



Building A Better Long Beach

Item 5

May 5, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to execute a six-month Agreement to Negotiate Exclusively with Urban Growth Long Beach, LLC for the development of a Hyatt Place hotel. (Downtown – District 2)

DISCUSSION

Redevelopment Agency (Agency) staff has received an Owner Participant proposal from Urban Growth Long Beach, LLC (Developer) for development of a Hyatt Place hotel on the property located at the northwest corner of Long Beach Boulevard and First Street (Exhibit A – Site Map). Of the approximately 35,747 square feet of land in the proposed project site, the Developer owns 5,979 square feet, the Agency owns 10,145 square feet, and the remaining 19,623 square feet of land is owned by a third party.

The Developer proposes to build a 160 to 192 room Hyatt Place hotel, which is affiliated with the Hyatt Hotels and Resorts Select Hotel Group. The proposed hotel would also include conference rooms, retail, a restaurant/bar, café, pool, gym, and an eco-courtyard/plaza. The Developer proposes to build one level of below-grade parking and ground-level parking that may be covered with an eco-courtyard.

Agency staff met with the Developer to review the proposed project and to discuss their ideas on the scope of development for this site. Elements such as sustainable development, urban design, and parking requirements were discussed.

It is recommended that the Agency enter into an Exclusive Negotiating Agreement (ENA) with the Developer for the development of this project. The proposed hotel will convert an existing underutilized surface parking lot and help meet the identified need for additional hotel rooms in downtown. An ENA with the preferred developer gives the Agency and Developer time to work exclusively to determine whether the project is physically and financially feasible and meets the needs of the community.

REDEVELOPMENT AGENCY BOARD MEMBERS

May 5, 2008

Page 2

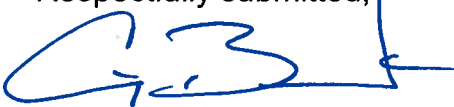
Agency staff, in collaboration with the Developer, will work with the Planning Bureau to determine whether all code requirements and design goals can be met. Agency staff and the Developer will also meet with community groups to determine the suitability of the project. In addition, the Agency needs to verify that the project is accurately represented financially, estimate a fair land price given all conditions and restrictions, and negotiate the terms of an Owner Participation Agreement.

The ENA will run for a term of six months, including the ability to extend the term for an additional six months at the discretion of the Executive Director. A performance deposit of \$50,000 will be required and held by the Agency upon execution of the ENA.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK
EXECUTIVE DIRECTOR

CB:DSW:CSM:pku

Attachment: Exhibit A – Site Map

**MAPPING AND GIS
SERVICES
SCALE 1" = 60'**



7280	28 SHEET 1	P. A. 7277-23	TRA 5642	REVISED 20061121/02021001-23 20081228/2001001-23	20061228/2002001 23.26 20061228/2006001 23.26 20080207/20011001 23	20080207/20011002-23	SEARCH NO	OFFICE OF THE ASSessor COUNTY OF LOS ANGELES COPYRIGHT © 2002
------	---------------	------------------	-------------	--	--	----------------------	-----------	---

F M 18309

BROADWAY

80

BLVD

BK
7281

LONG BEACH

96
151

85
89
85
80
ST
80

29

ALL 900 SERIES PARCELS ON THIS PAGE ARE ASSESSED TO REDEVELOPMENT AGENCY OF THE CITY OF LONG BEACH, UNLESS OTHERWISE NOTED