

**SEADIP**  
**Community Workshop 2 Summary**  
September 2014

The City of Long Beach conducted the second of three community workshops for the SEADIP project area on August 6, 2014 at Best Western Golden Sails located at 6285 E. Pacific Coast Highway. The focus of the project's second workshop was the presentation of the Opportunities and Constraints Workbook (Workbook), which summarizes initial research conducted by the planning team, and the collection of public input on each of the topic areas outlined in the Workbook. The community workshop was paired with a Long Beach Open Town Hall online forum discussion topic, which ran from July 31, 2014 to August 13, 2014. The discussion topic reflected the questions posed by the planning team to the public at the community workshop and described in the workshop format section of this summary.

Forty community members signed-in for the workshop, but actual attendance was slightly higher. Eight persons contributed on-forum responses to the Long Beach Town Hall discussion.

**Table 1. Workshop location, date, and time**

<b>Location</b>	<b>Address</b>	<b>Date &amp; Time</b>
Best Western Golden Sails Marina Ballroom	6285 E. Pacific Coast Highway Long Beach, CA 90803	Wednesday, August 6th 6:30 p.m.

**Notifications:** The public was notified of the workshop locations, dates, and times via a posting on the [project website](#) and a series of eBlast notifications distributed to all project notification subscribers. A [flier](#) was also developed and posted on the project website and a press release was distributed to inform the media.

**Format:** The workshop was facilitated by Joan Isaacson of Katz & Associates, one of the project team consultants. The meeting kicked off with project team member introductions and an overview of the workshop agenda. Wendy Grant from PlaceWorks, the lead consultant, provided a presentation and overview of the outreach efforts to-date, the long-term vision for the project, and the key findings from the opportunities and constraints analysis.

After the opening remarks and presentation, workshop participants were invited to review key findings from the opportunities and constraints analysis in detail at information stations located around the meeting room. A total of seven information stations were available for review by workshop participants. Five (5) of the stations corresponded to the chapters of the opportunities and constraints workbook and were equipped with poster boards and handouts, where appropriate. Corresponding consultant team members and City Staff were available at each station to respond to questions and comments. A general project information and a computer station made up the remaining two stations. Participants were provided an information station passport with a comment sheet for each of the five chapter stations. After visiting a station, the participant received a stamp. Participants submitted a fully stamped passport in exchange for a raffle ticket for a prize.

**Workshop Comments:** Table 2 provides a summary of the comments shared with project team members by workshop participants at the five topic area information stations as well as comments submitted in the passport booklets.

**Table 2. Opportunities and Constraints Information Station Comments**

Topic Area	Comments/Responses
Planning	<p><b>Responses to “If integrated into the plan, where should these used (Upscale retail, boutique/upscale hotel, townhomes/condominiums, single-family residential be located?” and general planning comments</b></p> <ul style="list-style-type: none"> <li>• Boutique hotel on Golden Sails Hotel site (views to Los Cerritos Channel are better and it’s quieter)</li> <li>• Boutique hotel on Seaport Marina Hotel site (identified multiple times)</li> <li>• Create buffers and transitions to wetland uses along Shopkeeper Road</li> <li>• Good example of a project: V&amp;A Waterfront Development, Cape Town – public spaces on waterfront, restaurants, terraced design for retail/restaurants, also have office/condo uses, wasn’t more than 4-5 stories</li> <li>• Mixing of uses and taller heights ok on Seaport Marina Hotel site and possibly at Marketplace</li> <li>• More senior and assisted living housing in area is needed (doesn’t add to traffic and can complement retail uses). Have in DTLB, Los Alamitos, but not here</li> <li>• New single family residential not needed</li> <li>• Relocate, instead of rebuild AES plant</li> <li>• Upscale retail/change some of current retailers at Marina Pacifica and Marketplace</li> </ul>
Wetlands/Infrastructure	<p><b>Responses to “What water quality features would you like to see?” and general wetlands comments</b></p> <p>*Responses/comments shared by more than one participant are italicized and the number of responses indicated in parenthesis</p> <ul style="list-style-type: none"> <li>• Address floatables in water</li> <li>• <i>Biking/walking/trails (5)</i></li> <li>• Bird watching areas</li> <li>• Canoeing/educational tour (example Mono Lake)</li> <li>• <i>Create/maximize value (2)</i></li> <li>• <i>Educate on value of the wetlands/Educational kiosks/brochures (3)</i></li> <li>• Elevated mobility</li> <li>• <i>Fire/vegetation management/non-native vegetation removal (3)</i></li> <li>• <i>Inventory of species/numbers of bird species on special status, which use wetlands for nesting, etc.(2)</i></li> <li>• Manage access</li> <li>• Mapping of resources</li> <li>• Move oil from Los Cerritos Wetlands to Pumpkin Patch</li> <li>• <i>Parking area for trails/wetlands (2)</i></li> <li>• Relocate, do not rebuild the power plant</li> <li>• Tap into the San Gabriel River to allow water into the wetlands</li> <li>• Trash management</li> <li>• Tri-colored blackbird nest is marketplace marsh</li> <li>• View corridors</li> </ul>

Topic Area	Comments/Responses
	<p><b>General infrastructure comments</b></p> <ul style="list-style-type: none"> <li>• Evaluate opportunities for trash BMPs within existing infrastructure to reduce trash accumulation within wetlands and waterways</li> <li>• Infrastructure limitations should be considered when evaluating redevelopment opportunities</li> <li>• Is there an opportunity for AES to move to a new location away from the wetlands instead of re-building (no new locations were proposed though)?</li> <li>• Studebaker should not be extended and would not be allowed due to wetland impacts (heard this multiple times)</li> <li>• Wetlands restoration plan involving diverting flows from the San Gabriel River and the Los Cerritos Channel into the wetland would provide regional water quality benefits.</li> </ul>
Urban Design	<p>*Responses/comments shared by more than one participant are italicized and the number of responses indicated in parenthesis</p> <p><b>Responses to “Should certain gateways and landmarks be featured in the plan?”</b></p> <ul style="list-style-type: none"> <li>• 22/Studebaker interchange is a significant gateway into Long Beach; “needs lots of work”</li> <li>• A "welcome to LB sign" seems superfluous. Keep the visuals clean and free</li> <li>• Activate the wetlands/marina/Los Cerritos Channel</li> <li>• College Parkway West, bridges over the channel into Long Beach for bike access, much safer than major roads</li> <li>• Emphasize gateways from freeways</li> <li>• <i>Farmer’s Market in area 12 (2)</i></li> <li>• Gateway at San Gabriel River/Gateway from mountain to the sea</li> <li>• Gateway from Westminster to 2nd street to highlight as a gateway to Long Beach</li> <li>• Jack Dunter Marine Ecological Reserve</li> <li>• Nautical architecture</li> <li>• <i>No strip malls (2)</i></li> <li>• Quality architecture</li> <li>• Tall privacy fences around oil</li> <li>• Walking paths through the wetlands</li> <li>• Yes to 22, 2nd and PCH from South</li> </ul> <p><b>Responses to “Are local destinations easily reached by car, walking and bicycle today?”</b></p> <ul style="list-style-type: none"> <li>• Automobiles are really the only way today to navigate the area</li> <li>• Biking and walking along E. 2nd, Marina Dr. PCH is very poor</li> <li>• Biking/walking very poor</li> <li>• College Park West @ N. Gateway</li> <li>• Good example: Irvine Spectrum – clearly designated areas for pedestrians to walk</li> <li>• No, PCH crossing areas are non-existing between 2nd and Lyons</li> <li>• <i>No, very limited mobility (2)</i></li> <li>• PCH is totally hostile to pedestrians and dangerous for large volumes of bikes</li> <li>• Separate pedestrians from roads; be able to walk place to place</li> <li>• SGR Bike trail, nicely paved</li> <li>• Would like to see more pedestrians and bikes</li> </ul>

Topic Area	Comments/Responses
	<p><b>Responses to “What do you find positive/negative about the current development character?”</b></p> <ul style="list-style-type: none"> <li>• “Bottle neck bridge”</li> <li>• Current character feels scattered and unfocused</li> <li>• No height density</li> <li>• No sense of place, but a bunch of stores</li> <li>• Retail store</li> <li>• <i>Water views blocked by retail structure (3)</i></li> </ul> <p><b>Responses to “What are you favorite gathering places?”</b></p> <ul style="list-style-type: none"> <li>• 2nd Street Market</li> <li>• Avoid Marina Pacifica mall due to traffic</li> <li>• Connectivity to smaller gathering spaces –boardwalk</li> <li>• <i>Farmer’s Market (2)</i></li> <li>• Gelson’s is a plus, but an island</li> <li>• Long Beach Marina Marketplace</li> </ul> <p><b>Responses to “What views are most important to be preserved, framed, or highlighted in the plan?”</b></p> <ul style="list-style-type: none"> <li>• Biking, boating, paddle boarding – creating value through tourism/activities</li> <li>• Less signs and lights</li> <li>• San Gabriel Bike Trail</li> <li>• Sky</li> <li>• Trees</li> <li>• Views of power plants need to be screened/faded</li> <li>• <i>Water (5)</i></li> <li>• <i>Wetland views need to be improved, enhanced (3)</i></li> </ul> <p><b>General urban design comments</b></p> <ul style="list-style-type: none"> <li>• Create place to park and walk – but to do this it might be at the expense of PCH acting as a thoroughfare</li> <li>• Create views to wetlands and marina (especially along north end of Marketplace and south side of Seaport Marina hotel)/From 2nd Street (San Gabriel River to Shopkeeper Road) and along Studebaker (looking west)</li> <li>• Don’t want a Marina Del Rey (height or density). No towering buildings.</li> <li>• Should not be same scale as Downtown Long Beach, but not Seal Beach either. Somewhere in the middle.</li> <li>• Mark out viewpoints on San Gabriel River trail near power plants, seal beach</li> </ul>
Mobility	<p><b>Responses to “What are the priority area for the different modes of mobility?” and general mobility comments</b></p> <p><b>Vehicle</b></p> <ul style="list-style-type: none"> <li>• How can we solve/avoid bottleneck bridges on 2<sup>nd</sup> and PCH? <ul style="list-style-type: none"> <li>○ Resident commented don’t increase density</li> </ul> </li> <li>• Effect on auto traffic by pedestrian preemption</li> <li>• Restrict parking lots to exclude big SUVs and large pick-up trucks</li> <li>• High resistance to Studebaker extension that would interfere with the wetlands</li> <li>• Request to slow down PCH <ul style="list-style-type: none"> <li>○ Why is PCH so fast through SEADIP and slow through Downtown Long Beach and Seal Beach?</li> </ul> </li> </ul>

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> <li>• Smaller block lengths is positive</li> <li>• Request to get through trips from 7<sup>th</sup> to PCH off local roadway</li> <li>• Request to improve vehicle circulation at PCH and 2<sup>nd</sup> St</li> <li>• Request to shift Studebaker eastward and cross the channel to extend to PCH on east side of channel</li> <li>• Needed repair on streets around marine stadium and the park</li> <li>• <b>Priorities: at PCH and 2<sup>nd</sup> St, and along PCH</b></li> </ul> <p><b>Bike</b></p> <ul style="list-style-type: none"> <li>• Pavement on roadways with shared bike paths and bike lanes need to be maintained/improved for better riding.</li> <li>• PCH bike lanes have to go through a spooky/scary underpass that attracts homeless</li> <li>• Resident commented “I won’t ride my bike across 2<sup>nd</sup> St bridge because it is too narrow and there have been too many close calls with high speed vehicles”</li> <li>• A bike path from the Greenbelt to the Colorado Lagoon to the Jack Dunster Reserve to under PCH to Los Cerritos Wetlands to the Market Place would be attractive to riders and help create more connections in the network. Could work well as combo bike/pedestrian path.</li> <li>• Request for bicycle count at PCH and San Gabriel River Trail</li> <li>• Request for more bicycle facilities in study area</li> <li>• Request for separation from bike facilities and vehicle facilities</li> <li>• Include better bike paths along sides of major streets (ie Colorado)</li> <li>• San Gabriel bike path count needs to be studied and walkers</li> <li>• <b>Priorities: Along Los Cerritos Channel and San Gabriel River Trail, along 2<sup>nd</sup> St, Studebaker Rd, 7<sup>th</sup> St and PCH</b></li> </ul> <p><b>Pedestrian</b></p> <ul style="list-style-type: none"> <li>• Marina could be utilized for paddle ways/row ways</li> <li>• A pedestrian path from the Greenbelt to the Colorado Lagoon to the jack Dunster Reserve to under PCH to Los Cerritos Wetlands to the Market Place would be attractive to pedestrians and help create more connections in the network. Could work well as combo bike/pedestrian path</li> <li>• Difficult to cross the street along PCH, would appreciate more connections to get across</li> <li>• Impossible to walk on Studebaker; prevents residents from connecting to shopping center at 2nd/PCH</li> <li>• Resident suggested a pedestrian overcrossing at 2nd St/PCH</li> <li>• Request for sidewalks from East 2nd St to Seal Beach Border</li> <li>• <b>Priorities: Along PCH, 2nd and Studebaker, at intersection of 2nd and PCH, along Los Cerritos Channel, along the Marina and through the Marina Shores</b></li> </ul> <p><b>Transit</b></p> <ul style="list-style-type: none"> <li>• Request for more bus stops along PCH. There are very few now and they are currently located in areas with no pedestrian crossings</li> <li>• Request to increase frequency of bus transport through the corridor (Belmont Shore to CSULB route) to encourage more use of public transport</li> <li>• <b>Priorities: Along PCH</b></li> </ul>

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Market	<p>*Responses/comments shared by more than one participant are italicized and the number of responses indicated in parenthesis</p> <p><b>Responses to “Do any market assessment findings surprise you? If so, which ones?” and general market comments</b></p> <ul style="list-style-type: none"> <li>• Create value through keeping foreign visitors and lodging them here</li> <li>• Current retails space does not perform well: many empty storefronts</li> <li>• Don’t need to compete with Newport Beach, keep it affordable</li> <li>• <i>Farmer’s Market is a draw (2)</i></li> <li>• Include appeals to attract eco-tourism into the wetlands from nearby entry points and hotel areas</li> <li>• Incorporate senior assisted living</li> <li>• Less height density</li> <li>• Maintain existing height limit</li> <li>• Market assessment should follow need to stay low rise</li> <li>• No good seafood restaurants</li> <li>• No hotels</li> <li>• No office, existing is not full</li> <li>• <i>No residential in wetlands, maybe yes at Golden Sails and 2nd and PCH (2)</i></li> <li>• No strip malls</li> <li>• Renovation of Marina parking lot</li> <li>• Retail shops that cover all ages and interested, not just the wealthy</li> <li>• The reasoning to have more boutique is not valid....have hotels closer. We need to value the wetlands more and not build on them</li> <li>• Traffic is impossible</li> <li>• Use nautical architecture</li> <li>• Water transportation, like San Pedro for tourists</li> <li>• Would like restaurant on the water</li> <li>• Trade some retail for homes</li> </ul>

Workshop participants also contributed comments at the general project information station, which are summarized below:

- This is a great process. It is evident that the plan is being prepared through a process with the public.
- Provide more context in presentation (history of plan, why it needs updating)
- Include an open public comments sessions at next meeting, so we can all hear each other’s input
- This is a good format (open house) – thanks
- In email announcement, give a two paragraph update and timeline with the “Where we are now”

**Open Town Hall Comments:** The Long Beach Open Town Hall online forum discussion topic entitled Opportunities and Constraints Workshop was synchronized with the second community workshop. The responses received on the discussion topic via the online forum are summarized in Table 3 below.

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**Table 3. Opportunities and Constraints Workshop Open Town Hall Discussion Responses**

\*Responses/comments shared by more than one participant are italicized and the number of responses indicated in parenthesis

Topic Area	Comments/Responses
Planning	<p><b>In what ways is the current SEADIP Planned Development working well?</b></p> <ul style="list-style-type: none"> <li>• Current housing seems reasonable and well-planned, but the rest is disconnected development; the power plants are an eyesore and the gateways to Long Beach are abysmal</li> <li>• It isn't working at all. Variances are given easily. There is no plan.</li> <li>• It recognizes the key issues very well.</li> <li>• It seems to have identified the uniqueness and criticalness of the mobility problem.</li> <li>• SEADIP works well in limiting the height of building to 35 ft., requiring extensive open space, limiting traffic impacts</li> <li>• The current height restriction and use pattern</li> <li>• Trying to preserve environmental integrity by not over developing</li> </ul> <p><b>In what area does it need improvement?</b></p> <ul style="list-style-type: none"> <li>• All retail is fronted by vast parking lots, with no view of waterways</li> <li>• Allows more development than the current roads can handle, or that there is immediate demand for.</li> <li>• Because of the unique and critical traffic problem, the specific mobility effect of each zoning or exception should be documented.</li> <li>• Greater environmental restoration and protection.</li> <li>• More residential and more boating access</li> <li>• Needs to be a consistent plan that developers can work from that will not allow variances</li> <li>• Revised SEADIP needs to expand wetlands and protect them, remove "industrial" zoning, and properly zone unzoned area</li> </ul> <p><b>Outside of the wetland areas, what areas should we focus on the most and why? (name up to three)</b></p> <ul style="list-style-type: none"> <li>• 16, 17, 18 resolve issues regarding overdevelopment</li> <li>• Focus on removing or reducing the industrial uses in area 19 to be more compatible with future uses</li> <li>• Gateways to city -- 22 fwy entrance &amp; Studebaker entrance; power plants; retail developments need improvement and lower profile parking lots</li> <li>• Marine Stadium and Colorado Lagoon, Farmers' Market needs a permanent home (like the OC Mix), and LB Marina</li> <li>• The effect of each type of zoning and how each will impact mobility</li> <li>• The areas marked 19 (at least some may be redeveloped), 33 and 26 (should be restored open space)</li> </ul>
Wetlands/Infrastructure	<p><b>Please choose the top 3 amenities that could be associated with wetland restoration and preservation that you would use the most or think would be of the greatest benefit to the community.</b></p> <ul style="list-style-type: none"> <li>• <i>Interpretive Center (4)</i></li> <li>• Picnic tables and seating areas</li> <li>• <i>Viewing stations along wetland perimeters, with interpretive signage (2)</i></li> <li>• <i>Walking trails (6)</i></li> <li>• Other( the continuation of Studebaker to PCH)</li> </ul>

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Urban Design	<p><b>What are some good examples of complete neighborhoods you've enjoyed that should serve as a model for SEADIP? Please provide the City and State.</b></p> <ul style="list-style-type: none"> <li>• Bolsa Chica wetlands in Huntington Beach, CA along PCH</li> <li>• Corona del Mar, CA</li> <li>• Dana point community</li> <li>• <i>Portland, Oregon (2)</i></li> <li>• Santa Monica, CA</li> <li>• SEADIP encompasses too much of hodge-podge to be thought of as being a "neighborhood"</li> <li>• Shelter Island, CA</li> </ul> <p><b>What kinds of community do you envision for the future – where all parts work well together and support each other sustainably?</b></p> <ul style="list-style-type: none"> <li>• Dedicated bike and pedestrian paths should be established and maintained around and through the wetlands, with connectivity to create a network of mobility within SEADIP that does not depend or restrict automobile traffic.</li> <li>• Environmentally friendly community with open space and multiuser recreation</li> <li>• <i>High-end retail (2)</i></li> <li>• <i>Improved mobility for bikes, pedestrians (2)</i></li> <li>• Less paved, visible parking lots</li> <li>• <i>Low scale (3)</i></li> <li>• Not too dense</li> <li>• Restored wetlands</li> <li>• Traffic reduced community</li> <li>• Traffic should be calmed on PCH or Westminster Blvd</li> <li>• Water oriented</li> <li>• More canals like Naples with housing, more boat access and docking</li> <li>• Wetlands should be utilized as a marketing and educational tool by planners.</li> <li>• Boutique hotel, condos over</li> </ul>
Mobility	<p><b>What should be the role of Pacific Coast highway within the SEADIP area (main street, thoroughfare, freeway)?</b></p> <ul style="list-style-type: none"> <li>• Extend Studebaker to PCH south (obviously) of 2nd/Westminster.</li> <li>• Freeway</li> <li>• Increased trails</li> <li>• Pedestrian traffic should be routed over PCH and 2nd street to improve mobility of all types.</li> <li>• Remain a major arterial</li> <li>• Remain a thoroughfare with easy on and off option, it should also provide safe crossing for pedestrians and biking.</li> <li>• <i>Thoroughfare (3)</i></li> <li>• To really help mobility, a freeway connecting downtown Long Beach with the freeways to the east would materially make an improvement. Anything short of that is essentially window dressing (extending Studebaker will be only a tiny help in decreasing the mobility we are facing). When a freeway is out of the question, we should be made aware of the degrees of mobility impairment each zoning will create.</li> <li>• <i>Main Street (2)</i></li> </ul>

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	<p><b>How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?</b></p> <ul style="list-style-type: none"> <li>• By boat but there is now water</li> <li>• <i>Improved pedestrian access (3)</i></li> <li>• <i>Improved, safe bike access (4)</i></li> <li>• Still will need to accommodate cars</li> <li>• <i>Transit (2)</i></li> <li>• Trails</li> </ul>
Market	<p><b>What types of housing, if any, do you think would be appropriate in SEADIP?</b></p> <ul style="list-style-type: none"> <li>• Apartments</li> <li>• <i>Boutique hotel (2)</i></li> <li>• Condos</li> <li>• Family vacation spot</li> <li>• No additional housing</li> <li>• Other (All of the above)</li> <li>• Other (There is probably a place for some of all but no apartments, too dense.)</li> <li>• Senior housing</li> <li>• Single-family homes</li> </ul> <p><b>What types of retail, if any, do you think would be appropriate or is needed in SEADIP?</b></p> <ul style="list-style-type: none"> <li>• <i>High end, luxury shopping (3)</i></li> <li>• Other (High tech (Apple store, etc);art related retail; sports related retail; regional shopping that would divert local shoppers from travelling to Orange County (examples: Crate &amp; Barrel, Sur la Table, Talbots, etc.))</li> <li>• Other (Local boutiques and retain Farmer's Market)</li> <li>• Other (There is enough retail space now)</li> <li>• Other (We have enough retail)</li> </ul>