



Building A Better Long Beach

January 7, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve the Fiscal Year 2006-2007 Goals and Accomplishments and amend the Long Beach Redevelopment Agency's Fiscal Year 2007-2008 Budget to include such goals and accomplishments. (Citywide)

DISCUSSION

The California Community Redevelopment Law (Health and Safety Code Section 33000 et. seq.) requires redevelopment agencies' annual budgets to include an examination of the previous year's achievements and a comparison with the goals of the previous year's work program. Prior to the adoption of the Long Beach Redevelopment Agency's (Agency's) Fiscal Year 2007-2008 Budget, this comparison was included as part of the Agency's annual budget adoption which typically occurred at least three months prior to the end of the fiscal year (September 30). To provide a more accurate assessment of the Fiscal Year (FY) 2006-2007 accomplishments compared to that year's goals, the assessment was conducted after the close of FY 2006-2007. Exhibit A presents each project area's comparison of its goals for FY 2006-2007 with the year's accomplishments. These accomplishments were highlighted at the joint City Council and Agency session held on December 11, 2007.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

CRAIG BECK
ASSISTANT EXECUTIVE DIRECTOR

CB:LAF:laf

Attachment: Exhibit A – Comparison of Project Area Goals and Accomplishments
for Fiscal Year 2006-2007

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Comparison of Project Area Goals and Accomplishments for Fiscal Year 2006-2007

**CENTRAL LONG BEACH REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Facilitate the replanning, redesign and redevelopment of the Central Long Beach Project Area.

- Implement the Strategic Guide for Development for the Central Study Area.
- Implement the Willmore District Implementation Plan.
- Implement the Central Long Beach Design Guidelines.
- Update Atlantic Avenue Master Plan.
- Support the long-range strategic planning of Long Beach Boulevard.
- Identify priority sites for redevelopment consistent with the Strategic Guide.
- Support the revision of planned development district ordinances to further redevelopment efforts in the Project Area.

ACCOMPLISHMENTS

- Supported the implementation strategies for the eight targeted Neighborhood Centers for concentrated redevelopment activities as identified in the Central Long Beach Strategic Guide for Development.
- Incorporated the recommendations identified in the Central Design Guidelines into all new construction projects in the Project Area.
- Relocated historic homes to vacant residential sites as identified in the Willmore District Implementation Plan.
 - 539-543 Daisy Avenue
 - 226 West 10th Street
 - 734 Maine Avenue
- Revised the Atlantic Avenue Planned Development District (PD-25) ordinance.
- Completed site acquisition of targeted blighted parcels to allow for future development opportunities.
 - 552-558 E. Willow Street
 - 1225-1227 Lime Avenue
 - 101 E. Pacific Coast Highway
 - 1814 Pine Avenue
- Leveraged project area funds with local, state and federal funds to support projects and initiatives.
 - Atlantic Avenue Senior Housing Project
 - Atlantic Avenue Façade Program
 - Ronald McDonald House

GOAL #2

Contribute to neighborhood revitalization.

- Continue redevelopment efforts along commercial corridors including transit-oriented developments.

- Encourage human-scale, pedestrian-oriented developments.
- Support the preservation and enhancement of historic districts.
- Support the development and expansion of open space.
- Support the development of public infrastructure improvements.
- Develop programs for enhancing and rehabilitating existing housing stock.
- Continue to facilitate and encourage homeownership opportunities.
- Develop initiatives to reduce density in overcrowded neighborhoods.

ACCOMPLISHMENTS

- Identified five target corridors and initiated participation in the Commercial Façade Improvement Program.
- Provided funding to support targeted code enforcement activities on Atlantic Avenue and in the Wrigley and Hellman neighborhoods.
- Started construction on the development of an affordable senior housing development on Atlantic Avenue at Vernon Street.
- Provided funding to support land assembly for the expansion and development of open space and recreational opportunities throughout the Project Area.
 - Orizaba Park
 - Drake Park
 - Pacific Electric Right-of-Way
 - California Recreation Senior Center
 - 15th Street and Alamos Avenue
 - 9th Street and Pacific Avenue
- Completed the Martin Luther King Jr. Avenue Median Island Project.
- Provided funding to support infrastructure improvements in the Magnolia Industrial District.
- Provided funding for peer design review of non-Agency residential projects in the development pipeline.
- Removed blighted rooftop signs from existing commercial buildings.
- Completed on-site public art at the new Mark Twain Library.
- Commenced development of the Wrigley Village Streetscape Enhancement Master Plan.
- Completed a development agreement for the construction of a 35-story high-rise development on Ocean Boulevard and Alamos Avenue.

GOAL #3

Strengthen the economic base of the Project Area.

- Support the recruitment, retention and expansion of project area businesses.
- Support and encourage business assistance programs that focus on Central Long Beach businesses.
- Provide funding for economic development activities in Central Long Beach.
- Support the implementation of St. Mary Medical Center and Long Beach Memorial Medical Center master plans.

ACCOMPLISHMENTS

- Assisted in the pre-development of a commercial project at Atlantic Avenue and Anaheim Street.
- Assisted in the development of business recruitment and retention initiatives throughout the Project Area.
- Provided funding to support economic development activities in the Project Area.
- Providing façade improvements to an outdated commercial center on Willow Street and Caspian Avenue.
- Supported the expansion of Long Beach Memorial Medical Center and Miller Children's Hospital at Long Beach Memorial.

GOAL #4

Continue to support the implementation of the East Village Guide for Development.

- Support the long-range strategic planning of the East Village Arts District.
- Facilitate the adaptive reuse of existing structures.
- Facilitate the development of an arts entertainment complex.
- Administer the East Village Artist Loan Program to assist in the development of artist live/work units and studio space.

ACCOMPLISHMENTS

- Continued facilitating façade improvements and the development of new buildings that enhance the East Village Arts District.
 - 825 East 7th Street
 - 4th Street and Alamitos Avenue
- Developing conceptual design for streetscape improvements on Alamitos Avenue.
- Continue to support the development of the East Village Art Exchange in the 1st and Long Beach Boulevard Development proposal.
- Pursued tenant improvements of Koo's Art Center using the East Village Artist Loan Program.
- Acquired property at 825 E. 7th Street to allow for the development of artist live/work units.

GOAL #5

Continue the development of the West Gateway District.

- Work with selected developers to establish a cohesive residential community.
- Complete site assembly for targeted blocks and in-fill sites.
- Implement the streetscape master plan.
- Monitor construction.

ACCOMPLISHMENTS

- Nearing completion of Puerto del Sol (Jamboree Housing) – 64 workforce-housing units.
- Actively researching and pursuing development opportunities of Blocks 9 and 10 in response to housing market decline.
- Completed site assembly of targeted blocks.
- Supported the West Gateway Landscaping Master Plan.

GOAL #6

Serve as staff support to various committees and organizations.

- Continue to provide staff support to the Central Project Area Committee.
- Continue to provide staff support to the East Village Steering Committee.
- Continue to liaison with the Arts Council for Long Beach in implementing new public art.

ACCOMPLISHMENTS

- Continued support of events and organizations within the East Village.
- Continued providing staff support to the Central Project Area Committee.
- Completed a temporary art project, SPIN, in association with the Arts Council for Long Beach.
- Continue to partner with the Arts Council for Long Beach in implementing new public art.
- Released a Request for Qualifications for Public Artists in collaboration with the Arts Council for Long Beach.

GOAL #7

Support the Long Beach Unified School District

- Support joint-use agreements to increase open space and recreational opportunities.

ACCOMPLISHMENT

- Assisted in the identification of proposed school sites along Pacific Coast Highway and along Long Beach Boulevard.

GOAL #8

Support the development of affordable housing in Long Beach.

- Transfer 20% of available project area tax increment to the Housing Development Fund.
- Continue to identify future opportunities for affordable housing within Housing Action Plan target areas.
- Assist in site assembly to support affordable housing developments.
- Support opportunities to incorporate affordable housing in residential or mixed-use developments.

ACCOMPLISHMENTS

- Provided 20% of the available project area tax increment to the Housing Development Fund.
- Assisted in the design development of a workforce housing project located at 2000-2200 Atlantic Avenue.
- Assisted in the implementation of the Housing Action Plan.

**DOWNTOWN REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Encourage commercial development in the Downtown in conformance with the Redevelopment Plan and Downtown Strategy for Development.

- Provide incentives to appropriate retailers to locate in Downtown.
- Continue to facilitate development of the D'Orsay Hotel.
- Provide support for the redevelopment of the block at Long Beach Boulevard and 3rd Street.
- Implement mixed-use projects (see residential development below).

ACCOMPLISHMENTS

- Worked in partnership with Downtown Long Beach Associates and the City's Economic Development Bureau to provide incentive packages for appropriate retailers to establish on Pine Avenue and engaged a retail recruitment firm to specifically focus on target retailers.
- Worked with D'Orsay Hotel developer to approve project revisions so that project can move forward.
- Entered into an MOU with Williams & Dame Development to prepare a development concept package and a financial pro forma for the Broadway Block.

GOAL #2

Encourage residential development in the Downtown in conformance with the Redevelopment Plan and the Downtown Strategy for Development.

- Implement DDAs for Promenade sites with The Olson Company, Lyon Realty Advisors, and Lennar Southcoast.
- Implement DDAs for West Gateway Projects with The Olson Company, Lennar Southcoast, and Jamboree Housing Company.
- Implement CityPlace OPA for 4th Street Lofts.
- Assist with development of the Press-Telegram block.
- Implement OPA for a mixed-use project at Ocean Boulevard and Alamos Avenue.
- Implement OPA for mixed-use project along Long Beach Boulevard between 1st Street and Broadway.
- Implement OPA for Cedar Court.
- Negotiate development agreements for the block bordered by 6th and 7th Streets and Pine and Pacific Avenues.

ACCOMPLISHMENTS

- Monitored construction on The Olson Company and Lennar Southcoast's Promenade developments in accordance with the terms of their respective DDAs.

- Finalized negotiations for Lyon Realty Advisors' Promenade project, obtained all approvals, executed Amendment to DDA and commenced construction on the Lyon development.
- Continued construction on Jamboree Housing Company project in the West Gateway area.
- Negotiated West Gateway DDA with Lyon West Gateway, LLC and cleared the site.
- Terminated negotiations with The Olson Company and Lennar Southcoast for West Gateway projects.
- Monitored construction of CityPlace Lofts (4th Street at Elm Avenue).
- Provided staff input into the development of the Press-Telegram block.
- Negotiated OPA for Shoreline Gateway project at Ocean Boulevard and Alamitos Avenue. The project was transferred to the Central Project Area.
- Continued construction on the Standard Pacific lofts north of the Post Office.
- Continued to market property along Long Beach Blvd. between 1st Street and Broadway to qualified developers.
- Cedar Court OPA has been terminated. The project was transferred to the City's Project Development Bureau.
- Continue to negotiate with Bixby Tower, Inc. for development of a portion of the block bounded by 6th and 7th Streets and Pine and Pacific Avenues.

GOAL #3

Pursue planning initiatives in conformance with the Redevelopment Plan and Downtown Strategy for Development.

- Implement recommendations of the Downtown Parking Study.
- Participate in a comprehensive revision of PD-30 Zoning for height and density flexibility and for mixed-use project standards.
- Continue participation in General Plan update.
- Negotiate development agreement for the block bordered by 3rd and 4th Streets and Pine and Pacific Avenues, including a public parking garage.

ACCOMPLISHMENTS

- Enhanced directional signage to Downtown parking.
- Enhanced parking garage signage.
- Opened new public parking in the Olson Promenade parking garage.
- Participated in a strategic visioning process and presented the vision to stakeholders, Redevelopment Agency, Planning Commission and City Council.
- Participated in the General Plan update process.
- Entered into an Exclusive Negotiation Agreement with Williams & Dame Development to prepare a development concept package for the block generally bounded by 3rd and 4th Streets and Pine and Pacific Avenues.

GOAL #4

Support activities that foster an inviting, safe pedestrian environment in the Downtown.

- Contribute to Downtown marketing efforts.
- Support the weekly Farmers’ Market and Craft Fair.
- Begin construction of open space and pedestrian linkages through the West Gateway Area to The Promenade and Long Beach Boulevard.

ACCOMPLISHMENTS

- Continued public information program on changes in Downtown parking.
- Continued to support the Farmers’ Market and Craft Fair at CityPlace.
- Finalized design of open space and pedestrian linkages through the West Gateway Area to The Promenade and Long Beach Boulevard.
- Awarded contract and commenced construction drawings for Promenade Master Plan (middle block).
- Selected artists for Public Art on the Promenade.

GOAL #5

Support the development of affordable housing in Long Beach.

- Transfer 20% of available project area tax increment to the Housing Development Fund.

ACCOMPLISHMENTS

- Transferred 20% of available increment to the Housing Development Fund.
- Incorporated 26 affordable units into Disposition and Development Agreements for the Lyon West Gateway Project.

GOAL #6

Serve as staff support to various committees and organizations.

- Provide staff support for the Downtown Property Based Improvement District (PBID) and the Downtown Long Beach Associates (DLBA).
- Provide staff support to the Pine Avenue Task Force and to the Downtown Business Advisory Committee.

ACCOMPLISHMENTS

- Attended DLBA meetings to report on Redevelopment activities.
- Participated in Pine Avenue Task Force meetings.
- Participated in Downtown Public Right-of-Way meetings.

**LOS ALTOS REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Fully meet all of the financial obligations of the Project Area.

- Use all tax increment, less expenses for project area administration, housing set aside, and public art maintenance, for repayment of the loan from the West Long Beach Industrial Redevelopment Project Area.

ACCOMPLISHMENT

- Used sales tax revenue to provide payments to the West Long Beach Industrial Project Area.

GOAL #2

Support the development of affordable housing in Long Beach.

- Transfer 20% of available project area tax increment to the Housing Development Fund.

ACCOMPLISHMENT

- Transferred 20% of available project area tax increment to the Housing Development Fund.

GOAL #3

Preserve the public amenities created as part of the redevelopment of the Los Altos Shopping Center.

- Maintain reserve for capital replacement.

ACCOMPLISHMENT

- Public amenities did not require expenditures maintenance in FY06-07.

**NORTH LONG BEACH REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL # 1

Facilitate the replanning, redesign and redevelopment of the Project Area.

- Implement the North Long Beach Strategic Guide for Redevelopment.
- Implement the North Long Beach Street Enhancement Master Plan.
- Implement the Village Center and Historic Node Implementation Plan.
- Select a developer for negotiations for a mixed-use project, which covers two blocks of the Village Center.
- Implement the North Long Beach Design Guidelines.
- Implement the Bixby Knolls Design Guidelines.
- Identify priority sites for redevelopment consistent with the Strategic Guide.
- Work with the Planning and Building Department to revise the General Plan and Zoning Ordinance for consistency with the Strategic Guide.

ACCOMPLISHMENTS

- Selected a developer for the North Village Center and began negotiations.
- Acquired the following property for future public parking:
 - 510 E. South Street
- Acquired the following properties for future development:
 - 5645 Atlantic Avenue
 - 5649 Atlantic Avenue
 - 5661 Atlantic Avenue
 - 5701 Atlantic Avenue
 - 5827-29 Atlantic Avenue
 - 6620-6630 Atlantic Avenue
 - 306 E. Home Street
 - 4860 Long Beach Boulevard
 - 4870 Long Beach Boulevard
 - 5096 Long Beach Boulevard
 - 5098 Long Beach Boulevard
 - 5365 Long Beach Boulevard
- Continued working with Planning and Building Department towards revising General Plan and Zoning Ordinance for consistency with Strategic Guide.

GOAL #2

Contribute to neighborhood revitalization.

- Implement the Commercial Façade Improvement Program in the North Village and Historic Core.
- Complete approved streetscape improvements along North Long Beach corridors.
- Complete approved street improvements in North Long Beach neighborhood corridors.

- Add new public parking in the North Village and Historic Core.
- Provide funding for the Neighborhood Enhancement Areas, including multi-family housing.
- Support neighborhood efforts to create beauty and pride.
- Facilitate development of additional park open space.
- Support the preservation of buildings of key historical or architectural significance.

ACCOMPLISHMENTS

- Completed the following commercial façade projects:
 - 3821 Atlantic Avenue
 - 4129-49 Atlantic Avenue
 - 4301 Atlantic Avenue
 - 4320 Atlantic Avenue
 - 4335-4343 Atlantic Avenue
 - 1707-1729 South Street
- Completed construction of new gateway medians on Atlantic Avenue and Cherry Avenue.
- Completed streetscape improvements for the North Village at South Street and Atlantic Avenue.
- Began design of streetscape improvements for the Historic Core at Market Street and Long Beach Boulevard.
- Began design of new median improvements for Long Beach Boulevard between Victoria Street and Bort Street.
- Began construction contracts to repave or reconstruct 26 streets in North Long Beach and completed construction (Areas C, D and E) consistent with the Street Enhancement Master Plan.
- Began repaving project on Long Beach Boulevard from Wardlow Road to San Antonio.
- Began repaving project with new medians on Long Beach Boulevard from San Antonio to Del Amo Boulevard.
- Began construction of new medians on Atlantic Avenue in front of Jordan High School.
- Completed acquisition of 5550 Paramount Boulevard for expansion of Pops Davenport Park.
- Provided funding for completion of new teen center at Admiral Kidd Park.
- Provided funding for several Neighborhood Enhancement Areas (Bret Harte, DeForest Park, Cal-Cherry, McKinley, and Ramona Park Neighborhoods).
- Supported neighborhood efforts to create beauty and pride through funding of Neighborhood Partners Program grants and funding of neighborhood murals, including the Veteran's Mural.
- Completed acquisition of four blighted motels and two liquor stores.
- Continued implementation of the North Long Beach Design Guidelines.
- Continued implementation of the Bixby Knolls Design Guidelines.

GOAL #3

Strengthen the economic base of the Project Area.

- Revitalize commercial/retail areas consistent with the Strategic Guide (i.e., former Home Base and Bixby Knolls Shopping Center).
- Facilitate development of new commercial/retail areas consistent with the Strategic Guide (i.e., Atlantic Boulevard Motel, Waite Motel, northeast corner of Atlantic Avenue and Artesia Boulevard).
- Provide funding for economic development activities in North Long Beach.
- Support projects that provide for expanded small business development and additional employment opportunities.
- Address parking concerns in commercial areas, specifically Bixby Knolls and the North Village Center.

ACCOMPLISHMENTS

- Issued two Request For Proposals for development of two priority sites:
 - NEC Atlantic Avenue and Artesia Boulevard
 - NEC Long Beach Boulevard and Home Street (formerly Waite Motel)
- Worked with existing property owner to facilitate redevelopment of the former Home Base into a new Target Department Store.
- Worked with existing property owner to facilitate redevelopment of the former Robert's Department Store into a new Marshall's Department Store.
- Provided funding for economic development activities in North Long Beach.
- Began design work for new public parking lots in the North Village Center.

GOAL #4

Market the North Long Beach Community and provide community outreach.

- Implement a marketing program to promote the qualities of North Long Beach (i.e., North Long Beach newsletter, street banners, utility box art, anti-litter program, and graffiti removal program).
- Inform the public as to the vital role of redevelopment in removing blight, reversing deterioration, building partnerships between local businesses and the community, implementing the community's vision, and strengthening neighborhoods.
- Implement the Agency's Communications and Public Outreach Plan.

ACCOMPLISHMENTS

- Continued seasonal street banner program.
- Continued Redevelopment in Review quarterly project report.
- Added a new Communications Officer to staff.
- Assisted the North PAC with publication of four issues of the North PAC Review newsletter.

GOAL # 5

Provide staff support to various committees and organizations.

- Continue to provide staff support to the North Long Beach Subcommittee.
- Continue to provide staff support to the North Long Beach Project Area Committee.

ACCOMPLISHMENTS

- Provided staff support to the Agency's North Long Beach Subcommittee.
- Provided staff support to the North Long Beach Project Area Committee.

GOAL #6

Support the development of affordable housing in Long Beach.

- Transfer 20% of project area tax increment to the Housing Development Fund.
- Acquire priority sites in North Long Beach for new market rate housing development and home ownership opportunities.

ACCOMPLISHMENTS

- Transferred over 20% of project tax increment to the Housing Development Fund for the purpose of increasing or enhancing affordable housing in North Long Beach.
- Acquired the following sites in North Long Beach for new market rate housing development and home ownership opportunities:
 - Waite Motel development site
 - Long Beach Boulevard Motels site
 - 306 E. Home Street site

**POLY HIGH REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Preserve the public amenities created as part of the redevelopment of the Poly High Project Area.

- Assist in the development of public infrastructure and open space development projects.

ACCOMPLISHMENTS

- Acquired property at Atlantic Avenue and Pacific Coast Highway to eliminate blight and allow for traffic improvements and open space development.
- Acquired property at Pacific Coast Highway and Martin Luther King Jr. Avenue to provide open space and a gateway to Poly High School.

GOAL # 2

Continue to support the development of affordable housing by transferring 20% of project area tax increment to the Housing Development Fund.

- Provide 20% of project area tax increment for the development of affordable housing.

ACCOMPLISHMENT

- Transferred 20% of project area tax increment to the Housing Development Fund.

GOAL #3

Eliminate and prevent blight along the Project Area's commercial corridors.

- Acquire or provide rehabilitation assistance for commercial properties on Pacific Coast Highway.
- Explore the possibility of joint development of sites along Pacific Coast Highway with the Long Beach Unified School District.

ACCOMPLISHMENT

- Acquired property at Atlantic Avenue and Pacific Coast Highway to eliminate blight and allow for traffic improvements and open space development.
- Acquired property at Pacific Coast Highway and Martin Luther King Jr. Avenue to provide open space and a gateway to Poly High School.

**WEST BEACH REDEVELOPMENT PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Continue to support development of the West Ocean commercial corridor.

- Continue to assist private sector developments in the Project Area in conformance with the Redevelopment Plan and Downtown Strategy for Development.

ACCOMPLISHMENT

- Staff has continued to assist private sector initiatives in the Project Area that conform to the Redevelopment Plan and Downtown Strategy for Development.

GOAL #2

Support the development of affordable housing in Long Beach.

- Transfer 20% of available project area tax increment to the Housing Development Fund.

ACCOMPLISHMENT

- The Housing Development Fund has received 20% of available increment.

GOAL #3

Serve as staff support to various committees and organizations.

- Provide staff support for the Downtown Property Based Improvement District (PBID) and the Downtown Long Beach Associates (DLBA).

ACCOMPLISHMENT

- Agency staff has continued to provide support to a variety of committees and organizations, including the DLBA and the Arts Council.

GOAL #4

Provide additional recreation opportunities or other infrastructure improvements to benefit the project area.

- Assist with infrastructure improvements that benefit the project area.

ACCOMPLISHMENT

- Staff has continued to provide support to the City of Long Beach in the redesign of Santa Cruz Park along Ocean Blvd. as part of the adjacent residential developments.

**WEST LONG BEACH INDUSTRIAL PROJECT AREA
COMPARISON OF GOALS FOR FY 2006-2007
WITH ACCOMPLISHMENTS FOR FY 2006-2007**

GOAL #1

Facilitate the replanning, redesign and redevelopment of the Project Area.

- Study the opportunities for under grounding utilities and providing fiber-optic cable service.
- Complete project design of the Westside Storm Drain Improvement Project.
- Explore feasibility of Canal-Caspian diagonal parking demonstration project.
- Initiate streetscape improvement project for Pacific Coast Highway.

ACCOMPLISHMENTS

- Incorporated under grounding of utilities and providing fiber-optic cable service into the Westside Storm Drain Improvement Project.
- Received approval from County of Los Angeles and City of Long Beach Public Works department regarding design of the Westside Storm Drain Improvement Project.
- Initiated dialogue with community regarding a diagonal parking demonstration project.
- Completed design of streetscape improvement project for Pacific Coast Highway.

GOAL #2

Contribute to project area revitalization.

- Facilitate removal and conversion of non-conforming residential, nightclub and motel sites to development more appropriate uses for the area.
- Implement Agency approved Disposition and Development Agreements (DDA).
- Implement the revised Facade Improvement Program (FIP).
- Enhance the pedestrian environment.
- Increase street and alley security through additional lighting and surveillance equipment.
- Restore the SnugTop Water Tower.
- Initiate Pro-Active Code Enforcement Program.

ACCOMPLISHMENTS

- Acquired three residential non-conforming properties and a crime-ridden motel for future development more appropriate for the area.
- Concluded, amended, and initiated Exclusive Negotiating Agreements and DDAs.
- Initiated 18 FIP projects throughout the Project Area. The first six projects underway are located on the major corridors of Pacific Coast Highway and Santa Fe Avenue.
- Included traffic safety components to the streetscape improvement project for Pacific Coast Highway.

- Continued to partner with the City's Public Works Department to administer the alley surveillance camera program. Also, explored the possibility of adding solar lighting to targeted alleys.
- Completed restoration of the SnugTop Water Tower.
- Initiated Pro-Active Code Enforcement Program on major corridors of Pacific Coast Highway and Santa Fe Avenue.

GOAL #3

Strengthen the economic base of the Project Area.

- Assemble land with Agency-owned properties to facilitate new development.
- Support projects that provide for expanded industrial development and additional employment opportunities.
- Provide funding for small business assistance programs in West Long Beach.
- Provide funding for economic development activities in West Long Beach.
- Provide opportunities to retain existing businesses in West Long Beach.

ACCOMPLISHMENTS

- Acquired various residential non-conforming properties for future development of industrial uses and sought to acquire neighboring properties of Agency owned land for purposes of land assembly for industrial development.
- Initiated discussions with various property owners neighboring Agency owned sites, regarding assembling sites in partnership with the Agency through Owner Participation Agreements. Targets sites are located in: 1400 block of Cota Avenue, 1600 block of 17th Street, 2100 block of 16th Street, 1500 block of Santa Fe Avenue, 1600 block of Seabright Avenue, 1300 block of Canal Avenue, and 2100 block of 16th Street.
- Provided \$600,000 to the City's Economic Development Bureau for business retention and attraction activities.
- Initiated discussion regarding the creation of an Energy Solutions Business Loan Program.

GOAL #4

Provide staff support to various committees and organizations.

- Continue to provide funding and staff support to the West Long Beach Project Area Committee.

ACCOMPLISHMENT

- Provided funding and staff support to the West Long Beach Project Area Committee.

GOAL #5

Support the development of affordable housing in Long Beach.

- Transfer 20% of project area tax increment to the Housing Development Fund.

ACCOMPLISHMENT

- The Housing Development Fund has received 20% of available tax increment.

Table 1
Tax Increment Revenue Projection
West Beach Project
Long Beach Redevelopment Agency
(000's Omitted)

	Reported 2007-08	Plan	SB 1045 Extension	SB 1096 Extension	SB 1096 Extension	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	
		Effectiveness Limit 1/1/2009										
I. Real Property	159,413	159,413	162,601	165,853	169,170	172,554	176,005	179,525	183,115	186,778	190,513	
Inflationary Growth at 2%	0	3,188	3,252	3,317	3,383	3,451	3,520	3,590	3,662	3,736	3,810	
Total Real Property	159,413	162,601	165,853	169,170	172,554	176,005	179,525	183,115	186,778	190,513	194,323	
II. Personal Property & SBE	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	
III. Total Project Value	195,215	198,403	201,656	204,973	208,356	211,807	215,327	218,918	222,580	226,315	230,126	
Less Base Value	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	
Incremental Value Over Base	191,160	194,348	197,600	200,917	204,300	207,752	211,272	214,862	218,524	222,260	226,070	
IV. Gross Tax Revenue	1,925	1,957	1,990	2,023	2,057	2,092	2,127	2,164	2,200	2,238	2,276	
Add Unitary Tax Revenue	5	5	5	5	5	5	5	5	5	5	5	
Less County Admin Fees at -1.9%	(37)	(37)	(38)	(39)	(39)	(40)	(41)	(41)	(42)	(43)	(43)	
Subtotal	1,893	1,925	1,957	1,989	2,023	2,057	2,092	2,127	2,163	2,200	2,238	
Less Housing Set Aside at -20%	(386)	(392)	(399)	(406)	(412)	(419)	(426)	(434)	(441)	(449)	(456)	
V. Net Tax Increment Revenue	1,507	1,532	1,558	1,584	1,610	1,638	1,665	1,694	1,722	1,752	1,782	
Less SB211 Statutory Pass Through	(134)	(140)	(147)	(153)	(160)	(167)	(174)	(187)	(200)	(214)	(228)	
VI. Net Revenue after Pass Through	1,373	1,392	1,411	1,430	1,450	1,471	1,491	1,507	1,522	1,538	1,554	
SB211 Statutory Pass Through												
Fiscal Year	Adj Base	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Year Count	Revenue	4	5	6	7	8	9	10	11	12	13	14
Amount Available for AB 1290 Pass Thru		1,893	1,925	1,957	1,989	2,023	2,057	2,092	2,127	2,163	2,200	2,238
Tier 1 Pass Through	1,223	(134)	(140)	(147)	(153)	(160)	(167)	(174)	(181)	(188)	(196)	(203)
Tier 2 Pass Through	2,092	0	0	0	0	0	0	0	(6)	(12)	(18)	(25)
Total Statutory Pass Through		(134)	(140)	(147)	(153)	(160)	(167)	(174)	(187)	(200)	(214)	(228)

Table 1
Tax Increment Revenue Projection
West Beach Project
Long Beach Redevelopment Agency
(000's Omitted)

	Debt Repayment				SB211 Yr 1	SB211 Yr 2	SB211 Yr 3	SB211 Yr 4	SB211 Yr 5	SB211 Yr 6	SB211 Yr 7	
	limit 1/1/2019	SB 1045 Extension	SB 1096 Extension	SB 1096 Extension								
	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	
I. Real Property	194,323	198,210	202,174	206,218	210,342	214,549	218,840	223,217	227,681	232,234	236,879	
Inflationary Growth at 2%	3,886	3,964	4,043	4,124	4,207	4,291	4,377	4,464	4,554	4,645	4,738	
Total Real Property	198,210	202,174	206,218	210,342	214,549	218,840	223,217	227,681	232,234	236,879	241,617	
II. Personal Property & SBE	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	35,802	
III. Total Project Value	234,012	237,976	242,020	246,144	250,351	254,642	259,019	263,483	268,037	272,682	277,419	
Less Base Value	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	(4,056)	
Incremental Value Over Base	229,957	233,921	237,964	242,089	246,296	250,587	254,963	259,428	263,981	268,626	273,364	
IV. Gross Tax Revenue	2,316	2,356	2,396	2,438	2,480	2,523	2,567	2,612	2,658	2,705	2,753	
Add Unitary Tax Revenue	5	5	5	5	5	5	5	5	5	5	5	
Less County Admin Fees at -1.9%	(44)	(45)	(46)	(46)	(47)	(48)	(49)	(50)	(51)	(51)	(52)	
Subtotal	2,276	2,315	2,355	2,396	2,438	2,480	2,523	2,567	2,612	2,658	2,705	
Less Housing Set Aside at -20%	(464)	(472)	(480)	(489)	(497)	(506)	(514)	(523)	(533)	(542)	(551)	
V. Net Tax Increment Revenue	1,812	1,843	1,875	1,908	1,941	1,974	2,009	2,044	2,080	2,116	2,154	
Less SB211 Statutory Pass Through	(242)	(256)	(271)	(286)	(301)	(317)	(333)	(349)	(365)	(382)	(400)	
VI. Net Revenue after Pass Through	1,570	1,587	1,604	1,622	1,640	1,658	1,676	1,695	1,714	1,734	1,754	
SB211 Statutory Pass Through												
Fiscal Year	Adj Base	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29
Year Count	Revenue	15	16	17	18	19	20	21	22	23	24	25
Amount Available for AB 1290 Pass Thru		2,276	2,315	2,355	2,396	2,438	2,480	2,523	2,567	2,612	2,658	2,705
Tier 1 Pass Through	1,223	(211)	(219)	(227)	(235)	(243)	(251)	(260)	(269)	(278)	(287)	(296)
Tier 2 Pass Through	2,092	(31)	(38)	(44)	(51)	(58)	(65)	(73)	(80)	(87)	(95)	(103)
Total Statutory Pass Through		(242)	(256)	(271)	(286)	(301)	(317)	(333)	(349)	(365)	(382)	(400)

Table 1
Tax Increment Revenue Projection
West Beach Project
Long Beach Redevelopment Agency
(000's Omitted)

	SB211 Yr 8 2029-30	SB211 Yr 9 2030-31	SB211 Yr 10 2031-32	Total TI		
				Total TI Status Quo	with 10 Yr SB211 Ex	Variance
I. Real Property	241,617	246,449	251,378			
Inflationary Growth at 2%	4,832	4,929	5,028			
Total Real Property	246,449	251,378	256,406			
II. Personal Property & SBE	35,802	35,802	35,802			
III. Total Project Value	282,251	287,180	292,208			
Less Base Value	(4,056)	(4,056)	(4,056)			
Incremental Value Over Base	278,196	283,125	288,152			
IV. Gross Tax Revenue	2,801	2,851	2,902			
Add Unitary Tax Revenue	5	5	5			
Less County Admin Fees at -1.9%	(53)	(54)	(55)			
Subtotal	2,753	2,802	2,851	32,007	58,397	26,390
Less Housing Set Aside at -20%	(561)	(571)	(581)	(6,525)	(11,906)	(5,380)
V. Net Tax Increment Revenue	2,192	2,230	2,270	25,482	46,492	21,010
Less SB211 Statutory Pass Through	(417)	(435)	(453)	(2,958)	(6,710)	(3,752)
VI. Net Revenue after Pass Through	1,775	1,795	1,817	22,524	39,781	17,258

SB211 Statutory Pass Through

Fiscal Year	Adj Base	2029-30	2030-31	2031-32
Year Count	Revenue	26	27	28
Amount Available for AB 1290 Pass Thru		2,753	2,802	2,851
Tier 1 Pass Through	1,223	(306)	(316)	(326)
Tier 2 Pass Through	2,092	(111)	(119)	(128)
Total Statutory Pass Through		(417)	(435)	(453)