



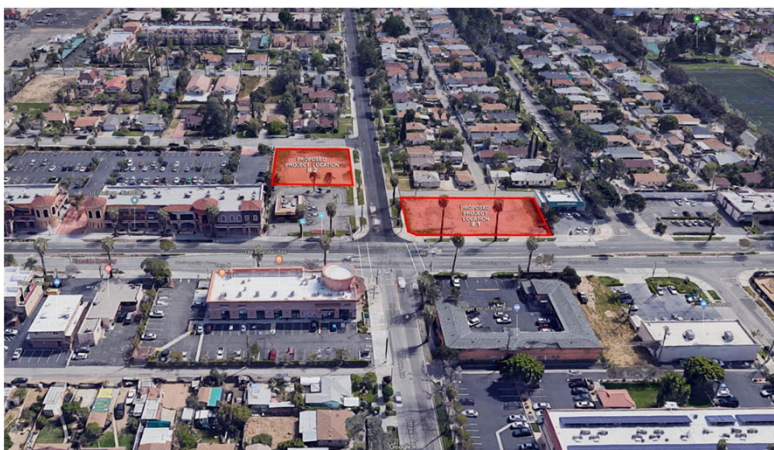
# UNSOLICITED DEVELOPMENT PROPOSAL FOR 1910 UNIVERSITY AVE AND 3780 OTTAWA AVE

Community & Economic  
Development Department

Development Committee  
July 18, 2019

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## AERIAL SITE MAP



### 1910 University Ave

**Zoning:** Commercial Retail (CR)

**General Plan:** Mixed-Use Village (MU-V)

**Lot Size:** 20,908 SF

**Appraised Value:** \$272,000

### 3870 Ottawa Ave

**Zoning:** Residential (R-3-1500-SP)

**General Plan:** Mixed-Use Village (MU-V)

**Lot Size:** 16,552 SF

**Appraised Value:** \$132,500

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## BACKGROUND

1. September 5, 2006: City Council and Redevelopment Agency authorized a Resolution of Necessity to acquire 3870 Ottawa Avenue;
2. August 31, 2007: City Council and Redevelopment Agency authorized acquisition of 1910 University Avenue;
3. May 14 ,2018 : Staff issued RFP for 1910 University Avenue and 3870 Ottawa Avenue – two proposals received;
4. January 17, 2019: The Development Committee reviewed the proposals and concluded that the proposed projects were not the highest and best use for the Properties and directed staff to re-issue the RFP; and
5. May 1 ,2019: SteelCraft, LP submitted an unsolicited proposal for an outdoor urban eatery prior to staff issuing a new RFP.



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## PROPOSAL SUMMARY

1. SteelCraft, LP based out of Long Beach is proposing an outdoor urban eatery built with repurposed shipping containers;
2. Additional surface parking lot on 3870 Ottawa Avenue;
3. Nine new micro-businesses that include food, craft beer, wine, coffee and dessert;
4. Activated spaces for different entertainment components (i.e. kids play area, games, stage for live music, and murals by local artists);
5. Dog, kid, family-friendly environment; and
6. Purchase Price of \$404,500.



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## PRELIMINARY SITE PLAN



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## STEELCRAFT LONG BEACH



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## OTHER LOCATIONS

### STEELCRAFT BELLFLOWER



### STEELCRAFT GARDEN GROVE



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## RECOMMENDATIONS

That the Development Committee:

1. Review and consider an unsolicited development proposal from SteelCraft, LP for the development of an outdoor urban eatery and surface parking lot; and
2. Direct staff to negotiate a Purchase, Sale and Development Agreement with SteelCraft, LP for the disposition and development of 1910 University Avenue and 3870 Ottawa Avenue to be presented to the Successor Agency, Countywide Oversight Board, and Department of Finance for final consideration.

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