

North Long Beach Corridor Investments

North Village

(Atlantic Avenue - Del Amo Blvd. to 60th Street)

Total Public Investment: \$30.7 Million

Acquisition: \$17.9 Million

(FY2005 - FY2013)



North Village

One key objective of the Redevelopment Agency is to support the revitalization of commercial sites and to improve commercial corridors in the North Long Beach Redevelopment Project Area. The four-block area along Atlantic Avenue between 56th and 59th Streets has been identified in the North Long Beach Strategic Guide for Redevelopment for potential new development related to the creation of a strong neighborhood and pedestrian-oriented Village Center. This also featured the demolition of the City's last adult book store and theater on the student path to Jordan High School.

1. North Village Center

(Atlantic Avenue between South & 60th Streets)

The primary proposed project features a 6.3-acre mixed-use Village Center with multi-family housing, commercial retail, and a public library and community center. The maximum building envelope includes up to 61 residential units; 36,000 sq. ft. of commercial retail space, including restaurant space; and a public library and community center totaling approximately 30,000 sq. ft.

- Acquisition & Relocation: \$14 Million

North Neighborhood Library

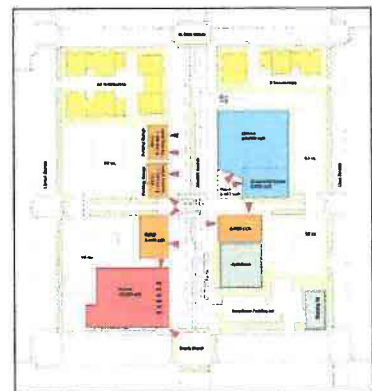
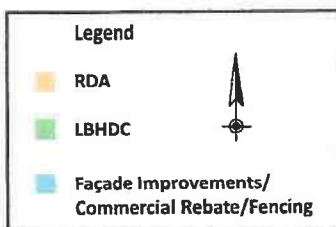
The proposed project is a 20,000-24,000 sq. ft. building comprised of a 16,000-18,000 sq. ft. library and 4,000-6,000 sq. ft. of community meeting space. The project includes parking to meet appropriate requirements for the public use of the 50,000 sq. ft. site in compliance with applicable building codes. The new library will accommodate a collection of 70,000 books and media items and 10,000 digital books. It will have 200 reader seats, 48 public access computers and laptop, tablet, and e-book plug-ins at 30 tables. The community meeting space will have a total capacity of 200 seats.

- Investment: \$8 Million (American Reinvestment & Recovery Act)

2. Retail (5564, 5616-5618, 5641-5643, 5645, 5647-5649, 5661, 5701-5705 Atlantic Avenue)

In an effort to support the revitalization of commercial sites along the North Village area, the Agency focused on numerous adjacent parcels of land to be used for neighborhood-serving retail. Though the average parcel site is 4,100 square feet, the varying sizes of the area's commercial buildings make this area an attractive location for businesses of all types.

- Acquisition & Relocation: \$3.9 Million



North Village Center Master Plan



HISTORICAL PERSPECTIVE

In the early 1990's the LA Riots hit the challenged areas of town. That event changed North Long Beach forever. We experienced a major loss of business, notably grocery stores and financial services, loss of jobs, decline in our quality of life, and a significant change in demographics creating a new community dynamic.

In 1996, the North Project Area was formed to address these and other blighting impacts. We focused on improving our corridors, adding parks, improving store fronts, addressing city infrastructure, public facilities, open space and improved housing. Improvements were identified in all but one council district. The North Project Area generated \$10s of millions of dollars making improvements throughout the city:

- developed Manila Tract with multi-million dollar homes near PCH north of 2;
- funded improvements along the shore to support the Maya Hotel,
- tens of millions of dollars was invested on behalf of the City in street and sidewalk improvements along our major corridors, parks were built, police stations in north and east developed and fire station 12.
- Redevelopment funds literally paved the way along the Atlantic Corridor for the improvements in Bixby Knolls that, along with mastery of Blair Cohn, have created a thriving business corridor that 15 years before had virtually no activity.

I bring this up because of the importance of the location of the subject business to all of our planning efforts and the priority this area has with the community of North Long Beach.

The North Long Beach Strategic Guide for Redevelopment determined we needed to create the "heart" of North Long Beach which would be the a North Village Center strategically located at Atlantic and South Street where the subject property has served as a gas station since 1968.

So important was this heart that there was extensive discussion for years about relocating the gas station in question and Auto Zone each occupying two of the most important corners of this intersection which proved to be too expensive.

The City's Corridor Investment Projects (1980-2012) were outlined stating that the four block area between 56th and 59th Streets on Atlantic, bisected right in the middle by South Street, has been identified in the North Long Beach Strategic Guide for Redevelopment for potential new development related to the creation of a strong neighborhood and pedestrian-oriented Village Center.

After four years of waiting to move forward, due to the elimination of redevelopment, the Long Range Property Management Plan was recently approved by the state allowing us to begin one of the most important developments our Strategic Plan and numerous planning efforts created Uptown.

ABC License 5740 Atlantic, Long Beach 90805

FACTS

On January 15 the Planning Commission approved the Conditional Use Permit (CUP) request to allow the sale of beer and wine for off-site consumption (type 20 license) at 5740 Atlantic Avenue, a two canopy gas station with a 1,700 square foot convenience store, within the Commercial Neighborhood Pedestrian (CNP) district. The subject property, a gas station, has been running successfully at the busy intersection of Atlantic and South since 1968. The mini mart has been in place since 2000. The lot is small and does not allow for a lot of parking. The primary reason patrons stop there is for gasoline, and maybe coffee, snack or necessities.

ISSUES

High Crime Area - The Planning staff report specifically states this is a high crime area though inquiries about specific or alcohol-related crimes were not answered as police were not available to testify. Specific incidents at this location may not have been reported, but adding alcohol has proven to change those statistics. (North Police Officers attending a community meeting estimated, in their personal experience, at least 80% to 90% of the crimes in North involve alcohol use.)

Proximity to other ABC licenses – the staff census tract map does not take into account uses across the street or within a block or two of this location. It does not consider the 12 existing markets that sell alcohol within 1/2 mile including: one .1 of a mile away at 494 E. South, one .2 miles away at 938 E. South, and 6 within .3 miles. In addition, there are two bars and two restaurants that serve alcohol within .3 miles (SuperMex is 210 ft away) (see list)

Proximity to sensitive uses include a church less than 500 feet way, schools, designated public areas – the new North Long Beach Library is within 500 ft of this location. The location sits on the SE corner of two highly traveled corridors (Atlantic Avenue and South Street) which are the primary path of travel to and from numerous schools and churches, and one major park (Houghton) which youth travel daily. There are major bus stops nearby where children congregate or pass.

The 9th District Council Office website on the subject states that 79% of students walk more than a mile to and from school and this location is on the way to Jordan High School, the only high school in the area. Once the North Library is built there will be more youth in the immediate area with greater frequency.

Liquor Store Modernization Program (North Long Beach) – an 8th and 9th council district initiative addresses neighborhood concerns related to the impacts of alcohol outlets in the community. The North Long Beach area has three times the density of alcohol-related uses of other areas of the city, other than Central, both of which have crime issues, low unemployment, youth issues of vandalism, graffiti, and lower graduation rates.

ABC License 5740 Atlantic, Long Beach 90805

Social problems, code enforcement issues and blight – quality of life issues must be placed ahead of profits. Additionally, North undoubtedly has a higher concentration of transitional (half-way or addiction recovery) housing and drug and alcohol treatment centers than other parts of the city. The area also has a high concentration of gangs, and gang-related crime.

There is nominal, if any community support for alcohol sales, at this location - A spokesperson at the Planning Commission meeting implied she had 300 neighbors supporting alcohol sales at this location. What she has - is overwhelming support to remove alcohol licenses from small, often problematic, stores within the neighborhoods, but that support does not extend to moving these alcohol licenses to locations where we know we already have too many particularly at an important corner designated to be our village center which will include open space and pedestrian uses.

ABC Licenses ½ mile or closer to 5740 Atlantic

Markets

- 1) South St Liquor, 494 E. South Street, .1 mi
- 2) Sohan Liquor Market Street, 938 E. South Street, .2 mi
- 3) La Bodega Mexicana #2, 5575 Atlantic Avenue, .3 mi
- 4) OK Liquor, 301 E. South Street, .3 mi
- 5) Lucky Liquor Market, 1045 E. South Street, .3 mi
- 6) La Bodega Mexicana #1, 6001 Atlantic Avenue, .3 mi
- 7) Party Time Liquor, 6031 Atlantic Avenue, .3 mi
- 8) Mr. C Wine & Beer, 5498 Linden Avenue, .3 mi
- 9) 7 Eleven Store, 6151 Atlantic Avenue, .4 mi
- 10) Pacific Liquor, 5280 Atlantic Avenue, .5 mi
- 11) Big Daddy, 5644 Dairy Street, .5 mi
- 12) Rose Liquor, 1201 E. South Street, .5 mi

Bars

- 1) Jesse's Bar, 5440 Atlantic Avenue, .4 mi
- 2) Northtown Tavern, 1048 E. South Street .3 mi

Restaurants

- 1) SuperMex, 5660 Atlantic Avenue, 210 ft
- 2) El Pollo Imperial, 5991 Atlantic Avenue, .3 mi

Grocery Stores / Pharmacy

- 1) CVS, 6000 Atlantic Avenue, .3 mi

Sensitive uses en route

Schools and Churches

- 1) Borner's Barber College, 5723 Atlantic Avenue, 272 ft
- 2) Calvary Chapel, 704 E South Street, 446 ft
- 3) Long Beach Dance Academy, 727 E South Street, .1 mi
- 4) Ministerio Bautista Logos, 901 E. South Street, .2 mi
- 5) SOCE School of Christian Education, 5505 Atlantic Avenue, .2 mi
- 6) True Church of God, 5518 Atlantic Avenue, .2 mi
- 7) United with Hope, 5600 Linden Avenue, 422-1635, .2 mi

ABC License 5740 Atlantic, Long Beach 90805

- 8) Church of Christ, 5909 Linden Avenue, .2 mi
- 9) United in Hope Methodist Church, 509 E 56th Street, .2 mi
- 10) God's Divine Center Holiness Deliverance Church, 525 55th Street, .3 mi
- 11) St. Athanasius Catholic School, 5369 Linden Avenue, .5 mi
- 12) SEA Charter School, 495 E. Market Street, 728-6683, .5 mi
- 13) Lindberg Middle School, 1022 E. Market Street, .6 mi
- 14) North Long Beach Christian Church, 1114 E. Market Street, .7 mi
- 15) Inglesia Christiana Templo Shalom, 1120 E. Market Street, .7 mi
- 16) Fun 2 Learn 5942 Orange, 428-8922, .7 mi
- 17) Kidz 'r' Us Community Child 1115 E. Market Street, 423-0333, .7mi
- 18) David Starr Jordan High School, 6500 Atlantic Avenue, 423-1471, .8 mi
- 19) Gethsemane Baptist Church, 6095 Orange, 422-4206, .8 mi
- 20) Harte Elementary School, 1671 E. Phillips, 428-0333, .9 mi

Other

- 1) Proposed North Library and public plaza and promenade, 5850 Atlantic Avenue, 472 ft
- 2) Bus stop at 5740 Atlantic Avenue – School children either catch the bus to head north, south, east or west of this area or they walk by it to go to school.
- 3) Houghton Park, 6301 Myrtle Avenue (skateboarding, sports, recreational activities for youth.)

I AM SIGNING BELOW TO SUPPORT THE APPEAL TO DENY THE PLANNING COMMISSION DECISION TO ALLOW A CONDITIONAL USE PERMIT (CUP) TO PERMIT THE SALE OF BEER AND WINE FOR OFF-SITE CONSUMPTION AT 5740 ATLANTIC (application 1409-13)

PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	<i>[Signature]</i>		
2	DELOENA DANIELS		
3	STAN THOMAS		
4	Pat Sa Jose		
5	Julia Brown		
6	Zackious Hope		
7	Angel Alvarez		
8	JUANITA FARRIST		
9	APRIL M GARDNER		
10	Michael Gilly		
11	Gabriel V. Luquin		
12	Rosy Sanchez		
13	EliSa Victoria		
14	Lawrence Mamata		
15	Thelma Scharkey		
16	Keith Oddie		
17	Joni Bicks-Oddie		
18	MYLAUNNA LEE		
19	Val Lerch		
20	Ralph Brink		
21	Kris De Jesus		
22	Jacquelyn ERVIN		
23	Maria E. Polanco		
24	Ricardo Polanco		
25	Nolia De Roche		

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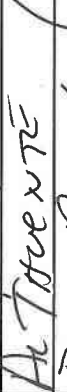

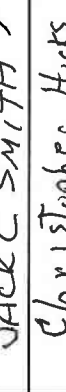










Long Beach 90805; Call: [Redacted] for questions

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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	SAMINA UC			
2	AA Araba			
3	SHERRY WILLIAMS			
4	CHRISTINA SUNDAR			
5	RAUL LAZARUS			
6	Maya Lazarus			
7	Tammara Hope			
8	Rosalia DeArmas			
9	Jerrville			
10	Laura Martinez			
11	Alex Martinez			
12	Minea Gonzalez			
13	Jennifer Martinez			
14	Michael Moore			
15	Dorlene Broom			
16	Rita Whisenant			
17	Paul Whisenant PA			
18	OTIS D HOGAN			
19	MICHAEL PUSIKAS			
20	CHRIS WILLIE			
21	Michael Sinaud			
22	Shilee Jackett			
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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	JAMES McWHORTER			
2	DAVE CUNNINGHAM			
3	DENNIS McHENRY			
4	VILLARUEL MARY			
5				
6	Jeremiah Altfermann			
7				
8	FRED & MARCIA NICAS			
9	Julian Cicco			
10	Val Lerch			
11	Martha Thwente			
12	AL TWEVTE			
13	Dan Bresnahan			
14	JACK C SMITH			
15	Christopher Hicks			
16	PHIL SAUMUR			
17	Gloria Bradley			
18	BEN DAUGHERTY			
19	Carl Kromminga			
20	Welda Gaytan			
21	John Williams			
22	TONY BENNISON			
23	Chris Nolan			
24	John Nolan			
25	CHARLES FOWLER			

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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	Glenn Coan	<i>[Signature]</i>		
2	Tanya Nelloms	<i>[Signature]</i>		
3	Anthony Nelloms	<i>[Signature]</i>		
4	Stephen Scandola	<i>[Signature]</i>		
5	Quincy [unclear]	<i>[Signature]</i>		
6	Linda Wilson	<i>[Signature]</i>		
7	JOHN SHELTON	<i>[Signature]</i>		
8	DEBRA SHELTON	<i>[Signature]</i>		
9	TERESA SHELTON	<i>[Signature]</i>		
10	Anrice Kennedy	<i>[Signature]</i>		
11	Don Kennedy	<i>[Signature]</i>		
12	Jeanette Chavez	<i>[Signature]</i>		
13	Laura Chavez	<i>[Signature]</i>		
14	Pat Dixon	<i>[Signature]</i>		
15	Roberto Gonzalez	<i>[Signature]</i>		
16	Jimmy Murray	<i>[Signature]</i>		
17	Shirley Murray	<i>[Signature]</i>		
18	LOUVENIA EVANS	<i>[Signature]</i>		
19	Brenda M Combs	<i>[Signature]</i>		
20	Roni Rainsdon	<i>[Signature]</i>		
21	WARREN YOUNG	<i>[Signature]</i>		
22	Manica Rodriguez Keller	<i>[Signature]</i>		
23	Ofevia Amezcua	<i>[Signature]</i>		
24	Irene Corona	<i>[Signature]</i>		
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PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1. <i>Debra Shelton</i>			
2. <i>JOE FORRE</i>			
3. <i>Bill James</i>			
4. <i>Steve Watts</i>			
5. <i>Shirley Mazie</i>			
6. <i>Rosemarie Marciel</i>			
7. <i>Michelle Smith</i>			
8. <i>Janette Sanders</i>			
9. <i>Veronica Craig</i>			
10. <i>Kerri Moberg</i>			
11. <i>BECKY RUSTWEN</i>			
12. <i>Kid Osborn</i>			
13. <i>Ralph Brooks</i>			
14. <i>E. THOR E ARLSON</i>			
15. <i>Cystal George</i>			
16. <i>Jane Kelleher</i>			
17. <i>GLORIA BRADLEY</i>			
18. <i>Elisabeth Kucharskas</i>			
19. <i>Heather Hays</i>			
20. <i>Linda Curry</i>			
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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	GENE SNYDER FAMILY	[Redacted]	[Redacted]	[Redacted]
2	Vivienne Spainin	[Redacted]	[Redacted]	lisy@com
3	Maribel Mireles	[Redacted]	[Redacted]	
4	Caylee So	[Redacted]	[Redacted]	
5	doris felix	[Redacted]	[Redacted]	
6	Jerry Caligurn	[Redacted]	[Redacted]	lisy
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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	Esmeralda Morales	<i>[Signature]</i>		
2	MARK MALBERT	<i>[Signature]</i>		
3	Brittany Bradrick	<i>[Signature]</i>		
4	Dominique Tuffe	<i>[Signature]</i>		
5	Azure Striksm	<i>[Signature]</i>		
6	Angela Schroeder	<i>[Signature]</i>		
7	CAREY SCHROEDER	<i>[Signature]</i>		
8	Gabriela Relloxo	<i>[Signature]</i>		
9	Sina Hernandez	<i>[Signature]</i>		
10	Angelina Ulloa	<i>[Signature]</i>		
11	Erika Heredia	<i>[Signature]</i>		
12	Donald Sledge	<i>[Signature]</i>		
13	Miguel Leyva	<i>[Signature]</i>		
14	Armand Klump	<i>[Signature]</i>		
15	Roberta Gayle	<i>[Signature]</i>		
16	Suecia Talsola	<i>[Signature]</i>		
17	Yolanda Giffen	<i>[Signature]</i>		
18	Windy Russell	<i>[Signature]</i>		
19	Renee Bertot	<i>[Signature]</i>		
20	Ale de G... <i>[Signature]</i>	<i>[Signature]</i>		
21	Joe Ennos	<i>[Signature]</i>		
22	Shannon D. Wilson	<i>[Signature]</i>		
23	Maiva Ojeda	<i>[Signature]</i>		
24	MICOLAS Lopez	<i>[Signature]</i>		
25	Laura Guerrero	<i>[Signature]</i>		

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	PRINT NAME	SIGNATURE	ADDRESS (including zip code)	E-MAIL ADDRESS
1	Maria Acosta	[Redacted]	[Redacted]	[Redacted]
2	Alexandra Barr	[Redacted]	[Redacted]	[Redacted]
3	Ashley Mapuatali	[Redacted]	[Redacted]	[Redacted]
4	Jennell Egan	[Redacted]	[Redacted]	[Redacted]
5	Anna McFarland	[Redacted]	[Redacted]	[Redacted]
6	Josanna Torres	[Redacted]	[Redacted]	[Redacted]
7	Stephanie Heard	[Redacted]	[Redacted]	[Redacted]
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