



# LONG BEACH REDEVELOPMENT AGENCY

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June 18, 2007

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to enter into a lease agreement with Kay Mendoza at 201 West Pacific Coast Highway. (Central – District 6)

### DISCUSSION

The Central Long Beach Strategic Guide for Development identifies Pacific Avenue between Pacific Coast Highway and Willow Street as a priority district for redevelopment activity. The goal of the community is to create a vibrant pedestrian-oriented environment.

To that end, staff is working with a consulting team to develop a streetscape master plan that will examine the opportunities to improve landscaping, incorporate street furniture, additional pedestrian lighting and opportunities for public parking to support local businesses. One such opportunity to create additional public parking has recently become available. The owner of the property at 201 West Pacific Coast Highway (Exhibit A – Site Map) has offered to lease the property to the Redevelopment Agency to allow for public parking.

The subject property is currently vacant and staff is working with the property owner to attract a national credit tenant for the site. Staff believes redeveloping this corner, in conjunction with the streetscape improvements, will catalyze the revitalization of the Pacific Avenue corridor, in particular the Wrigley Village.

The term of the lease agreement is six months, with an option to extend for an additional six months at the discretion of the Executive Director. The property owner will be paid \$2,500 per month over the term of the lease. In return, the property owner has agreed to allow free public parking on the lot that will be managed by the City's Parking Operations Division. Minor improvements, such as the replacement of the existing chain link fence, will be incorporated into the lease.

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During the lease period, staff will continue to work with the property owner and potential retailers to facilitate a ground lease that will accomplish the goals stated above.

This project will be funded with Central Project Area Funds.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



PATRICK H. WEST  
EXECUTIVE DIRECTOR

PHW:CB:DSW

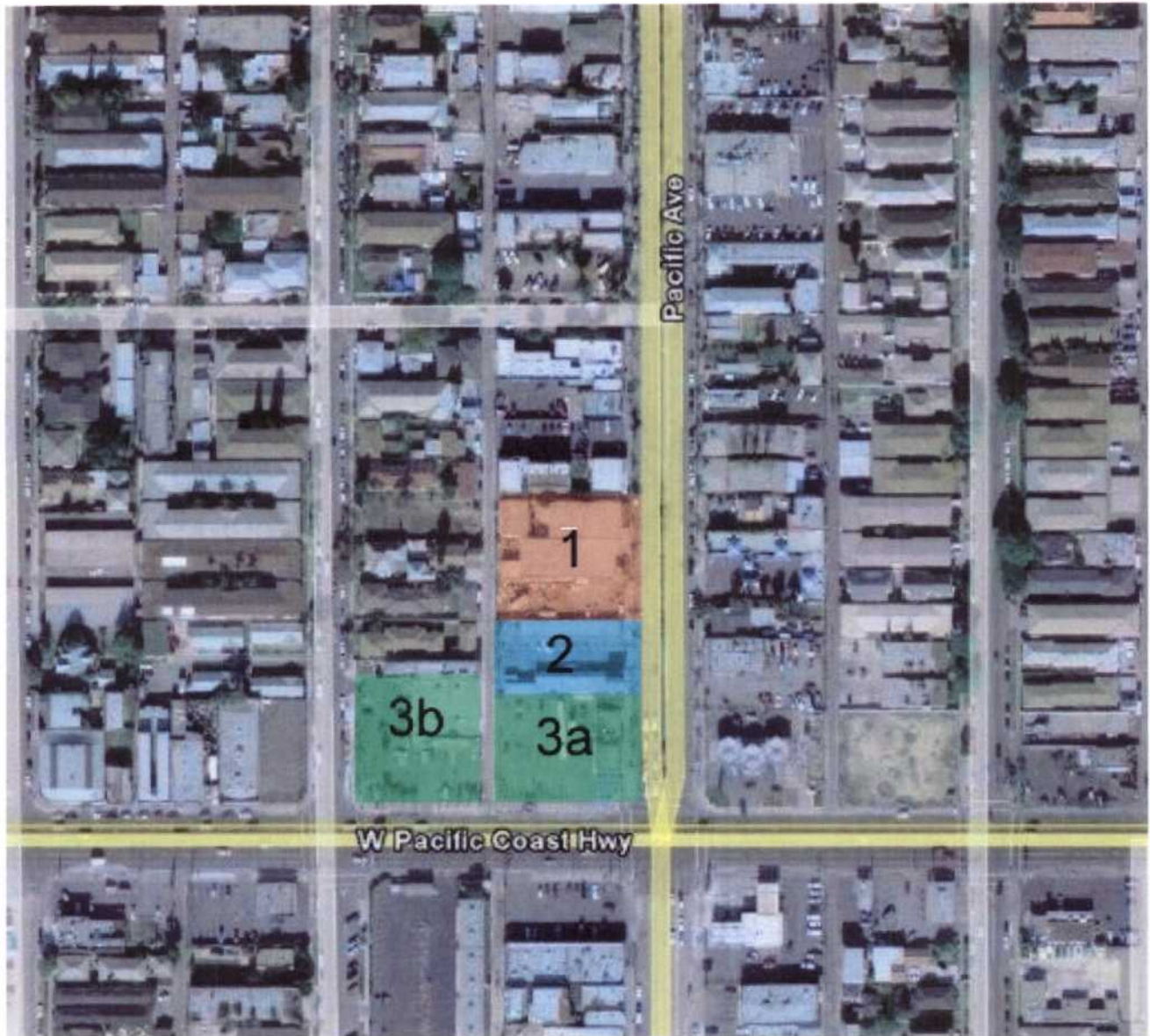
APPROVED:

  
GERALD R. MILLER  
CITY MANAGER

Attachment: Exhibit A – Site Map

# Proposed Development Site

Northwest Corner of Pacific Avenue and Pacific Coast Highway



**1** Owner: Wards Furniture Company  
Location: 1845- 1855 Pacific Avenue  
APN: 7209-022-016, 14 & 12  
Area: 0.55 acres (24,000 square feet)

**3a** Owner: Kay Mendoza  
Location: 201 W. Pacific Coast Highway and  
APN: 7209-022-028  
Area: 0.47 acres (20,400 square feet)

**2** Owner: Raman Naran  
Location: 1827 Pacific Avenue  
APN: 7209-022-019  
Area: 0.37 acres (16,000 square feet)

**3b** Owner: Kay Mendoza  
Location: 231-245 45 W. Pacific Coast Highway  
APN: 7209-022-023 & 27  
Area: 0.66 acres (28,724 square feet)