



Building A Better Long Beach

March 7, 2011

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 Base Architecture for the development of a site at 5365-73 Long Beach Boulevard. (North – District 8)

DISCUSSION

The North Long Beach Strategic Guide for Development (Guide) identifies Long Beach Boulevard as a focus area for concentrated redevelopment activity. One of the goals prioritized by the community is the development of regionally focused retail along Long Beach Boulevard. To further the goals of the Guide, the Redevelopment Agency (Agency) has assembled a 9,954-square-foot property featuring improvements totaling 5,694 square feet located at 5365-73 Long Beach Boulevard (Project Site) (Exhibit A – Site Map).

The Project Site is located in the area known as Virginia Village. In accordance with the land use recommendations of the Guide and the desire to facilitate a development that is compatible with the area's needs, staff has pursued discussions with Base Architecture (Participant) for a commercial development at the Project Site. The Participant is interested in developing a vocational facility, the Academie de Cuisine, that will provide culinary job training programs for the food service and hospitality industry.

The proposed development will further complement the Agency's goals through the proposed addition of for-profit retail stores affiliated with the culinary school, which will add a new restaurant café and other eateries to the neighborhood, including a chocolatier and a cheese shop (Exhibit B – Proposed Site Map and Rendering). The Participant has reviewed the location (Exhibit C – Existing Site Photo) and is prepared to develop a shopping center to serve the North Long Beach community.

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It is recommended that the Agency enter into a 180-day Exclusive Negotiating Agreement (ENA) with the Participant for the development of the Project Site, including the ability to extend the term for two additional 90-day periods at the discretion of the Executive Director. The intention is to negotiate a Disposition and Development Agreement during the period of exclusive negotiation.

On January 27, 2011, the Participant presented the type of development it proposed for the Project Site for the North Long Beach Project Area Committee's (North PAC) consideration. The North PAC approved a motion to have the Agency enter into an ENA with Base Architecture to begin negotiations for the development of the Project Site.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT M. ZUR SCHMIEDE, AICP
ASSISTANT EXECUTIVE DIRECTOR



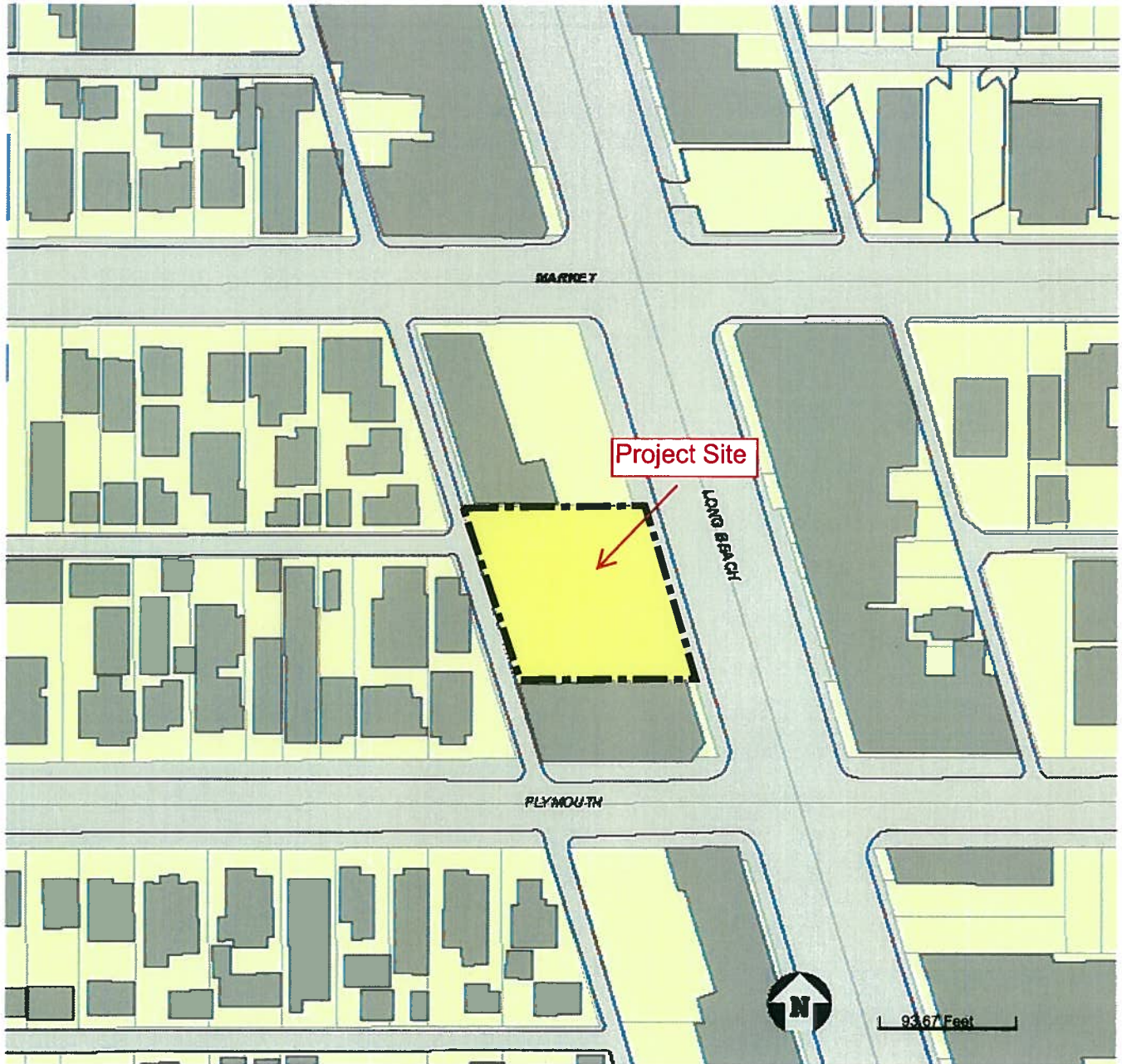
AMY J. BODEK, AICP
EXECUTIVE DIRECTOR

AJB:RZS:TLF:eld

Attachments: Exhibit A – Site Map
Exhibit B – Proposed Site Map and Rendering
Exhibit C – Existing Site Photo



Site Map



Disclaimer

DISCLAIMER OF DATA ACCURACY: The services provided on this web site are intended for informational purposes only and the GIS data used is compiled from various sources and is subject to constant change. While reasonable effort has been made to ensure the accuracy of the data, the information provided herein may be inaccurate or out of date.

Exhibit B

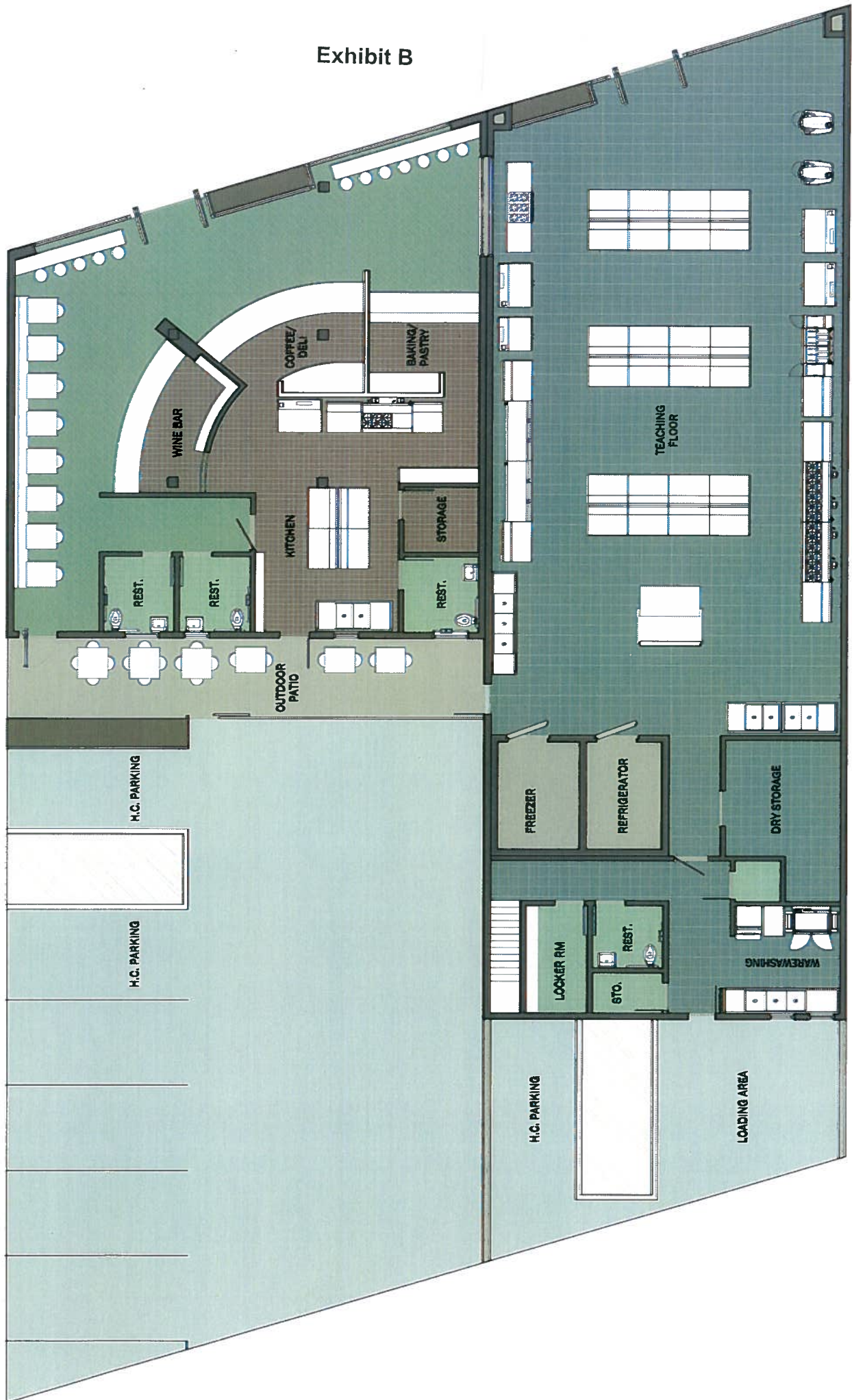




Exhibit C

