



SOUTHEAST AREA DEVELOPMENT IMPROVEMENT PLAN (SEADIP)

Planning Commission Study Session | May 21, 2015



Project Area Boundaries



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

What is a Specific Plan?

- ❖ Serves as zoning for the site, replacing existing Planned Development District (PD -1) zoning
- ❖ Includes customized development standards (setbacks, densities, heights, buffers, usable open space, parking, right-of-way configuration, mixing of uses)
- ❖ Also includes design guidelines (landscaping, architectural styles and materials, lighting and public spaces) to preserve and shape the community character within the southeast area

Benefits of a Specific Plan

- ❖ Comprehensive planning
 - Clear vision and strategies for all properties in SP and how they interrelate (use, transitions, circulation)
- ❖ Focus on desired community benefits
 - 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
 - Existing and potential funding sources and financing for off-site improvements (city, state, grant programs, private fair-share contributions)

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 (Marketplace & Marina Pacifica)
 - February 2015 (over 100 attendees)
- ❖ **Council District Workshops**
 - 3rd, 4th and 5th Districts
- ❖ **LB Open Town Hall On-line Public Forum & Notification System**
 - Register at www.lbds.info/seadip_update
 - Topics correspond with outreach events
 - 449 subscribers
- ❖ **E notify – City Manager & SEADIP lists**



What We Heard: Project Priorities

- ❖ In order of importance (based on input received from Long Beach Town Hall):
 1. Traffic
 2. Wetlands Enhancement
 3. View Protection
 4. Bike and Pedestrian Transportation Options
 5. Gateway to Long Beach
 6. Public Access to Open Space
 7. Building Form/Architectural Design
 8. Consolidate or Relocate Oil Operations
 9. Retail and Hotel Development
 10. Greater Mix of Land Uses

What We Heard: Specifics

- ❖ Some buildings and uses are reaching the end of their life cycle and may be ready for redesign, renovation or new development
- ❖ Existing SEADIP zoning not facilitating type of uses desired for the area
- ❖ 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 to be like Pike, Downtown or Oceanfront (no high rise)
- ❖ 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.

- 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
- immediate impression
- current technologies
- thriving wetlands
- protect and encourage views
- restore, maintain and preserve wetland areas and coastal habitat
- attractive streetscapes
- 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

Creating a Sustainable Plan

- ❖ All three areas must be considered equally to generate an implementable plan
- ❖ Sets the foundation for the Proposed Land Use Plan and zoning provisions



Market Context

❖ *Hospitality*

- Tourism and conventions are growing in Long Beach
- Occupancy at existing hotels in Long Beach is strong
- SEADIP's waterfront location is desirable for boutique hotel development

❖ *Housing*

- Strong potential for higher-end apartments and condominiums serving smaller households
- Potential for up to 1,600 -2,900 new housing units in Study Area by 2035
- Lack of pedestrian-oriented infrastructure and amenities are a potential barrier to attracting new development

Market Context

❖ *Office*

- Study area less competitive for office uses than Downtown Long Beach and Douglas Park
- Study area is unlikely to attract major tenants or large-scale office development

❖ *Retail*

- Study Area retail centers perform better than the Greater Long Beach area overall
- Study Area has potential to attract high-end retail tenants given its location, demographics, and existing retail offerings
- Retail environment is competitive, with multiple existing retail centers in the Market Area
- Lack of pedestrian-oriented infrastructure and amenities are a potential barrier to attracting development

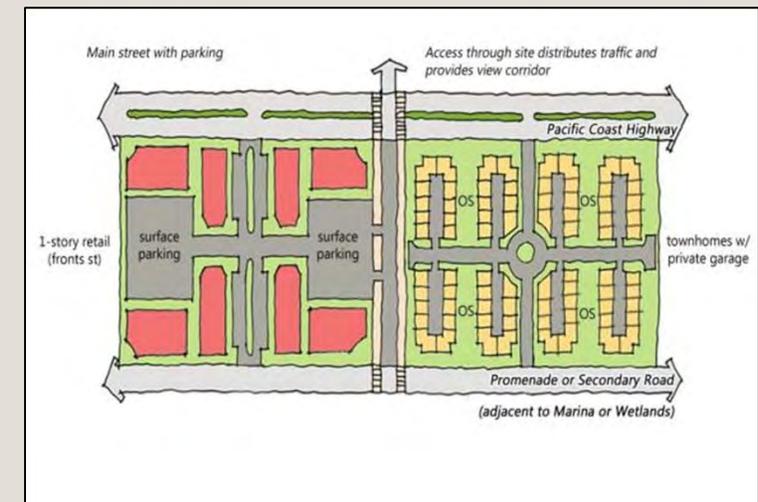
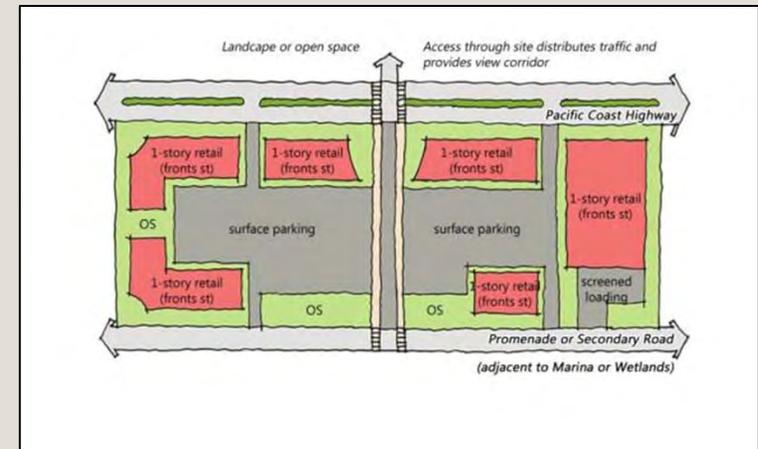
Development Feasibility Analysis

Purpose:

- ❖ 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

What We Analyzed

- ❖ Four hypothetical scenarios:
 - All retail, current SEADIP standards
 - Retail and residential, 1-3 stories, current SEADIP standards
 - Retail, residential and hotel, 1-5 stories
 - Retail, residential and hotel, 4-7 stories



Development Feasibility Conclusions

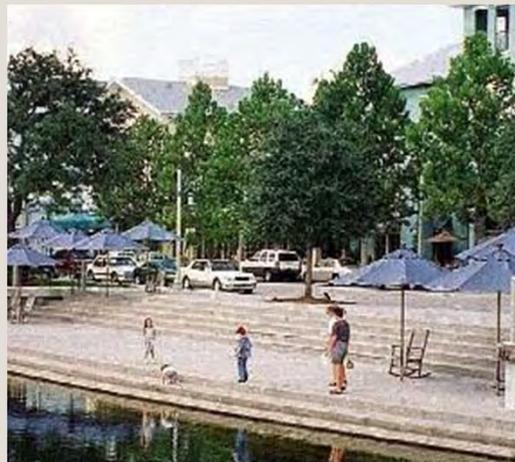
- ❖ 1-3 story mixed-use is not a feasible type of development given current market conditions
- ❖ For mixed-use development to occur, greater intensities than currently allowed are needed to achieve development feasibility
- ❖ A hotel use is not feasible on its own – the higher intensity mixed-use scenarios can feasibly include a hotel because the value of the other land use components helps to offset costs

Development Feasibility Conclusions

- ❖ A mix of uses at greater intensities has higher potential to provide additional community amenities and improvements
- ❖ Intensity would be directly tied to new community benefits

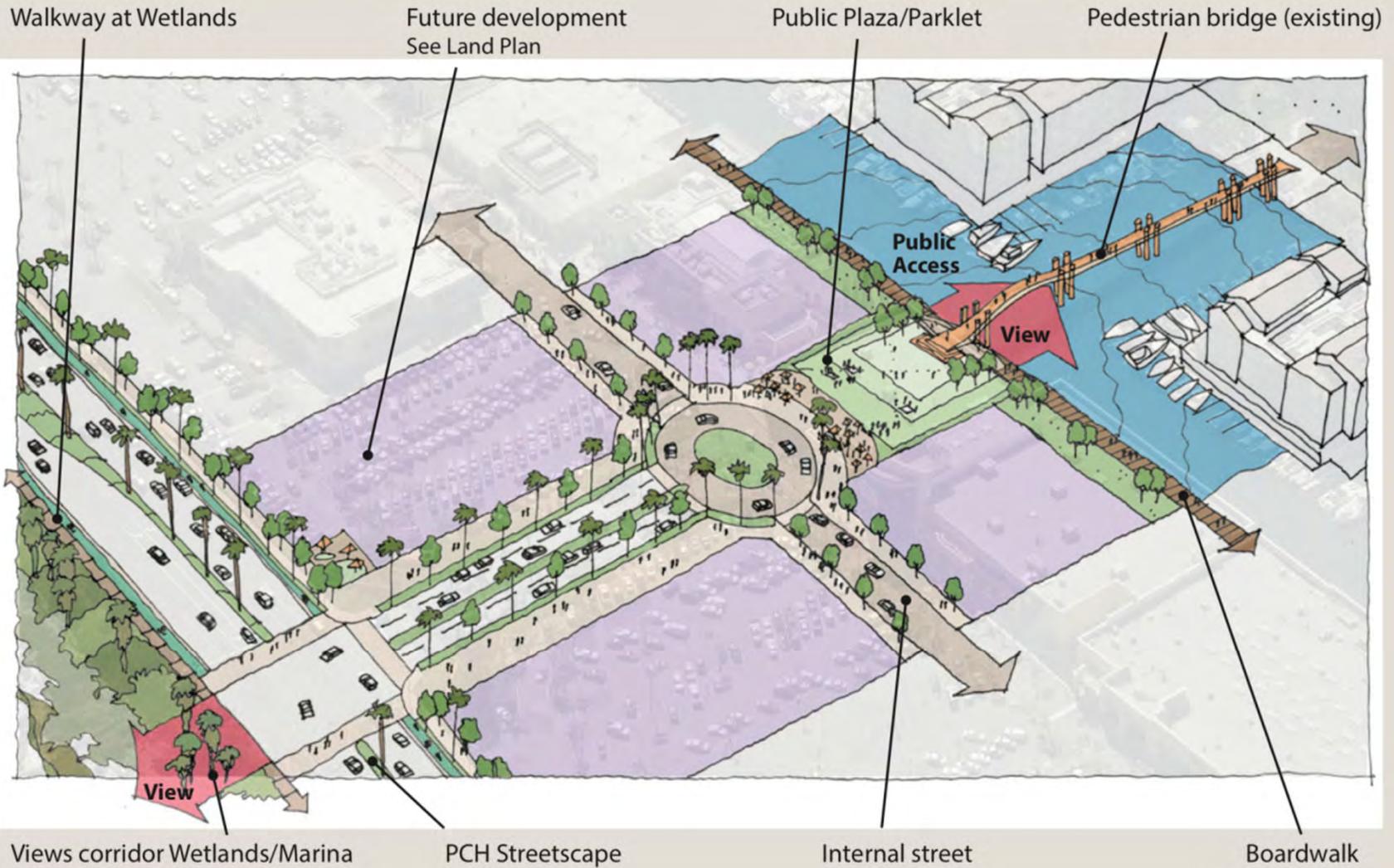
Examples of Community Benefits

- ❖ Open space, wetland restoration
- ❖ Cultural or visitor-serving uses (recreation, hotel)
- ❖ Public parking for marina or wetlands access
- ❖ Streetscape improvements
- ❖ Pedestrian and bicycle facilities

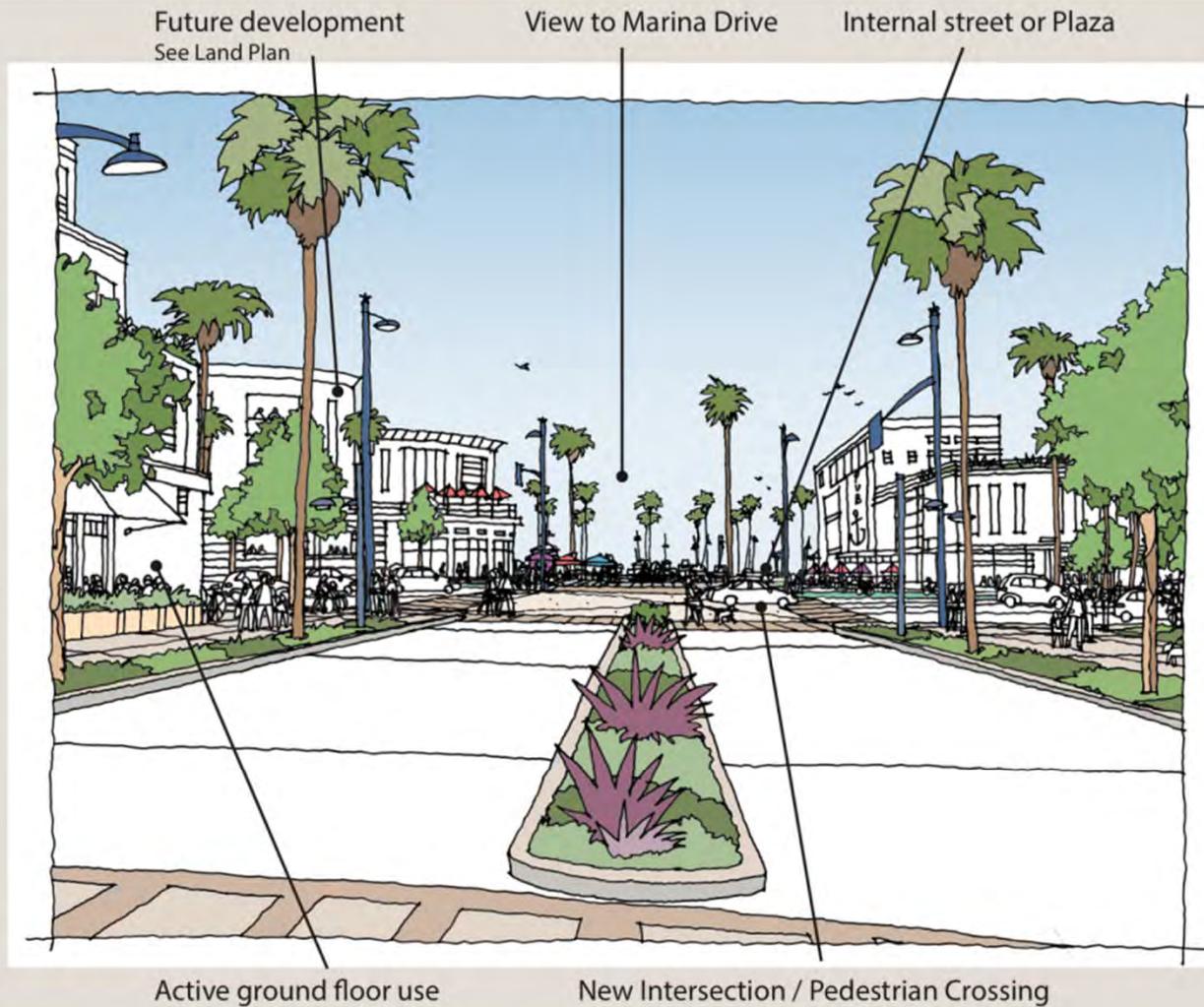


Specific Plan Design Considerations

Connectivity: Wetlands to Water



Connectivity: View Corridors

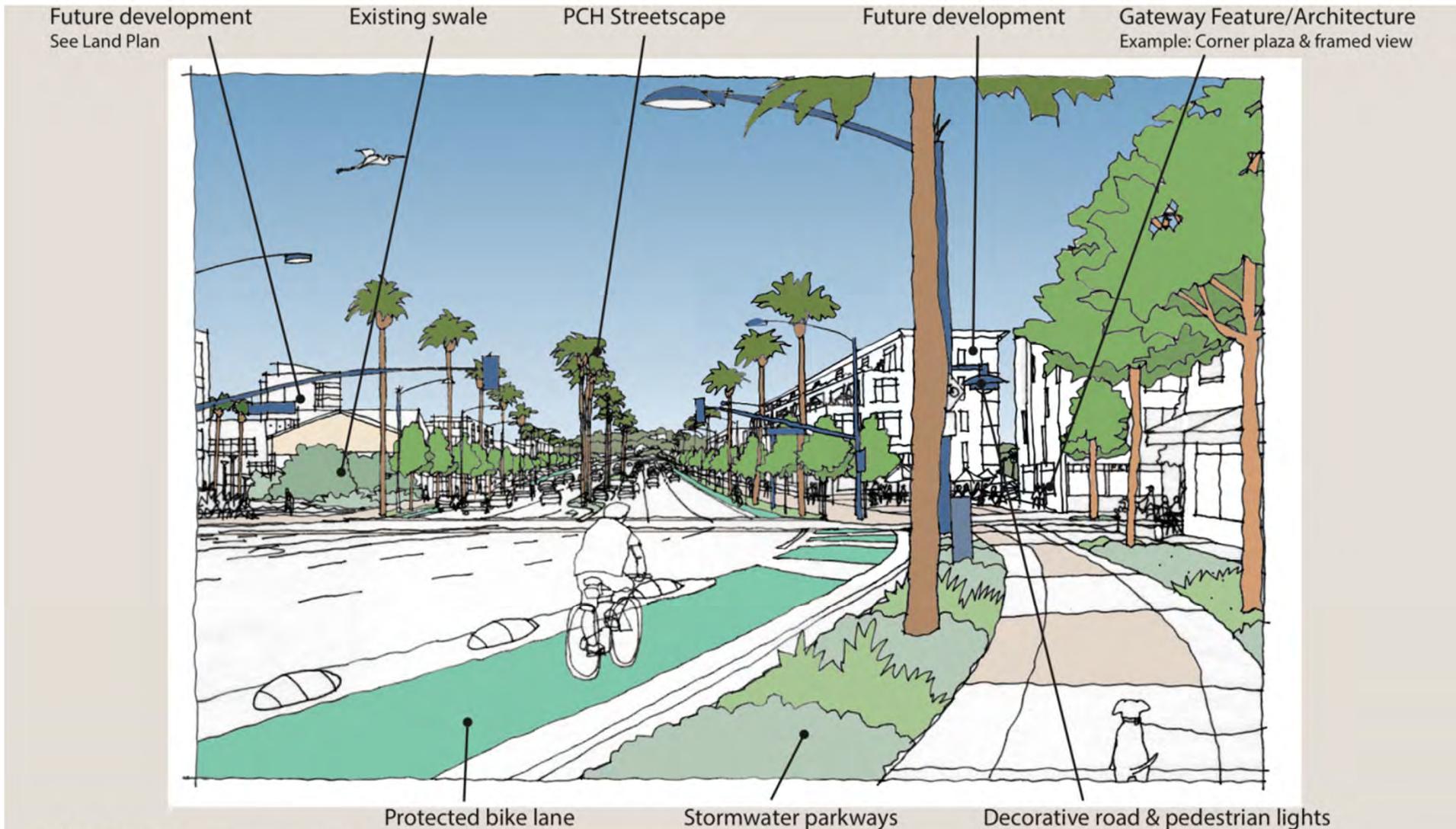


Marketplace Internal Street Specific Plan Concepts with views through to Marina Drive

Mobility Considerations

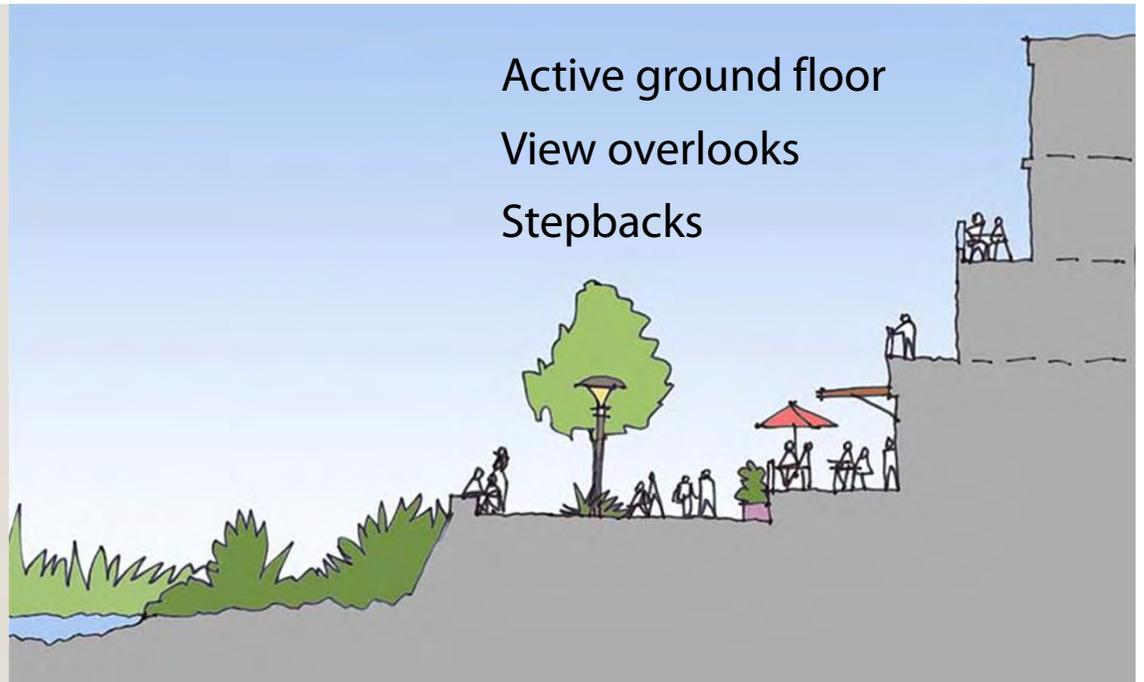
- ❖ Mobility Element designates many roadways in SEADIP as an opportunity to implement new pedestrian, transit or bike facilities, traffic calming - providing more transportation choices
- ❖ City coordinating with Caltrans to redefine use and design of PCH and 7th within SEADIP area
- ❖ Exploring application of a more traditional grid system with shorter block lengths to provide additional connections and capacity
- ❖ Shopkeeper Road extension to connect with PCH and to allow for alternative route for users
- ❖ Consider priority levels for pedestrians, transit, and bikes on each roadway

PCH: Concept



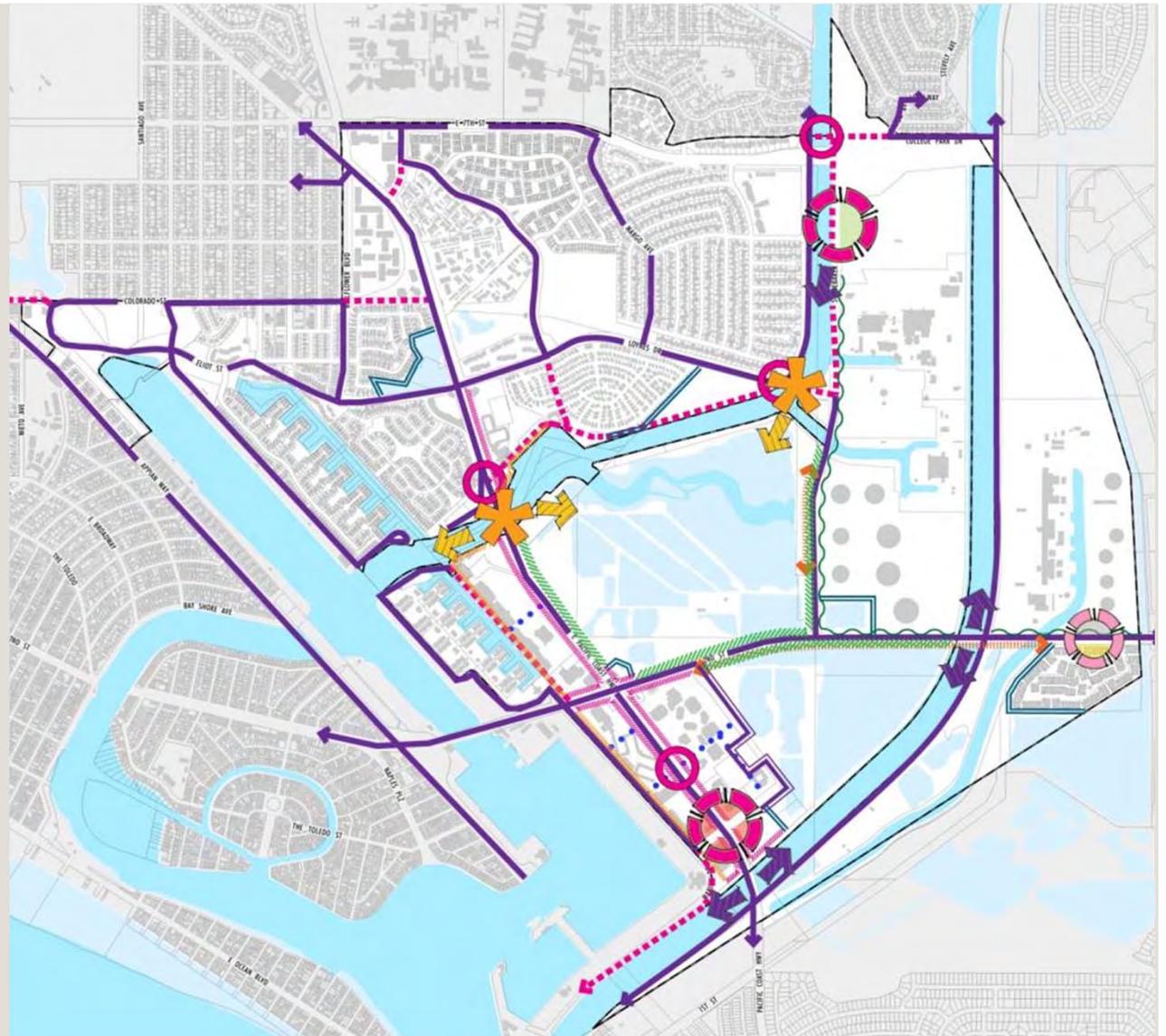
City Gateway Specific Plan Concepts at PCH/Studebaker

Wetlands



Community Structure - Summary

- ❖ Many elements need to come together to create place
- ❖ Gateways, activity nodes, linkages, views
- ❖ Community structure elements will be incorporated in Specific Plan
- ❖ Ties to SEADIP Vision



Regardless of height, how should buildings be designed?



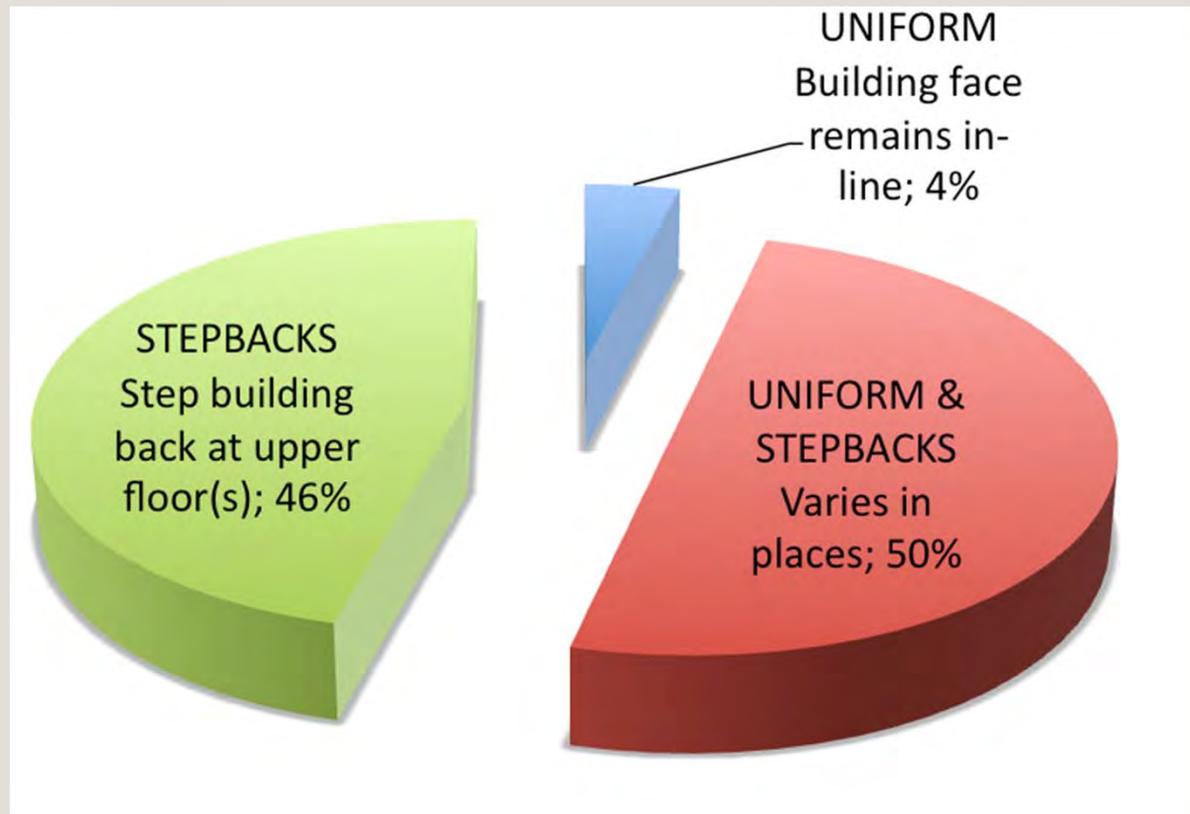
building setback from inlet



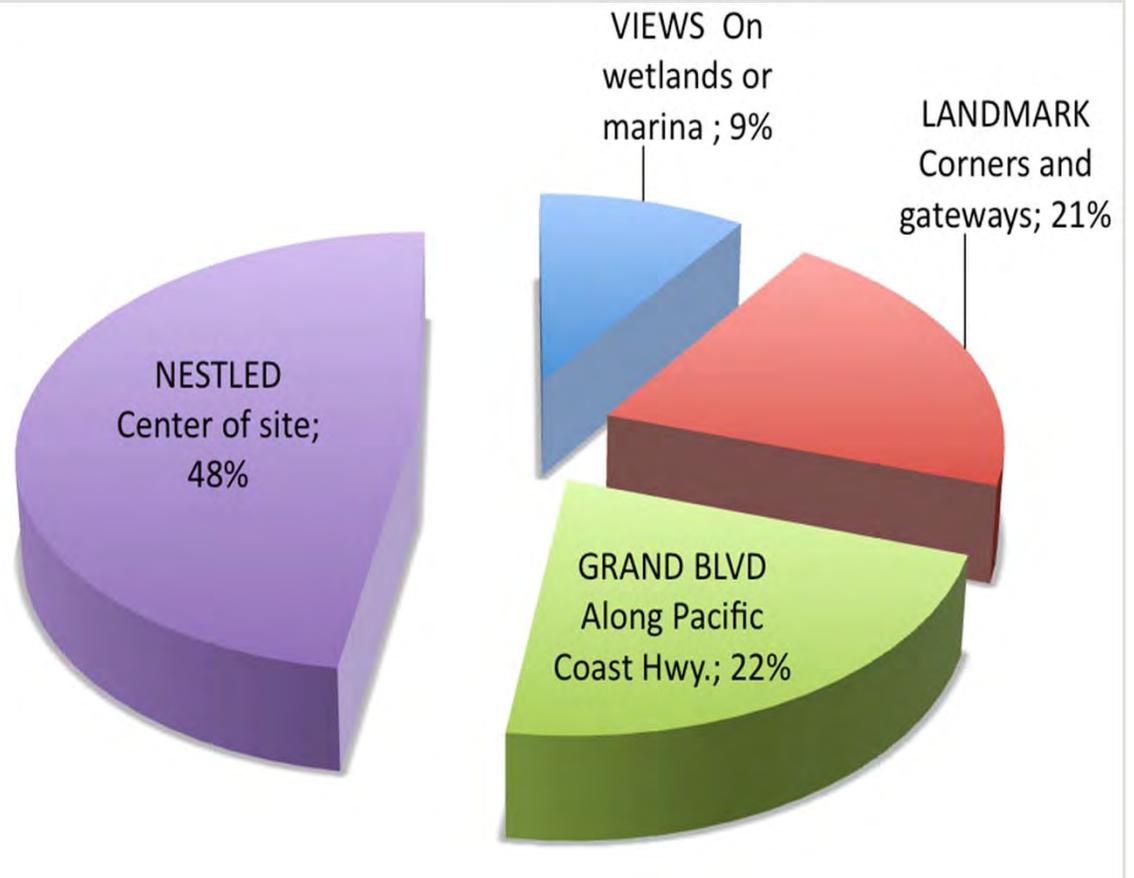
variations along facade



variations in building heights on one site



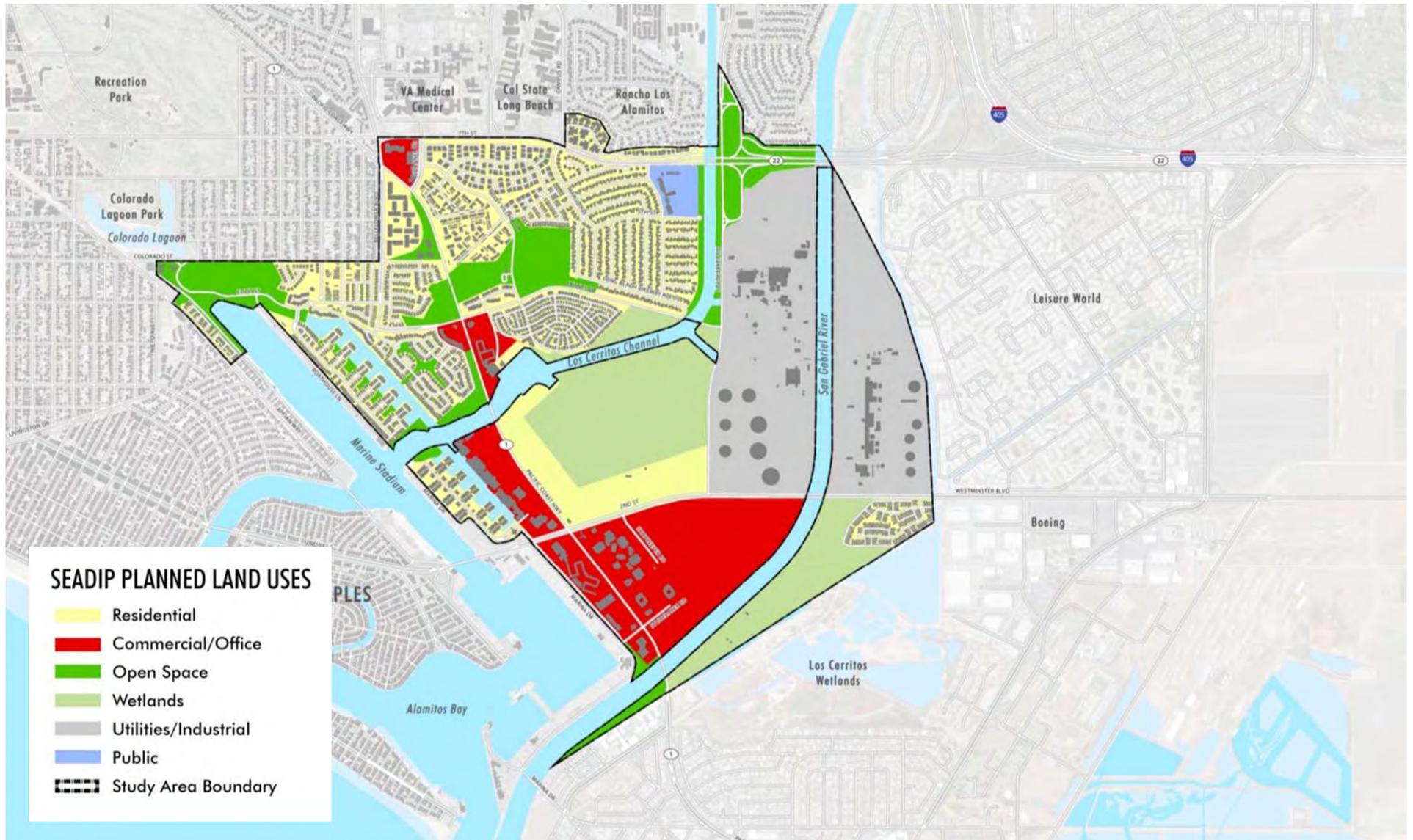
Where should building height be focused?



Land Use: What we heard

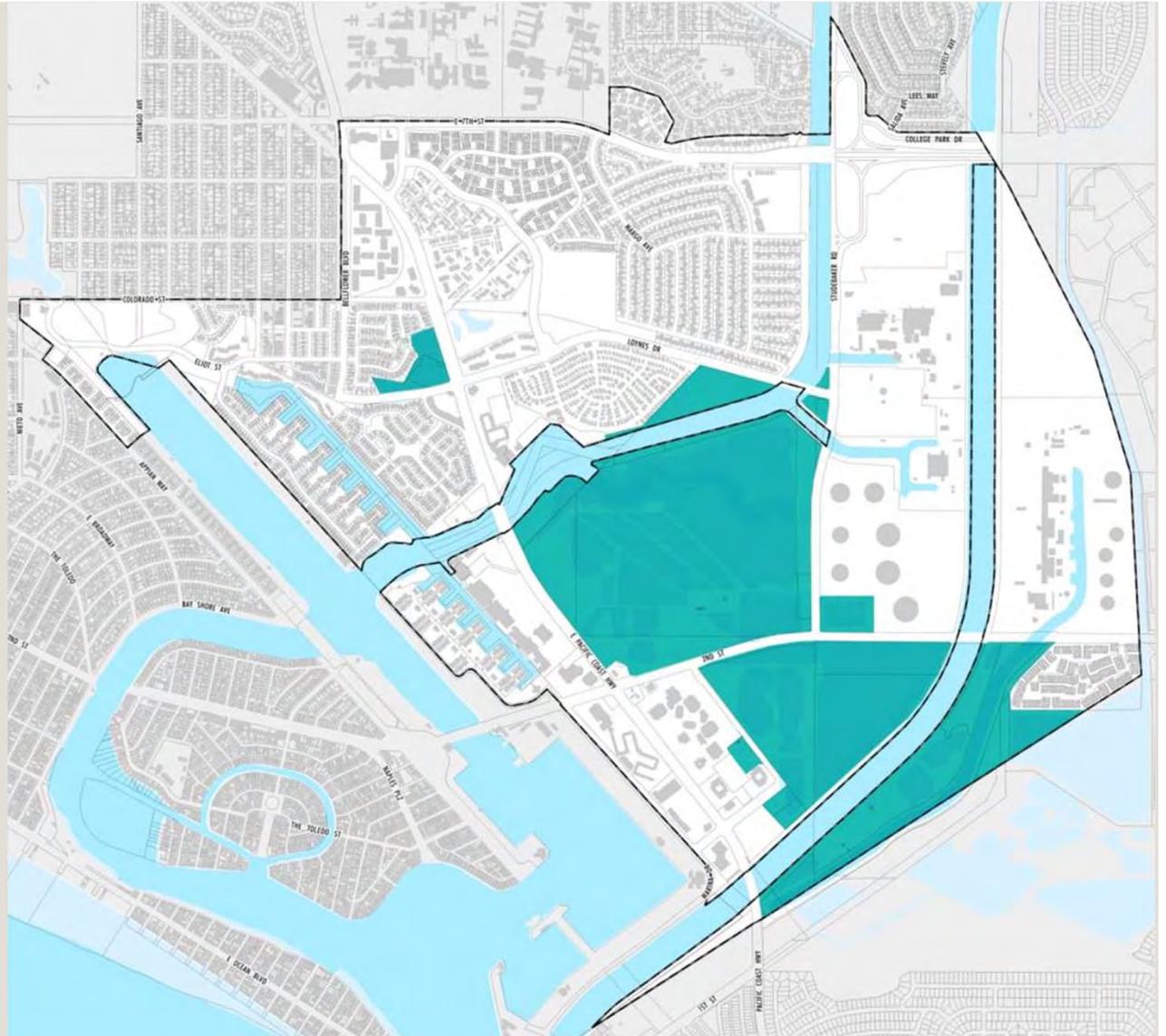
- ❖ Preserve wetlands resources
- ❖ Want regional commercial shopping opportunities
- ❖ Need more residential
- ❖ Consider mixing of uses
- ❖ Don't want high rise like Pike, Downtown or Oceanfront
- ❖ Want sense of place
- ❖ General lack of clarity on land use regulations (PD) likely a hindrance to development

Planned Land Uses (1977 SEADIP)



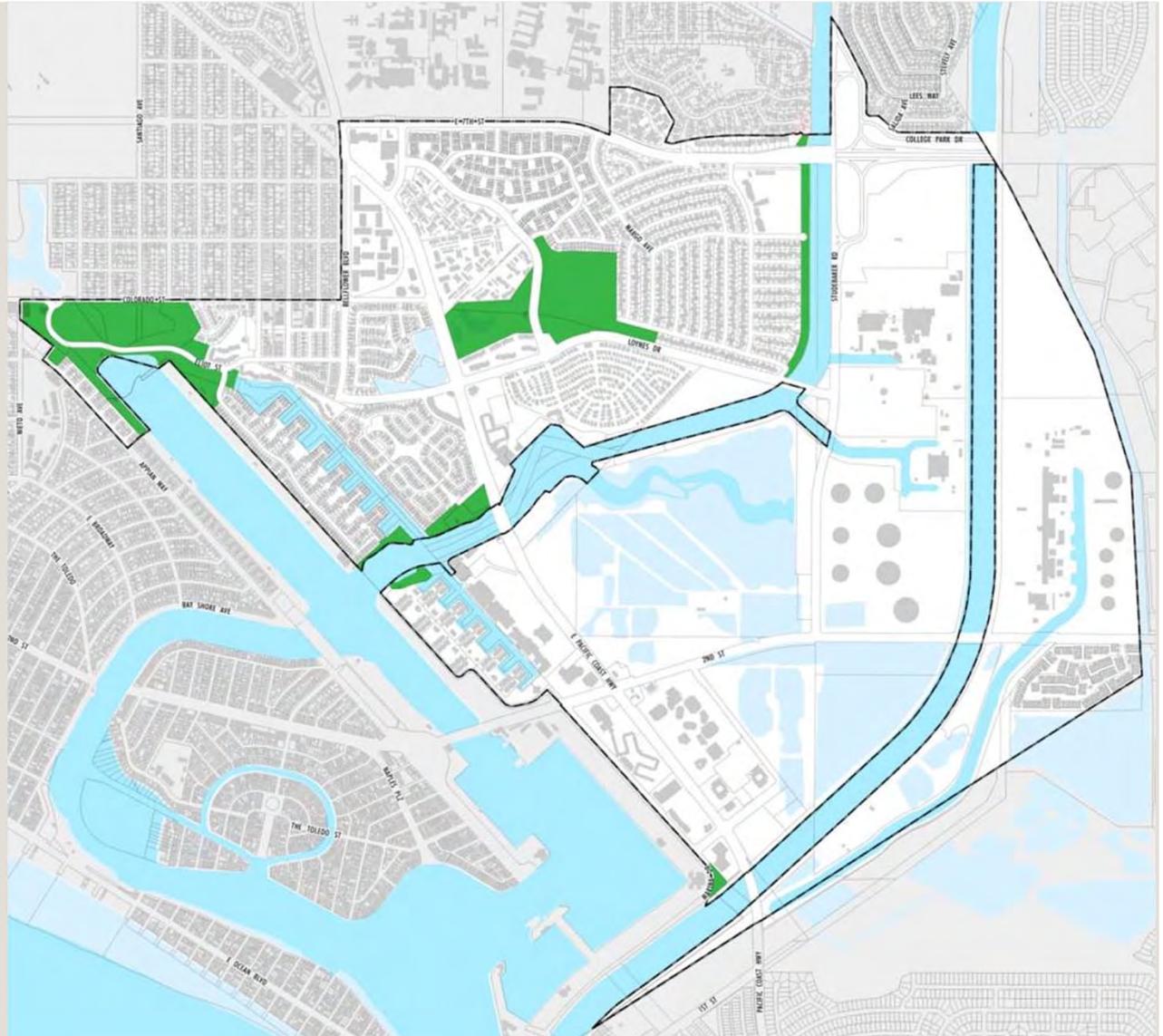
Land Use: Coastal Habitat, Wetlands, & Recreation

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



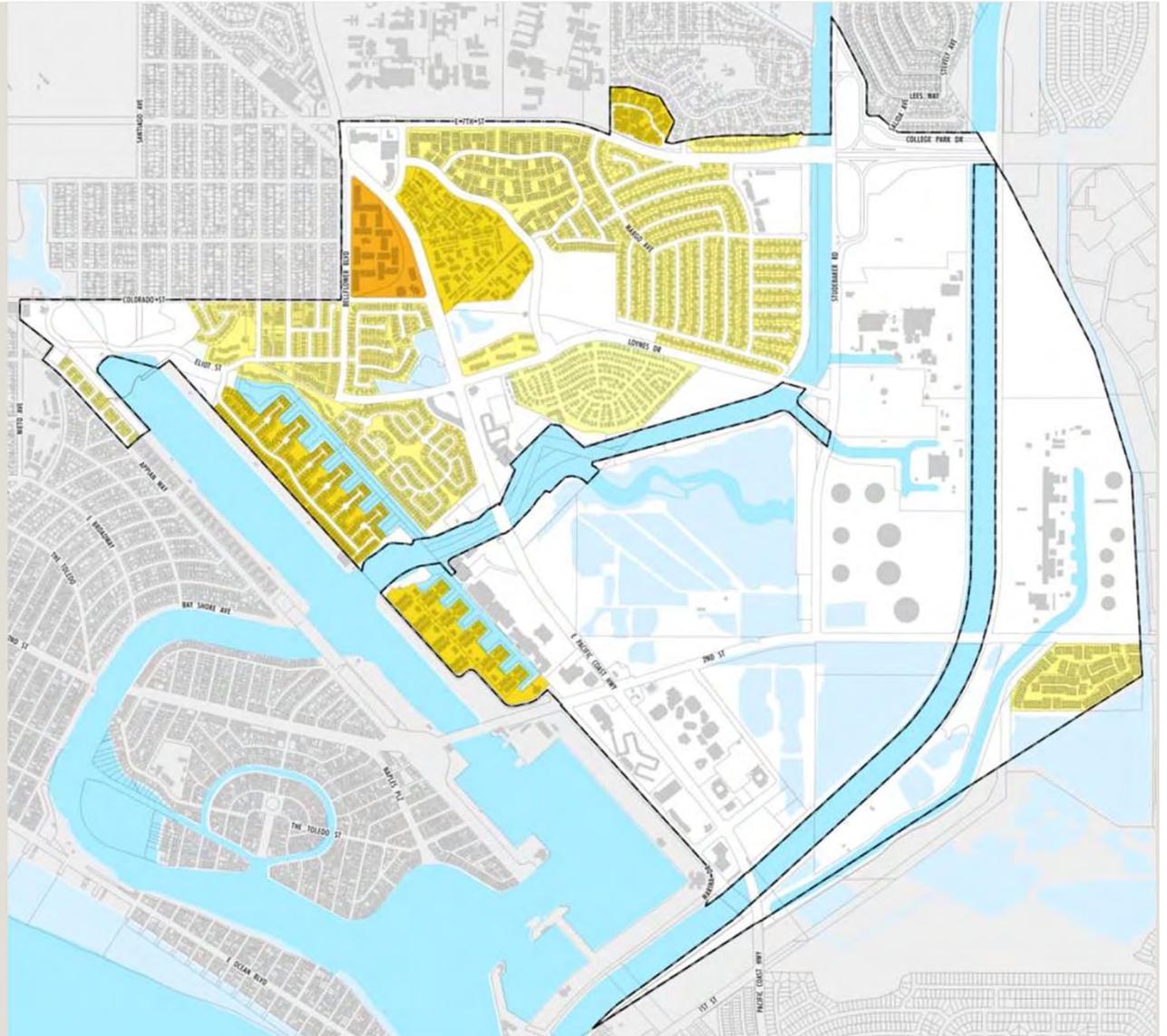
Land Use: Open Space

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



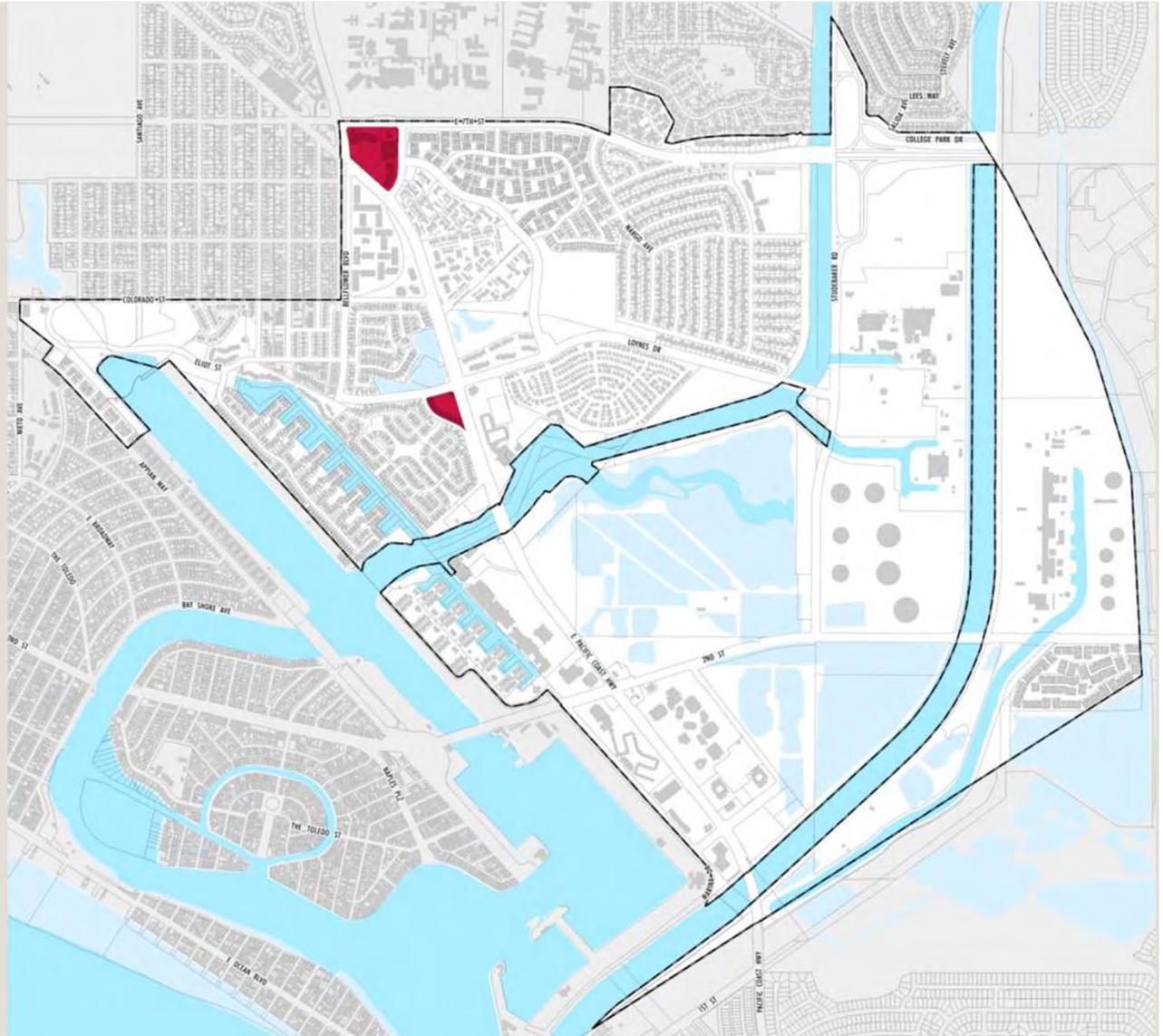
Land Use: Residential

- ❖ 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



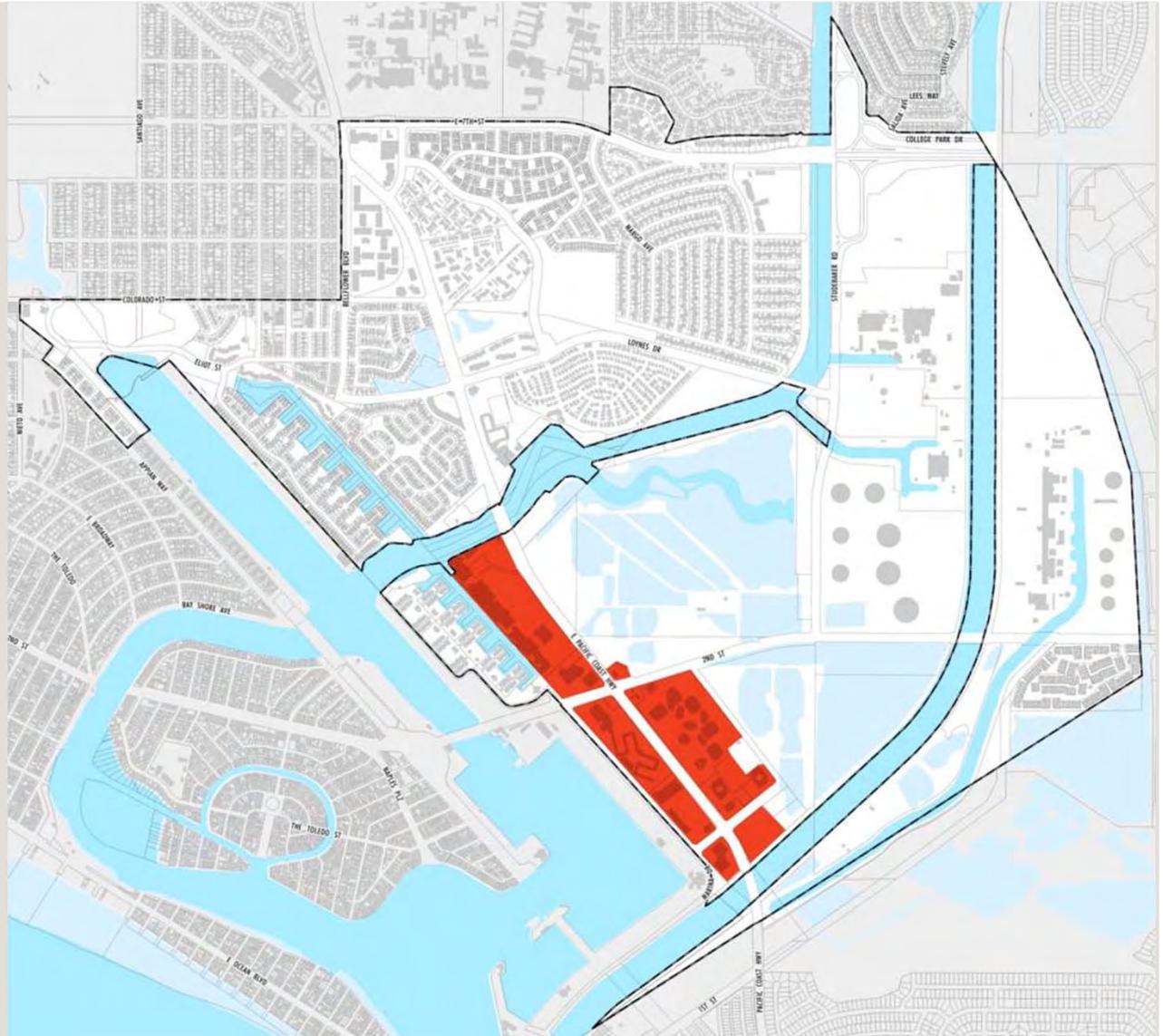
Land Use: Neighborhood Retail

- ❖ 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



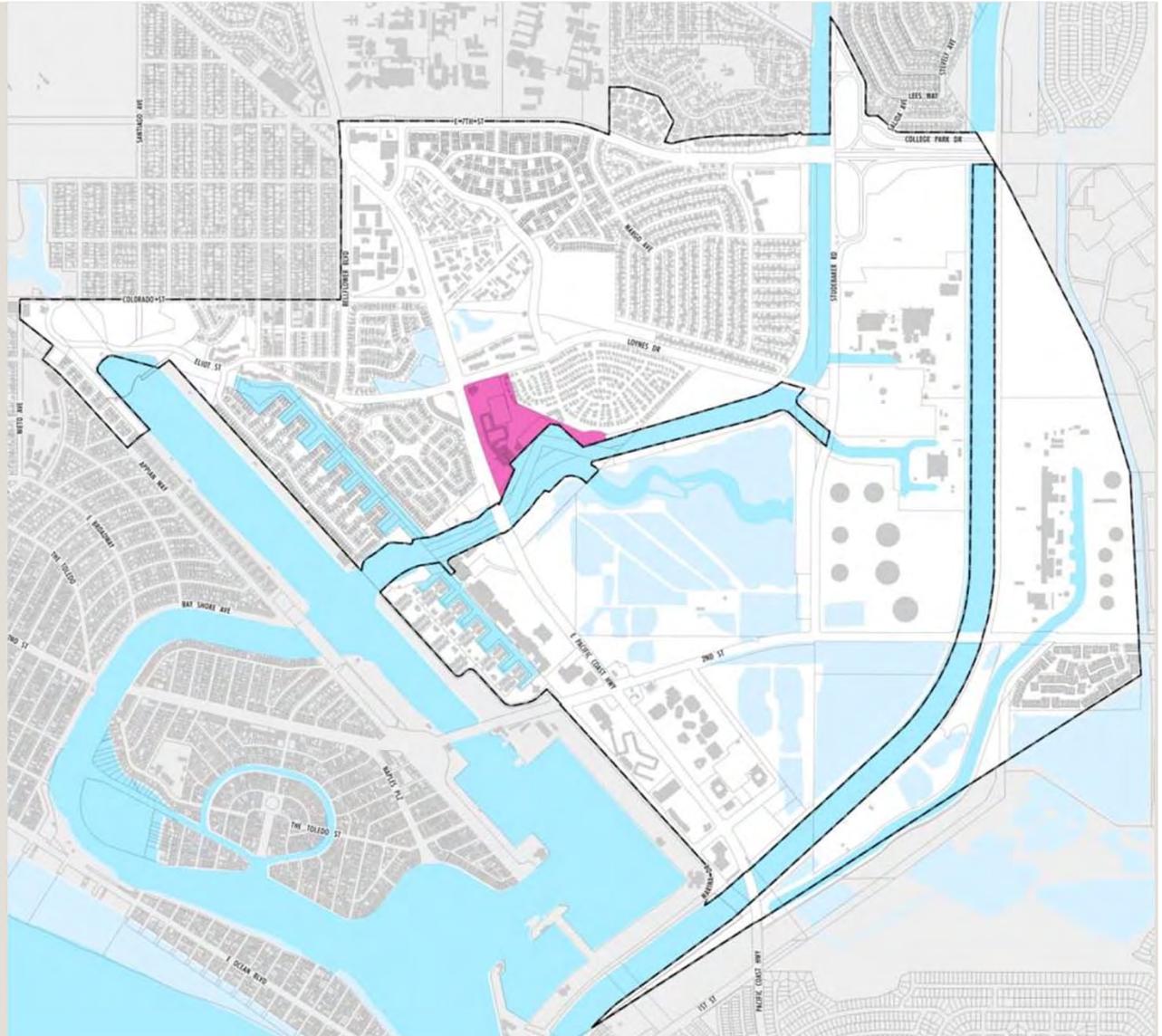
Land Use: Mixed-Use Community Core

- ❖ 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



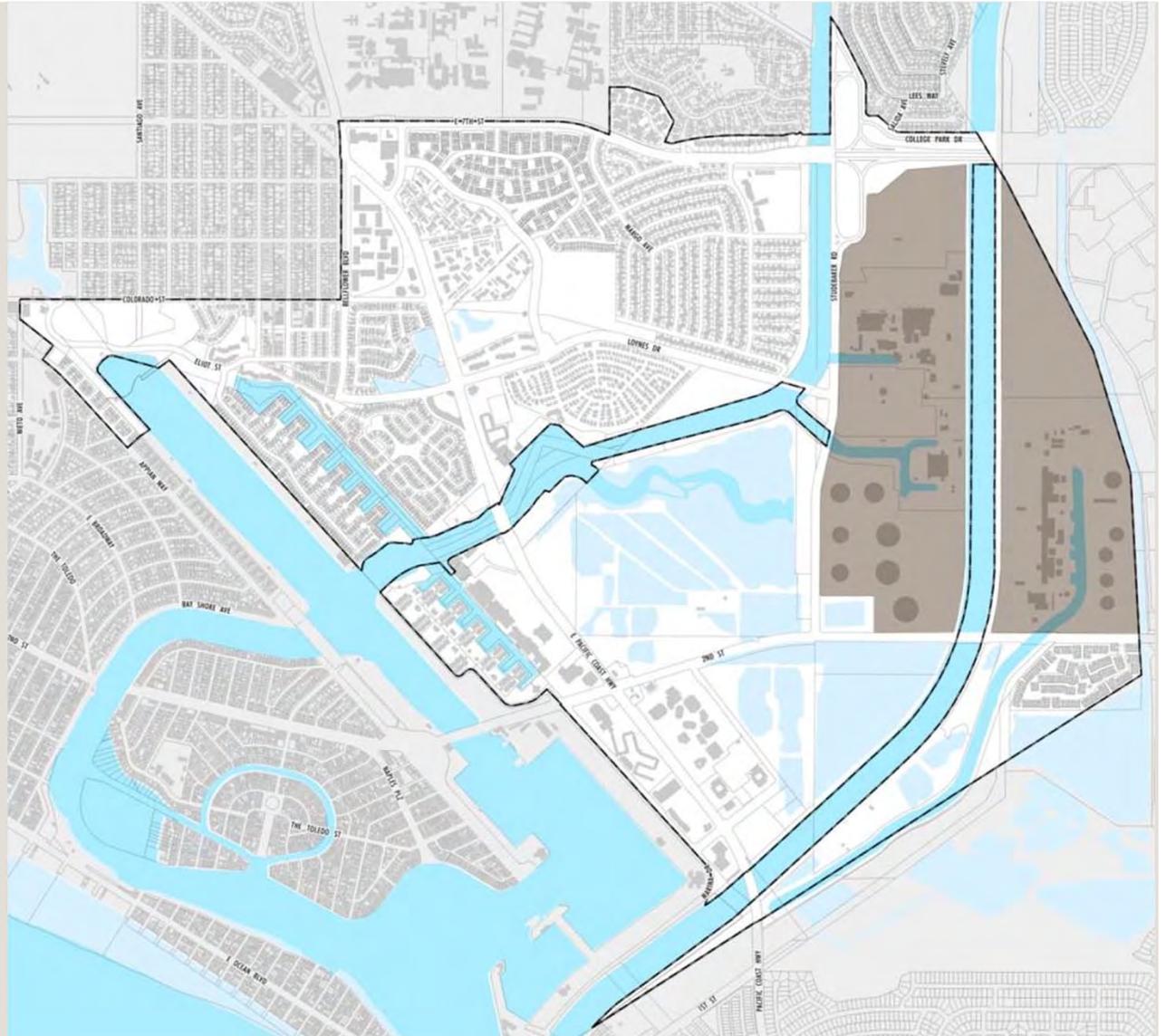
Land Use: Mixed-Use Marina

- ❖ 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



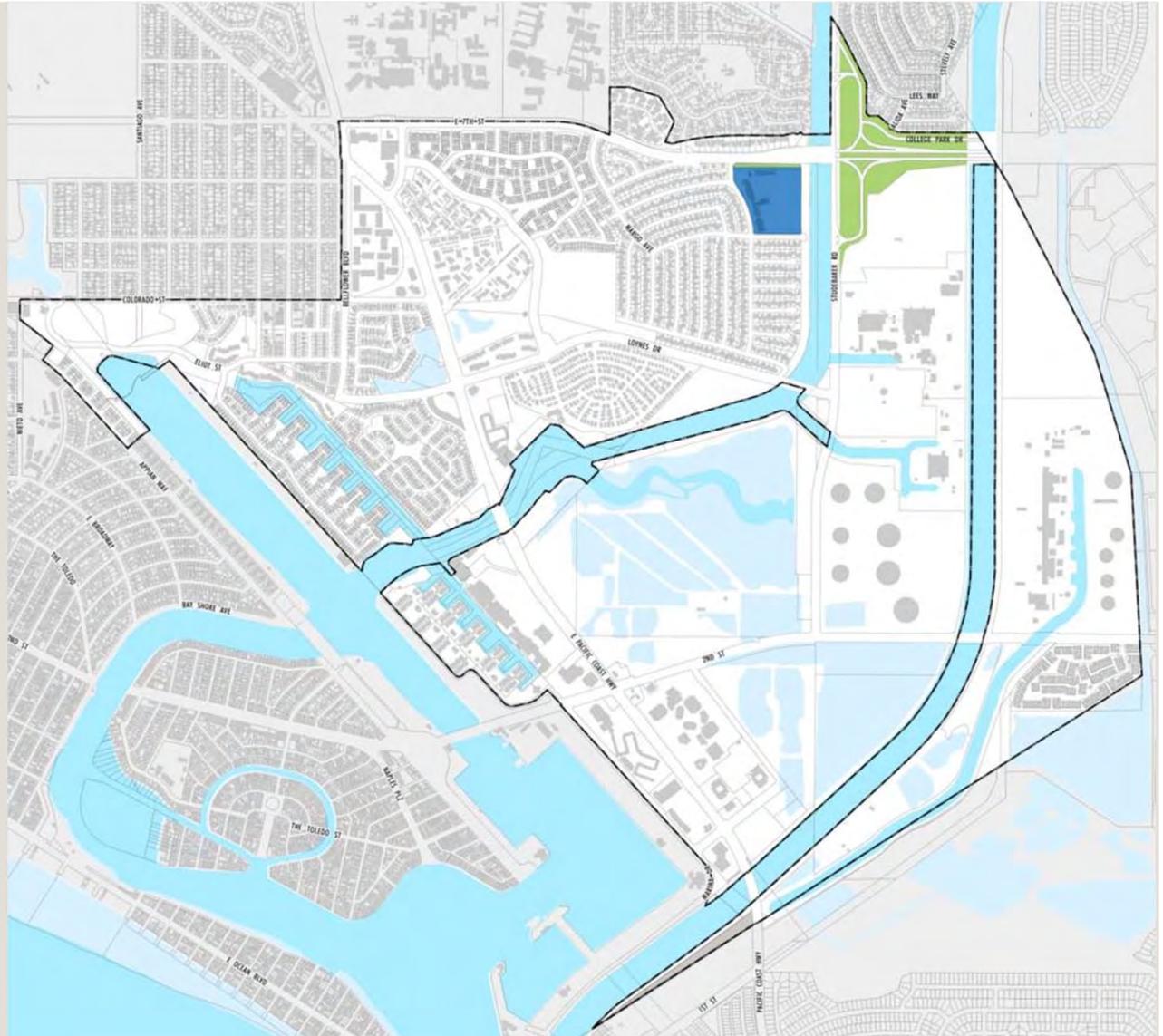
Land Use: Industrial

- ❖ 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



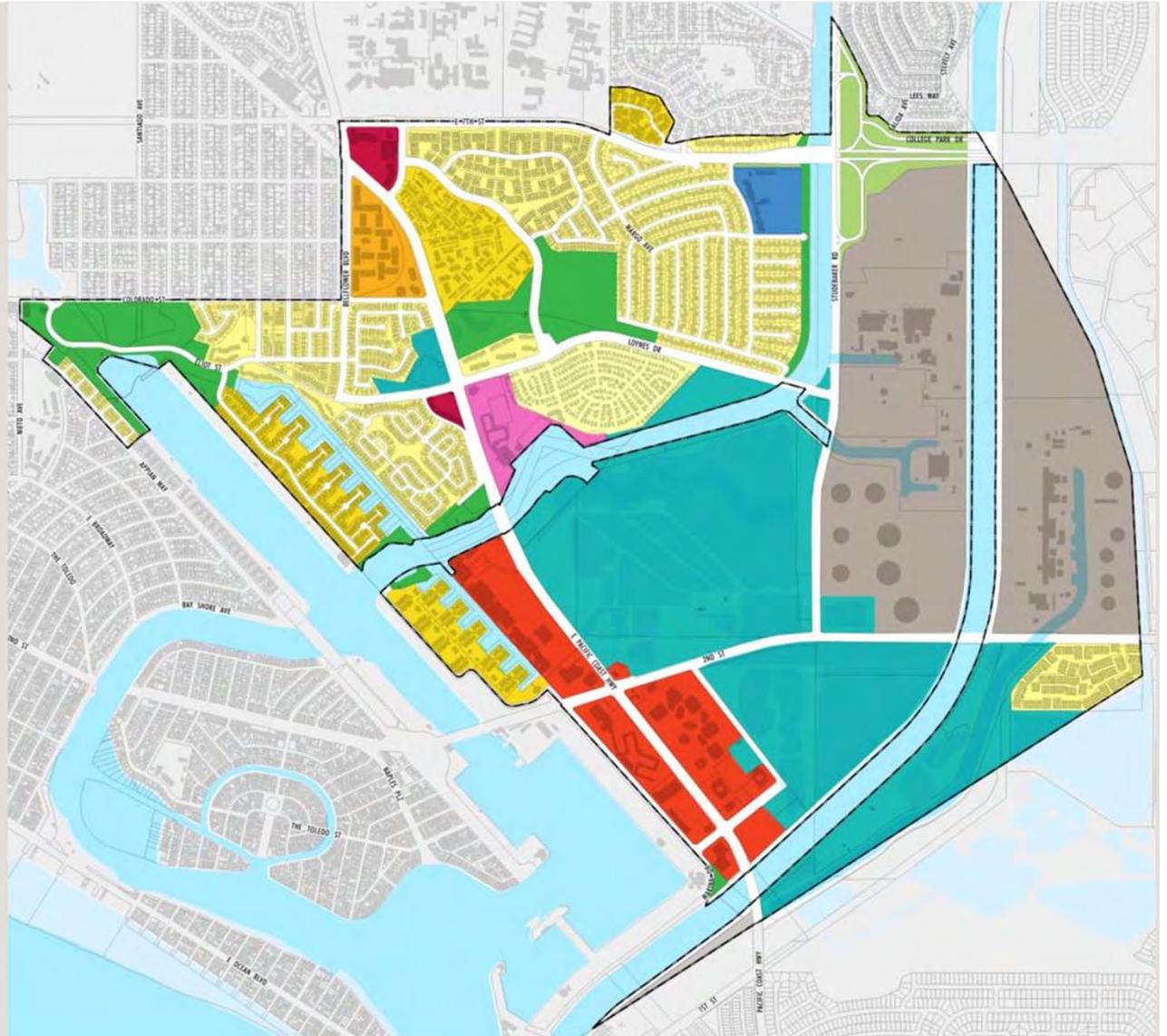
Land Use: Other

- ❖ 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



Timeline / Next Steps

❖ WINTER 2014/2015

- Select Land Use Plan

❖ SPRING 2015

- Prepare Specific Plan
- Coordinate with Coastal Commission

❖ SUMMER 2015 →

- Initiate Environmental Impact Report (Initial Study & Scoping Meeting)
- Prepare Technical Studies (Air Quality, Cultural, Noise, etc.)
- Complete Specific Plan and EIR
- Initiate Local Coastal Program (LCP) Amendment
- Planning Commission & City Council
- Attain LCP Certification from Coastal Commission

Questions/Discussion

City of Long Beach

