



Building A Better Long Beach

April 19, 2010

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to purchase decorative streetscape lights and poles from South Coast Lighting & Design for \$533,253.30 for the streetscape improvement project on Long Beach Boulevard, from Del Amo Boulevard to 56th Street. (North – District 8)

DISCUSSION

For over a decade, the North Long Beach community, Redevelopment Agency (Agency) staff, and the Department of Public Works have worked together to identify opportunities for streetscape improvements along major corridors to enhance the unique identity, attractiveness and livability of North Long Beach. These opportunities were identified in the North Long Beach Strategic Guide for Redevelopment and the North Long Beach Street Enhancement Master Plan (Master Plan) adopted by the Agency on August 12, 2002.

A primary recommendation from the Master Plan was to restore the historic core of North Long Beach known today as Virginia Village (Exhibit A). Specifically, a proposed streetscape enhancement of Long Beach Boulevard between 53rd Street and 56th Street will add decorative street lights and poles that promote the unique historic streetscape character of Virginia Village. Additional proposed enhancements to Long Beach Boulevard, from Del Amo Boulevard to 56th Street, include street surface reconstruction; decorative crosswalk pavers; new concrete sidewalks; street trees; new bus shelters; new raised, landscaped medians; and a one-way traffic couplet.

Agency staff recommends the purchase of 81 decorative pedestrian or street poles, bases, arms and fixtures as part of the proposed streetscape improvement project (Exhibit B). The Specifications, prepared by RBF Consulting, were advertised for bid on February 22, 2010. Three bids were received. South Coast Lighting & Design, a California company, was the lowest bidder with a bid of \$533,253.30. The decorative street lights and poles can require up to three months of lead time to manufacture and deliver. Construction of this proposed streetscape improvement project is scheduled to begin late July 2010.

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The Agency and City Council made the necessary findings of benefit for the Long Beach Boulevard streetscape improvement project as required by California Redevelopment Law on September 12, 2005, and November 1, 2005, respectively.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



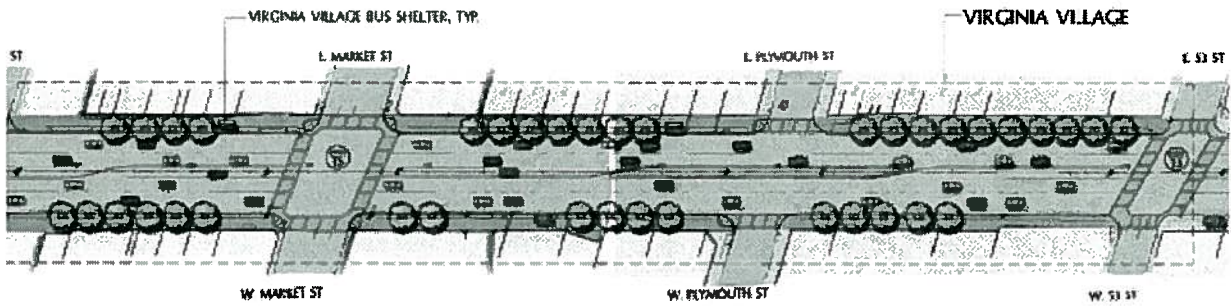
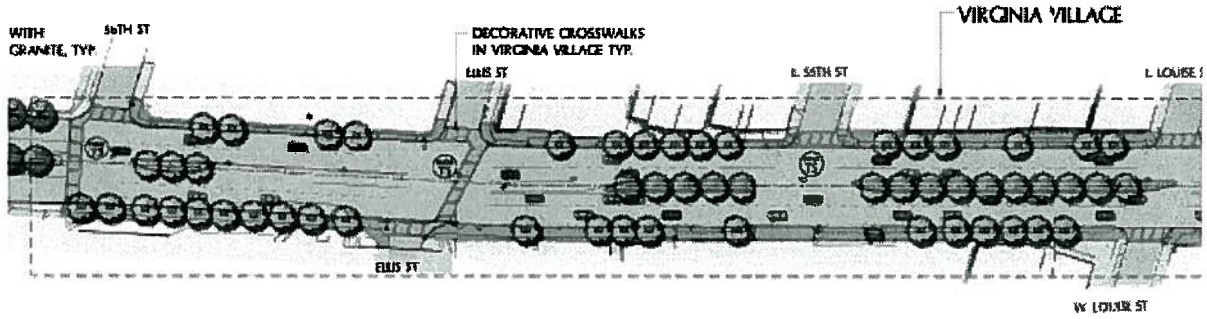
AMY J. BODEK
EXECUTIVE DIRECTOR

AJB:LAF:TF:th

Attachments: Exhibit A – Site Map
Exhibit B – Poles, Bases, Arms & Fixtures for Virginia Village

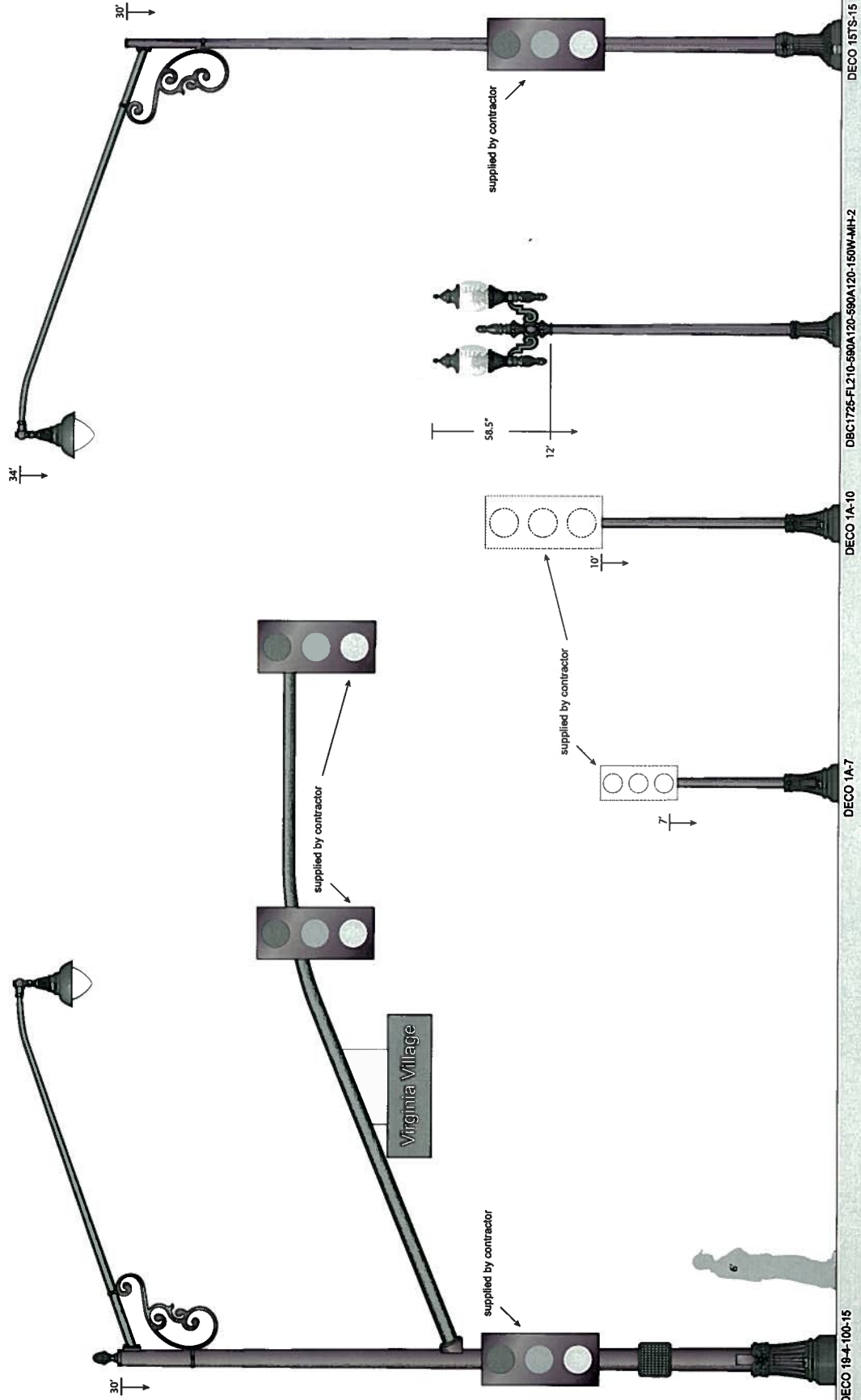
Exhibit "A"

Long Beach Boulevard, from Del Amo Boulevard to 56th Street
Site Map



VIRGINIA VILLAGE - CITY OF LONG BEACH

Exhibit "B"



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