



# SEADIP

Southeast Area Development Improvement Plan | City of Long Beach

## OPPORTUNITIES & CONSTRAINTS WORKBOOK

Updated August 28, 2014

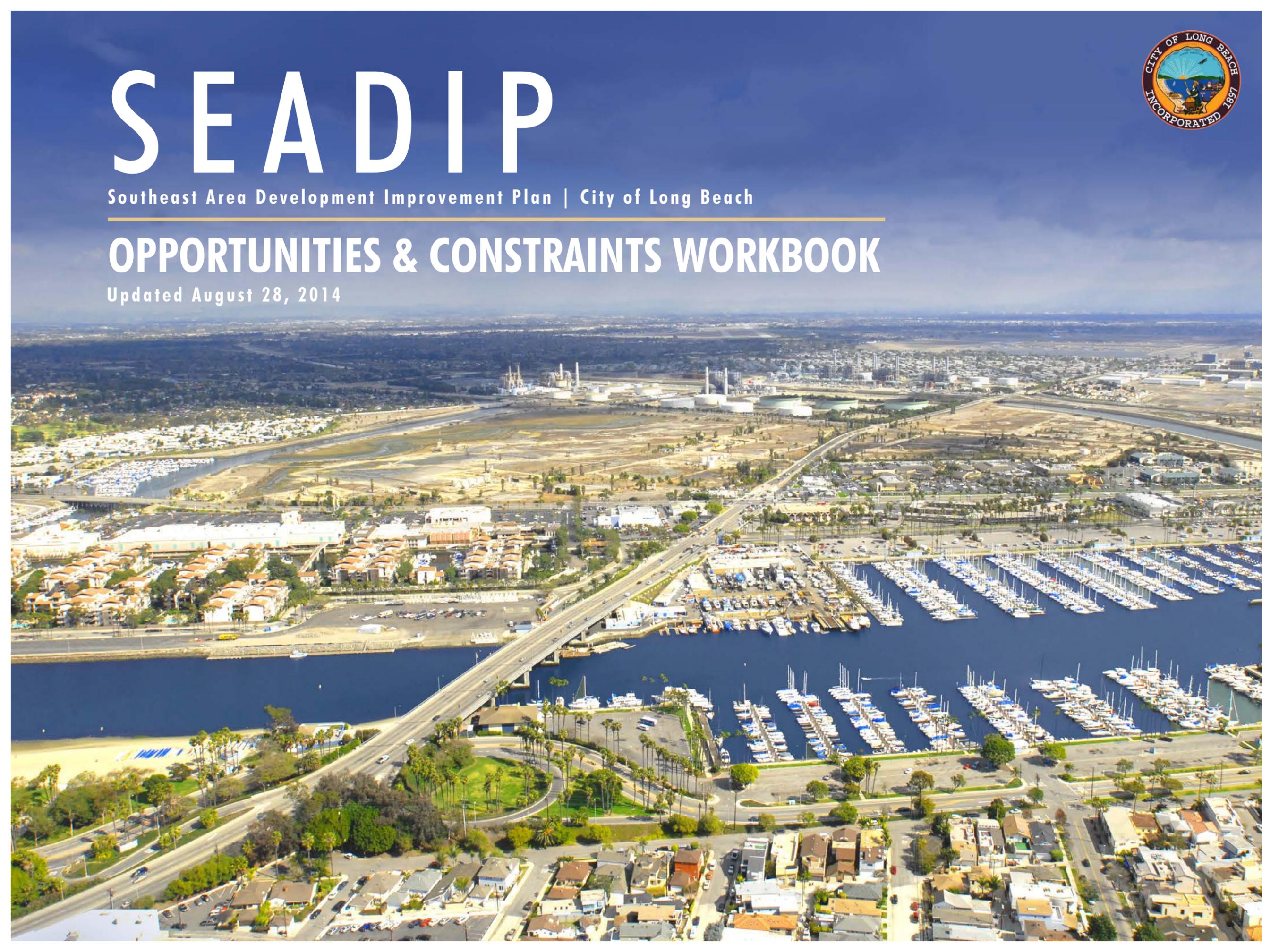
PLANNING

WETLANDS

URBAN DESIGN

MOBILITY

MARKET



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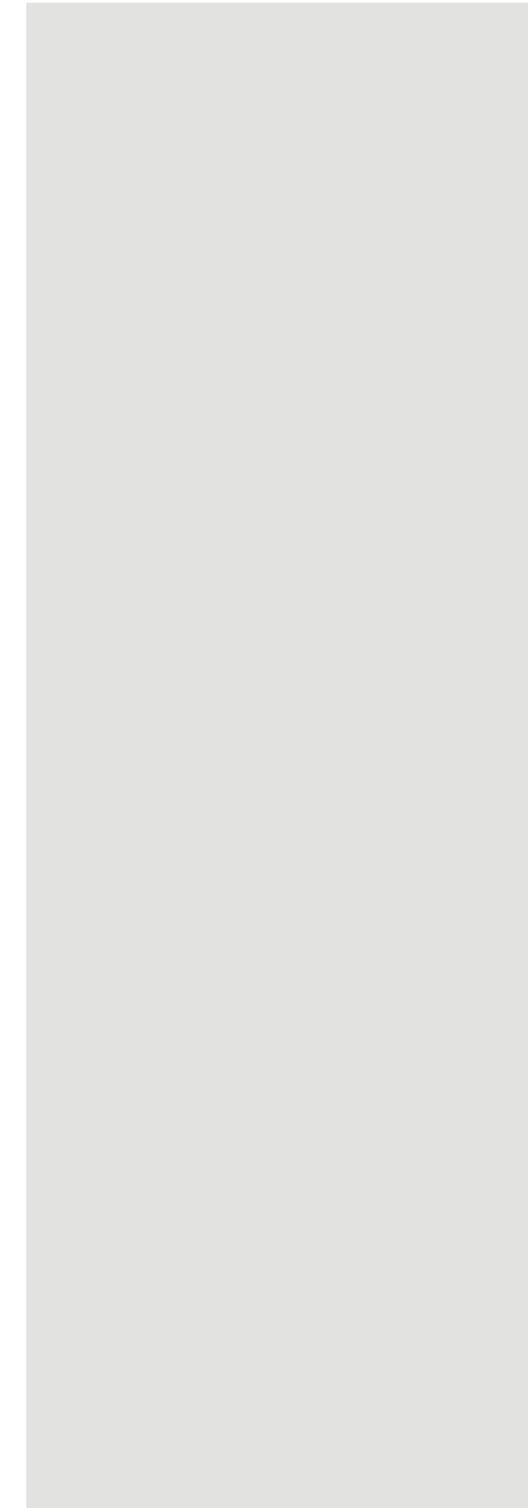
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## EXECUTIVE SUMMARY

The Southeast Area Development Improvement Plan (SEADIP) study area is located at the southeast edge of the City of Long Beach, California within Los Angeles County and bordering Orange County. The area has direct access to waterways leading to the ocean and is within bicycle distance of some of the finest beaches along the West Coast. It has relatively easy access to housing and local jobs and is surrounded by high-value residential communities, creating a very strong market within the area itself for quality housing. It enjoys good highway access to most of the Los Angeles-Basin, with Interstates 605 and 405 intersecting to the northeast. State Route 1 (Pacific Coast Highway) passes through this area.

There are, however, a number of constraints on future development. Environmental factors are prime among these. Property within the SEADIP boundaries was originally part of the San Gabriel River floodplain and some areas may not offer sufficient natural support for development without extensive foundation work. Natural wetlands remain in some parts, and these should be preserved for environmental reasons and maintenance of the community character. Extraction of petroleum since the 1920s has caused settlement of the land below expected flood levels so that considerable fill is required in most areas before development can proceed. Also associated with oil extraction is the presence of methane gas, another problem that must be overcome in development.

Besides constraints imposed by the natural environment, there are a number of planning constraints that also must be addressed. Traffic considerations are prime among these. The advantages of access are countered by the distinct disadvantage of forcing large volumes of traffic through the area, primarily between Orange County residential communities and Long Beach and educational centers. Traffic congestion thus imposes a constraint on the amount of new development the area can accommodate. Availability of public services imposes another constraint. New development should help to offset infrastructure costs where appropriate.

The following text boxes summarize key issues, opportunities, constraints and considerations facing the SEADIP area and are discussed in greater detail in each section of this workbook.

### PLANNING

- Address the existing fabric of the community in terms of land use and development.
- Comply with a multitude of applicable regulatory documents at the local, regional, state and regional levels.
- Work with multiple property owners, inside and outside of the SEADIP area, with an interest in the 300 acre Los Cerritos Wetlands.

### WETLANDS

- Obtaining delineations, the process of approval, and timing of wetlands delineations relative to Local Coastal Program certification must all be considered in the Specific Plan process.
- Development of an in-lieu fee program could sell compensatory mitigation credits to support development in the City or to other entities in need of mitigation.
- Communication with the Coastal Commission regarding the Local Coastal Program update.
- Analysis of wetlands resources include: regulatory climate, restoration opportunities, ownership, buffers/public access and trails, wildlife corridors.
- Funding sources for restoration, maintenance, and preservation.
- Balancing land uses, development, and wetlands preservation through the use of buffers.
- Opportunities to better infrastructure include: Green Street Features, Low Impact Development, Best Management Practices for water quality and storm drains, and implementing sea level rise strategies.
- Constraints include: existing sewer systems, storm drain system, and limited infiltration.

### URBAN DESIGN

- Existing community character is overshadowed by auto-oriented commercial development and islands of retail and neighborhood services with generic character along PCH.
- The character of existing residential development varies each showcasing a unique lifestyle and architectural housing type.
- Suburban style developments and existing circulation system have created a less cohesive sense of place.
- Utilitarian uses visually blend the wetlands and adjacent undeveloped parcels.
- Waterways and marinas are the most popular public spaces, yet the area lacks a single public space that brings people together.
- One of the greatest assets to the area is the scale and quality of neighborhood development.
- Neighborhoods seem to be defined by individual developments.
- Gated developments define how people navigate the area.
- Existing gateways provide good vehicular access for residents and visitors, and denote the boundaries for the area.
- Most gateways are defined by landmark feature that don't contribute to community identity or provide a sense of arrival.
- Landmarks are not necessarily special places or destinations.
- Important recreation and nature destinations make this area a popular crossroads.
- The public realm on major streets is not conducive to walking or cycling.
- Most of the vehicular traffic seems to be passing through the area due to the width and speed on PCH.
- There is a perception that things are far apart with in the Southeast Area because it lacks a strong public realm connecting it all together.

## MOBILITY

- Mobility in the area will be constrained by the wetlands delineation.
- Several opportunities to create a more comprehensive roadway network include: Caltrans relinquishing PCH within the study area to the City, extending shopkeeper road to connect to PCH, allowing for additional modes of travel to share the roadways, a more traditional grid system with shorter block lengths, shifting Marina Drive westward, and implementing signal coordination.
- Three transit agencies provide connectivity to local cities, making it easy for residents and visitors to get into and out of area.
- Transit service opportunities include: potential for a shuttle service to connect SEADIP to CSULB and Belmont Shore, and improved schedules on the weekends and in areas to provide access to the marina, nearby retail centers, and CSULB.
- Bicycle opportunities include: providing bike access to the marina, CSULB, Belmont Shore, Naples, and improved infrastructure along PCH.
- Pedestrian opportunities include: providing more accessibility to the marina, applying safety enhancing treatments to wide streets such as PCH, 7th Street, and 2nd street, encouraging shorter block lengths along PCH between the Los Cerritos Channel and the San Gabriel River.

## MARKET

- Convenient access to the region's destinations with numerous amenities
- The wetlands may become important assets in the future if they are transformed to better provide scenic recreation opportunities.
- Future housing development opportunities are on smaller, infill sites, particularly high-quality townhouses and condominiums as well as high-end rental apartments.
- Regional "gateway" location, favorable demographics, and existing retail offerings has the potential to attract more specialized, high-end retail tenants given its.
- Waterfront location offers a unique opportunity for hotel development.
- Desirable location for smaller scale office development targeted to professional firms and medical uses.
- Auto-oriented land use patterns are a potential barrier to attracting development.
- Attraction of residents, shoppers, and businesses can be hindered by the study area's lack of pedestrian-oriented infrastructure and amenities, and the perception of high traffic volumes at 2nd and Pacific Coast Highway.
- The industrial character of nearby sites may discourage residential uses, since these uses are often perceived as potentially incompatible.
- Existing land use regulations create uncertainty and risk for developers and landowners.

## PURPOSE OF THIS WORKBOOK

This Workbook is a resource for the community, decision makers, staff, and Community Advisory Committee (Committee) representatives. Its content reflects the latest information available and summarizes initial observations from each technical consultant regarding existing opportunities, constraints, and considerations that need to be factored into discussions about the land plan for the Specific Plan. The Workbook is not exhaustive, but summarizes "big picture" issues for a more informed discussion. The preliminary observations and conclusions in this Workbook will be supplemented in the upcoming months by the significantly more detailed technical studies that will be used for the Specific Plan and EIR.

Because the information available related to SEADIP is so extensive, this Workbook gathers several informative maps and analyses prepared by technical experts together in one location, for ease of reference. Each section of the Workbook contains call out boxes identifying Issues, Opportunities, Constraints or Key Considerations that should be taken into account for each topic. The call out boxes are intended to serve as a quick reference for the reader, and if more explanation or clarification is desired, the associated text provides additional clarification. The information in this document will be reviewed with the Committee and the community to ensure that no significant issues or considerations have been overlooked and to provide context for the next phases of the Specific Plan development.

The following terms and references will be used throughout the document:

- **Study area:** The area that was studied as part of this preliminary analysis. The study area follows the same boundary lines as the original SEADIP project.
- **Specific Plan:** Refers to the new regulatory Specific Plan that will be developed through this effort.
- **Project area:** Refers to the new Specific Plan project area boundaries that have not yet been defined. It is possible that these boundaries could be the same as the current SEADIP boundaries and study area. However, it is possible that this process and future discussions with the Committee may lead to modifications to those boundaries.

## 1.0 PLANNING

### 1.1 Introduction

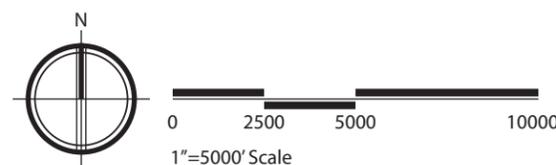
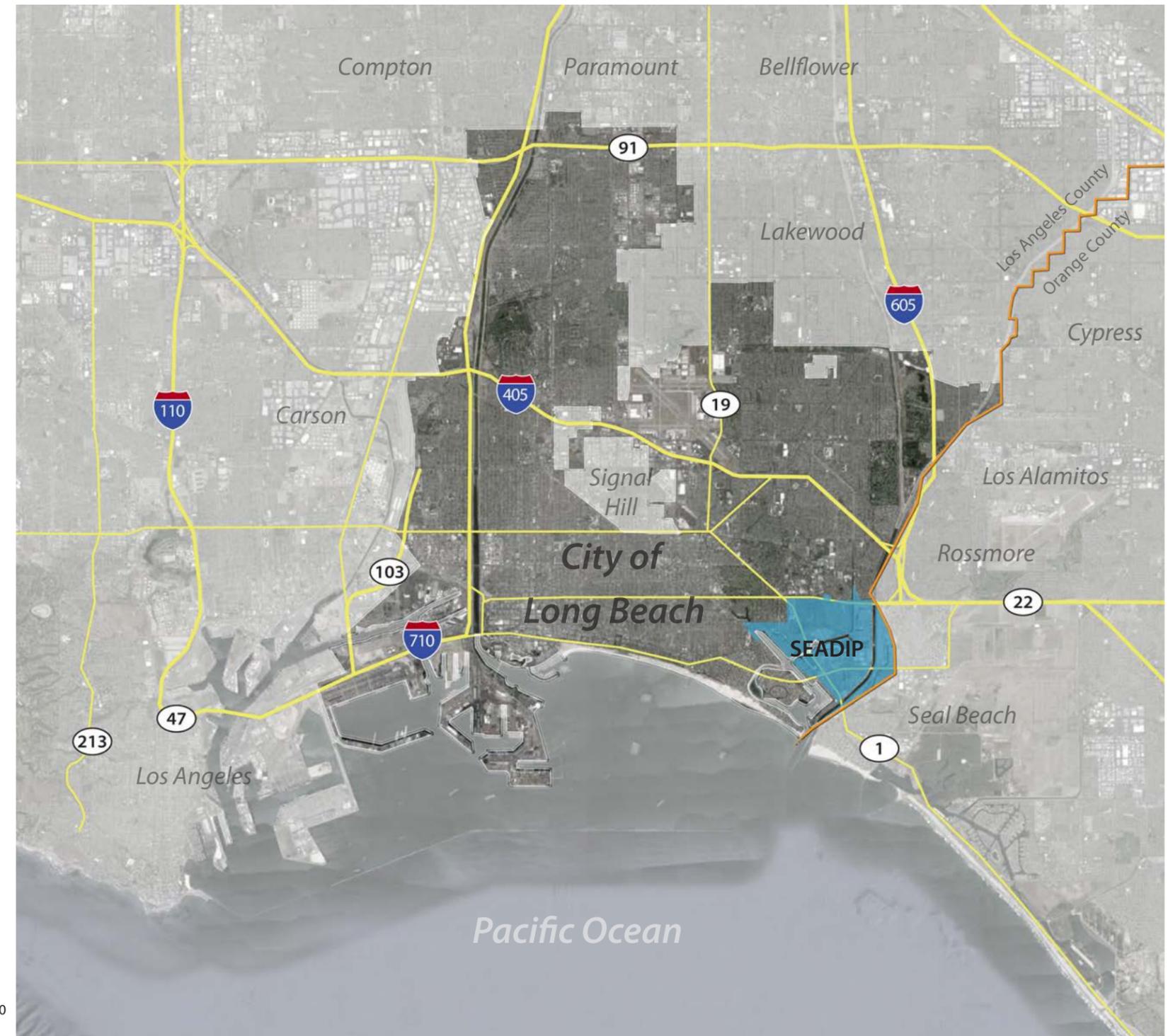
The study area is at the southeast edge of the City of Long Beach, California, within Los Angeles County and bordering Orange County, as shown on Figure 1. Project Location. Encompassing approximately 1,400 acres, the study area generally consists of the area south of 7th Street, east of Bellflower Street, south of Colorado Street, east of the Long Beach Marine Stadium and Alamitos Bay docks, and north and west of the Long Beach city boundary. The Los Cerritos Channel and San Gabriel River are not included in the study area. A vicinity map that shows the study area is provided in Figure 2. Study Area.

Originally approved in 1977, the Southeast Area Development Improvement Plan (SEADIP) covers the last remaining area of Long Beach that is not entirely built out. Its 1,400 acres are characterized by residential, wetlands, hospitality, and retail uses. Residents, property owners, and the City have long recognized its importance to Long Beach and emphasized the need for thoughtful planning and development.

It is common knowledge that the Southeast Area of Long Beach has been studied, discussed, evaluated, and analyzed extensively over the past 37 years. In 2007, the City facilitated a community survey that identified four main priorities for the future of the SEADIP area: limited growth, preservation of wetlands, increased bike and pedestrian mobility, and identification of sites suitable for infill or redevelopment. How new development should be accommodated, and where, however, has been an ongoing debate for the community.

The City applied for and was awarded a Sustainable Communities Planning Grant in Spring of 2013 to prepare a new Specific Plan for the area, including an amendment to the City's Local Coastal Program (LCP) and a wetlands delineation study for the SEADIP study area. Several technical studies are being prepared as part of this current effort—urban design assessment, market assessment, traffic analysis, biological and wetlands delineation studies, and infrastructure analysis (storm and wastewater). An environmental impact report (EIR) will also be prepared over the course of this three-year project.

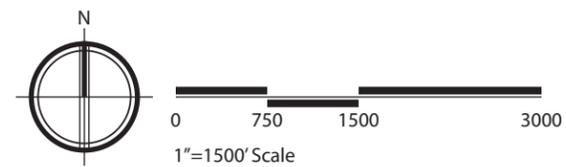
**Figure 1. Project Location**



**Figure 2. Study Area**

**LEGEND**

-  Study Area Boundary
-  County Line



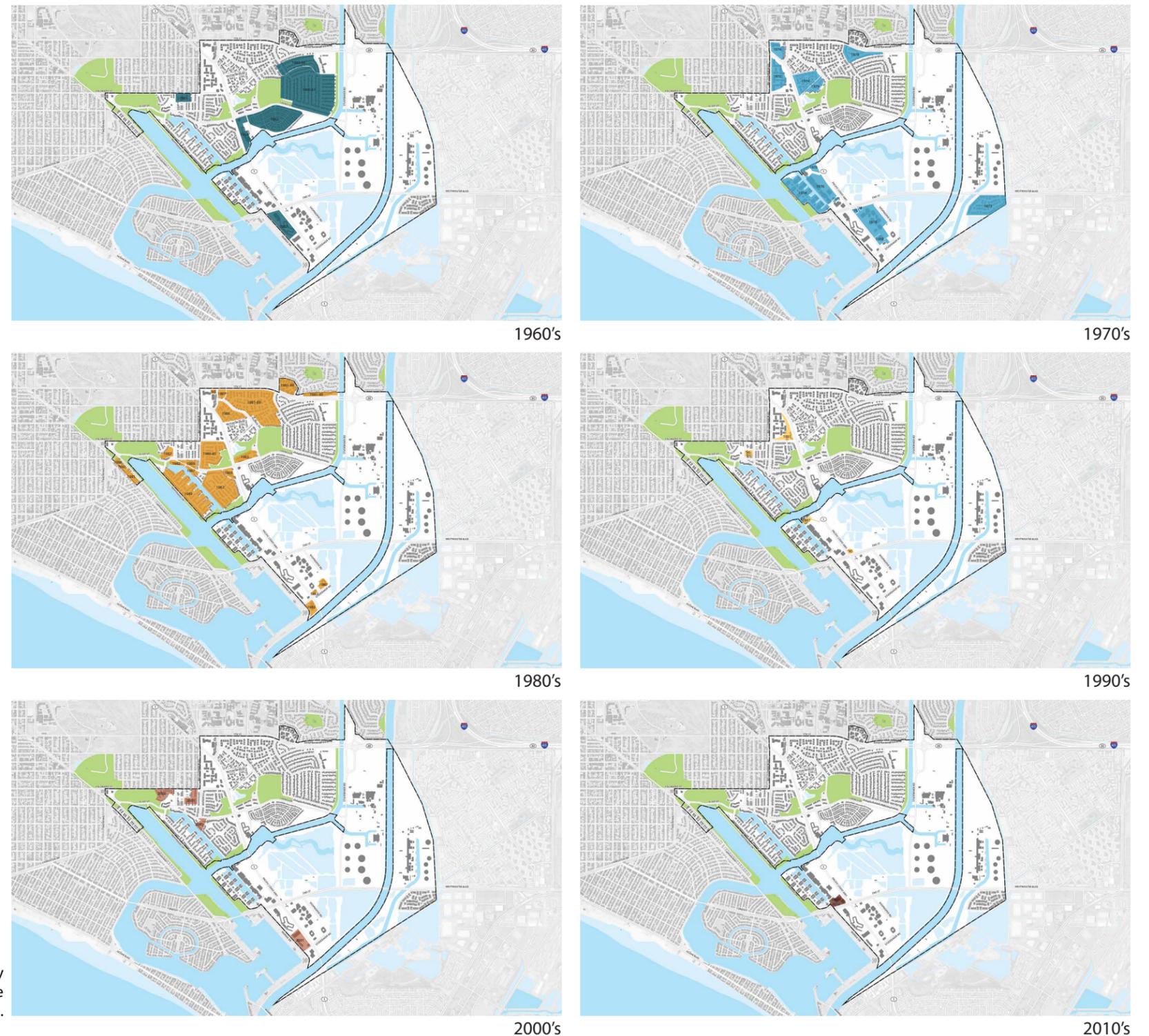
## 1.2 History

The Southeast Area has an interesting development history that parallels the growth of Long Beach and the larger trends in Southern California. The phases and locations of development reflect a variety of drivers—oil extraction, regional flood control, upward and downward cycles of development activity, evolution in energy generation, waterfront recreation, commercial strip development, and residential development designed to address the evolving family and lifestyle trends in Southern California.

Most of the development in the Southeast Area is just over 50 years old and was developed in the latter half of the twentieth century. Aerial photographs from the 1920s reveal an undeveloped waterfront and river outlets. Photographs from the 1930s show petroleum extraction and introduction of the Southern California Edison power plant. The 1940–50s aerials begin to show a few more roads connecting scattered development. Development began in earnest during the 1960s, when the suburban communities of University Park Estates and Belmont Shore Mobile Estates were built. That decade brought commercial developments to 2nd and Pacific Coast Highway (the existing Gelson/CVS corner and Seaport Marina Hotel). The 1970s brought residential and commercial development at both ends of PCH (several near Channel/7th and the Marina Pacifica and Marketplace near 2nd). During the 1980s large residential development infilled north of Los Cerritos Channel. Afterward there was limited infill of sites over the next two decades (1990s through 2000s). Aside from remodels and renovations of existing properties, there have been no major development projects in the Southeast Area for the last 10 to 12 years. Figure 3. Development Eras shows the progression of development in the study area.

The marinas, channels, river, and wetlands are important references and counterpoints to development. Development has varied in how it responds to being adjacent or near these important, character-defining features. In some cases, the waterfront is embraced—building and water are viewed as inseparable and well connected to their context. In other cases, there is little to no recognition or local reference to the water (mostly evident in the PCH corridor commercial properties)—large blank walls front the water, and the architectural references for style or material choices are unclear.

These plan diagrams highlight development activity by decade, showing when neighborhoods were established then infilled over time.



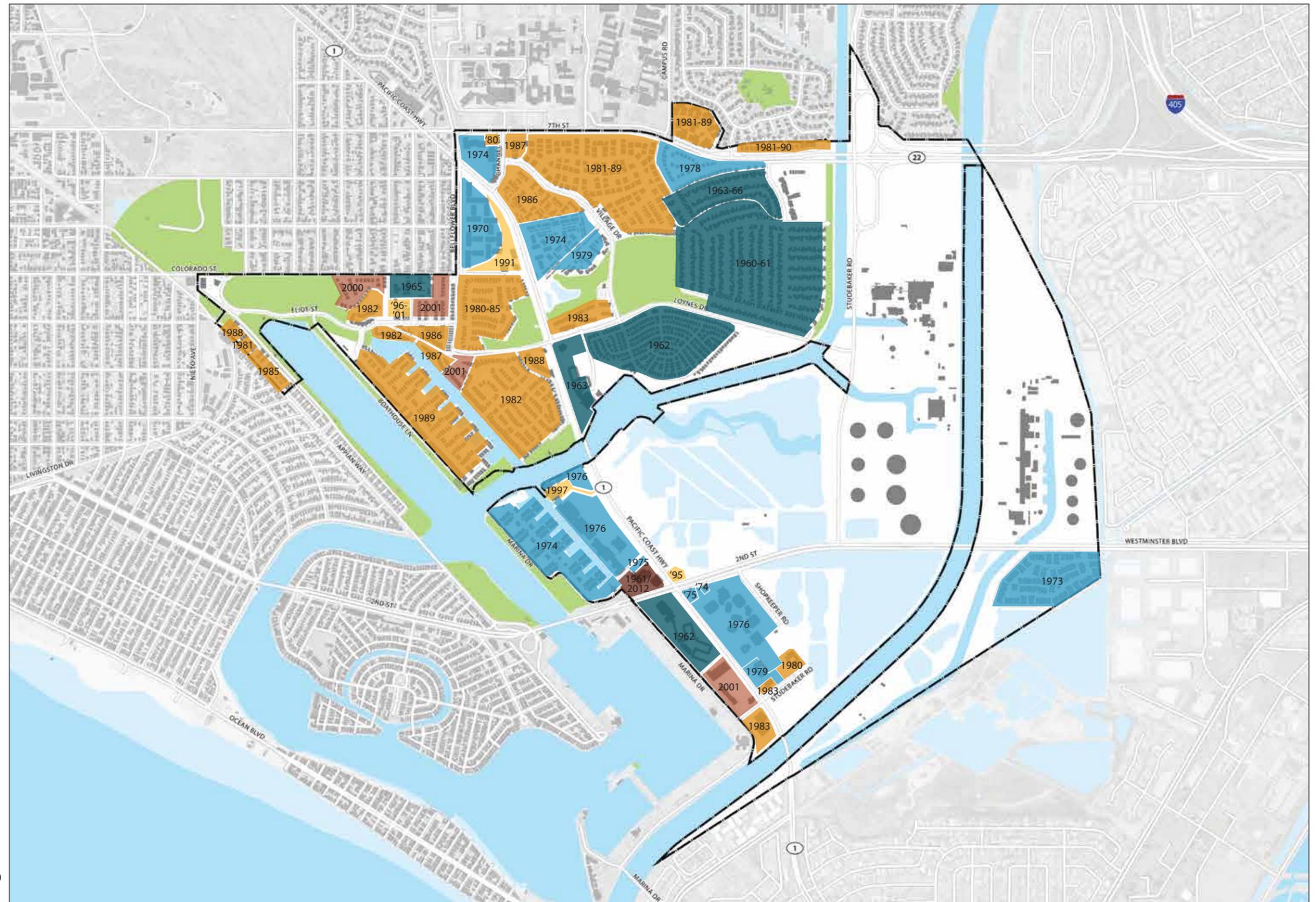
**Figure 3. Development Eras**

**LEGEND**

- Developed during the 1960's
- Developed during the 1970's
- Developed during the 1980's
- Developed during the 1990's
- Developed during the 2000's
- Developed during the 2010's
- Study Area Boundary

Composite plan diagram showing the year of construction for Southeast Area residential and commercial development by parcel or residential tract.

Source: Google Earth Pro 2014



## 1.3 Regulatory Environment

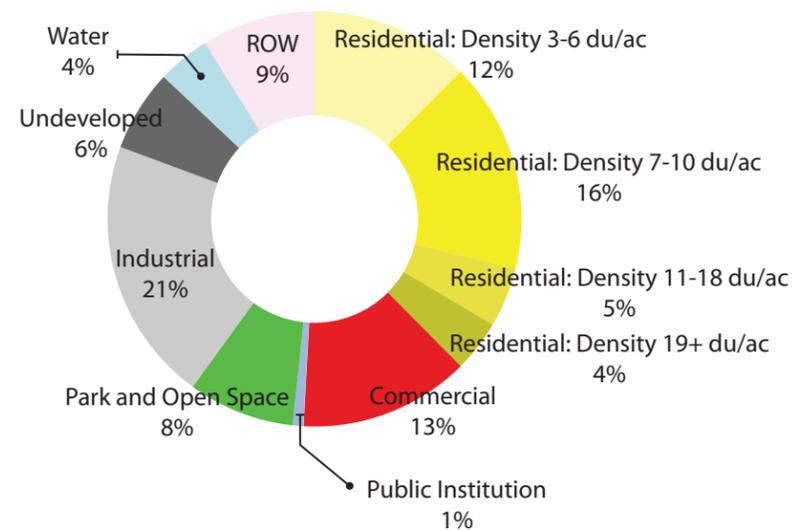
### Future Specific Plan

The future Specific Plan will have a relationship to a number of policy and regulatory documents at the local, county, and state level. As a Specific Plan, it will be adopted as City ordinance and the zoning for that area. Although it will replace the Southeast Area Planned Development and Improvement Plan (SEADIP) as the primary regulatory framework for future development in the project area, it will maintain many of the principles as well as the intent of SEADIP. A large portion of the study area falls within the state's coastal zone and thus under the requirements of the California Coastal Act, so it will also be guided by the City's Local Coastal Program.

### Southeast Area Planned Development and Improvement Plan (SEADIP)

The Southeast Area Development and Improvement Plan and Ordinance was adopted by the Long Beach City Council in 1977. It is an integrated plan and regulatory document for the continued development of the last large area of Long Beach not yet fully developed. SEADIP provided for approximately 519 acres of housing (a total of 2,926 units at an average density of 6.5 dwelling units per gross acre), 469 acres of commercial and light industrial uses, and 115 acres of reserved open space for active and passive recreation as well as conservation uses. Figure 4. SEADIP Planned Land Use Composition illustrates the composition of the planned land uses in SEADIP. This document was also adopted by reference in the Long Beach Local Coastal Program to satisfy the requirements of the California Coastal Act, as discussed below.

Figure 4. SEADIP Planned Land Use Composition



Source: ArcGIS, PlaceWorks, 2014

Figure 5. SEADIP Subareas



**Figure 6. SEADIP Planned Land Uses**

**LEGEND**

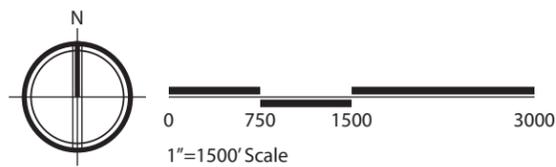
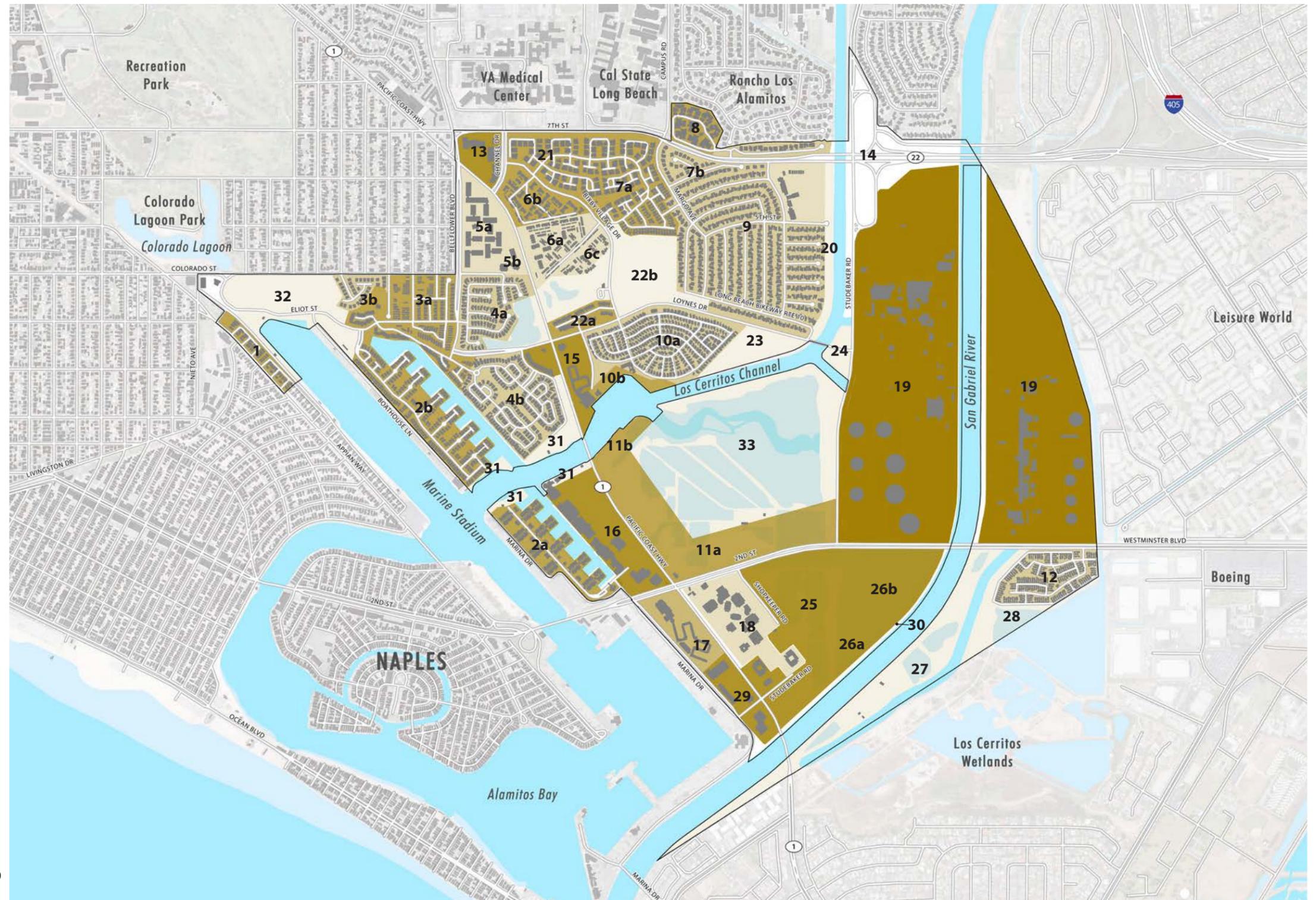
- Residential: Density 3-6 du/ac
- Residential: Density 7-10 du/ac
- Residential: Density 11-18 du/ac
- Residential: Density 19+ du/ac
- Commercial
- Public/Institutional
- Parks and Recreation
- Industrial
- Undeveloped
- Water
- ROW
- Study Area Boundary



Figure 7. Height Limitations per SEADIP

LEGEND

- Open Space
- Unknown
- Max. 25 feet
- Max. 28 feet
- Max. 30 feet
- Max. 35 feet
- Max. 65 feet
- Study Area Boundary





SEADIP divided the project area into 33 subareas, as shown in Figure 5. SEADIP Subareas (pg. 10), and specified development standards for each subarea—such as use, maximum density, lot size, lot width, lot coverage, setbacks, building height, required open space, and parking requirements. The planned land use and height limitations as specified in the SEADIP plan are illustrated in Figure 6. SEADIP Planned Land Uses (pg. 11) and Figure 7. Height Limitations per SEADIP (pg. 12), respectively. Also included were requirements for vehicular, bicyclist, and pedestrian access; views to the water; landscaping for parkways; infrastructure and utilities; and street improvements. Conformance with City zoning ordinance provisions, special use permits, and approved subdivision tracts were noted for fully developed subareas. Responsibility for construction and maintenance of wetlands and buffers was also specified in SEADIP.

The intent of SEADIP was to provide a flexible plan and regulatory framework to create a balanced community with natural coastal amenities, efficient circulation and utility systems, and a family-oriented atmosphere. However, it has become evident that updates to the plan and ordinance are necessary to allow for a new generation of development while proactively enhancing the natural resources within the SEADIP study area.

### City Zoning Ordinance

The City of Long Beach Zoning Ordinance and Zoning Map will need to be amended to implement the future Specific Plan. The changes to the zoning ordinance will state that the regulations in the Specific Plan shall serve as the zoning, development, and design standards for all projects in the Specific Plan area. Where the Specific Plan references the City zoning ordinance, the provisions of the City zoning ordinance will prevail.

### City of Long Beach General Plan

The City of Long Beach General Plan establishes direction for future growth, as required by the California Government Code. A Specific Plan serves as an implementation tool for the City's General Plan to guide development in the Southeast area. The goals, development regulations, and design standards and guidelines of the new Specific Plan must be consistent with the City's General Plan.

The City's General Plan may need to be amended concurrently with the adoption of the future Specific Plan and updated Local Coastal Program in order to integrate changes such as land use designations, roadway classifications, and/or development intensities. Future site plan approvals, building permits, and public works projects in the study area must be consistent with the future Specific Plan (Government Code Sections 65455, 66473.5, 65860, and 65401). Once the Specific Plan is adopted, subsequent projects must be determined to be consistent with the Specific Plan and will likewise be determined to be consistent with The City of Long Beach General Plan.

### California Coastal Act (1976, Last Amended 2014)

The SEADIP study area is partially in the state coastal zone and is therefore required to comply with the provisions of the California Coastal Act (California Public Resources Code, Division 20). This section provides a summary of the policies and standards in the latest California Coastal Act (CCA) applicable to the SEADIP study area. The California Coastal Act requires that the City adopt a Local Coastal Program (LCP), which is a basic planning tool used by local governments to guide development in the coastal zone. In addition to the preparation of a new Specific Plan for the SEADIP area, the LCP for this area will also need to be updated and approved by the Coastal Commission.

As a distinct and valuable natural resource, the California coastal zone is a delicately balanced ecosystem of vital and enduring interest. Therefore, it is essential to the economic and social well-being of the state and coastal communities that existing developed uses and future developments are carefully planned and developed consistent with the policies of the CCA. The CCA provides policies regarding public access, recreation, marine environment, land resources, development, and industrial development, which will be applied to the planning process for the new Specific Plan.

The basic goals of the State for the coastal zone are to:

1. Protect, maintain and where feasible, enhance and restore the overall quality of the coastal zone environment and its natural and artificial resources.
2. Assure orderly, balanced utilization and conservation of coastal zone resources, taking into account the social and economic needs of the people of the state.
3. Maximize public access to and along the coast and maximize public recreational opportunities in the coastal zone consistent with sound resources conservation principles and constitutionally protected rights of the private property owners.
4. Assure priority for coastal-dependent and coastal-related development over other development on the coast.
5. Encourage state and local initiatives and cooperation in preparing procedures to implement coordinated planning and development for mutually beneficial uses, including educational use, in the coastal zone.

Consistent with the aforementioned values and goals, the policies of the CCA constitute the standards by which the adequacy of local coastal programs and the permissibility of proposed developments are determined.

### Local Coastal Programs

The LCP for the City of Long Beach was certified in 1980. The study area is a stand-alone section of the LCP. The portion of the study area within the coastal zone is shown on Figure 8. Regulatory Framework. The LCP specifies appropriate location, type, and scale of new or changed uses of land and water, and includes a land use plan (LUP) and measures to implement the plan (such as zoning ordinances).

Completed LCPs and LUPs must be submitted to the Coastal Commission (Commission) for review and approval. As noted above, Coastal Act policies are the standards by which the Commission evaluates the adequacy of LCPs. Amendments to certified LUPs and LCPs only become effective after approval by the Commission. After certification of an LCP, coastal development permit authority is delegated to the local government, but the Commission retains original permit jurisdiction over certain specified lands (such as wetlands and public trust lands). The Commission also has appellate authority over development approved by local governments in specified geographic areas as well as certain other developments. Development within the coastal zone may not commence until a coastal development permit has been issued by either the Commission or a local government that has a Commission-certified local coastal program. Table 1. Permitting Agency by Type of Development shows the permitting agency for projects in the coastal zone depending on the project location and type.

**Table 1. Permitting Agency by Type of Development**

PROJECT DESCRIPTION	CITY ISSUES COASTAL PERMIT	COMMISSION ISSUES COASTAL PERMIT
No wetland impacts, certified LCP	■	
No wetland impacts, no certified LCP		■
Wetland impacts, certified or no certified LCP		■

After the Long Beach LCP was approved, the Commission’s coastal permitting authority over most new development in the coastal zone was transferred to the City, which applies the requirements of the LCP in reviewing proposed new developments, including public infrastructure projects. However, portions of the study area are excluded from the certified LCP and have been designated “areas of deferred certification” (ADCs). The ADCs are shown as “SEADIP Areas Excluded in LCP” on Figure 8. Regulatory Framework. The exclusion of areas from the certified LCP results in a more cumbersome, expensive, and time-consuming permitting process for the City to implement a variety of projects, including mobility projects, because these coastal projects need to be processed through the Commission instead of through the City.

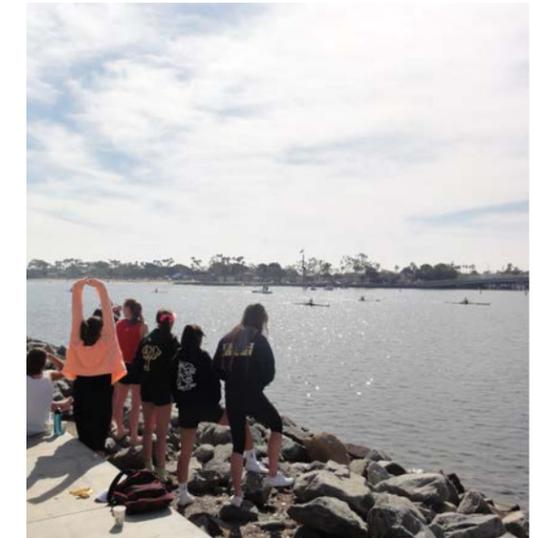
The Los Cerritos Wetlands are excluded from the LCP due to a combination of circumstances. In the late 1970s, a portion of the study area just south of the Los Cerritos Channel was defined in the LCP as a “waterland.” A parcel in this area was then owned by the County of Los Angeles, and the county considered it an “island” enclosed in the City of Long Beach. The county delegated to the City the planning responsibility for its “island” parcels as part of the planning process, and the City annexed the county area in 1997. However, the county portions and other parts of the study area were deleted from the LCP by the Long Beach City Council pending Commission determination of the boundaries of the wetlands. Once the Commission approves the wetland boundary determinations, these areas would be included in the certified LCP and subject to the LUP development conditions.

As mentioned above, an update of the LCP to include the ADCs would require certification of the LCP and LUP by the Commission. Currently, certification of LCPs for all California cities and counties within the coastal management zone is a high priority for the California Coastal Commission, and the Coastal Commission has recently announced that they have hired additional staff to assist local governments. This planning effort is an opportunity to take advantage of the Commission’s staffing levels to update the LCP.

Amendments to a local general plan for the purpose of developing a certified local coastal program would not constitute an amendment of a general plan for the purposes of Section 65358 of the Government Code.

### California Coastal Commission Sea-Level Rise Policy Guidance (Draft 2013)

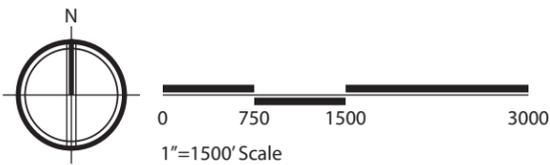
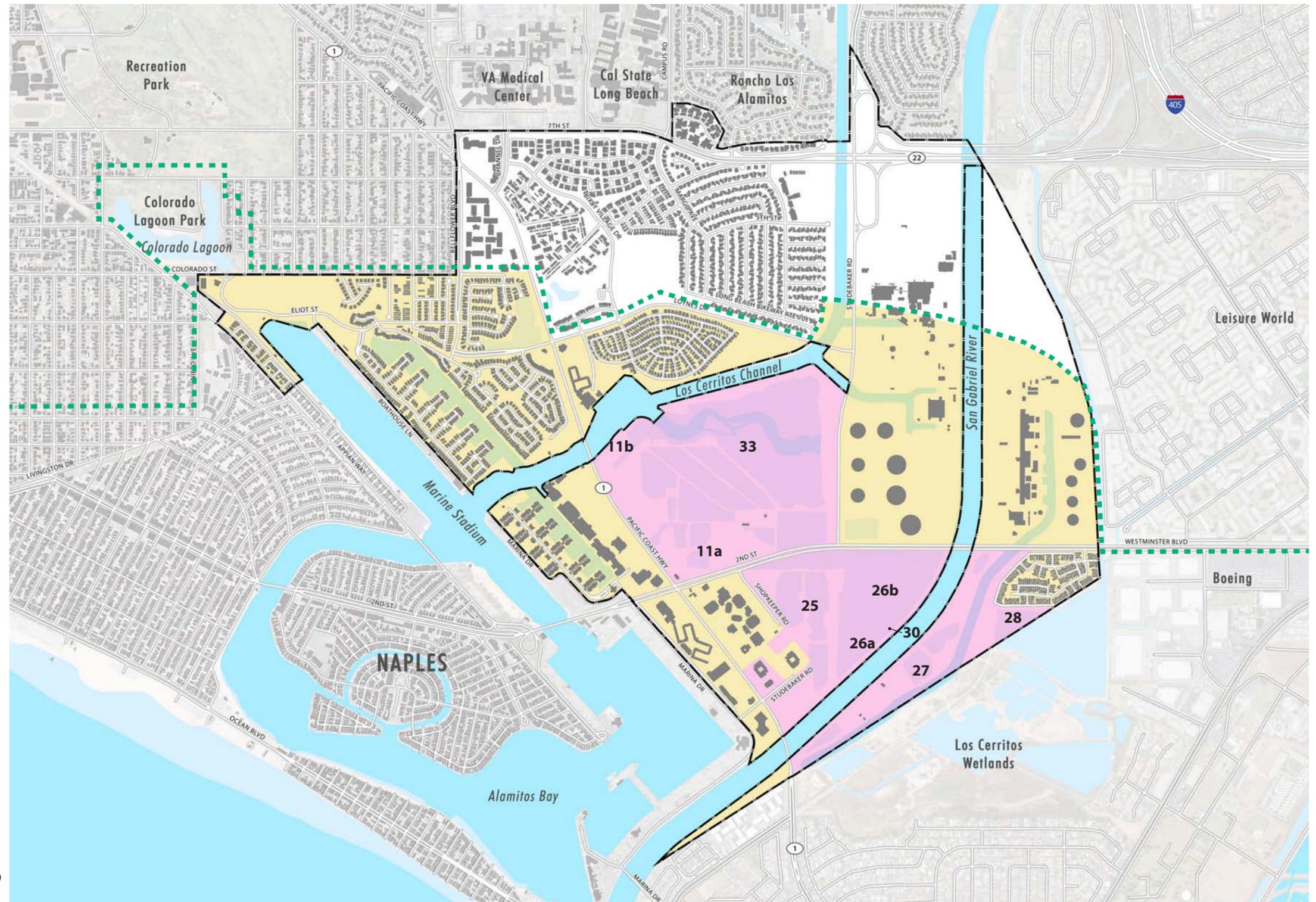
The Sea-Level Rise Policy Guidance (Guidance) is intended to provide step-by-step guidance, not regulations, on how to address sea-level rise in new and updated LCPs and coastal development permits (CDPs) according to the policies of the California Coastal Act. As part of the future Specific Plan, the LCP for the area will be updated and will address sea-level rise pursuant to this guidance document. LCPs and the CDP process are the fundamental land use planning and regulatory governing mechanisms in the coastal zone, and it is critically important that they are based on sound science and updated policy recommendations. Figure 9. Guide for Addressing Sea-Level Rise in LCPs and Other Plans (pg. 16) summarizes the steps local governments should take to fit the needs of individual communities and to address the specific coastal resource and development issues of a community in their LCP, with assistance from Coastal Commission staff. A step-by-step outline of how to conduct sea-level-rise analysis as a standard part of the CDP application process is also provided in the Guidance document.



**Figure 8. Regulatory Framework**

- LEGEND**
-  Coastal Zone Boundary
  -  SEADIP Areas included in LCP
  -  SEADIP Areas Excluded in LCP
  -  Study Area Boundary

Sources: SEADIP (1979) and LCP (1980)

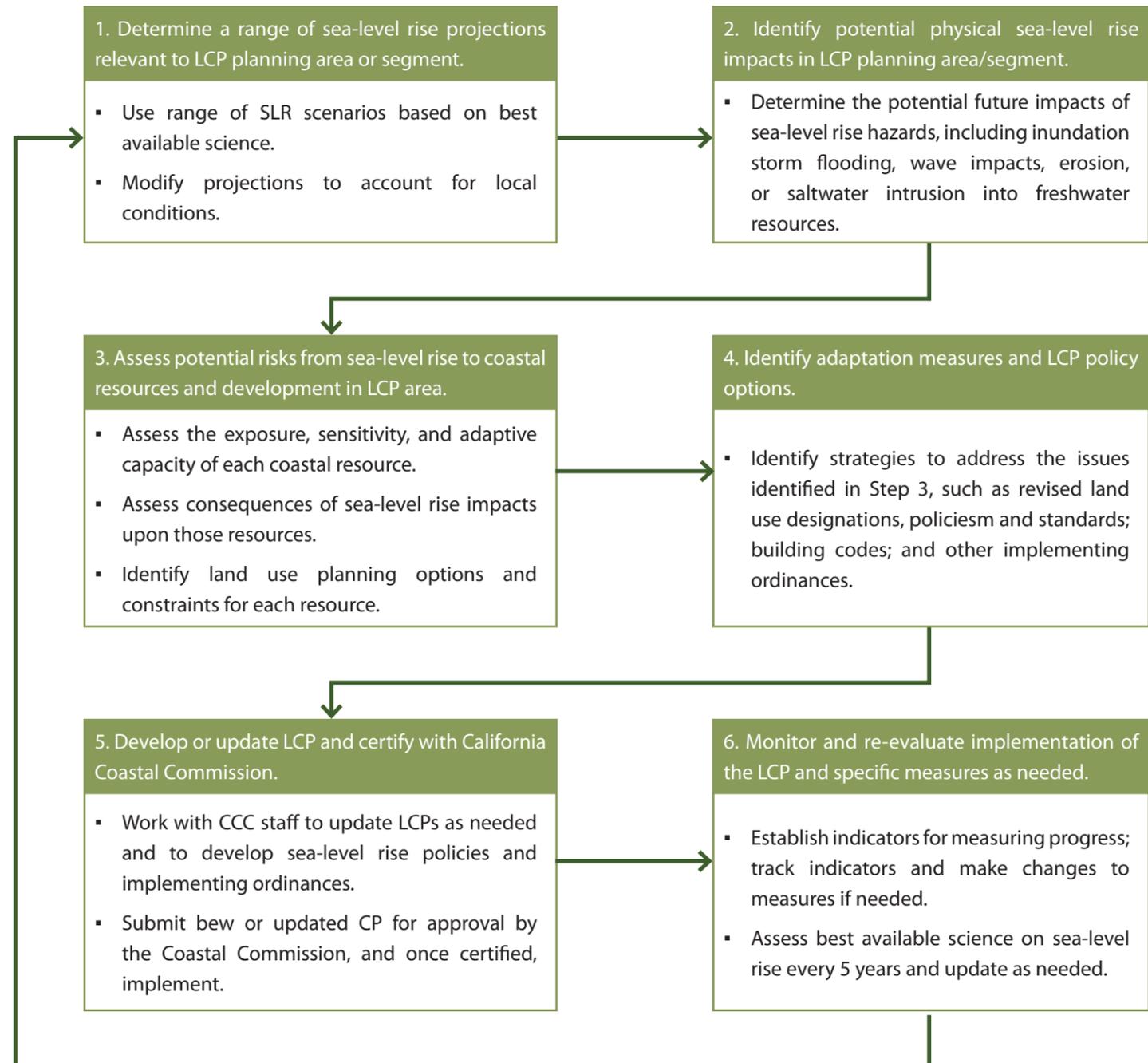


This Guidance includes the sea-level rise projections from the 2012 National Research Council's report, Sea Level Rise for the Coasts of California, Oregon and Washington: Past, Present, and Future, which is currently considered the best available science on sea-level rise for California. According to the report, sea-level rise will cause flooding and inundation, an increase in coastal erosion, changes in sediment supply and movement, and saltwater intrusion to varying degrees along the California coast. These effects in turn could have a significant impact on the coastal economy and could put important coastal resources and coastal development at risk, including ports, marine terminals, commercial fishing infrastructure, public access, recreation, wetlands and other coastal habitats, water quality, biological productivity in coastal waters, coastal agriculture, and archeological and paleontological resources.

The Guidance is also rooted in certain fundamental principles that generally reflect the provisions of the California Coastal Act. Each of the four groups of principles embodies important concepts that are specifically and increasingly raised by the challenges of rising sea levels.

- **Use Science to Guide Decisions.** Local governments should acknowledge and address sea-level rise as necessary in planning and permitting decisions and use the best available science to determine locally relevant (context-specific) sea-level rise projections for all stages of planning, project design, and permitting reviews.
- **Minimize Coastal Hazards through Planning and Development Standards.** Local governments should avoid significant coastal hazard risks, minimize hazard risks to new development, and avoid or minimize coastal resource impacts to existing development. In addition, they should account for the social and economic needs of the people, and assure priority for coastal-dependent and coastal-related development over other development. Property owners should assume the risks associated with new development.
- **Maximize Protection of Public Access, Recreation, and Sensitive Coastal Resources.** Local governments should provide for maximum protection of public beach and recreational resources and maximize natural shoreline values. They should address other potential coastal resource impacts (wetlands, habitat, scenic, etc.) from hazard minimization decisions, and the cumulative impacts and regional contexts of planning and permitting decisions.
- **Maximize Agency Coordination and Public Participation.** Local governments should coordinate planning and regulatory decision making with other appropriate state, local, and federal agencies, and support research and monitoring efforts. They should also consider conducting vulnerability assessments and adaptation planning at the regional level and provide for maximum public participation in planning and regulatory processes.

**Figure 9. Guide for Addressing Sea-Level Rise in LCPs and Other Plans**





### Other Relevant Regulatory Agencies & Documents

Depending on the type of proposed development, a number of other regulatory permits may be required prior to the start of work. For example, simple home improvement projects may require only a City building permit; new construction may also trigger a City-issued grading permit. Any work performed in wetlands within the study area, including restoration efforts, will require permits from or coordination with the following regulatory agencies:

- U.S. Army Corps of Engineers
- U.S. Environmental Protection Agency
- U.S. Fish and Wildlife Service
- NOAA National Marine Fisheries Service
- Regional Water Quality Control Board
- California Coastal Commission
  - › The Impacts of Sea-Level Rise on the California Coast, Pacific Institute(2009)
  - › Sea Level Rise Vulnerability Study for City of Los Angeles (2013)
- California State Lands Commission
- California Department of Fish and Wildlife
- Orange County Flood Control District
- Los Angeles County Flood Control District
- Southern California Air Quality Management District
- Los Cerritos Wetland Authority
  - › Los Cerritos Conceptual Restoration Plan (July 2012)
- City of Long Beach
  - › Long Beach Water Department CIP Fiscal Year 2013-2014
  - › Long Beach Water Department 2010 Urban Water Management Plan
  - › 2013 Sewer Master Plan Update
  - › Fiscal Year 2014 Proposed CIP Budget
  - › Sustainable Long Beach; Sustainable City Action Plan (2010)
  - › LID Best Management Practices Design Manual (2013)
  - › LID Ordinance No. ORD-13-0024 Chapter 18.74 Municipal Code
  - › Federal Emergency Management Agency (FEMA) Flood Zones (2008)

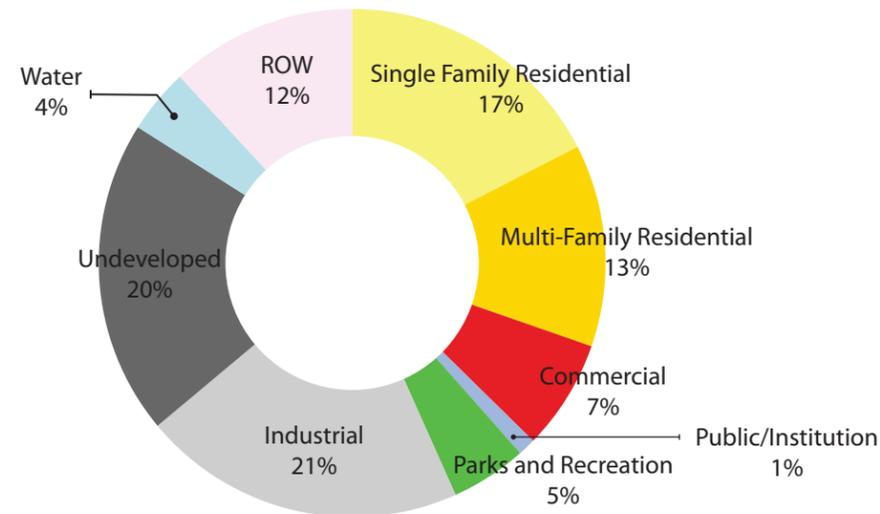
Environmental reviews for most development and restoration projects will also need to comply with the California Environmental Quality Act (CEQA) and the National Environmental Policy Act (NEPA). These review processes identify and quantify potential short-term, long-term, and cumulative impacts to the built and natural environments. CEQA and NEPA lead agencies may impose constraints on restoration and development projects to reduce potential impacts to habitat, noise, air quality, etc. Thus, this planning effort is an opportunity to explore the possibility of developing a system by which the development impacts are defined and the mitigation is pre-approved by the regulatory agencies, resulting in greater certainty for the developer and funding for the restoration. The expected timeframe to receive the necessary permits and approvals is two to four years.

## 1.4 Development Pattern

### Land Use

The study area largely consists of residential, commercial, industrial, open space, and undeveloped uses. The study area also includes one public elementary school, a religious institution, and a county facility. Figure 11. Existing Land Use shows the existing land uses in the study area while Figure 10. Existing Land Use Composition (Percentage of Area) illustrates the composition of existing land uses within the study area. Detailed land uses were combined, as shown in Table 2. Collapsed Land Use Table, for purposes of this workbook. Commercial uses are primarily located along Pacific Coast Highway, and residential uses are mostly in the northern portion of the study area. Residential uses, both single family and multifamily, are developed in neighborhood clusters, further discussed in Section 3.2 Neighborhoods (pg. 42). There are a variety of parks distributed throughout the area, including a public golf course nestled in the residential area north of Loynes Drive. These parks provide a range of recreational opportunities and access to the waterfront. Power plant facilities that use channel water flows encompass a large area in the eastern portion of the study area. A large portion is also considered wetlands. Delineation studies are currently underway to determine the final boundaries of the wetland areas. This will later determine the area for potential development and thus influence future land use composition.

**Figure 10. Existing Land Use Composition (Percentage of Area)**



Source: ArcGIS, PlaceWorks 2014

**Table 2. Collapsed Land Use Table**

COLLAPSED LAND USE	ENCOMPASSING LAND USES
Single-Family Residential	High-Density Single Family Residential
Multi-Family Residential	Duplexes, Triplexes and 2- or 3- Unit Condominiums and Townhouses, Low-Rise Apartments, Condominiums, and Townhouses, Medium-Rise Apartments and Condominiums, Trailer Parks
Commercial	General Office Use, Low- and Medium-Rise Major Office Use, Retail Centers, Modern Strip Development, Hotels and Motels, Marina Water Facilities (partial)
Open Space	Golf Courses, Developed Local Parks and Recreation
Public Institution	Religious Facilities, Other Public Facilities, Elementary Schools
Undeveloped	Wildlife Preserves and Sanctuaries, Other Open Space and Recreation, Vacant, Mineral Extraction - Oil and Gas, Improved Flood Waterways and Structures
Industrial	Fire Stations
Water	Water - Undifferentiated, Marina Water Facilities (partial)
Streets	Freeways and Major Roads

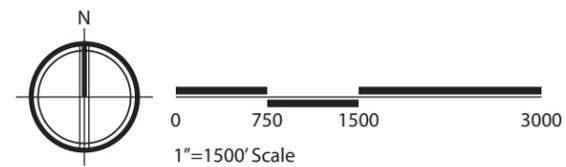
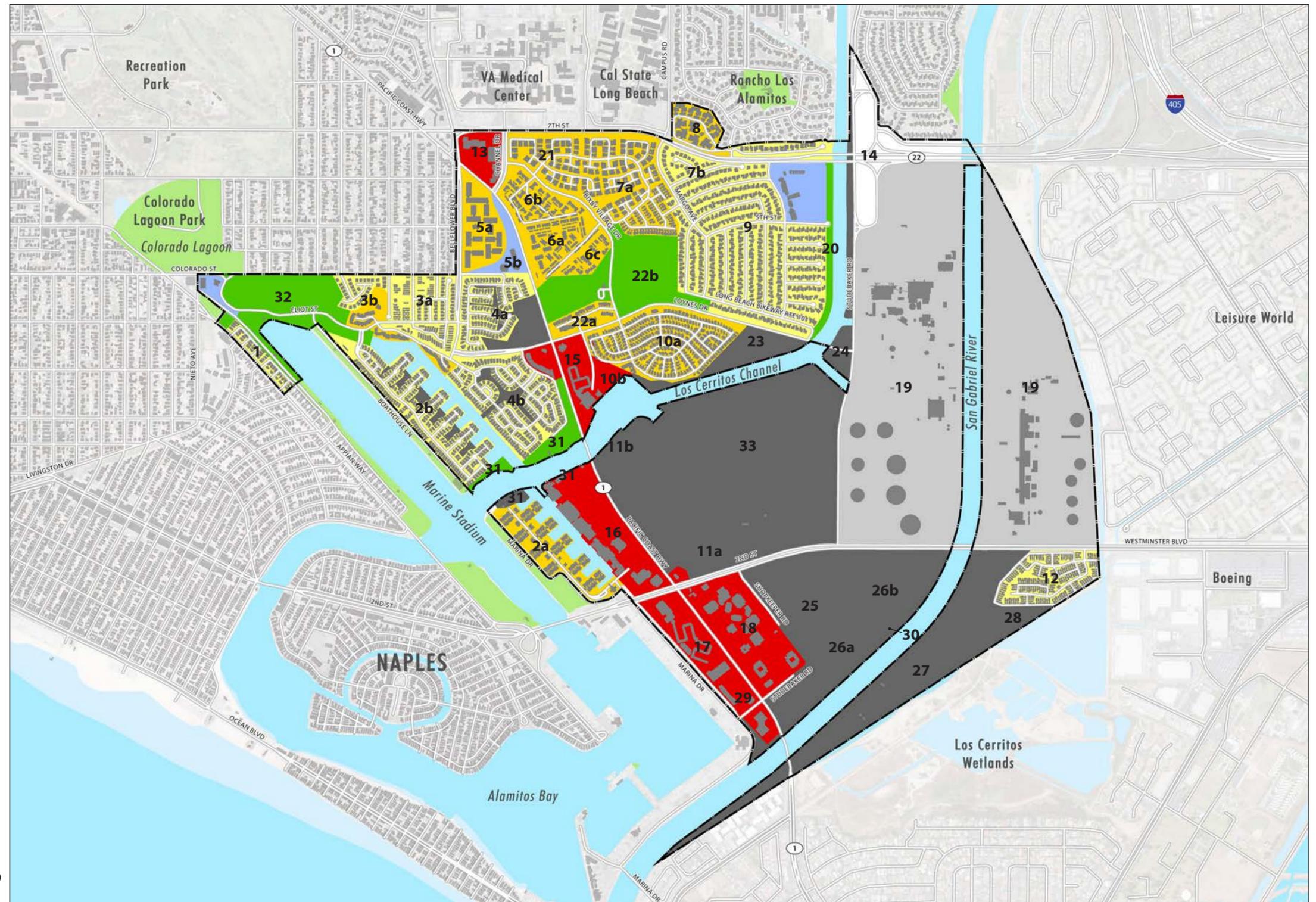


Figure 11. Existing Land Use

LEGEND

- Single Family Residential
- Multi-Family Residential
- Commercial
- Public/Institution
- Parks and Recreation
- Industrial
- Undeveloped
- Water
- ROW
- Study Area Boundary

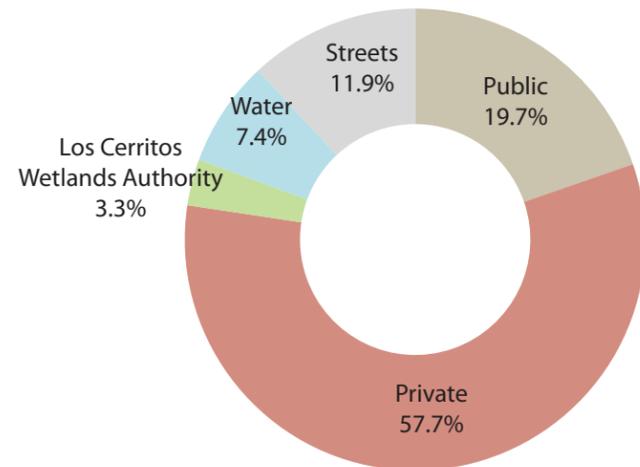
Source: ArcGIS, PlaceWorks, 2014



**Ownership**

The land ownership pattern in the study area shows that only 57.7 percent is privately owned and 19.7 percent is publicly owned, excluding water bodies and street rights-of-way. Figure 12. Ownership Composition (Percentage of Area) shows the ownership pattern in the study area while Figure 13. Ownership Pattern illustrates the composition of existing ownership within the study area. The majority of public land consists of utilities and open space uses—most residential and commercial uses can be found on private land. The Bixby Golf Course and Belmont Shores Mobile Estates are also on private land. The area generally known as the wetlands is owned by several different private and public entities and a conservancy.

**Figure 12. Ownership Composition (Percentage of Area)**



Source: ArcGIS, PlaceWorks 2014



**KEY CONSIDERATIONS**

*The Los Cerritos Wetlands are approximately 300 acres. They span publicly and privately owned land inside and outside of the study area creating an opportunity and constraint to restoring and preserving this area. A possible opportunity exists for land acquisition, the creation of restoration easements and/or mitigation banking, while at the same time creating a constraint if all property owners are not willing to participate. Public and Private Owners include:*

- Alamos Bay Partners
- Bryant Properties LLC
- County of Orange (outside)
- California State Lands Commission (outside)
- City of Los Angeles Department of Water and Power
- City of Long Beach
- Hellman Properties LLC (outside)
- Los Cerritos Wetlands Authority (inside and outside)
- Los Cerritos Wetlands Partners
- Loynes LLC
- Lyon Communities

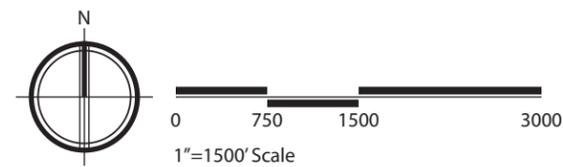
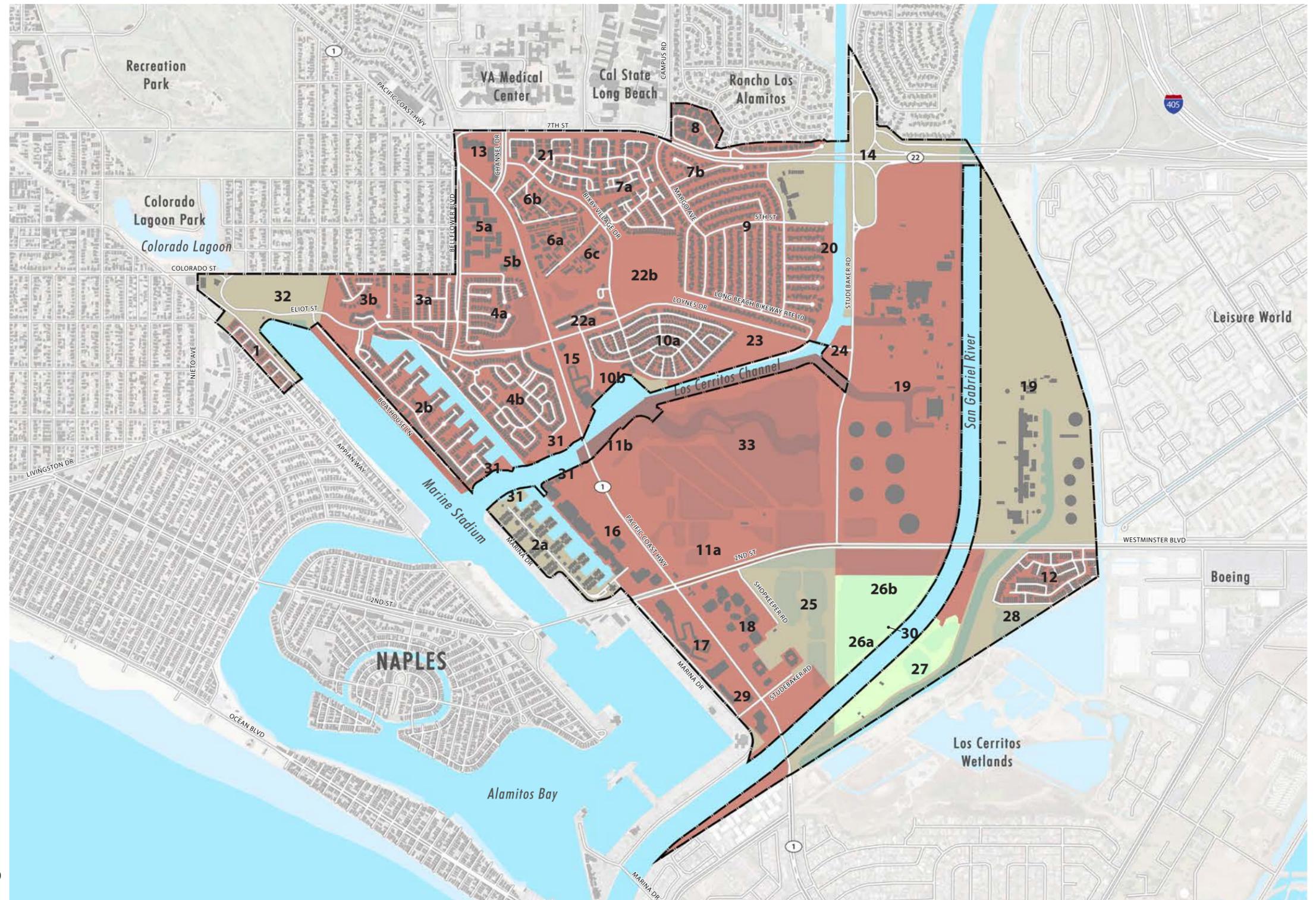


**Figure 13. Ownership Pattern**

**LEGEND**

- Public Ownership
- Private Ownership
- Wetlands Authority
- Study Area Boundary

Source: ArcGIS, PlaceWorks 2014



## 2.0 WETLANDS

### 2.1 Overview

This section provides an analysis of the considerations, constraints, and opportunities for integrating wetland restoration with development in the study area. The Specific Plan process will identify the key community interests in the study area during the community outreach process. They are expected to range, in no particular order, from environmental preservation and sensitivity to private property rights to planning and circulation. The community interests must be balanced to create an achievable and sustainable plan. The Specific Plan will strive to incorporate the various interests in a way that increases land values in order to create funding sources for natural resource preservation, long-term management, and infrastructure improvements.

Historically, wetlands covered 2,400 acres in what is now the City of Long Beach and stretched two miles inland. Figure 14. Overlay of Historic Wetlands on Modern Day Aerial Photo shows the extent of the historical wetlands in the study area. This resource provided diverse wildlife habitat, buffered strong tidal surges, captured pollutants, and acted as a gradual transition between land and sea. Currently, this habitat is in various states of conversion: from full conversion (e.g., wetland habitat to upland or subtidal habitats) to moderate conversion (e.g., isolated oil wells within existing wetland habitat). Little remains of the habitat native to the study area prior to human development.

The loss of up to 90 percent of wetlands in Long Beach has heightened the interest in protecting and restoring the remaining wetland habitat. Most of the survey data of the area has been generated as a result of ongoing conservation efforts. Including efforts is by Los Cerritos Wetlands Authority (LCWA), a governmental entity created by a joint powers agreement of the State Coastal Conservancy, the Rivers and Mountains Conservancy and the cities of Long Beach and Seal Beach. LCWA's purpose is:

*...to provide for a comprehensive program of acquisition, protection, conservation, restoration, maintenance and operation and environmental enhancement of the Los Cerritos Wetlands area consistent with the goals of flood protection, habitat protection and restoration, and improved water supply, water quality, groundwater recharge, and water conservation.*

These governmental agencies fund and manage the LCWA. Separate but parallel efforts for wetland restoration in the study area is being undertaken by non-governmental organizations such as the Los Cerritos Wetlands Land Trust (LCWLT). The LCWLT was incorporated by individuals who wished to facilitate the purchase and restoration of acreage in Los Cerritos Wetlands.

Figure 14. Overlay of Historic Wetlands on Modern Day Aerial Photo



Source: Los Cerritos Wetlands Conceptual Restoration Plan, Opportunities and Constraints Report

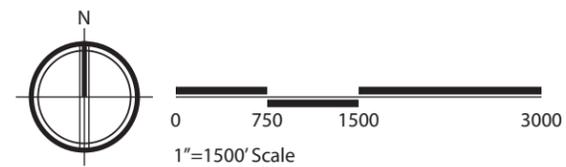
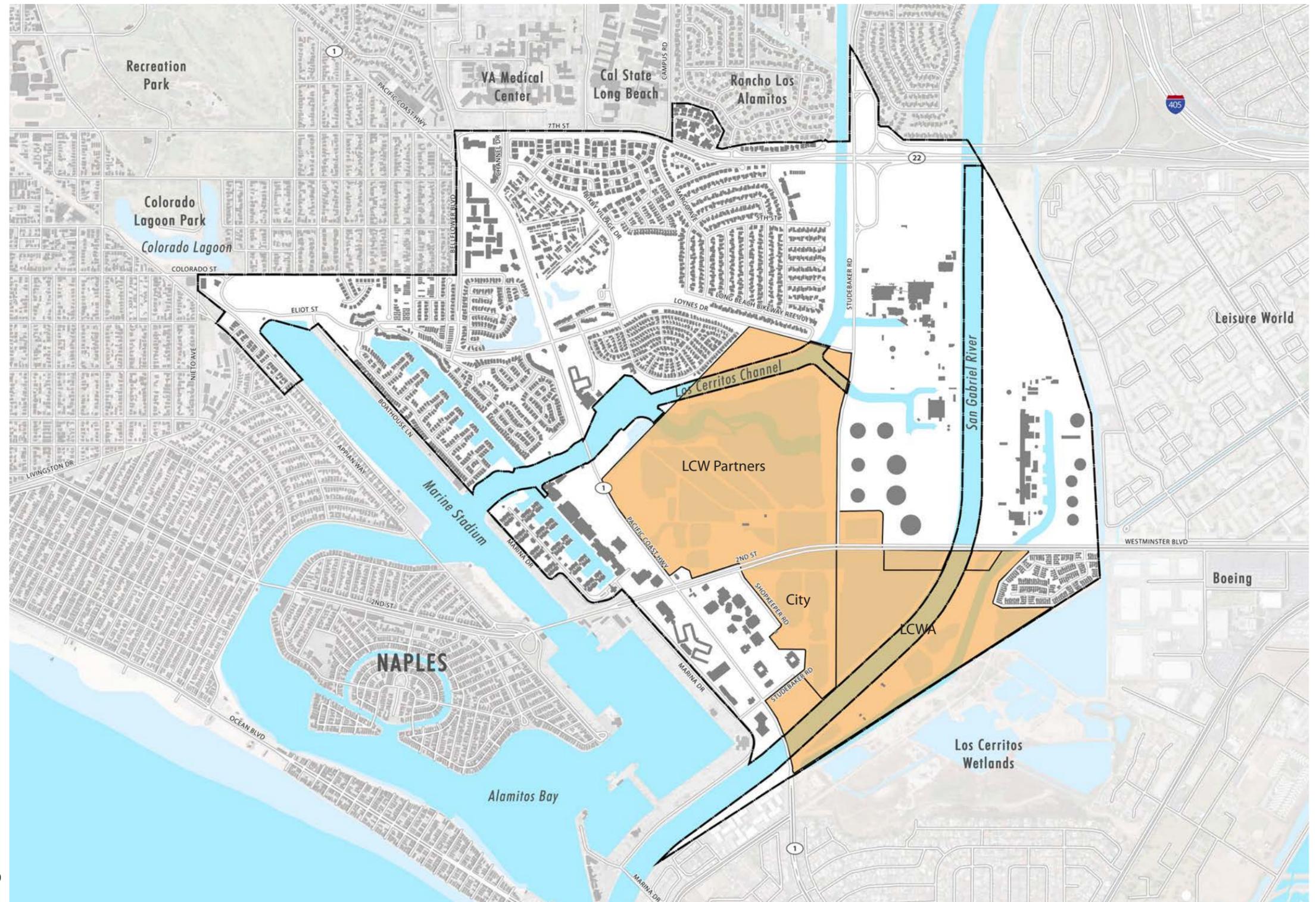
**Figure 15. Property with Biological Studies Available**

**LEGEND**

 Properties with Biological Studies Available

 Study Area Boundary

Source: PlaceWorks, 2014



Another possible consideration for conservation could include the creation of a mitigation bank. Mitigation banks are a form of “third party” mitigation in which the responsibility for the implementation and success of the mitigation is assumed by the “banker” rather than the party initiating the impact (the permittee). The permittee purchases “credits” from the bank to compensate for wetland impacts, and the banker is responsible for the long-term success and management of the mitigation site. The U.S. Army Corps of Engineers, which must approve impacts to wetlands, prefers the use of mitigation banks over permittee-sponsored mitigation. This transfer of liability has also been attractive to permittees, who would otherwise be responsible for the design, construction, monitoring, ecological success, and long-term protection of the mitigation site.

Several sources were used to assess the existing conditions of the habitats in the study area. These sources include the wetland delineations, wildlife surveys, and habitat assessments completed by the LCWA and Synergy; development applications to the California Coastal Commission and the City of Long Beach; historical and contemporary aerial photographs; and site surveys. LCWA and Synergy have agreed to allow the Specific Plan project team (City staff and consultants) to use their extensive data to inform the Specific Plan preparation process. The boundaries of the properties for which biological data is available are shown on Figure 15. Property with Biological Studies Available (pg. 23).

#### KEY CONSIDERATIONS

- *Can value be generated through restoration or development for the SEADIP area? If so, how?*
- *What funding options are available for restoration of the wetlands?*
- *Is there an opportunity to implement a wetland mitigation bank that would provide funding for wetland restoration and mitigation for development impacts?*
- *Do all wetlands have the same restoration potential, or are some areas more critical to large-scale restoration than others?*
- *Is there an opportunity to define buffer zones around wetlands that would allow multiple uses, such as trails and water quality treatment?*

*In addition, key considerations related to wetland resources in the SEADIP area include:*

- *Regulatory Climate*
- *Restoration Opportunities*
- *Ownership*
- *Buffers/Public Access and Trails*
- *Wildlife Corridors*





**KEY CONSIDERATIONS**

- *Obtaining wetland delineations of the ADCs for approval by the Commission and inclusion in the LCP.*
- *Process for approval of wetland delineations of the ADCs.*
- *Timing of wetland delineations relative to LCP certification.*
- *Development of an in lieu fee program that could sell compensatory mitigation credits to support development in the City or to other entities in need of mitigation.*
- *Timing of engagement with the Commission regarding LCP update.*

**2.2 Wetland Delineations**

Existing wetland delineations and studies are important to the Specific Plan process because they inform the planning efforts of the existing conditions and of the restoration opportunities. In addition, approved delineations are required to include all parcels of the study area in the City's LCP. The Commission previously determined that because the City's LCP did not include a Commission-approved wetland delineation of the Los Cerritos Wetlands complex, those areas would be excluded from the LCP until the extent of the wetlands can be determined by state agencies. The ADCs excluded from the LCP are 11a, 11b, 25, 26a, 26b, 27, 28, 30, and 33 (see Figure 8. Regulatory Framework (pg. 15)). Usually the agencies agree to review delineations as development plans are submitted (including restoration plans). However, in this case, the City would request that the delineations be reviewed and approved by the California Department of Fish and Wildlife (CDFW) on behalf of the Commission as part of the LCP process. Having concurrence from the Commission on the wetlands would provide the City with greater influence over the developments within the coastal zone.

New wetland delineations would also provide information to develop a range of alternatives in the study area. Various project alternatives can be assessed by overlaying them on the wetland delineation to evaluate the magnitude of impacts, the mitigation required to compensate for the impacts, and the options for avoiding the impacts.

LCWA and LCW Partners have completed recent wetlands delineations. It should be noted that the dates of the available delineations of the Los Cerritos Wetlands range from recent (2013) to outdated (2007). The Corps and CDFW do not accept delineations that were surveyed more than five years from the time of permit application. Therefore, a key consideration is the timing and completion of the remaining wetland delineations and obtaining CDFW approval.

The Specific Plan process will include a wetlands delineation based on recent delineations verified by fieldwork and new assessments conducted as needed. This process will involve contacting property owners within the wetlands as well as other stakeholders in the area.



## 2.3 Restoration Opportunities

The LCWA has undertaken an extensive analysis of the Los Cerritos Wetlands complex and has offered three different restoration plans for public review. These plans include all undeveloped lands, regardless of ownership. The three largest landowners in the LCWA Restoration Plan are the LCWA, Synergy (formerly LCW Partners), and the City. Restoration opportunities depend on the likelihood of the ecological success of the restoration plan, the cost of the property, the cost of the restoration, and the benefit of the restoration to the overall wetland complex. Challenges to restoration of the complex include land ownership and existing oil extraction facilities.

### Design

The design of the restoration plan can improve ecological conditions and reduce construction costs. Effective, small-scale projects include improving the existing tidal habitats with enhancements such as removing old collapsed culverts, perforation of existing dikes, and other small hydraulic alterations to increase tidal exchange. Additional opportunities from the restoration plan include more aggressive restoration such as earth movement, consolidation of oil infrastructure, and creating new tidal connections. Interface with the urban environment will also be an important consideration in the design. Examples of wetland-urban interface plans are shown in Figure 16. Wetlands-Urban Interface (Example of Benicia, CA).

The wetlands likely have contaminated soils due to the oil extraction operations. These materials may provide opportunities for onsite reuse for berms, levees and upland construction. The ability to treat/reuse contaminated soil onsite would also reduce the need to transport material offsite, thereby reducing the air quality, traffic, and landfill impacts associated with transport. Therefore, the final restoration design will likely include the remediation and reuse of as much material onsite as possible to reduce costs.

### Costs

Costs associated with restoration include developing the final restoration plan (including CEQA and NEPA environmental reviews, Phase I and Phase II studies), permitting, construction and disposal costs, monitoring and reporting, and long-term management. Long-term protection includes annual monitoring and reporting, maintenance (e.g., plant replacement, berm repair, trail maintenance, etc.), and associated administrative costs. These activities are generally financed through the interest generated on an endowment. There is an opportunity for the existing parties to the plan to develop an in-lieu fee program that can sell compensatory mitigation credits to the ports and other entities in need of mitigation. Along these same lines, water quality/total maximum daily load (TMDL) credits and carbon sequestration credits could also be generated and sold to ensure the cost of long-term protection is secure. In addition, because the final Specific Plan will demonstrate a collective approach to the restoration, the project(s) will be very competitive for state or federal grants.

### KEY CONSIDERATIONS

- *Is there enough “developable” property to generate enough funds to help pay for restoration and/or maintenance? One of the first items for the City and the consultant team is to determine if there are sufficient opportunities for development to fund the restoration.*
- *How would restoration costs affect individual residents or business owners within the project area overall?*
- *Could an in lieu fee program be developed that could sell compensatory mitigation credits to the Ports or other entities in need of mitigation?*
- *Could water quality/TMDL credits and carbon sequestration credits be generated and sold to ensure the cost of long term protection of the wetlands is secured?*
- *If the final Specific Plan demonstrates a collective approach to the restoration efforts, projects within the project area will likely be very competitive for state or federal grants.*



Examples of wetlands interfaces.



**KEY CONSIDERATIONS**

- *Buffers reduce the area available for restoration and for development.*
- *The width of effective buffers has not been determined.*
- *Uses that can be included in buffers, such as trails, water quality treatment, wildlife corridors, etc.*
- *How will buffers be maintained and protected in perpetuity?*

**2.4 Buffers/Public Access and Trails**

The upland (terrestrial) and transitional (retains aquatic components) areas adjacent to wetlands are important habitats for many wetland species. These areas protect the wetland from the direct effects of nearby disturbance (both acute and chronic) and provide necessary habitat for organisms that spend only a portion of their lives in the wetland. For example, amphibians require both aquatic and upland environments during their life cycles, and birds may nest in the terrestrial area but hunt in the wetlands. Buffers may also act as migratory corridors for humans and wildlife alike.

In situations where development occurs on parcels with land adjacent to wetlands, some portion of the transition zone (usually closest to the wetland) may be left undeveloped and designated a buffer. The Commission has recommended a 100-foot buffer to offset development from sensitive areas such as wetlands. Various activities or uses (e.g., lighting, pets, nonnative landscaping) may be restricted on lands bordering wetlands.

The preparation of a Specific Plan offers an opportunity to further study the effectiveness of existing buffers and to determine what, if anything, can be included in the LCP to ensure adequate buffers are required and transitions are implemented that respond to the adjacent land use. Buffers are intended to reduce impacts such as light pollution, noise, runoff, and human use. There is a great deal of existing data in the literature on the effectiveness of buffers in wetlands that can be included in the LCP and/or Specific Plan.

Currently, the requirement for buffer zones around wetlands is an unsettled issue. The Coastal Act does not have specific requirements for buffer zones, only general policy language for compatible, nonimpacting adjacent development, so developers may interpret this to mean all adjacent upland areas are available for development. Although the Commission's Statewide Interpretive Guidelines suggest a minimum 100-foot buffer zone around wetlands, in practice wetland buffer widths are determined case by case.

At a recent public meeting to review the LCWA restoration alternatives, the public expressed a strong preference to restrict human activities in the restoration areas and opined that any trails should be kept along the perimeter of the restoration areas. The public also voiced a near-unanimous opinion that if a trail is placed within the wetlands boundaries, even in the upland areas, dogs should not be allowed. The issue of trails and access will be well suited to address with the discussion of buffers.



Examples of wetlands interfaces.

**Figure 16. Wetlands-Urban Interface  
(Example of Benicia, CA)**



## 2.5 Wildlife Corridors

Understanding the movement of plants and animals in the study area—such as migratory and resident flight patterns and nocturnal wildlife movements—would help guide development and reduce impacts on wildlife. The LCWA has identified several corridors in the surrounding area: the Seal Beach National Wildlife Refuge, the San Gabriel River (SGR) wildlife corridor, and the Pacific Ocean, all with the potential to introduce mobile wildlife to Los Cerritos Wetlands. The adjacency of these wildlife sources offer the opportunity to accommodate mobile species that may migrate between urban natural spaces. A diversity of habitats and large territories will be required to ensure adequate habitat is available for the various wildlife at all stages of their lives.

The Specific Plan will include a discussion of existing wildlife corridors. The conditions of development in the study area must demonstrate that development would not (1) impede an existing wildlife corridor or (2) funnel wildlife into a potentially lethal or unhealthy pathway. Therefore, the stakeholders may decide not to include specific requirements for the creation or expansion of wildlife corridors, but identifying them could assist future development by addressing this issue comprehensively.

### Existing Corridors

According to the LCWA's Conceptual Restoration Plan, the Seal Beach National Wildlife Refuge contains over 900 acres of coastal salt marsh habitat that is connected to the LCW via a wildlife corridor that runs just south of the Heron Pointe residential community. The SGR is a major wildlife corridor that connects the San Gabriel Mountains and the Pacific Ocean to the LCW. Terrestrial wildlife, like coyotes, use the river to traverse urbanized areas as they travel from El Dorado Nature Center and other open spaces in the watershed to LCW. The river's open connection to the Pacific Ocean allows Pacific green sea turtles to enter the LCW complex and also offers the opportunity for the restoration project to provide nursery habitat for important commercial and recreational fish stocks. There may be opportunities to improve connectivity by removing portions of levees or by creating wildlife tunnels or bridges over/under major roadways that fragment the site internally and externally.

### Species

Table 3. Special Status Animal Species with Potential to Occur in Los Cerritos Wetlands lists the special status animal species that are known to be in the vicinity of the Los Cerritos Wetlands. These species require different sizes of territories and different movement corridors.

**Table 3. Special Status Animal Species with Potential to Occur in Los Cerritos Wetlands**

SCIENTIFIC NAME	COMMON NAME
<i>Agelaius tricolor</i>	Tricolored Blackbird
<i>Asio flammeus</i>	Short-eared Owl
<i>Athene cunicularia</i>	Burrowing Owl
<i>Charadrius alexandrinus nivosus</i>	Western Snowy Plover
<i>Chelonia mydas</i>	Pacific Green Sea Turtle
<i>Cicindella trifasciata sigmoides</i>	Salt Marsh Tiger Beetles
<i>Circus cyaneus</i>	Northern Harrier
<i>Coccyzus americanus occidentalis</i>	W. Yellow-billed Cuckoo
<i>Empidonox trailii extimus</i>	Southwestern Willow Flycatcher
<i>Emys marmorata</i>	Western Pond Turtle
<i>Eucyclobobius newberryi</i>	Tidewater Goby
<i>Eumops perotis californicus</i>	Western Mastiff Bat
<i>Icteria virens</i>	Yellow-Breasted Chat
<i>Lanius ludovicianus</i>	Loggerhead Shrike
<i>Lasiurus xanthinus</i>	Western Yellow Bat
<i>Microtus californicus stephensi</i>	South Coast Marsh Vole
<i>Panoquina errans</i>	Salt Marsh Wandering Skipper
<i>Passerculus sandwichensis beldingi</i>	Belding's Savannah Sparrow
<i>Perognathus longimembris pacificus</i>	Pacific Pocket Mouse
<i>Phrynosoma blainvillii</i>	Coast Horned Lizard
<i>Polioptila californica californica</i>	Coastal California Gnatcatcher
<i>Rallus longirostris levipes</i>	Light-footed Clapper Rail
<i>Rynchops niger</i>	Black Skimmer
<i>Sorex ornatus salicornicus</i>	Southern California Saltmarsh Shrew
<i>Sterna antillarum browni</i>	California Least Tern
<i>Vireo bellii pusillus</i>	Least Bell's Vireo

Source: LCWA, Habitat and Assessment Report, 2012; Data compiled from CNND, 2012 for Seal Beach and Los Alamitos quadrangle.

### KEY CONSIDERATIONS

- Identification of species would benefit from wildlife corridors.
- How does development impact or improve corridors?

## 2.6 Infrastructure

The infrastructure systems evaluated in the assessment include the primary wet utilities—storm drain (drainage/flood control), sewer, and water. Water quality, sea level rise, and preliminary soils conditions are also discussed. The purpose of the assessment is to identify the primary components within each system, any major deficiencies in the existing system, and any major capital improvements projects planned in the study area. All information is based on the City’s GIS database and interactions with appropriate Public Works staff.

### Storm Drain System for Local Drainage and Flood Control Protection

The storm drain system that serves the approximately 1,500-acre study area is extensive and includes pipe sizes ranging from the less than 18 inches to 168 inches (14 feet). There are approximately 24,500 linear feet of pipe 18 in. or less, 27,600 lf of pipe ranging from 21 in. to 36 in., 6,100 lf of pipe ranging from 39 in. to 60 in., and 6,680 lf of pipe greater than 64 in. According to the City of Long Beach Stormwater Master Plan, the entire study area is in major Basin #22, which includes numerous subbasins. Based on the GIS data and the Stormwater Master Plan, no storm drain pump stations exist within the project study area. The storm drain system consists of City of Long Beach storm drain and County of Los Angeles storm drain, with the majority of the system owned and operated by the City of Long Beach. The majority of the study area drainage discharges directly into Marine Stadium and Los Cerritos Channel, with a small drainage area discharging into City of Long Beach open space behind the existing retail development area along Coast Highway. The study area also includes a portion of San Gabriel River that is identified as a major regional infrastructure flood control facility, as shown in Figure 17. Hydrological Zones. The majority of the study area lies outside the 100-year floodplain. Potential areas affected by a 100-year flood fall with FEMA Zone AE and include Spinnaker Bay, Marina Pacifica, Bay Harbor, Del Lago, and a small portion of land north of Los Cerritos Channel southwest of Belmont Shore Mobile Estates. Approximately 90 acres would be potentially impacted by a 100-year event, less than 10 percent of the study area. Figure 18. Flood Zones shows the various flood zones within the study area.

Based on discussions with City staff and a review of available information, no major storm drain improvements or capital improvement projects (CIP) are planned in the study area. In addition, there are no major storm drain systems deficiencies in the study area based on feedback from Public Works. All CIP projects in the Fiscal Year 2014 Proposed Capital Improvement Program Budget are for water quality improvement. The City’s Public Works Department is in the process of confirming if there are any major flood control CIP projects planned for the study area in the next five years, the full duration of the Proposed Capital Improvement Program Budget (2014–2018). Almost the entire study area is built out with limited new development opportunities that would result in increases in impervious surfaces and increased runoff. Based on the existing functionality of the system and the limited changes to runoff conditions under future

buildout conditions, impacts to the existing storm drain system are not anticipated. For all future development projects, including new development (limited opportunities) and redevelopment (more opportunities), water retention strategies will be required to retain at least the first 85th percentile storm event through infiltration and/or reuse. In new development projects, matching peak flows and volumes per Coastal Commission standards may result in upgrading to larger onsite retention systems.

### Water Quality

Water quality in the City of Long Beach and the study area is of utmost importance to the City and its residents. There are several regional TMDLs currently in effect within the San Gabriel River watershed to reduce trash, heavy metals, and pathogens in the local receiving waters. Water quality protection is one of the key elements of the City’s Sustainable Action Plan, including the implementation of a three-stage “treatment train” to prevent trash from entering the existing catch basins, and filter baskets to reduce oils/greases, pesticides, sediment, and bacteria levels in stormwater. In addition, the 2014 Fiscal Year CIP Budget calls for the construction of bioswales; low flow diversions; and BMPs to control trash, metal, and pathogens in the study area. Based on the project’s proximity to valuable receiving waters and the future restoration of the Los Cerritos Wetlands, there are significant opportunities to improve water quality, reduce dry weather flow discharges, and increase hydraulic nourishment to the existing Los Cerritos wetlands. Various concepts plans for the Los Cerritos Wetland Restoration Project would include large-scale regional water quality improvements via the connection of flows from the Los Cerritos Channel and San Gabriel River.

The City of Long Beach adopted a low impact development (LID) ordinance in 2010 that imposes specific requirements for water quality treatment and runoff reduction techniques for new development and redevelopment projects. The second edition of the “LID Best Management Practices Design Manual” went into effect in February 2013, with subsequent revisions in December 2013. The LID manual identifies stormwater management measures, best management practices (BMP) selection, offsite mitigation fees, and hardship determinations, among other items. Finally, the City’s MS4 Stormwater Permit was updated and adopted on February 6, 2014, and is consistent with the LID ordinance and LID manual, including requirements to size biofiltration systems at 150 percent of the prior treatment requirement.

The LID manual identifies features that could be incorporated into private development and public/CIP projects—such as complete streets improvements and potential street extensions, including Studebaker Road from 2nd St to PCH, Shopkeeper Road to proposed alignment of Studebaker Road and potential shifting of Marina Drive westward. In all cases, opportunities for green street LID features would be feasible, including curb extension bioretention basins, parkway flow-through planters, permeable pavement, and subterranean storage for retention.

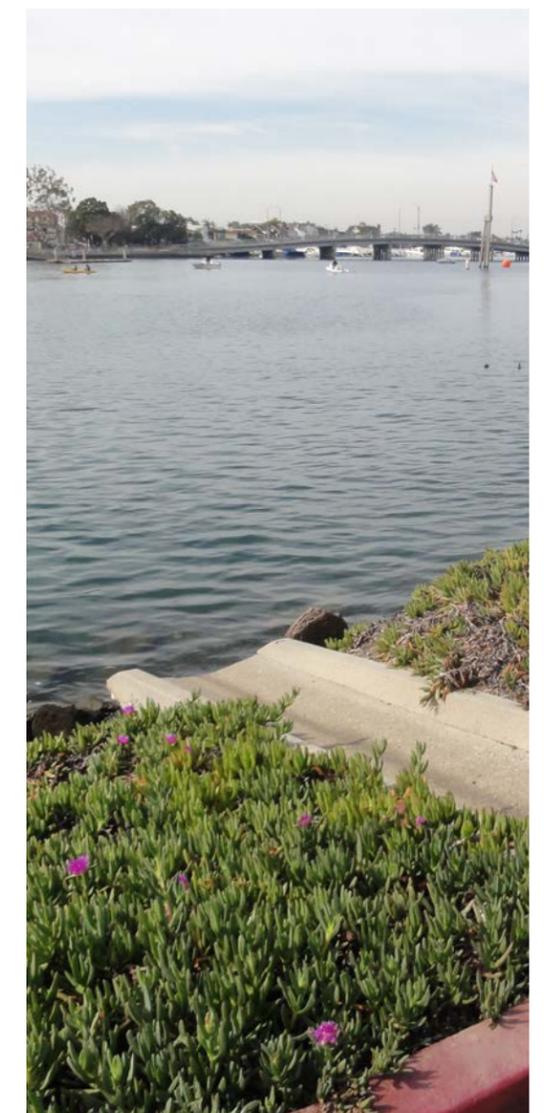


Figure 17. Hydrological Zones

LEGEND

-  Study Area Boundary
-  Coastal Zone Boundary

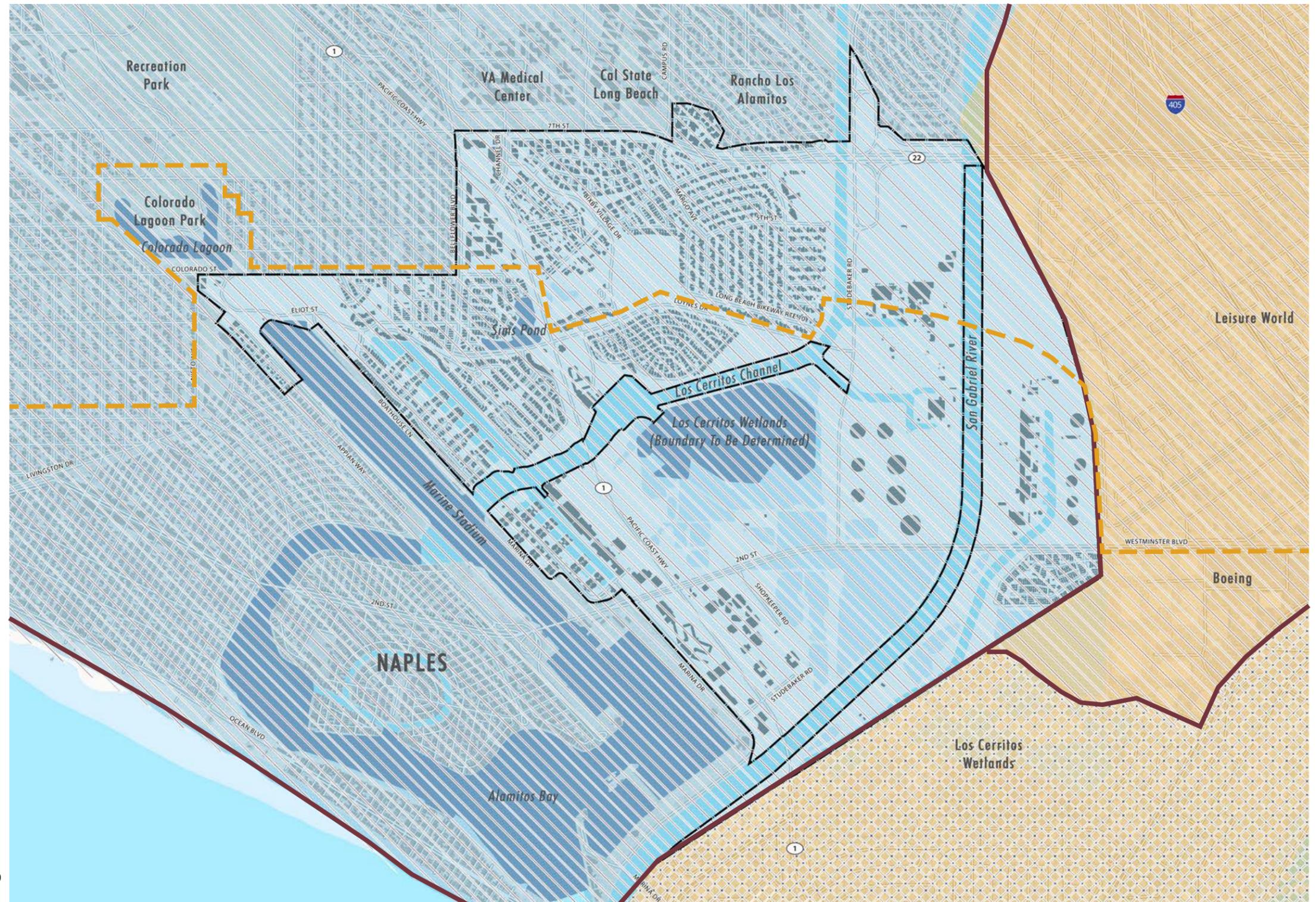
Groundwater Basins

-  Coastal Plain of Los Angeles
-  Coastal Plain of Orange County

Hydrologic Units

-  Hydrologic Areas
-  San Gabriel River
-  Santa Ana River

Source: CalHydro, 2006; Digital Globe Inc., 2009; LCWA, 2011; AECOM, 2011



Future buffer areas to protected wetlands offer opportunities to improve water quality, and future wetland restoration plans spearheaded by LCWA offer large-scale water quality and flood control opportunities. The Coastal Commission has no specific criteria for water quality BMPs within 100-foot wetland buffers, many passive BMPs can be located in buffers, such as bioswales, bioretention facilities, and water quality basins with appropriate native habitat. The amount, size, and location of such BMPs are typically decided case by case based on factors such as the source of runoff (upstream land cover), historical or predevelopment wetland drainage areas, rate and volume of runoff, and required access and maintenance.

Several of the conceptual plan alternatives of the Los Cerritos Wetland Conceptual Restoration Plan identify diversions of urban runoff and tidal exchanges from Los Cerritos Channel and the San Gabriel River into the wetland restoration area. Such improvements would provide regional water quality benefits through urban pollutant reductions, increased infiltration, and increased wetland habitat. Other benefits include TMDL credits and the potential for water quality credits or a banking program that provides opportunities for the Basin #22 drainage area.

## Sea Level Rise

Coastal cities and their general plans, local coastal programs, and specific plans must address future sea level rise. The defining study that put this issue on the forefront and the Coastal Commission's guidance document are discussed in Section 1.3 under "California Coastal Commission Sea-Level Rise Policy Guidance (Draft 2013)." In the 2009 Pacific Institute study, a series of maps show the existing 100-year base flood plain plus a 55-inch sea level rise. However, it appears the study used outdated flood insurance rate maps; updated maps show the current extent of the 100-year floodplain to be less than 10 percent of the study area.

The Commission's guidance document identified objectives for CDPs, including establishment of certain parameters:

- Projected sea-level rise range for the proposed project;
- Determine how impacts from sea-level rise may constraint the project site;
- Determine how the project may impact coastal resources, considering the influence of future sea-level rise upon the landscape;
- Identify alternatives to avoid resource impacts and minimize risks; and
- Finalize project design and submit CDP.

A major part of the study area includes the Los Cerritos Wetland Conceptual Restoration Plan, which provides alternatives to address future sea level rise. These alternatives should be evaluated within the context of the Commission's policy on sea-level rise.

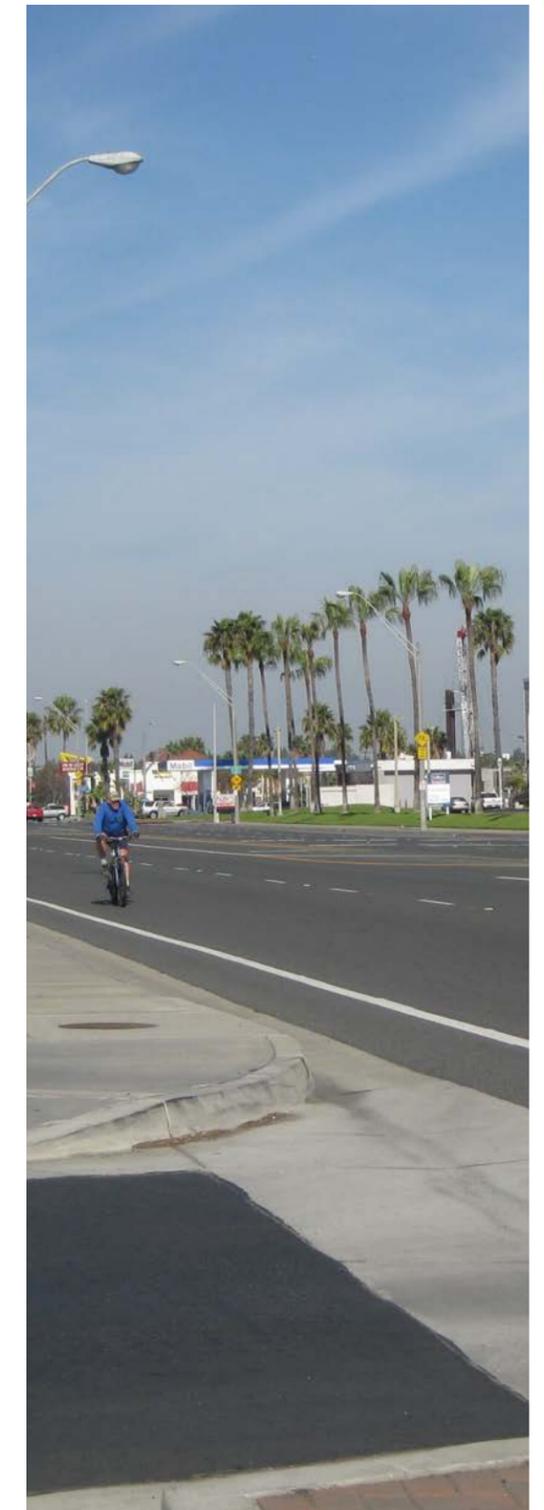
Other strategies should be considered in the City of Long Beach and the SEADIP study area. Generally, management practices for sea-level rise come in four categories: hard defense, soft defense, accommodation, and retreat. Hard defense includes seawalls, levees, bulkheads, and rip-rap. Soft defense includes wetland restoration/enhancement, LID and green infrastructure (previously discussed), and detention basins or other vegetated drainage channels. Accommodation strategies include elevating grade surfaces and structures, floodable development, floating structures, and buffers/setbacks. Withdrawal strategies include zoning and overlay zones, rolling easements, design for disassembly, and managed retreat.

## Sewer System

The sewer system that serves the 1,500-acre study area has pipes ranging from 2 inches to 27 inches, including numerous sewer force mains. There are approximately 103,345 linear feet of pipe 8 in. or less, 14,400 lf of pipe 10 in. to 12 in., and 15,925 lf of sewer pipe 15 inches or greater. The primary sewer systems for the study area are the system draining northerly along PCH (15–18 inches VCP) and the system along Colorado St draining westerly (18–21 inches VCP). The sewer system is operated and maintained by the City of Long Beach Water Department. Based on the City's GIS data, no sewer lift stations are in the study area; however, one outside station serves the easternmost residential part of the study area. This lift station was improved in 2012–13.

The Long Beach Water Department updated its Sewer Master Plan in 2013. The master plan gives an overview of the sewer service area, the existing condition of the lift stations, and an evaluation of the sewer system capacity under existing conditions. It also identified and prioritized near-term CIP projects. According to the update, the study area has no major sewer deficiencies or capacity issues. No significant CIPs are identified within the study area, and there is some capacity to accommodate future land use changes.

The sewer system capacity in PCH and Colorado Street is critical because the majority of the study area is tributary to the sewer lines in PCH and Colorado Street. Future intensification in land use along PCH will have to be evaluated against available capacity to determine the system's ability to accommodate increases.



**Figure 18. Flood Zones**

**LEGEND**

 Study Area Boundary

**Areas subject to 100-year flood event**

 **Zone A** - Areas with a 1% annual chance of flooding

 **Zone AE** - Areas with a 1% annual chance of flooding

 **Zone AH** - Areas with a 1% annual chance of flooding

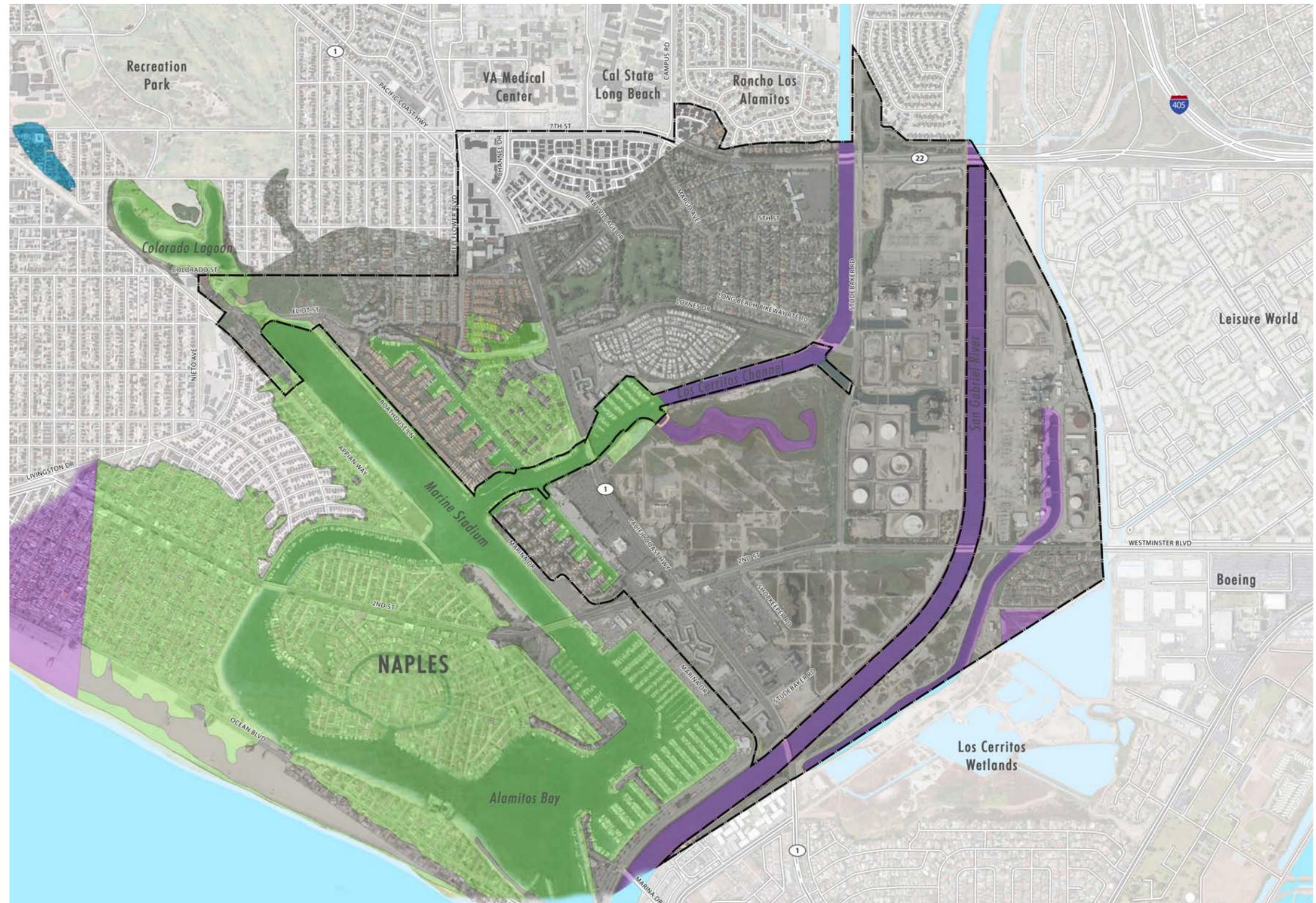
 **Zone VE** - Coastal areas with a 1% or greater chance of flooding and an additional hazard associated with storm waves

**Areas outside of a 100-year flood zone**

 **Zone X 0.2** - Area subject to a 500-year flood event

 **Zone X** - Area outside of the 500-year flood plain

Source: FEMA, Fuscoe, 2014



## Water System

The water system that serves the study area has pipes from 2 to 30 inches in diameter. Approximately 30,700 linear feet of pipe are six in. or less, 50,775 lf of pipe are 8 in. to 10 in., and 54,470 lf are 12 in. to 30 in. The primary water system include a 30-inch line running along the northerly border of the study area (7th Street), a 20-inch line along the eastern portion (Studebaker Road) and a 20-inch line along the southern portion (2nd St). The water system in the study area is shown in Figure 19. Existing Utilities. The water system is operated and maintained by the City of Long Beach Water Department.

Based on discussions with City staff, the study area has no major water system deficiencies, and water supply and fire flow protection are sufficient. The Long Beach Water Department Capital Improvement Program (2014–2018) does not identify any significant CIPs related to the water system in the study area. No information is available to determine available capacity for future land use changes.

## Soil Conditions

Soil data in the study area is fairly limited. However, soil investigations were part of the Los Cerritos Conceptual Restoration Plan and are summarized here. Soil composition is based on visual assessment of the upper 20 inches of soil as part of the 2011 Jurisdictional Delineation Report (AECOM 2011a). Overall, surface soils are considered clay-loams, loams, and sandy loams.

Soil cores taken at five locations west of the San Gabriel River in the Phase 1 Bryant Lease parcel 10 to 11.5 feet deep were used to characterize the soil types of the study area. Samples taken from each core indicated the presence of nonnative fill soil composed predominantly of silts with some sandy silts, and most sites contained layers of fatty clays. Most samples displayed a silt content over 50 percent and a range of sand of 3 to 30 percent.

Moisture increased passing through the clay layers until drier soils were again encountered. The water table was not detected at any sites, but soils at 8 to 10 feet deep would collapse into the hole when the core tubes were withdrawn.

Soil contamination by petroleum hydrocarbons and heavy metals was found, and soil remediation and mitigation recommendations are in the Los Cerritos Wetlands Conceptual Restoration Plan Soil Management Report.

Based on the limited soil data, it appears infiltration is feasible to some degree. However, full infiltration of the required MS4 stormwater volumes may not be feasible.

### OPPORTUNITIES

- *Green Street Features within existing streets (retrofit) and within proposed project area roadway improvements*
- *LID Retention BMPs for development and redevelopment projects*
- *Sea Level Rise strategies incorporating maximum tidal*
- *Increased infiltration related to incorporation of TMDL Credits / Water Quality Banking Credits (largely stemming from a future Los Cerritos Wetland Restoration Plan)*
- *Regional BMPs solutions associated with storm drain CIP projects*
- *Water quality BMPs (i.e. rain gardens, bioretention facilities, flow-through planter systems) within the wetland buffer areas*

### CONSTRAINTS

- *Sewer systems assumed to be fairly old (50-60 years) and although capacity may be okay, integrity issues may be present*
- *Storm drain systems assumed to be fairly old and likely sized based on outdated flood control criteria*
- *Infiltration within existing development areas may be limited due to excessive fills material within the soil*

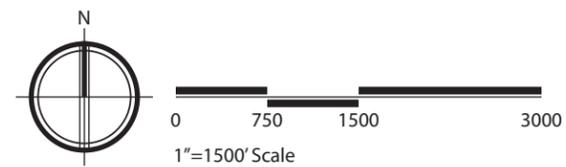
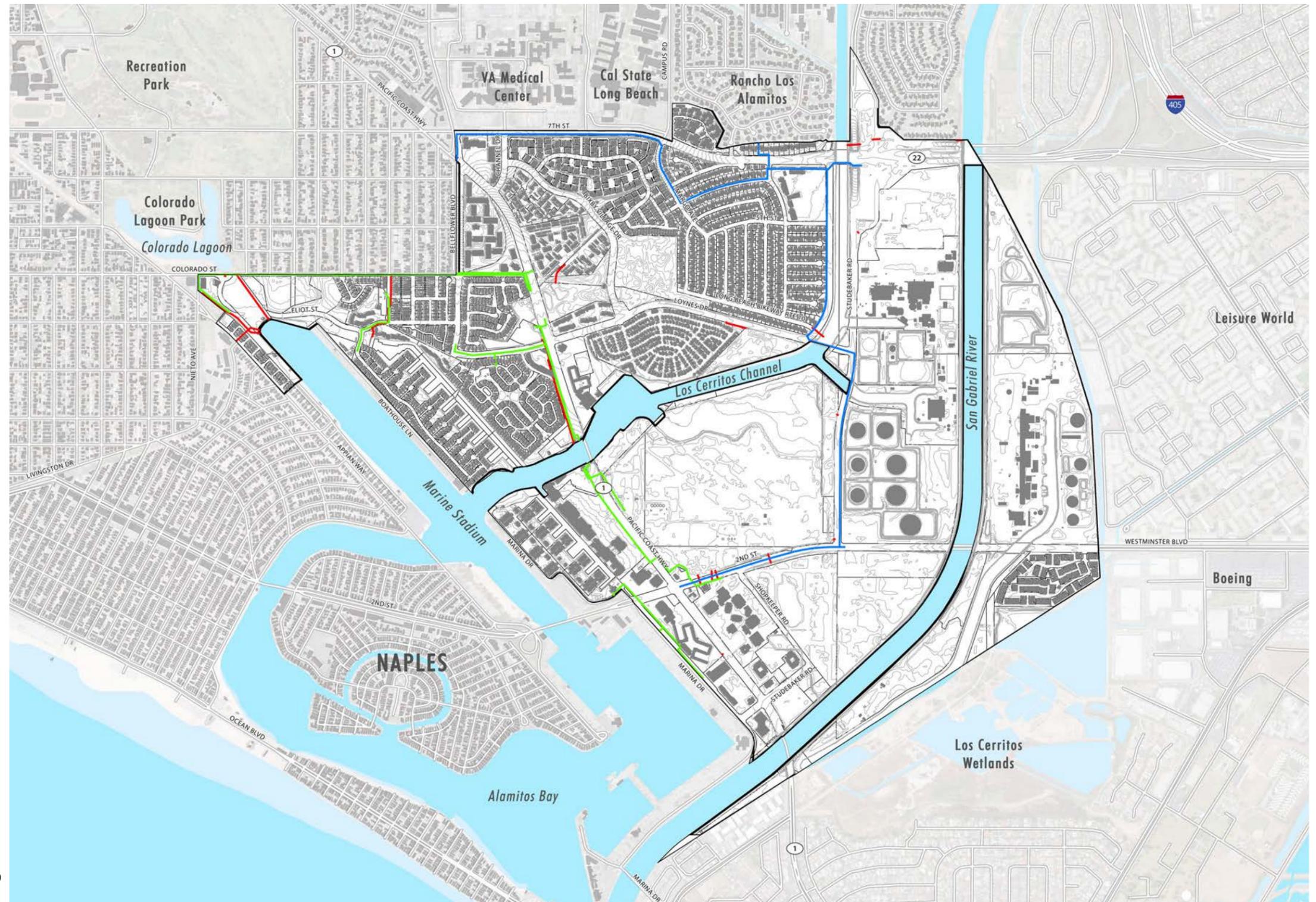


**Figure 19. Existing Utilities**

**LEGEND**

- █ Water Mains (16" diameter and Greater)
- █ Sewer Mains (12" Diameter and Greater)
- █ Storm Drain (48" Diameter and Greater)
- 2' Elevation Contours
- Study Area Boundary

Source: Fuscus, 2014



## 3.0 URBAN DESIGN

This section summarizes key issues and considerations for urban design in the study area. Urban design focuses on how cities and neighborhoods are designed. An evaluation includes an analysis of physical design related to the design of streets, architecture, the natural environment, and public spaces.

### 3.1 Community Character

#### Existing Character

Much of the existing commercial character in the study area doesn't appear to support the idea of connecting places and people or have specific reference to the Southeast Area or important landmarks. Most residential developments are gated, and most commercial development is separated from the street and sidewalk by large parking lots. It will be important to determine what aspects of the study area landscape should be imbued through architecture and codified in future design principles.

Architectural style varies widely in the study area, mainly due to when properties were built or remodeled. Most residential development has strived to create a unique style through its branding and architecture. Many try to encapsulate or reference a familiar place (like the Riviera), providing 21st-century homes in structures with 19th-century references. The range of styles includes Cape Cod waterfront (horizontal clapboard), California Coastal (wood shingles and sloped roofs), Normandy (or Traditional European), Spanish or Mediterranean (stucco and tile roofs), and Midcentury Modern (wood, stucco and glass). This variety of architecture in a mature community is quintessential Southern California and arguably helps distinguish enclaves and engenders pride of place.

Most commercial developments provide shops, restaurants, and offices, but they are generic and outdated. The commercial development along PCH is the public face of the study area (like a main street) but seems unrelated to the neighborhoods it serves. Styles range from coastal shed roofs with wood siding to large stucco boxes; most lack a sense of place and could be improved upon with future development. The recent Gelson's and CVS bring an updated retail look. This will be an important topic to discuss when developing goals and design principles—the nature of commercial development, what it should provide, and how it should be designed to enhance the study area in a way that is authentic and appropriate.

Today buildings range from one to four stories in height. Residential properties are mostly one to two stories. Marina Pacifica is three stories with a double-height top floor, so it appears to be four stories at the water's edge. The Best Western Golden Sails Hotel is four stories with a double-height ground floor, so it appears to be five stories. The commercial signage and big box retail on PCH are probably the tallest existing structures, second only to the AES Alamos facility. The building footprints in the study area are shown in Figure 20. Figure Ground.

#### KEY ISSUES

- *Commercial development is entirely auto-oriented and surface parking lots are the most visible feature.*
- *Commercial development patterns on PCH have resulted in islands of retail and neighborhood services that have a generic character.*
- *Residential developments each have a unique brand that combines with a unique lifestyle and architecture that mostly evokes a range of architectural styles, from Cape Cod, to Mediterranean or Traditional.*

#### KEY QUESTIONS TO CONSIDER

- *What does the community find positive and negative about the current development character? And what should new residential or new/renovated commercial aspire to do better?*
- *How do residents feel about the auto-oriented site designs of the existing commercial development?*
- *What are some good examples of main streets and waterfront communities that they'd suggest the team look at for reference?*



**Figure 20. Figure Ground**

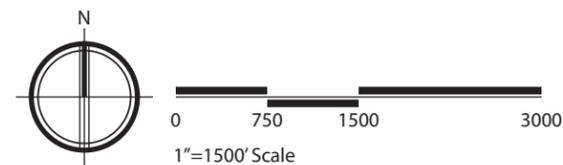
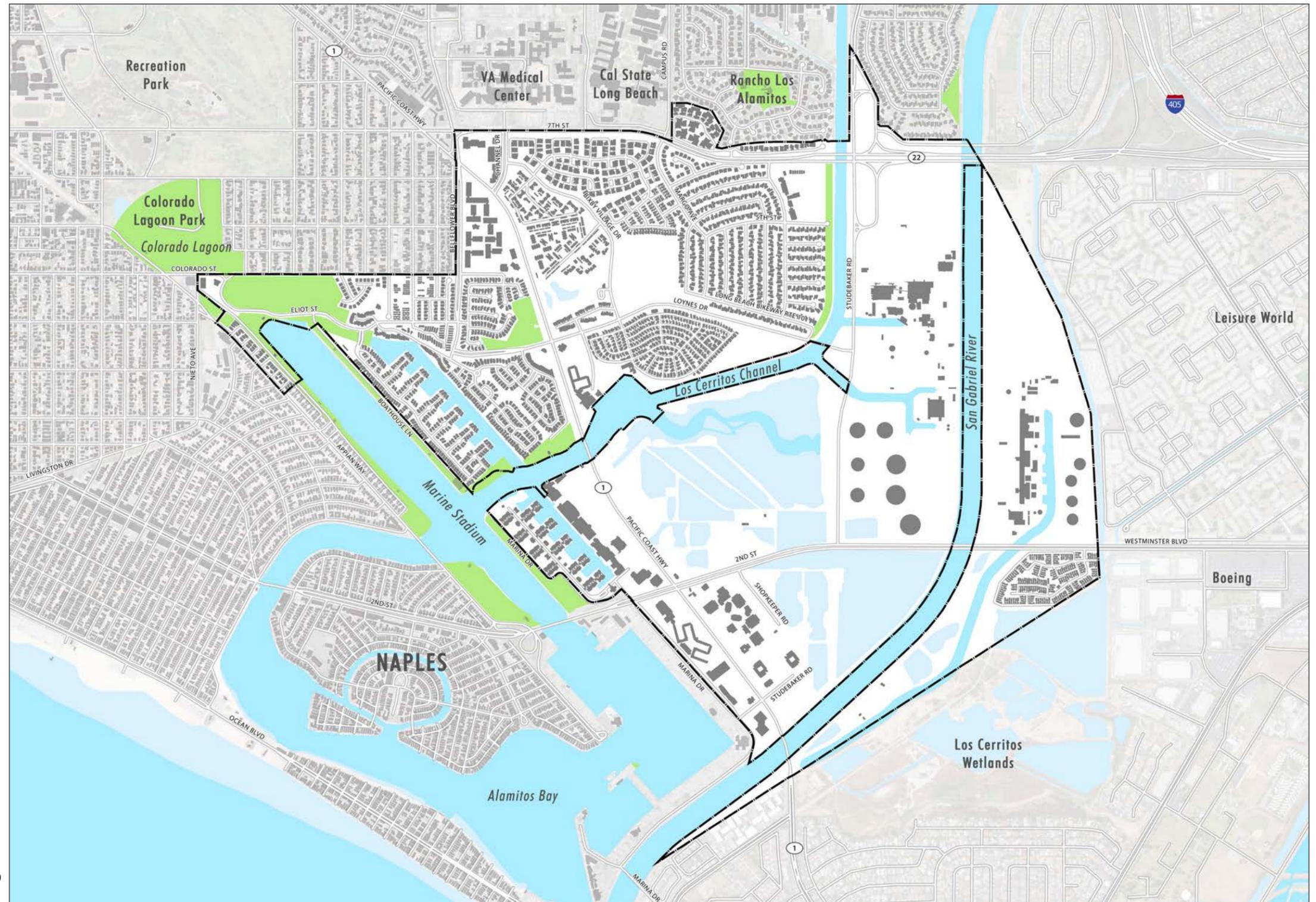
**LEGEND**

 Study Area Boundary

Plan diagram showing built structures (shaded gray) in relation to open land, which are generally undeveloped parcels, public right of ways, waterways and parks.

This plan reinforces that there are distinctly different zones comprised of suburban residential development, oil extraction or energy production facilities and wetlands. It reveals a landscape and development character that is dramatically different north and south of Los Cerritos Channel, with a long corridor of strip commercial on Pacific Coast Highway between Los Cerritos Channel and Seal Beach.

Source: ArcGIS, PlaceWorks 2014



### Placemaking

Placemaking means improving neighborhoods and cities by focusing on what makes a location special and on how public spaces are planned and programmed. It considers urban design, cultural, social and ecological activities to define a place, and it often integrates history, art, and culture into the design of new projects and spaces.

The Southeast Area of Long Beach is arguably one of the most diverse sections of the City when it comes to current land uses, neighborhood patterns, architectural language, and the relationship of development to water. There are some memorable landmarks that help define this area and provide visitors and residents with a sense of place, along with public spaces where people can enjoy the outdoors and socialize with family and friends.

Community gathering places can be found at coffee shops, small cafés and the Sunday Harbor Area Farmers Market at Alamitos Bay Marina. In addition, recreational and special events around waterfront recreation bring the Southeast community together throughout the year.

Successful placemaking can be found in communities like Downtown Santa Monica, with the Santa Monica Pier; Third Street Promenade; Civic Center; and evolving public amenities, shops, dining, and housing. Old Pasadena is memorable for its reinvigorated main street, inviting alleys, civic center, parks, and plazas intertwined with new housing and historic landmarks. Both of these examples have a strong sense of place that has evolved but remains relatively true to the neighborhood's character and assets. It will be important to learn during the planning process where the Southeast Area community feels are the primary social, cultural, historical, and ecological highlights that bring people together and project a sense of place.

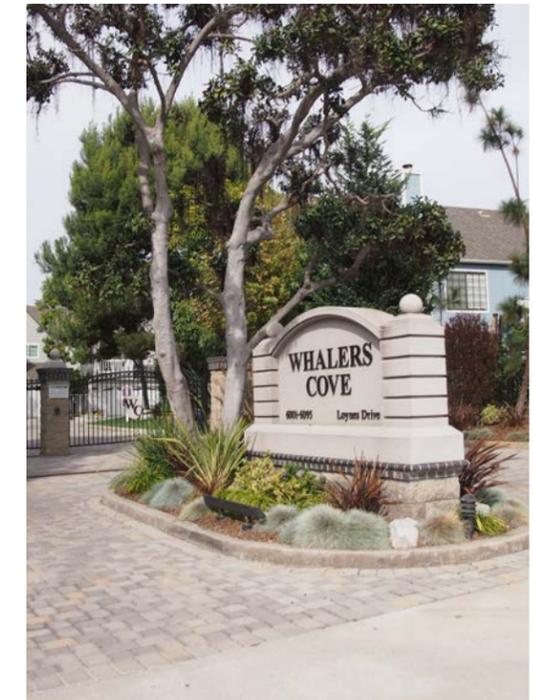
### VIEWSHEDS

Another aspect of placemaking is to consider the important viewsheds for the area. A viewshed is typically the landscape visible from a specific location that adds to the overall character and sense of place. Viewsheds can be tied to economic development—they increase property values, boost tourism, and can enhance quality of life. From the marina to the mountains, this area has the potential to create and preserve unique environmental viewsheds. However, at street level, many of these views cannot be enjoyed by users of the study area. In such an urban setting, viewshed preservation should focus on landmarks, views down important streets, wetlands, mountains, and the marina. Since viewsheds from the study area are defined by buildings and streets, development and urban design standards could be used to protect, preserve, and enhance key features for the community.

There are different types of views to consider when planning. Postcard views capture the essence of the place, usually with a distinctive landmark or feature that is either natural or manmade. Long views tend to provide vistas to features further away, and are enjoyed from decks or upper

floors that provide a vantage point above ground level. Framed views, which are created from a window between two structures can accentuate a view and focus the viewer's eye intentionally. Discovered views can be memorable and enjoyed after traversing a path or paseo upon which you're rewarded with a view, whether to natural landscape or intentionally designed within a development project.

The community has identified protection of views as one of its top priorities for the area and is presented in Figure 21. View Sheds. As part of this discussion, the views identified for protection will need to be defined. It is anticipated that the community desires to maintain views to the wetlands and marina areas that contribute to the character of the Southeast Area. In studying the existing views of the area, particularly along PCH, it is evident that in some cases views are obscured by existing buildings or structures. As the Specific Plan is developed, it will be important for the community to identify which views need to be preserved as they are. For example, are there areas where structures are acceptable (existing locations) as long as the existing view windows to the wetlands and marina are preserved? Are there areas where, if they were to redevelop, that the community would like to integrate view corridors to the wetlands and marina if possible? Working with the Committee and community to define which views are most important to preserve or enhance will be essential for the Specific Plan so that the intent can be clearly captured in the document.



### KEY ISSUES

- *The meandering framework of thoroughfares and suburban style residential development have, over time, resulted in a less cohesive sense of place than other neighborhoods.*
- *A significant portion of the study area is utilitarian uses and appear “visually blended” with the Los Cerritos wetlands and adjacent undeveloped private parcels.*
- *There is no single public space that brings people together, though there are local businesses and parks within walking or bicycling distance of most neighborhoods.*
- *The waterways and marinas (Marine Stadium, Los Cerritos Channel) are the most popular public spaces in the area.*

### KEY QUESTIONS TO CONSIDER

- *What are the primary social, cultural, historical and ecological aspects that are unique to the Southeast community?*
- *What are residents' and visitors' favorite gathering places? What is missing that could enrich a sense of community and of being in a special place?*
- *What aspects of placemaking could be integrated into existing neighborhoods? What aspects could be integrated into new projects?*



Figure 21. View Sheds

LEGEND  
 Study Area Boundary

 Viewsheds



# OPPORTUNITIES & CONSTRAINTS WORKBOOK

## URBAN DESIGN



## 3.2 Neighborhoods

An important aspect of the study area's character is defined by its residential neighborhoods. The neighborhoods are mostly residential developments, each distinctly different by housing type, site layout, relationship to the water, level of public access or permeability, and age. Most are north of the Los Cerritos Channel. Individual developments include:

- Bay Harbor
- Belmont Shore Mobile Estates
- Bixby Village
- Bixby Riviera
- Channel Point
- Del Lago
- Island Village
- La Rochelle
- Marina Pacifica
- Marina Park
- Pathways
- Spinnaker Bay
- Spinnaker Cove
- Stoneybrook
- University Park Estates
- Village on the Green
- Whalers Cove
- Windward Point

There are clusters of developments that seem to form neighborhoods, but they require confirmation from the community as to whether they are viewed or experienced this way and how they are referred to by name. The neighborhood clusters mapped on Figure 22. Neighborhoods have a geographic relationship, are of similar development style, or share a common street frontage. Because there is not a typical urban grid of streets that ties the network of developments together, they appear either to be tightly knit or notably disjointed.

More important is how the residents define their sense of the Southeast Area neighborhoods and community. It would be valuable to ask residents to confirm what they see as the strengths and weaknesses, and ask how they could be improved by planning for the study area as a whole. Where do neighborhoods begin and end? What do they want to be connected to in order to achieve a "complete neighborhood"?

### KEY ISSUES

- *One of the greatest assets is the scale and quality of the neighborhood developments.*
- *Neighborhoods seem to be defined by individual developments, though there are clusters that share common aspects.*
- *Many developments are gated so permeability (access in/out, walking or bicycling through them) largely defines how people navigate, and in some cases access is focused on a single way in/out.*
- *The range of housing types provides good choices for someone who wants to live in the Southeast Area (with the exception of affordable housing). While neighborhood services are close to residences they seem to be accessed primarily by driving in/out of the gated development.*

### KEY QUESTIONS TO CONSIDER

- *What are the neighborhoods that make up Southeast Area? Are they the individual developments, or do residents see a cluster of several making up "their neighborhood"?*
- *Where do residents go for daily shopping and services? Do they drive even if those destinations are close? Would residents consider walking or bicycling to get around if it was convenient and safe?*
- *What do residents feel are the strengths and weaknesses of their neighborhood today? (For example: Do residents desire more amenities within walking distance? Should they be made safer for their family to bicycle? Do they need more open space?)*
- *Do residents actually say they live in the "Southeast Area"? Or do they associate themselves with another neighborhood or name?*
- *Are there special views and landmarks that need to be highlighted in the future Specific Plan?*

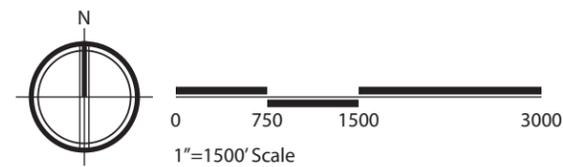
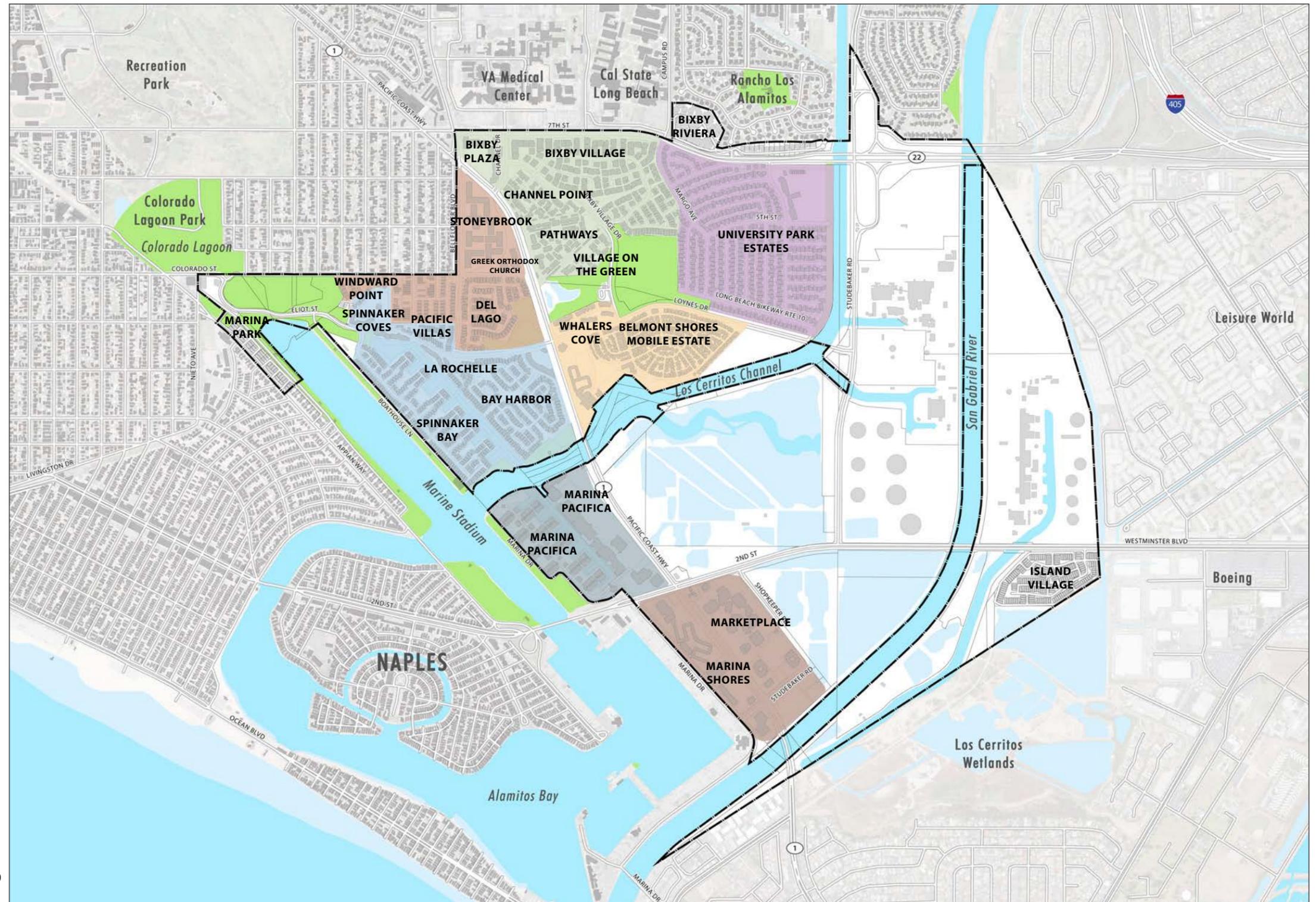


**Figure 22. Neighborhoods**

**LEGEND**

- University Park Neighborhood
- Bixby Golf Course Neighborhood
- Colorado St. Neighborhood
- Loynes Neighborhood
- Spinnaker/Bay Harbor Neighborhood
- Marina Pacifica District
- Marketplace District

Note: This plan diagram shows individual Southeast Area developments by name. Adjacent or related residential tracts share a color tone to show some assumed "neighborhoods". This diagram is for discussion purposes on the topic of "community" to better understand where residents feel their neighborhood begins and ends, and how it is connected or disconnected to important Southeast Area features around it.



### 3.3 Gateways, Landmarks, and Destinations

A sense of place and identity are reinforced by specific nodes of recognition such as gateways, landmarks, and destination points. Figure 23. Gateways, Landmarks & Destinations identifies these nodes for the study area.

#### Gateways

There are five major vehicular gateways that mark one's arrival into the Southeast Area. These include:

- 7th/Channel/Pacific Coast Highway/Bellflower (Northwest gateway)
- 22/Studebaker (North gateway)
- 2nd/Westminster (East gateway)
- Pacific Coast Highway (South gateway)
- 2nd (Southwest gateway)

There is also a minor vehicular gateway from the west at Eliot Street. All of the major thoroughfares have infrastructure features that signal entrance into the area. The northwest gateway is a convergence of three major cross-town streets with closely spaced intersections that provide access south from Pacific Coast Highway (PCH). The north gateway is defined by the Los Cerritos Channel and Long Beach Bikeway (Route 10) and pedestrian bridge over 7th Street. The east gateway provides access from Westminster and adjacent Orange County neighborhoods near the AES Alamitos Facility and San Gabriel River. The south gateway makes the study area accessible from Seal Beach and other beach cities via PCH. The southwest gateway is an important connector to neighboring Belmont Shores and Naples from the bridge over Marine Stadium.

There are also nonvehicular gateways into the study area. Watercraft access is from Alamitos Bay into Marine Stadium, the Los Cerritos Channel, and marinas. The San Gabriel River and Long Beach Bikeways are gateways for regional bicyclists coming from the north, and bicycle lanes provide access from all the major streets, though these are unprotected.

#### Landmarks

Landmarks provide orientation and in some cases are visible from a distance across the study area, depending on the topography. Key landmarks include Los Cerritos Channel and Wetlands, San Gabriel River, Marine Stadium, and AES Alamitos Facility. Just beyond the study area boundary is the Veterans Administration Medical Center. These significant water features and man-made structures are visual markers for navigating the area.



**Figure 23. Gateways, Landmarks & Destinations**

LEGEND

Landmarks

- 1 Los Cerritos Channel
- 2 Los Cerritos Wetlands
- 3 AES Alamos Facility
- 4 San Gabriel River
- 5 Marine Stadium
- 6 Cal State University Long Beach
- 7 Veterans Administration Healthcare System

Destinations

- 1 Los Cerritos Channel Marinas
- 2 Los Cerritos Wetlands
- 3 The Market Place
- 4 San Gabriel River
- 5 Marine Stadium
- 6 Cal State University Long Beach
- 7 Marine Vista Park
- 8 Bixby Village Golf Course
- 9 Channel View Park
- 10 Long Beach Bikeway (Rte. 10)
- 11 Jack Dunster Marine Biological Reserve
- 12 Marina Pacifica
- 13 Marina Shores
- 14 San Gabriel River Bike Trail



## Destinations

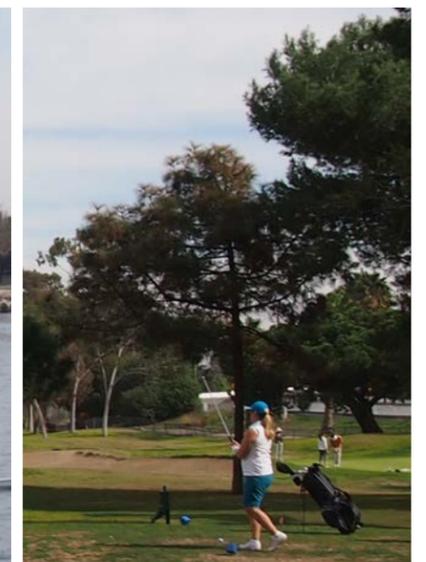
Destinations that draw people into the study area are primarily aquatic, recreational, and commercial retail. These include the Marine Stadium, Los Cerritos Wetlands, Los Cerritos Channel marinas, the Marketplace, Marina Pacifica, Marina Shores shopping centers, and associated theaters. Today, the Greek Orthodox Church is the only religious institution. California State University, Long Beach, is just beyond the northern edge. Public parks and restored natural habitats include Marine Vista Park, Bixby Village Golf Course, Channel View Park, and Jack Dunster Marine Biological Reserve. The San Gabriel River Bikeway and Long Beach Bikeways (Route 10) are also destinations because they connect to a larger system of bicycle facilities.

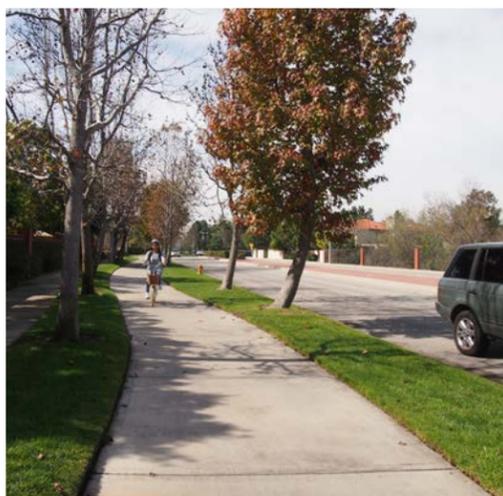
### KEY ISSUES

- *The existing gateways provide good vehicular access for residents and visitors, and denote the Southeast Area boundaries for travelers whose destination is beyond the area.*
- *Most gateways are defined by landmark features that don't contribute to community identity or provide a sense of arrival.*
- *Today, Southeast Area landmarks are not always special places or destinations, but just happen to be largely visible due to their location and the amount of open space around them*
- *There are important recreation and nature destinations within the Southeast Area and just beyond, which make this area a popular crossroads.*

### KEY QUESTIONS TO CONSIDER

- *How do the gateways help define the Southeast Area today? Does the community believe they need specific improvements?*
- *Do the five non-vehicular gateways work well today?*
- *Are there landmarks that need to be highlighted in the Plan?*
- *Do you believe the Southeast Area destinations are easily accessed by residents and visitors?*





**KEY ISSUES**

- *The public realm on major streets is not conducive to walking, or even bicycling by most people who aren't serious cyclists.*
- *Pacific Coast Highway, the main commercial street is extremely wide with fast-moving traffic that contributes to a sense that most cars are just passing through the area.*
- *Nothing is physically far apart within the Southeast Area, though its perceived that it is because there is not a strong public realm that connects it all together and access is often indirect.*

**KEY QUESTIONS TO CONSIDER**

- *How does the community feel about PCH? Does it work well today, should it be redesigned, does it need traffic calming?*
- *Do residents feel they can walk and bicycle safely to local destinations? If they don't feel safe, why do they believe that is? What could be done to the public realm (street and sidewalk) to make it feel safer?*
- *What about the other Southeast Area streets, do they work well today for cars, walking and bicycling? What streets do you walk and bicycle on today? What streets could be improved?*



**3.4 Public Realm**

For this discussion, public realm refers to the streets and sidewalks that connect places and private development or that which is in the public right-of-way and controlled by the City of Long Beach or Caltrans.

The study area's public realm is auto-centric in its design and function. This is primarily due to engineering practices at the time most major public roads and sidewalks were built. The busiest, fastest, highest-volume street is Pacific Coast Highway (PCH), which is controlled by Caltrans. PCH is like a surface freeway through the study area—it is not inviting to walk, comfortable for the average bicyclist, nor particularly attractive. PCH was designed to move cars efficiently through the area, but it also provides residents with access to local services. Typically for a community of this size, neighborhood amenities would be on a smaller commercial street that is walkable, bikeable, and attractive.

Facilities for walking and bicycling appear secondary to moving cars efficiently, though there is clearly a potential to improve the public realm in ways that could benefit residents and visitors. Sidewalks are generally not inviting and feel exposed on all of the major streets, with little or no buffer, street trees, or pedestrian lighting. There are some lovely walkable streets in the residential developments or just outside their gates. Vehicular travel speeds on commercial streets like PCH and 7th Street are not conducive to walking or bicycling. Sidewalks are nonexistent in some areas or feel too narrow to be safely used. While Long Beach has made great strides in citywide bike facilities, there are gaps in the study area network. There are some protected bike paths along the San Gabriel River and near residential developments and bike lanes that provide access to waterways, but overall the routes are disconnected and often have major conflicts with cars (large driveways, right turn lanes, no buffer from fast-moving cars, no standard/minimum bike lane widths).

There is potential to enhance the public realm in the study area to encourage walking and bicycling. PCH appears to have excess roadway that could be used more effectively to calm traffic and safely accommodate bicycles and pedestrians. Major destinations are not far apart, but the experience on foot or on bicycle makes the distance seem greater. The wetlands, waterways, and weather make the study area ideal as an active community, but the design of the public realm does not support this in a consistent manner today.

### 3.5 Community Structure

Based on existing built conditions and regulatory framework, the study area can be divided into three major areas—the North Zone, South Zone, and East Zone. Additionally, three commercial nodes have been identified along the two major streets—Pacific Coast Highway and 2nd Street—intersecting the study area. Current planning efforts of this Specific Plan will focus primarily on the South Zone for potential change as well as the major streets and commercial nodes. Figure 24. Community Structure shows the pattern of the communities within the study area.

**The North Zone** includes most of the residential neighborhoods in the study area. Each of these neighborhoods has a long-established character and a sense of community that should not be disrupted. Though the North Zone should be considered an area of “no change,” the Specific Plan may provide flexibility for potential redevelopment consistent with and considerate of the fabric of the existing neighborhoods. A commercial node at the far north remains a potential area for change.

**The South Zone** contains the Los Cerritos Wetlands and the largest commercial node in the study area. It also includes the commercial node at the southeast corner of Pacific Coast Highway and Loynes Drive. These two commercial nodes have the greatest potential for change. The improvement of these areas would largely determine the sense of place for the study area. Additionally, the Los Cerritos Wetlands are a great asset to the community and will also contribute greatly to the character of the study area. Careful planning and design is essential to achieve goals of preservation and conservation while allowing it to be utilized to its fullest potential. The two residential neighborhoods in the South Zone will most likely remain unchanged. There are also several vacant or underutilized lots in this zone with potential for development.

**The East Zone** consists of utility facilities that will remain unchanged.



*North Zone: No Changes to Neighborhoods*



*South Zone: Needs a Vision and Plan Refinement*



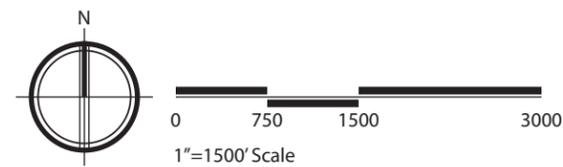
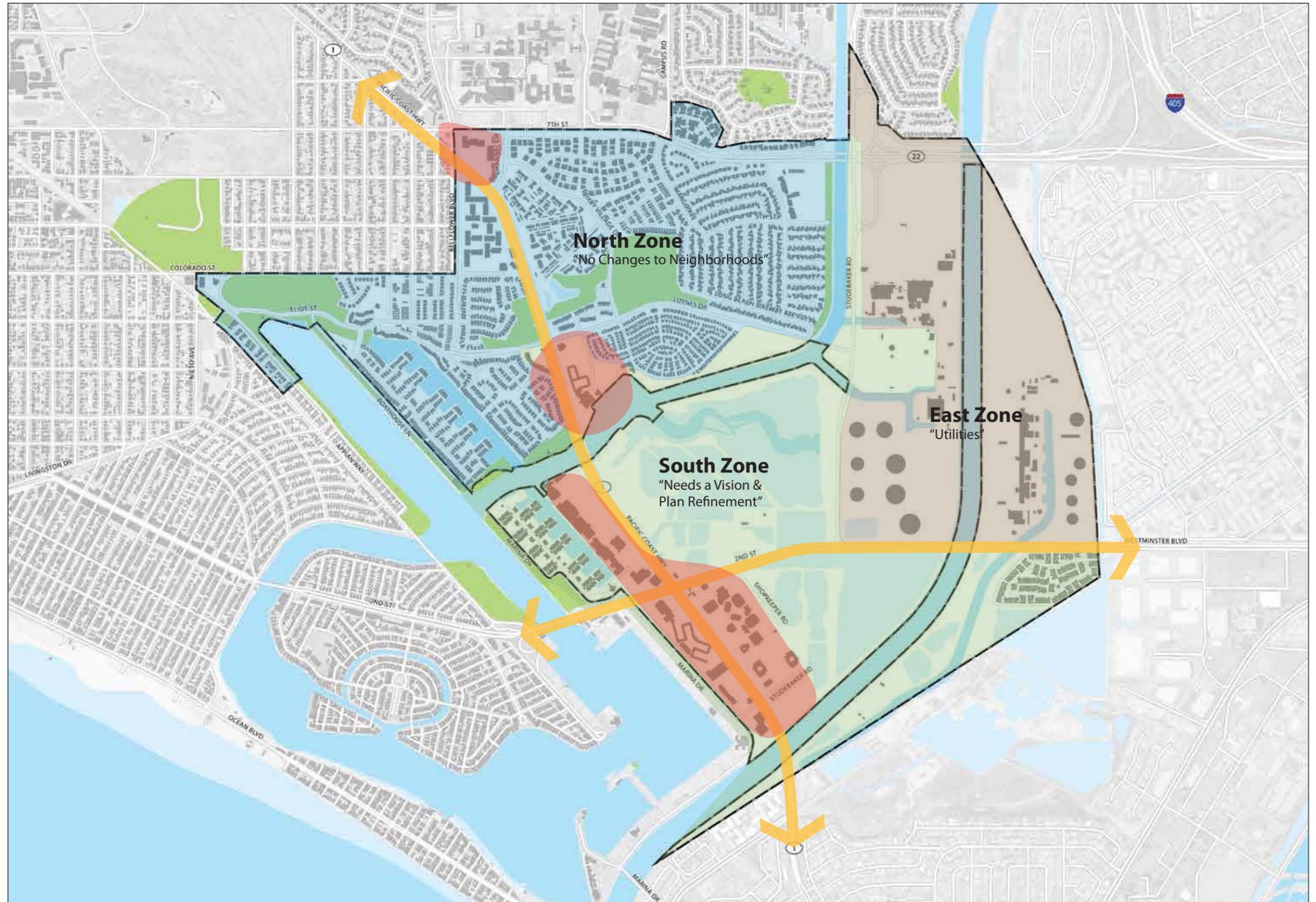
*East Zone: Utilities*

*Commercial Nodes*

**Figure 24. Community Structure**

LEGEND

- North Zone
- East Zone
- South Zone
- Commercial Nodes
- Major Streets



## 4.0 MOBILITY

This section summarizes existing transportation conditions and discusses constraints and opportunities for the project study area. It also discusses potential options and opportunities. The accessibility of transportation options shape not only the way people navigate the physical environment, but the environment itself. Offering multiple modes of transportation can improve utility and social connectivity.

The Los Cerritos Channel and San Gabriel River are designated in the Long Beach Mobility Element as major regional infrastructure flood control facilities. Bounded by the two flood control channels, between Pacific Coast Highway and Studebaker Road, are the Los Cerritos Wetlands. Part of the ongoing EIR analysis includes an examination of the wetlands in order to define a wetlands delineation.

### 4.1 Regulatory Setting

#### State of California

Caltrans, the state Department of Transportation, is charged with planning and maintaining our state routes, highways, and freeways. It is the owner/operator of Pacific Coast Highway (PCH), I-405, and SR-22 in the study area. Caltrans has transportation impact analysis guidelines for assessing state facilities.

#### Southern California Association of Governments

Every three years, SCAG updates the Regional Transportation Plan (RTP) for its six-county region of Los Angeles, San Bernardino, Riverside, Orange, Ventura, and Imperial counties. Current and recent transportation plan goals generally focus on balanced transportation and land use planning that:

1. Maximizes mobility and accessibility for all people and goods in the region;
2. Preserves and ensures a sustainable regional transportation system; and
3. Maximizes the productivity of our transportation system.

Though many projects are scheduled through the RTP throughout Long Beach, none of them are within the study area.

#### Global Warming Solutions Act

The Global Warming Solutions Act (AB 32) of 2006 was signed into law on September 27, 2006. AB 32 established a comprehensive program to reduce greenhouse gas emissions to combat climate change. This bill requires the California Air Resources Board (CARB) to develop regulations to reduce greenhouse gas emissions to 1990 levels by 2020.

The reduction goal for 2020 is to reduce greenhouse gas emissions by 25 percent of the current rate in order to meet 1990s level, and a reduction of 80 percent of the current rate by 2050. The AB 32 Scoping Plan has a range of greenhouse gas reduction actions—direct regulations, alternative compliance mechanisms, monetary and nonmonetary incentives, voluntary actions, market-based mechanisms such as a cap-and-trade system, and an AB 32 program implementation regulation to fund the program.

#### Sustainable Communities and Climate Protection Act

The Sustainable Communities and Climate Protection Act (SB 375) of 2008 was signed into law on September 30, 2008. The SB 375 regulation provides incentives for cities and developers to bring housing and jobs closer together and to improve public transit. The goal is to reduce automobile commuting trips and length of automobile trips, thus helping to meet the statewide targets for reducing greenhouse gas emissions set by AB 32.

SB 375 requires each metropolitan planning organization to add a broader vision for growth, called a “Sustainable Communities Strategy” (SCS), to its transportation plan. The SCS must lay out a plan to meet the region’s transportation, housing, economic, and environmental needs in a way that also lowers greenhouse gas emissions. The SCS should integrate transportation, land use, and housing policies to plan for achievement of the emissions target for their region. The SCAG RTP and SCS were adopted in 2012.

#### California Complete Streets Act

The California Complete Streets Act (AB 1358) of 2008 was also signed into law on September 30, 2008. AB 1358 requires circulation elements to address the transportation system from a multimodal perspective. Streets, roads, and highways must “meet the needs of all users in a manner suitable to the rural, suburban, or urban context of the general plan.” Essentially, a circulation element must plan for all modes of transportation where appropriate, including walking, biking, car travel, and transit.

The Complete Streets Act also requires circulation elements to consider the multiple users of the transportation system, including children, adults, seniors, and the disabled. AB 1358 tasks the Governor’s Office of Planning and Research to release guidelines for compliance, which are so far undeveloped.

*Mobility connectivity in the project area will ultimately be constrained by the wetlands delineation. Once completed, we will revisit potential opportunities associated with the project.*

*The Long Beach Mobility Element designates most of the classified roadways within the study area as opportunity for character change. Potential changes to the street character could include implementing new pedestrian, transit or bicycle facilities, traffic calming, or other treatments that would develop the area into a more balanced mobility system with more transportation choices.*

### Regional Transportation Plan

The Long Range Transportation Plan for Los Angeles County notes that there is very limited ability to add capacity to the region's highways and freeways over the next 25 years. Key efforts will focus on increasing the efficiency of the existing network and encouraging greater reliance on carpooling and transit use. Additionally, efforts will be undertaken to increase the efficiency of major city streets (arterials) through technical enhancements (such as optimizing signal timing), providing bus priorities, and improving interchanges between freeways and arterial streets.

### Congestion Management Program

In 2010 the County of Los Angeles updated its Congestion Management Program (CMP) to assess the overall performance of the highway system, which gives decision makers quantitative input for funding improvements and programs. This is the eighth CMP adopted for Los Angeles County since 1990. The CMP covers about 500 miles of freeway facilities divided into 81 key segment pairs (eastbound/westbound or northbound/southbound). The traffic operations at each segment are evaluated every two years by Caltrans and published in the Congestion Management Program for Los Angeles County.

The CMP for Los Angeles County designated certain arterial roadways and freeway segments as CMP facilities. The CMP arterial streets in Long Beach are Pacific Coast Highway, 7th Street, Alamitos Avenue, and Lakewood Boulevard. The CMP freeway segments in Long Beach include I-710, I-605, I-405, and SR-91.

The county's traffic congestion management policy is intended to determine appropriate transportation planning actions in response to a particular level of service (LOS). As a result, an intersection's reaching a particular level of service does not necessarily indicate that no more development there. Instead, the local agency needs to respond to intersection LOS with a three-tiered approach oriented to:

- Managing speeds and motorist behavior at intersections with high LOS.
- Reviewing traffic growth patterns when congestion begins to appear and planning for appropriate ways to address additional congestion.
- Taking steps to manage congestion, including moving from intersection-specific metrics to LOS for an entire corridor.

### City of Long Beach Mobility Element

The City of Long Beach General Plan Mobility Element outlines the vision, goals, policies, and implementation measures required to improve and enhance the City of Long Beach's local and regional transportation system. The future vision of the City's transportation system includes:

- A community with flexible, convenient, affordable, and energy efficient transportation options.
- A community with mobility practices that maintain and enhance safety while strengthening community, sense of place, urban design, and the natural environment.
- A community that encourages the use of the most efficient and convenient mode of travel for any particular trip.
- A community that embraces innovation and appropriate transportation technology.
- A community that maintains professional standards in transportation planning and traffic engineering, with safety as the highest priority.
- A community that integrates land use planning with a multimodal mobility network, providing people with options to choose various forms of convenient transportation.
- A community that plans, maintains, and operates mobility systems consistent with the principles of complete streets, active living, and sustainable community design.

The City of Long Beach Mobility Element proposes several "big moves" that should shift the City's vision into a reality. Several of these big moves are detailed below.

- **Balance the needs of all mobility users.** Goals, policies, and implementation measures would be designed to create a system of complete streets that support and encourage all mobility users, regardless of age or ability, including pedestrians, bicyclists, transit riders, motorists, and truckers. To create a more balanced system, some streets would be redesigned to create corridors that prioritize walking, bicycling, and/or transit services. In addition, on street segments where automobile travel is not emphasized or where intersection or roadway widening is not practical, the City may accept a level of service below the City standard of LOS "D" in exchange for pedestrian, bicycle, and/or transit improvements.
- **Implement a context-sensitive and multi-modal approach to street planning and design.** In the past, the City of Long Beach has used a functional street classification system to plan and design street improvements. Functional street classification systems do not consider the context of adjacent land uses and buildings, and the role of walking, biking, and transit along the street corridor. A context-sensitive street classification system categorizes a jurisdiction's streets into a hierarchy of street types organized by both function and community context, taking into account all road users and the character of adjacent properties and buildings. This approach will help create a more balanced mobility system, give people more transportation choices, and will help integrate mobility, land use, and urban design for better placemaking.
- **Increase the efficiency of the roadway and highway system through innovative facilities and programs.** Long Beach is a nearly built-out city with a developed mobility network. As the population grows, there will be limited opportunities to acquire additional right-of-way to widen streets and accommodate additional vehicular traffic. Future improvements will

be aimed at making the mobility network more efficient by encouraging other modes of transportation (primarily walking, bicycling, and public transit) and by using innovation and technology to improve the flow of traffic along corridors.

- **Provide multi-modal connectivity to create a seamless mobility system.** Most trips involve more than one mode of transportation. The City's goal is to create a seamless link between all modes of transportation so that trips are not disrupted by system delays, burdensome ticketing procedures, unreasonable waiting times, and extended loading and unloading.
- **Support active transportation and active living.** Active transportation uses the energy of the human body to get from place to place. Modes of active transportation include walking, bicycling, rollerskating, and skateboarding. By making active transportation a viable option for everyday travel, the City of Long Beach can help alleviate roadway congestion, reduce greenhouse gas emissions, improve physical health and wellness, and reduce obesity rates.

The SEADIP study area has been identified as an opportunity for street character change. Streets within the area that have been identified include the following.

- › Pacific Coast Highway
- › SR-22 and Studebaker Off-ramps
- › Bellflower Boulevard
- › 7th Street
- › 2nd Street
- › Marina Drive
- › Shopkeeper Road
- › Loynes Drive



*Level of service (LOS) is a quantitative measure representing quality of service. The HCM defines six levels of service, ranging from A to F, where LOS A represents the best operating conditions from the traveler's perspective and LOS F the worst.*

*A traditional LOS methodology was used as a starting point for discussion of existing conditions. There are several other metrics that can be used to measure the efficiency and performance of traffic within the study area. The City's 2013 Mobility Element focuses on multimodal connectivity and introduces a multimodal level of service methodology and standard that may be appropriate for the study area. Additional options will be explored to find the most appropriate standard for the Southeast Area.*

## 4.2 Transportation Assessment

### Data Collection

Existing studies and data were used to assess existing transportation in the study area. Existing condition intersection operation LOS results were obtained from the Second+PCH Development EIR Traffic Study, 2011 prepared by Linscott, Law & Greenspan Engineers (LLG). Roadway segment average daily traffic volumes were obtained from the Caltrans 2012 Traffic Volumes on California State Highways. The following section describes how the intersection and roadway section operation results were calculated.

### Traffic Operations Methodologies

The City of Long Beach uses the Intersection Capacity Utilization (ICU) methodology to analyze signalized intersections. The ICU methodology is a standard approach for evaluating signalized intersection operations and is reported in volume-to-capacity (V/C) ratios; it is consistent with the LA County CMP requirements.

The Highway Capacity Manual (HCM) methodology is used to analyze unsignalized intersections. The HCM 2000 methodology is based on empirical research conducted by the Transportation Research Board and other authorities. It evaluates all-way stop-controlled intersections by estimating the average delay for vehicles at an intersection, reported in seconds of delay. It evaluates side-street stop-controlled intersections by estimating the worst-case approach delay for vehicles at an intersection, also reported in seconds of delay. The HCM 2000 methodology is also used for roadway segment LOS analysis.

Each methodology assigns a qualitative letter grade that represents the operations of the intersection. These grades range from LOS A (minimal delay) to LOS F (excessive congestion). LOS E represents at-capacity operations. Descriptions of the LOS letter grades for signalized and unsignalized intersections are provided in Table 4. Intersection Level of Service Criteria. Roadway segment level of service thresholds are provided in Table 5. Roadway Segment Daily LOS Thresholds.

According to the Long Beach Mobility Element, the City allows a maximum peak hour level of service of LOS D on Regional Corridors, Boulevards and Major Avenues and allows a maximum peak hour level of service of LOS C on Minor Avenues and Neighborhood Collectors. However, the Mobility Element also allows the City to accept an LOS below the City standard in exchange for pedestrian, bicycle and/or transit improvements on street segments where automobile travel is not emphasized or where intersection roadway widening is not practical.

**Table 4. Intersection Level of Service Criteria**

LEVEL OF SERVICE	DESCRIPTION	SIGNALIZED INTERSECTIONS: VOLUME-TO-CAPACITY (V/C) RATIO	UNSIGNALIZED INTERSECTIONS: DELAY (SECONDS)
A	Operations with very low delay occurring with favorable progression and/or short cycle length.	0.000-0.600	≤ 10.0
B	Operations with low delay occurring with good progression and/or short cycle lengths.	0.601-0.700	>10.0 to 15.0
C	Operations with average delays resulting from fair progression and/or longer cycle lengths. Individual cycle failures begin to appear.	0.701-0.800	>15.0 to 25.0
D	Operations with longer delays due to a combination of unfavorable progression, long cycle lengths, or high V/C ratios. Many vehicles stop and individual cycle failures are noticeable.	0.801-0.900	>25.0 to 35.0
E	Operations with high delay values indicating poor progression, long cycle lengths, and high V/C ratios. Individual cycle failures are frequent occurrences.	0.901-1.000	>35.0 to 50.0
F	Operation with delays unacceptable to most drivers occurring due to over saturation, poor progression, or very long cycle lengths.	Greater than 1.000	>50.0

Source: Highway Capacity Manual (Transportation Research Board, 2000)

**Table 5. Roadway Segment Daily LOS Thresholds**

FACILITY TYPE	C	D	E
6-Lane Arterial, Divided	27,100	53,200	56,000
4-Lane Arterial, Divided	19,200	35,400	37,400
4-Lane Arterial, Undivided	17,500	27,400	28,900
2-Lane Arterial	9,700	17,600	18,700
2-Lane Collector	9,000	11,300	12,500

Sources: Highway Capacity Manual (Transportation Research Board, 2000). Fehr & Peers, 2012

## 4.3 Existing Conditions

This section discusses the existing transportation conditions in the study area, including roadway, transit, and pedestrian networks.

### Regional Circulation Setting

The City of Long Beach is in Los Angeles County along the Pacific Coast. Regional access to Long Beach is provided by Interstate 405 (I-405), I-710, State Route 1 (Pacific Coast Highway), State Route 103 (SR-103), SR-19 (Lakewood Boulevard), I-605, and SR-22.

Long Beach's transportation network is multimodal and consists of highways, streets, pedestrian paths, bicycle routes, rail, ports, and buses. The safe and efficient movement of goods and vehicles is a key element in Long Beach's future social and economic well-being.

### Existing Roadway Facilities

Regional access to the study area is provided by SR-22 and PCH. Roadways in the study area are classified according to the Mobility Element and the Los Angeles County CMP and are described in detail below. Regional facilities are owned and operated by Caltrans; Figure 25. Roadway Facility Ownership, describes which facilities in the study area are owned by Caltrans or the City. Daily traffic is presented in Figure 26. Current Daily Traffic.

#### REGIONAL ROADS

- **Pacific Coast Highway (SR-1).** Pacific Coast Highway is classified in the Los Angeles County CMP as a State Highway (arterial) and in the Long Beach Mobility Element as a Regional Corridor and an opportunity for street character change. South of Second Street, PCH is designated by the Mobility Element as a Scenic Route. The roadway extends from SR-101 in Leggett, California, south along the Pacific Coast over 650 miles before terminating at I-5 in Dana Point, California. Within the study area, PCH has an east-west orientation and is a six lane facility divided by a two-way left turn lane. On-street parking is generally permitted with time restraints and other restrictions. PCH is a Caltrans designated truck route. The posted speed limit in the study limits is 35 miles per hour.
- **California State Route 22 (SR-22).** SR-22 is classified in the Los Angeles County CMP as a State Highway (arterial) and in the Mobility Element as a Freeway. The roadway's eastern terminus is at SR-55 in Orange, and the western portion becomes 7th Street in the City of Long Beach. The Mobility Element classifies 7th Street as a Boulevard and as an opportunity for street character change. 7th Street is also classified as a Primary Transit-Priority Street. SR-22 is a Caltrans-designated truck route, and the Mobility Element designates 7th Street as a regional truck route between Studebaker Road and PCH. In the study area, 7th Street has three lanes in each direction, is divided by a raised median, and has a posted speed limit of 45 mph.

#### LOCAL ACCESS ROADS

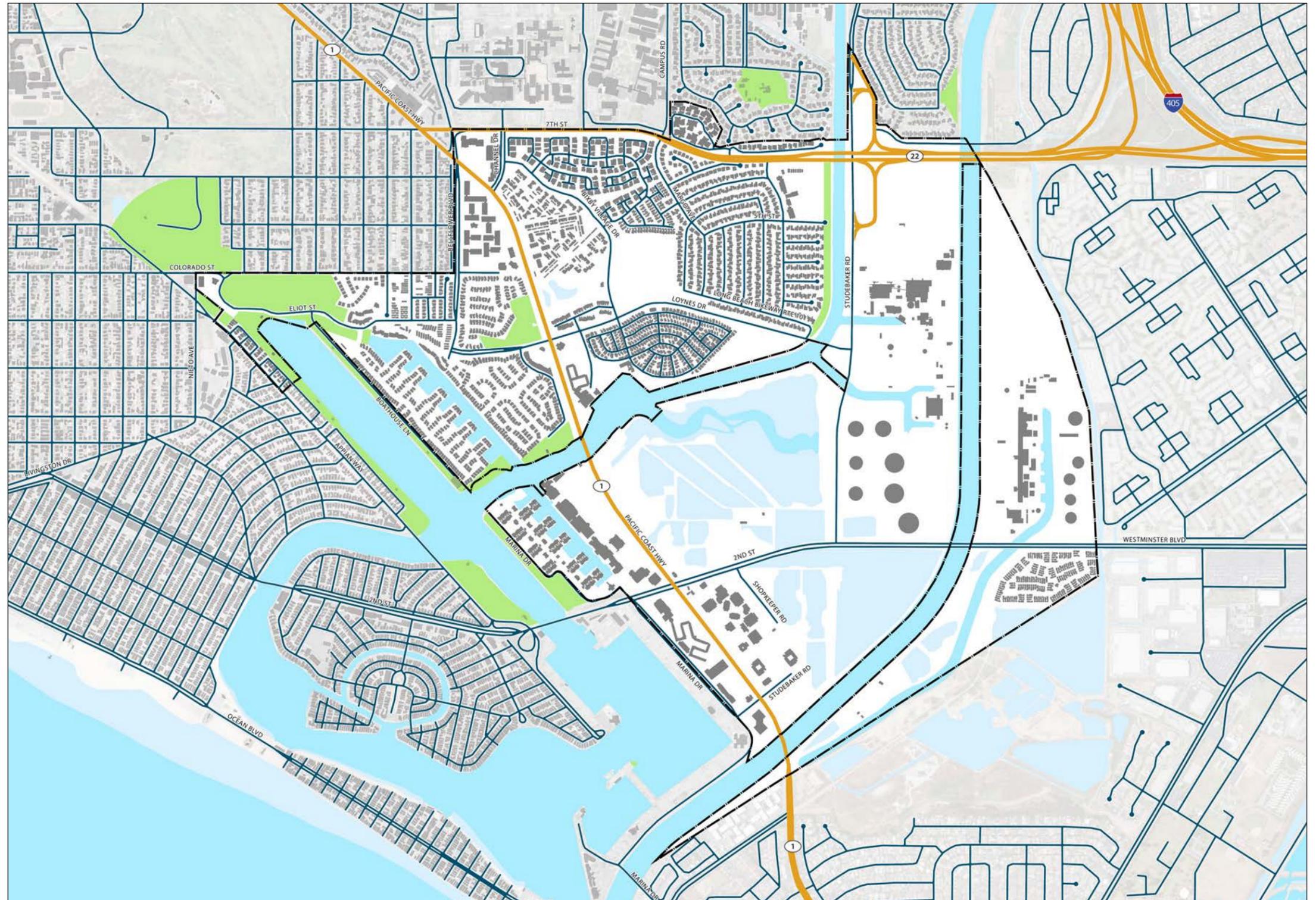
- **Bellflower Boulevard.** Bellflower Boulevard is classified in the Mobility Element as a both a Major Avenue and a Neighborhood Connector. In the study area, it is a Neighborhood Connector as well as an opportunity for street character change. Bellflower Boulevard begins in Downey and continues south until its terminus at Loynes Drive in Long Beach, providing access to I-405 and SR-1. The Mobility Element designates Bellflower Boulevard as a regional truck route north of PCH and as an appropriate path of travel for trucks south of PCH. In the study area, Bellflower Boulevard is a four lane road divided by a landscaped median. The posted speed limit is 35 mph.
- **Studebaker Road.** Studebaker Road is classified in the Mobility Element as a Major Avenue. Studebaker Road begins at Los Coyotes Diagonal in Long Beach and continues south until it terminates at Westminster Boulevard in Long Beach. In the study area, Studebaker Road is a four lane facility divided by a two-way left turn lane. The Mobility Element designates Studebaker Road as an appropriate path of travel for trucks. On-street parking is generally not permitted, and the posted speed limit is 45 mph.
- **Colorado Street.** Colorado Street is classified in the Mobility Element as a Neighborhood Connector. The street begins in central Long Beach, and its western terminus is at Bellflower Boulevard in Long Beach. In the study area, Colorado Street is a two lane undivided road with street parking. The posted speed limit is 30 mph.
- **Loynes Drive.** Loynes Drive is classified in the Mobility Element as a Neighborhood Connector as well as an opportunity for street character change. Loynes Drive begins in Long Beach at Bellflower Boulevard and terminates at Studebaker Road in Long Beach. The Mobility Element designates Loynes Drive as an appropriate path of travel for trucks. In the study area, Loynes Drive is a four lane road divided by a median. The posted speed limit is 35 mph.
- **2nd Street/Westminster Boulevard.** In the study area, 2nd Street becomes Westminster Boulevard and is classified as a Boulevard and as an opportunity for street character change in the City of Long Beach Mobility Element. West of SR-1, 2nd Street is designated in the Mobility Element as a Scenic Route and a Primary Transit-Priority Street. East of Studebaker Road, Mobility Element designates 2nd Street as an appropriate path of travel for trucks. The western terminus of 2nd Street is at Alamitos Avenue in downtown Long Beach and the eastern terminus in North Tustin after changing its name to 17th Street. In the study area from PCH to Studebaker Road, 2nd Street is a divided six lane road with a posted speed limit of 50 mph. From Studebaker to the western edge of the study area, 2nd Street is a four lane divided road with a posted speed limit of 50 mph.
- **Marina Drive.** Marina Drive is classified as a Local Street as well as an opportunity for street character change in the City of Long Beach Mobility Element. Marina Drive begins north of 2nd Street, and its southern terminus is at PCH. In the study area, Marina Drive is a two lane facility divided by a two-way left turn lane, and the posted speed limit is 35 mph.



Figure 25. Roadway Facility Ownership

LEGEND

- City Owned
- Caltrans Owned



- **Shopkeeper Road.** Shopkeeper Road is classified in the Long Beach Mobility Element as a Local Road. It is located south of 2nd Street, 600 feet east of Pacific Coast Highway. This road is adjacent to a shopping center to the south and wetlands to the north. Drivers under existing conditions are using Shopkeeper Road and the shopping center parking lot as a cut-through route to avoid the intersection of Pacific Coast Highway and 2nd Street. The right-of-way for Shopkeeper Road encroaches into the wetlands which could pose a constraint for the widening of the road and the potential extension to Studebaker Road or Pacific Coast Highway.

## OPPORTUNITIES

*These opportunities to create a more comprehensive roadway network with additional connectivity and alternative routes in the study area. However, these improvements are reliant on the wetlands delineation.*

- *Pacific Coast Highway and 7th Street could be relinquished by Caltrans to the City in order to redefine their use within the study area.*
- *7th Street could be treated to allow for additional modes of travel.*
- *Shopkeeper Road could be extended south and west to connect with PCH to create a standard alternative route for users.*
- *Shopkeeper Road could be extended north and west to connect with PCH.*
- *A more traditional grid system with shorter block lengths could be implemented in the area to provide additional connections and capacity.*
- *Potential shifting of Marina Drive westward.*



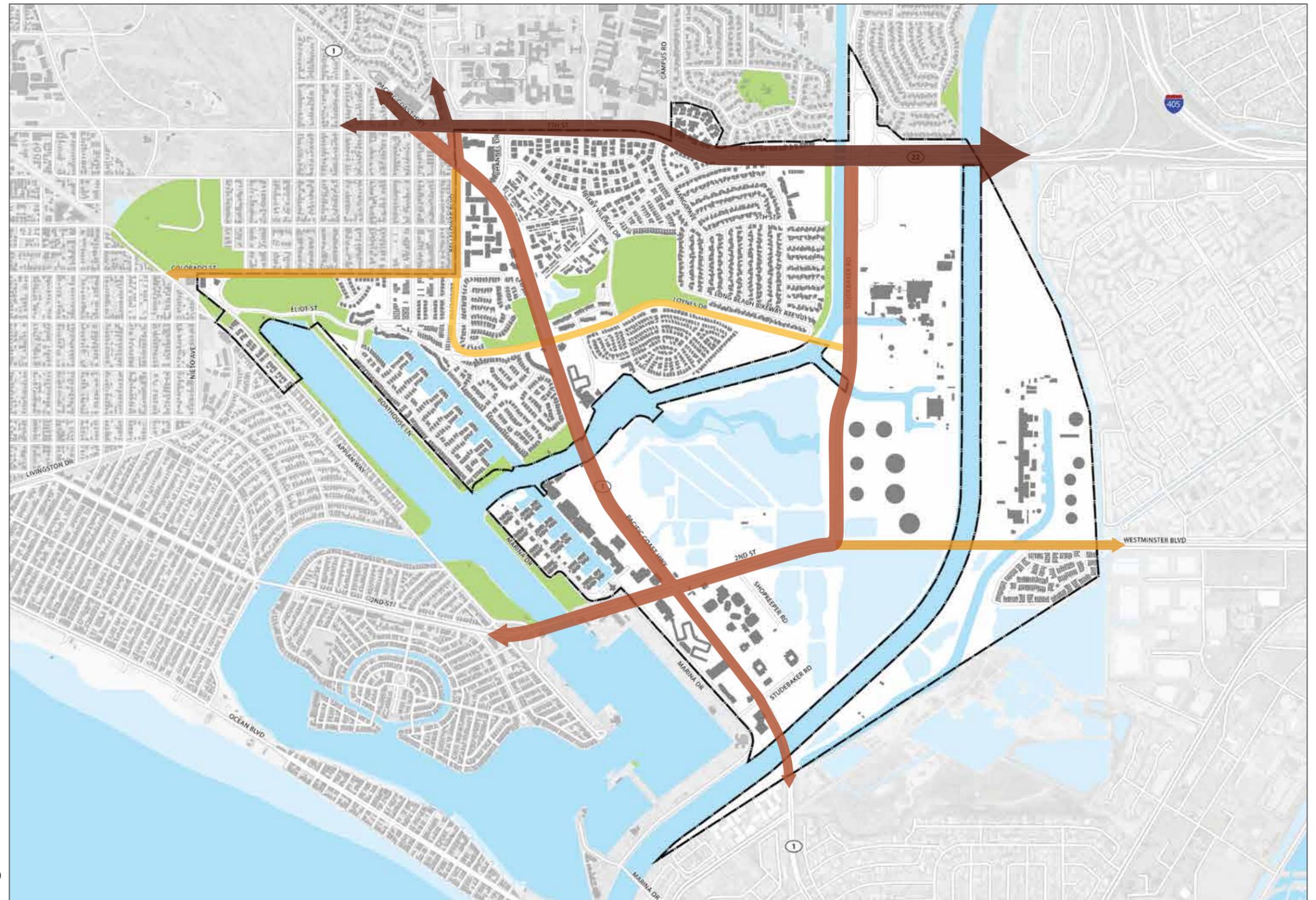
**Figure 26. Current Daily Traffic**

**LEGEND**

- 40,000 + vehicles per day
- 30,000 - 40,000
- 20,000 - 30,000
- 10,000 - 20,000
- Less than 10,000

This plan diagram provides a generalized view of the major streets that traverse the Southeast Area which comprise a large portion of the public realm. Each street is color coded by average daily traffic volumes. Its role or function, daily volumes, travel speeds, sidewalk widths, bicycle facilities and streetscape (street lights, street trees and pedestrian amenities) greatly shape the character and quality of the public realm.

Source: Google Earth Pro available data.



## 4.4 Transit Service

### Existing Transit Facilities

The study area is serviced by multiple Long Beach Transit bus routes, OCTA bus routes, and LA Metro bus routes. The City has high bus ridership rates that totaled 1,123,977 average weekday boardings as of June 2012 according to Metro ridership statistics. The routes are shown in Figure 27. Existing Transit Facilities, and described below.

#### LONG BEACH TRANSIT

- **Route 81 (10th Street to CSULB).** Route 81 runs north-south along Pacific Avenue, then east-west on 10th Street, then drops to 7th Street before reaching Cal State University Long Beach (CSULB). Route 81 operates on 50-minute headways during weekdays. This line does not run on weekends.
- **Route 91 (7th Street to Bellflower Boulevard).** Route 91 begins in downtown Long Beach running east-west on 7th Street and north-south on Bellflower Boulevard, ending at Bellflower High School in the City of Bellflower. Route 91 operates at 24 to 82-minute headways on weekdays, at 32- to 60-minute headways on Saturdays, and 31- to 60-minute headways on Sundays and holidays.
- **Route 92 (7th Street to Woodruff Avenue).** Route 92 begins in downtown Long Beach running east-west on 7th Street and north-south on Bellflower Boulevard, ending at Bellflower High School in the City of Bellflower. Route 92 operates on 12- to 70-minute intervals on weekdays. This line does not run on weekends.
- **Route 93 (7th Street to Clark Avenue).** Route 93 begins in downtown Long Beach running east-west on 7th Street and north-south on Bellflower Boulevard, ending at Bellflower High School in the City of Bellflower. Route 93 operates on 16- to 70-minute headways on weekdays. This line does not run on weekends.
- **Route 94 (7th Street to Los Altos).** Route 94 begins in downtown Long Beach running east-west on 7th Street and north-south on Bellflower Boulevard, ending at Los Altos Market Center. Route 94 operates on approximately 20- to 60-minute headways on the weekdays and on approximately 30- to 45-minute headways on the weekends.
- **Route 96 (ZAP via 7th Street).** Route 96 begins in downtown Long Beach near the intersection of 6th and Long Beach Boulevard and runs east-west along 7th Street and north-south along Bellflower Boulevard. Route 96 operates one-way only during the peak morning and afternoon commute hours in the eastbound and westbound direction, respectively. Route 96 operates on approximately 10- to 20-minute headways on weekdays only.

- **Route 121 (Catalina Landing to Atherton at Ximeno).** Route 121 begins near Catalina Landing and the Long Beach Convention Center and runs east-west on Ocean Boulevard and 2nd Street, then continues north-south on PCH and Bellflower Boulevard toward CSULB Beachside College. Route 121 operates on approximately 20-minute headways on both weekdays and weekends.
- **Route 131 (Redondo Avenue to Alamitos Bay Landing).** Route 131 begins at the Metro Blue Line station near the intersection of Wardlow Road and Pacific Avenue and runs east-west on Wardlow Road, continues north-south on Redondo Avenue, then travels east-west on 2nd Street to Alamitos Bay Landing. Route 131 operates on approximately 40-minute headways on the weekdays and 60-minute headways on the weekends.
- **Route 171 (PCH to Market Place).** Route 171 runs almost entirely along PCH from the Villages at Cabrillo to the Market Place near the border of Long Beach and Seal Beach. Route 171 operates on 35- to 40-minute headways during weekdays and on 45- to 50-minute headways on weekends.

#### METRO

- **Route 577 (El Monte to Long Beach).** Route 577 is an express route running north-south from El Monte to Long Beach via the I-605. Route 577 runs on approximately 30- to 50-minute headways on the weekdays only.

#### ORANGE COUNTY TRANSPORTATION AUTHORITY

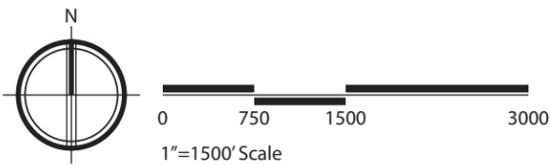
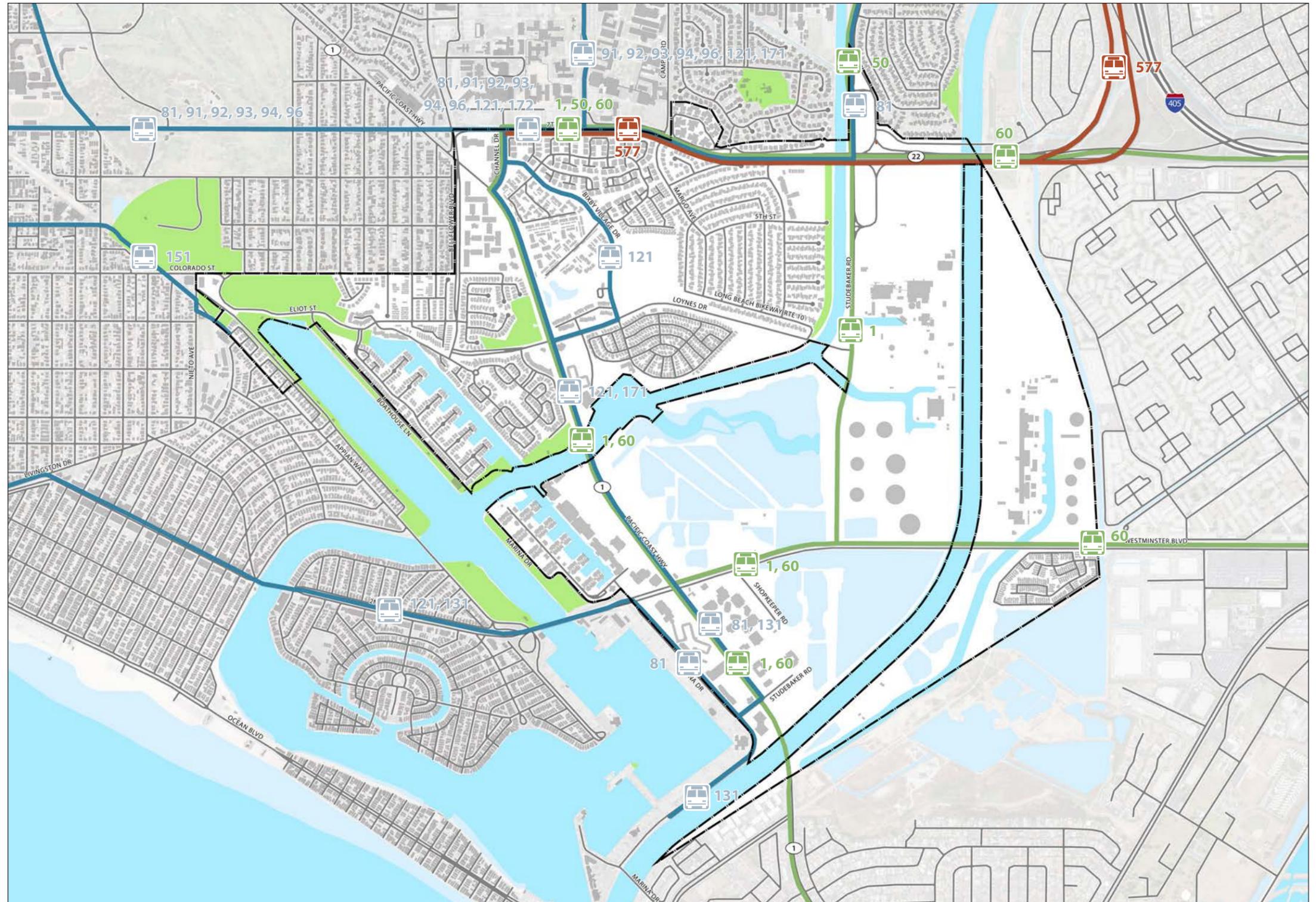
- **Route 1 (Long Beach to San Clemente).** Route 1 begins in the City of Long Beach near the Long Beach VA Medical Center and runs north-south along Pacific Coast Highway to San Clemente. Route 1 operates on approximately 30-minute headways on weekdays and on approximately 60-minute headways on the weekends.
- **Route 50 (Long Beach to Orange).** Route 50 begins near CSULB and runs east-west toward the Village at Orange via Studebaker Road and Katella Avenue. Route 50 operates on approximately 20- to 60-minute headways during the weekdays and on approximately 40- to 50-minute headways on the weekends.
- **Route 60 (Long Beach to Tustin).** Route 60 begins near CSULB and runs east-west via Westminster Boulevard toward Larwin Square in Tustin. Route 60 operates on approximately 15- to 30-minute headways both on the weekdays and weekends.

*Three transit agencies (Long Beach Transit, LA Metro, and OCTA) service the study area, allowing for strong connections to local cities. In reducing headways and increasing weekend service, opportunities exist for local buses to improve access to the marina, nearby retail centers, and CSULB. There is potential to have a shuttle service to connect SEADIP to CSULB and Belmont Shore.*

**Figure 27. Existing Transit Facilities**

**LEGEND**

- LA Metro
- Long Beach Transit
- OCTA



## 4.5 Bicycle Network

The City of Long Beach is serviced by Class I, II, and III bicycle lanes; bicycle boulevards; and separated bicycle lanes (Cycle track), but only Class I, Class II, and Class III bike lanes exist in the study area. The following is a description of each bicycle facility available in the City of Long Beach.

- Class III bike routes are roadways that have been deemed safe for bicyclists, but have no designated lane. Long Beach has additional treatment in Belmont Shore to the Class III lane known as “Shared Green Lanes,” in which the shared lanes are painted green to make drivers more aware of bicyclists.
- Bicycle boulevards are low-speed streets that have been optimized for bicycle traffic through traffic calming and right-of-way assignment. These are typically neighborhood streets that allow local vehicle traffic access but discourage cut-through vehicle traffic. The City has approved the installation of three new bicycle boulevards, which will amount to four total bicycle boulevards that stretch over 15 miles throughout the City.
- Separated bicycle lanes, also known as the “Cycle Track” in the City of Long Beach, are exclusive bicycle facilities with elements of a separated path and on-road bike lane. Cycle Tracks are within the roadway right-of-way but are physically separated from motor traffic and distinct from the sidewalk. In 2002 Long Beach installed over two miles of Cycle Track in the downtown area.

Figure 28. Bicycle Facilities, shows the existing and planned bike facilities in the study area. The existing bicycle facilities in the study area are on the following streets.

- Class I Bike Path
  - › Eliot Street
  - › Loynes Drive (varies between Class I and II)
  - › Bixby Village Drive
  - › Long Beach Bikeway Route 10 (along Los Cerritos Channel)
  - › San Gabriel River Bike Trail
  - › Margo Avenue (from Loynes to 5th Street)

- Class II Bike Lane
  - › Pacific Coast Highway
  - › 2nd Street/Westminster Boulevard (from Marina Drive to PCH and Studebaker Road to Los Alamitos Channel)
  - › 7th Street
  - › Marina Drive
  - › Margo Avenue (from 5th Street to 7th Street)
  - › Studebaker Road
- Class III Bike Route
  - › Colorado Street
  - › 2nd Street/Westminster Boulevard (from PCH to Studebaker Road)
  - › Boathouse Lane
  - › Bellflower Boulevard

Numerous bike lanes exist in the study area, and improving connectivity to local activity centers would enhance the effectiveness of the existing infrastructure. Connections between CSULB and the Long Beach Bikeway Route 10 could be considered, and connectivity could be improved with bike infrastructure along the Los Cerritos Channel from Loynes Drive to PCH. Opportunities exist for an off-road bicycle lane alongside the wetlands. This has potential to remove bicyclists from high-volume traffic as well as improve access to marina activities.

Desirable features to enhance safety and accommodate cyclists include the following features:

- Acquire or reallocate public right-of-way to install additional bikeways along high activity centers such as schools, shopping centers, and employment centers.
- Provide connectivity between bikeways.
- Provide safe and secure bike racks or bike lockers on public arterials.
- Provide enhanced bicycle detection at signalized intersections.
- Provide a buffer for bikeways from vehicle travel lanes and street parking.

*The City of Long Beach already contains a fairly extensive bicycle network, but opportunities to improve connectivity or improve the facilities exist throughout the study area.*

*The Los Cerritos Channel presents an opportunity to provide a Class I Bike Path that would provide direct access from the terminus of the existing Long Beach Bikeway Route 10 to the marina*

- *Possibilities exist for connections between Cal State Long Beach and Long Beach Bikeway Route 10.*
- *Additional bicycle facilities could provide better access to activity centers such as Belmont Shore, Naples, and Cal State Long Beach.*
- *Wide lanes and some existing open space along PCH provide an opportunity for enhanced bicycle infrastructure such as Class I lanes or Cycle Tracks.*

**Figure 28. Bicycle Facilities**

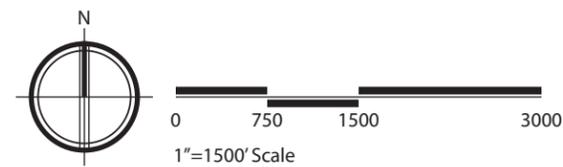
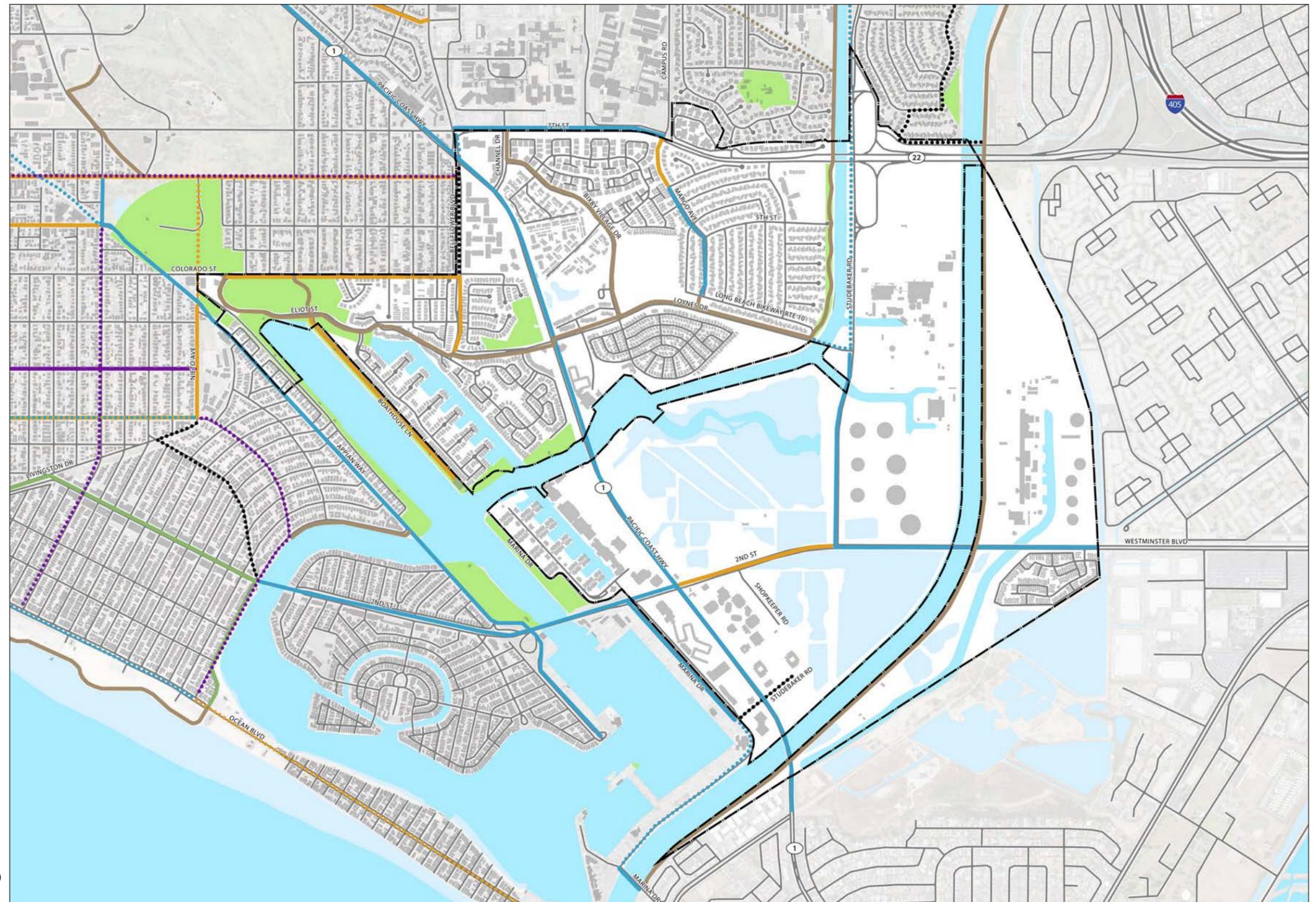
**LEGEND**

**Existing Bicycle Facilities**

-  Class I Bike Path
-  Class II Bike Lane
-  Class III Bike Route
-  Bike Boulevard
-  Shared Green Lane

**Future Bicycle Facilities**

-  Class I Bike Path
-  Class II Bike Lane
-  Class III Bike Route
-  Bike Boulevard
-  Shared Green Lane
-  To Be Determined



## 4.6 Pedestrian Network

Pedestrian facilities throughout the City of Long Beach are well developed along most major roadways. Some roadways in the study area have sidewalks on both sides of the street, pedestrian crosswalks, and appropriate pedestrian crossings controls and allow connectivity to local activity centers. There are also roadways that do not have pedestrian infrastructure in residential areas and undeveloped areas. The following opportunities provide a multimodal perspective for the future of the study area.

Cal State Long Beach borders 7th Street and draws many pedestrians, specifically at the intersections of Bellflower Boulevard, Channel Drive, and Margo Avenue. The extensive amount of pedestrian activity at these intersections creates an environment that conflicts with the vehicle demand, and the level of service for both respective parties suffers. Retail districts along Pacific Coast Highway and 2nd Street also contribute to high pedestrian activity along major corridors. In accordance with the CMP for the City of Long Beach, both 7th Street and Pacific Coast Highway are arterial roadways and should manage congestion at a corridor level, not just intersection level.

Below are corridors that could have improved pedestrian infrastructure:

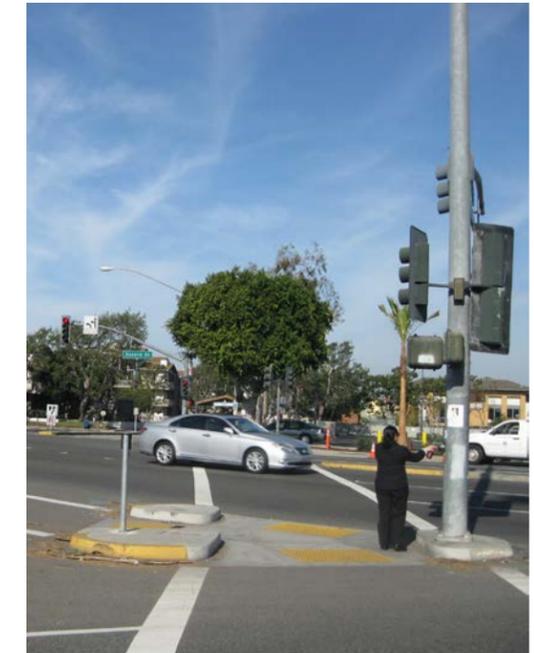
- 2nd Street/Westminster Boulevard
- Studebaker Road
- Loynes Drive
- Pacific Coast Highway
- 7th Street
- Boathouse Lane
- Marina Drive

Figure 29. Pedestrian Facilities, shows which roadways within the study area provide sidewalks. Desirable features to enhance safety and provide pedestrians with a more comfortable environment include the following features.

- Provide barriers between pedestrian walkways and vehicle travel lanes, such as landscaping or street trees.
- Presence of medians for pedestrian refuge, especially along high volume 7th Street intersections, 2nd Street intersections, and Pacific Coast Highway intersections.
- Reduce the number of travel lanes to cross at intersection or provide bulb-outs to reduce pedestrian exposure.
- Provide good lighting levels at intersections and mid-block to enhance levels of security.

*There are opportunities within the study area to improve pedestrian mobility and access given that there are many routes that lack sidewalks or connectivity for pedestrians.*

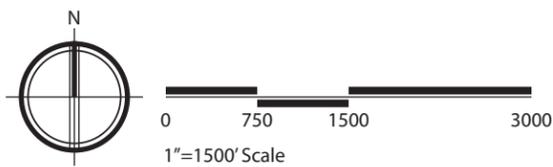
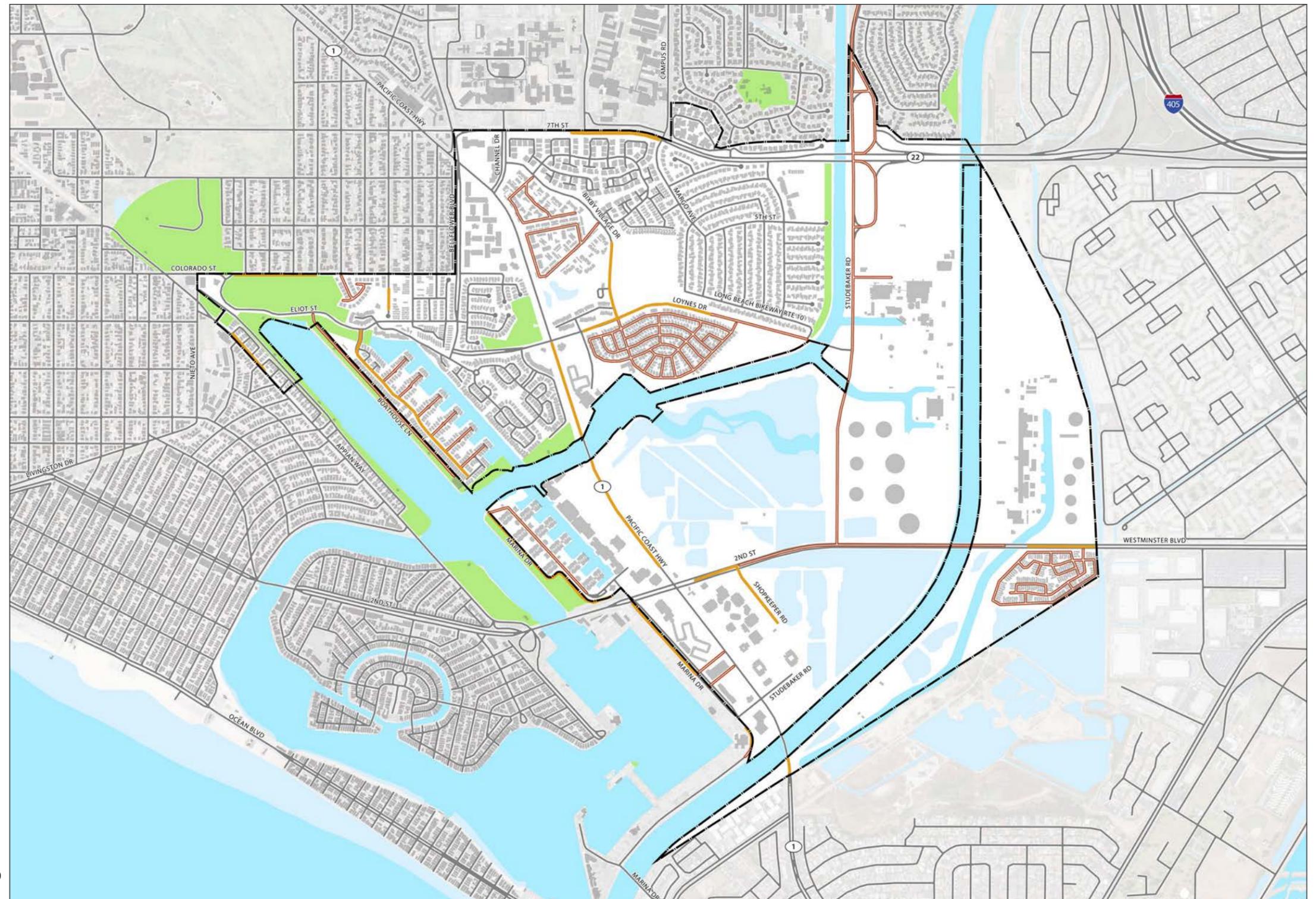
- *Provide more routes and accessibility to the existing attractions and restaurants in the marina area.*
- *Provide safety enhancing treatments to the wider streets, such as PCH, 7th Street, and 2nd Street which would shorten the pedestrian crossing distance.*
- *Encourage shorter block lengths along PCH between the Los Cerritos Channel and the San Gabriel River.*



**Figure 29. Pedestrian Facilities**

**LEGEND**

-  Sidewalk Missing on Both Sides
-  Sidewalks Missing on One Side



## 4.7 Existing Operations

### Intersection Operations

The existing operations LOS results from LLG's "Second+PCH Development Traffic Impact Analysis" (2011) are shown in Table 6. Intersection Level of Service: Existing Conditions (2011). As shown in the table, four of the studied intersections currently operate below LOS D during at least one peak hour. The intersections operating unacceptably are as follows.

- Bellflower Boulevard & 7th Street (AM Peak LOS F, PM Peak LOS E)
- Pacific Coast Highway & Loynes Drive (AM Peak LOS E)
- Pacific Coast Highway & 2nd Street (AM Peak, PM Peak, Saturday Midday Peak LOS E)
- Studebaker Road & 2nd Street (AM Peak, PM Peak, Saturday Midday Peak LOS F)

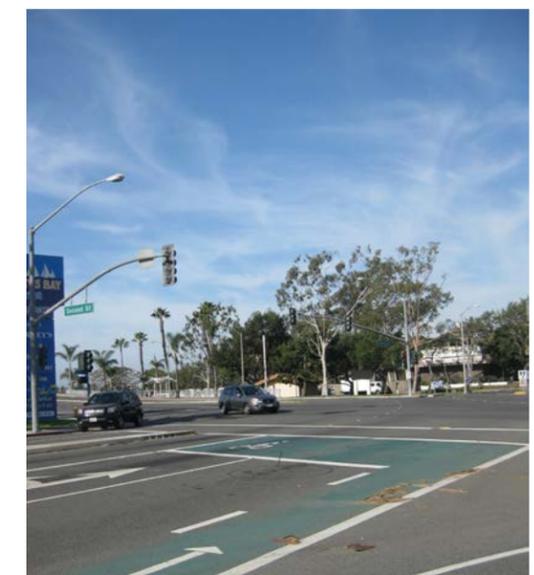
*The Mobility Element of the City's General Plan (2013) introduced a multimodal level of service to address roadway capacity. This approach is more closely aligned with the state's Complete Streets Act and considers how roads can be effectively and safely used by multiple transportation modes. Multimodal level of service can gauge how streets operate for automobiles, pedestrians, transit users, and bicyclists. Additionally, it can evaluate opportunities for street improvements that encourage other modes of transportation beyond the automobile. In addition to assessing automobile use this level of service option measures:*

- Transit Level of Service
- Pedestrian Level of Service
- Bicycle Level of Service

**Table 6. Intersection Level of Service: Existing Conditions (2011)**

INTERSECTION	CONTROL TYPE	PEAK	V/C OR DELAY (SECONDS)	LOS
Bellflower Boulevard & 7th Street	Signal	<b>AM</b>	<b>1.011</b>	<b>F</b>
		<b>PM</b>	<b>0.947</b>	<b>E</b>
		SAT MD	0.863	D
Bellflower Boulevard & Pacific Coast Highway	Signal	AM	0.630	B
		PM	0.696	B
		SAT MD	0.627	B
Studebaker Road & SR-22 Westbound Ramps	Signal	AM	0.600	B
		PM	0.831	D
		SAT MD	0.677	B
Studebaker Road & SR-22 Eastbound Ramps	Signal	AM	0.492	A
		PM	0.674	B
		SAT MD	0.586	A
Pacific Coast Highway & Loynes Drive	Signal	<b>AM</b>	<b>0.907</b>	<b>E</b>
		PM	0.796	C
		SAT MD	0.737	C
Studebaker Road & Loynes Drive	Signal	AM	0.736	C
		PM	0.692	B
		SAT MD	0.615	B
Marina Drive & 2nd Street	Signal	AM	0.633	B
		PM	0.688	B
		SAT MD	0.754	C
Pacific Coast Highway & 2nd Street	Signal	<b>AM</b>	<b>0.943</b>	<b>E</b>
		<b>PM</b>	<b>0.909</b>	<b>E</b>
		<b>SAT MD</b>	<b>0.964</b>	<b>E</b>
Shopkeeper Road & 2nd Street	Signal	AM	0.594	A
		PM	0.857	D
		SAT MD	0.845	D
Studebaker Road & 2nd Street	Signal	<b>AM</b>	<b>1.047</b>	<b>F</b>
		<b>PM</b>	<b>1.122</b>	<b>F</b>
		<b>SAT MD</b>	<b>1.010</b>	<b>F</b>
Marina Drive & Studebaker Road	All-Way Stop	AM	9.7	A
		PM	12.9	B
		SAT MD	11.2	B
Pacific Coast Highway & Studebaker Road	Signal	AM	0.650	B
		PM	0.881	D
		SAT MD	0.719	C

Source: Second+PCH Development EIR Traffic Impact Analysis, City of Long Beach, February 14, 2011. Linscott, Law & Greenspan Engineers





### Roadway Segment Operations

Existing daily traffic volumes and number of travel lanes were used to evaluate the operations at the following roadway segments. Results for weekday conditions are summarized in Table 7. Roadway Segment Level of Service: Existing Conditions (2012). The table shows that one of the roadway segments on PCH and all of the roadway segments on SR-22/7th Street operate daily at LOS F. PCH has some available capacity at the northern study limits but needs more than four lanes at the southern end to be at an acceptable LOS. SR-22 is a highly utilized highway that is currently over capacity.

**Table 7. Roadway Segment Level of Service: Existing Conditions (2012)**

ROADWAY	LIMITS	FACILITY TYPE	CAPACITY	ADT	LOS <sup>1</sup>
Pacific Coast Highway	From 7th Street/SR-22 to Bellflower Street	6 Lane Arterial, Divided	56,000	26,000	C
Pacific Coast Highway	Bellflower Street to Channel Drive	6 Lane Arterial, Divided	56,000	34,500	D
Pacific Coast Highway	Studebaker Road to City Boundary	4 Lane Arterial, Undivided	37,400	41,000	F
SR-22/7th Street	Pacific Coast Highway to Bellflower Road	6 Lane Arterial, Divided	56,000	58,000	F
SR-22/7th Street	Bellflower Street to Channel Drive	6 Lane Arterial, Undivided	56,000	61,000	F
SR-22/7th Street	Silvera Avenue to Studebaker Road	6 Lane Arterial, Divided	56,000	68,000	F

Notes: 1. Maximum ADT capacities assumed to represent LOS E thresholds.

Source: Caltrans 2012 Traffic Volumes on California State Highways.

*The intersections and roadway segments operating below the standard LOS thresholds present constraints to take vehicle capacity away from in order to provide other multimodal facilities. However, the Long Beach Mobility Element has created opportunities to redefine these facilities' context-sensitive classification to allow lower LOS to gain multi-modal balance. Alternatively, some other opportunities to improve vehicle capacity could include:*

- Extension of Studebaker Road (if feasible, given potential wetlands constraints)
- Relinquishment of PCH and 7th Street to the City that would allow for smaller lanes to expand capacity
- Implement signal coordination
- Better transit, bicycle, and pedestrian infrastructure to reduce vehicle demand
- Smaller blocks in unconstrained areas that would better distribute traffic

## 5.0 MARKET ASSESSMENT

This section describes the key findings of the real estate market assessment for the Specific Plan. The land uses examined are housing (for sale and rental), retail, hotel, and office. This section includes a summary of major findings and a discussion of market opportunities and constraints for the study area. “Study area” refers to the boundaries of the existing SEADIP, and “market area” refers to the competitive market area consisting of Long Beach, Signal Hill, Seal Beach, Los Alamitos, and unincorporated Rossmore (see Figure 30. Market Area). Long Beach is often disaggregated from the other market area cities since the study shares more in common with those communities than with the City. Figure 31. Census Tracts shows the census tract areas used in this market study.

### 5.1 Housing Market

#### Demographic and Housing Characteristics

The housing units in the study area are primarily single-family units, and the majority of them are owner-occupied, as shown in Table 8. Housing Stock Characteristics and Household Tenure (2011). The census tracts intersecting the study area – which also include several blocks southwest and northwest of the area – contain 6,554 housing units, making up about four percent of all housing units in Long Beach and three percent of units in the market area. Nearly 60 percent of the housing units in the study area are single-family units, compared to 48 percent in the market area. The study area’s housing is also much more likely to be owner-occupied than in the market area.

**Table 8. Housing Stock Characteristics and Household Tenure (2011)**

	PLAN AREA CENSUS TRACTS		MARKET AREA*	
	UNITS	% OF TOTAL	UNITS	% OF TOTAL
<b>Housing Units</b>				
Single-Family Detached	3,241	49%	85,560	42%
Single-Family Attached	625	10%	12,141	6%
Multi-Family	2,367	36%	103,008	51%
Other	321	5%	2,357	1%
<b>Total</b>	<b>6,554</b>	<b>100%</b>	<b>203,066</b>	<b>100%</b>
<b>Occupied Housing Units</b>				
Owner-Occupied	4,173	68%	83,929	45%
Renter-Occupied	1,926	32%	102,601	55%
<b>Total</b>	<b>6,099</b>	<b>100%</b>	<b>186,530</b>	<b>100%</b>

\*Includes Long Beach, Signal Hill, Seal Beach, Los Alamitos, and Rossmore.  
Source: U.S. Census, 2007-2011; Strategic Economics, 2014.

**Figure 30. Market Area**



**LEGEND**

- Market Area Cities
- Study Area Boundary

Source: Strategic Economics, 2014

**Figure 31. Census Tracts**

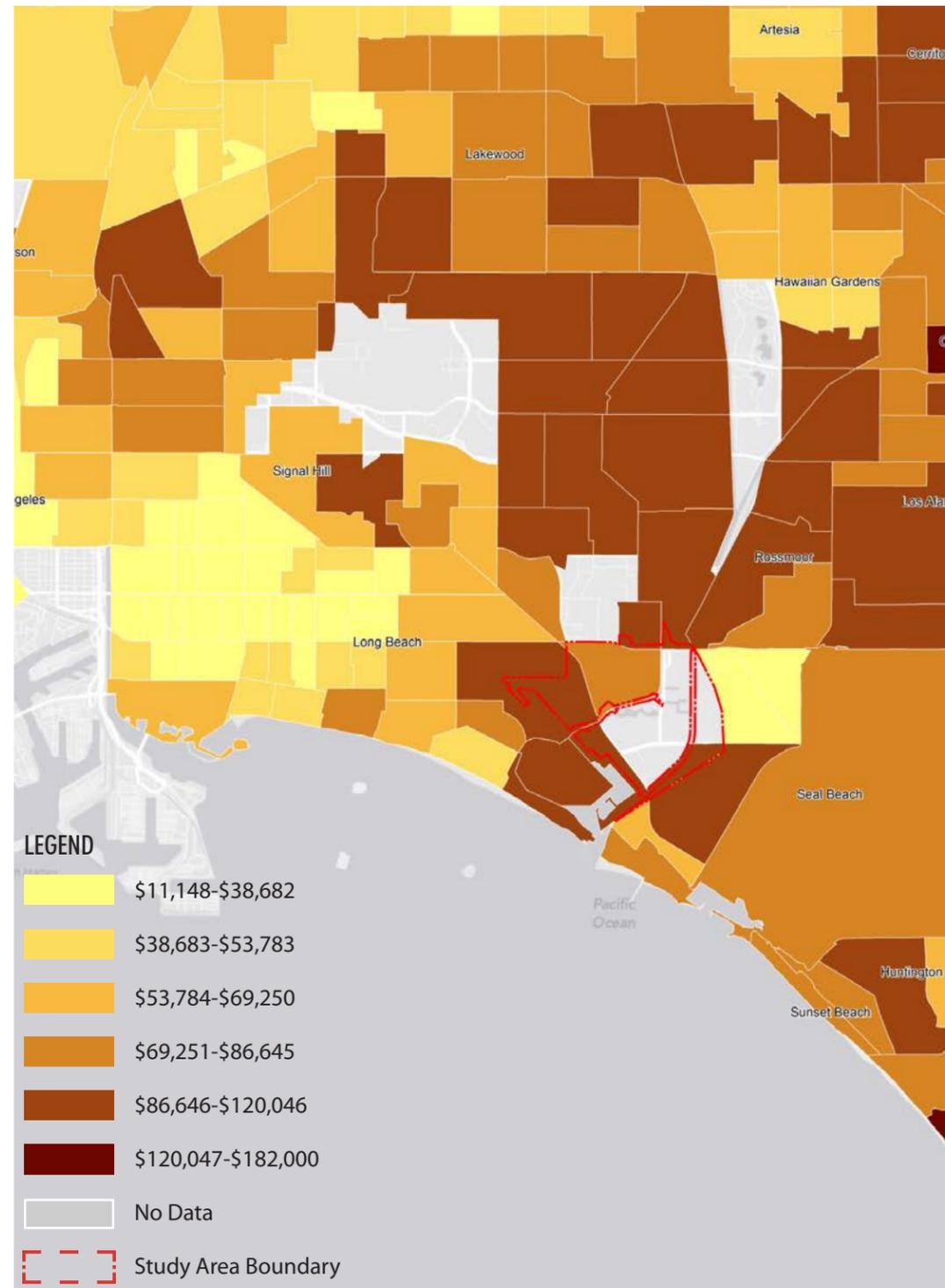


**LEGEND**

- Study Area 2010 Census Tracts
- Study Area Boundary

Source: Strategic Economics, 2014

**Figure 32. Median Household Income (2007-2011 Estimates)**



Source: U.S. Census American Community Survey, 2007-2011; Strategic Economics, 2014.

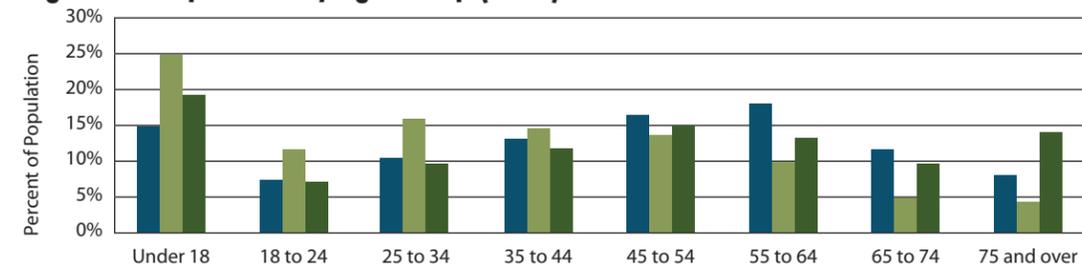
Study area households are smaller, older, and less likely to include children than in Long Beach and the market area. The average household size in 2010 was 2.06 in the study area, versus 2.78 and 2.20 in Long Beach and the remainder of the market area, respectively. Only 16 percent of study area households had children, compared to 31 percent and 22 percent in Long Beach and the remainder of the market area. Study area householders tend to be older than Long Beach householders overall. Population by age group is shown in Figure 33. Population by Age Group (2010). The study area's households are more affluent than the market area as shown in Figure 34. Household Income Distribution (2011). About 44 percent of study area households earn over \$100,000 annually, compared to 22 percent overall in Long Beach and 34 percent in the remainder of the market area. As shown in Figure 32. Median Household Income (2007-2011 Estimates), the study area is situated within a concentration of higher income households to the north, east, and south. Table 9. Population, Household Size, and Household Types (2010) provides a comparison for the study area, the City, and the market area.

**Table 9. Population, Household Size, and Household Types (2010)**

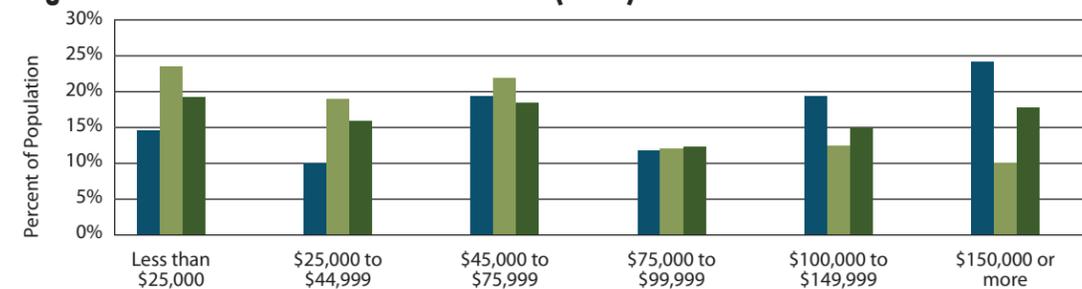
	STUDY AREA	LONG BEACH	OTHER MARKET AREA*
Population	13,084	462,257	56,877
Households	6,328	163,531	25,017
Average Household Size	2.03	2.78	2.27
<b>Household Types</b>			
Percent Families with Children	16%	31%	23%
Percent Families without Children	36%	30%	34%
Nonfamily Households	47%	39%	42%

\*Includes Signal Hill, Los Alamitos, Rossmore, and Seal Beach.  
Source: U.S. Census, 2010; Strategic Economics, 2014.

**Figure 33. Population by Age Group (2010)**



**Figure 34. Household Income Distribution (2011)**



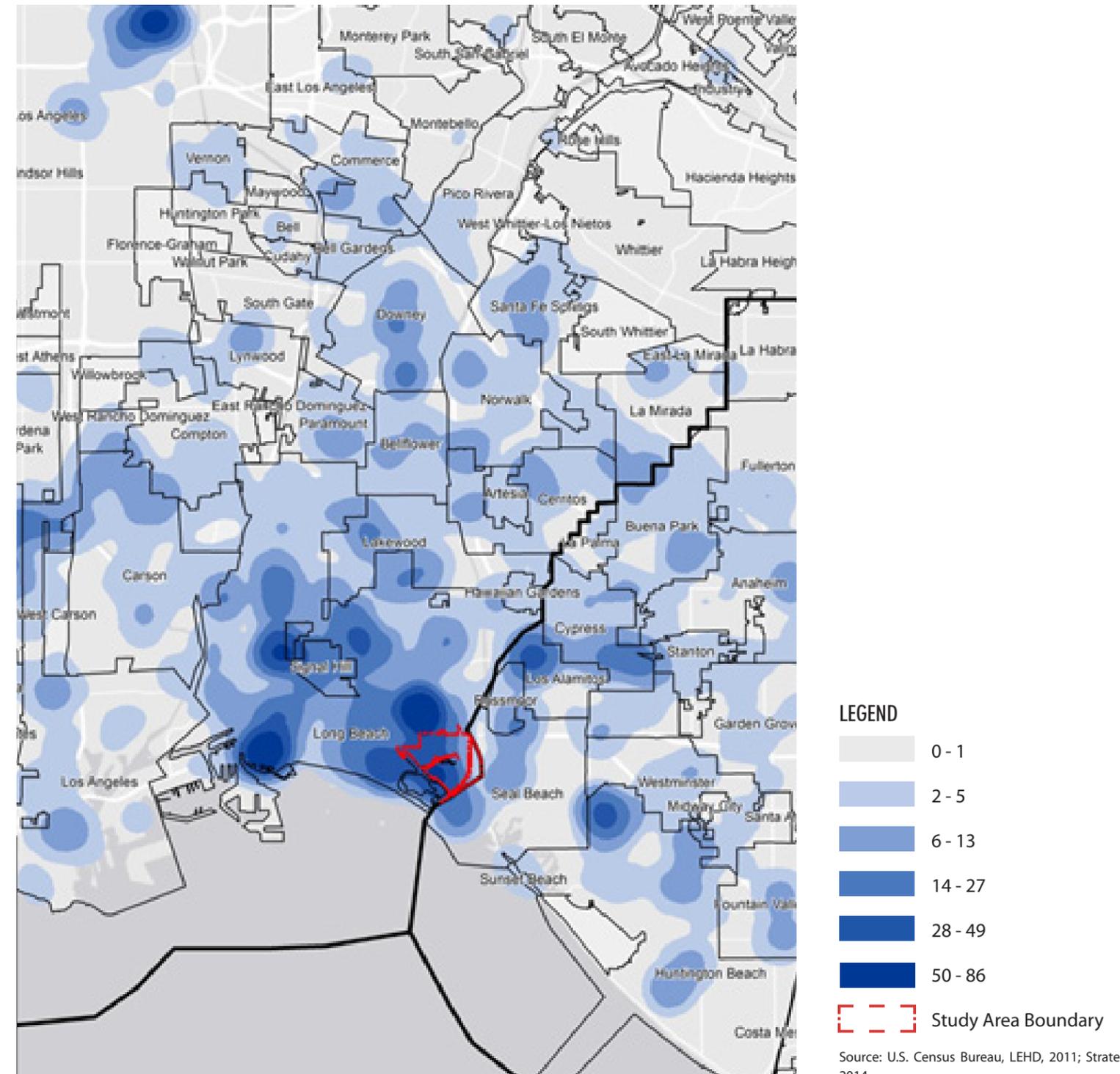
Residents in the study area commute to major employment centers in Long Beach and throughout the region. As shown in the map below, study area residents are near many of the major employment centers in the City and region. Work districts that capture a significant number of study area residents are CSU Long Beach, Downtown Long Beach, the Long Beach Medical Center, and the Boeing C-17 plant. As shown in Figure 35. Place of Work (2011), with freeway access from the study area, residents also commute to multiple Los Angeles and Orange County destinations.

### Housing Demand Methodology

The following steps were used to derive future demand growth projections for housing in the Market Area and Study Area:

1. The “conservative” estimate projects future Market Area household demand growth based on historical Market Area household growth between 1990 and 2010. Market Area households increased at an average annual rate of .13 percent during this period.
2. The “optimistic” estimate project future Market Area household demand growth based on historical Los Angeles County growth rates between 1990 and 2010. Market Area households grew at an average annual rate of .24 percent during this period.
3. The approximate share of demand applicable to the Study Area was then determined. Given that the Study Area already commands high housing prices, it was assumed that any new product will be of high-quality and target higher-income households. As of 2011, 26 percent of Market Area households earned incomes above \$100,000 annually. As a rough, highest demand estimate applicable to the Study Area, it was assumed that a quarter of future Market Area households would be able to afford more expensive housing products. 25 percent of net new households between 2010 and 2035 equals approximately 1,600 to 2,900 households.

**Figure 35. Place of Work (2011)**





### Housing Development Trends

Housing development in Long Beach is gradually recovering from the recession, based on housing permit data. An average of 253 new housing units were permitted annually between 2003 and 2012 in Long Beach, approaching the average of 262 net new units added to the housing stock between 1990 and 2012.

Most of the new housing permits are for multifamily units. More than 75 percent of permitted units between 2003 and 2012 were multifamily structures, compared to 32 percent in other market area communities and nearly 60 percent in Los Angeles County.

The City has approximately 1,600 planned and proposed units in the pipeline, as shown in Figure 36. Planned, Proposed, and Under Construction Housing Units by Area (2014) and Figure 37. Planned and Proposed Housing Units by Type (2014). The vast majority of these are proposed for the Waterfront and Downtown areas, indicating the attractiveness of these areas for private investment. Table 10. Average Annual Building Permits (2003 to 2012) provides a comparison of building permits issues for the City of Long Beach, market area cities, and the County of Los Angeles.

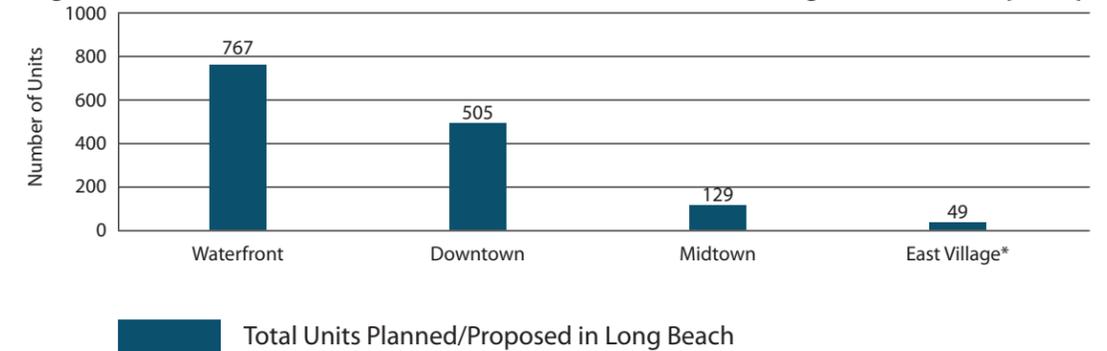
**Table 10. Average Annual Building Permits (2003 to 2012)**

	LONG BEACH	SIGNAL HILL, SEAL BEACH, AND LOS ALAMITOS	LOS ANGELES COUNTY
Single-Family	60	52	6,551
Multi-Family	193	25	9,534
Total	253	77	16,084
% Single-Family	24%	68%	41%
% Multi-Family	76%	32%	59%

Source: U.S. Department of Housing and Urban Development State of the Cities Data Systems, 2014; Strategic Economics, 2014.

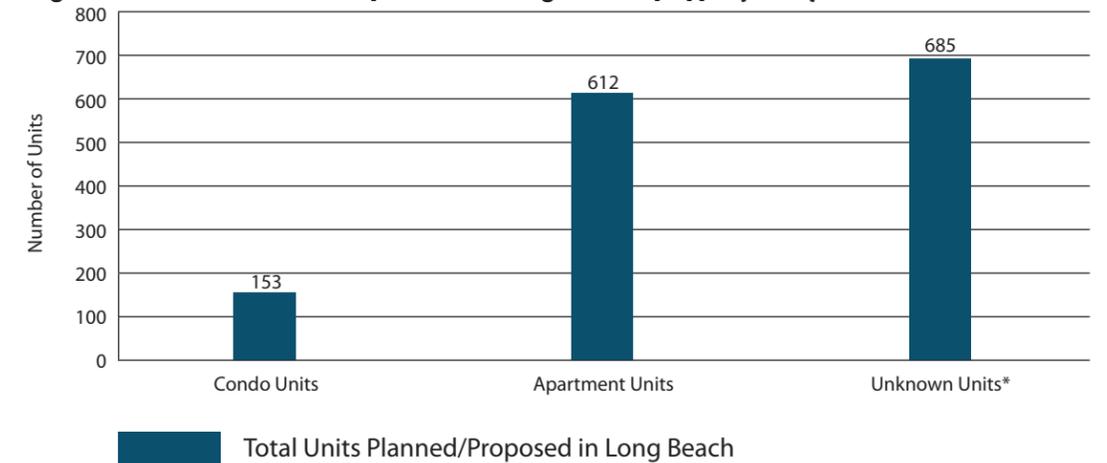


**Figure 36. Planned, Proposed, and Under Construction Housing Units by Area (2014)**



The number of units is unknown for one of two projects in East Village.  
Source: City of Long Beach, 2014; Strategic Economics, 2014.

**Figure 37. Planned and Proposed Housing Units by Type (2014)**



The number of units is unknown for one of two projects in East Village.  
Source: City of Long Beach, 2014; Strategic Economics, 2014.

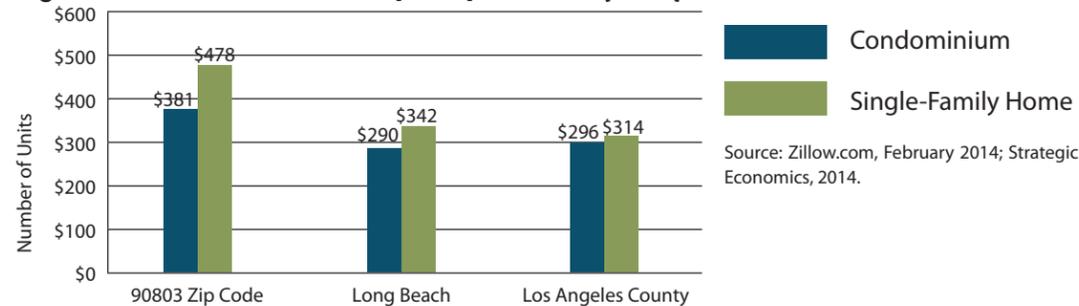
### For-Sale Housing Market

Median sales prices are recovering in Long Beach, but still below the prerecession price points. Single-family housing prices have recovered rapidly since 2011, increasing by 40 percent. The median price of a single-family home remains 15 percent below the peak values of 2007. For condominiums, the recovery has been slightly slower, with the median unit price about 30 percent higher than 2011. According to housing developers in the area, this slower pace of recovery suggests it may take another year or two for new condominium development to resume in earnest.

Housing prices in the study area are significantly higher than in Long Beach as a whole.

Median sales prices in the 90803 ZIP code—which includes the study area, Naples, and a portion of Belmont Shores—are 30 to 40 percent higher than in the City as a whole, as shown in Figure 38. Median Sales Price per Square Foot (2014). Interviews with local realtors and developers indicate that the study area is attractive to homebuyers because of its easy access to Los Angeles and Orange Counties, recreational activities, waterfront access, and desirable schools. The study area is also relatively affordable compared to other waterfront communities in Los Angeles and Orange Counties.

**Figure 38. Median Sales Price per Square Foot (2014)**



### Rental Housing Market

Rental rates in the study area are higher than in Long Beach and the market area, even though the rental apartments in the study area were built in the 1970s to mid-1980s. Vacancy rates are also low, at around 4 percent in the study area and market area, indicating strong demand for rental housing.

New rental housing in Long Beach commands high rents. Asking rental rates at recently built projects range between \$1.90 to nearly \$3.00 per square foot per month, as seen in Table 11. Average Apartment Asking Rents (2014) Based on an interview with a local developer, the top end of the rental market may be able to achieve \$3.00 per square foot per month within a year. Rents for recently completed projects in the City are provided in Table 12. Recently Completed Projects and Rental Rates per Square Foot.

**Table 11. Average Apartment Asking Rents (2014)**

	ASKING RENT				VACANCY RATE
	STUDIO	1 BED	2 BED	3+ BED	
Study Area	\$1,350	\$1,501	\$2,025	n/a	4.3%
Long Beach	\$1,010	\$1,212	\$1,423	\$1,466	3.6%
Los Alamitos and Seal Beach	\$1,218	\$1,541	\$1,648	\$1,583	3.6%

Source: CoStar, February 2014; Strategic Economics, 2014.

**Table 12. Recently Completed Projects and Rental Rates per Square Foot**

PROJECT NAME/LOCATION	YEAR BUILT	RENT PER SQ. FT. RANGE
Park 4200/Long Beach	2013	\$1.90 - \$2.40
Gallery421/Downtown Long Beach	2010	\$1.94 - \$2.65
The Lofts at Promenade/Downtown Long Beach	2009	\$2.26 - \$2.92

Source: CoStar, February 2014; Strategic Economics, 2014.





### Housing Demand Growth Estimate

Table 13. Projected Housing Demand Growth (2010-2035) shows projected housing demand growth for the market area. The demand was projected based on two scenarios:

1. A “conservative” estimate based on historic household growth rates in the Market Area between 1990 and 2010.
2. An “optimistic” estimate, which assumes that potential Market Area household demand will grow at roughly the same rate as Los Angeles County household growth between 1990 and 2010.

**Table 13. Projected Housing Demand Growth (2010-2035)**

	2010 HOUSEHOLDS	2035 HOUSEHOLDS	2010-2035	
			NET NEW HOUSEHOLDS	% CHANGE
<b>Market Area Household Demand</b>				
Conservative Estimate	188,548	195,003	6,455	3.42%
Optimistic Estimate	188,548	199,986	11,438	6.07%
<b>Market Area Share of Los Angeles and Orange Counties*</b>				
Conservative Estimate	4.5%	4.1%	1.3%	
Optimistic Estimate	4.5%	4.2%	2.3%	

\*The projected 2035 Market Area share of Los Angeles and Orange County households is based on county-level household growth projections produced by California Economic Forecast for the California Department of Transportation, as published in “California County-Level Economic Forecast 2013-2040.”

Source: Caltrans, 2013; U.S. Census, 1990 and 2010; Strategic Economics, 2014.

Between 2010 and 2035, growth in demand for housing in the market area is estimated to range between 6,500 and 11,500 units, about 260 to 460 units per year. The “optimistic” demand growth estimate exceeds the amount of housing development historically. The market area added 330 housing units annually between 1990 and 2010 and 275 units annually between 2000 and 2010.

The study area is an attractive location for housing demand growth because of its higher-income demographics, easy access to jobs in the region, and diverse recreation opportunities. Because of these attributes, the study area commands 30 to 40 percent higher sales prices than the city as a whole.

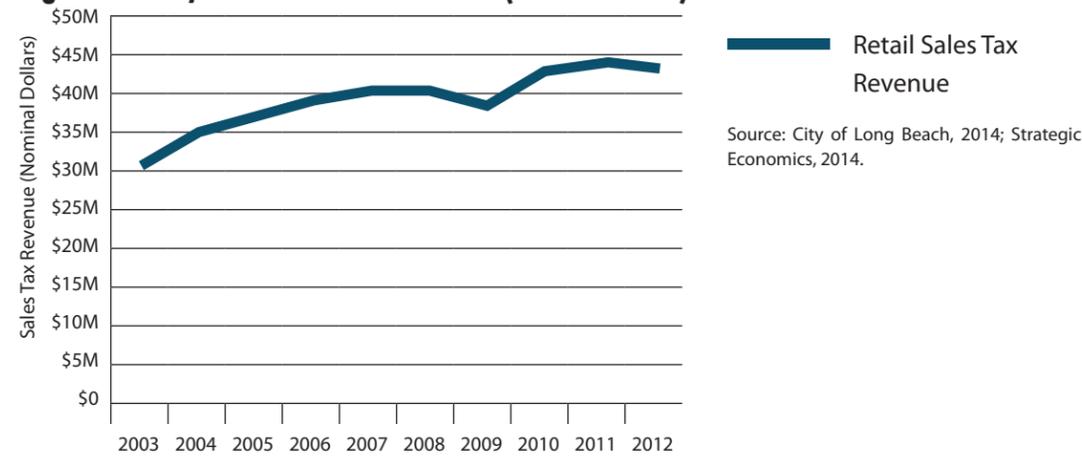
The study area’s demographic profile suggests that about a quarter of market area household demand growth would apply to development in the study area; however, the study area’s actual capture rate is likely to be much lower. The study area features affluent, smaller, older households with few children, and offers few large development sites. Targeted housing types should therefore focus on smaller, high-quality ownership housing such as attached homes and multifamily condominiums and, secondarily, on high-quality rental housing

## 5.2 Retail Market

### Sales Revenues

Retail sales revenues have been growing in Long Beach since 2009. Long Beach’s highest retail sales are in auto sales, building supplies, restaurants, and food stores, which account for 78 percent of all taxable sales. The remaining 22 percent of taxable sales occur at department stores, clothing stores, drug stores, sporting goods stores, furniture and appliance stores, and other retailers. Sales tax revenue for the city is presented in Figure 39. Citywide Sales Tax Revenue (2003 to 2012).

**Figure 39. Citywide Sales Tax Revenue (2003 to 2012)**

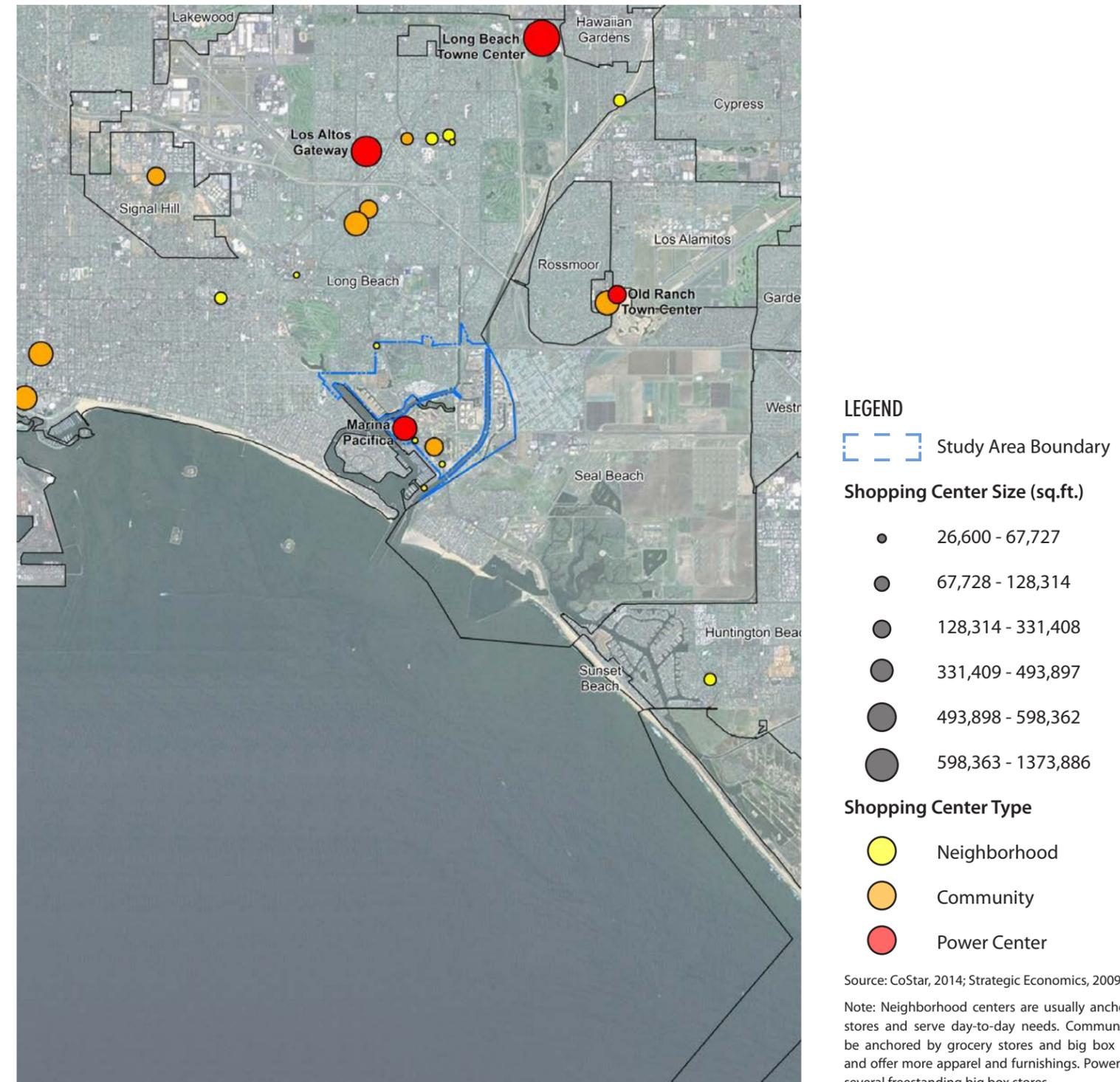


### Study Area Retail Performance and Competitive Position

The retail environment in Long Beach is highly competitive; many other retail centers are within a five-mile radius, including those anchored by “big box” general merchandise (Walmart, Target) and discount stores. Two regional malls within ten miles—Cerritos Mall and Westminster Mall—serve the midmarket. High-end malls featuring luxury stores are over 15 miles away. The location of these major shopping centers are shown in Figure 40. Major Shopping Centers within Five Miles of Plan Area.

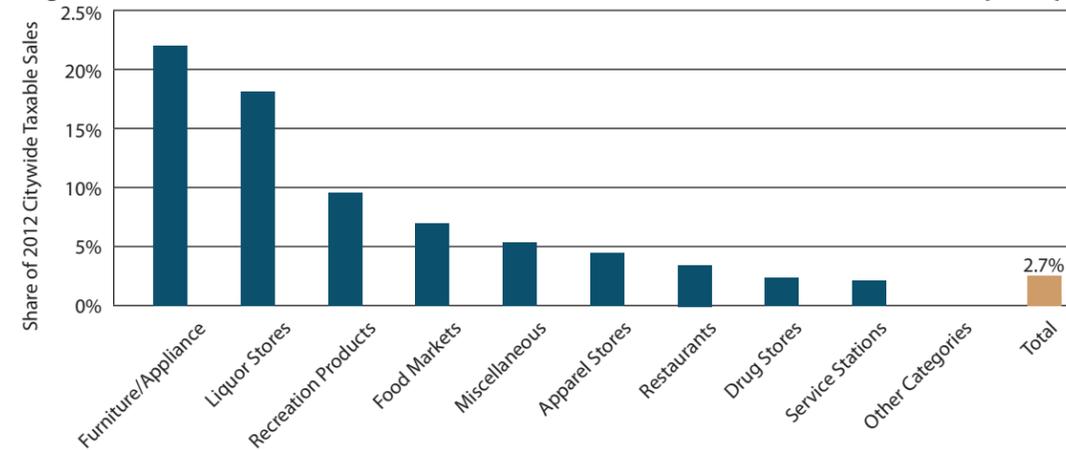
The study area has two shopping centers, which have large, national retailers serving the region as well as locally serving stores. Retail in the study area is dominated by the Marina Pacifica Mall and Marketplace Long Beach shopping centers, which have 600,000 square feet of retail and account for nearly 3 percent of citywide taxable retail sales. As shown in Figure 41. Marketplace and Marina Pacifica Share of Citywide Taxable Sales (2012), Marina Pacifica draws from nearly the entire market area, with stores such as Best Buy, Barnes & Noble, and Sports Authority. The other centers in the study area are generally anchored by grocery stores—Ralphs, Trader Joe’s, Whole Foods, and Gelson’s. Although the study area’s retail centers were built in the 1960s and 1970s, they have been refreshed and reconfigured.

**Figure 40. Major Shopping Centers within Five Miles of Plan Area**





**Figure 41. Marketplace and Marina Pacifica Share of Citywide Taxable Sales (2012)**



Other Categories" includes department stores, health and government, building materials, and florist/nursery.  
Source: City of Long Beach, 2014; Strategic Economics, 2014.

Retail centers in the study area perform well in the market area, as can be see inTable 14. Retail Inventory, Vacancy Rate, and Rents (2014). Vacancy is below 3 percent and rents are 44 percent higher than the market area. According to local retail brokers, retail succeeds in the study area because of high median incomes in the area, strong regional access, and visibility from surface streets.

**Table 14. Retail Inventory, Vacancy Rate, and Rents (2014)**

	RENTABLE BUILDING AREA (SQ. FT.)	VACANCY RATE	AVG. MONTHLY RENTS PER SQ. FT..
Study Area	1,011,811	2.9%	\$2.67
Long Beach	18,407,772	5.3%	\$1.79
Market Area	21,400,150	5.8%	\$1.86
Los Angeles County	413,594,082	5.1%	\$2.05

Rents are provided on a triple-net basis.  
The Market Area data covers Long Beach, Signal Hill, Los Alamitos, and Seal Beach.  
Source: CoStar, 2014; Strategic Economics, 2014.

### Planned Development

A total of 362,000 square feet of major new retail development is planned in the market area. This includes the repositioning of The Pike at Rainbow Harbor into an outlet mall, which will increase retail space by about 50,000 square feet. In addition, The Shops at Rossmoor is expanding by 67,000 square feet, and smaller expansions are planned at Douglas Park. Finally, a new retail center has been proposed for development at 2nd and Pacific Coast Highway in the study area. The project would include 245,000 square feet of retail and restaurant uses.

### Retail Demand Growth Estimate

Based on future household growth and associated spending, there is potential demand for approximately 1.7 million square feet of new retail space in the market area between 2010 and 2035. It is estimated that the study area could capture between 5 and 8 percent—between 67,000 and 107,000 square feet. Table 15. Projected Demand for New Retail presents a detailed breakdown of projected demand for new retail by service type.

Given the high median incomes of the market area and the lack of nearby luxury retailers, there may be potential to attract smaller, upscale retail outlets while maintaining the area's strength as a regional hub for convenience and big box. However, the study area would need a more walkable environment to attract these more pedestrian-oriented "urban" retailers. The creation of a unique retail environment that targets unmet retail preferences in the Market Area could allow the study area to capture existing unmet demand in addition to future growth in demand.

**Table 15. Projected Demand for New Retail**

	PROJECTED NEW DEMAND 2010-2035 (SQ. FT.)
Market Area Retail Demand Growth	
Motor Vehicle and Parts Dealers	208,000
Home Furnishings and Appliance Stores	97,000
Building Material and Garden Equipment and Supplies	61,000
Food and Beverage Stores	190,000
Gasoline Stations	205,000
Clothing and Clothing Accessories Stores	135,000
General Merchandise Stores	375,000
Food Services and Drinking Places	207,000
Other Retail Group	218,000
<b>Total Retail and Food Services</b>	<b>1,334,000</b>
Less: Planned and Proposed Retail	(362,000)
<b>Net New Market Area Retail Demand Growth</b>	<b>1,334,000</b>
Study Area Demand Growth Capture - Conservative	67,000
Study Area Demand Growth Capture - Optimistic	107,000

Source: California State Board of Equalization, 2011; California Department of Finance, 2014; Urban Land Institute and International Council of Shopping Centers, 2008; Strategic Economics, 2014.

**Retail Demand Methodology**

The following steps were used to derive future demand projections for retail in the Market Area and Study Area:

1. Countywide taxable retail sales by category were compiled for Los Angeles and Orange Counties. The data covers 2011 – the most recent year available from the California State Board of Equalization.
2. Estimates of total retail sales by category were calculated by applying assumptions of the percentage of taxable sales within each retail category to the taxable retail sales by category.
3. Sales per household were calculated by dividing total retail sales by category by the California Department of Finance’s estimates of households in Los Angeles and Orange Counties in 2011. (Table 16. Los Angeles and Orange County Sales Tax Outputs and Assumptions)

**Table 16. Los Angeles and Orange County Sales Tax Outputs and Assumptions**

	LOS ANGELES AND ORANGE COUNTIES			
	2011 RETAIL SALES TAX REVENUE	% TAXABLE AUUMPT.	2011 TOTAL RETAIL SALES (ESTIMATE)	2011 SALES PER HOUSEHOLD
Market Area Net New Retail Demand				
Motor Vehicle and Parts Dealers	\$18,463,965,600	100%	\$18,463,965,600	\$4,357
Home Furnishings and Appliance Stores	\$8,98,021,540	100%	\$8,98,021,540	\$2,116
Building Material and Garden Equipment and Supplies	\$8,574,176,843	100%	\$8,574,176,843	\$2,023
Food and Beverage Stores	\$7,582,413,570	25%	\$30,328,574,280	\$7,157
Gasoline Stations	\$18,220,695,557	100%	\$18,220,695,557	\$4,299
Clothing and Clothing Accessories Stores	\$11,521,469,002	100%	\$11,521,469,002	\$2,719
General Merchandise Stores	\$15,637,673,641	75%	\$20,850,231,521	\$4,920
Food Services and Drinking Places	\$20,735,771,820	100%	\$20,735,771,820	\$4,893
Other Retail Group	\$15,135,324,592	75%	\$20,180,432,789	\$4,762
<b>Total Retail and Food Services</b>	<b>\$124,839,242,165</b>		<b>\$157,843,338,953</b>	<b>\$37,246</b>

Source: California State Board of Equalization, 2011; California Department of Finance, 2014; Strategic Economics, 2014.

4. Future retail sales were estimated by multiplying retail sales per household by category by the optimistic Market Area housing demand estimate for the period between 2010 and 2035.
5. Square feet of new retail demand was estimated by dividing future retail sales by typical sales per square foot.
6. Retail demand was reduced by the square feet of known planned and proposed major retail development projects within the Market Area.
7. The study area’s possible capture of citywide retail demand was estimated based on a “conservative” scenario in which the study area captures five percent of retail sales, and an “optimistic” scenario based on this capture rate increasing to eight percent. These capture rates are higher than the study area’s current approximate 2 percent share of Market Area sales, but are increased on the basis of the Study- Area’s high potential for capturing retail sales from the surrounding affluent communities (Table 17. Market Area Square Feet Demand Outputs and Assumptions and Table 18. Projected Demand Growth for New Retail).

**Table 17. Market Area Square Feet Demand Outputs and Assumptions**

	LOS ANGELES & ORANGE COUNTY 2011 SALES PER HOUSHOLD	MARKET AREA GROWTH, 2010-35	MARKET AREA 2010-35 RETAIL SALES GROWTH	AVG. SALE PER SQ. FT. ASSUMP.	MARKET AREA 2011-35 INCREASE IN RETAIL SQ. FT.
Market Area Net New Retail Demand					
Motor Vehicle and Parts Dealers	\$4,357	11,438	\$49,833,795	\$240	207,641
Home Furnishings and Appliance Stores	\$2,116	11,438	\$24,204,472	\$250	96,818
Building Material and Garden Equipment and Supplies	\$2,023	11,438	\$23,141,495	\$380	60,899
Food and Beverage Stores	\$7,157	11,438	\$81,856,086	\$430	190,363
Gasoline Stations	\$4,299	11,438	\$49,177,215	\$240	204,905
Clothing and Clothing Accessories Stores	\$2,719	11,438	\$31,096,165	\$230	135,201
General Merchandise Stores	\$4,920	11,438	\$56,274,269	\$150	375,162
Food Services and Drinking Places	\$4,893	11,438	\$55,965,345	\$270	207,279
Other Retail Group	\$4,762	11,438	\$54,466,498	\$250	217,866
<b>Total Retail and Food Services</b>	<b>\$37,246</b>	<b>11,438</b>	<b>\$426,015,339</b>		<b>1,696,133</b>

Source: Southern California Association of Governments, 2012; Strategic Economics, 2014.

**Table 18. Projected Demand Growth for New Retail**

	PROJECTED DEMAND GROWTH 2010-2035 (SQ. FT.)
Market Area Retail Demand Growth	
Motor Vehicle and Parts Dealers	208,000
Home Furnishings and Appliance Stores	97,000
Building Material and Garden Equipment and Supplies	61,000
Food and Beverage Stores	190,000
Gasoline Stations	205,000
Clothing and Clothing Accessories Stores	135,000
General Merchandise Stores	375,000
Food Services and Drinking Places	207,000
Other Retail Group	218,000
<b>Total Retail and Food Services</b>	<b>1,696,000</b>
Less: Planned and Proposed Retail	(117,000)
<b>Net New Market Area Retail Demand Growth</b>	<b>1,579,000</b>
Study Area Demand Growth Capture - Conservative	79,000
Study Area Demand Growth Capture - Optimistic	126,000

Source: California State Board of Equalization, 2011; California Department of Finance, 2014; Urban Land Institute and International Council of Shopping Centers, 2008; Strategic Economics, 2014.



## 5.3 Hotel Market

### Hotel Inventory

There are approximately 60 hotels in the City of Long Beach, providing nearly 6,100 rooms. Of these hotels, 11 are in or near Downtown and focus on the Long Beach Convention and Entertainment Center. These hotels represent 41 percent of citywide inventory. Hotel property types range from luxury and upscale to economy brands. Over 66 percent of rooms in upscale/luxury hotels are in Downtown Long Beach. Four hotels were added since 2000, all of which were midscale or upscale major national brands. Two of these new additions are in Downtown Long Beach.

The study area's three hotels are in the economy and lower-midscale categories, with about 450 rooms—the SeaPort Marina Hotel, a Motel 6, and a Best Western. Neighboring Seal Beach has two midscale hotels and one lower-midscale hotel—Hampton Inn and Suites, Ayres Hotel, and The Pacific Inn and Suites.

### Hotel Performance

Overall hotel performance has strongly improved in Long Beach since its low point in 2009. According to PKF Consulting, there has been a steady increase in occupancy rates and revenue per room. Occupancy rates in Long Beach were approximately 73 to 75 percent in 2013. They fell in the beginning of 2014, but remained fairly strong at 69 percent. Transient occupancy tax receipts data reflects the improving hotel market in Long Beach, as shown in Figure 42. Transient Occupancy Tax Receipts. Transient occupancy tax on room stay revenues reflects the health of total hotel revenue.

Hotel stays in Long Beach are primarily driven by convention business at the Long Beach Convention and Entertainment Center. Hotels near Downtown Long Beach reported in 2009 that between 60 and 90 percent of their bookings were driven by convention traffic. Hotels farther from Downtown are still impacted by convention visitors, but serve a more diversified clientele, including leisure and business travelers. The Long Beach Area Convention and Visitors Bureau projects an average of 27 percent year-over-year increases in convention center bookings between 2014 and 2017. PKF Consulting forecasts an increase in hotel occupancy in 2014.

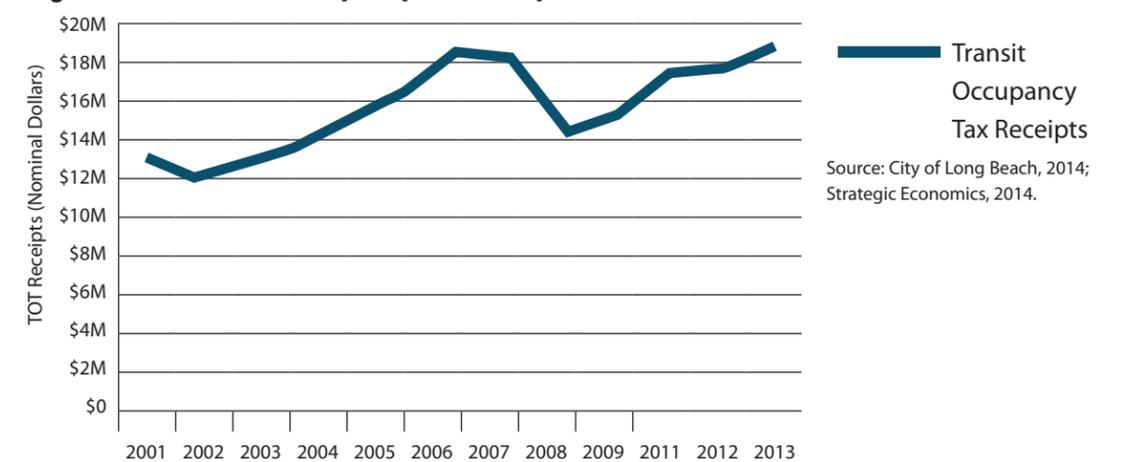
### Planned Development

“The Bluff” project proposal along the waterfront east of Downtown has 72 hotel rooms and 33 residences. Although approved by the City, the project has not obtained approval by the California Coastal Commission. It was successfully challenged by a hotel workers union because it would remove an existing affordable lodging option along the waterfront. Meanwhile, the most recent hotel to open in Long Beach was the 159-room Courtyard Marriott in the Douglas Park area. The midlevel hotel is in the growing Douglas Park commercial and industrial business center, and is targeted to business and leisure travelers.

### Hotel Demand Estimate

Over the next three to five years, Long Beach is projected to need 150 to 350 new hotel rooms. The occupancy rate for Long Beach hotels in 2013 was within the threshold required to attract new development (between 65 and 70 percent), even after absorbing additional rooms with the completion of the new Courtyard Marriott. Meanwhile, the Long Beach Convention and Entertainment Center's bookings are projected to grow substantially over the next three years. Under these market conditions, it is reasonable to expect new hotel development in the next three to five years. In the short term, new hotel properties are likely to be small boutique hotels or larger full-service hotels. Although the study area is approximately five miles from the Convention and Entertainment Center, it is still a good location for hotel development. It is on the waterfront, could be accessible to the convention center via a shuttle, and has access to Los Angeles and Orange Counties.

Figure 42. Transient Occupancy Tax Receipts



## 5.4 Office Market

### Employment Profile

Job growth in Long Beach has almost precisely tracked Los Angeles County over the past decade, and its economy is recovering along with the regional economy. Analysis of Long Beach's economic performance from 1990 to 2010 found that the City is in a competitive position to attract office-based jobs, which are experiencing rapid growth in the Los Angeles region. Jobs in the office-based industry sector of Professional, Scientific, and Technical Services are more heavily concentrated in Long Beach than the region. These trends indicate that there is potential for increased development of office space in Long Beach over the long term.

### Market Conditions

The office market in the South Bay has been relatively stagnant over the past year, with little change in lease or occupancy rates. According to brokerage Colliers International, at the end of 2013 vacancy rates were 18.6 percent in the Long Beach Airport submarket and 22.8 percent in the Downtown Long Beach submarket. However, smaller spaces are in demand, with vacancy rates of 8.8 and 5 percent for spaces under 25,000 square feet in the airport area and Downtown Long Beach, respectively. Class A space is also in demand.

Most office is in Downtown Long Beach and the Douglas Park area northeast of Long Beach Airport, which are likely to attract larger corporate office users than other locations in Long Beach. Downtown Long Beach attracts a variety of users and has a concentration of legal offices near the Governor George Deukmejian Courthouse.

The study area has a small share of Long Beach's office inventory—two Class B office complexes totaling 180,000 square feet. As shown in Table 19. Office Inventory, Vacancy, and Rents (2014), these buildings are fully leased, and command rents that are competitive with Class A office space in other parts of the City.

**Table 19. Office Inventory, Vacancy, and Rents (2014)**

	RENTABLE BUILDING AREA (SQ. FT.)	VACANCY RATE	AVG. MONTHLY ASKING RENT PER SQ. FT.	
			OVERALL	CLASS A
Study Area	182,597	1.40%	\$2.19	n/a
Long Beach	2,358,058	14.6%	\$1.92	\$2.15
Los Angeles County	60,087,053	12.2%	\$2.47	\$2.72

Rents provided on a Full Service Gross basis.  
Source: CoStar, 2014; Strategic Economics, 2014.

### Planned Development

Nearly all office development currently planned, proposed, or underway is in Downtown Long Beach and Douglas Park. A list of these office development projects is provided in Table 20. Planned and Proposed Office Development Projects in Long Beach. The net addition of these projects will be limited by current proposals to convert two Downtown office towers into housing units.

**Table 20. Planned and Proposed Office Development Projects in Long Beach**

NAME	LOCATION	STATUS	DESCRIPTION
124 E. 7th Street	Downtown Long Beach	Conditionally Approved	3-story and 5-story office towers over parking garage, comprising 148,750 square feet of office space
Psychic Temple	Downtown Long Beach	Under Construction	Conversion of historic building to 10,500 square feet of office space
Molina Healthcare Headquarters	Downtown Long Beach	Under Construction	Renovation of 2 existing buildings and addition of 100,000 square feet of office space
320 Alamitos Avenue	East Village	Proposed	Mixed-use office and residential building
Douglas Park	Douglas Park	Under Construction	Upon full build-out, will include 3.2 million square feet of office, industrial, and retail space

Source: City of Long Beach, 2014; Strategic Economics, 2014.

### Future Demand

The study area office complexes typically attract small financial services tenants seeking up to 15,000 square feet of space; small increments of similar development could succeed in the study area. Brokers report that the study area is a convenient location for small office users since it provides convenient regional access, available surface parking, and proximity to affluent neighborhoods where many professionals live. In addition, the study area is close to Long Beach's larger employment concentrations, including CSU Long Beach. However, the absence of a large employment center in the study area makes it unlikely to attract large-scale office development. Rather, future office development will likely take the form of small, multitenant, professional services office space. This space could succeed in the study area, especially in a mixed-use development that provides additional retail and services amenities to workers.





## 5.5 Summary of Opportunities and Constraints

### Opportunities

- The study area is a promising location for development, offering convenient access to the region's destinations, with numerous amenities onsite and nearby. The amenities—waterfront location, shopping centers, and recreational opportunities—boost its attractiveness. The wetlands may become important assets in the future if they are transformed to better provide scenic recreation opportunities.
- The study area is well positioned to capture future housing development, particularly for condominiums and high-end apartments and commands higher values than other neighborhoods in the City. The area has generally been attractive to affluent, small, and older households. Future housing development is likely to be high-quality townhouses and condominiums as well as high-end rental apartments. Because most of the development opportunities are on smaller, infill sites, the area is less likely to attract single-family housing.
- The study area has the potential to attract more specialized, high-end retail tenants given its regional “gateway” location, favorable demographics, and existing retail offerings. Most of the retail centers within five miles of the study area are either convenience or discount retail. There is an opportunity for the study area to capture higher-end fashion retailers, electronics, bars, and restaurants that are currently not available in Long Beach or the market area.
- The study area's waterfront location offers a unique opportunity for hotel development. Most of the hotels in Long Beach are performing very well, with healthy overall occupancy rates. Recent renovation of the Long Beach Convention and Entertainment Center will fuel demand for hotel rooms, and although the study area is not adjacent to the convention center, it could run a shuttle service to capture convention business. There is also an opportunity for a boutique hotel in the area that is more focused on leisure and business travelers rather than conventioners.
- The study area is a desirable location for professional offices seeking smaller spaces in multitenant buildings. The location, parking availability, and freeway access makes the study area suitable for smaller scale office development targeted to professional firms and medical uses.

### Constraints

- Auto-oriented land use patterns are a potential barrier to attracting development. Attraction of residents, shoppers, and businesses can be hindered by the study area's lack of pedestrian-oriented infrastructure and amenities, and the perception of high traffic volumes at 2nd and Pacific Coast Highway.
- The industrial character of nearby sites may discourage residential uses, since these uses are often perceived as potentially incompatible.
- Existing land use regulations create uncertainty and risk for developers and landowners.
- The existing SEADIP regulations are over 30 years old and perceived as outdated, making it challenging for developers to obtain approvals for projects in a timely fashion. The Specific Plan will ultimately help achieve consensus and clarity regarding land use regulations in the study area. There is also a need for greater certainty and clarity about other types of coastal regulations that can slow progress on development proposals.

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