor
<u>Saturday, August 7</u> 10:00 a.m.	McBride Park Teen Center Ground Breaking 1550 Martin Luther King, Jr. Avenue
<u>Monday, August 9</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Large Conference Room
5:30 p.m.	Cultural Heritage Commission City Hall, Council Chambers
<u>Wednesday, August 11</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Avenue
<u>Friday, August 13</u> 5:00 p.m.	Urban Lab: Chantilly Clad Unveiling Ocean Boulevard at Lime Avenue
<u>Monday, August 16</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, August 19</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Monday, August 23</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Large Conference Room
<u>Thursday, August 26</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Avenue

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*Photos of gallery421
courtesy of Lyon
Communities.*

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