



# Building A Better Long Beach

November 15, 2010

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to execute the First Amendment to the Exclusive Negotiating Agreement with Wilmac Enterprises, Incorporated for the development of a site at the northeast corner of Pacific Coast Highway and Pine Avenue. (Central – District 6)

### DISCUSSION

In November 2009, the Redevelopment Agency (Agency) entered into an Exclusive Negotiating Agreement (ENA) with Wilmac Enterprises, Incorporated (Participant) for development of the Project Site (Site) located at the northeast corner of Pacific Coast Highway and Pine Avenue within the Central Project Area. The Site (Exhibit A - Site Map) is currently vacant and is located adjacent to the Wrigley Village neighborhood. The ENA allowed for a commercial development that is compatible with the area's needs and furthers the Agency's goals as outlined in the Central Long Beach Strategic Guide for Development (Guide). The ENA allowed for an eight-month extension that expired on August 10, 2010. Since then, the Participant has continued working diligently to identify suitable tenants for the Site. Recently, Wilmac received commitments from two major national chain retailers who have expressed a strong desire to locate at the Site (Exhibit B - Conceptual Site Plan).

Because the Participant has demonstrated a strong commitment to reinvest in Central Long Beach, staff proposes a 120-day extension to the ENA with the Participant. The intent is to continue giving the Agency and Participant the opportunity to work exclusively to determine whether the project is physically and financially feasible and meets the needs of the community. A good faith deposit of \$25,000 will be required and held by the Agency upon full execution of the ENA. The good faith deposit will be used by the Agency to pay for its outside attorneys and third party consultant fees incurred to negotiate and perform its obligations under the ENA. If the ENA is terminated without the execution of a Disposition and Development Agreement (DDA), the remaining amount, if any, of the good faith deposit shall be applied to the performance deposit typically required under a DDA. On November 4, 2010, staff informed the Central Project Area Committee of this item.

REDEVELOPMENT AGENCY BOARD MEMBERS

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK  
EXECUTIVE DIRECTOR

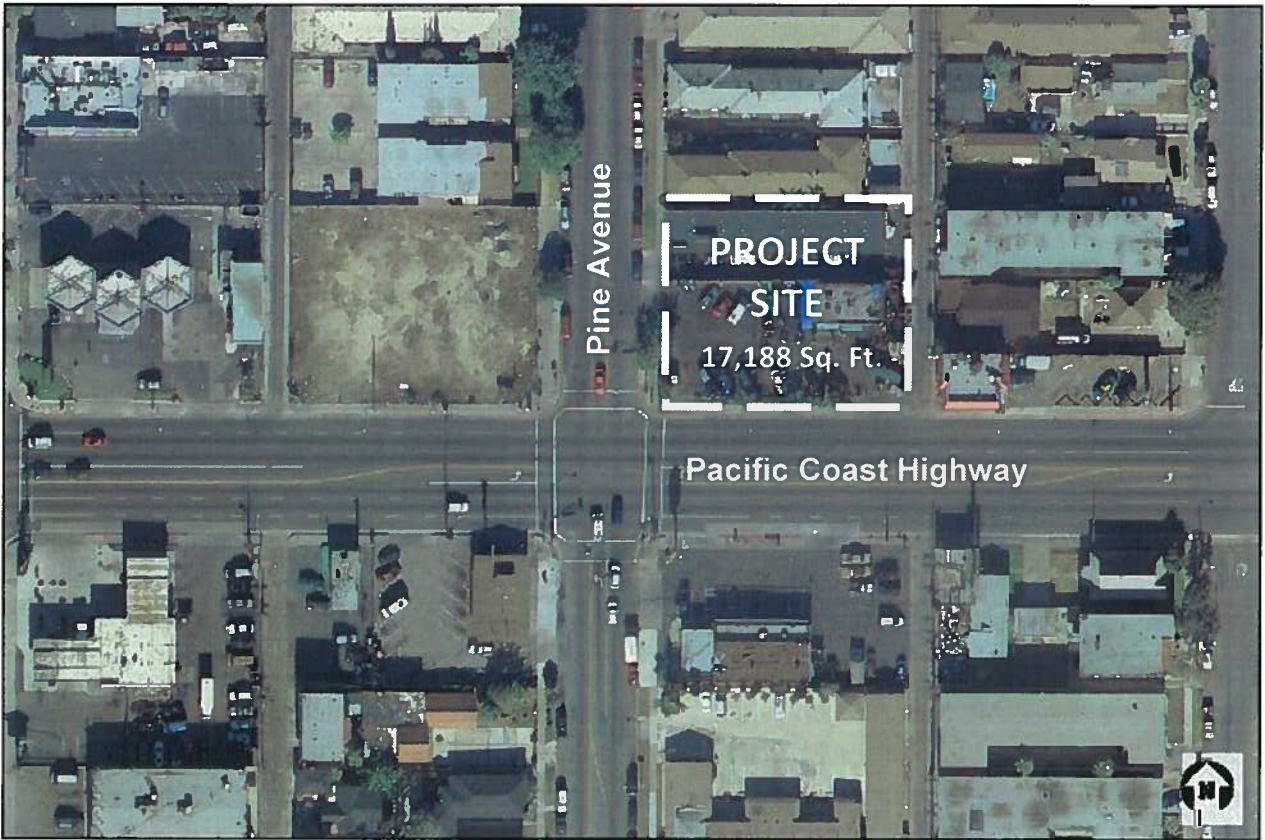
AJB:LAF:SJ

Attachments: Exhibit A – Site Map  
Exhibit B – Conceptual Site Plan

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# SITE MAP

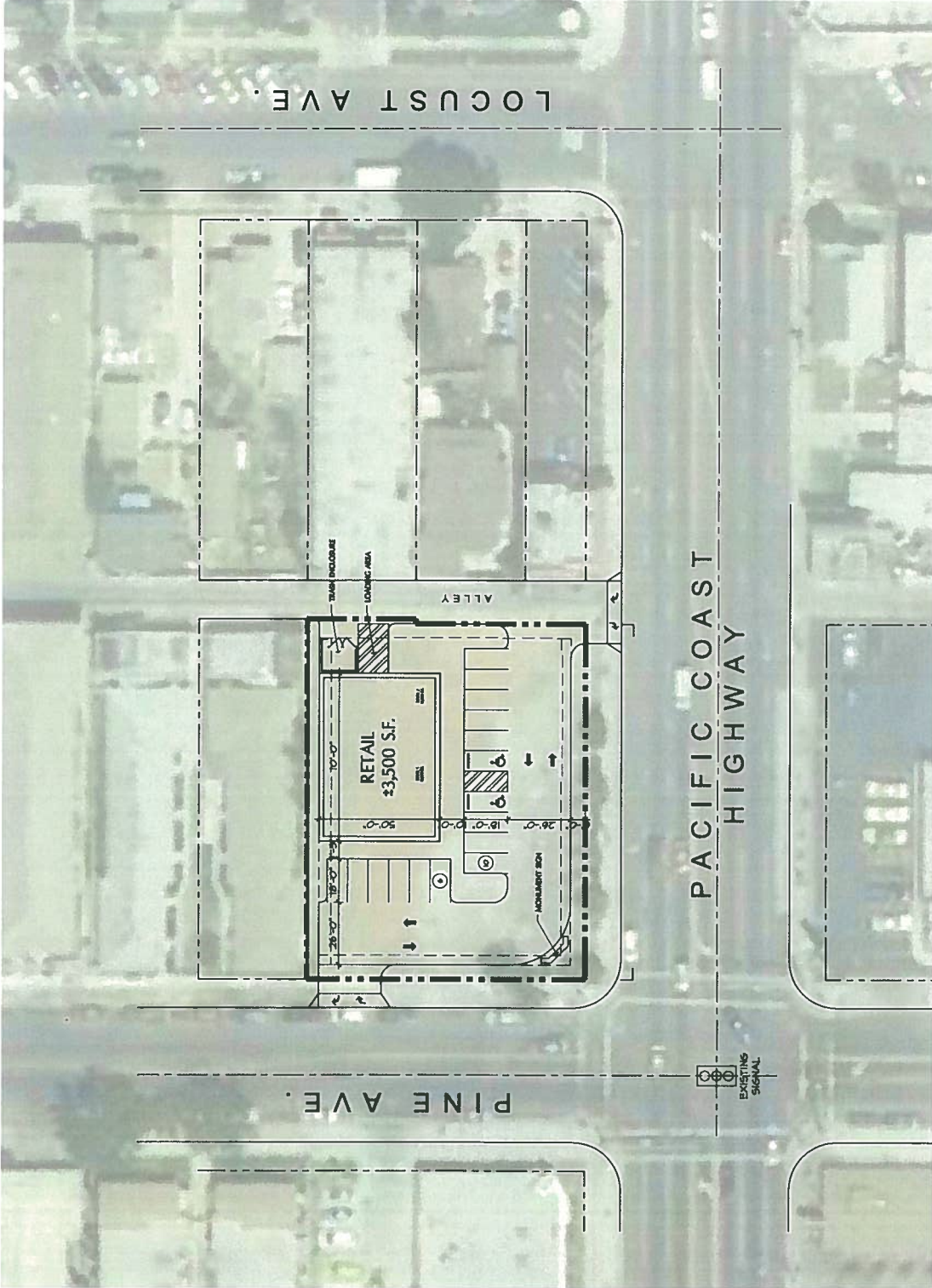
Northeast Corner of Pacific Coast Highway and Pine Avenue



**PROJECT SUMMARY**

SITE AREA	±0.39 AC	±17,110 SF
APN	7209-016-900	7209-016-901
BUILDING SUMMARY	RETAIL/SHOP BUILDING	
F.A.R.		±3,500 SF
		0.20
PARKING SUMMARY		14 STALLS
PARKING REGD TOTAL	(1 PER 250 SF)	16 STALLS
PARKING PROVIDED		8'-6" x 18' 2"
TYP. STALL SIZE		26'

**Exhibit B**



SITE PLAN

SCALE: 1" = 20'



SK-1

NOTE: THE INFORMATION IS CONCEPTUAL IN NATURE AND IS NOT TO BE USED FOR CONSTRUCTION. THE CLIENT SHALL VERIFY ALL DIMENSIONS AND CONDITIONS WITH THE LOCAL AGENCY AND COUNTY PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT. THE CLIENT SHALL VERIFY ALL DIMENSIONS AND CONDITIONS WITH THE LOCAL AGENCY AND COUNTY PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT. THE CLIENT SHALL VERIFY ALL DIMENSIONS AND CONDITIONS WITH THE LOCAL AGENCY AND COUNTY PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT.

1013.1103.01

OCTOBER 4, 2010

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