



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-21

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June 19, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute an agreement between the City of Long Beach, Rancho Los Cerritos Foundation, and Virginia Country Club, to make roadway improvements, construct an entryway arbor, and provide for additional parking along the portion of Virginia Road bounded on both sides by the Virginia Country Club. (District 8)

DISCUSSION

The Rancho Los Cerritos (Rancho) Master Plan, approved by the City Council in 2002, seeks to enhance the visitor experience at the Rancho by removing historically inappropriate features from the historic museum site and using the entire site, not just the Rancho building, as the Museum. Removal of the large asphalt parking lot, added by the City of Long Beach (City) in the 1950s, is one of those features. To mitigate this loss, the plan recommends construction of an eight-space parking lot for staff use in the northeast corner of the property; however, due to area topography, estimated construction costs for this staff parking lot would exceed \$180,000. Two years ago the Rancho Los Cerritos Foundation (Foundation) approached the Virginia Country Club (Club) to discuss alternative solutions, and the Club agreed to provide eight parking spaces for Rancho use in parking lots currently existing on its property. This discussion led to further conversations between the two parties and the City on how to improve overall parking in the area, as well as how to improve the appearance of Virginia Road and adjacent landscaping.

Following two years of discussion and negotiation, the City, the Foundation, and the Club agreed to pursue roadway improvements, enhance signage, and create additional parking on Virginia Road. Each party assumed responsibility for specific improvements generally, as follows: The Foundation agreed to fund an entryway arbor on Virginia Road, north of Country Club Drive, that will include signage for the Rancho; the City agreed to rebuild the public roadbed leading to the Rancho; and the Club agreed to assume responsibility for new landscaping on either side of the public road. The Club's improvements will blend with the proposed entryway for the Rancho, providing a unified landscape and helping to maintain the rural feeling of Virginia Road.

"We create community and enhance the quality of life through people, places, programs and partnerships"

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The Foundation and the Club agreed to fundraise jointly for the entryway and landscaping improvements. In order to expedite the construction of the arbor, the City will build the arbor from existing Capital Improvement funds budgeted for Rancho improvements, with the stipulation that these funds be reimbursed by the foundation prior to the next Rancho Capital Improvement project. Additionally, the Club agreed to provide the City with both a parking license for staff to park on its property, and a parcel of land across from the Rancho entrance on which to construct a 59-space overflow parking lot for use by museum visitors. These off-street parking agreements help solve an urgent need of the historic site.

The improvements negotiated between the three parties will increase visibility of the Rancho, a National, State, and Long Beach Historic Landmark. They will also augment security and enhance aesthetics for visitors to both the Rancho and the Club.

This matter was reviewed by Principal Deputy City Attorney J. Charles Parkin on June 8, 2007, and Budget and Performance Management Bureau Manager David Wodynski on June 11, 2007.

TIMING CONSIDERATIONS

City Council action is requested on June 12, 2007, in order to move forward in a timely manner with roadway and parking improvements.

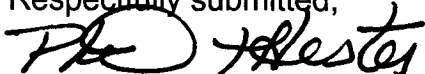
FISCAL IMPACT

The road repairs are budgeted in the Department of Public Works (PW). The parking lot is budgeted in the Department of Parks, Recreation and Marine (PR). Funding for the entryway arbor is budgeted in the Capital Projects Fund (CP) in the Department of Public Works (PW), not to exceed \$350,000, and the Foundation will reimburse the City.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



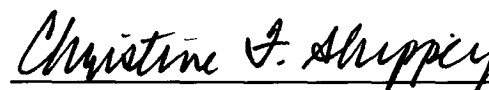
PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

PTH:AMM:EC

APPROVED:



GERALD R. MILLER
CITY MANAGER