



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

May 5, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute any and all documents necessary for the Lease with The Abbey Company for the installation of a retail development monument sign on a street easement adjacent to a public parking lot at the northeast corner of Atlantic Avenue and 52nd Street, for a 20-year term, at the monthly rental rate of \$100. (District 8)

DISCUSSION

The Abbey Company owns the Atlantic Plaza retail center located at 5166-5190 Atlantic Avenue (Exhibit A). A street easement functions as a public parking lot at Atlantic Avenue and 52nd Street, and buffers the retail center from Atlantic Avenue. The lack of Atlantic Avenue frontage hinders the awareness and visibility of the retail center. In light of the above situation, The Abbey Company has requested to lease a small section of land (approximately 100 square feet) located at the northeast corner of Atlantic Avenue and 52nd Street, between the sidewalk and the public parking lot to construct a monument sign. The signage will be used for placement of Atlantic Plaza lessees' operating names only. It is expected that increased visibility will assist The Abbey Company in filling retail vacancies at Atlantic Plaza and improving patronage of the retail shops. This goal is consistent with the City's long-term economic strategy for the area.

Customers of the Atlantic Plaza retail center and patrons of an adjacent religious facility are the primary users of the public lot. The proposed Lease shall not affect the existing use of the public lot in any way. The sign will be subject to all City and/or Redevelopment Agency sign guidelines and all requisite permits.

Under an informal agreement, The Abbey Company currently maintains the landscaping for the parking lot, including the area proposed for the Lease. The

Abbey Company shall continue to maintain the parking lot, landscaping and the monument sign in a first-class manner for the term of the Lease.

The proposed Lease contains the following major terms and provisions:

- Lessor: The City of Long Beach.
- Lessee: The Abbey Company.
- Leased Premises: The Leased Premises shall consist of approximately 100 square feet of landscaped area of the public parking lot at the northeast corner of Atlantic Avenue and 52nd Street.
- Length of term: The term of Lease shall be for 20 years, commencing upon the latter of (i) The City's execution of the Lease or (ii) The City's approval of the monument sign. The Lessee shall have two five-year options to extend the Lease.
- Use: The Leased Premises will be utilized for the construction of a monument sign for the Atlantic Plaza retail center.
- Rent: The monthly rent shall be \$100. (Approximately \$1 per square foot).
- Maintenance: The Lessee shall be responsible for the cost of all landscaping and maintenance for the Leased Premises in addition to the continued maintenance and landscaping of the public parking lot.
- Utilities: Lessee shall arrange and pay for the installation and use of all utilities.

This matter was reviewed by Deputy City Attorney, Richard F. Anthony, on April 7, 2009 Budget and Performance Management Bureau Manager, David Wodynski on April 15, 2009.

TIMING CONSIDERATIONS

City Council action is requested on May 5, 2009, in order to allow sufficient time to execute the Lease to facilitate the construction of the monument sign for the Atlantic Plaza retail center.

FISCAL IMPACT

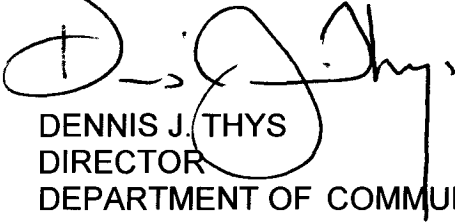
Monthly revenue in the amount of \$100 (\$1,200 annually), will accrue to the General Fund (GP) in the Department of Community Development (CD).

Honorable Mayor and City Council
May 5, 2009
Page 3

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT



MICHAEL CONWAY
DIRECTOR
DEPARTMENT OF PUBLIC WORKS

DJT:JMV:jmv
5-5-09 Atlantic Plaza Sign Lease v5.doc
Attachment: Exhibit A – Site Map

APPROVED:



PATRICK H. WEST
CITY MANAGER



Atlantic Plaza Retail Center



Disclaimer

DISCLAIMER OF DATA ACCURACY: The services provided on this web site are intended for informational purposes only and the GIS data used is compiled from various sources and is subject to constant change. While reasonable effort has been made to ensure the accuracy of the data, the information provided herein may be inaccurate or out of date.