



LONG BEACH REDEVELOPMENT AGENCY

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November 20, 2006

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to authorize the Executive Director to continue the evaluation process for the qualified developers that responded to the North Village Center Request for Proposals; and schedule presentations to the Redevelopment Agency Board in January 2007. (North – District 9)

DISCUSSION

In the North Long Beach Redevelopment Project Area, the four square block area bounded by 56th Street on the south, 59th Street on the north, Lime Avenue on the east, and Linden Avenue on the west has been identified in the North Long Beach Strategic Guide for Redevelopment for potential development related to the creation of a strong North Village Center (Exhibit A – Site Map).

On June 8, 2006, Agency staff released a Request for Proposals (RFP) for the two northern blocks in the North Village Center. Four development teams submitted proposals in response to the RFP: The Swarm Group, MBK Homes, Ltd., Gerding Edlen Company, LLC and Civic Enterprise Development, LLC. The development teams also sent proforma data and other financial qualification information under separate cover to Keyser Marston Associates, Inc., the Redevelopment Agency's real estate consultant.

An Advisor Committee (Committee) was formed to review the proposals and to provide recommendations to the Redevelopment Agency Board. This committee includes Director of Library Services Eleanore Schmidt, Redevelopment Bureau Manager Craig Beck, Redevelopment Project Officer Lee Mayfield, Redevelopment Project Officer Aldo Schindler, Urban Design Officer Stephanie Reich, North PAC Chair Martha Thuenta, North PAC Vice Chair Laurie Angel, and Cal Hollis of Keyser Marston Associates, Inc.

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At their initial meeting on October 25th, the Committee reviewed the proposals to assure they satisfied the requirements of the RFP and were qualified to carry out the development project. Three of the four developers satisfied the requirements of the RFP and are qualified to move to the next intake round.

The fourth firm, The Swarm Group & Associates, Inc. did not meet the minimum requirements of the RFP and were not deemed qualified to proceed with the selection process. This firm did not submit a majority of the required information (Exhibit B – RFP Developer Submission Summary).

The initial review of the RFPs generated many questions that need to be clarified. The committee has outlined a process (Exhibit C – RFP Implementation Schedule) that allows for additional review, provides information to the Redevelopment Agency Board and targets a recommendation for developer selection in February 2007.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
EXECUTIVE DIRECTOR

PHW:CAB:AES:aes

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachments: Exhibit A – Site Map
Exhibit B – RFP Developer Submission Summary
Exhibit C – RFP Implementation Schedule

Exhibit A



NORTH VILLAGE CENTER

SITE MAP

LEGEND



Future Development Blocks



Facade & Streetscape Improvement Blocks



Future Public Parking (Agency owned)



Future Public Parking (in negotiation)

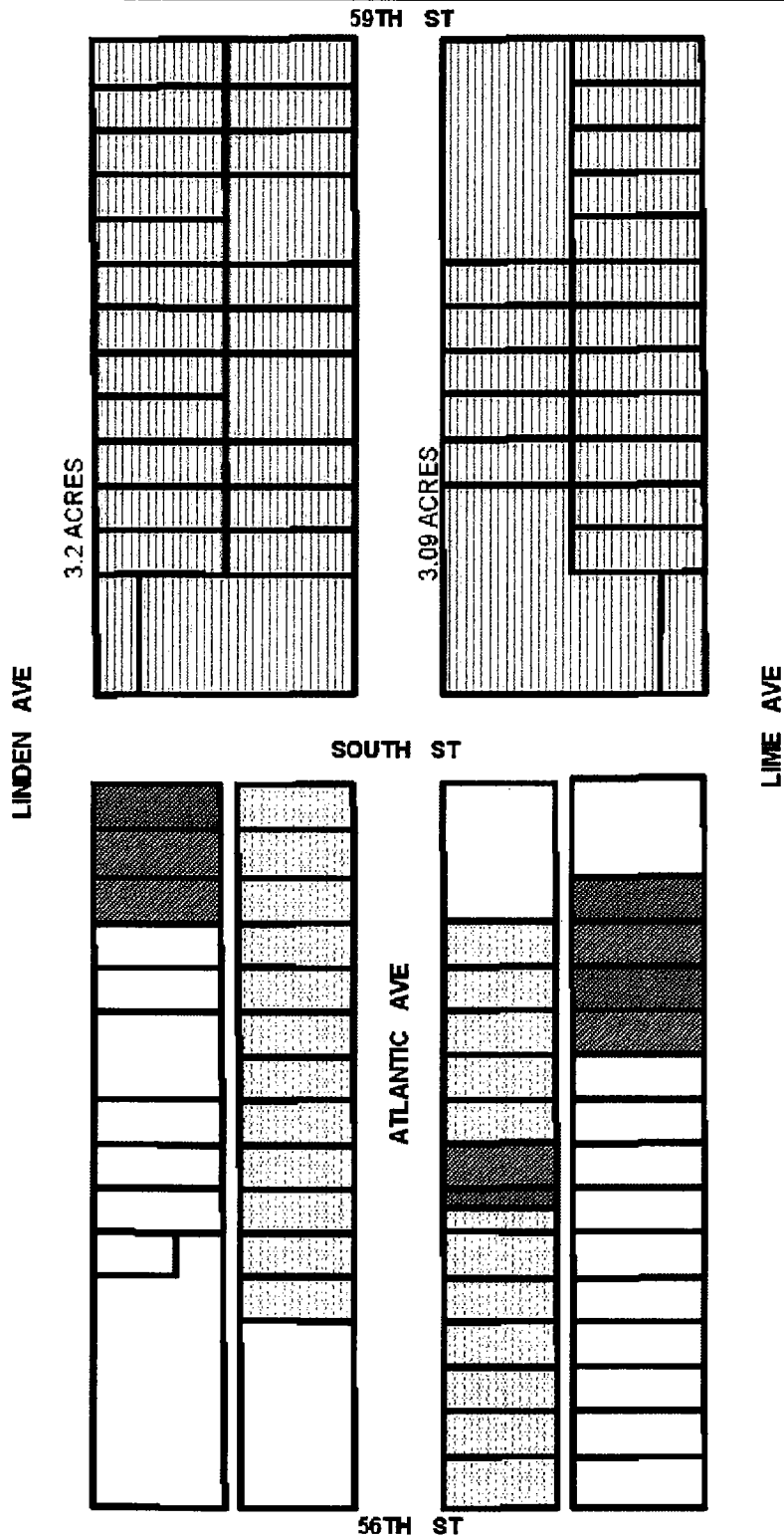


Exhibit B

**North Long Beach Redevelopment Project Area
North Village Center Development
Request for Proposal**

Developer Submission Summary

RFP SUBMISSION REQUIREMENTS	DEVELOPERS			
	Civic Enterprise Development, LLC	MBK Homes, Ltd	Gerding Edlen Development Company, LLC	Swarm Group & Associates, Inc.
Project Residual Land Value	X	X	X	
Proposed Purchase Price	X	X	X	X
Project Feasibility Surplus	X	X	X	
Auto Zone Disposition	X	X	X	X
Historic Theater Disposition	X	X	X	X
Proposed Land Use	X	X	X	X
Library Development Plan	X	X	X	
Residential Development Plan	X	X	X	
Commercial Component	X	X	X	
Parking Plan	X	X	X	
Construction Costs	X	X	X	
Sales Revenue / Net Operating Income	X	X	X	
Supportable Private Investment	X	X	X	
Residual Land Value	X	X	X	
Net Residual Land Value	X	X	X	
Residential Residual Land Value	X	X	X	
Commercial Residual Land Value	X	X	X	
Civic Residual Land Value	X	X	X	
Below-Grade Parking Residual Land Value	X	X	X	
Site Plan	X	X	X	

Exhibit C

**North Long Beach Redevelopment Project Area
North Village Center Development
Request for Proposal**

Implementation Schedule

	Task	Team	Date
1	Review developer submissions for content relative to requirements of the RFP.	Committee	October 2006
2	Request Redevelopment Agency Board to eliminate non-responsive developer.	Committee	November 2006
3	Request follow-up clarification from the three developer teams regarding RFP submission and financial data.	Committee	December 2006
4	Additional review and findings to Redevelopment Agency Board.	Committee	January 2007
5	Three developer presentations to the Redevelopment Agency Board.	RDA Board	January 2007
6	Review with Redevelopment Agency Board regarding committee findings.	Committee & RDA Board	January 2007
7	Final Developer Selection	RDA Board	February 2007