



# CITY OF LONG BEACH

**C-9**

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

May 6, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Approve the Neighborhood Partners Program funding recommendations to support seven neighborhood beautification and improvement projects in the amount of \$30,271. (Districts 1, 2, 4, 6, and 7)

## DISCUSSION

The Neighborhood Partners Program (NPP) is offered by the Department of Community Development's Neighborhood Services Bureau to assist neighborhood/community groups within designated Community Development Block Grant (CDBG) target zones to support neighborhood beautification and improvement projects. Eligible groups must be formally established organizations with designated officers, membership rosters, and a history of neighborhood involvement. The NPP provides matching grants of up to \$5,000 in goods and services to accomplish approved projects. The match provided by the applicant must be equal to at least 50 percent of the total project cost and may be supplied in the form of cash, goods and services, and volunteer work hours. (Volunteer work hours may not be the sole match.)

Notices of funding availability were sent to over 400 community groups and neighborhood associations within the CDBG target zones on January 28, 2008. Seven proposals were received in the competition for funds. A special committee of the Community Development Advisory Commission (CDAC) reviewed and ranked each application based upon pre-established criteria that emphasized positive neighborhood improvement projects.

At its April 16, 2008 meeting, a majority of the CDAC members voted to recommend all seven proposals for funding. A summary of the applications received and funding requests/recommendations is attached. The recommended funding level is \$30,271.

This item was reviewed by Deputy City Attorney Richard Anthony on April 14, 2008 and by Budget Management Officer Victoria Bell on April 16, 2008.

## TIMING CONSIDERATIONS

Council action on this matter is not time critical.

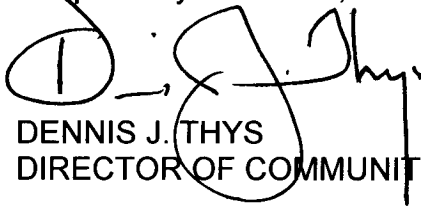
FISCAL IMPACT

Sufficient funds to support the Neighborhood Partners Program have been budgeted in the FY 08 Community Development Grants Fund (SR 150) in the Department of Community Development (CD). There is no impact on the General Fund.

SUGGESTED ACTION:

Approve recommendation

Respectfully submitted,



DENNIS J. THYS  
DIRECTOR OF COMMUNITY DEVELOPMENT

DJT/jo  
Neighborhood Partners Program - Version 3.doc  
Attachments

APPROVED:



PATRICK H. WEST  
CITY MANAGER

**NEIGHBORHOOD PARTNERS PROGRAM – FUNDING RECOMMENDATIONS**  
**Fiscal Year: 2007-2008 Round 1**

as approved by the Community Development Advisory Commission on April 16, 2008

<b>Association Name</b>	<b>Project Location</b>	<b>Project Description</b>	<b>\$ Requested</b>	<b>\$ Approved</b>	<b>CD</b>
1300 Block E Broadway Neighborhood Watch Group 1312 E. Broadway Long Beach, CA 90802	1300 Block Broadway	Plant Trees along both side of the 1300 Block of East Broadway	\$5,000.00	\$5,000.00	2
Cambodian Town Inc 1635 E. Anaheim Street Long Beach, CA 90813	Anaheim Street, between Atlantic Avenue and Junipero Avenue	Place 20 street banners along south/north sides of Anaheim Street	\$4,720.00	\$4,720.00	4&6
Long Beach Poly & ACACIA Club 1600 Atlantic Avenue Long Beach, CA 90813	1600 Atlantic Ave	Plant bushes and vines along fences and install a sprinkler system	\$3,489.35	\$3,489.35	6
Long Beach Heritage P.O. Box 92521 Long Beach, CA 90815	953 Park Circle	Restoration of all the medallions on the Bembridge House and the Carriage House	\$5,000.00	\$5,000.00	1
West End Community Association (WECA) P.O. Box 32953 Long Beach, CA 90832	Cesar Chavez Park	Resurface park table with artistic tile	\$5,000.00	\$5,000.00	1
Wrigley Area Neighborhood Association (WANA) P. O. Box 6370 Long Beach, CA 90806	Daisy Avenue in the center median	Purchase 200 strands of LED lights for the trees along Daisy Avenue – Christmas Tree Lane	\$4,987.48	\$4,987.48	6&7
Wrigley Area Neighborhood Association (WANA) P. O. Box 6370 Long Beach, CA 90806	N/A	Create a website for the Wrigley Area Neighborhood Association	\$2,075.00	\$2,075.00	6&7
<b>TOTAL FUNDING (7): \$30,271.83</b>					

# Neighborhood Partners Program Project Descriptions

**1300 Block E Broadway Neighborhood Watch Group:** The 1300 block of East Broadway Neighborhood Watch Group is endeavoring to enhance our block and make it more attractive to the residence and business proprietors who live and work in our immediate community, as well as those who pass through the busy Broadway corridor. Our block is currently void of trees and lacking greenery and color.

Project components include saw cutting five, new 3'x3' tree wells on the north side and seven, 3'x3' tree wells on the south side of the street. Planting a total of sixteen street trees, surrounded by a flowering ground cover, in the new and existing wells.

The trees we have chosen, Australian Willow (*Geijera Parvifolia*) is approved by the City of Long Beach and is highly recommended by the California Invasive Plant Council because of its low maintenance and very good cultural adaptability to urban spaces. Root, pest and disease problems are of no concern, this is an excellent street tree. Planting six evergreen small flowering shrubs in the small grassy strips that do exist on the block.

The shrub *Coleonema Diosma*, is known as one of the best drought tolerant shrubs, with evergreen foliage and small flowers. This shrub enjoys warm sunny spots. This project is bringing the neighbors of our community together.

The residents and business owners are not only excited about this project, and the new look of our living environment, but have shown enthusiasm by donating their goods and services to make this project a success.

**Cambodian Town Inc:** Cambodian Town is located on Anaheim St, between Junipero and Atlantic Blvd. The streetscape of this corridor is rather dull and grey. We feel that it is currently a far reach from its potential. In our efforts to improve the image of the corridor, we would like to have approximately 40 banners displayed along the north and south sides of Anaheim St. They are to be affixed to the light poles. The banners will display artwork by local artists with the phrase, "Welcome to Cambodian Town". These banners are to be displayed during special events to help promote the area, to add appeal, to attract and guide visitors into Cambodian Town. Banners are currently being used to promote the downtown districts of Long Beach and special events such as the Toyota Grand Prix. They have proven to be very effective in promoting and advertising and we would like to apply them in efforts to promote Cambodian Town.

**Long Beach Poly & ACACIA Club:** Long Beach Polytechnic High School, or Poly High, is Long Beach City's oldest and most critically acclaimed school with high awards in the music, academic, and sports departments. Poly High was built to house 2,900 students when in fact, there are 4,700 students currently attending. To better the learning environment and give back to this school, Poly High's Acacia Club, along with two other Poly High clubs, will be planting a combination of day lilies (*hemerocallis*) and green-leaved euryops (*euryops pectinatus viridis*) in front of the school and Poly's natatorium buildings as well as star jasmine vines along Poly's baseball field's fence. We will also install a new water sprinkler system for the said plants. We hope that this proposed beautification project will enhance and enable the students of Polytechnic

High School as well as the surrounding homes to make a better, more productive, and healthier learning environment.

**Long Beach Heritage:** This project involves the reconstruction of the two medallions on the Bembridge House and the Carriage House. Last year, we had the Bembridge House painted, but due to the extreme deterioration of the medallion, we were not able to have it painted at that time. This medallion will need to be reconstructed and replaced. The medallion on the Carriage House fell off last year and broke into many pieces. This also needs to be reconstructed and replaced. These medallions add a great deal to the unique look of the property and we feel must be replaced in order to preserve the historic significance of the Bembridge House and Carriage House.

David Parsons is an artist and teaches sculpturing at U.C. Dominguez. He also owns and teaches at Summer Studios Arts Academy.

**West End Community Association (WECA):** The goal of the project is to continue to provide an anti-graffiti atmosphere that includes previous projects with the long-term goal of fostering community and cultural pride.

This particular project will involve the re-fitting of an existing picnic table at Chavez Park with custom ceramic tile designed to give the illusion that the table is set with what would be a traditional 4<sup>th</sup> of July picnic in the park.

**Wrigley Area Neighborhood Association (WANA):** The proposed project is for the purchase of 200 strings of energy efficient LED lights to be placed on twenty-four trees in four median blocks that is home to the annual Daisy Avenue Christmas Tree Lane (CTL) event. WANA is the steward of this annual event which brings over 5,000 residents and visitors from all over the Wrigley neighborhood to celebrate community, goodwill and childhood whimsy starting on the second Saturday in December and ending on the first of January. For many families, it is one of the few holiday activities that is not commercialized and promotes quality family time. Locals walk to a parade and entertainment nights while cars circle the median to view the magnificently decorated fir trees and miniature Christmas displays maintained by WANA volunteers on City-owned property. Children in the cars are greeted by Santa himself during weekend evening hours and given a candy cane.

The CTL tradition began in 1954 as the brainchild of Daisy Avenue resident Gertrude Whittle. Ms. Whittle was able to persuade the Long Beach City Council to decorate the grassy median on Daisy Avenue between Pacific Coast Highway and Hill Street with an English Village and Santa's headquarters. Twenty-four fir trees were planted and decorated with lights. Soon after, many Daisy Avenue residents began decorating their homes and Daisy Lane was born as we now know it!

When it became necessary for the City to tighten its belt after the passage of Proposition 13 in the 1970s, the spirit of the CTL almost died. In 1988, a neighborhood group organized a County Fair to raise money to buy new tree lights. Those lights are at the end of their useful life and were not energy efficient. WANA advocates using strings of energy efficient LED lights because they will significantly decrease the wattage of the bulb thereby reducing the City's costs for electricity to light them.

**Wrigley Area Neighborhood Association (WANA):** The proposed web design project will address one of the major problems encountered by neighborhood groups, namely archiving and accessing important documents and improving recordkeeping.

The interactive website will have a contemporary look and features that will appeal to technosavvy residents. Many younger people who have moved into the neighborhood are interested in participating in neighborhood activities and voicing their opinions, but don't have the time to attend traditional monthly meeting. In this era of technology, this website will enable viewers, at their convenience, quick access to what's happening in Wrigley and will also serve as a model for other neighborhood organizations.

The website will be the means for rapid access to important legal papers such as the Articles of Incorporation, Bylaws, Minutes, Statement of Information filings, annual reports to the Charitable Trust Registry and historical documents and photographs chronicling WANA's achievements. Portfoliolab, the preferred web design firm, will use a proprietary dynamic portal generation application at lower monthly hosting fee and those offered through other avenues and more control by WANA, the domain owner. All third party applications (photo album, calendar and blog) will be managed by WANA volunteers. Administrative access rights will be set up to allow the WANA volunteer webmaster to add, edit and/or remove content/pictures with ease.

Features on the website will include:

- Biographies, contact information and photographs of Board Members
- Acknowledgement of Sponsors (community leaders, corporations and other major donors of goods and services such as the Neighborhood Resource Center and the City of Long Beach)
- History of activities and accomplishments with photos
- Membership and volunteer applications forms
- Dates and locations of upcoming events
- Information for a "Meet Your Neighbors section
- Blog
- On-line processing of donation/membership subscription through PayPal
- Domain-specific email address
- Links to sites including local governments, sponsors, and organizations