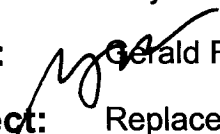


# H-2

**Date:** November 12, 2004  
**To:** Mayor and Members of the City Council  
**From:**  Gerald R. Miller, City Manager  
**Subject:** Replacement Council Letter for City Council Item H-2

---

Attached to this memorandum is a new Council letter for item number H-2 for the November 16, 2004, City Council Agenda. The original Council letter listed the following as recommendation number three:

“Request the Redevelopment Agency to study the advantages and disadvantages of appointed redevelopment agency boards and city councils serving as redevelopment agency boards as part of the Independent Study of Redevelopment.”

The City Council does not need to consider this action, as the Redevelopment Agency Board has approved a contract with Clarion Associates for the Independent Study of Redevelopment, that includes in its scope of work the examination of the advantages and disadvantages of using an appointed Redevelopment Agency Board and a comparison with the alternative of the City Council serving as the Agency Board.

The omitted recommendation is also not consistent with the City Council action of November 8, 2004, that directed staff to hold a public hearing on the proposal that the City Council declare itself to be the Redevelopment Agency.

The attached Council letter does not contain the third recommendation and replaces the original Council letter.

GRM:OWG  
Attachment

cc: Robert Shannon, City Attorney  
Larry Herrera, City Clerk



**Date:** November 10, 2004  
**To:** Larry Herrera, City Clerk  
**From:** Val Lerch, Councilmember, 9th District *VL*  
**Subject:** ITEM FOR INCLUSION IN NOVEMBER 16, 2004 RDA HEARING

---

I would like to request that included in the agenda item referencing the hearing on the City Council consideration of taking over the RDA, in the event that the City Council votes to establish itself as the RDA Board, that the following be included in the establishing Ordinance:

**Require that property tax increment must be spent within the Redevelopment Project Area in which it was generated, except for low and moderate housing set-aside funds.**

**Require that the merger of any of the Redevelopment Areas require a two-thirds vote of the members of the Redevelopment Agency Board.**

**Require that any increase in the stipend received by the RDA Board shall not become effective until after the incumbent member is no longer in office.**

Thank you.

Cc: Mayor and City Council  
Robert Shannon, City Attorney  
Gerald Miller, City Manager

H-2

## **Central Project Area Committee**

425 Atlantic Ave. Long Beach, CA 90802

November 16, 2004

Mayor and City Council  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

RE: Redevelopment Board Dissolution

Dear Mayor and Council,

On September 10, 2004, CPAC members sent a letter to Jerry Miller and Council urging everyone to consider the completion of an Independent Redevelopment Study before any decision was made to remove the Redevelopment Agency Board. **WE STILL SUPPORT NO ACTION UNTIL THE INDEPENDENT STUDY HAS BEEN COMPLETED.**

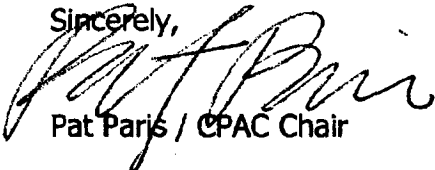
It is unrealistic to believe that all delays of Redevelopment Projects are a direct result of the Redevelopment Agency Board and its decision making capabilities.

It would be a wise and prudent decision on the Council's part to prolong any such decision to remove the RDA Board based on no complete factual information. Indeed the facts from a study might support far different reasons for changes within the Redevelopment Agency.

Three PACS, citizens representing the Central, West, and North Project Areas, have stood united in their belief that this is the wrong decision at the wrong time. Since we represent the Citizens Advisory to the Redevelopment Agency and Board we cannot understand why our advice has been ignored. Council Members are not listening to their constituents and the many organizations who have joined our belief that such a move is wrong.

We ask that the Council not lose the trust of the PACs and the community by eliminating the RDA Board.

Sincerely,



Pat Paris / CPAC Chair

RECEIVED  
CITY CLERK  
LONG BEACH, CA  
04 NOV 16 AM 9:37

H-2

8



EAST VILLAGE ARTS DISTRICT, INC.  
A nonprofit corporation serving Long Beach Artists, Business and the Community

RECEIVED  
CITY CLERK  
LONG BEACH, CA  
04 NOV 16 AM 9:33

November 15, 2004

City Council and Mayor  
333 W. Ocean Blvd. 14<sup>th</sup> floor  
Long Beach, CA 90802

RE: Council takeover of RDA

Dear Council and Mayor,

**On behalf of the East Village Association this letter supports the completion of the independent study of Redevelopment FIRST before any action is taken on the part of City Council to eliminate the Redevelopment Agency Board.**

The three PACs which represent the citizen's advisory to the RDA, Central, North, and West have all requested a delay in making a decision that might well cost the citizens of Long Beach millions of dollars.

There are no facts to support that a Council Redevelopment Board could speed up the process of Redevelopment which requires patience and time. Only a study of the Redevelopment process can uncover such facts.

**PLEASE BE PATIENT! WAIT FOR THE COMPLETION OF THE STUDY!**

Sincerely,

Casey Carver

H-2

9

**ARNOLD'S BARBER & BEAUTY SUPPLY**

SINCE 1946

745 Pine Avenue  
Long Beach, CA 90813  
562-437-2305  
FAX 562-437-1705

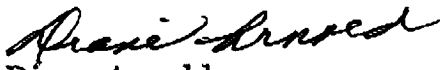
November 12, 2004

Dear Mayor Beverly O'Neill and Members of the Long Beach City Council:

As a native of Long Beach and a long time "family business" in Downtown Long Beach, I strongly object to the consideration of the City Council taking over the Redevelopment Agency.

The City Council needs to wait for the independent study results to be released. The City Council has enough responsibilities now and does not need to add to the work load. I feel this takeover would become too political. I believe the RDA does need to be more responsive to the city projects. I feel that with both a City Council and a Redevelopment Agency we have a checks and balance situation, this keeps both the council and the agency aware of the city projects. Changes in the City Council, at election time, could slow the progress of city projects and updating new Council Members would be time consuming and again cause delays.

Please wait for the independent study results...

  
Diane Arnold, owner  
Arnold's Barber & Beauty Supply

cc: Jerry Miller, City Manager  
DLBA

H-2

November 15, 2004

10

RECEIVED  
CITY CLERK  
LONG BEACH, CALIF.

04 NOV 15 AM 8:20

Harry Herrerra  
City Clerk  
City of Long Beach

Please send copies to the Honorable Mayor & City Councilmembers  
Subject: Public Hearing Declaring the City Council to be the RDA November 16th

Upon recently receiving and reading the Report substantiating and explaining the determination that the City Council shall declare itself the Redevelopment Agency, I recommend that the City Council wait for the results of the Independent Study of Redevelopment.

As for the statistics in City Manager Gerald R Miller's letter dated August 25, 2004 and in Exhibit C, it can also be stated in a more positive form that 3 out of 5 of the largest California cities including Long Beach, have separately appointed boards. And the remainder have had their share of issues.

I hope to hear answers to the latest of Councilman Kerck's requests as its our tax increment dollars that will be spent on City Council/Redevelopment Agency costs and less on Central Redevelopment Projects

Thank you,  
Respectfully,  
Pat Bergendahl  
Central Project Area

2666 Elm Ave  
Long Beach Ca 90806

562 426-6231

H-2



JAMWBT@aol.com  
11/12/2004 03:07 PM

To: mayor@ci.long-beach.ca.us  
cc:  
Subject: Independent Study of Redevelopment  
RECEIVED  
CITY CLERK  
LONG BEACH, CALIF.  
06 NOV 16 AM 9:33

Dear Beverly,

We wish to express my opposition to the City Council's proposed action to take over the Redevelopment Agency without a completed independent study.

You may well be correct in absorbing the RDA functions into City Council responsibility, but we believe the citizens of Long Beach deserve due diligence in making this change.

The true, proven, democratic process allows for responsible and complete evaluation when major changes are made.

Thank you for your consideration in this matter.

Margie and Jon Masterson, Concerned Citizens

Please include this letter as a part of the record for the Public Hearing.

Honorable Mayor and Councilmembers:

For months the citizens in Long Beach who are interested in improving the redevelopment process in Long Beach persistently requested an independent study of redevelopment from the city council before the council consider a merger of the redevelopment project areas. And finally in October 2003, the City Council voted to request the redevelopment agency board (the board) undertake an independent study of redevelopment to determine the best way to operate and organize redevelopment in this city and to evaluate the question of merger. Over the past year, these citizens have worked closely with the board to develop a scope of work for this purpose. It has taken over a thousand hours and 22 meetings to develop an acceptable scope for the study that all can subscribe to (including comments from the city council). This independent study is meant to allow the redevelopment agency, project area committees (which represent each of three major project areas), and the public to make better redevelopment decisions for less money while taking less time to accomplish improvements by identifying and implementing best practices in redevelopment and eliminating wasteful and unproductive practices.

The independence of this study, the review of past practices, and the identification of the best practices is considered absolutely critical to improving the redevelopment process and its effectiveness. With the very recent city council proposal to become the redevelopment board, the independent study of redevelopment is at great risk of not being done or if it is done the independent nature of the study, which is absolutely paramount for acceptance of the results of the study, would likely be lost, rendering the study unusable. If the independent study is not carried out before the council becomes the redevelopment board the motivation and direction of the council (as the board) on important questions like:

whether to merge all project areas; possibly having one committee to evaluate and determine the importance and priority of each proposed project in or possibly outside of the project areas, and what the council's role in redevelopment should be, will be questioned by the public involved and the council members in the 8th and 9th districts.

City staff has indicated that redevelopment covers 49% of Long Beach and it is extremely pertinent to note that 73.3% of that acreage is in the North Long Beach (NLB) project area. At over 12.5 thousand acres it encompasses over 1/3 of the city's entire acreage. Without the 5.0 acres of port, the NLB project area is 7.5 acres of which roughly 90 to 95%, maybe more, resides in the 8th and 9th council districts. The next largest project area is Central with just 2.6 acres, then West Long Beach Industrial at 1.4 acres. It is clear to see how NLB is predominate in the redevelopment equation and why it would generate greater property tax increment which is used to fund redevelopment. (Funds generated by the port are comparatively nominal at approximately \$200 thousand in net tax increment per year.)



After waiting 8 long years for tax increment to rise and strategic plans to be developed, the NLB project area is finally ready to begin improvements in our neighborhoods, and on our business corridors, while planning for much needed parks and green space to serve our community. NLB only has 80 acres of parkland, while the next district up has 260 acres. We need serious improvements to NLB very soon and we have waited a long time for the funding to become available to do that and placed our property at risk of eminent domain.

With the proposed take over of redevelopment by the city council and the significant \$105 million city general fund deficit, redevelopment funds are at serious risk of being taken away for purposes other than their original, legal intent of removing blight and promoting economic development within all of the city's seven project areas. It is expected that if the council become the board without direction from the independent study they will remove much of NLB's project area funding and reallocate it to downtown or other areas of this city leaving NLB waiting and wanting as we have done for 8 long years and Central has waited even longer.

We need to have the independent study completed and recommendations provided before the council considers taking over redevelopment because it is the right and ethical thing to do. This important issue will likely impact NLB most adversely if the independent study is not done first. We strictly oppose the council ordinance proposal to take over redevelopment before the Independent Study is completed. I have collected at least 50 signatures to support this stand including former Councilmember Jeff Kellogg and more are coming. Further, Councilmember Rae Gabelich received a petition with 160 signatures of business owners in the Bixby Knolls Improvement Association. We need the Study first!

Respectfully submitted,

Laurie C. Angel  
Vice Chair and Finance Committee Chair of the NLB Project Area Committee  
(North PAC)  
Vice Chair of the North Long Beach Community Action Group  
(562) 423-1563 home  
(562) 985-7990 work



# Long Beach

November 11, 2004

Honorable Mayor Beverly O'Neill  
and Members of Long Beach City Council  
333 W. Ocean Blvd., 14<sup>th</sup> Floor  
Long Beach, CA 90802

VIA E-MAIL

Dear Mayor O'Neill and Members of Long Beach City Council:

The Downtown Long Beach Associates (DLBA) Board of Directors, which represents over 1,600 businesses and commercial property owners contributing nearly \$2 million dollars a year in assessments from the private sector to the Downtown improvement districts, opposes the City Council serving as the governing body of the Redevelopment Agency (RDA), until which time more information is available.

Void of having an established Project Area Committee (PAC) in the RDA Downtown project area, the DLBA has for years served as a liaison between the interests of the Downtown stakeholder and the RDA Board.

Responding to Mr. Jerry Miller's August 25, 2004 letter to the City Council, the DLBA Board decided at its September 15, 2004 meeting to encourage and support RDA's intent to hire a consultant to conduct an independent study on best practices for the Agency. At that same time, the DLBA Board directed its staff to participate in all public phases of the study process.

The DLBA Board strongly believes the independent study, whose scope of service now includes the study of best practices on governance of the RDA, should proceed and conclude before a decision is rendered by the City Council. This Board also considers that the consultant's findings will provide enough evidence, information and empirical data, much more than is available today, to support a decision that is made strategically, with process, and in a timelier manner.

DOWNTOWN LONG BEACH ASSOCIATES  
100 West Broadway, Suite 120 · Long Beach, CA 90802  
(562) 436-4259 · FAX (562) 437-7850  
[www.DowntownLongBeach.org](http://www.DowntownLongBeach.org)

Page 2-of-2

Sincerely,

Kraig Kojian  
President and CEO

cc: DLBA Board of Directors and Advisors  
Jerry Miller, City of Long Beach, City Manager  
John Gooding, Chair, City of Long Beach Redevelopment Agency Board



Bixby Knolls Business Improvement Association  
 4313 Atlantic Avenue • P.O. Box 17637 • Long Beach, CA 90807  
 Phone (562) 595-0081 • Fax (562) 595-0281 • [bixbyknollsinfo.com](http://bixbyknollsinfo.com)

November 9, 2004

City Manager Jerry Miller  
 City of Long Beach  
 333 West Ocean Boulevard, 14<sup>th</sup> Floor  
 Long Beach, CA 90802

Dear Mr. Miller,

On behalf of the Board of Directors of the Bixby Knolls Business Improvement Association (BIA), I urge you to wait until the Independent Study of Redevelopment is completed before the City Council considers assuming the responsibilities of the Board of the Redevelopment Agency. As you are aware, the study has been defined and is expected to take six to nine months to complete. The Bixby Knolls BIA feels that the completion of the study is imperative and that no decision should be made prior to the outcome of the study.

This study will review redevelopment practices, provide independent advice concerning the best practices and the best organizational structure for redevelopment. Redevelopment is extremely critical for removing blight and making much needed improvements within the City of Long Beach.

With the proposed takeover of redevelopment by the Council and with the City's significant \$105 million general fund deficit the redevelopment funds are at serious risk of being taken away for purposes other than their original intent of removing blight and promoting economic development in the Redevelopment Project Areas.

The citizens in Long Beach who are interested in improving the redevelopment process as well as the City Council, requested, in October 2003, that the Redevelopment Board undertake an independent study of redevelopment to determine the best manner in which to manage and organize redevelopment in Long Beach. These citizens have worked closely with the Redevelopment Board to develop a scope of work for this purpose. It has taken over 1,000 hours and 22 meetings to develop an acceptable scope to which all are willing to subscribe. This independent study is meant to allow the Redevelopment Agency, Project Area Committees (which represent each of three major project areas) and the public to make better redevelopment decisions for less money while taking less time to accomplish improvements by identifying and implementing the best practices in redevelopment and eliminating wasteful and unproductive practices.

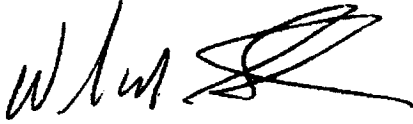
The independence of this study, the review of past practices and the identification of the best practices is considered critical to improving the redevelopment process and its effectiveness. With the City Council proposal to dismantle the Redevelopment Board, the independent study of redevelopment is at great risk of not being completed, or should it be completed the independent nature of the study, which is paramount for acceptance of the study results, would likely be lost rendering the study unusable. The motivation and direction for important questions such as merging all project areas, having one panel to evaluate and determine the importance of each project and the Council's role in redevelopment will be questioned by the public involved in this process and Council members in the 8<sup>th</sup> and 9<sup>th</sup> Council Districts that will be most significantly impacted. It is expected that this organizational change would remove much of the North Long Beach Redevelopment Project Area's funding and reallocate it to the downtown area or other areas of Long Beach leaving North Long Beach waiting and wanting as has been the case for the past eight years.

---

Officers: President William M. Snead • Vice President Angie Beeks • Secretary Diane Napier • Treasurer Mike Biddle  
 Directors: Diane Booth • Brent Dunn • Pam Dunn, DC, QME • Jim Millsap • Douglas Orr • Jack Skandalakis • Phillip C. Solomon, DDS  
 Community Liaison Lew Nelson • Executive Director Jeffrey Henderson

While Bixby Knolls has seen the benefits of redevelopment, i.e. Vons and Trader Joe's, there is still much work to be done. Again, the Bixby Knolls BIA urges you to await the results of the independent study prior to rendering a decision on the dismantling of the Redevelopment Agency Board.

Respectfully,

A handwritten signature in black ink, appearing to read 'William Snead', with a stylized flourish at the end.

William Snead  
President

CC: Mayor Beverly O'Neill

- District 1 Councilmember Bonnie Lowenthal
- District 2 Councilmember Dan Baker
- District 3 Councilmember Frank Colonna
- District 4 Councilmember Patrick O'Donnell
- District 5 Councilmember Jackie Kell
- District 6 Councilmember Laura Richardson
- District 7 Councilmember Tonia Reyes Uranga
- District 8 Councilmember Rae Gabelich
- District 9 Councilmember Val Lerch