



Building A Better Long Beach

March 7, 2011

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to execute an extension to the Agreement to Negotiate Exclusively with Urbana Development, LLC, for the adaptive reuse of the American Hotel. (Downtown – District 2)

DISCUSSION

Agency staff has been in negotiations with Urbana Development, LLC (Developer) with respect to the development of the American Hotel (Exhibit A – Site Map). The Developer proposes to adaptively reuse the American Hotel as a mixed-used structure, including a complete restoration of the existing facade and shell, with new creative office space on the upper floors and retail on the ground floor.

An Agreement to Negotiate Exclusively (Agreement) was executed on February 2, 2010, but expired before the Agency and Developer were able to complete negotiations and enter into a Disposition and Development Agreement (DDA). However, since entering into the Agreement, the Developer and Agency staff have made significant progress on the project, including:

- Completion of selective removal of the black tile alterations to expose the existing substructure and better understand how to restore the Broadway façade;
- Completion of selective interior exploratory demolition to accurately budget and plan future development;
- Development of cost estimates to restore the building;
- Receiving a Certificate of Appropriateness from the Cultural Heritage Commission on November 8, 2010;
- Attainment of a California Environmental Quality Act categorical exemption; and
- Completion of preliminary plans.

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As both parties wish to continue the negotiations necessary to finalize the DDA, staff recommends that Section 2 of the Agreement, Negotiation Period, be amended to extend the term to June 7, 2011, with the ability to extend for an additional 90-day period at the discretion of the Executive Director. During this period of time, the Developer and Agency staff intend to finalize business points, conclude negotiations and bring forward the DDA for Agency Board review and consideration.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT M. ZUR SCHMIEEDE, AICP
ASSISTANT EXECUTIVE DIRECTOR



AMY J. BODEK, AICP
EXECUTIVE DIRECTOR

AJB:CSM:PKU

Attachment: Exhibit A – Site Map

Exhibit A - Site Map

