



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**May 2010**

**Volume III, Issue 5**

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# **Building A Better Long Beach**

*Landscaping and lighting are part of recent Promenade improvements*



# Message from the Director

Dear Community Partner,

As part of the City of Long Beach's effort to reduce total energy use, improve energy efficiency and reduce fossil fuel emissions, the Department of Development Services is administering rebates to residents who install energy efficient products such as Energy Star rated solar hot water heaters, tankless water heaters, windows, doors, skylights and roofs. Rebates are available for a limited time only, and have been made possible by funds from the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant Program (EECBG) through the American Recovery and Reinvestment Act of 2009.

To participate in the City's Residential Energy Efficiency Rebate Program, applicants must be the owner of a single-family residence, condominium, or live/work unit in the City of Long Beach where the qualified energy efficient product is to be installed. Qualified applicants are eligible to receive the following incentives:

- A rebate up to \$500 for the cost of one qualifying energy efficiency product
- No-cost permit to inspect the installation of the energy efficient product

The program is limited to qualifying energy efficient products, and subject to funding availability; rebates and no-cost permits are being provided on a first come, first served basis. For more details, or to download an application, please visit the department's website at [lbsds.longbeach.gov](http://lbsds.longbeach.gov), or call (562) 570-6396.

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

Reginald Harrison  
Interim Director

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## LBDS News & Updates



### **BOB LEE MEMORIAL BUS SHELTER UNVEILED**

Friends and family of the late Bob Lee gathered last month with the RDA and Councilmember Tonia Reyes Uranga, 7th District, for the dedication of a memorial bus shelter in his honor. The Bob Lee Memorial Bus Shelter is located on the corner of Pacific Coast Highway and Santa Fe Avenue and features art panels

depicting Bob Lee's life, as well as scenes of industry located in the Westside. Artist Wayne Healy painted the steel panels, which were generously donated by local Westside business Phillips Steel. The bus shelter was envisioned by project area committee members to honor longtime Long Beach resident and business owner Bob Lee, who was active in both the West PAC and Central PAC.

In March, LBDS staff provided:

- 2,138 building inspections
- 733 electrical inspections
- 329 plumbing inspections
- 274 mechanical inspections
- 97 misc. inspections
- Total inspections provided: 3,571
- 99% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 3,214 customers
- Issued 494 building permits
- Reviewed 189 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](mailto:LBDS@longbeach.gov)



**STUDENTS COMPLETE “ANCIENT DIVERSE SIMILARITIES” MURAL**  
Councilwoman Rae Gabelich, 8th District, joined the RDA and the Department of Parks, Recreation and Marine last month for the dedication of the “Ancient Diverse Similarities” mural at 4800 Long Beach Boulevard. Artist Gregory Navarro Pickens worked with children from Dooley Elementary, Lindsey Middle School and Grisham

Community Housing, which depicts Long Beach’s identity as a diverse city and features imagery from local cultures to create a tapestry of ancestries. The site previously included blighted motels that generated excessive police calls for service until their demolition, and will be used in the future for residential or commercial development.



### **WORK GETS UNDERWAY ON ROSA PARKS PARK**

Last month, Councilmember Dee Andrews, 6th District, the RDA, and the Department of Parks, Recreation and Marine hosted a groundbreaking celebration for the new Rosa Parks Park on the northeast corner of Alamitos Avenue and 15th Street. The new park will feature a walking path, benches and an enhanced seating area for the bus stop at the site. Public art courtesy of the Arts Council for

Long Beach and Long Beach Transit will pay tribute to Rosa Parks. The park will also include sustainable features such as permeable surfaces, drought-tolerant landscaping, natural storm water filtration system, LED light fixtures and a solar powered irrigation controller.



**2ND LONG BEACH BICYCLE FESTIVAL MAY 7-9**  
Recreational and competitive cycling will once again take over the streets of Downtown Long Beach when the award-winning Long Beach Bicycle Festival returns May 7-9. Building on the tremendous success of the inaugural event in 2009, this year’s Bike Festival will feature more activities for cyclists and spectators during the expanded three-day event. Sponsored in part by the RDA, the weekend will

kick-off on Friday in Downtown’s East Village Arts District with the First Gear Fest, featuring freestyle riders, tricks, and contests and Gold Sprints competitions on the main stage. On Saturday, the Tour of Long Beach, new to this year’s event, invites amateur cyclists and bicycle enthusiasts of all levels to ride on a 33-mile course along bike paths through the City. For details visit [www.longbeachbikefest.org](http://www.longbeachbikefest.org).

# Progress on The Promenade, Long Beach's Unique Pedestrian Walkway

For the last 3 years, the RDA has been facilitating the renewal of The Promenade, the City's unique downtown pedestrian walkway that stretches from Ocean Boulevard to 3rd Street. With the recent completion of 2 new mixed-use developments, and landscaping and streetscaping improvements, The Promenade is once again a destination that both residents and visitors alike can enjoy.



The original purpose of The Promenade was to create a pedestrian connection between the retail areas of downtown and the tourist, convention and entertainment areas south of Ocean Boulevard by the waterfront. Planning began in March 2005 with a design workshop, attended by various downtown stakeholders, developers



and representatives from several City departments, to determine the purpose, function and look of the new Promenade. Several meetings followed and resulted in the current Promenade Master Plan. The Promenade Master Plan outlines the design of more than three blocks and includes elements such as public art, seating, gateway signage, outdoor dining, lighting, landscaping, hardscape and a water feature in the park on the middle block.

The first phase of the improvement project was the middle block of The Promenade from First Street to Broadway, located between two new downtown residences, Pacifica on the east side and 133 Promenade Walk on the west side. Infrastructure improvements on the mid-block began with an upgrade of the storm drain, followed by all-new paving between First Street and Broadway, including the color aggregate at the aerial art plaza.

Other new improvements include landscaping, seating, lighting, gateway signage and lighting elements, and an aerial art canopy. There is another new element that is unique to the walkway: decorative vault covers depicting well known Long Beach venues and events have been installed along The Promenade.



## PROMENADE SCHEDULE OF IMPROVEMENTS

Phase I construction of the middle block was completed in 2010

Phase II construction of the south block will be completed in 2011

Phase III construction of the north block will be completed in 2012

Fencing currently surrounds Promenade Square and will remain in place during the 90-day maintenance period that began April 28.

# Progress on The Promenade, Long Beach's Unique Pedestrian Walkway

## THINGS TO WATCH FOR ON THE PROMENADE

- Whimsical artistic details throughout the Promenade, including fish and wave motifs in Promenade Square, and a freeway pattern in the art plaza concrete
- Movie showings will be coming to Promenade Square this summer
- The Long Beach Bikestation will reopen in its former location in 2011

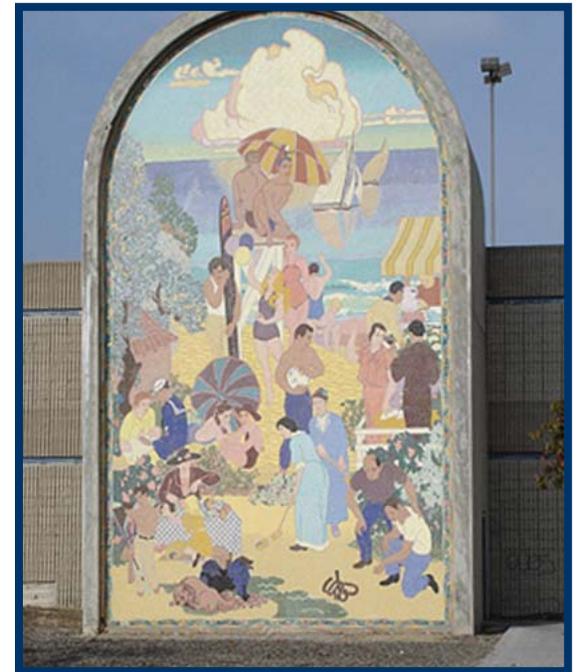


The former amphitheater site, now called Promenade Square provides open green space, a variety of trees, lighting plus a copper water wall flanking a stage that can be used for performances. Promenade Square will open later this summer.

The unfinished area at the southeast corner of Promenade Square is the construction site for the Long Beach Bikestation. The area has been

segregated from the park using mural fencing brought over from the Lyon West Gateway construction site at Broadway and Magnolia, which was painted by local high school students and volunteers. The Bikestation was temporarily relocated in 2009 to 222 East Broadway to make way for the construction of a larger facility at its former location at 223 East First Street. The new Bikestation will be a 2,000-square-foot, two-story facility with 100 secured bike parking spaces and shower facilities for members. It will also offer retail, rental and repair services, as well as short-term parking for the general public. Construction will begin this year and the Bikestation will reopen at this new facility in 2011.

The focal point of the northern end of The Promenade is the historic Works Progress Administration (WPA) mosaic mural titled "Long Beach Recreation". This historic mosaic, originally installed on the Municipal Auditorium on the Downtown waterfront, has been incorporated into the Promenade. A key design criteria was



to maintain the view of the mural for the entire length of the walkway from Ocean Boulevard to 3rd Street. Future plans for the site include a park that pays tribute to this historic WPA mural.



The Promenade Master Plan has improved and enhanced the unique walkway in the heart of Downtown, and is just one more example of how the RDA is building a better Long Beach.

# Project Planning

## NEW Applications - Filed in April

**Citywide - Emergency Shelters:** Zoning Amendments identifying zoning districts for future homeless shelter, temporary housing, and single-room occupancy land uses as set forth in General Plan (Housing Element) programs.

### **Planning Commission, City Council Public Hearings**

Contact: Meredith Elguira

### **3rd District - 420 Grand Ave.:**

Administrative Use Permit request to allow counseling services (maximum seven patients) within a legally-nonconforming commercial building.

### **Planning Commission Public Hearing**

Contact: Lynette Ferenczy

**5200 E. 2nd St.:** Site Plan Review for a Site Plan Review for a new wireless telecommunications facility atop a two-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**5470 E. 2nd St.:** Site Plan Review for a new wireless telecommunications facility atop a two-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**1441 La Perla Ave.:** Standards Variance request for a second curb-cut in conjunction with a proposed circular driveway.

### **Zoning Administrator Public Hearing**

Contact: Mark Hungerford

**6701 E. Pacific Coast Hwy.:** Local Coastal Development Permit to allow a farmer's market use on the "Pumpkin Patch" property.

### **Zoning Administrator Public Hearing**

Contact: Jeff Winklepleck

**4th District - 4110 Fountain St.:** Conditional Use Permit request to allow a courtesy parking lot on a residentially-zoned parcel.

### **Planning Commission Public Hearing**

Contact: Steve Valdez

**1800 Palo Verde Ave.:** Site Plan Review to modify existing wireless telecommunications facility atop a two-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**2270 N. Bellflower Blvd.:** Conditional Use Permit request to modify alcohol sales privileges to include distilled spirits.

### **Administrative Staff Review**

Call 562-570-6194 for more information.

**5th District - 2883 E. Spring St.:** Site Plan Review for a co-located wireless telecommunications facility atop a three-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**5000 E. Spring St.:** Site Plan Review for a new wireless telecommunications facility mounted to the side of an eight-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**6th District - 500 E. 27th St.:** Administrative Use Permit to convert an apartment building into temporary, low-cost hospital-related housing.

### **Zoning Administrative Public Hearing**

Contact: Mark Hungerford

**8th District - 5722 Lime Ave.:** Site Plan Review for a new tower-screened wireless telecommunications facility at an existing church.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**4911 Orange Ave.:** Site Plan Review for a new tower-screened wireless telecommunications facility at an existing church.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**9th District - 6575 California Ave.:** Lot Merger request to join two substandard R-1-N zoned lots.

### **Zoning Administrator Public Hearing**

Contact: Steve Valdez

**5861 Cherry Ave.:** Site Plan Review for a co-located wireless telecommunications facility atop a three-story commercial building.

### **Staff Site Plan Review**

Call 562-570-6194 for more information.

**6720 N. Paramount Blvd.:** Administrative Use Permit to allow the reconfiguration of a legally-nonconforming diesel fueling station.

### **Zoning Administrator Public Hearing**

Call 562-570-6194 for more information.

### CONTACT

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# Scheduled Public Meetings in May

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, May 3, 2010**

**Please note time change: Study Session at 8:00 a.m.; Regular Meeting at 9:30 a.m.**

- Study Session - FY11 Proposed Budget: Downtown and West Industrial Project Areas
- Presentation: "Inside Long Beach" Segment Regarding Central Long Beach Project Area
- Recommendation to approve first component of the North Village Center Project, and authorize staff to seek a demolition permit for 5870-74 Atlantic Ave., and direct staff to salvage certain building components for potential reuse in a new North Library
- Recommendation to approve six-month Exclusive Negotiating Agreement and optional six-month extension with Golden Pacific Partners, LLC, for development of site at northeast corner of Home St. and Long Beach Blvd.
- Recommendation to authorize a contract with Sully-Miller Contracting Co. in amount not to exceed \$5,161,423.68 for streetscape improvements on Long Beach Blvd. from Del Amo Blvd. to 56th St.
- Recommendation to approve contract with Seashore Construction in an amount not to exceed \$119,993 for the construction of commercial facade improvements at 827 E. 4<sup>th</sup> St.
- Recommendation to approve Owner Participation Agreement with Philip Appleby, Harry Pickard and Diane Pickard, dba Armory Lofts, LLC, for the development of 837 E. 7<sup>th</sup> St.
- Recommendation to approve Loan Agreement for an amount not to exceed \$90,000 with Jesse Dean and Jenny Dean for building improvements to 1330 Gladys Ave.
- Recommendation to approve amended terms of the Agreement with CBM Consulting, Inc., for an amount not to exceed \$350,000 for as-needed construction management services.

**Next meeting Monday, May 17 at 9:00 a.m.**

## **Planning Commission - Thursday, May 6, 2010**

**2nd District - 1162 E. 7th St.:** Conditional Use Permit to legally establish an accessory check-cashing use within an existing market. *Contact: Monica Mendoza*

**250-270 Pacific Ave.:** Study Session on a proposal to convert the existing movie theater into 74 residential units. *Contact: Scott Kinsey*

**3rd District - Naples Island Seawall:** Mitigated Negative Declaration (MND) certification (CEQA) request in conjunction with the Naples Seawall Interim and Long Range Repair Project, an effort to renovate the approx. 11,000 linear feet of existing, 70-year-old seawall abutting the Naples Island community. *Contact: Jill Griffiths*

**400 Studebaker Rd.:** MND certification (CEQA) and Local Coastal Development Permit (LCDP) requests in conjunction with removal of 5 above-ground storage tanks. *Contact: Lynette Ferenczy*

**7th District - 3300 Atlantic Ave.:** Site Plan Review for a new 14,000 square foot Fresh & Easy market. *Contact: Lynette Ferenczy*

**Next meeting Thursday, May 20 at 5:00 p.m.**

## **Zoning Administrator - Monday, May 10, 2010**

**3rd District - 166 Rivo Alto Canal:** LCDP request to demolish an existing single-family home and build a new, two-story single-family home on a water-abutting property. *Contact: Mark Hungerford*

**6th District - 2150 Orange Ave.:** Administrative Use Permit request for recreational park on a residentially-zoned lot. *Contact: Jeff Winklepleck*

**Next meeting Monday, May 24 at 2:00 p.m.**

## **Cultural Heritage Commission - Monday, May 10, 2010**

**1st District - 71 E. 3rd St. WPA Mural (Historic Landmark):** Study Session on a proposal to add a decorative arch element around the existing mural. *Contact: Angie Zetterquist*

**2nd District - 914 Molino Ave. (Rose Park):** Study Session on a proposal for a single-family home addition to be constructed, in part, with recycled tires. *Contact: Angie Zetterquist*

**3107 Theresa Ave. (Rose Park):** Certificate of Appropriateness (COA) request for a new structure housing four parking stalls and two second-story units. *Contact: Angie Zetterquist*

**3rd District - 5725 Corso di Napoli Crandall/Howard Home (Historic Landmark):** COA request for home addition, exterior alteration, and carport-replacing-garage proposal. *Contact: Steve Valdez*

**Next meeting Monday, June 14 at 5:30 p.m.**



## LBDS Upcoming Meetings & Events May 2010

<u>Monday, May 3</u> 9:30 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, May 6</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
6:00 p.m.	Central Project Area Committee Mtg. 1900 Atlantic Ave., 2nd Floor
<u>Monday, May 10</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, May 12</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Ave.
<u>Monday, May 17</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, May 20</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Monday, May 24</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Large Conference Room
<u>Thursday, May 27</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Ave.

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