



# Bluff Park Neighborhood Association

August 8, 2022

Councilwoman Cindy Allen  
City of Long Beach 2<sup>nd</sup> Council District  
411 West Ocean Boulevard  
Long Beach, California 90802

## RE: Prioritizing Efforts of the *Bluff Park Historic Lamppost Project* in the 2023 City Budget

Dear Councilwoman Allen:

The Bluff Park Neighborhood Association (BPNA) Board of Directors thanks you, the Mayor, and the entire City Council for kindly providing past budgetary support of the *Bluff Park Historic Lamppost Project*. To further advance the progress of this grassroots, community-based initiative with broad-based benefit, we are honored and grateful for additional support as part of next year's City budget and future budget considerations over time in fulfillment of the entire *Project*.

Enclosed is a **list of supporters**, composed of residents and leaders, in favor of this budgetary prioritization. Collected quickly over just the last few days since the City Budget was revealed last week, these individuals have been among the first to respond as we continue to hear from more within our neighborhood and far beyond. We see enthusiasm for the *Project* growing with each passing year and with each successful milestone and phase.



Lampposts create **charm, cohesion, nostalgia and a sense of place and time**. We are fortunate to live in a city with old ornamental lampposts in some public streets, parks, and neighborhoods. Like many beautifying environmental elements, people may not readily notice them, yet their impact is real and significant. Such decorative street lights can help enhance public safety, walkability, desirability, ambiance and tourism. The late-1920's lampposts which have existed along E. 1st Street in the Bluff Park Historic District are unique in the city and symbolic.

The *Project's* **vision** is to remove uncharacteristic modern street lights in the Historic District and install poles matching the look and pattern of E. 1st Street, something residents citywide have wanted for decades. After finding an old sketch of the E. 1st Street lights, we reached out to the original manufacturer still in-business today. Now the same company is making the *Project's* lampposts from the same old specifications.

The **Inaugural Phase** was installed in 2019. **Phase 2** was installed in 2021. And **Phase 3** is funded and expected to be completed in early 2023. These achievements have been met through collaboration, community engagement, volunteerism, patience, perseverance and fundraising from numerous individual charitable donations, grants, and creative fundraiser events that have netted over \$180,000 in the last 6 years – not including City funds. The 3<sup>rd</sup> District Councilwoman Suzie Price and Mayor Robert Garcia nurtured the initial vision and passion. Now we are most grateful to have your support in carrying the mantle, so to speak, being newly part of the 2<sup>nd</sup> Council District.



The *Project* serves to **benefit and enhance the City of Long Beach** for generations to come. Partnering with the City of Long Beach Public Works and Union Metal Industries Corporation and helped by Long Beach Heritage, the Historical

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Society of Long Beach, historic preservation leaders and experts, and other neighborhood associations and leaders, the BPNA is working towards the next phases in fulfillment of the entire District.



Receiving the City's financial support would be especially impactful and timely. This year the *Project* was honorably selected through a competitive application process for a most prestigious and sizeable grant from the **Long Beach Navy Memorial Heritage Association**. The **Port of Long Beach** continues to be a regular sponsor of our unique, fun fundraisers over the years. And we are excited to have been selected for a second year to participate in **Long Beach Gives** campaign, after a record-breaking, award-winning, successful showing last year.

Our efforts and diligence are ongoing, as we realize success incrementally and honor the many who make it come to light. Engraved name **plaques** affixed to the bases of newly installed lampposts recognize scores of **major donors and supporters**, giving them an opportunity to recognize, memorialize, and celebrate their loved ones. You can find many of **your own names** who in 2020 were on the City Council which helped secure the final piece of funding for Phase 2 along Temple Avenue. Please come by and stroll or drive the street day or night to see what we mean. For more information, our latest **e-newsletter** can be found [here](#).



2022 marks a **dual anniversary**: namely, **50 years** as an organization, originally known as Beach Area Concerned Citizens, and **40 years** as the City's second designated historic landmark neighborhood, the Bluff Park Historic District.

The BPNA is an all-volunteer 501(c)(3) nonprofit entity representing the collective voice of those who live, own, and rent in the Bluff Park Historic District, which roughly runs from E. Ocean Boulevard to E. Broadway and from Junipero Avenue to Loma Avenue, located in the 2<sup>nd</sup> Council District. Our residential neighborhood with its distinctive architectural styles is a destination for tourists and city residents near and far. The association's mission is to protect, promote, educate, and foster a sense of collaboration, unity, civic engagement, and goodwill in the city.

Thank you so very much for the consideration in helping fund the next phases of the *Bluff Park Historic Lamppost Project*. Together, we are **BRINGING LAMPPOST HISTORY BACK**.

Sincerely,

**Jeffrey Mallin**

BPNA President & *Project* Co-Lead

Enclosure

cc via email: Mary Zendejas, Councilwoman, 1<sup>st</sup> District, City of Long Beach  
Suzie A. Price, Councilwoman, 3<sup>rd</sup> District, City of Long Beach  
Daryl Supernaw, Councilman, 4<sup>th</sup> District, City of Long Beach  
Stacy Mungo, Councilwoman, 5<sup>th</sup> District, City of Long Beach  
Dr. Surely Saro, Councilwoman, 6<sup>th</sup> District, City of Long Beach  
Roberto Uranga, Councilmember, 7<sup>th</sup> District, City of Long Beach  
Al Austin II, Councilmember, 8<sup>th</sup> District, City of Long Beach  
Rex Richardson, Vice Mayor, Councilmember, 9<sup>th</sup> District, City of Long Beach  
Dr. Robert Garcia, Mayor, City of Long Beach  
Thomas B. Modica, City Manager, City of Long Beach  
Eric Lopez, Director, Public Works Department, City of Long Beach  
Monique De La Garza, City Clerk, City of Long Beach