



# LONG BEACH REDEVELOPMENT AGENCY

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

September 18, 2006

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Recommendation to request the City Attorney to prepare and authorize the Executive Director to execute a six-month Agreement to Negotiate Exclusively with Williams & Dame Development, Inc. and Bernard Rosenson for the development of the 3<sup>rd</sup> and Pacific Project. (Downtown – District 2)

### DISCUSSION

On April 6, 2006, the Redevelopment Agency solicited development proposals from owners of property located in the block bounded by Pine Avenue, Pacific Avenue, 3<sup>rd</sup> Street and 4<sup>th</sup> Street (Exhibit A – Site Map). The Agency received a proposal from Williams & Dame Development, Inc. (WDD) in conjunction with property owner Bernard Rosenson.

Staff met with the developer to review their project and to probe their ideas on the scope of development for this block. Elements such as the inclusion of affordable housing, sustainable construction, urban design, and the requirements for public parking were all discussed.

Staff recommends that the Agency enter into an exclusive negotiating agreement with the Williams & Dame team for the development of this project. The proposal submitted by WDD envisions a 22-story tower with 279 condominium units, a 22-story tower with 365 loft condominium units, and a six-story building with 88 affordable residential units. The proposal also contemplates approximately 92,600 square feet of retail space, including a lifestyle grocer and a gym (Exhibit B – Development Proposal).

While this project needs further design work and additional information is needed relative to a number of issues including project pro forma, affordable housing, public parking, variances, and the status of potentially historic buildings on the block, it is difficult to have a developer commit additional time and resources to truly meaningful work without assurances of exclusivity.

*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.*

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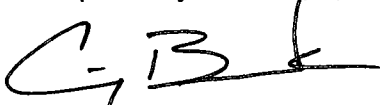
An Agreement to Negotiate Exclusively (ENA) with the preferred developer gives both parties, the Agency and the developer, time to work together exclusively to determine whether the project is feasible physically and financially, and is acceptable to the community. This includes working with the Planning Department to determine whether all code conditions can be met, working with the architect of the project to meet design goals, working with Keyser Marston Associates to determine whether the project is accurately represented financially and to estimate a fair land price given all conditions and restrictions, meeting directly with community groups to determine the acceptability of the project, and negotiating terms of a Disposition and Development Agreement related to topics such as sustainable construction and affordable housing.

The ENA will run for a term of six months. The Executive Director will have the ability to extend the term for an additional six months, if necessary. A deposit of \$50,000 will be required upon execution of the ENA.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



*PHW*  
PATRICK H. WEST  
EXECUTIVE DIRECTOR

PHW:CAB:BEC

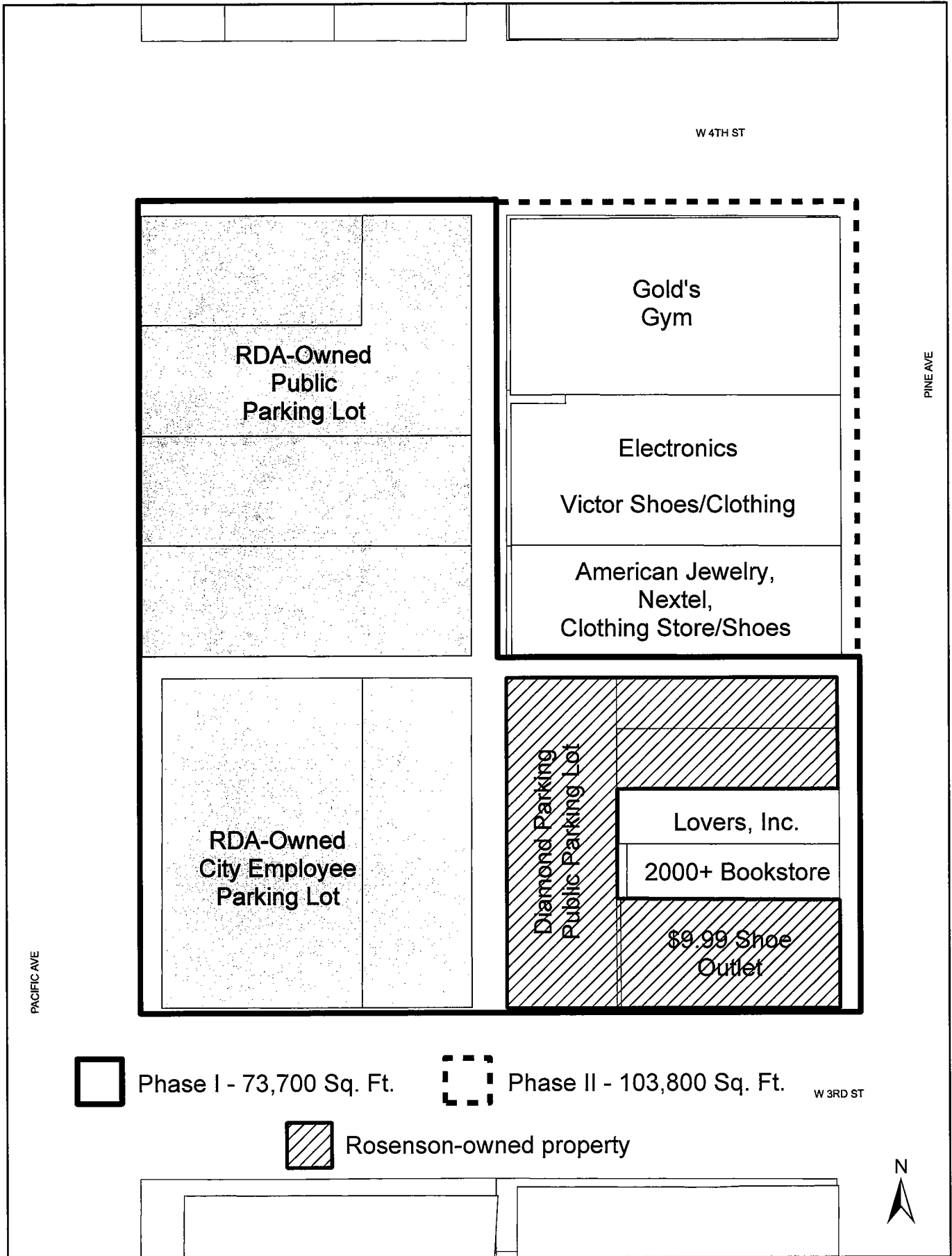
APPROVED:



GERALD R. MILLER  
CITY MANAGER

Attachments: Exhibit A – Site Map  
Exhibit B – Development Proposal

# EXHIBIT A - SITE MAP



A. DEVELOPMENT PROPOSAL

THE PINE PACIFIC CENTRE  
(Entire Block of 3rd & 4th Streets and Pine and Pacific Avenues)

1. Development Approach & Concept\*

Our vision for The Pine Pacific Centre is of a complete green and sustainable mixed-use urban environment that connects City Place with the traditional retail and restaurants on Pine Avenue – one that is architecturally provocative, inviting to visitors, comfortable for residents and commercially and culturally vibrant. It is a pedestrian oriented environment with retail and live-work uses at the ground level encircling an affordable rental building with two residential towers rising 22 stories. The Pine Pacific Centre will complement and enhance Pine Avenue with high quality architecture and advance the Redevelopment Agency’s strategic vision to revitalize this neighborhood and create economic development.

Our goal is to foster neighborhood retail uses to enhance the evolving Downtown Long Beach community. The Pine Pacific Centre’s 92,600 SF of retail space will be anchored by a 39,000 SF lifestyle grocer and 32,400 SF Gold’s Gym while providing 500 public parking spaces. The Pine Pacific Centre contemplates a sustainable shared parking solution for public, retail, additional residential and guest parking uses. Parking will be located two floors below grade and in a four floor parking podium hidden behind retail, live-work and residential uses.

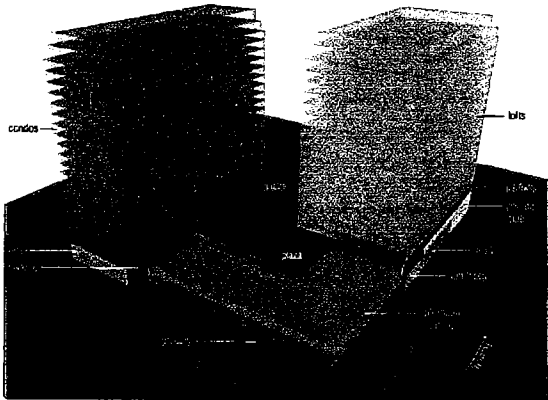


Figure 1: Pine Pacific Elevation & Massing

There will be three residential buildings – one 6 story apartment building containing 88 units, one 22 story condominium building containing 279 units and one 22 story loft building containing 365 units. A summary of these residential uses are listed below:

Residential Uses	Avg. Unit Size	Net SF	Gross SF	# Units
Loft	1,086	396,470	470,600	365
Condo	1,075	300,237	364,500	279
Rental	687	60,480	77,100	88
Live Work	1,733	15,600	15,600	9
<b>Total</b>		<b>772,787</b>	<b>927,800</b>	<b>741</b>

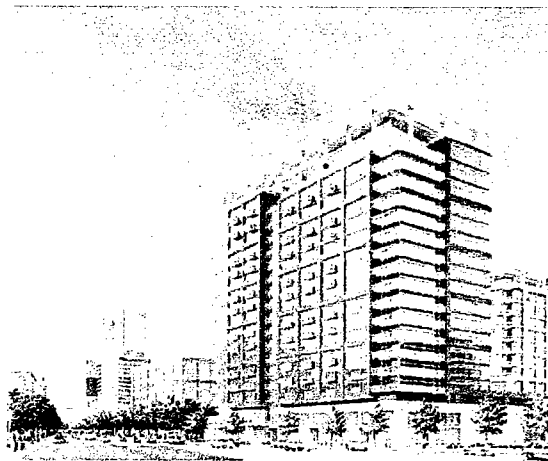


Figure 2: Representative WDD Condominium building

\* A more detailed site plan can be found under Exhibit A.

## 2. Benefits of The Pine Pacific Centre & Site Plan

The Pine Pacific Centre provides the following advantages to Long Beach and its residents:

- **Strengthens the Fabric of Downtown** – based on our experience in urban development, we have found that it is the mass influx of residents living and working Downtown which is the key ingredient to urban transformation, street activity, safer streets and the ability to attract key retailers. The Pine Pacific Centre’s 741 ownership and rental units will generate a base of long term residents that will help facilitate the transformation of Downtown into a 24-7 pedestrian oriented neighborhood.
- **Creates Employment Opportunities** – The Pine Pacific Centre is estimated to cost approximately \$429M which will provide local contractors and suppliers with multiple employment opportunities. At Williams & Dame Development we are committed to paying prevailing wages on all of our projects and will provide prevailing wages for The Pine Pacific Centre.
- **Neighborhood Building Retail** – we believe that a lifestyle neighborhood grocery store and Gold’s Gym are important neighborhood amenities for a successful urban setting where residents and the community can live, work and recreate all within walking distance.
- **Effective Use of Site** – The Pine Pacific Centre is a mixed-use, pedestrian oriented project where parking is placed underground and is concealed by ground floor retail and live-work uses. This commitment to active streetscapes hides a potentially unsightly parking structure on the most critical street in Downtown Long Beach, while providing 500 shared public parking stalls.
- **Green Building** – we are committed to sustainable resources, energy efficiency and green building. We have sought and seek LEED certification in all of our projects in Portland and Los Angeles and would like The Pine Pacific Centre to be a LEED Silver development.

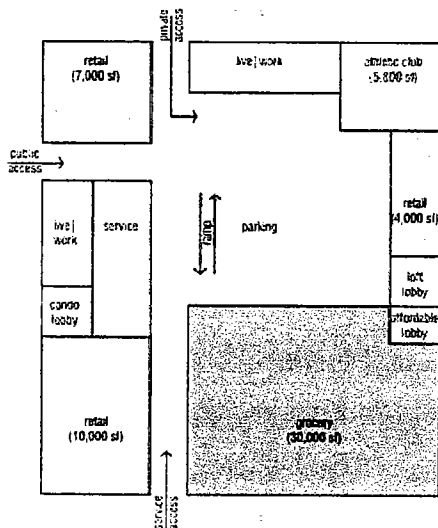


Figure 3: Pine Pacific Ground Floor

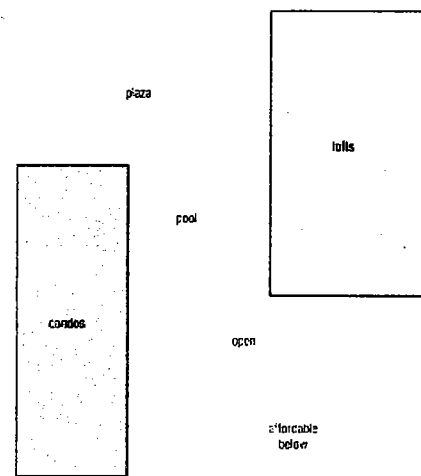


Figure 4: Pine Pacific @ 5th Floor