



Building A Better Long Beach

November 3, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to enter into a contract with Strategic Economics in an amount not to exceed \$52,360 for the preparation of a market analysis in greater downtown Long Beach, and increase appropriations for the Central and Downtown Redevelopment Project Areas. (Central and Downtown – Districts 1, 2)

DISCUSSION

Staff is currently working with EDAW (consultants) and members of the community advisory committee on the creation of a Downtown Community Plan (Plan). The Plan will be a comprehensive blueprint for the development of the downtown area, generally bounded by Alamitos Avenue, 10th Street, the Los Angeles River and the Pacific Ocean. Through flexible zoning and well-thought-out development standards, the Plan will seek to achieve a land use mix that promotes a vital and sustainable economy.

To better understand the impact of the proposed land uses, it is recommended that the Redevelopment Agency enter into a direct contract with Strategic Economics in an amount not to exceed \$52,360 for the preparation of a market analysis to assess the future market potential for local and regional retail, entertainment, office, hotel, convention center and residential space in greater downtown Long Beach. The proposed work program includes:

- 1) Demographic and downtown “user trends”;
- 2) Projected future demand for residential uses;
- 3) Office market analysis – employment trends and projected demand;
- 4) Retail “gap analysis” to provide an estimate of supportable square footage for retail space by type and target market;

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- 5) Retail implementation strategies for different types of retail and locations in the downtown with a focus on key opportunities, constraints, potential catalyst projects, matching funding needs with potential sources and specific implementation measures; and
- 6) An analysis to determine if the future market demand can be captured within the proposed zoning and land use plan.

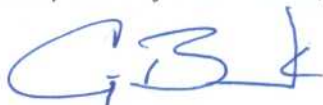
The cost of the contract will be shared proportionately between the Central and Downtown Redevelopment Project Areas.

Strategic Economics is a consulting and research firm specializing in urban and regional economics and planning. Strategic Economics has a wide array of experience ranging from financial analyses of individual development sites to regional planning projects to nationwide studies. Their relevant experience includes analyzing market opportunities for Oakland, California, and downtown Ann Arbor, Michigan. Strategic Economics is also specifically familiar with the economy in Long Beach since they are currently working with EDAW and the City of Long Beach on an economic analysis for the Long Beach 2030 General Plan Update, of which the Downtown Community Plan will be a component. Integration and consistency among the component plans and umbrella plan is critical. Strategic Economics is available to start work in December 2008 and anticipates completion of the market analysis within two-months.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:CSM:pku