



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**March 2009**

**Volume II, Issue 3**

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# Building A Better Long Beach

*Orange Twist in  
North Long Beach*



*Photo courtesy of Krista Leaders,  
BKBIA*

# Message from Craig Beck, Director

Dear Community Partner,

Last month, the Redevelopment Agency installed the Orange Twist along Atlantic Avenue in North Long Beach. The Agency has several more sculptures and installations planned throughout the City over the next year, and we are proud of our commitment to supporting public art and the creation of an outdoor art museum.

Public art is just one of the revitalization tools the Agency uses to beautify our neighborhoods, and to help create a sense of civic pride in the community. In 2008, the Agency invested more than \$23 million towards the renovation of the City's corridors through infrastructure upgrades including new medians, paving, signage, landscaping, façade improvements, and other restorations along our main thoroughfares.

However, our work would not be possible without our numerous partnerships and collaborative efforts. The Agency is proud to partner with local businesses and organizations to accomplish our mission. One of our key partners in the North Long Beach Project Area is the Bixby Knolls Business Improvement Association (BK BIA). The BK BIA works to promote local businesses and build community through a wide variety of events and activities. The RDA is proud to be a sponsor of one of those events – **Jazz the Ides of March** on March 15th. The Agency is allowing the BK BIA to use the vacant Expo building for this event; proceeds from the night's activities will benefit the BK BIA and the Long Beach Shakespeare Company.

Other BK BIA events include a monthly Supper Club held at various restaurants in the area; a Literary Society that meets monthly at the Richard Goad Theater; the Bixby Knolls Strollers, a walking club that meets every Saturday morning; a Community Happy Hour that is held every third Thursday of the month; First Fridays, a monthly art walk; an Annual Dragster Expo and Car Show, and numerous events with the goal of building community and helping businesses to thrive. We're proud of our partnership with the BK BIA; if you would like additional information about their activities, visit their website at [www.BixbyKnollsinfo.com](http://www.BixbyKnollsinfo.com).

As the effects of the declining economy continue to be felt throughout every sector nationally, regionally, and locally, the Department of Development Services remains dedicated to providing the highest level of service to our customers, and to partnering with other agencies and organizations to maximize our resources. We continue to value communication with the public about our activities, and we remain steadfast in our commitment to working with you in building a better Long Beach.

Sincerely,

Craig Beck

In January, LBDS staff provided:

- 1,674 building inspections
- 1,064 electrical inspections
- 694 plumbing inspections
- 509 mechanical inspections
- 603 misc. inspections
- Total inspections provided: 4,544
- 99% of inspections were provided within 24 hours of request

Development Services Counter staff:

- Assisted 4,112 customers
- Issued 355 building permits
- Reviewed 117 plans

## News & Updates



### JAZZ THE IDES OF MARCH IN BIXBY KNOLLS

On Sunday, March 15, great jazz will fill the air along Atlantic Avenue in Bixby Knolls. The RDA has granted the Bixby Knolls Business Improvement Association use of the vacant Expo building at 4321 Atlantic Avenue for a special afternoon of art and music. "Jazz the Ides of March" will feature performances by Jack Sheldon and the California Cool Quartet, and Al Williams Jazz Society, featuring Barbara Morrison. Helen Borgers from KKJZ Radio will play

her favorite tracks throughout the event. Doors open at 4:00 pm; tickets are available for online at: [www.bixbyknollsinfo.com/expo.html](http://www.bixbyknollsinfo.com/expo.html), or by calling the Richard Goad Theatre at (562) 997-1494.

### RDA INSTALLS ORANGE TWIST ON ATLANTIC AVENUE

In February, the RDA installed the "Orange Twist" along Atlantic Avenue in North Long Beach. The Agency invested \$104,000 in this installation, which will remain on permanent display. The sculpture is made of a stone-like material, is 12-feet long and 9-feet wide, and sits atop a granite base. Several more works of public art are currently being planned for the North Long Beach Project Area.



### LONG BEACH PLANNING FIRST BICYCLE GRAND PRIX IN APRIL

**LONG  
BEACH  
BICYCLE  
FESTIVAL  
APRIL 3 - 4  
2009**

On April 3rd and 4th, the City will hold its first Bicycle Grand Prix festival and race in Downtown Long Beach. Sponsored by the Downtown Long Beach Associates (DLBA), RDA and Convention & Visitors Bureau, the event will feature professional and amateur cyclists competing for more than \$16,000 in prize money along a course approved by the U.S. Cycling Federation. The festival will include family-oriented activities, live bands, food, vendors, kid's races, fixed-gear races and demonstrations, a bicycle fashion show, bicycle-safety training and equipment sales.

This inaugural event will also highlight the City's new Bicycle Master Plan, which includes new bike lanes, bike boulevards, Safe Routes To School (SRTS), improved signage throughout the city and public education and awareness.

Event sponsorships and booths are available by calling the DLBA at (562) 436-4259. For additional information, visit [www.bikelongbeach.org](http://www.bikelongbeach.org).

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)

# INSIDE LONG BEACH: BEHIND THE SCENES



***Hundreds gathered to watch the premiere of Inside Long Beach at the Art Theatre***

In the premiere episode, the show's host, Dan Farias, took viewers on a bus tour sponsored by the LBHDC to visit housing developments made possible in part by the RDA's affordable housing funds. Viewers were able to visit recently completed projects, such as Puerto Del Sol, the Villages at Cabrillo, and Neo Zoe. Since the establishment of the LBHDC in 1989, almost 3,000 affordable housing units have been built in the city, and 1,200 more are planned for this year.

In September of 2008, hundreds of Long Beach residents gathered to celebrate the grand reopening of the historic Art Theatre. But the new restorations weren't the only attraction. The crowd was also excited to attend the world premiere of Inside Long Beach, a new LBTv-8 program that explores the numerous positive developments occurring throughout our City.

The series highlights partnerships and projects throughout Long Beach that enhance the quality of life for our community. Whether it's building affordable housing, improving our infrastructure and corridors, or creating parks and open space, the program takes a look at the work undertaken by The Long Beach Housing Development Company and the Long Beach RDA, and explores how working closely with our community partners makes great things happen.



***Local resident and business owner Dan Farias hosts Inside Long Beach***



***Deputy Chief Robert Luna discusses the importance of RDA's role in public safety***

In another segment, viewers were given an inside look at the site of the former Avalon Motel in west Long Beach, and caught a glimpse of the RDA's impact on public safety. Before the property was demolished by the RDA, the Long Beach Police Department received more than 1,000 calls for service to the location. In the show, Deputy Chief Robert Luna called the RDA's approach to crime prevention "very progressive."

Inside Long Beach airs five times each week on LBTv-8, as well as Charter Cable Channel 21.

Air times are:

**Mondays at 8:00 pm**

**Wednesdays at 8:00 pm**

**Saturdays at 6:00 pm**

**Sundays at 11:00 am & 8:00 pm**

# INSIDE LONG BEACH: BEHIND THE SCENES

The program is also available online at:

[www.LongBeachRDA.org](http://www.LongBeachRDA.org)

[www.LBHDC.org](http://www.LBHDC.org)

[www.YouTube.com/LBDSVideos](http://www.YouTube.com/LBDSVideos)

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

But that's not the only way the RDA is helping to make the community safer. In the November episode of Inside Long Beach, Dan visited two back-to-back celebrations in North Long Beach. In an effort to make Atlantic Avenue more pedestrian friendly, the RDA invested more than \$1 million in traffic signals and pedestrian improvements. A new crosswalk and traffic signal was installed in Bixby Knolls and a landscaped median and crosswalk with a pedestrian signal was installed in front of Jordan High School, helping to make the journey to school safer for local students.



*Blair Cohn of the Bixby Knolls Business Improvement Association speaks with Dan about new pedestrian improvements*



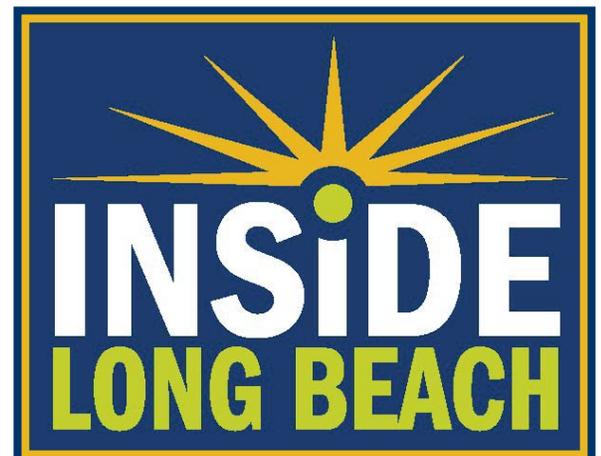
*LBFD Battalion Chief Frank Hayes of the Long Beach Fire Department explains the valuable training opportunities made possible with the help of the RDA*

vacant buildings slated for demolition to the Fire Department for training exercises. As Battalion Chief Frank Hayes puts it, "Most agencies and fire departments don't have this great opportunity to actually drill on real structures... The partnership we have has been so instrumental in being able to save money and make us more efficient to respond in times of emergency."

From providing opportunities for affordable housing for local families to partnering with local agencies that help make our community safer, the RDA and the LBHDC have many success stories to share. If you want to learn more about how we are building a better Long Beach, tune in to Inside Long Beach.

Blair Cohn, Executive Director of the Bixby Knolls Business Improvement Association explained that before the installation of the traffic signal, drivers would speed along Atlantic Avenue as if it were a highway. With the new signals and crosswalks, it's not only safer for walkers, but also assisting in "bringing the whole community together."

Another partnership that is helping to make the city safer was highlighted in the December episode. Viewers watched how the RDA assists the Long Beach Fire Department by providing



# Project Planning

## NEW Applications - Filed in February

### **Council District 1**

#### **443 Pine Avenue**

Conditional Use Permit request to allow off-site alcohol sales (Type 21 – beer, wine, and distilled spirits) in conjunction with a new convenience market and restaurant.

#### **Planning Commission**

Contact: *Angie Zetterquist*

### **Council District 3**

#### **5894 Appian Way**

Local Coastal Development Permit request to allow a 717 square foot addition to an existing single-family home with a new 388 square foot garage to replace the existing garage.

#### **Zoning Administrator**

Contact: *Scott Kinsey*

#### **5001 East 3rd Street**

Standards Variance requests for a reduced front yard setback and a porch encroachment in conjunction with a 136 square foot addition to an existing single-family home.

#### **Zoning Administrator**

Contact: *Monica Mendoza*

### **Council District 4**

#### **4401 East Pacific Coast Highway**

Conceptual Site Plan Review proposal for

a new 13,000 square foot CVS Pharmacy, 7,000 square feet of retail space, and a 2,900 square foot fast food restaurant.

#### **Site Plan Review Committee**

Contact: *Jeff Winklepleck*

#### **1883 Cherry Avenue**

Modification of an Approved Permit request to allow the expansion of an equipment room on an existing telecommunications site.

#### **Zoning Administrator**

Contact: *Cuentin Jackson*

### **Council District 5**

#### **3457 Stanbridge Avenue**

Conditional Use Permit request to install a 60' tall monopine and accessory ground-mounted equipment in Wardlow Park.

#### **Planning Commission**

Contact: *Steven Valdez*

### **Council District 8**

#### **3601 Elm Avenue**

Lot Line Adjustment request to reposition the west property line 64.5' to the east, placing required parking for two unrelated uses on separate lots.

#### **Zoning Administrator**

Contact: *Mark Hungerford*

## Scheduled Public Meetings in March

### **Redevelopment Agency Board**

#### **Monday, March 16th at 9:00 am**

- Approve and authorize contract with KOAM Construction, Inc. in amount not to exceed \$1,369,305 for completion of improvements to Homeland Cultural Center.
- Adopt Plans and Specifications No. R-6753 and authorize contract with Mega Lighting, Incorporated (dba Mega Way Enterprises) in amount not to exceed \$506,405 for streetscape improvements on Long Beach Blvd. between Bort St. and Victoria St.
- Approve and authorize Purchase and Sale Agreement and all other related documents for acquisition of property at 1652-1660 W. 15th St. for purchase price of \$895,000 plus closing costs.
- Approve and adopt resolution for Replacement Housing Plan for 5927 Atlantic Ave.
- Adopt Plans and Specifications No. R-6750 and authorize contract with Vasilj, Inc. in amount not to exceed \$3,615,539 for Phase I storm drain improvements between Anaheim St., Hayes Ave., Pacific Coast Hwy. and Fashion Ave.

**Next meeting Monday, April 6th at 9:00 am.**

### CONTACT INFORMATION:

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# Scheduled Public Meetings in March

## *Planning Commission*

**Thursday, March 19 at 5:00 pm**

### **Study Sessions:**

- **290 Bay Street  
Council District 2**  
Discussion of the proposed five-story, 125-room Hotel Sierra.  
*Contact: Scott Kinsey*
- **Citywide**  
Discussion of Code changes related to Green Building standards.  
*Call 562-570-6194 for more information.*
- **Douglas Park  
Council District 5**  
Discussion of the Boeing Development Agreement status; progress report of project.  
*Contact: Meredith Elguira*

**4828 East 2nd Street**

**Council District 3**

Conditional Use Permit request for a liquor license upgrade at Lucille's BBQ restaurant.

*Contact: Angie Zetterquist*

**5253 Los Coyotes Diagonal**

**Council District 4**

Conditional Use Permit request for a 60' tall monopine wireless communications facility.

*Contact: Monica Mendoza*

**6655 Atlantic Avenue**

**Council District 9**

Conditional Use Permit request for a 60' tall monopine wireless communications facility.

*Contact: Mark Hungerford*

**Next meeting Thursday, April 2 at 5:00 pm**

## *Zoning Administrator*

**Monday, March 9th at 2:00 pm**

**7171 Seawind Drive**

**Council District 3**

Local Coastal Development Permit request by the Long Beach Water Department to install underground piping beneath a portion of East 2nd Street.

*Contact: Cuentin Jackson*

**400 Terraine Avenue**

**Council District 3**

Standards Variance request to allow a fence with an average height of 6'-6" within the front yard setback.

*Contact: Angie Zetterquist*

**Next meeting Monday, March 23rd at 2:00 pm**

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.



## LBDS Upcoming Meetings & Events March 2009

<u>Monday, March 2</u> 9:00 am	Redevelopment Agency Board City Hall, Council Chambers
<u>Wednesday, March 4</u> 6:30 pm	LB2030 Community Meeting Petroleum Club, 3636 Linden Ave.
<u>Thursday, March 5</u> 5:00 pm	Planning Commission City Hall, Council Chambers
6:00 pm	Central Project Area Committee 1900 Atlantic Ave., 2nd Floor
<u>Monday, March 9</u> 2:00 pm	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Wednesday, March 11</u> 5:00 pm	West Project Area Committee LBPD West Substation, 1835 Santa Fe Avenue
<u>Sunday, March 15</u> 4:00 pm	Jazz the Ides of March 4321 Atlantic Ave.
<u>Monday, March 16</u> 9:00 am	Redevelopment Agency Board City Hall, Council Chambers
<u>Wednesday, March 18</u> 6:00 pm	Rancho Estates Neighborhood Changes to Zoning Regulations Community Meeting El Dorado Park Senior Center, 2800 Studebaker Rd.
<u>Thursday, March 19</u> 5:00 pm	Planning Commission City Hall, Council Chambers
<u>Monday, March 23</u> 2:00 pm	Zoning Administrative Hearing City Hall, 7th Floor Conference Room
<u>Thursday, March 26</u> 6:30 pm	North Project Area Committee LBPD North Substation, 4891 Atlantic Ave.

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*Special thanks to Krista Leaders, BKBIA for her photo contributions to this month's newsletter.*

**For copies, contact Cassie at 570-6472 or visit [lbs.longbeach.gov](http://lbs.longbeach.gov)**



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