

February 8, 2010

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# **MEDIA ADVISORY**

## **Groundbreaking & Celebration**

### **Habitat for Humanity Housing Developments & Street and Sidewalk Improvements on Henderson Avenue**

**Saturday, February 27, 2010**

**10:00 a.m.**

**1486/1494 Henderson Avenue  
(Corner of Henderson & 15<sup>th</sup> Street)**

On Saturday, February 27, 2010 the public is invited to join Councilmember Robert Garcia, 1<sup>st</sup> District, The Long Beach Housing Development Company (LBHDC), and Habitat for Humanity of Greater Los Angeles for the groundbreaking of Habitat for Humanity Housing Developments and the celebration of street and sidewalk improvements on Henderson Avenue. These projects are part of the community revitalization efforts in the Washington School Housing Action Plan (HAP) focus area.

The event is to signify the commencement of the development of 3 single-family homes at 1486 & 1494 Henderson Avenue and adjacent vacant lots by Habitat for Humanity, in partnership with the Long Beach Housing Development Company. It will also be a call to action for sponsors and volunteers, and an invitation to residents to sign up for homeownership opportunities. Each of the homes will be sold to very low-income first-time homebuyers.

At the same time, this will be a celebration to showcase street and sidewalk improvements along Henderson Avenue between 15<sup>th</sup> and 17<sup>th</sup> Streets. This public improvement project greatly benefits the neighborhood by providing improved parking while also enhancing safety for vehicles, cyclists, and pedestrians. The improvements

include street repaving, installation of new sidewalks; tree planting, improved traffic circulation (one-way traffic), and angled parking. The project was made possible through a capital improvement grant in the amount of \$225,000 from the Workforce Housing Rewards Program of the California State Department of Housing and Community Development (HCD) and rewards the City's efforts in developing affordable housing.

**WHO:**

Councilmember Robert Garcia, 1<sup>st</sup> District  
The Long Beach Housing Development Company  
Habitat for Humanity of Greater Los Angeles

**WHAT:**

Groundbreaking of Habitat for Humanity housing developments and celebration of street & sidewalk improvements on Henderson Avenue.

**WHEN:**

Saturday, February 27, 2010  
10:00 am to 11:30 am

**WHERE:**

1486/1494 Henderson Avenue (corner of Henderson Avenue & 15<sup>th</sup> Street)

**BACKGROUND:**

About The Long Beach Housing Development Company

The Long Beach Housing Development Company was established by the City of Long Beach in 1989 to assist in the creation and development of affordable housing. The LBHDC's mission is to provide safe and livable neighborhoods in Long Beach by promoting, developing, and preserving decent, safe and affordable housing for the very low-, low- and moderate-income residents of Long Beach. The LBHDC offers a range of low cost financing, subsidies and other forms of financial assistance to encourage the development of affordable housing that improves the quality of life of the residents it serves. Visit [www.lbhdc.org](http://www.lbhdc.org) for more information.

Housing Action Plan - In 2004, the City of Long Beach adopted a Housing Action Plan (HAP) to serve as a framework for the allocation of scarce housing resources. Its intent is to maximize investment of these resources to benefit as many residents as possible, and at the same time, revitalize and stabilize Long Beach neighborhoods. Three neighborhoods were selected as HAP focus areas as described below:

- 1) Washington School (Anaheim Street – Pacific Coast Highway (PCH)/Magnolia Avenue-Long Beach Boulevard)
- 2) Central (PCH-Willow Street/Pacific Avenue-Western boundary of Signal Hill) with emphasis on the western sub area (PCH-Hill Street/Pacific Avenue-Atlantic Avenue)
- 3) North Long Beach King School (Artesia Freeway-Greenleaf Boulevard (North City limits)/Delta Avenue-Long Beach Freeway)