

CITY OF LONG BEACH

AS SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF LONG BEACH

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October 1, 2013

SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY
OF THE CITY OF LONG BEACH
City of Long Beach
California

RECOMMENDATION:

Approve the Long Range Property Management Plan and authorize submittal to the Oversight Board and authorize its submittal to the State of California Department of Finance for approval, subject to approval of the Oversight Board. (Citywide)

DISCUSSION

Chapter 9 of AB 1484 ("Post Compliance Provisions") provides that within six (6) months following issuance of a Finding of Completion to a Successor Agency that a Successor Agency shall submit, subject to approval of its Oversight Board, a Long Range Property Management Plan to the State of California Department of Finance. The Successor Agency received its Finding of Completion on April 23, 2013, and is now eligible to submit a Long Range Property Management Plan to the Oversight Board. Should the Oversight Board request changes to the Long Range Property Management Plan (attached), staff will incorporate those into the document before transmittal to the State of California Department of Finance.

The purpose of the Long Range Property Management Plan is to address the disposition and use of real property of the former Long Beach Redevelopment Agency (RDA). Pursuant to AB 1484, the Long Range Property Management Plan must include an inventory of the real property of the former Redevelopment Agency and all related information described in the statute. The State Department of Finance has dictated the format in which the information is to be provided.

AB 1484 provides that the Long Range Property Management Plan classify real property into four categories, as follows: (1) governmental use properties; (2) properties to be retained for future development (projects identified in an approved redevelopment plan); (3) properties to be sold; and (4) properties which are to be retained to fulfill an enforceable obligation. The largest proportion of the properties in the Long Range Property Management Plan have been classified for future development of projects identified in an approved redevelopment plan.

Once the Long Range Property Management Plan has been approved by the State Department of Finance, the listed properties may be retained or sold as provided in the Plan. Methods of disposition will include competitive solicitation (i.e., request for proposals), offerings for sale with conditions or covenants, and offerings for sale at market

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value. Disposition procedures differ for each of the four categories of real property identified in AB 1484. Staff and the City Attorney interpret AB 1484 disposition provisions as described below; however, due to the ambiguity of the language contained in AB 1484, the State Department of Finance may interpret these provisions differently.

- (1) Government Use Properties – These properties will be transferred to the City at no cost for governmental use.
- (2) Properties to be Retained for Future Development – These properties will be retained for development and transferred to the City for disposition. Sale proceeds will be retained by the City.
- (3) Properties to be Sold – These properties will be sold. Proceeds from their sale will be distributed as property tax to taxing entities. The City will receive approximately 22 percent of that amount.
- (4) Properties to be Retained to Fulfill an Enforceable Obligation – These properties will be retained or transferred as provided in the respective agreements which created the enforceable obligation. The agreements pre-date dissolution of the Long Beach Redevelopment Agency and govern disposition of these properties.

This matter was reviewed by Deputy City Attorney Richard Anthony on September 4, 2013, and by Budget Management Officer Victoria Bell on September 6, 2013.

TIMING CONSIDERATIONS

Successor Agency action is requested on October 1, 2013 in order that the Long Range Property Management Plan may be considered by the Oversight Board in October, and subsequently submitted to the State of California Department of Finance for approval.

FISCAL IMPACT

Because the Long Range Property Management Plan must be reviewed and approved by the Oversight Board and by the State of California Department of Finance, it is subject to modification, and it is not possible to predict the amount of future revenue or expense that will flow to the City from the disposition of real property of the former Redevelopment Agency. In the event that properties are transferred to the City for either governmental use or future development, the Successor Agency will not receive funding via future ROPS to pay for the maintenance of those properties. Proceeds from the sale of the initial properties could be used to establish a property maintenance reserve to pay for the ongoing maintenance of the remaining City properties.

SUGGESTED ACTION:

Approve recommendation.

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OF THE CITY OF LONG BEACH

October 1, 2013

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Respectfully submitted,



PATRICK H. WEST
CITY MANAGER

PHW:AJB:RMZ:mg

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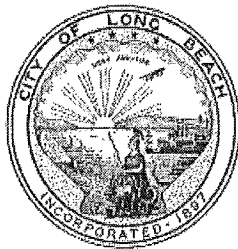
Attachments: Long Range Property Management Plan
Maps

LONG RANGE PROPERTY MANAGEMENT PLAN

Submitted to:

Successor Agency
Oversight Board
Department of Finance, State of California

(Add the dates that both SA and OB approve this to the final version submitted to State)



Prepared and Submitted by:
City of Long Beach
as the
Successor Agency
to the
Redevelopment Agency
of the
City of Long Beach

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I. INTRODUCTION

Legislative and Administrative Background

With the passage of ABx1 26 in June 2011, and the subsequent California Supreme Court decision upholding ABx1 26 in December of that year, California's Redevelopment Agencies were dissolved effective February 1, 2012. ABx1 26 provided for designation of Successor Agencies to wind down the affairs of dissolved Redevelopment Agencies. On January 17, 2012, the City Council of the City of Long Beach designated the City of Long Beach as Successor Agency to the Redevelopment Agency of the City of Long Beach.

On June 27, 2012, AB 1484 was signed into law. AB 1484 modified various provisions of ABx1 26 relating to Redevelopment Agency dissolution procedures. Chapter 9 of AB 1484 ("Post Compliance Provisions") provides that within (6) months following issuance of a "Finding of Completion" to a Successor Agency, a Successor Agency shall submit, subject to approval of its Oversight Board, a Long Range Property Management Plan (Plan) to the State of California Department of Finance (DOF). The Successor Agency to the Redevelopment Agency of the City of Long Beach received its Finding of Completion on April 23, 2013, attached as **Exhibit A**, and is eligible to submit its Plan to the Oversight Board and the DOF for approval.

Purpose and Effect of the Long Range Property Management Plan

Section 34191.5(b) of AB 1484 states that the purpose of the Plan is to address "...the disposition and use of the real properties of the former Redevelopment Agency." Section 34191.3 of AB 1484 states that upon approval of a Plan by the DOF, "...the plan shall govern and supersede all other provisions relating to the disposition and use of the real property assets of the former Redevelopment Agency." Pursuant to the aforementioned provisions of AB 1484, the purpose of this Plan is to direct the use and manage the disposition of the real properties of the former Redevelopment Agency of the City of Long Beach consistent with the Redevelopment Plan for each Project Area and its related Strategic Guide for Development. Upon approval of the Plan, the involved properties will be placed into a Community Redevelopment Property Trust Fund (Trust Fund) established and administered by the Successor Agency in accordance with the disposition strategy set forth in the approved Plan. The Plan does not include or address those real properties transferred to the Housing Successor Agency pursuant to the provisions of Section 34179.5 et seq. of AB 1484.

AB 1484 requires an inventory of all properties to be placed in the Trust Fund and that the Plan segregates the properties into four (4) categories, as follows:

- 1 Properties to be retained for Government Use pursuant to Section 34181(a) of AB 1484. These properties include properties or assets that were or will be constructed for use as roads, parks and park facilities, police or fire stations, libraries and other administrative buildings and shall be transferred by the Successor Agency to the City, which will retain the property and assets for ongoing governmental use.
- 2 Properties to be retained for purposes of fulfilling an Enforceable Obligation pursuant to Section 34191.5 (c)(2) of AB 1484. These properties shall be transferred by the Successor Agency to the City to comply with the enforceable obligations.
- 3 Properties to be retained for Future Development pursuant to Section 34191.5(c)(2) of AB 1484. These properties were acquired for a purpose or project identified in the related redevelopment plan, strategic guide, or other related guiding document. These properties shall be transferred by the Successor Agency to the City to further the goals and objectives of the redevelopment plan and related guiding documents.
- 4 Properties For Sale pursuant to Section 34191.5(c)(2) and (2)(b) of AB 1484. These properties were acquired for a specific community purpose such as blight removal, elimination of a concentration of crime, accommodation of parking demand, or a change of land use. These properties have not been assembled into developable sites and will be disposed through traditional marketing practices. These properties will not be transferred by the Successor Agency and proceeds generated by the sale of these properties will be distributed as property tax to the local taxing agencies.

The inventory of properties totals 259 parcels, assembled into 71 sites.

The inventory of properties shall include the following information for all the properties included in the Plan:

- Date of acquisition.
- Value of the property at that time.
- Estimate of current value.
- Purpose of acquisition.
- Property address.
- Lot size.

- Current zoning.
- Revenues generated by the property.
- History of environmental contamination.
- Potential for transit-oriented development.
- Potential to advance the objectives of the Successor Agency.
- History of previous development efforts.

This Plan is prepared and submitted pursuant to and consistent with the provisions of Section 34191.5 (b). The Plan shall be approved by the Oversight Board and the State Department of Finance. Upon approval of the Plan by the Oversight Board and the State Department of Finance the properties will be disposed in a manner set forth in the Plan.

In general, and as stated in Section 34191.5 (b), if the Plan proposes retention of property for governmental use, for enforceable obligations or for projects identified in an approved redevelopment plan, then these properties shall be transferred by the Successor Agency to the City of Long Beach and shall be managed, retained or disposed consistent with the Plan, as confirmed by the Oversight Board, with no further involvement by the State Department of Finance. Consistent with Section 34191.5c2A of AB1484, these properties shall transfer at no cost.

Further, consistent with Section 34191.5c2B of AB1484, those properties identified in the Plan as For Sale properties for disposition purposes, the proceeds from the sale shall be distributed as property tax to the taxing entities.

The real properties included in this Plan are congregated by Redevelopment Project Area, and grouped by the four categories mentioned above in the same order. For the properties categorized as being retained for Government Purposes, it is intended that these properties be conveyed to the City of Long Beach at no cost for public purposes. For the properties categorized and being retained for the purposes of fulfilling Enforceable Obligations, it is intended that these properties will be conveyed to the City of Long Beach at no cost in order to comply with the requirements of the Enforceable Obligations. For the properties categorized as Future Development, it is intended that these properties will be conveyed to the City of Long Beach at no cost and the City of Long Beach will employ a variety of disposition strategies that will include, inter alia, competitive solicitations (RFQ/RFP), Disposition and Development Agreements, offerings to previously interested parties, adjoining property owners or tenants, broker representation and listing, internal marketing and advertising and auctions. For the properties categorized as For Sale, it is intended that these properties remain with the

Successor Agency and will be offered for sale utilizing traditional marketing activities, with a priority focus on tenants and adjoining landowners.

It is further intended that this Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

Goals and Objectives of the Long Range Property Management Plan

As the name of the Plan implies, to achieve the goals and objectives of the Successor Agency, a long range planning perspective is necessary. As a result, the following guiding principals will be employed, as appropriate and as preferred, in the disposition strategies for the properties retained for Future Development.

- Re-engage prior discussions and negotiations with development entities for the disposition of property for uses supported by the redevelopment plan and related strategic guides.
- Competitively bid properties through an RFP process that promotes and encourages land uses, densities or community amenities supported by the redevelopment plan and related strategic guides and discourages uses not supported by these guiding documents.
- Apply re-use or land residual value appraisal methodologies to value properties in support of land uses, densities or community amenities supported by the redevelopment plan and related strategic guides.
- Pursue further assembly opportunities to maximize community benefits.
- Partner with other landowners, including the City, in assembly of land, negotiation of development agreements, entitlement efforts and end use objectives.
- Provide priority opportunities for acquisition and development to adjoining landowners, tenants, or (in the case of Westside) other businesses and business owners within the Redevelopment Project Area.

Organization of the Long Range Property Management Plan

In order to best present the Plan in context and perspective of the Redevelopment Plans and their respective Strategic Guides for Development (Strategic Guide), each Project Area will be discussed as a discrete element of the Plan. Each Project Area: Central, Downtown, North and West, has unique challenges, demographics, socio-economic characteristics, employment and business insufficiencies and open space and streetscape deficits. As a result, the Redevelopment Plan and Strategic Guide for each Project Area have been formulated to specifically address that Project Area's goals and objectives. Without such context and perspective, the Plan would fail to recognize the multi-faceted, multi-year, multi-agency effort that has been expended to clear a pathway to rejuvenation of the City's most underserved and overlooked communities.

The Redevelopment Agency of the City of Long Beach legally established seven Redevelopment Project Areas as follows:

- 1 Central Project Area (adopted March 6, 2001; termination date of March 6, 2032).
- 2 Downtown Project Area (adopted June 17, 1975; termination date of June 17, 2017).
- 3 North Long Beach Project Area (adopted July 16, 1996; termination date of July 16, 2027).
- 4 West Long Beach Industrial Project Area a.k.a. Westside Project Area (adopted July 1, 1975; termination date of July 1, 2015).
- 5 Poly High Project Area (adopted April 3, 1973; termination date April 3, 2016).
- 6 West Beach Project Area (adopted July 21, 1964; terminated January 1, 2012).
- 7 Los Altos Project Area (adopted December 10, 1991; termination date of December 10, 2032).

The West Beach Project Area expired January 1, 2012, and was inactive at the time of the dissolution of the Redevelopment Agency on February 1, 2012. All six remaining project areas were active through the dissolution date. For the purposes of this LRPMP, only the Central, Downtown, North, Westside and Poly High Project Areas will be discussed. The Los Altos and West Beach Project Areas do not contain any land holdings and are not subject to the LRPMP. Particular detail on each of these Project Areas, its goals and strategic objectives will be discussed below, with context and perspective relative to the disposition categories in the Plan.

II. CENTRAL AND POLY HIGH REDEVELOPMENT PROJECT AREAS

Adopted March 6, 2001

The Redevelopment Plan for the Central Long Beach Redevelopment Project Area (Attachment 1)

The Redevelopment Plan for the Central Long Beach Redevelopment Project Area was prepared by the Redevelopment Agency of the City of Long Beach pursuant to the Community Redevelopment law of the State of California (Health and Safety Code Section 33000 et seq.), the California Constitution and all applicable local laws and ordinances. A fundamental purpose of this Redevelopment Plan is to improve the quality of life for residents and business enterprises within the Central Redevelopment Project Area. That purpose and the major goals of this Redevelopment Plan are:

- The elimination of blighting influences and the correction of environmental deficiencies in the Central Redevelopment Project Area, including, among others, buildings in which it is unsafe or unhealthy for persons to live or work, small and irregular lots, obsolete and aged building types, shifting uses or vacancies, incompatible and uneconomic land uses, substandard alleys, and inadequate or deteriorated public improvements, facilities and utilities.
- The assembly of land into parcels suitable for modern, integrated development with improved pedestrian and vehicular circulation.
- The replanning, redesign and development of portions of the Central Redevelopment Project Area, which are stagnant or improperly utilized.
- The provision of opportunities for participation by owners and adjoining owners and tenants in the revitalization of the Central Redevelopment Project Area.
- The strengthening of retail and other commercial functions in the Project Area.
- The strengthening of the economic base of the Central Redevelopment Project Area and the community by the installation of needed site improvements to stimulate new residential, commercial, and light industrial expansion, employment and social and economic growth.
- The provision of adequate land for parking and open space.
- The establishment and implementation of performance criteria to assure high site design standards and environmental quality and other design elements, which provide unity and integrity to the entire Central Redevelopment Project Area.
- The expansion, improvement and preservation of the community's supply of housing.
- The preservation of governmentally designated historic structures.

The socioeconomic characteristics of the Central Long Beach Redevelopment Project Area suggest that the residents are significantly different from the City of Long Beach and the County of Los Angeles as a whole. It is established that the residents in the Project Area earn lower incomes, are racially more disparate, are much younger and have less education than the residents in the City and County as a whole.

Of particular importance in the Central Redevelopment Project Area is the elimination and prevention of the spread of blight and physical deterioration throughout the Project Area. The Redevelopment Plan for the Central Project Redevelopment Area formulated action items to eliminate and prevent the spread of blight and deterioration as follows:

- Acquisition of certain real property and the assembly of adequate sites for the development and construction of residential, commercial and industrial facilities.
- The demolition or removal of certain buildings and improvements.
- Providing for participation by owners, adjoining owners and tenants presently located in the Central Redevelopment Project Area and the extension of preferences to business occupants and other tenants desiring to remain or relocate within the Project Area.
- The management of any property acquired by and under the ownership and control of the Redevelopment Agency.
- The installation, construction or reconstruction of streets, utilities and other public improvements.
- The disposition of property for uses in accordance with the Redevelopment Plan of the Central Redevelopment Project Area.
- The redevelopment of land by private enterprise or public agencies for uses in accordance with the Redevelopment Plan.
- The rehabilitation of structures and improvements by present owners, their successors and the Redevelopment Agency.

Proposed public improvements supported and pursued by the Redevelopment Plan of the Central Project Area include:

- Land acquisition and assembly for commercial and industrial upgrade, retention and expansion.
- Residential neighborhood stabilization and engenderment programs and projects including:
 - Land acquisition and assembly for residential development.
 - Construction of a Youth Center.
 - Construction of a Senior Center.
 - Construction of a Cultural Center.

- Development of parks and other open space areas.

The Central Long Beach Strategic Guide for Development (Strategic Guide)
(Attachment 2)

The Strategic Guide is intended to define land use planning concepts to facilitate the transformation of specific Central Long Beach corridors and neighborhoods from blighted areas lacking adequate retail, open space and housing to vibrant and attractive areas. The Strategic Guide is also intended to guide and be the framework within which decisions are made regarding redevelopment opportunities in the Central Long Beach Redevelopment Project Area. The Strategic Guide should be used to identify future redevelopment opportunities to revitalize neighborhoods and to support and pursue new development opportunities.

The Strategic Plan is intended to complement existing studies and plans for different portions of the Project Area. The existing studies and plans include Citywide regulatory documents such as the General Plan, Long Beach Strategic Plan (updated 2010), Zoning Code and the Land Use and Housing General Plan elements. Of more specificity, the existing studies and plans include:

- Sixth District Master Plan (2002)
 - The recommendations of this Master Plan include:
 - Add more banks, major supermarkets, chain family restaurants, schools, and affordable housing.
 - Promote maintenance of property.
- American Market Place Guide to Development (1996) (**Attachment 3**)
 - This project-oriented development plan focused specifically on land acquisition and the development of the Wrigley Marketplace retail center and Blue Line parking structure.
- West Gateway Mixed-Use Development Plan (updated 2004)
 - This public/private partnership resulted in a transit-oriented urban neighborhood in the City's downtown core, a new elementary school, over 700 ownership and rental housing units and neighborhood serving retail.
- East Village Arts District Guide to Development (Update 2004) (**Attachment 4**)
 - This collaborative effort, including the East Village Arts District Steering Committee, focused on targeted development sites, traffic and parking improvements, park and open space improvements and marketing and promotion programs.
 - One of the goals is to focus on targeted development within the Broadway Block, bounded by Long Beach Boulevard, 3rd Street, Elm Avenue and

Broadway. Targeting development includes the re-use of existing under-utilized buildings to create twenty-four new artist live/work units for artists to develop and maintain an active artist community.

- Santa Fe Avenue Commercial Revitalization Corridor Project
 - The revitalization efforts focus on improved traffic circulation, façade improvements and median enhancements.
- Anaheim Street Commercial Revitalization Program
 - This Program addresses deteriorating commercial properties along Anaheim Street between the Los Angeles River and Redondo Avenue.
- Anaheim Street Transportation Improvement Project
 - The Project is intended to blend street improvements, other facility enhancements and state-of-the-art technology to beautify Anaheim Street between the I-710 and Pacific Coast Highway and increase transportation efficiency.
 - The Project will synchronize traffic signals, create pedestrian crosswalks, expand sidewalks, enhance street landscaping and furniture and redesign bus stops.
- Atlantic Avenue Master Plan
 - The Plan, prepared in conjunction with the Housing Services Bureau, has transformed portions of Atlantic Avenue into a residential corridor through the development of two phases of Renaissance Walk.
 - The Plan seeks to de-tune Atlantic Avenue through enhanced sidewalks, curb and gutters, landscaping, creation of medians and other street improvements.
- St. Mary Medical Center Master Plan
 - The Plan is intended to facilitate the integration of the activities of a major medical center within a thriving urban environment.
- Willmore District Implementation Plan (**Attachment 5**)
 - The intent of the Plan is to guide the preservation and enhancement of the Willmore City Historic District, focusing on building rehabilitation, new construction, public art, open space opportunities, improving public facilities and streetscape improvements.
- Wrigley Long Range Plan
 - The Wrigley Long Range Plan covers portions of Pacific Avenue, Willow Street, Pacific Coast Highway and Long Beach Boulevard.
 - The goals include the identification, and targeted development, of under-utilized commercial properties, and opportunities for additional parking and open space.

The Central Long Beach Strategic Plan establishes the goals, policies and programs of the Redevelopment Plan and sets forth the following principles:

- Build a strong network of healthy neighborhoods.
- Support neighborhood efforts to create beauty and pride by removing blight and providing high quality and well-maintained public infrastructure, parks and public facilities.
- Eliminate neighborhood nuisances.
- Retain, expand and attract businesses.
- Create a balance between business growth and neighborhood needs.
- Encourage small business growth in Neighborhood Centers.

The Central Long Beach Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the Central Redevelopment Project Area. These strategies recommend changes in land uses, specific development projects, changes in regulatory controls and improvements to public amenities and services.

The Strategic Guide was developed through a coordinated effort with residents within the Central Redevelopment Project Area, the Strategic Guide Steering Committee and the City of Long Beach. The process led to the development of a Vision and Community Design Strategy, some of which are detailed below.

- To be a diverse community comprised of unique neighborhoods, community focal areas and employment centers by pursuing:
 - Residential neighborhoods that meet the needs of families, seniors and individuals.
 - More open space and parks.
 - More community facilities to serve youth, families and seniors, including libraries, sports facilities and schools.
 - Preserved historic residential, commercial and institutional structures and fabric.
 - New infill and adaptive re-use projects that are economically viable and compatible in scale and appearance with neighborhoods and focal areas.
 - Link existing and new parks with regional open space resources.
- To create eleven Neighborhood Centers, consolidate retail uses into Neighborhood Centers encouraging neighborhood anchors that provide local retail, restaurants and mixed uses, which combine retail, residential and local-serving offices. The Neighborhood Centers should promote pedestrian-oriented uses and designs. This strategy would create vibrant centers for a variety of

activities that neighborhood residents could use, while also allowing for other needed uses such as parks and housing to be developed along the corridors. The Neighborhood Centers are identified as follows:

- Willow Street at Santa Fe
 - Major recommendations include expansion of the Bret Harte Library and Ralph's Supermarket, development of a new park adjacent to the expanded library.
- Pacific Avenue at 20th Street
 - Major recommendations include enhancement of neighborhood commercial and pedestrian-oriented uses, upgrade the Northgate Gonzales Supermarket, recruiting appropriate uses along Pacific Coast Highway, and creation of new parks space.
- Pacific Coast Highway at Orange Avenue
 - Major recommendations include creation of a campus-oriented commercial focus with specialty retail uses and expansion of 14th Street Park.
- West Anaheim Street at Cedar Avenue
 - Major recommendations include enhancement and upgrade of neighborhood commercial uses and expansion of 14th Street Park.
- East Anaheim Street at Gundry Avenue
 - Major recommendations include enhancement of neighborhood commercial uses, expansion of Mark Twain Library and upgrade various commercial uses.
- East 7th Street at Orange Avenue
 - The goal is to form a synergy with institutional uses by encouraging neighborhood-related, pedestrian-oriented commercial uses, upgrading existing multifamily uses and providing open space.
 - The East 7th Street Neighborhood Center borders the East Village Arts District, and the recommendations for this Neighborhood Center are complementary to those contained in the East Village Arts District Guide for Development.
 - The Neighborhood Center contemplates new open space in the form of a neighborhood park adjoining 7th Street possibly at Cerritos Avenue.
- The following five Neighborhood Centers have been identified with strategic goals and objectives not yet fully studied:
 - Santa Fe Avenue at Willard Street
 - Willow Street at Magnolia Avenue
 - Atlantic Avenue at Hill Street
 - East Anaheim Street at Redondo Avenue

- West 4th Street at Maine Avenue
- Encourage transit-oriented development around the three Blue Line Stations. These stations provide a critical opportunity to develop transit-oriented uses such as commercial, with a moderate- to high-density residential component. Transit Oriented Districts significantly reduce auto dependency, help revitalize areas and offer a new mode for managing growth. The three transit stations located within the Central Long Beach Redevelopment Project Area are as follows:
 - Long Beach Boulevard at Pacific Coast Highway
 - Long Beach Boulevard at Willow (Long Beach Memorial)
 - Long Beach Boulevard at Anaheim Street
- Create a regional ethnic corridor along East Anaheim Street between Alamitos Avenue and Redondo Avenue. This area is ethnically diverse with an Asian and Hispanic population and is also the hub of one of the largest Cambodian communities in Southern California. This area has a great potential to enhance its cultural flavor and further develop as an Ethnic corridor with regional draw. This corridor would serve as a unique, regional destination center based on its planned multi-ethnic offerings of goods and food and its unique mix of Cambodian, Latino and African-American population.
- Restructure, convert or enhance corridors to support Neighborhood Centers, leading to improved transition to adjacent residential neighborhoods.
 - Willow Street carries relatively low traffic volumes, fronting higher quality, single-family residential neighborhoods. The long-term strategy is to transition under-utilized commercial parcels to high-quality, moderate-density residential uses.
 - Pacific Coast Highway is a regional street connecting Long Beach to surrounding communities in the South Bay. The long-term strategy seeks to limit commercial uses to those uses that are compatible with the adjacent residential neighborhoods.
 - Anaheim Street carries some of the highest volumes of traffic in the Central Redevelopment Project Area. While carrying significant local and regional traffic, it also has considerable economic vitality. Any incompatible uses, such as storage facilities and light industrial uses should be replaced over time by uses that are more compatible with the adjacent residential neighborhoods.

- 7th Street carries slightly lower traffic volumes, primarily due to the one-way traffic movements. While many fine historic single-family homes and other residential structures can be found in the bordering historic districts along 7th Street, there are also many high-density apartments that not only lack architectural character, but are both deteriorated and overcrowded. Additionally, the lack of open space is of great concern. Long-term goals seek to recycle the deteriorated and unattractive high-density apartment complexes, and re-establish appropriate street setbacks, side yards, and architectural styles compatible with the adjacent historic districts.
- Santa Fe Avenue carries relatively low traffic volumes. The edges of the Avenue contain a number of parks and schools. The long-term strategy for Santa Fe Avenue is to expand the zoning for the under-utilized commercial parcels in the segments outside the Neighborhood Centers and permit high-quality moderate-density multi-family residential uses.
- Pacific Avenue currently has a variety of commercial and residential uses. The primary zoning of Pacific Avenue within the Central Redevelopment Project Area is Pedestrian-Oriented Commercial. Therefore, residential uses are not permitted under the current zoning and should be phased out.
- Long Beach Boulevard is a major gateway into the City and has been the subject of various planning efforts by the City. The goal of the Strategic Guide is to promote the economic and aesthetic revitalization of this distressed urban corridor. The land use patterns along Long Beach Boulevard have yet to respond to the potential of Blue Line accessibility. As a result, goals of the Strategic Guide include the pursuit of Transit-Oriented Development.
- Atlantic Avenue carries a relatively high volume of traffic and includes a mix of institutional and commercial uses including Long Beach Memorial Medical Center, car dealers and some apartment uses. The goal of the Strategic Plan includes the retention and expansion of the medically related uses in the vicinity of the Medical Center and the conversion of remaining commercial uses in to residential uses that would complement the residential character already developing.

The long-term revitalization of the Central Redevelopment Project Area will involve a coordinated set of strategies including land use and zoning changes, additional open space and public amenities, identification of priority projects and the continued implementation of adopted plans. The revitalization is dependent upon the implementation of the goals and objectives of the Strategic Plan.

Long Range Property Management Plan for Central Long Beach Redevelopment Project Area

The Successor Agency retains 83 properties within the Central Long Beach Redevelopment Project Area. These properties are identified in **Exhibit B** beginning with number 1 and ending with number 83. These properties are depicted on **Exhibit C**. Of the 83 properties, 21 parcels (in 6 development sites) are categorized as Government Use, 6 parcels (in 1 development site) is categorized as an Enforceable Obligation, 49 parcels (in 9 development sites) are categorized as Future Development and 7 parcels (assembled into six sites) are identified as For Sale.

Government Use Properties

Properties 1-21 are identified as Government Use, and are intended to be conveyed to the City of Long Beach at no cost. The Government Use properties consist of land to be used for public purposes including public street infrastructure and public parks. The Government Use properties are discussed below:

- 1 One of the goals of the Central Long Beach Redevelopment Plan is to improve the pedestrian and vehicular circulation within the Central Long Beach Redevelopment Project Area. The acquisition of the parent property located at 652 ½ Alamos Avenue allowed initial traffic improvements including a sidewalk with access ramp compliant with the Americans with Disabilities Act. It also facilitated northbound right-turns at the traffic signal and a bus stop. The remainder of the property is slated for additional public improvements to further enhance the intersection and traffic circulation in the area.
- 2 The Central Long Beach Strategic Guide for Development identifies the importance of revitalizing neighborhood centers and highlighting the historic fabric of residential neighborhoods. The property located at 612 E. Sunrise Boulevard is at the entry to the Sunrise Boulevard Historic District. The former Redevelopment Agency (Agency) acquired the property for blight removal and subsequent development into a landscaped gateway into the historic district. The Agency was able to acquire the property and accomplish removal of a billboard located on the parcel but was unable to commence demolition of the blighted remaining structure prior to dissolution.
- 3 The Central Long Beach Strategic Guide for Development identifies the Central Long Beach Redevelopment Project Area (Area) as being far underserved in terms of recreational and open space opportunities. The former Redevelopment Agency in conjunction with the City's Department of Parks, Recreation and

Marine identified open space development opportunities throughout the Area, one of which was located at 1195 E. 15th Street. The necessary property was acquired and the park subsequently developed to include a walkway surrounded by native plants, water friendly landscaping and a commemorative art piece of Rosa Parks. In addition, several traffic improvements, including a bus stop and benches, were installed allowing better traffic circulation while creating a more pedestrian friendly environment along two major avenues in Long Beach, Orange and Alamitos.

- 4 The Central Long Beach Strategic Guide for Development (Guide) identifies the Central Long Beach Project Area (Area) as being underserved in recreational and open space opportunities. Within the Area, the East Anaheim Street Neighborhood Center (Center) is located on East Anaheim Street between Alamitos Avenue and Gaviota Avenue and is ethnically diverse with a mix of Asian and Hispanic populations, as well as, being the hub of one of the largest concentrations of the Cambodian community in Southern California. The former Redevelopment Agency (Agency) acquired the property located at 1501 E. Anaheim Street as part of a larger acquisition of parcels located at 1409 E. Anaheim Street needed for the construction of the new MacArthur Park Library. Upon completion of construction and in keeping with the Guide's goal of providing more open space and parks, this site was identified as the location for the Killing Fields Memorial Garden to commemorate the victims of the Cambodian genocide. The Agency has been in discussions with a non-profit organization, Killing Fields Memorial Center, Inc., to develop the park as a memorial garden. However, an agreement could not be put into place prior to dissolution.

- 5-7 The City of Long Beach issued Open Space Revenue Bonds in 2006, the proceeds of which were to be expended for the expansion and development of parks and open space in underserved communities. As the Central Long Beach Strategic Guide for Development has identified the Central Long Beach Project Area as being underserved in recreational and open space opportunities, the City loaned the Agency bond proceeds to assist the Agency in acquiring several parcels identified for open space development, one of which was 2300 Martin Luther King Jr. Avenue. The Agency acquired the property and subsequently developed the parcels as open space adjacent to the Pacific Electric Right-Of-Way Bike Trail. Further, the acquisition and development of this open space fulfilled the City's requirement to find replacement open space as a swap for the southern site expansion at the Aquarium of the Pacific.

8-21 One of the major goals of the Central Project Area Redevelopment Plan is to correct environmental deficiencies in the Project Area including inadequate or deteriorated public improvements. The City of Long Beach's General Plan Update identified the intersection of Cherry Avenue and Pacific Coast Highway as one with negative traffic conditions such as high volume, speed and cut-through traffic through the surrounding neighborhood. The Level of Service Analysis for this intersection concluded that it operated at a deficient level of service and improvements would improve the level of service and intersection efficiency. The former Redevelopment Agency (Agency), in partnership with the City of Signal Hill, entered into a Memorandum of Understanding, whereby the Agency would acquire the property needed for street widening while Signal Hill would manage construction. Signal Hill is seeking approval from CalTrans to proceed with construction, anticipated to commence in the beginning of 2014.

Enforceable Obligation Properties

Properties 22-27 are identified as Enforceable Obligations, and are intended to be conveyed to the City of Long Beach at no cost. The Enforceable Obligation properties are all subject to pre-existing agreements containing performance obligations on the part of the Successor Agency. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach.

The Enforceable Obligation properties are discussed below:

22-27 Wrigley Marketplace (Center) is an established neighborhood shopping center located at the northwest corner of Willow Street and Long Beach Boulevard. The Center has Albertson's as an anchor tenant and includes a variety of retail and food stores such as CVS, Starbucks, Fashion Bug, Verizon, and Carl's Jr. In keeping with the goals of the Central Long Beach Redevelopment Plan and the Central Long Beach Strategic Guide for Development, Wrigley Marketplace services the densely populated area of West and Central Long Beach and, as well as, Signal Hill. Nearly 300,000 people live within 3-miles of the Center and is closely situated to Long Beach Memorial Hospital and the Metro Blue Line. The Center is currently under a Ground Lease to American Stores Properties, Inc. through February 1, 2033. American Stores also has ten separate 5-year options extending the Enforceable Obligation through 2083.

Future Development Properties

Properties 28-76 are identified as Future Development, and are intended to be conveyed to the City of Long Beach at no cost. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach. The Future Development properties were acquired in furtherance of the

goals and objectives of the Central Long Beach Redevelopment Plan, the Strategic Guide and supporting complementary plans and studies. In order to create economic opportunity, promote economic development on a local level and generate tax revenue for all levels of government, this Plan proposes the continuation of land use and construction policies set forth in the supporting plans and studies, contemplating uses that embrace and promote quality of life improvements that meet the specific needs of individual communities.

The Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents. The City of Long Beach will employ a variety of disposition strategies that will include, inter alia, competitive solicitations (RFQ/RFP), Disposition and Development Agreements, offerings to previously interested parties, adjoining property owners or tenants, broker representation and listing, internal marketing and advertising and auctions.

It is further intended that this Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

The Future Development properties are discussed below:

28-30 The Central Long Beach Strategic Guide for Development (Guide) identifies several major arterial corridors within the city as targeted areas for long-term revitalization, one of which is Long Beach Boulevard. Long Beach Boulevard is a major gateway through the city and has been a subject of major planning efforts by the City to re-plan and revitalize a distressed corridor. The property located at 1112-1130 Locust Avenue is within the boundaries of the St. Mary and Downtown Adjacent Subarea of the Long Beach Boulevard corridor, which encourages

development of a mix of living, shopping and working opportunities. The former Redevelopment Agency acquired the property with the intent to develop the parcel into one of the uses consistent with the Guide's goals and priorities.

- 31-32 The Central Long Beach Strategic Guide for Development identifies the neighborhood along Pacific Avenue between Pacific Coast Highway (PCH) and Hill Street as a focus area for concentrated redevelopment activity, including the goals of re-use of non-conforming/underutilized properties and regional focused retail along PCH. One major goal of the Central Long Beach Redevelopment Plan includes the assembly of land into parcels suitable for modern, integrated development allowing for future replanning, redesign and development of the properties. The former Redevelopment Agency acquired the site and subsequently entered an Exclusive Negotiation Agreement with a developer to bring neighborhood serving retail to the community. Dissolution of the Agency occurred prior to the ENA being extended and/or negotiation of the terms and conditions of a Disposition and Development Agreement. It is our intent to restart negotiations upon approval of this Plan.
- 33-41 The Central Long Beach Strategic Guide for Development (Guide) identifies Atlantic Avenue as an area that carries a high volume of traffic and includes a mix of uses. The goals of the Guide include conversion of remaining commercial uses into residential uses that would complement the residential character already developing. The former Redevelopment Agency pursued a variety of projects with the Long Beach Memorial Neighborhood Center including acquisition of the parcels at Vernon Avenue and Atlantic for development consistent with the goals identified in the Guide. Prior to dissolution, the Agency maintained an Agreement to Negotiate Exclusively (ENA) with a developer, to develop the site as affordable senior housing consistent with the Guide. However, the terms and conditions of a Disposition and Development Agreement could not be negotiated prior to AB1484. It is our intent to restart negotiations upon approval of this Plan.
- 42-43 The Memorial Hospital Neighborhood Center (Center) is identified in the Central Strategic Guide for Development (Guide) as a target area for concentrated redevelopment activity. One of the priorities for this Center is to encourage a high-intensity retail and commercial node that would serve Long Beach Memorial Medical Center (LBMMC). The former Redevelopment Agency (Agency) acquired the property at 540-558 E. Willow Street as part of its revitalization efforts within the Center to remove blight and re-plan improperly utilized and non-conforming commercial properties. In addition to recent improvements within the Center such as Wrigley Marketplace, Fellowship Park and the Menorah Senior Housing Development, the Agency was in the process of reviewing development

proposals for this parcel prior to dissolution. It is our intent to dispose of the site through a competitive RFP process.

- 44 The Central Long Beach Strategic Guide for Development (Guide) identifies Pacific Avenue between Pacific Coast Highway and Willow Street as a priority district for redevelopment activities. The goal of the community is to create a vibrant pedestrian-oriented environment. In addition, the Guide discusses land assembly to attract new retailers and restaurants and the creation of public parking where possible. The former Redevelopment Agency acquired the site to remove blight along the corridor and to add public parking until a commercial development could proceed in the area suitable to attract a national retail tenant. The site will be disposed through a competitive RFP process upon approval of this Plan.
- 45-46 One of the priorities of the Central Long Beach Strategic Guide for Development (Guide) is the revitalization of key commercial corridors along Anaheim Street and Pacific Coast Highway. Pacific Coast Highway has been a regional street connecting the oceanfront communities of the South Bay area. Further, the busy commercial street is bordered on both sides with some of the densest residential neighborhoods in Long Beach. To that end, the former Redevelopment Agency (Agency) considered the property at 925-941 E. Pacific Coast Highway as an important component of the revitalization effort and acquired the property to eliminate blight and proceed with a development that would provide neighborhood-serving commercial uses. The Agency was in discussions with a developer, including design and selection of a national tenant, for a Disposition and Development Agreement but terms and conditions could not be completed prior to dissolution. It is intended that these negotiations would restart upon approval of this Plan.
- 47-53 One of the priorities of the Central Long Beach Strategic Guide for Development (Guide) is the revitalization of key commercial corridor along Anaheim Street and Pacific Coast Highway (PCH). Anaheim Street carries some of the highest volumes of traffic within Long Beach mainly due to its connections with the 710 freeway and Port of Long Beach and its role in carrying east-west regional traffic. The former Redevelopment Agency (Agency) acquired the property at 1500-1546 E. Anaheim/1205-1209 Walnut Avenue for the purposes of removing blighted, incompatible commercial uses and replacing them with uses more compatible with the adjacent residential neighborhoods, including the construction of a new Fire Station No. 10. These parcels reside in the heart of a regional ethnic corridor along East Anaheim Street between Alamitos Avenue and Redondo Avenue. This area is ethnically diverse with an Asian and Hispanic population

and is also the hub of one of the largest Cambodian communities in Southern California. This area has a great potential to enhance its cultural flavor and further develop as an Ethnic corridor with regional draw. This corridor would serve as a unique, regional destination center based on its planned multi-ethnic offerings of goods and food and its unique mix of Cambodian, Latino and African-American population. Future development alternatives include community serving, ethnically relevant retail uses. Prior to dissolution, the Agency was considering several projects to further the Guide's efforts to revitalize the economic vitality of this corridor. Development alternatives may include both public and private uses, but ultimately including neighborhood serving retail, such as a grocery store. The site would be disposed through a competitive RFP process upon approval of this Plan.

- 54-57 One of the revitalization goals identified in the Central Long Beach Strategic Guide for Development (Guide) is the consolidation of commercial uses at designated neighborhood centers and major arterial corridor intersections, including the intersection at Atlantic Avenue and Anaheim Street. The property located at 622-628 E. Anaheim Street is located on the south side of Anaheim Street and was identified as a critical site for redevelopment. The former Redevelopment Agency (Agency) acquired the property with the purpose of allowing adaptive re-use of the existing art deco building on the property, which has been deemed a local historic resource. The Agency released a Request for Proposal to develop the property in accordance with the Guide but the process could not be completed prior to dissolution. It is intended that this competitive disposition process would be re-started upon approval of this Plan.
- 58-76 The Central Long Beach Strategic Guide (Guide) and the Atlantic Avenue Master Plan (Master Plan) discussed therein, makes key recommendations for the neighborhood along both the east and west sides of Atlantic Avenue between 20th and Hill Streets, including building new workforce housing, improving infrastructure along Atlantic and Hill, expansion and façade improvement for civic institutions, existing commercial buildings and traffic calming measures. The site at 2175 Atlantic Avenue was acquired along with other properties along Atlantic in the Agency's efforts to revitalize the Atlantic corridor with the development of Atlantic Villas Housing and Renaissance Walk Projects (Projects). The completed Projects have added 40 single-family homes with a childcare center and 15 townhouses. While the remaining parcel cannot be integrated directly into the Projects, it can be developed with consistent uses that complement and enhance the Projects. It is intended that the site would be disposed through a competitive RFP process upon approval of this Plan.

For Sale Properties

Properties 77 through 83 were initially acquired to eliminate blight and blighting influences. Assembly of land for future development did not occur. Therefore, these properties are identified as For Sale properties. These properties will be marketed for sale and provide priority opportunities for acquisition and development to adjoining landowners and tenants. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be distributed as property tax to the taxing entities.

The For Sale properties are discussed below:

- 77 Through the West Gateway Master Plan, the former Redevelopment Agency facilitated the development of West Gateway, a unique public/private economic development partnership that resulted in a transit-oriented urban neighborhood on eight (8) square blocks situated in the City's downtown core. This master planned effort included a new public elementary school, approximately 700 ownership and rental housing units, and incorporated resident-serving retail within this enhanced urban community. West Gateway is a critical element in the revitalization of greater downtown Long Beach. The property located at 325 Daisy Avenue is a remnant parcel from this development and will be disposed of upon approval of the Long Range Management Plan.
- 78 Through the West Gateway Master Plan, the former Redevelopment Agency facilitated the development of West Gateway, a unique public/private economic development partnership that resulted in a transit-oriented urban neighborhood on eight (8) square blocks situated in the City's downtown core. This master planned effort included a new public elementary school, approximately 700 ownership and rental housing units, and incorporated resident-serving retail within this enhanced urban community. West Gateway is a critical element in the revitalization of greater downtown Long Beach. The property located at 605 W. 4th Street is a remnant parcel from this development and will be disposed of upon approval of the Long Range Management Plan.
- 79 The East Village Arts District Guide for Development (Guide) identifies comprehensive strategies to create a viable arts district that functions as a distinct activity center and neighborhood in the City of Long Beach. Some of the goals and strategies of the Guide include adaptive re-use of existing buildings for artist and professional live/work spaces and the desire for existing parking resources in the East Village to be substantially improved, so that sufficient

parking well situated to the former activity can be provided. The former Redevelopment Agency (Agency) acquired the property at 825 E. 7th Street for the dual purpose of removing an incompatible use with adjacent residential uses, as the property was formerly an automobile service shop, and to create an opportunity to develop residential lofts consistent with the Guide and the surrounding uses. In the interim, the Agency utilized their property as parking to accommodate existing live/work spaces in the immediate area, until such time that development proposals could be considered.

80 One of the goals of the Central Long Beach Redevelopment Plan (Plan) is the provision of adequate land for parking and open spaces, and the provision of opportunities for participation by owners and tenants in the revitalization of their properties. The property located at 339 Pacific Avenue is currently improved as a parking lot for use by the public when visiting local businesses, including the adjacent historic Dolly Varden Hotel (Hotel). The addition of these parking spaces adjacent to the Hotel has been an important component in the revitalization of this historic building. In order to keep consistent with the goals of the Plan and allow the Hotel to continue successful operation, it is our intent to work with the adjacent property owner for disposition.

81 This property was acquired by the Agency for The Long Beach Housing Development Company (LBHDC), and was conveyed to the LBHDC in 1992. The parcel was part of the land assembly for the adjacent HUD funded affordable residential project, but this site was not needed for the project and became a remnant parcel. Although affordable housing funds were used to purchase the site, no deed restriction was recorded against the site, and the LBHDC has leased the property to the Housing Authority of the City of Long Beach for parking purposes for many years. The property was originally included on the Housing Asset Transfer List, but the State Department of Finance rejected it and required that it be returned to the Successor Agency for subsequent sale.

82-83 One of the priorities of the Central Long Beach Redevelopment Plan (Plan) is to support the revitalization of commercial sites and to improve commercial corridors. In 2004, the former Redevelopment Agency assembled and subsequently constructed Renaissance Square (Project), a two-story, 12,000 square foot mixed-use building located at 1900-1934 Atlantic Avenue. The mission of the Project was to create a site of economic vitality for the community by offering a vast array of financial services and training programs to an underserved area in Central Long Beach. While the Project is currently an Enforceable Obligation, as the first floor is under lease to Union Bank for the

operation of a branch on site and the second floor is under lease to the City of Long Beach's Workforce Development Bureau for the provision of placing workforce development social service programs in the building to serve the local community, it is our intent to sell the underlying fee interest upon approval of the LRPMP.

The acquisitions of properties 1-83, discussed above, were acquired pursuant to the goals and objectives of the Central Long Beach Redevelopment Plan, the Strategic Guide for Development, the Sixth District Master Plan, the American Marketplace Guide to Development, the East Village Arts District Guide to Development, the Anaheim Street Commercial Revitalization Program, the Anaheim Street Transportation Improvement Project, the Atlantic Avenue Master Plan, and the Wrigley Long Range Plan. The intent of the Redevelopment Agency in acquiring these parcels was to pursue the objectives of the related plans, implement targeted development of under-utilized properties, create healthy neighborhoods through balanced development and neighborhood needs, eliminate neighborhood nuisances, retain, expand and attract businesses, and encourage the growth of small business.

It is the intent of this Plan for the Successor Agency, and ultimately, the City of Long Beach, to pursue the stated goals and objectives of the plans and studies related to the redevelopment of the Central Long Beach Project Area.

It is further intended that the Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs, and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

Long Range Property Management Plan for Poly High Redevelopment Project
Area

The Successor Agency retains 1 property within the Poly High Redevelopment Project Area. This property (Property No. 84) is identified on **Exhibit D** and depicted on **Exhibit E**. Property No. 84 was acquired pursuant to the Central Long Beach Strategic Guide for Development for Government Use, to eliminate blight, provide open space, and offer a site for the placement of an identification sign for Long Beach Polytechnic High School.

III. DOWNTOWN REDEVELOPMENT PROJECT AREA

Adopted June 17, 1975

Redevelopment Plan for the Downtown Redevelopment Project Area (Attachment 6)

The Redevelopment Plan for the Downtown Redevelopment Project Area was prepared by the Redevelopment Agency of the City of Long Beach pursuant to the Community Redevelopment law of the State of California (Health and Safety Code Section 33000 et seq.), the California Constitution and all applicable local laws and ordinances. A fundamental purpose of this Redevelopment Plan is to improve the quality of life for residents and business enterprises within the Downtown Redevelopment Project Area. That purpose and the major goals of this Redevelopment Plan are to eliminate and prevent the spread of blight and blighting influences through certain actions including:

- Acquire certain real property.
- Sell, lease, exchange, subdivide, transfer, assign, pledge, encumber, or otherwise dispose of real property consistent with the Redevelopment Plan for the Downtown Redevelopment Project Area.
- Provide participation opportunities to owners and tenants in the redevelopment activities in the Downtown.
- Manage property under the ownership and control of the Redevelopment Agency.
- Relocate displaced residential and non-residential occupants.
- Demolish or remove certain buildings.
- Install, construct or reconstruct public improvements.
- Rehabilitate public or private structures.
- Dispose of property for use in accordance with the Redevelopment Plan for the Downtown Redevelopment Project Area.
- Redevelop land to commercial and residential uses consistent with the environmental, economic and social goals of the community and in accordance with the Redevelopment Plan for the Downtown Redevelopment Project Area.

To provide adequate safeguards to ensure that the provisions of the Redevelopment Plan for the Downtown Redevelopment Project Area will be carried out, and to prevent the recurrence of blight, all real property sold, leased or otherwise conveyed by the Redevelopment Agency, as well as all property subject to participation agreements, shall be made subject to the provisions of the Plan by leases, deeds, contracts, agreements, declarations of restrictions, provisions of the zoning ordinance, conditional use permits, or other means.

The leases, deeds, contracts, agreements and declarations of restrictions may contain restrictions, covenants, covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes, or any other provision necessary to carry out the goals of the Redevelopment Plan for the Downtown Redevelopment Project Area.

The City Council and the Successor Agency are charged with ensuring that the provisions of the Redevelopment Plan for the Downtown Redevelopment Project Area and other documents formulated pursuant thereto, are being observed, and that development in the Downtown Project Area is proceeding in accordance with the Redevelopment Plan for the Downtown Redevelopment Project Area.

Downtown Long Beach has survived decades of neglect and extraordinarily negative physical and economic impacts. As a result of the closure of the Pike and the shuttering of Navy operations, many people, residents and businesses, together with their money and resources, fled the downtown. The downtown still harbored marginal and questionable businesses that supported these economic engines, and when they left, even these businesses suffered. The downtown became largely vacant, considerably aged, and the population demoralized. The downtown's major asset, its waterfront, remained undeveloped. Significant and bold efforts were needed to rethink, reshape, reinvigorate and redevelop downtown.

Key to this rebirth is to encourage, promote and support unique elements that distinguish downtown from the surrounding suburbs and creating a demand to live, work and play downtown. These include retail services, urban-scale housing, entertainment and cultural activities, walkable scales, historic design and character and mass transit. Without such transformation, downtown Long Beach will continue to degrade and deteriorate, bringing with it the economic stability of the entire City of Long Beach.

The Downtown Redevelopment Plan will have a positive impact through the re-design of the central business core and the provision of adequate pedestrian walkways. Additionally, it will be focused on the re-orientation of the downtown area to its shoreline resources and the provision of enhanced visual quality, an improved skyline and modern facilities. The encouragement of mass transit use into, within and out of the downtown is expected to reduce noise and air pollution.

Also contemplated in the Redevelopment Plan for the Downtown Redevelopment Project Area is the development and beautification of available open space. Implementation of the Redevelopment Plan will significantly increase the range of beneficial uses of the environment by providing a well-balanced community with a

greater variety of land uses and a broader spectrum of choices and opportunities for Long Beach citizens and merchants.

The Strategy for Development, Greater Downtown Long Beach (Strategic Guide)
(Attachment 7)

The Redevelopment Plan for the Downtown Redevelopment Project Area is intended to define land use planning concepts to facilitate the transformation of downtown Long Beach. The Strategic Guide is also intended to provide the framework within which decisions are made regarding redevelopment opportunities in the Downtown Redevelopment Project Area. In concert with the Strategic Guide, the recently adopted Downtown Plan zoning code sets forth in detail, design guidelines for all types of development in the Downtown. The Strategic Guide has established certain goals for the future development of Downtown Redevelopment Project Area as follows:

- Make the Greater Downtown a distinct and unique place. Greater Downtown, its downtown core, its waterfront and its surrounding neighborhoods, is a unique place on the West Coast with its maritime character, Mediterranean climate and diversity of culture and activity. It is important to have a unified development plan to both enrich the uniqueness of the place and to tell the world about it.
- Capitalize on the locational strength of Greater Downtown Long Beach, particularly regarding its maritime and coastal character. Long Beach has beaches, a thriving port, major attractions, ferry and cruise services and a growing convention center. The Greater Downtown has hotels, restaurants, cultural facilities and activities, all of which support the potential for continued development of resort and recreational activities along the waterfront. An effective redevelopment strategy will ensure the thoughtful integration of new commercial and residential development to augment the maritime character of Long Beach.
- Encourage diversity and choice in the heart of the City. The ideal downtown, the heart of the city, provides choices for obtaining day-to-day essentials and enjoying recreational and cultural activities.
- Make Greater Downtown a vital pedestrian place during daytime, evenings and weekends. A mix of complementary uses, facilities, pedestrian-oriented streets and plazas can help to ensure downtown activity beyond normal workday hours. Facilities for activities during the weekends and evenings include: hotels, churches, theaters, restaurants, clubs, gymnasiums, parks, museums, cultural centers, galleries and street markets.
- Promote development in the Greater Downtown, which provides economic benefits to the entire community, not just the downtown area. Economic success

through development can benefit the community both monetarily and environmentally. Increased tax revenues can be spent for the benefit of the entire city and downtown activities can be enjoyed by all.

- Reinforce the economic position of Greater Downtown Long Beach within the Los Angeles region. Long Beach is a major port city and geographically it is almost exactly the center of the Los Angeles basin. It is the second largest city in the region. It has its own airport, which is equidistant from Los Angeles and John Wayne Airports. It is served by four freeways and by a light rail line to downtown Los Angeles. These attributes, in addition to Greater Downtown Long Beach's strengths as a convention, recreation and entertainment center, are reinforced by the Strategic Guide.
- Create a flexible approach to development, which will be responsive to changing market conditions. Strategies and guidelines for development need to acknowledge that markets and growth patterns change substantially and at varying rates. These should focus not on specific styles or solutions, but rather on general principles and philosophies that reflect the city's long-term goals for quality development in the Greater Downtown. This approach to development requires periodic review so as to adjust strategies and guidelines to suit current conditions.
- Promote opportunities for cultural events and facilities within the Downtown. The richness and sophistication of a city is often gauged by the diversity and availability of cultural facilities and events. A broad spectrum of performances, exhibitions, festivals and permanent installations for cultural display, make a vibrant downtown. Long Beach has the Public Corporation of the Arts, which promotes art and cultural activity in Greater Downtown. The activities of the Public Corporation of the Arts, and other organizations engaged in opportunities for cultural enrichment, should be encouraged.
- Expand and integrate the residential presence with the Greater Downtown. The health and vitality of the Greater Downtown, as well as, its sense of livability, is directly related to the presence of people living there. Substantial quantities of well-integrated downtown residential development, support a wide range of services and a strong pattern of use in the evenings and weekends. The Greater Downtown is strengthened by its neighborhood and its residents and they become its caretakers. It is therefore paramount that downtown residential development be of high quality and promotes a sense of community.
- Improve transportation and signage systems to create a sense of orientation, and ease of access to and from the Greater Downtown. The City needs to make it easy to arrive and leave the Greater Downtown. Once there, people need to know how to find areas of interest, such as shops and theaters and major destinations, including the Convention Center and Aquarium. The transportation

and signage systems should be oriented primarily to people using the downtown and should encourage commuters and others to stop and visit.

The Strategic Plan is intended to complement and contemplate related studies and plans to address specific aspects of the Downtown Project Area. The existing studies and plans include Citywide regulatory documents such as the General Plan, Long Beach Strategic Plan (updated 2010), Downtown Plan Zoning Code and the Land Use and Housing General Plan elements. Of more specificity, the existing studies and plans include:

- Downtown Long Beach Associates Retail Visioning Report July 2010 (**Attachment 8**)
 - Downtown Long Beach lacks adequate space with spatial requirements for contemporary retails, along with desirable co-tenancies. Earlier recruitment efforts resulted in a retail mix that fostered competition rather than cooperation. Downtown Long Beach needs a new identity and a new strategy, with a unifying focus on the East Village, Downtown Core, and the Waterfront. Thirty-two actions items were identified to implement the plan, which is currently in process.
- Downtown Long Beach Market Study April 2009 (**Attachment 9**)
 - This study provides an assessment of the market for housing and office space in Downtown Long Beach and then evaluates how the growth of these two uses could impact the amount and types of retail that can be captured Downtown. The analyses also assess the potential for new hotel development in Downtown, and then evaluate the potential impact of new visitor spending on the potential for additional Downtown retail opportunities.
- Downtown Long Beach Parking Management Plan May 1999 (**Attachment 10**)
 - The availability of abundant, convenient public parking is essential if Downtown Long Beach is to compete successfully with other urban areas or suburban shopping centers. It is the goal of this Plan to facilitate and encourage the revitalization of the Downtown retail district by ensuring an adequate supply of parking to support existing and new uses in the area. To achieve this goal, the Redevelopment Agency established a Downtown Parking Management Plan to manage parking resources to maximize the use of existing parking spaces within the Downtown retail core. The Plan establishes appropriate parking spaces within the Downtown retail core. The Plan establishes appropriate parking standards that supersede those contained in the City's zoning regulations for designated uses and circumstances.

- Pine Avenue Design Guidelines January 1990 (**Attachment 11**)
 - These guidelines have been developed because a strong visual image is a key factor in establishing Pine Avenue as a viable specialty retail destination. Consistency in form, scale and materials would enhance its image as a coherent district, rather than simply as a group of unrelated storefronts. These guidelines for restoration, renovation and new construction on Pine Avenue, build on previous City documents, including the Design Guidelines for Downtown Long Beach and the Downtown Long Beach Design guidelines.
- Promenade Design Guidelines February 1990 (**Attachment 12**)
 - A high level of pedestrian-oriented commercial and entertainment activity is desired and, in general, should contemplate outdoor dining, retail sales, public markets, arts and crafts shows, concerts and other similar uses.
- Downtown Long Beach Strategic Action Plan July 2000 (**Attachment 13**)
 - Complete major planned residential projects including West Gate/Post Properties, Camden Properties, Long Beach Plaza and Block M projects.
 - Develop the Promenade as an urban-scale, mixed-use residential neighborhood, with high-density housing, ground-floor retail, civic and cultural elements, and hotel uses.
 - Complete redevelopment of Long Beach Plaza.
 - Complete the Queensway Bay entertainment and retail complex.
 - Locate and develop a site for a proposed arts center in the East Village Arts District.
 - Expand and implement the Downtown Parking Management Program, incorporating new parking structures.
 - Develop strong linkages to improve connections and access between neighborhoods in Downtown.
- Downtown Plan (Planned Development-30 zoning code) January 2012 (**Attachment 14**)
 - Promote and encourage high-density, transit-oriented development near existing Blue Line corridors, and mixed-use, pedestrian-oriented development in the Downtown.
 - Endorse bold architecture, planning and construction, to promote the development of a distinctive downtown skyline, providing a vibrant compact city core, attracting cosmopolitan and creative people.
 - Utilize green building technology and sustainability, and encourage LEED Certified Silver, or higher, on all new Downtown developments.

- Strengthen connectivity between downtown and areas south of Pine Avenue, such as the Convention Center, The Pike, Shoreline Village and Alamitos Beach.
- Maintain the City's partnership with Downtown Long Beach Associates, Convention and Visitor's Bureau, and other Downtown stakeholders.
- Foster development strategies that bolster the East Village's standing as a regional hub of creativity, and encourage creative spaces, such as the recent Art Exchange project, and 4th Street and Linden Avenue design studios, within the district.
- Facilitate the reinvention of historically significant structures and incent, through density waivers, parking reductions, and other means, adaptive re-use possibilities, as seen in the Kress Lofts, Insurance Exchange and Walker Building projects.

**Long Range Property Management Plan for the Downtown Redevelopment
Project Area**

The Successor Agency retains 45 properties within the Downtown Redevelopment Project Area. These properties are identified on **Exhibit F**, beginning with number 85 and ending with number 129, and are depicted on **Exhibit G**. Of the 45 properties, nine parcels (assembled into five sites) are categorized as Government Use, 34 parcels (assembled into 10 sites) are categorized as Future Development and two parcels (assembled into one site) are categorized as For Sale.

Government Use Properties

Properties 85 through 93 are identified as Government Use, and are intended to be conveyed to the City of Long Beach at no cost. The Government Use properties consist of land to be used for public purposes, including park or related public purposes. The Government Use properties are discussed below:

- 85 This property was initially acquired to eliminate blight and blighting influences. The property was developed as a pocket park/community garden more than 15 years ago. The property is too small to meet current development standards for single lot development. The property is also under a pre-existing lease with Long Beach Organic Community Garden Project for operation and management of the community garden. As such, this property is proposed to remain as currently used and developed.
- 86-87 These properties were initially acquired to accommodate high-density residential development and were transferred to private ownership. The residential development failed to proceed due to site constraints. The properties were re-acquired in 2006 by the former Redevelopment Agency and re-conceived as a public park. The properties have since been developed and act as the northerly terminus of the pedestrian-oriented Promenade, offering a physical and visual respite from the surrounding development. Construction of the park was deemed an Enforceable Obligation and the park was officially dedicated as the Harvey Milk Promenade Park in 2013. The public park also contains a W.P.A.-era mosaic mural that is now fully accessible to the public.
- 88 This property was acquired to provide a City-sponsored economic development resource center for the Downtown area. The property houses the Long Beach Community College District's California Small Business Development Center, Los Angeles Regional Network, which is partially funded through the City's Community Development Block Grant entitlement. The building also is used by

the Downtown Long Beach business district as a resource center to facilitate business relocation, retention and growth, create or retain jobs and to facilitate capital infusion within Long Beach.

89-92 These properties were acquired in the 1980's as part of a now-defunct Urban Development Action Grant program from the federal government to facilitate the creation of open space and mobility options. The former use was a concert amphitheater and bus station. In 2010, as part of the multi-year development of the Promenade, the properties were redeveloped and rededicated as Promenade Square Park. The public park provides flexible open space consistent with a high level of pedestrian oriented commercial and entertainment activity balanced with outdoor dining, retail sales, public markets, arts and crafts shows, concerts and other similar uses. Promenade Square Park also includes a full service BikeStation, which acts as a multimodal hub for bicycle users to transfer to the adjacent METRO Blue Line light rail or to bus service provided by Long Beach Transit along the Transit Mall.

93 This property was acquired in 2009 by the former Redevelopment Agency from the State of California as part of a land swap for the development of the new Deukmejian Courthouse. The property is within the boundaries of the existing Civic Center mega-block, which contains only community-serving, civic and open space uses. It is anticipated that this property will remain as Government Use and will be transferred to the City without cost.

Enforceable Obligation Properties

There are no properties in the Downtown Long Beach Redevelopment Project Area that have been identified as Enforceable Obligation properties.

Future Development Properties

Properties 94 through 127 are identified as Future Development and are intended to be conveyed to the City of Long Beach at no cost. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach. The Future Development properties were acquired in furtherance of the goals and objectives of the Downtown Long Beach Redevelopment Plan, the Strategic Guide, and supporting complementary plans and studies. In order to create economic opportunity, promote economic development on a local level and generate tax revenue for all levels of government, this Plan proposes the continuation of land use and construction policies set forth in the supporting plans and studies, contemplating uses that embrace and promote quality of life improvements that meet the specific needs of individual communities.

In order to create economic opportunity, promote economic development on a local level and generate tax revenue for all levels of government, this Plan proposes the continuation of land use and construction policies set forth in the supporting plans and studies, contemplating uses that promote and encourage high-density, transit-oriented development near existing Blue Line corridors, and mixed-use, pedestrian-oriented development in the Downtown, and provide a well-balanced downtown community in which to live, work and play. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies, consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

The Future Development properties are discussed below:

94-99 These properties were initially acquired to eliminate blight, blighting influences, overcrowded conditions and beacons of crime. The previous land uses includes high-density, multi-family residential projects that were nuisance properties. The assembled properties currently function as a public parking lot and a City employee-only parking lot. The entire assembled site had been identified as a residential development site including a public parking garage, which was to have been funded through a grant from METRO. However, the dissolution of the Redevelopment Agency caused the Agency to default on the grant, and the developer terminated the ENA. The properties are intended to be developed, through a competitive RFP selection process, in support of the revitalization of downtown through either high-density residential development or supporting commercial or retail development in accordance with the Downtown Plan zoning code.

100-101 These properties were initially acquired to eliminate blight, blighting influences, overcrowded conditions and beacons of crime. The assembled properties currently function as a public parking lot. The economic recession forestalled any commercial development. The properties are intended to be developed, through a competitive RFP selection process, in support of the revitalization of downtown through either high-density residential development or supporting

commercial or retail development in accordance with the Downtown Plan zoning code.

102-104 These properties were acquired to eliminate blight and blighting influences, and to assemble property into a block identified as Broadway Block - Site A. Broadway Block - Site A is integral to the East Village Arts District Guide to Development, which is intended to strengthen connectivity between Downtown and Alamos Beach, encourage the development of creative space like 4th Street and Linden Avenue, and promote and encourage a model of international living through a vision of progressiveness, diversity and culture, where residents would be proud to live, work and play. The Broadway Block is former RDA-owned land, which is proposed to be developed within certain parcel configurations and consistent with the vision and intent of the Downtown Plan. The former RDA was in pre-existing and near-final discussions with specific developers for each of the proposed development sites. It is anticipated that these discussions will continue upon the approval of the Plan. If continuing discussion fails to result in development agreements for any of the development sites, those sites would then be developed through a competitive RFP process that would continue to promote development consistent with the Arts District Guide to Development and the Downtown Plan.

105-106 These properties were acquired to eliminate blight and blighting influences and to assemble together with existing City-owned property into a block identified as Broadway Block – Site B. Broadway Block – Site B is integral to the East Village Arts District Guide to Development, which is intended to strengthen connectivity between Downtown and Alamos Beach, encourage the development of creative space like 4th Street and Linden Avenue and promote and encourage a model of international living through a vision of progressiveness, diversity and culture, where residents would be proud to live, work and play. Broadway Block – Site B is a combination of former RDA and City-owned land, which is proposed to be developed within certain parcel configurations and consistent with the vision and intent of the Downtown Plan. The former RDA was in pre-existing and near-final discussions with specific developers for each of the proposed development sites. It is anticipated that these discussions will continue upon the approval of the Plan. If continuing discussion fails to result in development agreements for any of the development sites, those sites would then be developed through a competitive RFP process, and in accordance with California Government Code, that would continue to promote development consistent with the Arts District Guide to Development and the Downtown Plan.

107-111 These properties were acquired to eliminate blight and blighting influences and to assemble property into a block identified as Broadway Block - Site C. Broadway Block - Site C is integral to the East Village Arts District Guide to Development, which is intended to strengthen connectivity between Downtown and Alamitos Beach, encourage the development of creative space like 4th Street and Linden Avenue, and promote and encourage a model of international living through a vision of progressiveness, diversity and culture, where residents would be proud to live, work and play. Broadway Block - Site C is former RDA-owned land, which is proposed to be developed within certain parcel configurations and consistent with the vision and intent of the Downtown Plan. The former RDA was in pre-existing and near-final discussions with specific developers for each of the proposed development sites. It is anticipated that these discussions will continue upon the approval of the Plan. If continuing discussion fails to result in development agreements for any of the development sites, those sites would then be developed through a competitive RFP process that would continue to promote development consistent with the Arts District Guide to Development and the Downtown Plan.

112 These properties were acquired to eliminate blight and blighting influences, and to assemble together with existing City-owned property into a block identified as Broadway Block - Site D. Broadway Block – Site D is integral to the East Village Arts District Guide to Development, which is intended to strengthen connectivity between Downtown and Alamitos Beach, encourage the development of creative space like 4th Street and Linden Avenue, and promote and encourage a model of international living through a vision of progressiveness, diversity and culture, where residents would be proud to live, work and play. Broadway Block – Site D is a combination of former RDA and City-owned land, which is proposed to be developed within certain parcel configurations and consistent with the vision and intent of the Downtown Plan. The former RDA was in pre-existing and near-final discussions with specific developers for each of the proposed development sites. It is anticipated that these discussions will continue upon the approval of the Plan. If continuing discussion fails to result in development agreements for any of the development sites, those sites would then be developed through a competitive RFP process, and in accordance with California Government Code, that would continue to promote development consistent with the Arts District Guide to Development and the Downtown Plan.

113 This property has been undeveloped and underutilized for over 20 years and continues to be a visual impediment to the connectivity between the Downtown,

the Convention and Entertainment Center, the Pike at Rainbow Harbor, and Shoreline Village. The acquisition through eminent domain in 2010 was specifically intended to control the redevelopment of the site in order to facilitate high-density residential development. The economic recession served to sideline efforts until residential demand increased. With the economic recovery in place, the site will be competitively bid through an RFP process, that is intended to ensure high-density development to maximize overall economic benefit to downtown and in accordance with the use of eminent domain.

114-122 These properties were initially acquired to eliminate blight and blighting influences and to assemble under-utilized property into developable land, in conjunction with the redevelopment of the pedestrian Promenade. Consistent with the Strategic Guide, the goal is to make Greater Downtown a vital pedestrian place during daytime, evenings and weekends. This is the last remaining parcel to be developed as part of the Promenade master plan, which envisioned a series of mixed-use residential projects surrounding the pedestrian spine of The Promenade. The site was the subject of an ENA with a developer who terminated the ENA following dissolution of the Redevelopment Agency. Due to limited site access, it is anticipated that residential development is the highest and best use, and would maximize public dividends in terms of property tax increases. In addition, one of the parking lots provides required parking for the adjacent loft project, Insurance Exchange; so any development that occurs on the site must incorporate additional parking for these users. The resulting development would come from a competitive bidding process in the form of an RFP to be released as soon as possible.

123-126 These properties are critical to the overall redevelopment of the Downtown area as they serve as a major transition between the Downtown Core and the East Village Arts District. The properties are also directly adjacent to a METRO Blue Line light rail station, making them attractive as a transit-oriented development site. The parcels were originally acquired to eliminate blighting influences and remove criminal activities associated with the former uses. Market forces will soon be favorable for a competitive RFP for development consistent with the Redevelopment Plan, Strategic Guide and Strategic Action Plan, to revitalize the downtown and restore the downtown to a vibrant center for residences, business and commerce.

127 The Edison Theater was acquired to facilitate the rehabilitation and re-use of an existing historic structure. It was subsequently leased to Cal State Long Beach

for ten years as a public repertory theater. Cal State vacated the premises due to seismic issues. The Agency was negotiating the sale or long-term lease of the property to a private developer for a special event/community performance/conference center space when dissolution occurred. It is the intention of the Successor Agency to resume these negotiations with the developer upon approval of the LRPMP, and to require certain public benefits to be included in any lease or land conveyance, including the allowance of community performance groups to use the space on a limited basis.

For Sale Properties

Properties 128 and 129 were initially acquired to eliminate blight and blighting influences. Assembly of land for future development was not practical and did not occur. Therefore, these properties are identified as For Sale properties and will be marketed for sale with a priority opportunity for acquisition and development to adjoining landowners and tenants. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be distributed as property tax to the taxing entities.

The For Sale properties are discussed below:

128-129 These properties were initially acquired to eliminate blight and blighting influences with an anticipation for assembly into developable parcels. The assembly of land was not practical. Therefore, these parcels will be marketed for sale at its highest and best use.

The acquisitions of properties 85 through 129 discussed above were acquired pursuant to the goals and objectives of the Downtown Redevelopment Plan, the Strategy for Development, Greater Downtown Long Beach, the Downtown Long Beach Associates Visioning Report, the Downtown Long Beach Market Study, the Downtown Long Beach parking Management Plan, the Pine Avenue Design Guidelines, the Promenade Master Plan and Design Guidelines, the Downtown Long Beach Strategic Action Plan, and the Downtown Plan. Many of the acquired properties were accomplished utilizing the Redevelopment Agency's power of eminent domain and, therefore, these properties were acquired for a specific purpose in furtherance of the Redevelopment Plan and Strategic Guide. The intent of the Redevelopment Agency in acquiring these parcels was to make Downtown a vital pedestrian place during daytime, evenings and weekends; foster development of a mix of complementary uses, facilities, pedestrian-oriented streets and plazas, and assist in the development of facilities for activities during the weekends and evenings including hotels, churches, theaters, restaurants, clubs, gymnasiums, parks, museums, cultural centers, galleries and streets markets. Lastly, the Downtown Plan zoning code seeks to promote and encourage high-density,

transit-oriented development near the Blue Line corridor and pedestrian-oriented development in the downtown.

It is the intent of this Plan for the Successor Agency to pursue the stated goals and objectives of the plans and studies related to the redevelopment of the Downtown Long Beach Project Area. It is further intended that the Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs, and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development agreements, or other agreements, create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use value and land residual value appraisal methodologies, consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

IV. NORTH LONG BEACH REDEVELOPMENT PROJECT AREA

Adopted July 16, 1996

Redevelopment Plan for the North Long Beach Redevelopment Project Area (Attachment 15)

The Redevelopment Plan for the North Long Beach Redevelopment Project Area was prepared by the Redevelopment Agency of the City of Long Beach, pursuant to the Community Redevelopment law of the State of California (Health and Safety Code Section 33000 et seq.), the California Constitution and all applicable local laws and ordinances. A fundamental purpose of this Redevelopment Plan is to improve the quality of life for residents and business enterprises within the North Long Beach Redevelopment Project Area.

The purposes and major goals of the Redevelopment Plan for the North Long Beach Redevelopment Project Area include:

- The elimination of blighting influences and the correction of environmental deficiencies in the Project Area, including buildings in which it is unsafe or unhealthy for person to live or work, incompatible and uneconomic land uses, and small and irregular lots.
- The assembly of land into parcels suitable for modern, integrated development with improved pedestrian and vehicular circulation in the Project Area.
- The replanning, redesign and development of portions of the Project Area, which are stagnant or improperly utilized.
- The strengthening of the economic base of the Project Area and the community by the installation of needed site improvements to stimulate new residential, commercial and industrial expansion, employment, and social and economic growth.
- The establishment and implementation of performance criteria to assure high site design standards and environmental quality and other design elements, which provide unity and integrity to the entire Project Area.
- The expansion, improvement and preservation of the community's supply of housing available to low- and moderate-income persons and families.
- The acquisition of certain real property and the assembly of adequate sites for the development and construction of residential, commercial and industrial facilities.
- The demolition or removal of certain buildings and improvements.
- The management of any property acquired by and under the ownership and control of the Redevelopment Agency.

- The rehabilitation of existing structures and improvements for uses in accordance with this Redevelopment Plan.
- The installation, construction or reconstruction of streets, utilities and other public improvements.
- The provision of opportunities for participation by current and adjoining landowners in the revitalization of the project area.

The Redevelopment Plan for the North Long Beach Redevelopment Project Area intends to include adequate safeguards to ensure that the provisions of the Redevelopment Plan will be carried out, and to prevent the recurrence of blight. All property sold, leased or convey, as well as all properties subject to participation agreements, will be subject to the provisions of the Redevelopment Plan. Further, the intent of the Redevelopment Plan is to control in the disposition and development of real property, any development for speculative purposes and to ensure that development is carried out pursuant to this Redevelopment Plan.

Leases, deeds, contracts, agreements and declarations of restrictions may contain restrictions, covenants, covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes or any other provision necessary to carry out the goals of this Redevelopment Plan.

The North Long Beach Strategic Guide for Development (Strategic Guide) (**Attachment 16**)

The Strategic Guide is intended to serve as a framework of strategies to be used when making decisions regarding redevelopment opportunities in the North Long Beach Redevelopment Project Area. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the roadmap for identifying and creating new redevelopment opportunities.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach Redevelopment Project Area. These strategies suggest/prescribe changes in land use, specific development projects, changes in regulatory controls, and changes in public services. Strategies are prescribed at two scales: 1) an area-wide overarching set of strategies that cover the entirety of the North Long Beach Redevelopment Project Area. The bulk of these strategies concern major land uses within the North Long Beach Redevelopment Project Area, commercial, residential and industrial land, and 2) strategies for specific target sites that focus on individual areas or parcels in the North Long Beach Redevelopment Project Area. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide Plan. For these

selected target sites, conceptual site plans and financial feasibility analyses are presented. Individually and cumulatively, target site development is intended to act as a catalyst and stimulate additional development and improvements in the community.

Although the Strategic Guide provides an interrelated series of strategies for a portion of the North Long Beach Redevelopment Project Area, the Strategic Guide does not exist on its own. Rather, the Strategic Guide complements the City of Long Beach General Plan and Zoning Ordinances and provides a level of specificity to the Redevelopment Plan for the North Long Beach Redevelopment Project Area. Additionally, the Strategic Guide complements the multitude of plans and studies conducted in the North Long Beach Redevelopment Project Area. These include:

- Bixby Knolls Atlantic Avenue Business Corridor Plan (**Attachment 17**)
- Bixby Knolls Design Guidelines (**Attachment 18**)
- Revitalization Strategy for Bixby Knolls (**Attachment 19**)
- Community Interest Citizen Survey (**Attachment 20**)
- Community Needs Assessment for North Long Beach (**Attachment 21**)
- North Long Beach Design Guidelines (**Attachment 22**)
- North Long Beach Street Enhancement Plan (**Attachment 23**)
- North Long Beach Public Works Master Plan (**Attachment 24**)
- Village Center & Historic Node Implementation Plan (**Attachment 25**)

The Strategic Guide recommends a set of revitalization strategies that supports many of the General Plan's goals and objectives, and builds upon the generalized land use designations found in the Land Use Element. The Strategic Guide presents revitalization strategies applicable to the neighborhood strategies for each of the 18 neighborhood areas located within the North Long Beach Redevelopment Project Area.

Finally, the Strategic Guide provides a framework for implementing the Redevelopment Plan for the North Long Beach Redevelopment Project Area, the official and legal document prescribing redevelopment activities within the North Long Beach Redevelopment Project Area.

The Strategic Guide is the product of a collaborative effort among North Long Beach residents, the Strategic Guide Steering Committee, the North Long Beach Project Area Committee, City staff, and the project consulting team. Over the course of the project, the consultant team implemented a work program that involved both the development of the Strategic Guide and a comprehensive public outreach program. The primary strategy for achieving these public involvement goals was the formation of a Strategic Guide Steering Committee made up of representatives from the community and other

stakeholder groups within North Long Beach. Members of the Steering Committee acted as conduits for information to and from their constituencies. All in all, 12 meetings were held with the Steering Committee. The majority of the revitalization recommendations were directly and substantially impacted by the input of North Long Beach residents, and from feedback obtained from the Steering Committee. The committee was composed of representatives from the following organizations:

- North Long Beach Project Area Committee
- North Long Beach Business Association
- North Long Beach Neighborhood Association
- North Long Beach Community Action Group
- Bixby Knolls Business Improvement Association
- Long Beach Housing Development Company
- Long Beach Planning Commission
- Long Beach Unified School District
- Apartment Association of Southern California Cities
- Long Beach Commercial Real Estate Council
- Gateway Cities Partnership
- Second Samoan Congregational Church
- 8th District City Council Office
- 9th District City Council Office
- Long Beach Redevelopment Agency Board
- Long Beach Police Department Staff
- City of Long Beach Planning Staff
- City of Long Beach Public Works Staff

North Long Beach contains a wide and eclectic variety of architecture ranging from older single-family residential units to mid-rise office towers located in the commercial areas of Bixby Knolls. With the exception of these office buildings in Bixby Knolls, heights do not typically exceed two stories for all uses in North Long Beach. The exception is a number of larger multi-family residential units. No unifying or consistent architectural character exists in North Long Beach; instead, the area is characterized by areas of similar uses with relatively similar architectural styles. For example, the majority of commercial structures along major arterials are one-story stucco frame structures built flush to the sidewalk, with only some structures having identifying or unique characteristics. Single-family residential areas exist in a similar manner with large areas of relatively similar housing stock that are different in character from other large areas of housing stock, a result of differing eras of development. No one architectural style is most prevalent in terms of residential housing.

The North Long Beach Strategic Guide for Redevelopment identifies a framework of strategies to be used by the City of Long Beach Redevelopment Agency when making decisions regarding development and redevelopment opportunities in North Long Beach. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the road map for identifying and creating new redevelopment opportunities. The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach area. These strategies suggest changes in land use, specific development projects, changes in regulatory controls, and changes in public services.

Based on input from the residents, City staff and others, and the resultant identified planning issues, a Vision Statement was developed for the Strategic Guide, and ultimately, for all of North Long Beach. Some key components of the Vision Statement are as follows:

- North Long Beach's residential communities will be focused around centers of common activity (nodes). The housing stock will be upgraded, improving the living environment for its residents, and opportunities for home ownership.
- A revitalized and intensified "Village Center" will constitute the symbolic and functional "heart" of North Long Beach, providing needed services and goods and serving as a "stage" for community events and celebrations.
- Industrial areas will continue to offer job opportunities and be physically improved to enhance their visual character and compatibility with adjacent residential neighborhoods.
- Intense programs of street landscaping, greening, and the overall improvement of visual character will be undertaken.
- Public infrastructure will be upgraded and maintained, supporting both residents and commerce. Streetscape and landscape improvements will be implemented in all districts to visually unify North Long Beach.

Recommended revitalization strategies for North Long Beach recognize that the area is a grouping of distinct residential neighborhoods, commercial centers, industrial areas, community uses, and institutional uses. While each of these areas differ, successful revitalization is dependent on the cumulative effects of the improvement programs that are implemented within each land use district. Establishment of successful retail areas, for example, is dependent upon livable and safe residential neighborhoods. Likewise, vital industrial areas provide customers with disposable incomes to support commercial activity.

Strategies are prescribed at two scales: (1) an area-wide or overarching set of strategies that cover the entirety of the North Long Beach area. The bulk of these strategies concern major land uses within North Long Beach - commercial, residential, and industrial land, and (2) strategies for specific target sites that focus on individual areas or parcels in North Long Beach. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide Plan. The area-wide strategies are the overarching set of recommendations for the entirety of North Long Beach.

Area-Wide Plan

The Area-Wide Plan is the overarching set of recommendations for the entirety of North Long Beach. Details of the Area-Wide Plan are described in this section and are the set of concepts that represent the long-term vision of the future of North Long Beach. Regulatory, policy, economic, and programmatic initiatives must accompany the land use strategy in order to achieve a complete redevelopment plan.

What follows in this section is a summary of the revitalization activities recommended for each of the principal land uses in North Long Beach – commercial, residential, industrial, community facilities and parks. Also described in this section are the more detailed initiatives that complement the strategies for land use changes, including initiatives for community facilities, parks, regulatory controls, urban design and streetscapes, public safety, and public infrastructure.

A wide range of land use and other recommendations are made in the Area-Wide Plan. It is not assumed that the implementing party or funding source for suggested plans is necessarily the Redevelopment Agency of the City of Long Beach. Potential implementing and funding agencies include City of Long Beach municipal departments, private developers, and other public and private service providers.

Commercial Uses

Existing commercial uses in North Long Beach are typically located along major arterials. The key strategy of the Strategic Guide regarding commercial uses is to re-orient these areas from the existing linear pattern of development along arterials and, instead, concentrate commercial uses at key intersections or “nodes.”

Three types of commercial nodes are identified and proposed: 1) pedestrian-oriented “Village Center” nodes, 2) neighborhood convenience nodes, and 3) sub-regional commercial nodes. Node types are differentiated by: the type of commercial uses included; the population that those uses serve; the urban setting and physical character of the commercial development, and the manner in which the uses serve community residents.

Residential Uses

Stable and enhanced residential neighborhoods that contain appropriate and viable housing opportunities for residents are the foundational core of a revitalized North Long Beach community. To this end, it is recommended that programs be undertaken to maintain the area's existing single- and multi-family housing and upgrade their quality and value where deteriorated. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of new housing within North Long Beach; therefore, opportunities for the development of new housing are identified.

Furthermore, the Housing Element of the Long Beach General Plan states that the primary need for housing in North Long Beach is for larger affordable residential units with three or more bedrooms suited for families. Recommendations presented here for residential uses attempt to address this need. Also consistent with the Housing Element of the Long Beach General Plan, development of opportunities for senior housing is recommended and encouraged. Very high-density housing (greater than 24 dwelling units per acre) is not appropriate for the Study Area and is strongly discouraged. All proposed housing should integrate into the existing fabric of adjacent residential areas. It is also recommended that new housing developments, if renter-occupied, incorporate on-site management requirements.

Strategies for residential uses in North Long Beach fall into five categories: 1) Design principles for pedestrian areas, 2) strategies for improving or maintaining the quality of existing residential areas, 3) conversion of certain existing commercial corridors to residential uses, 4) conversion of mixed commercial and residential minor arterials into consistent residential zones, and 5) create opportunities for home ownership.

Industrial Uses

In recognition of the importance of North Long Beach's industrial areas as a provider of community jobs and revenue, it is recommended that strategies be implemented to retain and enhance these uses. This includes property improvements and the proper screening of uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of industrial uses in North Long Beach; therefore, opportunities for the new or expanded industrial development are identified.

Strategies for industrial uses in North Long Beach fall into three categories: 1) conversion of utility corridors to industrial use, where appropriate and feasible, 2) conversion of some commercial areas to industrial uses in order to create consistent

industrial zones, and 3) strategies for improving or maintaining the quality of existing industrial areas.

As part of the planning process, several “target sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide Plan. Target sites identified and discussed are as follows:

Community Facilities and Parks

An inadequate, yet wide variety of community based recreational facilities are located in North Long Beach. These facilities include Long Beach city facilities, those owned by private recreation operators, county facilities, and those operated by the Long Beach Unified School District.

Six park facilities operated by the City of Long Beach are located within the study area. These are: Coolidge Park, DeForest Park, Houghton Park, Ramona Park, Atlantic Plaza Park (in Carmelitos), and Jackson Park. Other park facilities located just outside or adjacent to the study area, include Scherer Park, Bixby Knolls Park, and Los Cerritos Park. Each of these parks are small local neighborhood parks, with the exception of Houghton Park and Ramona Park, which are larger facilities that incorporate both active and passive recreational facilities. Community centers are also located at Houghton and Ramona Parks.

Privately owned recreational areas near the North Long Beach study area include the Virginia Country Club golf course in Bixby Knolls and a golf driving range located near the intersection of the 405 and 710 freeways. Two horse stable areas are also located in the study area, in locations adjacent to the Los Angeles River. Los Angeles County operates and maintains a bike trail parallel to the Los Angeles River.

Village Centers

Two areas in North Long Beach are identified as Village Centers: the existing pedestrian-oriented areas near the intersection of Atlantic Avenue and South Street and pedestrian-oriented areas along Atlantic Avenue in Bixby Knolls (between San Antonio Drive and Bixby Road).

North Long Beach Village Center at the Intersection of Atlantic Avenue and South Street

The existing character and mix of retail stores around this intersection lends itself to a pedestrian-oriented village-type location. The opportunity presented by the existing character suggests that the area around this intersection be developed as a focal point or center for North Long Beach, and should serve as the principal neighborhood

commercial center/town center. The building and zoning code should be adjusted to be permissive for mixed-use development, potentially incorporating housing units on upper floors. Public uses are encouraged. The relocation and expansion of the North Branch Library to this location, or adjacent to this area, is an option supported by library planners.

It is envisioned that the North Long Beach Village Center be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. This area has been identified as a catalytic “target site” for development. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself.

Bixby Knolls Village Center on Atlantic Avenue between San Antonio Drive and Bixby Road

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road already exhibit the characteristics of a village-type pedestrian area. Angled parking, street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area, including a streetscape, urban design and façade improvement program, as well as, a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location remains a “center” for residents of Bixby Knolls.

Neighborhood Convenience Nodes

These areas are characterized by commercial uses that fulfill a local need for day-to-day activities, including such uses as dry cleaners, laundry, convenience stores, local ethnic markets and bakeries, fast food restaurants, gas stations and other similar uses. These uses are typically in small strip mall developments or in commercial structures flush to existing sidewalks. Ample parking is provided in order to facilitate easy access for “errand-running” activities. Pedestrian access is also provided serving residential areas in close proximity to nodes.

Seven areas in North Long Beach have been identified as Neighborhood Convenience nodes and are typically located at the intersection of two arterials. These intersections are: Long Beach Boulevard and Artesia Boulevard; Orange Avenue and Artesia

Boulevard; Atlantic Avenue and Market Street; Long Beach Boulevard and Market Street; Orange Avenue and San Antonio Drive, and the existing Albertson's grocery store at the intersection of Atlantic Avenue and 60th Street.

Intersection of Artesia Boulevard and Long Beach Boulevard

Development in this area should be neighborhood and community focused. Existing retail stores should be improved and new development limited to very small-scale retail. A consolidation of retail into one specific center is recommended. Existing larger commercial properties directly adjacent to the node are encouraged to be redeveloped or adapted as public uses such as community centers or open space. Large-scale development or freeway-oriented development is strongly discouraged.

Intersection of Orange Avenue and Artesia Boulevard

Existing commercial uses along Artesia Boulevard should be consolidated into a small neighborhood-oriented node at this intersection. This node should serve the proposed new housing along Artesia Boulevard.

Intersection of Atlantic Avenue and Market Street

The fast food establishments and small retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Façade and streetscape improvements are encouraged, as are improvements in pedestrian access from proposed housing along Atlantic Avenue.

Intersection of Long Beach Boulevard and Market Street

Blocks adjacent to this intersection are the historic core of North Long Beach and were the original "downtown" of Virginia City, the name by which North Long Beach was formerly known. Some historic structures remain. All structures of historic significance should be included in the node. Façade improvement and restoration programs should be a high priority. It is recommended that neighborhood-oriented retail uses be concentrated in the blocks directly adjacent to the intersection. Development should be pedestrian-oriented and connectivity to proposed residential development along Long Beach Boulevard is proposed.

Intersection of Orange Avenue and Harding Street

Small neighborhood retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Façade and streetscape improvements are encouraged.

Intersection of Orange Avenue and San Antonio Drive

The former gas station and retail structure at this intersection should be replaced with retail uses with street frontages and limited parking in rear. Due to the close proximity to

multi-family uses and a city park, an opportunity exists for the development of one or two retail uses serving the neighborhood population, including a restaurant cafe and a small market.

Former Albertson's at 60th Street & Atlantic Avenue

Due to the closure of this facility, it is recommended that the structure be converted to a different community-serving retail use, such as a drug store (Sav-On). Alternative sites will be explored to develop a new grocery store in North Long Beach to replace the former Albertson's.

Sub-Regional Commercial Nodes

These areas are automobile-oriented and contain larger scale uses. They typically have either a large anchor tenant, such as a large grocery store or other large retailer; or they are located adjacent to freeway corridors and serve associated traffic. Some commercial uses overlap with those of neighborhood convenience nodes.

Seven sub-regional commercial nodes are identified in North Long Beach. These are: areas around the intersection of Artesia Boulevard and Atlantic Avenue; Artesia Boulevard and Cherry Avenue; Market Street and Cherry Avenue; Long Beach Boulevard and Del Amo Boulevard; Long Beach Boulevard and San Antonio Drive; Atlantic Avenue and San Antonio Drive, and commercial frontages along Atlantic Avenue in Bixby Knolls (south of Bixby Road to the 405 Freeway).

Intersection of Artesia Boulevard and Atlantic Avenue

This area should remain as a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the northeast corner of the intersection. The visual quality of the area requires improvement as this intersection serves as a "gateway" to North Long Beach. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

Intersection of Artesia Boulevard and Cherry Avenue

This area should remain a highway-oriented commercial node associated with freeway off ramps. Visual quality requires improvements.

Intersection of Market Street and Cherry Avenue

The K-mart Corporation has submitted site plans for the improvement and expansion of this facility. It is recommended that site modifications include additional landscaping and improved access with a signalized intersection onto Cherry Avenue. Commercial uses on the west side of Cherry Avenue should be consolidated into the commercial

properties on the northeast corner of the intersection and replaced with housing or open space.

Intersection of Long Beach Boulevard and Del Amo Boulevard

This area should remain as a highway-oriented convenience commercial node. The proposed development of an educational use at the former Dooley's Hardware site creates a need for extreme sensitivity in terms of aesthetics, streetscape quality, and pedestrian access. As it exists, this intersection has gas stations, fast food restaurants, or convenience stores on multiple corners. It is recognized that these uses serve a community need and should not be replaced; however, the visual quality of the area requires significant improvement. In a manner similar to the intersection of Artesia Boulevard and Atlantic Avenue, this intersection serves as a "gateway" to North Long Beach and should be treated as such. If the Dooley's site is not developed as an educational use, a new community-serving retail use integrated with adjacent uses, is recommended.

Long Beach Boulevard from San Antonio Drive to 36th Street

Office and retail uses at the intersection of Long Beach Boulevard and San Antonio Drive should be maintained in this part of Bixby Knolls. Technology infrastructure, such as fiber optic cable, could be encouraged in order to support high tech office uses. Portions of Long Beach Boulevard south to 36th Street are characterized by underutilized and vacant low-rise garden office uses, non-chain motels, vacant lots, and vacant or underutilized retail space. The market analysis completed for the Strategic Guide indicates little or no market opportunity for these commercial uses. It was originally proposed that this area be redeveloped as high-end residential/townhouse uses consistent with adjacent residential uses. This strategy would have allowed for the removal of inappropriate motel uses, provided home ownership opportunities for the next generation of Bixby Knolls residents, allowed for the creation of consistent residential zones, and removed the potential for property-value lowering nuisance, vacant, or blighted uses occurring along Long Beach Boulevard. However, in response to local community input, it is recommended that opportunities to develop new or renovate existing office and retail uses be continued until such time as a more detailed strategy can be developed.

Intersection of Atlantic Avenue at San Antonio Drive

This large commercial area is split into two sections. The shopping center area north of 45th Street has recently undergone renovations and should remain as an important shopping area for residents. The shopping center area between 45th Street and San Antonio Drive is characterized by vacancies and a need for overall façade and landscape improvements. An opportunity exists to prevent the decline of this shopping area by promoting it as a node that connects to and reinforces corridor commercial uses

to the south. Concurrent with strategies for improvements to the shopping center and the recruitment of new tenants, the opportunity presented by large parking lots is one of combining commercial and community uses. These areas could be programmed for public or neighborhood events such as block parties, art fairs, picnics, farmers markets, etc. Efforts should continue with respect to the development on the northeast corner of the intersection, in the triangle on the northeast corner of San Antonio Drive and Atlantic Avenue. Efforts should be made to consider and encourage open space possibilities and enhancements concurrent with any upgrade programs implemented at the site.

Atlantic Avenue between Bixby Road and the 405 Freeway (Bixby Knolls)

Commercial frontages along Atlantic Avenue in this area should be maintained and improved, focusing on automobile-oriented uses. These types of developments typically include building siting near the rear of commercial lots, ample parking situated between buildings and roadway, and signage geared towards automobile traffic. Landscape and signage improvements are highly recommended.

As part of the planning process, several “target sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide Plan. These sites have been categorized under two headings: “Initial Priority Sites” and “Other Important Sites.” These sites are presented as initial priority sites because they represent the two primary recommendations of the Strategic Guide: (1) the need to create a “heart” for North Long Beach, and (2) the conversion of existing blighted and underused commercial corridors to residential areas.

Initial Priority Sites

As described in the Area-Wide Plan section of the Strategic Guide, it is envisioned that the area around the intersection of Atlantic Avenue and South Street be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself. Community reaction to this idea at both workshops was very positive.

Two phases are presented for the “Village Center.” Phase A proposes less intensive development, while Phase B proposes more intensive development. Phase A is a near-term alternative, while Phase B could be implemented over the long-term. If a revitalized

business district results from the implemented components of Phase A, some or all of Phase B components may not be required. In both scenarios, pedestrian-oriented retail uses should be located along street frontages and parking, pocket parks, and community facilities should be added wherever possible. Both phases assume streetscape and sidewalk improvements both in the Village Center itself, as well as, along the Atlantic Avenue corridor.

“Village Center” Phase A

Phase A proposes a minimal amount of intervention and relies primarily on the existing character of the area for its success. The key components of Phase A are five shared parking areas (shown in gray), two new small retail developments (shown in blue) and the rehabilitation and upgrade of existing commercial structures (outlined in yellow). Two parking areas are recommended for development at the intersection of Atlantic Avenue and 56th Street. Each of these lots would accommodate between 40-50 vehicles and would require the removal of existing, albeit underused, commercial structures. A shared parking facility is also recommended for the southeast corner of the intersection of South Street and Linden Avenue. This lot could accommodate approximately 50 cars.

Two new, modern retail structures are proposed. One such facility is located on the southeast corner of Atlantic Avenue and South Street, and would replace the existing gas station. This retail building would mirror the existing pedestrian-scale buildings on the west side of Atlantic Avenue and create additional building mass at the corner of the two arterials. An opportunity to create a signature, identifiable building in this location exists. Such a building would help in setting apart the Village Center from other commercial nodes within North Long Beach. Another new retail building would be developed on the east side of Atlantic Avenue, between 59th Street and South Street and would replace an existing private parking lot. Surface parking would be provided for each of the two new retail facilities.

“Village Center” Phase B

Phase B proposes increased intervention and relies on considerable new retail development and new public uses as contributing factors to the success of the “Village Center.” All of the key components of Phase A are maintained in Phase B; however, two significant projects have been added. A large, new modern retail facility is proposed to replace existing vacant structures on the west side of Atlantic Avenue between South Street and 59th Street. Significant parking serving this facility is proposed for areas stretching back to Linden Avenue. It is envisioned that this new facility would be oriented towards Atlantic Avenue and would allow for street-front uses such as cafes and restaurants with outdoor seating. Also proposed is a new community facility for the southeast corner of 59th Street and Atlantic Avenue. An expanded North Branch Library

would be the preferred community facility at this location. A proposed expanded North Branch Library located at this location would better serve the population of North Long Beach under the library system's one-mile radius standards and this site has been very well received by the general public. A larger shared surface parking lot is also proposed for areas between this proposed facility and Lime Avenue. Public use development at this site, such as a library, should not preclude the development of appropriate and preferred commercial land uses. In this case, an alternate library site, preferably within walking distance, should be identified.

Historic Core: Market Street and Long Beach Boulevard

The structures near this intersection comprise the historic core of North Long Beach and were the original downtown of Virginia City, the name by which North Long Beach was formerly known. It is recommended that the historical significance of the area be maintained in its redevelopment and revitalization. Conversely, historic preservation activities bolster and enhance revitalization potential. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking. These recommendations are consistent with recommendations made in the Street Enhancement Master Plan. A revitalized, maintained, pedestrian-oriented historic core of North Long Beach is envisioned. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking.

Housing on Major Commercial Corridors

One of the recommended land use changes that will significantly change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This serves two objectives: (1) existing blighted commercial areas are removed, and (2) an overall need for additional quality housing in Long Beach is obtained. It is recognized that busy arterial roadways are not the most ideal location for residential uses; however, it is also acknowledged that these areas provide some of the last areas of land available for affordable residential development and that with proper site and building design, the negative aspects of housing on arterials can be mitigated. Conceptual site plan and development options are presented for three commercial corridors in North Long Beach: Atlantic Avenue between Harding Street and Del Amo Boulevard; Artesia Boulevard between Atlantic Avenue and Cherry Avenue; and Long Beach Boulevard north of I-710.

Atlantic Avenue between Harding Street and Del Amo Boulevard

Two development options are proposed. Each assumes a high quality housing product with adequate parking and the incorporation of open space. The development of housing in this area would achieve several goals, including the removal of existing blighted residential and commercial properties along Atlantic Avenue. Housing in this

area would also provide additional population and street activity to bolster the proposed Village Center. Additional opportunities for family-oriented housing within the community would be created.

Artesia Boulevard between Atlantic Avenue and Cherry Avenue

This area of Artesia Boulevard offers two significant opportunities for residential development. First, the wide street and relatively deep lots allow for more opportunities to develop housing on the corridor that is separated from the traffic flows on Artesia Boulevard. Secondly, existing land uses along Artesia Boulevard are typically blighted and marginal. Removal of these uses would be an improvement to the overall aesthetics and character of the Artesia Boulevard corridor. It is recommended that housing along Artesia Boulevard be detached single-family housing-oriented perpendicular to the streets thus creating common space between units. The existing alley would be used as a private shared driveway and a ten-foot greenway would be created between Artesia Boulevard and the residential units.

Long Beach Boulevard north of I-710

The existing single-family homes along this corridor already lend the area an opportunity for continued development as single-family homes. It is recommended that housing along Long Beach Boulevard be detached single-family housing-oriented either towards Long Beach Boulevard or towards a closed alley and to the existing single-family neighborhoods adjacent to the commercial corridor. The Renaissance Walk residential development on Atlantic Avenue in Long Beach is an ideal model for the type of development proposed here.

North Long Beach Library

The Long Beach Public Library operates the North Branch Library at 5571 Orange Avenue, within the study area. The North Branch Library is significantly undersized based on current demand. The Long Beach Public Library uses a one-mile radius as a standard service area for libraries. The one-mile radius around the North Branch Library does not cover all of North Long Beach and leaves a significant portion of the population underserved. Also serving North Long Beach is the Dana Branch Library located at 3680 Atlantic Avenue in Bixby Knolls. The Dana Branch Library is also significantly undersized based on current demand. After meeting with Library executive staff, it was determined that moving these branches slightly to the north and west would more appropriately shift the libraries into their intended service areas. Library officials are interested in the expansion of existing libraries and the potential development of new libraries; however, limited financial and capital improvement resources have precluded the implementation of service expansion plans.

Other Important Sites

Several other locations in North Long Beach were identified as development and redevelopment opportunity sites in North Long Beach. Initiatives for many of these sites are being undertaken by parties outside of the scope of this Strategic Guide. All of the recommendations for these sites, if fulfilled, can act as catalysts for achieving the goals of the Area-Wide Plan. These sites are as follows:

Artesia Boulevard and Atlantic Avenue

This important gateway to North Long Beach should remain a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the northeast corner of the intersection. The visual quality of the area requires improvement due to its function as a gateway; significant greening and streetscape improvements are recommended. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

K-mart at Cherry Avenue and Market Street

The K-mart Corporation has submitted site plans for the improvement and expansion of this important community facility. Concurrent with the redevelopment of the K-mart property, adjacent commercial uses on the west side of Cherry Avenue should be consolidated into the commercial properties on the northeast corner of the intersection and replaced with housing or open space.

Atlantic Avenue pedestrian areas in Bixby Knolls

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road exhibit the characteristics of village-type pedestrian areas. Street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area including a streetscape, urban design and façade improvement program, as well as, a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location continue as a “center” for residents of Bixby Knolls.

Former Homebase Store

It is recommended that another large-scale tenant be solicited for this site. Home improvement stores or other “big box” retailers are recommended.

Former Builder’s Emporium / Hi-Lo Site

Consistent with recommendations made in this document for industrial uses at this site, an opportunity may exist for the development of this site as a privately owned public storage facility. Due to potential contamination issues and the location of the site

adjacent to other industrial uses, residential, public or community uses are not an appropriate option.

Southern California Edison Corridors along the Los Angeles River

Consistent with recommendations made in this document, Southern California Edison is currently in the process of marketing some of these sites for development as light industrial. Areas should be converted to low-impact light industrial as opportunities arise.

The North Long Beach Redevelopment Plan, the Strategic Guide and the supporting and complementary plans and studies serve to provide comprehensive goals and objectives toward the overall revitalization of the North Long Beach Redevelopment Project Area.

Long Range Property Management Plan for North Long Beach Redevelopment Project Area

The Successor Agency retains 104 properties within the North Long Beach Redevelopment Project Area. These properties are identified on **Exhibit H**, beginning with number 130 and ending with number 233. Of the 104 properties, 31 parcels (assembled into nine sites) are categorized as Government Use, 56 parcels (assembled into eight sites) are categorized as Future Development and 17 parcels (assembled into seven sites) are categorized For Sale. These properties are also depicted on **Exhibit I**.

Government Use Properties

Properties 130 through 160 are identified as Government Use, and are intended to be conveyed to the City of Long Beach at no cost. The Government Use properties consist of land to be developed and used for public purposes, including park and open space, community facilities including a new library and community center, public parking, and a new fire station.

The Government Use properties are discussed below:

130 The North Long Beach Strategic Guide for Redevelopment identifies a lack of sufficient park and recreational facilities and incompatible land uses as two critical issues for the North Long Beach Project Area (Area). The former Redevelopment Agency (Agency) acquired the property at 1724 West 21st Street with proceeds from a 2005 bond issuance for the purpose of acquiring additional park space. Acquisition of this property assisted the Agency with not only the removal of a blighted property and incompatible land use from the Area but also provided approximately 2.5 additional acres of open space to Admiral Kidd Park. The property has been developed and is currently in use as a park.

131-133 One of the key planning and redevelopment issues identified in the North Long Beach Strategic Guide for Redevelopment (Guide) is an increase in empty and blighted storefronts along major arterials, such as Atlantic Avenue. The former Redevelopment Agency (Agency) acquired the property located at 4321 Atlantic Avenue in order to keep a large commercial building from becoming vacant. The previous owner had a tenant vacating the property and no plan in place for future re-use. While the property is located along the major arterial of Atlantic Avenue, it is also adjacent to a key intersection of San Antonio Drive and Atlantic Avenue, one of the Neighborhood Convenience Nodes identified in the Guide. The property now houses the City's Expo Arts Center, which provides

community space and public arts events for Long Beach residents and visitors, and has evolved into the cultural hub of North Long Beach. The site is a catalyst to community involvement and civic engagement.

134 The Open Space and Recreation Element of the General Plan for the City of Long Beach identifies the City's open space goal as eight acres of recreational space per 1,000 residents. In addition, the Green Vision Plan addresses the imbalance of open space available in different sections of the City by identifying opportunities for parks and open space, with an emphasis on the targeted and underserved section of the City such as North Long Beach. Other factors considered in determining an area's open space needs include the density of the neighborhood, distribution of youth and senior populations, the types of recreational services offered in surrounding parks, and the distances from other park opportunities. North Long Beach is underserved, as the current ratio of recreational space is only one acre per 1,000 residents. The former Redevelopment Agency acquired the property at 4951 Oregon Avenue to add 3.3 acres of much needed open space to an underserved area. The recreational opportunities proposed for this site include passive open space, a soccer field, hard court activities area and play equipment with benches. The project was scheduled to go out for bid for construction when dissolution occurred. It is the intent of the City to build this park after the Plan is adopted.

135 One of the priorities of the North Long Beach Redevelopment Plan (Plan) is to support the revitalization of commercial sites and improve the commercial corridors through construction of public improvements and creation of public parking. In addition, the North Long Beach Strategic Guide for Redevelopment (Guide) identifies the intersection at Long Beach Boulevard and Market Street as a Target Site of the North Long Beach Redevelopment Project Area and envisions the development of a revitalized, maintained, pedestrian-oriented historic core. The Guide further discusses that the primary focus should be on streetscape improvements, façade renovations, historic preservation and the provision of public parking. The former Redevelopment Agency acquired the property at 5400-5412 Long Beach Boulevard for the development of much-needed public parking consistent with both the Plan and the Guide. The property is currently used for this purpose.

136-137 One of the priorities of the North Long Beach Redevelopment Plan (Plan) is to support the revitalization of commercial sites and improve the commercial corridors through construction of public improvements and creation of public parking. In addition, the North Long Beach Strategic Guide for Redevelopment (Guide) identifies the intersection at Long Beach Boulevard and Market Street as a Target Site of the North Long Beach Redevelopment Project Area and envisions the development of a revitalized, maintained, pedestrian-oriented

historic core. The former Redevelopment Agency acquired the parcels located at 5368 and 5372 Long Beach Boulevard for blight removal and development as a Pedestrian Paseo, goals of the Plan and the Guide. The property is currently used for this purpose.

- 138 The Open Space and Recreation Element of the General Plan for the City of Long Beach identifies the City's open space goal as eight acres of recreational space per 1,000 residents. In addition, the Green Vision Plan addresses the imbalance of open space available in different sections of the City by identifying opportunities for open space, with an emphasis on the targeted and underserved section of the City such as North Long Beach. The area immediately to the west of the park has one of the highest population densities in Long Beach with 3,594 inhabitants residing in approximately 1,309 apartment units. Fifty percent of the resident population living within the ½-mile service radius of Davenport Park (Park) is composed of youth (37% 18 and under) and seniors (13% age 55+). The former Redevelopment Agency acquired the property at 5550 N. Paramount Boulevard to add 4.5 acres of much needed open space to the existing Park along with frontage on Paramount Boulevard. The property is on a former landfill and is not suitable for private development. The proposed recreational opportunities include a soccer field, water play equipment, hard court activities area, play equipment with benches, picnic area and barbeques, and passive open space. Plans to develop the property as a park will proceed once this Plan is approved.
- 139-141 In the North Long Beach Redevelopment Project Area (Area), the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) for potential new development related to the creation of a strong Village Center in North Long Beach. The former Redevelopment Agency acquired the property located at 510 South Street / 5722-5730 Linden Avenue for its current use as off-street public parking to assist in easing the parking challenges for the retail-oriented Village Center.
- 142 The North Long Beach Redevelopment Project Area Five-Year Implementation Plan for Fiscal Years 2010 - 2014 identifies six key goals that assist the Agency in administering the North Long Beach Redevelopment Plan specifically eliminating blight within the North Long Beach Redevelopment Project Area. Two of the key goals include the strengthening of the community by installation of needed site improvements and the re-planning, redesign and redevelopment of the area to enhance the image, create a sense of identity and address areas that are stagnant or improperly utilized. In support of these goals, the Agency

acquired property and is currently completing construction on a new Fire Station #12 for the Long Beach Fire Department. Engine Company 12 now operates out of a 3,800-square-foot converted home in the middle of a residential area. The new Fire Station #12 will include a regional emergency response center and warehouse, the regional radio transmitting facility, and state-of-the-art three-bay fire station. Fire Station #12 will also achieve LEED Gold Status under the U.S. Green Building Council standards.

143-160 The North Long Beach Strategic Guide for Redevelopment (Guide) has identified the two-block area along Atlantic Avenue between 56th Street and 59th Street as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. Under the Strategic Guide for Development, the property at 59th Street and Atlantic Avenue has been identified as the site for the new North Branch Library, which is currently under design. An Environmental Impact Report for the project was completed in November 2009. This project was identified as the scope of projects for which Recovery Zone Economic Development bonds were issued in late 2010, which remains an ongoing obligation.

Enforceable Obligation Properties

There are no properties in the North Long Beach Redevelopment Project Area that have been identified as Enforceable Obligation properties.

Future Development Properties

Properties 161 through 216 are identified as Future Development and are intended to be conveyed to the City of Long Beach at no cost. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach. The disposition process is intended to pursue the goals and objectives of the North Long Beach Redevelopment Plan, the Strategic Guide, the North Long Beach Street Enhancement Master Plan, and other underlying planning and zoning documents.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach Redevelopment Project Area. These strategies suggest/prescribe changes in land use, specific development projects, changes in

regulatory controls, and changes in public services. Strategies are prescribed at two scales: 1) an area-wide overarching set of strategies that cover the entirety of the North Long Beach Redevelopment Project Area. The bulk of these strategies concern major land uses within the North Long Beach Redevelopment Project Area, commercial, residential and industrial land, and 2) strategies for specific Target Sites that focus on individual areas or parcels in the North Long Beach Redevelopment Project Area. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide Plan. For these selected target sites, conceptual site plans, and financial feasibility analyses are presented. Individually and cumulatively, target site development is intended to act as a catalyst and stimulate additional development and improvements in the community.

In order to create economic opportunity, promote economic development on a local level and generate tax revenue for all levels of government, this Plan proposes the continuation of land use and construction policies set forth in the Redevelopment Plan, Strategic Guide, the Street Enhancement Master Plan and underlying planning and zoning documents focused primarily on creating and fostering centers of common activity, and a revitalized and intensified Village Center to create a symbolic and functional "heart" of North Long Beach.

It is further intended that this Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use, and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

The Future Development properties are discussed below:

161-165 The goals of the North Long Beach Redevelopment Plan (Plan) include improving the quality of life for North Long Beach residents through the replanning, redesign, and development of properties that are stagnant or improperly utilized, eliminating blighting influences, and correcting environmental deficiencies. The acquisition and demolition of the property

located at 4800-4870 Long Beach Boulevard eliminated blighted influences, as well as assembled property into parcels suitable for modern, integrated development. Development options were being considered at the time of dissolution. It is intended to dispose of the site through a competitive RFP process upon the approval of this Plan.

166-173 One of the key strategies identified in the North Long Beach Strategic Guide for Redevelopment (Guide) regarding commercial uses along major arterials is to re-orient these areas from the existing linear pattern to concentrated commercial uses at key intersections or “nodes.” As identified in the Guide, one of the primary issues facing North Long Beach is the existence of underused, vacant, and often blighted commercial structures along major arterials. This fact, along with the demand for housing, creates the opportunity to provide housing along these corridors through the removal of existing blighted commercial properties and replacing them with residential units. The properties at 5100 Long Beach Boulevard were significantly blighted and considered a targeted site for the re-orientation from commercial to residential development. To that end, the former Redevelopment Agency acquired the properties and had been negotiating with a developer for a residential project prior to dissolution. It is intended that negotiations would re-start, and if this does not result in a development agreement, the site will be disposed through a competitive RFP process.

174-178 Block A & B - In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a Village Center is to create a definable, unique center for North Long Beach to serve as the focal point for neighborhood identity and activity. The proposed project is a mixed-use village center to include multi-family housing, commercial retail space, a public library and a community center. An Environmental Impact Report for the project was completed in November 2009. It is intended to dispose of this site through a competitive RFP process upon approval of this Plan.

179-202 Block C - In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a Village Center is to create a definable, unique center for North Long Beach to serve as the focal point for neighborhood identity and activity. The proposed project is a mixed-use village center to include multi-family housing, commercial retail space, a public library and a community center. An Environmental Impact Report for the project was completed in November 2009. It is intended to dispose of this site through a competitive RFP process upon approval of this Plan.

203-208 Block D - In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks be developed as appropriate. The goal of developing a Village Center is to create a definable, unique center for North Long Beach to serve as the focal point for neighborhood identity and activity. The proposed project is a mixed-use village center to include multi-family housing, commercial retail space, a public library and a community center. An Environmental Impact Report for the project was completed in November 2009. It is intended to dispose of this site through a competitive RFP process upon approval of this Plan.

209 The goals of the North Long Beach Redevelopment Plan (Plan) include improving the quality of life for North Long Beach residents through the replanning, redesign, and development of properties that are stagnant or improperly utilized, eliminating blighting influences, and correcting environmental deficiencies. The former Redevelopment Agency acquired the property located at 6101-6141 Atlantic Avenue to remove a blighting influence

in the surrounding community and to allow opportunities for development consistent with the neighborhood and the nearby North Village project. Development options were being considered at the time of dissolution. It is intended to dispose of the site through a competitive RFP process upon approval of this Plan.

210-216 The goals of the North Long Beach Redevelopment Plan (Plan) include improving the quality of life for North Long Beach residents through the replanning, redesign, and development of properties that are stagnant or improperly utilized, eliminating blighting influences, and correcting environmental deficiencies. Further, the North Long Beach Strategic Guide for Redevelopment (Guide) identifies the intersection of Artesia Boulevard and Atlantic Avenue as a targeted commercial area, which is an important gateway into North Long Beach, that should remain a highway-oriented convenience commercial node with a high quality anchor tenant. The former Redevelopment Agency (Agency) purchased the property for the purposes of blight removal and improvement of the visual quality of the area consistent with the Plan and the Guide. The Agency was in negotiations for development of the site, but terms and conditions could not be completed prior to dissolution. It is intended that these negotiations would re-start, and if this doesn't result in a development agreement, the site will be disposed through a competitive RFP process.

For Sale Properties

Properties 217 through 233 were initially acquired to eliminate blight and blighting influences. Assembly of land for future development did not occur. Therefore, these properties are identified as For Sale properties and will be marketed for sale with priority opportunities for acquisition and development by adjoining landowners and tenants. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be distributed as property tax to the taxing entities.

For Sale Properties are discussed below:

217-218 In the North Long Beach Redevelopment Project Area, one of the priorities of the Redevelopment Plan is to eliminate blighting influences, including the removal of incompatible and uneconomic land uses or buildings, which are deteriorated and unsafe. The properties at 5365-5371 Long Beach Boulevard are within the Virginia Village historic core, which is a neighborhood-oriented retail commercial node, as identified in the North Long Beach Strategic Guide (Guide) for Redevelopment. The former Redevelopment Agency acquired the properties to further the goals of the Guide with planning neighborhood-oriented retail uses within this commercial node. The Agency was considering

development options at the time of dissolution. It is intended that these properties would be marketed for sale with priority opportunities for acquisition and development by adjoining landowners and tenants.

- 219 The seven-block area along Long Beach Boulevard between 53rd Street and 55th Street is identified in the North Long Beach Strategic Guide for Redevelopment as a potential development zone for the creation of a strong Virginia Village in North Long Beach. The property at 5301 Long Beach Boulevard is within this zone. This property was acquired to eliminate a blighting influence and to remediate a known Brownfield site. The site is currently being remediated under an Order to Comply through the State Water Resources Board, Los Angeles Region. Once the site is remediated and the site has received regulatory site closure, the property will be sold to the adjacent business owner or through a competitive RFP process for retail development to support economic development in Virginia Village.
- 220-221 The goals of the North Long Beach Redevelopment Plan include improving the quality of life for North Long Beach residents through the replanning, redesign, and development of properties that are stagnant or improperly utilized, eliminating blighting influences, and correct environmental deficiencies. The former Redevelopment Agency acquired the property located at 5564 Atlantic Avenue to remove a blighting influence in the surrounding community and to allow opportunities for development consistent with the neighborhood and the nearby North Village project. Development options were being considered at the time of dissolution. It is our intention to offer these parcels for sale to adjacent property owners, current tenants or buyers who will utilize the properties for uses that complement the North Village Plan.
- 222-226 In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities and pocket parks would be developed as appropriate. The properties located along Atlantic Avenue were acquired as part of the North Village Project and development options were being considered at the time of dissolution. It is our intention to offer these parcels for sale to adjacent property

owners, current tenants or buyers who will utilize the properties for uses consistent with the North Village Plan.

227-231 In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The properties located along Atlantic Avenue were acquired as part of the North Village Project and development options were being considered at the time of dissolution. It is our intention to offer these parcels for sale to adjacent property owners, current tenants or buyers who will utilize the properties for uses consistent with the North Village Plan.

232 The goals of the North Long Beach Redevelopment Plan (Plan) include improving the quality of life for North Long Beach residents through the replanning, redesign, and development of properties that are stagnant or improperly utilized, eliminating blighting influences, and correcting environmental deficiencies. The former Redevelopment Agency acquired the property located at 306 E. Home Street to remove a blighting influence in the surrounding community. It is our intention to offer the property for sale to adjacent property owners or buyers who will utilize the property for uses consistent with the Plan. In the alternative, the property may be conveyed to the City's wholly owned non-profit housing corporation, the Long Beach Housing Development Company.

233 In the North Long Beach Redevelopment Project Area, the two-block area along Atlantic Avenue between 56th Street and 59th Street has been identified in the North Long Beach Strategic Guide for Redevelopment (Guide) as a Target Site for potential new development related to the creation of a strong Village Center in North Long Beach. The vision of the Guide is for the area around the intersection of Atlantic Avenue and South Street to be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages; streetscape and parking improvements would be implemented; and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a Village Center is to create a definable, unique center for North Long Beach to serve as the focal point for

neighborhood identity and activity. The property located at 635 East South Street was acquired as part of the North Village Project and development options were being considered at the time of dissolution. This property will be offered for sale to the adjacent property owner or current tenant.

The acquisitions of properties 130-233 discussed above were acquired pursuant to the goals and objectives of the North Long Beach Redevelopment Plan, the North Long Beach Strategic Guide for Development, the Bixby Knolls Atlantic Avenue Business Corridor Plan, the Bixby Knolls Design Guidelines, the Revitalization Strategy for Bixby Knolls, the Community Interest Citizen Survey, the Community Needs Assessment for North Long Beach, the North Long Beach Design Guidelines, the North Long Beach Street Enhancement Plan, the North Long Beach Public Works Master Plan and the Village Center & Historic Node Implementation Plan. The intent of the Redevelopment Agency in acquiring these parcels was to pursue the objectives of the related plans, making North Long Beach, the Area-Wide Sites and critical catalyst Target Sites vital elements of the community during daytime, evenings and weekends; and foster development of a mix of complementary uses, facilities, pedestrian-oriented streets, commercial nodes, and Village.

It is the intent of this Plan for the Successor Agency, and ultimately the City of Long Beach, to pursue the stated goals and objectives of the plans and studies related to the redevelopment of the North Long Beach Redevelopment Project Area. It is further intended that the Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development agreements, or other agreements, create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use, and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

V. West Long Beach Industrial Redevelopment Project Area ("Westside")

Adopted July 1, 1975

The Redevelopment Plan for the West Long Beach Industrial Redevelopment Project Area (Westside) (Attachment 26)

The Redevelopment Plan for the West Long Beach Industrial Redevelopment Project Area was prepared by the Redevelopment Agency of the City of Long Beach pursuant to the Community Redevelopment Law of the State of California (Health and Safety Code Section 33000 et seq.), the California Constitution and all applicable local laws and ordinances. A fundamental purpose of this Redevelopment Plan is to eliminate and prevent the spread of blight and deterioration within the West Long Beach Industrial Redevelopment Project Area. The purpose and major goals of this Redevelopment Plan are:

- Installation, construction, or reconstruction of streets, utilities, and other public improvements.
- Acquisition of real property.
- Providing for participation by owners, adjoining landowners, and tenants presently located in the Westside Redevelopment Project Area by extending preferences in the furtherance of the goals of the West Long Beach Industrial Redevelopment Plan.
- Management of property under the ownership and control of the Redevelopment Agency.
- Demolition or removal of buildings and improvements.
- Disposition of property for uses in accordance with the West Long Beach Industrial Redevelopment Plan.
- Redevelopment of land for uses in accordance with the West Long Beach Industrial Redevelopment Plan.
- Rehabilitation of structures and improvements by present owners, their successors and the Redevelopment Agency.

The Redevelopment Agency shall extend every preference to persons and businesses that are engaged in business within the Westside Redevelopment Project Area in the furtherance of the goals and objectives of the Redevelopment Plan. The Redevelopment Agency shall also extend every preference to other tenants in the Westside Redevelopment Project Area to re-enter and redevelop real property.

Businesses, institutional and semi-public tenants shall be permitted, if they so desire, to purchase the real property owned by the Redevelopment Agency.

Persons who are owners of businesses or other types of real property in the Westside Redevelopment Project Area shall be given the opportunity to participate in redevelopment by retaining all or a portion of their properties by acquiring adjacent or other properties within the Westside Redevelopment Project Area, or by selling their properties to the Redevelopment Agency and purchasing other properties in the Westside Redevelopment Project Area in accordance with the Redevelopment Plan. The Redevelopment Agency is authorized to establish reasonable priorities, and preferences should include present occupancy, length of occupancy in the Westside Project Area, conformity with appropriate land uses and consistency with the goals and objectives of this Redevelopment Plan.

Opportunities for participation shall first be provided to owners, adjoining owners and tenants in the Westside Redevelopment Project Area without competition with persons and firms from outside the Westside Redevelopment Project Area. The Redevelopment Agency shall allow owners and tenants to remain in the Westside Redevelopment Project Area in an economic and business situation as comparable to their present situation. In attempting to place a business owner or tenant in a comparable economic and business situation, the Redevelopment Agency will attempt to structure a program of financial assistance utilizing all available resources.

For the purpose of the Redevelopment Plan, the Redevelopment Agency is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber or otherwise dispose of any interest in real property. All real property acquired by the Redevelopment Agency in the Westside Redevelopment Project Area shall be sold or leased for development for prices, which shall not be less than fair value based upon uses in accordance with the Redevelopment Plan.

Real property acquired by the Redevelopment Agency may be conveyed without charge to the City of Long Beach and, where beneficial to the Westside Redevelopment Project Area, without charge to any other public body. All purchasers or lessees of property from the Redevelopment Agency shall be made obligated to use the property for the purposes designated in this Redevelopment Plan, and to comply with other conditions which the Redevelopment Agency deems necessary to carry out the purposes of the Redevelopment Plan.

Pursuant to the Redevelopment Plan, the Redevelopment Agency shall first offer real property acquired by the Redevelopment Agency in the Westside Redevelopment

Project Area for purchase and development by owners, adjoining owners, and tenants within the Westside Redevelopment Project Area prior to the time that real property is made available for purchase and development by persons who are not owners, adjoining owners, or tenants in the Westside Redevelopment Project Area.

To provide adequate safeguards to ensure that the provisions of this Redevelopment Plan will be carried out and to prevent the recurrence of blight, all real property sold, leased, or conveyed by the Redevelopment Agency is subject to the provisions of the Redevelopment Plan.

Leases, deeds, contracts, agreements, and declarations of restrictions of the Redevelopment Agency may contain restrictions, covenants, and covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes or any other provisions necessary to carry out the goals of the Redevelopment Plan.

To the extent now or hereafter permitted by law, the Redevelopment Agency is authorized to pay for, develop, or construct any building, facility, structure, or other improvement either within or outside the Westside Redevelopment Project Area for itself or for any public body or entity, which buildings, facilities, structures or other improvements would be of benefit to the Project Area.

No residential uses will be permitted in the West Long Beach Industrial Redevelopment Project Area.

The Westside Industrial Strategy Action Plan (Attachment 27)

West Long Beach is well positioned to play a vital role in the local Long Beach economy if it is able to determine how best to position itself as an industrial community with many unique assets. The goal of the Westside Industrial Strategy Action Plan (ISAP) is to identify a viable path for the revitalization of the Westside Redevelopment Project Area based on an understanding of current conditions, anticipated future developments, and the ideas of the community as voiced by local stakeholders who have participated in the planning process. The plan is meant to be visionary, but to be credible; the projects it recommends must also be achievable.

The goals of this strategic planning process have been to:

- Utilize and build upon existing and prior planning efforts while developing consensus among all major stakeholders on the community's vision, goals, and priorities.
- Prioritize actions (projects and programs) to achieve the desired vision of the future.

- Identify key steps toward successful implementation of the priority actions.
- Develop mechanisms for assessing future progress toward implementation of the priority actions.

The planning efforts of the ISAP Task Force resulted in:

- Establishing an overall positioning strategy for the Westside.
- Creating a set of key strategies.
- Identifying eight priority projects on which the Redevelopment Agency should focus its immediate attention.

The market position and the strategies selected to achieve it reflect priorities identified by the community. It details ideas developed by the ISAP Task Force on what needs to be done now, what needs to be addressed at a later time, how those things will get done, and who is going to do them. Importantly, this Industrial Strategic Action Plan is a working document. It is a dynamic tool, with built-in flexibility, that will evolve with the Westside Project Area Committee and the Redevelopment Agency as they grow and change in coming years.

Positioning Strategy

The average lot size in West Long Beach is only 5,000 square feet, far smaller than what is typically now found in most modern industrial parks, especially those in suburban communities. This fine grain industrial development reflects early 20th century land use patterns when small industrial craft shops and individual residences occupied much of this area. In other cities around the nation, such mixed-use industrial communities were usually built over and remade for large-scale commercial and industrial enterprises. Fortunately, West Long Beach bypassed this stage of industrial land use development, enabling it to now offer a unique land use configuration ideal for small businesses and industrial start-ups that do not require large amounts of space for their operations.

The positioning strategy for Westside development by the ISAP Task Force reflects their views of what the Westside is like today and their hopes for what it could become in the future. First, it identifies a market niche for the Westside as an industrial incubator for small start-ups in manufacturing and industrial services. Second, it states that the unique assets of the Westside will also enable it to serve as an economic catalyst for more mature, existing businesses that also require a clean, secure, and efficient industrial environment to fully realize latent growth potential. Third, it asserts that leveraging trade and technology opportunities created by proximity to the Port of Long Beach and the CSULB Technology Park can further strengthen these complementary roles. Finally, the positioning strategy assumes that the Westside will remain a purely

industrial environment, rather than confuse its identity by developing office, retail, or other non-industrial projects.

Key Strategies

Members of the ISAP Task Force initially suggested over 50 possible projects. A review and analysis of these proposed projects led to the identification of 11 key strategies which, if successfully implemented, will enable the Westside community to accomplish the economic development goals suggested by its desired market niche:

Manufacturing and Industrial Services:

Strengthen the industrial character of the Westside by retaining existing manufacturers and attracting new ones.

Export and Port-Related Services:

Build the export development potential of existing and new Westside businesses.

Safety and Security:

Address real and perceived public safety by making the Westside a clean, safe, and welcoming environment.

Transportation, Circulation, and Parking:

Improve access in and out of the Westside for both autos and trucks, and provide for convenient parking, especially for employees and customers of local businesses.

Infrastructure Development:

Ensure that adequate infrastructure is in place to support the growth of existing businesses and other future development.

Environmental Systems:

Establish systems to prevent and/or mitigate environmental threats to the economic health and security of the Westside.

Organizational Relationships and Partnerships:

Strengthen existing partnerships and develop new ones with organizations whose activities can enhance the growth and development of the Westside.

Marketing and Economic Development:

Develop a comprehensive public relations, marketing, and communications program to market the Westside as a dynamic industrial community.

Neighborhood Image and Identity:

Enhance the image and identity of the Westside as a prosperous industrial community through improved signage, clean-up efforts, and other actions designed to change the perception of the area.

Organizational Development:

Provide a sound organizational structure to ensure the effective implementation of the Westside Industrial Strategy Action Plan.

Community Design:

Create a more pleasant urban environment through an attractive streetscape program and design guidelines while preserving the industrial character of the Westside.

Priority Projects

Each of the eleven strategies is supported by a set of proposed priority projects, but not all projects are considered equally important or urgent. In an effort to establish priorities, the ISAP Task Force initially identified 20 projects that were viewed as important for the economic development of the Westside. At its final meeting, the ISAP Task Force ranked these projects and by doing so, identified its eight top priorities, which follow:

- Implement a truck calming program, as well as programs devoted to parking issues to mitigate the negative effects of truck traffic, trucking companies and trucking related businesses, as well as parking issues on the Westside. These can be achieved in a variety of ways. In support of this goal, the Redevelopment Agency will not sell properties it owns in the interior of the West Redevelopment Project Area to these types of businesses.
- Investigate diagonal street parking and other design strategies to the street and alley network to increase the amount of usable parking space. Where it is determined these approaches are incompatible with existing business operations, the Redevelopment Agency will use its tools to mitigate negative impacts to the affected businesses.
- Use results of past environmental studies to upgrade the pump station and to implement other recommendations for fixing the flooding problems.
- Upgrade utility infrastructure to accommodate current and future electrical power and information technology needs.
- Eliminate container storage or hide them behind screens away from public view, to reduce visual blight.

- Acquire, remove and recycle all residences incompatible within an industrial area. Explore the possible exception of potential live/work studios for industrial/commercial artists.
- Investigate the possibility of establishing a Business Improvement District (BID) to provide security, manage parking and offer other services.
- Establish a standing committee of stakeholder representatives to plan and carryout solutions to problems that require a community-wide partnership. A public commitment from the Port of Long Beach to work with the Westside community on carrying out ISAP recommendations is widely seen as the essential key to future progress.

Other Important Projects

- Support the expansion of existing businesses by helping them to acquire other nearby parcels as they become available.
- Enable local businesses to take over and utilize vacant alleys.
- Implement a signage program to establish a cohesive Westside identity.
- Implement a building improvement program to assist property owners with code compliance.
- Build the export development potential of existing and new Westside businesses.
- Implement a streetscape improvement program at key locations.
- Establish banking services with the Westside community.
- Establish a modular industrial building at a key location to serve as an incubator for small and expanding businesses.
- Provide the Westside community with an attractive public space (park) to benefit local workers.
- Create an industrial development marketing program to attract new businesses that fit the Westside target market.

Within the geographic boundaries of the Westside community, there are currently 361 employers doing business with an estimated 2,600 employees. Only 78 of these employers can be classified as "large," i.e. having 10 or more employees each. Manufacturing is the predominant business activity, with nearly 25% of all employers engaged in one form or another of this industrial activity. Moreover, over one-third of these manufacturers are among the 78 "large" employers with 10 or more employees. Although manufacturing defines the community, an even larger number of companies are classified as service providers. They represent nearly one-third of all 361 employers, but most of these businesses are relatively small, and over 40% in this category are providing auto or other repair services. Among the other employers, 19% are in retail trade, 10% wholesale trade, nearly 8% in construction, and 6% are engaged in transportation or related activities. The few remaining employers that do not fit these

larger categories are engaged in a variety of miscellaneous activities including communications, utilities, finance, oil and gas extraction, and agricultural production.

Since adoption of the *West Long Beach Industrial Redevelopment Plan* in 1975, over \$160 million in redevelopment activities have been applied to the Westside (see Appendix A for a chronology). This amount includes nearly \$32 million in capital improvements such as new or improved roadways and alleys, water and sewer lines, and storm drains. Another \$26 million has been used for land acquisitions.

Earlier Planning Documents

This document is not the first planning effort specifically for the Westside, and is intended to build upon previous planning efforts. Chief among these is the *Location and Site Assessment and Redevelopment Strategy: Westside Redevelopment Area* completed by PHH Fantus Consulting in 1995. As already noted above, much of its analysis remains true today. General observations included the following:

- The export potential of the Westside community is largely unexplored.
- Existing companies constitute the best source of new business investment.
- An opportunity exists to develop in an urban setting a clean, safe, and efficient industrial community that can compete with more expensive, suburban campus style environments. This potential opportunity was based upon a number of competitive advantages enjoyed by the Westside:
 - Many stable, existing businesses with potential for growth.
 - Access to the Ports of Long Beach and Los Angeles.
 - Abundant basic labor at competitive rates.
 - Exceptional support infrastructure for export and small business development.
 - Enterprise Zone and Redevelopment incentives.

At the same time, the Westside would need to successfully address a variety of competitive weaknesses if it were to achieve its potential:

- Delays, complications, and business risk introduced by development regulatory and permitting processes.
- Relatively high rates of property crime and an overall public image as a high crime area.
- Economic uncertainty stemming from possible surface and/or groundwater contamination.
- Reasonable, but not highly competitive real estate prices.
- An uncertain area image threatened by remaining visual blight.
- Inadequate traffic flow despite proximity to nearby highways.

Given all these factors, the Fantus report suggested that the Westside's strongest potential niche consisted of:

- Small manufacturers and providers of manufacturing services.
- Transportation-related companies.
- Support services to the existing manufacturing base in California and the nearby Ports.
- Export markets for existing Westside manufacturers.
- The redevelopment needs of individual small companies (as opposed to very large economic enterprises).

These analyses formed the basis for many recommendations that were implemented in subsequent years, but whose full application may remain incomplete.

In addition to the 1995 Fantus Report, a number of other planning efforts have been underway that may impact the Westside community in coming years. These include the *Port of Long Beach Facilities Master Plan*, developed to consider various strategies for managing its growth through the year 2020. A joint *Port of Long Beach/Port of Los Angeles Transportation Study* completed in 2001, to consider how projected growth in cargo shipments will impact the surrounding roadway and rail network. The *California State University at Long Beach Research and Technology Park Traffic Impact Analysis* completed in 1998. Currently, the *I-710 Major Corridor Study* is considering 12 possible alternatives to improve traffic flow and relieve traffic congestion along the Interstate that runs adjacent to the Westside. Results from all of these documents were considered in the development of the Industrial Strategy Action Plan. However, the most important and critical source of information was input from the Westside Project Area Committee (PAC) and other community stakeholders that took place in the form of four task force workshops held during the spring and summer of 2002.

Constraints on Economic Development

Existing, growing businesses on the Westside are experiencing difficulty finding needed expansion space in the redevelopment area and may be compelled to relocate outside Long Beach to accommodate their growth needs. If left uncorrected, this trend could limit the future economic value of the Westside to the City of Long Beach. At the same time, there is also a desire on the part of existing Westside businesses to make certain that future economic developments are compatible with existing businesses and can be sustained by local infrastructure. For instance, there is a wish to discourage any new labor-intensive businesses without adequate on-site parking, which could otherwise further strain the Westside's limited parking supply. Moreover, business owners want to preserve the present industrial character of the community by not encouraging commercial developments that might attract non-industrial users seeking professional

office space, artist studios, or retail outlets. These constraints will require that the Westside engage in careful strategic planning and implementation to ensure it finds the right focus for its economic development program.

Development Opportunities

Scattered throughout West Long Beach are many vacant lots that can be developed to reinforce or complement the strengths of the existing industrial community. This might mean continuing the current fine grain development of small parcels, developing larger sites to satisfy the growth needs of existing businesses (and attract new larger companies), or promoting mixed-use projects designed to meet the operating needs of both small and large industrial enterprises. In this way, these vacant areas can provide a degree of flexibility depending upon the long-term development strategy preferred by the community.

Long Range Property Management Plan for West Long Beach Redevelopment Project Area

The Successor Agency retains 26 properties within the West Long Beach Redevelopment Project Area. These properties are identified on **Exhibit J**, beginning with number 234 and ending with number 259, and are depicted on **Exhibit K**. Of the 26 properties, three parcels (in one development site) are categorized as Enforceable Obligations, 22 parcels (in six development sites) are categorized as Future Development and one parcel is categorized as For Sale properties.

Government Use Properties:

There are no properties in the West Long Beach Industrial Redevelopment Project Area to be retained for Government Use purposes.

Enforceable Obligations:

These properties are intended to be conveyed to the City of Long Beach at no cost. The Enforceable Obligation properties are all subject to pre-existing agreements containing performance obligations on the part of the Successor Agency. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach.

The Enforceable Obligation properties are discussed below.

234-236 Two of the goals of the Industrial Strategic Action Plan for the West Long Beach Industrial Redevelopment Project Area (Area) is to 1) remove nonconforming residential uses, and 2) assemble underutilized small grain parcels to satisfy the growth needs of existing businesses within the Area. The acquisition of the property located at 2136-2144 West 16th Street was completed pursuant to a Memorandum of Understanding (MOU) between the former Redevelopment Agency (Agency) and the adjoining business, Cal-Can Holdings, LLC (Cal-Can). As part of the MOU, Cal-Can loaned the Agency a portion of the purchase price for the property and, once the acquisition was completed, the Agency and Cal-Can would enter into an Owner Participation Agreement (OPA) for the property. While the terms and conditions of the OPA were completed, the OPA was not executed prior to dissolution. It is anticipated that this transaction would proceed once this Plan is approved.

Future Development Properties

Properties 237 through 258 are identified as Future Development and are intended to be conveyed to the City of Long Beach at no cost. Consistent with Section 34191.5 of

AB 1484, proceeds from the disposition of these properties will be retained by the City of Long Beach. The disposition process is intended to pursue the goals and objectives of the West Long Beach Industrial Redevelopment Plan, the West Side Industrial Strategy Action Plan, and other underlying planning and zoning documents.

The goal of the Westside Industrial Strategy Action Plan (ISAP) is to identify a viable path for the revitalization of the Westside Redevelopment Project Area based on an understanding of current conditions, anticipated future developments, and the ideas of the community as voiced by local stakeholders who have participated in the planning process. The plan is meant to be visionary, but to be credible, the projects it recommends must also be achievable. The ISAP identifies comprehensive strategies for the overall revitalization and redevelopment of the Westside and these strategies suggest/prescribe changes in land use, specific development projects, changes in regulatory controls, and changes in public services. The bulk of these strategies concern major land uses within the Westside. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the ISAP. Individually and cumulatively, target site development is intended to act as a catalyst and stimulate additional developments and improvements in the community.

Members of the ISAP Task Force initially suggested over 50 possible projects. A review and analysis of these proposed projects led to the identification of 11 key strategies which, if successfully implemented, will enable the Westside community to accomplish the economic development goals suggested by its desired market niche. The goal of the Westside Industrial Strategy Action Plan (ISAP) is to identify a viable path for the revitalization of the Westside Redevelopment Project Area based on an understanding of current conditions, anticipated future developments, and the ideas of the community as voiced by local stakeholders who have participated in the planning process.

In order to create economic opportunity, promote economic development on a local level, and generate tax revenue for all levels of government, this Plan proposes the continuation of land use and construction policies set forth in the West Long Beach Industrial Redevelopment Plan, the Westside Industrial Strategy Action Plan, and the underlying planning and zoning documents focused primarily on creating and fostering activities that serve as an economic catalyst for more mature, existing businesses that also require a clean, secure, and efficient industrial environment to fully realize latent growth potential.

It is further intended that this Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction policies. Additionally, the Plan is intended to complement and promote

economic development on the local level so that individual communities can enact local strategies to increase jobs and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development of the property serves to create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

The Future Development properties are discussed below:

- 237-238 One of the goals of the Westside Industrial Strategic Action Plan is to remove blight by purchasing nonconforming residential and underutilized industrial properties to facilitate business retention and expansion opportunities within the West Long Beach Industrial Redevelopment Project Area (Area). The property located at 2111 W. 14th Street/2110 Cowles Street was acquired in order to create development opportunities to meet the growth needs of existing industrial businesses and attract new larger developments. At the time of dissolution, the former Redevelopment Agency was in early discussions with a developer, but could not be completed prior to the dissolution of the RDA. It is anticipated that discussions would restart upon the approval of this Plan.
- 239 One of the goals of the Westside Industrial Strategic Action Plan (ISAP) is to remove blight by purchasing nonconforming residential and underutilized industrial properties to facilitate business retention and expansion opportunities within the West Long Beach Industrial Redevelopment Project Area (Area). The property located at 2021 West Gaylord Street consists of a vacant commercial building and a one-story, single-family non-conforming residential unit. At the time of dissolution, the former Redevelopment Agency (Agency) was preparing for demolition of the residential structure in order to then consider development proposals for the commercial structure from either an existing industrial business or possible relocation of a business from outside the Area. It is anticipated that a competitive RFP process would begin upon approval of this Plan.
- 240-243 One of the goals of the Westside Industrial Strategic Action Plan (ISAP) is to remove blight by purchasing nonconforming residential and underutilized industrial properties to facilitate business retention and expansion opportunities within the West Long Beach Industrial Redevelopment Project

Area (Area). The properties located at 1545-1565 Santa Fe Avenue consisted of two apartment buildings, a vacant commercial building, and a bar. The former Redevelopment Agency acquired the property in order to remove blighted conditions and create development opportunities consistent with the ISAP. While the nonconforming uses had been removed from the property prior to dissolution, selection and negotiation of an OPA could not be completed. It is anticipated that a competitive RFP process for disposition would begin upon approval of this Plan.

244 Important goals of the West Long Beach Industrial Redevelopment Plan are blight removal, addressing public safety by making the Westside Redevelopment Project Area a clean, safe and welcoming environment, and removing nonconforming residential uses from the Area. The former Redevelopment Agency acquired the property at 1675 Santa Fe Avenue consistent with these goals of the plan. This property was the subject of an ENA, which expired. At the time of dissolution, the Agency was considering potential opportunities for the property including expansion of current industrial businesses within the Westside or development of the site to attract business from outside the area. It is anticipated that a competitive RFP process for disposition would begin upon approval of this Plan.

245 Important goals of the West Long Beach Industrial Redevelopment Plan are blight removal, addressing public safety by making the Westside Redevelopment Project Area a clean, safe and welcoming environment, and removing nonconforming residential uses from the project area. The property located at 1680 Santa Fe Avenue consisted of a 20-guest room motel with a heavy presence of criminal activity. The former Redevelopment Agency acquired the property to remove blighting influences consistent with the Redevelopment Plan. At the time of dissolution, the Agency was considering development opportunities for the property. It is anticipated that a competitive RFP process for disposition would begin upon approval of this Plan.

246-258 One of the goals of the West Long Beach Industrial Redevelopment Plan is to remove blight by purchasing underutilized properties to facilitate business retention and expansion opportunities within the West Long Beach Industrial Redevelopment Project Area. The former Redevelopment Agency (Agency) acquired the property at 1404-1420 Hayes Avenue through an open market transaction to assemble a significant parcel of land for future development. At the time of dissolution, there were no development proposals under consideration by the Agency. It is anticipated that a competitive RFP process for disposition would begin upon approval of this Plan.

For Sale Properties

Property 259 was initially acquired to eliminate blight and blighting influences, and to eliminate unwanted or crime generating land uses. Assembly of land for future development did not occur. Therefore, these properties are identified as For Sale and will be marketed with a priority opportunity for acquisition and development by adjoining landowners and tenants. Consistent with Section 34191.5 of AB 1484, proceeds from the disposition of these properties will be distributed as property tax to the taxing entities.

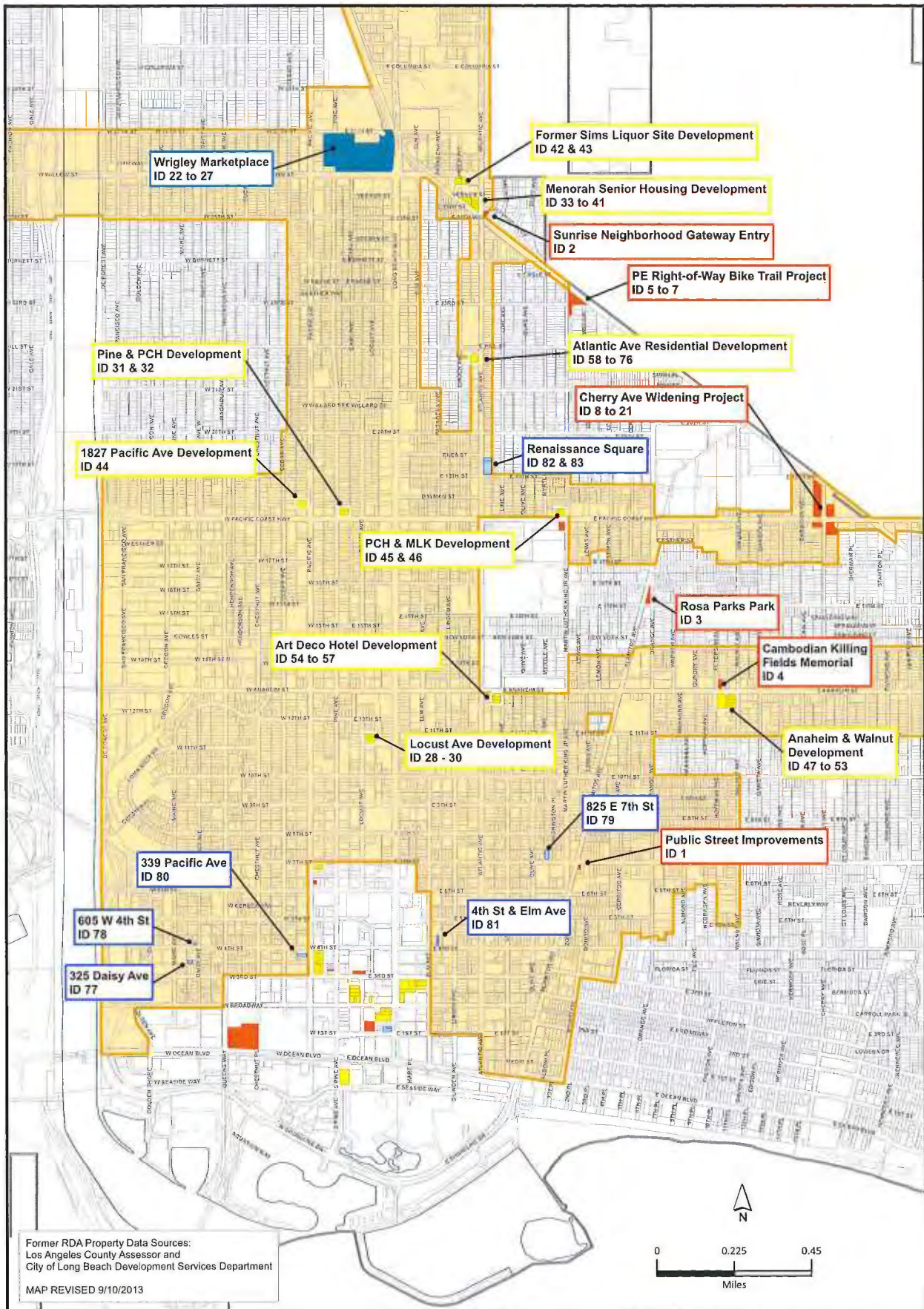
The For Sale property is discussed below:

- 259 One of the goals of the West Long Beach Industrial Redevelopment Plan is to remove nonconforming residential uses from the West Long Beach Industrial Redevelopment Project Area (Area). The property located at 1478 Cota Avenue is adjacent to industrial businesses and contained a duplex apartment building prior to removal. The former Redevelopment Agency acquired the property in order to remove a nonconforming use and create a development opportunity for existing industrial businesses in the Area. It is anticipated that a traditional process for disposition, with priority given to adjacent property owners, would begin upon approval of this Plan.

The acquisition of properties 234-259 discussed above were acquired pursuant to the goals and objectives of the West Long Beach Industrial Redevelopment Plan, the West Side Industrial Strategy Action Plan, the Location and the Site Assessment and Redevelopment Strategy: Westside Redevelopment Area, and the underlying zoning and General Plan designations. The intent of the Redevelopment Agency in acquiring these parcels was to pursue the objectives of the related plans in order to strengthen the character of the Westside by retaining existing manufacturers and attracting new ones, improve access in and out of the Westside for both automobiles and trucks, address real and perceived public safety concerns, ensure adequate infrastructure is in place to support future growth, and create a more pleasant urban environment through an attractive streetscape program and design guidelines while preserving the industrial character of the Westside.

It is the intent of this Plan for the Successor Agency, and ultimately the City of Long Beach, to pursue the stated goals and objectives of the plans and studies related to the redevelopment of the West Long Beach Redevelopment Project Area. It is further intended that the Plan protects and supports the sound development of economic opportunity and the provision of appropriate continuing land use and construction

policies. Additionally, the Plan is intended to complement and promote economic development on the local level so that individual communities can enact local strategies to increase jobs, and generate additional tax revenue for all levels of government. Economic opportunity is expected to occur when development agreements, or other agreements, create, retain or expand jobs, and result in increased property tax revenues at full implementation of a project. As a result, the Plan is intended to further economic opportunity through the consideration of fair re-use and land residual value appraisal methodologies consistent with the designated use and with the covenants and conditions and development costs necessary to pursue the stated goals of the Redevelopment Plan, associated Strategic Guides and related guiding documents.

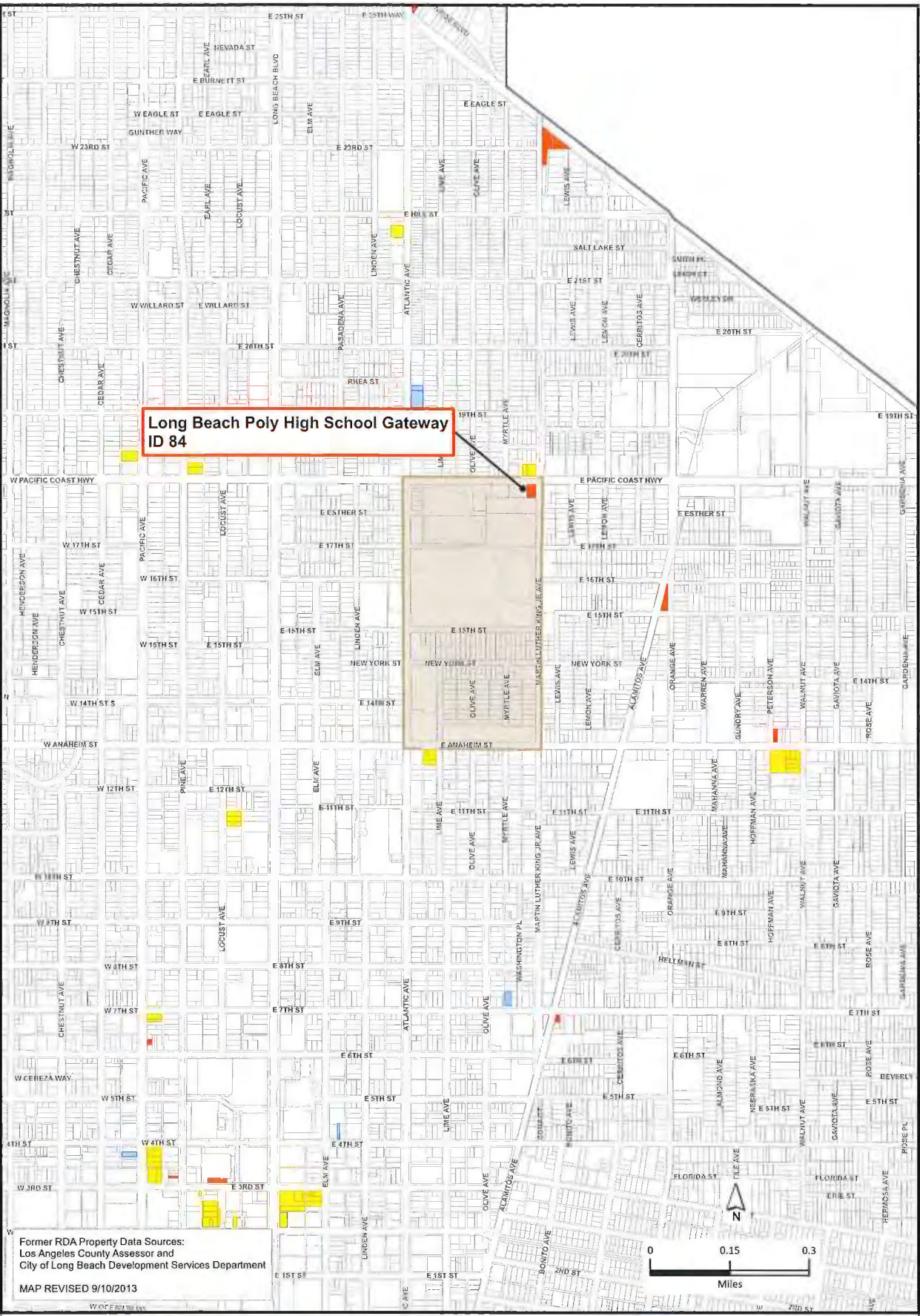


City of Long Beach Former RDA Properties in Central Long Beach Redevelopment Area

MAP FEATURES

- Government Use
- Enforceable Obligation
- Future Development
- Sale of Property
- Central Long Beach Redevelopment Area

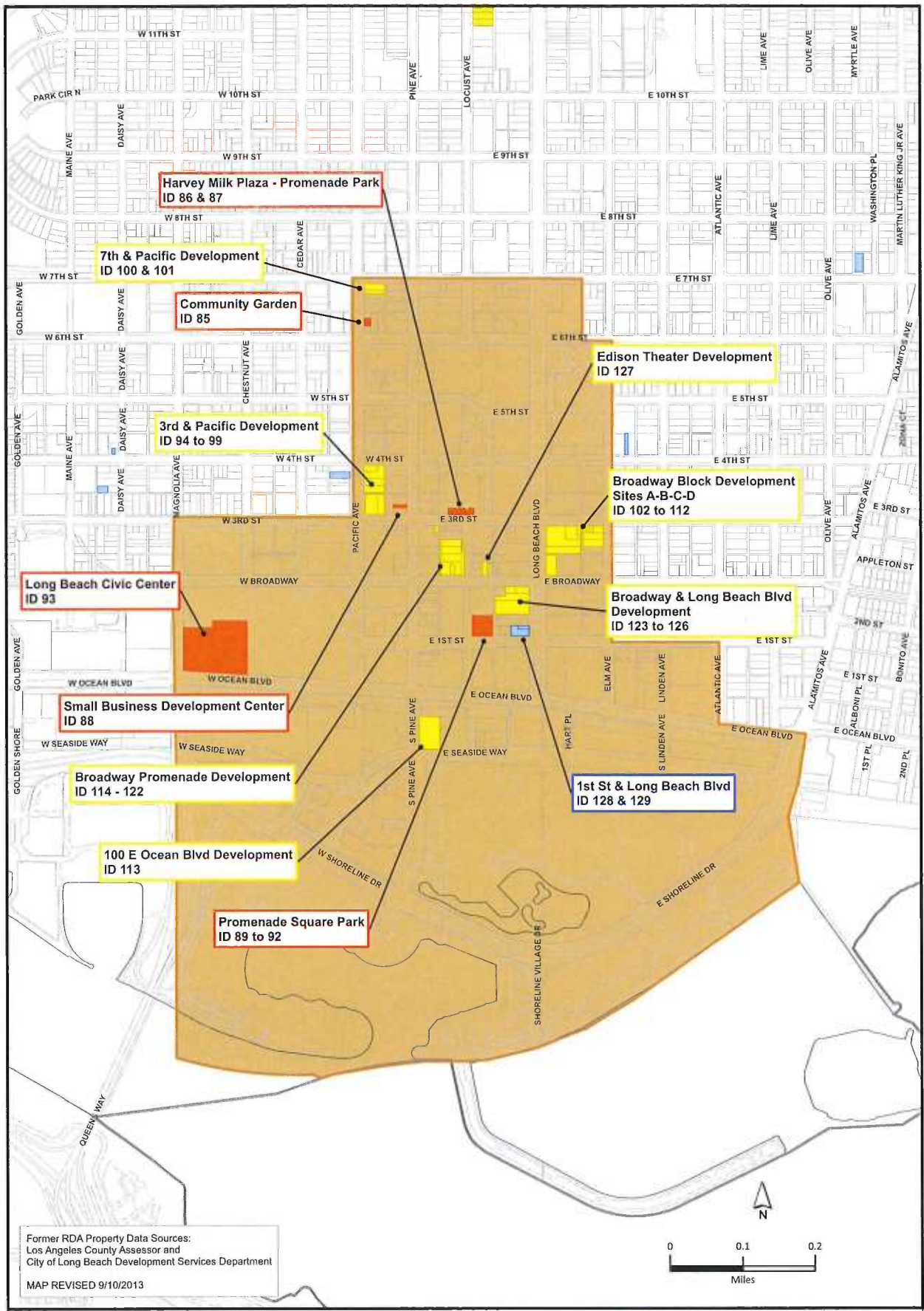
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City of Long Beach Former RDA Properties in Poly High Redevelopment Area

- MAP FEATURES**
- Government Use
 - Enforceable Obligation
 - Future Development
 - Sale of Property
 - Poly High Redevelopment Area

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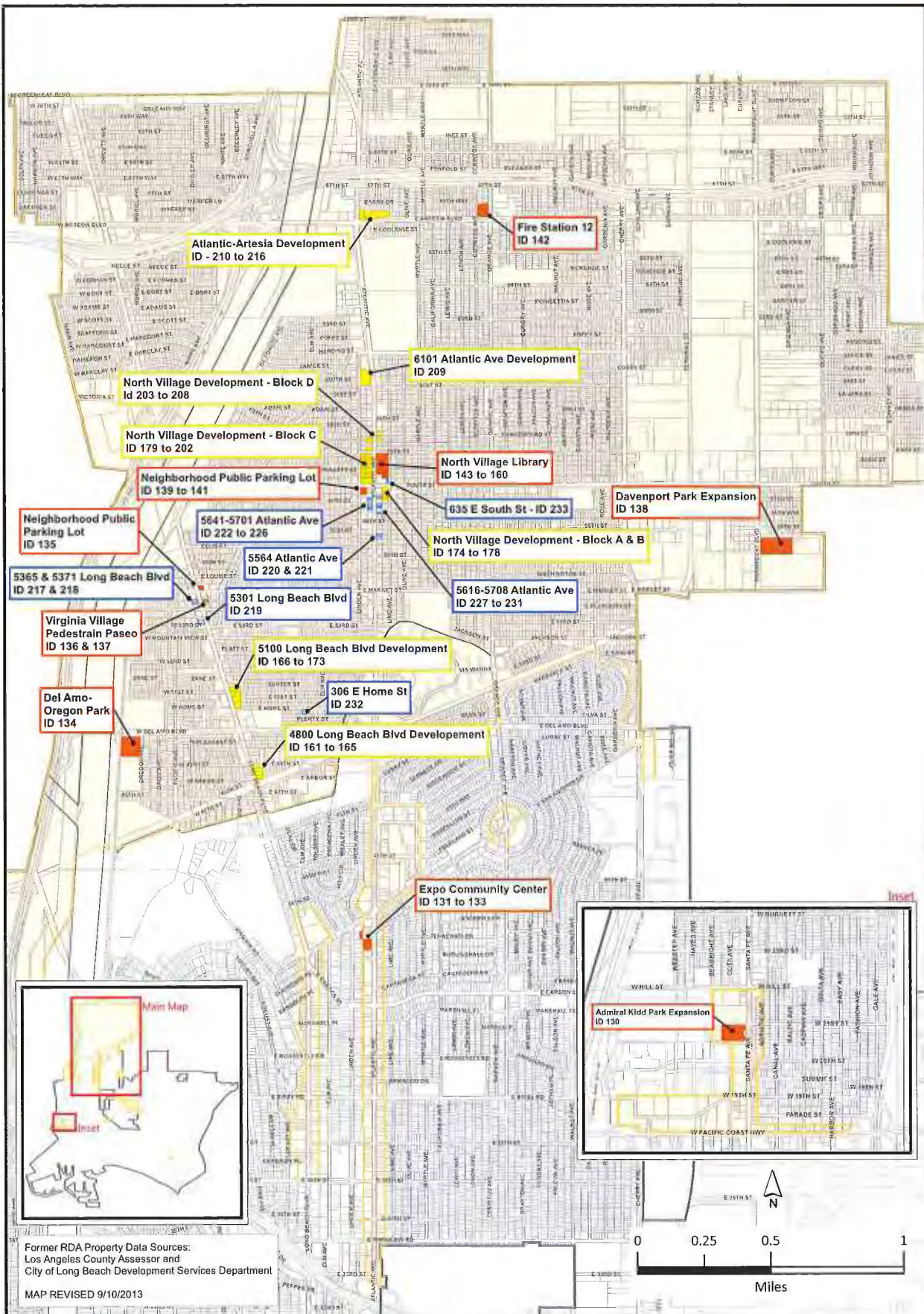
Department of
Technology Services
GIS

City of Long Beach Former RDA Properties in Downtown Redevelopment Area

MAP FEATURES

- Government Use
- Enforceable Obligation
- Future Development
- Sale of Property
- Downtown Redevelopment Area

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Former RDA Property Data Sources:
 Los Angeles County Assessor and
 City of Long Beach Development Services Department
 MAP REVISED 9/10/2013

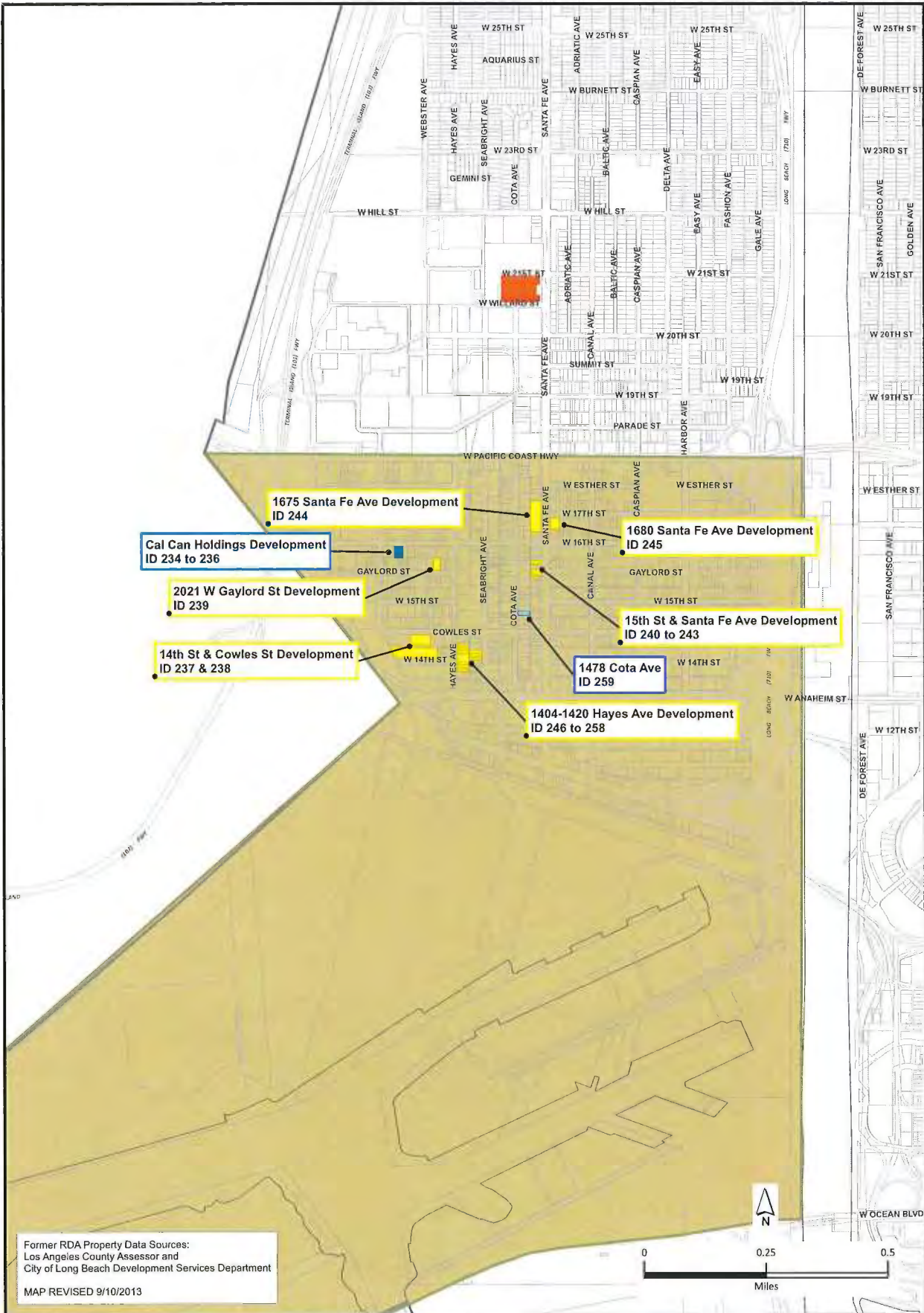


Department of
 Technology Services
 GIS

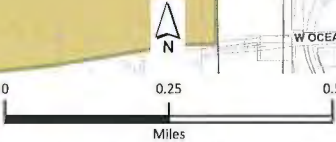
City of Long Beach Former RDA Properties in North Long Beach Redevelopment Area

MAP FEATURES

- Government Use
- Enforceable Obligation
- Future Development
- Sale of Property
- North Long Beach Redevelopment Area



Former RDA Property Data Sources:
 Los Angeles County Assessor and
 City of Long Beach Development Services Department
 MAP REVISED 9/10/2013



Department of
 Technology Services
 GIS

City of Long Beach Former RDA Properties in Westside Industrial Redevelopment Area

MAP FEATURES

- Government Use
- Enforceable Obligation
- Future Development
- Sale of Property
- Westside Industrial Redevelopment Area

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