



# COMMUNITY ADVISORY COMMITTEE Meeting #5

Southeast Area Specific Plan | October 29, 2014



# Agenda

- ❖ Introduction
  - Recap of work completed to date
  - Refresher: Vision & Pillars of Sustainability
- ❖ Development Feasibility Basics
- ❖ Public Comment
- ❖ Next Steps



***Southeast Long Beach is a livable, thriving and sustainable gateway destination in the City of Long Beach and the Southern California region.***

- gateway and destination
- diversity of uses in close proximity
- residential neighborhoods
- businesses, restaurants, hospitality uses and recreational amenities
- locals and visitors
- connections
- significant social resources
- sense of community
- current technologies
- thriving wetlands
- protect and encourage views
- restore, maintain and preserve wetland areas and coastal habitat
- attractive streetscapes
- immediate impression
- Bike lanes and pedestrian walkways
- efficient network of roadways
- attractive alternatives to the car
- variety in the appearance of the streetscape
- central gathering areas
- lively spaces
- transitions between urbanized areas and natural areas and waterways

# Pillars of Sustainability

- ❖ Setting the Foundation for the Conceptual Land Use Alternatives



# Development Feasibility Basics

# Summary of Market Assessment

## Opportunities

- ❖ Housing: Higher-end apartments and condominiums serving smaller households
- ❖ Retail: Can attract higher end retail and restaurants given its location, demographics, and existing retail offerings
- ❖ Hotel: Strong potential for hotels due to waterfront location
- ❖ Office: Can accommodate small-scale businesses

## Constraints

- ❖ Auto-oriented nature; lacks pedestrian-oriented infrastructure and amenities
- ❖ Industrial character perceived as potentially incompatible with some uses
- ❖ Existing land use regulations create uncertainty and risk for developers and landowners – Specific Plan will ultimately help achieve clarity about expectations for development

# Development Feasibility Questions

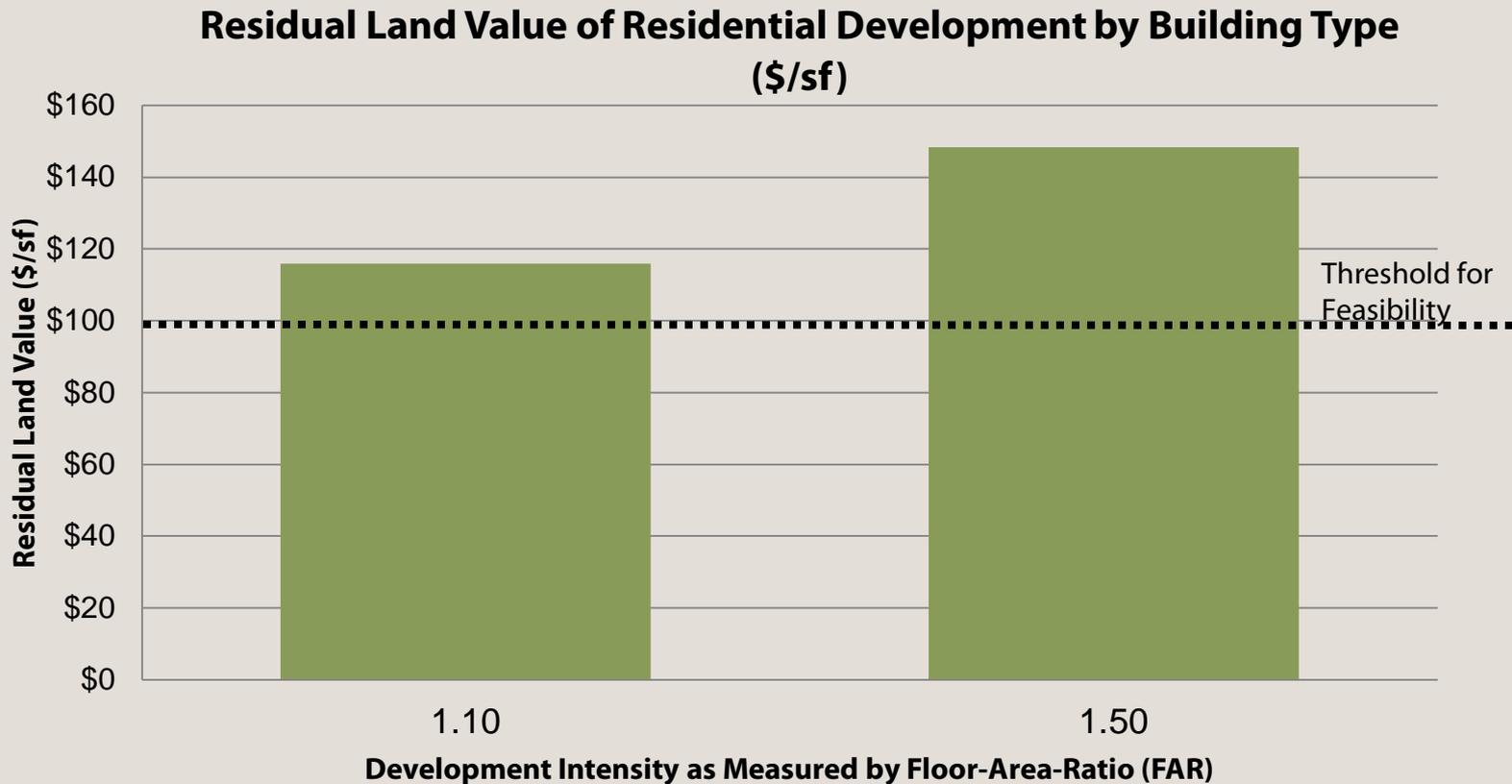
- ❖ What kind of development is likely to occur in the study area?
- ❖ What mix of land uses is economically viable?
- ❖ What is the relationship between intensification and development feasibility?
- ❖ Can private development contribute to community benefits?

# What is Financial Feasibility Analysis?

- ❖ Measures the value of a real estate project from a developer's point of view
- ❖ "Pro forma analysis" is a tool that measures the difference between project costs (construction, design, city fees, etc.) and project revenues (rents/sales)
- ❖ Does not predict the type of development that will occur but allows for decision-makers to compare alternatives and understand trade-offs

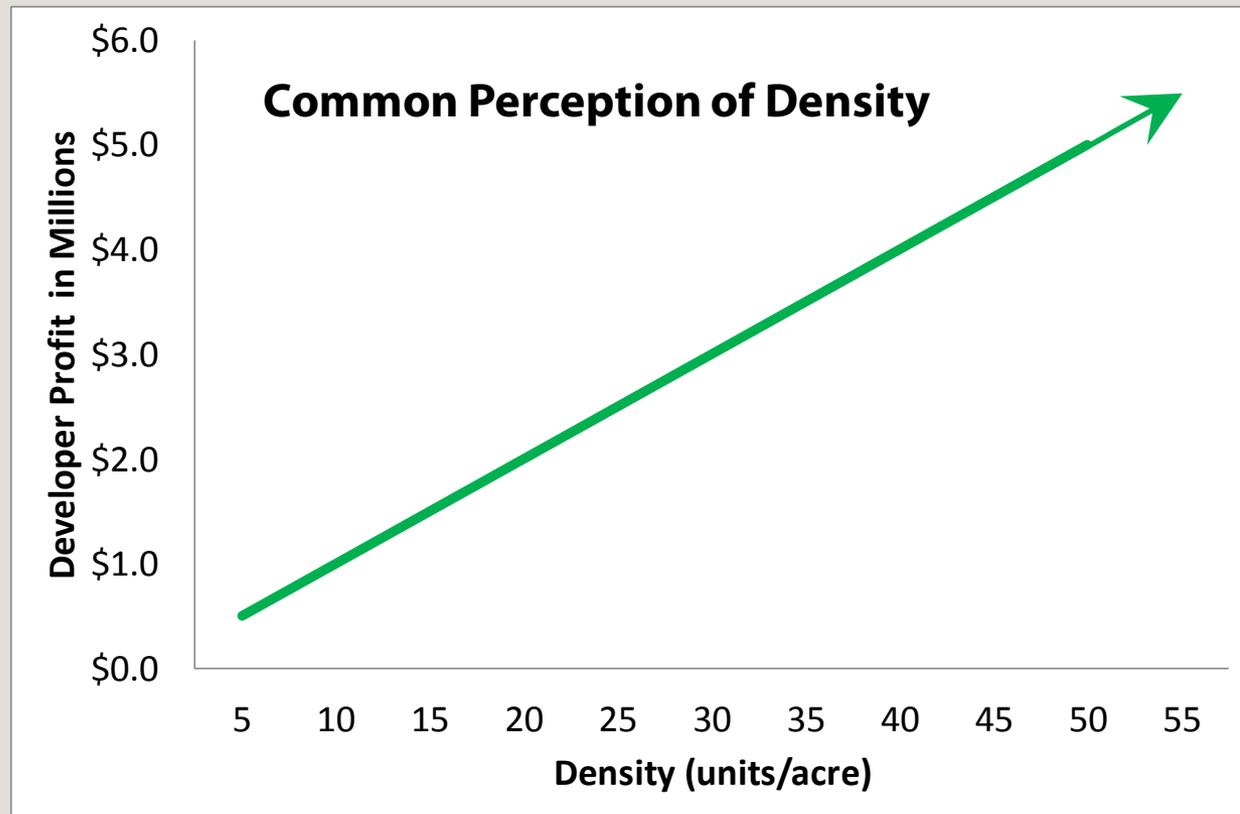
# Value vs Profit

- ❖ Higher intensity projects can create more value

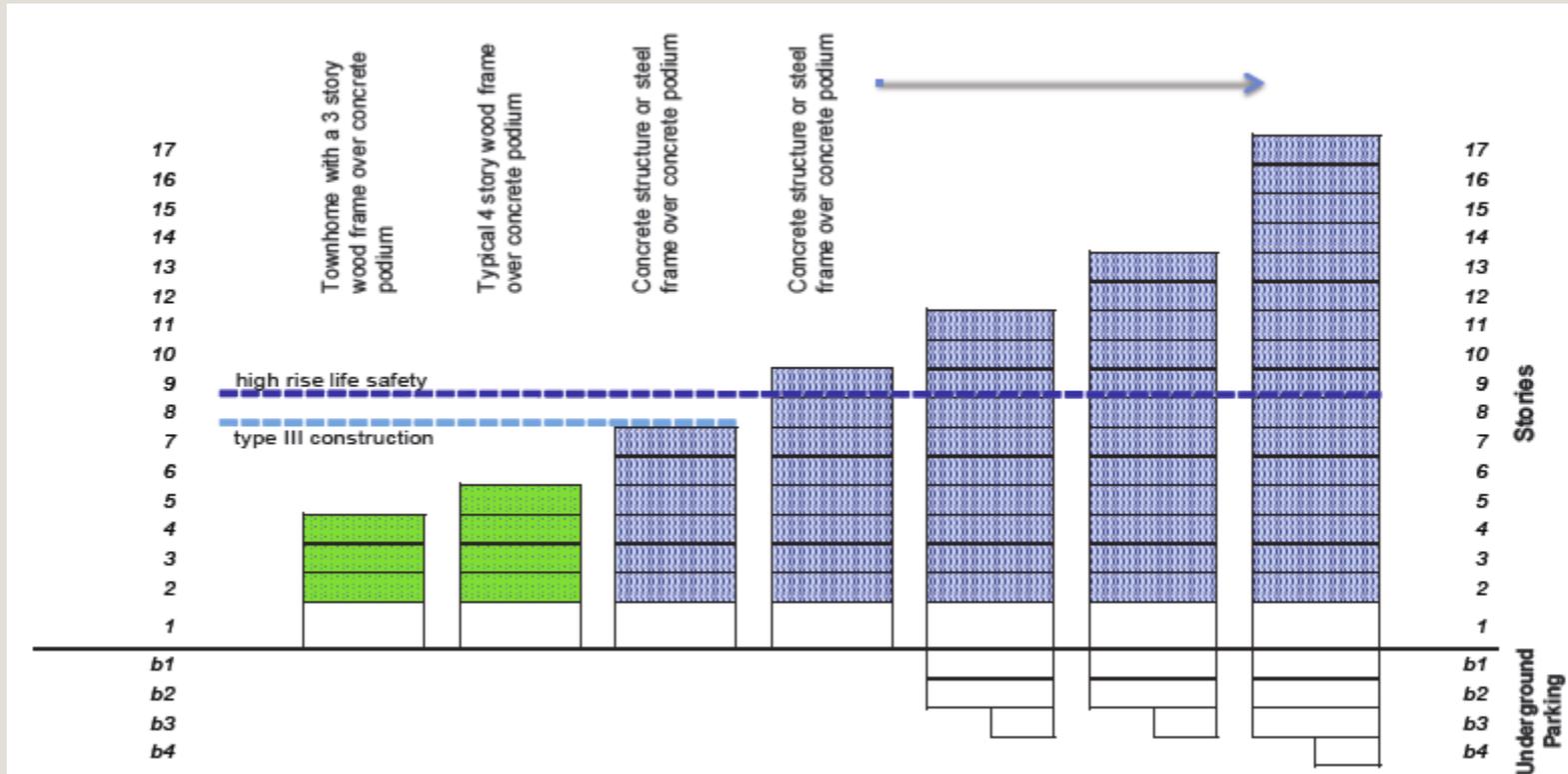


# Value vs Profit

- ❖ But higher intensity projects do not always create higher profit

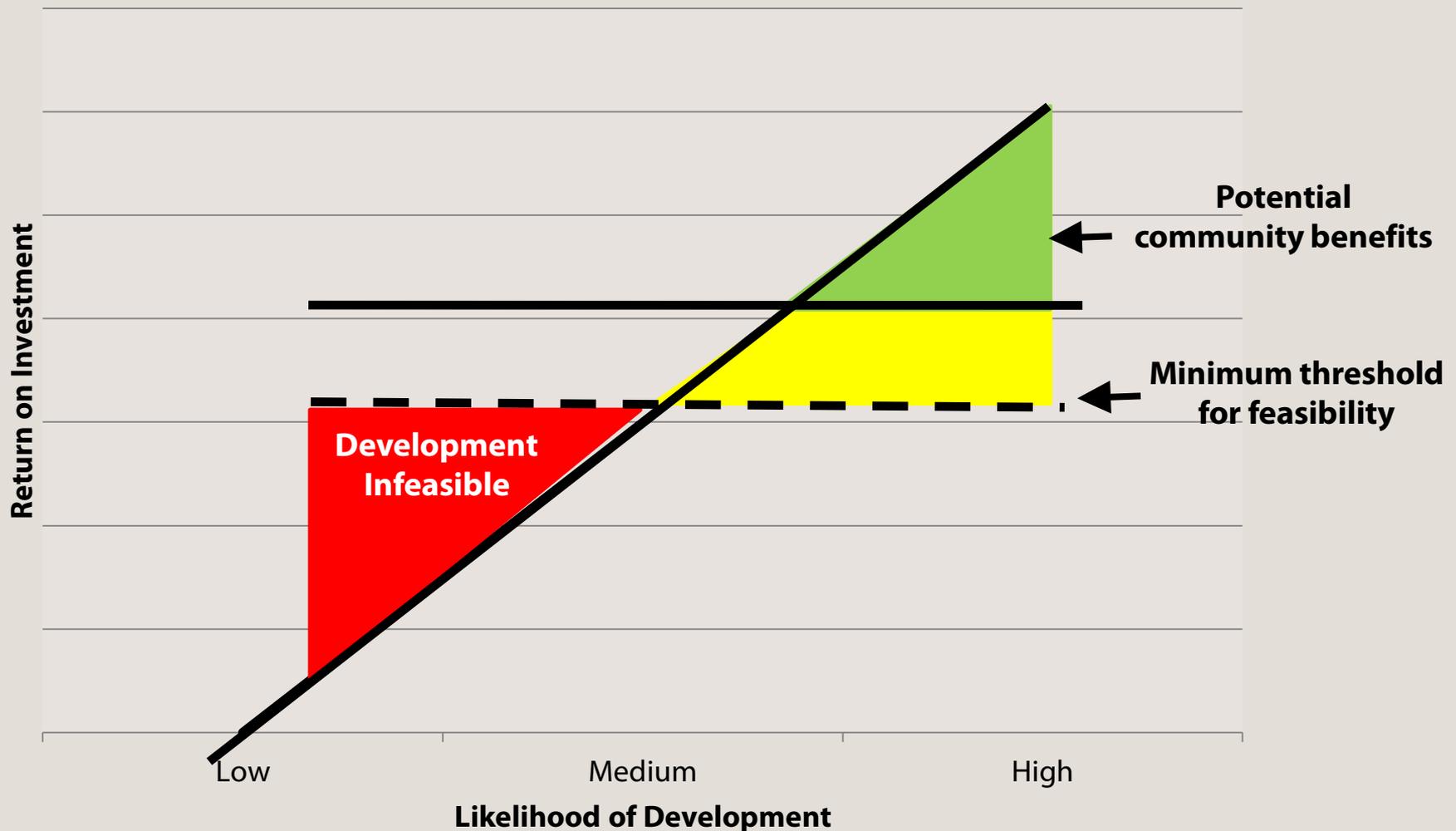


# Building Types and Development Costs



Development Costs per Square Foot

# Community Benefits Strategy Tied to Overall Financial Feasibility



# Next Steps

- ❖ Strategic Economics will analyze the financial feasibility of prototypical site scenarios
- ❖ The financial feasibility analysis will clarify whether the alternatives can be economically viable
- ❖ The analysis will also demonstrate the likelihood of private development supporting community benefits
- ❖ Financial feasibility is only one of the factors that will be considered in evaluation of “trade-offs” of land use alternatives
- ❖ Results of the financial feasibility analysis will inform the revisions to the land use plan

# Discussion on Development Feasibility Basics

# Site Design Considerations

## Parallel efforts underway

- ❖ **Planning** - 4 different site scenarios (fit tests)
- ❖ **Economic** - Scenario analysis (viability)
- ❖ **Urban Design** - Framework, principles (design)
- ❖ **Mobility** - 2<sup>nd</sup>/PCH, new analysis method, short term fixes, longer term ideas (balancing modes)

# Site Design & Studies

1. What we heard
2. Site design
3. Scenarios
4. Examples & concept sketches

# Pacific Coast Highway what we heard

- ❖ Reconceive our primary boulevard - PCH
- ❖ Consider updated cross-section design
  - Median, street trees, lights, safer for walking/cycling, traffic calming & gateways
- ❖ Design should support local functions not just commuters passing through
- ❖ Ideally Caltrans would relinquish to City (cooperation essential)

# Getting Around what we heard

- ❖ Separate bikes from cars, peds from bikes
- ❖ More, better, safer zones for walking/cycling
- ❖ Consider “park & walk” strategies
- ❖ Consider golf carts, small-slow vehicles, safe lanes
- ❖ Introduce trams & shuttles
- ❖ Don't forget we have to drive too – balance modes

# Architecture what we heard

- ❖ Desire for higher quality design & execution
- ❖ Authenticity is more important than style
- ❖ Residential desired overlooking wetlands
- ❖ Scale of buildings should be somewhere between Downtown & Seal Beach
- ❖ Consider where lower scale is best
- ❖ Reflect coastal qualities
- ❖ Reduce amount/views of surface parking lots

# Placemaking what we heard

- ❖ Connections between neighborhoods is important, “integrating islands” of land uses
- ❖ Create a memorable place, blending unique qualities of the Southeast
- ❖ Gathering spots: We have some but would like new ones too
- ❖ Focus on native plants in landscape design
- ❖ Design a cohesive network of open spaces

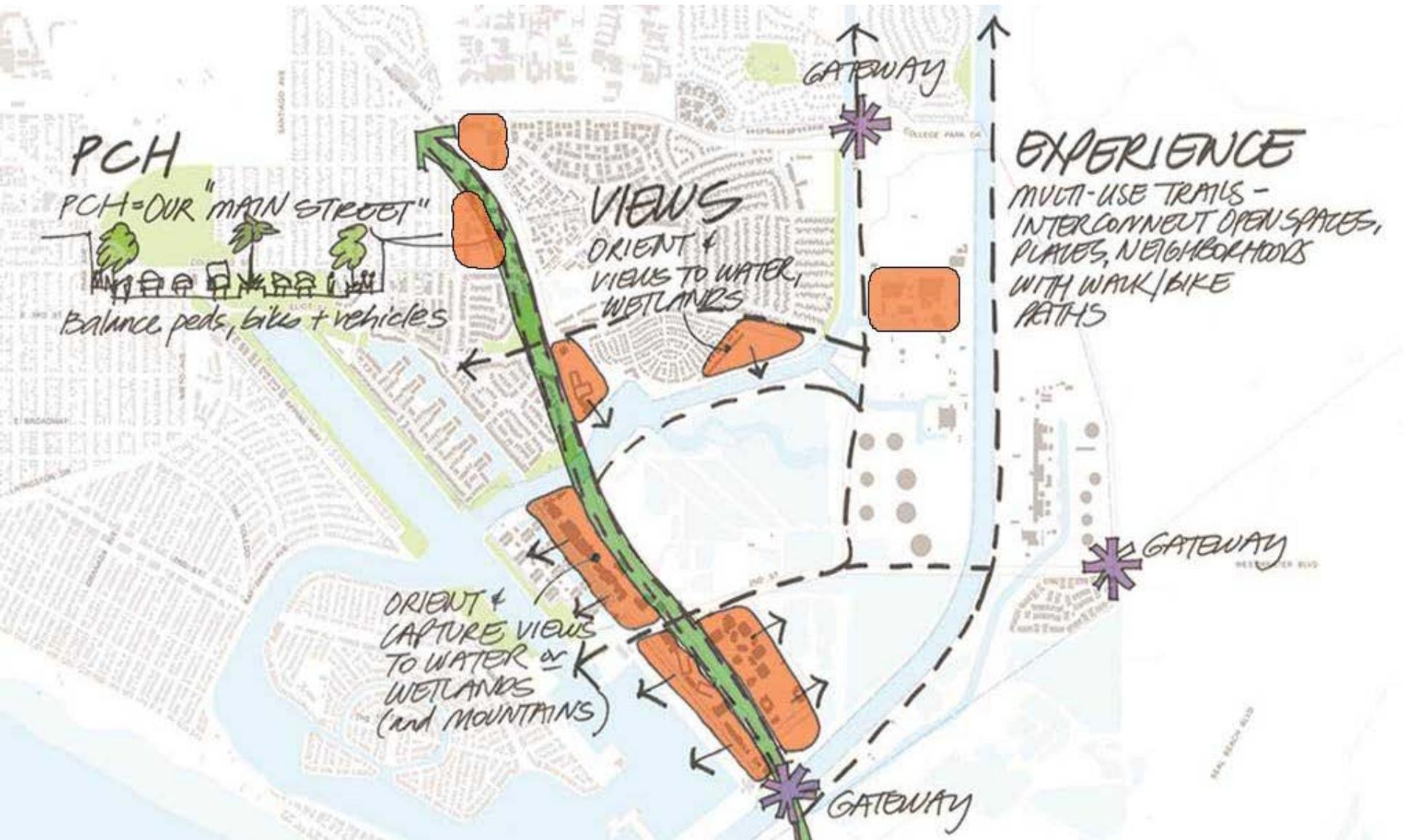
# Views what we heard

- ❖ Desire for view windows to water and wetlands
- ❖ Long range view to mountains
- ❖ Desire for less urban clutter
- ❖ More trees
- ❖ Explore opportunity for marina parking lot to become an amenity



# SOUTHEAST LONG BEACH BASEMAP

# Framework



# Site Design your ideas

**PCH** Redesign as complete boulevard.

Make better to walk & bike

**Land Uses** Active ground floor

Ideally a mix of uses

Appropriate height

**Block Sizes**

Break down super blocks

Walkable, clear access points

**Public Space**

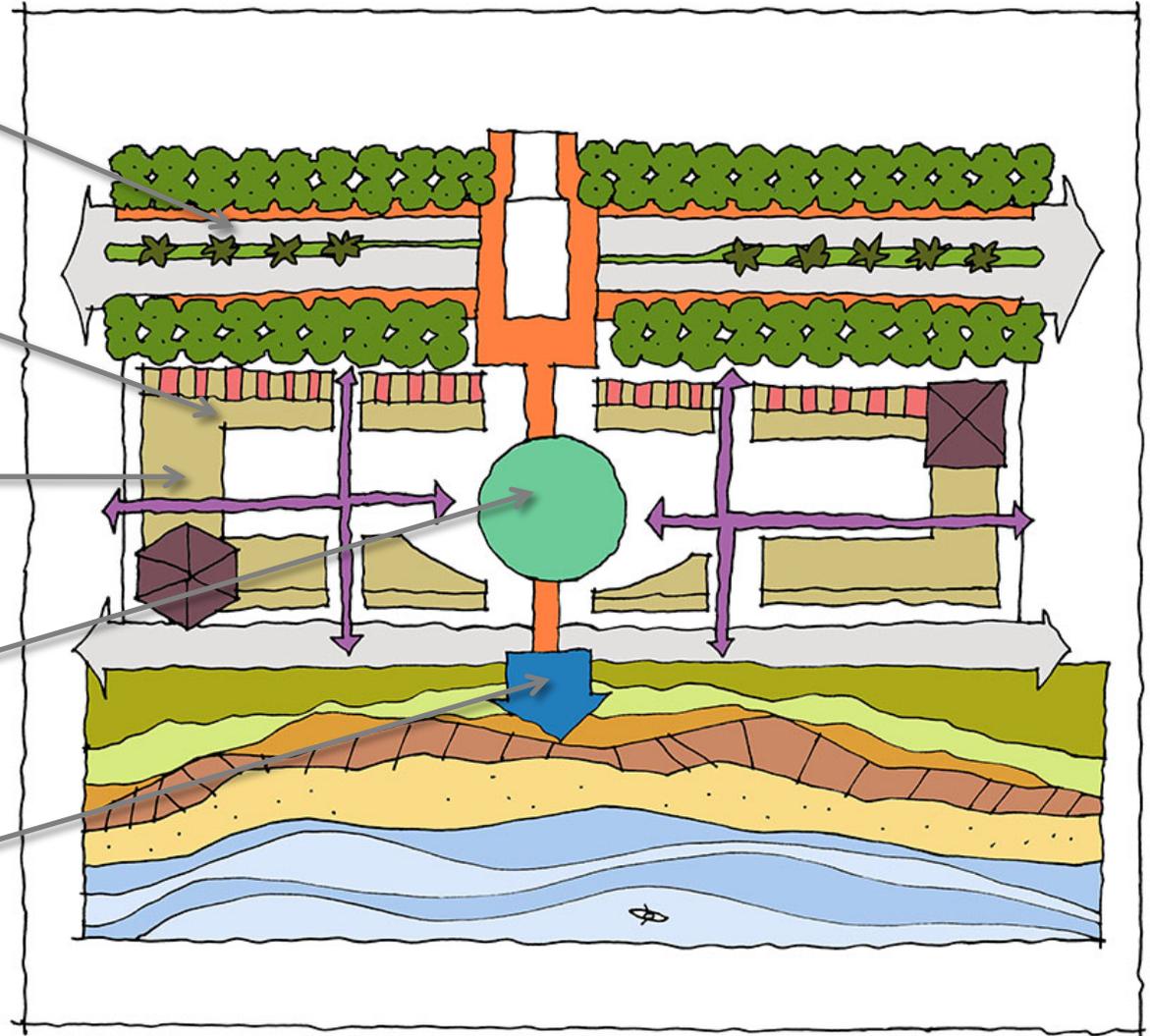
Feature, amenity, purposeful

Affirms sense of place

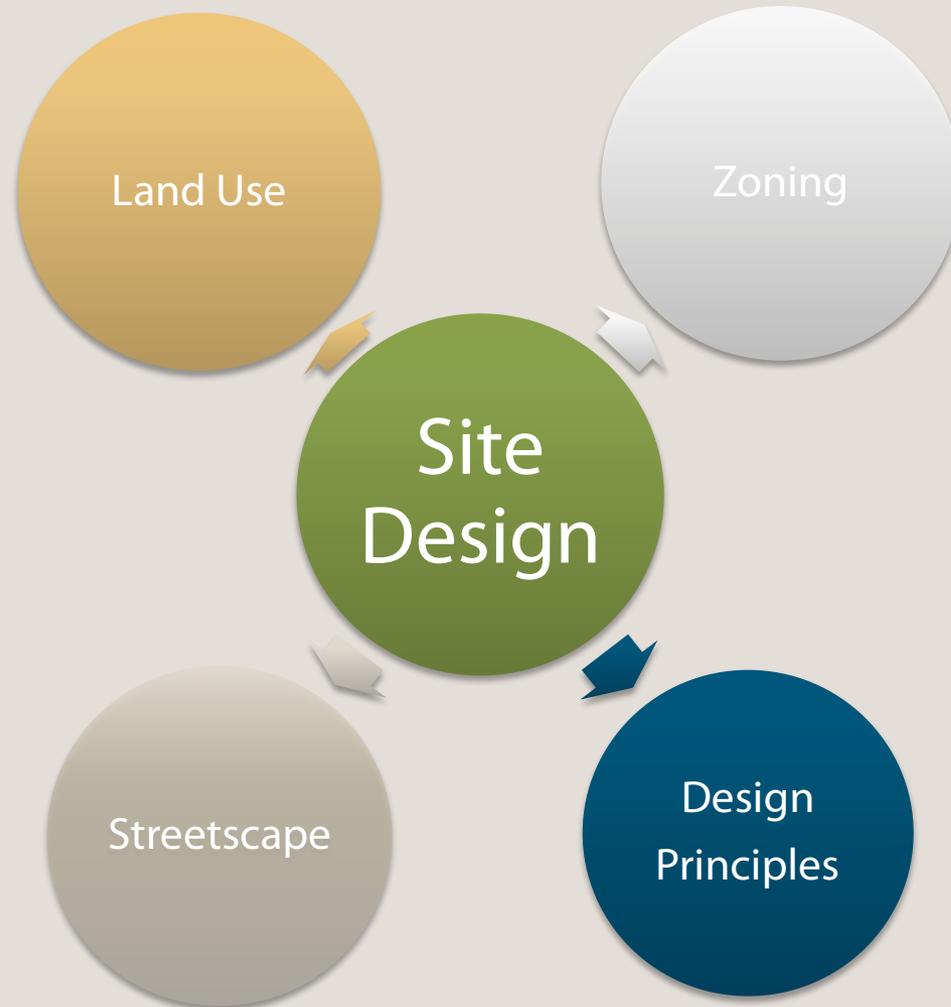
**Architecture**

Higher quality, consistent

Provides views and overlooks to marina or wetlands



# Site Design



# Site Design Considerations

- ❖ **Access** entrances, intersection spacing, internal streets, pedestrian/bike paths, permeability, connections
- ❖ **Scale** block sizes, building heights, setbacks, stepbacks
- ❖ **Water/Wetlands** views, overlooks, compatible adjacent uses, connections
- ❖ **Parking** ratio, surface/structured (below or above grade), visible vs. screened, proximity to served uses, active ground floor
- ❖ **Placemaking** unique uses, amenities, landmark design elements, gathering places, open space, views of/from
- ❖ **Street Frontage** active, pedestrian/bike oriented, relation to overall street

# Discussion on Site Design Considerations

# Prototypical Scenarios

- ❖ Prototypical Development Parcel within Study Area
- ❖ Evaluate alternative mix and scale of uses
- ❖ Evaluate alternative parking ratios and design
- ❖ Evaluate alternative open space requirements
- ❖ Evaluate alternative circulation/access

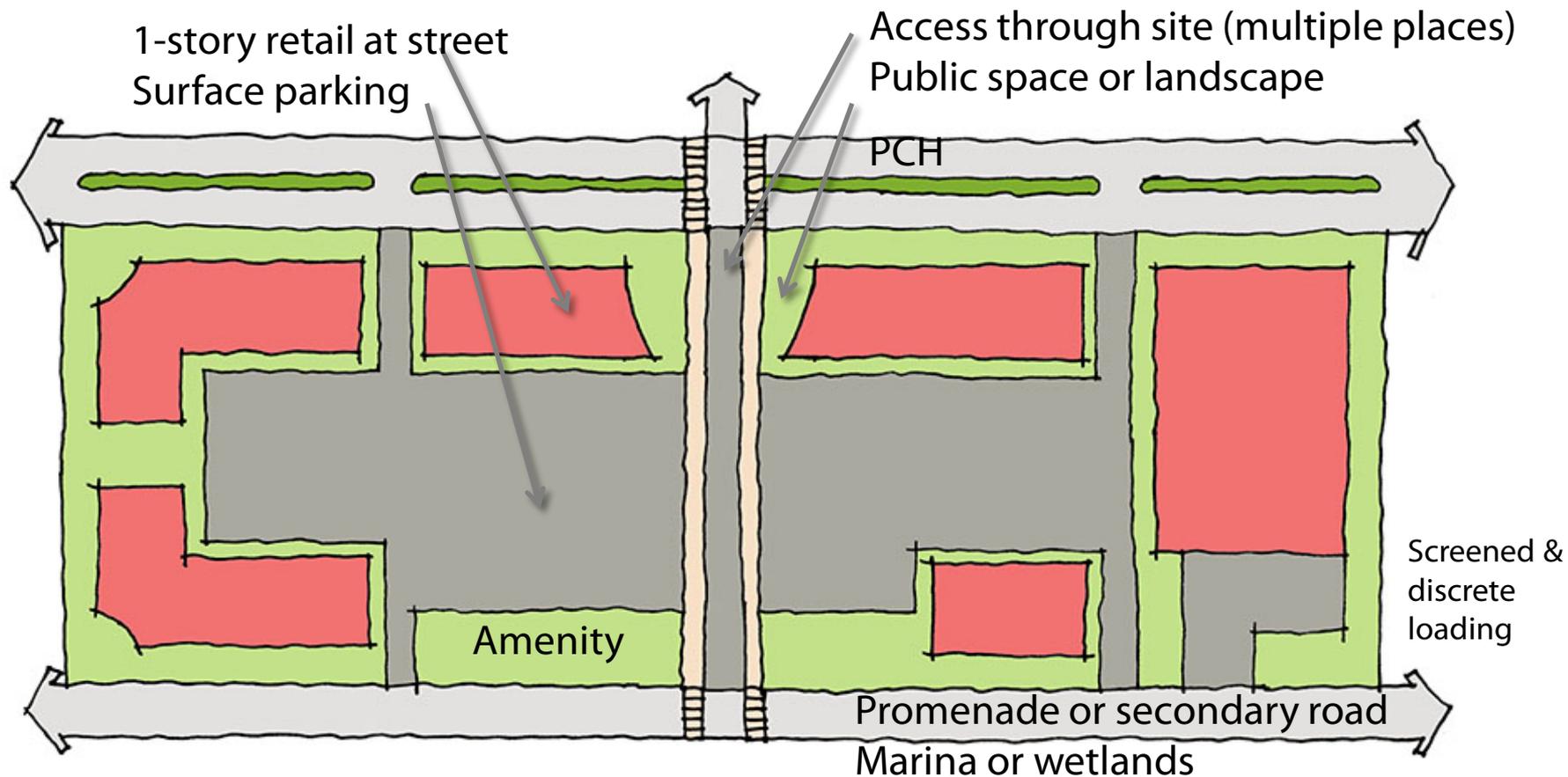
# Four Prototypical Scenarios

- ❖ **Scenario 1** shop only, 1-story
  - Potential under existing SEADIP
- ❖ **Scenario 2** shop + live, 1-3 stories
  - Introduce residential uses
- ❖ **Scenario 3** shop + live + stay, 1-5 stories
  - More mix of uses, variations for parking
- ❖ **Scenario 4** shop + live + stay, 5-7 stories
  - Greater mix of uses, greater building height, reduced parking

# Friendly Warning!

- ❖ The following diagrams are not site plans or architecture
- ❖ They are meant to stimulate discussion about the trade offs of development uses, program quantity, heights, parking and potential benefits
- ❖ Do not drive while viewing!
- ❖ Please discuss with your friends & neighbors

# Scenario 1 shop only 1-story



# Scenario 1 shop only 1-story

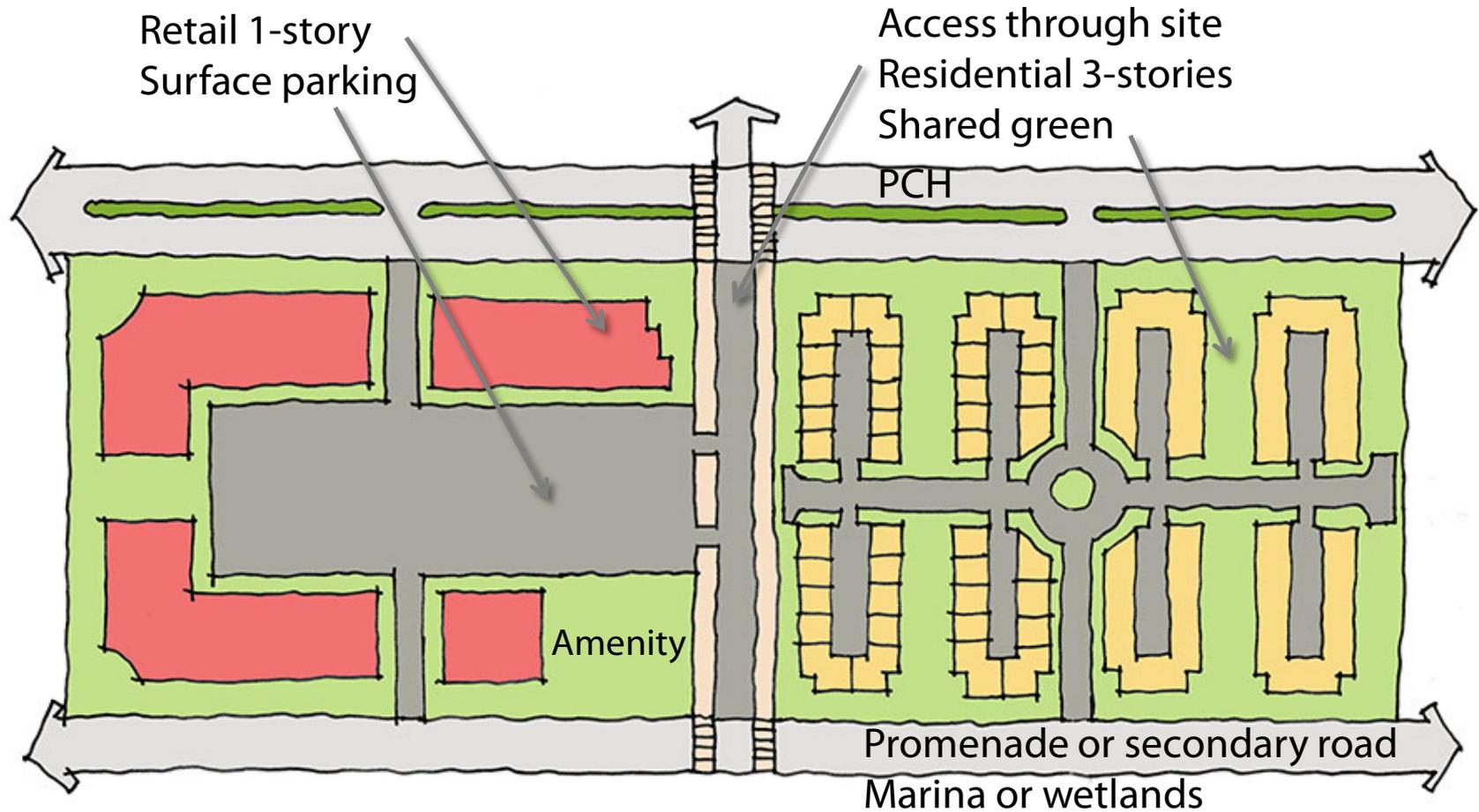


# Scenario 1 examples

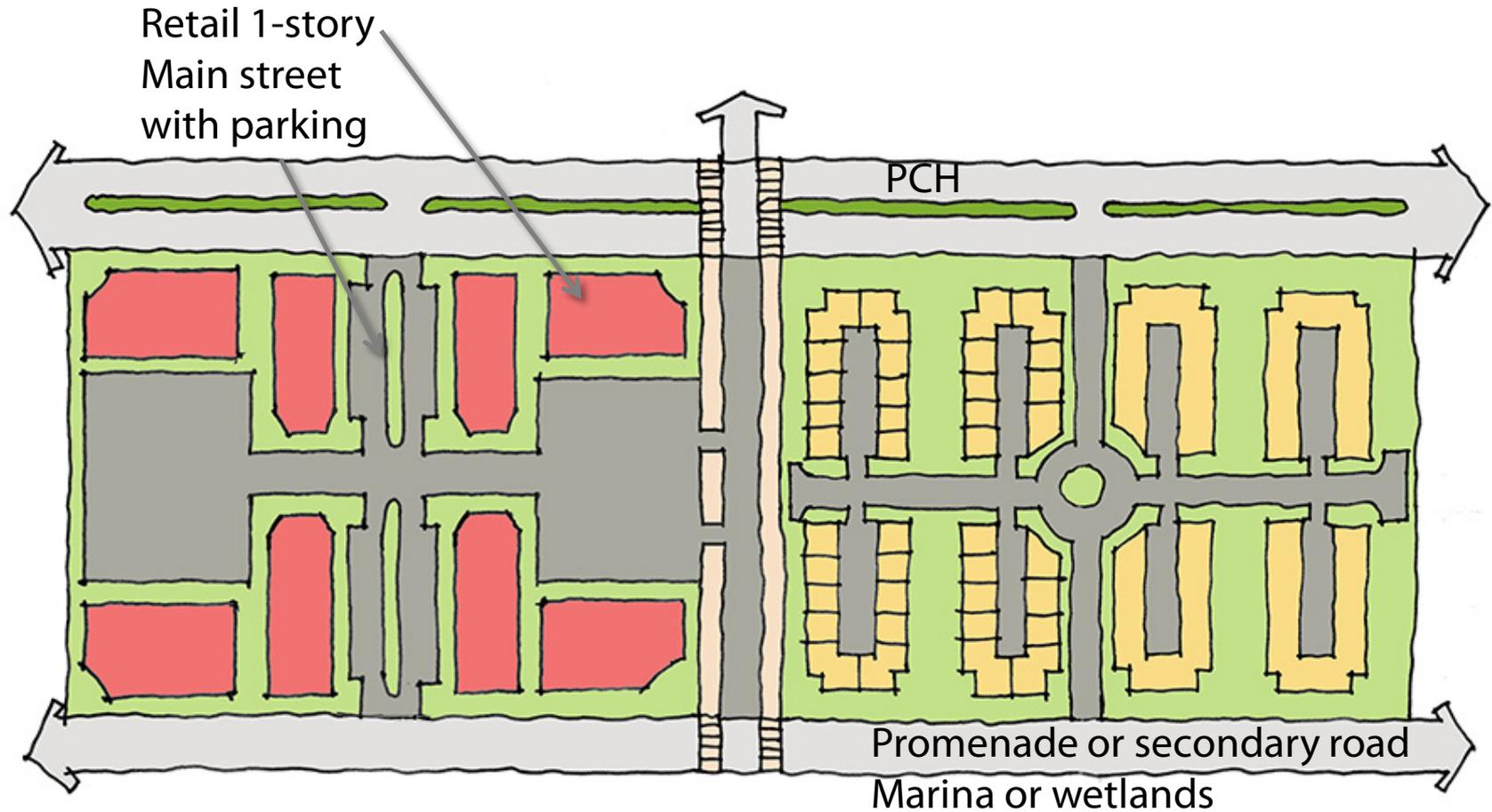


# Discussion on Prototype Scenario 1

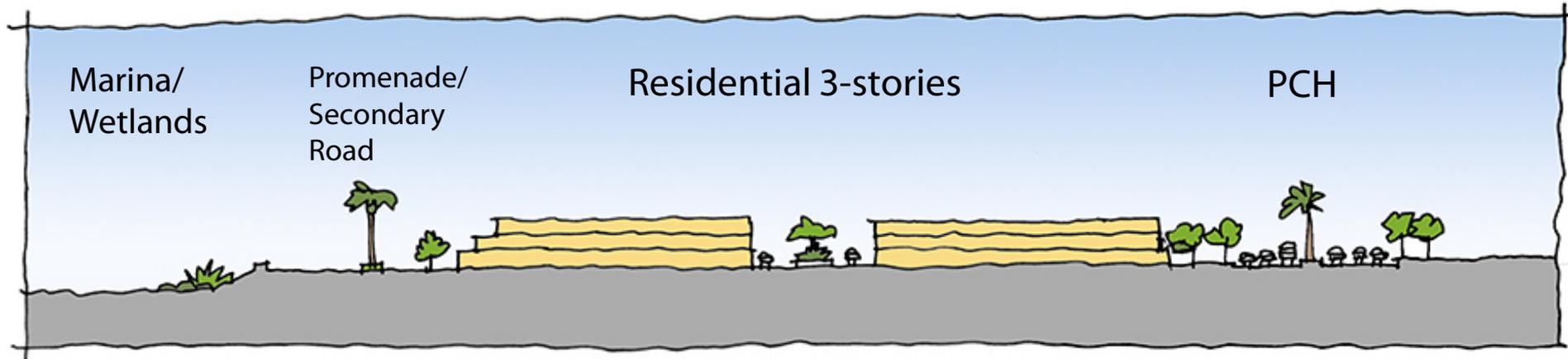
# Scenario 2 shop + live 1-3 stories (retail surface lot)



# Scenario 2 shop + live 1-3 stories (retail main street)



# Scenario 2 shop + live 1-3 stories

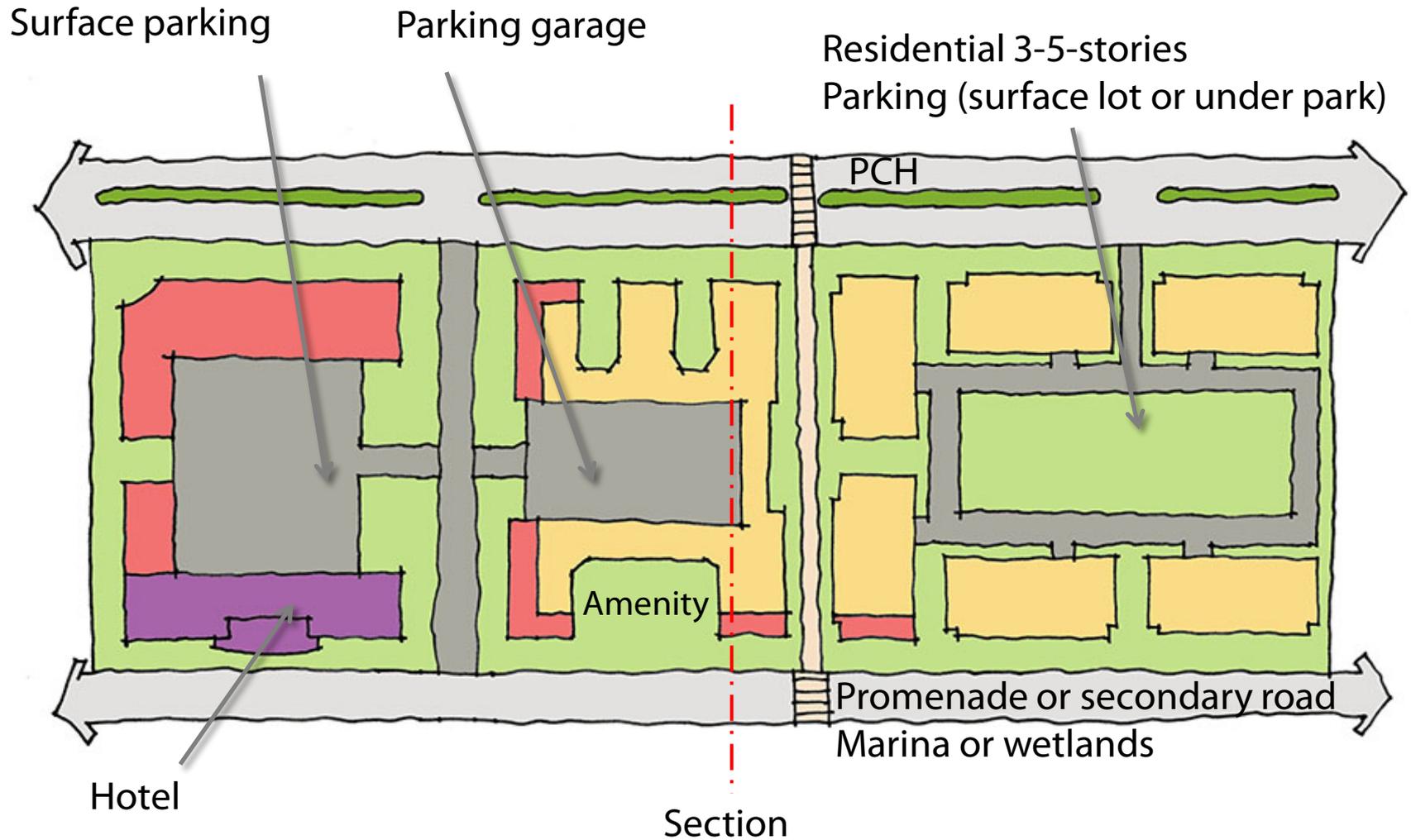


# Scenario 2 examples



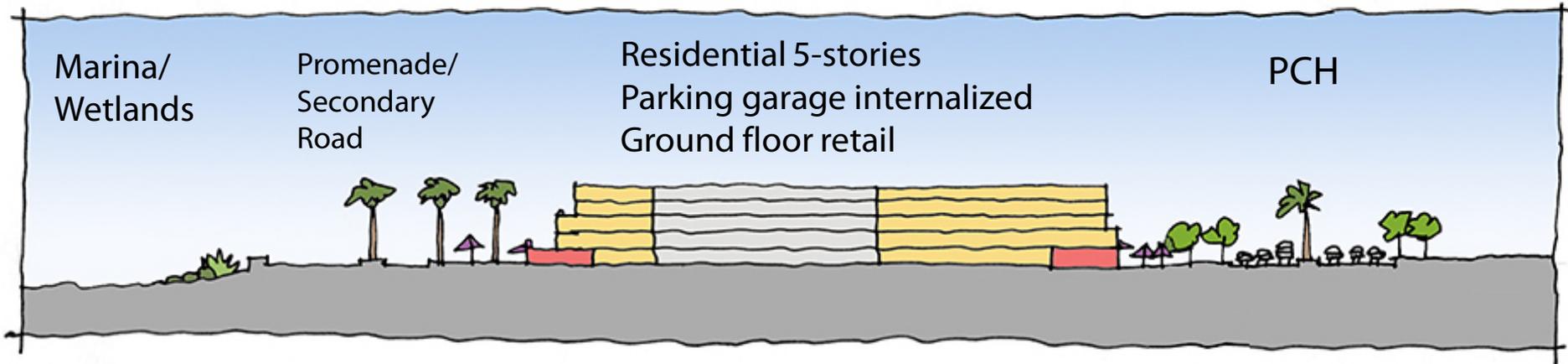
# Discussion on Prototype Scenario 2

# Scenario 3 shop + live + stay 1-5 stories



# Scenario 3

shop + live + stay 1-5 stories



# Scenario 3 examples

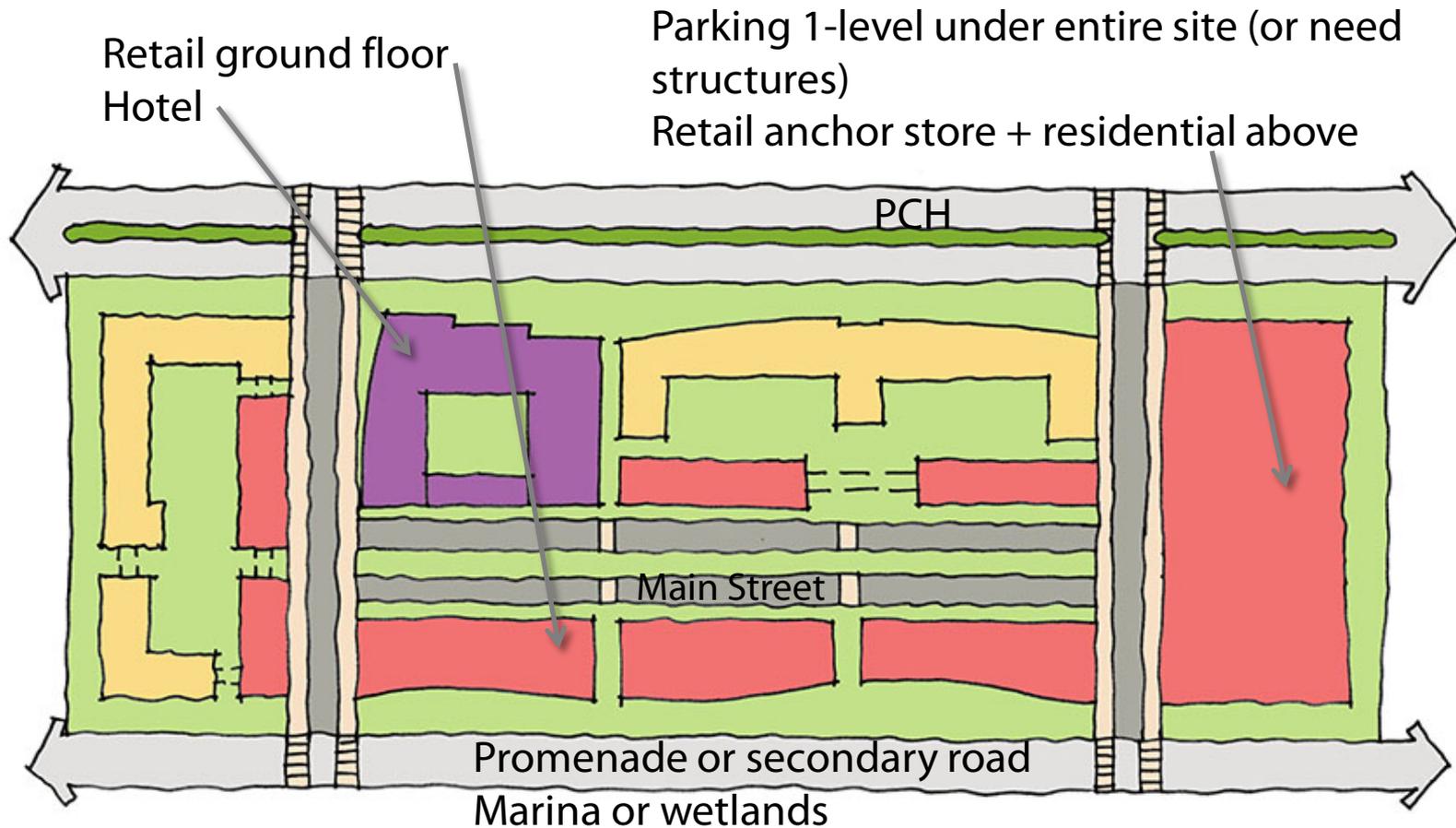


# Scenario 3 examples - amenities

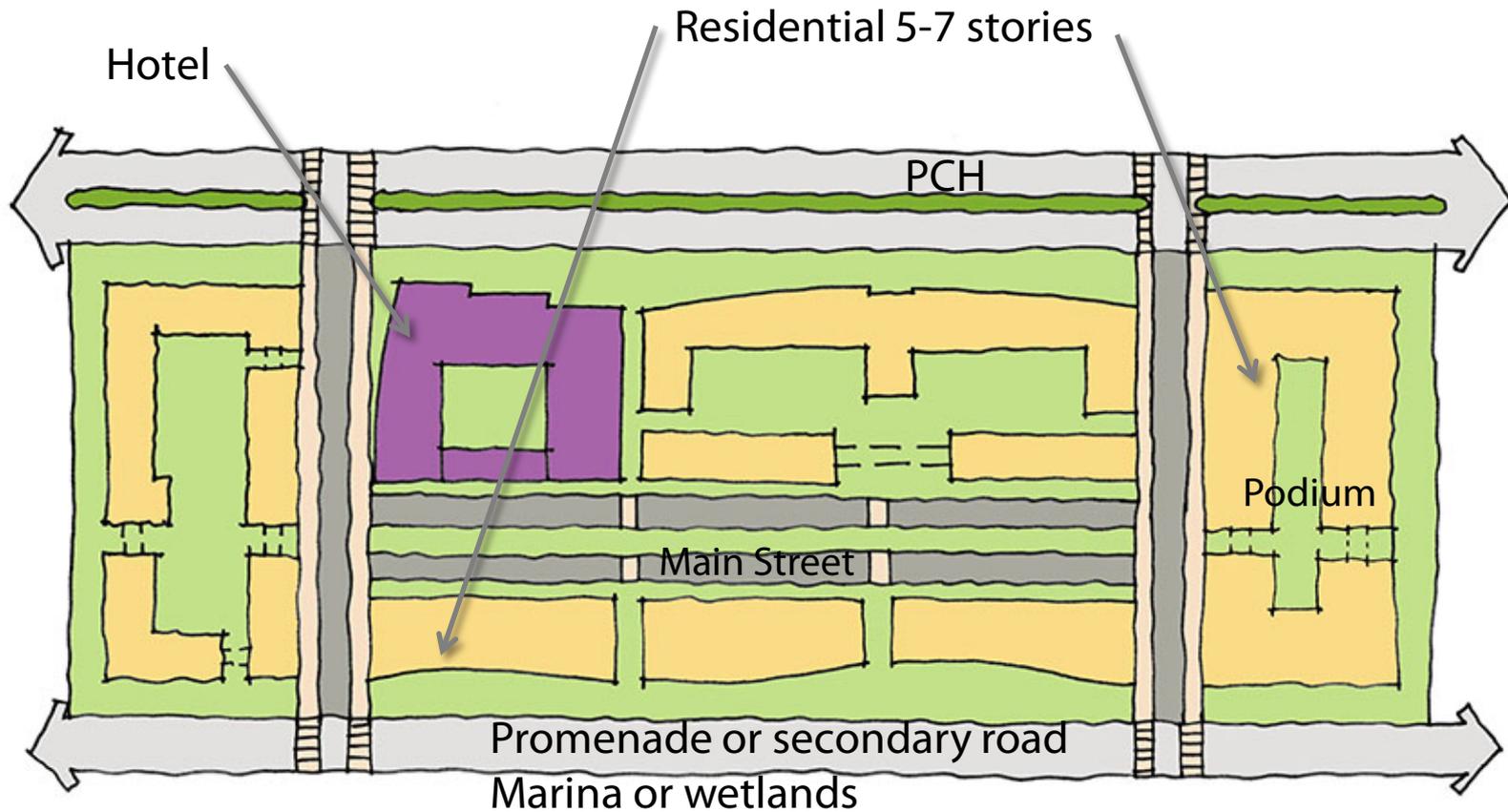


# Discussion on Prototype Scenario 3

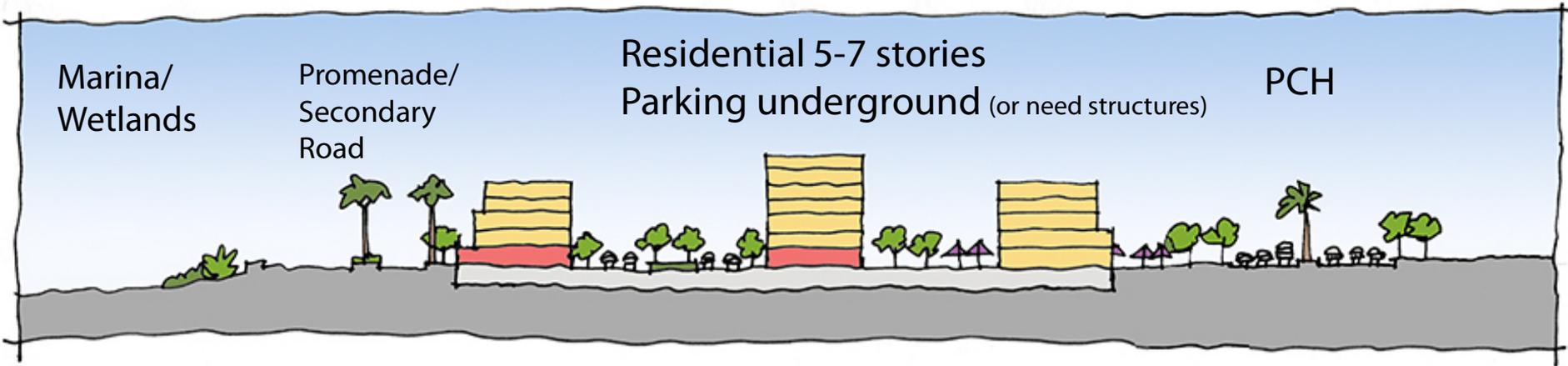
# Scenario 4 shop + live + stay ground floor



# Scenario 4 shop + live + stay 5-7 stories



# Scenario 4 shop + live + stay 5-7 stories



# Scenario 4 examples

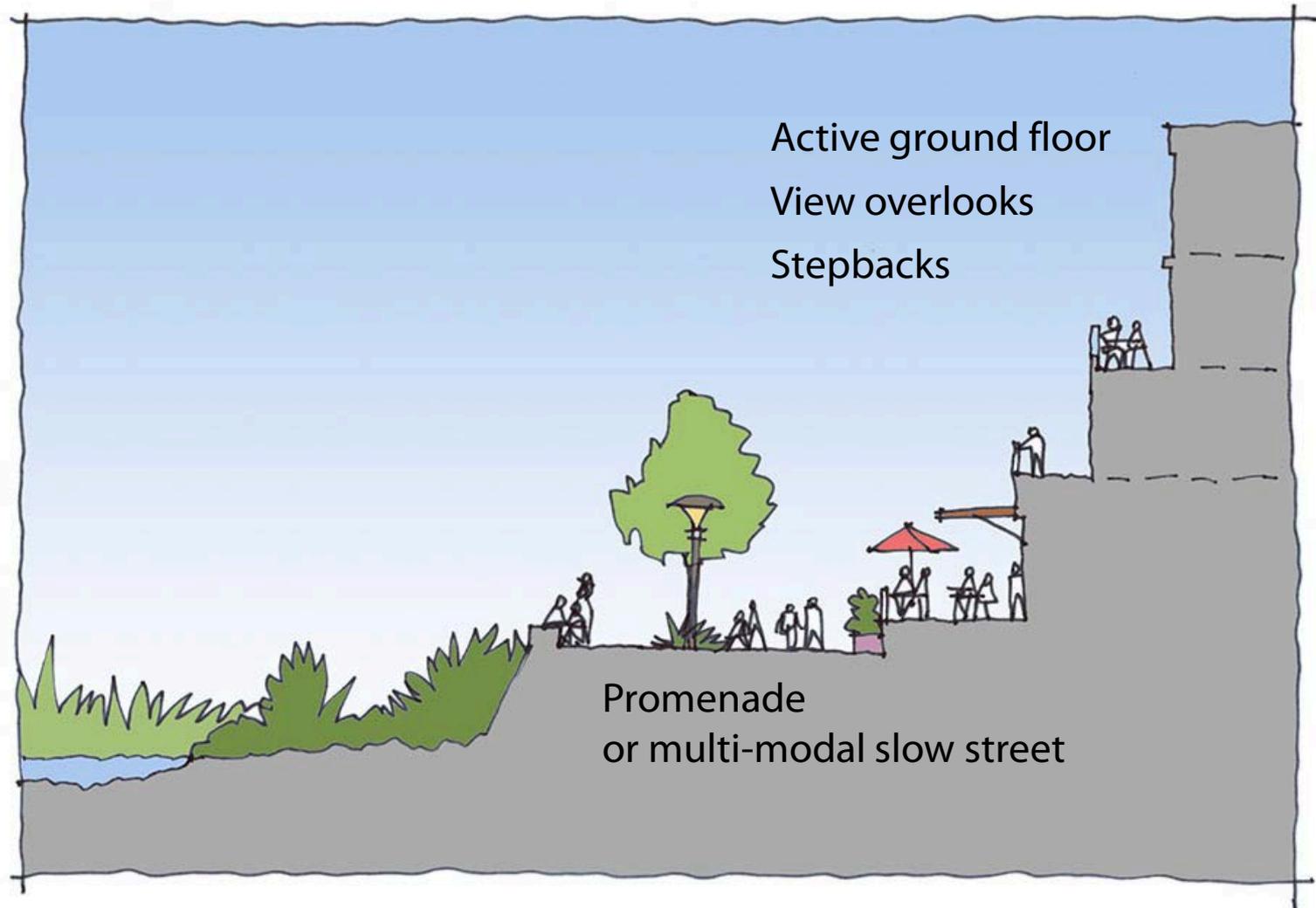


# Garages examples

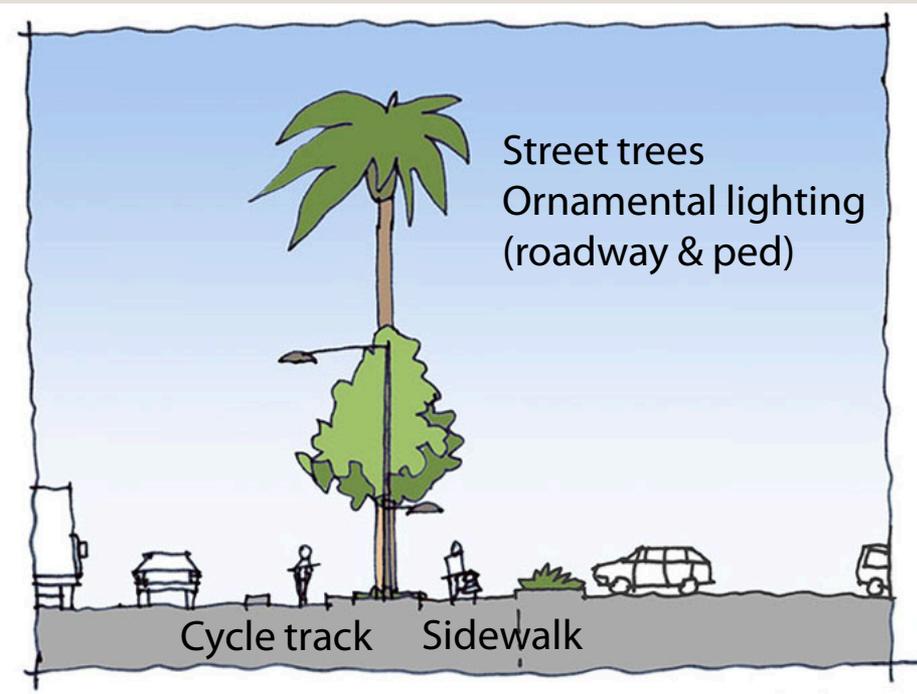


# Discussion on Prototype Scenario 4

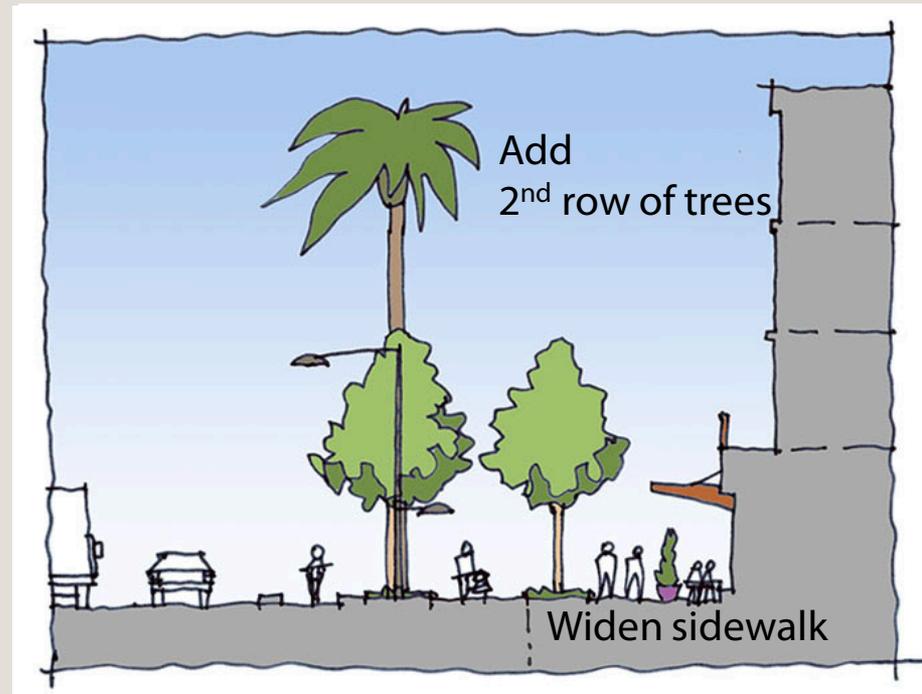
# Marina/Wetland Edge Concept



# PCH Edge Concept



Short term



With future development

# Discussion on Edge Concepts

# Mobility Considerations

- ❖ Look to add capacity without widening the roadway
  - Improved signal coordination
  - Narrow lanes to add turn lanes
- ❖ Look for improved connectivity
  - Shorter block lengths
  - Shopkeeper (or other) connection
  - Better bicycle/pedestrian connections
  - Potential transit connection
- ❖ Improve mobility while making SEADIP a great place!

# Prototype Scenario Review

| Prototype Scenario                  | Change in Net External Trips |
|-------------------------------------|------------------------------|
| Existing SEADIP Area - (as a whole) | 119,394                      |
| Scenario 1                          | +2%                          |
| Scenario 2                          | +1%                          |
| Scenario 3                          | +3%                          |
| Scenario 4                          | +5%                          |

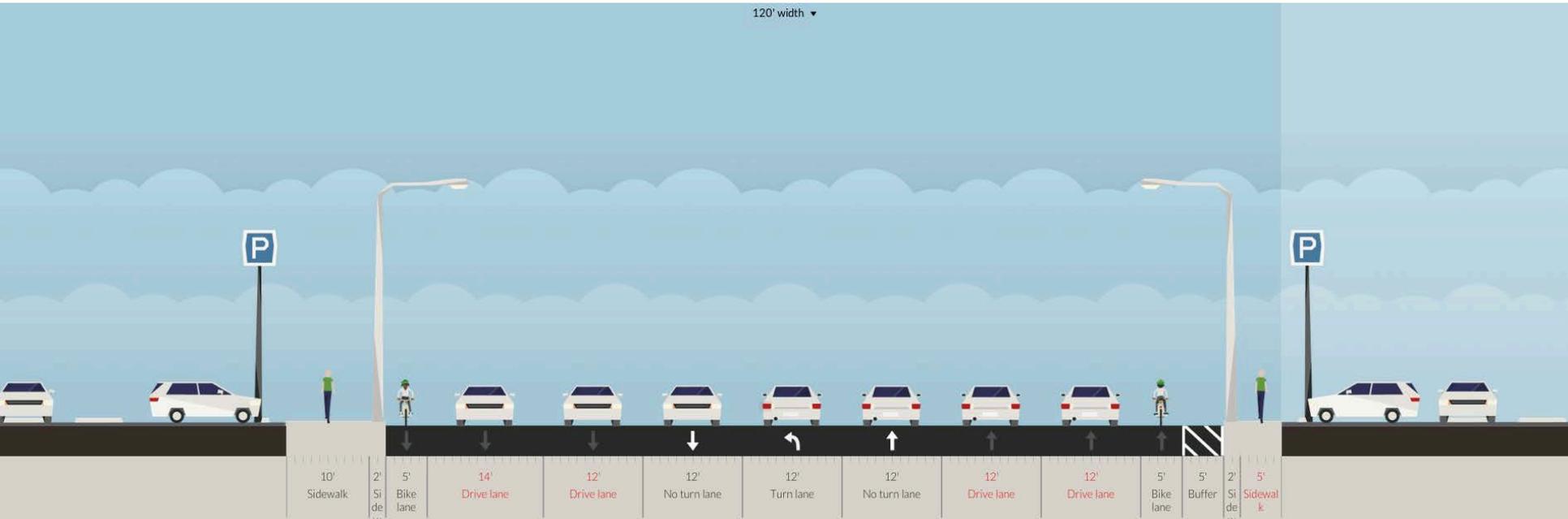
**Conceptual prototypes have minimal incremental impact on total trip making in SEADIP (1%-5%)**

# Additional Prototype Scenario Review

| Prototype Scenario | % Internalization |
|--------------------|-------------------|
| Scenario 1         | 10%               |
| Scenario 2         | 8%                |
| Scenario 3         | 28%               |
| Scenario 4         | 33%               |

- ❖ Minimal internalization associated with Alternative 1 and Alternative 2 (mostly due to improved walkability, transit service, and proximity of other development in SEADIP)
- ❖ Increased mixed-use development increases the number of internal trips and increases the number of total external trips

# PCH Existing Cross Section



- 120' right of way (from back of sidewalk)
- 3 lanes each direction & center turn lane
- Unprotected bike lanes
- 7-12' sidewalks
- Few trees and standard roadway lights

# PCH Design Opportunities



- Maintain travel lanes, add landscaped median
- Protected cycle tracks (physical buffer)
- 12' sidewalks
- New street trees & decorative roadway lights

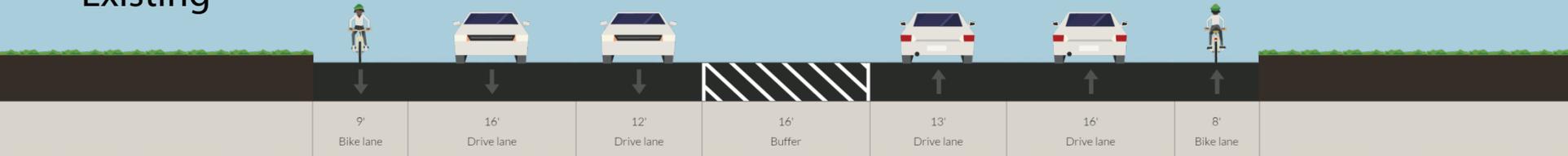
# PCH with Wider Sidewalks



- Maintain travel lanes, add landscaped median
- 22' sidewalks (12' sidewalk + 10' easement/dedication on private parcels)
- Double rows of street trees, decorative roadway lights
- Can add pedestrian lighting & sidewalk amenities

# Studebaker

## Existing



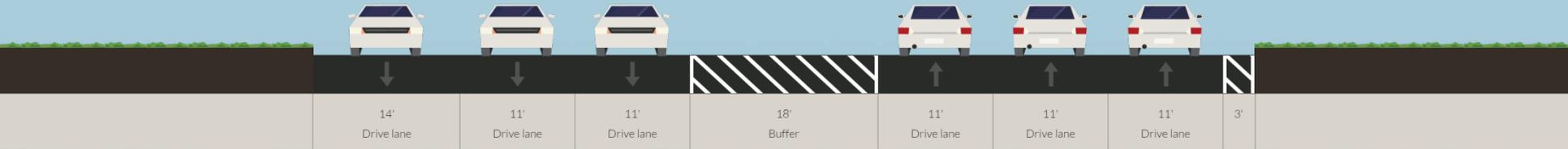
## Concept



- Similar vehicle capacity
- Bicycle cycle track on west side of roadway
- Added pedestrian sidewalks
- Added landscaping
- Can be accommodated in existing right-of-way

# 2<sup>nd</sup> Street (east of PCH)

Existing



Concept



- Similar vehicle capacity
- Bicycle lanes added
- Added pedestrian sidewalks – outside of existing curbs
- Added landscaping

# Marina



- Similar vehicle capacity
- Increased parking
- Added pedestrian facilities
- Added bicycle lanes

# Shopkeeper



- Increased vehicle capacity
- Bicycle lanes added
- Widened pedestrian sidewalk
- Added two-way left-turn lane

# Public Comment

City of Long Beach



# Administration & Next Steps

- ❖ Next CAC meeting December 10<sup>th</sup>
  - Topic: Development Feasibility Analysis and Conceptual Land Use Plan