



# CITY OF LONG BEACH

# C-9

DEPARTMENT OF ECONOMIC DEVELOPMENT

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October 23, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager, or designee, to execute all documents necessary for a Management Agreement with Long Beach Center, LLC, for the management of City-owned property at 185 East 3<sup>rd</sup> Street, commonly known as Harvey Milk Promenade Park and Equality Plaza. (District 1)

## DISCUSSION

The City of Long Beach (City) is the owner of approximately 8,800 square feet at 185 East 3<sup>rd</sup> Street, commonly known as Harvey Milk Promenade Park and Equality Plaza (Subject Property). In mid-March 2018, construction began on the re-envisioned Subject Property, converting the existing park space into an outdoor public space encouraging collaboration and connectivity, as well as celebrating the legacy of Harvey Milk and the local LGBTQ+ community.

The surrounding development, The Streets, is undergoing significant redesign and redevelopment and also emphasizes connectivity and the enhancement of outdoor public space. The owner and operator of The Streets development is Long Beach Center, LLC. Additionally, Long Beach Center, LLC, currently leases a small portion of Subject Property to provide patio seating.

As there is considerable synergy between redesign and operations of both the Subject Property and the adjacent development at The Streets, City-staff has negotiated with Long Beach Center, LLC, for management and operation of Subject Property. This agreement would provide the ability for Long Beach Center, LLC, to schedule and approve activities at the Subject Property, although larger special events, and those pertaining to filming activities or serving alcohol, would still be permitted through the Office of Special Events and Filming. Any fees solicited by Long Beach Center, LLC for use of the Subject Property would be used to support maintenance obligations of this agreement.

In exchange for the ability to program, schedule, and activate the Subject Property, Long Beach Center, LLC, will be responsible for day-to-day maintenance of the Subject Property. Assurances will be included in the agreement that accessibility to the Subject Property remains open to the public and available for events and ceremonies hosted by the Harvey Milk Park Equality Plaza Committee. Further, the agreement will acknowledge the Subject Property as an important gathering space for the public to assemble, to protest, or celebrate important community concerns.

The proposed Management Agreement has been negotiated containing the following major terms and provisions:

- City: City of Long Beach, a municipal corporation.
- Firm: Long Beach Center, LLC, a Delaware limited liability company.
- Subject Property: City-owned property at 185 East 3<sup>rd</sup> Street, commonly known as Harvey Milk Promenade Park and Equality Plaza.
- Term: The agreement shall be for five years with two five-year extensions and may be terminated by either party.
- Management Fee: In lieu of a fee to manage the Subject Property, Long Beach Center, LLC, will have the right to plan, and approve requests for, use of the Subject Property. In exchange for maintenance and programming at the Subject Property, Long Beach Center, LLC, will have the right to collect a reasonable fee for use consistent with fees set for use at City parks.
- Use: The Subject Property must remain open to the public, in convention with other public open space. The Subject Property must be made available for event and ceremonies hosted by the Harvey Milk Park Equality Plaza Committee. The Subject Property is understood to be an important community gathering space, and should always remain available to the public to protest or celebrate important community concerns.
- Approval and Scheduling of Events: Long Beach Center, LLC, will have the right to approve and schedule events at the Subject Property and collect reasonable fees consistent with those set for use at City parks, excluding those under the purview of the Office of Special Events and Filming.
- Notice of Scheduled Events: Long Beach Center, LLC, will provide a quarterly calendar of events to the City.
- Concessions: Long Beach Center, LLC, may permit limited concessions such as kiosks, carts or food trucks at the Subject Property. Concessions would still require any applicable business license or permitting required by the City.

- Maintenance Obligations: Long Beach Center, LLC, will be responsible for the following maintenance activities:
  - Long Beach Center, LLC, will add the Subject Property to their routine 24-hour security patrol.
  - Long Beach Center, LLC, will schedule a daily check of all trash canisters at the Subject Property, and empty when needed.
  - Long Beach Center, LLC, will schedule daily trash and debris pickup from all landscape and hardscape areas at the Subject Property.
  - Long Beach Center, LLC, will provide pressure washing at the Subject Property once a week.

This matter was reviewed by Deputy City Attorney Richard F. Anthony and by Budget Analysis Officer Julissa José-Murray on October 3, 2018.

#### TIMING CONSIDERATIONS

City Council action is requested on October 23, 2018, to have the Management Agreement in place prior to the re-opening of the Subject Property.

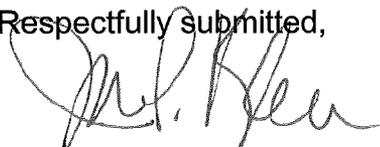
#### FISCAL IMPACT

There is no significant fiscal impact related to this action. Long Beach Center, LLC, will be responsible for costs associated with the Subject Property's maintenance including security, trash pickup, and pressure washing. Should the Subject Property need to revert to being maintained by the City additional resources would be required by the Parks, Recreation and Marine Department to maintain the re-envisioned property. There is no local job impact associated with this recommendation.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

JK:JMV



GERARDO MOUET  
DIRECTOR OF PARKS, RECREATION  
AND MARINE

APPROVED:



PATRICK H. WEST  
CITY MANAGER