



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**April 2010**

**Volume III, Issue 4**

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# Building A Better Long Beach

*Small businesses  
flourish in East Village*



# Message from the Director

Dear Community Partner,

April is gearing up to be a busy month for the City of Long Beach, and in particular for the staff at Long Beach Development Services. This month, the Redevelopment Agency will be dedicating a mural in North Long Beach, unveiling a new commemorative bus bench in West Long Beach, breaking ground on a new park in Central Long Beach, and kicking off Grand Prix weekend with the 5th Annual Motorsports Walk of Fame, in partnership with the CVB and Grand Prix Association of Long Beach.

Department staff is also administering two new programs that provide important financial support to businesses and residents: the Residential Energy Efficiency Rebate Program, and the Grow Long Beach loan program for small businesses. More information about these programs is available in this month's newsletter.

Department staff is also happy to welcome our City's new Police Chief, Jim McDonnell. The Department works closely with public safety in many ways, from Redevelopment efforts to remove public safety nuisances from the community to Planning's efforts at Crime Prevention Through Environmental Design. We look forward to working with Chief McDonnell.

As always, thank you for your partnership in building a better Long Beach.

Sincerely,

Reginald Harrison  
Interim Director

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## LBDS News & Updates



### MURAL TO BE UNVEILED IN NORTH LONG BEACH

On Saturday, April 10 at 10:30 a.m., the RDA will join Councilwoman Rae Gabelich, 8th District, and the Department of Parks, Recreation and Marine for the dedication of a mural at 4800 Long Beach Boulevard. Artist Gregory Navarro Pickens worked with children from Dooley Elementary, Lindsey Middle School and Grisham Community Housing on the mural, which depicts Long Beach's identity as the most diverse city in the world and features imagery from local cultures to create a tapestry of ancestries. The site, which previously included blighted motels that generated excessive police calls for service until their demolition, will be used in the future for residential or commercial development.

In February, LBDS staff provided:

- 1,721 building inspections
- 672 electrical inspections
- 305 plumbing inspections
- 209 mechanical inspections
- 56 misc. inspections
- Total inspections provided: 2,963
- 100% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 3,624 customers
- Issued 374 building permits
- Reviewed 108 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)



### 5TH ANNUAL LONG BEACH MOTORSPORTS WALK OF FAME

On Thursday, April 15 at 11:00 a.m., Mayor Bob Foster will join Councilmember Robert Garcia, 1st District, Councilmember Suja Lowenthal, 2nd District, the Redevelopment Agency, the Convention and Visitors Bureau, and the Grand Prix Association of Long Beach for the 5th Annual Long Beach Motorsports Walk of Fame.

This year's inductees will be champion drivers

Michael Andretti and Danny Sullivan. The ceremony will be held on South Pine Avenue in front of the Long Beach Convention and Entertainment Center, next to the Grand Staircase. The event is free and open to the public.



### BOB LEE MEMORIAL BUS SHELTER TO BE DEDICATED IN WESTSIDE

On Wednesday, April 21 at 11:30 a.m., Councilmember Robert Garcia, 1st District, will join the RDA, Long Beach Transit, and the Westside Project Area Committee at a dedication ceremony for the Bob Lee Memorial Bus Shelter on the corner of Pacific Coast Highway and Santa Fe Avenue.

The bus shelter honors the memory and contributions of longtime Long Beach resident and business owner Bob Lee, who was active in both the West PAC and Central PAC. The ceremony is open to the public, and refreshments will be served.



### RESIDENTIAL ENERGY EFFICIENCY REBATE PROGRAM

As part of the City of Long Beach's effort to create and implement strategies to reduce total energy use, improve energy efficiency in the building sector and reduce fossil fuel emissions, Long Beach Development Services is administering the Residential Energy Efficiency Rebate Program. Applicants who purchase and install a qualifying energy efficient product such as Energy Star rated solar hot water-heaters, tankless water-heaters, windows, doors, skylights and roofs can qualify for a rebate, made possible by funds from the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant Program through the American

Recovery and Reinvestment Act of 2009. To qualify, 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. For more information, see Information Bulletin No. 26 at: [http://www.lbds.info/building/building\\_information\\_bulletins.asp](http://www.lbds.info/building/building_information_bulletins.asp). For an application, visit: <http://www.lbds.info/civica/filebank/blobload.asp?BlobID=3346>.

# Grow Long Beach Fund Helps Small Businesses



LBDS is helping to promote small business growth in Long Beach by administering the Grow Long Beach Fund. By providing financing to qualified small businesses in the local community, the fund will support the creation of jobs and expansion of small businesses throughout the city.

The Grow Long Beach Fund offers affordable growth capital on advantageous terms to businesses in Long Beach that create jobs and invest in our community. It is a unique economic development partnership between the City of Long Beach and the Grow America Fund. Businesses located anywhere throughout the City may apply.

SBA 7a loans made under this program will be underwritten by the Grow America Fund and guaranteed by the Small Business Administration

(SBA) under its Small Business Lending Company License. Therefore, each loan must comply with SBA guidelines and procedures.

To qualify for a loan, a business must be a for-profit operating entity that creates jobs, is financially healthy, needs expansion capital, and demonstrates the capability to repay the loan. Loans range from \$100,000 to \$2 million as permitted by the SBA at or below market rates, for terms up to 25 years depending on the proposed use of funds.



Term is typically as follows: working capital 3 to 10 years (usually 5 to 7); machinery & equipment 5 to 10 years or life of asset; tenant improvements usually 10 years or term of the lease; real estate acquisition up to 25 years; construction and renovations up to 25 years.

## THE GROW LONG BEACH FUND DIFFERS FROM CONVENTIONAL LENDING:

- **Longer Terms:** Using repayment schedules up to 25 years that give the borrower smaller monthly loan payments
- **Larger Loans:** Providing loan amounts ranging from \$100,000 to \$2 million
- **Lower Down Payments:** Allowing higher loan-to-value ratios to preserve the business's equity and maximize growth potential
- **Lower Interest Rate:** Providing lower interest rates to enhance community development rather than corporate profit
- **Better Structure:** Matching the term of the loan to the life of the assets being financed, ensuring debt service does not exceed available cash flow

# Grow Long Beach Fund Helps Small Businesses

## THE GROW LONG BEACH FUND APPLICATION

### PROCESS INCLUDES:

- Completed application
- A brief description of the project, including proposed sources and uses of funds
- Corporate financial statement or tax returns for previous 3 years
- Current financial statement (may be an in-house statement)
- A personal financial statement for each principal who owns more than 20% of company stock
- A Credit Release, authorizing Grow America Fund and the Grow Long Beach Fund to obtain personal and corporate credit reports

Loan proceeds may be used for any legitimate business purpose, including working capital, machinery and equipment, land and building acquisition, construction, renovations, and tenant improvements. Grow Long Beach, however, does not provide venture capital and cannot provide funds for research and development or to satisfy equity or near-equity needs. Collateral must be provided from available assets and the personal guarantee of each owner holding a 20% or more interest in the business.

Banks and other lenders are encouraged to participate in providing a portion of the total financing in an effort to structure the best financing available for the borrower. Grow Long Beach does not compete with commercial lenders, rather it complements existing sources of financing. As any other lender, the Grow Long Beach Fund will operate according to prudent lending practices.



The Grow America Fund is a wholly owned affiliate of the National Development Council (NDC), one of the nation's oldest not-for-profit corporations specializing in community, economic, and public facility development. The Grow America Fund, a nationally recognized Small Business Lending Company licensed by the Small Business Administration, is also

a Community Development Financial Institution as designated by the United States Department of the Treasury. They have lent over \$107 million so far to 357 businesses across the country, creating or retaining over 8,700 jobs and leveraging over \$175 million in the process.

The application process is simple and straightforward, and staff is available to assist you. For more information, or to obtain an application packet, please contact Moon Joo Won at (562) 570 6616, or [MoonJoo.Won@longbeach.gov](mailto:MoonJoo.Won@longbeach.gov); or Arnold Tchira at (562) 570-5984 or [Arnold.Tchira@longbeach.gov](mailto:Arnold.Tchira@longbeach.gov).



# Project Planning

## NEW Applications - Filed in March

### **Citywide - Landscape Amendments:**

Amendments to the Zoning Regulations governing public and private landscaping to comply with State-adopted Model Water Efficient Landscape Ordinance amendments.

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

Contact: Mark Hungerford

**1st District - 336 E. 8th St.:** Time Extension request for an approved Tentative Tract Map converting 13 apartment units into condominiums.

### **Administrative Review**

Call 562-570-6194 for more information.

**1043 Elm Ave.:** Site Plan Review for a 10-year review of a previously approved wireless rooftop telecommunications facility.

### **Staff Site Plan Review**

Contact: Cuentin Jackson

**2nd District - 2142 E. 4th St.:** Modification of an Approved Permit to amend Conditions of Approval governing an existing wine bar use.

### **Administrative Review**

Contact: Jorge Ramirez

**2340 E. 4th St.:** Conditional Use Permit request for new wireless telecommunications facility on a residentially-zoned property (rooftop).

### **Planning Commission Public Hearing**

Contact: Jorge Ramirez

**3rd District - 5471 The Toledo:** Standards Variance and Local Coastal Development Permit requests for an over-height roof deck railing addition.

### **Zoning Administrator Public Hearing**

Contact: Jorge Ramirez

**166 Rivo Alto Canal:** Local Coastal Development Permit request to demolish an existing single-family home and build a new, two-story single-family home on a water-abutting property.

### **Staff Site Plan Review**

Contact: Mark Hungerford

**3933 East Broadway:** Site Plan Review for a 10-year review of a previously approved wireless rooftop telecommunications facility.

### **Staff Site Plan Review**

Contact: Cuentin Jackson

**5th District - 4201 E. Willow St.:** Site Plan

Review and Administrative Use Permit requests for the adaptive reuse of a historic resource as an express car wash with retail.

### **Staff Site Plan Review**

Contact: Angie Zetterquist

**3330 E. 29th St.:** Site Plan Review for a 10-year review of a previously approved wireless monopole telecommunications facility.

### **Staff Site Plan Review**

Contact: Monica Mendoza

**3700 Cover Street:** Lot Line Adjustment request for four vacant, undeveloped Douglas Park parcels.

### **Zoning Administrator Public Hearing**

Contact: Meredith Elguira

### **6th District - 2150 Orange Ave.:**

Administrative Use Permit request to for a recreational park on a residentially-zoned lot.

### **Zoning Administrative Public Hearing**

Contact: Jeff Winklepleck

**7th District - 3050 Orange Ave.:** Site Plan Review for a 10-year review of a previously approved wireless telecommunications facility (co-located monopole).

### **Staff Site Plan Review**

Contact: Steve Valdez

**8th District - 401 E. Carson St.:** Conditional Use Permit to convert a portion of an existing residential use into medical office space.

### **Planning Commission Public Hearing**

Contact: Scott Kinsey

**9th District - 5875 Obispo Ave.:** Site Plan Review for a 10-year review of a previously approved wireless telecommunications facility (co-located monopole).

### **Staff Site Plan Review**

Contact: Scott Kinsey

**2579 E. 67th St.:** Site Plan Review for a 10-year review of a previously approved wireless monopole telecommunications facility.

### **Staff Site Plan Review**

Contact: Steve Valdez

**2709 East South Street:** Modification of an Approved Permit to allow an abutting recycling center to utilize the subject property as an accessory office and parking use.

### **Administrative Review**

Contact: Scott Kinsey

## CONTACT

### INFORMATION:

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# Scheduled Public Meetings in April

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.

## ***Planning Commission - Thursday, April 1, 2010***

**Citywide - Landscape Ordinance Amendments:** Planning Commission review and recommendation to City Council of proposed amendments pertaining to public and private property landscaping. Amendments proposed are to comply with State-adopted amendments to Model Water Efficient Landscape Ordinance. *Contact: Mark Hungerford or Meredith Elguira*  
**3rd District - 3000 E. 3rd St.:** Conditional Use Permit request for a new wireless rooftop telecommunications project at an existing church property. *Contact: Jorge Ramirez*  
**Next meeting Monday, April 15 at 5:00 p.m.**

## ***Redevelopment Agency Board - Monday, April 5, 2010***

- Presentation: Redevelopment Agency's Impact on Crime Reduction
  - Introduction of Long Beach Police Chief Jim McDonnell
  - Approve and authorize a Right of Entry Agreement with Hossein Nami for 641-643 Pine Ave.
  - Approve and authorize an Agreement to Negotiate Exclusively with City Ventures, LLC, for the development of the 3rd Street and Pacific Avenue project
  - Approve and authorize a contract with Fast Track Construction Company in an amount not to exceed \$120,000 annually with the option to renew for two (2) additional one (1) year terms for the construction of commercial facades and screenings
  - Adopt a resolution of the Redevelopment Agency approving issuance and sale of North Long Beach Redevelopment Project Area tax allocation bonds in an amount not to exceed \$35,000,000 and approving related documents and actions; and, Adopt a resolution making certain findings regarding construction of the East Police Station with funds from the North Long Beach Redevelopment Project Area
- Next meeting Monday, April 19 at 9:00 a.m.**

## ***Zoning Administrator - Monday, April 12, 2010***

**3rd District - 218 Ximeno Ave.:** Standards Variance (SV) and Local Coastal Development Permit requests for 164 sq. ft. single-family home addition that encroaches into the required rear yard setback. *Contact: Mark Hungerford*

**7th District - 3511 California Ave.:** SV request to construct 230 sq. ft. single-family home addition that encroaches into required side yard setback. *Contact: Steve Valdez*

**520 West Willow St.:** SV requests (2) for a reduced curb-cut to intersection separation and parking stall setback in conjunction with a commercial building remodel. *Contact: Steve Valdez*

**Next meeting Monday, April 26 at 2:00 p.m.**

## ***Cultural Heritage Commission - Monday, April 12, 2010***

**Citywide - Historic Preservation Element:** Review of Draft Historic Preservation Element. *Contact: Pat Garrow*

**2nd District - Acres of Books Building (Historic Landmark):** Certificate of Appropriateness (COA) request to remove rear portion and adaptively reuse front portion of Acres of Books building in conjunction with a new 11,000 square foot collaborative arts center (Art Exchange project). *Contact: Angie Zetterquist*

**Lafayette Building (Historic Landmark):** COA request to construct a detached three-car garage and an addition to a single-story, single-family home. *Contact: Angie Zetterquist*

**914 Molino Ave.:** Study Session discussion on a proposed single-family home addition constructed in part with recycled tires. *Contact: Angie Zetterquist*

**3rd District - 2810 East 1st St. (Bluff Park):** Study Session discussion on the remodel of a contributing single-family home. *Contact: Angie Zetterquist*

**5th District - Long Beach Airport Terminal Building (Historic Landmark):** COA request to remove existing modular hold rooms and replace them with permanent facilities, all detached from the Landmark-status Terminal Building. *Contact: Jeff Winklepleck*

**Next meeting Monday, May 10 at 5:30 p.m.**



# LBDS Upcoming Meetings & Events April 2010

<u>Thursday, April 1</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, April 5</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Thursday, April 8</u> 12:30 p.m.	Rosa Parks Park Groundbreaking Celebration 15th St. and Alamitos Ave.
<u>Saturday, April 10</u> 10:30 a.m.	Mural Dedication 4800 Long Beach Blvd.
<u>Monday, April 12</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>Tuesday, April 13</u> 3:00 p.m.	Residential Energy Efficiency Rebate Program Workshop Main Library Auditorium, 101 Pacific Ave.
<u>Wednesday, April 14</u> 5:00 p.m.	West Project Area Committee LBPD West Substation, 1835 Santa Fe Ave.
<u>Thursday, April 15</u> 11:00 a.m.	5th Annual Motorsports Walk of Fame Grand Staircase, Long Beach Convention Center
5:00 p.m.	Planning Commission City Hall, Council Chambers
<u>Monday, April 19</u> 9:00 a.m.	Redevelopment Agency Board City Hall, Council Chambers
<u>Wednesday, April 21</u> 11:30 a.m.	Bob Lee Memorial Bus Shelter Dedication Pacific Coast Hwy. at Santa Fe Ave.
<u>Thursday, April 22</u> 6:30 p.m.	North Project Area Committee LBPD North Substation, 4891 Atlantic Ave.
<u>Monday, April 26</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)

*This month's cover photo was provided courtesy of the Downtown Long Beach Associates.*

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For copies of this newsletter, contact Cassie at 562-570-6472 or visit [lbs.longbeach.gov](http://lbs.longbeach.gov)



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