



Legislation Details (With Text)

**File #:** 10-0262      **Version:** 1      **Name:** PW/FM - 1850-1854 Atlantic Ave.  
**Type:** Agenda Item      **Status:** Approved  
**File created:** 2/23/2010      **In control:** City Council  
**On agenda:** 3/9/2010      **Final action:** 3/9/2010

**Title:** Recommendation to authorize City Manager to effect the conversion of City-owned land at 1850-1854 Atlantic Avenue to a Refuse Fund asset; and authorize Department of Public Works, Environmental Services Bureau, to begin a process of public outreach and consensus building to determine support for an Urban Environmental Education Center at 1850-1854 Atlantic Avenue. (District 6)

**Sponsors:** Public Works, Financial Management

**Indexes:**

**Code sections:**

**Attachments:** 1. 030910-R-16sr&att.pdf

Date	Ver.	Action By	Action	Result
3/9/2010	1	City Council	approve recommendation	Pass

Recommendation to authorize City Manager to effect the conversion of City-owned land at 1850-1854 Atlantic Avenue to a Refuse Fund asset; and authorize Department of Public Works, Environmental Services Bureau, to begin a process of public outreach and consensus building to determine support for an Urban Environmental Education Center at 1850-1854 Atlantic Avenue. (District 6)

The Environmental Services Bureau (ESB) has consistently achieved the State's highest diversion rate as mandated under the California Integrated Waste Management Act (AB 939). This year, ESB tied for first place with a 69 percent diversion and recycling rate. Additionally, ESB received the 2009 Solid Waste Management System Gold Excellence Award from the Solid Waste Association of North America (SWANA).

In part, this success is derived from ESB's focus on public education and outreach programs, which include partnering with the Long Beach Unified School District (LBUSD), and the Litter-free Long Beach Campaign. ESB continues to promote environmental protection by using creative and engaging public education and outreach campaigns that communicate on a personal level, incorporate multi-lingual, multicultural and multi-media messages, and present innovative and technologically advanced themes of environmental protection and personal responsibility.

One innovative approach to further educate the community is through an Urban Environmental Education Center (Center). The concept of this Center is to provide an educational and partnering opportunity for the City and LBUSD to present children and young adults with interactive modules that demonstrate how recycling occurs and the resultant environmental benefits. The design will include thematic concepts, such as conversion technology and simple ways to make your home or apartment more earth friendly. Siting for this Center has been focused on dense urban areas, near schools, and along main transportation corridors.

City-owned parcels

The City owns two parcels of land located at 1850 through 1854 Atlantic Avenue depicted on the attached Exhibit 1. Both parcels are leased to the LBUSD in support of the Head Start program located in an adjoining, privately owned, building. The LBUSD lease with the City is currently on a month-to-month holdover basis while LBUSD determines its long-term strategy relative to the continuation of the Head Start program at this location.

The Department of Community Development, Property Services Bureau recently distributed a request for City Departments to comment on a proposal to designate these two parcels as surplus, beginning the process to market the parcels for sale. The Department of Public Works reviewed the parcels and realized that these two parcels on Atlantic Avenue satisfy many of ESB's siting objectives for the Center.

Considering the above information, staff proposes the following:

- Convert the City-owned parcels on Atlantic Avenue to a Refuse Fund asset, based upon fair market appraisal and increase revenue by approximately \$400,000 from the Refuse Fund to the General Fund;
- Continue to accommodate LBUSD on site, if necessary, for a period not to exceed two years to allow ESB to pursue outreach, consensus building, design and permits for an Urban Environmental Education Center;

This proposal has many positive benefits. The transfer serves to provide additional funding to the General Fund, while still allowing the City to control the development of the property. The timeframe for development also allows LBUSD sufficient time to determine a long-term policy regarding their Head Start program. This program occupies an adjoining leased facility, whose term has, or will soon expire, compelling LBUSD to consider alternatives.

The development of the property as an Urban Environmental Education Center is an innovative use, focusing on the long-term environmental benefits of promoting a sustainable City through green initiatives. This Center will serve as a testament to the City's commitment to improving its environment while providing an educational resource to local schools on recycling technologies and sustainable alternatives.

This matter was reviewed by Deputy City Attorney Linda Trang on February 19, 2010 and by Budget Management Officer Victoria Bell on February 19, 2010

City Council action is requested on March 9, 2010 in order to begin a public outreach process and support for an Urban Environmental Education Center.

The recommended land conversion will result in a \$400,000 transfer from the Refuse Fund, which will result in an additional \$400,000 in funding to the General Fund (GP).

Approve recommendation.

MICHAEL P. CONWAY

DIRECTOR OF PUBLIC WORKS

LORI ANN FARRELL  
DIRECTOR OF FINANCIAL MANAGEMENT

NAME  
TITLE

APPROVED:

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PATRICK H. WEST  
CITY MANAGER