

## WILLOW STREET CENTER PLANNED DEVELOPMENT DISTRICT (PD-27)

Ordinance History: C-6786

This Planned Development Plan for the Willow Street and surroundings is intended to establish guidelines for the use and development of these under utilized parcels of land which are likely to intensify in land use in the near future for uses compatible with the development trend along Willow Street as a high-quality commercial corridor. The anticipated benefits from this development are increased job opportunities within the City, increased municipal revenue through enhanced sales taxes, business license taxes and property tax base, and development of the land with a high quality, visually attractive development, while mitigating traffic impacts in this area of growing development intensity.

### I. DEVELOPMENT REVIEW PROCESS

- A. Each property owner shall submit a Master Site Plan for Planning Commission approval prior to approval of the first phase or, for projects where the first phase of new development has already begun, prior to the approval of the building permits for the next building. Such Master Site Plan shall identify the location of each building to be built on the site, the area of the building and the use of each building. The Master Site Plan shall also indicate the overall design character of the site including unifying architectural and landscape design themes.
- B. Each building shall be reviewed for Site Plan Review by the Site Plan Review Committee. No building permit shall be issued for any building on the site until a Site Plan Review has been approved or conditionally approved, and all conditions satisfied. Site Plan Review shall review each building project for consistency with the PD requirements and the Master Site Plan, functionality of building layout, consistency with detailed zoning standards and architectural and landscape architectural quality.
- C. In addition to the required plot plan, floor plan, elevations and landscape plan, the application for Site Plan Review shall contain an estimate of the peak-hour trips to be generated by the portion of the full development requested with the application and identification of the Transportation Demand Management (TDM) measures to be taken to reduce the peak-hour trips.
- D. In the submission of individual buildings for Site Plan Review, it is recognized that the building sizes may be changed, building locations redistributed or the mix of uses adjusted to meet changing user demands. However, the architectural, landscaping and overall design character of the site shall be in substantial conformance to the original Master Site Plan and the intensity of development as measured in trips shall not be changed except by the procedure described later in this PD. Substantial conformance shall be determined by Site Plan Review.

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### II. GENERAL USE STANDARDS

- A. Uses. The uses for the Willow Street Center PD shall be those uses allowed in the Commercial Corridor (CC) zoning district.
- B. Further, development of the site shall be limited to 409 trips to and from the site per hour in the P.M. peak hours of 4:00 p.m. and 6:00 p.m. and implementation of a Transportation Demand Management Plan that reduces trip generation by twenty percent. The initial plan that satisfies this limitation consists of rebuilding of the Elks Lodge utilizing no additional trips over 1986 levels, 350 hotel rooms in a building not to exceed 340,000 square feet in gross size, and a building not to exceed 100,000 square feet for office uses.
- C. The type and intensity of development is determined by a specified number of trips per hour in the evening peak period of 4:00 p.m. to 6:00 p.m. This number is calculated by multiplying the area in each use by the traffic generation rates as established in the Trip Generation Manual, Fourth Edition, of the Institute of Traffic Engineering. The number of trips generated by this calculation shall then be reduced by the Traffic Demand Management Plan's trip reduction. The resulting figure is then compared to the permitted peak-hour trips.
- D. Other combinations or amounts of the uses permitted in this PD, which generate an equal or lesser number of trips per hour in the peak hours, may be substituted for this use allocation provided that a revised Master Site Plan is approved by the Planning Commission. In calculating the number of trips utilized, all new development within this PD after January 1, 1986, shall be included.
- E. Changes in the number of trips allocated may be accomplished in the following ways:
  - 1. Increased development intensity through transfer of trips. Trips may be transferred between the Airport Area Planned Development Plans (PD-19: Douglas Aircraft; PD-23: Douglas Center; PD-12: Long Beach Airport Terminal Area; PD-13: Atlantic Aviation; PD-18: Kilroy Airport Center; PD-9: Airport Business Park; PD-15: Redondo Avenue; PD-17: Alamitos Land Company; PD-7: Long Beach Business Park; PD-27: Willow Street Center; PD-28: Pacific Theaters) provided that:
    - a. Not more than twenty percent of the originally authorized trips are added to the receiving PD;
    - b. The Director of Public Works finds that the transfer will have no significant detrimental effect upon the level of service at any intersection;

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- c. The transfer is implemented by approval by the Planning Commission of amendment to both Master Site Plans to reallocate and document the revised number of trips;
  - d. Notice of the Planning Commission hearing on the Amendment of the Master Site Plans is sent to all owners and lessees, with an interest recorded on the Tax Assessor's rolls, in the Airport Area Planned Developments; and
  - e. All authorized transfer of trips shall not be effective until the change is recorded against the property with the Los Angeles County Recorder.
2. Increased development intensity through added trips. Additional trips beyond the original allocation may be approved provided that:
  - a. The increase will not exceed the original allocation by more than twenty percent;
  - b. The applicant shall pay a trip mitigation fee that is a pro-rata fair share of the costs of the original Traffic Mitigation Program for the additional trips;
  - c. A new analysis of the traffic impacts on all intersections in the Airport Area is undertaken, at the expense of the applicant, and such analysis shows no significant detrimental effect upon the level of service at any intersection or the applicant agrees to pay an additional trip mitigation fee equal to all costs of all additional improvements at all intersections necessary to mitigate the degradation of the level of service caused by the additional trips. Degradation of the level of service is reduction to a level of service "E" or "F" unless that level of service was accepted in the original improvement program;
  - d. An amendment to the Master Site Plan shall be required to authorize the additional trip allocation;
  - e. Notice of the Amendment to the Master Site Plan hearing is sent to all owners and lessees, with an interest recorded on the Tax Assessor's rolls, in the Airport Area Planned Developments;
3. The City will accept applications for modification of development intensity at any time after the traffic mitigation program is adopted through the enactment of necessary ordinances and

establishments of the first assessment district. However, an applicant does not receive first priority for utilizing available trips by merely filing an application. Available trips shall be reserved to an applicant only upon the payment of all necessary traffic mitigation fees for the proposed modification. Because the modification process can take many months to complete, the City may also set aside during the modification process the trips which will be utilized if the application is approved, providing that both of the following conditions are met;

- a. The traffic analysis has been completed and the Director of Public Works has prepared an estimate of the necessary traffic mitigation fee; and
  - b. The applicant has made a good-faith deposit with the City of cash or letter of credit equal to ten percent of the estimated traffic mitigation fee, which deposit will be forfeited if the applicant does not proceed with the project or does not diligently pursue the application in accordance with a reasonable schedule set forth by the Director of Planning and Building. If this application is approved and the developer meets all traffic mitigation conditions of approval, the deposit will be refunded or credited toward the traffic mitigation fees, at the discretion of the applicant; and
4. If additional trips have been authorized for one developer in the Airport area, and that authorization required intersection improvements above those required by the Traffic Mitigation Program, and subsequently another developer requests authorization for additional trips, and those additional trips are found by the Director of Public Works to not degrade any intersections due to the additional improvements paid for by the first developer, then the Director of Public Works shall require the second developer to reimburse the first developer for a pro-rata fair share of the additional improvement costs. Such fees shall be collected from the second developer according to the procedures established for developer fees in the Traffic Mitigation Program. The Director of Public Works shall then notify the first developer, or the successor-in-interest, of the receipt of the funds, and shall authorize disbursement of such funds to the first developer, or successor, upon receipt of documentation from the first developer, or successor, that they had actually expended their share of the funds.

### III. GENERAL DEVELOPMENT STANDARDS

- A. The development standards applicable to the site shall be those of the

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Commercial Corridor (cc) zoning district, except:

1. **Building Heights.** All structures shall be subject to the Federal Aviation Administration height restrictions so that no building shall be a hazard to air navigation. ON the north side of Willow Street, no other height restriction shall apply up to a maximum permitted height of 230 feet or 20 stories, plus penthouse and heliport stop, whichever is less.
2. **Maximum Building Area.** No individual building shall exceed a gross usable floor area of 440,000 square feet. For purposes of this standard, open parking structures shall not be considered floor area. Total building on the site (excluding open parking structures) shall not exceed a floor area ratio to site area of 4.1:1.0.
3. **Other Development Standards.** All development shall comply with the parking, landscaping, equipment screening, utility undergrounding and roadway dedication and improvement requirements of the Zoning Regulations.
4. **Billboards and Signs.** No billboards shall be constructed, installed or maintained. Any signs, banners or like displays which may be placed in or upon any building or structure so that they are visible from the outside, shall not exceed one square foot of area for each linear foot of street or freeway frontage. No such signs shall be located more than twenty-five feet above grade, except one building identification sign shall be allowed per façade facing the freeway. No freestanding sign shall exceed one square foot of area for each linear foot of street or freeway frontage nor exceed eight feet in height above grade.
5. **Road Improvements.** Based upon detailed traffic studies and analyses of existing and projected future growth in the Long Beach Area, the City has determined that existing development as of 1986 was adequately served by the existing road system in the area, generally at level of service "D" or better. The City has further determined that development since 1986, and projected to full build-out of the area (hereinafter referred to as "new development"), will generate traffic which cannot be accommodated on the existing road system while maintaining level of service "D". Consequently, the City has developed a list of recommended road improvements (see Exhibit "A" attached hereto and incorporated herein by reference) which are necessary to generally maintain level of service "D" on all major roads in the area given the projected new development. As these roadway improvements will specifically benefit new development, site plan approval for all new development in the area shall be conditioned upon payment of a

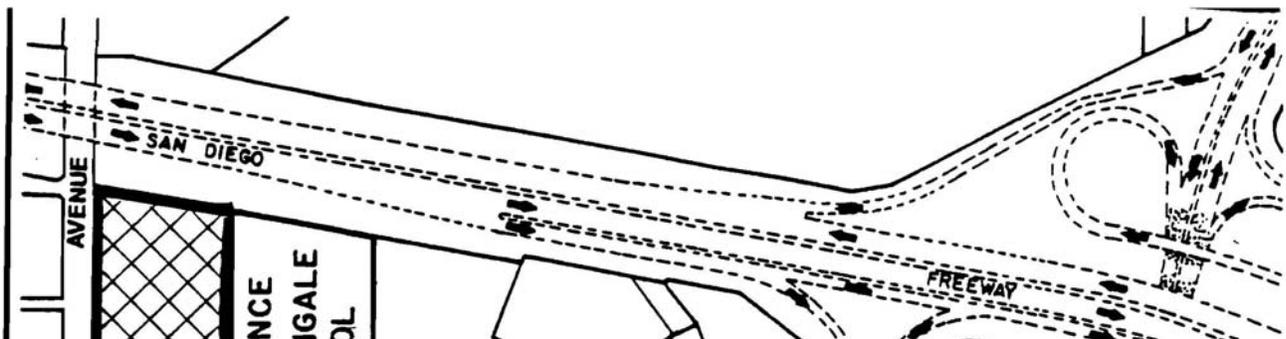
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fair, pro-rata share of the costs of the needed road improvements through a road impact fee, a benefit assessment district, other appropriate financing mechanisms, or combinations thereof. The pro-rata share of improvement costs shall be based on the number of vehicle trips generated per hour in the P.N. peak hours of 4:00 to 6:00 p.m., and their impact on specific intersections scheduled for improvement.

- B. A periodic reevaluation of the traffic situation will be undertaken to ensure all improvements continue to be necessary in the later phases of development.
- C. As the number of trips utilized in the analysis assumes a twenty percent reduction in the standard number of trips per square foot of use, it is mandatory that an effective trip demand reduction program be incorporated in all development. Thus, each new development is conditioned upon membership in the Long Beach Airport Area Traffic Reduction Association or similar organization, and submittal and implementation of Traffic Demand Management (TDM) program which is designed to reduce exiting work vehicular traffic generation during the evening peak hour by at least twenty percent. The TDM program must contain provisions that mandate the implementation of the TDM program by all subsequent owners and tenants of the improvements.

The program must include specific measures which, in the judgment of the Director of Public Works, are likely to meet the program goals, and a monitoring program with an annual report on the success of the program which will be filled with the City by the developer or any successor-in-interest.

- D. As a further consideration of Site Plan Review approval, for each building, prior to issuance of a building permit, each development shall be required to provide for all on- and off-site improvements necessary to access and serve that development, including repairing or replacing damaged, deteriorated or missing curbs, gutters, sidewalks, street trees, street lights and roadways, and providing all other improvements necessary, as required through Site Plan Review, to provide access to the site.



**EXHIBIT A**

City of Long Beach

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Proposed Intersection Improvement Projects  
Construction and Engineering Cost Estimate

PROJECT NO.	DESCRIPTION	TOTAL AMOUNT	PHASE I AMOUNT	PHASE II AMOUNT
1	CHERRY AVE & CARSON ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	742,000	742,000	
2	CHERRY AVE & 36 ST Adding thru lane and modifying traffic signals.	134,000	134,000	
3	CHERRY AVE & WARDLOW RD Widening intersection, adding thru and turn lanes and modifying traffic signals.	2,579,000	2,579,000	
4	CHERRY AVE & SPRING ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	731,00	731,00	
5	TEMPLE ST & SPRING ST Adding thru and turn lanes and modifying traffic signals.	105,000	105,000	
6	REDONDO ST & SPRING ST Adding thru lanes and modifying traffic signals.	219,000	219,000	
7	REDONDO ST & WILLOW ST Widening intersection, adding thru and turn lanes, and modifying traffic signals.	413,000	413,000	
8	LAKEWOOD BLVD & CARSON ST Widening intersection, adding thru and turn lanes, and modifying traffic signals.	2,233,000	2,233,00	
9	LAKEWOOD BLVD & CONANT ST Widening intersection, adding turn lanes and modifying traffic signals.	1,810,000	420,000	1,390,000 <sup>(1)</sup>
10	LAKEWOOD BLVD & WARDLOW RD Widening intersection, adding thru and turn lanes and modifying traffic signals.	1,290,000	770,000	520,000 <sup>(2)</sup>
11	LAKEWOOD BLVD & SPRING ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	8,700,000	1,200,000 <sup>(3)</sup>	7,500,000 <sup>(4)</sup>
12	LAKEWOOD BLVD & WILLOW ST Widening intersection, adding turn lanes	626,000		626,000

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PROJECT NO.	DESCRIPTION	TOTAL AMOUNT	PHASE I AMOUNT	PHASE II AMOUNT
	and modifying traffic signals.			
13	CLARK AVE & CARSON ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	1,314,000	1,314,000	
14	CLARK AVE & CONANT ST Adding thru and turn lanes and modifying traffic signals.	46,000		46,000
15	CLARK AVE & WARDLOW RD Adding thru and turn lanes and modifying traffic signals.	301,000		301,000
16	CLARK AVE & SPRING ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	1,039,000	1,039,000	
17	CLARK AVE & WILLOW ST Widening intersection, adding thru and turn lanes and modifying traffic signals.	369,000		369,000
18	CARSON ST & PARAMOUNT BLVD Adding turn lane and modifying traffic signals.	513,000		513,000
19	CHERRY AVE & BIXBY RD Adding thru and turn lanes and modifying traffic signals.	105,000	105,000	
<b>TOTAL CONSTRUCTION &amp; ENGINEERING</b>		<b>23,269,000</b>	<b>12,004,000</b>	<b>11,265,000</b>

- (1) Lakewood Blvd widening from Wardlow Rd to Conant Ave
- (2) Lakewood Blvd widening from Spring St to Wardlow Rd
- (3) Interim At-Grade improvement
- (4) Grade Separation

The Planning Bureau provides this information for reference and the convenience to the public. The adopted ordinance, together with any amendment thereto, is in the possession of the City Clerk and should be reviewed and considered prior to making any land use decision. Information contained herein is subject to change without notice as a result of updates, corrections or amendments.