



LONG BEACH REDEVELOPMENT AGENCY

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November 6, 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.

A technical selection committee (Committee) was formed to review the proposals and to provide recommendations to the Redevelopment Agency Board. This selection 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 Thuente and North PAC Vice Chair Laurie Angel, and Cal Hollis of Keyser Marston Associates, Inc.

At their initial meeting on October 25th the Committee reviewed the proposal to assure they satisfied the requirements of the RFP and were qualified to carry out the

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development project. These reviews revealed that 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 the following: proforma; site plan, projected residual land value for the two blocks, construction cost estimates, or a concept for the retail component.

The review of the RFPs generated many questions. The Committee will refine their questions and send them to the developers. A second Committee meeting is anticipated for late November, at which point the Committee will conduct further review of the RFPs and the additional responses received from the developers. We also anticipate scheduling presentations from the remaining developers for the Redevelopment Agency Board at a January 2007 Board meeting.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



for PATRICK H. WEST
EXECUTIVE DIRECTOR

APPROVED:


GERALD R. MILLER
CITY MANAGER

PHW:CAB:AES:aes

Attachment: Exhibit A – Site Map

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Exhibit A



NORTH VILLAGE CENTER

SITE MAP

LEGEND



Future Development Blocks



Future Public Parking (Agency owned)



Facade & Streetscape Improvement Blocks



Future Public Parking (in negotiation)

