



# Building A Better Long Beach

**Item 3**

June 16, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve and authorize the Executive Director to enter into an agreement with the Bixby Knolls Business Improvement Association for the beautification and promotion of Atlantic Avenue and Long Beach Boulevard in an amount not to exceed \$75,000. (North – District 8)

## DISCUSSION

To further develop and market opportunities within Bixby Knolls, staff has sought the assistance of the Bixby Knolls Business Improvement Association (BK BIA). One key objective of the Long Beach Redevelopment Agency (Agency) is the improvement of business corridors. BK BIA represents the business assessment district within Bixby Knolls that includes sections of both Atlantic Avenue and Long Beach Boulevard (Exhibit A – Map). BK BIA has identified a number of small-scale projects that will help activate and promote opportunities within the district, with a focus on retail. Ideas include murals, light pole banners, parkway gardens, artwork in empty store fronts, student art projects, attracting art galleries, and creating a promotional website.

To facilitate the projects, staff is recommending the Agency authorize the Executive Director to initiate an agreement based on the attached scope of work (Exhibit B). All work will be managed by the BK BIA and funded out of the North Project Area budget.

## SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

CRAIG BECK  
EXECUTIVE DIRECTOR

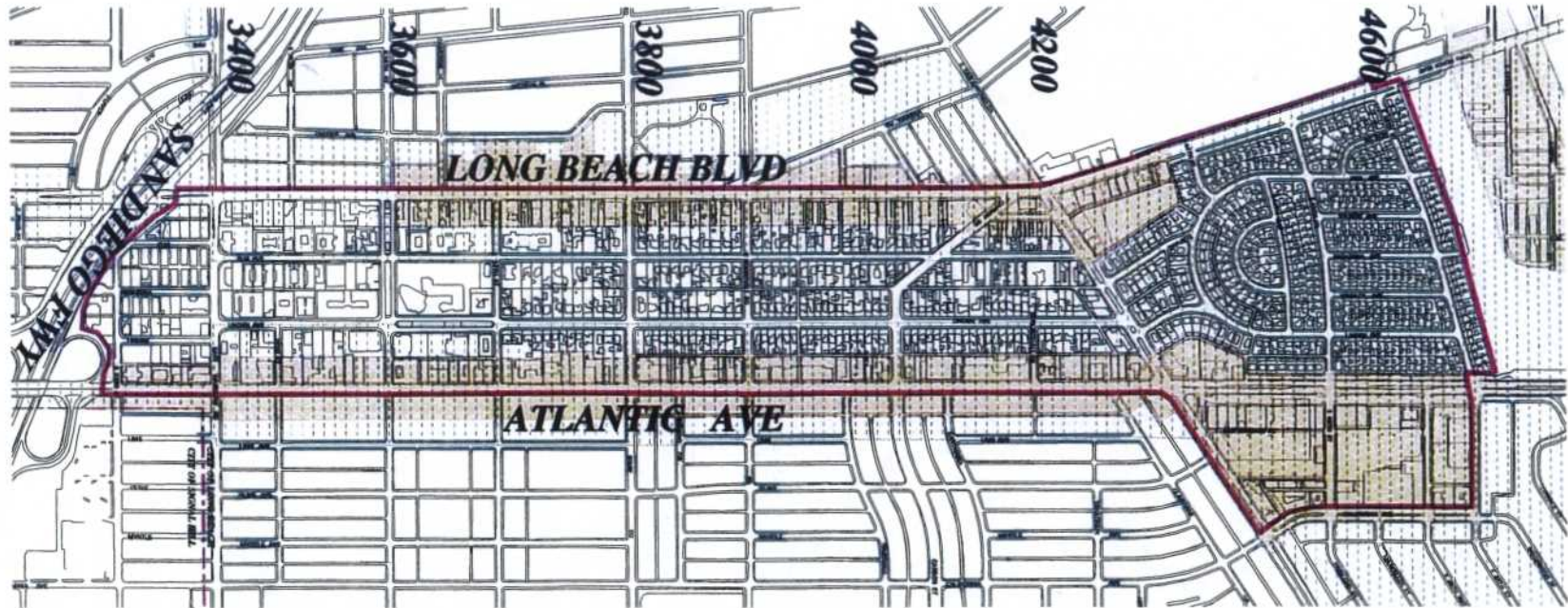
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Attachment: Exhibit A – Map  
Exhibit B – Scope of Work

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**CITY OF LONG BEACH  
BIXBY KNOLLS BUSINESS  
IMPROVEMENT AREA**



- ENTERPRISE ZONE
- BIXBY IMPROVEMENT AREA
- NORTH REDEVELOPMENT AREA



## Bixby Knolls Business Improvement Association

### Scope of Work

To provide for improvement and marketing programs that promote the business district, the following activities are proposed:

- **Banners** -- New, bold, clearly marked "Bixby Knolls" banners hung from all light poles from Wardlow to San Antonio would help to frame the street and provide a designation for the district. **Estimate: \$30,000**
- **Art Windows** – Art for empty storefronts and/or existing empty window displays. This project would go towards printing of posters, window upkeep and insurance. The BIA would work with landlords and business owners to create galleries on the street. Also, there are "display" windows on Atlantic that the BKBIA would like to fill with artwork (posters, photos, or sculpture), including the window at 3636 Atlantic (former Victor's building). This added art component would make the street appear to be more vibrant and active as we are attracting new businesses to the district. **Estimate: \$3,500**
- **Student Art Project: "Eye Am I"** – The project involves students from a local high school to paint on large canvases to interpret specific music selections during the process. The students are photographed while painting the pictures to document the process. The paintings would then become an exhibit that could be used in an empty storefront. **Estimated: \$2,500**
- **Mural** – Similar to the California Heights mural, Bixby Knolls could commission a mural by Art Mortimer that clearly defines this area of Long Beach to add another component of the branding. **Estimate: \$5,000**
- **Parkway Garden** -- Transform the current gravel space on Carson west of Atlantic (adjacent to Panda Garden) into a "parkway garden" with trees, benches and public art. This intersection is one of the main gateways into Bixby Knolls and the project would add value to the neighborhood. **Estimate: \$10,000**
- **Marketing** - The BKBIA will seek a monthly advertising program to promote businesses and events in the business district. Some ideas include attracting residents to visit unique venues such as Elise's Tea Room, THOR Antiques, Jammin' Music. Also, doing better outreach for First Friday event. **Estimate: \$6,000.**
- **Website** – Create an updated interactive website to promote retail and event opportunities within the district. **Estimate: \$18,000**