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Building A Better Long Beach

REQUEST FOR PROPOSALS Adaptive Reuse of the American Hotel Building 224-230 East Broadway

Submission Deadline: 4:00 p.m., Friday, August 14, 2009



The Redevelopment Agency of the City of Long Beach (Agency) is seeking proposals for the preservation, rehabilitation and/or adaptive reuse in conjunction with new construction of a historically significant structure located at 224-230 East Broadway, Long Beach, CA 90802 (see Exhibit A - Site Map). All proposals from qualified private development companies, nonprofit groups, or individual developers will be considered.

History & Significance

Originally built in 1905 by William C. Price, leader of the Society of New or Practical Psychology, the building was designed as a temple for psychological work. The structure is characterized by its distinctive Broadway facade, which shows characteristics of the Romanesque Revival style popular in the 1890s. It is one of the rare surviving commercial buildings in downtown Long Beach and also the second oldest one documented. The building exemplifies mixed-use development typical of the 1900s, with commercial shops on the ground floor and residential use on the upper levels.

The City Council declared the building a historic landmark in 1989 by ordinance C-6672 (Exhibit B). The Agency acquired the property in August 2000 as part of its continuing redevelopment efforts. Through this solicitation, the Agency hopes to facilitate the adaptive reuse of the building.

Existing Building Condition

The existing masonry building is three-stories high over a full basement that extends out under the sidewalk on the north side. The rectangular-shaped building is approximately 3,724 square feet on a lot that is 75 feet wide (along Broadway) by 50 feet deep. Previous preliminary structural assessments of





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the American Hotel have concluded that considerable renovations of the structural, mechanical, and electrical features will be required in order for the building to be functional and inhabitable. Due to deteriorating conditions under the sidewalk, the Agency plans to fill in the basement with foam concrete from the north building edge to the back of the sidewalk. Exhibits C – I provide more background information on the existing building condition.

Project Goals and Objectives

The Agency will give priority to projects that meet the following goals:

- ❑ Successfully incorporate the building facade, if new construction is anticipated
- ❑ Propose uses that provide benefits for the community (examples: publicly accessible plaza/garden space, nonprofit centers, artist work space, meeting space)
- ❑ Include active ground floor uses (examples: retail, restaurant, museum)
- ❑ Meet Leadership in Energy and Environmental Design (LEED) standards, preferably at a higher certification level
- ❑ Provide significant private investment, equity and financing for the ultimate project proposal

See Exhibit J for an example of a proposed design incorporating the facade and public uses.

Residential projects will not be considered in this RFP.

Developer Responsibilities:

- ❑ The structure must be rehabilitated to meet current federal, state and local building codes that are applicable to the proposed site. This will require upgrading structural (including seismic), electrical, plumbing and heating systems in addition to more cosmetic improvements. The successful applicant must obtain permits and otherwise follow all applicable regulations. City of Long Beach planning and building requirements can be found at: <http://www.lbds.info>.
- ❑ The developer must show proof of financial capability, including the ability to provide significant private investment, equity and financing, to complete the project. The Agency has limited capacity for financial assistance.





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Tour (Mandatory)

224 –230 E. Broadway Ave.

Friday, July 24, 2009 9:00 a.m. to Noon

Agency staff will conduct a **mandatory** walk-through of the structure. The Agency encourages you to invite a licensed contractor, architect and/or designer, preferably one experienced in historic structure rehabilitation, to assist with the inspection. Video documentation and/or photographs are also encouraged during the inspection. Please be aware of and prepared for extensive debris and possible existence of hazardous materials such as mold, lead paint, or asbestos inside the structure. A Release and Waiver of All Liability and Assumption of Risk Agreement (Exhibit K) must be signed before entering the structure. The walk-through will include a tour of the basement, which will require a flashlight.

All questions are due by 4:00 pm, July 29, 2009.

Submission Requirements

Proposals must be submitted by **4:00 pm on August 14, 2009** to:

Carl Morgan, Redevelopment Project Officer
Redevelopment Agency of the City of Long Beach
333 W. Ocean Blvd., 3rd Floor
Long Beach, CA 90802

Please submit five (5) copies (4 bound and 1 unbound). For more information, contact Pear Utrapiromsuk, Development Analyst, at (562) 570-7720.

Development Proposals

Proposals must include the information below:

- ❑ A completed Proposal Summary and Public Disclosure Statement (Exhibit L);
- ❑ Proposed Use – Specify the intended use for the structure. Include a site plan showing land uses and square footage. An elevation showing the facade, as well as floor plan for each proposed floor is required.
- ❑ Proposed Strategy for Rehabilitation – Describe how the applicant intends to accomplish the rehabilitation or adaptive reuse of the structure in a timely fashion. Include in this section a proposed timeline and discuss how the applicant's responsibility will be fulfilled.





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- Define the limits of any new construction and demolition being proposed as either:
 - 1) Partial demolition; or
 - 2) Full demolition; or
 - 3) No demolition – all rehabilitation.
- Historic Preservation – Describe how the applicant intends to preserve the historic characteristics of the structure.
- Experience – Describe the applicant's experience in historic renovation and adaptive reuse.
- Financial Capability – Provide a full, detailed description of the proposed financing structure for the project. Include a project pro forma that contains an estimate of the project costs and proposed funding sources.
- Other Factors – Describe any other factors that the Agency should take into consideration as part of the response.

Review And Selection

Proposals will be evaluated in terms of:

- Quality, efficiency and attractiveness of proposed rehabilitation
- Benefit of proposed uses to the community
- Adherence to the development and historic guidelines and building and zoning codes
- Developer's expertise, experience, and financial capacity
- Project Schedule

Exhibits

- Exhibit A – Site Map
- Exhibit B – Ordinance C-6672
- Exhibit C – Historic Drawings/Plans
- Exhibit D – Historic Resources Inventory
- Exhibit E – James A. Hill and Associates Preliminary Assessment of Seismic Strengthening Costs
- Exhibit F – Asbestos Survey
- Exhibit G – Melvyn Green and Associates Facade Restoration Study
- Exhibit H – Willdan Preliminary Assessment Report
- Exhibit I – Architectural Resource Consultant Survey
- Exhibit J – Example Site and Program Plan
- Exhibit K – Release and Waiver of All Liability and Assumption of Risk Agreement
- Exhibit L – Proposal Summary and Public Disclosure Statement





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The Agency reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the buyer awarded the purchase and development rights, and to impose additional use restrictions, if necessary. The contents of this packet are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Buyer's teams should rely exclusively on their own investigations and analyses.

The Agency will honor confidentiality requests to the extent possible. If attachments to the Public Disclosure Statement are proprietary, please mark items as such.

CHANGES AND CLARIFICATIONS

Any changes or clarifications will be posted on the Agency website.

