

## II. Project Description

---



## II. Project Description

---

### 1. Introduction

PCH Property, LLC, the Project Applicant, proposes commercial development on a 10.77-acre site located at 6400 East Pacific Coast Highway (Project Site) in the City of Long Beach (City).<sup>1</sup> The Project Site is bounded by 2nd Street to the north, Pacific Coast Highway (PCH) to the east, a retail shopping center (Marina Shores Shopping Center) to the south, and Marina Drive to the west. The Project Applicant proposes approximately 95,000 square feet of retail uses, a 55,000-square-foot grocery store, a 25,000-square-foot fitness/health club, approximately 70,000 square feet of restaurant uses, and 1,150 parking spaces (collectively, the Project). These improvements would replace an existing hotel (SeaPort Marina Hotel) and associated amenities and surface parking areas. The proposed uses would be provided within several one- and two-story buildings ranging in height from 30 feet to 35 feet.<sup>2</sup> Landscaped courtyards and open space areas also would be provided throughout the Project Site.

### 2. Project Location and Surrounding Uses

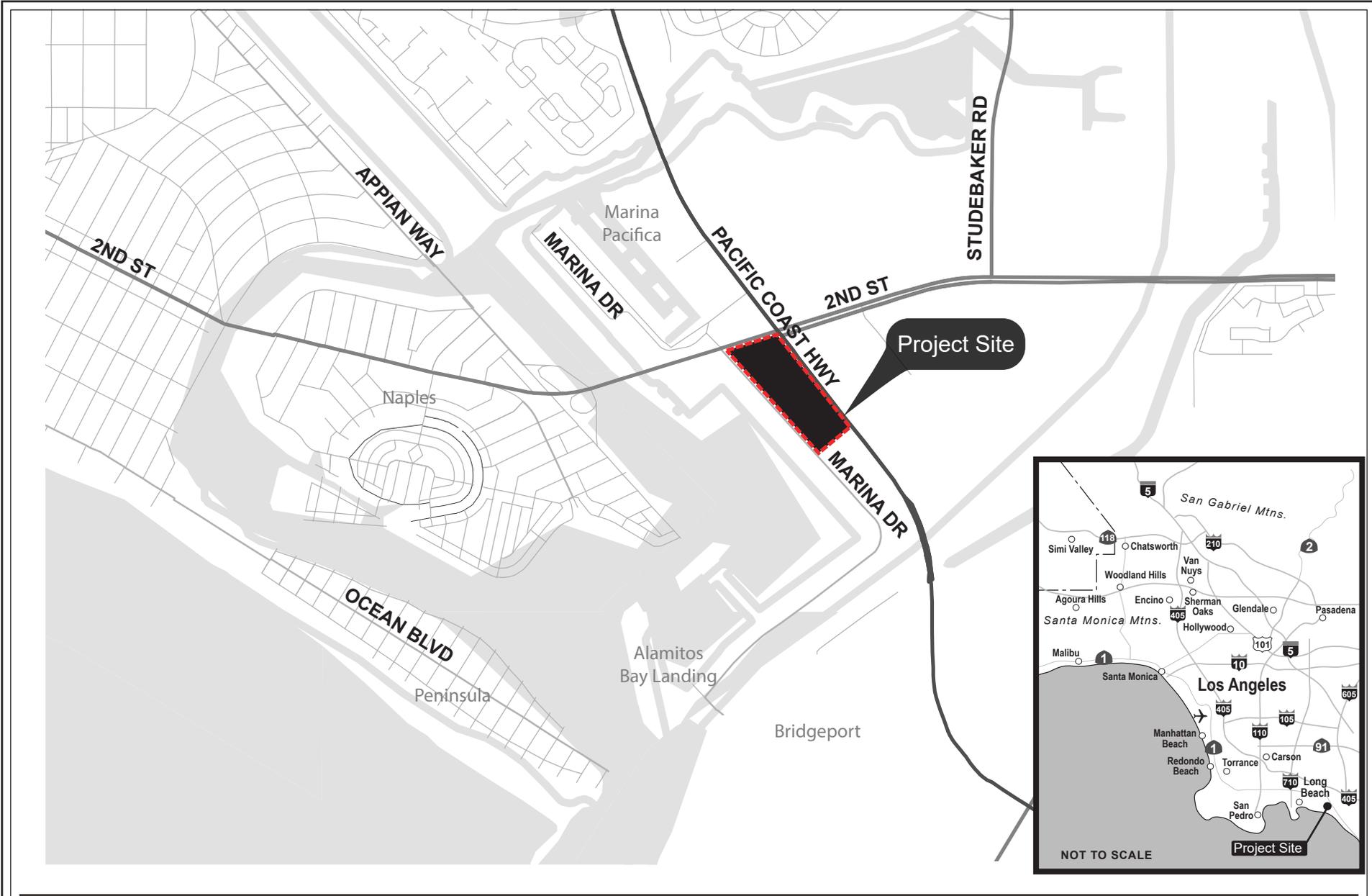
As illustrated in the Project location map provided in Figure II-1 on page II-2, the Project Site is located within the southeastern portion of the City. Primary regional access is provided by PCH, which runs northwest-southeast adjacent to the Project Site, and Interstate 405 (I-405 or San Diego Freeway), which runs northwest-southeast approximately one mile to the northeast of the Project Site.

As shown in Figure II-2 on page II-3, the Project Site is located in an urbanized area surrounded by a variety of land uses. Specifically, immediately north of 2nd Street is a

---

<sup>1</sup> Site acreage is presented as net area, defined as the subject parcel less existing street easements. The gross site area is 10.93 acres.

<sup>2</sup> The proposed buildings would have sloped roofs, with a maximum midpoint height of 35 feet. Per Long Beach Municipal Code Section 21.15.1330, the height of a building with a sloped roof is the vertical distance above grade, as defined in Section 21.15.1190, to the midpoint height of the highest sloped roof. While some architectural elements housing elevators and mechanical equipment would have higher roof heights of 40 and 56.5 feet, these features are not included in the measurement of height for commercial buildings per Long Beach Municipal Code Section 21.15.1330.E.



**Figure II-1**  
Project Location Map



one-story pharmacy and a one-story grocery store with associated surface parking areas. North of these uses is the Marina Pacifica Mall, which includes retail, restaurant, and entertainment uses with surface and subterranean parking. Northwest of the Project Site and immediately west of the Marina Pacifica Mall are three- to five-story multi-family residential uses within the private waterfront condominium community known as Marina Pacifica. The area northeast of the Project Site includes a fast food restaurant (at the northeast corner of PCH and 2nd Street), oil fields, and the Los Cerritos Wetlands. East of the Project Site across PCH is a service station at the southeast corner of PCH and 2nd Street and to its south is The Marketplace, a shopping center comprised of several one-story buildings. The Marketplace includes restaurants, a grocery store, a movie theater, and other retail uses with associated surface parking areas. South of The Marketplace are several one- and two-story office buildings and the Los Cerritos Wetlands. The Los Cerritos Wetlands also continue east of The Marketplace. Immediately south of the Project Site is Marina Shores Shopping Center, which includes a grocery store, restaurants, and other retail uses with associated surface parking. South of Marina Shores Shopping Center is a two-story office building followed by the San Gabriel River. The area west of the Project Site, across Marina Drive, is primarily occupied by a surface parking lot associated with the publicly owned Alamitos Bay Marina. Restaurants and limited boat-related retail uses are also located west of the Project Site, adjacent to Alamitos Bay Marina. A boat launch (Davies Launch Ramp) also is located west of the Project Site near 2nd Street and Marina Drive.

### **3. Existing Project Site Conditions**

As shown in the existing site plan provided in Figure II-3 on page II-5, the Project Site is currently occupied by the two-story, approximately 238,000-square-foot SeaPort Marina Hotel and 457 surface parking spaces. Access to the Project Site is provided via driveways along 2nd Street, PCH, and Marina Drive. Landscaping within the Project Site includes trees, shrubs, and grasses throughout the courtyards, near the swimming pool, and some landscaping along the building perimeters and surface parking areas. A row of palm trees also lines both PCH and Marina Drive.



---

## 4. Land Use and Zoning

### a. City of Long Beach General Plan

The Project Site is designated as Land Use District (LUD) No. 7, Mixed Use District, by the City's General Plan. As set forth in the General Plan, uses intended for LUD No. 7 include employment centers, such as retail uses, offices, and medical facilities; higher density residences; visitor-serving facilities; personal and professional services; and recreational facilities. The Project Site also is located within a coastal zone and is therefore subject to the requirements of the City's Local Coastal Program.

### b. City of Long Beach Municipal Code

The Project Site is zoned by the Long Beach Municipal Code as Subarea 17 within Planned Development District 1 (PD-1), Southeast Area Development and Improvement Plan (SEADIP). As described in the SEADIP, PD-1 provides for a community of residential, business, and light industrial uses integrated by an extensive system of parks, open space, and trails. The SEADIP specifically identifies commercial uses within Subarea 17 and, with the exception of the general development provisions applicable to the entire development area, does not include specific development and use standards for Subarea 17.<sup>3</sup>

## 5. Project Objectives

California Environmental Quality Act (CEQA) Guidelines Section 15124(b) states that the project description shall contain "a statement of the objectives sought by the proposed project." CEQA Guidelines Section 15124(b) further states that "the statement of objectives should include the underlying purpose of the project." The underlying purpose of the Project is to create a distinctive mixed-use commercial environment within the community by providing a blend of shopping and dining uses, open space, and amenities that collectively offer an active shopping and dining experience and rejuvenate an existing underutilized site. As set forth by the CEQA Guidelines, the Project's specific objectives are as follows:

---

<sup>3</sup> *The SEADIP states that Subarea 17 is fully developed in accordance with the Retail Center (CR) zone. Based on modifications to the City's Zoning Regulations, the CR zone now corresponds to the City's Community Commercial Automobile-Oriented (CCA) District. In accordance with the Long Beach Municipal Code, uses allowed in the CCA District include retail and service uses for an entire community such as convenience and comparison shopping goods and associated services.*

- Redevelop an underutilized site with a high quality, vibrant shopping center designed to capitalize on the property's unique location adjacent to an active marina;
- Strengthen the economic vitality of the City by providing property tax, sales tax, and other revenues, as well as construction-related and permanent employment opportunities;
- Create a southeastern gateway to the City that is welcoming, iconic in nature, and visible from a distance;
- Provide a high level of accessibility to and throughout the site to ensure a safe pedestrian environment, efficient vehicular access, convenient bicycle facilities, and access to mass transit;
- Incorporate sustainability features, green building design elements, and landscaping that promote resource conservation, waste reduction, and efficient water management;
- Create a dynamic destination for dining and shopping that offers appropriate amenities and a human scale in order to enhance the pedestrian experience;
- Provide a distinctive, high quality, commercial environment that maximizes the variety of uses on-site to support the needs of nearby residents and businesses and attract future businesses, employers, and visitors;
- Provide new landscaping combined with sensitively designed hardscape areas both within the site interior and along its borders to enhance the pedestrian experience, improve the street appearance, and revitalize the site frontage along Pacific Coast Highway and Marina Drive.

## 6. Description of the Project

The Project Applicant proposes to replace the existing SeaPort Marina Hotel and associated amenities and surface parking areas on the Project Site with a commercial development comprising approximately 245,000 square feet of gross floor area, including approximately 95,000 square feet of retail uses, a 55,000-square-foot grocery store, a 25,000-square-foot fitness/health club, and 70,000 square feet of restaurant uses, including 40,000 square feet of full service dining, 25,000 square feet of fast food, and 5,000 square feet of ready-to-eat dining. These uses are summarized in Table II-1 on Page II-8.

The proposed uses would be located in four buildings laid out in a village format, with three buildings fronting PCH and one building fronting Marina Drive. The buildings would consist of one and two stories each, ranging in height from 30 feet to a maximum of

**Table II-1  
Summary of Proposed Development**

Land Use	Gross Floor Area
Retail Sales	95,000 sf
Grocery Store	55,000 sf
Restaurant—Full Service	40,000 sf
Restaurant—Fast-Food	25,000 sf
Restaurant—Ready-to-Eat	5,000 sf
Fitness/Health Club	25,000 sf
<b>Total</b>	<b>245,000 sf</b>
<i>sf = square feet</i>	
<i>Source: Centercal Properties, LLC, 2016.</i>	

35 feet.<sup>4</sup> A total of 1,150 parking spaces, or a ratio of approximately 4.7 per 1,000 square feet of gross floor area, would be provided within two main parking structures, including a second-level parking deck above some of the single-story uses.<sup>5</sup> Landscaped courtyards and open space areas also would be provided throughout the Project Site. The Project would have a total floor area ratio (FAR) of approximately 0.49:1. In addition, 20-foot setbacks would be provided along all adjacent streets. Site plans for the first and second levels of development are included in Figure II-4 and Figure II-5 on pages II-9 and II-10, respectively. The proposed building elevations are shown in Figure II-6 through Figure II-11 on pages II-11 through II-16, respectively.

### a. Project Design

As shown in Figure II-4 and in Figure II-5, the retail and commercial uses would be located within a series of one- and two-story structures situated along PCH and Marina Drive, with landscaped setbacks along the adjacent street frontages. The PCH frontage would be characterized by extensive landscaping and a series of one-story structures (with

<sup>4</sup> *The proposed buildings would have sloped roofs, with a maximum midpoint height of 35 feet. Per Long Beach Municipal Code Section 21.15.1330, the height of a building with a sloped roof is the vertical distance above grade, as defined in Section 21.15.1190, to the midpoint height of the highest sloped roof. While some architectural elements housing elevators and mechanical equipment would have higher roof heights of 40 and 56.5 feet, these features are not included in the measurement of height for commercial buildings per Long Beach Municipal Code Section 21.15.1330.E.*

<sup>5</sup> *As discussed in Section IV.K, Traffic and Access, the proposed parking supply would meet the Project's shared parking demand in compliance with LBMC Section 21.41.219 (Parking requirements for uses not specified and for large shopping centers).*



Note: Certain roadway improvements along Marina Drive which are proposed by the City of Long Beach are shown for reference.



**Figure II-4**  
 Site Plan – Ground Level

Source: Architects Orange, 2017.





1. PACIFIC COAST HWY. ELEVATION



2. 2ND STREET ELEVATION



3. MARINA DR. ELEVATION



4. PARKING ENTRY FROM MAIN ST.

SCALE:



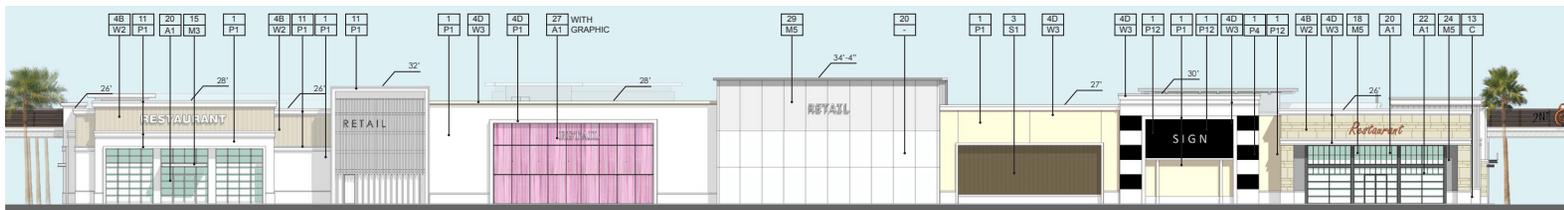
Figure II-6  
Building A Elevations



1. MAIN ST. ELEVATION



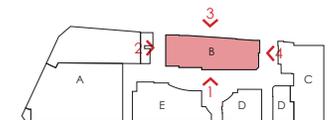
2. NORTH ELEVATION



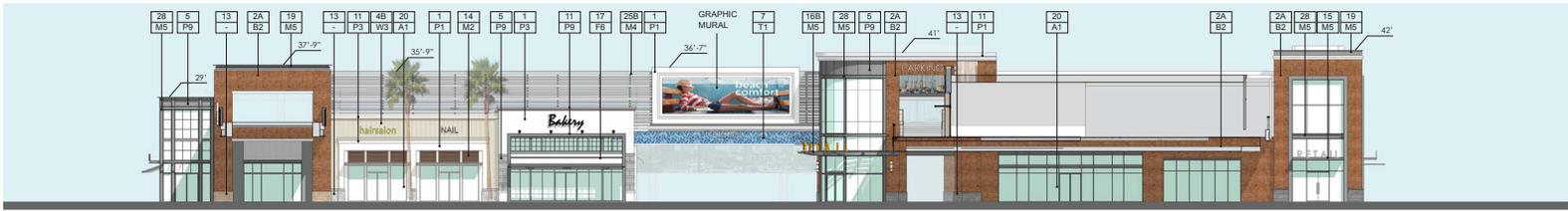
3. PACIFIC COAST HWY. ELEVATION



4. SOUTH ELEVATION



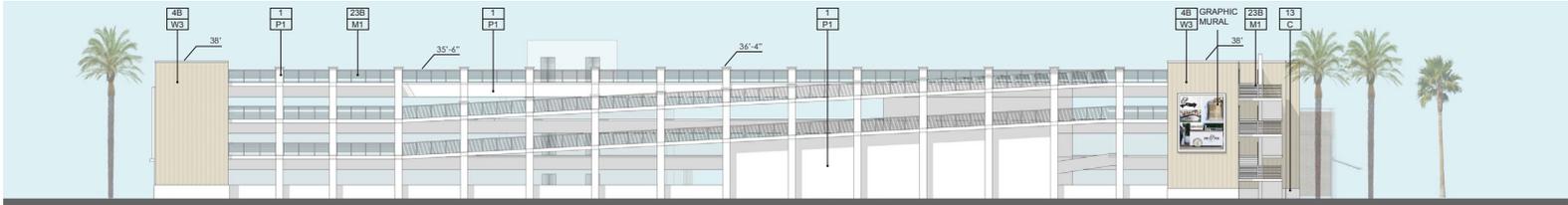
**Figure II-7**  
Building B Elevations



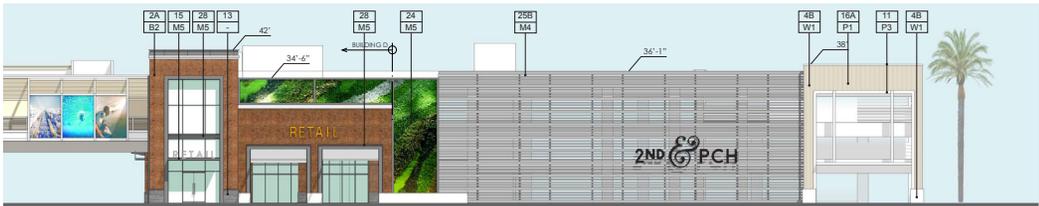
1. NORTH ELEVATION



2. PACIFIC COAST HWY. ELEVATION



3. SOUTH ELEVATION



4. MARINA DR. ELEVATION

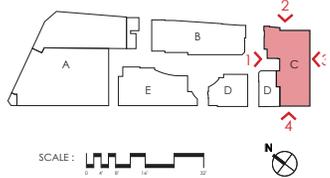


Figure II-8  
Building C Elevations



1. MAIN ST. ELEVATION



2. MARINA DR. ELEVATION



3. NORTH ELEVATION

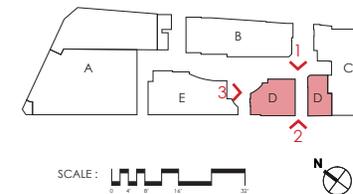
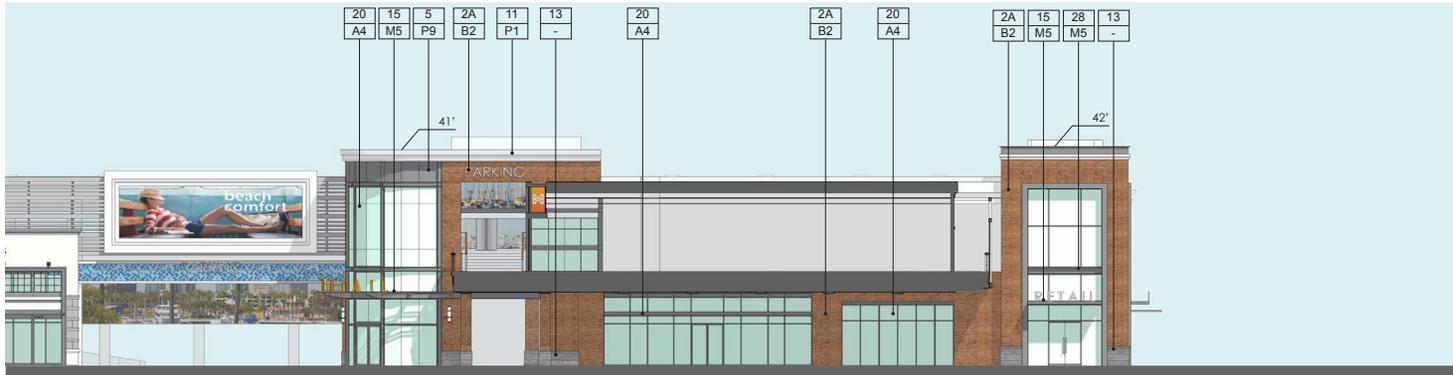


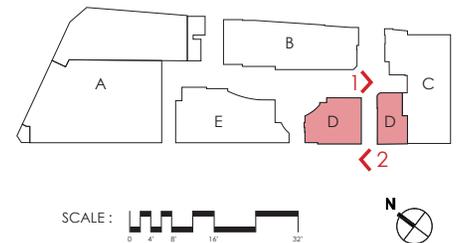
Figure II-9  
Building D Elevations



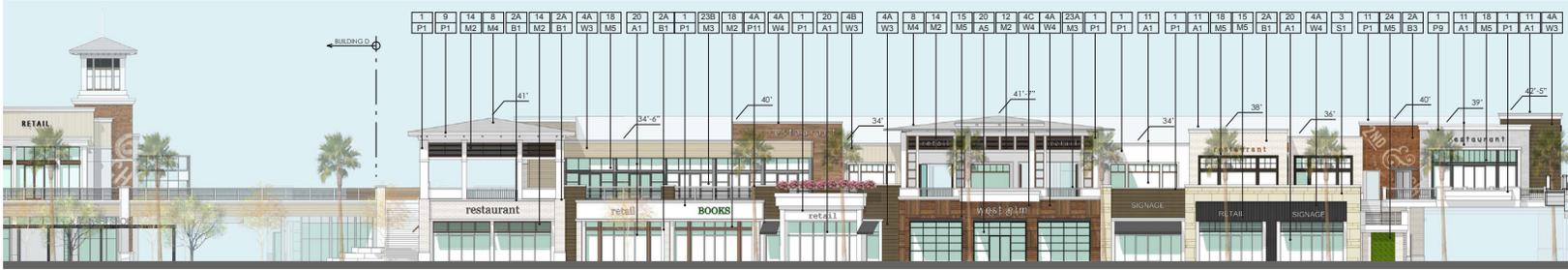
1. NORTH ELEVATION AT PASEO



2. SOUTH ELEVATION AT PASEO



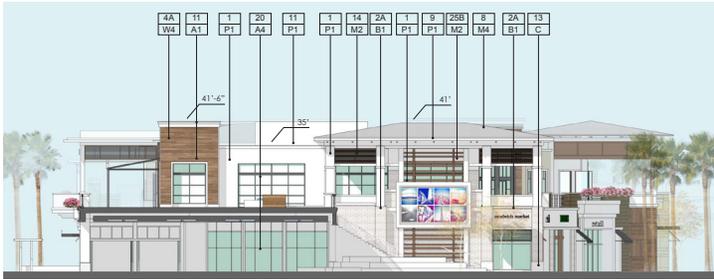
**Figure II-10**  
Building D Elevations



1. MAIN ST. ELEVATION



2. MARINA DR. ELEVATION



3. SOUTH ELEVATION



4. NORTH ELEVATION

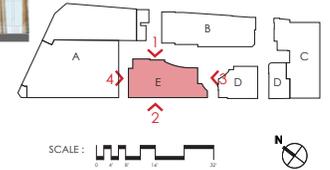


Figure II-11  
Building E Elevations

intermittent taller architectural elements) and second-level (i.e., rooftop) parking. These buildings, which would house a variety of retail uses, would feature varied rooflines but would not exceed a height 35 feet, as defined in the Long Beach Municipal Code. Along Marina Drive, the Project would provide a landscaped setback and include a two-story structure of up to 35 feet in height, which would include retail, fast-food, and ready-to-eat restaurant uses with outdoor seating patios on the ground level and full-service restaurant uses with outdoor seating patios and terraces on the upper level, thus offering ocean views and enhancing the waterfront experience.<sup>6</sup> The Project would include extensive landscaping, a central plaza and paseos, amenities such as informal seating areas and water features, and an interior village streetscape to enhance the pedestrian experience. The proposed retail and restaurant uses and associated parking areas (described further below) would be connected throughout the Project Site via landscaped pedestrian walkways.

The Project would be designed in a contemporary architectural style with elements conjuring images of water and the coast. The Project also would integrate various architectural and pedestrian elements throughout the buildings to create a community destination. The new buildings would include building fenestration, a variety of surface materials and colors, and varying rooftop designs to create horizontal and vertical articulation, provide visual interest, and reduce building scales. Building materials would include wood, tile, metal panels, aluminum frames, plaster, and glass. Glass used in building façades would be non-reflective and designed to meet California Building Code Title 24 requirements. Enhanced paving materials including patterned concrete, stone, or brick would be utilized along walkways and other outdoor surface areas. Renderings of the proposed development are provided in Figure II-12 through Figure II-14 on pages II-18 through II-20.

## **b. Access and Parking**

As illustrated in Figure II-4 on page II-9, vehicular access to the Project Site would be provided via driveways on PCH, Marina Drive, and 2nd Street. Specifically, two driveways located on PCH would provide access to the two-way drive aisle (“Main Street”) within the site interior, connecting to parking structures at the northern and southern ends of the Project Site. Of the three driveways along Marina Drive, the southern driveway would provide direct access to the southern parking structure, the northern driveway would provide direct access to the northern parking structure, and the middle driveway would provide access to the northern parking structure as well as the interior Main Street. In

---

<sup>6</sup> Full-service restaurant uses represent “Restaurant, dinner” uses per Long Beach Municipal Code Section 21.15.2320.







addition, a driveway along 2nd Street would provide right-in/right-out access to the northern parking structure.

Pedestrian access to the Project Site would be provided via sidewalks along PCH, Marina Drive, and 2nd Street, as well as via crosswalks at the intersections of PCH and 2nd Street and Marina Drive and 2nd Street. Landscaped pedestrian pathways would be provided throughout the Project Site, including around the perimeter of the proposed buildings and parking structures and through the plaza and paseos, in addition to crosswalks across Main Street within the site interior.

Parking would be provided in parking structures located at the northern and southern ends of the Project Site, as well as a second-level parking deck located above the proposed single-story uses along PCH. More specifically, the northern parking structure would provide ground-level parking and a second-level (rooftop) parking deck. This parking deck would extend above the adjacent single-story grocery store and southerly above the other single-story buildings along PCH. The parking deck also would connect to the southern parking structure, which would include three levels plus rooftop parking with a maximum height of 35 feet.<sup>7</sup> The upper levels of this structure would extend over the southernmost buildings on-site. Together, a total of 1,150 parking spaces, or a ratio of approximately 4.7 per 1,000 square feet of gross floor area, would be provided, consisting of 219 parking spaces on the ground level of the northern parking structure, 417 spaces on the second-level parking deck, and 514 spaces within the multi-level parking deck located at the southern end of the Project Site. The relationship between the various parking locations is illustrated in Figure II-4 and Figure II-5 on pages II-9 and II-10.

Loading areas would be provided in various areas of the Project Site to serve specific buildings. In particular, a loading zone would be located adjacent to 2nd Street to serve the proposed grocery store, and smaller loading areas would be located near the northern and southern parking structures.

### **c. Landscaping and Open Space**

As previously described, landscaped pedestrian pathways would be provided around portions of the Project Site perimeter, and landscaped pedestrian-oriented open space areas such as the plaza and paseos would be provided within the site interior. These collective open space areas are depicted in Figure II-15 on page II-22 and would include pedestrian seating, enhanced paving, planters, and accent trees. In addition to any

---

<sup>7</sup> *The height of the proposed parking structure excludes mechanical equipment penthouses in accordance with Long Beach Municipal Code Section 21.15.1330.*

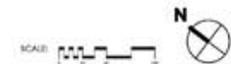


LEVEL 1(+0') OPEN SPACE



LEVEL 2(+22') OPEN SPACE

- Zone Legend
- Open Space
  - Building Area
  - Driveway/Parking Area



existing trees that would remain, new trees would be provided along the Project Site's street frontages. Landscape planters and hardscape features, including shade trees, palm trees, and shrub planters, also would be distributed throughout the upper level of the Project Site and within the dining terraces. Additionally, landscape screening of the parking garage would be included. In total, an estimated 146,797 square feet (approximately 3.37 acres or 31.3 percent of the total Project Site area) of open space would be provided on-site, which would exceed the open space requirements of the SEADIP (i.e., approximately 140,698 square feet or 30 percent of the total Project Site area). In addition, any threshold-size on-site trees or street trees removed during construction of the Project would be replaced in accordance with the City's Tree Maintenance Policy and other applicable City requirements.

#### **d. Lighting and Signage**

The Project would include exterior lighting on buildings for security and wayfinding purposes, as well as entryway lighting within the parking structures, and along driveways and roadways for safety. In addition, low-level lighting to accent architectural, signage, and landscaping elements would be incorporated throughout the Project Site. In accordance with City guidelines, on-site lighting would be shielded or directed toward areas to be lit to limit spill-over onto off-site uses.

Project signage would include monument signs, area identification signs, tenant identification wall signs, directional signage, and wall signs for advertising purposes within the interior of the Project Site as well as on the buildings' street front façades and window signs on retail storefronts. Signage may be freestanding, projected, raised, and externally illuminated and/or consist of channel letters.<sup>8</sup> All Project signage would be visually integrated with the proposed development and would feature colors and lighting that are complementary to the architectural design of the proposed buildings.

#### **e. Sustainability Features**

The Project would incorporate features to support and promote environmental sustainability. "Green" principles have been incorporated in the Project to comply with the City of Long Beach Green Building Ordinance (Ordinance No. ORD-09-0013) and the sustainability intent of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED<sup>®</sup>) program. In particular, the Project would meet the requirements for LEED<sup>®</sup> Certification (or equivalent) by incorporating a variety of

---

<sup>8</sup> *Channel letter signs are individually illuminated letters and graphics.*

transportation-related, energy conservation, water conservation, waste reduction, sustainable construction material, and indoor air quality features, as detailed below.

### Transportation Measures

- Provide bike parking on-site to reduce vehicle trips.
- Provide preferred parking for clean air, van pools, and fuel efficiency vehicles to encourage clean air vehicle use.
- Provide pre-wiring for electric vehicles in three percent of parking spaces on-site.

### Energy Measures

- Shield exterior fixtures to limit light pollution and glare.
- Commission all building envelope and energy consuming systems to ensure efficient operations and reduce both operational and maintenance costs.
- Meet or exceed Title 24, Part 6, California Energy Code baseline standard requirements for energy efficiency, based on the 2016 Energy Efficiency Standards requirements.

### Water Measures

- Install water conserving fixtures that reduce water use by at least 20 percent.
- Install weather-based irrigation controllers.

### Construction Materials

- Recycle or otherwise divert from landfills a minimum of 65 percent of construction waste generated on-site.
- Utilize finishing materials such as paints, primers, sealants, and other materials that emit low quantities of volatile organic compounds (VOCs) and/or other air quality pollutants.
- Utilize panelized wood products that have low levels of formaldehyde.
- Utilize carpet and hard flooring that has low VOC content and/or is composed of recycled products.

### Indoor Air Quality and Durability

- Weather protect all exterior entrances to improve the long-term durability of buildings.
- Require third-party testing to ensure that energy systems are installed and functioning as intended.
- Ensure tight ductwork in air conditioning systems to improve comfort and reduce energy costs.
- Utilize bathroom fan systems that either operate continuously or have humidistats to automatically remove moisture and minimize mold growth.

## **f. Marina Drive “Complete Street” Improvement Project**

Separate from the 2nd & PCH Project, the City is undertaking the Marina Drive “Complete Street” Improvement Project (Marina Drive Project), which involves multimodal improvements along Marina Drive between 2nd Street and Studebaker Road in an effort to accommodate anticipated growth in the southeastern area of the City. These improvements are planned to include lane restriping to provide two continuous vehicular travel lanes in either direction;<sup>9</sup> a Class II bike lane in either direction, with the northbound bike lane separated from traffic by a three-foot buffer; clearly marked on-street parking in the northbound direction along all but the southernmost segment near Studebaker Road; reconfiguration of the northernmost Alamitos Bay Marina driveway to align with an existing driveway at the 2nd & PCH site and installation of a traffic signal at this intersection; landscaped median enhancements with appropriate turn pockets; new pedestrian crossings, including a mid-block crossing adjacent to the 2nd & PCH frontage; new sidewalk where there are gaps in the existing sidewalks thereby providing a continuous sidewalk on the east side between 2nd Street and Studebaker Road; new streetscaping; and potentially a new bus stop or shelter should the City’s transit and/or shuttle service be expanded to Marina Drive. These improvements proposed by the Department of Public Works are anticipated to be complete in 2018. The Marina Drive Project will receive funding from the 2nd & PCH Project Applicant as a community benefit.

The City of Long Beach General Plan Mobility Element emphasizes the development of complete streets, which account for all users, including pedestrians, bicyclists, and transit riders, in accordance with the Complete Streets Act (Assembly Bill

---

<sup>9</sup> *Alternatively, the City is considering a “road diet” along this segment of Marina Drive, thus providing a single lane in either direction.*

1358) approved by the State of California in 2008. The Mobility Element also identifies Marina Drive between 2nd Street and Studebaker Road as an opportunity area for such character-changing features.<sup>10</sup> In addition, the recently adopted Long Beach Bicycle Master Plan, which is an appendix to the Mobility Element, identifies Marina Drive between 2nd Street and Studebaker Road as a recommended “8-to-80” bikeway, meaning that it should be designed to comfortably and safely serve cyclists of all ages.<sup>11</sup> Accordingly, the Marina Drive Project will support and implement the City’s vision for an integrated transportation system, as set forth in various adopted and proposed City plans and policies.

## 7. Project Construction and Scheduling

Project construction would commence with demolition of the existing hotel and associated amenities and surface parking areas, followed by grading and limited excavation for the placement of building footings. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. Project construction is anticipated to occur over approximately 16 months, with completion anticipated in 2019. Project grading would require an estimated 7,582 cubic yards of soil removal. An estimated 6,688 cubic yards of this soil would be reused on-site for a net export volume of 894 cubic yards.<sup>12</sup> As part of the Project, a Construction Traffic Management Plan would be implemented during construction to minimize potential conflicts between construction activity and through traffic. The Construction Traffic Management Plan would be subject to City review and approval.

## 8. Necessary Approvals

The City of Long Beach has the principal responsibility for approving the Project. Approvals required for development of the Project may include, but not be limited to, the following:

- Site Plan Review;
- Coastal Development Permit;<sup>13</sup> and

---

<sup>10</sup> *City of Long Beach General Plan Mobility Element, Map 16, page 89, October 2013.*

<sup>11</sup> *City of Long Beach Bicycle Master Plan, Figure 6-5, page 73, adopted February 7, 2017.*

<sup>12</sup> *Final earthwork numbers may change based on soil conditions.*

<sup>13</sup> *Pursuant to Long Beach Municipal Code Section 21.25.902, “The coastal zone boundaries are indicated on the official zoning map.” The City’s Coastal Zone Map shows that the Project Site falls within the “City Approved Jurisdiction,” which gives the Planning Commission initial review authority and the City Council jurisdiction over any appeal.*

- Other discretionary and ministerial permits and approvals that may be deemed necessary, including but not limited to temporary street closure permits, grading permits, excavation permits, foundation permits, and building permits.