

Corridor Beautification

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



North Long Beach Redevelopment Project Area (NLBRPA) Utilizes Commercial Improvement Rebate Program with CDBG Funding

Neighborhood Services Bureau's, **Commercial Improvement Rebate Program** is offered in the **North Long Beach Redevelopment Project Area (NLBRPA)** utilizing **Community Development Block Grant (CDBG)** funding.

The **Commercial Improvement Rebate Program** has been successfully used to improve the look of business corridors in CDBG and Redevelopment Project eligible areas to beautify their exteriors. This program provides a reimbursement of up to \$2,000 per business to commercial property owners and business owners located in designated NLBRPA to improve the exterior of their properties.

On Thursday, October 22, 2009, the Redevelopment Agency's North Project Area Committee held its monthly meeting at the Long Beach Police Department – North Substation. Neighborhood Services Bureau Commercial Improvement Rebate Coordinator, **Phillip Jennings** attended the meeting and presented the program's statistics in NLBRPA. "Since June 2003, 252 commercial property and business owners utilized the \$2,000 rebate to improve the exterior of their business in the amount of \$487,900. Owners invested an additional \$272,665 for their exterior improvements, totaling \$760,565 in exterior building improvements." The program is available in the designated NLBRPA's:

- Santa Fe Avenue between Pacific Coast Highway to Hill Street
- Market Street between Los Angeles River to east City boundaries
- South Street between Los Angeles River to east City boundaries
- Del Amo Boulevard between 710 Freeway to Atlantic Avenue
- Artesia Boulevard between west City boundaries to east City boundaries
- Cherry Avenue between Del Amo Boulevard to north City boundaries
- Paramount Boulevard between Candlewood Street to north City boundaries

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North Long Beach Redevelopment Project Area (NLBRPA) Utilizes Commercial Improvement Rebate Program with CDBG Funding (Continued)



1150 E Artesia Blvd ("Before" Picture)



1150 E Artesia Blvd ("After" Picture)

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 that further enhance the appearance of our commercial corridors. For example, **James Ho** and **Lisa Tsan**, the property owners, and **Alino Ho DBA Eye Land Optometry**, the business owner, utilized the **Commercial Improvement Rebate Program** to paint their building and install new signs for the business in this building. They invested an additional \$3,700 in exterior improvements for a total project that cost \$7,700.

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