

APPENDIX A: OUTREACH SUMMARY

Engaging the community was a critical part of completing the Southeast Area Specific plan.

This appendix contains agendas, presentations, and summaries from the following outreach efforts that comprised the SEASP outreach program:

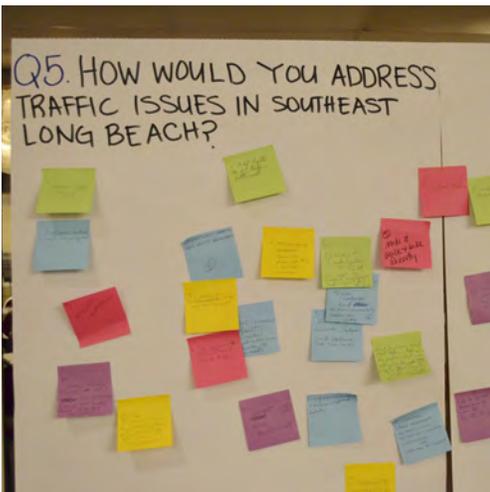
- Community Workshops
- Pop-up Workshops
- Community Advisory Committee Meetings
- On-line Long Beach Town Hall Topic Reports

COMMUNITY WORKSHOPS

Workshop #1 April 2014

Workshop #2 August 2014

Workshop #3 February 2015



**Southeast Area Specific Plan
Community Workshop Series #1 Summary
May 2014**

The City of Long Beach conducted the first series of community workshops for the Southeast Area Specific Plan on April 23 and 26, 2014 at the times and locations listed in Table 1. The purpose of the first series of workshops was to provide information about the planning process and to solicit input on the long-term vision and planning issues for the southeast area. The community workshops were paired with a Long Beach Open Town Hall online forum discussion topic from April 22 to May 3, 2014. The discussion topic reflected the “Pop Quiz” activity described in the workshop format section of this summary.

Approximately 52 community members attended the workshops and 7 persons contributed to the Long Beach Town Hall discussion.

Table 1. Workshop locations, dates, and times

Location	Address	Date & Time
Best Western Golden Sails Marina Ballroom	6285 E. Pacific Coast Highway Long Beach, CA 90803	Wednesday, April 23rd 6:30 p.m.
Seaport Marina Hotel	6400 E Pacific Coast Hwy, Long Beach, CA 90803	Saturday, April 26th 10 a.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. Angela Reynolds, Deputy Director of the City of Long Beach Development Services Department, provided an overview of the project background, including a description of the grant received from the California Department of Conservation. A representative (Wendy Grant, Karen Gulley) from PlaceWorks, the lead consultant, reviewed the [timeline](#), work plan, and [process chart](#) for the project. An overview of the outreach efforts to-date including a recap of the [February Pop-up Outreach booths](#), the development and first meeting of the [Community Advisory Committee](#), and the City’s online engagement tool, [Long Beach Town Hall](#), were also presented.

After the opening remarks and presentation, workshop participants were asked to participate in two engagement activities, a vision drawing exercise and a community pop quiz.

Visioning Activity: For the vision drawing exercise, participants were prompted to draw their visions for Southeast Long Beach in 20 years with the members of their table. Visions were to include the areas that should remain the same as well as show how other areas should be changed. The groups identified the main themes resulting from the exercise as “Big Ideas.” Each group was given a few minutes to present their “Big Ideas.”

Table 2 provides a summary of the recurring comments and “Big Ideas” that were shared during the visioning exercise. Those ideas listed in **bold** and *italics* were shared by multiple groups.

Southeast Area Specific Plan
Community Workshop Series #1 Summary
 May 2014

Table 2. Visioning Exercise Big Ideas

Theme Categories	Big Ideas
Bike/Pedestrian	<ul style="list-style-type: none"> • Add more bike lanes • Develop class 1 bike trails • Improve bike and foot traffic • Improve pedestrian and bike flow on PCH • Add vibrant signage and walkways • Consider a bike lane through the wetlands • Consider pedestrian bridges at 2nd and PCH • Educate motorists about bike/ped safety • Widen sidewalks
Land Use	<ul style="list-style-type: none"> • Encourage upscale retail development • Encourage boutique/high class hotel • Encourage low impact/multi-use • Ensure development density does not exceed traffic capacity • Ensure development complements the wetlands • Ensure development restores/preserves view corridors • Do not add more residential • Redevelop pumpkin patch • Create a gateway into the city • Do not allow more strip malls or big box development • Encourage development that will encourage use/access to the coast • Encourage quality development to complement wetlands • Only allow for low rise development, nothing over 4 stories • Redevelop Market Place & Seaport Marina together • Redevelop mobile home park • Tear down Seaport Marina Hotel
Marina	<ul style="list-style-type: none"> • Improve connection to Marina • Improve public access to the Marina and waterways • Promote water activities • Relocate boat storage
Oil/Power Operations	<ul style="list-style-type: none"> • Consolidate oil operation to one location • Relocate oil operation • Change the tank farm in to a solar farm • Disguise profile of oil tanks with landscaping • Move out AES and DWP • Take out power plants and turn area into more wetlands
Other	<ul style="list-style-type: none"> • Improve aesthetic/architectural design • Embrace aquatic theme of the area • Improved quality of life for people and animals • Minimize light pollution
Traffic	<ul style="list-style-type: none"> • Minimize traffic related impacts • Enhance connectivity • Reduce vehicle trips • Connect Shopkeeper Rd to Studebaker • Consider a roundabout or a pedestrian overpass at 2nd and PCH to relive the traffic • Consider a cross town freeway/expressway • Enhance connectivity • Increase public transit service in the area • Transform PCH into a slow moving boulevard like Seal Beach and Corona del Mar

Southeast Area Specific Plan
Community Workshop Series #1 Summary
 May 2014

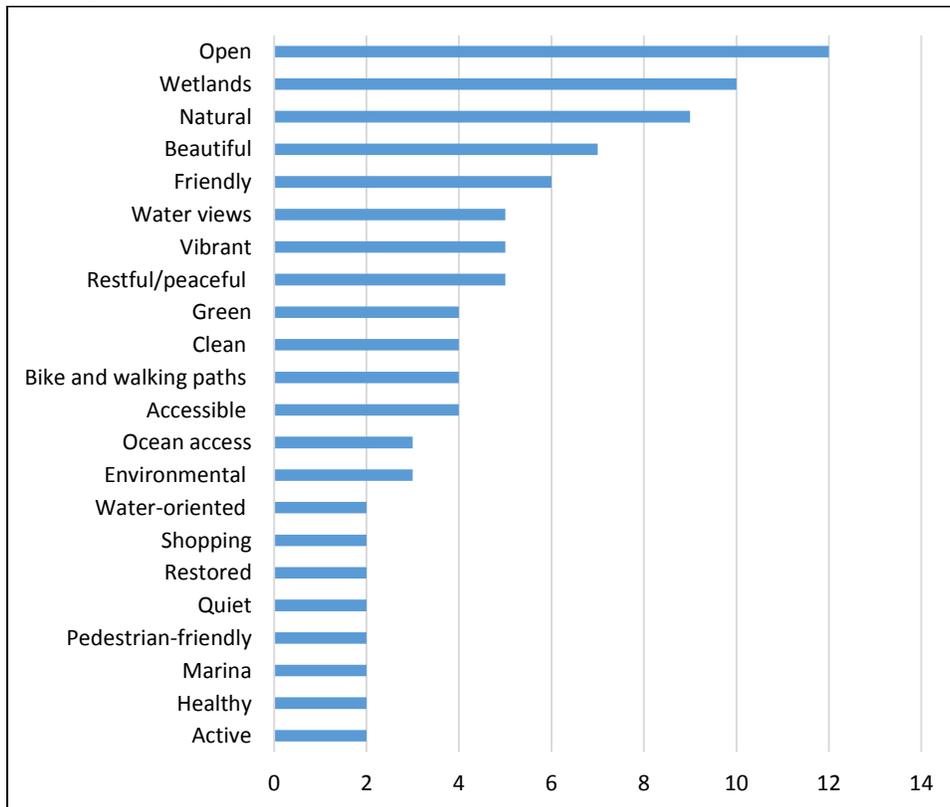
Theme Categories	Big Ideas
	without reducing travel times
Wetlands/Open Space	<ul style="list-style-type: none"> • Improve wetlands connectivity • Restore the wetlands • Create access (walkway) and restoration similar to what is found a Bolsa Chica • Create as much open space as possible • Develop a passive park • Integrate extension of Studebaker Rd through wetlands • Encourage new development to go into wetlands fund • Transfer all wetlands to the public trust

Community Pop Quiz Activity: For the pop-quiz activity, workshop participants were asked to quickly respond to 10 questions prompted by the meeting facilitator that focused on the unique attributes of southeast Long Beach and current challenges and needs, then write their responses on post-it notes. Following the quiz, workshop participants were given a break to post their notes on designated locations on the walls of the meeting room. At the conclusion of the break, the workshop facilitator reported on the top answers. The same ten questions were posted on Long Beach Town Hall online forum as a [discussion topic](#).

Recurring themes that emerged from pop-quiz answers received during the workshops and via the online forum are summarized below.

Question 1. In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Top Responses to Question 1



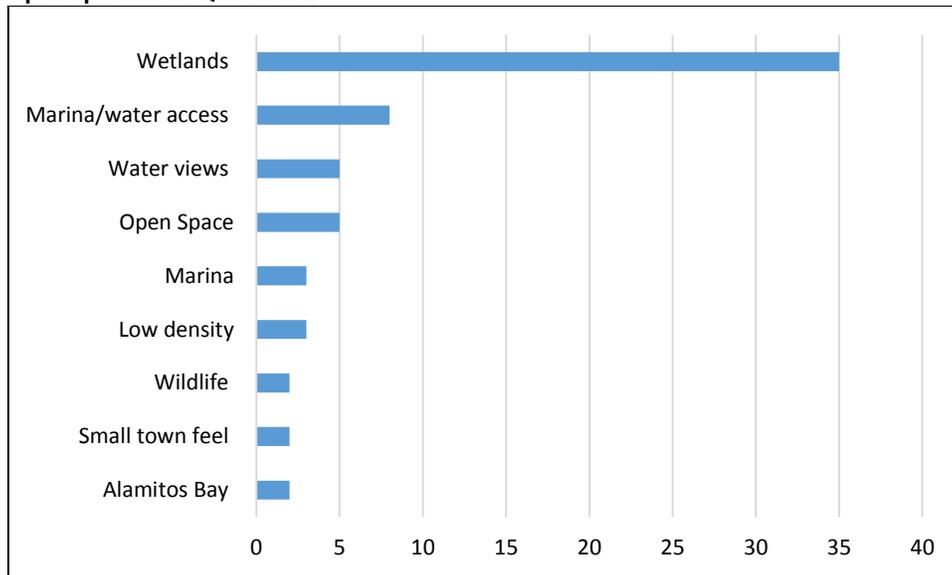
**Southeast Area Specific Plan
Community Workshop Series #1 Summary
May 2014**

Additional responses included:

- Affluent
- Alive
- Attractive
- Beach
- Blue
- Coastal
- Coastal beach lifestyle
- Cohabitate to people and wetlands
- Community
- Connected
- Developed
- Energetic
- Free
- Fun
- Happy
- Inviting
- Mobility
- Multiuse
- Parks
- Pleasant
- Recreational
- Resource
- Tourism
- Transit Accessible
- Utilization
- Wildlife friendly

Question 2. What about Southeast Long Beach should be preserved for the future?

Top Responses to Question 2

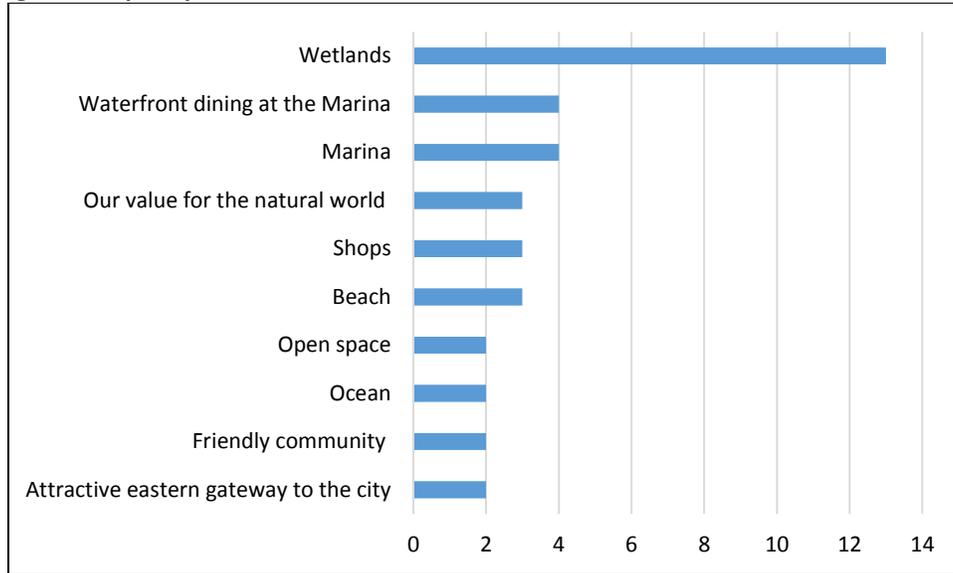


Additional responses included:

- Active aquatics
- Beach
- Bicycle and pedestrian opportunities
- Diversity
- Fluid, moderate traffic
- Low impact development
- Low-heights
- Neighborhoods
- Residential feel
- River Estuary
- Slough
- Water-based theme

Question 3. When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

Figure 3. Top Responses to Question 3

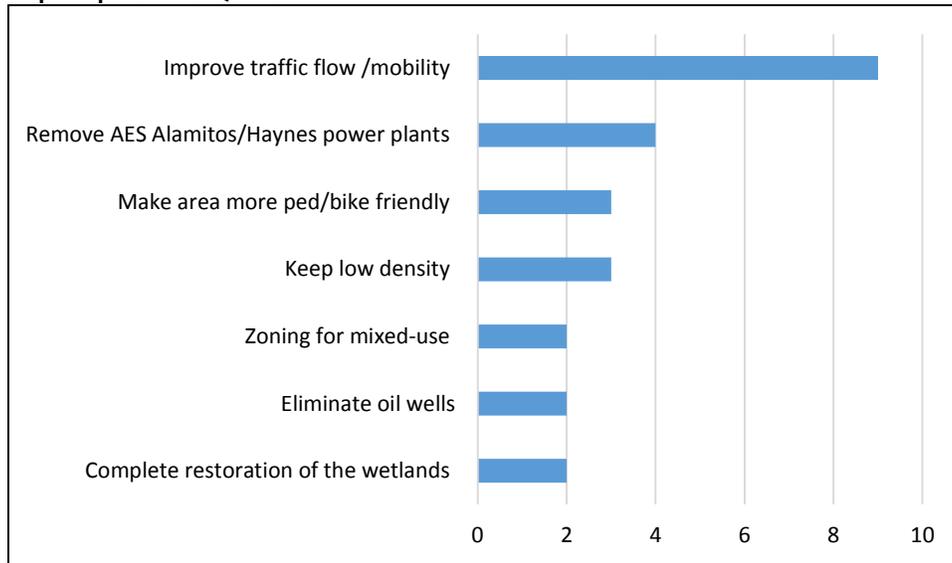


Additional responses included:

- Aesthetic gateway
- Amazing quality of life
- Beautiful seaside
- Clean
- Farmer's Market
- Hotel
- Naples Island history
- Natural beauty
- Nice place to live without the traffic problems
- Oasis between LA and Orange County
- Restaurants
- Restored natural resources
- Safe and comfortable community
- Surprisingly beautiful community between LA and OC with a nice, small town feel
- That Southeast Long Beach is coastal and had the intelligence to save the wetlands
- That the City and its residents care about Southeast Long Beach
- Unique character
- Visitors welcome
- Water views
- Well balanced development
- Wetlands interpretive center

Question 4. If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Top Responses to Question 4

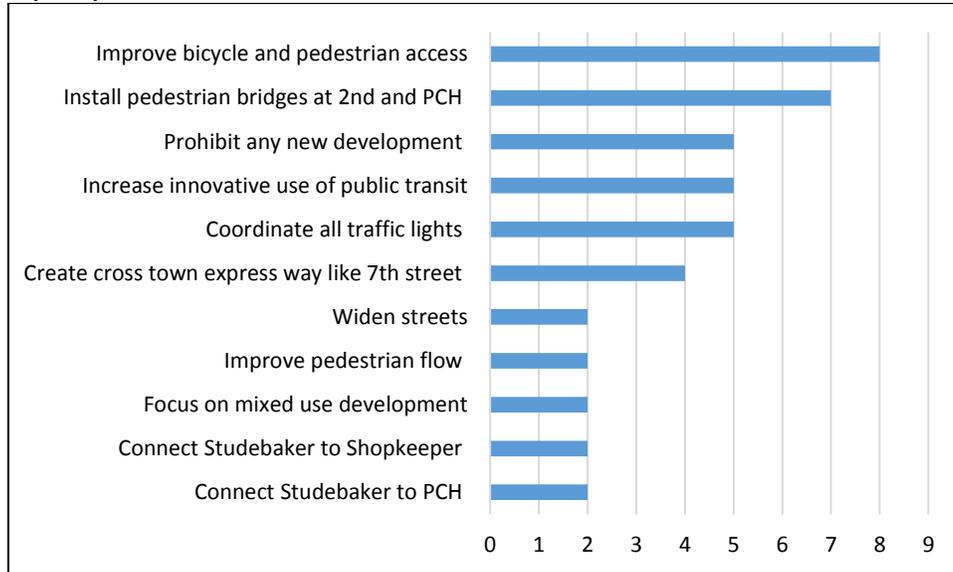


Additional responses included:

- A change in attitude to realize that the Los Cerritos Wetlands is the heart of the area
- Add hiking and biking trails that connect Seal Beach to Long Beach
- Be more transparent in their land use planning decisions
- Be open and accepting of our natural environment
- Commercial areas that complement each other
- Consistent zoning regulations without political influence
- Get SEADIP done and stop spot zoning
- Improve access to wetlands
- Improve aesthetics
- Improve all opportunities of aquatic and wetlands experiences
- Improve gateway
- Improve mobility at 2nd and PCH
- Improve water views
- Increase mixed use planning
- Increase access to open space
- Keep natural feel
- Land use and zoning
- Light rail or trolley along PCH/Bellflower corridor
- Mandatory photo voltaic panels
- Promote upscale development
- Reduce congestion on PCH
- Remove the visual blight of old development
- Slow down traffic
- Stop development
- Transform the streets into "complete streets"
- Unfreeze development
- Upgrade corner of 2nd and PCH
- Upgrade traffic improvements on 7th and 2nd streets

Question 5. How would you address traffic issues in Southeast Long Beach?

Top Responses to Question 5

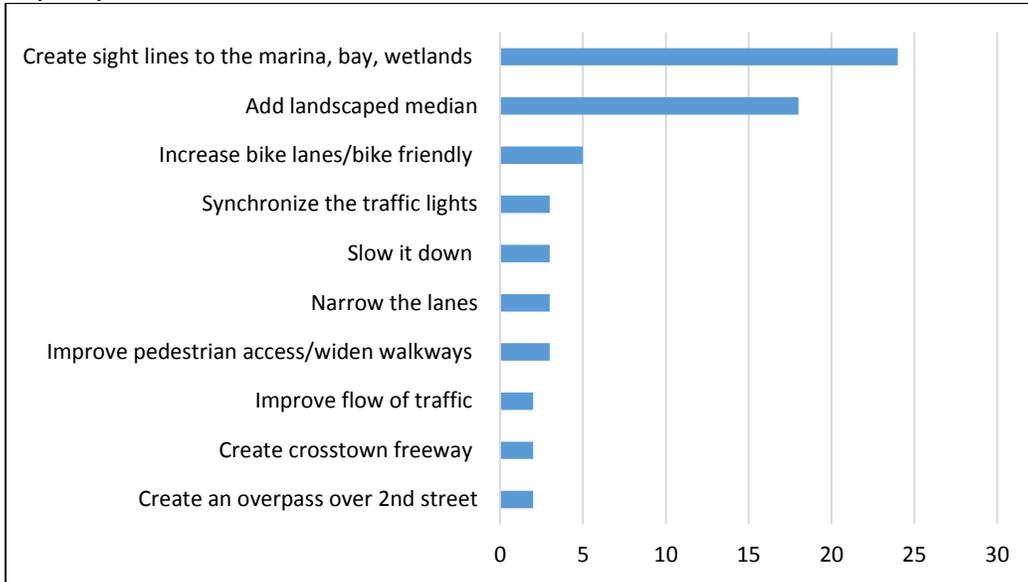


Additional responses included:

- Consider a large roundabout or traffic circle at 2nd and PCH
- Create turn lanes
- Educate the public
- Grade separation at 2nd and PCH
- Improve intersections
- Install a few public multi-story parking garages
- Install medians
- Interconnect the plazas for foot-traffic or bike only zones
- Light rail/trolley along PCH/Bellflower corridor
- Limit development
- Low density development
- No more roadway installations
- Promote Westminster to Seal Beach to Warner as an alternate commute south
- Rely on the wisdom of an experienced and qualified traffic engineer
- Traffic circle
- Turn North Marina Drive into a street
- Widen Marina Way

Question 6. How would you like to see the Pacific Coast Highway Corridor improved?

Top Responses to Question 6

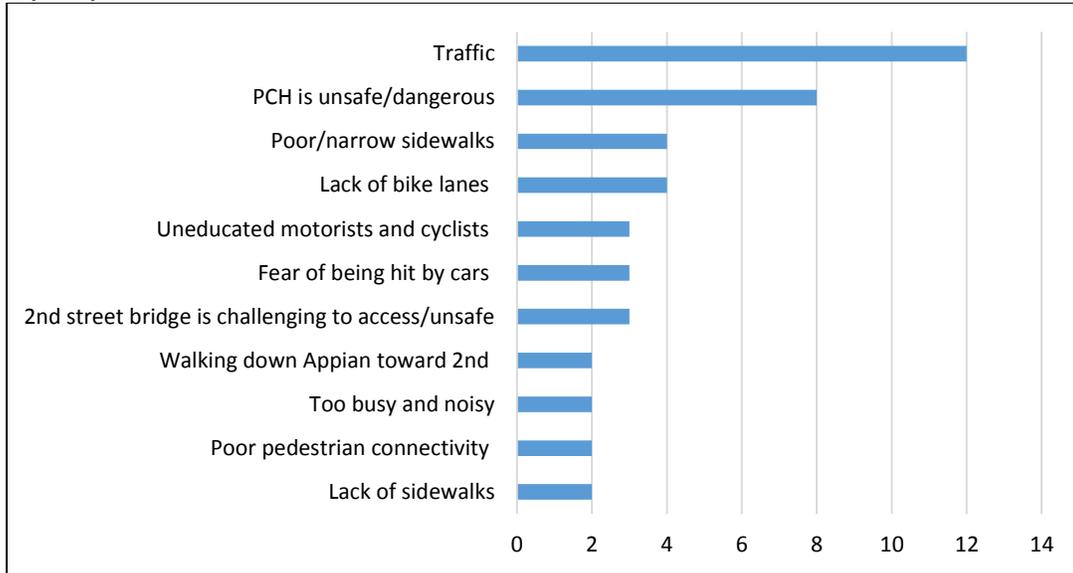


Additional responses included:

- Build a "Long Beach" sign
- Beautify the Seal Beach border
- Clear abandoned buildings and oil equipment from view
- Do not make congestion any worse
- Hide the tanks and stacks
- Improve corner of 2nd and PCH
- Improve view of the east side coming south or north on PCH between Loynes and 2nd
- Improve view of Steam shovel Slough from 2nd and PCH
- Improved lighting
- Increase open space
- Increase public transit service
- Keep development small
- More interesting architecture
- Rebuild Marina Pacifica Mall to feature the water
- Redevelop outer traffic circle
- Reduce big box structures
- Regulations on overhead wires and signage
- Relinquish PCH from Caltrans for local control
- Remove Golden Sails
- Remove the accident prone traffic circle
- Right turn lane signs
- Sidewalk and curb improvements
- Turn it into a grand boulevard
- Upscale development
- Use Corona del Mar as an example
- Wetlands restoration

Question 7. Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Top Responses to Question 7

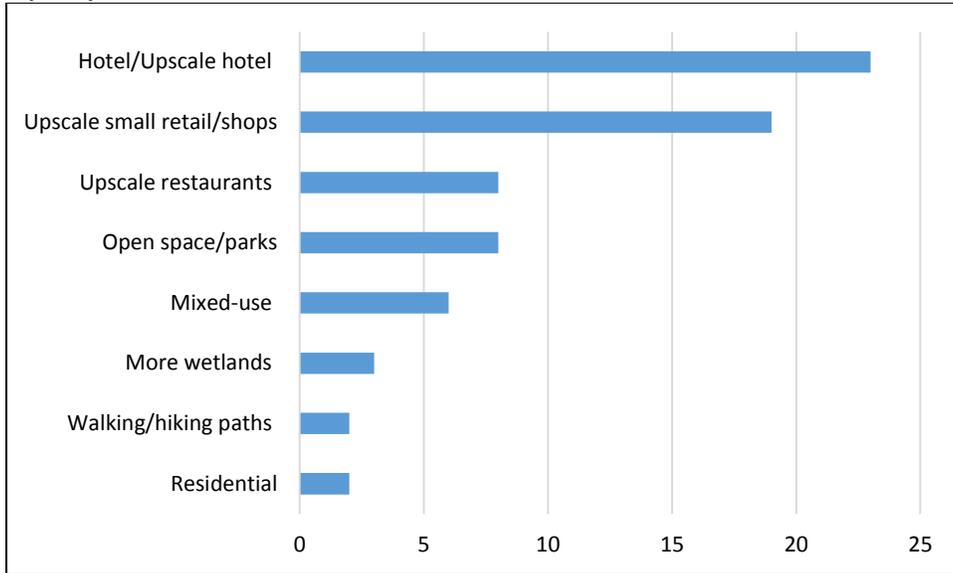


Additional responses included:

- 2nd and PCH intersection
- Cars in the bike lanes
- Lanes along Westminster and by Gelsons
- Large mass of automobile traffic
- Minimal provisions for cyclists
- Separate bike lines
- Sharrow lane at 2nd street is hazardous
- Signal lengths are too long
- Transitions between bike areas

Question 8. What type of land uses (retail, hotel, residential, other) would you like to see more of in the area?

Top Responses to Question 8

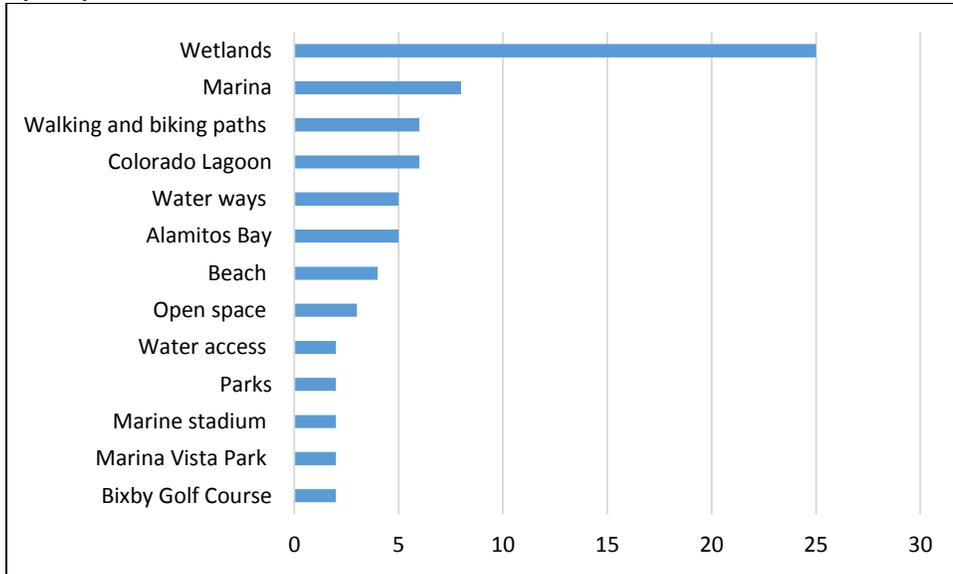


Additional responses included:

- Beach access
- Destination activities
- Higher end condos/lofts
- Improved access to the Marina
- Large retail like Costco or Home Depot
- Low traffic land use
- More independent businesses, less chains
- No development
- Ocean or sports themed retail
- Office
- Public gathering spaces
- Recreation
- Visitor serving facilities

Question 9. Which open space/recreational areas do you value the most in Southeast Long Beach?

Top Responses to Question 9

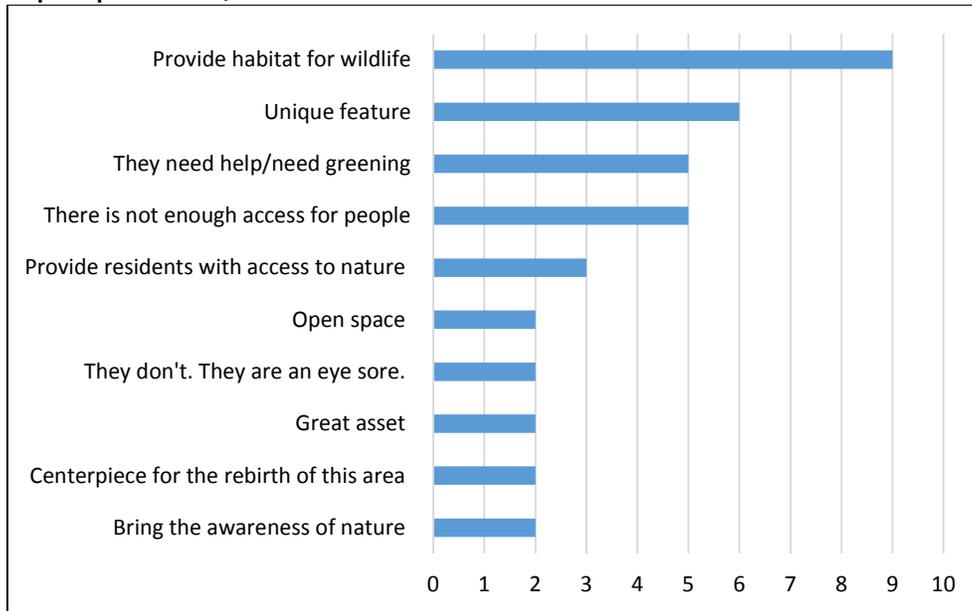


Additional responses included:

- Belmont Pier and Pool
- Dunster Marine Reserve
- SG River
- Steam Shovel Slough
- Waterfront

Question 10. How do the wetlands contribute to the character and landscape of Southeast Long Beach?

Top Responses to Question 10



Additional responses included:

- At present, one would not even know the wetlands existed if you were a visitor
- Cleaner air and water
- Iconic landmark
- Long Beach is open, active, outdoorsy, and close to nature - the wetlands typify this
- Makes Long Beach a world class city for tourism
- Need interpretive center
- One feels peaceful and that man is trying to get it together to realize and preserve God's paradise
- Part of the area's history and legacy
- They are hidden and unusable
- They are key to creating a sense of unique place
- They are the character of Long Beach
- They send a message to visitors that our environment is highly valued
- They are the only thing here that isn't man made
- This is what makes the area unique- development must embrace and complement it
- Used to educate children on the benefit of the environments to people
- Visually desolate

Southeast Area Specific Plan
Community Workshop Series #1 Summary
May 2014

The meeting facilitator concluded the meeting by announcing the raffle winners, reviewing next steps for the project, encouraging the participants to remain involved in the project, and asking that they provide ideas for the project name on flip charts located at the meeting room exit.

Project name ideas shared at the workshop and via the online forum included:

2PCH

PCH 2

Long Beach Grand Theme for the Southeast Region

SCRAPE (Southeast Community Redevelopment Advisory Plan Enhancement)

SEACUP (Southeast Area Compatible Use Plan)

SEADIP II

SEADIP III

SEADIP 21st Century

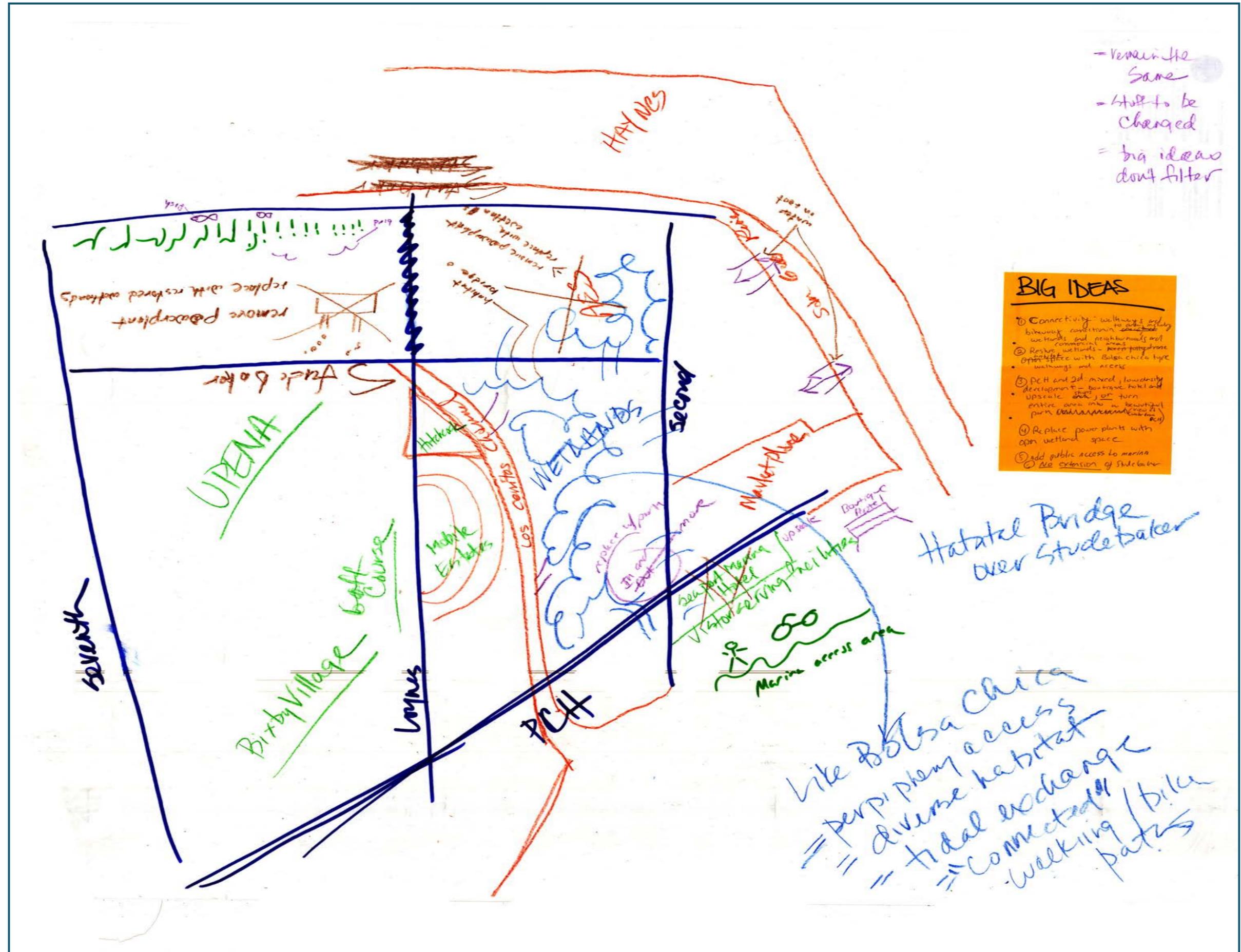
SEACOMP (Southeast Area Comprehensive Master Plan)

Southeast Renewal Plan

SUPER (Southeast Plan for Renewal)

COMMUNITY WORKSHOP BIG IDEAS GROUP #1

- Connectivity: walkways and bikeway connection to wetlands, neighborhoods and commercial areas.
- Restore wetlands, diverse habitat with Bolsa Chica type walkways and access
- PCH and 2nd street: mixed, low density development with boutique hotel and upscale shops, or turn into a park.
- Replace power plants with open wetland space
- Add public access to marina
- No extension of Studebaker



Like Bolsa Chica
= periphem access
= diverse habitat
= tidal exchange
= connected walking/bike paths

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.



COMMUNITY WORKSHOP BIG IDEAS

GROUP #2

- Free flowing traffic
- Crosstown freeway/ expressway
- Same development for Marina Pacifica as Seaport Marina Area
- Clean up and provide access to wetlands, like Bolsa Chica
- More access for bikes
- Keep AES

7th ST. Discretionary
Set as a Freeway + town.
Freeway

Free Flowing Traffic

PC H/2nd
Saffron
Caden
Widening Hwy

PC H
Wallace
Traffic

Seaport Marina
Freeway
Seaport Marina
Freeway

BIG IDEAS TABLE #18

Wetlands Free Flowing Traffic
to X Town Freeway/Expressway

Seaport Marina Area
Marina Pacifica
and Bolsa Chica

Wetlands Concern
Clean up - Right Way

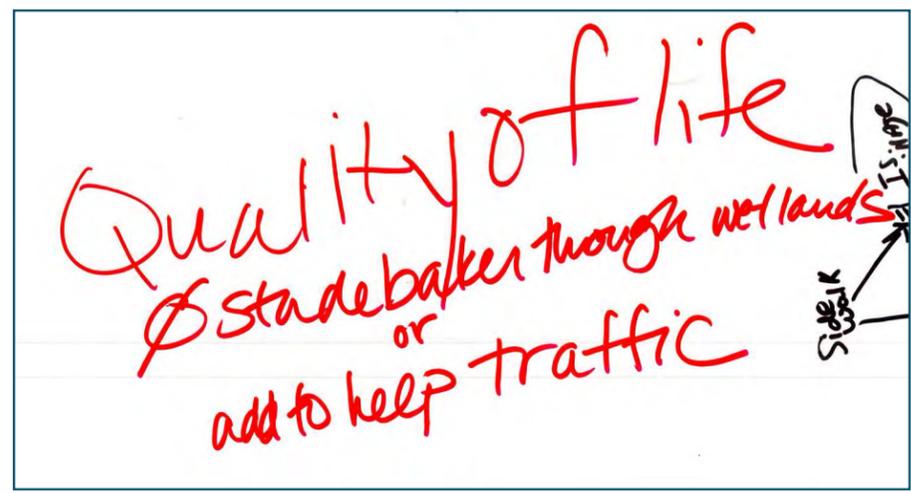
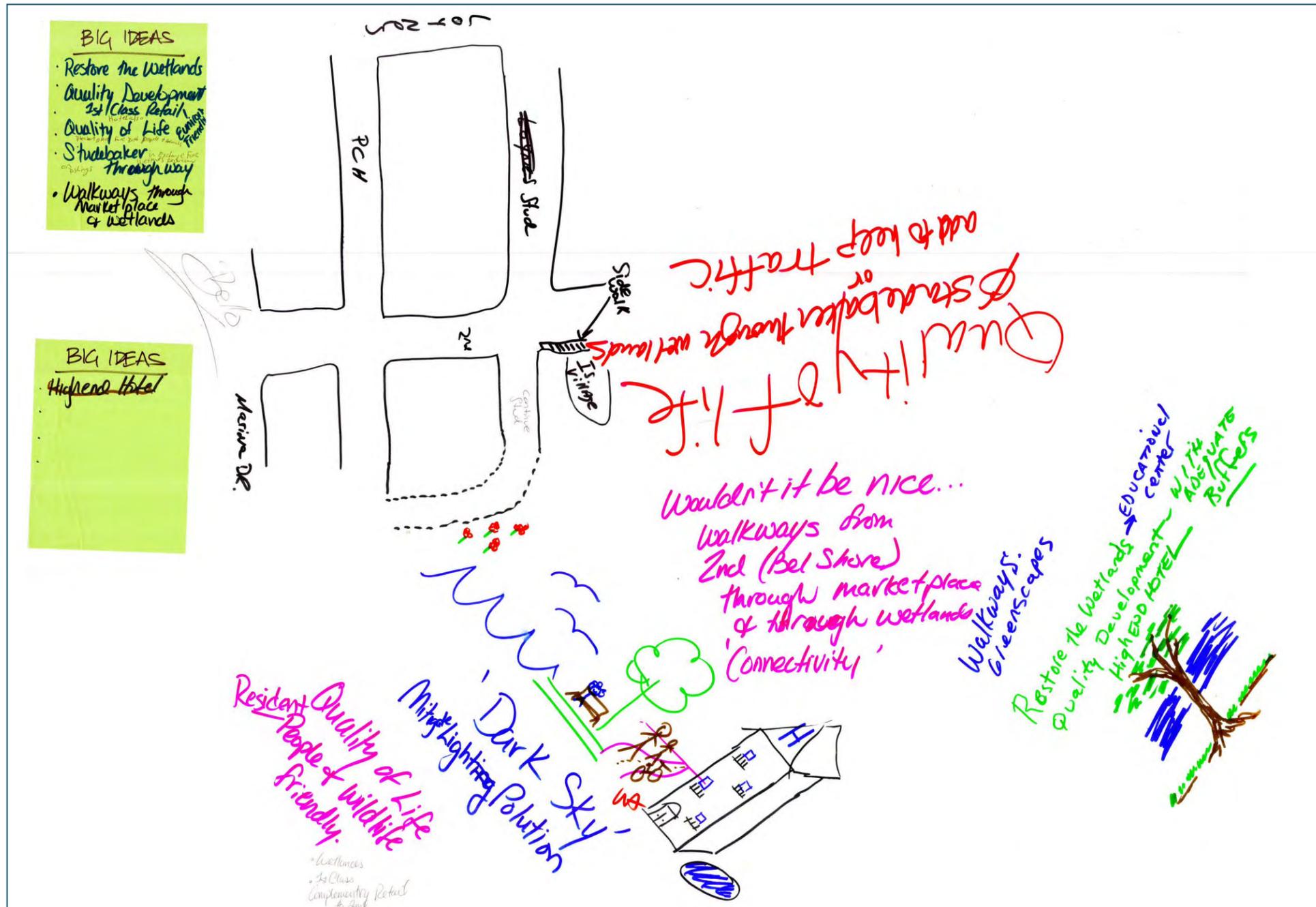
Sold
Bike
Wetlands
AES
AES



*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

COMMUNITY WORKSHOP
BIG IDEAS
 GROUP #3

- Restore the wetlands
- Quality development
- 1st class retail
- Quality of life
- Studebaker throughway
- Walkways through marketplace and wetlands



*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

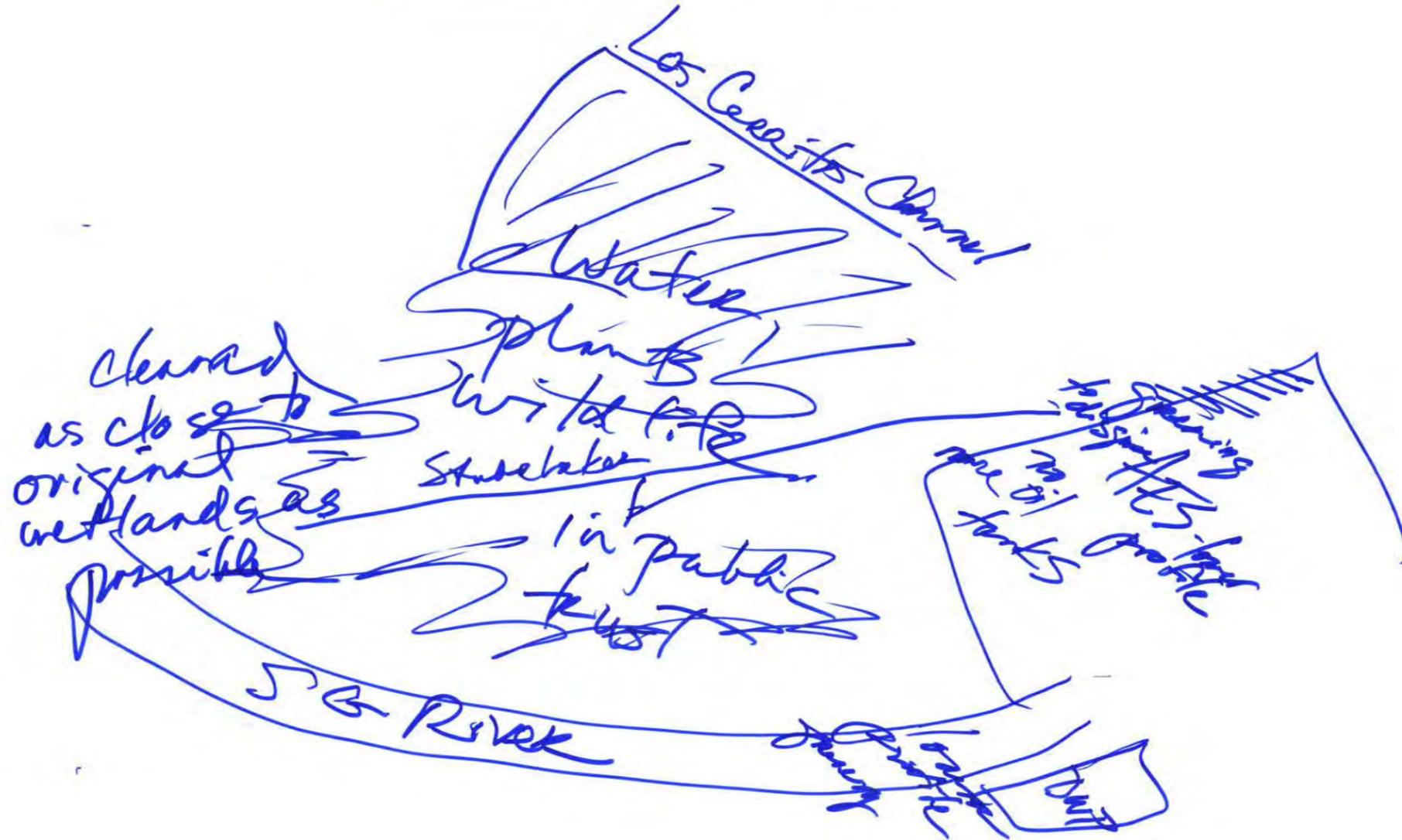


COMMUNITY WORKSHOP
BIG IDEAS
 GROUP #4

- Capitalize on oil potential
- Restore wetlands
- AES/DWP encouraged to move out of the area
- Use lower profile oil tanks or disguise with landscaping if they are unable to be relocated
- Public access to water
- Create more open space
- Residential unchanged
- Business property, low density, multi use

BIG IDEAS
 All potential
 Wetlands
 + restoration
 in public trust
 AES/DWP
 lower profile
 oil tanks
 + disguise
 natural habitat
 to)

Public
 Access to H₂O
 main fair H₂O
 view +
 maintain
 open space
 Promote use of H₂O
 Residential
 unchanged
 Business property
 low density, multi use



April 23, 2014

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

COMMUNITY WORKSHOP
BIG IDEAS
GROUP #5

- Restore wetlands between Loynes Dr./ PCH/Studebaker and San Gabriel River with public viewing areas around perimeter
- No extension of Studebaker
- Take out Seaport Marina Hotel, replace with boutique hotel, shopping and restaurants
- Freedom of movement

Restore all
Wetlands between
Loynes Dr./ PCH/Studebaker
& San Gabriel River
with public viewing areas
around perimeter
Ann Cantrell
No extension of
Studebaker!

Take out
seaport marina
hotel
Replace with
Boutique hotel
& shopping &
restaurants

Freedom of
movement



COMMUNITY WORKSHOP BIG IDEAS

GROUP #6

- Preserve and restore existing wetlands
- 2nd PCH renovation
- Develop pumpkin patch
- Joint development of market place and Seaport Marina Hotel
- Develop tank farm in solar farm
- Development density should not exceed traffic capacity
- Extend Shopkeeper Road through market place
- Tear down and replace Seaport Marina Hotel
- Restore wetlands
- No additional residential units
- Consolidate oil drilling into smaller location and improve surrounding area



April 23, 2014

BIG IDEAS

- PRESERVE & RESTORE EXISTING WETLANDS
- 2ND PCH RENOVATION
- DEVELOPE PUMPKIN PATCH?
- JOINT DEVELOPMENT OF MARKET PLACE & SEAPORT MARINA HOTEL
- DEVELOPE TANK FARM IN SOLAR FARM
- DEVELOPMENT DENSITY SHOULD NOT EXCEED TRAFFIC CAPACITY
- SHOPKEEPER RD TO BE DIVERTED INTO MARKET PLACE

BIG IDEAS

- TEAR DOWN & REPLACE SEAPORT MARINA HOTEL
- REPLACE WITH? TBD
- Restore Wetlands
i.e. like Bolsa Chica
- NO housing ~~at~~
- Consolidate oil/dps drilling into smaller location and improve area around with nicer appearance (old rusty fences)

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

COMMUNITY WORKSHOP BIG IDEAS

GROUP #7

- Relocate oil
- Transit oriented development with Class I bike lanes (separated travel lane)
- Wetlands connectivity
- Upscale retail and restaurants
- Mixed use development
- Create a connection to the Marina
- Preserve view corridors (unlike Marina Pacifica shopping center)



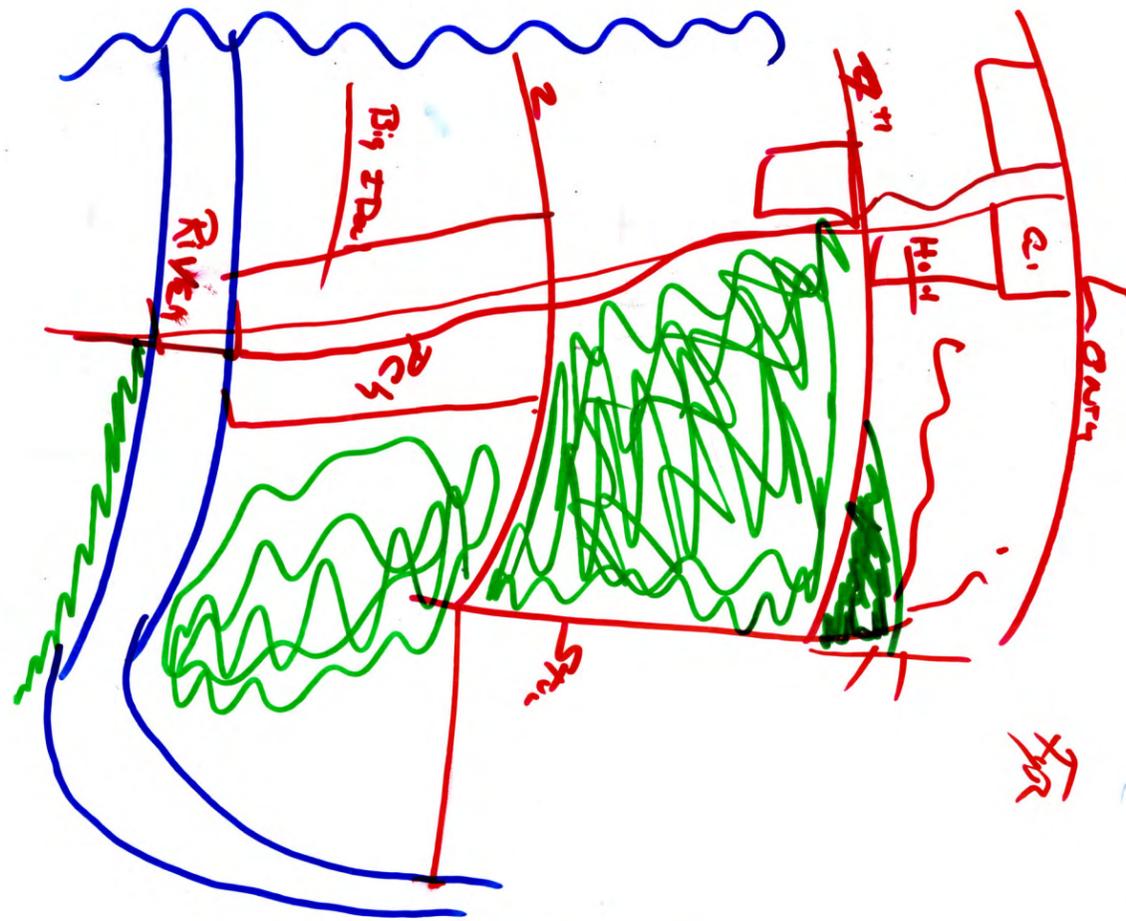
April 23, 2014

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

COMMUNITY WORKSHOP BIG IDEAS

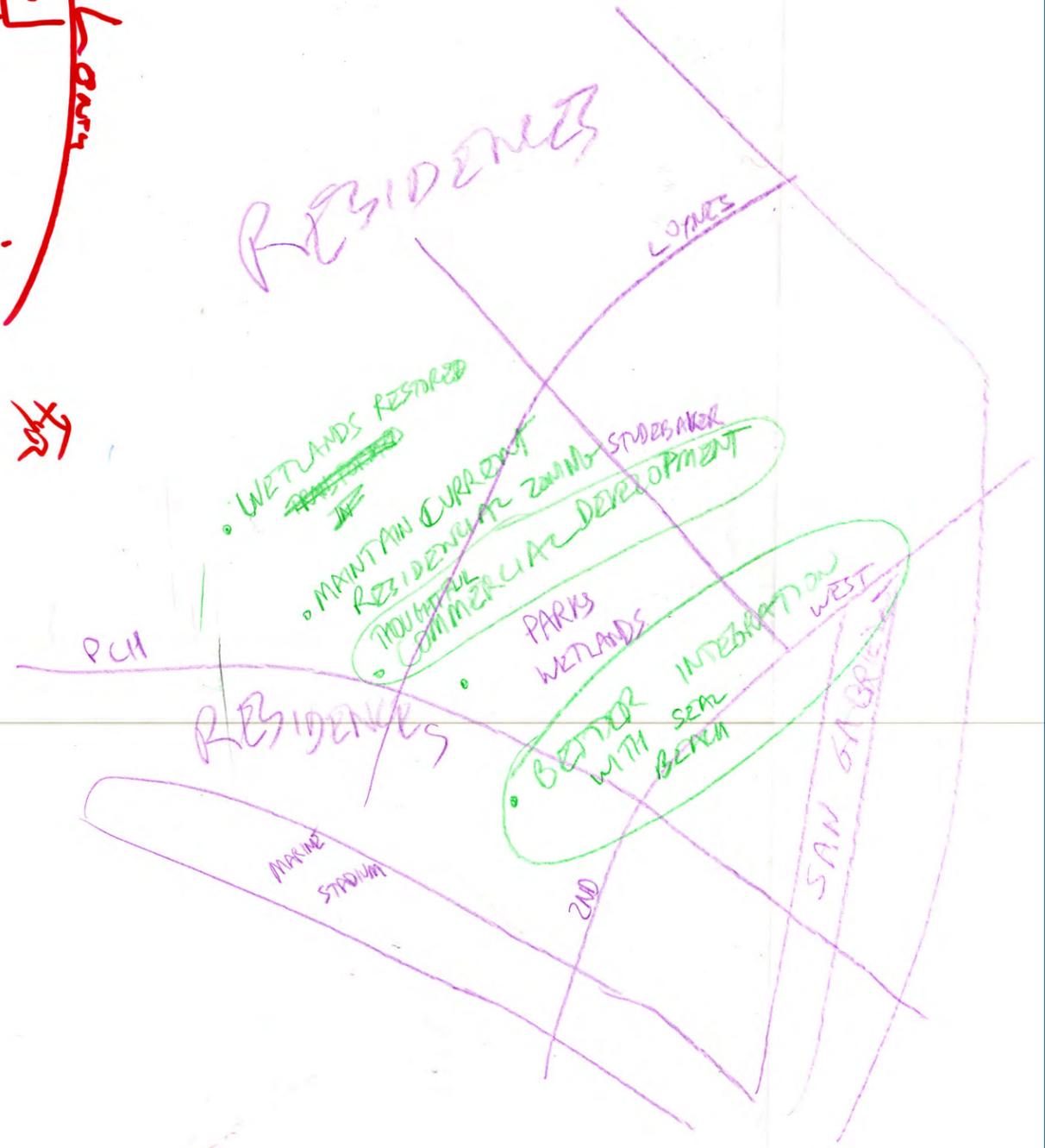
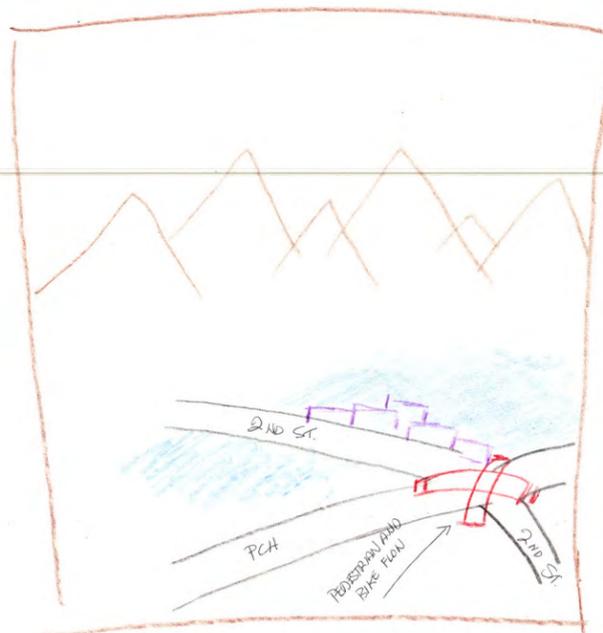
GROUP #1

- Improve area architectural standards
- Create a gateway
- Swap boat storage at marina with land at San Gabriel River to restore estuary
- Pedestrian bridges at 2nd and PCH, and Loynes Dr.
- More walkable and bikeable
- Wetlands restoration
- Zoning meets the coastal act and maintain residential areas
- Future development emphasizes the coast and view, unlike Marina Pacifica
- Minimal light pollution



BIG IDEAS

- APPROVED ARCHITECTURAL DESIGN GATEWAY EMPHASIS
- SWAP BOAT STORAGE @ MARINA W/ LAND @ SAN GABRIEL RIVER TO RESTORE ESTUARY
- PEDESTRIAN BRIDGES @ 2ND AND PCH AND LOYNES DR. (MORE WALKABLE & BIKEABLE)
- WETLANDS RESTORATION
- ZONING MEETS THE COASTAL ACT AND MAINTAINS RESIDENTIAL AREAS AND ZONING
- DEVELOPMENT EMPHASIZES THE COAST AND VIEW, UNLIKE MARINA PACIFICA
- MINIMAL LIGHT POLLUTION

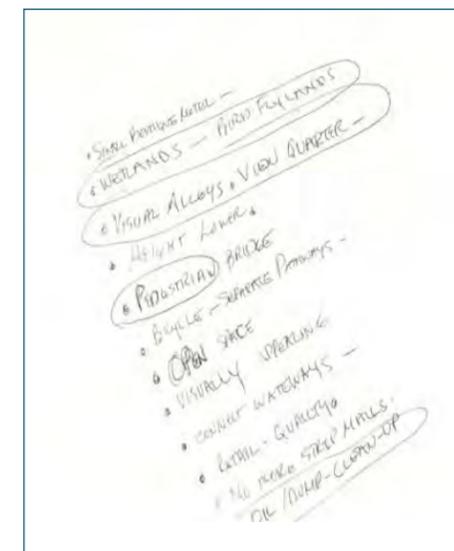
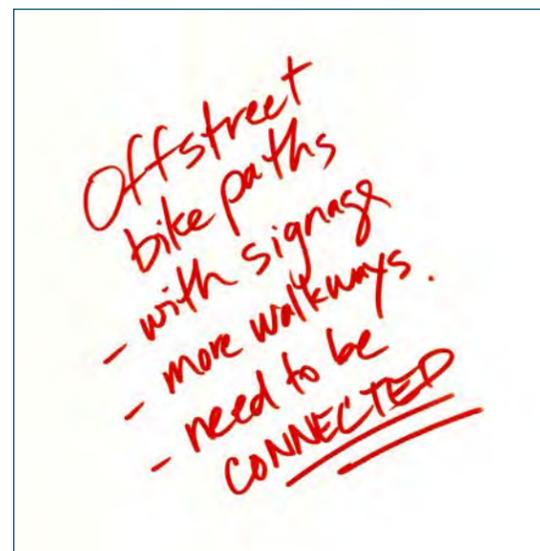
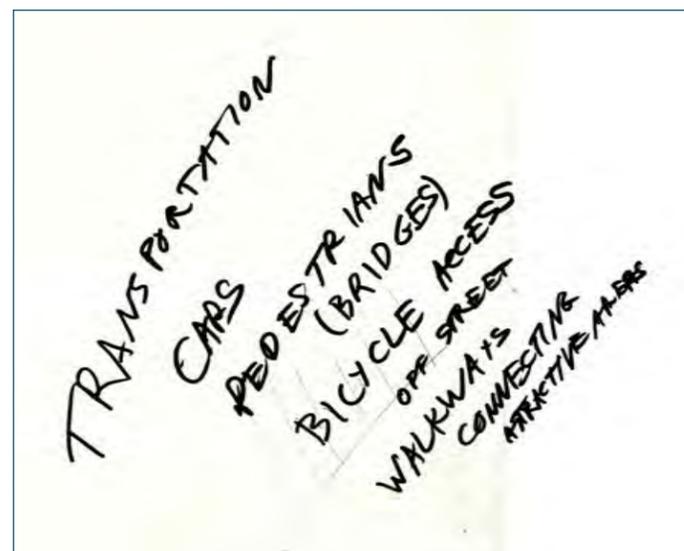
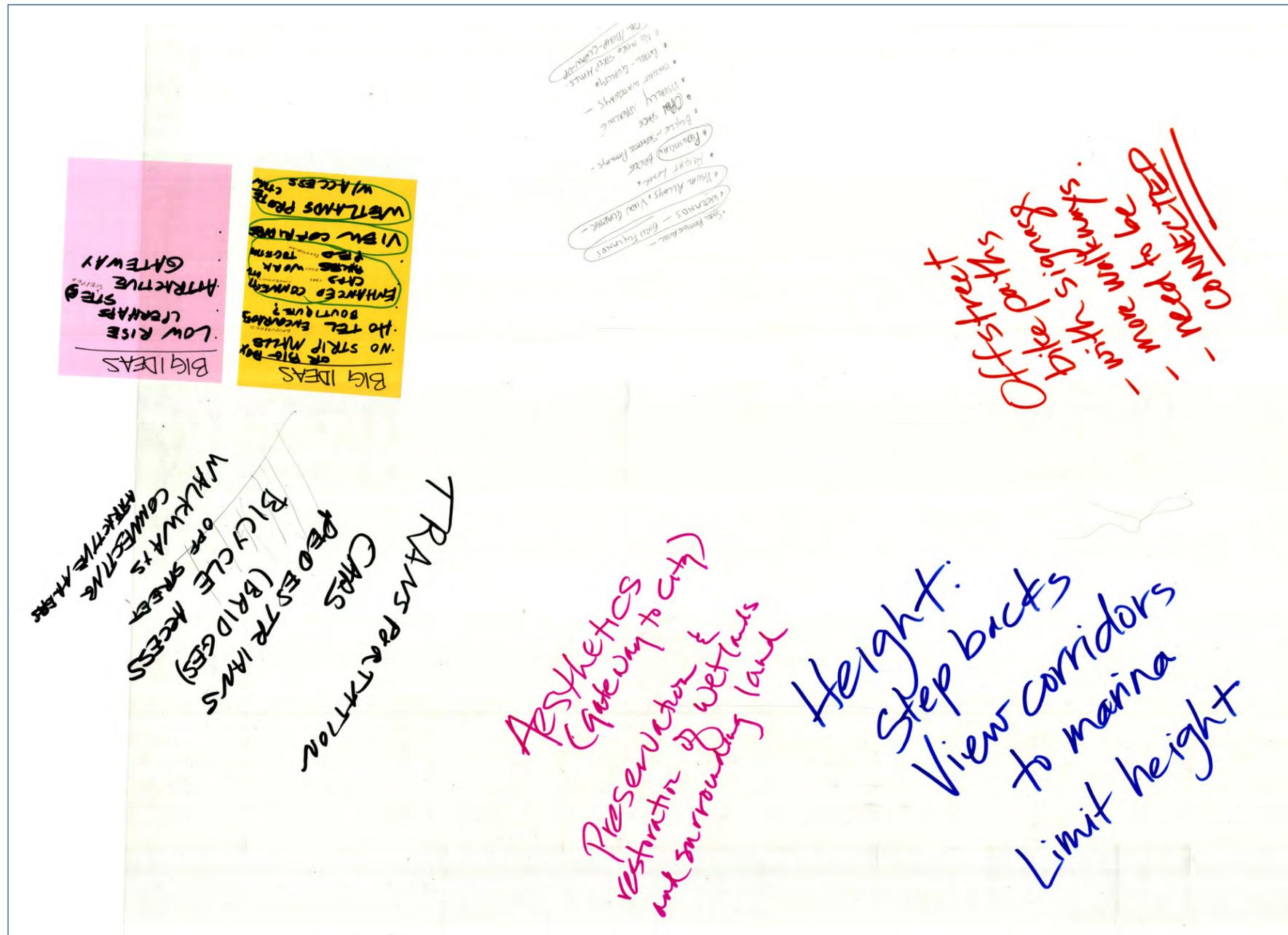


April 26, 2014

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

COMMUNITY WORKSHOP BIG IDEAS GROUP #2

- No strip malls or big box
- Boutique hotel encouraged
- Enhanced connections for cars, bikes and pedestrian to work together
- View corridors
- Wetlands protected with access
- Low rise
- Attractive gateway



*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.



COMMUNITY WORKSHOP BIG IDEAS GROUP #3

- Create PCH as a slow moving Grand Boulevard
- Increase ridership of public transportation
- Enhanced cycling and pedestrian experience
- Restore and expand wetlands
- No formulaic "generic" development that does not respond to the community
- New development contributes to "Wetlands fund"
- Blended density that reduces scale towards key areas-wetlands
- Overall aesthetic standard
- More streets to disperse traffic



"PCH-revised" section.
"make it a more intimate street"

- Attributes**
- Stay same
1. Coastal Town feeling
 - water views
 - scale - not "dense looking"
 2. Public (open) feel to Marina

- CONSTRAINTS**
- Changes ^{visual}
1. Connection to water - view corridors ^{more}
 2. Physical connectivity
 3. PCH character
 - High Speed.
 - No trees
 - Too wide
 4. ~~Bad~~ Gateway to East LB.
 - Not attractive
 5. Public Transit Service Underutilized
 - disconnected
 6. Rate to understand dev.
 - impact on wetlands.

- BIG IDEAS**
- Create PCH as a slow moving Grand Boulevard without a highway feel
 - More and frequent use of public transportation - cars
 - Enhanced cycling + pedestrian experience
 - Restore and expand wetlands
 - High quality wetlands friendly development
 - No formulaic "generic" development that does not respond to the community
 - Enhance aquatic theme
- BIG IDEAS**
- New development contributes to "wetlands fund"
 - Blended density that reduces in scale towards key areas - wetlands
 - Overall aesthetic standard.
 - More streets to disperse traffic. Based on traffic data counts.

*Big Ideas were selected and presented by each group during the workshop, additional ideas may be reflected in the illustration above.

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

Location	Address	Date & Time
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>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</p> <ul style="list-style-type: none"> • Boutique hotel on Golden Sails Hotel site (views to Los Cerritos Channel are better and it’s quieter) • Boutique hotel on Seaport Marina Hotel site (identified multiple times) • Create buffers and transitions to wetland uses along Shopkeeper Road • Good example of a project: V&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 • Mixing of uses and taller heights ok on Seaport Marina Hotel site and possibly at Marketplace • 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 • New single family residential not needed • Relocate, instead of rebuild AES plant • Upscale retail/change some of current retailers at Marina Pacifica and Marketplace
Wetlands/Infrastructure	<p>Responses to “What water quality features would you like to see?” and general wetlands comments</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"> • Address floatables in water • <i>Biking/walking/trails (5)</i> • Bird watching areas • Canoeing/educational tour (example Mono Lake) • <i>Create/maximize value (2)</i> • <i>Educate on value of the wetlands/Educational kiosks/brochures (3)</i> • Elevated mobility • <i>Fire/vegetation management/non-native vegetation removal (3)</i> • <i>Inventory of species/numbers of bird species on special status, which use wetlands for nesting, etc.(2)</i> • Manage access • Mapping of resources • Move oil from Los Cerritos Wetlands to Pumpkin Patch • <i>Parking area for trails/wetlands (2)</i> • Relocate, do not rebuild the power plant • Tap into the San Gabriel River to allow water into the wetlands • Trash management • Tri-colored blackbird nest is marketplace marsh • View corridors

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

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

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

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

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.

SEADIP
Community Workshop 2 Summary
 September 2014

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

SEADIP
Community Workshop 2 Summary
 September 2014

Topic Area	Comments/Responses
Urban Design	<p>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.</p> <ul style="list-style-type: none"> • Bolsa Chica wetlands in Huntington Beach, CA along PCH • Corona del Mar, CA • Dana point community • <i>Portland, Oregon (2)</i> • Santa Monica, CA • SEADIP encompasses too much of hodge-podge to be thought of as being a "neighborhood" • Shelter Island, CA <p>What kinds of community do you envision for the future – where all parts work well together and support each other sustainably?</p> <ul style="list-style-type: none"> • 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. • Environmentally friendly community with open space and multiuser recreation • <i>High-end retail (2)</i> • <i>Improved mobility for bikes, pedestrians (2)</i> • Less paved, visible parking lots • <i>Low scale (3)</i> • Not too dense • Restored wetlands • Traffic reduced community • Traffic should be calmed on PCH or Westminster Blvd • Water oriented • More canals like Naples with housing, more boat access and docking • Wetlands should be utilized as a marketing and educational tool by planners. • Boutique hotel, condos over
Mobility	<p>What should be the role of Pacific Coast highway within the SEADIP area (main street, thoroughfare, freeway)?</p> <ul style="list-style-type: none"> • Extend Studebaker to PCH south (obviously) of 2nd/Westminster. • Freeway • Increased trails • Pedestrian traffic should be routed over PCH and 2nd street to improve mobility of all types. • Remain a major arterial • Remain a thoroughfare with easy on and off option, it should also provide safe crossing for pedestrians and biking. • <i>Thoroughfare (3)</i> • 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. • <i>Main Street (2)</i>

SEADIP

Community Workshop 2 Summary

September 2014

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

SEADIP

Community Workshop 3 Summary

February 2015

The City of Long Beach conducted the third of three scheduled community workshops for the Southeast Area Development and Improvement Plan (SEADIP) update on February 11, 2015 at 6:30 p.m. at Best Western Golden Sails located at 6285 E. Pacific Coast Highway. The focus of the workshop was an overview of the analyses and findings generated to date and individual components of the Specific Plan including the proposed land use plan and community structure components (bike/pedestrian connections, streetscapes, architecture, public spaces etc.)

Ninety-five (95) community members signed-in for the workshop, but actual attendance was estimated to be slightly higher.

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 Lewis Michaelson 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. Project team members gave a brief overview of the project background, public outreach activities to date, the four development scenarios studied, conceptual land plan and community structure concepts. The presentation also included a review of the financial feasibility and preliminary analysis and findings for each scenario. The presentation concluded with a review of project next steps.

Directly following the presentation, workshop participants were invited to join one of three breakout discussion groups to review the land plan, development scenario analyses, and design considerations in detail. The breakout groups took place in a rotation, with each group discussion session lasting 20 minutes. A total of two rotations took place, allowing participants to participate in all three discussion groups, as desired. Corresponding consultant team members facilitated the discussions. Short questionnaires were provided at each breakout group to allow participants an opportunity to submit written feedback.

Two information stations were set-up to provide participants additional general project and circulation study (traffic) information. A computer station to allow participants to sign up for the on-line town hall forum was also available.

Workshop Comments: Table 2 provides a summary of the questionnaire responses shared with project team members by workshop participants during the three group discussion sessions. The comments are categorized by group discussion topic and corresponding question. Not all persons who attended the workshop provided responses to the questionnaires.

Table 2. Discussion Group Questionnaire Responses

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

Topic Area	Comments/Responses
Land Use Plan	<p>Responses to “It is difficult to imagine what this area will look like in 20-30 years. When you look at this plan, do you think we have appropriately addressed the needs of future generations?”</p> <ul style="list-style-type: none"> • All the development you have proposed will make traffic worse. • At least the oil derricks are gone. • Coastal communities - small scale still successful, especially Encinitas, San Clemente • Smaller scale - mixed use • I am concerned about progressive architecture and open land space plus landscape. • Easy access for pedestrians, cyclists, public transit, linkages, and accessibility. • For me, the two most important things are increased traffic and building heights. • Future generations will be less car dependent and more environmentally conscious. • Great to conserve wetlands near San Gabriel Channel and adjacent # 11A area; however, this will put additional pressure on PCH corridor. • I don’t want this to feel like Fashion Island - tall, imposing buildings -nor like Huntington Beach. • I like the idea of a median on PCH and slowing traffic. • I would like to see more of the 2nd & PCH development style throughout the entire community "core." • Imagery of 5-7 story developments adjacent to wetlands is critical for the public to understand - great examples are in Victoria and Sweden • Increased density would be aesthetically undesirable. • Increased traffic has not been addressed. • Land use direction seems appropriate. I am glad to see extensive wetlands preservation. • More open space – feasibility; community based – still important No way to know • Need to preserve the parking lot area across from Seaport as park and people area (dog walking, cycling, gazebo) • No, future desires will be the same as now: height limit = 35 ft. • No, still accommodating private auto - the youth endorse the idea that global warming is based on science • No, the density of development proposed would make traffic unbearable. • No, wetlands must be delineated and completely preserved. • No, you have not. Future generations should understand why this is area is open and not dense nor high rise for a reason in contrast to downtown Long Beach. • Not sure if uses will happen economically, but I like mixed use if it will happen. • Plan seems to be envisioned as if you are starting with a blank slate, but in fact, there are many well-established retail and commercial uses in subareas 16, 18, and 29. It seems ignorant (strange?) to not factor this into the plan i.e. the plan would be more understandable if it was written somehow as changes to the existing condition. • Studebaker should connect through to PCH with bike lanes. • This is a place with seawalls that will collapse in a major earthquake and flood. And the sea will rise and the water table is right up under Marina Pacifica. This seems to be ignored. • To quite a fair amount • Too many people for this area when mixed use - new living

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • Traffic studies have not been addressed regarding foot/pedestrian traffic, bicycle traffic, car traffic - its rated "F" at PCH & 2nd already. • Yes (2) • Yes, as to open space increase vs. current SEADIP. • You're doing good to try to focus people 50 years forward.
	<p>Responses to "Have we been bold and forward thinking enough?"</p> <ul style="list-style-type: none"> • Adding development density and therefore traffic, is not forward thinking • As I listen to competing views, it would seem a breakthrough is needed. I like much of what you have done, but sounds like some groups do not see a win for them. • Attractive, creative gateway with tie in theme yet sensitive to each particular area of gateway • Bold is not necessarily good. • Building height changes and more density will create a lot more traffic. • Considering a hotel component is a good idea. • Extending Studebaker will destroy wetlands and simply attract faster through traffic from those in Orange County, which brings no benefit to Long Beach. • For the last seaport marina hotel study, they estimated 12, 000 - 13,000 more cars per day. • How about being less bold and more sensitive to the history of this area of Long Beach? • I believe our greatest opportunity is to create a unique environment where people and nature can co-exist. • I think so - I find many of the possible uses refreshing and exciting. • I think so, but I do not have much knowledge of thought or understanding of what's being presented. • More organic vegetation - capitalizing on natural features vs gaudy or glitzy • No, a vision of a world class sustainable community complimenting the wetlands needs to be clarified as a goal. • No, thinking of the future...wetlands preservation is primary - stop the focus on development. • No, too bold in allowing such density. • People want connection to wetlands. • People want small development. • Probably, but everything hinges on traffic. PCH & 2nd and PCH & 7th are two of the busiest streets in Long Beach. • Protections for the wetlands are good. • Shopkeeper Rd. should be extended to ease traffic. • This planned increased in density is bold and forward thinking. • Very limited in stressing financial feasibility, where are the dreamers and their creative thinking? • Water access would be very nice, this could provide volunteering, school project, hobby time, bring people into the city and our marina. 10b might be feasible as well. • We are an aquatic capital and we do not have a space for this, 2b might be a good location, because it would not have to be all that large - 5000 sq. ft. • We do not need or want a high traffic area. • We should have a "maker space" for water toys, row boats, sabots, paddleboards, etc. • What we want is to protect and maintain our wetlands and decrease traffic congestion. Many of us don't care about the developers. • Yes (5)

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • Yes, in terms of land for development/redevelopment being bold and forward thinking is not bowing to current development pressure.
	<p>Responses to “Have we gotten what to keep and what to change right?”</p> <ul style="list-style-type: none"> • 5-7 stories high is too intense for this area. • Assume food and beverage is a neighborhood use as well. • Breaking up the blocks is an excellent idea. • Ensuring proper buffers to protect habitat • Evolves - yet to make it right this time - community, local, wetlands, open space is paramount to this area. • Forget 5-7 stories, perhaps 4-5 • It is difficult to say because I don't know what scenario recommendations really are. • Mixed use sounds good. • Moffit and Nichols show parcel 11b as developed. • Most of it, take into acknowledgement of the public transportation as well • Mostly in terms of gross use • Need mixed use and focus more on marina/bayside integration with property • No • No, 1977 keep 35 ft. for new SEADIP, 7 stories is too high • No, buildings valued above people and wildlife • No, keep more of 1-3 story • No, you have not. These questions are indicative of the lack of understanding of the history of this area and the vision of wetlands restoration. • Open space should all be public and open. • Parcel 11b is privately owned - who is buying them out for wetlands/park? • PCH Improvements - to make it pleasant, safe, and desirable for pedestrians and cyclists is key • Traffic and mobility will always be a concern - resolving problems and responding to those concerns will make the difference between success and dissatisfaction. • Traffic has not been addressed. • Want heights to 4 stories, never 7. Such high density development will create a traffic nightmare/gridlock. This will reduce demand for stores, restaurants, etc. Anticipated revenues are likely overestimated. • What should we get rid of? What were the best areas of opportunities? • Yes (3) • Yes to keeping, protecting, and restoring wetlands. • Yes, show and encourage property owners and develop advantage to wetlands
	<p>Responses to “Did we miss anything?”</p> <ul style="list-style-type: none"> • An attractive community gathering area for concerts, art exhibits • Analysis of traffic for each of the four models • Area should feel like Newport Beach and not MDR • Assure smooth flow of traffic in vehicles, improve circulation • Community benefits are overrated. • Concerned about sub-area 1 (and possible 2b) being multifamily residential. These are single family homes and should remain that way, especially subarea 1 which is across from schools. • Consider development on the edge of parcel 23 adjacent to parcel 10b • Could use some walkways like the Jack Dunster reserve throughout the wetlands

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • Definition of "feasibility" - open space, usage, smaller scale mixed use • Increase public transportation • Keep overloading 2nd & PCH, local residents are trapped in an emergency • Many 2-3 story, vibrant shopping/retail/mixed use areas in beach communities (see San Clemente, Del Mar, etc.) This type of vibrant development should be profitable to the developer and a benefit to the community. • More people are biking and using electric vehicles - need bike stations • More small internal streets - walking, biking each slow PCH, so there is hurry to freeway, chose other routes • <i>No (3)</i> • No structures over four stories people live here because its less dense than MDR • Oil is not going away and the city depends on it • PCH between Bellflower & Marina Pacifica, especially to Loynes, is too wide and invites high speeds. Narrow this, add a pleasant walkway and bike lanes. • Please include shopping center at southwest corner of Loynes & PCH as mixed use - marina, land use to compliment southeast land use designation • Show overall images of what this district could look like with scheme for density • The feasibility studies, which conclude that only 5-7 stories are viable were not believable. • Traffic density is my second major concern after building height. • Traffic discussion, 2nd & PCH "f" rating • Understanding that the height of the building should not exceed 35 ft. - 1977 SEADIP had this correct • We do not want to look like Huntington Beach with a wall of buildings. • Yes, stakeholders, residents don't want any more traffic - no 4 - 7 stories density • Yes, you have missed the significance of increased traffic, noise, and people in relationship to a sensitive habitat. • You are heading in best direction 3 and 4 mixed use and height tradeoff for view • You missed the will of the citizens of Long Beach, you have catered to maximizing profit of developers. • You need a horizontal design plan so we can see what 35' or more would look like - what will it look like? What will be blocked? Will the avian flyway be affected?
<p>Development Scenarios</p>	<p>Responses to "What do you like about each scenario?"</p> <p>Scenario 1</p> <ul style="list-style-type: none"> • Access points • Amount of surface parking • <i>Concealed parking (3)</i> • Do not like • <i>Existing (3)</i> • For this one I haven't had any thoughts yet • Keeps auto traffic to levels most of us understand • Landscaping opportunities • Less than current zoning • <i>Limits to one story (3)</i> • <i>Low density (2)</i> • Low impact

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • Low profile • Lower heights (2) • Maximum open space • Minimal construction • No residential • No retail only • <i>Not financially feasible (4)</i> • Not enough community benefits possible • <i>Not practical (2)</i> • Owner of Seaport Marina has active submission to city of development at his site under 25' so it is feasible finally to have 1 story height acceptance • <i>Preservation of views (4)</i> • <i>Retail (2)</i> • Scenario 1 is compatible with those who live here. • Seems too proportioned to retail • Simpler • Still feels like a strip mall • The street through the middle breaks it up • This has evolved - especially in an age of e commerce • This plan is the least likely to increase traffic in the area • Too suburban • Traditional • Ugly • Where is open space? • Why is this even being discussed?
	<p>Scenario 2</p> <ul style="list-style-type: none"> • 72 townhomes • Add hotel • Add more two story and will be more feasible • Additional traffic caused by all scenarios will be a serious degradation • Better • Development feasibility should not be criteria • <i>Height limits (3)</i> • I find that this is probably good that they are having the residential site and the retail separate. • Increased density but also more open space • Is there consideration of changes in the economic picture • It would only work if you were selling each unit for prices that most couldn't afford • Like 26% open land • Like parking hidden from view of street • Like the mix of commercial and residential • Lower structure heights • Majority of 2-3 story projects could possibly provide enough revenue to provide a desirable level of community benefits.

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • <i>Mixed use (2)</i> • More density • More use for more people • No new streets should be built. • Not acceptable for this area • <i>Not feasible (2)</i> • open space yields • Reasonable height • Should be feasible • The streets through the side to beach • Too suburban • What about decrease retail
	<p>Scenario 3</p> <ul style="list-style-type: none"> • Is there a formula or ratio to quantify revenue needed for proposed community benefits? • Not just economics but for wetlands • Open space above parking is a nice touch • 1 -5 stories • 1 to 5 stories should average 3 stories or so as written, it is mostly 5 stories, which is way too dense. • 1-5 stories not acceptable • A combination of 2 and three would be best • Cannot guarantee funding will be available for public benefit • Community will oppose if it is too dense • Concentration of development • <i>Feasible (2)</i> • Good for east side of PCH • Good for site 15 & 10b, 11b and south west shopping center at Loynes & PCH • Good intermix of uses • Good option • Great for sites 31, 16, 17, 29, 18 • Great idea • <i>Hotel (2)</i> • I don't have any thoughts about the hotel plan • I don't like the increased housing & heights. • I'm against going up to 5 stories. • Ideal providing a significant number and variety of community benefits are derived if 35' limit is exceeded to 5 stories. • Land value would increase • Like the mix of heights • Lower height buildings for clear view corridor • Maybe 4 story height • <i>Mixed use (4)</i> • Need lower heights for west side • No 5-7 ft. height

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • No consideration of use other than private auto • <i>Nothing (2)</i> • Open space yield is great • Perhaps so • Probably best even with five story • Reasonable height • Scenario 3 brings 400-700 residential units and cars to a traffic impacted area. • Seems more dynamic • Shopping for residents - why? • Slightly limiting • The streets and walkways through to the beach up are good. • <i>Too dense (2)</i> • Too dense a development for this location. • <i>Traffic impacts (4)</i> • Visitor serving use helpful • Visually appealing • Walkability • We understand the greater the development the greater the reward <p>Scenario 4</p> <ul style="list-style-type: none"> • A place w/ traffic reduction to PCH option • Also not much • Avoid pumps • Better open space, better parking • Bird flight back & forth to wetlands • Can provide supply of residential which will be more affordable because more supply. • Concerned about more people in area with mixed use • Density would only make bad traffic worse • Don't like the underground parking due to water issues • Excellent • Flexibility • Great views • <i>I don't like it. (2)</i> • I hope we have made it clear- This is not downtown. • <i>Internal street (3)</i> • Love the density • Maximized density open spaces • Maximized possibility of land use • Most practical • No more than 5 stories • No traffic analysis is done after as part of the scenarios. • <i>Not what this area needs (2)</i> • <i>Nothing (3)</i> • Okay with some height - up to 7 or 8 stories, if the area has adequate step design and set back from street

Topic Area	Comments/Responses
	<ul style="list-style-type: none"> • Open space yield • Preferred w/ internal/viewpoint connection • provide a dedicated lower ramp lane access from PCH to direct access to development • Subterranean parking • Taller buildings block community views • This one is somehow complicated for me to understand • This would decrease current quality of neighborhood! • <i>Too dense (7)</i> • Too dense a development for this location. • <i>Too high (4)</i> • Too many negatives • <i>Too tall (2)</i> • <i>Traffic impacts too great (3)</i> • Vocal and consistent opposition from community has been heard. • Walkability • We don't want to be Redondo Beach where the ocean and marina vista are blocked • What is the current hotel occupancy? • Would prefer not to have 7 story hotel • Would reduce traffic by having lesser trips <p>Responses to "What do you see as the trade-offs?"</p> <ul style="list-style-type: none"> • 109,000 sf is too much and parking intensive as more and more retail moves online • Additional density will only add more delay • All hotels must have balconies • Anything over five stories will ruin open space feel. • Because I would want to keep heights in scenario 3 • Birds • Building underground • Cap and trade climate change to develop greater mass transit. • Change in height requirements • Community open space • Critical grade differences between PCH grades and existing Marina Pacifica could mitigate the height in scenarios 3 and 4 • Density • Desire for more open space, less commercial vs. economics • Feasibility here is money • Feasibility means making money for developers • Get rid of blight • Greater height when street grid used • <i>Height against open space (2)</i> • <i>Height is not a desirable tradeoff for increased open space (2)</i> • I am not going in any direction about this • I challenge anyone to defend position that a deal of community benefits can be funded within a 5 story development. • <i>increased density (2)</i>

SEADIP

Community Workshop 3 Summary

February 2015

Topic Area	Comments/Responses															
	<ul style="list-style-type: none"> • Increased height • <i>Increased traffic (3)</i> • It is important that the average density is less than 5 stories needs to be written into the new zoning • Like use of parcels already encroaching on wetlands. • Long Beach will do what the developers want. • Long term harm • Money vs. views • Need visible parking • No glass boxes • No trade-off is worth 7 stories. • Obscure views • Preserving open space and buffer • Restoration • Scenario 3 for SEADIP • Shouldn't sell out area for development fees. • Still only 2 main access paths to East LB, 2nd street and 7th street. • Temporary, commercial benefits • The impact of traffic the most important considering this, an already congested area • There are no acceptable tradeoffs to allow increased height. • This should not be seen as a cash cow. • Too much retail in scenario 4. • Too narrow • Traffic is 38% of our greenhouse gases • Will add to congestion in existing neighborhoods • Would make a limited trade off in order to reap community benefits. 															
	<p>Responses to “How important is it to create opportunities for community benefits through new development?”</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="329 1304 1393 1339">Very Important</td> <td data-bbox="1393 1304 1521 1339" style="text-align: center;">13</td> </tr> <tr> <td data-bbox="329 1339 1393 1375">Somewhat Important</td> <td data-bbox="1393 1339 1521 1375" style="text-align: center;">13</td> </tr> <tr> <td data-bbox="329 1375 1393 1411">Not Important</td> <td data-bbox="1393 1375 1521 1411" style="text-align: center;">2</td> </tr> <tr> <td data-bbox="329 1411 1393 1446">No Opinion</td> <td data-bbox="1393 1411 1521 1446" style="text-align: center;">0</td> </tr> </table>		Very Important	13	Somewhat Important	13	Not Important	2	No Opinion	0						
Very Important	13															
Somewhat Important	13															
Not Important	2															
No Opinion	0															
Urban Design	<p>Responses to “Which of these aspects is important for ground floors of new development?” Circle principles you feel should apply, or just write ALL if you agree with all bullets.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="329 1524 1393 1596">Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)</td> <td data-bbox="1393 1524 1521 1596" style="text-align: center;">18</td> </tr> <tr> <td data-bbox="329 1596 1393 1631">Should include higher grade materials, not just stucco (stone, tile, special treatments)</td> <td data-bbox="1393 1596 1521 1631" style="text-align: center;">15</td> </tr> <tr> <td data-bbox="329 1631 1393 1667">Public plazas should be accessible and open space should be included</td> <td data-bbox="1393 1631 1521 1667" style="text-align: center;">19</td> </tr> <tr> <td data-bbox="329 1667 1393 1703">Walkways should provide more choices for where to walk</td> <td data-bbox="1393 1667 1521 1703" style="text-align: center;">13</td> </tr> <tr> <td data-bbox="329 1703 1393 1738">Landscaping should be sustainable, drought-tolerant</td> <td data-bbox="1393 1703 1521 1738" style="text-align: center;">15</td> </tr> <tr> <td data-bbox="329 1738 1393 1774">Lighting should be integrated with the architecture</td> <td data-bbox="1393 1738 1521 1774" style="text-align: center;">12</td> </tr> <tr> <td data-bbox="329 1774 1393 1810">Other ideas</td> <td data-bbox="1393 1774 1521 1810" style="text-align: center;">25</td> </tr> </table> <ul style="list-style-type: none"> • “Community feel” • Accommodate Farmers Market, consider fixed shade structures/space for it (could be shared-use) 		Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)	18	Should include higher grade materials, not just stucco (stone, tile, special treatments)	15	Public plazas should be accessible and open space should be included	19	Walkways should provide more choices for where to walk	13	Landscaping should be sustainable, drought-tolerant	15	Lighting should be integrated with the architecture	12	Other ideas	25
Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)	18															
Should include higher grade materials, not just stucco (stone, tile, special treatments)	15															
Public plazas should be accessible and open space should be included	19															
Walkways should provide more choices for where to walk	13															
Landscaping should be sustainable, drought-tolerant	15															
Lighting should be integrated with the architecture	12															
Other ideas	25															

Topic Area	Comments/Responses																
	<ul style="list-style-type: none"> • All aspects should be the minimum required • Anti-drought tolerant landscaping • Benches, seating, gathering areas • Bike stations, connections to bike trails • Development should have community meeting space available to public • Hide parking, allow for shared parking • Human-scaled, downward lights, public art/marine-related, concert space • Internal pedestrian streets, plazas, connecting through multiple developments, possibly w/ bridges, bridge at 2nd/PCH to reduce traffic congestion • Landscape focus, laid back beach feel, active, art-design focused, Get LBC branded as art focus city • Lighting should point downward to not bother birds • Mixed uses, parks, stores, food places with longer opening hours • Modern and energy • Multi-generational use (kids, elderly, students, etc.) • Native plants should be used • Need access for pedestrians and bikes, parklets, bike parking • Nice bike parking, not cheap, rusty “dish drainers” • No large signage, not bright • No public plazas, a lot depends on exposure (south & west), north shade, east sun & later shade, planting, awnings, wind direction, Santa Ana winds • Patio spaces, common areas, courtyards, water features/fountains w/ reclaimed water, public art in places where convenient • Public art essential, shade trees and public areas • Public space should be along the highway w/ big set backs • Sculpture and art elements • See people and green trees from PCH • Signage should be tasteful, instructive, non-reflective, nor electronic • Water canal feature, Amsterdam, pedestrian transportation, trolley • Waterway between area needs focus and views of bay 																
	<p>Responses to “Which of the following ways seem appropriate for integrating parking into new projects?”</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="331 1451 1393 1486">Surface lots along major streets like PCH (like you see today)</td> <td data-bbox="1393 1451 1521 1486" style="text-align: center;">4</td> </tr> <tr> <td data-bbox="331 1486 1393 1522">Surface lots screened behind new buildings on PCH</td> <td data-bbox="1393 1486 1521 1522" style="text-align: center;">17</td> </tr> <tr> <td data-bbox="331 1522 1393 1558">Parking structures screened or hidden, but they have easy-to find entrances</td> <td data-bbox="1393 1522 1521 1558" style="text-align: center;">23</td> </tr> <tr> <td data-bbox="331 1558 1393 1593">Parking structures with active ground floors (shops, eateries with parking above)</td> <td data-bbox="1393 1558 1521 1593" style="text-align: center;">10</td> </tr> <tr> <td data-bbox="331 1593 1393 1629">Parking structure internalized and “wrapped with development”</td> <td data-bbox="1393 1593 1521 1629" style="text-align: center;">16</td> </tr> <tr> <td data-bbox="331 1629 1393 1665">Underground to the greatest extent possible</td> <td data-bbox="1393 1629 1521 1665" style="text-align: center;">16</td> </tr> <tr> <td data-bbox="331 1665 1393 1701">Parking has clear and safe paths for pedestrians to access it</td> <td data-bbox="1393 1665 1521 1701" style="text-align: center;">15</td> </tr> <tr> <td data-bbox="331 1701 1393 1736">Other ideas</td> <td data-bbox="1393 1701 1521 1736" style="text-align: center;">8</td> </tr> </table> <ul style="list-style-type: none"> • Bike racks • Biking & pedestrians on PCH, but make safe • Create open space at top deck if possible • Increase accommodation of bicyclists and pedestrians • Landscaped, attractive sidewalks 	Surface lots along major streets like PCH (like you see today)	4	Surface lots screened behind new buildings on PCH	17	Parking structures screened or hidden, but they have easy-to find entrances	23	Parking structures with active ground floors (shops, eateries with parking above)	10	Parking structure internalized and “wrapped with development”	16	Underground to the greatest extent possible	16	Parking has clear and safe paths for pedestrians to access it	15	Other ideas	8
Surface lots along major streets like PCH (like you see today)	4																
Surface lots screened behind new buildings on PCH	17																
Parking structures screened or hidden, but they have easy-to find entrances	23																
Parking structures with active ground floors (shops, eateries with parking above)	10																
Parking structure internalized and “wrapped with development”	16																
Underground to the greatest extent possible	16																
Parking has clear and safe paths for pedestrians to access it	15																
Other ideas	8																

SEADIP

Community Workshop 3 Summary

February 2015

Topic Area	Comments/Responses								
	<ul style="list-style-type: none"> • No parking, access should be by bus rapid transit • No trees in center of PCH, too much room • Slow PCH traffic 								
	<p>Responses to “If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site? Circle location(s) you think are most appropriate for SEADIP; and assume the plan will require some view corridors to be maintained between buildings</p> <table border="1" data-bbox="332 520 1521 674"> <tr> <td data-bbox="332 520 1393 558">Building height should be focused on PCH (grand boulevard)</td> <td data-bbox="1393 520 1521 558">13</td> </tr> <tr> <td data-bbox="332 558 1393 596">Building height should be focused in the center of the site (nestled)</td> <td data-bbox="1393 558 1521 596">23</td> </tr> <tr> <td data-bbox="332 596 1393 634">Building height should be focused along the wetlands and marina (views)</td> <td data-bbox="1393 596 1521 634">6</td> </tr> <tr> <td data-bbox="332 634 1393 674">Building height should be focused on major corners and gateways (landmark)</td> <td data-bbox="1393 634 1521 674">11</td> </tr> </table> <p>Comments</p> <ul style="list-style-type: none"> • 1-story only • 3-story limit • Agreement 40-50 years ago Eastside would not be more than 2-3 stories high • Avoid homogeneity of architecture; not Huntington Beach or Irvine • Building height should be perpendicular to PCH and wetlands along boulevards • Consider exposure, air flow to determine where height belongs • Consider hybrid approach for views, variety, breakup scale of block • Culver City vibe, Portland (Eastside) and Seattle • Depends entirely on height, 3 stories max on PCH to avoid feeling closed in, try to avoid Ocean Blvd. in Downtown (like 2nd/PCH project) • Disproportionate height is a danger • Don’t want wall of buildings on PCH, don’t block views w/ high buildings at wetlands/marina • Height as far from wetlands as possible • Height for economical purposes • Height mentioned is too dense, too much traffic impact - limit height • Height ok on PCH but setback • Height on PCH good if it slows traffic, awesome to have height on wetlands/marina, height at corners are unappealing & blocks views • Height should be restricted to existing code, history of area and important to open space and visual impacts • Height should not exceed current allowed by code, no “street walls”, emphasis on public transportation access/facilities, make buildings bird-safe (glazing, lighting, profiles, etc.) • Height that is comparable with this is a bird fly area • Honor dark sky initiative • Increased height should not be a design criteria • <i>Keep 2-3 stories (2)</i> • Keep pedestrian-friendly and human scale • Landmarks are not needed in this area, wetlands are the landmark • Like coastal communities 1-2 stories • Limit height to 35’ • Limit height to 5-7 stories • Low heights, maybe stepped, no more than 3 stories, no height at wetland because birds • Massing should stepback from wetlands 	Building height should be focused on PCH (grand boulevard)	13	Building height should be focused in the center of the site (nestled)	23	Building height should be focused along the wetlands and marina (views)	6	Building height should be focused on major corners and gateways (landmark)	11
Building height should be focused on PCH (grand boulevard)	13								
Building height should be focused in the center of the site (nestled)	23								
Building height should be focused along the wetlands and marina (views)	6								
Building height should be focused on major corners and gateways (landmark)	11								

SEADIP

Community Workshop 3 Summary

February 2015

Topic Area	Comments/Responses						
	<ul style="list-style-type: none"> • Need ability to walk, bike or ride a bus everywhere in plan area • No height desired • Only private property owners and developers benefit from increased height in mixed use areas of SEADIP • Preserve/protect view corridors, no uniform height 						
	<p>Responses to “Regardless of height, how should buildings be designed if new construction occurs (Mainly applies to PCH)”</p> <table border="1" data-bbox="331 527 1521 669"> <tr> <td data-bbox="331 527 1398 562">Uniform height: Building face remains in-line for entire height of building</td> <td data-bbox="1398 527 1521 562">2</td> </tr> <tr> <td data-bbox="331 562 1398 598">Stepbacks: Building face steps back at upper floor(s)</td> <td data-bbox="1398 562 1521 598">21</td> </tr> <tr> <td data-bbox="331 598 1398 669">Uniform height in some locations & stepbacks in others (Ex: Uniform height might be OK on PCH, but you prefer buildings to stepback at water wetlands)</td> <td data-bbox="1398 598 1521 669">20</td> </tr> </table> <p>Comments</p> <ul style="list-style-type: none"> • 3-story max, 3-story is ok but no higher • More organic, not like an “OC planned community” • Vary building design and heights • More offices, more parking - that’s all! • We need places for vehicles (pedestrian, bicycles, motorcycles, skateboards, 2-wheel electric vehicles, etc. Even a place for animals, dogs • Both uniform & stepback are good • Use buildings to block PCH noise • Building height ok on marina, but not wetlands • Mix blended heights, no more than 3 stories with setbacks • Allow for mixed styles • Light/noise sensitivity at wetlands with proper buffer zones • Prefer variable heights • Boutique hotel (wetlands theme) • Smaller scale of development • Favor development scenario #3 (1-4 stories) 	Uniform height: Building face remains in-line for entire height of building	2	Stepbacks: Building face steps back at upper floor(s)	21	Uniform height in some locations & stepbacks in others (Ex: Uniform height might be OK on PCH, but you prefer buildings to stepback at water wetlands)	20
Uniform height: Building face remains in-line for entire height of building	2						
Stepbacks: Building face steps back at upper floor(s)	21						
Uniform height in some locations & stepbacks in others (Ex: Uniform height might be OK on PCH, but you prefer buildings to stepback at water wetlands)	20						
	<p>Responses to “What other architecture topics (not listed above) should be addressed?”</p> <ul style="list-style-type: none"> • Address signage and advertising • All topics seem addressed/well covered • Art features highlighting local artists • Balconies, windows for commercial buildings and townhomes/condos as to take advantage of lovely weather • Concern re: city “pulling off” higher quality execution (considering Pike & Downtown LB) • Concern with traffic from increased land use • Connect project areas to wetlands by paths (walking, bicycling) • Courtyard and landscape emphasis • Design elements should consider birds and wetlands • Developers need incentive to complement improved wetlands/marina • Environmental wayfinding via walking • Farmers Market, fairground, public plaza • Focus of Long Beach as aquatic capital • Hide parking with active uses • Include plant materials, for aesthetics cooling, environmental benefits 						

SEADIP

Community Workshop 3 Summary

February 2015

Topic Area	Comments/Responses
	<ul style="list-style-type: none">• Increased height for Marina Pacifica Shopping Center• Landscape architecture should be forefront, try to integrate wetlands habitat (native plants) into proposed plan• Landscape integrated with design• Like 5-7 stories if like Dockside Green, Victoria; Hammarby Sjostad, Stockholm, Sweden• Lower height at wetlands, higher at marina to complement Marina-Pacific residential• Need mixed use and height tradeoff for views of bay & wetlands• Need to understand vision of district for people to understand heights• Objective and art focused to be a great destination from OC and north• Open space• Parking should be flexible in mixed-use design to adjacent users. With changing/fluid nature of mixed-uses it's difficult to make parking regulations work all the time. Take walkability of mixed-use into consideration• Places, activities for all ages, meeting areas - not enough now• Wetlands is the center of the area so connect to it

POP-UP WORKSHOPS

February 2014

July 2014





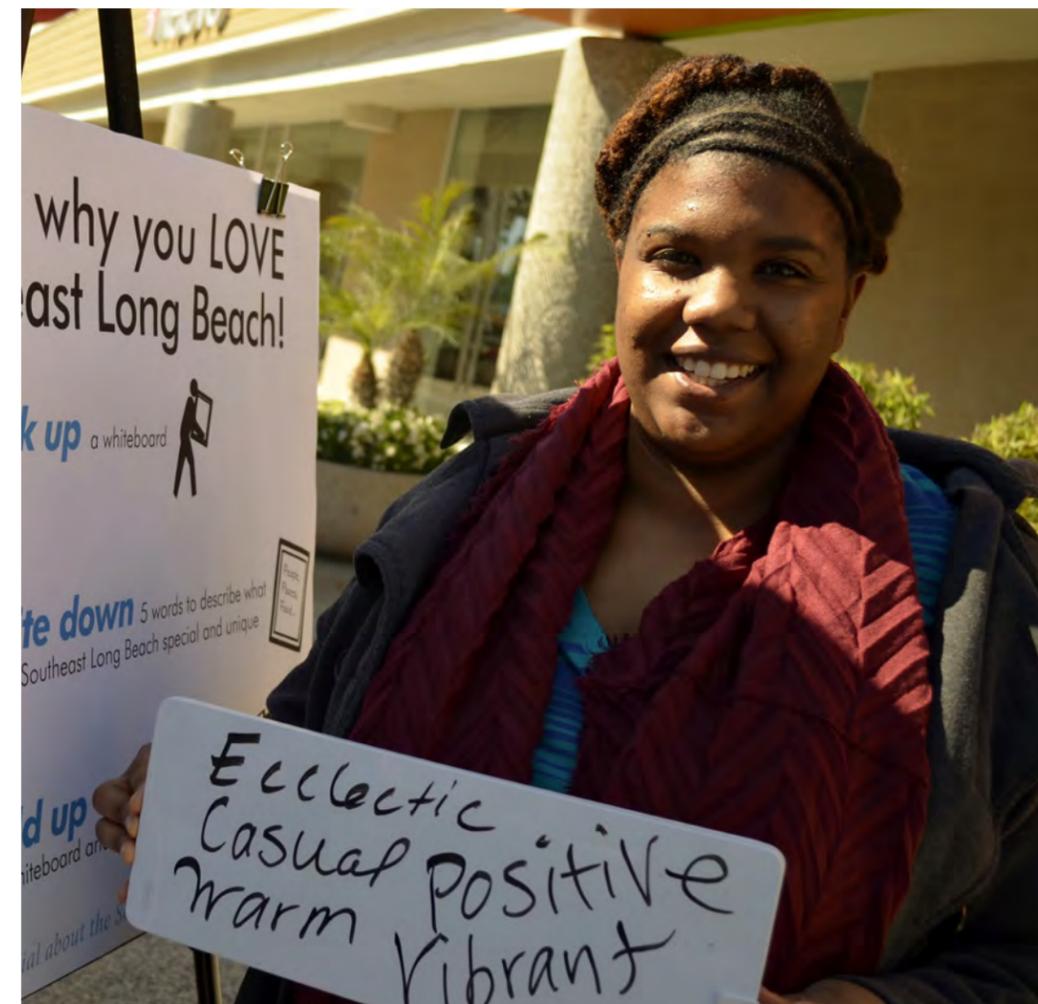
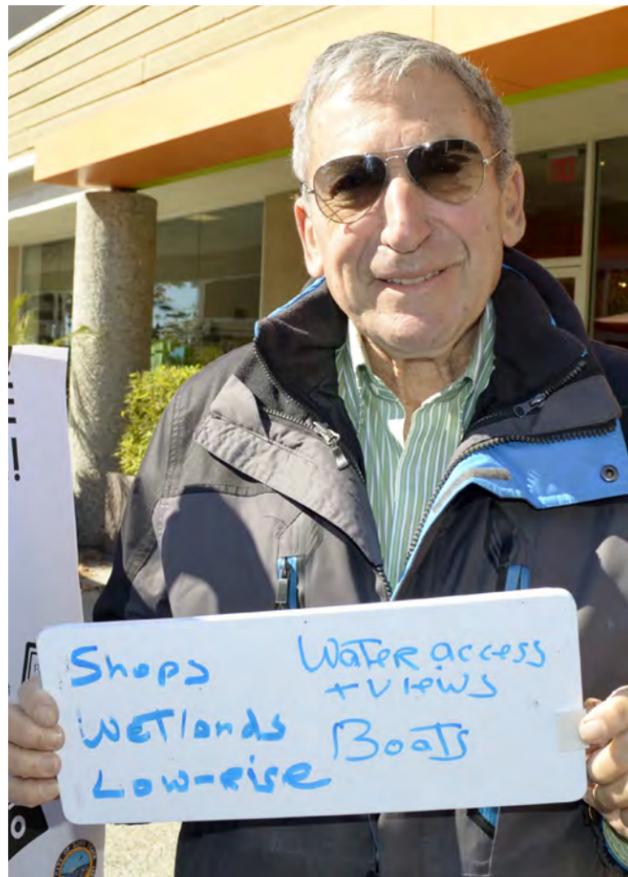
SOUTHEAST LONG BEACH

During 3 pop-up outreach events Long Beach residents shared what they LOVE about Southeast Long Beach. Here is what a few of them had to say...

Thank you to all who participated!

Event locations:

- Marina Pacifica Mall
- Marketplace
- Southeast LB Farmers Market



February 2014



**SOUTHEAST
LONG BEACH**

During 3 pop-up outreach events Long Beach residents shared what they LOVE about Southeast Long Beach. Here is what a few of them had to say...

Thank you to all who participated!

Event locations:

- Marina Pacifica Mall
- Marketplace
- Southeast LB Farmers Market



February 2014





SOUTHEAST LONG BEACH

During 3 pop-up outreach events Long Beach residents shared what they LOVE about Southeast Long Beach. Here is what a few of them had to say...

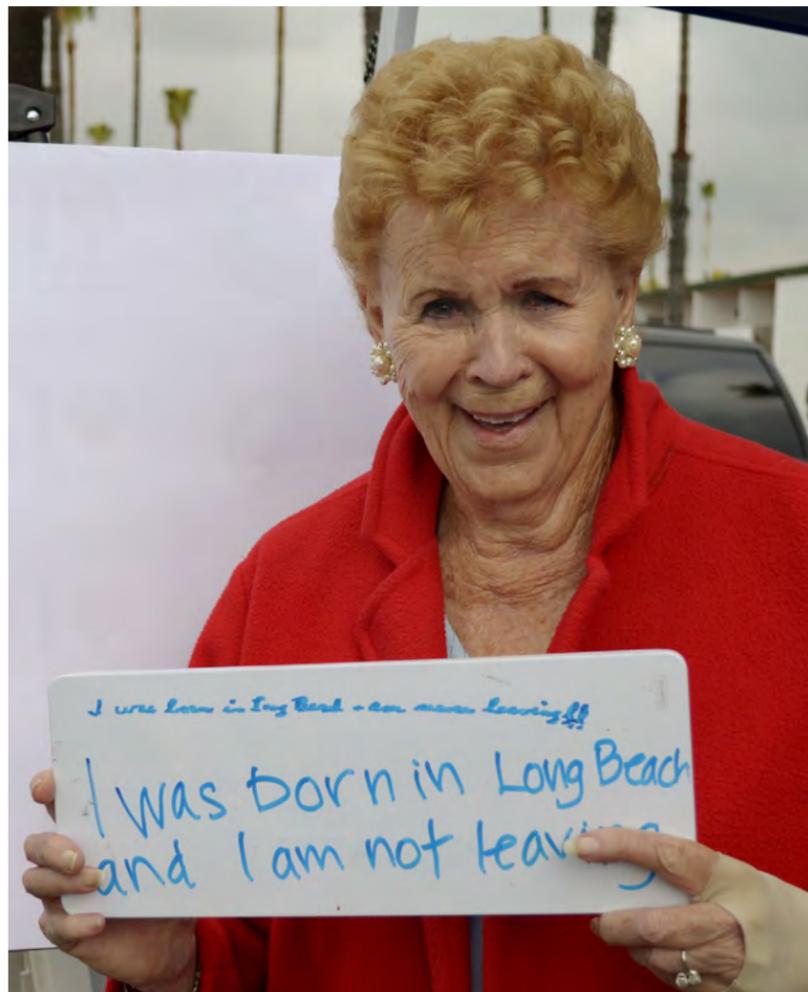
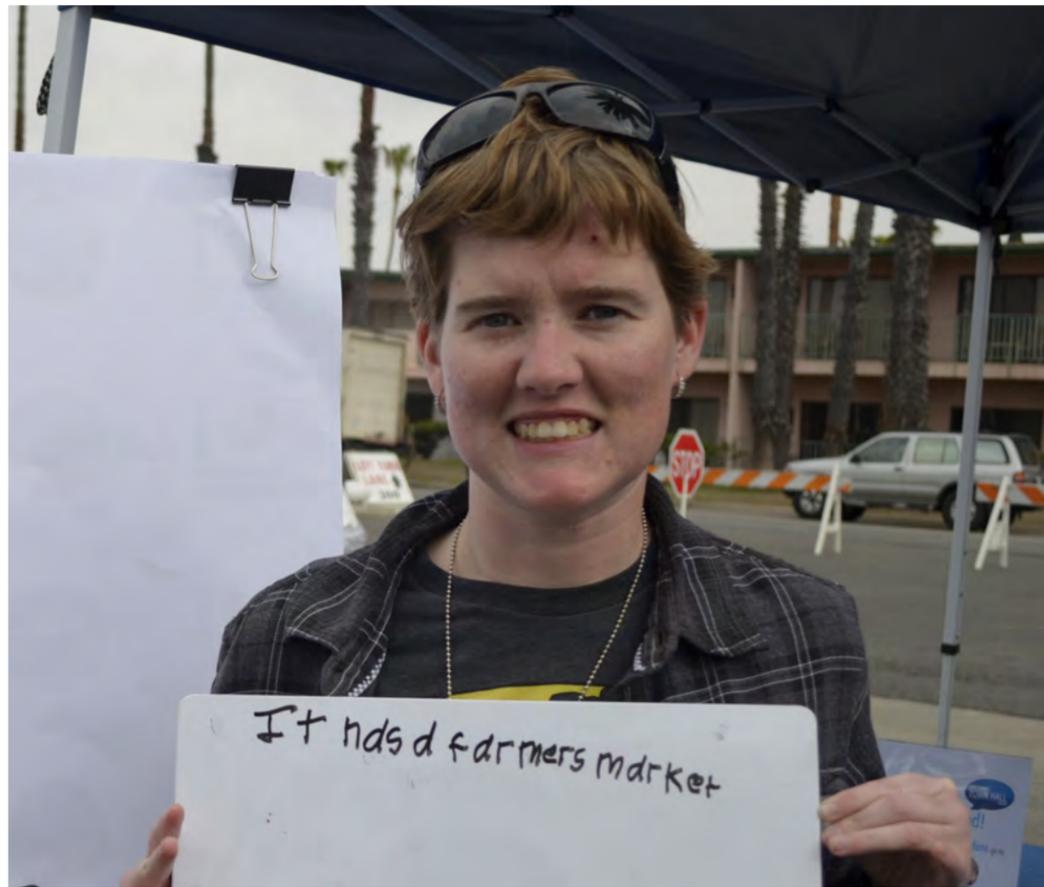
Thank you to all who participated!

Event locations:

- Marina Pacifica Mall
- Marketplace
- Southeast LB Farmers Market



February 2014



I  **SOUTHEAST LONG BEACH**

During 3 pop-up outreach events Long Beach residents shared what they LOVE about Southeast Long Beach. Here is what a few of them had to say...

Thank you to all who participated!

- Event locations:
- Marina Pacifica Mall
 - Marketplace
 - Southeast LB Farmers Market



COMMUNITY ADVISORY COMMITTEE MEETINGS

CAC #1 March 2014

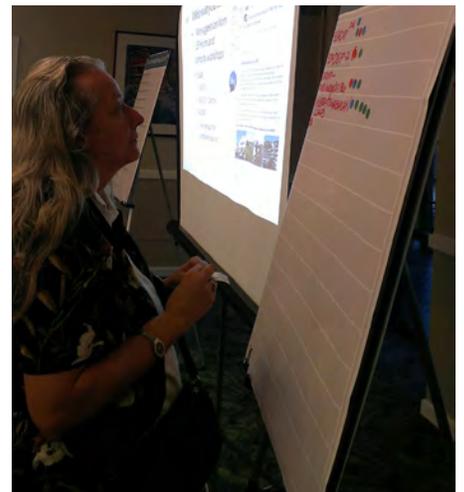
CAC #4 August 2014

CAC #2 June 2014

CAC #5 October 2014

CAC #3 July 2014

CAC #6 December 2014





Southeast Area Specific Plan Community Advisory Committee

First Meeting Summary

March 26, 2014

The first meeting of the Southeast Area Specific Plan Community Advisory Committee (Committee) took place on March 26, 2014 at Best Western Golden Sails Hotel Seafarer Room at 6285 E. Pacific Coast Highway. The meeting took place from 6:30 to 8:30 pm and was open to the public, who were also invited to attend.

Click the links below for the agenda and presentation.

[Agenda](#)

[Presentation](#)

The meeting was facilitated by Lewis Michaelson of Katz and Associates (one of the project team consultants). The meeting kicked off with introductions from the committee members and project team.

Project Team Members in Attendance:

PlaceWorks- Lead Consultant

Wendy Grant- Project Manager

Karen Gulley

Suzanne Schwab

Katz and Associates

Lewis Michaelson

Joan Isaacson

City Staff – Development Services

Amy Bodek, Director

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Gregory Gill Commercial Property Owner

Raymond Lin Commercial Property Owner

Rod Astarabadi Commercial Property Owner

John McKeown Commercial Property Owner



Southeast Area Specific Plan Community Advisory Committee First Meeting Summary

March 26, 2014

Peter Zak	Commercial Property Owner
Randy Blanchard	Commercial Property Owner
Pat Towner	Homeowner Association - UPENA
Kristi Fischer	Homeowner Association - Del Lago
Michael Roddy	Homeowner Association - Marina Pacifica
Steve McCord	Homeowner Association - Belmont Shore Mobile Estates Park
Elizabeth Lambe	Community Organization - Los Cerritos Wetlands Land Trust
B. Thomas Mayes	Community Organization - Long Beach Marian Boat Owners Assoc.
David Salazer	Agency - CSULB
Mary Parsell	Agency - El Dorado Audubon Society
Karissa Selvester	Agency - Long Beach Transit
Dianna Watson	Agency - Cal Trans
Charles Durnin	Community Member at Large
Edward Kutik	Community Member at Large
Laura Lindgren	Community Member at Large
Bill Davidson	Community Member at Large

Not present:

Roberta Smith	Homeowner Association – Alamitos Heights Improvement Association
Mark Stanley	Agency – Los Cerritos Wetlands Authority

Approximately 50 community members attended the meeting.

Following introductions, the group reviewed the Committee's role and responsibilities, which included the [Committee Mission Statement](#). An overview of principals of participation helped the group to understand how to communicate their interests in the area while listening and considering what other had to say.



Southeast Area Specific Plan Community Advisory Committee

First Meeting Summary

March 26, 2014

City staff and the consultant team gave a short presentation on the background of the project. This included a quick overview of the grant received from the California Department of Conservation. Next City staff highlighted some of the existing and proposed development including an Environmental Impact Report for a proposed project at PCH and 2nd street.

The consultant team led the charge in reviewing the [timeline](#), work plan, and [process chart](#) for the project. An overview of the outreach efforts to-date included a recap of the [February Pop-up Outreach booths](#) as well as the project's online engagement tool, [Long Beach Town Hall](#).

The Committee and public were then asked to participate in a visioning exercise. Participants were broken out into groups and asked to draw their [visions for Southeast Long Beach](#). Each group was given a few minutes to present their visions.

Committee Visioning Recap:

Group #1:

Oil consolidation, wetlands, smart development, healthy habitats, educational opportunities, safe access trails, harmony with LCP, AES upgrade that supports local biology & quality of life, community/family, alternative transportation, environmental restoration, village atmosphere, purple mountains, canoeing, boating, free flowing traffic

Group #2:

Walkways, water, boats, wetlands – walking paths, tours, education, opportunity for stunning gateway into LB, classy development, small boutique hotel, high-end residential development, apple store, boutique retail, oil stay, fix traffic, data-driven process

Group #3:

Wetlands preserved, oil wells – lower them or use technology to lesser visibility, add residential around to enjoy, quality of retail, want more residential – less traffic, swap pch/second property with city so that residential could be on water, also add restaurants and shopping on water, lights always green

Group #4

Focus on traffic, pedestrian-friendly, wetlands restoration, activate city-parking lots by marina, mixed use, height-restriction (85 feet), bike paths, convert AES site to green space

Several themes emerged from the dialogue:

- Improved traffic
- Wetlands enhancement
- Protecting the scenic environment
- Providing a gateway to Long Beach



Southeast Area Specific Plan Community Advisory Committee

First Meeting Summary

March 26, 2014

- Creating a pedestrian accessible environment
- Allowing for a mix of land uses
- Retaining Building height limits
- Attracting upgraded commercial and retail
- Consideration of oil operation consolidation
- Creating healthy habitat

After members of the Committee finished their presentations a review of the next steps for the project was provided. The upcoming [community workshops](#) were announced and the Committee was asked to help promote the workshops and to attend if possible. The group also decided that meeting on Wednesdays worked best for them. The next Committee meeting has not been set yet, the consulting team is still working on data collection for existing conditions and will schedule the next meeting once complete. The Committee is scheduled to meet a total of five times.

The Committee was also asked to come up with suggestions for a new name for the project. Currently the Specific Plan is referred to as SEADIP (Southeast Area Development Improvement Plan).

As the meeting concluded the floor was opened for public comment. Groups from the community that participated in the visioning exercise also presented their [visions](#) at this time. The same visioning exercise will be held at each of the April [community workshops](#).

Public Comments and Visions:

Diversity – need to focus on wetlands, but commonality to include habitat/education/funding, get investments for good return which could help restore wetlands- look to the future

Retain beach community, no high-rise no dense development, need landscaping – should be drought tolerant, revitalized wetlands with monetary support from developers & federal agencies, in exchange for raised Studebaker road, new developments required to include wetlands

Add Welcome Signage to this area and create a gateway to Long Beach

EIR – clarify schedule

Los Cerritos Wetlands Authority- in process of designing restoration plan

Not in favor of extending Studebaker Rd



Southeast Area Specific Plan Community Advisory Committee

First Meeting Summary

March 26, 2014

Connectivity – bridge to the Lagoon, science center, outside path around wetlands, oil still continues but along the edges, bring green to development side, and link other open space areas, think blue and green

Process – need to know what coastal act requires

Expect niche retail not high-end, want best way to get wetlands restored

Preserve mineral rights but move to the edge of the property to preserve the wetlands

Create more bicycle connections



Introduction

- ❖ Overview
 - City Staff Updates
- ❖ Project Name
- ❖ Opportunities and Constraints Workbook
 - Planning
 - Mobility
- ❖ Public Comment
- ❖ Next Steps

Introduction

❖ Update:

Overview of action taken during July 1, 2014 City Council meeting to consider processing authority for a joint LCP amendment on LCW and Lyon properties



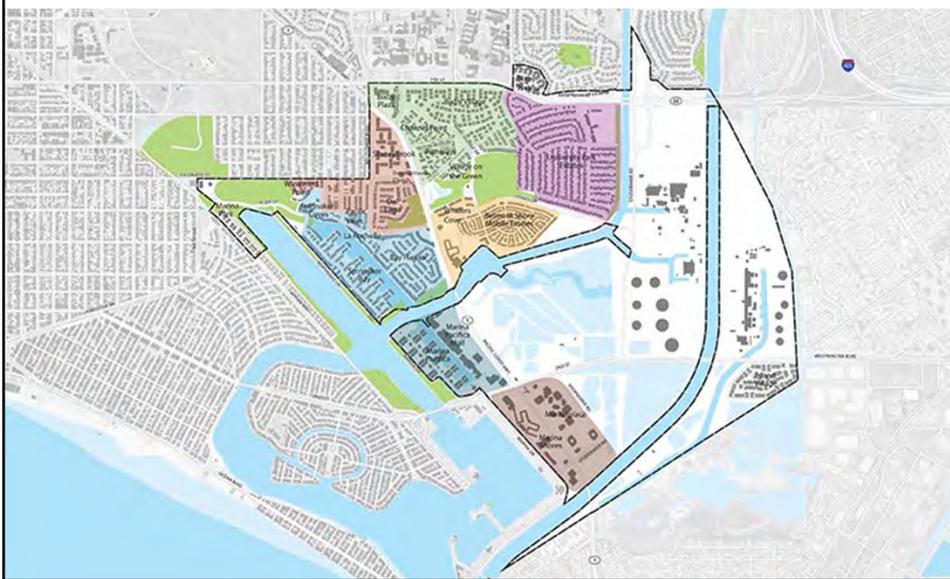
Urban Design: Discussion

- ❖ What does the community find positive and negative about the current development character? And what should new residential or new/renovated commercial aspire to do better?
- ❖ What are some good examples of main streets and waterfront communities that they'd suggest the team look at for reference?
- ❖ What are residents' and visitors' favorite gathering places? What is missing that could enrich a sense of community and of being in a special place?
- ❖ What are the neighborhoods that make up Southeast Area? Are they the individual developments, or do residents see a cluster of several making up "their neighborhood"?

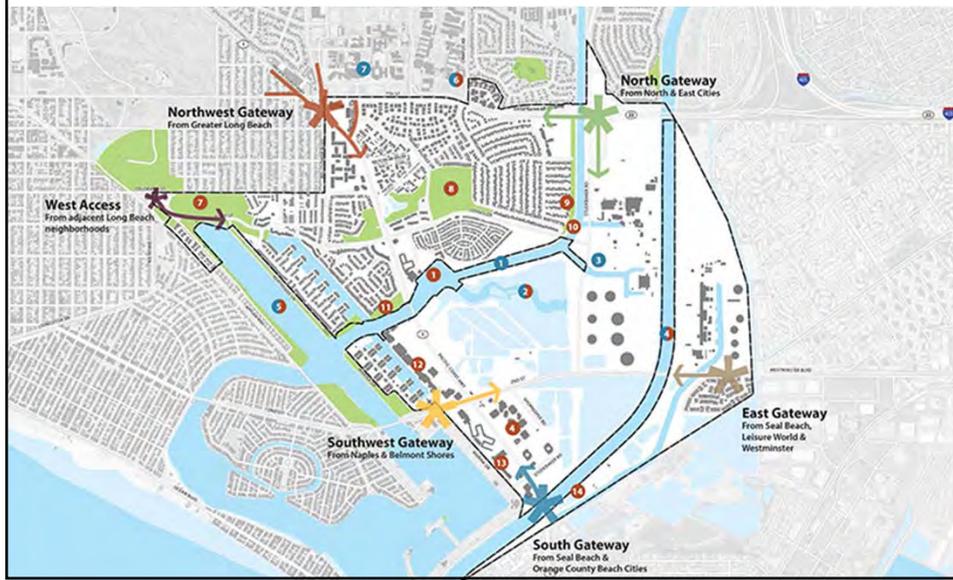
Urban Design: Discussion

- ❖ What aspects of placemaking could be integrated into existing neighborhoods? What aspects could be integrated into new projects?
- ❖ Where do residents go for daily shopping and services? Do they drive even if those destinations are close? Would residents consider walking or bicycling to get around if it was convenient and safe?
- ❖ What do residents feel are the strengths and weaknesses of their neighborhood today? (For example: Do residents desire more amenities within walking distance? Should they be made safer for their family to bicycle? Do they need more open space?)

Neighborhoods



Gateways, Landmarks & Destinations

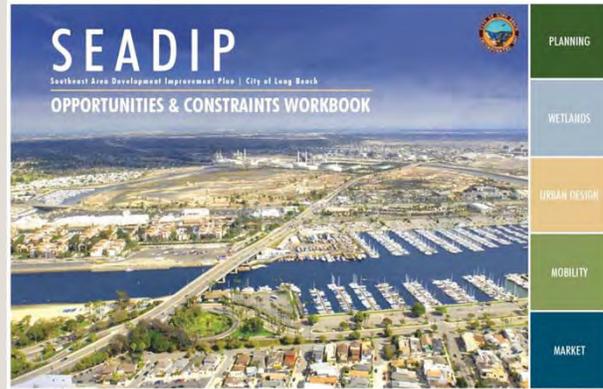


Views

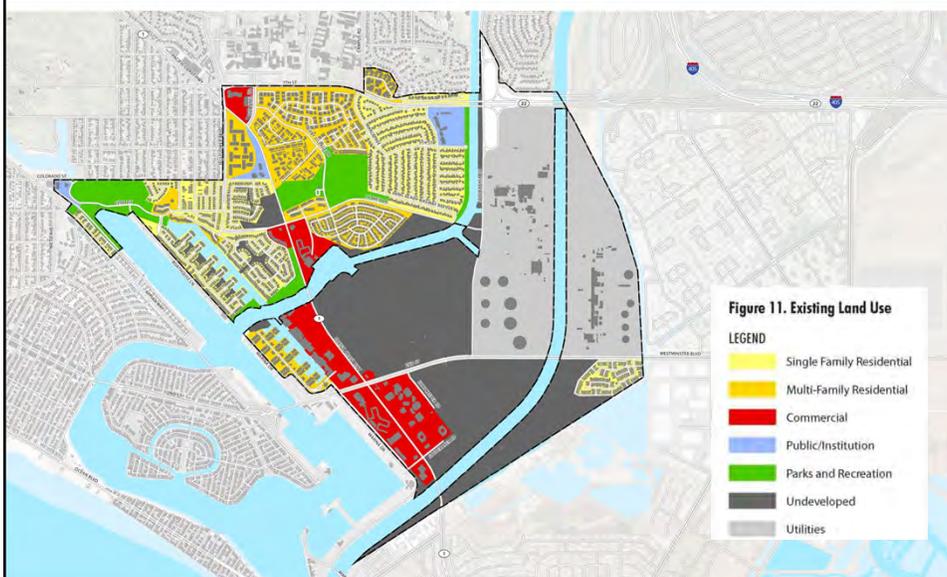


Opportunities and Constraints Workbook

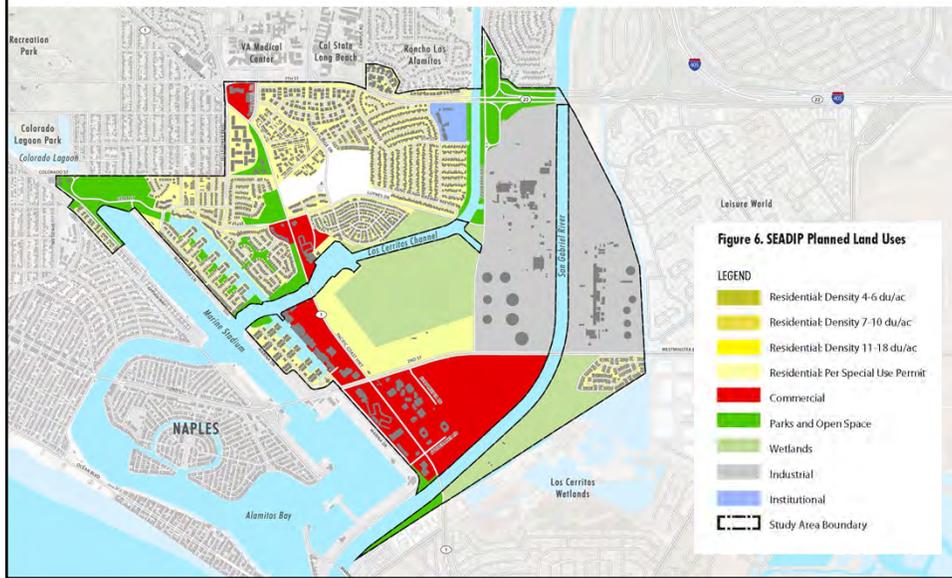
- ❖ Planning
- ❖ Mobility



Planning: Existing Land Use



Planning: Planned Land Use (SEADIP)

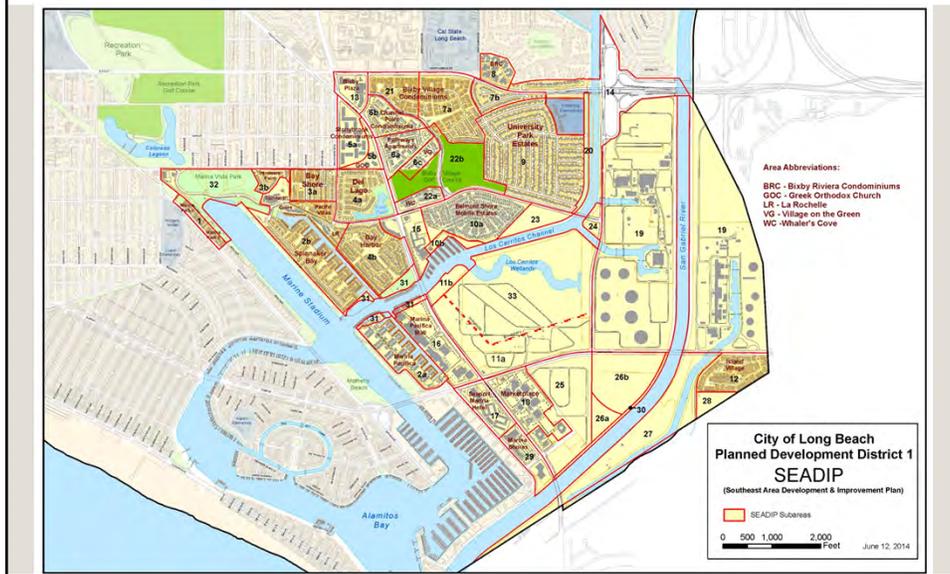


Planning: Existing vs Proposed (SEADIP)

EXISTING	ACRES	PERCENT
Residential (Single and Multi Family)	419	30.3%
Commercial/Office	97	7.0%
Public (School, Church)	16	1.1%
Open Space	67	4.8%
Utilities/Industrial	285	20.6%
Undeveloped/Wetlands	277	20.0%
Right of Way (Roads)	165	11.9%
Water (San Gab. River & Los Cerritos Channel)	57	4.1%
TOTAL ACRES	1382	

PLANNED (1977 SEADIP)	ACRES	PERCENT
Residential (Single and Multi Family)	519	37.6%
Commercial/Office	184	13.3%
Public (School, Church)	11.5	0.8%
Open Space	115	8.3%
Utilities/Industrial	285	20.6%
Wetlands	88	6.4%
Right of Way (Roads)	122.5	8.9%
Water (San Gab. River & Los Cerritos Channel)	57	4.1%
TOTAL ACRES	1382	

Planning: SEADIP Sub Areas



Planning: Difference Between PD & SP

- ❖ **Planned Development (PD)**
 - Action items for each sub area
- ❖ **Specific Plan (SP)**
 - Vision
 - Development Standards (setbacks, heights, open space, etc.)
 - Design guidelines (gateways, buffers, architecture, landscape)
 - Street sections (pedestrian, bike, vehicular, transit)
 - Illustrations,

Planning: Regulatory Environment

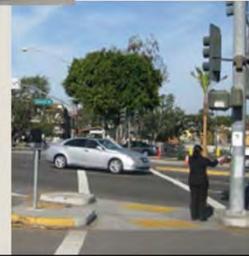
- City of Long Beach
 - Capital Improvements Plan
 - Urban Water Management Plan
 - Sewer Master Plan
 - General Plan
- California Coastal Act (Local Coastal Program, Sea Level Rise)
- Regional Water Quality Control Board
- LA & OC County Flood Control Districts
- Southern California Air Quality Management District
- Army Corps of Engineers
- Department of Fish and Wildlife

Planning

- ❖ Questions?

Mobility

- ❖ Complete Streets – What Are They
- ❖ Existing Conditions
 - Transit
 - Bicycle
 - Pedestrian
 - Vehicular
- ❖ Opportunities/Constraints



Mobility – What Are Complete Streets?

*"Complete Streets are streets for **everyone**. They are **designed** and **operated** to enable safe access for **all users**. **Pedestrians, bicyclists, motorists, and public transportation users** of **all ages and abilities** are able to safely move **along and across** a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations."*

Source: National Complete Streets Coalition

<http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals>

Mobility – What Are Complete Streets?



Mobility – Complete Streets Evolution



Mobility – Complete Streets Evolution

Preserve Existing Trees when healthy or part of a street's character

Shade Trees should always be included and planted to achieve a continuous canopy

Utilities including above-ground control or meter boxes should be within the amenity zone, and on a cross-street where possible. All in-ground meter boxes should be flush mounted if located under the walk zone

Tree Wells should be a minimum 4'x6' with a permeable surface

Bicycle Amenities can include: corral in parking zone or bike rack in amenity zone

Functional Art can include: sculptural bike racks and district wayfinding markers

Pedestrian Amenities should include: pedestrian lights, signage and trash receptacles in the amenity zones

Buffers can be provided in the parkway zone, in the parking zone, or in both to help make pedestrians feel safe

Storefront design should maximize transparency and "eyes on the street" and should include pedestrian oriented signage

Setback should be treated as an extension of the sidewalk with outdoor dining & commercial activity when sidewalk and setback area is wide enough

Mobility – Complete Streets Evolution

Creating Our Own Complete Streets

The City of Long Beach and this Mobility Element place a priority on creating "complete streets" and a multimodal approach that balances the needs of all users of the streets (see A City Built on Bold Moves, page 11). The goal is to provide people more choices when making transportation decisions for local and regional trips.

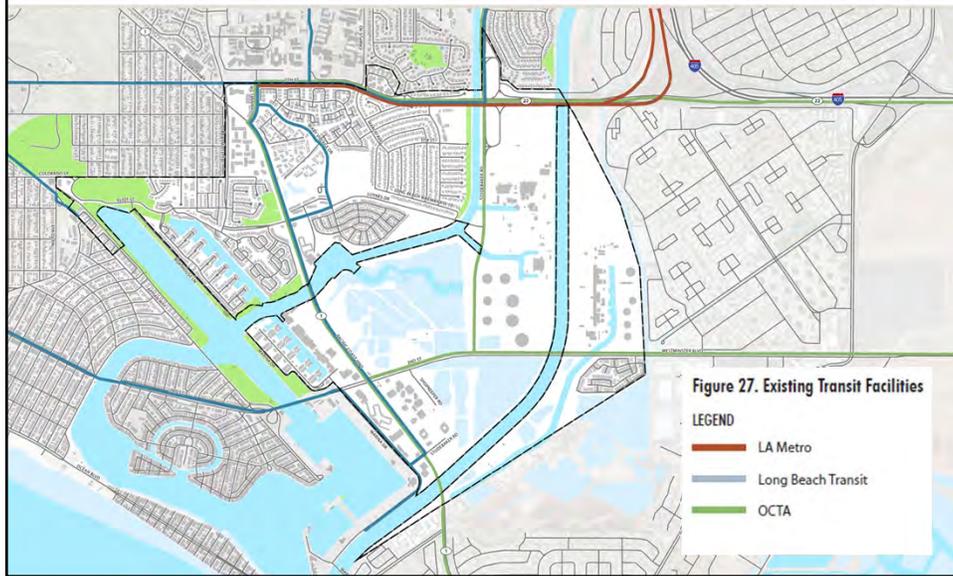


Before (First St. and Linden Ave.)

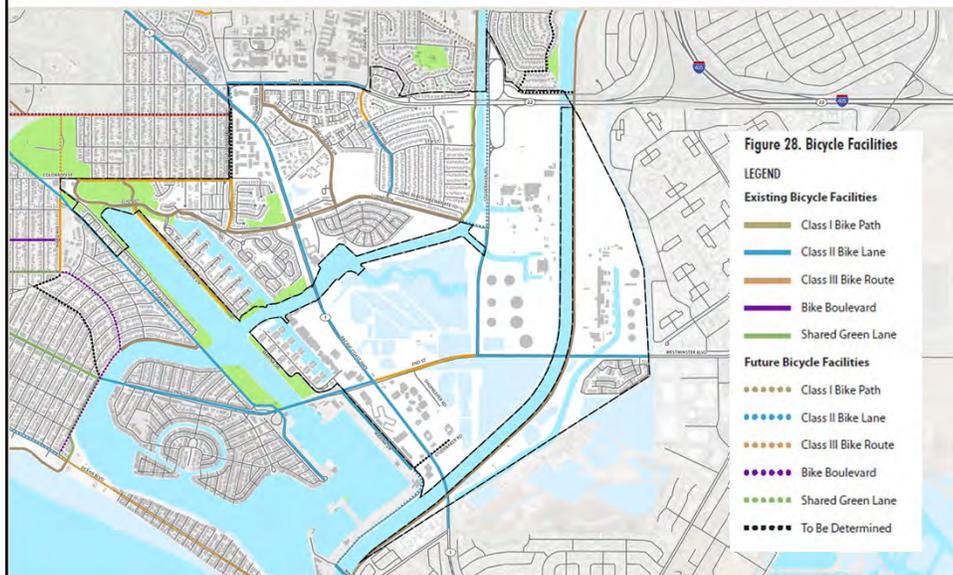


After (First St. and Linden Ave.)

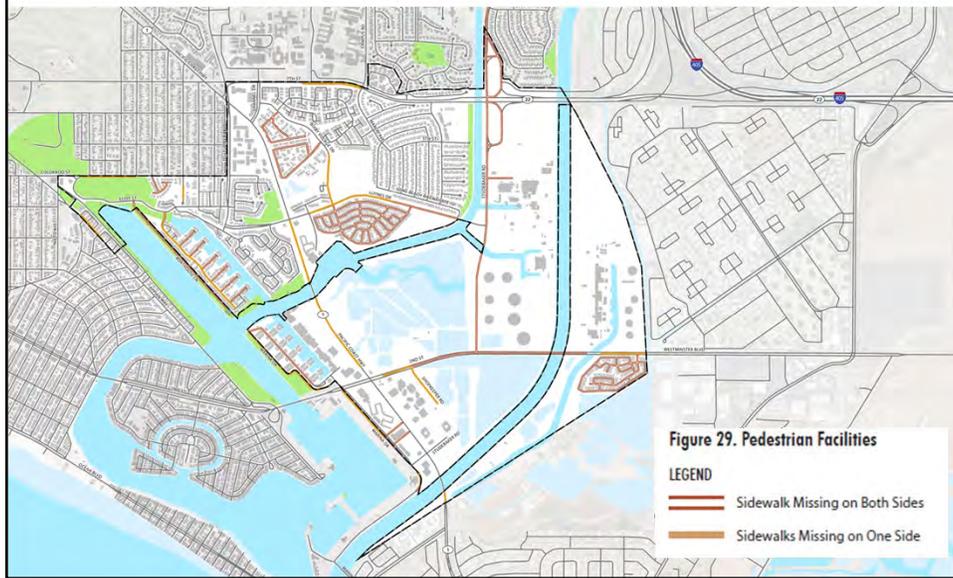
Mobility – Transit



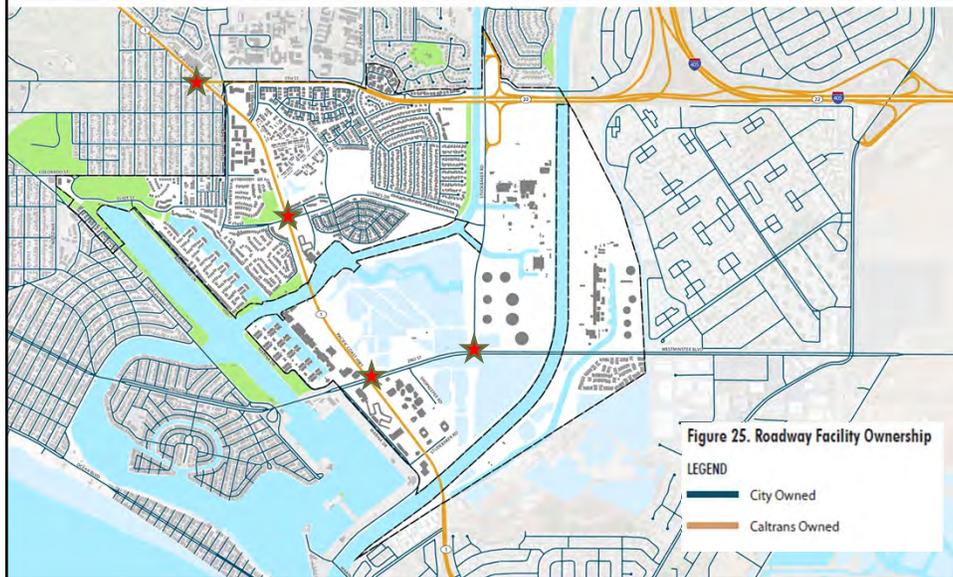
Mobility – Bicycle



Mobility – Pedestrian



Mobility – Vehicle



Mobility

- ❖ What does this mean for the study area?
 - Prioritize modes based on the user and consistent with the urban design
 - Great streets are part of a great place

The Long Beach Mobility Element designates most of the classified roadways within the study area as opportunity for character change. Potential changes to the street character could include implementing new pedestrian, transit or bicycle facilities, traffic calming, or other treatments that would develop the area into a more balanced mobility system with more transportation choices.

Mobility: Big Ideas to Pursue?

- ❖ What should be the role of PCH within SEADIP, and across the City?
- ❖ Should the City take over PCH (and/or 7th Street)?



Mobility: Big Ideas to Pursue?

- ❖ What should be the role of PCH within SEADIP, and across the City?



Mobility: Big Ideas to Pursue?

- ❖ What modes are most important to the success of the Study Area?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



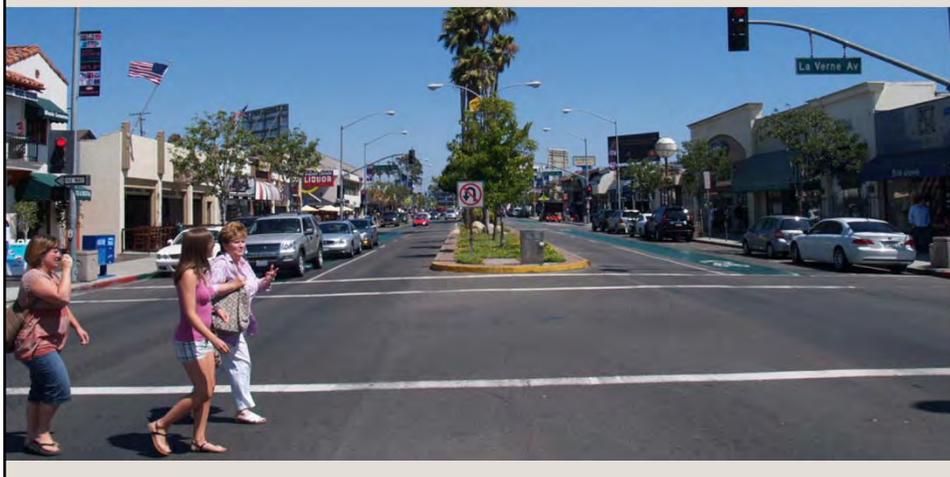
Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



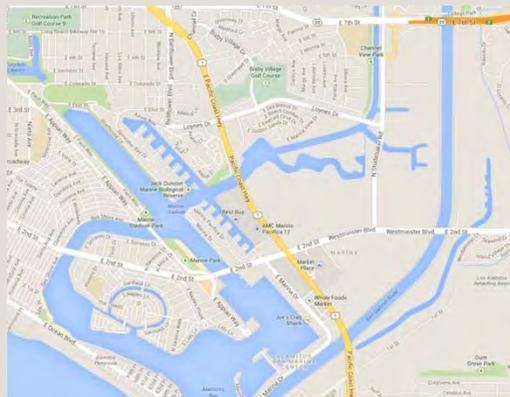
Mobility: Big Ideas to Pursue?

❖ Better Pedestrian Crossings?



Mobility: Big Ideas to Pursue?

❖ How would you connect the Study Area to the surrounding communities?



Mobility: Big Ideas to Pursue?

❖ Other Ideas:

- New streets or alignments?
 - Studebaker Extension?
 - Marina Drive Shifted Westward?
- Better transit access to CSULB/Belmont Shores?
- Bike path along the Los Cerritos Channel?
- Better bicycle facilities?



Public Comment

City of Long Beach



Administration & Next Steps

- ❖ Pop Up July 20th at the Farmers Market
- ❖ Public Workshop August 6th
- ❖ Next CAC meeting August 13th
 - Topic: Wetlands, Infrastructure, and Vision
- ❖ Stakeholder Interviews
- ❖ Wetlands Tour
- ❖ Homework: Review Wetlands and Infrastructure Chapters of the Workbook

Project Area Boundaries



CAC Mission Statement

- ❖ To provide perspectives and input to the project team to **generate a project vision, identify issues and opportunities, and formulate planning alternatives and recommendations** that will inform the Specific Plan, which will be forwarded to decision makers for consideration.
- ❖ The Committee's mission also includes **encouraging the involvement of other community members** in the public participation process and **considering the community's input** in discussions about the Specific Plan.



SOUTHEAST LONG BEACH SPECIFIC PLAN TIMELINE

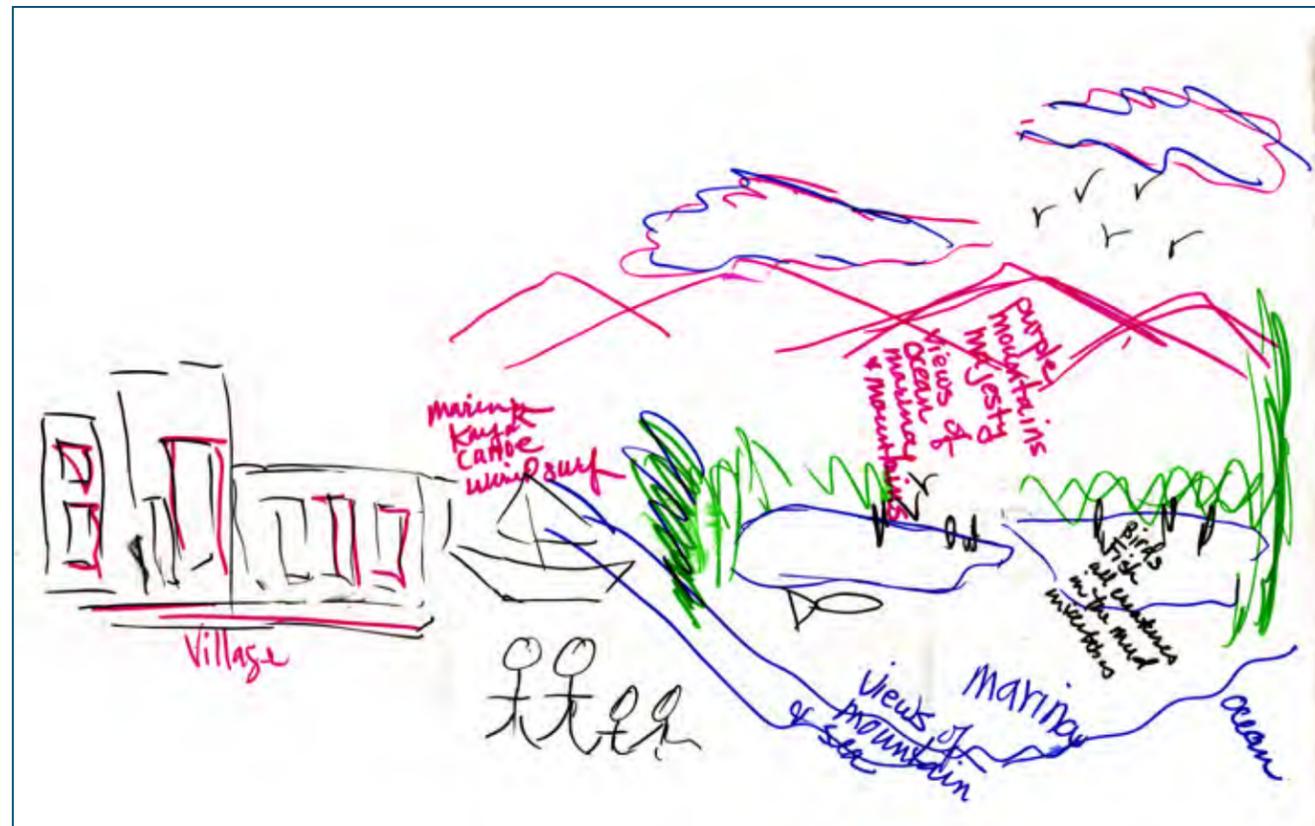
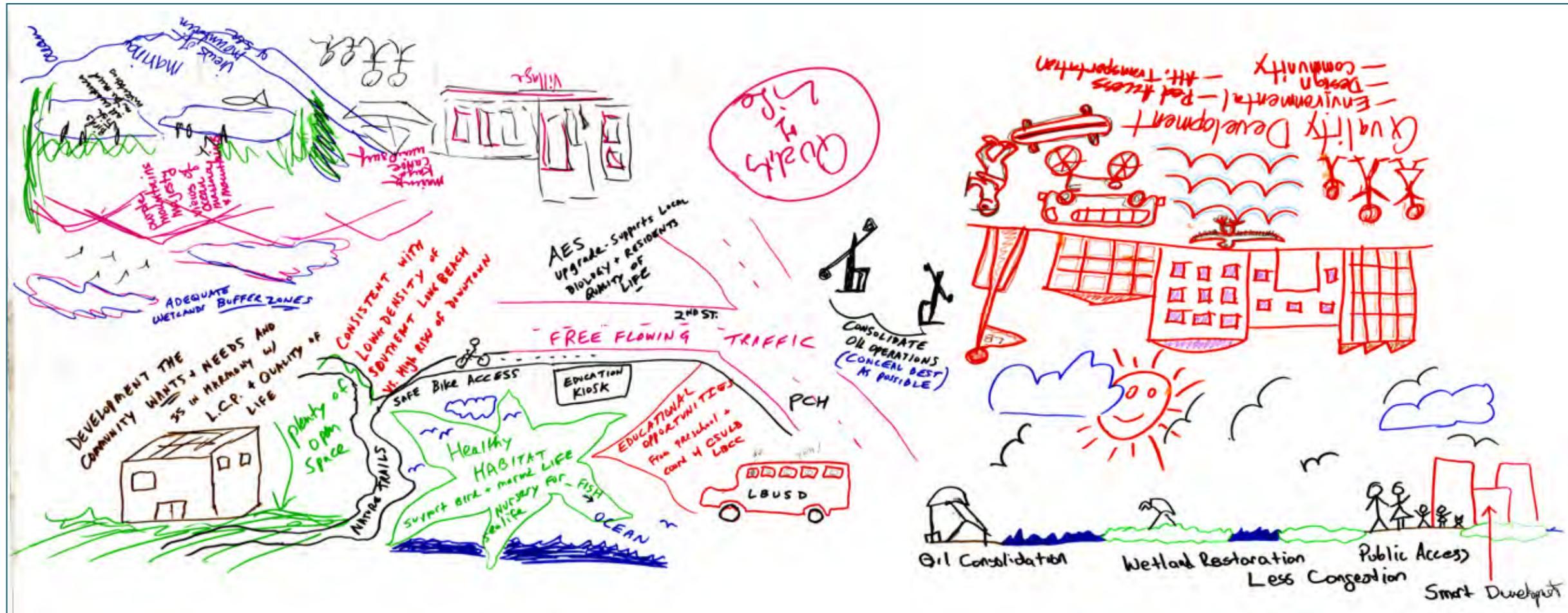
TIMEFRAME »»	SPRING 2014	SUMMER 2014	FALL 2014	WINTER 2014-2015	SPRING 2015	SUMMER 2015 AND BEYOND
TASKS 	<ul style="list-style-type: none"> Collect Background Information Identify Issues, Opportunities and Constraints Begin Wetland Delineation and Habitat Assessment Community Advisory Committee application and selection Draft Vision, Goals and Objectives 	<ul style="list-style-type: none"> Develop Workbook of Land Use Concepts to inform the Land Use Plan Identify options to consider for vehicular, bike, and pedestrian circulation and transit opportunities Generally define community amenities and where new amenities may be possible Identify Opportunity Areas for more detailed evaluation and analysis 	<ul style="list-style-type: none"> Develop sketches, illustrations and visual concepts of Opportunity Areas Economic Feasibility and Pro Forma Analysis for Opportunity Areas Prepare Alternative Restoration and Development Concepts Prepare costs to inform Wetland Restoration and Mitigation Alternatives being considered 	<ul style="list-style-type: none"> Select the Land Use Plan Prepare Draft Specific Plan <ul style="list-style-type: none"> Development Standards Design Guidelines Circulation Plan Public Realm and Amenities Infrastructure Phasing Plan Administration Begin coordination with Coastal Commission and Local Coastal Program Amendment 	<ul style="list-style-type: none"> Continue Preparation of Draft Specific Plan Initiate Preparation of Environmental Impact Report and Technical Studies <ul style="list-style-type: none"> Air Quality and Greenhouse Gas Cultural Resources Hydrology/Water Quality/ Geotechnical Noise and Vibration Traffic Continue Coordination with Coastal Commission and preparation of Local Coastal Program Amendment 	<ul style="list-style-type: none"> Complete Specific Plan Draft Complete the Environmental Impact Report Attain Certification of the Local Coastal Program Amendments
OUTREACH 	<ul style="list-style-type: none"> Pop-Up Events Community Advisory Committee Meetings #1 and #2 Community Workshop #1 Stakeholder Interviews Interagency Meetings 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Planning Commission and City Council Briefing Community Advisory Committee Meeting #3 Community Workshop #2 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Community Advisory Committee Meetings #4 and #5 Community Workshop #3 	<ul style="list-style-type: none"> Interagency Meetings Planning Commission and City Council Briefing 	<ul style="list-style-type: none"> Scoping Meeting for Project EIR 	<ul style="list-style-type: none"> Planning Commission and City Council Hearings Coastal Commission Hearings
NOTES 	<p>The project web page and the online community engagement tool Long Beach Open Town Hall will be available over the duration of the project and will serve as the primary source for information and online participation during the Specific Plan effort. This is a general timeline of activities associated with the Specific Plan effort. Items listed and sometimes noted above are subject to change as a result of new information or need for refinement of the schedule as the scope of work is implemented.</p>					



BIG IDEAS

CAC GROUP #1

- Oil consolidation
- Wetlands
- Smart development
- Healthy habitats
- Educational opportunities
- Safe access trails
- Harmony with LCP, AES upgrade that supports local biology & quality of life
- Community/family
- Alternative transportation
- Environmental restoration
- Village atmosphere
- Purple mountains
- Canoeing
- Boating
- Free flowing traffic

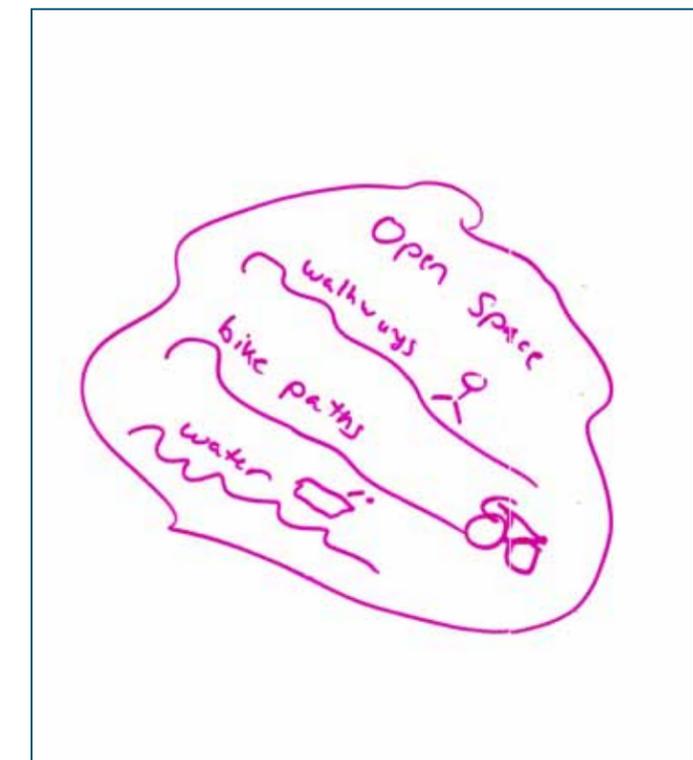
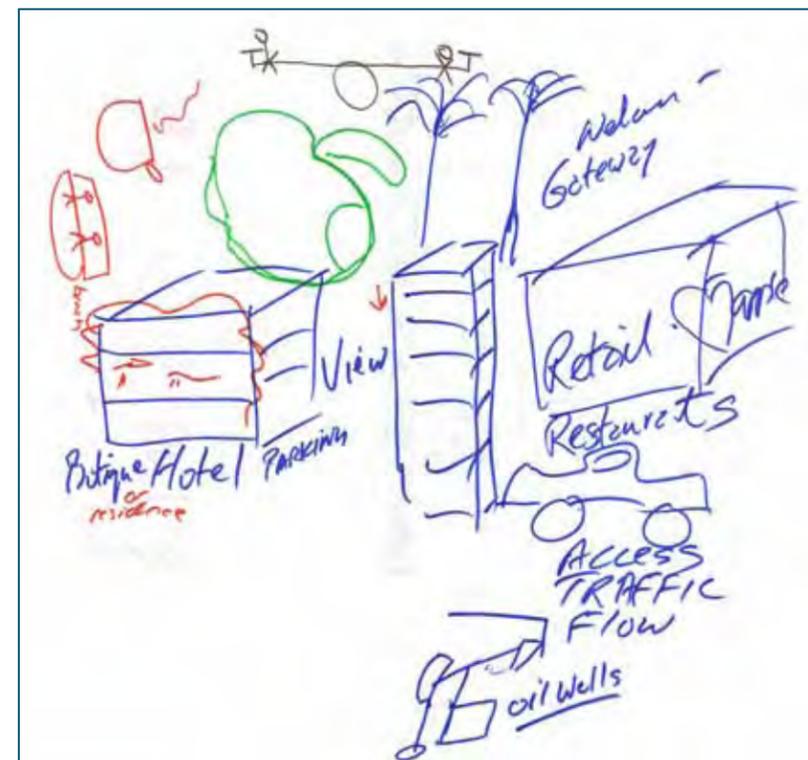


CAC Meeting #1
March, 2014

BIG IDEAS

CAC GROUP #2

- Walkways
- Water
- Boats
- Wetlands – walking paths
- Tours
- Education
- Opportunity for stunning gateway into LB
- Classy development
- Small boutique hotel
- High-end residential development
- Apple store
- Boutique retail
- Oil stay
- Fix traffic
- Data-driven process

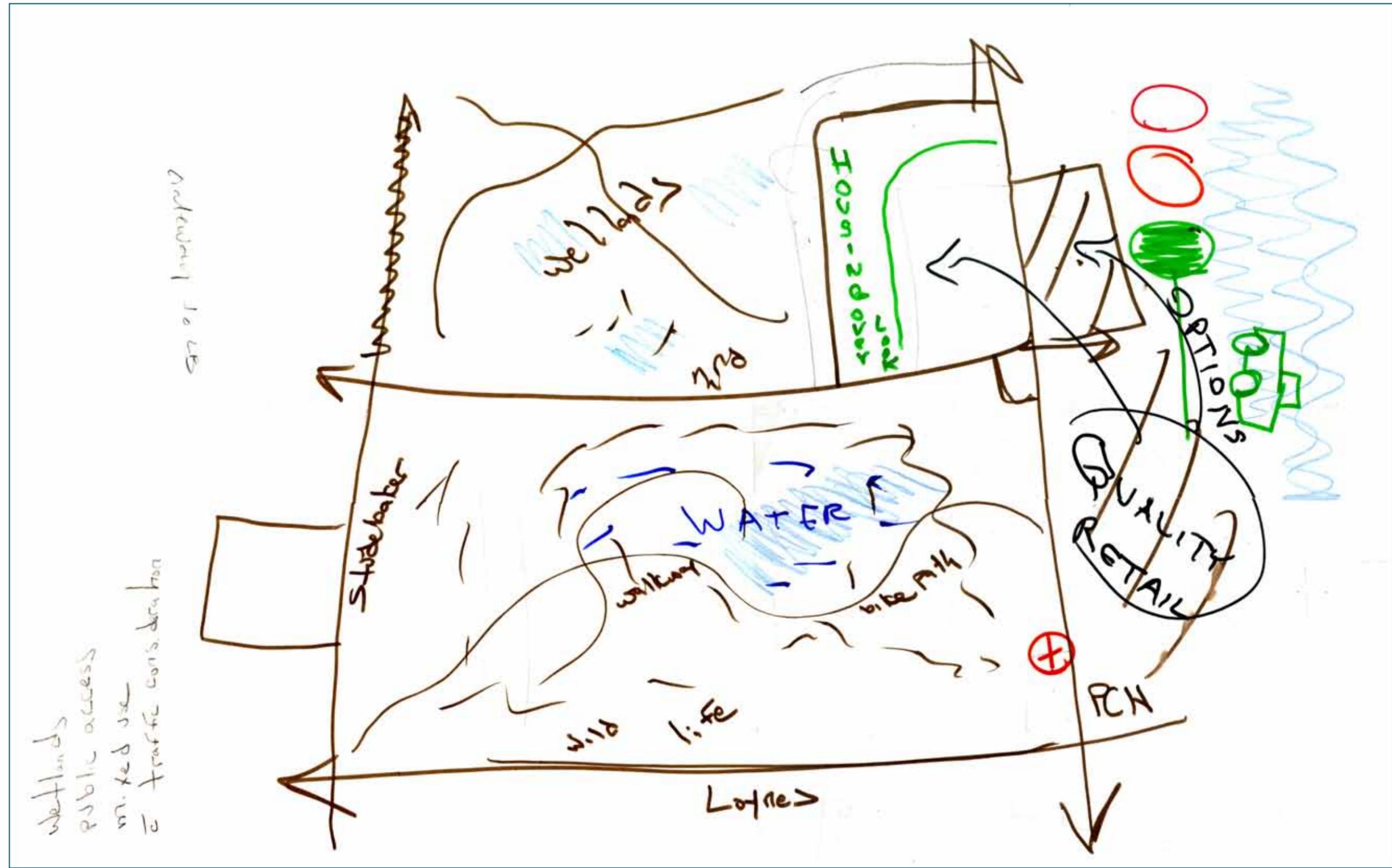


CAC Meeting #1
March, 2014

BIG IDEAS

CAC GROUP #3

- Wetlands preserved
- Oil wells – lower them or use technology to lesser visibility
- Add residential around to enjoy
- Quality of retail
- Want more residential – less traffic
- Swap PCH/Second property with city so that residential could be on water
- Also add restaurants and shopping on water
- Lights always green

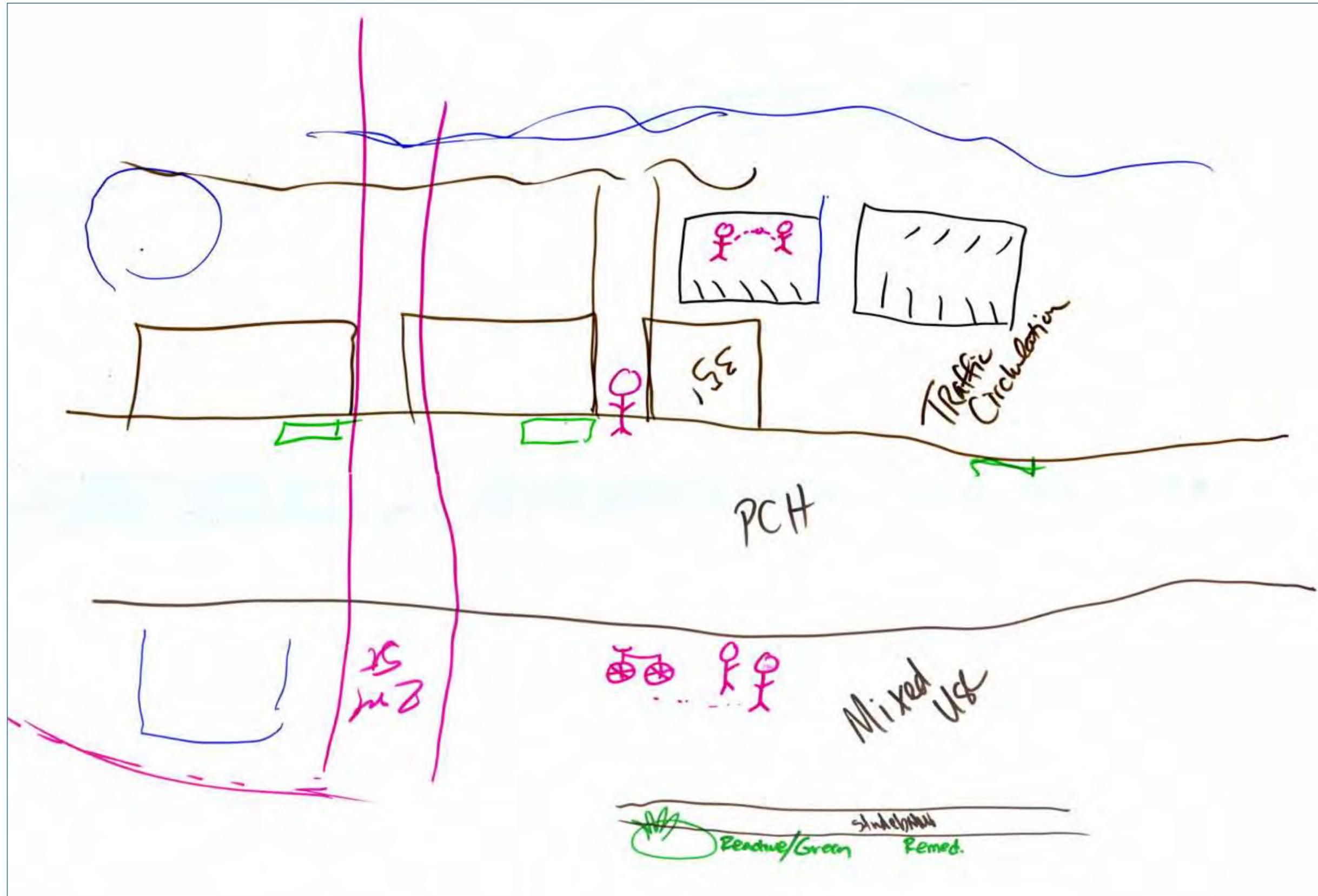


CAC Meeting #1
March, 2014

BIG IDEAS

CAC GROUP #4

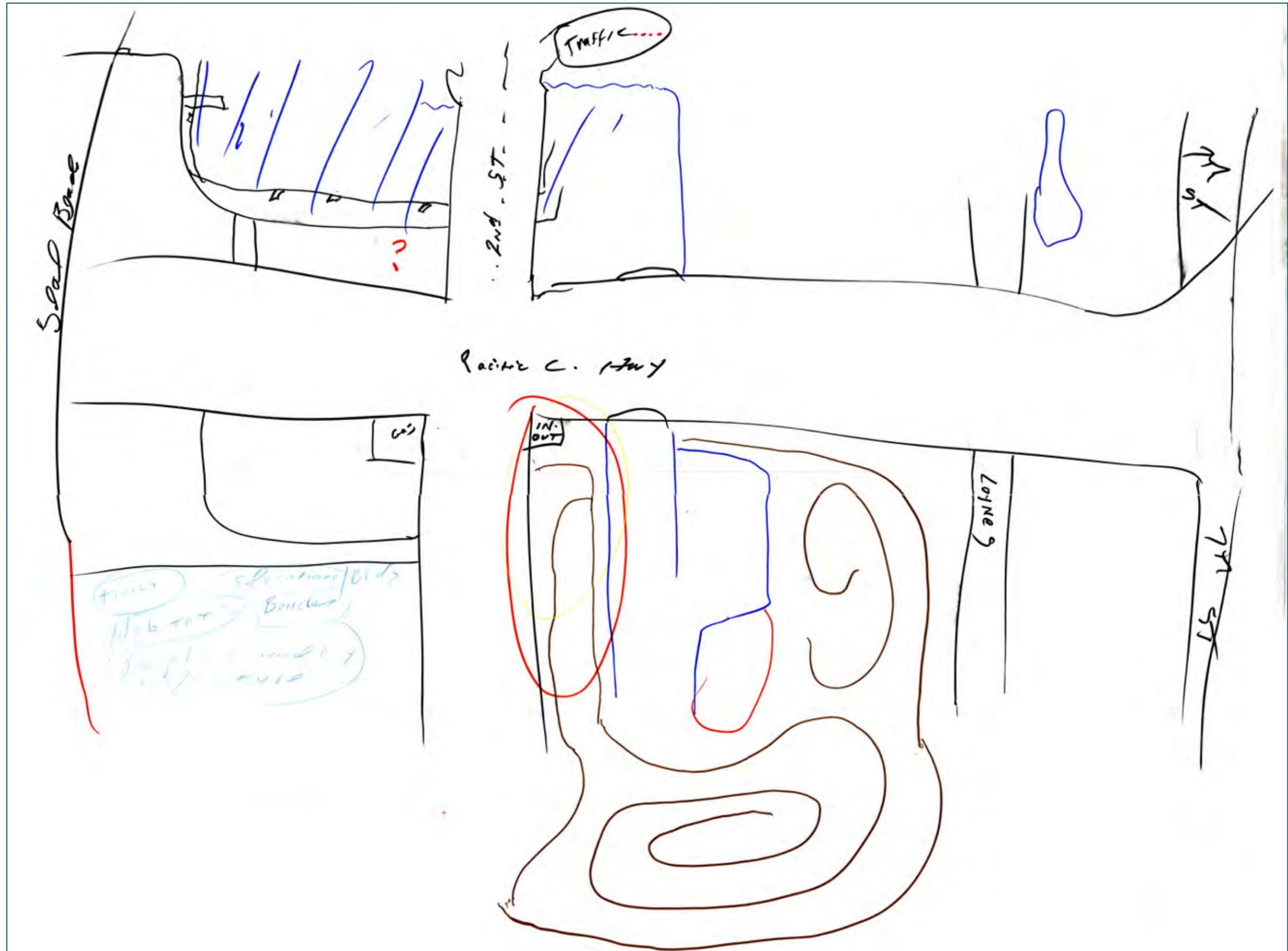
- Focus on traffic
- Pedestrian-friendly
- Wetlands restoration
- Activate city-parking lots by marina
- Mixed use
- Height-restriction (85 feet)
- Bike paths
- Convert AES site to green space



BIG IDEAS

PUBLIC GROUP #3

Please note: Public Group #3 participated in the visioning exercise but elected not to present their graphic because the majority of the ideas conveyed in their vision were already addressed by the other two Public Group presentations.



Southeast Area Specific Plan Community Advisory Committee Meeting #2 Summary



June 18, 2014

The second meeting of the Southeast Area Specific Plan Committee Advisory Committee (Committee) took place on June 18, 2014 at the Best Western Golden Sails Hotel Seafarer Room, E Pacific Coast Highway. The meeting took place from 6:30 to 9:00 pm and was open to the public, who were also invited to attend.

The [Agenda](#) and [Presentation](#) are available on the City website.

The meeting was facilitated by Lewis Michaelson of Katz and Associates (one of the project team consultants). The meeting kicked off with introductions from the committee members and project team as well as a recap of the Committee's [mission](#).

Project Team Members in Attendance:

PlaceWorks–Lead Consultant

Wendy Grant- Project Manager

Suzanne Schwab

Katz and Associates

Lewis Michaelson

CityWorks

Lisa Padilla

Strategic Economics

Sujata Srivastava

City Staff–Development Services

Amy Bodek, Director

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Gregory Gill	Commercial Property Owner
Rod Astarabadi	Commercial Property Owner
Randy Blanchard	Commercial Property Owner
Pat Towner	Homeowner Association - UPENA
Kristi Fischer	Homeowner Association - Del Lago
Stephen Bello	Homeowner Association - Marina Pacifica
Steve McCord	Homeowner Association - Belmont Shore Mobile Estates Park
Bill Thomas	Homeowner Association – Alamitos Heights Improvement Association
Elizabeth Lambe	Community Organization - Los Cerritos Wetlands Land Trust
David Salazar	Agency - CSULB
Mary Parsell	Agency - El Dorado Audubon Society
Karissa Selvester	Agency - Long Beach Transit
Linda Taira	Agency - Cal Trans
Edward Kutik	Community Member at Large
Laura Lindgren	Community Member at Large
Bill Davidson	Community Member at Large

Not present:

Raymond Lin	Commercial Property Owner
Mark Stanley	Agency – Los Cerritos Wetlands Authority
John McKeown	Commercial Property Owner
Peter Zak	Commercial Property Owner

Southeast Area Specific Plan

Community Advisory Committee Meeting #2 Summary

June 18, 2014



Charles Durnin
B. Thomas Mayes

Community Member at Large
Community Organization - Long Beach Marian Boat Owners Association

Approximately 20 community members attended the meeting.

Following introductions, Amy Bodek, Development Services Director, gave an update on a new proposal within the Southeast Area. The proposed project would relocate oil operations from an area near the Wetlands to an undeveloped parcel near Pacific Coast and the Marketplace Shopping center. The committee was informed that City staff will be seeking direction for the proposal from Council at their meeting on July 1, 2014. The Committee had a brief comment period and expressed concern regarding the visibility of oil derricks from Pacific Coast Highway and commented that they would need to be properly screened. Other Committee members were hopeful to hear that oil operations would be removed from the wetlands area.

Brant Birkeland, City Planner, reviewed the boundaries of the current SEADIP area with the Committee.

Public Outreach

Next, the consultant team recapped public outreach efforts to date and introduced the Draft Vision Statement. The team explained that the Statement had been crafted using input received from workshops, on-line topics through Long Beach Town Hall, and Committee Meeting #1.

Vision

The group read the Draft Vision Statement aloud stopping to give their input as they went through each paragraph (the Draft Vision Statement can be found online in the presentation). Feedback included:

- Concern about the use of light industrial wording, others interjected that oil derricks are currently part of the area and are considered a light industrial use and that they would rather have them over tall buildings—at least they are open and don't block views
- Consider more emphasis on residential and recreation and less on industrial
- Overall like the focus on pedestrian and safety
- Concern about statement regarding "redeveloping and redesigning"
- Felt the time lapse was lost in the sentence regarding developing on undeveloped properties
- Unsure that building design would reduce traffic and increase pedestrian use
- Would like to see mention of institutional uses such as Cal State and the VA
- The new CalTrans representative asked the group about their vision for PCH, the group responded with ideas such as a landscaped median, a desire to have a more attractive street, a reference was made to San Vicente, incorporation of traffic calming measures and safety were also noted as an important factors
- Would like the discussion regarding views to include neighborhoods and the marina (not solely PCH)
- Thought that the Statement should reference climate change
- Transit (shuttles, buses, etc.) and air quality were brought up as possible topics to add. The consultant team explained that while they would be included in the Plan they are not topics that had risen to the top of the feedback received for the vision
- Felt the statement that the area is a "gateway to LA County" isn't needed, the area is seen more as a gateway to Long Beach
- A suggestion was made that the youth voice should be brought in to consult on the Draft Vision Statement since they will be the ones living, working, and recreating in this area in the future—it was noted that youth input could include Cal State Long Beach, Long Beach City College, and High Schools

Southeast Area Specific Plan Community Advisory Committee Meeting #2 Summary

June 18, 2014



Project Name

A naming exercise helped the Committee to identify a possible new name for the Plan. The Committee was asked to report on their homework from meeting #1—to brainstorm ideas for a new name. A voting chart provided a list of names that had been collected through Long Beach Town Hall and Community Workshops. The Committee’s ideas were added to the chart and the members were given three sticky dots to place next to each of their top three favorite suggestions.

SEADIP Naming Exercise Results		
Ranking	Name	Number of Votes
1	Los Cerritos Area Plan (LCAP)	9
2	SEADIP II (Southeast Area Development and Improvement Plan II)	7
3	Los Cerritos Sustainable Development Plan	6
4	SEACOMP (Southeast Area Comprehensive Master Plan)	5
5	Los Cerritos Sustainable Neighborhood Plan	4
5	SEADIP ^{2nd}	4
6	SEADIP (Southeast Area Development Integration Plan)	3
6	SEADEP-21 (Southeast Area development and Environmental Plan)	3
7	Los Cerritos Urban Nature Plan	1
7	SEADIP 21 st Century	1

Opportunities and Constraints Workbook

The primary discussion topic for the evening was the Opportunities and Constraints Workbook (available online [here](#)). The Committee was asked to review the Urban Design and Market Assessment chapters. Members of the consultant team gave presentations regarding each chapter and the Committee was asked “What are your initial reactions?” “Did any of the findings surprise you and if so which ones?”

Market Assessment:

- Surprised about 245k development proposed for 2nd and PCH, concerned it won’t leave much on the table for future development
- A typographical error was identified on Table 18 on Page 74—The total for Retail and Food Services should be 1,696,000 not 1,334,000
- Wanted to know if affordable housing needed to be included in the workbook—consultant responded that it would be in the Plan but wasn’t necessary in the workbook
- Concerned about living wage jobs in Long Beach
- If the demographics of the area support high end retail why isn’t it already in the area?—consultant responded that more physical transformation is needed to attract that kind of development
- Tax breaks and relief were questioned—consultant responded that is a City Council decision not included in the analysis

Urban Design:

- Is adaptive reuse being considered?—consultant responded that it could be considered in the plan but is not part of this initial analysis
- Pleased that this section looked at transportation beyond PCH to streets like Studebaker and 7th because they also subdivide the area
- Think that street design should focus on major thoroughfares

Southeast Area Specific Plan

Community Advisory Committee Meeting #2 Summary

June 18, 2014



- Overall was very impressed by the chapter and liked the questions and key considerations, thought the group should take time to answer the questions for the consultant team

Public Comment

After the Committee's discussion the meeting was opened up for public comment. Feedback was solicited for the items discussed during the Committee's meeting. Feedback included:

- 2nd and PCH development will go on—no moratorium is in place
- SEADIP name will be hard to change—it is how everyone knows the area
- Los Cerritos is already the name of another neighborhood in Long Beach, including it in the name is confusing
- Changing the name will take a HUGE effort
- Overall commended the team on the workbook and thought it was well done

Committee Homework

Review Planning, Mobility, and Wetlands chapters for July 9th meeting

After the meeting the City sent out a consolidated list of questions from the Market and Urban Design chapters of the workbook. The Committee was encouraged to submit their answers in writing to the City or bring them to next meeting. Their feedback will be shared with the consultant team.



Agenda

- ❖ Introduction
- ❖ CAC Mission & Recent Public Participation Activities
- ❖ Draft Vision Statement and Goals
- ❖ Project Name
- ❖ Project Area Boundaries
- ❖ Opportunities and Constraints Workbook
- ❖ Public Comment
- ❖ Next Steps

Introduction

- ❖ New members and anyone not present at the first meeting
- ❖ Updated roster available on the website and as a handout for binder



CAC Mission Statement

- ❖ To provide perspectives and input to the project team to **generate a project vision, identify issues and opportunities, and formulate planning alternatives and recommendations** that will inform the Specific Plan, which will be forwarded to decision makers for consideration.
- ❖ The Committee's mission also includes **encouraging the involvement of other community members** in the public participation process and **considering the community's input** in discussions about the Specific Plan.

Public Participation

❖ In-Person

- Pop-ups
 - What do you love about SE LB?
- Workshops
 - Vision drawing
 - Pop-quiz
 - Project naming

❖ On-Line

- Long Beach Town Hall
 - What do you love about SE LB?
 - Vision priorities
 - Pop-quiz
 - What should the new Specific Plan be called?

Project Priorities

- ❖ From Long Beach Town Hall (in order of importance):
 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

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now:

Southeast Long Beach serves a unique role as a **Gateway into Long Beach** and Los Angeles County and is home to one of the largest **thriving wetlands** in Southern California.

People enjoy living, working and visiting here because of the **diversity of uses** in close proximity to one another including residential, commercial, hospitality, office, and light industrial uses surrounded by open space areas such as parks, the wetlands and marina making it an **active area** of town. Our established residential neighborhoods are complemented by a broad range of uses along Pacific Coast Highway, our primary corridor and thoroughfare through the area. These areas accommodate the many visitors to the area, as well as provide for the daily shopping and service needs of the surrounding community. The area provides **pedestrian and bike friendly streetscapes, distinctive architecture and public gathering spaces** that also make the Southeast Area a **distinctive neighborhood and community hub** in the City. Our unique community is frequented by residents from adjacent cities and regional visitors alike.

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now (cont'd):

While some undeveloped properties have been built upon, we accommodated **new growth primarily by redeveloping and redesigning existing projects** to create better use of already developed sites and to minimize the development of undeveloped properties adjacent to the wetlands. The mix of uses and thoughtful building design along the corridor has reduced the number of trips made by cars and encouraged the use of bicycles and walking as ways to move around the area.

We are especially proud of our collective efforts to successfully **restore our wetlands, to preserve coastal habitat and to permanently protect lands** that are recognized as a significant local and regional asset. We recognize that the presence of the wetlands contributes considerably to the character of the area and have implemented **thoughtful and carefully designed transitions** between natural and urbanized areas. When residents and visitors experience Southeast Long Beach, they enjoy wetland, marina and distant mountain **views** that can be seen from Pacific Coast Highway.

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now:

We created an **effective network of roadways, bike lanes and pedestrian walkways** to serve the uses and users in the area. Because we have established a well-used and safe pedestrian and bicycle network, cycling and walking have become our preferred modes of transportation and contribute to the community character of Southeast Long Beach and our distinctive sense of place. In addition, our marina, waterfront, wetlands, and bike trails are all thoughtfully linked and are an amenity to the community that is unparalleled in this area.

Project Name

- ❖ What would you call it?
 - Name suggestions from LBTH forum and community workshops
 - Include:
 - SEADIP II
 - SEADIP 21st Century
 - SEACOMP
 - » See handout for comprehensive list

The screenshot shows the Long Beach Town Hall website. The main heading is "What should the new Specific Plan for the Southeast Area be called?". Below this, there is an "Introduction" section with the following text:

What would you call it?

We need your help! Our new specific plan needs a name. Inspiration can come from anything. A name might incorporate historic references, the surrounding environment, or visions for the future. The community, environment, and economic factors are all going to be considered in the plan. For starters we came up with the Los Alamitos Bay East Specific Plan.

The new specific plan will replace the Southeast Area Development Improvement Plan, which most people currently refer to as SEADIP. More information on the overall project and process can be found [here](#).

The topic will remain open until February 23, 2014. City staff will choose a name in March. Please check back in late March and click on the "Outcome" tab above to find out which name was chosen.

Be Creative - there is no limit to the number of entries you can submit.

Below the text are four small images showing different scenes: a building, a park, a person walking, and a street view.

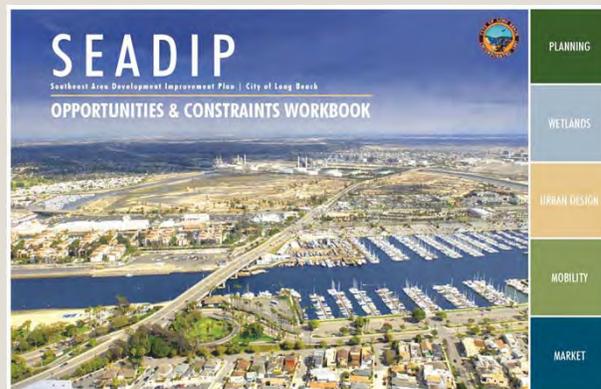
At the bottom, there is a "Feedback" section with "12 statements".

Project Area Boundaries



Opportunities and Constraints Workbook

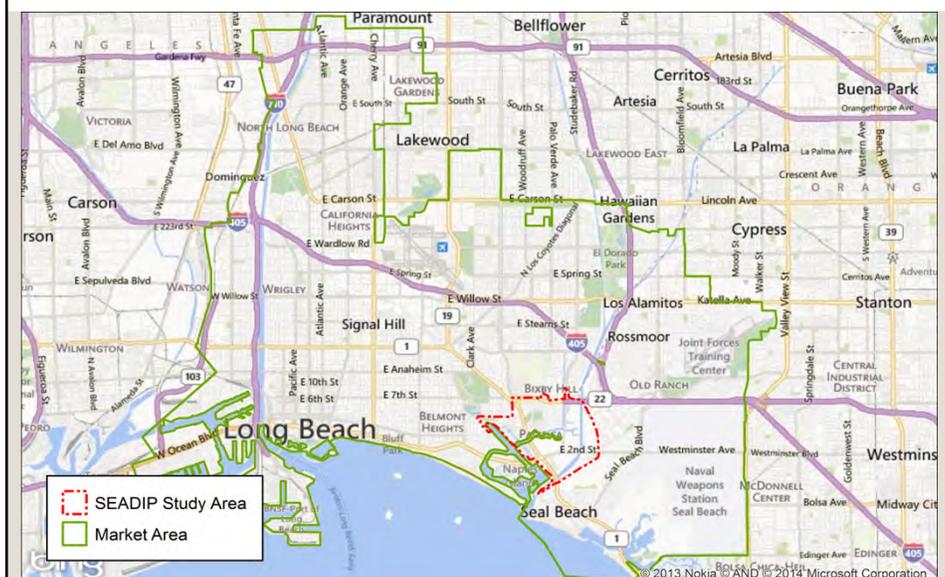
- ❖ Market Assessment: Strategic Economics
- ❖ Urban Design: CityWorks



Workbook: Market Assessment

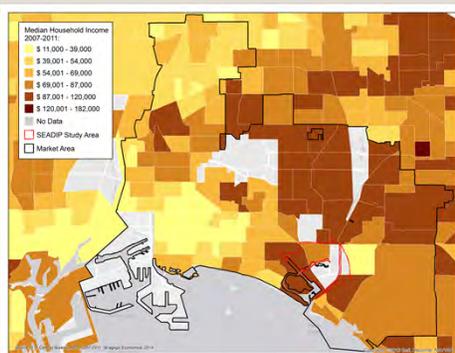
- ❖ Purpose of Market Assessment:
 - Understand market potential for new development in the Study Area
 - Ensure that strategies are economically viable
 - Provide context for financing and implementation
- ❖ Land uses examined: residential, retail, hotel, and office
- ❖ The market assessment is not prescriptive; it is one of many factors that will inform the land use plan

Competitive Market Area



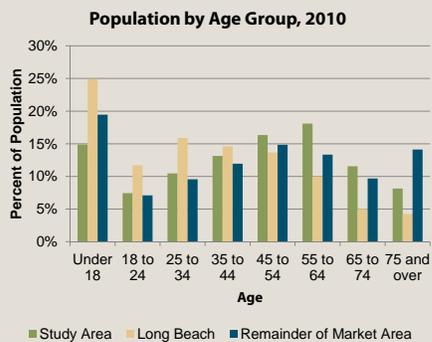
Demographic Profile

Study Area households are more affluent than in the city and Market Area

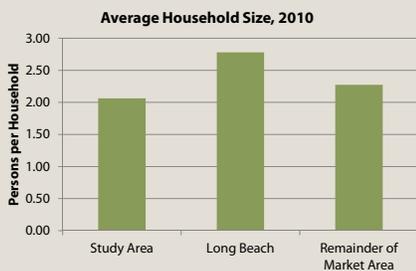


Source: U.S. Census

Study Area has higher share of "Baby Boomer" and senior households

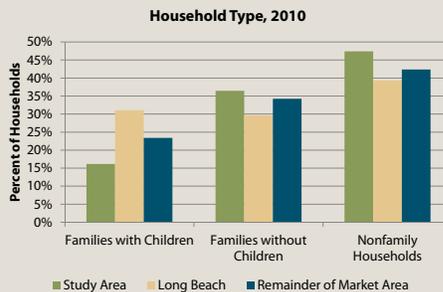


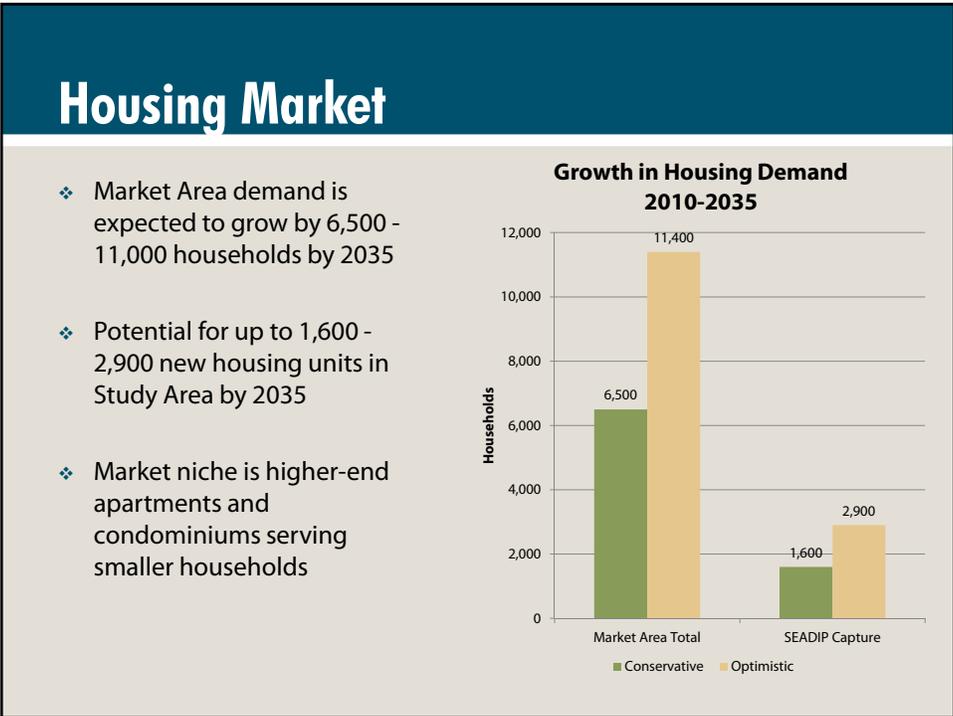
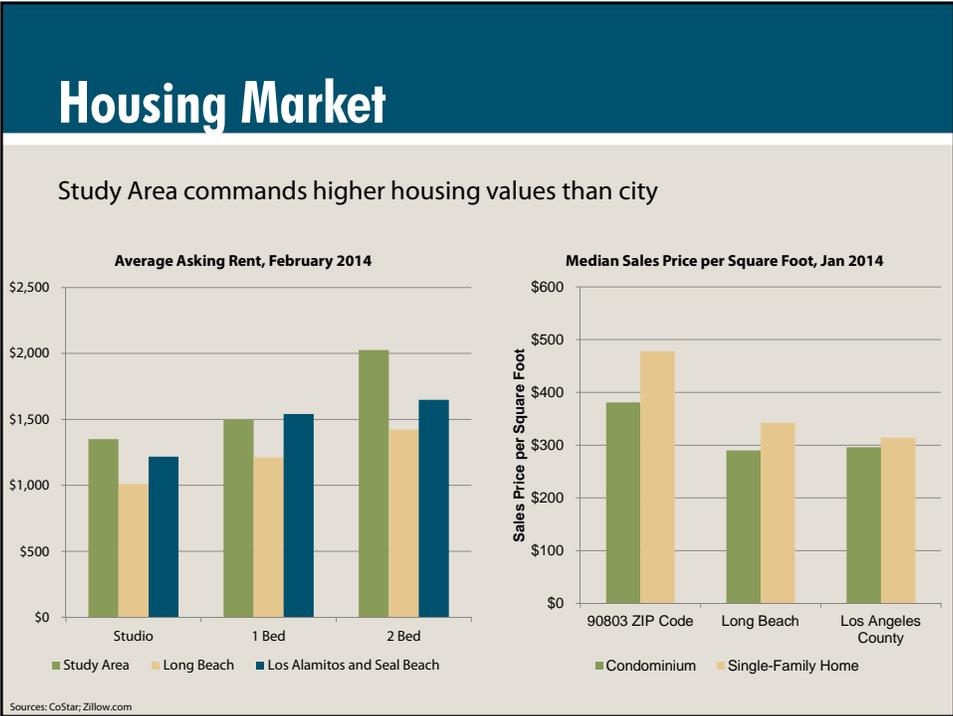
Study Area households are generally smaller in size



Source: U.S. Census

Study Area households are much less likely to be families with children





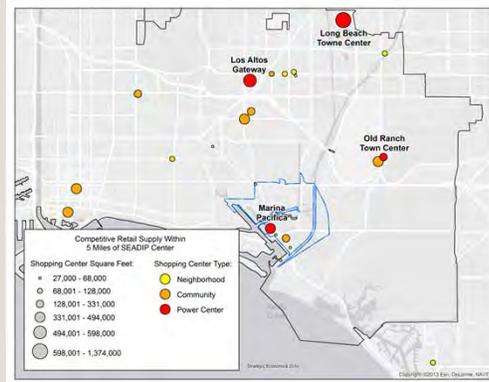
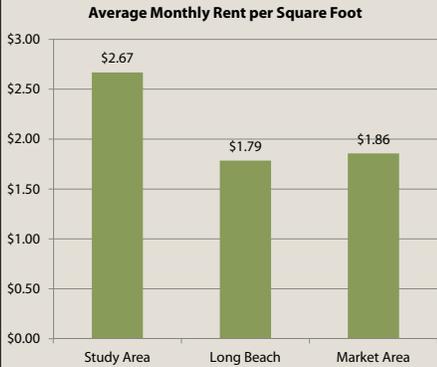
Retail Market

- ❖ Study Area has existing retail concentration
- ❖ Small share of overall city retail sales
- ❖ Strengths in furniture, liquor, recreation



Retail Market

- ❖ Study Area retail performs better than Market Area overall
- ❖ Retail environment is competitive, with multiple existing retail centers in the Market Area



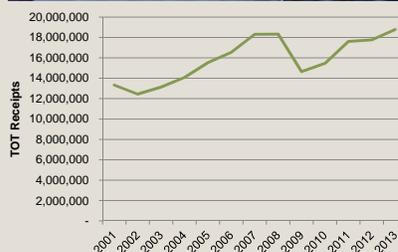
Sources: CoStar

Retail Market

- ❖ Retail demand driven by new household growth in Long Beach and Market Area (conservative estimate)
- ❖ Study Area has potential to attract between 70,000 to 110,000 square feet of new retail space
 - Expansion or re-tenanting of existing shopping centers
 - New development on under-utilized sites or ground-floor of mixed-use buildings
 - New tenants likely to be upscale retail and restaurants serving the Market Area
 - Could be higher if SEADIP can capture more of the Market Area's retail sales
- ❖ Constraints: Traffic congestion/circulation and competing retail centers

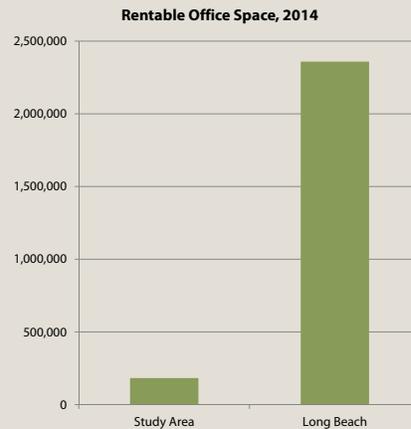
Hotel Market

- ❖ Tourism and conventions are growing in Long Beach
- ❖ Occupancy at existing hotels in Long Beach is strong
- ❖ Study Area's waterfront location is desirable for hotel development
- ❖ Projected demand for 150 to 350 new hotel rooms in Long Beach by 2020
- ❖ Constraints: Study Area is removed from the convention center and other hotels



Office Market

- ❖ Citywide office market is currently soft with 14.6% vacancy rate
- ❖ Study Area contains small professional office space in multi-tenant buildings; space performs well
- ❖ Study Area could attract smaller office development for professional firms, but is unlikely to attract major tenants or large-scale office development.



Source: Costar, 2014

Market Assessment Questions

- ❖ *Do any of the market assessment findings surprise you?*
- ❖ *If so, which ones?*

Workbook: Urban Design

- ❖ What is urban design?
- ❖ Development history & character
- ❖ Neighborhoods
- ❖ Gateways, landmarks, destinations & views
- ❖ Public realm
- ❖ Placemaking

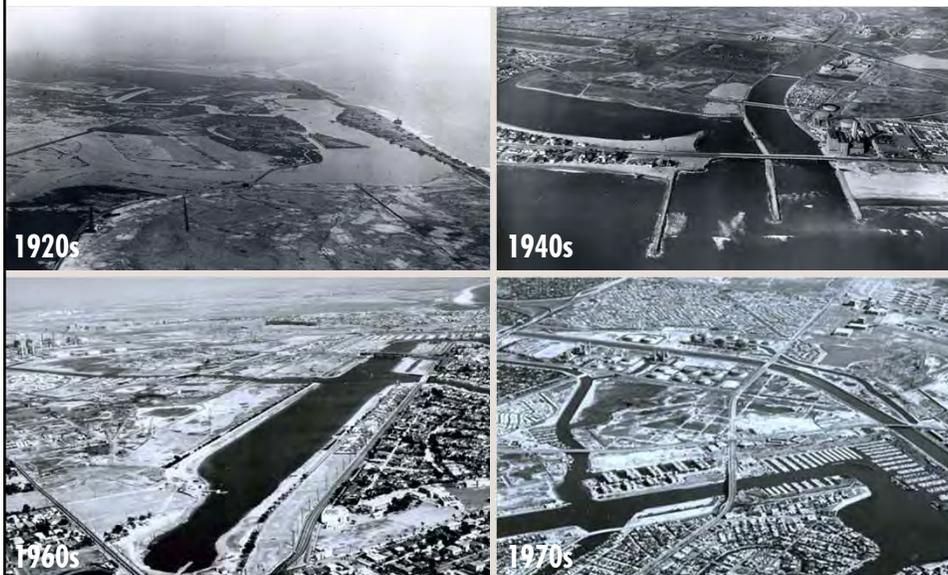
What is Urban Design?

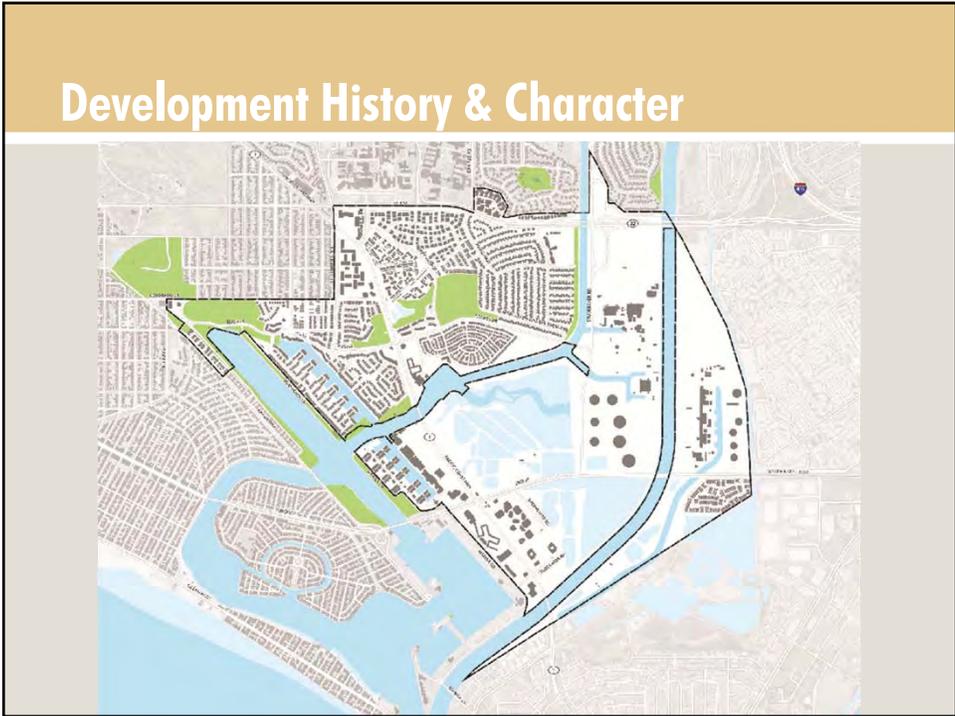
- ❖ **A professional discipline and process** that focuses on how cities and neighborhoods are designed
- ❖ Not necessarily “urban” but about **place**
- ❖ Products that come out of the process can **influence physical design** and are usually codified in a specific plan, development standards or design guidelines
- ❖ Also refers to the **detailed design** of streets and public spaces

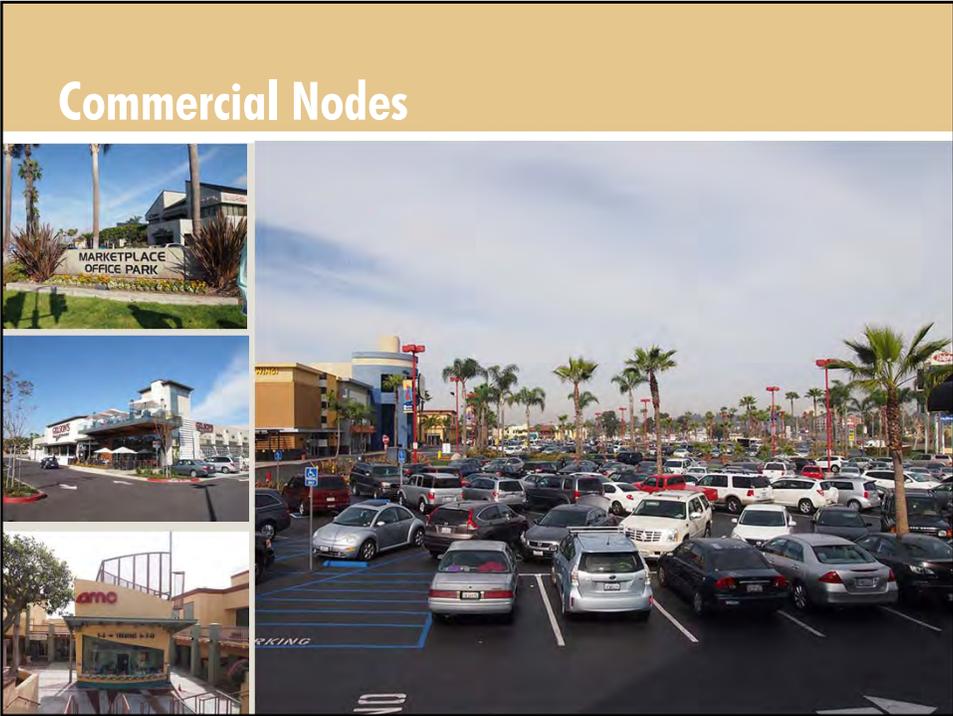
What is Urban Design?



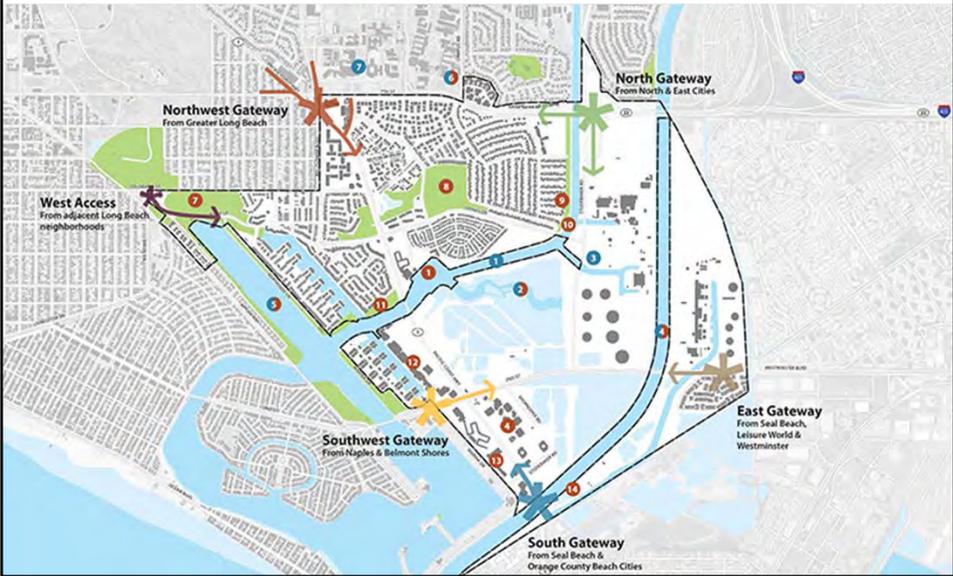
Development History & Character



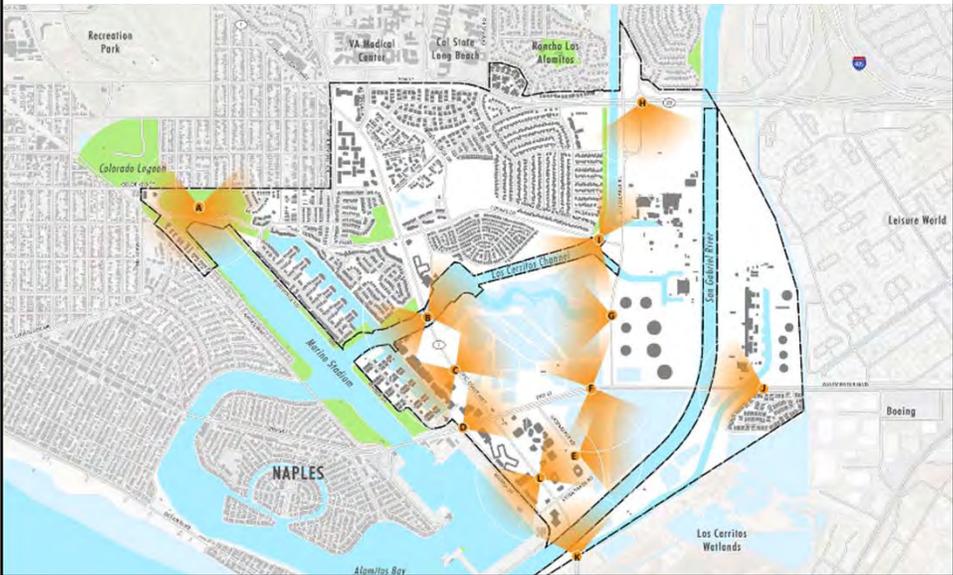




Gateways, Landmarks & Destinations



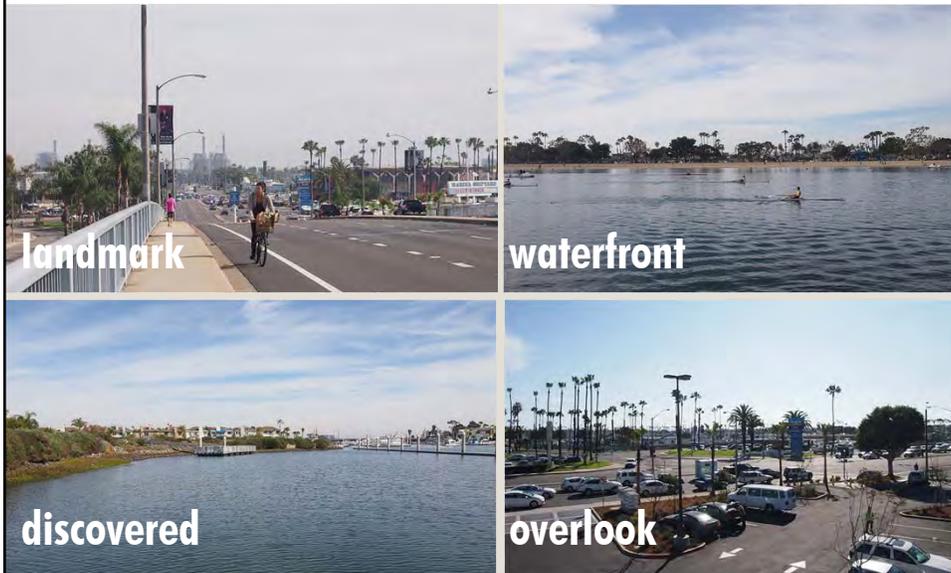
Views



Views



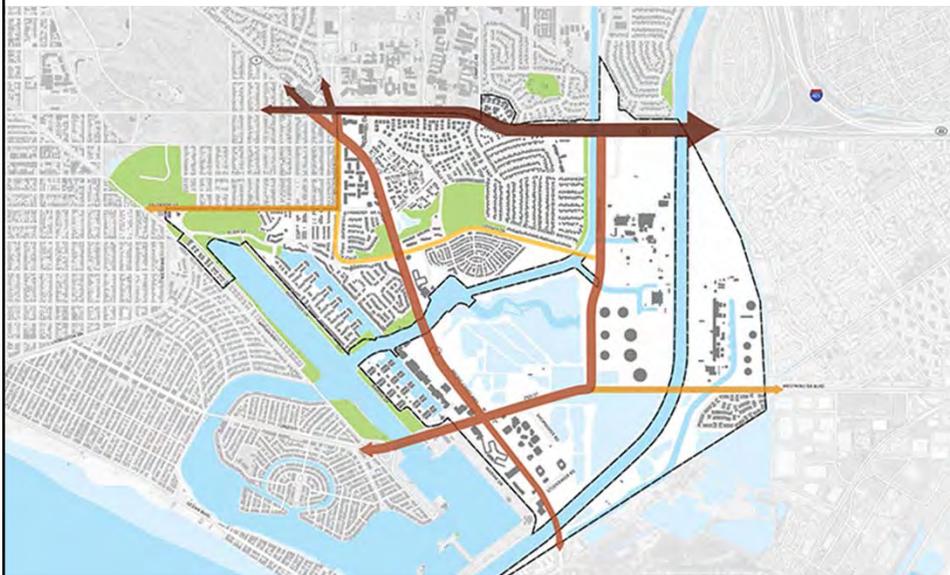
Views



Views



Public Realm

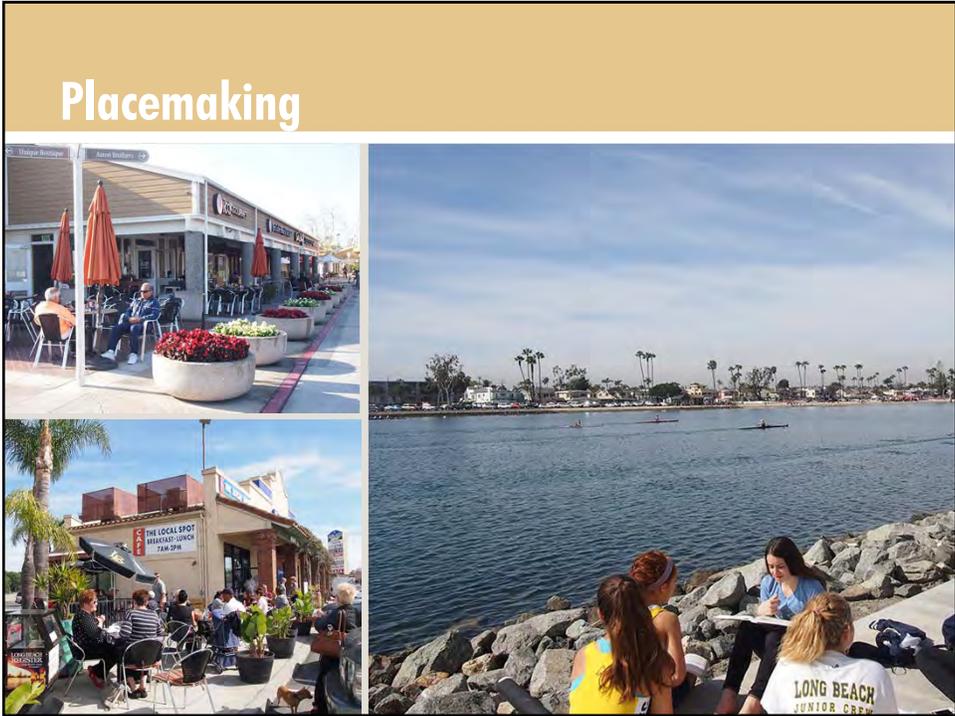


Public Realm



Public Realm





Placemaking



The Public Realm's Role in Placemaking

Preserve Existing Trees when healthy or part of a street's character

Shade Trees should always be included and planted to achieve a continuous canopy

Hillies including above-ground control or meter boxes should be within the amenity zone, and on a cross-street where possible. All in-ground meter boxes should be flush mounted if located under the walk zone

Tree Wells should be a minimum 4'x6' with a permeable surface

Bicycle Amenities—can include: corral in parking zone or bike rack in amenity zone

Functional Art can include: sculptural bike racks and district wayfinding markers

Pedestrian Amenities should include: pedestrian lights, signage and trash receptacles in the amenity zones

Buffers can be provided in the parking zone, in the parking zone, or in both to help make pedestrians

Storefront design should maximize transparency and "eyes on the street" and should include pedestrian oriented signage

Setback should be treated as an extension of the sidewalk with outdoor dining & commercial activity when sidewalk and setback area is wide enough

Study Areas



Urban Design Questions

- ❖ *What are some good examples of complete neighborhoods you've enjoyed (waterfront or otherwise)?*
- ❖ *What kind of community do you envision for the future - where all parts are work well together, support each other sustainably?*

Public Comment



Administration & Next Steps

- ❖ Next CAC meeting July 9th
 - Topic: Opportunities and Constraints
Workbook- Planning, Mobility, Wetlands
- ❖ Next Public Workshop August 6th
- ❖ Homework
 - Review workbook sections for next meeting

Timeline / Workplan

TIMEFRAME »»	SPRING 2014	SUMMER 2014	FALL 2014	WINTER 2014-2015	SPRING 2015	SUMMER 2015 AND BEYOND
TASKS 	<ul style="list-style-type: none"> Collect Background Information Identify Issues, Opportunities and Constraints Begin Wetland Delineation and Habitat Assessment Community Advisory Committee application and selection Draft Vision, Goals and Objectives 	<ul style="list-style-type: none"> Develop Workbook of Land Use Concepts to inform the Land Use Plan Identify options to consider for vehicular, bike, and pedestrian circulation and transit opportunities Generally define community amenities and where new amenities may be possible Identify Opportunity Areas for more detailed evaluation and analysis 	<ul style="list-style-type: none"> Develop sketches, illustrations and visual concepts of Opportunity Areas Economic Feasibility and Pro Forma Analysis for Opportunity Areas Prepare Alternative Restoration and Development Concepts Prepare costs to inform Wetland Restoration and Mitigation Alternatives being considered 	<ul style="list-style-type: none"> Select the Land Use Plan Prepare Draft Specific Plan <ul style="list-style-type: none"> Development Standards Design Guidelines Circulation Plan Public Realm and Amenities Infrastructure Phasing Plan Administration Begin coordination with Coastal Commission and Local Coastal Program Amendment 	<ul style="list-style-type: none"> Continue Preparation of Draft Specific Plan Initiate Preparation of Environmental Impact Report and Technical Studies <ul style="list-style-type: none"> Air Quality and Greenhouse Gas Cultural Resources Hydrology/Water Quality/ Geotechnical Noise and Vibration Traffic Continue Coordination with Coastal Commission and preparation of Local Coastal Program Amendment 	<ul style="list-style-type: none"> Complete Specific Plan Draft Complete the Environmental Impact Report Attain Certification of the Local Coastal Program Amendments
OUTREACH 	<ul style="list-style-type: none"> Pop-Up Events Community Advisory Committee Meetings #1 and #2 Community Workshop #1 Stakeholder Interviews Interagency Meetings 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Planning Commission and City Council Briefing Community Advisory Committee Meeting #3 Community Workshop #2 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Community Advisory Committee Meetings #4 and #5 Community Workshop #3 	<ul style="list-style-type: none"> Interagency Meetings Planning Commission and City Council Briefing 	<ul style="list-style-type: none"> Scoping Meeting for Project EIR 	<ul style="list-style-type: none"> Planning Commission and City Council Hearings Coastal Commission Hearings
NOTES 	<p>The project web page and the online community engagement tool Long Beach Open Town Hall will be available over the duration of the project and will serve as the primary source for information and online participation during the Specific Plan effort. This is a general timeline of activities associated with the Specific Plan effort. Items listed and timeframes noted above are subject to change as a result of new information or need for refinement of the schedule as the scope of work is implemented.</p>					

Southeast Area Specific Plan Community Advisory Committee Meeting #3 Summary

July 9, 2014



The third meeting of the Southeast Area Specific Plan Committee Advisory Committee (Committee) took place on July 9, 2014 at the Best Western Golden Sails Hotel Seafarer Room, E Pacific Coast Highway. The meeting took place from 6:30 to 9:00 pm and was open to the public, who were also invited to attend.

The [Agenda](#) and [Presentation](#) are available on the City website.

The meeting was facilitated by Lewis Michaelson of Katz and Associates (one of the project team consultants). The meeting kicked off with introductions from the committee members and project team as well as a recap of the Committee's [mission](#).

Project Team Members in Attendance:

PlaceWorks–Lead Consultant

Wendy Grant- Project Manager

Karen Gulley

Suzanne Schwab

Katz and Associates

Lewis Michaelson

CityWorks

Lisa Padilla

Fehr and Peers

Jason Pack

City Staff–Development Services

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Raymond Lin

Commercial Property Owner

Rod Astarabadi

Commercial Property Owner

Pat Towner

Homeowner Association - UPENA

Kristi Fischer

Homeowner Association - Del Lago

Stephen Bello

Homeowner Association - Marina Pacifica

Steve McCord

Homeowner Association - Belmont Shore Mobile Estates Park

Bill Thomas

Homeowner Association – Alamitos Heights Improvement Association

Elizabeth Lambe

Community Organization - Los Cerritos Wetlands Land Trust

Mary Parsell

Agency - El Dorado Audubon Society

Linda Taira

Agency - Cal Trans

Edward Kutik

Community Member at Large

Laura Lindgren

Community Member at Large

Bill Davidson

Community Member at Large

Charles Durnin

Community Member at Large

B. Thomas Mayes

Community Organization - Long Beach Marian Boat Owners Association

Not present:

Gregory Gill

Commercial Property Owner

Mark Stanley

Agency – Los Cerritos Wetlands Authority (will be represented at future meetings by Luz Quinnell)

John McKeown

Commercial Property Owner

Peter Zak

Commercial Property Owner

Southeast Area Specific Plan

Community Advisory Committee Meeting #3 Summary

July 9, 2014



Randy Blanchard Commercial Property Owner
David Salazar Agency – CSULB
Karissa Selvester Agency - Long Beach Transit

Approximately 20 community members attended the meeting.

Following introductions, the Development Services Department gave an overview of the action taken during the July 1, 2014 City Council Meeting. This action included a resolution adopted by the City Council allowing for the initiation of a Consolidated Coastal Development Permit (CCDP) in connection with a proposed project submitted by Los Cerritos Wetlands, LLC (LCW) and Lyon Housing XLV, LLC (Lyon) that includes the relocation of the majority of oil field operations on the LCW property to Lyon’s “Pumpkin Patch” property. The resolution allows the California Coastal Commission to act as the “lead agency” on the CCDP. There was no action taken on the specifics of the proposed project which would relocate oil operations from an area near the Wetlands to an undeveloped parcel near Pacific Coast and the Marketplace Shopping center.

Project Name

The consultant team gave a recap of the conclusion of the project naming exercise that was conducted during the previous meeting and asked for additional input regarding preferred names. The Committee discussed their feelings regarding a change in name and the possibility of continuing to refer to the area and the plan as SEADIP (Southeast Area Development Improvement Plan) or to possibly change it to Los Cerritos Area Plan (LCAP).

Comments in favor of keeping SEADIP included:

- Everyone knows SEADIP
- Reeducation of a name other than SEADIP name will be difficult
- Worried that a name that includes Los Cerritos will be confused with the existing Long Beach neighborhood and wetlands of the same name
- Felt that this is an Improvement Plan and that and that the current name suits it

Comments in favor of a new name such as Los Cerritos Area Plan (LCAP) included:

- A new name would be a break from the past and “SEADIP” isn’t that well known
- In favor of something new and not done before

Since no specific name was given significant support it was suggested that a name be selected after the vision and land use concepts are developed so that the name may be reflective of the proposed ideas represented in the specific plan.

Opportunities and Constraints Workbook

The primary discussion topic for the evening was a continuation of the overview of the Opportunities and Constraints Workbook (available online [here](#)) with a focus on planning and mobility. During the June 18th meeting the Committee reviewed the Urban Design and Market Assessment Chapters of the workbook. Lisa Padilla of CityWorks was present to follow up on the Urban Design portion of the previous presentation and to provide an overview and general impressions of the Committee’s responses to the “homework” questions.

Discussion regarding the homework questions included:

- PCH stood out as a backbone for the area
- Water is a major feature
- Better, high quality development and shops are desired, examples included Seal Beach and the Embarcadero in San Francisco

Southeast Area Specific Plan

Community Advisory Committee Meeting #3 Summary

July 9, 2014



- Restaurants and coffee houses were noted as desired gathering places
- Want inclusion of gathering places within future development
- Traffic calming on PCH
- Walking and biking need to be improved relative to safety
- Provide better access to the area behind the Market Place (maybe a tram, bridge, etc.)
- Include all of Marina Drive in the planning area
- Connect the San Gabriel River trail to the Market Place with signage
- Islands of development and activity can be better connected
- Allow for small slow electric vehicles

Next members of the consultant team gave presentations regarding the Planning and Mobility chapters of the workbook. Planning was presented by Wendy Grant of PlaceWorks and Mobility was presented by Jason Pack of Fehr & Peers. The Committee was asked to engage in a discussion following each presentation. The following bullets summarize the comments from the committee for each topic.

Planning (PlaceWorks):

- Original vision of the SEADIP plan was to create an area similar to Naples Island
- Community has a vision and does not want over 35' high buildings
- Urbanization and population increase have affected the area, SEADIP is not working
- Focus should be to look out 50 years and not back 50 years
- Find common ground within the current plan and existing conditions, use good data and transparent process
- Current zoning is outdated, Studebaker should not be extended and residential should not be allowed around the wetlands
- AES plant is getting away from needing ocean water to cool operations this site could be additional space for future development
- Pending development proposals will play into process for Land Use
- Will anything be carried over from the existing plan?- PlaceWorks replied that the tradeoffs will be analyzed and if there are things that are working they may be carried over
- Would like to see and integration of needs and resources already available
- This should be a new plan with a clean slate

Mobility (Fehr & Peers):

- Caltrans is currently responsible for PCH, the Caltrans rep explained that their standards are getting more flexible in terms of moving toward the complete streets concept and suggested that the group collect their ideas and ultimately propose what they would like to see
- One option to consider is the relinquishment of PCH from Caltrans to the City of Long Beach
- Would like to see PCH become a Main Street and not a thoroughfare
- Shopkeeper could be used as a connection to the freeway
- For Caltrans safety is the overriding basis for their decisions, a layered network is important but all users must be able to safely use the street- traffic speed is one of biggest issues
- Other intersections outside of the area should be considered, changing traffic here will affect all of Long Beach
- 7th Street to Belflower should be considered, Cal State Long Beach and the VA generate a lot of traffic
- The street connecting the area to Naples needs sidewalks along the ramps
- We may not need the City to take over PCH if Caltrans is willing to make improvements
- Westminster needs bike lanes and pedestrian improvements to make it a complete street

Southeast Area Specific Plan

Community Advisory Committee Meeting #3 Summary



July 9, 2014

- Pan handlers at 2nd and PCH continuously hit the walk signs which causes the traffic to back up- can anything be done about this?
- PCH should be a priority over 2nd Street, it is more of a link to the community- 2nd isn't used as much or in the same way
- 3 major streets: Studebaker, 2nd, and PCH are the main car connections to change the mobility of the area- these three should be a priority to include bike and pedestrian improvements
- Loynes should be considered too
- How will changes actually get made?- Fehr & Peers replied that funding will be identified as part of implementation for the Specific Plan and they could also identify priorities
- 2nd and PCH are ugly and don't present a vision would like trees and separation
- Changing Marine Drive would remove parking spaces- this is a concern since boat owners already struggle to find parking
- Marina is a park, it is public space and maintained by the parks department, herons nest there and this area is shared by boat owners, restaurants, etc. we shouldn't invite more traffic, we should create a village atmosphere
- Would the owner of the Seaport Marina Hotel be interested in a land swap to create parking near the marina?- the property owner (a Committee Member) replied that anything was possible
- Could coastal commission come and talk to the group about Studebaker?- the team felt there probably won't be much time for this, however, stakeholder interviews will be conducted over the next few weeks and coastal commission will be included
- If a smaller block configuration was proposed and more streets were added would that create more traffic congestion?- consultant replied that it will depend on speed and that perception plays a large role, if people are willing to travel at a slower speed vs. more stops, traffic might not seem so bad
- What about the idea of moving lanes, lanes that could be shifted to meet traffic demands at peak times during the day?- Fehr & Peers replied that could be considered
- Will new traffic studies be conducted other than those recently done for the 2nd and PCH EIR?- consultant responded, yes that is part of the scope of work
- Doesn't want to see the quality of life destroyed to make cars go faster- connections should be added carefully to beautify the area

Public Comment

After the Committee's discussion the meeting was opened up for public comment. Feedback was solicited for the items discussed during the Committee's meeting. Feedback included:

- Davies Bridge on 2nd Street is it saturated? Is there anything being done to mitigate this? Not currently- maybe Studebaker extension could help. Is there any development proposal that will alleviate this? No- an overpass will be too expensive and so would an underpass. The answer is a cross town freeway. The City should require each project to identify how it will impact traffic.
- Keep the name SEADIP, anything else will confuse people
- Would like the group to have introductions at the beginning of each meeting
- Look at Seal Beach as an example of how bike lane could be integrated along San Gabriel River creating a connection to Whittier
- The marina traffic is already bad enough with limited parking, don't extend Studebaker
- This area belongs to the whole City, communicate to everyone what the plans are for this area- the consultant followed up with a reference to the website and upcoming public engagement opportunities (July 20th Pop Up at Farmers Market and Aug 6th Workshop)
- Likes input on the wetlands conservation, the Long Beach Los Cerritos Wetlands should include an Exploratorium for education and include activities for families and kids, community engagement, and maybe even university involvement

Southeast Area Specific Plan

Community Advisory Committee Meeting #3 Summary

July 9, 2014



Committee Homework

Review Wetlands chapter (which includes Infrastructure) for August 13th meeting

After the meeting the City sent out a consolidated list of questions from the Planning and Mobility presentations. The Committee was encouraged to submit their answers in writing to the City by August 6, 2014. Their feedback will be shared with the City and the consultant team.



Introduction

- ❖ Overview
 - City Staff Updates
- ❖ Project Name
- ❖ Opportunities and Constraints Workbook
 - Planning
 - Mobility
- ❖ Public Comment
- ❖ Next Steps

Introduction

❖ Update:

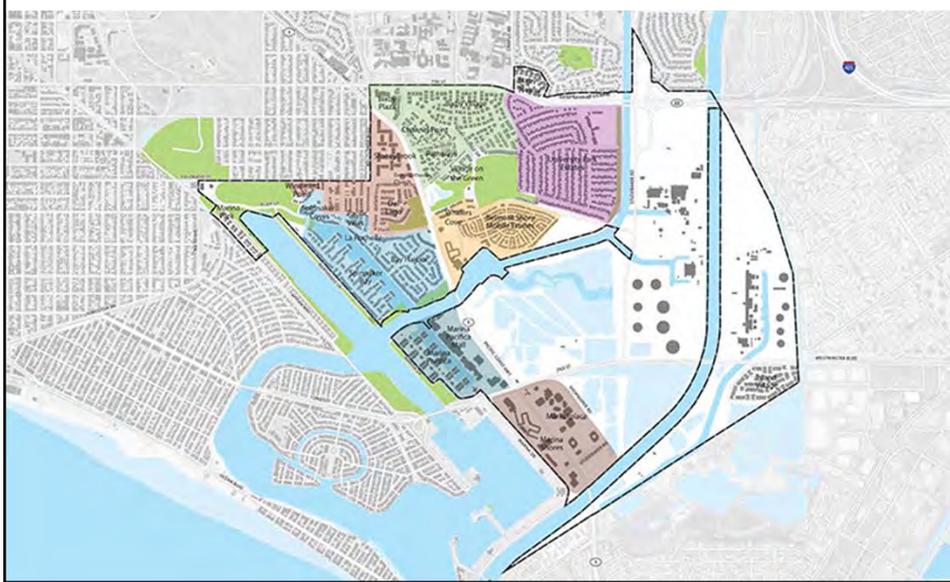
Overview of action taken during July 1, 2014 City Council meeting to consider processing authority for a joint LCP amendment on LCW and Lyon properties



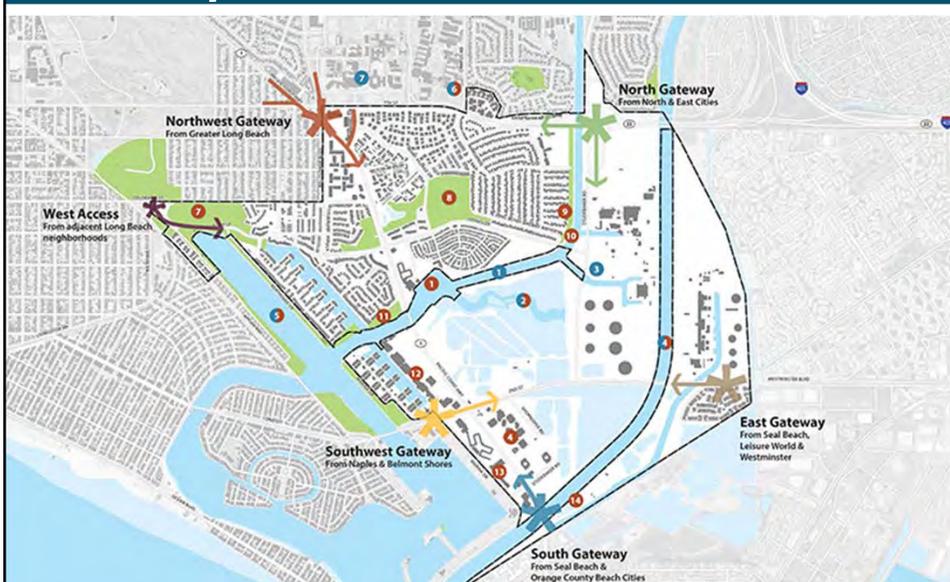
Urban Design: Discussion

- ❖ What does the community find positive and negative about the current development character? And what should new residential or new/renovated commercial aspire to do better?
- ❖ What are some good examples of main streets and waterfront communities that they'd suggest the team look at for reference?
- ❖ What are residents' and visitors' favorite gathering places? What is missing that could enrich a sense of community and of being in a special place?
- ❖ What are the neighborhoods that make up Southeast Area? Are they the individual developments, or do residents see a cluster of several making up "their neighborhood"?

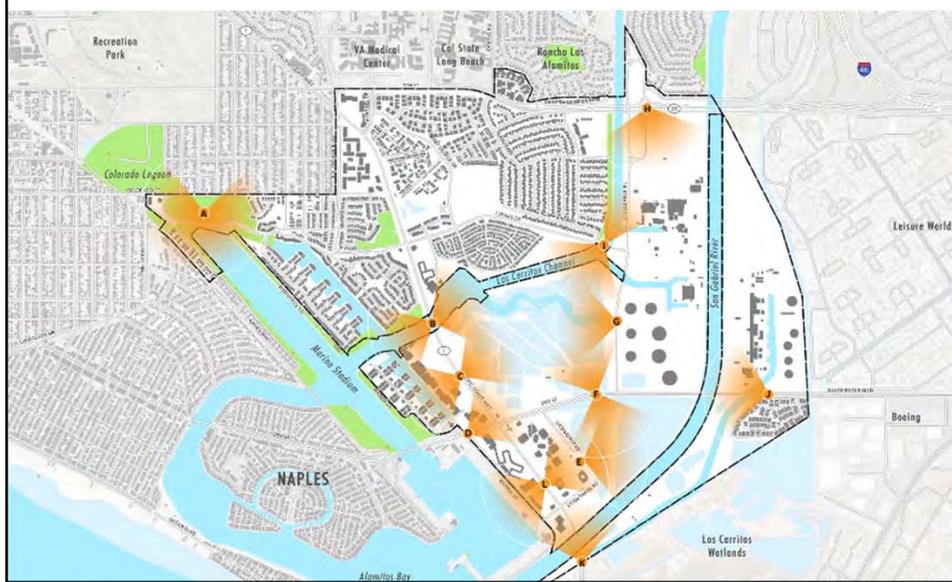
Neighborhoods



Gateways, Landmarks & Destinations

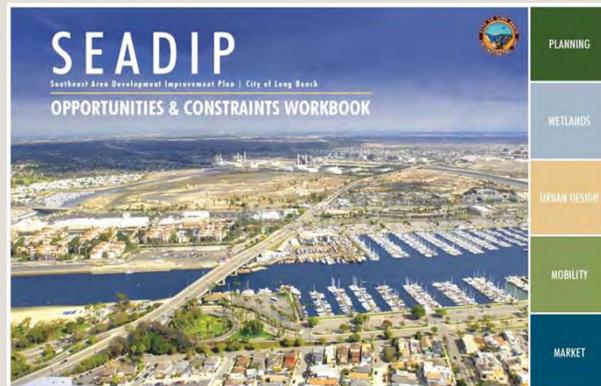


Views

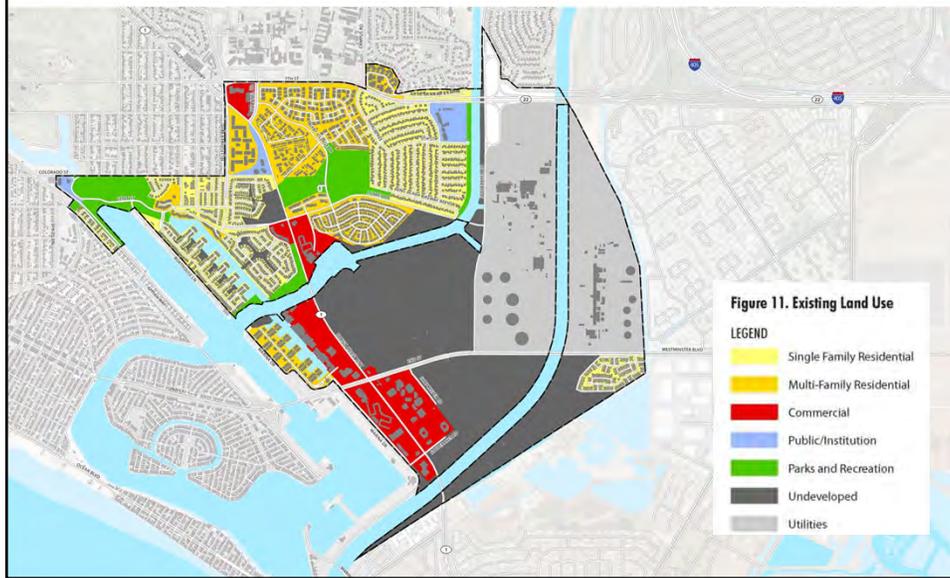


Opportunities and Constraints Workbook

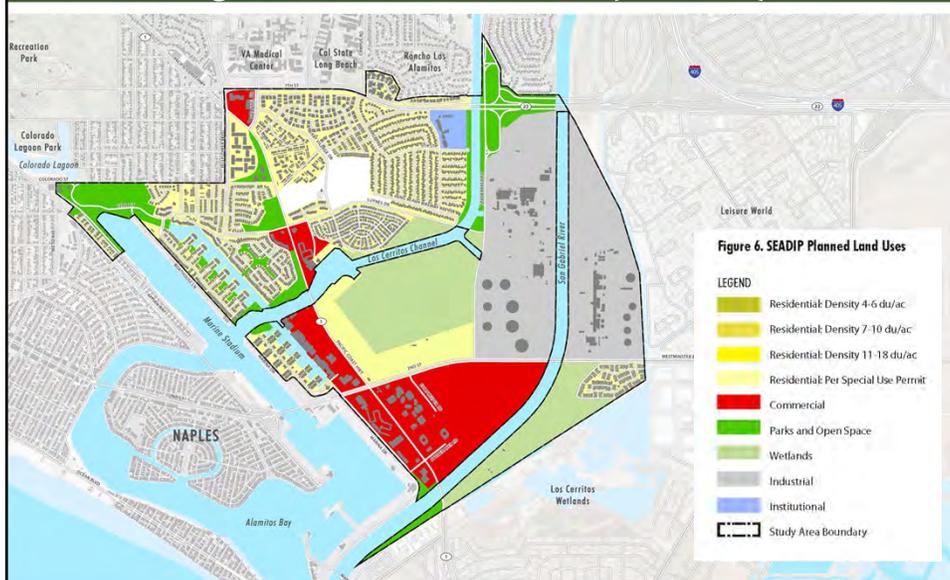
- ❖ Planning
- ❖ Mobility



Planning: Existing Land Use



Planning: Planned Land Use (SEADIP)

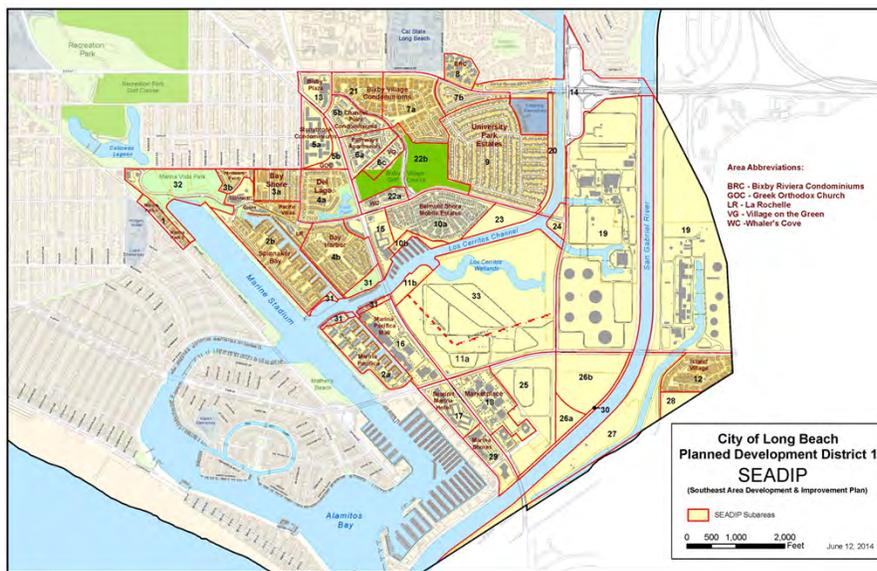


Planning: Existing vs Proposed (SEADIP)

EXISTING	ACRES	PERCENT
Residential (Single and Multi Family)	419	30.3%
Commercial/Office	97	7.0%
Public (School, Church)	16	1.1%
Open Space	67	4.8%
Utilities/Industrial	285	20.6%
Undeveloped/Wetlands	277	20.0%
Right of Way (Roads)	165	11.9%
Water (San Gab. River & Los Cerritos Channel)	57	4.1%
TOTAL ACRES	1382	

PLANNED (1977 SEADIP)	ACRES	PERCENT
Residential (Single and Multi Family)	519	37.6%
Commercial/Office	184	13.3%
Public (School, Church)	11.5	0.8%
Open Space	115	8.3%
Utilities/Industrial	285	20.6%
Wetlands	88	6.4%
Right of Way (Roads)	122.5	8.9%
Water (San Gab. River & Los Cerritos Channel)	57	4.1%
TOTAL ACRES	1382	

Planning: SEADIP Sub Areas



Planning: Difference Between PD & SP

- ❖ Planned Development (PD)
 - Action items for each sub area
- ❖ Specific Plan (SP)
 - Vision
 - Development Standards (setbacks, heights, open space, etc.)
 - Design guidelines (gateways, buffers, architecture, landscape)
 - Street sections (pedestrian, bike, vehicular, transit)
 - Illustrations,

Planning: Regulatory Environment

- City of Long Beach
 - Capital Improvements Plan
 - Urban Water Management Plan
 - Sewer Master Plan
 - General Plan
- California Coastal Act (Local Coastal Program, Sea Level Rise)
- Regional Water Quality Control Board
- LA & OC County Flood Control Districts
- Southern California Air Quality Management District
- Army Corps of Engineers
- Department of Fish and Wildlife

Planning

- ❖ Questions?

Mobility

- ❖ Complete Streets – What Are They
- ❖ Existing Conditions
 - Transit
 - Bicycle
 - Pedestrian
 - Vehicular
- ❖ Opportunities/Constraints



Mobility – What Are Complete Streets?

*"Complete Streets are streets for **everyone**. They are **designed** and **operated** to enable safe access for **all users**. **Pedestrians, bicyclists, motorists, and public transportation users** of **all ages and abilities** are able to safely move **along and across** a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations."*

Source: National Complete Streets Coalition

<http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals>

Mobility – What Are Complete Streets?





Mobility – Complete Streets Evolution

Creating Our Own Complete Streets

The City of Long Beach and this Mobility Element place a priority on creating “complete streets” and a multimodal approach that balances the needs of all users of the streets (see A City Built on Bold Moves, page 11). The goal is to provide people more choices when making transportation decisions for local and regional trips.

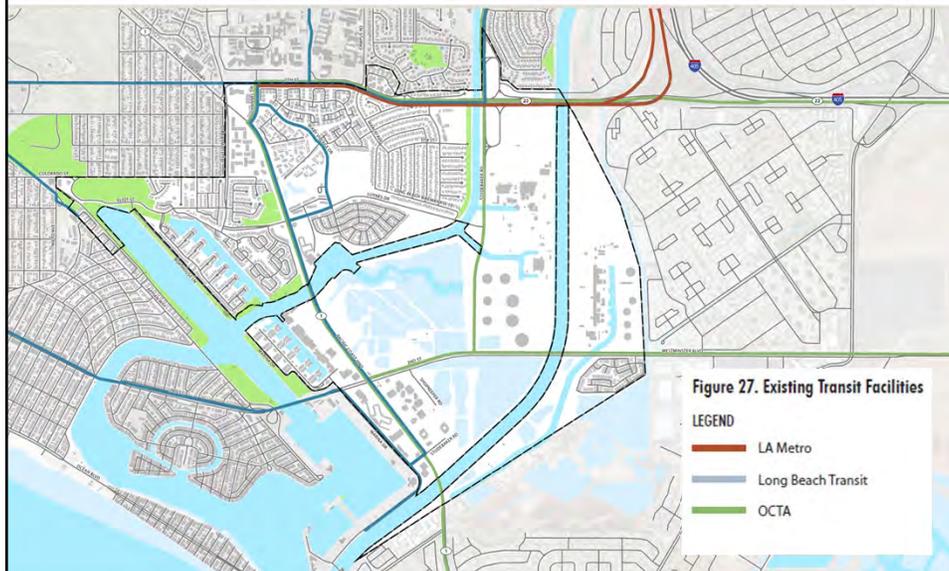


Before (First St. and Linden Ave.)

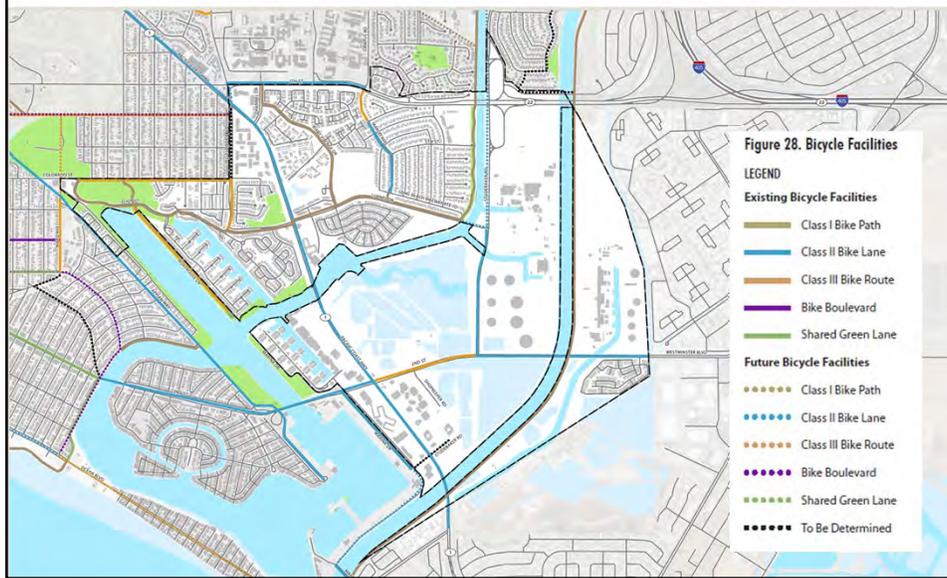


After (First St. and Linden Ave.)

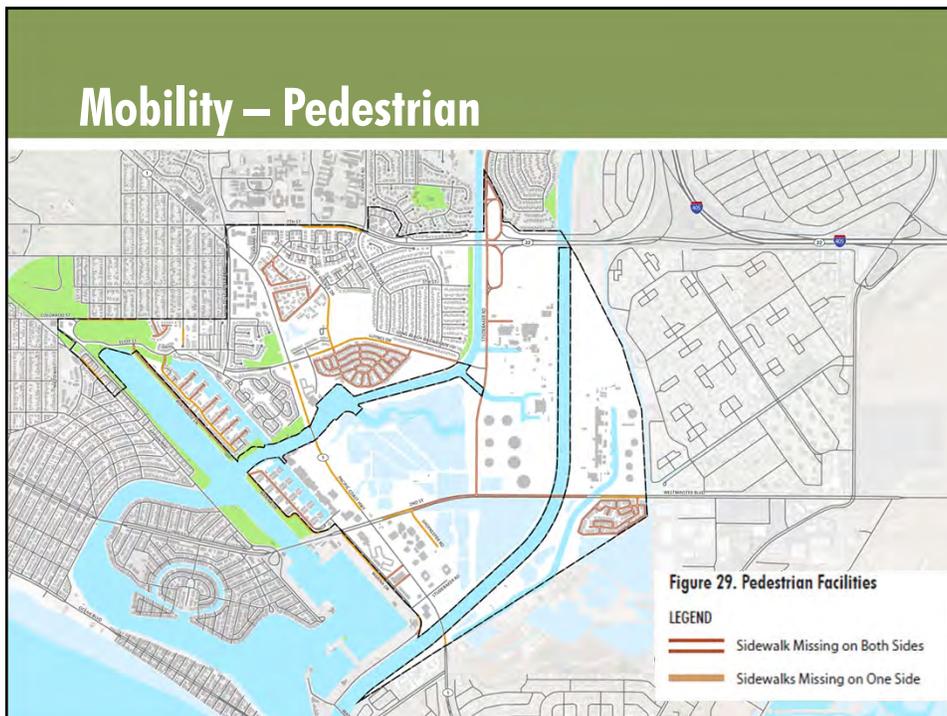
Mobility – Transit



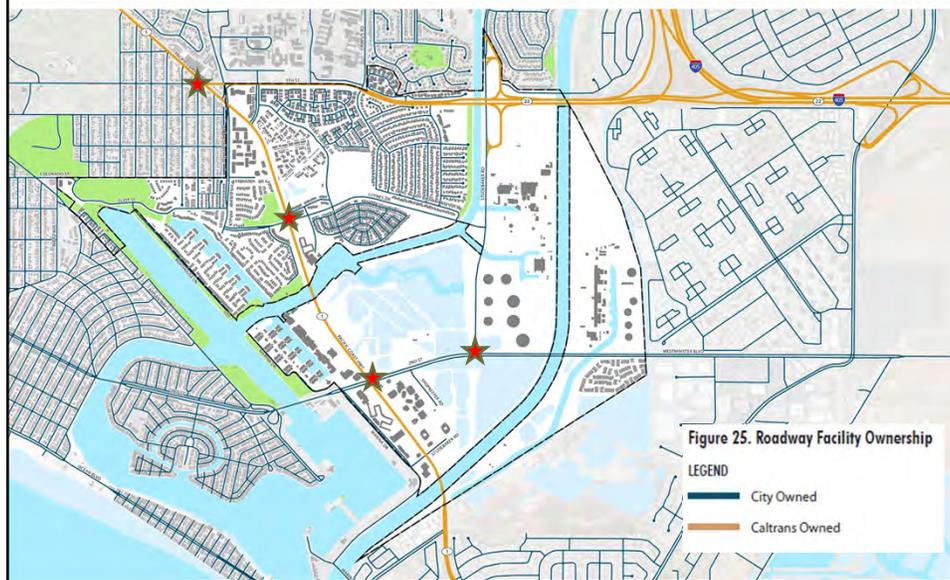
Mobility – Bicycle



Mobility – Pedestrian



Mobility – Vehicle



Mobility

- ❖ What does this mean for the study area?
 - Prioritize modes based on the user and consistent with the urban design
 - Great streets are part of a great place

The Long Beach Mobility Element designates most of the classified roadways within the study area as opportunity for character change. Potential changes to the street character could include implementing new pedestrian, transit or bicycle facilities, traffic calming, or other treatments that would develop the area into a more balanced mobility system with more transportation choices.

Mobility: Big Ideas to Pursue?

- ❖ What should be the role of PCH within SEADIP, and across the City?
- ❖ Should the City take over PCH (and/or 7th Street)?



Mobility: Big Ideas to Pursue?

- ❖ What should be the role of PCH within SEADIP, and across the City?



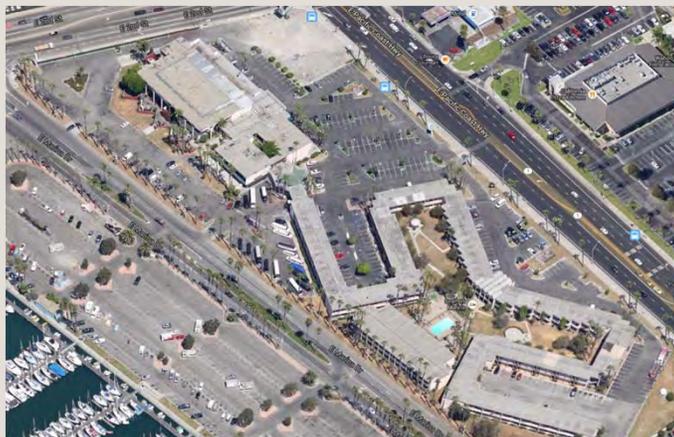
Mobility: Big Ideas to Pursue?

- ❖ What modes are most important to the success of the Study Area?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



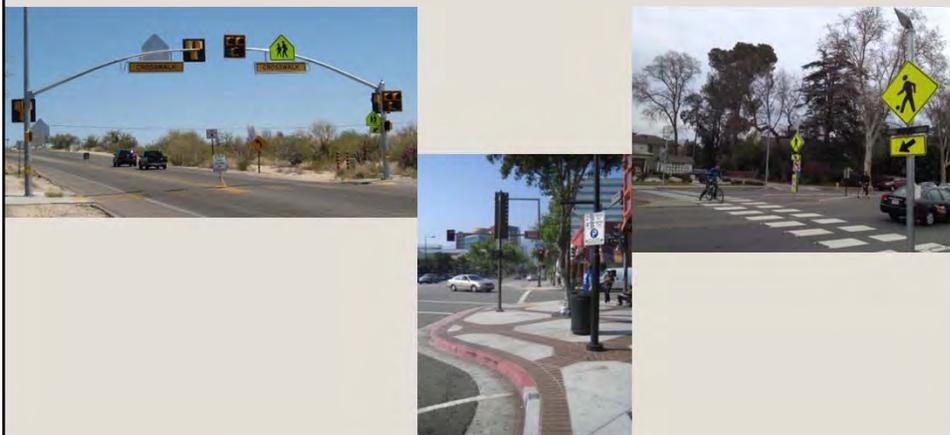
Mobility: Big Ideas to Pursue?

- ❖ Smaller blocks and better pedestrian facilities?



Mobility: Big Ideas to Pursue?

- ❖ Better Pedestrian Crossings?



Mobility: Big Ideas to Pursue?

- ❖ How would you connect the Study Area to the surrounding communities?



Mobility: Big Ideas to Pursue?

- ❖ Other Ideas:
 - New streets or alignments?
 - Studebaker Extension?
 - Marina Drive Shifted Westward?
 - Better transit access to CSULB/Belmont Shores?
 - Bike path along the Los Cerritos Channel?
 - Better bicycle facilities?



Public Comment

City of Long Beach



Administration & Next Steps

- ❖ Pop Up July 20th at the Farmers Market
- ❖ Public Workshop August 6th
- ❖ Next CAC meeting August 13th
 - Topic: Wetlands, Infrastructure, and Vision
- ❖ Stakeholder Interviews
- ❖ Wetlands Tour
- ❖ Homework: Review Wetlands and Infrastructure Chapters of the Workbook



SOUTHEAST LONG BEACH SPECIFIC PLAN TIMELINE

TIMEFRAME »»	SPRING 2014	SUMMER 2014	FALL 2014	WINTER 2014-2015	SPRING 2015	SUMMER 2015 AND BEYOND
TASKS 	<ul style="list-style-type: none"> Collect Background Information Identify Issues, Opportunities and Constraints Begin Wetland Delineation and Habitat Assessment Community Advisory Committee application and selection Draft Vision, Goals and Objectives 	<ul style="list-style-type: none"> Develop Workbook of Land Use Concepts to inform the Land Use Plan Identify options to consider for vehicular, bike, and pedestrian circulation and transit opportunities Generally define community amenities and where new amenities may be possible Identify Opportunity Areas for more detailed evaluation and analysis 	<ul style="list-style-type: none"> Develop sketches, illustrations and visual concepts of Opportunity Areas Economic Feasibility and Pro Forma Analysis for Opportunity Areas Prepare Alternative Restoration and Development Concepts Prepare costs to inform Wetland Restoration and Mitigation Alternatives being considered 	<ul style="list-style-type: none"> Select the Land Use Plan Prepare Draft Specific Plan <ul style="list-style-type: none"> Development Standards Design Guidelines Circulation Plan Public Realm and Amenities Infrastructure Phasing Plan Administration Begin coordination with Coastal Commission and Local Coastal Program Amendment 	<ul style="list-style-type: none"> Continue Preparation of Draft Specific Plan Initiate Preparation of Environmental Impact Report and Technical Studies <ul style="list-style-type: none"> Air Quality and Greenhouse Gas Cultural Resources Hydrology/Water Quality/ Geotechnical Noise and Vibration Traffic Continue Coordination with Coastal Commission and preparation of Local Coastal Program Amendment 	<ul style="list-style-type: none"> Complete Specific Plan Draft Complete the Environmental Impact Report Attain Certification of the Local Coastal Program Amendments
OUTREACH 	<ul style="list-style-type: none"> Pop-Up Events Community Advisory Committee Meetings #1 and #2 Community Workshop #1 Stakeholder Interviews Interagency Meetings 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Planning Commission and City Council Briefing Community Advisory Committee Meeting #3 Community Workshop #2 	<ul style="list-style-type: none"> Pop-Up Events Interagency Meetings Community Advisory Committee Meetings #4 and #5 Community Workshop #3 	<ul style="list-style-type: none"> Interagency Meetings Planning Commission and City Council Briefing 	<ul style="list-style-type: none"> Scoping Meeting for Project EIR 	<ul style="list-style-type: none"> Planning Commission and City Council Hearings Coastal Commission Hearings
NOTES	<p>The project web page and the online community engagement tool Long Beach Open Town Hall will be available over the duration of the project and will serve as the primary source for information and online participation during the Specific Plan effort. This is a general timeline of activities associated with the Specific Plan effort. Items listed and timelines noted above are subject to change as a result of new information or need for refinement of the schedule as the scope of work is implemented.</p>					





COMMUNITY ADVISORY COMMITTEE Meeting #4

Southeast Area Specific Plan | August 13, 2014

Agenda

- ❖ Introduction
 - Recap of Workshop and Pop-Up
 - Homework
- ❖ Opportunities and Constraints Workbook
 - Infrastructure
 - Wetlands
- ❖ Vision
- ❖ Mapping Discussion: Setting the Foundation for the Conceptual Land Use Alternatives
- ❖ Public Comment
- ❖ Next Steps

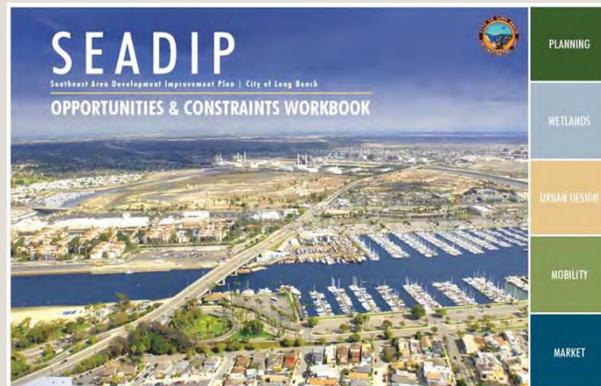
Recap of Outreach

- ❖ Pop-Up Event
 - July 20th Farmers Market
- ❖ Workshop August 6th
 - LBTH Topic



Opportunities and Constraints Workbook

- ❖ Infrastructure
- ❖ Wetlands



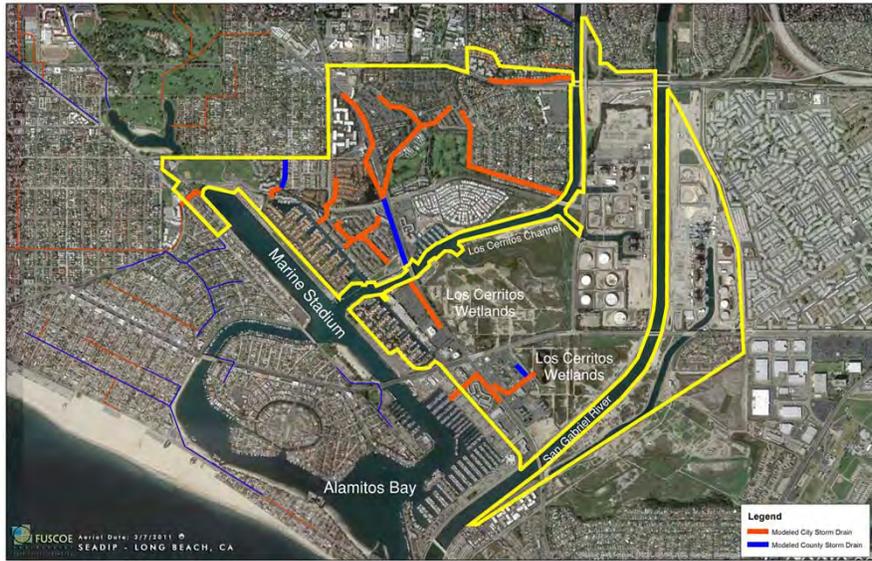
Infrastructure

- ❖ Storm Drain
- ❖ FEMA
- ❖ Water Quality
- ❖ Sewer
- ❖ Water
- ❖ Sea Level Rise

Infrastructure Overview

- ❖ GIS Data
- ❖ Master Plans
- ❖ Capital Improvement Plans
- ❖ Public Works

Storm Drain Overview



FEMA Overview



Zone A: Subject to 100-year flood but detailed flood elevation unknown
Zone AE: Subject to 100-year flood with known flood elevation

Water Quality Overview

STATE OF CALIFORNIA
REGIONAL WATER QUALITY CONTROL BOARD
LOS ANGELES REGION

320 West 4th Street, Suite 200, Los Angeles, CA 90013
Phone (213) 578-6600 - Fax (213) 578-6686
http://www.waterboards.ca.gov/losangeles

ORDER NO. R4-2014-0024
NPDES PERMIT NO. CA5004003

WASTE DISCHARGE REQUIREMENTS FOR MUNICIPAL SEPARATE STORM SEWER SYSTEM DISCHARGES FROM THE CITY OF LONG BEACH

The City of Long Beach is subject to waste discharge requirements for its municipal separate storm sewer system (MS4) discharges originating within its jurisdictional boundaries composed of storm water and non-storm water as set forth in this Order:

I. FACILITY INFORMATION

Table 1. Discharge Information

Discharger	City of Long Beach
Facility Name	Municipal Separate Storm Sewer System owned and operated by the City of Long Beach
The U.S. Environmental Protection Agency (EPA) and the California Regional Water Quality Control Board, Los Angeles Region (Regional Water Board) have classified the City of Long Beach MS4 as part of the Greater Los Angeles County MS4 and as a large MS4 pursuant to 40 CFR section 122.26(b)(4) and a major facility pursuant to 40 CFR Section 122.2.	

Table 2. Facility Information

Permittee (WQID)	Contact Information
City of Long Beach	333 West Ocean Blvd, 9 th Floor
(48190109332)	Long Beach, CA 90802
Mailing Address	Facility Contact
Storm Water Environmental Compliance Officer	

Table 3. MS4 Discharge Locations¹

Major Outfall Locations	Outfall Size	Discharge Point Latitude	Discharge Point Longitude	Receiving Water
Alamitos Bay / Basin No. 3	36" Discharge	33.753	-118.100	Alamitos Bay
Alamitos Bay / Basin No. 2	36" Discharge	33.750	-118.112	Alamitos Bay
30th P/Ocean Blvd	54" Discharge	33.76	-118.151	Beach
38th Pl / Aliso St	36" Discharge	33.759	-118.146	Beach
38th Pl / Ocean Blvd	36" Discharge	33.756	-118.114	Beach

¹ Table 3 identifies the major outfall locations based on the best available information at the time of permit adoption and may not be an complete inventory of all the major outfalls.

Part I Page 1 of 128

5195 CODE AMENDMENTS TO THE LIDBC - CHAPTER 1674

**CHAPTER 1674
LOW IMPACT DEVELOPMENT STANDARDS**

16.74.010 - Purpose.

The purpose of this chapter is to require the use of low impact development (LID) standards in the planning and construction of development projects. LID standards promote the goal of environmental sustainability by helping improve the quality of receiving waters, protecting the Los Angeles and San Gabriel River watersheds, maintaining natural drainage paths, and protecting potable water supplies within the City. The LID objective is to modify and maintain the water cycle in a watershed through land development and stormwater management techniques that mimic the natural hydrology (or movement of water) from the rain, using site design and stormwater practices that allow for storage and infiltration, filtration, filtering, and bioretention treatments to reduce the amount of stormwater runoff and reduce the overall cost of stormwater management. The use of engineered systems, structural devices, and vegetated natural drainage structures (stormwater and urban runoff) across a development site maximizing the effectiveness of LID.

16.74.020 - Definitions.

"Best Management Practices" means a piece of industrial or commercial property that is abandoned or unoccupied and often environmentally contaminated, especially one considered as a potential site for redevelopment.

"Development" means any construction built any new public or private residential project (whether single-family, multi-unit or planned unit development), new industrial, commercial, retail and other non-residential projects, including public agency projects, new impervious surface area, or mass grading for future construction. It does not include routine maintenance to maintain original line and grade, structural repairs, or original portions of facility, nor does it include emergency construction activities required to immediately protect public health and safety.

"LID Best Management Practices Manual" means a manual of LID standards and standards for stormwater pollution mitigation, including technical feasibility and implementation parameters, alternative compliance by technical infeasibility, as well as other rules, requirements and procedures as the City deems necessary for implementing the provisions of this section of the Long Beach Municipal Code.

"Multi-Phase Project" shall mean any Development or Redevelopment implemented over more than one phase and the site of a Multi-Phase Project shall include any land and water area designed and being used to store, treat or manage stormwater runoff in connection with the Development or Redevelopment, including any tracts, lots, or parcels of real property, whether Developed or not, associated with, beneficially connected to, or under common ownership or control with such Development or Redevelopment.

"Onsite Storm Mitigation Fee" means the fee paid to the City for the management of storm water runoff generated from the City's storm water quality system in excess of the storm water runoff that is allowed, unimpervious prior to the site. The Onsite Storm Mitigation Fee shall be used by the City to construct or contribute towards the construction of an offsite mitigation project within the same sub-watershed that will achieve at least the same level of water quality protection as if all the runoff was retained on site.

"Redevelopment" means land disturbing activities that result in the replacement of more than fifty percent (50%) of an existing building structure or impervious surface area on an already developed site. It does not include routine maintenance to maintain original line and grade, hydraulic capacity, or original purpose of facility, nor does it include emergency construction activities required to immediately protect public health and safety or protecting/overseeing and replacement of existing utility lines.

"SWS" means the level of water area where any facility or activity is physically located or conducted

Water Quality Overview



**SUSTAINABLE
LONG BEACH**

**Sustainable City
Action Plan**

HISTORIC INNOVATIVE RESILIENT SUSTAINABLE



Low Impact Development (LID)
Best Management Practices (BMP)
Design Manual

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

Water Quality Overview

- ❖ Site Design/Source Control
- ❖ Infiltration
- ❖ Capture & Use
- ❖ Biofiltration (1.5x)
- ❖ Offsite Mitigation Fee



2nd & Orange Parklet



Example LID BMP



Whole Foods Bioswale





Water Quality Opportunities



Source: Moffatt & Nichol

- ❖ Green Street Features
- ❖ Catch Basin Screens
- ❖ Redevelopment Retention & Biofiltration

- ❖ LCWA Restoration
- ❖ Wetland Buffers

Sewer / Water Overview

SEADIP

Legend

SEADIP Area Boundary	Sewer Mains	Storm Drain	39	72	STORM DRAIN DEVICES	Water Mains
2' Elevation Contours	8	18	42	84	CATCH BASIN	12"
Assessor Parcel	10	21	45	88	CLARIFIER	16"
Building Roofprints	12	24	48	108	CULVERT	20"
	15	27	50	133	MANHOLE	24"
	18	30	54	144	PUMP STATION	30"
	21	33	60	168	TIDE GATE	
	24	36	64		OTHER DEVICES	
	27					

Sewer / Water Overview

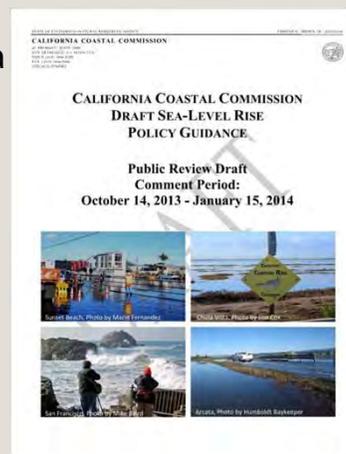


2013 Sewer Master Plan

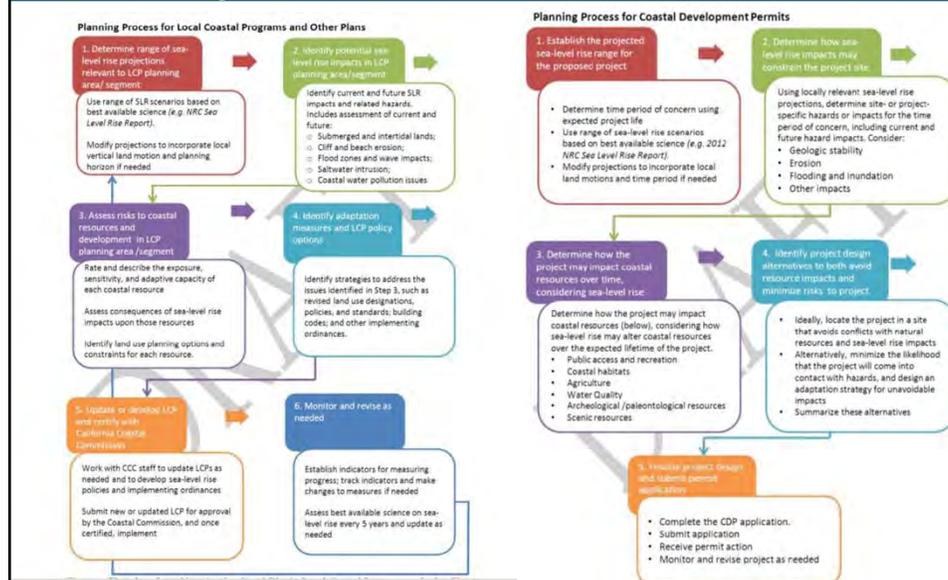


Sea Level Rise

- ❖ Consensus from variety of Federal & State studies that Sea Level Rise will occur over next 100 years
- ❖ Estimates range from 2' – 5' over 100 years
- ❖ Coastal Commission Requirement



Planning Process for LCP / CDP



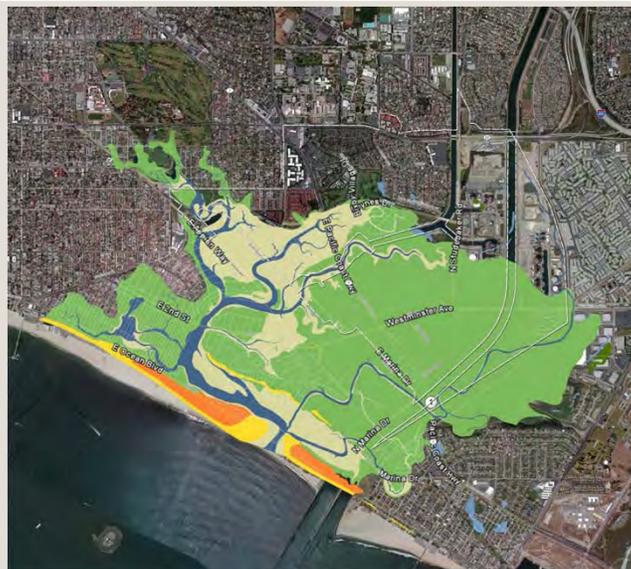
Sea Level Rise Strategies

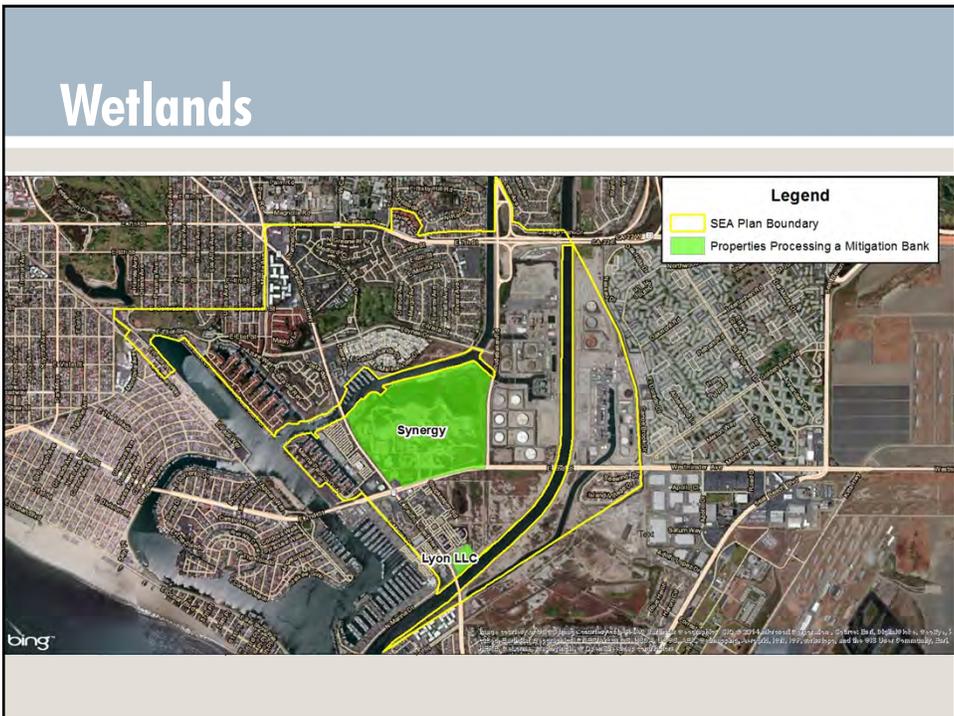
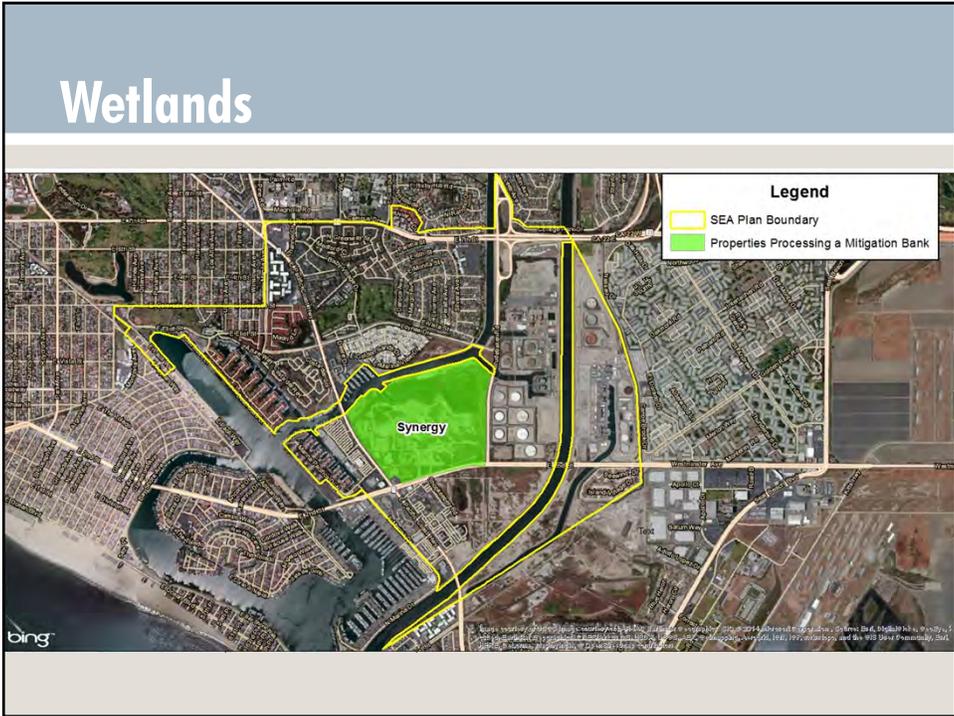
- ❖ **Hard defense**
 - Bulkhead / Seawall
 - Levee
- ❖ **Soft defense**
 - Wetland Restoration/Enhancement
 - LID/Green Infrastructure
- ❖ **Accommodation**
 - Elevated Grade & Structures
 - Buffers & Setbacks
- ❖ **Retreat**
 - Withdrawal

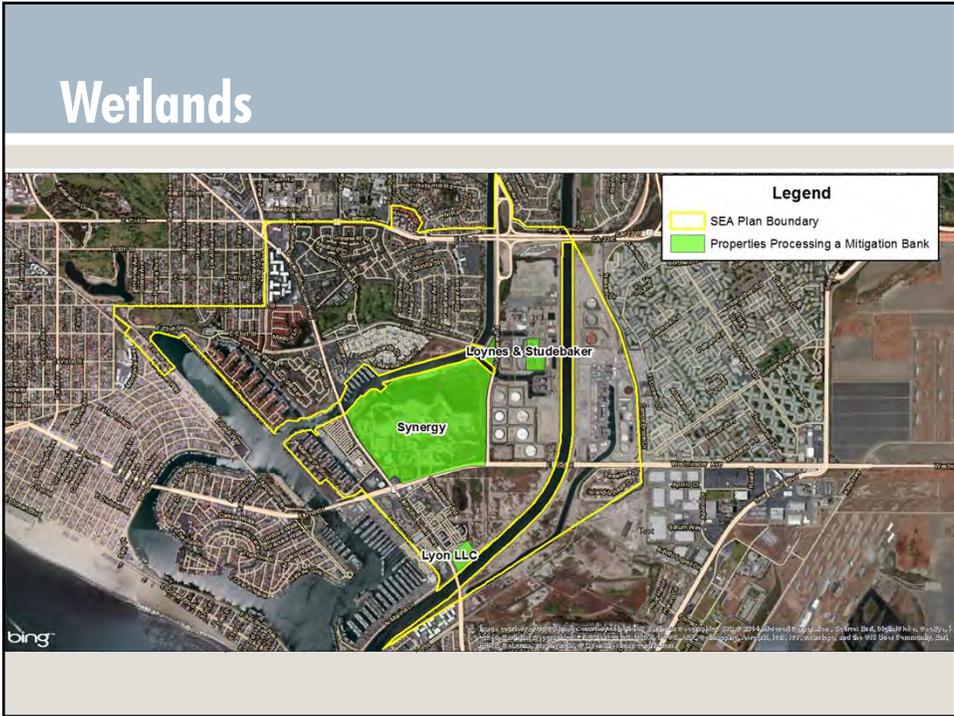
Infrastructure

Questions

Wetlands







Wetlands

KEY OPPORTUNITIES

- ❖ **Regulatory Considerations**
- ❖ Obtaining delineations and the process of Local Coastal Program certification must all be considered early in the Specific Plan process.
- ❖ Start communication early with the Coastal Commission regarding the Local Coastal Program update.
- ❖ Coordinate/Integrate proposed wetland banking efforts that would preserve key properties in perpetuity and enable development or public projects elsewhere in need of mitigation.

Wetlands

KEY OPPORTUNITIES

- ❖ **Planning**
- ❖ Analyze wetlands resources relative to:
 - regulatory climate
 - restoration opportunities
 - ownership
 - buffers/public access
 - trails
 - wildlife corridors
- ❖ Seek opportunities to balance development with wetlands preservation through the use of buffers.
- ❖ Determine location and need for City infrastructure improvement projects.

Wetlands

CONSTRAINTS

- ❖ Existing oil operations with wetland areas
- ❖ Limited access to potential wetlands properties



Wetlands

Planning -- Buffers

- ❖ What is a “buffer”?
- ❖ Uses for buffer include water quality treatment, wildlife corridors, trails, and other public amenities.
- ❖ Buffers reduce the area available for restoration and for development.
- ❖ One size does not fit all.

Wetlands- Buffers



Wetlands

Planning -- Trails

- ❖ CCC requires access to the wetlands and coast.
- ❖ Public input on trail connections/routes is encouraged.
- ❖ Protection of wildlife (perimeter vs. interior).

Wetlands- Trails



Wetlands

Questions

Vision

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



Vision

Southeast Long Beach is an attractive, active, and important gateway and destination in the City of Long Beach and Southern California region. People enjoy living, working and visiting here because of the diversity of uses in close proximity to one another.

Our established residential neighborhoods continue to anchor the area and are complimented by businesses, restaurants, hospitality uses and recreational amenities that are frequent destinations for locals and visitors.

Vision

We have developed connections to and with the VA Medical Center of Long Beach and California State University, Long Beach; both provide significant social resources to our area that positively contribute to our sense of community. The energy providers in the area have upgraded their facilities and seek to use the most current technologies available.

Vision

We are home to one of the largest thriving wetlands in Southern California due to the ongoing efforts of the community and City to restore, maintain and preserve wetland areas and coastal habitat.

The wetlands, the San Gabriel River and marina contribute considerably to the character of the area. We have protected and encouraged views to these areas and the mountains in the distance; creating a landscape that cannot be found anywhere else.

Vision

Southeast Long Beach is clearly defined by attractive streetscapes that create an immediate impression that you have arrived someplace special.

Bike lanes and pedestrian walkways are carefully integrated in our safe and efficient network of roadways, and along with our transit system, provide attractive alternatives to the car in this active area of town.

Vision

Buildings are designed at a scale and with form that allows for variety in the appearance of the streetscape, encourages the pedestrian environment and creates central gathering areas to generate lively spaces.

Great care has also been taken to implement thoughtful and carefully designed transitions between urbanized areas and natural areas and waterways so they are complimentary of one another.

Mapping Discussion



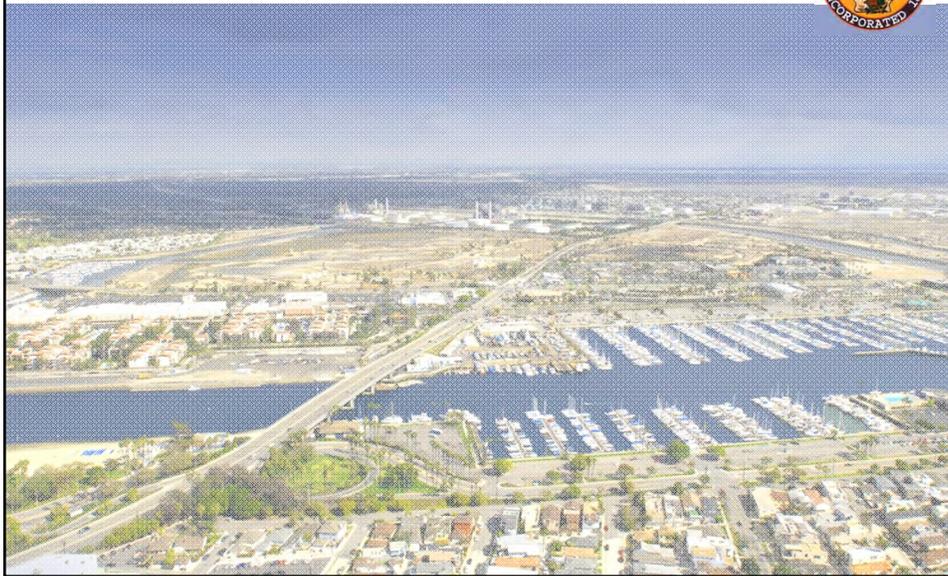
Mapping Discussion

- ❖ Setting the Foundation for the Conceptual Land Use Alternatives



Public Comment

City of Long Beach



Administration & Next Steps

- ❖ Next CAC meeting approximately 6-8 weeks from now
 - Topic: Conceptual Land Use Plans
- ❖ Stakeholder Interviews
- ❖ Wetlands Tour
- ❖ Homework: Wetlands and Infrastructure questions

Southeast Area Specific Plan Community Advisory Committee Meeting #4 Summary

August 13, 2014



The third meeting of the Southeast Area Specific Plan Committee Advisory Committee (Committee) took place on August 13, 2014 at the Best Western Golden Sails Hotel Seafarer Room, 6285 E. Pacific Coast Highway. The meeting took place from 6:30 to 9:00 pm and was open to the public, who were also invited to attend.

The [Agenda](#) and [Presentation](#) are available on the City website.

Project Team Members in Attendance:

PlaceWorks–Lead Consultant

Wendy Grant- Project Manager

Karen Gulley

Suzanne Schwab

Katz and Associates

Lewis Michaelson

Fuscoe

Ian Adam

VCS

Lennie Rae Cooke

City Staff–Development Services

Amy, Bodek, Director

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Raymond Lin

Commercial Property Owner

Rod Astarabadi

Commercial Property Owner

Kristi Fischer

Homeowner Association - Del Lago

Stephen Bello

Homeowner Association - Marina Pacifica

Bill Thomas

Homeowner Association – Alamitos Heights Improvement Association

Elizabeth Lambe

Community Organization - Los Cerritos Wetlands Land Trust

Mary Parsell

Agency - El Dorado Audubon Society

Laura Lindgren

Community Member at Large

Charles Durnin

Community Member at Large

Luz Quinnell

Agency – Los Cerritos Wetlands Authority

Gregory Gill

Commercial Property Owner

David Salazar

Agency – CSULB

Not present:

John McKeown

Commercial Property Owner

Peter Zak

Commercial Property Owner

Randy Blanchard

Commercial Property Owner

Karissa Selvester

Agency - Long Beach Transit

Pat Towner

Homeowner Association – UPENA

Edward Kutik

Community Member at Large

Linda Taira

Agency - Cal Trans

Steve McCord

Homeowner Association - Belmont Shore Mobile Estates Park

B. Thomas Mayes

Community Organization - Long Beach Marian Boat Owners Association

Southeast Area Specific Plan

Community Advisory Committee Meeting #4 Summary

August 13, 2014



Approximately 20 community members in addition to the CAC attended the meeting.

Introduction

Lewis Michaelson, from Katz, kicked off the meeting with an overview of the items that would be covered in the evening's presentation.

Wendy Grant, from PlaceWorks, followed up with a recap of outreach events in July and August. These included a pop-up event on July 20th at the Southeast Farmers Market and a Community Workshop on August 6th.

Opportunities and Constraints Workbook

The Committee's discussion continued regarding the Opportunities and Constraints Workbook (available online [here](#)). Previously the Committee had discussed Urban Design and Market (June 18) and Mobility and Planning (July 9). This meeting covered the remaining chapters, Wetlands and Infrastructure.

Members of the consultant team gave presentations regarding the Wetlands and Infrastructure opportunities and constraints. Infrastructure was presented by Ian Adam of Fuscoe and Wetlands was presented by Lennie Rae Cooke of VCS. The Committee was asked to engage in a discussion following each presentation. The following bullets summarize the comments from the Committee for each topic.

Infrastructure (Fuscoe):

- LID (Low Impact Development) seems to be an impediment to development. An example of this is the Whole Foods shopping center, the requirement for a bioswale was not anticipated and it cost the developer time and money. We need to make sure these types of requirements are disclosed upfront.
- Can LID qualify for green space in a parking lot?
 - Fuscoe replied- Yes and City confirmed
- Do bioswales help with sea level rise?
 - Fuscoe replied- Yes, but over a very long time and it would take a lot of them to make an impact
- What about fault lines?
 - Fuscoe turned this question over to the City as their analysis does not cover seismic activity. City replied- There is a fault line under the Wetlands. Any future development has to account for seismic concerns in accordance with the City's General Plan Seismic Element. Development must also adhere to building standards which are designed to make structures sound enough to withstand an earthquake. To keep up with any changes to these standards Development Services adopts new building codes every 3 years. We will bring the seismic maps and General Plan information to our next meeting.
- Should there be concerns about oil drilling relative to sea level rise? Do we need to be worried about subsidence (sinking land)?
 - City- No specific analysis has been proposed on this issue, however the City's Department of Oil and Gas would oversee and regulate if needed.

Wetlands (VCS):

- Is consultant team using data and analysis that are being prepared concurrently by other agencies?
 - VCS replied- Yes, they have gotten a solid set of baseline data from LCWA (Los Cerritos Wetland Authority) and the information is being actively used in our analysis, including the workbook.

Southeast Area Specific Plan

Community Advisory Committee Meeting #4 Summary

August 13, 2014



Vision

PlaceWorks shared a revised Draft Vision Statement for the Committee to review (the Draft Vision Statement can be found online in the presentation). This updated version was based on input received from the Committee during the June 18th meeting. Feedback from the Committee on the revised Draft Vision included:

- Should VA hospital and Cal State Long Beach called out so early and in such a prominent way in the statement?
 - We need to connect to hospital and university, especially for traffic but maybe they don't need to be called out
 - If we are going to call out areas outside of SEADIP then we should include Belmont Shore and Naples
 - The University is the only one to call out separately
 - Would rather keep it more broad
 - What about connections to unnamed neighborhoods near the university, how would they be called out?
 - CSLB rep clarified that he wanted to see educational integration
 - Also consider name changes- what if the hospital and university change their names?
 - Others agreed that they would like to see a more generic approach
 - PlaceWorks replied- Will revise and make the reference more generic
- Concerned about referring to the Wetlands as the "largest" in the area.
 - Largest is overstated
 - Should a reference be made to natural resources instead of just wetlands?- other Committee members didn't like the wording "natural resources"
 - We need to hold preservation and conservation to high standards- the statement should focus on quality not quantity
 - Maybe the word "ecological" could be added in?

Mapping Discussion: Setting the Foundation for the Conceptual Land Use Alternatives

PlaceWorks lead a discussion and mapping exercise regarding future land uses. Lewis Michaelson from Katz started the conversation by reviewing the three pillars of sustainability with the Committee— Economic, Social, and Environmental; all 3 must be considered when developing new land use concepts for SEADIP to ensure a feasible and implementable plan is created. The Committee then focused their attention to a map where the consultants captured their ideas for possible changes to land uses (the map is available online [here](#)). The following bullets summarize the comments from the Committee:

- Integrate islands- commercial and residential areas are separated
- Commercial needs more residential to support it
- Get people out of their cars- golf cart could be an alternative form of local transportation, pedestrian overpasses could make it safer for people to be around without a car
- Put residential overlooking marina and wetlands
- Areas to focus on include PCH, wetlands and the marina
- Provide economic incentives for developers- give them a reason to make improvements and investments in the area
- Many properties are ready for re-development
- Market Place is an opportunity area that could be turned into mixed use, intensify development here with connections to a river trail
- Fix PCH and Marina Drive
- Allow for a boutique hotel
- Add a trail around the wetlands
- Add more retail on PCH near Loynes

Southeast Area Specific Plan

Community Advisory Committee Meeting #4 Summary



August 13, 2014

- Planning process needs to balance economics, traffic, and environment
- Corner of PCH and Loynes, where Gaslamp is could be mixed used or perhaps just a good location for something new
- Laguna Beach is a good example of a city that is visually appealing along PCH- Heisler Park area especially
- Do beautification upgrades first
- Make SEADIP a destination place, focus on the entire area and make the whole thing mixed use and let the property owners decide
- PCH from Seal Beach to Loynes needs to be slowed down
- Keep living, thriving, sustainable in mind
- Mixed use can be a misnomer, these projects aren't always successful
- This area should not just be ½ way between Seal Beach and the rest of Long Beach (from a height and intensity perspective), keep the area open and natural, it makes this area interesting and unique- give it a seamless coastal quality
- Create/preserve coastal views to the bay
- Area near wetlands, north of Los Cerritos Channel is an opportunity for residential

PlaceWorks asked the group to shift their focus for a moment specifically to views, gateways, and Studebaker:

- Views:
 - Along Marina Drive maximize the views of the marina
 - Remember views: "Purple Mountains Majesty" We have such a diverse landscape from the ocean to the mountains
 - Possible AES plant is not going to be needed once they change their operation and won't require water for cooling, this could be an opportunity site and could open up views
 - Should we be planning if it changes?
 - Make AES area more resilient to sea level rise
 - Who regulates AES?
 - City replied- Because they are a utility the State does. AES could pay to have the City do their checks, however, that has not happened to date. The land is zoned industrial.
- Gateways:
 - Westminster/ 2nd Street
 - PCH from Seal Beach into Long Beach
 - Studebaker and the 22
- Studebaker:
 - Could be improved to include bikes and pedestrians and there is lots of potential for better landscaping
 - Connect San Gabriel Bike Trail to Studebaker, but would potentially lose a land because there is not any more Right-of-Way
 - There is a path from University Park Estates along the west side of the channel more access could make it an opportunity for better connectivity
 - N. on Studebaker views make it a scenic corridor- this could be enhanced

Southeast Area Specific Plan

Community Advisory Committee Meeting #4 Summary

August 13, 2014



Public Comment

After the Committee's discussion the meeting was opened up for public comment. Feedback was solicited for the items discussed during the Committee's meeting. Feedback included:

- In the vision statement add in a mention of beach or ocean or connection to Pacific Coast
- Will a workshop summary be shared with the CAC and the public?
 - PlaceWorks replied- yes, it will be made available online
- Will a workshop summary be shared with the CAC and the public?
 - PlaceWorks replied- yes, it will be made available online
- Driving PCH everything looks like a cement parking lot, lets avoid this in the future it is attractive
- Connection to Belmont Shore and Naples is important remember to include them
- Cal State Long Beach is an important partner with the Colorado Lagoon Open Water Access they could be a resource for the wetlands and future access
- AES and Alamitos Bay relationship is important too

Committee Homework

Although questions regarding Wetlands and Infrastructure were noted as homework in the presentation the group was not assigned homework for this meeting. Key considerations for this chapter were discussed during the consultant presentations. The Committee and Public had also been engaged in feedback regarding these topics at the Aug 6th workshop and through multiple topic postings online at Long Beach Town Hall.

Next meeting will be held in approximately 6-8 weeks to allow consultant team time to review all feedback and to start to develop concepts for review by the CAC.

Southeast Area Specific Plan Community Advisory Committee Meeting #5 Summary

October 29, 2014



The fifth meeting of the Southeast Area Specific Plan Committee Advisory Committee (Committee) took place on October 29, 2014 at the Best Western Golden Sails Hotel Seafarer Room, 6285 E Pacific Coast Highway. The meeting took place from 6:30 to 9:00 pm and was open to the public, who were also invited to attend.

The [Agenda](#) and [Presentation](#) are available on the City website.

Project Team Members in Attendance:

PlaceWorks–Lead Consultant

Wendy Grant- Project Manager

Karen Gulley

Cecilia Kim

Katz and Associates

Lewis Michaelson

Cityworks Design

Lisa Padilla

Fehr & Peers

Jason Pack

Strategic Economics

Sujata Srivastava

City Staff–Development Services

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Raymond Lin

Commercial Property Owner

Kristi Fischer

Homeowner Association - Del Lago

Stephen Bello

Homeowner Association - Marina Pacifica

Bill Thomas

Homeowner Association – Alamitos Heights Improvement Association

Elizabeth Lambe

Community Organization - Los Cerritos Wetlands Land Trust

Mary Parsell

Agency - El Dorado Audubon Society

Laura Lindgren

Community Member at Large

Charles Durnin

Community Member at Large

Luz Quinnell

Agency – Los Cerritos Wetlands Authority

Gregory Gill

Commercial Property Owner

Karissa Selvester

Agency - Long Beach Transit

Pat Towner

Homeowner Association – UPENA

Edward Kutik

Community Member at Large

Steve McCord

Homeowner Association - Belmont Shore Mobile Estates Park

B. Thomas Mayes

Community Organization - Long Beach Marian Boat Owners Association

David Salazar

Agency – CSULB

Not present:

Rod Astarabadi

Commercial Property Owner

John McKeown

Commercial Property Owner

Peter Zak

Commercial Property Owner

Randy Blanchard

Commercial Property Owner

Linda Taira

Agency - Cal Trans

Southeast Area Specific Plan

Community Advisory Committee Meeting #5 Summary

October 29, 2014



Approximately 30 community members in addition to the CAC attended the meeting.

Introduction

Lewis Michaelson, from Katz, kicked off the meeting with an overview of the items that would be covered in the evening's presentation and purpose of tonight's meeting.

Wendy Grant, from PlaceWorks, followed up with a recap of the vision for SEADIP and an overview of the pillars of sustainability, which are a key component of the development of the plan.

Development Feasibility, Side Design, and Mobility

Members of the consultant team gave presentations regarding development feasibility, site design considerations, and mobility. Sujata Srivastava, from Strategic Economics, provided a brief summary of previous market assessment findings and explained the relationship between land value, development feasibility, and community benefits. Lisa Padilla, from Cityworks Design, provided a summary of comments from previous meetings and workshops and presented four development scenarios (conceptual diagrams) to further discussion on site design. Jason Pack, from Fehr & Peers provided a summary of mobility considerations and presented potential street configurations for streets in the SEADIP project area. The Committee was asked to engage in a discussion following each presentation. The following bullets summarize the comments from the Committee for each topic.

Development Feasibility

- Graph data sources are conceptual except for the residual land value of residential development by building type (from Menlo Park, CA), which was used as an example to illustrate the relationship between development profit and value. Each neighborhood will be different.
- Financially viability needs to consider the context of the greater market area.
- Floor-Area-Ratio (FAR) aspect from previous SEADIP seems low compared to other retail development; consider local regulations and coastal regulations.
- Do the amenities and social benefits related to development include benefits to the City, such as tax revenues? The emphasis is on community benefits and the City plays a role in providing these social and economic benefits.
- Transactional data indicates that land value does not necessarily reflect development potential.
- The financial feasibility of a project is based on current market values, which is not determined by the city. Generally, lower land values are more feasible for development than high land values. Land values may change based on planned uses but the community can guide the plan to decide what is best for the project area.

Site Design - General

- South America aerial tramway is an example that should be considered.
- The concept of parking with residential above or more where there are large parking lots should be considered.
- Marina parking lot is well-used and is needed for all the events.
- Diagram of Site Design should show double-headed arrows as they all relate to each other and influence each other.
- Wetlands needs to be improved and traffic needs to be solved but if we do nothing that gives incentives to landowners we won't see any improvement in SEADIP.

Southeast Area Specific Plan

Community Advisory Committee Meeting #5 Summary

October 29, 2014



Site Design – Development Scenarios

The consultant team provided an overview of four hypothetical design scenarios for a fictional site in SEADIP. The scenarios were created as a tool to illustrate the opportunities, constraints and tradeoffs of different site designs and mixes of uses (parking, access, massing, landscaping, views, etc). Following are some of the comments and input provided by the CAC related to each concept:

- Discussion on Scenario 1 (Retail only)
 - Does not maximize the placemaking potential of the area, another shopping center, same type of retail that is currently here.
 - Committee supported internalized parking, screened from PCH.
 - Parking location should be internal but avoid aesthetics similar to that of Carson Center/Cerritos Mall (latter is an example of what not to do).
 - Is underground parking feasible from an engineering perspective? Based on Marina Pacifica experience, the water table is 7 feet down and water needs to be pumped out continuously. While it is expensive to build subterranean parking (\$40 - 45K per parking space) it technically can be done. Financially, it would not be feasible to do underground parking if there is minimal development above it.
- Discussion on Scenario 2 (Retail + Residential)
 - Residential units shown in this scenario are assumed to be ownership units per the findings of Strategic Economics market assessment.
 - Coastal Commission generally wants visitor-serving uses, access to the coast, and preservation of coastal environment – tricky to balance addition of new residential.
 - Existing residences are not grandfathered but legal through permits (not non-conforming). The consultant team will discuss the proposed plan with Coastal commission.
 - Question how much we comply with coastal vs. what things city thinks are important and may need to approach Coastal Commission to consider changing.
 - Committee against gated communities, pedestrian access through communities critical.
 - Gated communities still need to provide pedestrian access even though vehicular access is restricted.
 - Sea level rise is being addressed for this project.
 - A berm built up above ground level with semi-underground parking should be considered to help address sea-level rise issues.
- Discussion on Scenario 3 (Retail/Residential/Hotel)
 - Downtown LB currently has its own parking structure overlooking ocean but it not very full. We'd be foolish to give a parking structure view along the oceanfront or wetlands.
 - Project should be designed so visitors and residents get priority of views (internal parking, wrap, or underground parking).
 - Many cities are decreasing parking to discourage vehicle trips. How would this affect our scenarios? We will get to that later in the presentation (Fehr & Peers to address).
- Discussion on Scenario 4 (Retail/Residential/Hotel)
 - Clarification that we may have variations of all scenarios throughout SEADIP.
 - This scenario seems to have the greatest future potential to support both wetlands and bay activity.
 - Downtown has grown in density whereas this area should not be that dense. In the context of all of Long Beach, this area should be more natural and coastal and distinctive from downtown.
 - We should look at the whole city so that density is in downtown and SEADIP is a different area especially considering constrains with water, marina, and wetlands.
 - The height projections in this scenario are just for planning purposes. They could be planned for lesser height or mixture of different heights.

Southeast Area Specific Plan

Community Advisory Committee Meeting #5 Summary

October 29, 2014



- Has there been a market assessment to show demand for retail and other uses? Yes, there was demand for all of the uses included in these scenarios.
- General Discussion
 - These are great. The Anaheim packing district is a good example of the type of use and scale we want to see here.
 - Concepts presented for PCH encapsulate what we want and I think it can make a big difference here
 - The idea of adequate buffers to mitigate light, noise for wetlands so this seems like a good low impact use but it may also harm the wildlife if there are a lot of people and animals wandering the edge
 - Like the immediate change for PCH, are there funding opportunities for those improvements? There are a variety of grants for infrastructure, city capital improvements programs, developer based revenues are typical.

Mobility

Fehr & Peers presented an overview of possible street sections for the project area and also tables that showed how, in general terms, the scenarios would affect traffic in the SEADIP area.

- What is one example of one trip?
 - Leaving home is one trip, coming back home is one trip, going to and from store to home is 4 trips.
- When comparing trip differences, what uses did you start with? Is this current existing or with pending proposals? How would you calculate into that pending proposals?
 - This looks at uses currently on the ground. We will look into pending applications in process during the environmental phase
- There are many surrounding streets around SEADIP, are this counted in trips? How does the failure of intersections factor into the numbers show for these trip increases?
 - Scenarios are high level and currently don't include surrounding streets around the entire SEADIP area and intersection analysis. These will come later with land plan.
- We talked about shorter blocks and having additional curb cuts, what is the impact on traffic flow?
 - It could go either way depending on signalization, drive speed, route alternative options, etc. and we will work to make it work for the community
- Why have some signals not been coordinated?
 - Caltrans facilities use a unique system which makes it difficult to interface with city systems for local roads. One option to resolve this is for the city to take over operations and management of PCH.
- Could you also look at Loynes? Also, on Studebaker, why is the bike lane only on one side why not both?
 - Yes, priority would be to minimize conflicts with vehicle at the interchange.
- Adding a right turn lane, these are hardly used. Loynes is built on landfill so grade level is not even. If anything goes on there it needs to be lightweight, like palms.
- The section shown for Marina is a partial segment. It is not for the section along the river.
- What are thoughts on palm trees vs other landscape tree options?
 - Palms don't provide as much shade, but city may prefer because they are existing and generally require less maintenance.
- Palms are already there, part of the ambiance, birds use these palms, especially water birds
- Entry off of Studebaker from freeway is a nightmare now, so how will this be addressed?
 - City has identified improvements for Studebaker and freeway interchange in its mobility element

Southeast Area Specific Plan

Community Advisory Committee Meeting #5 Summary



October 29, 2014

- Recommendations for Shopkeeper, which part are you addressing? What is currently there or more?
 - The current road is presented in this presentation but other variations could exist (within the existing developed area).
- Future plans for Loynes triangle property, isn't this under coastal zone wetlands designation, why is it identified for future development?

Public Comments

- When factoring in PCH and 2nd, the bridge is planned to be replaced as single span bridge. My idea is that there could be a second lower level, not for traffic but a restaurant.
- Coastal does allow for residential uses, coastal act identifies priority uses, a visitor-serving use is high-priority, residential is low-priority. The closer you are to water coastal wants to see marine related uses but could be open to mixed uses. You can get more residential if you take geographic proximity and priority uses into account
- Building next to wetlands is a poor idea and hope that you will eliminate all buildings east of PCH next to wetlands not only because of danger to birds but it will also restrict public access if there are private residences
- Density in Long Beach was determined early on to increase density in downtown long beach high east long beach low this makes this area livable and is a major concern about how high the development is going to go. Would rather see wetlands than have them hidden.
- Can you explain what the barriers for bike lanes are like? (Jason) buffer would be striping to separate bikes from vehicles, cycle track would have a physical barrier such as break away bollards, low curbs. We will explore various options but new techniques are being developed so we will continue to look at these.
- With 6-7 story development, if you are behind this development you don't have any view. Also, traffic discussion on PCH or any other street seems to be happening in a vacuum so it should consider outside impacts.
- Can you clarify the compounding nature of the trip increase % for the scenarios, if there were multiple scenarios the % would multiply? Yes
- 3-5 stories feels tall (comfortable), 7 is really tall and more urban. I do like the idea of shorter blocks. Hotel is great but a hotel that is not used is really useless. My view on traffic is that it is going to go down over time, wetlands is a valuable resource and having the community to see it and connect to it increases the value and should be enhanced to engage with it better than now
- Have you thought about off-site parking opportunities? Also, an example to reference is a development project in Vietnam addressing sea-level rise by using the water based areas to take advantage of boardwalks as interface that makes a thriving community.

Committee members were encouraged to submit any other comments to Brant Birkeland <Brant.Birkeland@longbeach.gov> at the city.

The Los Cerritos Wetlands Conservancy will coordinate with Brant to try to put together another wetlands tour for those that were unable to make it out for the first one.

Next meeting will be on December 10, 2014 to allow consultant team time to review all feedback and to start to develop a land plan for review by the Community Advisory Committee.



Agenda

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

Vision

City of Long Beach

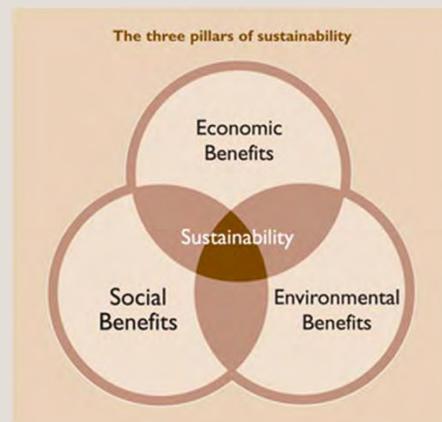


Southeast Long Beach is a livable, thriving and sustainable gateway destination in the City of Long Beach and the Southern California region.

- 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

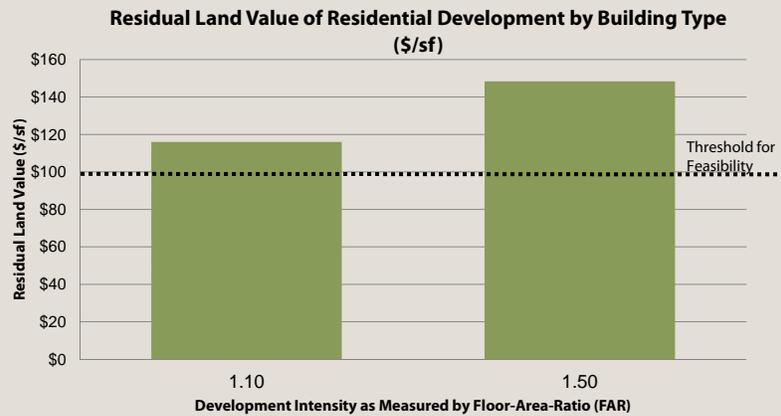
- ❖ What kind of development is likely to occur in the study area?
- ❖ What mix of land uses is economically viable?
- ❖ What is the relationship between intensification and development feasibility?
- ❖ Can private development contribute to community benefits?

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

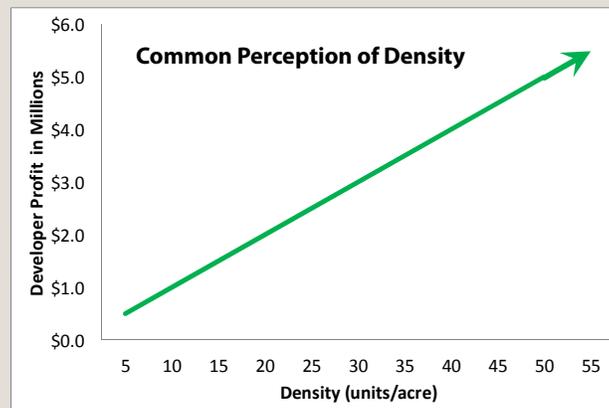
Value vs Profit

- ❖ Higher intensity projects can create more value

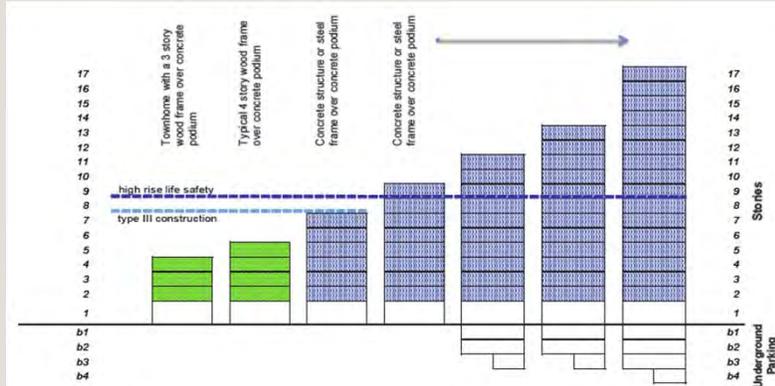


Value vs Profit

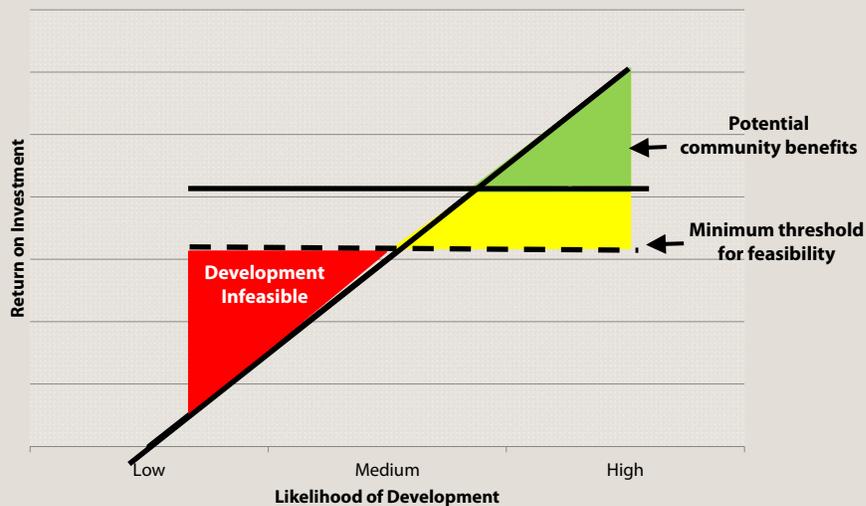
- ❖ But higher intensity projects do not always create higher profit



Building Types and Development Costs



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** - 2nd/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

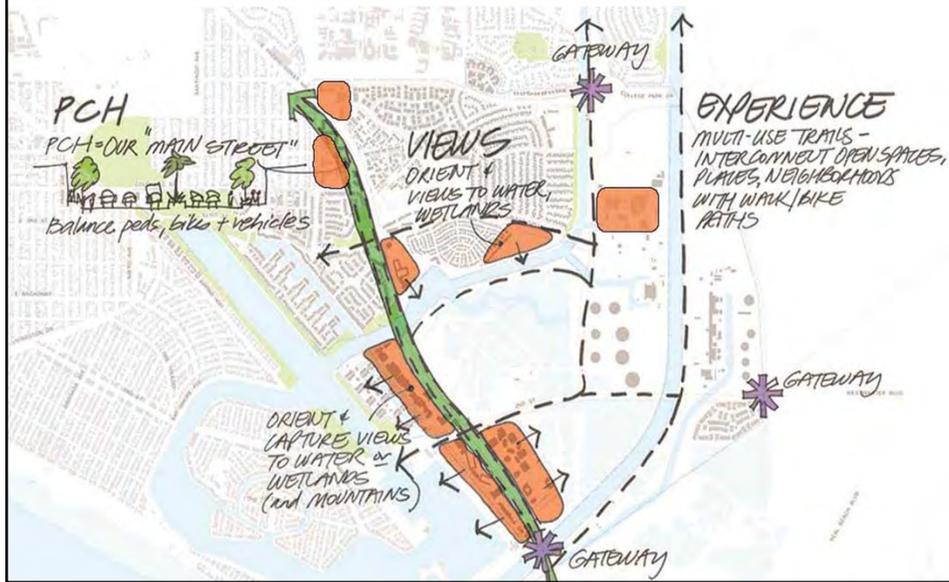
Architecture what we heard

- ❖ 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

Framework



Site Design *your ideas*

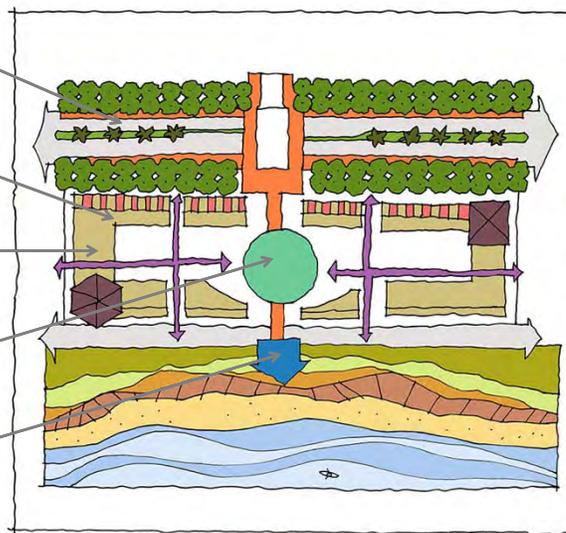
PCH Redesign as complete boulevard.
Make better to walk & bike

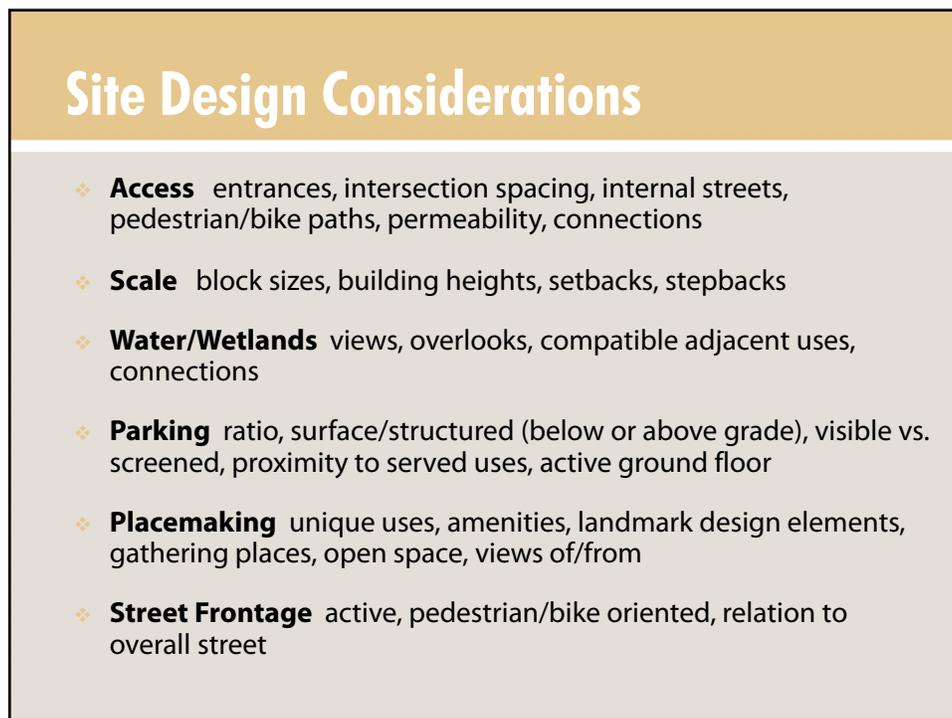
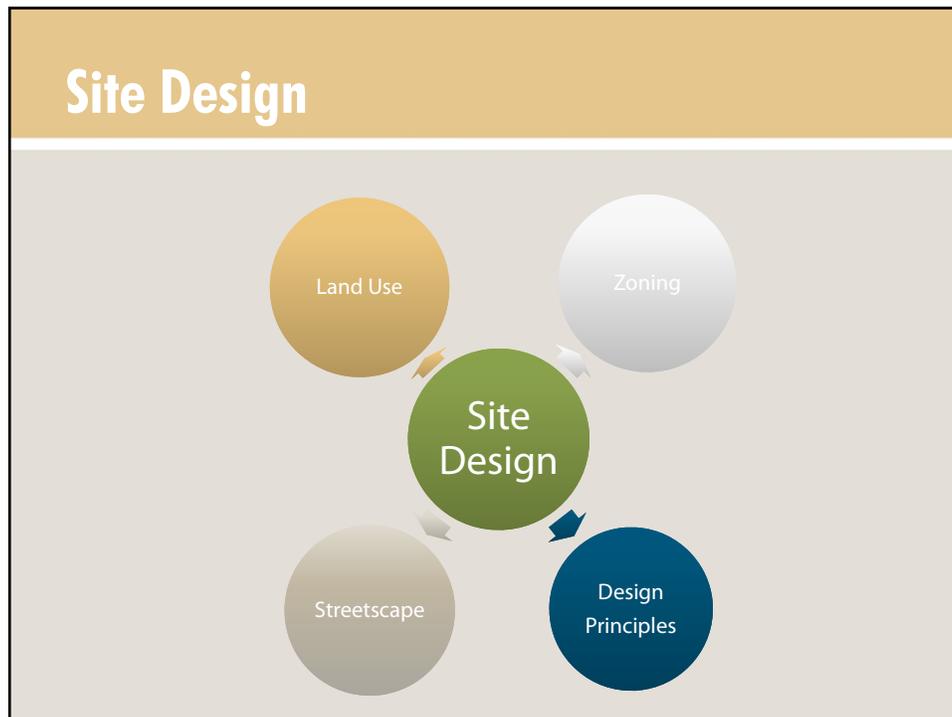
Land Uses Active ground floor
Ideally a mix of uses
Appropriate height

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





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

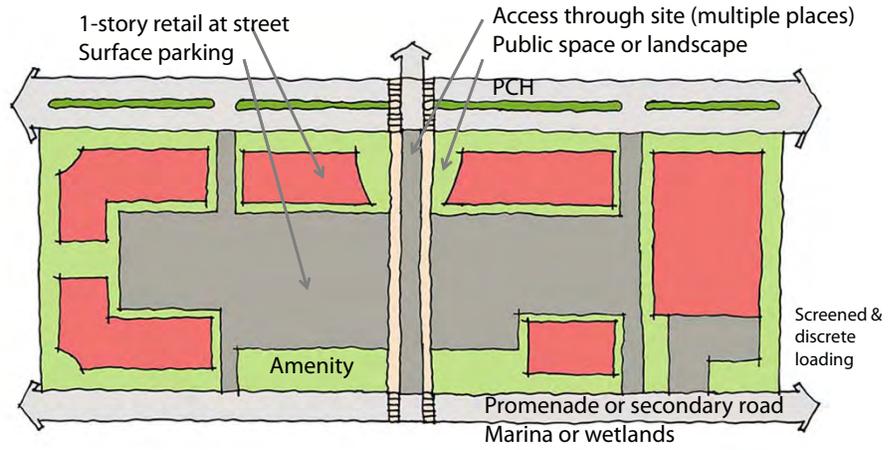
Four Prototypical Scenarios

- ❖ **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

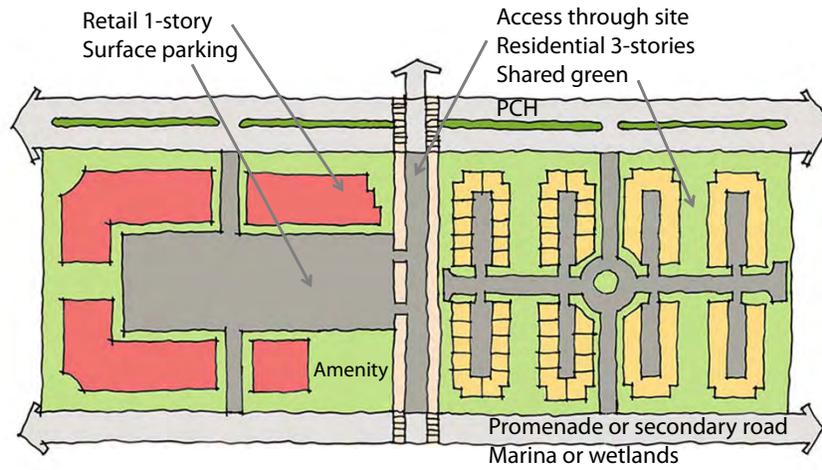


Note: Gelson's has a 2nd story terrace

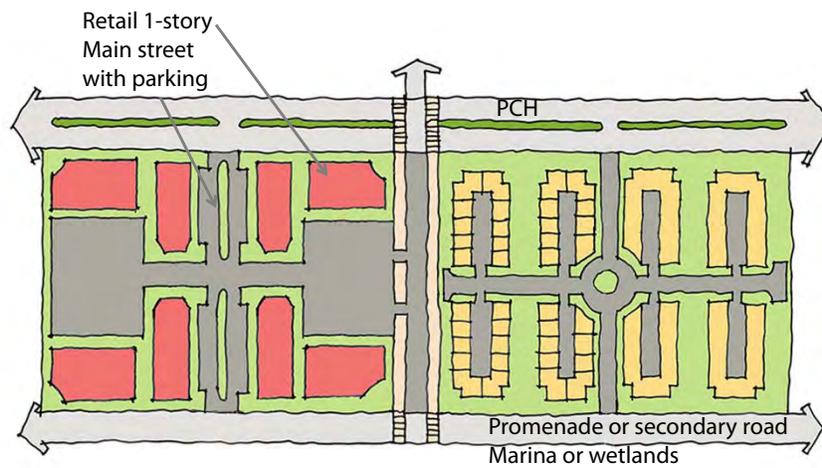


Discussion on Prototype Scenario 1

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



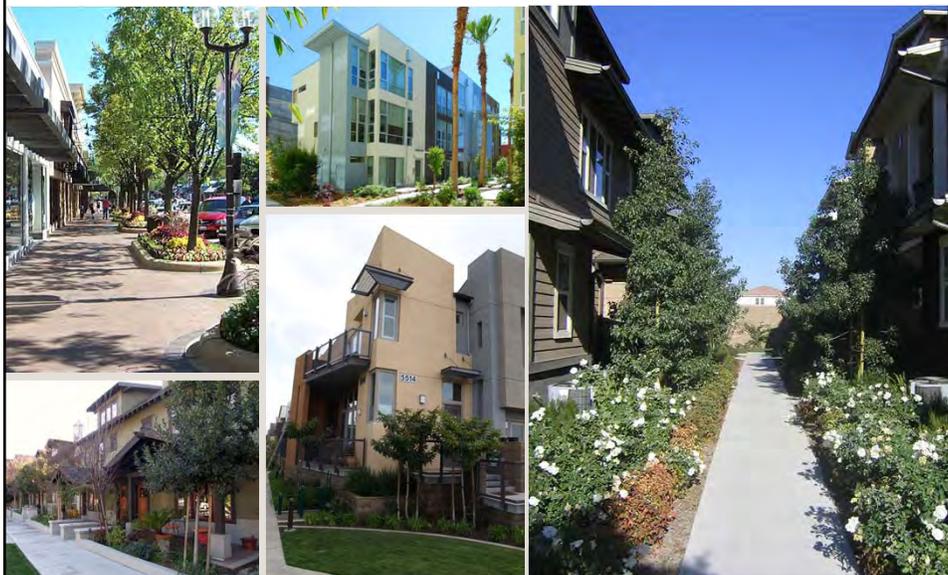
Scenario 2 shop + live 1-3 stories (retail main street)



Scenario 2 shop + live 1-3 stories

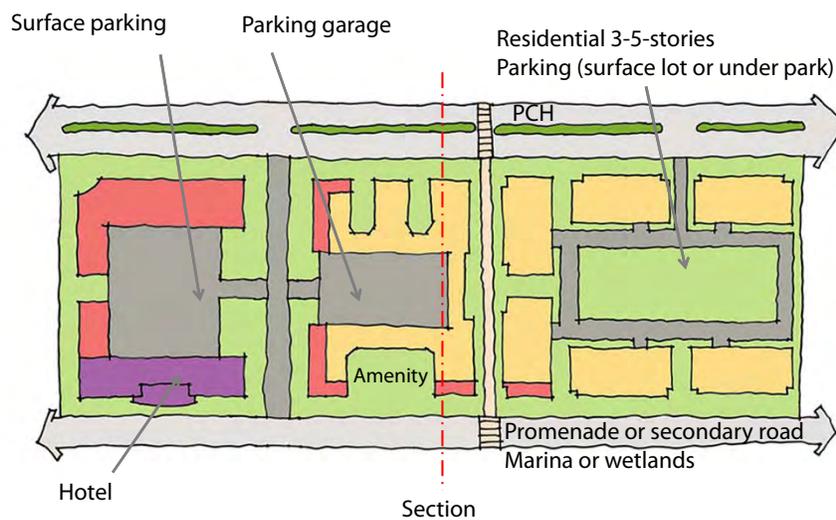


Scenario 2 examples

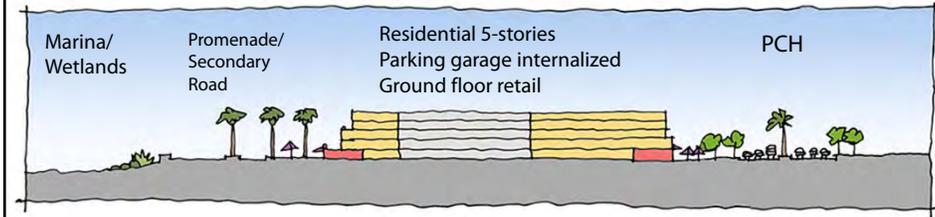


Discussion on Prototype Scenario 2

Scenario 3 shop + live + stay 1-5 stories



Scenario 3 shop + live + stay 1-5 stories



Scenario 3 examples

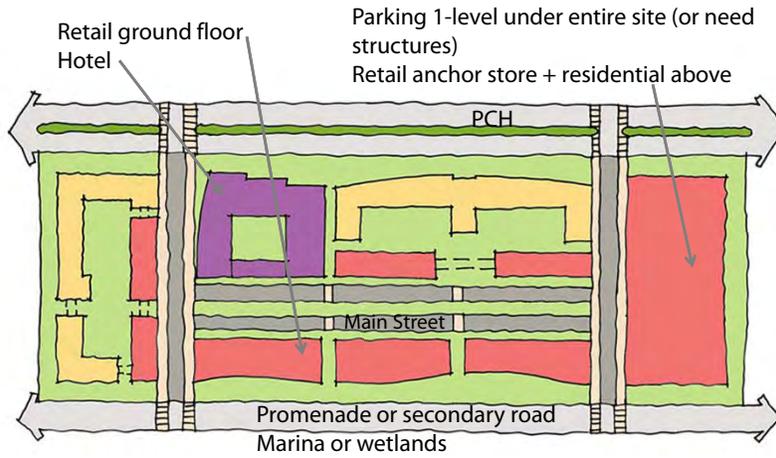


Scenario 3 examples - amenities

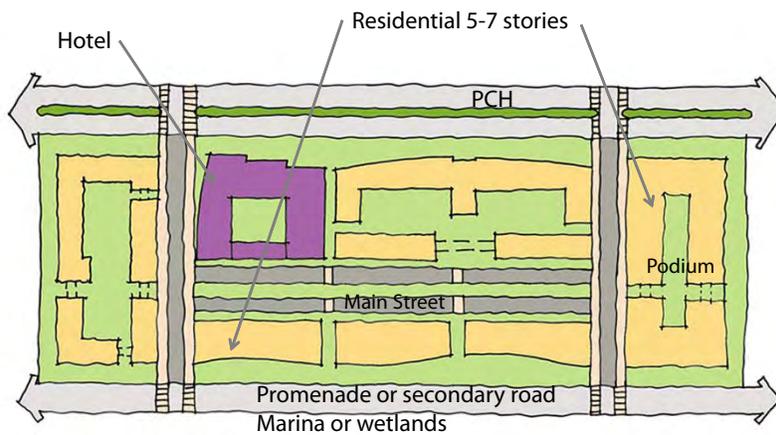


Discussion on Prototype Scenario 3

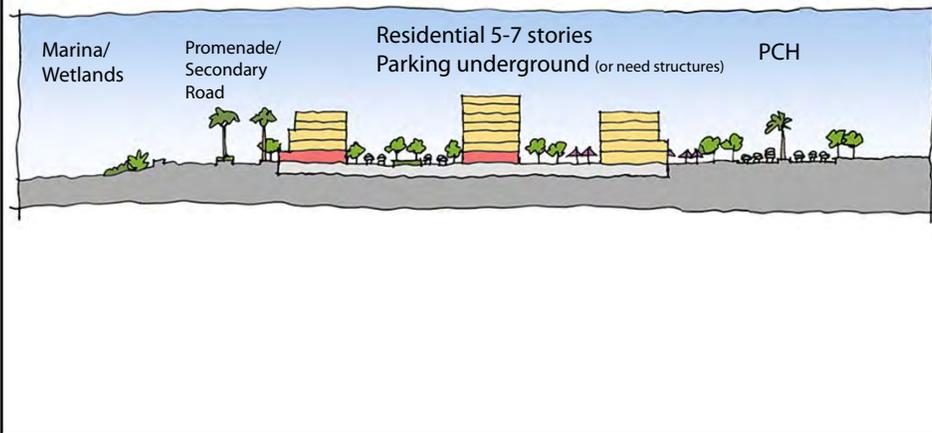
Scenario 4 shop + live + stay ground floor



Scenario 4 shop + live + stay 5-7 stories



Scenario 4 shop + live + stay 5-7 stories



Scenario 4 examples

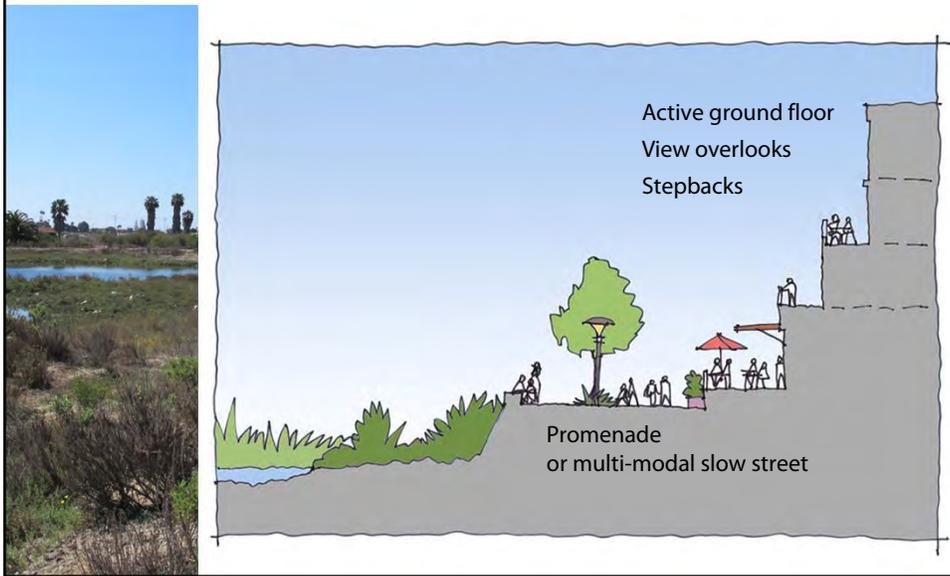


Garages examples

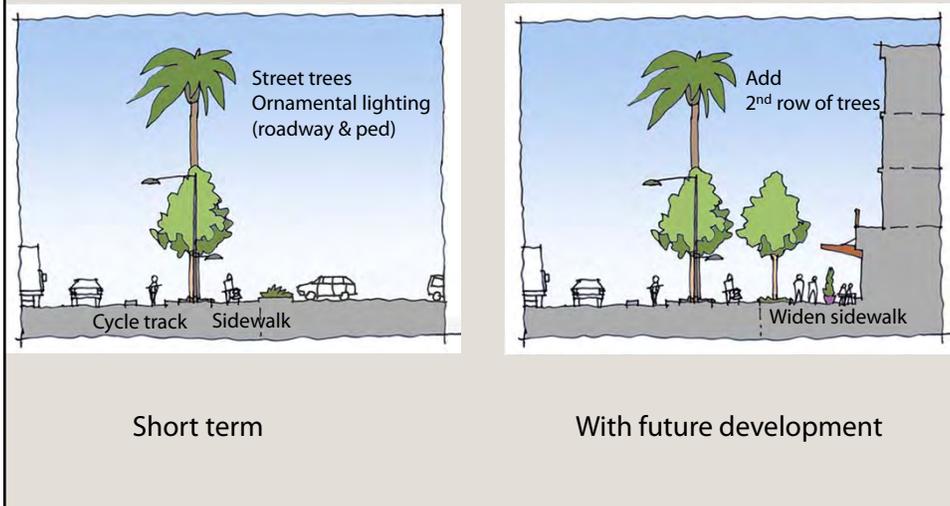


Discussion on Prototype Scenario 4

Marina/Wetland Edge Concept



PCH Edge Concept



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%

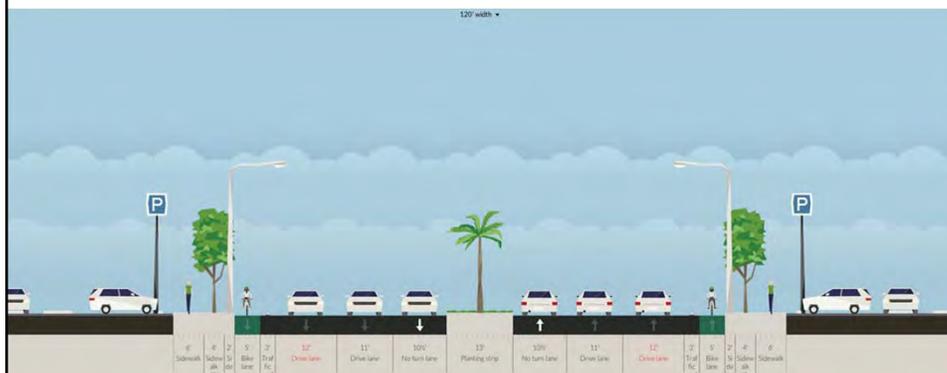
- ❖ Minimal internalization associated with Alternative 1 and Alternative 2 (mostly due to improved walkability, transit service, and proximity of other development in SEADIP)
- ❖ Increased mixed-use development increases the number of internal trips and increases the number of total external trips

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

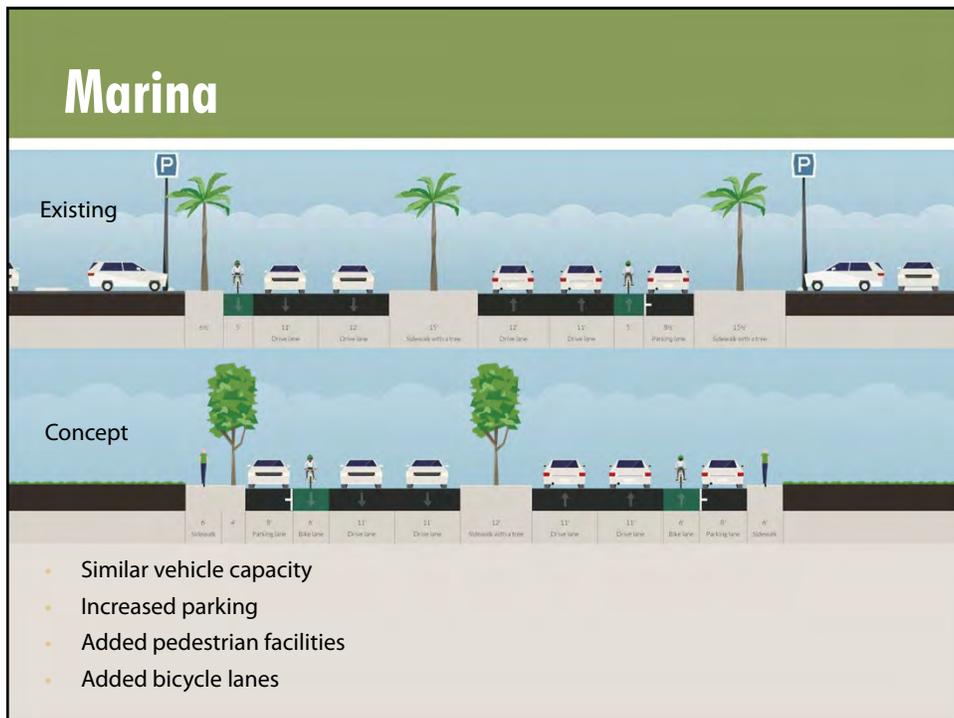
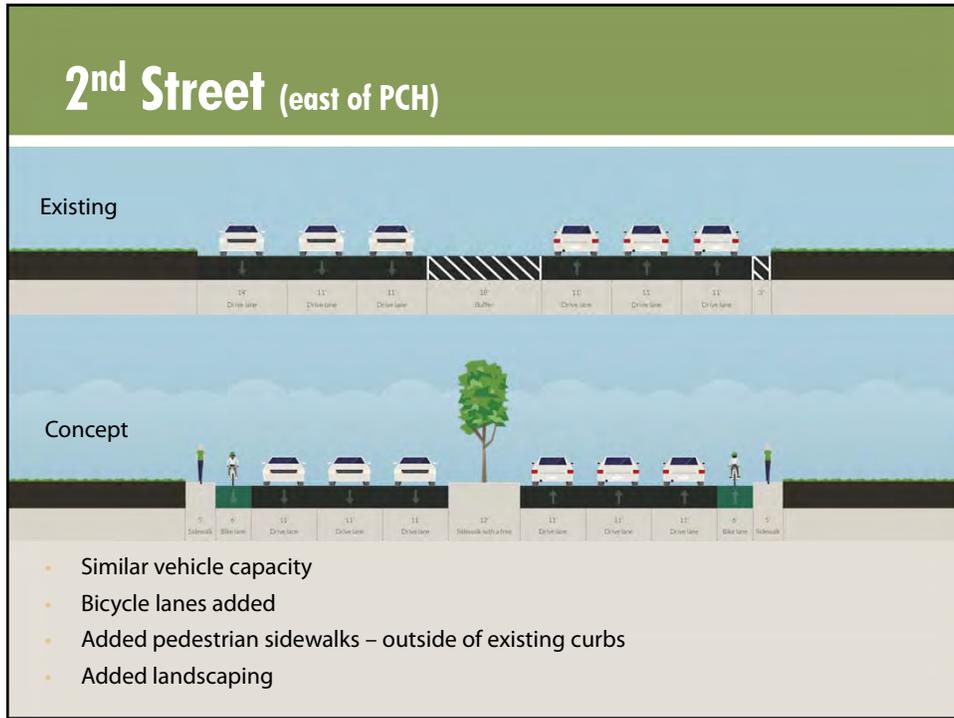


- Maintain travel lanes, add landscaped median
- 22' sidewalks (12' sidewalk + 10' easement/dedication on private parcels)
- Double rows of street trees, decorative roadway lights
- Can add pedestrian lighting & sidewalk amenities

Studebaker



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



Shopkeeper

Existing

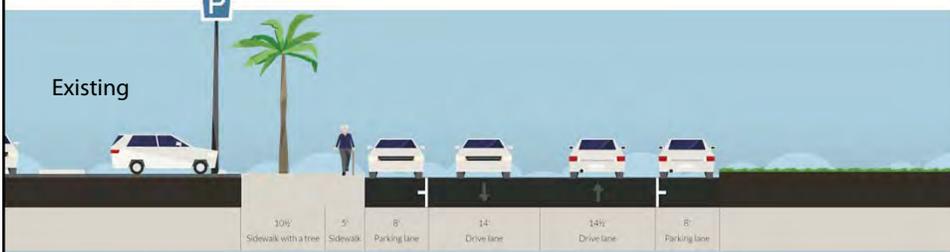


Diagram illustrating the existing road layout. From left to right, the sections are: a 10' sidewalk with a tree, a 5' sidewalk, an 8' parking lane, a 14' drive lane, a 14' drive lane, and an 8' parking lane. A palm tree and a person are shown on the sidewalk, and cars are in the drive lanes.

Concept



Diagram illustrating the proposed road layout. From left to right, the sections are: a 9' sidewalk, an 8' parking lane, a 7' bike lane, a 10' drive lane, a 10' center turn lane, a 10' drive lane, and a 6' bike lane. Pedestrians, a car, a cyclist, and a car are shown in their respective lanes.

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

Public Comment

City of Long Beach



Aerial view of the Long Beach waterfront area, showing the harbor, marinas, and surrounding urban development.

Administration & Next Steps

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

Southeast Area Specific Plan Community Advisory Committee Meeting #6

December 10, 2014
6:30 pm to 9:00 pm
Best Western Golden Sails
6285 E. Pacific Coast Highway
Long Beach



Introduction (5 min – K&A, PlaceWorks)

Agenda

Updates (Presentation to 3rd Council District, November 19th)

Community Structure Concepts, Draft Land Use Concept– (120 min – K&A, PlaceWorks, Strategic Economics, Fehr & Peers)

Presentation of Community Structure concepts

Combination Scenario review and Presentation of Financial Feasibility

Analysis/Findings

Preliminary Land Use Concept

Committee Discussion

Public Comment (20 min - K&A)

Administration & Next Steps (5min - K&A)

Community Workshop- Land Use: Jan 2015

Next CAC Meeting: Jan/Feb 2015



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

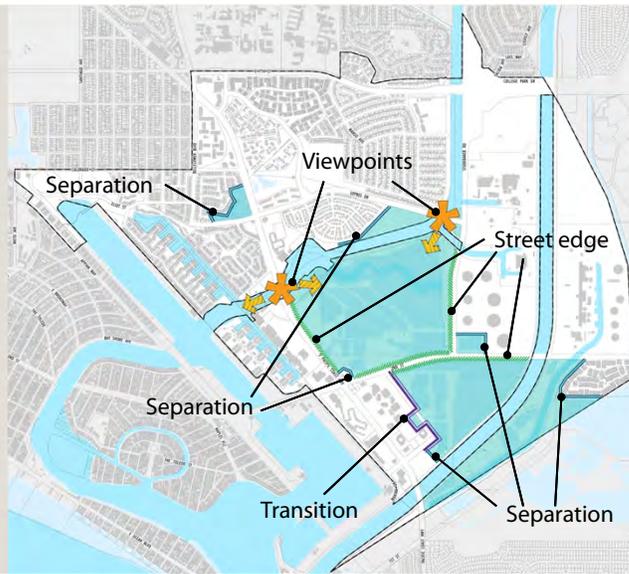
- ❖ Comprehensive planning
 - Clear vision and strategies for all properties in SP and how they interrelate (use, transitions, circulation)
 - Customized development standards (addressing built form, usable open space, parking, right-of-way configuration, mixing of uses)
 - Customized landscape and architectural 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

- ❖ Gateways create a sense of arrival
- ❖ Gateways can be created by built features and natural features
 - Existing gateways should be reinforced, especially those with long range views
- ❖ Gateways can also be created around focal points, such as activity centers



Coastal Gateways: Existing Conditions

Westminster Boulevard @ San Gabriel



Westminster Boulevard @ Island Village



Studebaker View South



Westminster Boulevard Existing Monument



PCH Bridge into Long Beach

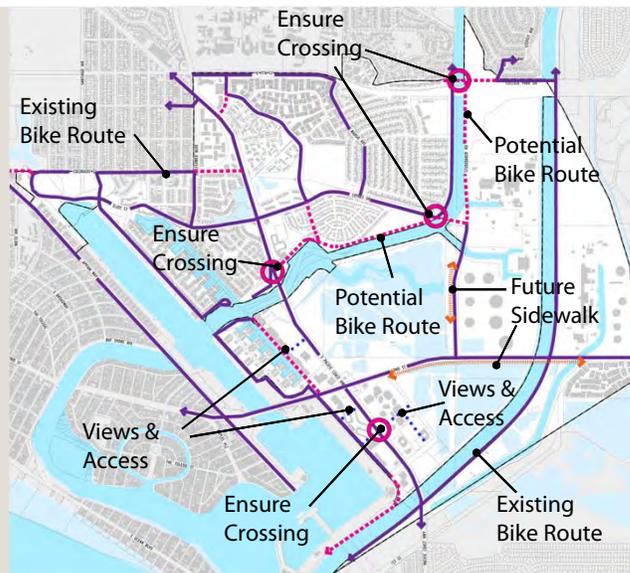


Coastal Gateways: Sample Images



Connectivity

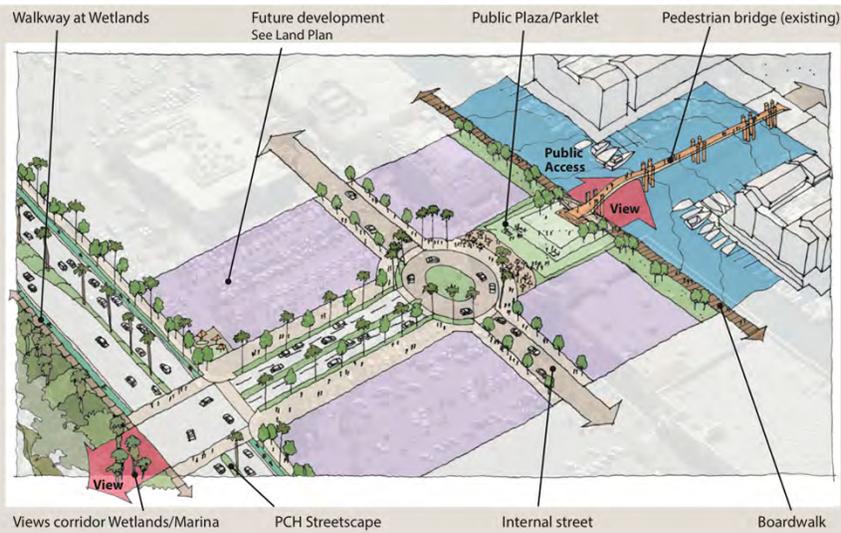
- ❖ Existing established bike network of all route types
 - Potential upgrades to existing bike routes
- ❖ Provide connections to complete network
- ❖ Create view corridors and mid-block crossings for access
- ❖ Ensure safe and convenient crossings for bikes/peds
 - Improved connections to the San Gabriel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



Connectivity: Wetlands to Water



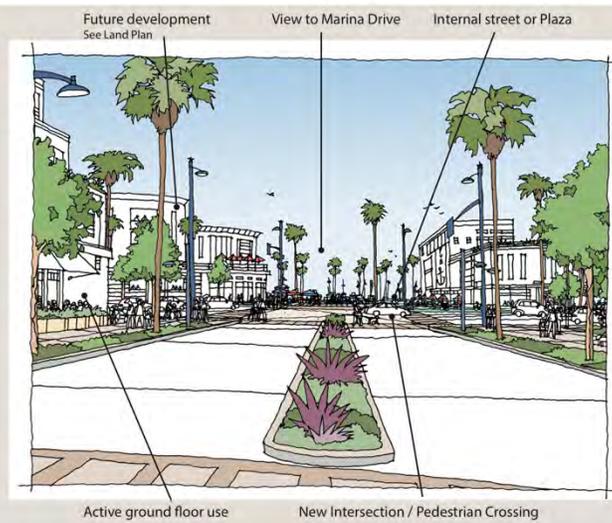
Connectivity: Wetlands to Water



Connectivity: View Corridor



Connectivity: View Corridor



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

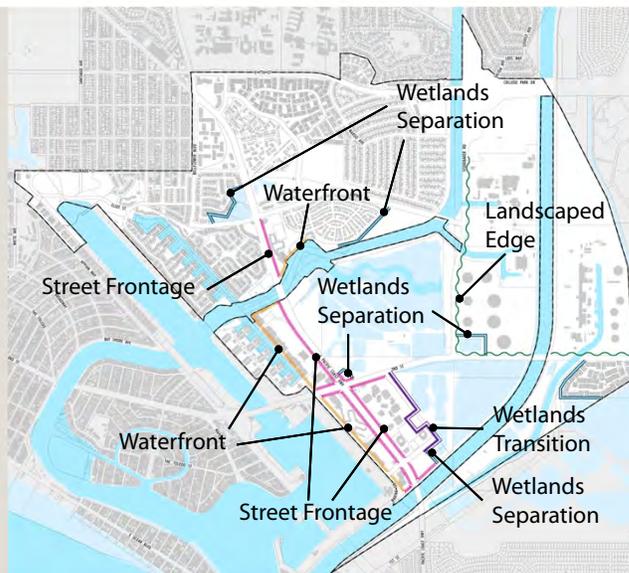
Cityworks-Design 12/15/14

Streets

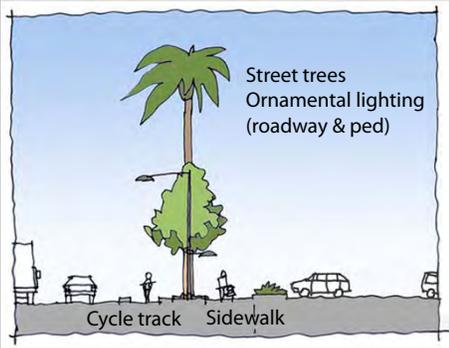


Frontages & Edges

- ❖ 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

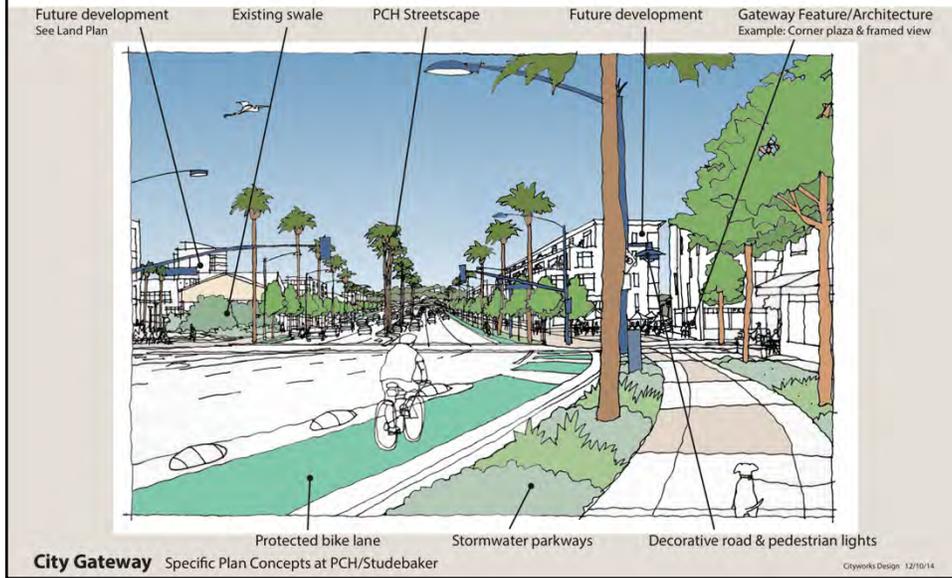


With future development

PCH: Concept

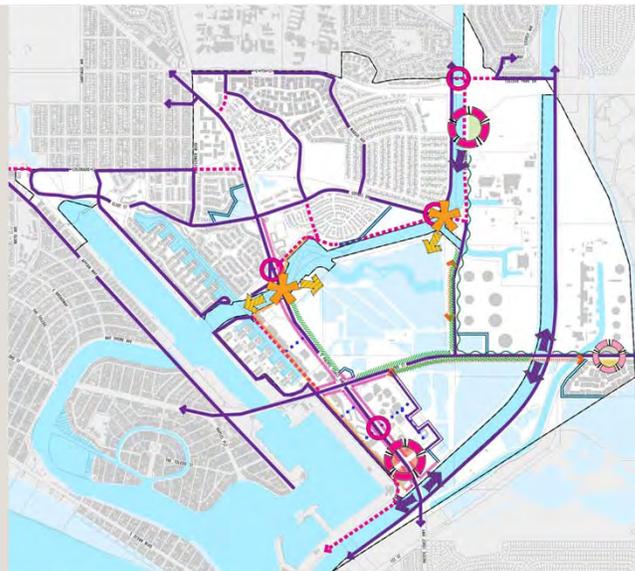


PCH: Concept



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

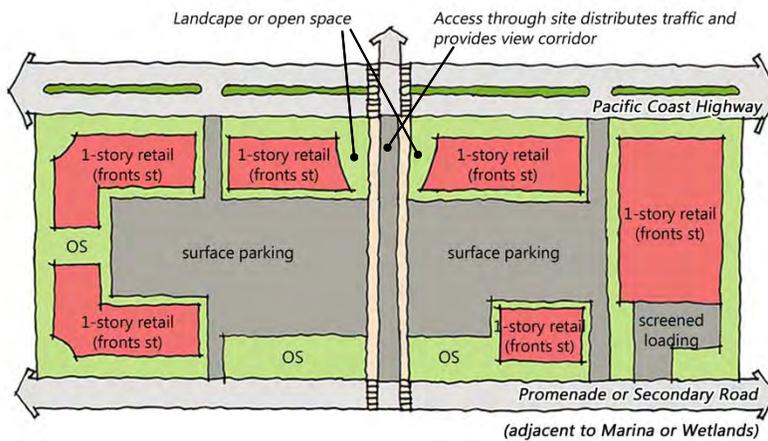
Financial Feasibility Analysis

- ❖ 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

	SCENARIO 1 Shop Only	SCENARIO 2 Shop + Live	SCENARIO 3 Shop + Live + Stay	SCENARIO 4 Shop + Live + Stay
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%

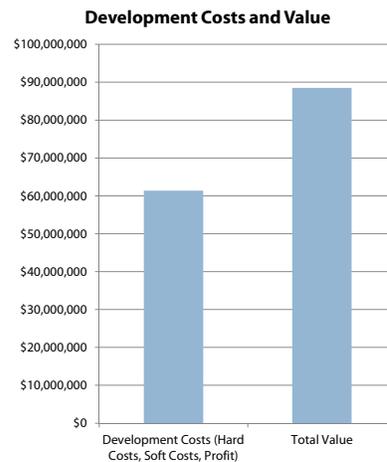
Scenario 1: Shop only, 1-story



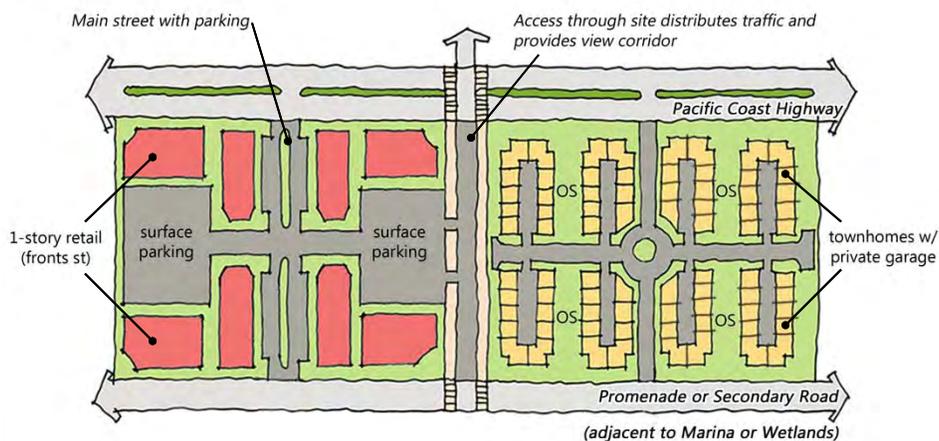
Retail: 140,000 sf
Usable Open Space Yield: 15% of site

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



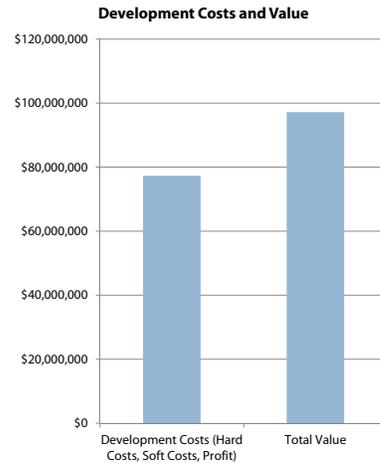
Scenario 2: Shop + Live, 1-3 stories



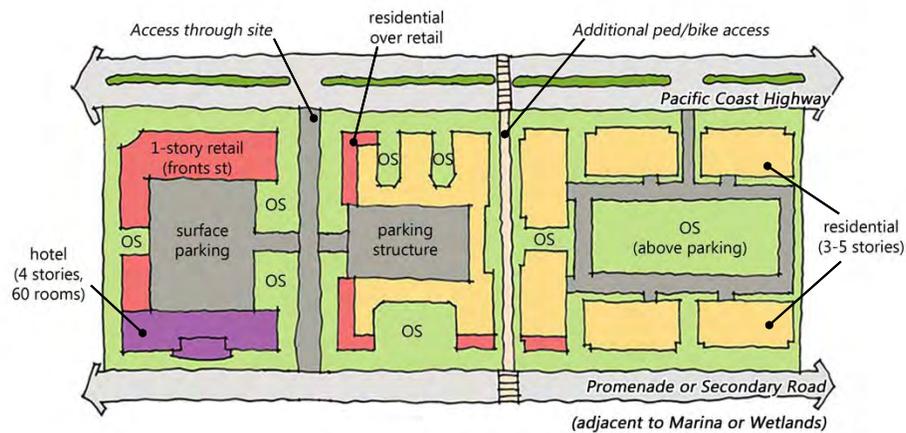
Retail: 62,000 sf
Residential: 72 townhomes
Usable Open Space Yield: 26% of site

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



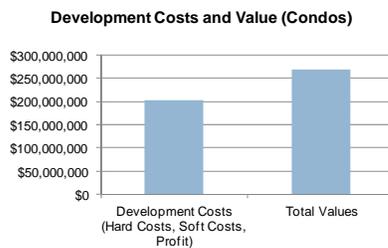
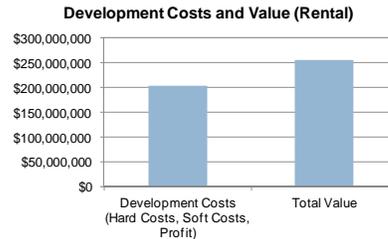
Scenario 3: Shop + Live + Stay, 1-5 stories



Retail: 36,000 sf
Residential: 416 units
Usable Open Space Yield: 20% of site

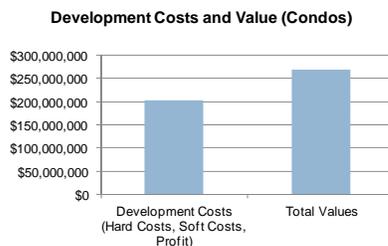
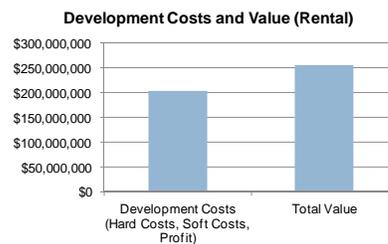
Scenario 3: Shop + Live + Stay, 1-5 stories

- ❖ 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

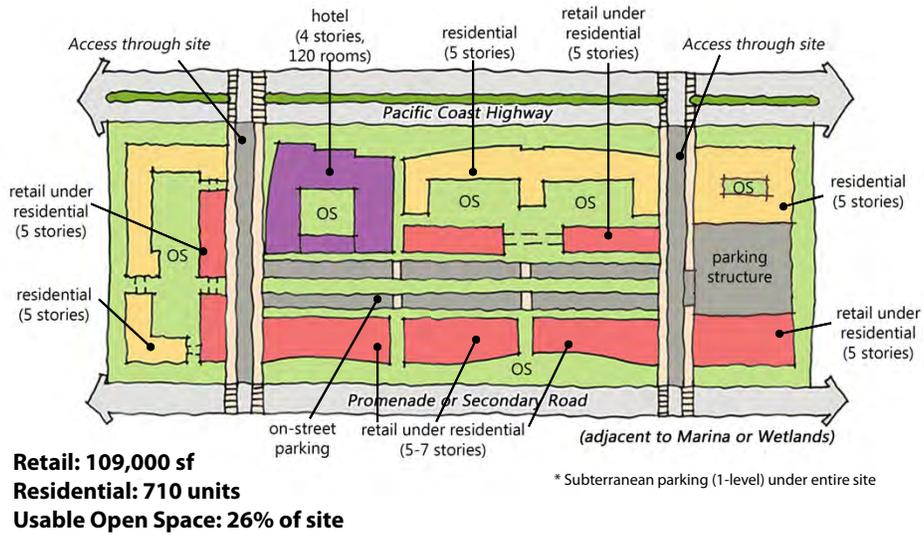


Scenario 3: Shop + Live + Stay, 1-5 stories

- ❖ 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

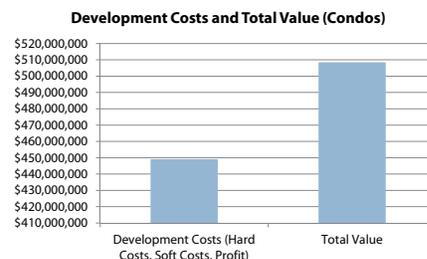
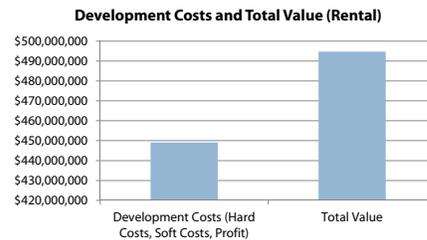


Scenario 4: Shop + Live + Stay, 4-7 stories



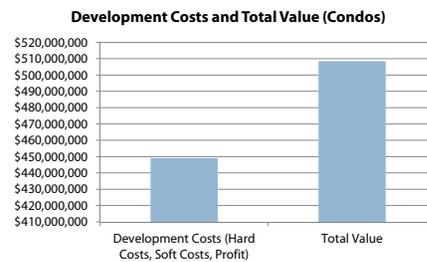
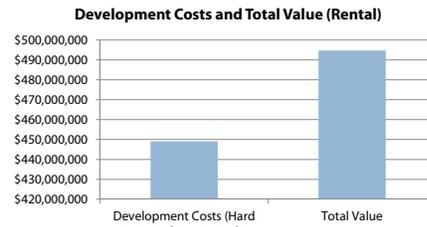
Scenario 4: Shop + Live + Stay, 4-7 stories

- ❖ 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



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



Summary Comparison of Scenarios

	SCENARIO 1 Shop Only	SCENARIO 2 Shop + Live	SCENARIO 3 Shop + Live + Stay	SCENARIO 4 Shop + Live + Stay
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**

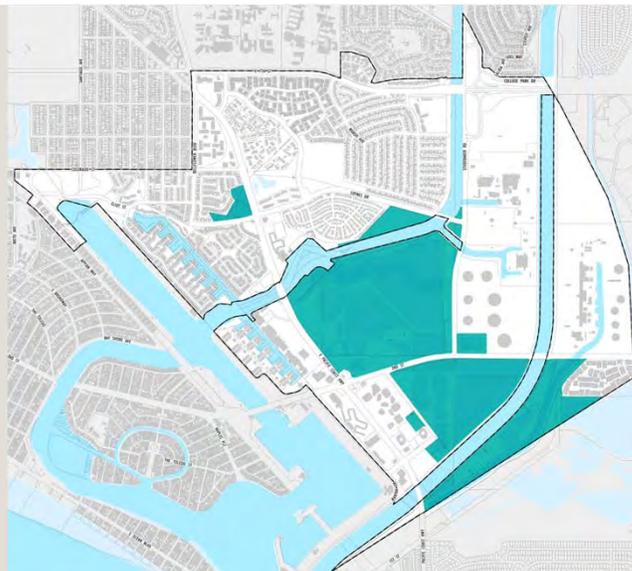
What we heard

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

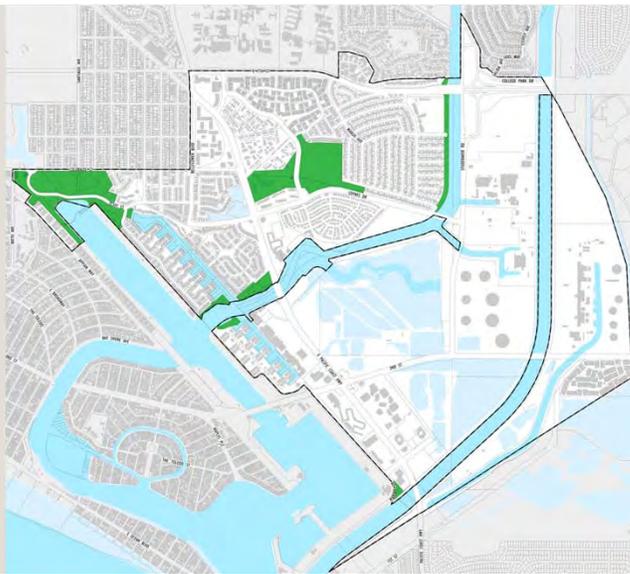
Land Use: Coastal Habitat, Wetlands, & Recreation

- ❖ 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



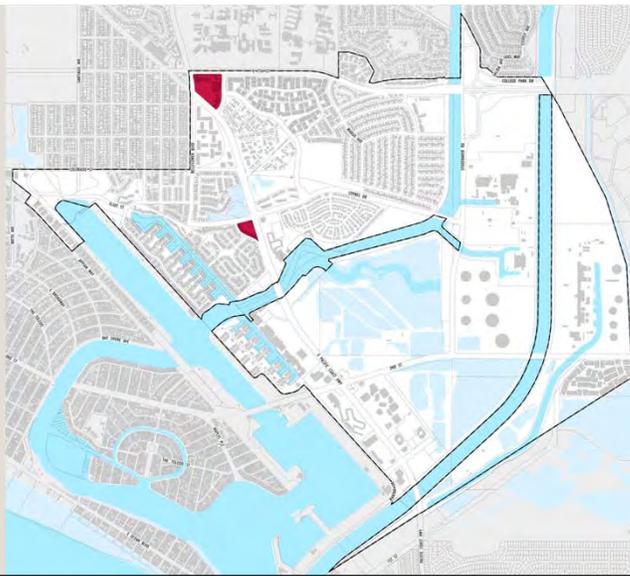
Land Use: Residential

- ❖ 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



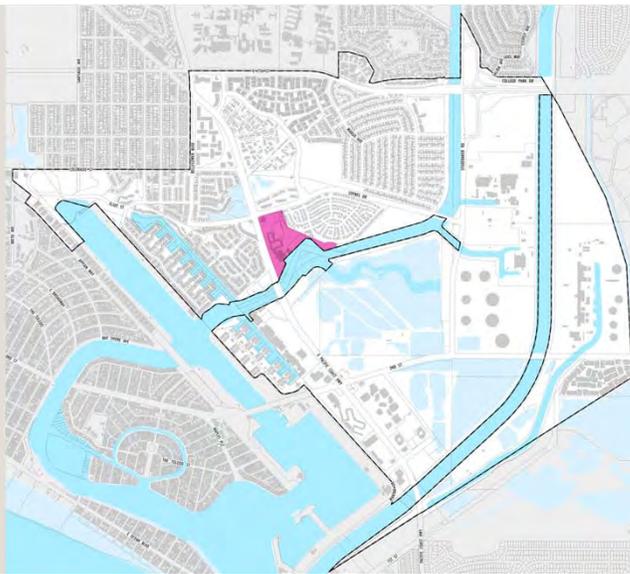
Land Use: Mixed-Use Community Core

- ❖ 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



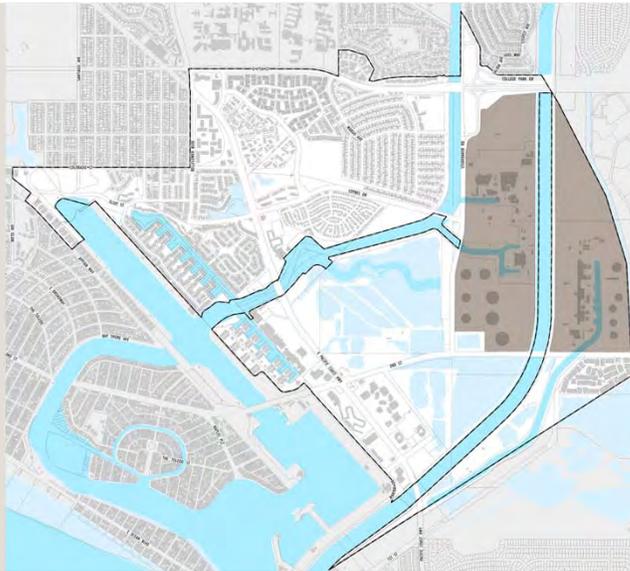
Land Use: Mixed-Use Marina

- ❖ 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



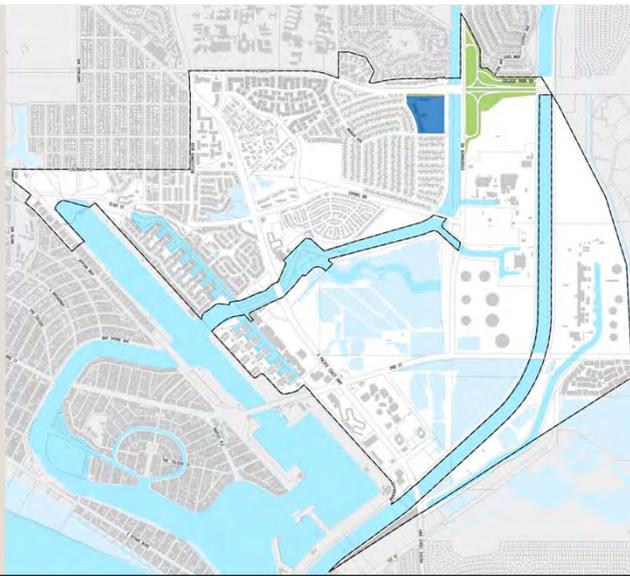
Land Use: Industrial

- ❖ 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



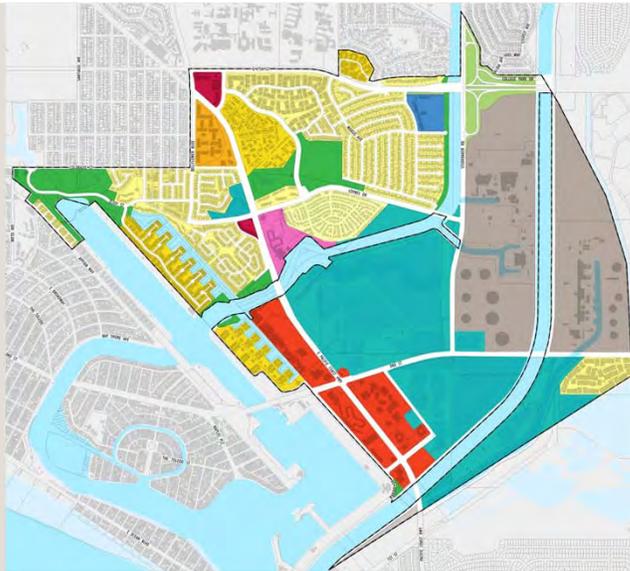
Land Use: Other

- ❖ 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



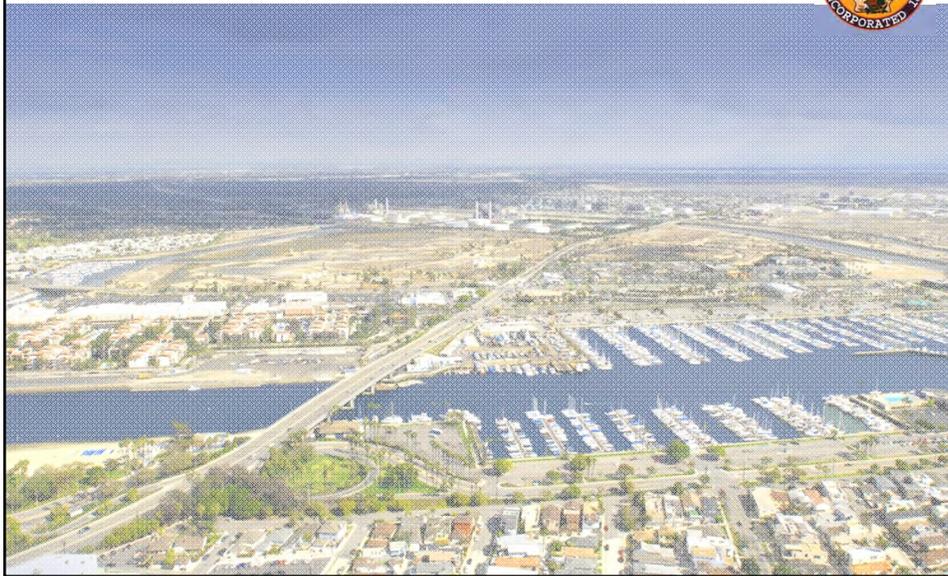
Traffic

- ❖ 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

LONG BEACH TOWN HALL ON-LINE COMMUNITY ENGAGEMENT

Topic #1- What do you love about Southeast Long Beach?

Topic #2- What should the new Specific Plan for the Southeast Area be called?

Topic #3- Vision Priorities

Topic #4- Community Workshop #1 Pop Quiz

Topic #5- Community Workshop #2 Opportunities and Constraints

Topic #6- Community Workshop #3 Draft Land Use Plan

Topic #7- Community Workshop #3 Urban Design

The screenshot shows the website for the Long Beach Town Hall Forum. At the top left is the City of Long Beach logo, and at the top right is the PEAK DEMOCRACY logo. A blue navigation bar contains links for HOME, INFO, SIGN IN, and HELP. Below the navigation bar are social media icons for Facebook, LinkedIn, and Twitter. The main content area features a large banner with the text "Welcome to LBTH" and "Join the discussion. Participate in the topics below or click on SEADIP SITE to be directed to the SEADIP webpage." A "SEADIP SITE" button is visible. Below the banner is an email subscription form with a "Subscribe" button and a "Learn More" link. A list of topics is displayed, each with a speech bubble icon and a number of participants:

- Community Workshop #3 - Urban Design (100)
- Community Workshop #3 - Draft Land Use Plan (104)
- Community Workshop #2 Opportunities and Constraints (91)
- Community Workshop #1 Pop-Quiz (84)
- Vision Priorities (150)
- What should the new Specific Plan for the Southeast Area be called? (90)
- What do you love about Southeast Long Beach? (141)

At the bottom of the page, there is a copyright notice: "© Copyright 2015 Peak Democracy, Inc. | Privacy | Terms of Service | Download Adobe Reader" and a "Select Language" dropdown menu. The PEAK DEMOCRACY logo is also present in the bottom right corner.



What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

All On Forum Statements sorted chronologically

As of December 21, 2015, 11:39 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The statements in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

Introduction

Welcome to the first topic on our Long Beach Town Hall Forum!

As we kick off the process to prepare a specific plan for Southeast Long Beach, we are going back to basics to document and celebrate what is special about this area of Long Beach. For our first topic we want five words that come to mind when you think about the things that are distinctive, important, or special about Southeast Long Beach.

Your input will be used to identify community priorities as the City develops a vision and a plan for the future of this area.

Sometimes a few words are more powerful than a hundred!

First, give us five words that you think best describe Southeast Long Beach. Then, if you'd like to expand on the reasons you selected your words, you can do so in the same space following your entry.

What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

As of December 21, 2015, 11:39 AM, this forum had:

Attendees:	141
On Forum Statements:	11
All Statements:	23
Hours of Public Comment:	1.2

This topic started on January 22, 2014, 2:37 PM.

This topic ended on March 19, 2014, 9:40 AM.

What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

Anne Johnson outside SEADIP Area

February 11, 2014, 1:43 PM

Friendly, Open, Walkable, Beautiful and Interesting. We have lived in Naples for almost 45 years. Although we are officially outside the SEADIP area, what happens there will certainly affect us. We want to be sure those five adjectives above will still apply for the people who come after us.

Steve McCord inside SEADIP Area

February 6, 2014, 5:13 PM

Long Beach is the best kept secret of the entire Southern California coast. Southeast Long Beach has the holding-on-for-dear-life pristine estuary of Los Cerritos Wetlands, and citizenry willing to participate in important decision-making as stakeholders in the quality of life of OUR home town.

1 Supporter

Allan Crawford outside SEADIP Area

February 6, 2014, 10:21 AM

walking, biking, outdoor oriented, friendly, community. I love SE Long Beach for its community feel. People of all ages feel comfortable walking and biking through our great neighborhoods. Our wetlands are precious and need to be preserved as well as made more accessible for walking. The "small town" local feel of 2nd street needs to be preserved.

2 Supporters

c. Ward outside SEADIP Area

February 4, 2014, 4:05 PM

I am concerned with any increased building/population density along PCH; and traffic at 2nd and PCH.

2 Supporters

Donna Malbon outside SEADIP Area

February 4, 2014, 11:56 AM

What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

friendly neighborhoods; vacation atmosphere; walking distance to shops, restaurants, church, doctors, cleaners; open skyview.

2 Supporters

Gordana Kajer outside SEADIP Area

January 30, 2014, 9:17 PM

openness, traffic, wetlands, nature, marina

2 Supporters

Melinda Cotton outside SEADIP Area

January 29, 2014, 1:57 PM

Low rise buildings and residences; Water-oriented - bays, marinas, rivers, ocean; Recreation - biking, walking, sailing, kayaks, boating, etc.; Wetlands; Open Space

3 Supporters

Dorothy Johnson inside SEADIP Area

January 26, 2014, 8:48 PM

Waterways

Wetlands

Open areas

Shopping

Resturants

1 Supporter

Linda Pemberton outside SEADIP Area

January 23, 2014, 3:11 PM

Water Views

Open Spaces

Low Density

Small Town Feel

Wetlands

3 Supporters

Rick Turrentine outside SEADIP Area

January 22, 2014, 4:32 PM

SE Long Beach has several great neighborhoods. We are anxious to have a SEADIP Plan developed after so many years of waiting. Gary DeLong tried, but met with stiff opposition.

Lisa McKim inside SEADIP Area

January 22, 2014, 2:39 PM

What do you love about Southeast Long Beach?

What do you love about Southeast Long Beach?

water, green spaces, shopping, dining, gated communities

What should the new Specific Plan for the Southeast Area be called?

What should the new Specific Plan for the Southeast Area be called?

All On Forum Statements sorted chronologically

As of December 21, 2015, 11:40 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The statements in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

What should the new Specific Plan for the Southeast Area be called?

What should the new Specific Plan for the Southeast Area be called?

Introduction

What would you call it?

We need your help! Our new specific plan needs a name. Inspiration can come from anything. A name might incorporate historic references, the surrounding environment, or visions for the future. The community, environment, and economic factors are all going to be considered in the plan. For starters we came up with the Los Alamitos Bay East Specific Plan.

The specific plan will replace the Southeast Area Development Improvement Plan, which most people currently refer to as SEADIP. More information on the overall project and process can be found [here](#). City staff will choose a name by March 2014.

Be Creative - there is no limit to the number of entries you can submit.

What should the new Specific Plan for the Southeast Area be called?

What should the new Specific Plan for the Southeast Area be called?

As of December 21, 2015, 11:40 AM, this forum had:

Attendees:	90
On Forum Statements:	7
All Statements:	12
Minutes of Public Comment:	36

This topic started on February 11, 2014, 9:06 AM.

This topic ended on March 19, 2014, 2:39 PM.

What should the new Specific Plan for the Southeast Area be called?

What should the new Specific Plan for the Southeast Area be called?

Name not shown outside SEADIP Area

February 12, 2014, 9:23 AM

I think the new name should have the first three letters of the old name; that is, "SEA. . ." because people are familiar with that name and know what it stands for. That's why I would call the new plan SEACOMP for "South East Area Comprehensive Master Plan."

Name not shown outside SEADIP Area

February 11, 2014, 6:23 PM

I agree with Anne Johnson's SEADIP 11

Anne Johnson outside SEADIP Area

February 11, 2014, 1:19 PM

I agree that keeping the SEADIP name makes sense but would add II after it to distinguish it from the current plan.

Name not shown outside SEADIP Area

February 11, 2014, 10:44 AM

Suggest "Southeast Area Compatible Use Plan" (SEACUP)

Linda Pemberton outside SEADIP Area

February 11, 2014, 10:30 AM

I think it would be helpful to keep the SEADIP name. Changing it would create confusion with people who already know it by SEADIP.

Mike Donelon inside SEADIP Area

February 11, 2014, 9:24 AM

SEADIP II

Name not shown outside SEADIP Area

February 11, 2014, 9:09 AM

SEADIP has been the name for the local plan. It is recognizable and would be a reasonable name.

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

All On Forum Priority Lists sorted chronologically

As of December 21, 2015, 11:41 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The priority lists in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Introduction

During our recent Community Advisory Committee (Committee) meeting and Community Workshops we received input that will be used to build a vision for the southeast area (click these links for Committee Meeting and Workshop summaries).

The input was converted into the following list of 10 priorities and while not exhaustive, helps to identify what issues are rising to the top. Although, the Specific Plan will address the full issues identified by the community, we need to gain a better understanding of which issues are the most important to the community.

Click on the post button below to help us prioritize the list by dragging and dropping the themes in order from most important at the top to least at the bottom. You can add clarification or an additional description in the statement box below your priority list.

The input you provide will be used to draft a new vision for the Southeast Area Specific Plan Area. The community Advisory Committee will receive your comments as background information as they provide input on the vision statement at their next meeting on June 18th, 6:30 pm at the Best Western Golden Sails 6285 E Pacific Coast Highway.

Members of the public are invited to attend as the committee discusses the vision and begins to explore the existing conditions of the area.

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

As of December 21, 2015, 11:41 AM, this forum had:

Attendees:	156
On Forum Priority Lists:	27
All Priority Lists:	55
Hours of Public Comment:	2.8

This topic started on May 21, 2014, 6:28 AM.

This topic ended on July 7, 2014, 1:38 PM.

Average Priorities

Traffic

Wetlands Enhancement

View Protection

Bike and Pedestrian Transportation Options

Gateway to Long Beach

Public Access to Open Space

Building Form/Architectural Design

Consolidate or Relocate Oil Operations

Retail and Hotel Development

Greater Mix of Land Uses

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Phil Zimmermann outside SEADIP Area

June 2, 2014, 11:41 AM

Focusing first on the old Hyatt site, I would favor a first class cultural/entertainment that has a high level of financial support and operates outside of peak traffic periods. Long Beach can use a world class venue for the performing arts that would also offer facilities for use by the various programs at CSULB and also help restore music programs in our public schools.

My Priorities

Traffic

Wetlands Enhancement

View Protection

Gateway to Long Beach

Bike and Pedestrian Transportation Options

Greater Mix of Land Uses

Public Access to Open Space

Retail and Hotel Development

Consolidate or Relocate Oil Operations

Building Form/Architectural Design

Name not shown outside SEADIP Area

June 2, 2014, 7:44 AM

My Priorities

Traffic

Wetlands Enhancement

Consolidate or Relocate Oil Operations

View Protection

Gateway to Long Beach

Public Access to Open Space

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
Retail and Hotel Development
Greater Mix of Land Uses

H. Kim Huntley outside SEADIP Area

May 30, 2014, 5:39 PM

Traffic is a gridlock in the morning and afternoon at 2nd and PCH and 7th and PCH. Prior to any change in the current land use pattern, a plan to mitigate the traffic needs to be developed. That plan needs to include the extension of Studebaker to PCH and an overpass system at 7th and PCH.

My Priorities

Traffic
Gateway to Long Beach
Consolidate or Relocate Oil Operations
Building Form/Architectural Design
Retail and Hotel Development
Greater Mix of Land Uses
View Protection
Bike and Pedestrian Transportation Options
Public Access to Open Space
Wetlands Enhancement

Name not shown outside SEADIP Area

May 28, 2014, 11:25 AM

The Seadip area should not compete with downtown Long Beach as the proper location for hotels, high rise development or major retail opportunity.

My Priorities

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Wetlands Enhancement
Public Access to Open Space
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
View Protection
Consolidate or Relocate Oil Operations
Greater Mix of Land Uses
Gateway to Long Beach
Retail and Hotel Development

Name not shown outside SEADIP Area

May 28, 2014, 5:25 AM

My Priorities

Wetlands Enhancement
View Protection
Gateway to Long Beach
Bike and Pedestrian Transportation Options
Public Access to Open Space
Traffic
Greater Mix of Land Uses
Consolidate or Relocate Oil Operations
Building Form/Architectural Design
Retail and Hotel Development
1 Supporter

Name not shown outside SEADIP Area

May 27, 2014, 9:03 AM

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

My Priorities

Traffic
Wetlands Enhancement
View Protection
Consolidate or Relocate Oil Operations
Bike and Pedestrian Transportation Options
Greater Mix of Land Uses
Public Access to Open Space
Building Form/Architectural Design
Retail and Hotel Development
Gateway to Long Beach
1 Supporter

Valerie Hoffman outside SEADIP Area

May 25, 2014, 7:56 PM

The Gateway to Long Beach could be a thing of beauty and also be protective of the wetland environment which was original to this area. I remember as a child bicycling on the then narrow Appian Way all the way to Seal Beach. There were grasslands, marshes, fish and stingrays, and myriads of birds. Let's restore and develop responsibly, allowing hotel and retail but limiting them in such a way to preserve the history and respect the potential beauty of the land. We aren't looking to become a high-rise Miami Beach-style area. My ideal is to have a nature preserve that all will have access to see through walkways and bike paths, with national park-style hotel and attractive accompanying retail. This area would become a go-to destination, an ocean park rather than citified cement, glass, and steel environment.

My Priorities

Wetlands Enhancement
Public Access to Open Space
Consolidate or Relocate Oil Operations
Gateway to Long Beach
Greater Mix of Land Uses
Bike and Pedestrian Transportation Options

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Wetlands Enhancement

View Protection

Retail and Hotel Development

Building Form/Architectural Design

Traffic

1 Supporter

Name not shown outside SEADIP Area

May 25, 2014, 10:56 AM

Pedestrian access to all areas should be safe and separated from bike lanes. All of the parking, except for handicap parking, should be on the perimeter of open space with safe, easy pedestrian access to all services from parking lots.

My Priorities

Traffic

Bike and Pedestrian Transportation Options

Retail and Hotel Development

Public Access to Open Space

Building Form/Architectural Design

Wetlands Enhancement

View Protection

Gateway to Long Beach

Greater Mix of Land Uses

Consolidate or Relocate Oil Operations

1 Supporter

Allison Mociłnikar outside SEADIP Area

May 24, 2014, 9:51 AM

It all comes down to finding a redevelopment for the 2nd and PCH corner that does not adversely affect traffic, does NOT adversely affect the wetlands, but DOES provide an open space that connects the area to our beautiful marina and waterfront area. That property could enliven the marina and be a community hub if foot traffic and enough park space was balanced with retail. None of this should come at the sacrifice of the

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

environment. A solution that embraces the natural habitat of the area will more likely draw more people, in fact.

Another aspect that would be great for Long Beach is the incorporation of a civic engagement at that location. The idea of including a science center that was part of the original development plan was incredibly appealing, especially in conjunction with CSULB. As a mother, I would highly recommend a commitment from Long Beach to not just seek profit from this development, but to take this opportunity to advance education for the children and adults in our community. Even if it is just a walking learning experience that educates about the wetlands...raise people up!

Thank you for taking the time to hear the people of Long Beach.

Sincerely,
Allison Mocilnikar

My Priorities

Wetlands Enhancement

Traffic

Gateway to Long Beach

Public Access to Open Space

Bike and Pedestrian Transportation Options

Building Form/Architectural Design

Greater Mix of Land Uses

View Protection

Retail and Hotel Development

Consolidate or Relocate Oil Operations

2 Supporters

Name not shown outside SEADIP Area

May 24, 2014, 9:01 AM

My Priorities

Traffic

Consolidate or Relocate Oil Operations

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
View Protection
Wetlands Enhancement
Public Access to Open Space
Building Form/Architectural Design
Bike and Pedestrian Transportation Options
Retail and Hotel Development
Greater Mix of Land Uses
Gateway to Long Beach

Erik Robinson outside SEADIP Area

May 24, 2014, 7:21 AM

My Priorities

Gateway to Long Beach
Wetlands Enhancement
Building Form/Architectural Design
Bike and Pedestrian Transportation Options
Public Access to Open Space
View Protection
Greater Mix of Land Uses
Retail and Hotel Development
Consolidate or Relocate Oil Operations
Traffic

Name not shown outside SEADIP Area

May 24, 2014, 7:01 AM

My Priorities

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Wetlands Enhancement
Public Access to Open Space
View Protection
Gateway to Long Beach
Bike and Pedestrian Transportation Options
Greater Mix of Land Uses
Retail and Hotel Development
Consolidate or Relocate Oil Operations
Building Form/Architectural Design

Name not shown outside SEADIP Area

May 23, 2014, 5:14 PM

My Priorities

Traffic
Wetlands Enhancement
Building Form/Architectural Design
Public Access to Open Space
Consolidate or Relocate Oil Operations
Retail and Hotel Development
Bike and Pedestrian Transportation Options
Greater Mix of Land Uses
Gateway to Long Beach
View Protection

Name not shown outside SEADIP Area

May 23, 2014, 3:15 PM

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

This seems to be a natural area for water recreation with easy public access. A park-like environment would enhance the quality of life in the area and create a welcoming gateway to LB. Dense retail or residential development, with attendant heavy traffic increases, would diminish the quality of life of the East LB citizens and make it difficult for visitors to enter the city.

My Priorities

Traffic
View Protection
Wetlands Enhancement
Gateway to Long Beach
Bike and Pedestrian Transportation Options
Public Access to Open Space
Greater Mix of Land Uses
Building Form/Architectural Design
Retail and Hotel Development
Consolidate or Relocate Oil Operations
1 Supporter

Patricia Bliss outside SEADIP Area

May 23, 2014, 1:12 PM

No. 2, View Protection, would be largely accomplished by No. 7, Building Form/Architectural Design. No. 1 should include No. 5, but Public Access, while desirable, is not the highest priority for wetlands protection and enhancement. Not much more Retail should be permitted (No. 8) because of increased traffic, but a Hotel (No. 8) would be good if not too tall.

My Priorities

Wetlands Enhancement
View Protection
Traffic
Consolidate or Relocate Oil Operations
Public Access to Open Space

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Wetlands Enhancement
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
Retail and Hotel Development
Greater Mix of Land Uses
Gateway to Long Beach
1 Supporter

Patti Buckley outside SEADIP Area

May 23, 2014, 12:56 PM

My Priorities

Wetlands Enhancement
View Protection
Building Form/Architectural Design
Traffic
Public Access to Open Space
Retail and Hotel Development
Greater Mix of Land Uses
Consolidate or Relocate Oil Operations
Gateway to Long Beach
Bike and Pedestrian Transportation Options

Name not shown outside SEADIP Area

May 22, 2014, 7:39 PM

My Priorities

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Wetlands Enhancement
View Protection
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
Public Access to Open Space
Consolidate or Relocate Oil Operations
Retail and Hotel Development
Gateway to Long Beach
Greater Mix of Land Uses

c. Ward outside SEADIP Area

May 22, 2014, 3:51 PM

Long Beach is wonderful place to live, work and play. Unfortunately, traffic congestion is part of how people commute to their residences, work and our fine restaurants.

The traffic volume of motor vehicles continues to increase. So, at peak hours and week ends there is grid lock especially at 2nd and PCH.

Another item for review is how to increase water circulation in the wet lands. The Power Plant currently draws water in for cooling which causes circulation of water.

My Priorities

Traffic
Wetlands Enhancement
View Protection
Gateway to Long Beach
Bike and Pedestrian Transportation Options
Public Access to Open Space
Retail and Hotel Development
Consolidate or Relocate Oil Operations

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Greater Mix of Land Uses
Building Form/Architectural Design

Name not shown outside SEADIP Area

May 22, 2014, 3:42 PM

It is the busiest intersection in Long Beach. Traffic should be a primary concern.

My Priorities

Traffic
Building Form/Architectural Design
Gateway to Long Beach
Retail and Hotel Development
View Protection
Bike and Pedestrian Transportation Options
Greater Mix of Land Uses
Public Access to Open Space
Consolidate or Relocate Oil Operations
Wetlands Enhancement

Name not shown outside SEADIP Area

May 22, 2014, 3:35 PM

My Priorities

Gateway to Long Beach
Retail and Hotel Development
Consolidate or Relocate Oil Operations
Building Form/Architectural Design

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Gateway to Long Beach
Greater Mix of Land Uses
Traffic
Bike and Pedestrian Transportation Options
Wetlands Enhancement
Public Access to Open Space
View Protection

Dorothy Johnson inside SEADIP Area

May 21, 2014, 8:31 PM

My Priorities

Wetlands Enhancement
Consolidate or Relocate Oil Operations
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
Traffic
Gateway to Long Beach
View Protection
Public Access to Open Space
Retail and Hotel Development
Greater Mix of Land Uses

Name not shown outside SEADIP Area

May 21, 2014, 2:41 PM

My Priorities

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic
Gateway to Long Beach
Bike and Pedestrian Transportation Options
Building Form/Architectural Design
Consolidate or Relocate Oil Operations
Wetlands Enhancement
View Protection
Greater Mix of Land Uses
Public Access to Open Space
Retail and Hotel Development

Name not shown outside SEADIP Area

May 21, 2014, 10:23 AM

My Priorities

Gateway to Long Beach
Retail and Hotel Development
Greater Mix of Land Uses
Consolidate or Relocate Oil Operations
Building Form/Architectural Design
View Protection
Traffic
Bike and Pedestrian Transportation Options
Public Access to Open Space
Wetlands Enhancement

Richard Aston outside SEADIP Area

May 21, 2014, 9:34 AM

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Offer coveted retail locations to tenants who will guarantee sustained occupancy. Design an architecturally interesting, aesthetically pleasing & alluring project; don't study it to death, and build it.

My Priorities

Building Form/Architectural Design
Bike and Pedestrian Transportation Options
Retail and Hotel Development
Traffic
Wetlands Enhancement
Greater Mix of Land Uses
Consolidate or Relocate Oil Operations
Public Access to Open Space
View Protection
Gateway to Long Beach
1 Supporter

Name not shown outside SEADIP Area

May 21, 2014, 7:36 AM

My Priorities

Wetlands Enhancement
Traffic
Gateway to Long Beach
View Protection
Public Access to Open Space
Bike and Pedestrian Transportation Options
Greater Mix of Land Uses
Retail and Hotel Development

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Wetlands Enhancement
Building Form/Architectural Design
Consolidate or Relocate Oil Operations

Gordana Kajer outside SEADIP Area

May 21, 2014, 7:01 AM

My Priorities

Wetlands Enhancement
Public Access to Open Space
View Protection
Consolidate or Relocate Oil Operations
Traffic
Bike and Pedestrian Transportation Options
Gateway to Long Beach
Greater Mix of Land Uses
Building Form/Architectural Design
Retail and Hotel Development

Name not shown outside SEADIP Area

May 21, 2014, 6:43 AM

Traffic, has to be the center of the planning, best practice of the land use in a master plan is essential. You can't have spot zoning going on during the master planning process
"The Shops at PCH and 2nt

My Priorities

Traffic
Wetlands Enhancement
View Protection

Vision Priorities

Which of these SEADIP issues is of highest priority to you?

Traffic

Bike and Pedestrian Transportation Options

Gateway to Long Beach

Public Access to Open Space

Greater Mix of Land Uses

Consolidate or Relocate Oil Operations

Retail and Hotel Development

Building Form/Architectural Design

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

All On Forum Responses sorted chronologically

As of December 21, 2015, 11:42 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Introduction

Help Shape the Future of Southeast Long Beach!

Pop-Quiz! How would you respond?

The City is hosting two community workshops on April 23rd and 26th (for details [click here](#)). The workshops will gather the community's visions for the area and help identify the issues that are of the highest priority to address as we prepare the Specific Plan. If you cannot attend either day please give us your input by clicking on the Post button below to take our Pop-Quiz. The same quiz will be given during each of the workshops.

We will compile the answers we received from the workshops and the first Community Advisory Committee meeting and in a few weeks will be back with a new topic so that the community can help us prioritize the importance of the issues identified.

Thank you for your input and ongoing participation in this effort!

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

As of December 21, 2015, 11:42 AM, this forum had:

Attendees:	84
On Forum Responses:	7
All Responses:	17
Minutes of Public Comment:	51

This topic started on April 23, 2014, 12:40 PM.

This topic ended on May 6, 2014, 9:45 AM.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Responses

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Answered 7

Skipped 0

peaceful **vibrant**

What about Southeast Long Beach should be preserved for the future?

Answered 7

Skipped 0

open **wetlands**

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

Answered 7

Skipped 0

between **businesses community** environment give **la local** them **unique** use want **way**

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Answered 7

Skipped 0

beach bellflower **biking** could **hiking** lines **long pch** run trails up zoning

How would you address traffic issues in Southeast Long Beach?

Answered 7

Skipped 0

2nd beneath bike **lands** more only **pch** perhaps **street traffic** wet **which**

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

How would you like to see the Pacific Coast Highway Corridor improved?

Answered 7

Skipped 0

2nd **marina** medians **more** out **pch** place **plant** **side** street traffic trees

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Answered 6

Skipped 1

2nd all **beach** being **bike** daily major paths **safe** **street** streets traffic **walk** way

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

Answered 7

Skipped 0

commercial **condos** density hotel like **low** **more** nice **none** open pch **residential** retail
some space t wetlands

Which open space/recreational areas do you value the most in Southeast Long Beach?

Answered 7

Skipped 0

alamitos bay **lands** marina **wet** **wetlands**

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

Answered 7

Skipped 0

beach bit **environment** filled like long people **provide** special **they** ugly unique was

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Name not shown inside SEADIP Area

April 27, 2014, 7:32 PM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Vibrant
Healthy
Peaceful

What about Southeast Long Beach should be preserved for the future?

The wetlands, relatively fluid/moderate traffic (don't make it worse), our diversity and small-town feel

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

That we are a surprisingly beautiful community between LA and OC with a nice small town feel. Want them to experience how safe and comfortable our community is. Want them to know about our Farmer's Market, local restaurants/businesses and community spirit.

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Something to move people who live locally up and down the PCH/Bellflower corridors faster than a bus but w/out a car - to run errands, dine and meet friends. Like a light rail or trolley. Could be useful for locals and fun for tourists. Could run from Bellflower @ 405, hook south on PCH and stop/return at 2nd/PCH with stops in between at major plazas.

How would you address traffic issues in Southeast Long Beach?

See above. But could also install a few public multi-story parking garages in certain shopping centers and interconnect the plazas so they become larger foot-traffic or bike only zones.

How would you like to see the Pacific Coast Highway Corridor improved?

Improve the view on the east side coming south or north on PCH between Loynes and 2nd. It is a sub-par visual introduction to SE Long Beach for visitors driving through.

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Yes, I walk frequently. The biggest issue is that there are no genuine pedestrian connections between the major areas. For example, being in Marina Pacifica pretty well confines you to that area on foot or bike. Not exactly safe to venture outside on the major streets given traffic patterns.

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

Preserved wetlands but enhanced walking/hiking trails; would like to see some higher-end (premium) retail and condos or lofts of some type, but it should be led by a developer that molds the space beautifully around the environment; Would also appreciate a new park

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Which open space/recreational areas do you value the most in Southeast Long Beach?

The walkable areas around Bixby Village Golf Course; the Marina Vista Park; the wetlands

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

They send a message to visitors that our environment is highly valued; they are part of our tradition and legacy; they are beautiful

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Name not shown inside SEADIP Area

April 27, 2014, 10:34 AM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Natural
Alive
Peaceful

What about Southeast Long Beach should be preserved for the future?

Wetlands

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

It is an oasis between LA and Orange County.

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Clean up the oil "junk" in the wetlands and add trails for hiking and biking that connect to the Seal Beach and Long Beach Trails.

How would you address traffic issues in Southeast Long Beach?

That is a difficult question.

How would you like to see the Pacific Coast Highway Corridor improved?

This would be expensive but rules for overhead wires, signs, and the addition of "plant life."

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Nothing really connects, we live in University Park Estates and there isn't a safe way to get to the paths. What would be amazing if is if the paths could connect Long Beach, Seal Beach, Sunset Beach and Huntington Beach. I think that would benefit all the cities.

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

More interesting and eclectic types of places combined with nature. "Destination" restaurants and activities instead of just another chain.

Which open space/recreational areas do you value the most in Southeast Long Beach?

Wetlands...

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

The wetlands are unique! I grew up in what I call a concrete city "elsewhere" there was nothing pretty or

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

special about it. Most of the people I graduated with "left" because it was ugly and filled with strip malls. I want Long Beach to be special, like San Francisco or Santa Barbara.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Michal Todorovic inside SEADIP Area

April 27, 2014, 9:55 AM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Green
Open
Vibrant

What about Southeast Long Beach should be preserved for the future?

Wetlands for both human and wildlife use

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

That we care about our environment and are committed to open spaces

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

More hiking and biking trails

How would you address traffic issues in Southeast Long Beach?

Perhaps turn North Marina Drive into a street to relieve congestion on 2nd and PCH. Build other bike paths to alleviate its loss.

How would you like to see the Pacific Coast Highway Corridor improved?

More trees on the side of the road. Maybe more medians and trees there as well.

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Fear of being hit by traffic

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

There's already plenty of retail; some residential where the hotel on 2nd and PCH would be nice.

Which open space/recreational areas do you value the most in Southeast Long Beach?

The wet lands and the marina.

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

They provide areas for wildlife and a place where people can go to get away from the city.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Allan Crawford outside SEADIP Area

April 24, 2014, 12:28 PM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

multiuse
bike and pedestrian friendly
connected to the wetlands and marinas

What about Southeast Long Beach should be preserved for the future?

wetlands

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

The unique character of the area intermixing and connecting wetlands with mixed use development

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Zoning for multiuse

How would you address traffic issues in Southeast Long Beach?

make it more bike and ped friendly and multiuse which would limit the number of daily trips

How would you like to see the Pacific Coast Highway Corridor improved?

Landscaped medians and roadsides, walkways over the both PCH and 2nd street. Development that integrated with and took advantage of the adjacent wetland

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

No Response

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

Boutique hotel, mixed residential and commercial. Development that connects to and takes advantage of the wetlands and marinas.

Which open space/recreational areas do you value the most in Southeast Long Beach?

Marinas, wetlands, river bike paths

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

They can add a unique flavor to the city...but to do that they need to be accessible. Currently they just look like a junk filled oil field.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Name not shown outside SEADIP Area

April 24, 2014, 10:37 AM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Southeast should be planned with improved traffic with attractive buildings and shopping for residents.

What about Southeast Long Beach should be preserved for the future?

The water based theme of the area should be maintained

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

The city is well planned and attractive

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Upgrade the corner of PCH and second

How would you address traffic issues in Southeast Long Beach?

Improve flow. Perhaps widen 2nd. Overpasses? Reduce curb cuts

How would you like to see the Pacific Coast Highway Corridor improved?

Put something more attractive at PCH and 2nd on the three corners. In and out is fine as is.

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Yes. The SHARO lane on 2nd street was a clever way to use grant money to upgrade the street, but it is hazardous

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

More upscale shopping. Shouldn't have to leave the city to find a nice store.

Which open space/recreational areas do you value the most in Southeast Long Beach?

Alamitos Bay

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

They don't. They are a swampy, abandoned mess.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

Name not shown outside SEADIP Area

April 23, 2014, 8:34 PM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Waterfront destination

Relaxed residential neighborhood

unique shops and restaurants

What about Southeast Long Beach should be preserved for the future?

Open space and light. Building heights must be kept low, multifamily units minimized. Waterfront development cannot wipe out views.

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

Destination. Class. Waterfront. Three themes. SE LB should not be somewhere people pass through on their way to someplace else. That means anonymous chain stores, bland shopping malls, must give way to local, unique developments. Billboards, and their municipal equivalent the "banner", should be minimized. Skinny shadeless palm trees should give way to spreading leafy varieties. Watersport oriented businesses should be induced to locate in Long Beach.

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

The land use plan and zoning.

How would you address traffic issues in Southeast Long Beach?

Create a grade separation at PCH and 7th street. The natural hill creates an opportunity to tunnel beneath the intersection to allow through traffic to pass beneath the "iron triangle". More traffic circles for low-traffic areas instead of lights or stop signs. Traffic signals MUST be timed to permit constant velocity traffic, which is quieter and more efficient.

How would you like to see the Pacific Coast Highway Corridor improved?

More trees. Create a median strip and plant that. Tell the Golden Sails "move up or get out". Redevelop the outer traffic circle with more desirable tenants.

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

I walk and ride all the time. Clearly marked bike lanes on more streets would be great.

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

More open space. Don't fill in open areas like old rights of way, etc, with commercial or residential. Vest pocket parks. The tank farm on Studebaker could be rezoned to office use, which would be low rise, low traffic, and less unsightly. We are built out in SE long beach as far as residential is concerned. I do not favor more density,

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

even along major corridors such as PCH or Ocean.

Which open space/recreational areas do you value the most in Southeast Long Beach?

Alamitos Bay and the Belmont Pier and Pool. They are unique in all Los Angeles area.

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

They are a natural feature, a last bit of the original landscape, and a bit of a pause between relentless ugly Orange County and Long Beach. They remind us that we are near nature.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

c. Ward outside SEADIP Area

April 23, 2014, 12:49 PM

In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Environmental Resource Utilization

What about Southeast Long Beach should be preserved for the future?

Wet Lands and Open Space--See New York's Central Park for its land utilization without residential and commercial developments.

When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

Welcome Use of the Environment and our Clean City

If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Mandatory Photo Voltaic Panels' installation on every residential, commercial and civic buildings in Long Beach-NOW. Government and Utility financial assistance would be required. Just think ... There would No Need for New or Upgraded Generation Stations, Transmission lines and Distribution Lines.

How would you address traffic issues in Southeast Long Beach?

No more road way installations--Do Not Extend Studebaker Rd to PCH across Wet Lands. Traffic will only increase if further development of the Wet Lands.

How would you like to see the Pacific Coast Highway Corridor improved?

The PCH Corridor Dose NOT need any further improvement with the exception of Side Walk and Curbs improvements. Traffic at PCH and 7th Street is fully utilized. We have Marina Pacifica, Market Place, CVS, Gelsons, Marina Hotel already in place.

Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

YES Daily.. Bicyclists riding on the Wrong Side of 2nd street in Belmont Shore. These people are defiant of buses, traffic flow and my daily bicycling. This occurs daily after 11 am to mid night.

What type of land use (retail, hotel, residential, other) would you like to see more of in the area?

NONE!!! NONE!!! NONE!! The Building Density is already at 15 dwelling units to the acre. This does ot include existing condos and commercial buildings.

Which open space/recreational areas do you value the most in Southeast Long Beach?

Wet Lands Restoration and Preservation as Open Space. Trim the perimeter palm trees on Studebaker Road, Westminster Blvd and PCH.

Community Workshop #1 Pop-Quiz

Help us to identify the unique attributes of the Southeast Area.

How do the wetlands contribute to the character and landscape of Southeast Long Beach?

The Wet Lands provide Wild Life Habitat and Open Space for our environment. NO commercial nor residential developement can replace this tranquility. Think of New Yorks Central Park's utilization--It is wonderful.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

All On Forum Responses sorted chronologically

As of December 21, 2015, 11:45 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Introduction

We've gathered high level feedback from you to begin crafting a vision and key priorities for the area. Now we need your input regarding important topic areas to help us identify key considerations for the Southeast Area Specific Plan.

We appreciate your input!

Opportunities and Constraints Workbook

Please take a moment to help us better understand some of the key existing conditions and considerations for the area. We have a more questions pertaining to a few of the topic areas covered in the Workbook: Planning, Urban Design, Mobility, Wetlands and the Market. These topics will also be discussed at our upcoming community workshop.

Plan to attend!

Experts from our consultant team will be on hand at our second community workshop to answer your specific questions related to each topic of the Opportunities and Constrains Workbook and for you to share your ideas about the area. The workshop will be held on August 6th at 6:30 pm at the Best Western Golden Sails Hotel.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

As of December 21, 2015, 11:45 AM, this forum had:

Attendees:	91
On Forum Responses:	8
All Responses:	18
Minutes of Public Comment:	54

This topic started on July 31, 2014, 2:09 PM.

This topic ended on September 8, 2014, 1:32 PM.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Responses

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

		%	Count
Condos		12.5%	1
Single Family Homes		12.5%	1
Apartments		12.5%	1
No additional housing		12.5%	1
Other		50.0%	4

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

		%	Count
High end, luxury shopping		37.5%	3
Other		62.5%	5

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

Answered	6
Skipped	2

ca portland

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

Answered	6
Skipped	2

believe **bike community** create do mobility **more** pedestrian retail **seadip** traffic **wetlands**

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

In what ways is the current SEADIP Planned Development working well?

Answered 7

Skipped 1

current height limiting seems well

In what areas does it need improvement?

Answered 8

Skipped 0

more needs zoning

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

Answered 7

Skipped 1

19 **each** entrance **need** uses

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

Answered 8

Skipped 0

2nd **freeway** help **mainstreet** mobility **pch** remain **thoroughfare**

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

Answered 7

Skipped 1

access bike biking **improved** pedestrian **trails**

Wetlands- Please choose the top 3 amenities that could be associated with wetland restoration and

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

preservation that you would use the most or think would be of the greatest benefit to the community:

		%	Count
Viewing stations along wetland perimeters, with interpretive signage		37.5%	3
Walking trails		62.5%	5
Interpretive Center		37.5%	3
Picnic tables and seating areas		12.5%	1
Other		25.0%	2

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

August 13, 2014, 6:29 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

No additional housing

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

High end, luxury shopping

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

Portland, Oregon

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

low-scale, high end retail, less paved, visible parking lots, restored wetlands, improved mobility for bikes, pedestrians, low-profile construction

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

current housing seems reasonable and well-planned but the rest is disconnected development; the power plants are an eyesore and the gateways to LB are abysmal

In what areas does it need improvement?

see above

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved](#). For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

gateways to city -- 22 fwy entrance & studebaker entrance; power plants; retail developments need improvement and lower profile parking lots

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

it serves as a mainstreet and thoroughfare -- I can't see how that can be changed but someone with more knowledge than me on this subject might have some ideas

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

improved, safe bike access as well as improved pedestrian access to and within the area

Wetlands- 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:

Walking trails

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown inside SEADIP Area

August 13, 2014, 1:41 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Apartments

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

Other - none

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

Dana point community

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

Environmentally friendly community with open space and multiuser recreation

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

Trying to preserve environmental integrity by not over developing

In what areas does it need improvement?

Greater environmental restoration and protection.

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

Focus on removing or reducing the industrial uses in area 19 to be more compatible with future uses

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

It should remain a thoroughfare with easy on and off option, it should also provide safe crossing for pedestrians and biking.

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

increased trails

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Wetlands- 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:

Viewing stations along wetland perimeters, with interpretive signage

Interpretive Center

Picnic tables and seating areas

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

August 11, 2014, 2:26 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Other - boutique hotel; senior housing; family vacation spot

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

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 & Barrel, Sur la Table, Talbots, etc.)

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

Portland, Or; Santa Monica, CA;

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

I see the wetlands being a key piece of the SEADIP area, and it should be utilized as a marketing and educational tool by planners. I do not believe that traffice should be calmed on PCH or Westminster Blvd. I do believe that 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.

Planning- For the next question please refer to the current SEADIP zoning document found here.

In what ways is the current SEADIP Planned Development working well?

No Response

In what areas does it need improvement?

All retail is fronted by vast parking lots, with no view of waterways.

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans to gain a better understanding of how their design and mobility could be improved. For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking here.

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

Marine Stadium and Colorado Lagoon, Farmers' Market needs a permanent home (like the OC Mix), and LB Marina.

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Pedestrian traffice should be routed over PCH and 2nd street to improve mobility of all types. PCH should remain a major arterial.

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

See my comment above

Wetlands- 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:

Viewing stations along wetland perimeters, with interpretive signage

Walking trails

Interpretive Center

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

August 6, 2014, 10:22 AM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Other - Hotel

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

Other - Local Boutiques and Retain Farmers Market

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

Bolsa Chica Wetlands in Huntington Beach CA along PCH

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

Low scale, water, pedestrian, bike oriented, not too dense, traffic reduced community

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

SEADIP works well in limiting height of buildings to 35 ft., requiring extensive open space, limiting traffic impacts

In what areas does it need improvement?

Revised SEADIP needs to expand wetlands and protect them, remove "industrial" zoning, and properly zone unzoned areas

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

16, 17, 18 resolve issues re overdevelopment

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

mainstreet

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

pedestrian, transit, biking

Wetlands- 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:

Other - walking trains, interpretive center, water trails

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

August 4, 2014, 6:25 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Single Family Homes

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

High end, luxury shopping

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

SEADIP encompasses too much of hodge-podge to be thought of as being a "neighborhood"

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

No Response

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

It seems to have identified the uniqueness and criticalness of the mobility problem.

In what areas does it need improvement?

Because of the unique and critical traffic problem, the specific mobility effect of each zoning or exception should be documented.

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

The effect of each type of zoning and how each will impact mobility.

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

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.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

No Response

Wetlands- 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:

Walking trails

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Mitch Marich outside SEADIP Area

August 1, 2014, 6:13 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Other - There is probably a place for some of all but no apartments, too dense.

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

Other - There is enough retail space now.

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

No Response

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

No Response

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

It recognizes the key issues very well.

In what areas does it need improvement?

Allows more development than the current roads can handle, or that there is immediate demand for.

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

The areas marked 19 (at least some may be redeveloped), 33 and 26 (should be restored open space)

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

Problem is 2nd and PCH. Must extend Studebaker to PCH south (obviously) of 2nd/Westminster.

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

Any residential development should have bike and ped access to shopping and markets. Still will need to accommodate cars.

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Wetlands- 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:

Viewing stations along wetland perimeters, with interpretive signage

Walking trails

Interpretive Center

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

July 31, 2014, 7:30 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Other - ALL OF THE ABOVE

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

Other - WE HAVE ENOUGH RETAIL

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

CORONA DEL MAR, CA SHELTER ISLAND,CA

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

WE NEED TO CREATE MORE CANALS (LIKE NAPLES WITH HOUSING), MORE BOAT ACCESS AND DOCKING

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

THE CURRENT HEIGHT RESTRICTION AND USE PATTERN

In what areas does it need improvement?

MORE RESIDENTIAL AND MORE BOATING ACCESS

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

No Response

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

FREEWAY

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

BY BOAT BUT THERE IS NO WATER

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Wetlands- 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:
Other - THE CONTINUATION OF STUDEBAKER TO PCH

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Name not shown outside SEADIP Area

July 31, 2014, 2:09 PM

Market- What types of housing, if any, do you think would be appropriate in SEADIP?

Condos

Market- What types of retail, if any, do you think would be appropriate or is needed in SEADIP?

High end, luxury shopping

Urban Design- What are some good examples of complete neighborhoods you've enjoyed that could serve as a model for SEADIP? Please provide the City and State.

No Response

Urban Design- What kinds of community do you envision for the future- where all parts work well together and support each other sustainably?

Retail/Botoque Hotel/condos over

Planning- For the next question please refer to the current SEADIP zoning document found [here](#).

In what ways is the current SEADIP Planned Development working well?

It isn't working at all. Variances are given easily. There is no plan

In what areas does it need improvement?

Needs to be a consistent plan that developers can work from that will not allow variances

Planning- Focus Areas- The Specific Plan work program includes the study of three focus areas. These areas will be analyzed in greater detail and the consultant team may develop conceptual site plans [to gain a better understanding of how their design and mobility could be improved.](#) For the next question refer to Figure 5 of the Opportunities and Constraints Workbook by clicking [here](#).

Outside of the wetland areas what areas should we focus on the most and why? (name up to three)

Need to be concerned with traffic

Mobility- What should be the role of Pacific Coast Highway within the SEADIP area (mainstreet, thoroughfare, freeway)?

Thoroughfare

Mobility- How would you connect the southeast area to the surrounding communities (biking, trails, pedestrian, transit)?

Transportation/busses would be great. Biking, trails???? maybe

Community Workshop #2 Opportunities and Constraints

We want to know more! Take a moment to tell us your thoughts about planning, mobility, urban design, wetlands, and the market for the SEADIP area.

Wetlands- 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:

Walking trails

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

All On Forum Responses sorted chronologically

As of December 21, 2015, 11:46 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

As of December 21, 2015, 11:46 AM, this forum had:

Attendees:	104
On Forum Responses:	7
All Responses:	16
Minutes of Public Comment:	48

This topic started on March 12, 2015, 1:44 PM.

This topic ended on May 4, 2015, 9:09 AM.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Responses

What do you like about this plan?

Answered 5

Skipped 2

height residential wetlands

Are there any land uses that you would change?

Answered 7

Skipped 0

aquatic **area** beach carp **change** could etc from home hotel impact **industrial** limit
local **need out plan** problems run **space stories** traffic which

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 30, 2015, 3:49 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below. For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

I like the Open Space and Recreation, Residential and Comm'l Neighborhood Retail - said to be lower scale, 35' height limit I presume

Are there any land uses that you would change?

The height limit throughout SEADIP should be 35' or 3 stories. Not acceptable is 5-7 stories, which would change the whole dynamic of the area, cause huge traffic problems, impact sailing, negatively impact the wetlands, birds, animals, etc. The industrial area should be progressively phased out.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 26, 2015, 10:32 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below. For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

The idea of a community core, and the notion of a gateway. Also, thoughtful consideration of the streetscape and pragmatic considerations of what development is feasible

Are there any land uses that you would change?

I would change the industrial/utility to a combination of open space and office/commercial. I would eliminate a hotel from the plan unless it replaces the current hotel with the same number of rooms. I do not want this area to be a destination resort or anything like it. It should be home for the local residents, and an access point for users of the local amenities: beach, bay, bike paths. 3-5 stories max on the "core". The "gateway" could be subtle, such as a change in signage ordinances, trees/foliage, light posts, etc rather than an architectural feature.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown inside SEADIP Area

March 25, 2015, 9:57 AM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below. For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

the restoration and set aside for wetlands.

Are there any land uses that you would change?

I believe the 7 story limit could be raised for a nice hotel/condos to 12/15

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 17, 2015, 5:21 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below.

 For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

No Response

Are there any land uses that you would change?

There is nothing said about the increase of traffic at @nd and PCH. On all your plans, density is increased without addressing the need for a walking bridge across 2nd St.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 16, 2015, 12:23 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below. For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

Allowing for higher height limits, more residential to provide new housing stock.

Are there any land uses that you would change?

Industrial on the next iteration, but I know that's not changing any time soon.

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 13, 2015, 4:54 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below.

 For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

Increase in wetlands from previous.

Are there any land uses that you would change?

Sea level rise will create other problems not taken into consideration here, as far as I can tell. What is the plan to compensate?

Community Workshop #3 - Draft Land Use Plan

Do you have ideas to share regarding the draft land use plan for the SEADIP Specific Plan?

Angela Madsen outside SEADIP Area

March 13, 2015, 4:35 PM

Draft Land Use Plan

Based on community input, this draft plan preserves SEADIP's established residential neighborhoods, wetland areas and natural resources and existing neighborhood commercial uses and open spaces. The map also includes a new designation that incorporates coastal wetland habitat and allow for recreational areas near the channel. Additionally, new mixed-use designations add flexibility to the types of uses that are allowed in the heart of SEADIP to create the distinctive, walkable and active place that has been envisioned by the community. Please reference the annotated Draft Land Use Plan when answering the questions below.

 For a comparison of acreage between the draft plan and the 1977 SEADIP plan click here.

What do you like about this plan?

No Response

Are there any land uses that you would change?

I run the California Adaptive Rowing Program (CARP) in Long Beach. We welcome participants from the disabled communities of Los Angeles and Orange Counties, and surrounding areas. We need a new home or aquatic center. CARP has a limited amount of space which prevents us from growing and branching out to include the type of rehabilitating aquatic programs we need to run.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

All On Forum Responses sorted chronologically

As of December 21, 2015, 11:48 AM



As with any public comment process, participation in Long Beach Town Hall Forum is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

As of December 21, 2015, 11:48 AM, this forum had:

Attendees:	100
On Forum Responses:	9
All Responses:	16
Minutes of Public Comment:	48

This topic started on March 24, 2015, 8:45 AM.

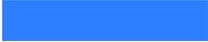
This topic ended on May 4, 2015, 9:09 AM.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Responses

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

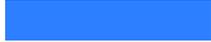
		%	Count
Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)		77.8%	7
Should include higher grade materials, not just stucco (stone, tile, special treatments)		77.8%	7
Public plazas and accessible open space should be included		88.9%	8
Walkways should provide more choices for where to walk		55.6%	5
Landscaping should be sustainable, drought-tolerant		77.8%	7
Lighting should be integrated with the architecture		66.7%	6

Which of the following ways seem appropriate for integrating parking into new projects? Select as many that you feel should apply.

		%	Count
Surface lots screened behind new buildings on PCH		44.4%	4
Parking structures screened or hidden, but have easy-to-find entrances		55.6%	5
Parking structures with active ground floors (shops, eateries with parking above)		22.2%	2

Community Workshop #3 - Urban Design

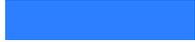
Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

		%	Count
Parking structure internalized and “wrapped with development”		22.2%	2
Parking that has clear and safe paths for pedestrians to access it		77.8%	7
Underground to the greatest extent possible		33.3%	3

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

		%	Count
Building height should be focused on PCH (grand boulevard)		12.5%	1
Building height should be focused in the center of the site (nestled)		87.5%	7
Building height should be focused on major corners and gateways (landmark)		25.0%	2

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

		%	Count
Stepbacks: Building face steps back at upper floor(s)		28.6%	2
Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)		71.4%	5

What other architecture topics (not listed above) should be addressed?

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Answered 8

Skipped 1

3 access accessibility affordable height housing limited most needs parking please s
stories t than traffic water

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

April 4, 2015, 3:32 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Walkways should provide more choices for where to walk

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Parking structures screened or hidden, but have easy-to-find entrances

Parking structure internalized and "wrapped with development"

Parking that has clear and safe paths for pedestrians to access it

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Most of those attending the meetings said that they DIDN'T want any structures higher than 3 stories high!!!!

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

April 4, 2015, 2:30 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Parking that has clear and safe paths for pedestrians to access it

Underground to the greatest extent possible

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

No Response

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Height should be limited ideally to two stories, but in no case more than 3.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

April 3, 2015, 11:01 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Public plazas and accessible open space should be included

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Parking structures screened or hidden, but have easy-to-find entrances

Underground to the greatest extent possible

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Open space

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 30, 2015, 4:01 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Walkways should provide more choices for where to walk

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Surface lots screened behind new buildings on PCH

Parking that has clear and safe paths for pedestrians to access it

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

No Response

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Height should be limited to three stories. Need parking to truly meet needs of development, please don't finagle parking needs

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 26, 2015, 10:46 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Public plazas and accessible open space should be included

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Surface lots screened behind new buildings on PCH

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Building height should be focused on major corners and gateways (landmark)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Signage. Lighting as a design element. Traffic circulation. Grade separation @ 7th/PCH? Traffic circles along 2nd street? Trees--shade vs palm

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Name not shown outside SEADIP Area

March 26, 2015, 9:16 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Landscaping should be sustainable, drought-tolerant

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Parking that has clear and safe paths for pedestrians to access it

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

No Response

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Stepbacks: Building face steps back at upper floor(s)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Please, keep it low. Do not consider going above 3 stories. That's it. That's what matters most to me.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

Mitch Marich outside SEADIP Area

March 26, 2015, 2:40 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Walkways should provide more choices for where to walk

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Surface lots screened behind new buildings on PCH

Parking structures screened or hidden, but have easy-to-find entrances

Parking structures with active ground floors (shops, eateries with parking above)

Parking that has clear and safe paths for pedestrians to access it

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

No Response

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

William Davis outside SEADIP Area

March 26, 2015, 11:30 AM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Walkways should provide more choices for where to walk

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Parking structures screened or hidden, but have easy-to-find entrances

Parking structures with active ground floors (shops, eateries with parking above)

Parking that has clear and safe paths for pedestrians to access it

Underground to the greatest extent possible

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused in the center of the site (nestled)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Stepbacks: Building face steps back at upper floor(s)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

Affordable housing should be included in the mix - either on-site or having developers pay into a fund for location of affordable housing elsewhere.

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

William THOMAS outside SEADIP Area

March 25, 2015, 3:26 PM

Which of these aspects is important for ground floors of new development?

Which of these aspects is important for ground floors of new development? Select the principles you feel should apply.

Most of the ground floor should be active and transparent (glass with views into appropriate activities like shops, lobbies, restaurants, public spaces)

Should include higher grade materials, not just stucco (stone, tile, special treatments)

Public plazas and accessible open space should be included

Walkways should provide more choices for where to walk

Landscaping should be sustainable, drought-tolerant

Lighting should be integrated with the architecture

Which of the following ways seem appropriate for integrating parking into new projects?

Select as many that you feel should apply.

Surface lots screened behind new buildings on PCH

Parking structures screened or hidden, but have easy-to-find entrances

Parking structure internalized and "wrapped with development"

Parking that has clear and safe paths for pedestrians to access it

If increased height is to be accommodated within the mixed use areas of SEADIP, where should it be placed on a site?

Building height should be focused on PCH (grand boulevard)

Building height should be focused on major corners and gateways (landmark)

Regardless of height, how should buildings be designed if new construction occurs? (Think of buildings along PCH)

Uniform height in some locations & stepbacks in others (Ex: Uniform height might be ok on PCH, but you prefer buildings to stepback at water or wetlands)

What other architecture topics should be addressed?

What other architecture topics (not listed above) should be addressed?

On Marina side architect concerns should include the public access for visiting boats plus boat rentals and water transportation to other water venues in Long Beach to make this a destination place with aquatic accessibility, just as you have considered accessibility for bike and pedestrian accessibility and the car parking

Community Workshop #3 - Urban Design

Do you have ideas to share for the urban design principles that will inform the SEADIP Specific Plan?

access issues