



# Building A Better Long Beach

March 7, 2011

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve and authorize the Executive Director to execute an Exclusive Negotiating Agreement with Fresh & Easy Neighborhood Markets, Inc. and Rich Development Company for the development of the northeast and northwest corners of Atlantic Avenue and South Street. (North – District 9)

## DISCUSSION

One of the key strategies of the North Long Beach Strategic Guide for Development (Guide) is to concentrate commercial uses at key intersections. It also identifies the intersection of Atlantic Avenue and South Street as the center of a sub-regional commercial node known as North Village. One of the goals prioritized by the community for the North Village area is the development of regionally focused retail. To further the goals of the Guide for the North Village area, the Redevelopment Agency (Agency) has assembled an approximately 3.1-acre site located at the northeast and northwest quadrants of Atlantic Avenue and South Street (Site) (Exhibit A – Site Map).

In October 2010, an engaged group of 150 residents and business owners, the 8th and 9th District Council offices and Long Beach Development Services staff gathered to discuss proposed updates to the Guide, a subsequent 2004 Implementation Plan and recent development site plans for the North Village Center. Key goals of the workshop were to determine locations for the planned North Long Beach Branch Library, a community plaza, a possible neighborhood grocery store and other retail along with housing possibilities. In addition, community members looked at a plan for a mid-block crossing connecting East Hullett Street to Atlantic and Lime Avenues. By a wide margin, workshop participants preferred an alternative that placed the Library mid-block on the east side of Atlantic Avenue and a neighborhood market at the corner of Atlantic Avenue and South Street (Exhibit B – Plan Diagram).

In accordance with the land use recommendations of the Guide and the desire to facilitate a development that is compatible with the area's needs, staff has pursued discussions with Fresh and Easy Neighborhood Markets, Inc. and Rich Development Company (Participants) for the development of a new neighborhood-serving retail center. The retail center includes development of a new 14,000-square-foot neighborhood grocery store to be located on the northwest corner of Atlantic Avenue and South Street in conjunction with an additional 15,000 square feet of retail on approximately 1.9 acres of land south of the mid-block

REDEVELOPMENT AGENCY BOARD MEMBERS

March 7, 2011

Page 2 of 3

crossing. The Site is predominantly vacant and provides an excellent opportunity for the development of a high-quality, automobile and pedestrian-oriented retail center that would serve as the northern gateway to North Long Beach.

The Participants are experienced in the development of retail centers in the Southern California area. The Participants have reviewed the location and are prepared to develop a shopping center to serve the North Long Beach community.

It is recommended that the Agency enter into a 90-day Exclusive Negotiating Agreement (ENA) with the Participants for the development of the Site, including the ability to extend the term for one additional 90-day period at the discretion of the Executive Director.

A good faith deposit in the amount of \$25,000 will be required. The Good Faith Deposit will be used by the Agency to pay for its staff and third-party costs incurred to negotiate and perform its obligations under the ENA. If the ENA is terminated without the execution of a Disposition and Development Agreement (DDA), remaining amounts, if any, of the Good Faith Deposit shall be returned to the Participants. If negotiations result in the execution of a DDA between the Participants and the Agency, then remaining amounts, if any, of the Good Faith Deposit shall be applied to the performance deposit typically required under a DDA. The intent is to negotiate a DDA during the period of exclusive negotiation.

On February 24, 2011, Agency staff presented the Participants' proposed development to the North Long Beach Project Area Committee (North PAC) for consideration. The North PAC approved a motion to have the Agency enter into an ENA with the Participants to begin negotiations for the development of the Site.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT M. ZUR SCHMIEDE, AICP  
ASSISTANT EXECUTIVE DIRECTOR



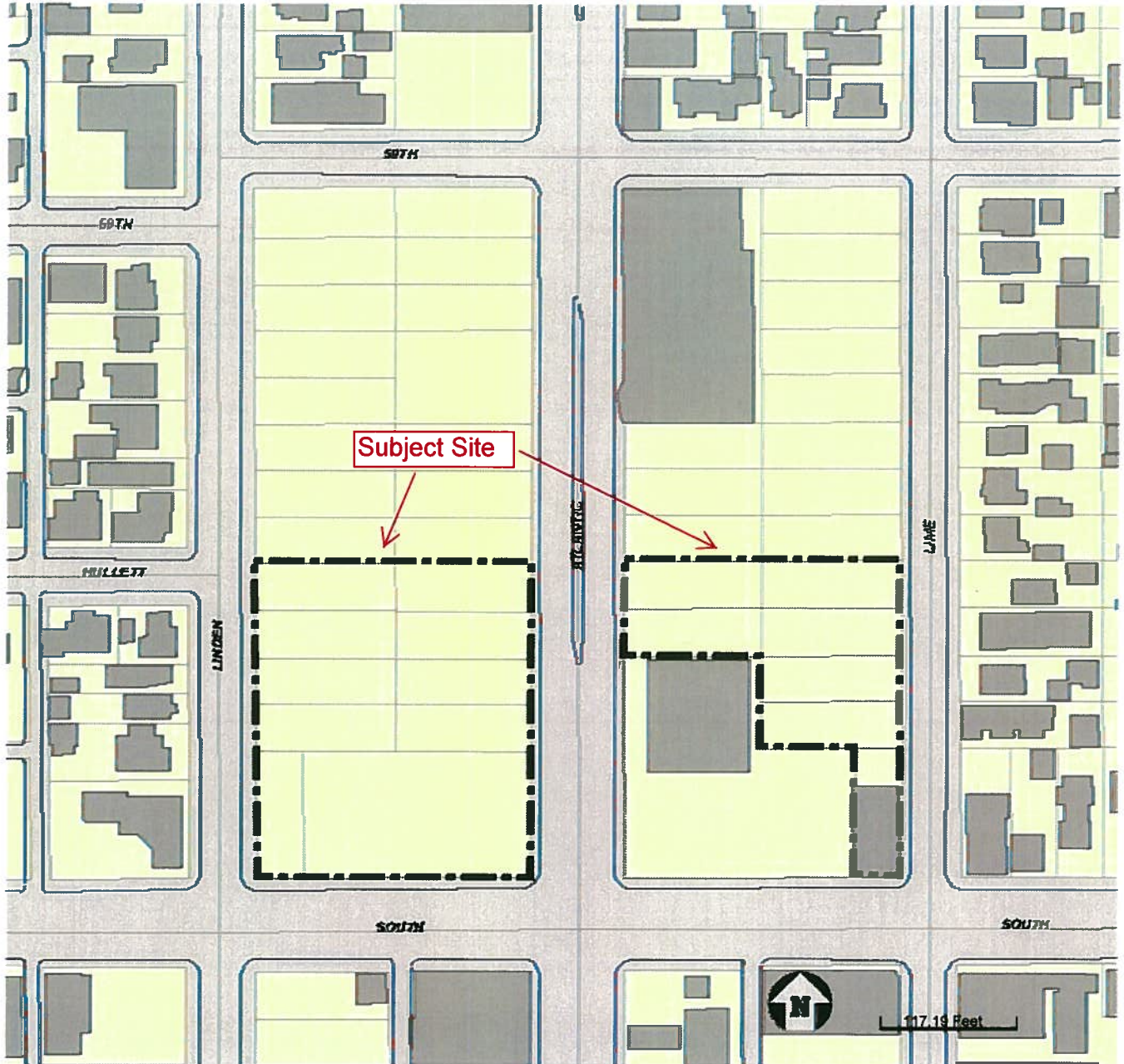
AMY J. BODEK, AICP  
EXECUTIVE DIRECTOR

AJB:RZS:TLF:eld

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



# Site Map



## Disclaimer

DISCLAIMER OF DATA ACCURACY: The services provided on this web site are intended for informational purposes only and the GIS data used is compiled from various sources and is subject to constant change. While reasonable effort has been made to ensure the accuracy of the data, the information provided herein may be inaccurate or out of date.

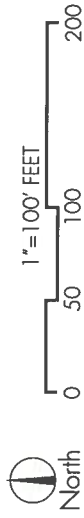


# Plan Diagram

## Alternative 2 - Midblock 35' ROW

DRAFT - 11.17.2010

### Exhibit B



▲ Building Entrances

**Parking:**

West Side:	Desired Parking	As Designed
Market	80	
Retail Buildings	46	
On Site		106
On Street		36
<b>subTotal</b>	<b>126</b>	<b>142</b>

<b>East Side:</b>		
Library & Community Sp.	68	
Retail	20	
On Site		83
On Street		53
<b>subTotal</b>	<b>88</b>	<b>136</b>

<b>TOTALS</b>	<b>214</b>	<b>278</b>
---------------	------------	------------

**ASSUMPTIONS:**

Parking is shared.  
 Ratios: Library: 4/1000 sqft., 1st 10,000 sqft.  
 2/1000 sqft. remaining  
 Retail: 4/1000 sqft.  
 Housing: On site (2 per unit)  
 On street parallel parking at 22' /space  
 On street parking includes adjacent sides of Lime, Linden, Atlantic and 59th St.



NORTH VILLAGE CENTER  
 EAST & WEST BLOCK STUDY  
 Field Paoli for the Long Beach Redevelopment Agency

