



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

November 9, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Agreement With Gruen Associates for Planning and Urban Design Services for Development of a Land-Use Strategy for the Downtown Tidelands Property East of the Long Beach Convention and Entertainment Center (District 2)

DISCUSSION

The City is the owner of Tidelands property (Site) located east of the Long Beach Convention and Entertainment Center (Convention Center) and south of Seaside Way (see Exhibit "A"), which is utilized as additional parking for the Long Beach Arena, the Long Beach Terrace Theater, and the Convention Center. The Site is also used for the staging of large special events, such as the annual Long Beach Grand Prix street race and the 2004 Long Beach Aquatics Festival.

Though the Site serves a critical function in providing much-needed additional parking or staging for special events, it is primarily underutilized given its relative location to the rest of the waterfront. It is also the last remaining undeveloped piece of Tidelands property in the Downtown area. As a result, the City has been the recipient of increasingly frequent, yet competing, proposals for development of the Site. These proposals have included both temporary and permanent aquatics centers, a large retail center with a tower element/tourist attraction, and construction of a new convention hotel. In addition, the Site could also be used for future expansion of the Convention Center, the Long Beach Arena, or the Hyatt Regency Hotel.

In an effort to provide a comprehensive vision to property owners, developers, architects, and the community, the City seeks to develop an overall land-use strategy (Strategy) for the Site to guide potential development proposals in the future. The goal of the Strategy is to balance competing interests for the development of the Site and to provide the City with guidance on the most appropriate and best scenario(s) for immediate or future development, with an emphasis on visitor- and tourist-serving uses. The City recently issued a Request for Proposals for planning firms with demonstrated experience in developing land-use strategies for properties located in urban, waterfront

locations. Of the 11 proposals received, Gruen Associates (Gruen) presented the most comprehensive array of services to assist the City with the development of the Strategy.

Gruen is a multidisciplinary planning and design firm offering full services in urban planning, urban design, architecture, landscape architecture, transportation planning, parking, environmental assessment, community outreach and other strategically related fields. As such, they are uniquely qualified to engage in a strategic land-use planning process for the City with the effective integration of stakeholders and community outreach.

The proposed agreement with Gruen provides for professional services to help define and realize a comprehensive vision and development strategy for the last remaining major development parcel in the Downtown Long Beach waterfront area. The Strategy will seek to identify only those strategic land uses that are considered most appropriate for the site, including public open space. In addition, the Strategy will take into account existing land uses in the nearby area, including the Convention Center, Hyatt Regency Hotel, the Marina Green, the Long Beach Shoreline Marina, the Long Beach Aquarium of the Pacific, the Shoreline Village retail center, the newly opened Pike at Rainbow Harbor retail/entertainment complex, surrounding businesses and residential neighborhoods. It is anticipated the Strategy will take approximately nine months to complete, and it will include community-based involvement while relying heavily on input from key stakeholders.

This letter was reviewed by Deputy City Attorney Richard F. Anthony on October 11, 2004, and Budget Management Officer David Wodynski on October 8, 2004.

TIMING CONSIDERATIONS

City Council action is requested on November 9, 2004, in order to commence the land-use development strategy for the underutilized Downtown Tidelands property.

FISCAL IMPACT

The City Manager's Office has requested that Community Development take the lead in coordinating the Strategy. The cost is estimated at \$195,000 and will be budgeted in the following manner: \$125,000 in the Tidelands Fund (TF) in the Department of Community Development (CD); \$50,000 in the Redevelopment Fund (RD) in the Department of Community Development (CD); and \$20,000 in the Tidelands Fund (TF) in the Department of Parks, Recreation and Marine (PR).

The Redevelopment funds in CD and the Tidelands funds in PR have been included in the Fiscal Year 2005 Adopted Budget. The Tidelands funds in CD are currently unbudgeted; therefore, an appropriation increase is included in the recommendations below. The funding source will be Tidelands fund balance.

HONORABLE MAYOR AND CITY COUNCIL

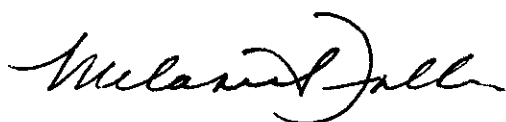
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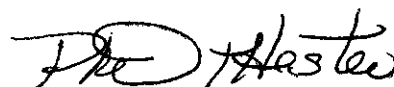
IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Authorize the City Manager to execute a professional services agreement with Gruen Associates, in an amount not to exceed \$195,000 and for a term of two years, for an urban planning and land-use development strategy for the Downtown Tidelands property; and
2. Increase appropriations in the Tidelands Fund (TF) in the Department of Community Development (CD) by \$125,000.

Respectfully submitted,



MELANIE S. FALLON
DIRECTOR OF
COMMUNITY DEVELOPMENT



PHIL T. HESTER
DIRECTOR OF
PARKS, RECREATION AND MARINE

APPROVED:



GERALD R. MILLER
CITY MANAGER

MSF:JMLR:nb

Attachment: Exhibit "A"

11.9.04ccltrGruen.DT.Tidelands.doc