



Building A Better Long Beach

May 18, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Authorize the Executive Director to work with The Salvation Army for the development of the Kroc Center at the northeast corner of Pacific Coast Highway and Walnut Avenue. (Central - District 6)

DISCUSSION

One of the goals identified in the Central Long Beach Strategic Guide for Development (Guide) is the revitalization of neighborhood centers. The Pacific Coast Highway Neighborhood Center as outlined in the Guide, proposes campus-oriented developments to support Long Beach City College (LBCC) and open space developments to support the under-served residential community. To further the goals of the Guide, the Redevelopment Agency (Agency) has partnered with LBCC to acquire blighted properties along Pacific Coast Highway, west of Walnut Avenue, to allow for the expansion of the campus. The acquisition of the subject properties is nearing completion.

Directly adjacent to the LBCC Site, the Salvation Army (Participant), is proposing the redevelopment of Chittick Field into a 19-acre multi-purpose recreational campus (Kroc Center) with a \$76 million grant secured from the Kroc Foundation. As proposed, the Kroc Center will include recreational amenities such as athletic fields, swimming pools, educational and classroom facilities, art studios, auditorium and lecture halls, drop-in day care, gymnasiums, and a community center (Exhibit A – Site Plan).

In support of the new development, staff would like to collaborate with the Participant to further the development process, identify additional revitalization opportunities in the immediate area, and provide general support to our community partner. Since the project is still in its conceptual phase, the extent of Agency support, if any, is unknown. Currently, the focus is to continue the strategy of acquiring blighted properties along Pacific Coast Highway. Any financial assistance or new projects identified to support the Project, will be presented to the Agency for consideration.

THE CITY OF LONG BEACH REDEVELOPMENT AGENCY

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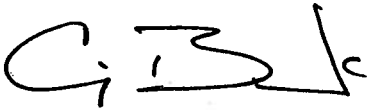
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The concentration of redevelopment activity in this neighborhood, coupled with the improvements to LBCC, will not only support the land use recommendations in the Guide, but will catalyze the revitalization of the area.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'C. Beck'.

CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:DW

Attachment: Exhibit A – Site Plan

Kroc Center Proposed Site Plan

