



# Building A Better Long Beach

## Item 3

August 4, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to execute a six-month Exclusive Negotiating Agreement and an optional six-month extension with Golden Pacific Partners, LLC for the development of a site at the northeast corner of Home Street and Long Beach Boulevard. (North – District 8)

### DISCUSSION

In April 2007, the Redevelopment Agency (Agency) solicited proposals from the development community to redevelop the former Waite Motel site on Long Beach Boulevard in North Long Beach. Eight responses were originally received of which three were found to meet the requirements of the solicitation. Agency staff has found Golden Pacific Partners, LLC to be the preferred developer and is ready to proceed towards negotiating a Disposition and Development Agreement (DDA).

Golden Pacific Partners, LLC is a joint venture company created by a partnership between Highridge Partners and Oscar De La Hoya's Golden Boy Enterprises. The development team has a combined 25-year track record of identifying and enhancing the value of under-performing real estate. Currently the company has residential and mixed-use projects in the cities of San Pedro, West Sacramento, Daley City, Huntington Park, Montebello, South Gate and Compton.

The proposed project site at 5060-5098 Long Beach Boulevard and 5101 Cedar Avenue (Exhibit A – Site Map) contains approximately 1.3 acres of land and is currently vacant. The site is zoned for commercial uses along Long Beach Boulevard and for single-family residential use along a portion of Cedar Avenue. Staff proposes that the full site be re-zoned to accommodate the development of single-family, detached homes for sale at market rate.

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It is recommended that the Agency enter into an Exclusive Negotiating Agreement (ENA) with Golden Pacific Partners, LLC (Developer) for the development of this concept. An ENA with the preferred Developer gives the Agency and Developer the opportunity to work exclusively to determine whether the project is physically and financially feasible and meets the needs of the community.

Agency staff, in collaboration with the Developer, will work with Planning to determine whether all zoning code changes and design goals can be met. Agency staff and the Developer will also meet with the community 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 a DDA.

The ENA will run for a term of six months, including the ability to extend the term for two additional three-month periods at the discretion of the Executive Director. A Good Faith Deposit of \$50,000 will be required and held by the Agency upon full execution of the ENA. The Good Faith Deposit will be used by the Agency to pay for its staff and third party costs incurred to negotiate and perform its obligations under the ENA. If the ENA is terminated without the execution of a DDA, remaining amounts, if any, of the Good Faith Deposit shall be returned to the Developer. If negotiations result in the execution of a DDA between the Developer and the Agency, then remaining amounts, if any, of the Good Faith Deposit shall be applied to the performance deposit typically required under a DDA.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'C. Beck', with a horizontal line extending to the right.

CRAIG BECK  
EXECUTIVE DIRECTOR

CB:AJB:AES:aes

Attachment: Exhibit A – Site Map

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Exhibit A



Site Map

