



# COMMUNITY ADVISORY COMMITTEE

## Meeting #6

Southeast Area Specific Plan | December 10, 2014



# Agenda

- ❖ Introduction
  - Updates (Presentation to 3rd Council District, November 19th)
- ❖ Benefits of a Specific Plan
- ❖ Community Structure
- ❖ Financial Analysis Findings
- ❖ Land Use Concept
- ❖ Public Comment
- ❖ Next Steps

# Benefits of Specific Plan

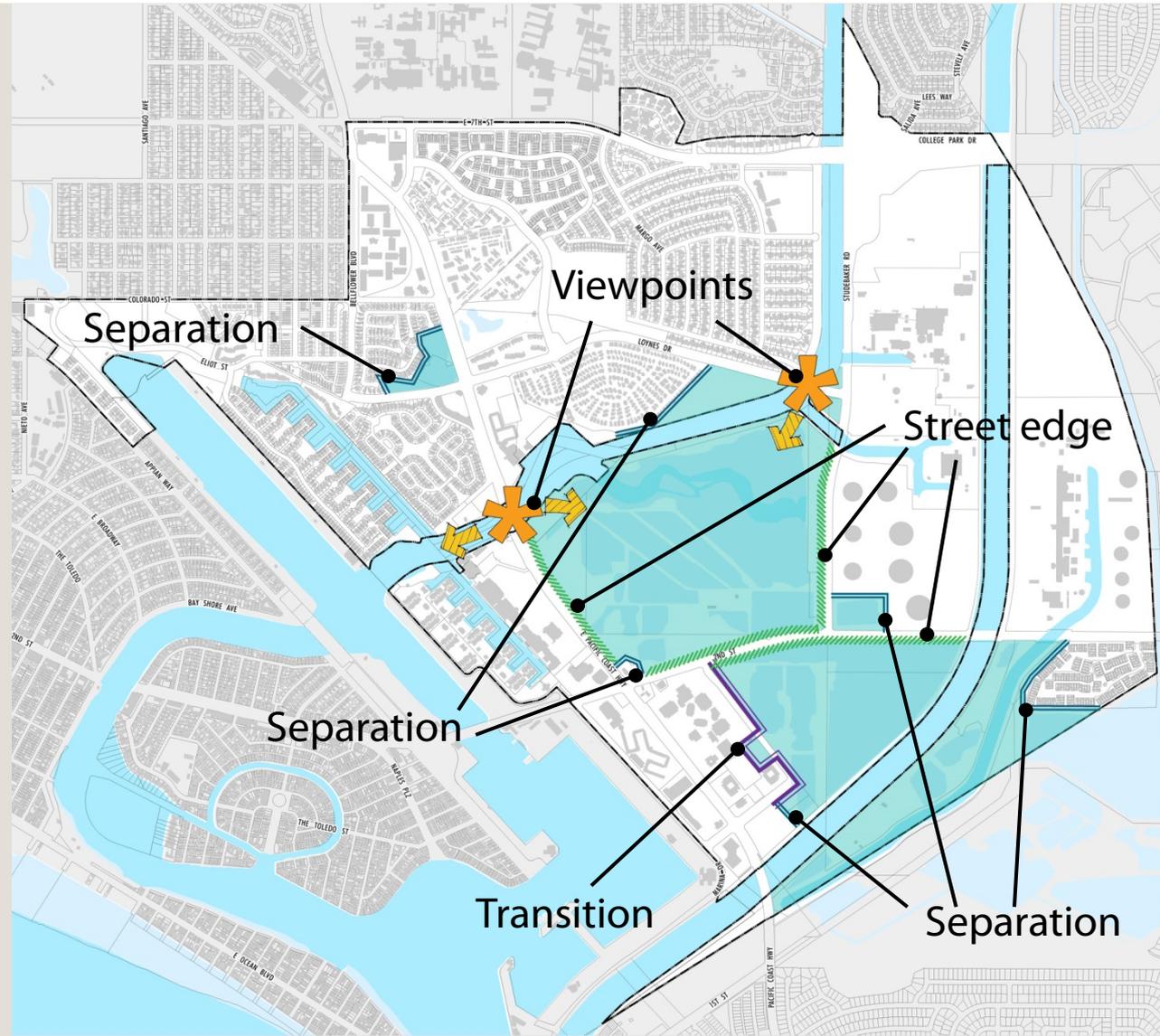
- ❖ Comprehensive planning
  - Clear vision and strategies for all properties in SP and how they interrelate (use, transitions, circulation)
  - Customized development standards (addressing built form, usable open space, parking, right-of-way configuration, mixing of uses)
  - Customized landscape and architectural design guidelines
- ❖ Focus on desired community benefits
  - Incorporation of views, gathering spaces, parks, cultural facilities, mid block access, visitor serving uses
  - Some infrastructure improvements are normally provided by City; SP will mandate that community benefits be provided as new development occurs to ensure quality projects are created and vision is achieved
- ❖ Financing and Implementation
  - Identify existing and future potential sources of funding and financing for off-site improvements (city, state, grant programs, private fair-share contributions)

# Community Structure

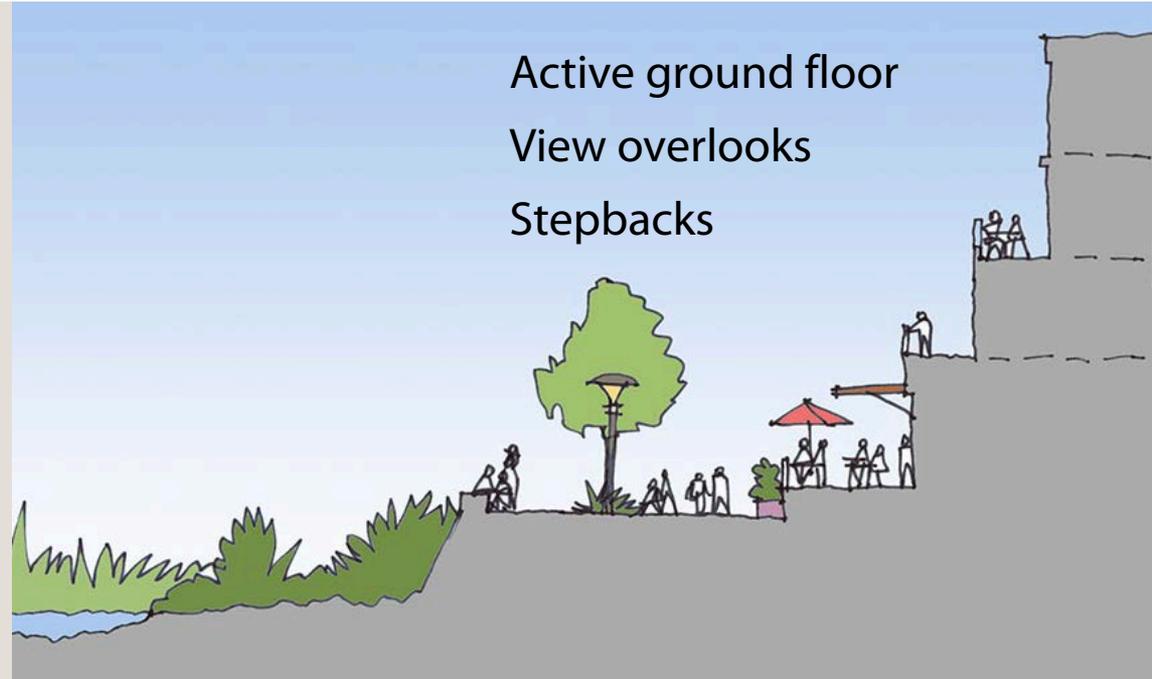
- Wetlands
- Coastal Gateways
- Connectivity
- Frontages & Edges
- Streets

# Wetlands

- ❖ Central to SEADIP's identity as landmark, amenity, and resource
- ❖ Preserve and enhance views
- ❖ Address interface with wetlands
  - Transition with development
  - Separation with development
  - Street edge



# Wetlands Transition Concept





# Coastal Gateways: Existing Conditions

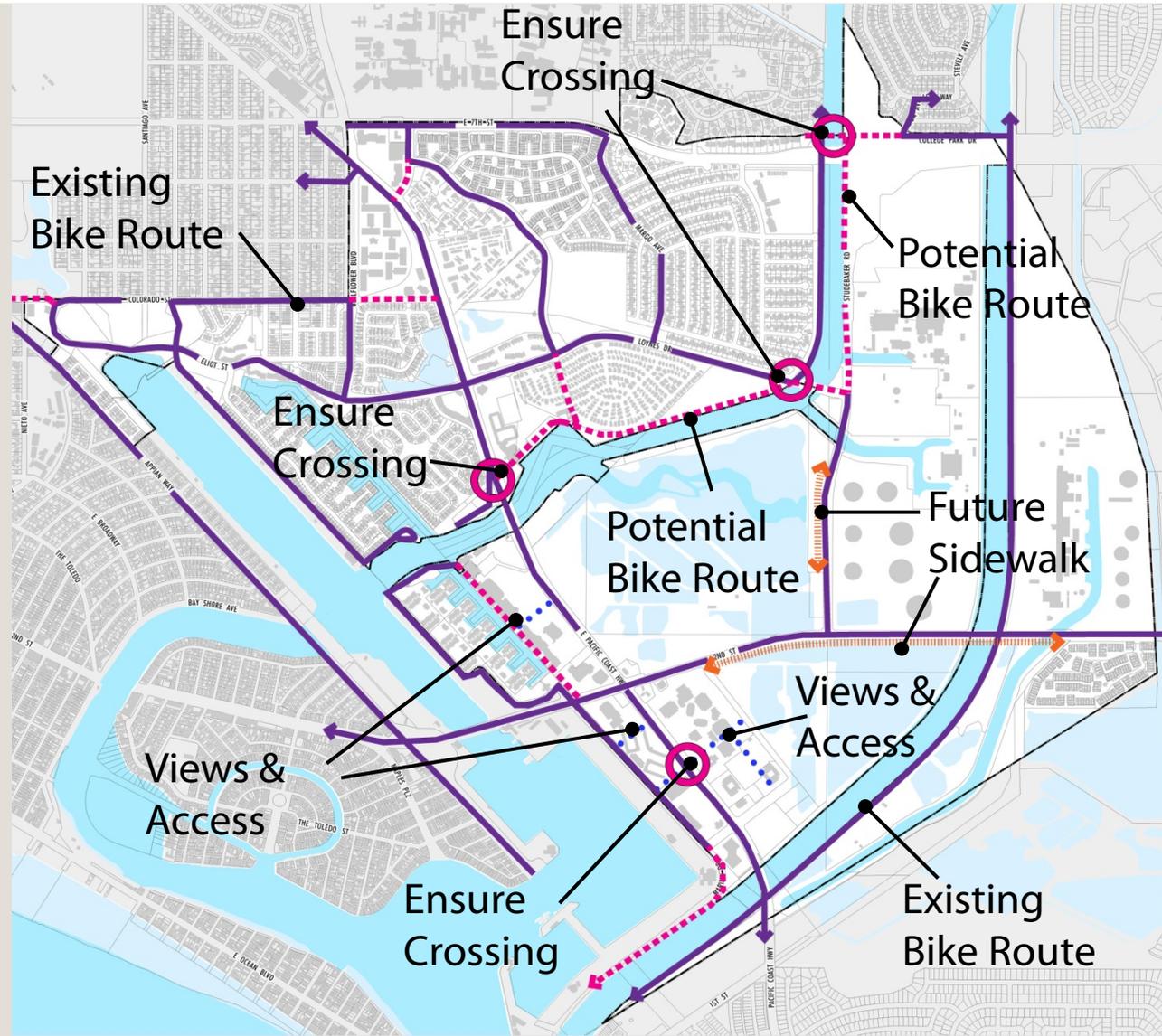


# Coastal Gateways: Sample Images



# Connectivity

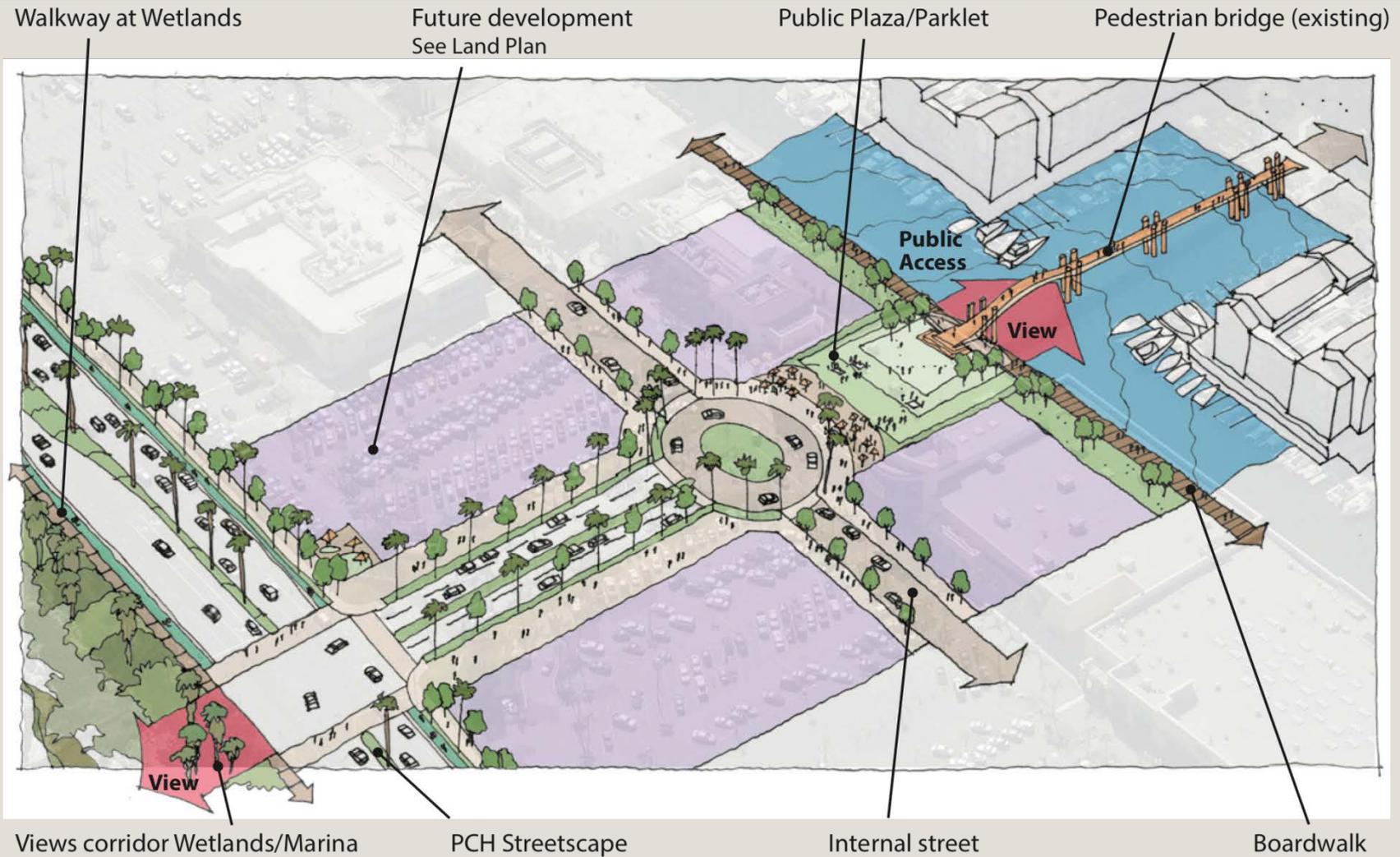
- ❖ Existing established bike network of all route types
  - Potential upgrades to existing bike routes
- ❖ Provide connections to complete network
- ❖ Create view corridors and mid-block crossings for access
- ❖ Ensure safe and convenient crossings for bikes/peds
  - Improved connections to the San Gabriel River Trail
- ❖ Provide sidewalks or pedestrian paths



# Connectivity: Wetlands to Water



# Connectivity: Wetlands to Water

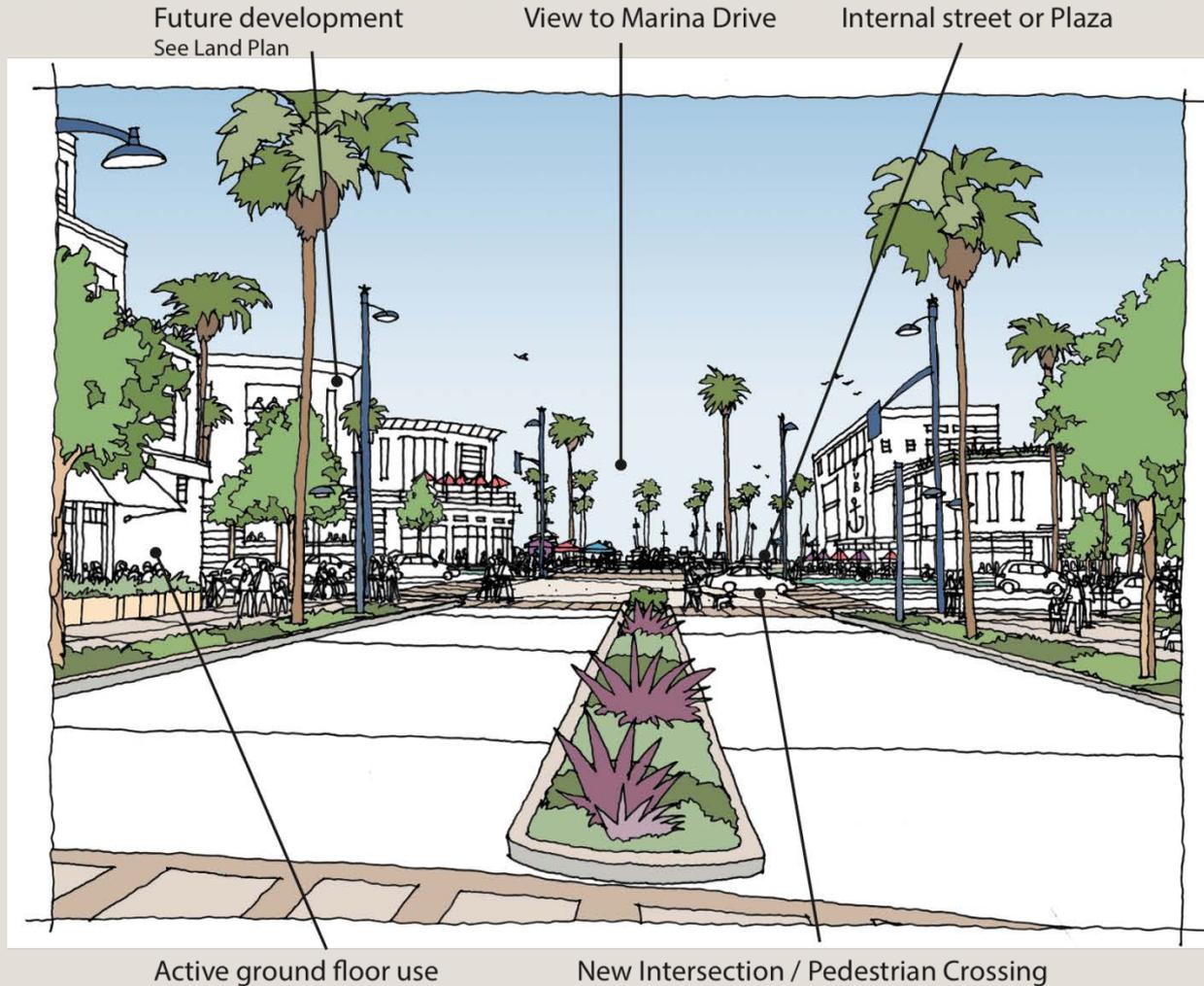


# Connectivity: View Corridor



PCH

# Connectivity: View Corridor



# Streets

Studebaker (existing)



2nd Street east of PCH (existing)



Marina (existing)



Shopkeeper (existing)



PCH (existing)



Studebaker (concept)



2nd Street east of PCH (concept)



Marina (concept)



Shopkeeper (concept)

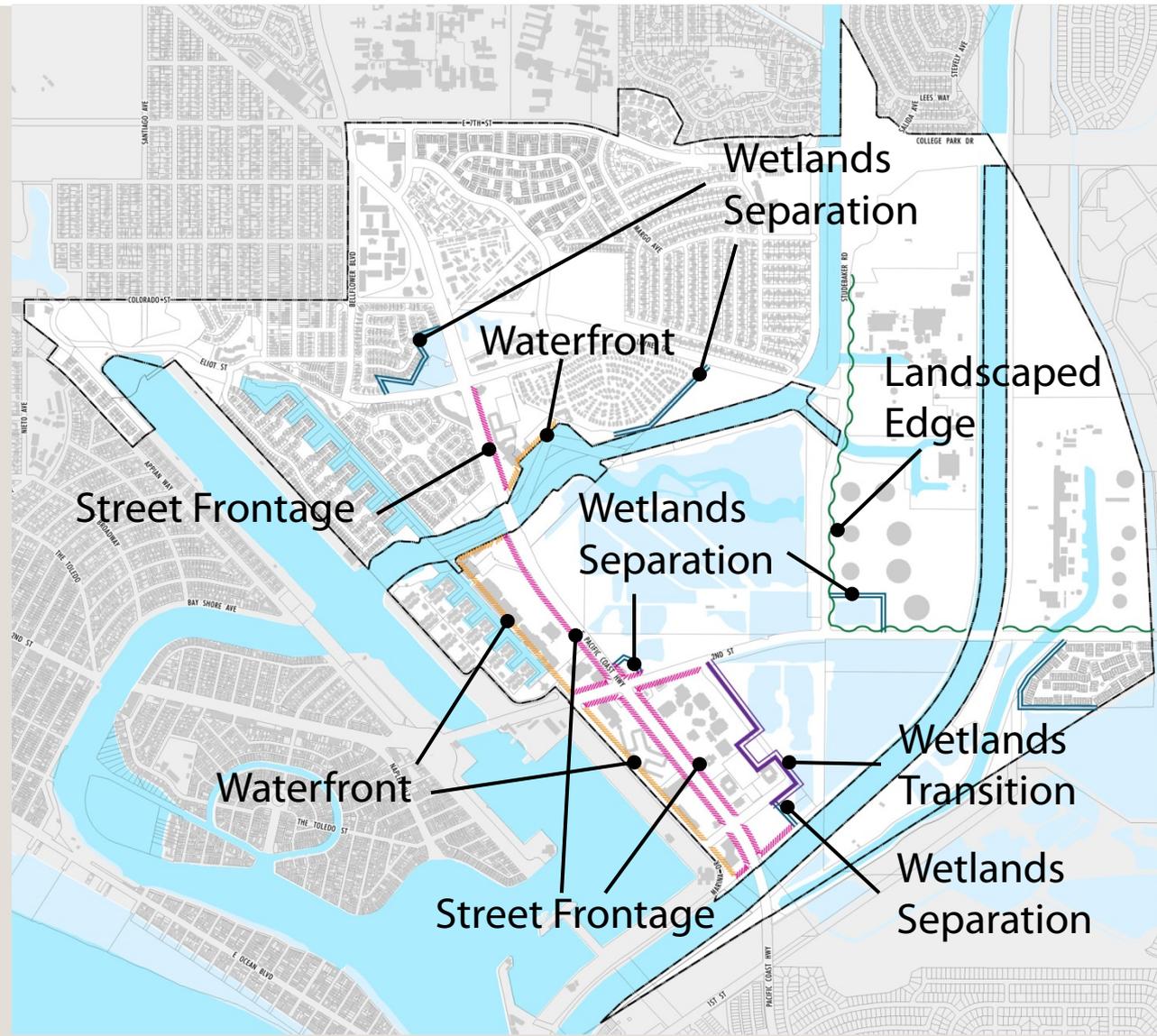


PCH (concept)

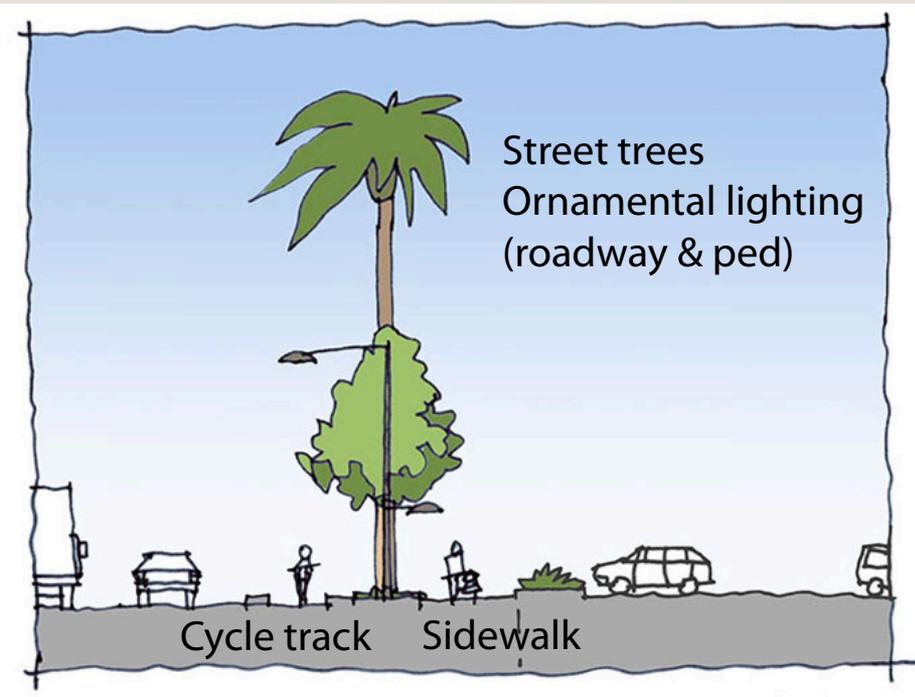


# Frontages & Edges

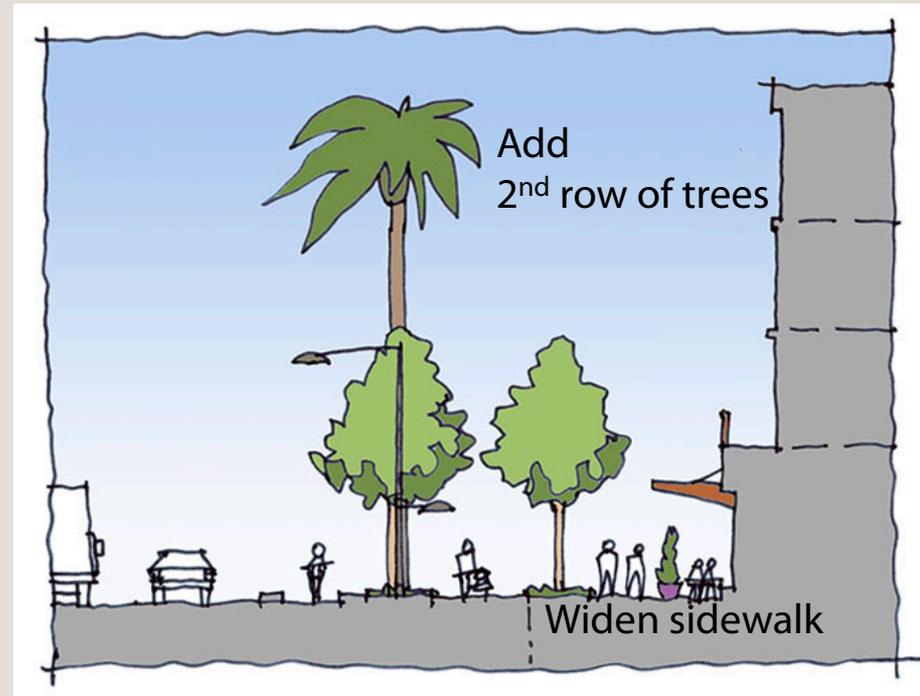
- ❖ How built environment interfaces with adjacent edge conditions
- ❖ Wetlands
  - In some cases clearly defined separations are needed (Sims Pond, Loynes property)
  - Transition areas (behind Marketplace) will be defined
- ❖ Waterfronts
  - Transitions from buildings to water, potential boardwalks
- ❖ Streets
  - Enhanced landscape treatment along Studebaker industrial edge
  - PCH streetscape and building frontage can create sense of place



# PCH/Building Interface



Short term



With future development

# PCH: Concept



# PCH: Concept

Future development  
See Land Plan

Existing swale

PCH Streetscape

Future development

Gateway Feature/Architecture  
Example: Corner plaza & framed view



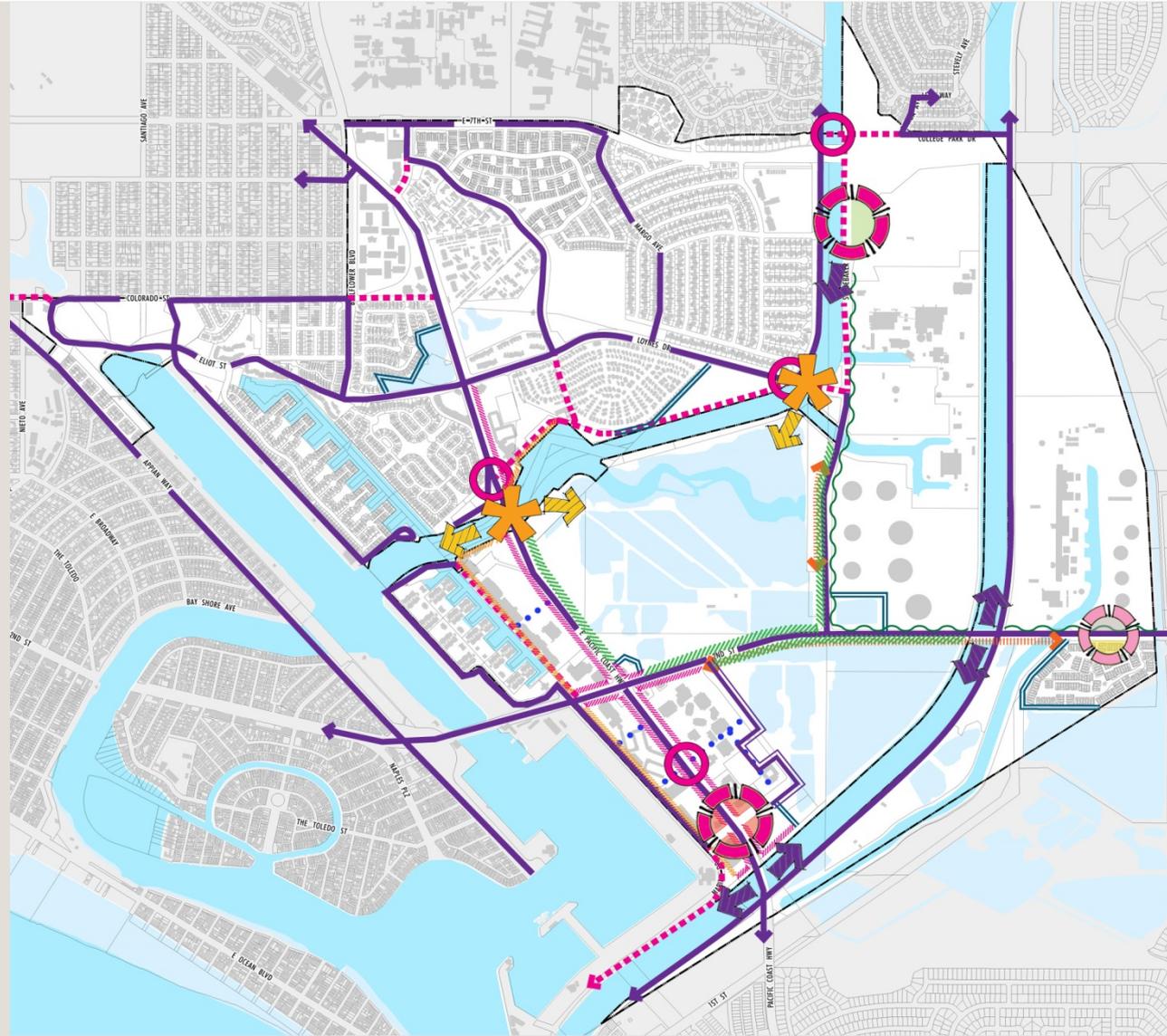
Protected bike lane

Stormwater parkways

Decorative road & pedestrian lights

# Community Structure - Summary

- ❖ Many elements need to come together to create place
- ❖ Community structure elements will be incorporated in Specific Plan
- ❖ Ties to SEADIP Vision



# Comments & Questions

# Development Feasibility Analysis Findings

# Purpose of the Analysis

- ❖ To understand whether new development can occur in current market conditions.
  - If not, what needs to change to become feasible?
- ❖ To determine whether a project can support additional community benefits.
- ❖ To inform the Land Plan and Zoning for SEADIP

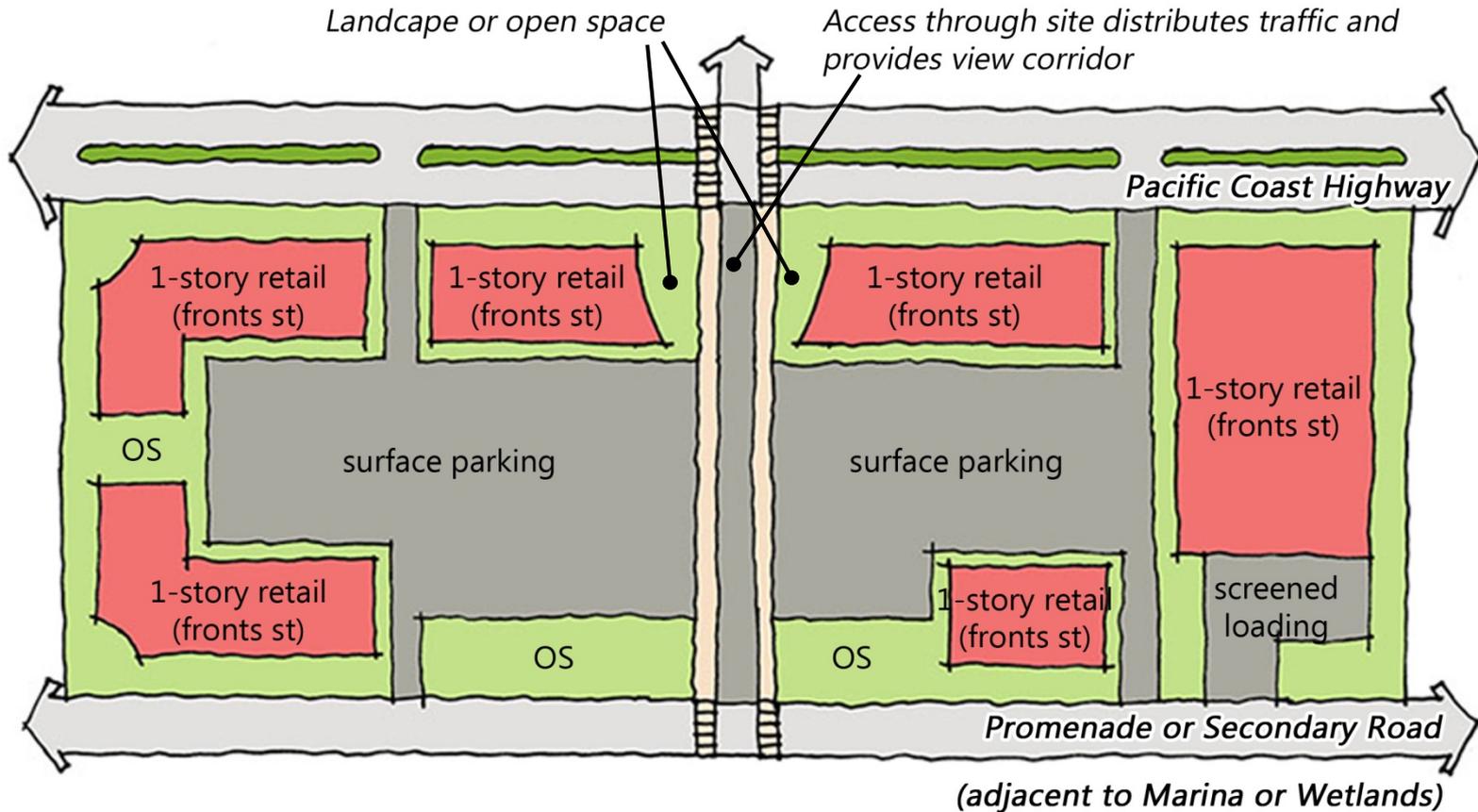
# Financial Feasibility Analysis

- ❖ A project is feasible when the value of the completed project is  $>$  total cost of development (including land and profit)
- ❖ Analysis identifies “residual land value” - the value of a project after calculating costs, revenues, and profit
  - Our assumption for SEADIP: Land values are currently \$3 million-\$4 million/acre
- ❖ Approach is to test four alternative development scenarios on a hypothetical 12-acre site
- ❖ **Reminder: The scenarios studied are solely diagrams meant to stimulate discussion about the trade offs of development uses, program quantity, heights, parking and potential benefits. They are NOT site plans for any particular property in SEADIP.**

# Overview of Scenarios

	<b>SCENARIO 1 Shop Only</b>	<b>SCENARIO 2 Shop + Live</b>	<b>SCENARIO 3 Shop + Live + Stay</b>	<b>SCENARIO 4 Shop + Live + Stay</b>
Development Type	Single-Story Retail Center	1-3 Stories Mixed-Use	1-5 Stories Mixed-Use	1-7 Stories Mixed-Use
Housing Units	None	72 townhomes	416 flats	710 flats
Ground-Floor Retail	None	None	7,000 sq. ft.	109,000 sq. ft.
Single-Story Retail	140,000 sq. ft.	62,000 sq. ft.	29,000 sq. ft.	None
Hotel Rooms	None	None	60 rooms	90 rooms
Parking Type	Surface parking	Surface parking, on-street parking, and private garages	Surface parking, parking structure, and podium parking	On-street parking, parking structure, and underground parking
Usable Open Space as % Site Area	15%	26%	20%	26%
% Internalization	10%	8%	28%	33%

# Scenario 1: Shop only, 1-story

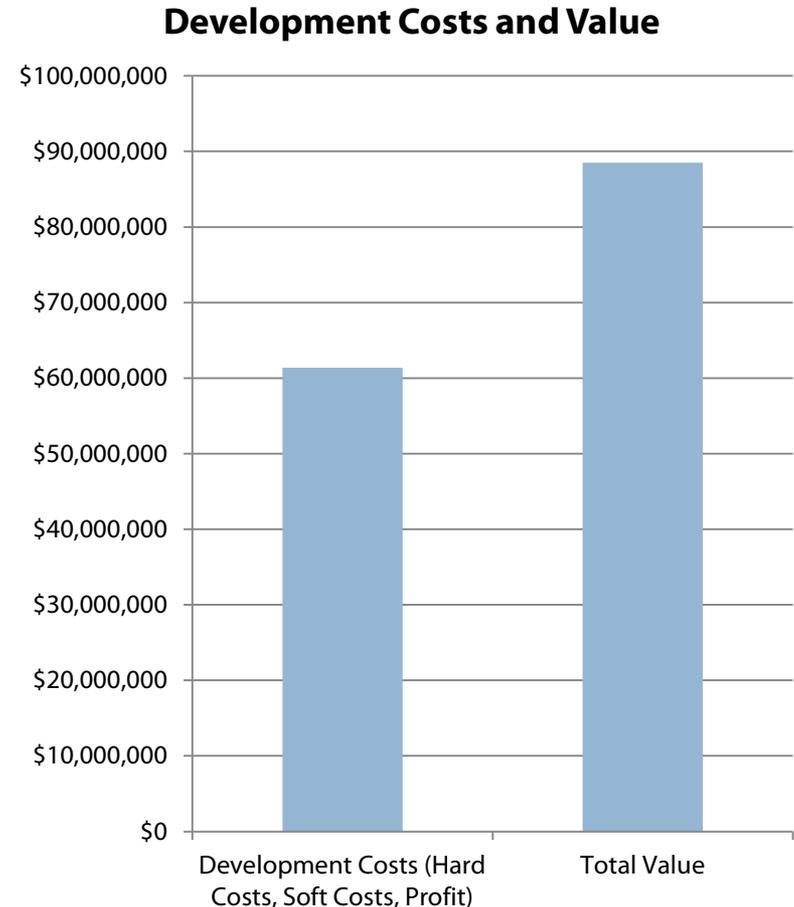


**Retail: 140,000 sf**

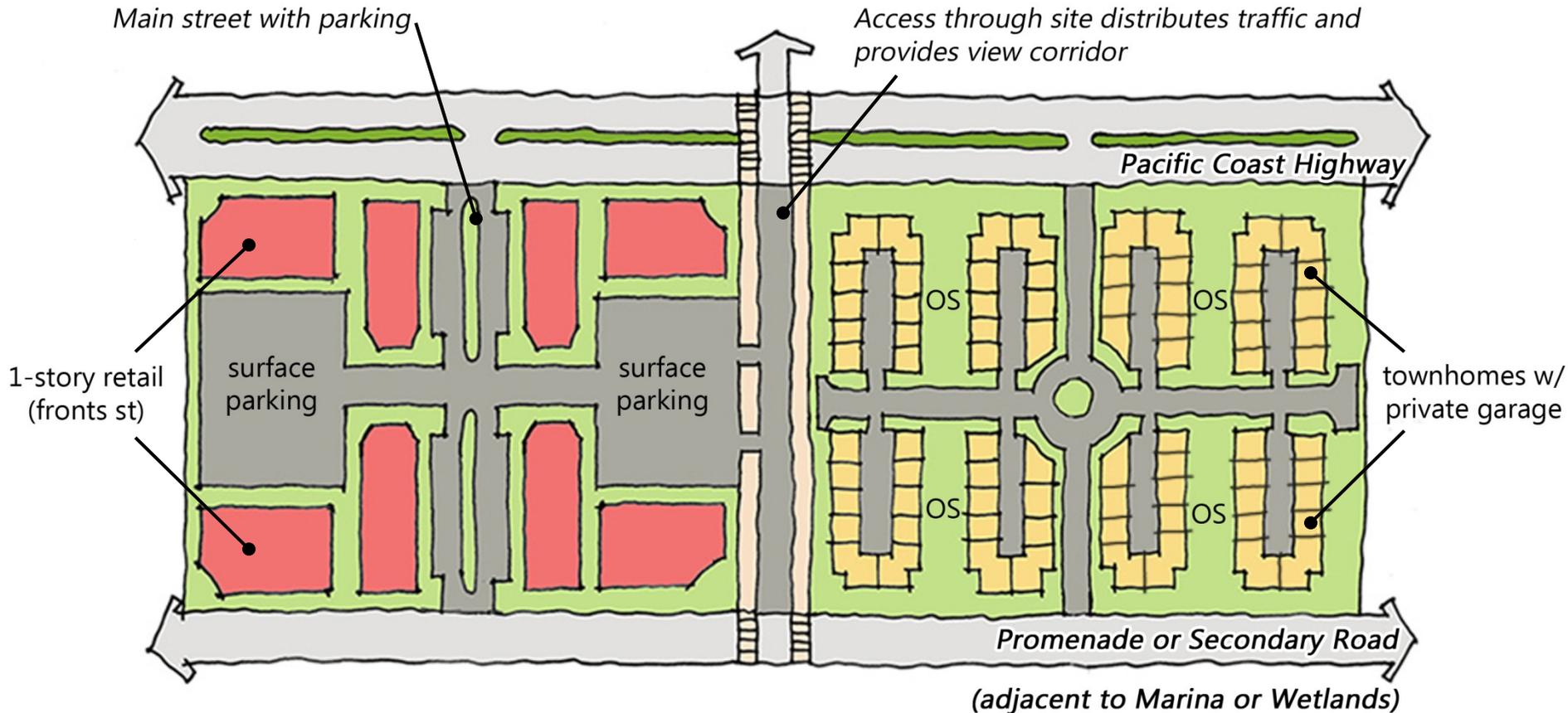
**Usable Open Space Yield: 15% of site**

# Scenario 1: Shop only, 1-story

- ❖ Residual land value is \$2.2 million/ acre
  - Low-cost construction type
- ❖ Not feasible if land were purchased today at current market value
- ❖ Because project is only feasible under special circumstances, it is unlikely to contribute to additional community benefits



# Scenario 2: Shop + Live, 1-3 stories



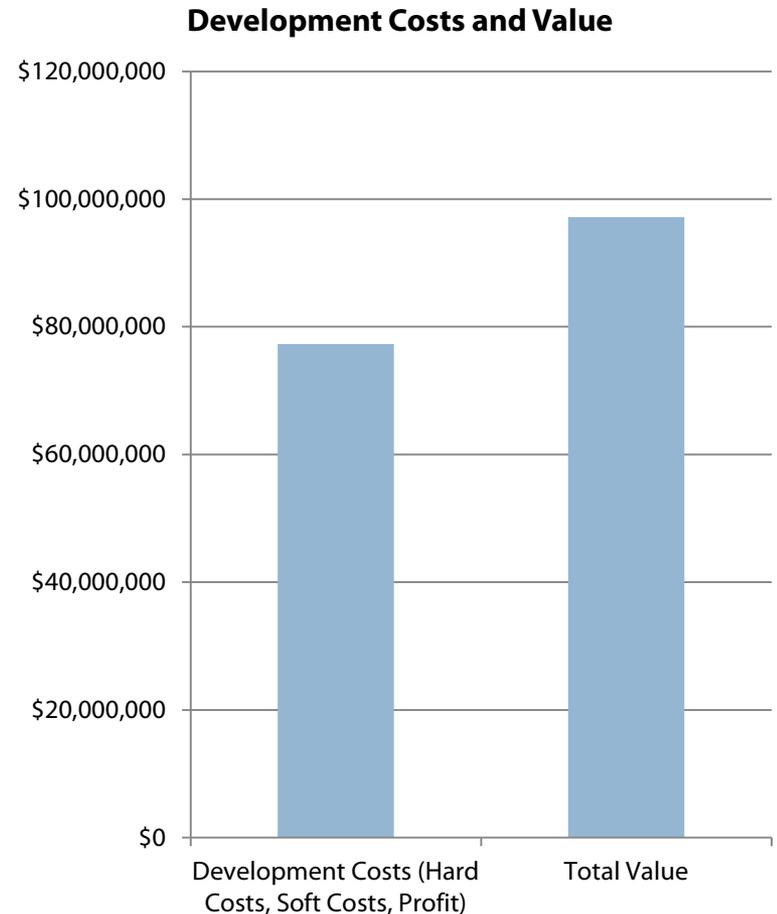
**Retail: 62,000 sf**

**Residential: 72 townhomes**

**Usable Open Space Yield: 26% of site**

# Scenario 2: Shop + Live, 1-3 stories

- ❖ Residual land value is \$1.65 million/ acre
- ❖ Not financially feasible, even for longer term property owners
  - Townhouses are more expensive to build than one-story retail
  - Does not generate sufficiently high revenues to fully cover costs plus land
- ❖ Because project is not feasible, it cannot contribute to community benefits

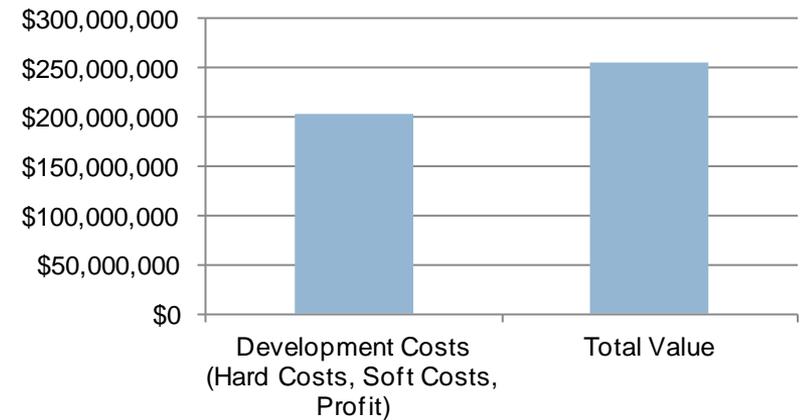




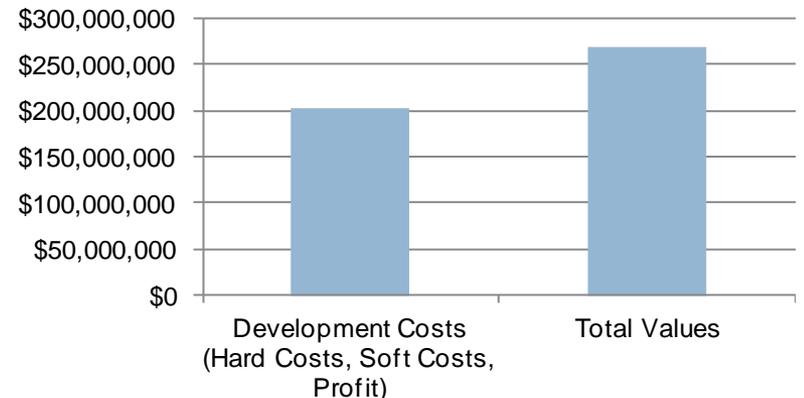
# Scenario 3: Shop + Live + Stay, 1-5 stories

- ❖ Housing was examined as rental and condominium units
  - Condos are slightly more valuable per unit than rentals
- ❖ Residual land value is \$4.4 million per acre for rental, \$5.4 million per acre for condos

**Development Costs and Value (Rental)**



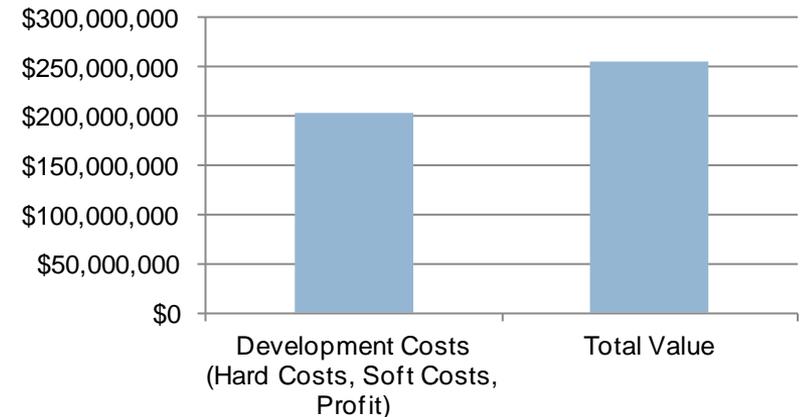
**Development Costs and Value (Condos)**



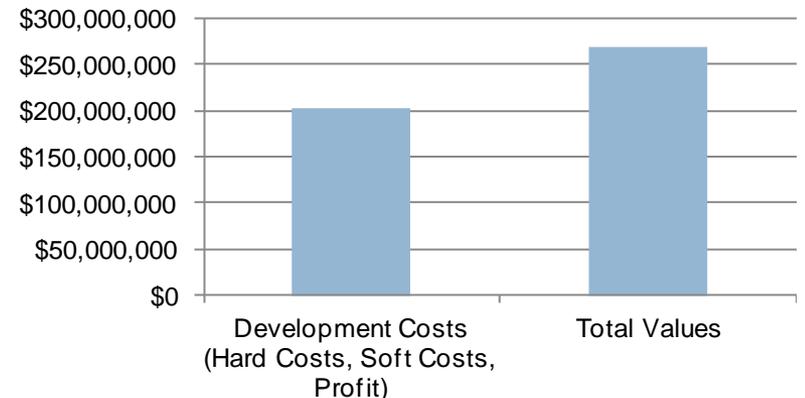
# Scenario 3: Shop + Live + Stay, 1-5 stories

- ❖ Financially feasible overall
  - Hotel component is not financially feasible on its own
  - Other components of project perform well enough to allow for inclusion of hotel
  - Development costs higher than Scenarios 1 & 2 because building types and parking are more costly to build
  - Higher overall project values than Scenarios 1 & 2 because of higher site efficiency
- ❖ Can contribute to additional community benefits

**Development Costs and Value (Rental)**



**Development Costs and Value (Condos)**

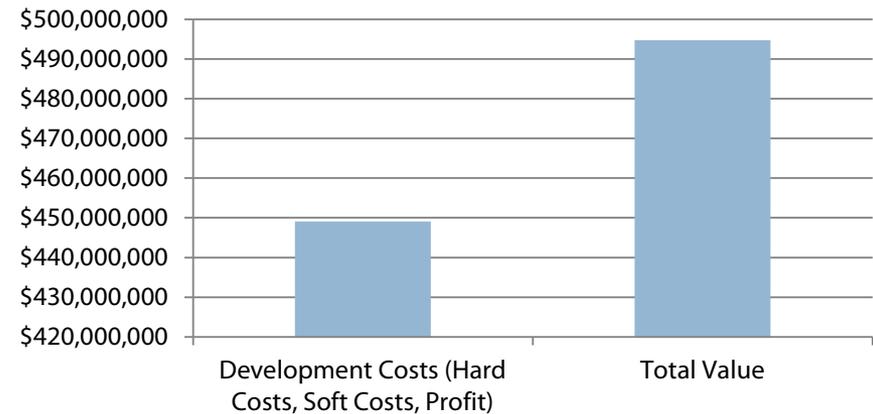




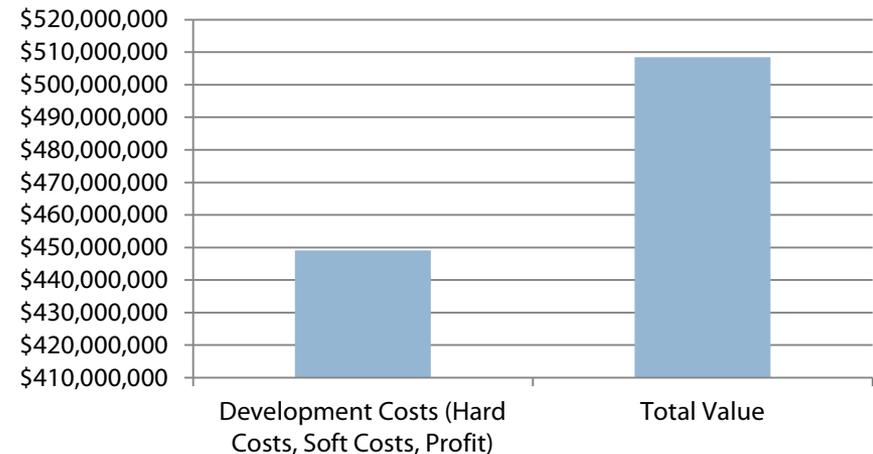
# Scenario 4: Shop + Live + Stay, 4-7 stories

- ❖ Housing was examined as rental and condo units
  - Condos are slightly more valuable per unit than rentals
- ❖ Residual land value is \$3.8 million per acre for rental, \$4.9 million per acre for condos

**Development Costs and Total Value (Rental)**



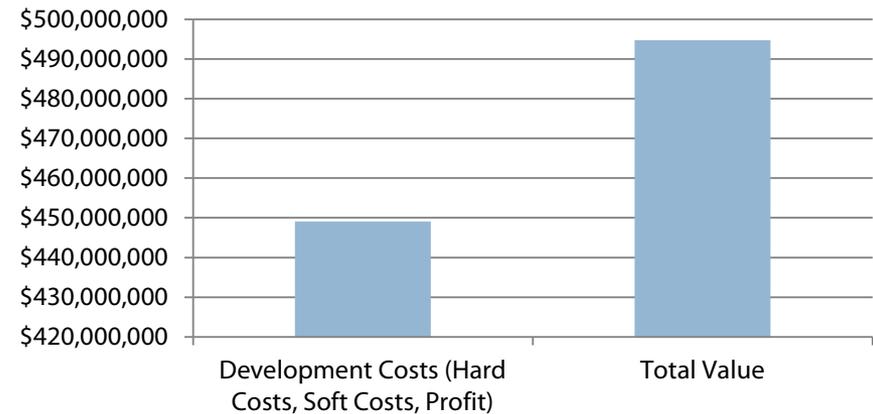
**Development Costs and Total Value (Condos)**



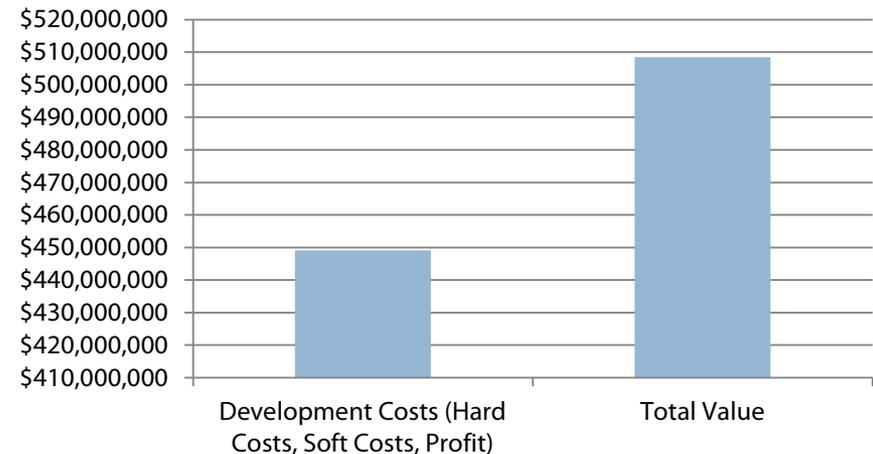
# Scenario 4: Shop + Live + Stay, 4-7 stories

- ❖ Financially feasible overall
  - Hotel component is not financially feasible on its own
  - Other components of project perform well enough to allow for inclusion of hotel
  - Development costs highest of all scenarios because building types and parking are more costly to build
  - Slightly lower residual land value than Scenario 3 due to cost of subterranean parking
- ❖ Can contribute to community benefits

**Development Costs and Total Value (Rental)**



**Development Costs and Total Value (Condos)**



# Summary Comparison of Scenarios

	<b>SCENARIO 1 Shop Only</b>	<b>SCENARIO 2 Shop + Live</b>	<b>SCENARIO 3 Shop + Live + Stay</b>	<b>SCENARIO 4 Shop + Live + Stay</b>
Capitalizes on Market Potential	Green	Green	Green	Green
Achieves Mix of Use	Red	Green	Green	Green
Financially Feasible	Yellow	Red	Green	Green
Can Provide Additional Community Benefits	Yellow	Red	Green	Green

# Conclusions

- ❖ At current allowable development intensity, a developer/landowner is most likely to pursue one or two-story retail projects (Scenario 1).
- ❖ 1-3 story mixed-use (Scenario 2) is not a feasible type of development given current market conditions.
- ❖ For mixed-use development to occur, greater intensities than currently allowed are needed to achieve development feasibility.

# Conclusions

- ❖ The hotel component of the development scenarios is not feasible on its own – the higher intensity mixed-use scenarios can feasibly include a hotel because of the value of the other land use components.
- ❖ A mix of uses at greater intensities has higher potential to provide additional community amenities and improvements
  - Open space, wetland restoration
  - Cultural or visitor-serving uses (recreation, hotel)
  - Public parking for marina or wetlands access
  - Streetscape improvements
  - Pedestrian and bicycle facilities

# Comments & Questions

# Draft Land Use Concept

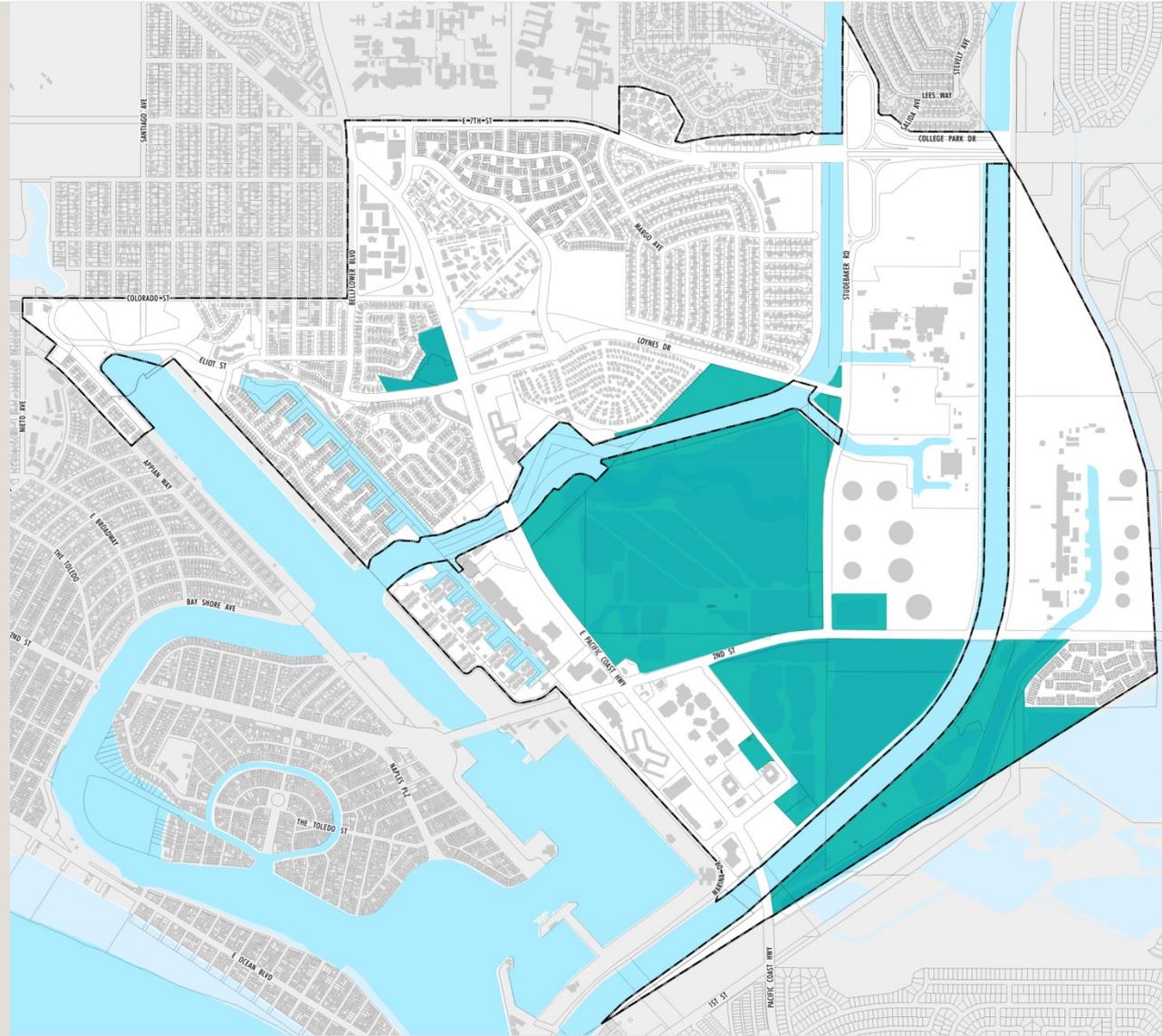
# What we heard

## Advisory Committee and Council District Meetings

- ❖ Preserve wetlands resources
- ❖ Want regional commercial shopping opportunities
- ❖ Need more residential
- ❖ Consider mixing of uses
- ❖ Don't want high rise like Pike, Downtown or Oceanfront
- ❖ Want sense of place: something like Anaheim packing district
- ❖ General lack of clarity on land use regulations (PD) likely a hindrance to development

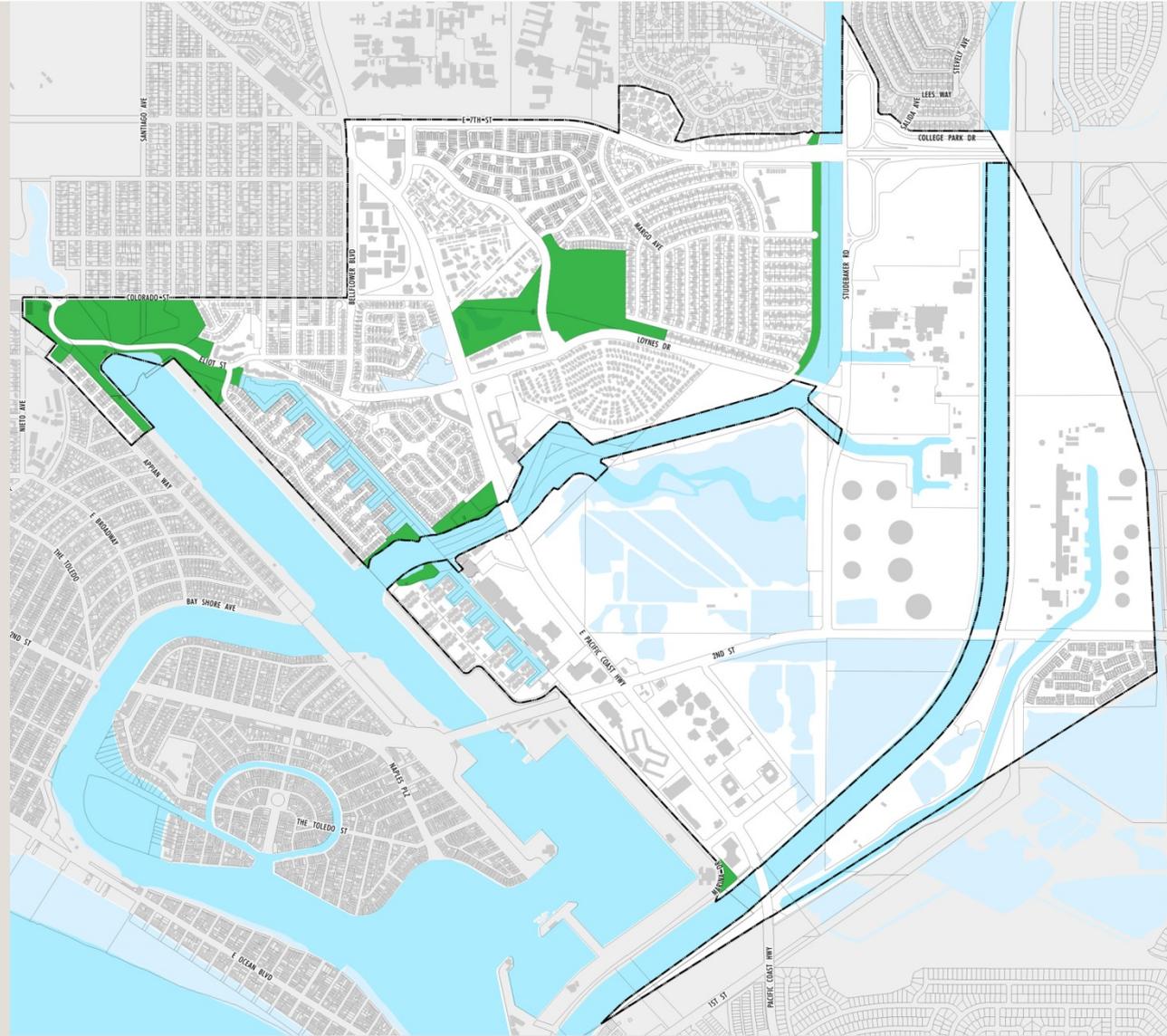
# Land Use: Coastal Habitat, Wetlands, & Recreation

- ❖ Wetlands restoration areas
- ❖ Coastal access
- ❖ Coastal visitor-serving recreation
- ❖ Biological reserves (Sims Pond)
- ❖ Allows for ongoing oil operations (encourages consolidation of wells)



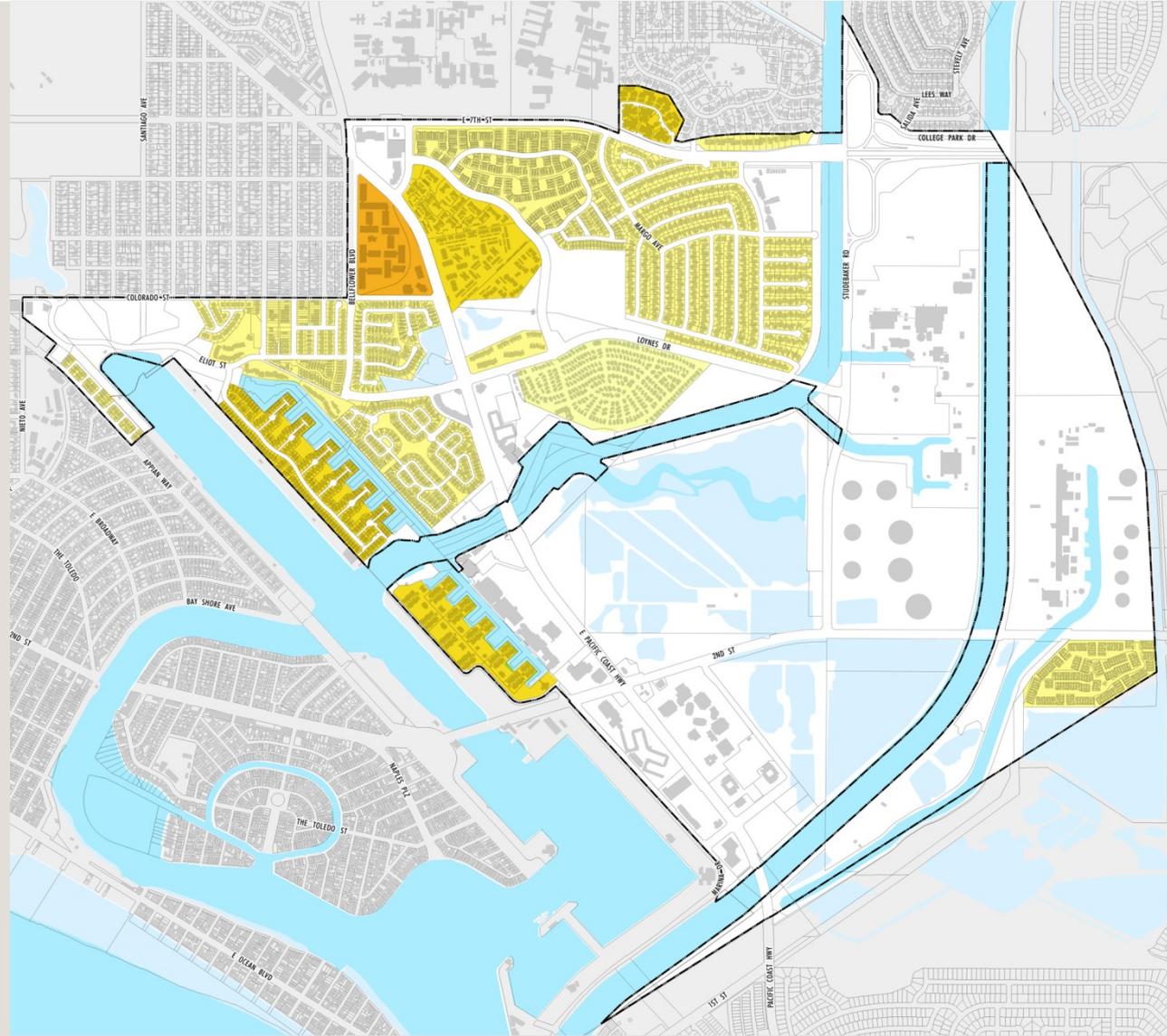
# Land Use: Open Space

- ❖ Public and private parks & open spaces
- ❖ Can include biological reserves
  - Marina Vista Park
  - Channel View Park
  - Jack Dunster Biological Reserve
  - Bixby Village Golf Course



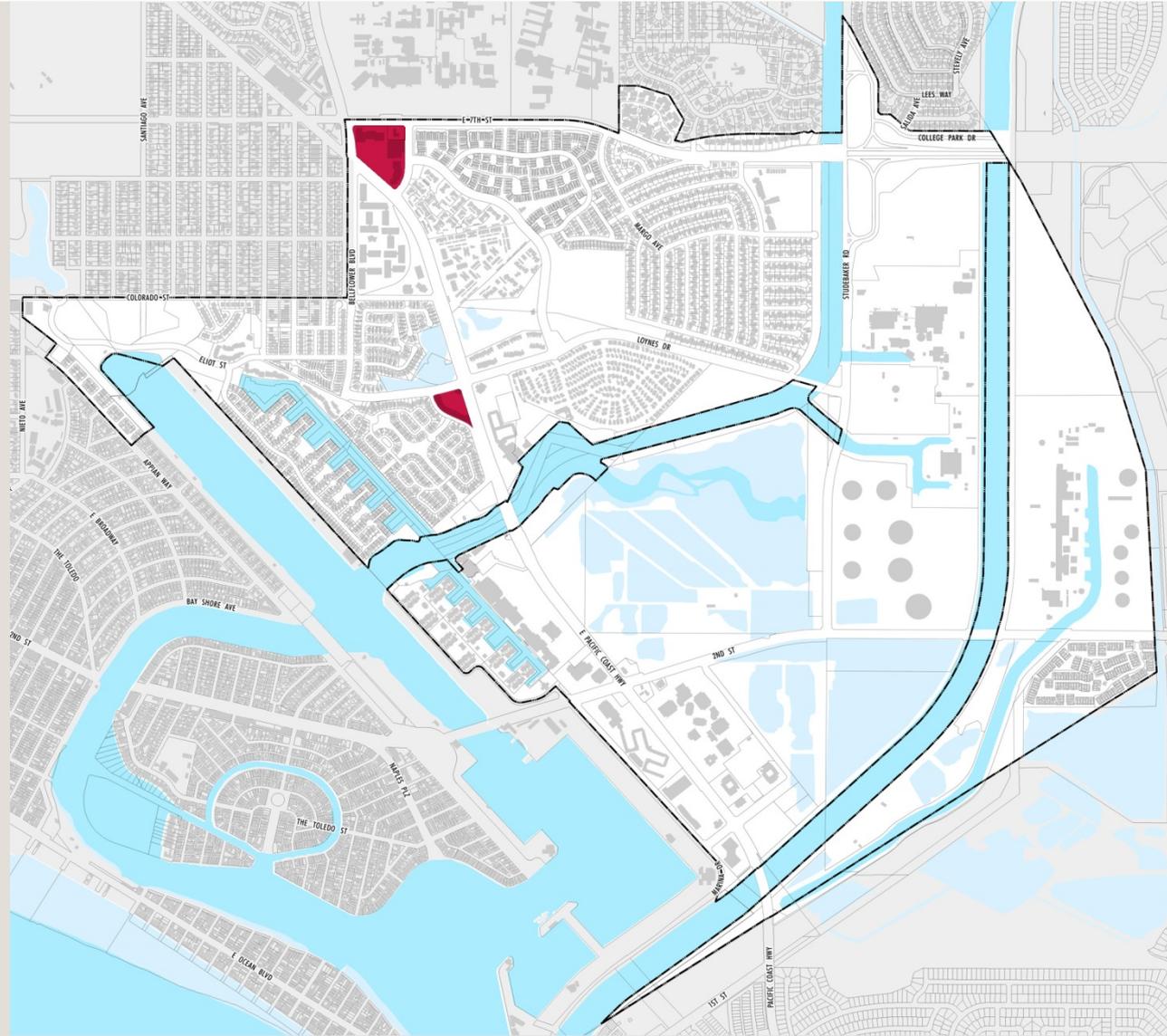
# Land Use: Residential

- ❖ Residential uses will be retained
- ❖ Will identify and apply residential zoning standards that most closely match housing type and reference them in the Specific Plan



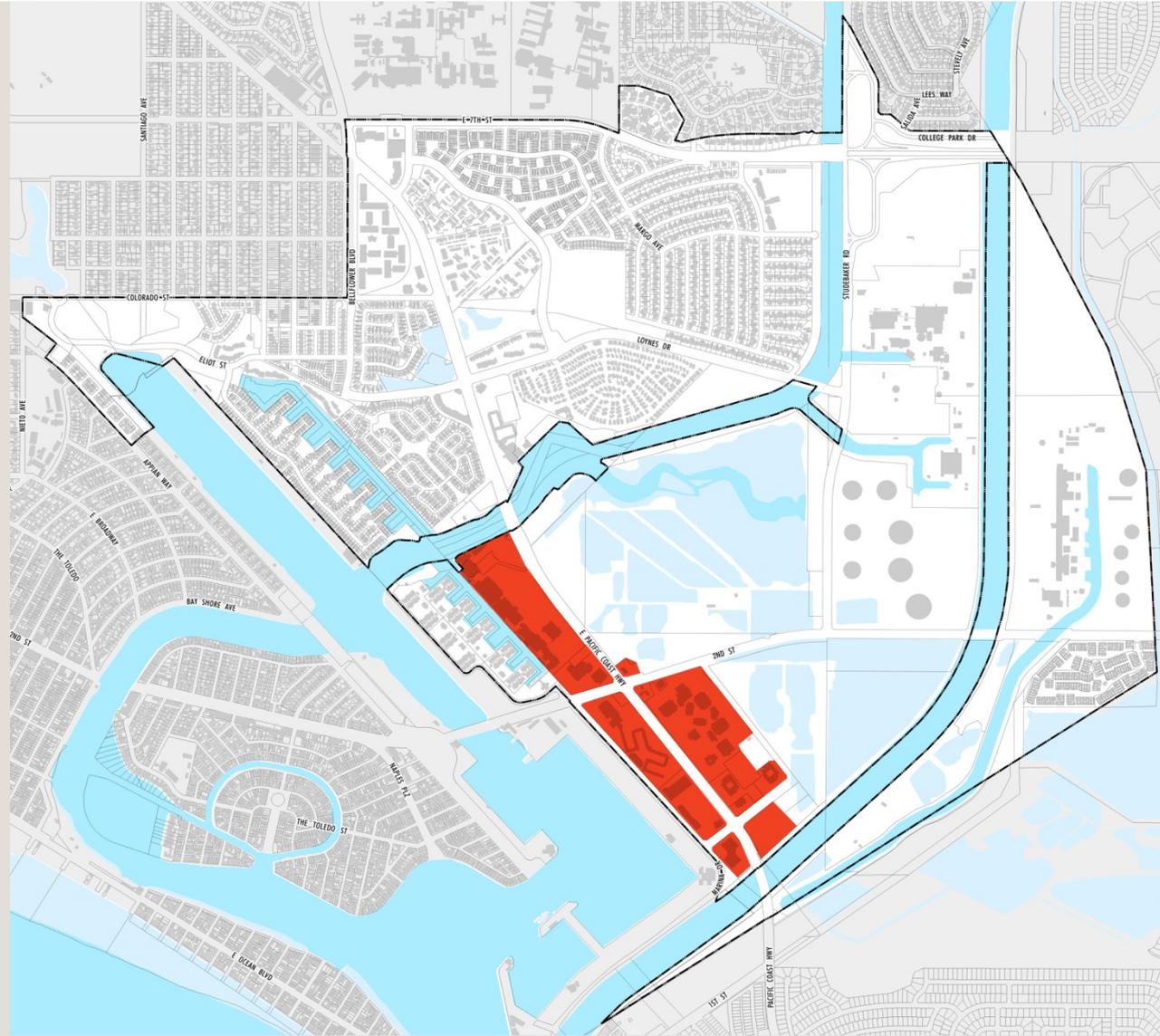
# Land Use: Neighborhood Retail

- ❖ Lower-scale, neighborhood retail uses (restaurants, grocery, personal services, etc.)
- ❖ Will identify and apply commercial zoning standards that most closely match existing uses and reference them in the Specific Plan



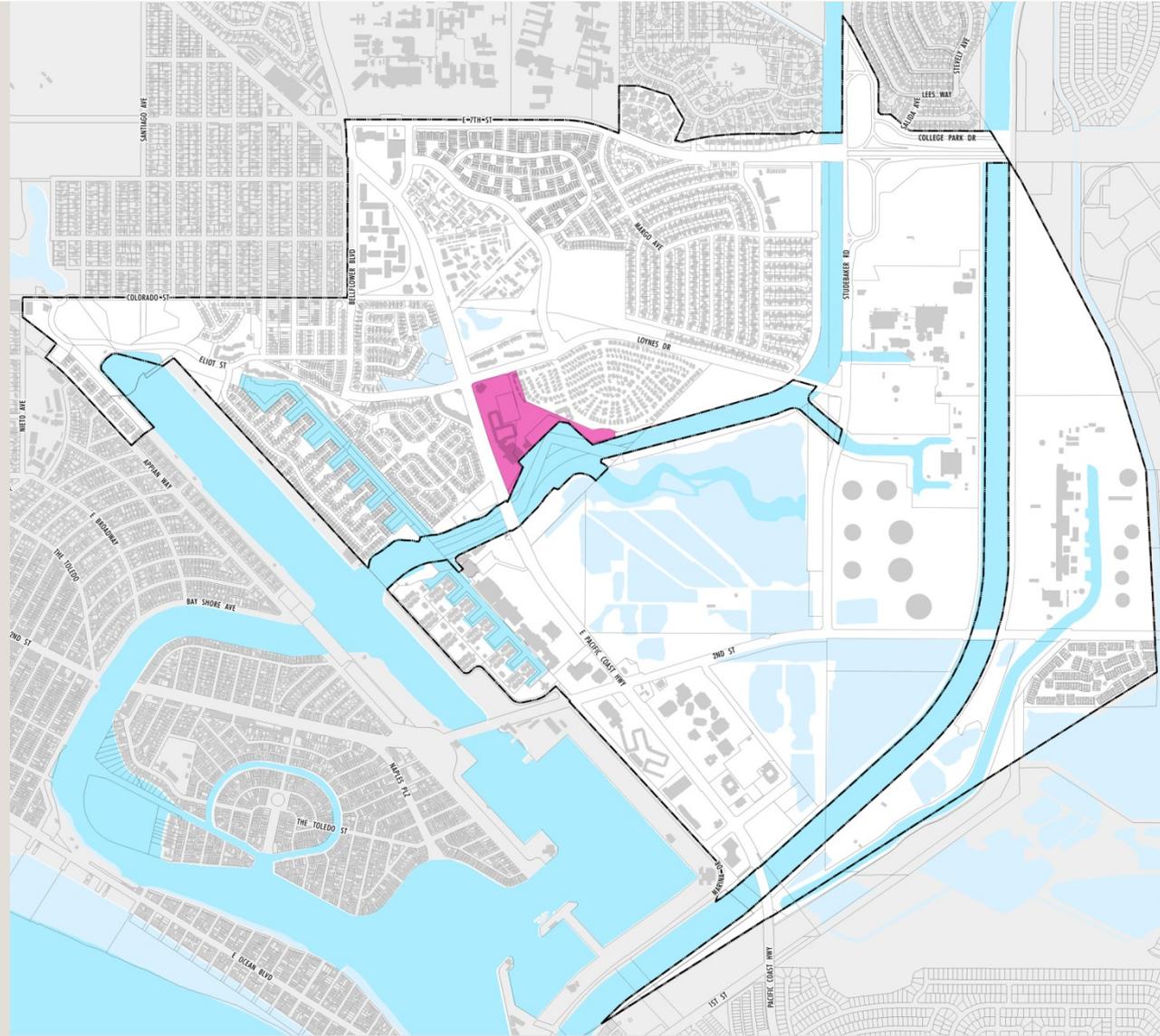
# Land Use: Mixed-Use Community Core

- ❖ SEADIP activity center
- ❖ Mix of uses
  - Residential
  - Regional Retail
  - Hotel
  - Office
- ❖ Focus on pedestrian environment, gathering spaces, new linkages, interface with marina and wetlands
- ❖ Maximum height:  
Up to 5 stories.  
Buildings up to 7 stories may be considered in limited application only if a project can demonstrate it provides an exceptional level of additional community benefits



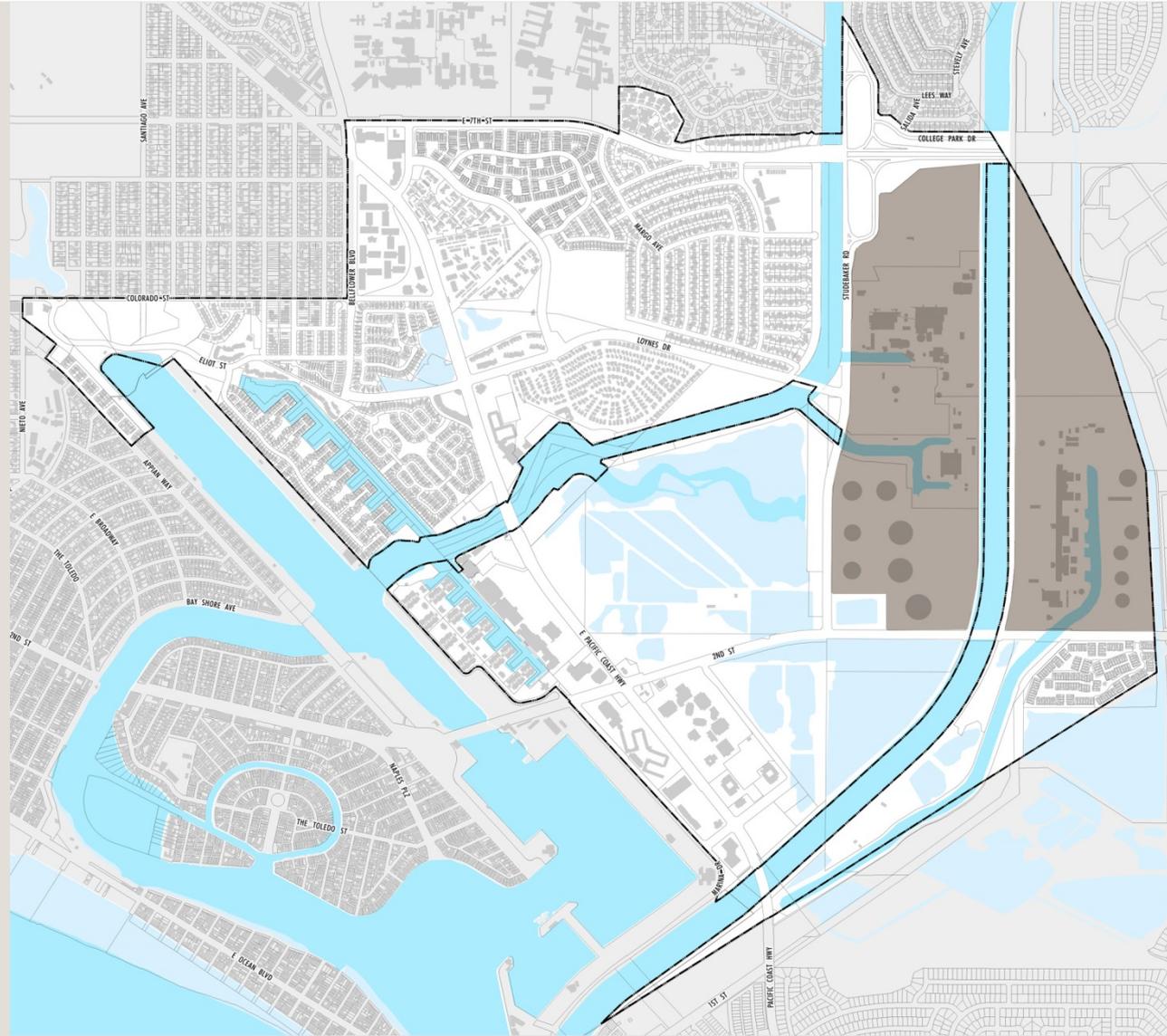
# Land Use: Mixed-Use Marina

- ❖ Allows for a mixing of uses (residential, neighborhood retail, hotel, visitor serving recreation, marina)
- ❖ Create strong interface and connection with channel and marina
- ❖ Serves as transition from Community Core to lower density residential areas
- ❖ Maximum height: Up to 5 stories



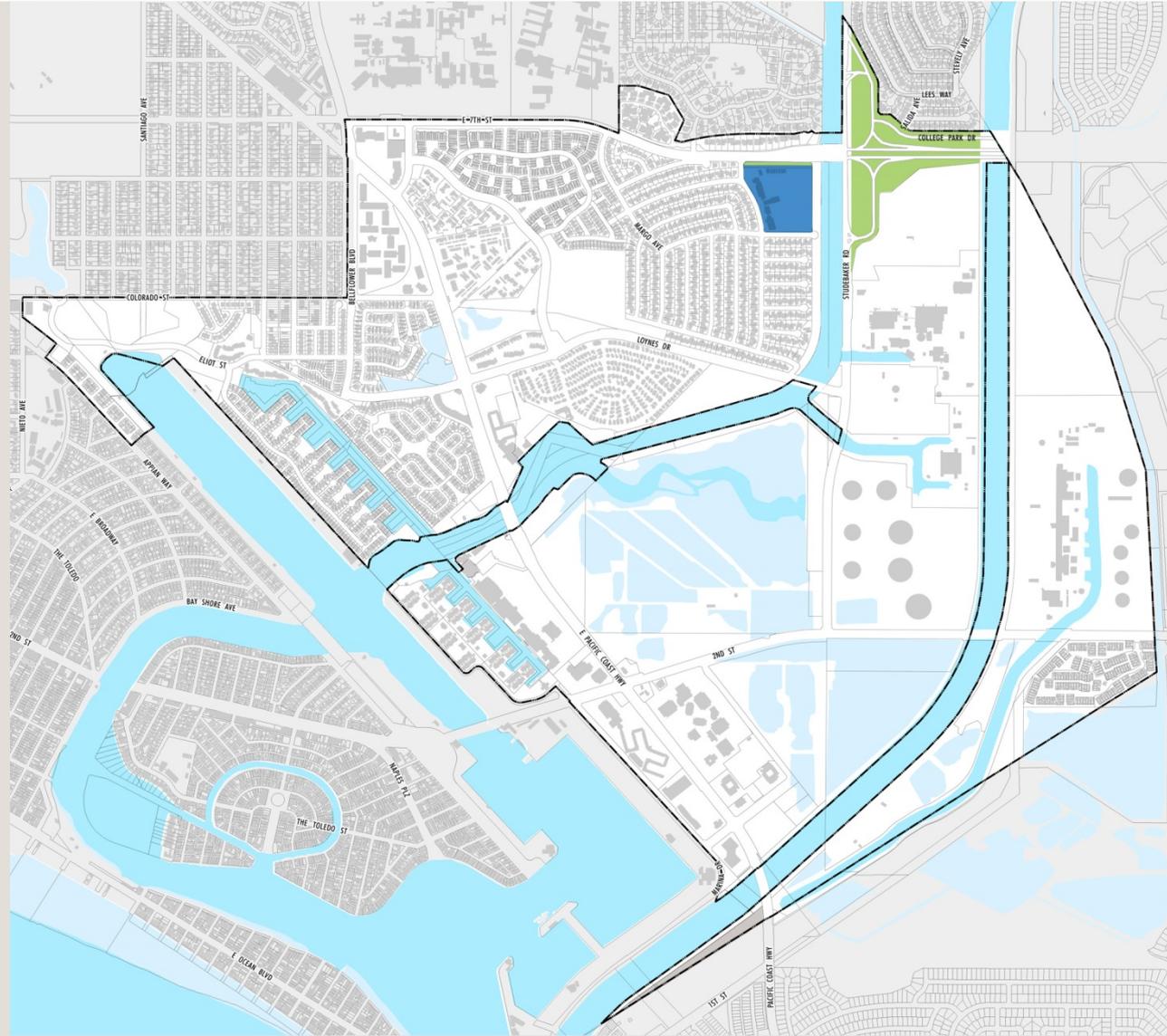
# Land Use: Industrial

- ❖ Uses shall be consistent with the City's General Industrial Zoning with modifications
- ❖ Utilities and oil related uses will be permitted
- ❖ No heavy industrial, commercial, distribution or storage uses



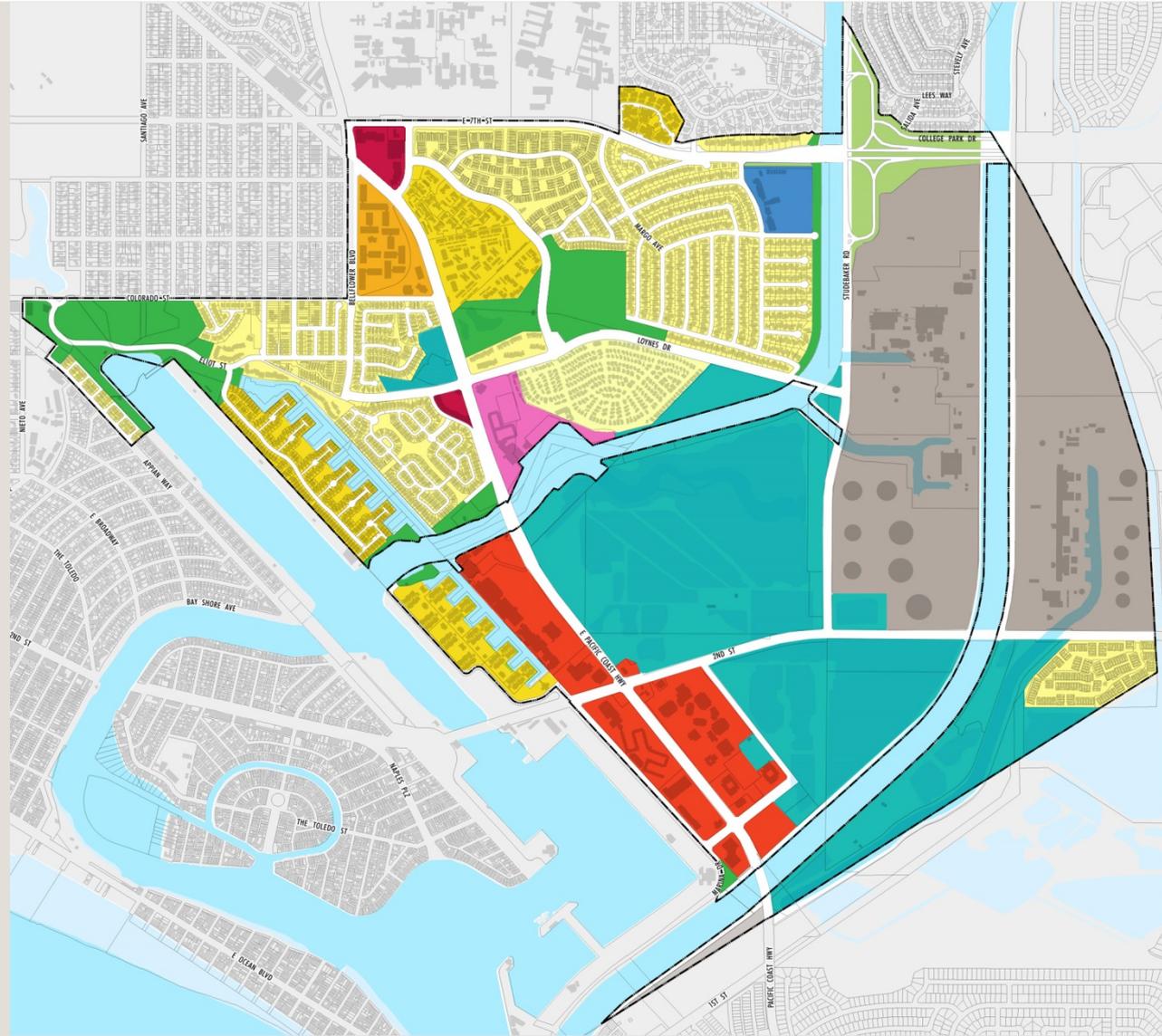
# Land Use: Other

- ❖ Public: Elementary School, County of Orange Retention Basin
- ❖ Caltrans Right of Way (22 Interchange): Require Specialized Landscape Treatment to define entry into the City
- ❖ Sliver at southerly border of project area west of PCH (parking lot)



# Land Use Concept

- ❖ Preserves established residential neighborhoods, neighborhood commercial uses and open spaces
- ❖ Defines coastal habitat, wetland, & recreation areas
- ❖ Adds new mixed use designations (Mixed-use Marina; Mixed-use Community Core)
- ❖ Delineates Industrial areas and refines permitted uses



# Traffic

- ❖ Current approach does not show Studebaker Extension
- ❖ However, Studebaker Extension is currently shown in the existing SEADIP PD and must be studied to understand how elimination would affect area traffic with the proposed land use mix
- ❖ Next steps for traffic analysis:
  - Analyze Proposed LUP
  - Define Mitigation (traffic improvements)
  - Finalize for Specific Plan: Street Sections, Future Roads (mid-block access), Incentivize Internal Trip Capture, PCH Ownership, Signal Synchronization, etc.

# Comments & Questions

# Public Comment

City of Long Beach



# Next Steps

- ❖ Public Workshop: January 2015
- ❖ Study Session to review Land Use Approach with PC
- ❖ Run Traffic Analyses, finish Biological Studies
- ❖ Draft Specific Plan