



**LONG BEACH  
DEVELOPMENT  
SERVICES**

**November 2009**

**Volume II, Issue 11**

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# Building A Better Long Beach

*New Marshalls Coming Soon  
to Bixby Knolls*



# Message from Craig Beck, Director

Dear Community Partner,

Last month, the RDA, in collaboration with the Long Beach Housing Development Company, the Pacific Gateway Workforce Investment Network, and LBTV Channel 8, launched Season 2 of "Inside Long Beach." Inside Long Beach is a monthly cable program that explores projects and activities throughout the City in depth. It's part of our effort to communicate with the public about the projects we're working on while highlighting our partners, and the people in the community who benefit. The show is hosted by Nautica de la Cruz, who is also a KJLH radio personality, and airs five times each week on Channel 8, and Verizon Channel 21.

I'm pleased to share with you that every month, more than 26,500 of the 70,000 Charter Cable subscribers in Long Beach tune in to the show regularly. That's not including individuals who watch the show online via the LBDS website, on YouTube, or on our partner websites. Focus groups and surveys have indicated a high level of support for the show, with 98% of participants stating they feel the type of information in the program is useful for residents. The program also received a 2009 National Association of Telecommunications Officers and Advisors Star Award for Excellence in Video Programming.

If you're not already watching Inside Long Beach, I encourage you to watch the show, and learn more about what the City is doing to serve the community. To watch episodes online, or get a schedule of when the program airs, visit [http://www.longbeachrda.org/publications/ilb\\_episodes/default.asp](http://www.longbeachrda.org/publications/ilb_episodes/default.asp).

Sincerely,

Craig Beck

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## LBDS News & Updates



### **MARSHALLS COMING SOON TO BIXBY KNOLLS**

Last month, the Bixby Knolls Business Improvement Association and the RDA joined Vice Mayor Val Lerch, 9th District, Councilmember Tonia Reyes Uranga, 7th District, and representatives from Councilmember Rae Gabelich's staff in celebrating land clearance for the new Marshalls store. A new 43,355 square foot structure will be built, and will include a Marshalls

as well as six smaller shops. Marshalls is expected to be open for business in Fall 2010. For more information about the BKBIA, visit [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com).

In September, LBDS staff provided:

- 2,077 building inspections
- 844 electrical inspections
- 403 plumbing inspections
- 255 mechanical inspections
- 129 misc. inspections
- Total inspections provided: 3,708
- 99% of inspections were provided within 24 hours of request

Permit Center staff:

- Assisted 4,128 customers
- Issued 458 building permits
- Reviewed 155 plans

# LBDS News & Updates



## DLBA HOSTS 6TH ANNUAL STATE OF THE DOWNTOWN ADDRESS

You're invited to the 6th Annual State of the Downtown: Where People and Place Connect. This annual signature event is hosted by the Downtown Long Beach Associates to celebrate the accomplishments of the Downtown in the previous year, and to reflect on significant issues faced by the business community. This year, instead of a keynote, the Downtown creative community will tell in their own words what is great about Downtown Long Beach. The event is free and will be at the Laugh Factory on Wednesday, November 11 at 6:30 p.m. Light appetizers will be provided, and the doors open at 6:00 p.m. Don't miss performances by your favorite theatre groups. Mark your calendars, because you will want to be there! Visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org) for more information.



## BIXBY KNOLLS CONCERT SERIES COMES TO THE EXPO

Music will again be filling the air at the Expo. The Bixby Knolls Concert Series will host a live performance of the traditional Irish music group Sligo Rags on Friday, November 13 at 8:00 p.m. The Expo is located at 4321 Atlantic Avenue. More details to be announced soon. For more information, visit [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com).



## RDA APPOINTS NEW NORTH REDEVELOPMENT PROJECT OFFICER

Congratulations to Tony Foster on his recent appointment as the Redevelopment Agency's North Long Beach Project Officer. Tony began his redevelopment career at the Portland Development Commission after graduating law school in Oregon. He also worked as a redevelopment project manager in both Corona and Inglewood, and worked nearly 10 years as an economic consultant managing a variety of transactional and litigation projects in the public and private sectors. He has used his legal and economic background to negotiate and manage several large-scale redevelopment and affordable

housing projects. A lifelong resident of Long Beach, Tony also brings a personal understanding of the community to the position.



## ARTIST TRANSFORMS UTILITY BOX ON ATLANTIC

The RDA and Bixby Knolls Business Improvement Association have partnered to transform utility boxes in North Long Beach with artwork depicting the area's history. Local artist John Culqui's newest work on the corner of Atlantic Avenue and San Antonio Drive is titled "Welch's" to commemorate this site of the former family restaurant. There are plans to transform more utility boxes throughout the city with similar historical scenes such as Rancho Los Cerritos, and the Town and Crest theaters, in the near future.

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)

# LBDS News & Updates



## DOWNTOWN LONG BEACH TRANSFORMED INTO A 24/7 ART WALK

The RDA and Phantom Galleries are partnering to transform Downtown Long Beach into a 24/7 Art Walk. The Art Walk will be enhanced by a state-of-the-art audio component: visitors will be able to participate in a self-guided tour of exhibits guided by maps available at the galleries and on their cell phones. By dialing an

assigned number, viewers will be able to hear about the art they are seeing with an informative message from the exhibiting artist or curator. These recordings will also be available online. Exhibits will be spread throughout downtown along Pine Avenue, 3rd Street, and the Pike, with new locations to be added later this month. Throughout December and the holiday season, each exhibit space will host light-based installations to bring a festive mood to Long Beach. For more information, visit [www.DowntownLongBeachArtWalk.com](http://www.DowntownLongBeachArtWalk.com).



## UPCOMING LONG BEACH 2030 COMMUNITY MEETINGS

Community meetings are being set up for January and February 2010 to present the latest information on Long Beach 2030, the General Plan Update project, including overall policies and neighborhood strategies for your area. If you are interested in a presentation to your group, please contact Steve Gerhardt at (562) 570-6288 or at [Steve.Gerhardt@LongBeach.gov](mailto:Steve.Gerhardt@LongBeach.gov). Visit [www.lbds.info/planning/advance\\_planning/lb\\_2030](http://www.lbds.info/planning/advance_planning/lb_2030) for more information.



## COUNCILMEMBER ANDREWS AND RDA CELEBRATE POLY HIGH INTERSECTION IMPROVEMENTS WITH STUDENTS ON MAKE A DIFFERENCE DAY

The RDA and Councilmember Dee Andrews, 6th District, joined Poly High School students and staff in celebrating recently completed intersection improvements while kicking off neighborhood clean-up efforts on national Make A Difference Day. The RDA removed a blighted

gas station to clear land for open space to serve as a gateway for Poly High School. The space incorporates sustainable principles such as the use of native drought-tolerant landscaping and recycled concrete, and new street trees. A right turn lane was created to alleviate traffic congestion at the busy intersection, and a school parking lot was improved. The corner now stands as a beautiful and ecological landmark for Poly High School.

Downtown Long Beach Art Walk participating galleries are located at:

### The Pike

- 81 Pine Avenue
- 21 Aquarium Way
- 24 Aquarium Way
- 150 Aquarium Way

### The Promenade

- 170 N. Promenade

### East 3rd Street

- 390 E. 3rd Street
- 350 E. 3rd Street
- 346 E. 3rd Street
- 344 E. 3rd Street
- 342 E. 3rd Street
- 340 E. 3rd Street
- 122 E. 3rd Street
- 106 E. 3rd Street
- 104 E. 3rd Street

### Pine Avenue

- 309 Pine Avenue
- 257 Pine Avenue
- 248 Pine Avenue

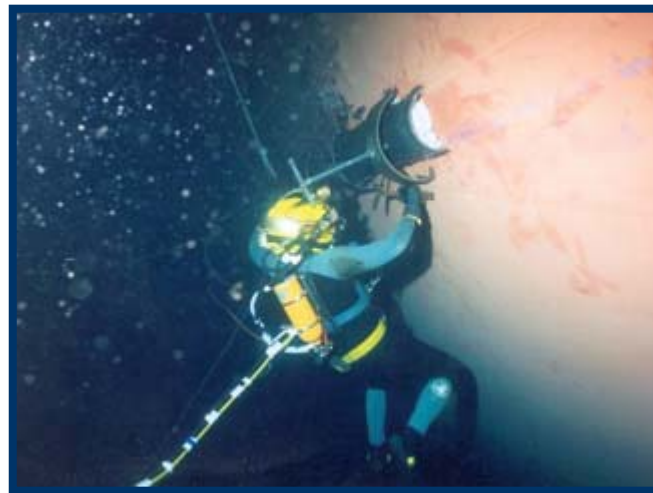
## Westside Business Expands: Parker Diving Service

### Facts about the West Long Beach Industrial Redevelopment Project Area:

- Adopted on July 1, 1975
- Bounded by Pacific Coast Highway, Seaside Boulevard and Ocean Boulevard, the Los Angeles County Flood Control Channel, and the Long Beach City Boundary
- Consists of approximately 1,368 acres

In 2004, the Redevelopment Agency facilitated the relocation of Parker Diving Service, Inc. to a site in the West Long Beach Industrial Project Area and since then, the company has enjoyed a continuous increase in business. They have grown so much in fact, that they now need more space for their operations.

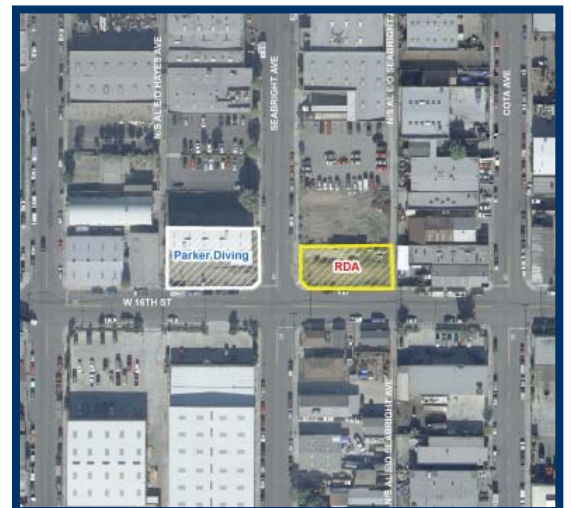
Parker Diving Service is the oldest continually operating diving service in California. They have served the Ports of Long Beach and Los Angeles since 1945, and they currently hold the general diving services contract for the Port of Long Beach. They employ highly experienced diver-technician teams for underwater surveys, inspections, damage assessments,



repairs, maintenance, construction projects, and remediation of hazardous materials. The company has served many local government agencies including the cities of Anaheim, Hermosa Beach, Ventura, the Orange County Sanitation District, Los Angeles Department of Water & Power, and the State of California Department of Parks and Recreation. They've also built an impressive reputation for excellence and safety, going 59 years with no serious accidents.

Last month, the RDA approved an Owner Participation Agreement with Parker Diving Service for the sale and development of property next to the business. The company purchased the property to construct a 5,000-square-foot warehouse and office space with on-site parking, which will ultimately lead to the creation of at least 8 new jobs in the Westside. The extra space allows the business to continue to grow and contribute to the local community. This project is an example of the RDA's commitment to fostering economic development activities throughout the City.

By facilitating local businesses expansion needs through the resale of non-conforming and underutilized parcels of land, together we are building a better Long Beach.



# Project Planning

## NEW Applications - Filed in October

### 1st District

#### Oregon Avenue (between W. Anaheim Street and W. 12th Street)

Street Name Change of a portion of Oregon Avenue to "West Coast Choppers Place."

#### Planning Commission Public Hearing

Contact: Jeff Winklepleck

#### 223 Daisy Avenue

General Plan Conformity Finding to vacate public rights-of-way on the proposed site of a new regional courthouse.

#### Planning Commission Public Hearing

Contact: Mark Hungerford

### 2nd District

#### 100 Aquarium Way

Conceptual Site Plan Review for a proposed 22,110 square foot auditorium addition and roughly 3,000 square foot interior remodel at the Aquarium of the Pacific.

#### Staff Site Plan Review

Contact: Scott Kinsey

#### 250 Pacific Avenue

Site Plan Review for the conversion of an existing movie theater into 74 residential units.

#### Planning Commission Public Hearing

Contact: Scott Kinsey

### 3rd District

#### 150 Santa Ana Avenue

Standards Variance and Local Coastal Development Permit requests to build a new two-story single-family home with a roof eave projection into the required side yard setback.

#### Zoning Administrator Public Hearing

Contact: Jorge Ramirez

### 4th District

#### 2266 E. 15th Street

Standards Variance requests to retain nonconforming rights following the demolition of a third unit and the allowance of a living space addition within the required side yard setback.

#### Zoning Administrator Public Hearing

Contact: Jorge Ramirez

#### 1433 Orizaba Avenue

General Plan Conformity Finding to vacate an alley as part of the Orizaba Park Expansion project.

#### Planning Commission Public Hearing

Contact: Mark Hungerford

### 5th District

#### 7002 E. Willow Street

Site Plan Review for the addition of wireless telecommunication panel antennas and microwave dishes to an existing 108'-tall Southern California Edison transmission pole.

#### Staff Site Plan Review

Contact: Cuentin Jackson

### 7th District

#### 2101 E. Carson Street

Site Plan Review for the addition of wireless telecommunication panel antennas and microwave dishes on the roof of a self-storage facility.

#### Staff Site Plan Review

Contact: Cuentin Jackson

### CONTACT

#### INFORMATION:

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# Scheduled Public Meetings in November

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.

## ***Redevelopment Agency Board - Monday, November 2, 2009***

- Approve and authorize the construction of certain public improvements with redevelopment funds
- Approve and authorize a Reimbursement Agreement with Paramount Petroleum in the amount of \$370,000 plus a contingency of \$50,000 for landscape improvements to the corner of Paramount and Artesia Boulevards
- Approve and authorize a First Amendment to the Design Build Contract with ValleyCrest Landscape Development, Inc. to increase the contract by an amount not to exceed \$960,000
- Approve and authorize a Purchase and Sale Agreement for the acquisition of a portion of the alley located at 6640 Cerritos Avenue related to the proposed Fire Station 12
- Approve and authorize a Lease with the City of Long Beach for the use of 5641 Atlantic Avenue

***Next meeting Monday, November 16 at 9:00 a.m.***

## ***Planning Commission - Thursday, November 5, 2009***

**Please note the November 5 meeting will be held in the 3rd Floor Large Conference Room in City Hall at 5:00 p.m.**

### **Study Session: California Environmental Quality Act (CEQA)**

Presentation on the consideration of environmental factors in project planning and decision making, and an overview of the policies and procedures that go into analysis and identification of the potential environmental effects of proposed projects.

*Contact: Jill Griffiths*

### ***1st District: 433 Pine Avenue***

### **Oregon Avenue (between W. Anaheim Street and W. 12th Street)**

Street Name Change of a portion of Oregon Avenue to "West Coast Choppers Place."

*Contact: Jeff Winklepleck*

***Next meeting Thursday, November 19 at 5:00 p.m.***

## ***Zoning Administrator - Monday, November 9, 2009***

### ***3rd District: 3120 E. Mariquita Street***

Standards Variance request for a 450 square foot addition (instead of a maximum 250 square feet) to a single-family home.

*Contact: Lynette Ferenczy*

### ***9th District: 1709 E. 68th Street***

Lot Line Adjustment to reconfigure an East-West lot line between two properties improved with single-family homes.

*Contact: Jeff Winklepleck*

***Next meeting Monday, November 23 at 2:00 p.m.***

## ***Cultural Heritage Commission - Monday, November 9, 2009***

### **Gaytonia (Landmark)**

### **212 Quincy Avenue**

Certificate of Appropriateness request to install a rooftop wireless telecommunications facility atop the landmark Gaytonia building.

*Contact: Lynette Ferenczy*

***Next meeting Monday, December 14 at 5:30 p.m.***

