



# LONG BEACH REDEVELOPMENT AGENCY

333 WEST OCEAN BOULEVARD, THIRD FLOOR • LONG BEACH, CA 90802 • (562) 570-6615 • FAX (562) 570-6215

November 20, 2006

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Recommendation to approve and authorize the Executive Director to continue negotiations with Ronald McDonald Charities of Southern California for the development of the southwest corner of Atlantic Avenue and Vernon Street. (Central - District 6)

### DISCUSSION

One of the goals identified in the Central Long Beach Strategic Guide for Development (Guide) is the revitalization of neighborhood centers. The Long Beach Memorial Neighborhood Center as outlined in the Central Long Beach Strategic Guide for Development (Guide) proposes transit-oriented development and medical uses in conjunction with residential development in the area. To further the goals of the Guide, the Redevelopment Agency has acquired the underutilized properties located at the southwest corner of Atlantic Avenue and Vernon Street (Project Site) (Exhibit A – Site Map).

The Project Site is located directly across Vernon Street from the Menorah Senior Housing Project. The concentration of redevelopment activity in this neighborhood, coupled with the improvements to Memorial Hospital will catalyze the revitalization of the area. In accordance with the land use recommendations of the Guide and the desire to facilitate a development that is compatible with the Menorah Senior Housing Project, staff has pursued discussions with the Ronald McDonald House Charities of Southern California (Participant).

The Participant is a non-profit organization that provides fundraising to maintain and operate the Ronald McDonald Houses. A Ronald McDonald House would provide a nurturing 'home-away-from-home' for families of seriously ill children who are receiving treatment from nearby hospitals.

*The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.*

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Staff proposes to negotiate the disposition and development of the Project Site with the Participant.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
EXECUTIVE DIRECTOR

PHW:CB:jmv

APPROVED:



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GERALD R. MILLER  
CITY MANAGER

Attachments: Exhibit A – Site Map

Site Map

