



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**September 2010**

**Volume III, Issue 9**

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UPDATES**

**INSIDE LONG  
BEACH TO  
CELEBRATE  
PREMIERE OF 3RD  
SEASON**

**UPCOMING  
HEARINGS &  
MEETINGS**

# Building A Better Long Beach

*Marshalls Grand Opening;  
McBride Park Teen Center &  
Skate Park Groundbreaking*



# Message from the Director

Dear Community Partner,

I am pleased to announce that Amy Bodek has been appointed Director of Long Beach Development Services. Amy has served for 18 years with the City, and her invaluable expertise and dedication to on-going revitalization efforts throughout Long Beach will ensure that the department continues to help build a more dynamic, safe and sustainable community.

During my eight month tenure as Interim Director of Long Beach Development Services, I have been honored to work with staff who are knowledgeable and dedicated to the part they play in enhancing the quality of life for the residents and visitors of our great city. In this time alone, the department has been busy working on the Long Beach 2030 General Plan Update; the adoption of the City's first Historic Preservation Element; new retail and housing developments such as Marshalls and gallery421, both of which recently held grand openings; and numerous construction groundbreakings and openings of new parks such as Promenade Square.

In July, our building inspectors again provided 100 percent inspections within 24 hours of being requested for the second month in a row. This was in spite of a 13 percent increase in the total number of inspections requested.

I am proud of the service provided by the staff of Long Beach Development Services. I wish them continued success in building a better Long Beach.

Reginald Harrison  
Interim Director

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## LBDS News & Updates



### **MARSHALLS GRAND OPENING AT BIXBY KNOLLS SHOPPING CENTER**

A crowd of eager shoppers turned out last month as Congresswoman Laura Richardson, Councilmember Rae Gabelich, 8th District, the RDA and the Bixby Knolls Business Improvement Association celebrated the grand opening of the 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 be a popular retail establishment in the Bixby Knolls Shopping Center. The new structure is 43,355-square-feet and includes six smaller shops.

In July, LBDS staff provided:

- 2,370 building inspections
- 701 electrical inspections
- 300 plumbing inspections
- 199 mechanical inspections
- 111 misc. inspections
- Total inspections provided: 3,681
- 100% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 4,343 customers
- Issued 437 building permits
- Reviewed 130 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



### COMMUNITY COMES OUT FOR MCBRIDE PARK TEEN CENTER & SKATE PARK GROUNDBREAKING

Last month, Mayor Bob Foster, Councilmember Dee Andrews, 6th District Chief of Police Jim McDonnell, City Manager Pat West and Ernest McBride, Jr., joined the RDA, the Departments of Parks, Recreation and Marine, Public Works, Community Development and the public for the groundbreaking of a new Teen Center

and Skate Park at McBride Park, 1550 Martin Luther King Avenue. Firefighters from International Association of Firefighters Local 372 generously served the crowd hot dogs after the ceremony. The Teen Center will include a multi-purpose room, kitchen, game room, lounge, study room and computer room. The 5,275-square-foot center and 12,000-square-foot skate park will open next year.



### LATIN AMERICAN PARADE & FESTIVAL

The 2nd Annual Latin American Parade & Festival will be returning to Downtown Long Beach on Saturday, September 25 from 1:00 - 9:00 p.m. The day begins with a parade down Pine Avenue, followed by a festival in the East Village Arts District featuring live music, dance lessons, art exhibitions, delicious Latin American cuisine and a children's activity area sponsored by the Museum of Latin

American Art and the Arts Council for Long Beach. Entertainment will include Ballet Folklorico dancers, African Samba music and marching bands. For more information, please visit: <http://www.dlba.org/LAPF>.

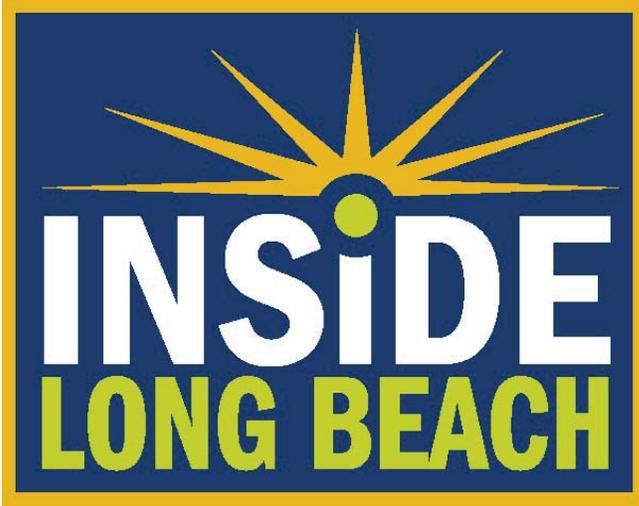


### URBAN LAB: CHANTILLY CLAD PERFORMANCE SPACE UNVEILED

The RDA and the Arts Council for Long Beach unveiled *Urban Lab: Chantilly Clad* last month, an innovative temporary public art project. Created by artists Freya Bardell and Brian Howe, the project uses port related materials to create a canopy and stage that will host a series of workshops, performances, and events. The dedication ceremony was

followed by a lace making workshop with the artists to show participants techniques used to make the *Chantilly Clad* canopy, and Long Beach's Summer and Music (SAM) concert *Classical Beats* with Paul Dateh and DJ Inka One.

# Inside Long Beach To Celebrate Premiere of 3rd Season



The award-winning cable program *Inside Long Beach* will kick off its third season with a fresh new look and a special Red Carpet Premiere on Saturday, October 9th, in conjunction with the East Village Arts District's 2nd Saturday Art Walk.

The vivacious hosts of *Inside Long Beach*, Nautica de la Cruz and Faruq Tauheed, will be conducting red carpet interviews that will stream live on a giant inflatable screen, along with clips from previous

episodes. All the while people can explore the East Village's restaurants, shops and art galleries during the 2nd Saturday Art Walk.

*Inside Long Beach* is a look into the people, places, programs and projects of Long Beach. The series highlights partnerships and projects throughout the city that enhance the quality of life for our community. With over 78 segments produced so far, there is something for everyone, from affordable housing for families, to parks, public art, music festivals, infrastructure projects and more.

Created in 2008 by the Long Beach Redevelopment Agency (RDA) and The Long Beach Housing Development Company (LBHDC) in collaboration with Long Beach Television (LBTv), the program continues its goal of educating residents about the program and benefits of

redevelopment and housing. Behind every episode is the philosophy that the work of the RDA and LBHDC isn't about projects, it's about people.

More than 26,500 households tune in to watch *Inside Long Beach* each month. According to a series of focus groups of Long Beach residents and businesses, *Inside Long Beach* is accomplishing its mission:

- 24% of participants had seen the program before on Internet and/or LBTv.
- 92% said they learned something new about the RDA and LBHDC.
- 96% said the information was useful to residents.
- 96% found the program entertaining and easy to watch.



Get the real inside story to what makes our town work. Watch *Inside Long Beach* on LBTv-3 and Verizon Fios CH 21:

- Mondays at 8 p.m.
- Wednesdays at 8 p.m.
- Saturdays at 6 p.m.
- Sundays at 11 a.m. & 8 p.m.

Check your Directv listings.

# Inside Long Beach To Celebrate Premiere of 3rd Season

Don't miss the Season 3 Red Carpet Premiere event! Come out and be a part of our town...our stories!

When: Saturday,  
October 9

Where: East Village Arts  
District, on First Street  
between Linden and  
Elm Avenues

Time: 5:30 – 7:30 p.m.

More details to come on  
[www.LongBeachRDA.org](http://www.LongBeachRDA.org)

In 2009, *Inside Long Beach* won the National Association of Telecommunications Officials – States of California and Nevada Star Award for Public Programming, and the California Redevelopment Association's Award of Excellence for Education, Marketing and Promotion, as part of the RDA's "Building a Better Long Beach" communications campaign.

To learn more about our town and our stories, watch *Inside Long Beach*. Be sure to join us October 9 for our Season 3 Premiere in the East Village.



**LONG BEACH IS READY  
FOR ITS CLOSE-UP.  
OUR TOWN. OUR STORIES.**



**WHAT MAKES OUR  
TOWN WORK?**

THE PEOPLE. THE PLACES.  
THE PROGRAMS. THE PROJECTS.

**GET THE REAL INSIDE STORY.**

THIS AWARD WINNING MONTHLY TV  
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# Project Planning

## New Applications Filed in August

### 1st District

#### **225 W. Anaheim Street**

A Conditional Use Permit in conjunction with the establishment of a check cashing use within an existing market.

#### **Planning Commission Public Hearing**

Contact: Jorge Ramirez

### 5th District

#### **7410 Carson Street**

A Site Plan Review Modification in conjunction with façade modifications and new signage within the Long Beach Towne Center.

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

Contact: Cuentin Jackson

### 6th District

#### **1090 Martin Luther King Boulevard**

Front and rear setback Standards Variances in conjunction with a new two-story single-family home with an attached two-car garage.

#### **Zoning Administrator Public Hearing**

Contact: Monica DerGevorgian

#### **1883 Cherry Avenue**

A Site Plan Review Modification in conjunction with antenna replacement and microwave dish additions on an existing wireless telecommunications facility (monopalm).

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

Contact: Cuentin Jackson

### 7th District

#### **2446 Santa Fe Avenue**

Administrative Use Permit in conjunction with the re-establishment of commercial tenancy in a non-residential structure.

#### **Zoning Administrator Public Hearing**

Contact: Jorge Ramirez

#### **2520 Santa Fe Avenue**

A Conditional Use Permit in conjunction with the establishment of a check cashing use within an existing market.

#### **Planning Commission Public Hearing**

Contact: Steven Valdez

#### **1292 W. Willow Street**

A Site Plan Review in conjunction with a 10-year review of an existing wireless telecommunications facility.

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

Contact: Scott Kinsey

#### **1736 W. Willow Street**

A Conditional Use Permit in conjunction with the establishment of a check cashing use within an existing market.

#### **Planning Commission Public Hearing**

Contact: Jorge Ramirez

### 9th District

#### **198 W. Artesia Boulevard**

A Conditional Use Permit in conjunction with the addition of a 60 square foot electronic message component to an existing freestanding sign.

#### **Planning Commission Public Hearing**

Contact: Jorge Ramirez

#### **6655 Atlantic Avenue**

A Site Plan Review Modification in conjunction with antenna and microwave dish additions on an existing wireless telecommunications facility (monopine).

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

Contact: Jorge Ramirez

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# Public Meetings in September

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.

## ***Zoning Administrator - Monday, September 13, 2010***

**2nd District - 921 E. Broadway:** An Administrative Use Permit in conjunction with a live-work artist's loft in a residential zoning district. *Contact: Lynette Ferenczy*

**3rd District - 5458 Windward Ave.:** A Standards Variance request for a nonconforming floor area ratio in conjunction with a 104 square foot addition to a single-family home. *Contact: Monica Der Gevorgian*

**8th District - 4215 Atlantic Ave.:** An Administrative Use Permit in conjunction with the establishment of a group tutoring business within an existing shopping center. *Contact: Steve Valdez*

**Next meeting Monday, September 27 at 2:00 p.m.**

## ***Cultural Heritage Commission - Monday, September 13, 2010***

**2nd District - Queen Mary (Landmark Building):** A Certificate of Appropriateness request in conjunction with new Queen Mary signage adjacent to the ship. *Contact: Angie Zetterquist*

**7th District - 3500 Gaviota Ave. (California Heights):** A Study Session to discuss a proposed second story addition to a single-family home. *Contact: Lynette Ferenczy*

**3544 Ave. (California Heights):** A Certificate of Appropriateness request in conjunction with a one-story addition to the rear of a single-family home. *Contact: Lynette Ferenczy*

**3750 Olive Ave. (California Heights):** A Certificate of Appropriateness request in conjunction with a one-story addition to the rear of a single-family home. *Contact: Lynette Ferenczy*

**Next meeting Monday, October 11 at 5:30 p.m.**

## ***Planning Commission - Thursday, September 16, 2010***

### ***Citywide - Long Beach 2030***

A Study Session summarizing the current status and future milestones of the City's General Plan update effort. *Contact: Jill Griffiths*

### ***3rd District - 420 Grand Avenue***

A Conditional Use Permit in conjunction with the establishment of a CNP Zoning District discretionary use (counseling service) in a residential zoning district.

*Contact: Lynette Ferenczy*

**Next meeting Thursday, October 7 at 5:00 p.m.**

## ***Redevelopment Agency Board - Monday, September 20, 2010***

- Presentation: Inside Long Beach August segments
- East Village - 4th Street Pedestrian Lights Construction Contract

**Next meeting Monday, October 4 at 9:00 a.m.**

### ***Agendas subject to change.***

*For more information about agenda items, please call Long Beach Development Services at (562) 570-LBDS, or visit us online at [lbds.longbeach.gov](http://lbds.longbeach.gov)*



## LBDS Upcoming Meetings & Events September 2010

<u>Thursday, September 2</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
6:00 p.m.	Central Project Area Committee 1900 Atlantic Avenue, 2nd Floor
<u>Monday, September 6</u>	CITY HALL CLOSED IN OBSERVANCE OF LABOR DAY
<u>Wednesday, September 8</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Avenue
<u>Monday, September 13</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>Thursday, September 16</u> 5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Monday, September 20</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, September 23</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Avenue
<u>Monday, September 27</u> 2:00 p.m.	Zoning Administrative Hearing City Hall, 7th Floor Large Conference Room

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[lbs.longbeach.gov](http://lbs.longbeach.gov)

*Photos of Urban Lab:  
Chantilly Clad courtesy  
of Thomas Wasper.*

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