

Date: July 26, 2023

To: Thomas B. Modica, City Manager *lt*

From: Christopher Koontz, Director of Development Services *CK*

For: Mayor and Members of the City Council

Subject: **Promotion of Accessory Dwelling Units and Home Improvement**

Consistent with City Council direction to streamline Accessory Dwelling Unit (ADU) development through pre-approved plans and other regulatory improvements, as well as the need to promote housing growth and investment in the City of Long Beach (City), the Development Services Department (Department) is beginning an advertising campaign to encourage homeowners to build an ADU or conduct other home improvements. Recent improvements including an appointment-based development service center, pre-approved ADU plans and process changes have been made to facilitate this type of investment by the City's residents.

The advertising (Attachment) will be placed as display advertising in newspapers and online, as well as direct mailed postcards to up to 15,000 homeowners with large lots that do not already contain an ADU. Because the mailings are targeted, some constituents in each Council District will receive the postcard while most will not.

If you have any questions regarding this matter please contact the Department's Community Information Officer, Richard F. de la Torre, at (562) 570-7174 or Richard.delatorre@longbeach.gov.

ATTACHMENT - ADU ADVERTISING FLYER

CC: DAWN MCINTOSH, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
TYLER CURLEY, ACTING DEPUTY CITY MANAGER
APRIL WALKER, ADMINISTRATIVE DEPUTY CITY MANAGER
MEREDITH REYNOLDS, SPECIAL DEPUTY CITY MANAGER FOR RECOVERY
KEVIN LEE, CHIEF PUBLIC AFFAIRS OFFICER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT HEADS