



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

R-21

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 14, 2004

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach
California

SUBJECT: First Amendment to License Agreement No. 21471 With the Harbor Area Farmers' Market for Relocation of the Farmers' Market From The Promenade to the City-Owned Surface Parking Lot Adjacent to Parking Structure B in CityPlace (District 1)

DISCUSSION

The Harbor Area Farmers' Market (Market), an agency of the South Coast Interfaith Council, a California non-profit corporation, began operating in Downtown Long Beach on July 4, 1980 in the parking lot of the First Congregational Church at 241 Cedar Avenue. On June 19, 1990, the City Council approved a License Agreement for the operation of a Farmers' Market on The Promenade between Broadway and Third Street (Exhibit A). The relocation of the Market to The Promenade provided vendors with larger spaces, space for additional vendors and improved accessibility for patrons in the downtown area.

On January 29, 1991, the City of Long Beach Redevelopment Agency was granted a License Agreement to Use The Promenade for the purpose of conducting an art, crafts and music fair. The two events combined have become the Downtown MarketPlace. This amendment pertains only to the Harbor Area Farmers' Market portion of the Downtown MarketPlace.

With the planned residential development of The Promenade area from First Street north to Third Street, it is necessary to move the Market to a new, permanent location. Several locations in the downtown and East Village area have been considered using the site selection criteria of venue size, adequate public parking, accessibility to public transportation, and maintaining easy access for those visiting, living or working in the downtown area. The City-owned surface parking lot next to Parking Structure B at 50 East 5th Street in CityPlace meets all of the selection criteria and has been determined to be an appropriate location for the Market (Exhibit B). Developer's Diversified Realty management staff at CityPlace support the relocation of the Farmers' Market to CityPlace.

The term of the current License Agreement is open-ended. This amendment will provide for implementation of a one-year term that may be extended at the discretion of the City Manager by further amendments to the License Agreement.

The Department of Community Development will continue to provide service amenities such as portable restrooms, trash containers and security barriers to ensure the continued success and safe operation of the Market.

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With the exception of the above changes, all other terms, covenants and conditions in License Agreement No. 21471 shall remain in effect.

Separate from this agreement, but part of the relocation of the Farmers' Market to CityPlace is a planned partial closure of 5th Street (Exhibit B) from a point east of the entrances to the 5th and 6th Street parking structures eastward to The Promenade.

This letter was reviewed by Senior Deputy City Attorney Donna Gwin on August 25, 2004 and Budget Management Officer David Wodynski on August 30, 2004.

TIMING CONSIDERATIONS:

City Council action is requested on September 14, 2004, to commence the relocation of the Harbor Area Farmers' Market to CityPlace.

FISCAL IMPACT


Sufficient funds to support this activity are budgeted in the Redevelopment Fund (RD) in the Department of Community Development (CD). There will be no impact on the General Fund.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Authorize the City Manager to execute a First Amendment to License Agreement No. 21471 between the City and the Harbor Area Farmers' Market, an agency of the South Coast Interfaith Council, to implement a term of one year and to change the location of the Farmers' Market from the Promenade to CityPlace; and
2. Authorize the City Manager to execute subsequent amendments extending the term of the License Agreement at his discretion.

Respectfully submitted,


for MELANIE S. FALLON
DIRECTOR OF COMMUNITY DEVELOPMENT


CURTIS TANI
DIRECTOR OF TECHNOLOGY SERVICES

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Attachments: Exhibit A – Site Map, Current Location, Promenade
Exhibit B – Site Map, Proposed Location, CityPlace

APPROVED:


GERALD R. MILLER
CITY MANAGER