



LONG BEACH REDEVELOPMENT AGENCY

333 WEST OCEAN BOULEVARD, THIRD FLOOR • LONG BEACH, CA 90802 • (562) 570-6615 • FAX (562) 570-6215

March 5, 2007

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to approve the proposed target sites for improvement under the façade program in the West Long Beach Industrial Redevelopment Project Area. (West - District 1)

DISCUSSION

On February 11, 2002, the Redevelopment Agency (Agency) adopted the Commercial Façade Improvement Program (CFIP) to improve and rehabilitate commercial building façades in all redevelopment project areas. Implementation of the CFIP is expected to upgrade and strengthen industrial and commercial areas and increase the likelihood of new business development in blighted corridors.

The West Industrial Project Area Committee has recommended several sites in the West Long Beach Industrial Project Area (Project Area) to be targeted for exterior improvement work. The proposed façade target sites are dispersed throughout the Project Area and are in blighted condition (see attached photographs). The site addresses are as follows:

- | | |
|----------------------------------|-------------------------------------|
| 1. 1561 W. Pacific Coast Highway | 11. 1700 Santa Fe Avenue |
| 2. 1525 W. Pacific Coast Highway | 12. 1328 - 30 Canal Avenue |
| 3. 1467 W. Pacific Coast Highway | 13. 1340 Canal Avenue |
| 4. 1401 W. Pacific Coast Highway | 14. 1571 W. 15 th Street |
| 5. 1430 W. Pacific Coast Highway | 15. 1300 W. 14 th Street |
| 6. 1421 W. Anaheim Street | 16. 1320 W. 14 th Street |
| 7. 1401 W. Anaheim Street | 17. 1325 W. 14 th Street |
| 8. 1450 Santa Fe Avenue | 18. 1400 W. 15 th Street |
| 9. 1502 Santa Fe Avenue | 19. 1724 Hayes Avenue |
| 10. 1539 Santa Fe Avenue | 20. 2000 W Cowles Street |

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

REDEVELOPMENT AGENCY BOARD MEMBERS

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- 21. 2200 W. 16th Street
- 22. 1553 Judson Avenue

The Agency's contribution is limited to \$180,000, or \$1,800 per linear foot at frontage, whichever is less. The property owner is required to contribute at least 25% matching funds. The West Industrial Project Area Committee recommended approval of the proposed facade target sites at their February 13, 2007 meeting.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



for PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:CB:AES:mp

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachment: Proposed Façade Target Sites

R:\RDA Board\RDA Board Meetings\2007\March 5\Facades – West

PCH CORRIDOR
1561 W PCH
NE corner of PCH & Canal

1



PCH CORRIDOR
1525 W PCH

North side of street, between Canal & Caspian



PCH CORRIDOR
1467 W PCH
NE corner of Caspian & PCH



PCH CORRIDOR
1401 W PCH
NW corner of PCH & Harbor

4



PCH CORRIDOR
1430 W PCH

East end of the block, between Caspian & Harbor



ANAHEIM STREET CORRIDOR
1421 W Anaheim Street
North side of street, between Harbor & Caspian

6



ANAHEIM STREET CORRIDOR
1401 W Anaheim Street
SW corner of Harbor & Anaheim

7



SANTA FE CORRIDOR
1450 Santa Fe Avenue
NE corner of Santa Fe & Cowles



SANTA FE CORRIDOR
1502 Santa Fe Avenue
NE corner of 15th & Santa Fe



SANTA FE CORRIDOR
1539 Santa Fe Avenue
West side of street, between 15th & Gaylord

10



SANTA FE CORRIDOR
1700 Santa Fe Avenue
East side of street, between 17th & Esther

11



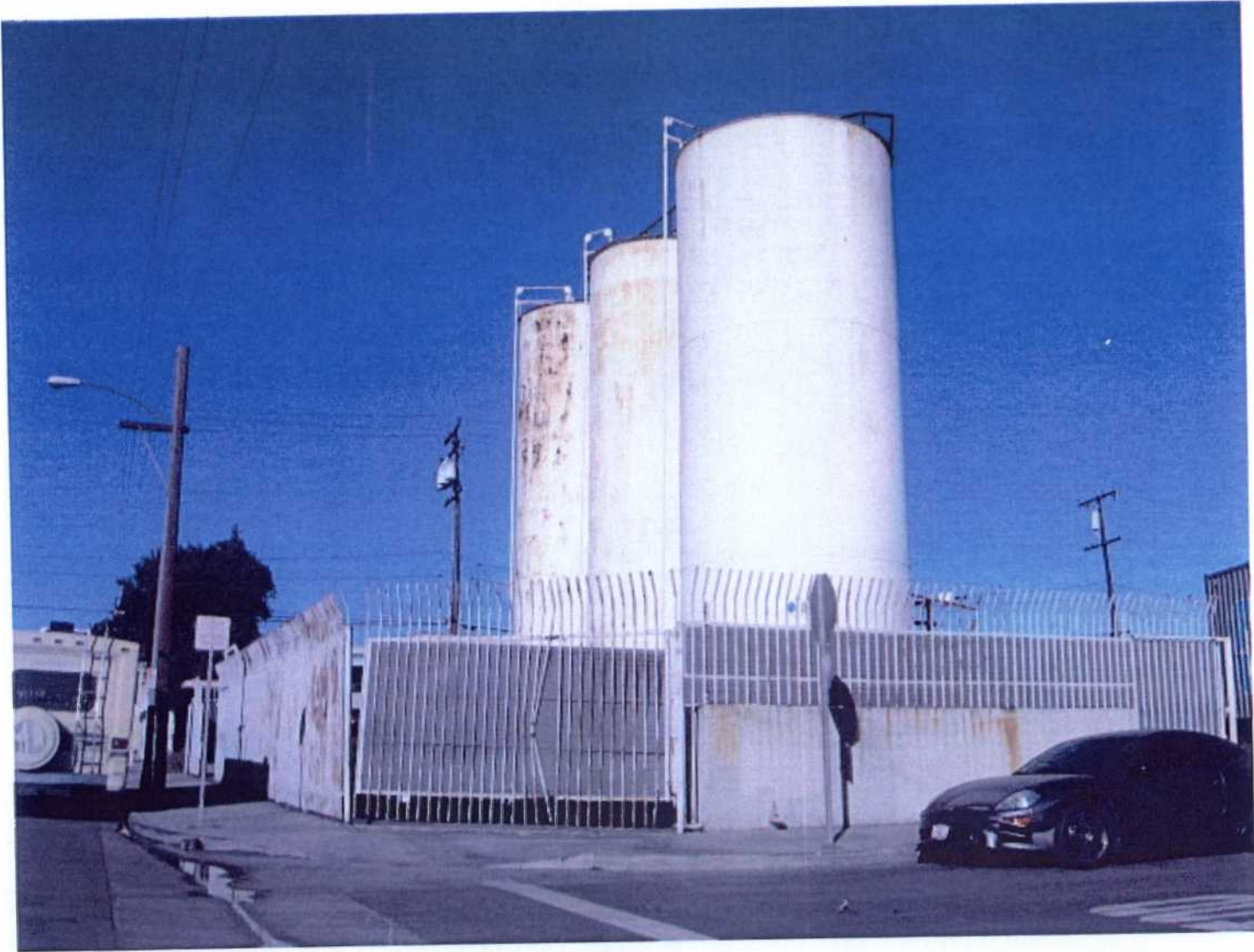
1328 - 30 Canal Avenue
East side of street, between 14th & Anaheim



1340 Canal Avenue
SE corner of Canal & 14th



1571 W 15th Street
NE corner of Canal & 15th



1300 W 14th Street
SW corner of 14th & Fashion



1320 W 14th Street
South side of street, between Harbor & Fashion

16



1325 W 14th Street
NW corner of Fashion & 14th

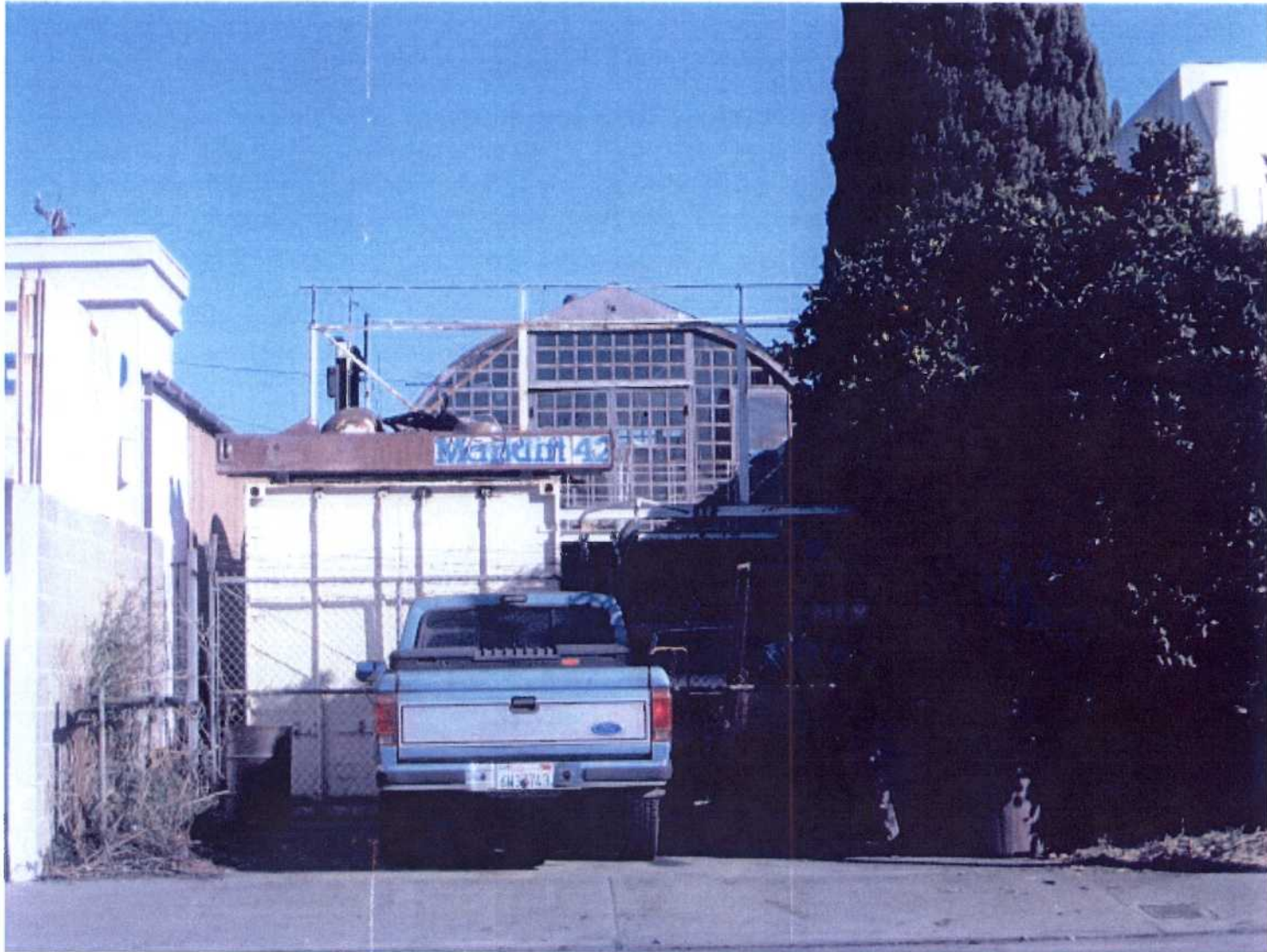
17



1400 W 15th Street
SW corner of 15th & Harbor



1724 Hayes Avenue
East side mid-block, between PCH & 16th



2000 W Cowles Street
SW corner of Cowles & Hayes



2200 W 16th Street
SW corner of 16th & Judson

21



1553 Judson Avenue
NW corner of Judson & Gaylord

