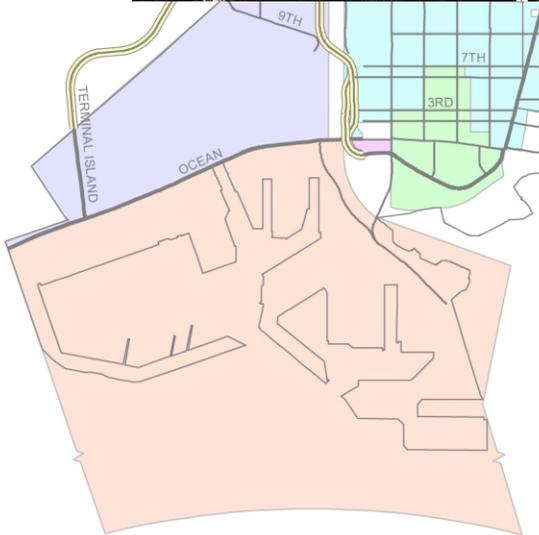


City of Long Beach, California
Department of Development Services
Corridor Investment Projects
(FY1980 - FY2012)



Executive Summary

Long Beach is a great city, blessed with an unsurpassed location and a population of almost 500,000 people. Measuring 50 square miles with eight miles of beaches, Long Beach is the envy of many cities across America. One of our most valuable assets is the diversity of our many neighborhoods, and the nearly 150 neighborhood associations that make up our fair city. Long Beach is home to a wide array of vibrant, residential communities including Coolidge Triangle, El Dorado Park, Alamitos Heights, East Village, Willmore, Sleepy Hollow, California Heights, Bixby Knolls and more.

One of the key goals and objectives of the Mayor and City Council over the past several years has been to improve the commercial corridors adjacent to our residential neighborhoods. As a result, the past 15 years have seen a diversification of redevelopment activities throughout the City, and not just in our downtown. This is a result of a concerted effort by all levels of local government to focus on strengthening our neighborhoods and business corridors. Thanks to the dedication of the Long Beach Redevelopment Agency, The Long Beach Housing Development Company, our Neighborhood Services Bureau and our entire Department of Development Services, this revitalization effort is now evident throughout the City.

This report documents many of the public investments we have made along our commercial corridors within the past 15 years. This investment was made possible through strategic partnerships with our Police Department and the Prosecutors Office to eliminate nuisance properties that receive an inordinate amount of calls for emergency services. Through focused acquisitions, we have purchased, relocated and demolished over 50 violent crime “hot spots,” including 15 liquor stores, 17 motels, 12 apartment units and 10 ancillary establishments in the past six years alone. These sites are now available for more desirable and sustainable development projects that will enhance the adjacent neighborhoods.

In addition to our focus on public safety, education remains one of the biggest economic tools for any city in America. The City of Long Beach strives to provide the safest atmosphere possible around our school campuses to promote education and create a supportive learning environment. Much of the work on our corridors has been completed adjacent to our elementary, intermediate and high schools. These improvements have benefited the entire community, and have been integral to making our schools a more secure place for students to receive an education.

On behalf of the City of Long Beach, please enjoy this corridor investment report highlighting our recent accomplishments.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Amy Bodek', with a long horizontal flourish extending to the right.

AMY J. BODEK, AICP
Director of Development Services

Other Corridor Investments

Santa Fe Avenue

(Pacific Coast Highway north to Wardlow Road)

Total Public Investment: \$4.7 Million

(FY2005 - FY2011)



Santa Fe Avenue

RDA has provided funding for open space and streetscape improvements consisting of medians and signage along the Santa Fe corridor. The projects along Santa Fe Avenue between Pacific Coast Highway and Wardlow Road that have been completed include: Admiral Kidd Park expansion, Santa Fe median improvements between Pacific Coast Highway and Wardlow Road, and a Cabrillo High School median monument sign on Santa Fe Avenue, just north of Willard Street.

1. Cabrillo High School Monument Sign

(2001 Santa Fe Avenue)

Installation of an architectural monument sign in the median in front of the high school.

- Investment: \$19,200



2. Admiral Kidd Park Expansion

(2125 Santa Fe Avenue between Willard & Hill Streets)

A 120,000 sq. ft. park expansion in collaboration with the Department of Parks, Recreation and Marine and the Department of Public Works. The expansion includes a universally accessible play area, open turf, field lighting and a soccer field. Immediately adjacent to Cabrillo High School, this was made possible with the demolition of a one-acre, violence prone industrial park, dubbed the Green Monster for all the violent crimes.

- Investment: \$2.9 Million

(plus demolition, design, entitlements and administration fees)



3. Boys and Girls Club of Long Beach

(1835 Willard Street)

The Agency, through its Neighborhood Partners Program, assisted the Boys and Girls Club with exterior improvements to its Westside facility.

- Investment: \$2,000

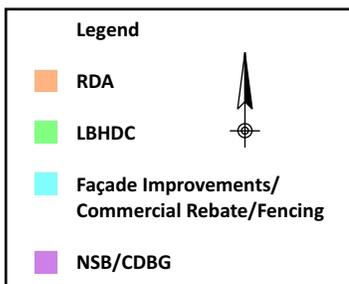
(Neighborhood Partners Program)

4. Santa Fe Avenue Medians

(Santa Fe Avenue between Pacific Coast Highway & Wardlow Road)

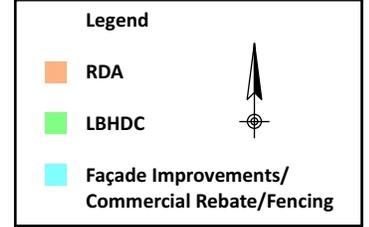
Complete refurbishment and replanting of existing medians.

- Investment: \$1.8 Million



Other Corridor Investment

Bellflower Boulevard
Los Altos Shopping Center Area
Total Public Investment: \$8.5 Million
 Acquisition: \$8.4 Million
 Construction: \$134,000
 (FY1996 - FY2009)



Bellflower Boulevard - Los Altos Shopping Center Area

RDA in partnership with a developer, substantially rebuilt the aging shopping center at the southeast corner of Bellflower Blvd. and Stearns Street. The Los Altos Market Center, completed in 1997, contains 300,000 square feet of retail space. As part of the development, public art and landscaping were installed in the Stearns Street median. These investments contributed to the success of the shopping center and stimulated private investment in the surrounding area. RDA has also funded repaving of substandard alleys along this corridor in order to contribute to its economic vitality.

1. Los Altos Market Center Development (Southeast corner of Bellflower Blvd. & Stearns Street)

Acquisition and relocation assistance for the redevelopment of a portion of the Los Altos Shopping Center, including the construction of approximately 178,000 sq. ft. of new retail space and the installation of public art. Completed in October 1996.

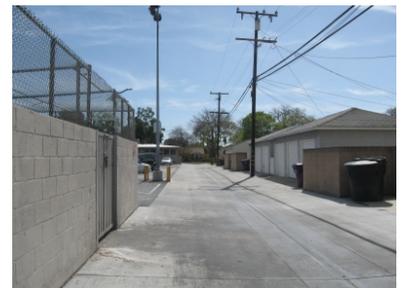
- Investment: \$8.4 Million



2. Los Altos Alley Improvements

(West of Bellflower Blvd. & south of Stearns Street)
 Reconstruction of alley. Completed in October 2009.

- Investment: \$134,000





1961 - 2011
Building A Better Long Beach
www.LongBeachRDA.org



City of Long Beach, California
Department of Development Services
333 W. Ocean Blvd., 4th Floor
Long Beach, CA 90802
562-570-LBDS (5237)
562-570-6205 fax
www.lbds.info