

Corridor Beautification

Business Improvement Rebates, Business Start-Up Grants, Enterprise Zone, Business Loans, Business Assistance



Coolidge Triangle and Sutter Elementary School Neighborhood Enhancement Areas

The **Long Beach Redevelopment Agency** continues the third rotation of the Neighborhood Enhancement Program with the opening of **Coolidge Triangle** and **Sutter Elementary School Neighborhood Enhancement Areas (NEA)** on **June 1, 2010**.

Twenty-one (21) North Long Beach residential property owners attended a Neighborhood Enhancement Area program information workshop on Monday evening, **June 1, 2010**, at **Colin Powell Academy's** cafeteria.

Forty-one (41) attended a Neighborhood Enhancement Area program information workshop on Wednesday evening, **June 9, 2010**, at **Dooley Elementary School**. Property owners at the end of the workshops submitted **25 applications** for the **Neighborhood Enhancement Program**.

Residential property owners of the Coolidge Triangle and Sutter Elementary School areas are eligible until December 1, 2010 to apply for the **Home Improvement Rebate Program** (up to \$2,000 reimbursed for exterior, front property improvements), the **Home Security Lock** (up to \$300 voucher for deadbolt lock installation), and the **Home Security Lighting Program** (up to \$500 reimbursed for exterior lighting installation).

Coolidge Triangle NEA boundaries are Long Beach Blvd. south to the Artesia Freeway, and the Los Angeles River east to Susana Road west.

Sutter Elementary School NEA boundaries are Del Amo Blvd., south to Louise Street, and Los Angeles River west to Long Beach Blvd. east.

Since March 2000, the Neighborhood Services Bureau has coordinated the reimbursement of over **\$5,156,420** of Redevelopment Agency funds to **3,707** North Long Beach residential property owners.

For more information, please contact **Erika Moreno** at **(562) 570-6065** or **erika.moreno@longbeach.gov**.

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Alamitos Avenue and 10th Street Outreach

In an effort to improve the appearance of two corridors in Long Beach, the **Neighborhood Services Bureau staff** from the **home improvement, commercial improvement, code enforcement** and the **Anaheim Police Center** programs are working together with the community. Staff canvassed Alamitos Avenue between 10th Street and Pacific Coast Highway and 10th Street between Pacific Coast Highway and Ximeno Avenue. Staff met door-to-door to speak with area residents, property owners, and business owners about the City of Long Beach's **Home Improvement Rebate Program** and **Commercial Improvement Rebate Program** and the eligible improvements for their properties along the Alamitos Avenue corridor and the 10th Street Corridor. Code Enforcement staff took pictures of the businesses that would be cited for their deteriorating properties along with residences that were in disrepair. In addition to the door-to-door outreach, apartment owners, business owners and property owners are contacted by mail and invited to apply for the programs.

The dates of the outreach were February 9, 10 and 11, 2010 for the Alamitos Avenue corridor between 10th Street and Pacific Coast Highway and April 13, 14 and 15, 2010 for the 10th Street corridor between Long Beach Boulevard and Ximeno Avenue.

Home Improvement Rebate Program (HIRP):

Alamitos Avenue corridor: 20 owner occupied residences, 99 letters mailed (owners & tenants), 2 applications received to date

10th Street corridor: 80 owner occupied residences (mailing to owners in progress)

Commercial Improvement Rebate Program (CIRP):

Alamitos Avenue corridor: 21 businesses, 21 letters mailed, 4 applications received to date

10th Street corridor: 158 businesses on the corridor, 158 letters mailed out, and 7 applications received to date

Karen Pruett, Home Improvement Program Coordinator, can be reach at **(562) 570-1010** or **karen.pruett@longbeach.gov**.

Phillip Jennings, Commercial Improvement Rebate Program Coordinator, can be reached at **(562) 570-6007** or **phillip.jennings@longbeach.gov**.

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Commercial Improvement Rebate Program Success on the 7th Street Business Corridor

The Neighborhood Services Bureau's, **Commercial Improvement Rebate Program** is a program that provides a reimbursement of up to \$2,000 per business to commercial property and business owners located on 22 business corridors to improve the exterior of their properties. This program is funded through the **Department of Housing and Urban Development's Community Development Block Grant (CDBG)**.

While no match is required to utilize this program, business and property owners frequently invest substantial additional funds to improve the exteriors of their businesses, which further enhance the appearance of our commercial corridors.



701 Pine Avenue ("Before" Picture)



701 Pine Avenue ("After" Picture)

On the **7th Street Business Corridor** from the **Los Angeles River to Redondo Avenue**, all storefront businesses are eligible to apply for the program. For example, **James I. & Christie Chu**, the property owners of 701 Pine Avenue, and **Sir Speedy** and **Mailboxes & More**, the business owners, utilized the **Commercial Improvement Rebate Program** to install new awnings and business signs for the two businesses in this building. **They invested an additional \$1,329.95 in exterior improvements for a total improvement project that cost \$7,329.95.**

Since December 2004, this program has reimbursed **79 commercial property and business owners** in the amount of **\$150,183**.

For more information, please call **Phillip Jennings** at **(562) 570-6007** or e-mail **phillip.jennings@longbeach.gov**.