



# **SOUTHEAST AREA DEVELOPMENT IMPROVEMENT PLAN (SEADIP)**

**Community Workshop #3 | February 11, 2015**



# Agenda

- ❖ Introductions & Overview
- ❖ Review of Vision Statement
- ❖ Benefits of a Specific Plan
- ❖ Community Structure
- ❖ Financial Analysis Findings
- ❖ Land Use Concept
- ❖ Breakout Discussion Groups

# Project Team

## ❖ City Staff

- Angela Reynolds, AICP, *Deputy Director Development Services*
- Craig Chalfant, *Planner, Project Contact*
- Brant Birkeland, AICP, *Planner, Project Contact*

# Project Team

## ❖ Consultant Team

- **PlaceWorks** (formerly The Planning Center | DC&E)  
*Project Manager: Wendy Grant, AICP*
- **Katz and Associates**- Facilitation and Outreach
- **Fehr & Peers**- Transportation Network and Traffic Modeling
- **VCS**- Wetlands Delineation and Habitat Assessment
- **Strategic Economics**- Market Studies and Fiscal Analysis
- **Cityworks Design**- Urban Design Strategies and Design Guidelines
- **Fusco**- Hydrology, Geology, and Infrastructure Assessment

# Background: How did we get here?

- ❖ Directed by City Council to prepare Specific Plan (2012)
- ❖ Sustainability focused grant from the California Department of Conservation
  - Includes support for wetlands delineation, habitat assessment, mobility, development standards, economic analysis, CEQA and LCP

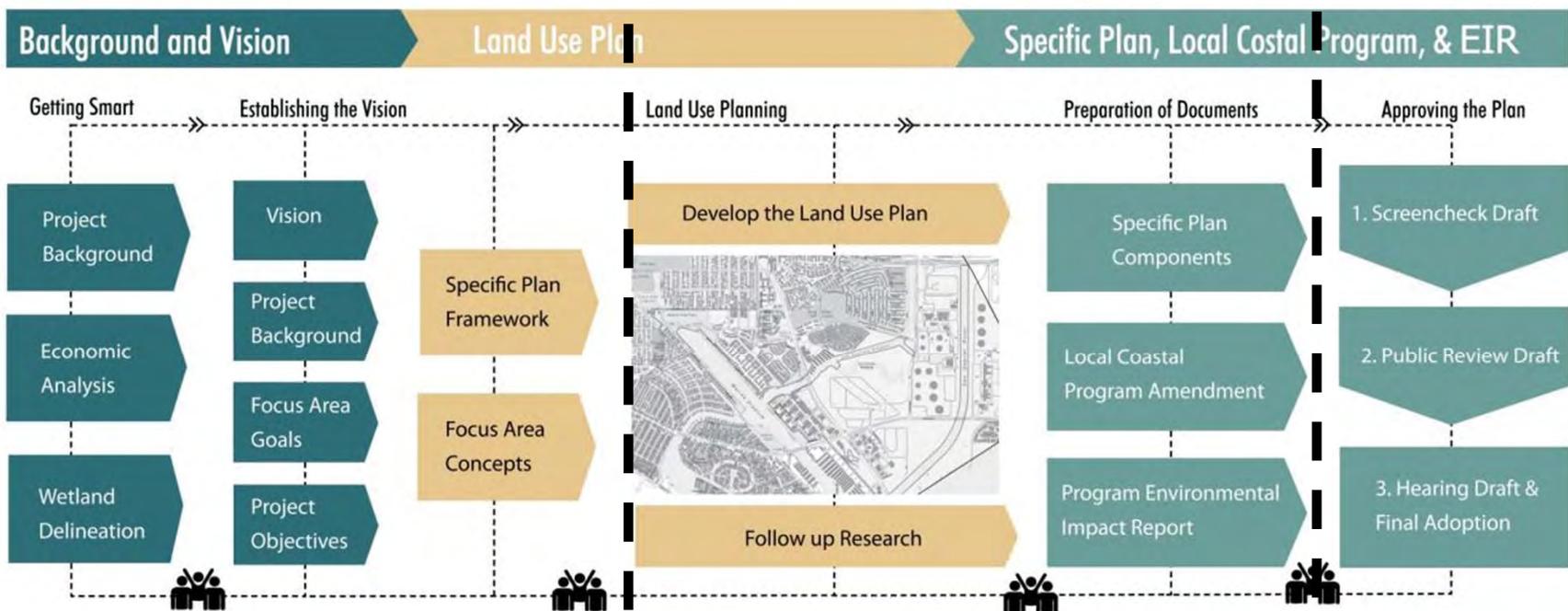
# Benefits of a Specific Plan

- ❖ 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)

# Process Chart



## SOUTHEAST LONG BEACH SPECIFIC PLAN PROCESS



# Community Outreach

## ❖ Citizens Advisory Committee

- 22 members; represented by diverse mix of stakeholders
- Property owners, HOA's, Caltrans, CSULB, Marina, Wetlands,
- 6 Meetings

## ❖ Community Workshops & Pop Ups

- April & August 2014

## ❖ On-line public forum

- Register at [www.lbds.info/seadip\\_update](http://www.lbds.info/seadip_update)
- Topics correspond with outreach events
- 377 subscribers

## ❖ E notify – City Manager & SEADIP lists



# What We Heard

- ❖ Existing SEADIP zoning not facilitating type of uses desired for the area
- ❖ Some buildings and uses are reaching the end of their life cycle and may be ready for redesign, renovation or new development
- ❖ Wetlands are an asset that should be preserved
- ❖ Preliminary interest in a variety of new uses including: boutique hotel, upscale retail, townhomes & condos, single family residences, additional marina uses
- ❖ Want regional commercial shopping opportunities
- ❖ Need more residential
- ❖ Consider mixing of uses
- ❖ Don't want high rise like Pike, Downtown or Oceanfront
- ❖ Want to increase walkability and create sense of place
- ❖ General lack of clarity on land use regulations (PD) likely a hindrance to development



***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

# Project Area Boundaries



# Community Structure

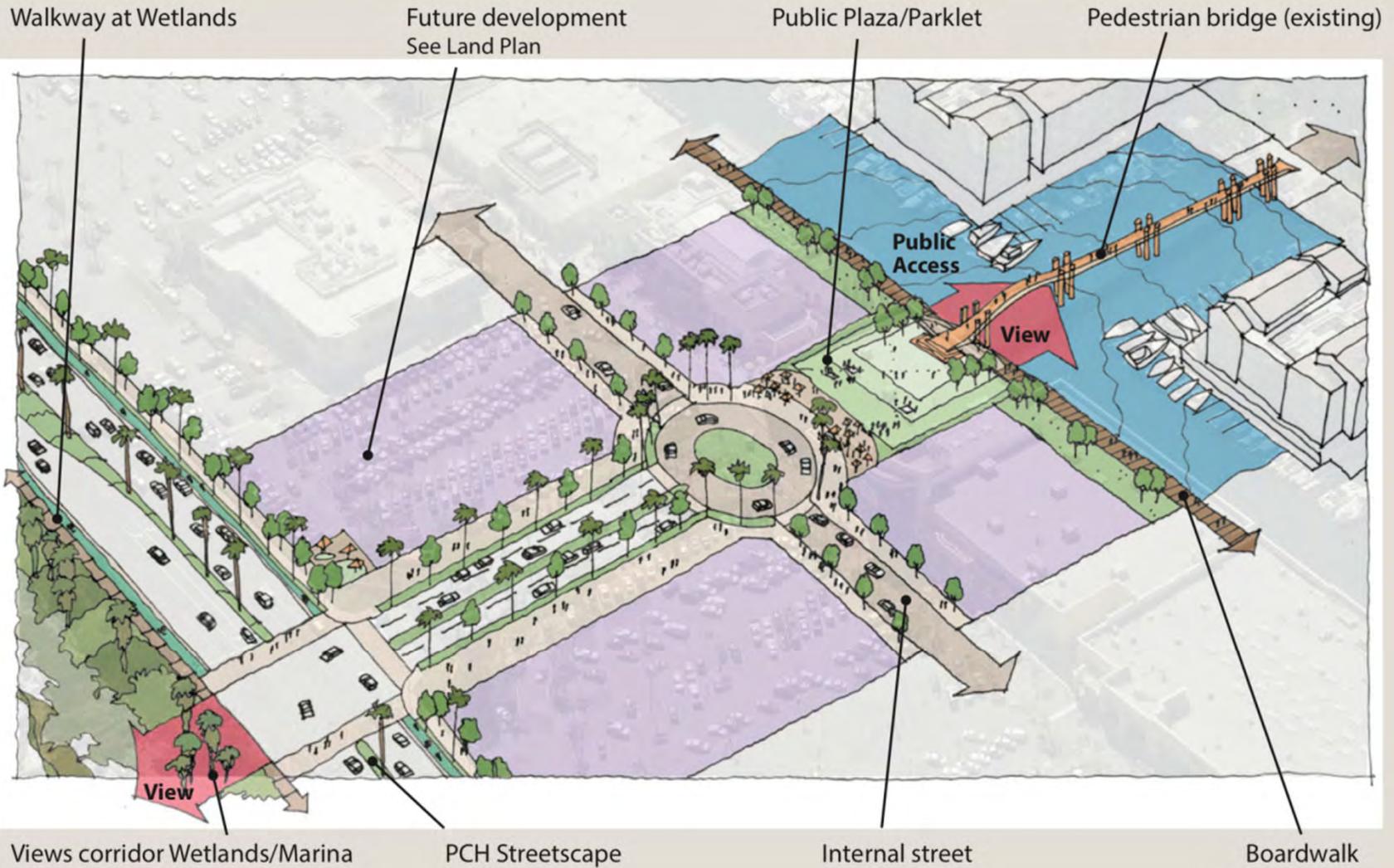
# Wetlands



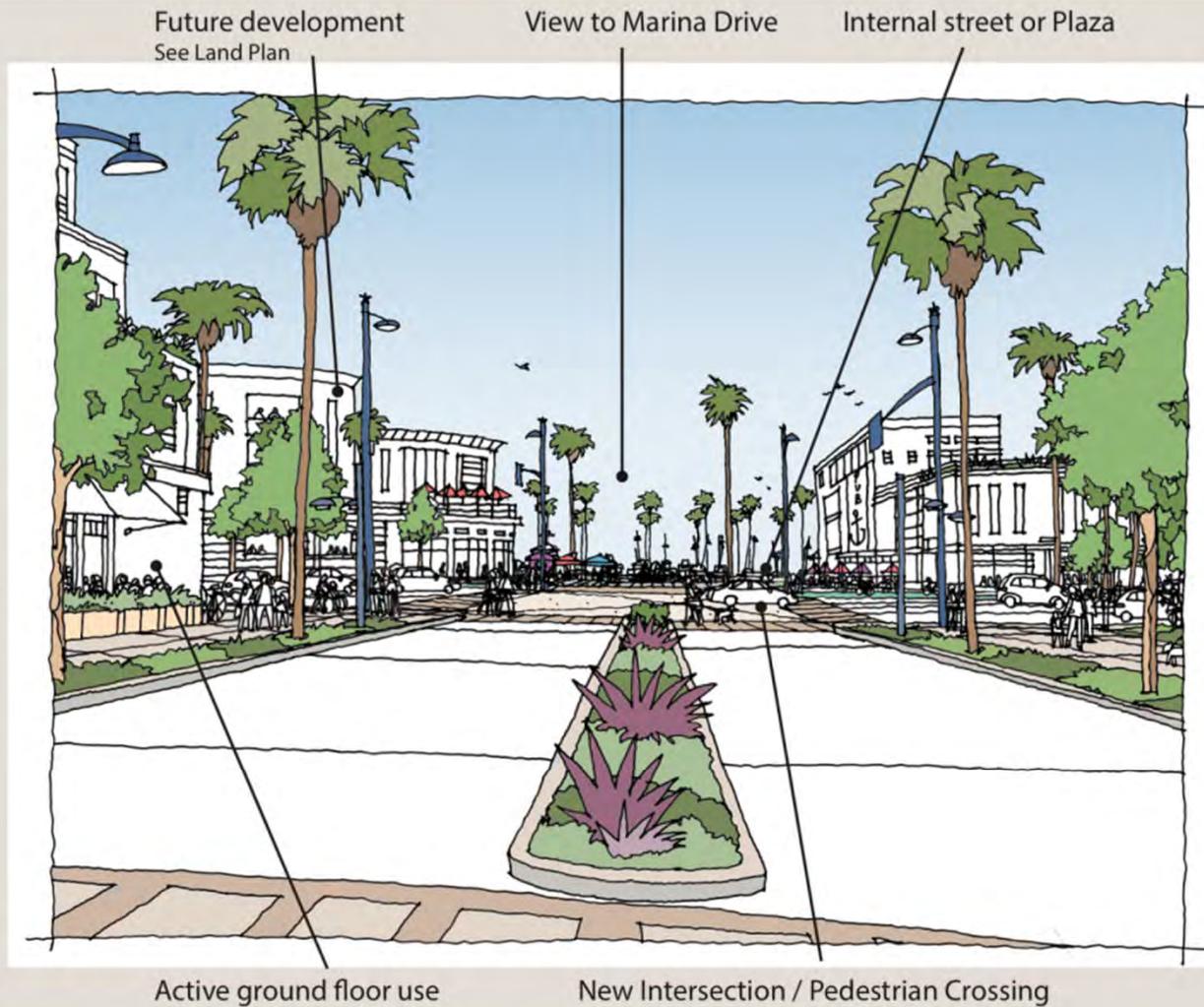
# Gateways: Sample Images



# Connectivity: Wetlands to Water

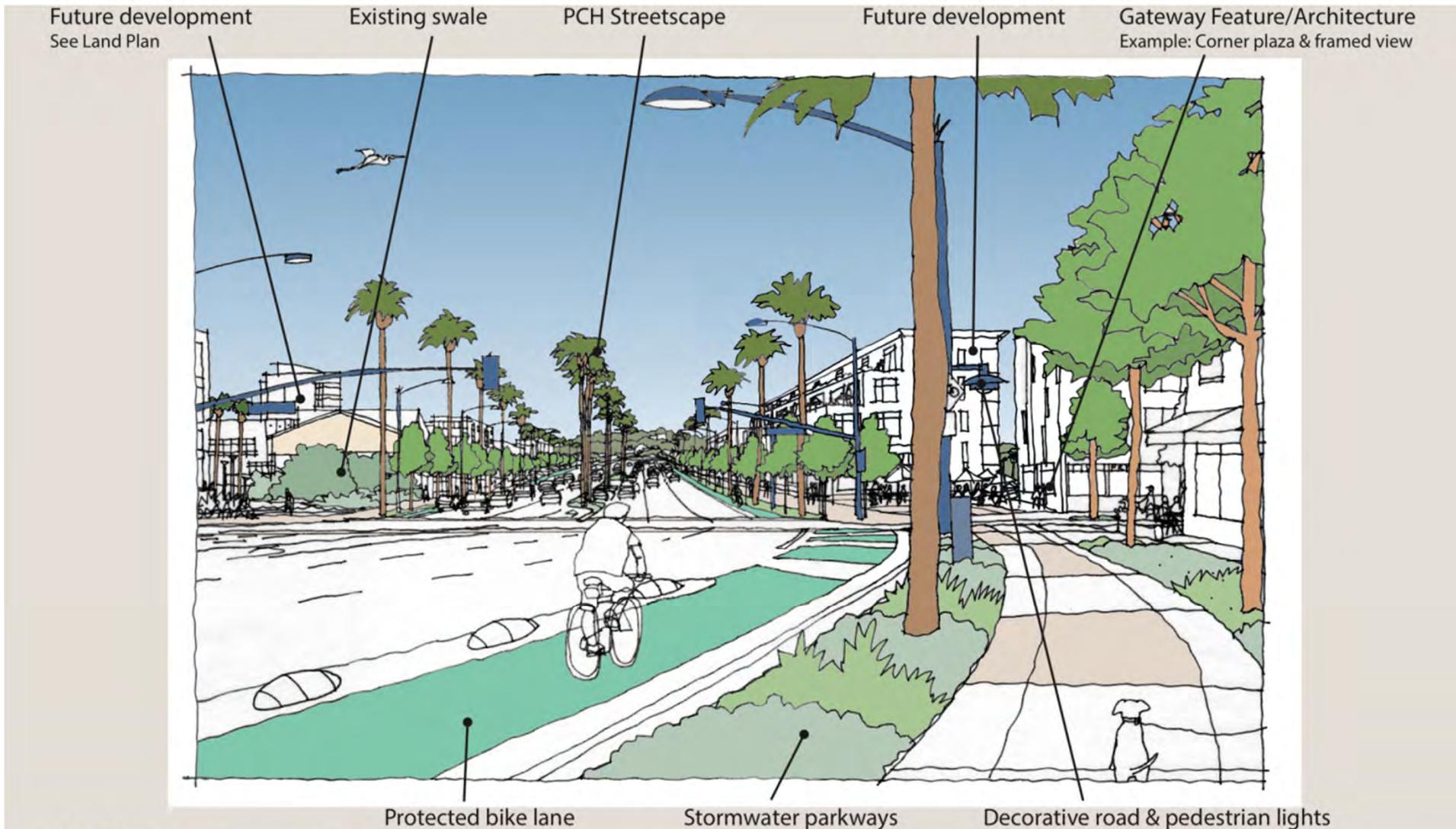


# Connectivity: View Corridor



**Marketplace Internal Street** Specific Plan Concepts with views through to Marina Drive

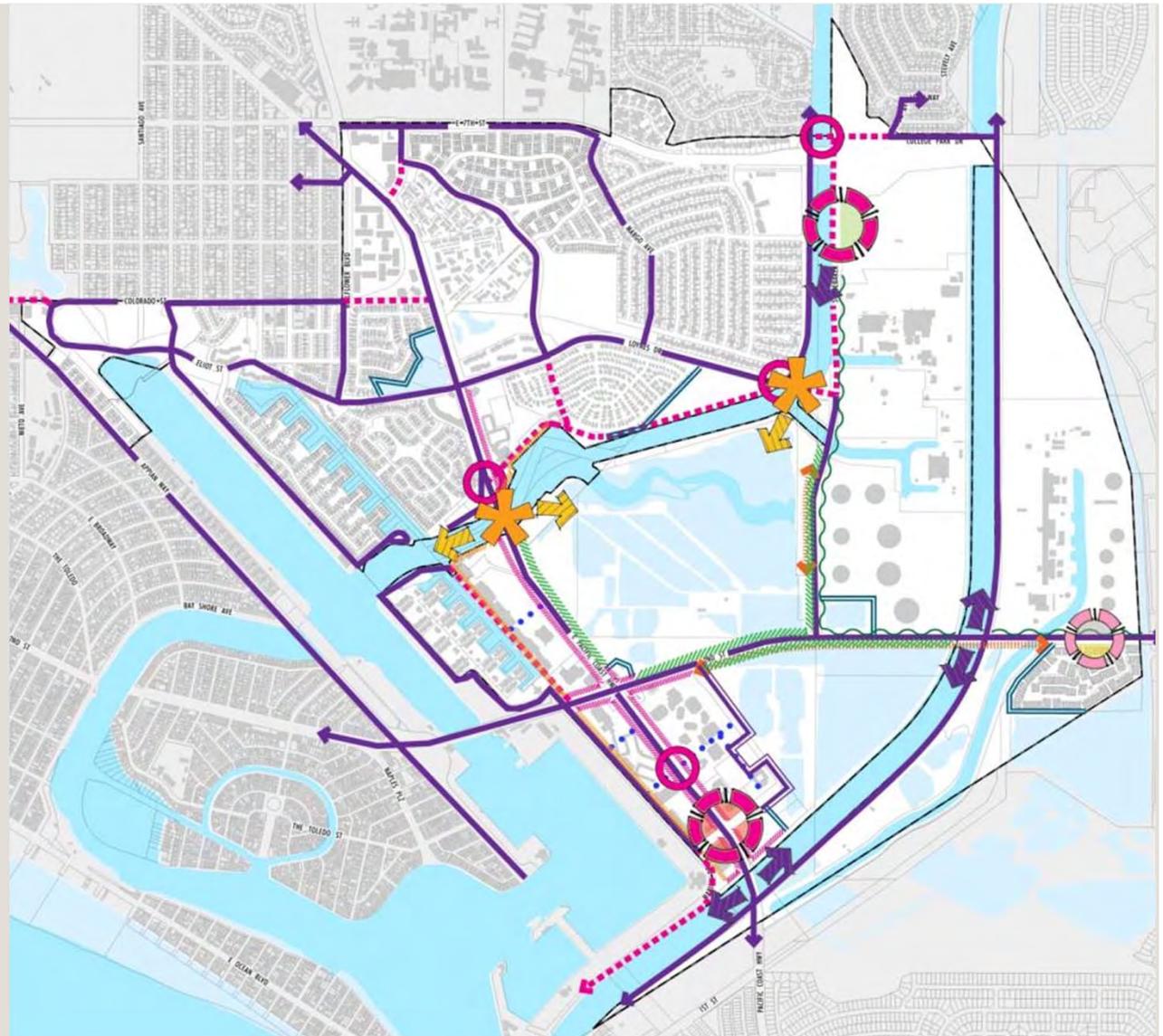
# PCH: Concept



**City Gateway** Specific Plan Concepts at PCH/Studebaker

# 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



# Urban Design Discussion

1. Ground Floors
2. Building Form
3. Design Principles

*During the discussion, we'll ask you to complete a survey and turn it in tonight*

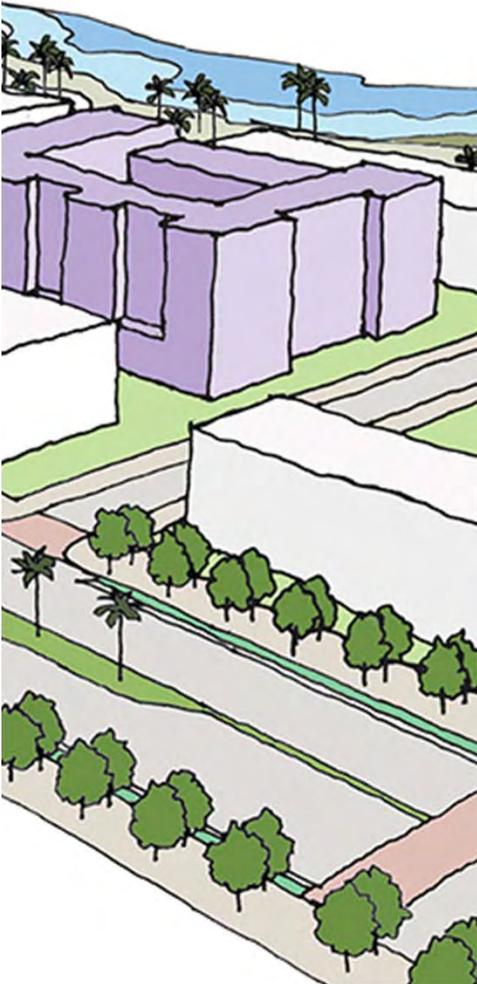
# 1. Ground Floors



***This is the portion of a building most experienced at the human-scale***

- ❖ What aspects of a building's ground floor are most important to you?
- ❖ What are appropriate ways to integrate parking into new projects?

## 2. Building Form



- ❖ If there is increased height, where should it be placed?  
*We'll discuss a few approaches*
- ❖ How should buildings be designed?  
*We'll discuss variation, uniform vs. stepback walls*

# 3. Design Principles



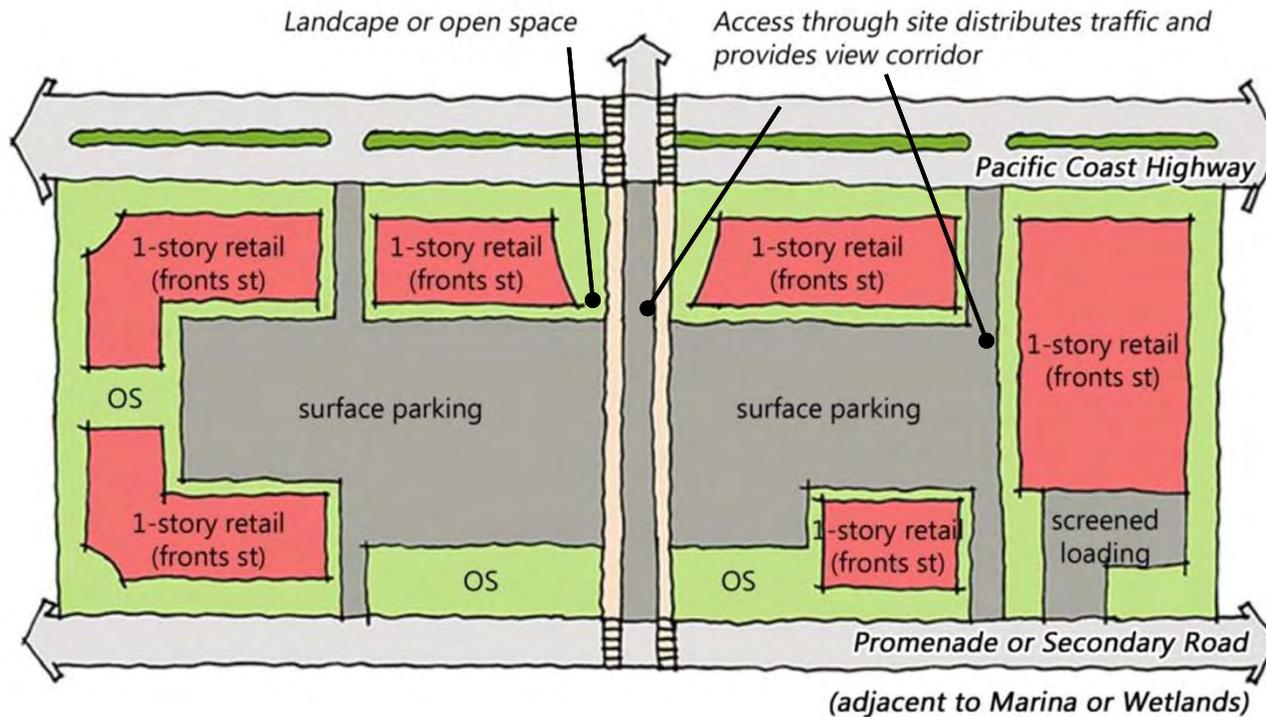
- ❖ Review topics we'll cover in plan
- ❖ What other topics should be addressed?

# 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

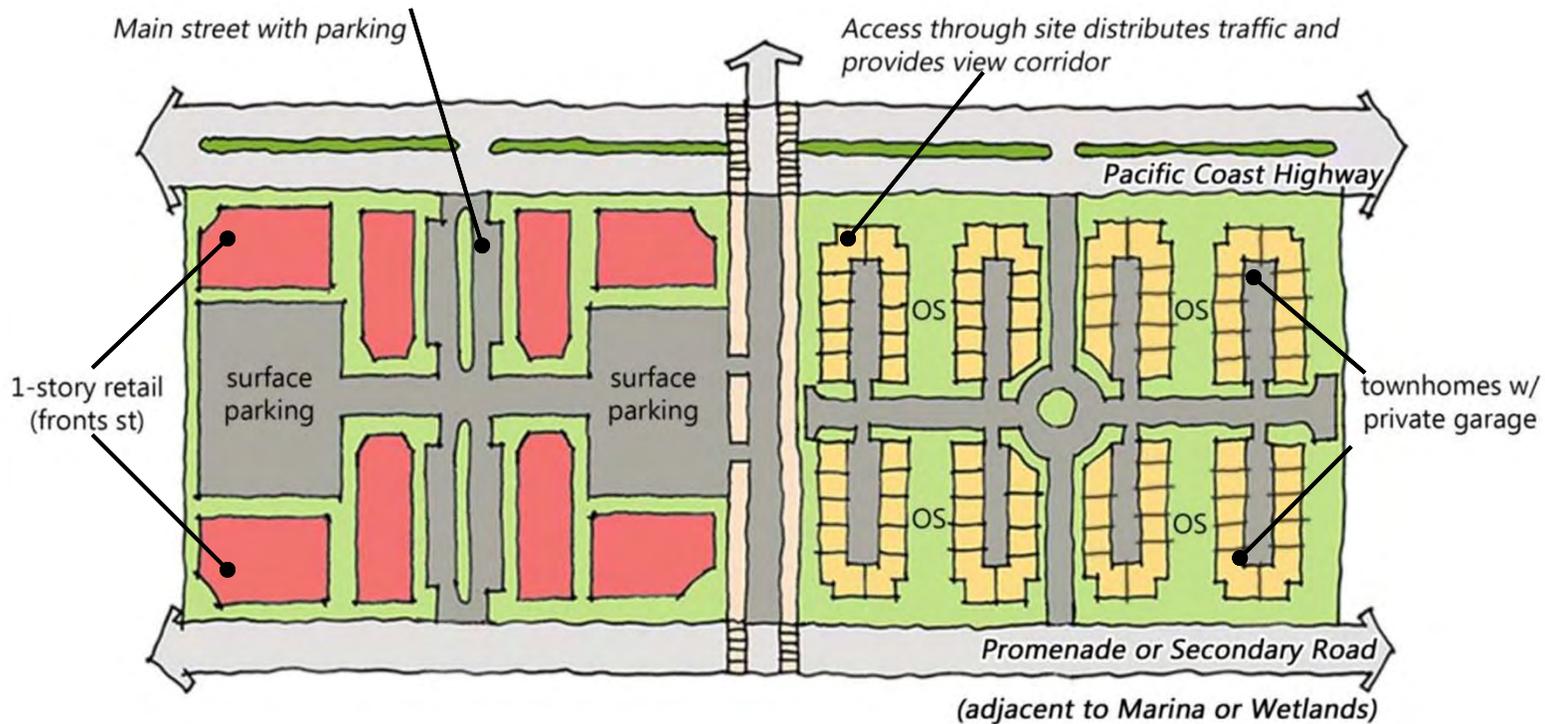
# Scenario 1: Shop only, 1-story



**Retail: 140,000 sf**

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

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



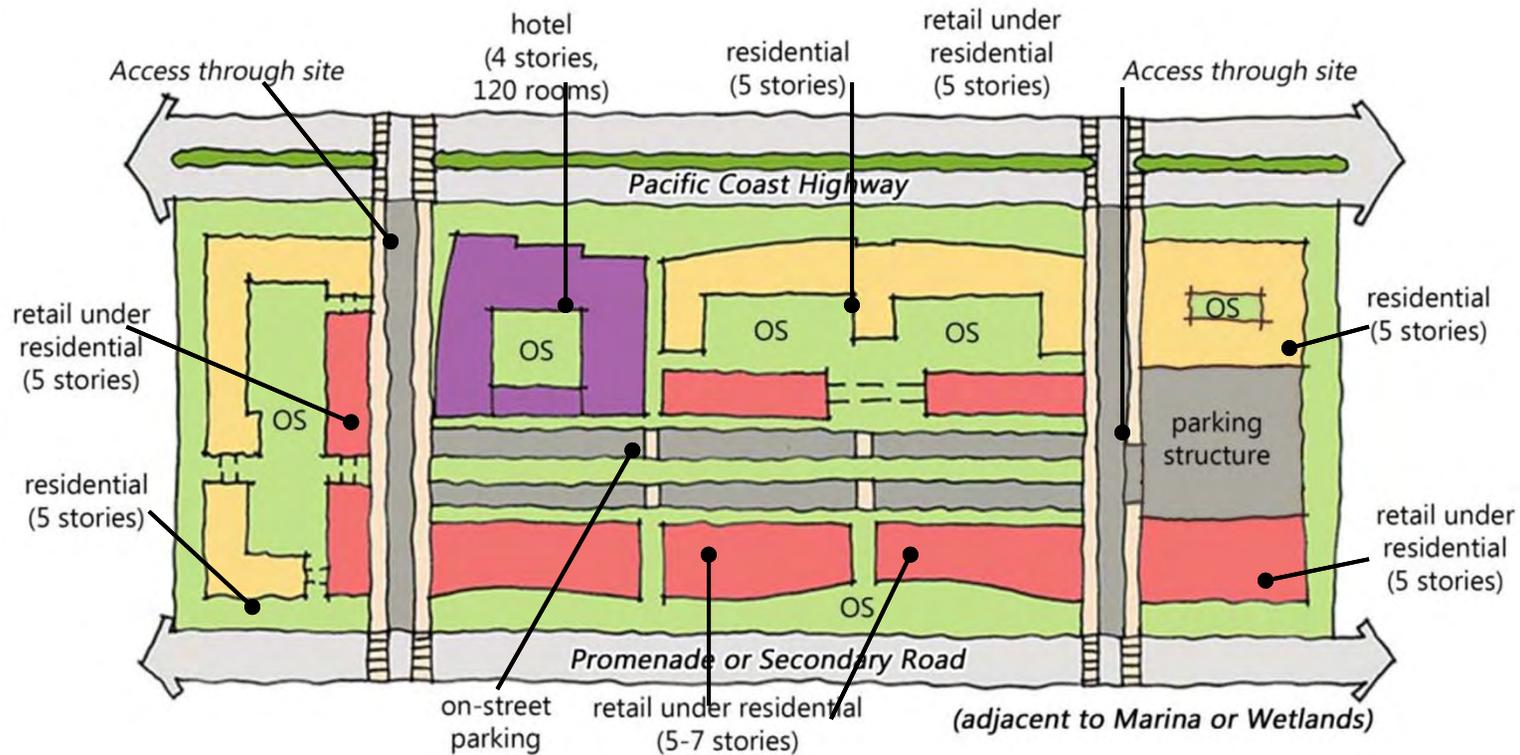
**Retail: 62,000 sf**

**Residential: 72 townhomes**

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



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



**Retail: 109,000 sf**  
**Residential: 710 units**  
**Usable Open Space: 26% of site**

\* Subterranean parking (1-level) under entire site

# 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

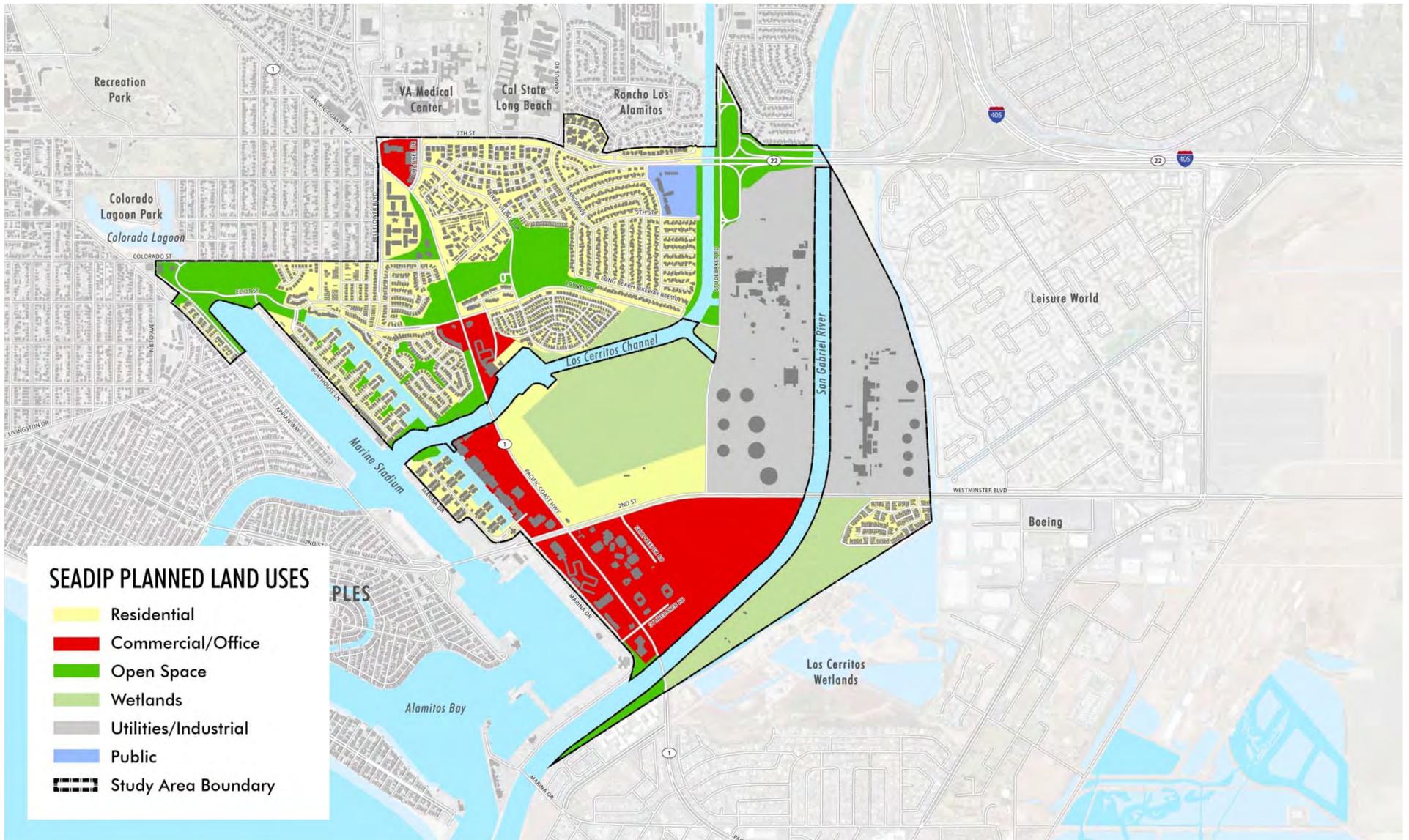
- ❖ The hotel component of the development scenarios is not feasible on its own – the higher intensity mixed-use scenarios can feasibly include a hotel because of the value of the other land use components.
- ❖ A mix of uses at greater intensities has higher potential to provide additional community 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

# Development Feasibility Discussion

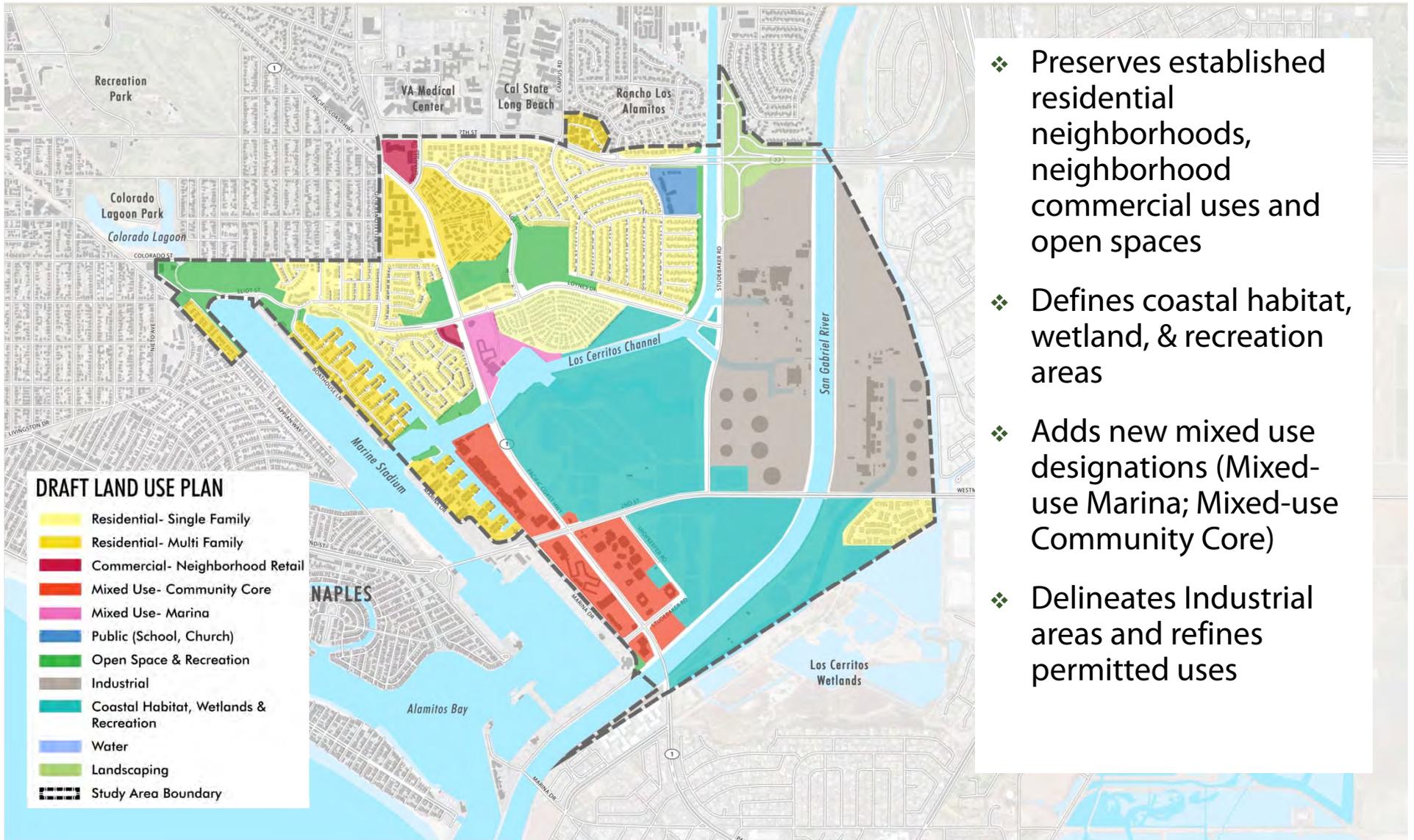
- ❖ Discuss findings in more detail
- ❖ Identify what you like and don't like about the scenarios
- ❖ Discuss the trade-offs between the mix of uses, design, feasibility
- ❖ Discuss how important it is to create development opportunities that can provide additional community benefits

# Draft Land Use Plan

# Planned Land Uses (1977 SEADIP)



# Draft Land Use Plan



- ❖ 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

# Land Use Discussion

- ❖ Discuss land plan in more detail
- ❖ Did we miss anything?
- ❖ Have we gotten what we need to keep and what to change right?
- ❖ Have we appropriately addressed needs of future generations?

# Breakout Sessions

City of Long Beach

