



# LONG BEACH REDEVELOPMENT AGENCY

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November 5, 2007

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to enter into a Commercial Façade Improvement Grant with Angkerkath Lor in an amount not to exceed \$15,000 for improvements to the Phnom Pich Center located at 1000 East Anaheim Street. (Central – District 6)

### DISCUSSION

The owner (Owner) of a newly constructed shopping center located at 1000 East Anaheim Street (Center) recently submitted an application to the City of Long Beach for the Commercial Improvement Rebate Program (Program). The Program is administered through the City's Neighborhood Services Bureau and provides \$2,000 grants to eligible property owners for on-site exterior improvements. The Center is located within the designated Cambodia Town.

In an effort to leverage both the Owner's private investment and the resources of the City's Program, staff proposes offering the Owner a façade grant to improve the signage program for the building, especially signage fronting the Anaheim corridor. Staff believes the additional resources will support other Redevelopment Agency-assisted programs such as the Martin Luther King Medians, the Atlantic and Anaheim Development Site, and the Ernest McBride Park Senior Center expansion (formerly California Recreation Center) and strengthen development in the area. All of these projects are within close proximity to the Center and have a significant Redevelopment Agency investment.

As part of the agreement, a five-year maintenance covenant will be recorded against the property to ensure the on-going maintenance of the Center. In the event of the Owner's default, the prorated amount of the loan will become due in full.

*The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.*

REDEVELOPMENT AGENCY BOARD MEMBERS

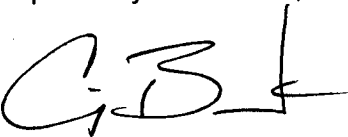
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
for MICHAEL P. CONWAY  
EXECUTIVE DIRECTOR

MPC:CB:DSW

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER