



Building A Better Long Beach

January 7, 2007

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to execute an Exclusive Negotiating Agreement 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 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 on Vernon Street, directly across from the Long Beach Senior Housing Development. The concentration of redevelopment activity in this neighborhood, coupled with the improvements to Memorial Medical Center, 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 Long Beach Senior Housing Development, staff has pursued discussions with Ronald McDonald House Charities of Southern California (Participant) for the development of a Ronald McDonald House.

The Participant is a non-profit organization that provides fundraising to develop 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 at nearby hospitals.

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Staff proposes entering into a 180-day Exclusive Negotiating Agreement with the Participant. The intention is to negotiate a development agreement that will further direct the development of the Project Site.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK
ASSISTANT EXECUTIVE DIRECTOR

CB:DSW:JV

Attachment: Exhibit A – Site Map

SITE MAP

Ronald McDonald House

South Side of Vernon Street west of Atlantic Avenue

