

3. Project Description

3.1 PROJECT LOCATION

The Project area is on the southeast edge of the City of Long Beach, California, within Los Angeles County and bordering Orange County, as shown on Figure 3-1, *Regional Location*. The area encompasses 1,481 acres and consists of the area south of 7th Street, east of Bellflower Boulevard, east of the Long Beach Marine Stadium and Alamitos Bay docks, south of Colorado Street, and north and west of Long Beach's southern boundary (see Figures 3-2, *Local Vicinity*, and 3-3, *Aerial Photograph*). The Los Cerritos Channel and San Gabriel River run through the Project area toward the Alamitos Bay and Pacific Ocean and are included as part of the Project area.

Regional access to the Project area is provided by Interstate 405 (I-405) and I-605. I-405 runs east-west, and the I-605 runs north-south near the northeastern portion of the Project area. Also, State Route 22 (SR-22) intersects with I-605 and runs east-west into the northeast portion of the Project area, and terminates as 7th Street along the Project's northern boundary.

3.2 STATEMENT OF OBJECTIVES

The following objectives have been established for the proposed Project and will aid decision makers in their review of the project and associated environmental impacts. The objectives incorporate the Guiding Principles established for the proposed Southeast Area Specific Plan (SEASP).

1. Implement projects within the Southeast Area Specific Plan that give equal consideration to planning, environmental and economic feasibility.
2. Balance responsible growth with resource preservation through a flexible land use plan that provides a greater mix of uses and through an implementation strategy that is tailored to the local economy.
3. Provide clear standards and guidelines to encourage future development that respects the wetlands, protects views, and creates a sense of place through thoughtful building placement, form, and architectural design.
4. Expand multimodal transportation options through enhanced pedestrian and bicycle connectivity without compromising vehicular traffic flow.

3. Project Description

5. Provide options to increase public connectivity to open space, including the marina, other waterways, the wetlands, and parks.
6. Identify and plan for enhanced gateway and landmark locations that define the entrance to the City and contribute to a sense of place for the area.

3.3 PROJECT BACKGROUND

The City Council directed staff to comprehensively review and update the project historically known as the Southeast Area Development and Improvement Plan (SEADIP). This significant undertaking offers a unique opportunity to creatively balance responsible growth with resource preservation and establish a thoughtful framework to guide strategic changes in this important gateway to the City of Long Beach. The City applied for and was awarded a Sustainable Communities Planning Grant in spring of 2013 to prepare a new specific plan for the area, including an amendment to the City's local coastal program (LCP) and a wetlands delineation study for the SEADIP area.

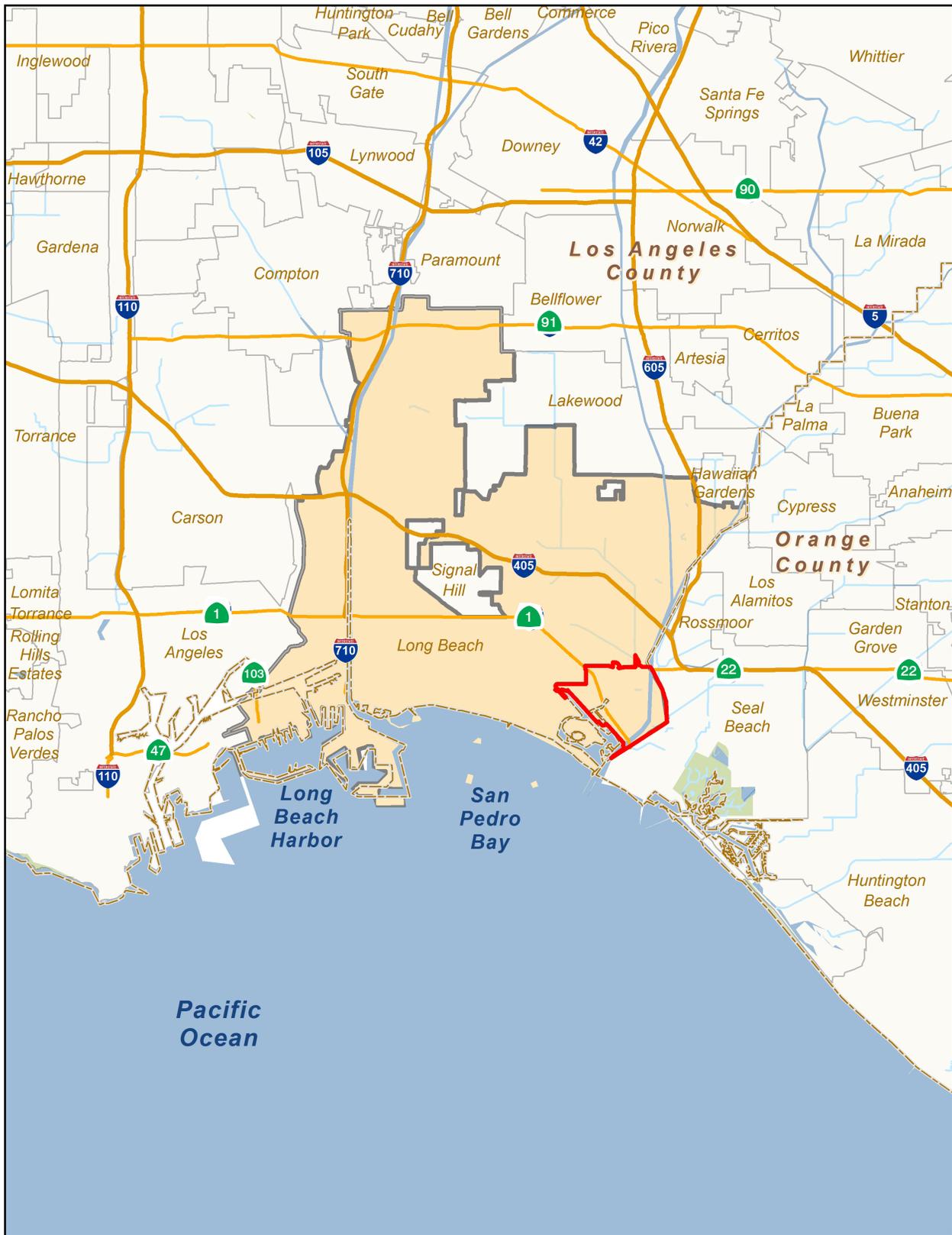
This Specific Plan effort takes a holistic look at this area, acknowledging work conducted through previous efforts but with a new approach. The end result will be a plan that maintains valuable natural resources, customizes land uses and development standards, and identifies locations for future development and expanded transportation choices.

Over the past year, the City has conducted several outreach efforts with the community related to the Specific Plan, including:

- Community Workshops (April 2014, August 2014, February 2015)
- “Pop Up” Events prior to each workshop (locations included Farmer’s Market, Marina Pacifica, and Market Place)
- Community Advisory Committee (CAC) Meetings
- Council District Workshops (one with the 3rd District and one with 4th and 5th Districts)
- Online Engagement (449 subscribers to Long Beach Open Town Hall, 7 topics)
- Scoping Meeting (November 4, 2015)
- Open House (March 26, 2016)
- Staff updates at various community meetings

Through the input received by the community and through several meetings held with the CAC, several project priorities were identified, including: traffic mitigation, wetlands enhancement, view protection, bike and pedestrian transportation options, creation of a gateway to Long Beach, public access to open space, building form/architectural design, consolidation of existing oil operations, retail and hotel development, and a greater mix of land uses.

Figure 3-1 - Regional Location
3. Project Description



SEASP Study Area

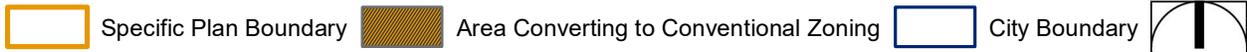
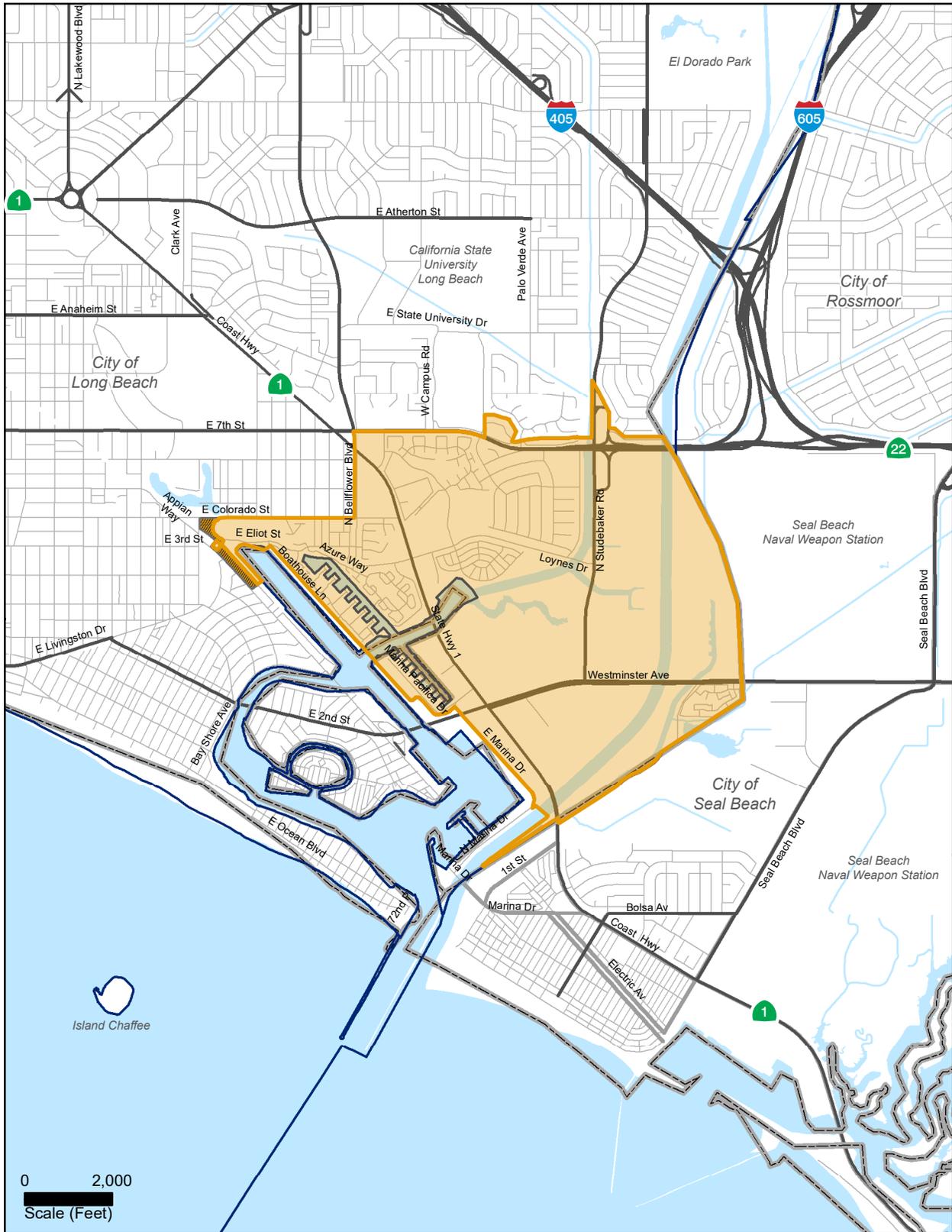


Base Map Source: USGS, NOAA, 2015

3. Project Description

This page intentionally left blank.

Figure 3-2 - Local Vicinity
3. Project Description



Base Map Source: USGS, NOAA, 2015

3. Project Description

This page intentionally left blank.

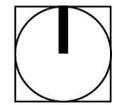
Figure 3-3 - Aerial Photograph
3. Project Description



Specific Plan Boundary

Area Converting to Conventional Zoning

0 2,000
Scale (Feet)



Source: ESRI, 2015

PlaceWorks

3. Project Description

This page intentionally left blank.

3. Project Description

A Planning Commission study session was held on May 21, 2015. The Planning Commission, as well as the public, received a presentation of the community-shaped vision for the Southeast Area Specific Plan and the proposed land use plan, including general locations and types of commercial, residential, industrial, mixed-use, and wetlands uses. The event also provided an overview of input received at previous community workshops and discussed the next steps for developing a specific plan. No formal action was taken by the Planning Commission at this meeting. The proposed land use plan reflects the collaborative efforts of the community and the CAC to comprehensively review and update the Project area.

3.4 PROJECT DESCRIPTION

“Project,” as defined by the CEQA Guidelines, means “the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, and that is any of the following: (1)...enactment and amendment of zoning ordinances, and the adoption and amendment of local General Plans or elements thereof pursuant to Government Code Sections 65100–65700” (14 Cal. Code of Reg. § 15378[a]).

The Project consists of a specific plan, general plan amendment, zoning ordinance amendment, and LCP amendment to shape the land use and development on 1,481 acres. The Project consists of two components: 1) the Southeast Area Specific Plan (Specific Plan; SEASP) covering 1,472 acres and 2) the conventional zoning area covering 9 acres. The conventional zoning area is described starting on Page 3-21 of this section. Both of these areas constitute the “project” for purposes of CEQA, but are described separately below.

3.5.1 Southeast Area Specific Plan

The Southeast Area Specific Plan consists of 1,472 acres and includes 1,372 acres currently zoned “PD-1, SEADIP,” 94 acres of the San Gabriel River and Los Cerritos Channel, and 6 acres along the southeast edge of the current PD-1 boundary. This 6-acre area is the result of a boundary adjustment between Los Angeles and Orange County that was approved by the local area formation commission in 2012, but never updated in PD-1. The proposed Specific Plan would replace the 1977 Southeast Area Development Improvement Plan (PD-1). A specific plan acts as a bridge between a city’s general plan and individual development proposals. Jurisdictions may adopt specific plans by resolution or ordinance. The proposed Specific Plan would be adopted as ordinance and serve as the zoning for the Project area. It would establish the necessary plans, development standards, regulations, infrastructure requirements, design guidelines, and implementation programs on which subsequent Project-related development activities would be founded. It is intended that local public works projects, design review plans, detailed site plans, grading and building permits, or

3. Project Description

any other action requiring ministerial or discretionary approval applicable to the Project area be consistent with the proposed Southeast Area Specific Plan.

This Specific Plan is the regulating document for future land use decisions, and each chapter addresses a key component to guide future development in the southeast area. It includes the following components:

- **Introduction.** Covers the purpose of the Specific Plan, requirements for environmental review, and project outreach.
- **Background and Context.** Provides a history of the project area and an overview of existing conditions.
- **Vision, Priorities, and Guiding Principles.** Outlines the community’s aspirations for the future, priorities, and guiding principles of the Plan.
- **Land Use Plan.** Lays out community structure, land uses, policies, and opportunity sites for change.
- **Development Standards.** Identifies standards such as building height, density, parking and landscaping requirements, and details the uses permitted, conditionally permitted, and prohibited in the project area.
- **Mobility.** Provides context-sensitive design solutions for the motorized and nonmotorized transportation network for the area.
- **Design Standards and Guidelines.** Guides physical design related to site configuration and building design, the natural environment, public spaces, and the street.
- **Infrastructure.** Focuses on the major infrastructure systems—including storm drain, sewer, and water—and the impact future development could have on these systems for the SEASP area.
- **Administration and Implementation.** Provides the process for project approvals; funding and financing mechanisms; a list of implementation actions and anticipated phasing; and a summary of other state, regional, and local plans and programs related to this Specific Plan.

Specific Plan Land Uses

The following statement is a vision of the Project area 50 years from now after implementation of the proposed Project—“Southeast Long Beach is a livable, thriving, ecologically diverse and sustainable coastal gateway and destination in the City and Southern California region.” This vision

3. Project Description

was community-derived based on input gathered through a robust public outreach process (see Subsection 3.3, *Project Background*, above).

Figure 3-4, *Proposed Land Use Plan*, illustrates the proposed Specific Plan land uses. Land use designations would include: Single Family Residential, Multi-Family Residential, Mobile Homes, Commercial-Neighborhood, Mixed Use Community Core, Mixed Use Marina, Industrial, Public, Open Space and Recreation, Coastal Habitat/Wetlands/Recreation, Channel/Marina/Waterway, Right-of-Way /Caltrans, and Dedicated Right-of-Way (not built). Descriptions of each of the land use designations are provide in Table 3-1.

Table 3-1 Southeast Area Specific Plan Land Use Designations

Designation	Description
Single Family Residential	This designation applies to established single family residential neighborhoods that were built out under the PD-1. Provides for a range of single family residential housing types, up to 8 dwelling units per acre.
Multi-Family Residential	This designation applies to established multi-family residential neighborhoods that were built out under the PD-1. Provides for a range of multi-family residential housing product types, including condominiums, townhomes, and flats, up to 30 dwelling units per acre.
Mobile Homes	This designations allows for a continuance of the existing mobile home community, Belmont Shore Mobile Estates, and provides for mobile homes, up to 9 dwelling units per acres.
Commercial-Neighborhood	This designation provides for neighborhood-oriented commercial uses, such as restaurants, retail, grocery, personal services, etc. It is intended to service smaller scale local retail needs and must comply with Long Beach Municipal Code Chapter 21.32, Commercial Districts, Neighborhood Pedestrian (CNP) Zoning District.
Mixed Use Community Core	This is envisioned as the primary activity center in the Project area. It provides for a mix of uses, including residential, regional retail, hotel, and office uses. The focus of this designation is on creating a pedestrian-scale environment, including increased connectivity, gathering spaces, and linkages to the marina and wetlands.
Mixed Use Marina	Provides for a mix of uses, including residential, neighborhood retail, hotel, visitor-serving recreation, and marina. The focus of this designation is on creating a strong interface and connections with the Los Cerritos Channel and Marina. This area is also a transition from the Mixed Use Community Core areas to

3. Project Description

Table 3-1 Southeast Area Specific Plan Land Use Designations

Designation	Description
	lower density residential uses north of Los Cerritos Channel. Coastal recreation uses (e.g. boating, kayaking, etc.) and public access to coastal waters are encouraged in this area.
Industrial	<p>This designation provides for industrial uses, including utilities and oil extraction operations. Industrial uses must comply with Long Beach Municipal Code Chapter 21.33, except that:</p> <ul style="list-style-type: none"> • No heavy industrial, commercial, distribution, warehousing, or public storage uses are permitted. • Retail, restaurants/eating places, service, and recreation and entertainment uses (numbers 7, 8, and 13 of Table 33-2 of Chapter 21.33 of the LBMC) are not permitted. • Parks and interpretive centers are permitted. • Oil and gas operations consistent with Title 12, Oil and Gas Production, of the LBMC and Section 30262, Oil and Gas Development, of the Coastal Act are permitted uses.
Public	This designation provides for public and institutional uses such as an elementary schools, museums and interpretive centers, parking, water tanks, and retention basin. It must comply with Long Beach Municipal Code Chapter 21.34.
Open Space and Recreation	This designation provides for public, private, active, and passive recreational opportunities. Areas include Bixby Golf Course, Marina Vista Park, Marine Stadium Park, Jack Dunster Marine Reserve, Jack Nichol Park, Channel View Park, Will Rogers Park, and Sims Pond. Parks can be either dedicated to the City or designated as a park use and can serve community- or neighborhood-level needs. Uses in this designation shall comply with provisions of LBMC Chapter 21.35.
Coastal Habitat, Wetlands, & Recreation	This designation provides for coastal restoration, access, visitor-serving recreation (boating, paddle boarding, etc.), and biological reserves. This designation also allows for ongoing oil operations and encourages the consolidation of wells.
Channel/Marina/Waterway	This designation includes waterways and regulates marinas, moorings, pier heads, bulkheads, etc. Areas include the Los Cerritos Channel, San Gabriel River, and Marine Stadium. Uses in this designation shall comply with provisions of Long Beach Municipal Code Title 16, Public Facilities and Historical Landmarks.

3. Project Description

Table 3-1 Southeast Area Specific Plan Land Use Designations

Designation	Description
Right-of-Way/Caltrans	Designates public roads, including curbs and sidewalks, within the Project. Rights-of-way at the State Route 22 interchange require specialized landscape treatment to create an identifiable and attractive entry into the City.
Dedicated Right-of-Way	Existing right-of-way dedication—not built—for possible extension of Shopkeeper Road.

Source: City of Long Beach; PlaceWorks (October 2015).

Specific Plan Buildout

Land use statistics are provided in Table 3-2. Buildout of the Specific Plan would allow a total of 9,518 dwelling units, 2,665,052 square feet of commercial/employment uses, and 425 hotel rooms. This would result in a net increase of 5,439 dwelling units, 573,576 square feet of commercial/employment uses, and 50 hotel rooms.

Table 3-2 Southeast Area Specific Plan Land Use Summary

	Existing	Projection	Net Increase
Dwelling Units	4,079	9,518	5,439
Population	6,486	15,134	8,648
Commercial/Employment (SF)	2,091,476	2,665,052	573,576
Employees	3,555	4,115	560
Hotel Rooms	375	425	50
Acres	1,381 ¹	1,472 ²	0

Source: City of Long Beach; PlaceWorks (October 2015; March 2016).

¹ The PD-1 boundary does not include portions of the San Gabriel River and the Los Cerritos Channel totaling 94 acres and 6 acres resulting from a County boundary adjustment approved by LAFCO.

² The Project area consists of a total of 1,481 acres: 1) 1,472 acres within the proposed Specific Plan, which includes the 94 acres of waterways and 6 acres along the southeast boundary; and 2) 9 acres in the conventional zoning area that were in the PD-1 boundary but removed from the Specific Plan.

Development Standards/Design Standards and Guidelines

New development in the Project area would need to comply with the development standards in the Specific Plan. The development standards detail the allowable building type and form, including lot size, maximum building height, maximum stories, frontage type, building placement (setback

3. Project Description

requirements), and parking standards. In addition, there are open space, public right-of-way, and landscaping standards.

The Specific Plan also includes design guidelines. The design guidelines are intended to promote quality design, consistent with the overall vision, while providing a level of flexibility to encourage creative design. The guidelines direct the physical design of building sites, architecture, and lighting and landscape elements within the Specific Plan boundaries. This comprehensive approach represents an understandable and predictable way to create a sense of place and preserve the area's identity and natural resources.

Project Design Features

There are a number of design guidelines that have mitigating effects in that they enhance resources and protect or minimize environmental impacts. For example, Sections 7.1.2, *Views*, and 7.1.5, *Special Edge Conditions*, protect scenic views and require sensitive design adjacent to wetlands, marinas, and waterways. Section 7.2.14, *Bird-Safe Treatments*, reduces impacts related to birds by addressing the interface between the wetlands (as essential bird habitat) and urban uses. It establishes criteria for lighting, landscaping, and façade treatments to minimize light pollution in natural areas and bird strikes. The proposed Specific Plan also establishes a Wetland Monitoring Fund (Section 5.9 of the Specific Plan) to preserve and restore wetlands and requires wetland buffers for development adjacent to wetlands (Section 5.10 Wetland Buffers).

Mobility

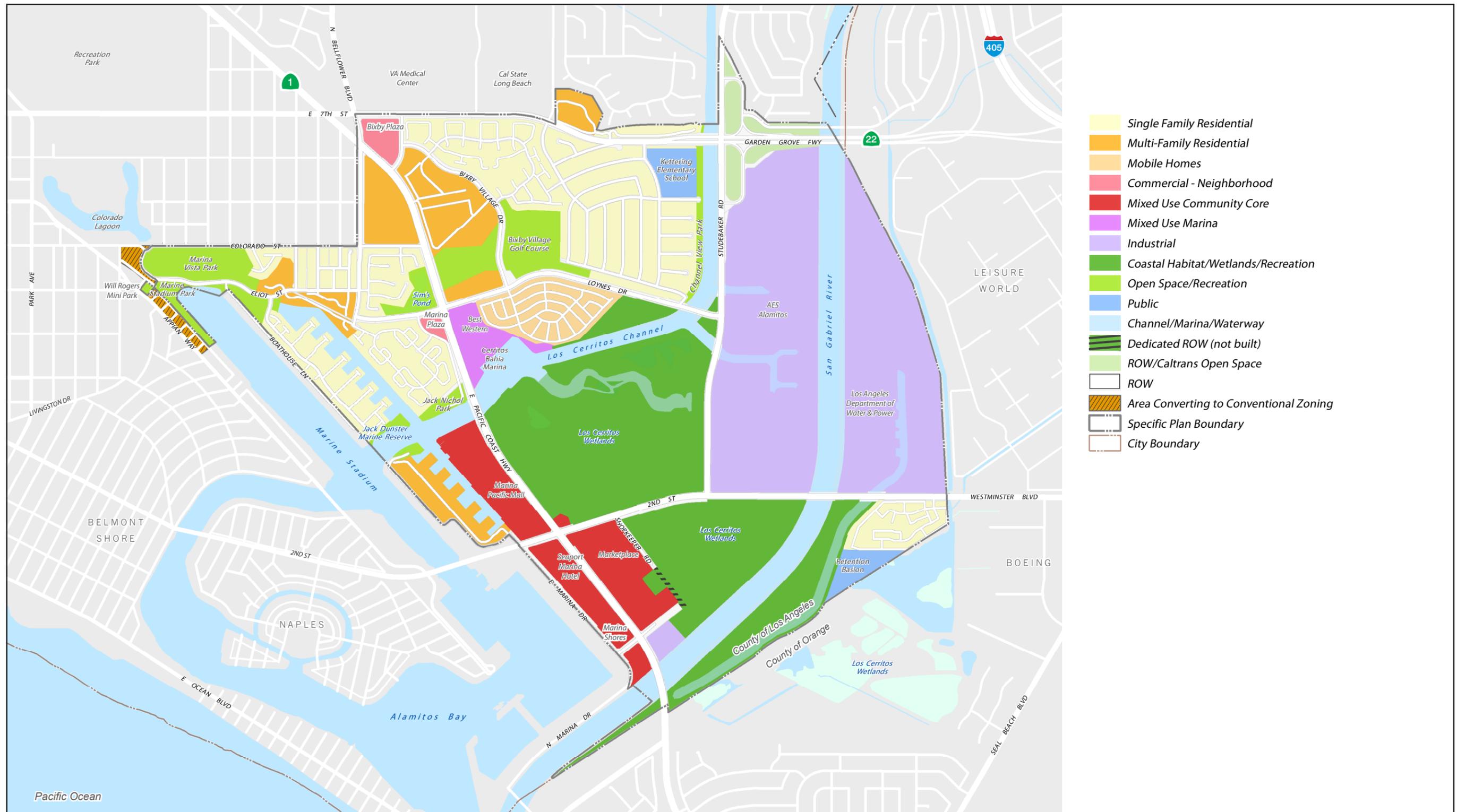
As part of the proposed project, there are a number of improvements to the roadway, bicycle, and pedestrian network.

Roadway Connectivity

The following roadway connections and intersections would be improved:

- Marina Drive would have two lanes and connect Pacific Coast Highway to 2nd Street.
- Studebaker Road/Shopkeeper Road would have two lanes and connect Pacific Coast Highway to 2nd Street.
- Pacific Coast Highway and the Studebaker Road westbound approach would be modified from one shared through-left-right lane to one shared through-left turn lane and one right-turn lane. This improvement is consistent with the proposed roadway connection at Studebaker Road/Shopkeeper Road.

Figure 3-4 - Proposed Land Use Plan
3. Project Description



3. Project Description

This page intentionally left blank.

3. Project Description

Bicycle Connectivity

The proposed bikeways would improve bicycle connectivity and accessibility, helping the City of Long Beach achieve its goal of becoming the most bikeable city in the United States. The bikeways listed below would be improved and are shown on Figure 3-5, *Proposed Bicycle Network*.

- Class I bikeway adjacent to the Los Cerritos Channel from Pacific Coast Highway to Loynes Drive.
- Class II bikeway along Loynes Drive from the Long Beach Bikeway Route 10 to Studebaker Road.
- Class II bikeway along 2nd Street from Pacific Coast Highway and Studebaker Road.
- Class II bikeway along Shopkeeper Road from Pacific Coast Highway and 2nd Street.
- Class IV bikeway along Pacific Coast Highway from the San Gabriel River bridge to Bellflower Boulevard.
- Class IV bikeway along Studebaker Road from 2nd Street to SR-22 westbound ramps.

Pedestrian Connectivity

Pedestrian connectivity is shown on Figure 3-6, *Proposed Sidewalks*. The following pedestrian facilities would be improved:

- Sidewalks on both sides of the street along Pacific Coast Highway from the San Gabriel River bridge to Bellflower Boulevard.
- Sidewalks on both sides of the street along 2nd Street from Marina Drive to the Long Beach city limits.
- Sidewalks on both sides of the street along Marina Drive from the Los Cerritos Channel to the San Gabriel River.
- Sidewalks on both sides of the street along Studebaker Road from 2nd Street to the SR-22 westbound ramps.
- Sidewalks on one side of the street along Shopkeeper Road from Pacific Coast Highway to 2nd Street.

3. Project Description

- Sidewalks on both sides of the street along Channel Drive from Pacific Coast Highway to 7th Street.
- Sidewalks on both sides of the street within the project site adjacent to Pacific Coast Highway, Marina Drive, and 2nd Street.
- Shorter block lengths in the Project area to create new internal streets improving pedestrian and bicycle circulation.

Infrastructure

In addition to the proposed development, improvements to roadways and utilities may be required to support the proposed Project. Proposed onsite infrastructure improvements include, but are not limited to, storm drains, wastewater, water, and dry utilities that would connect to existing facilities adjacent to the Project area. Infrastructure improvements to existing streets to address stormwater management, flood control, and sea level rise may also be included.

The City is also working cooperatively with Caltrans on improvements to roadway cross-sections along Pacific Coast Highway.

Phasing

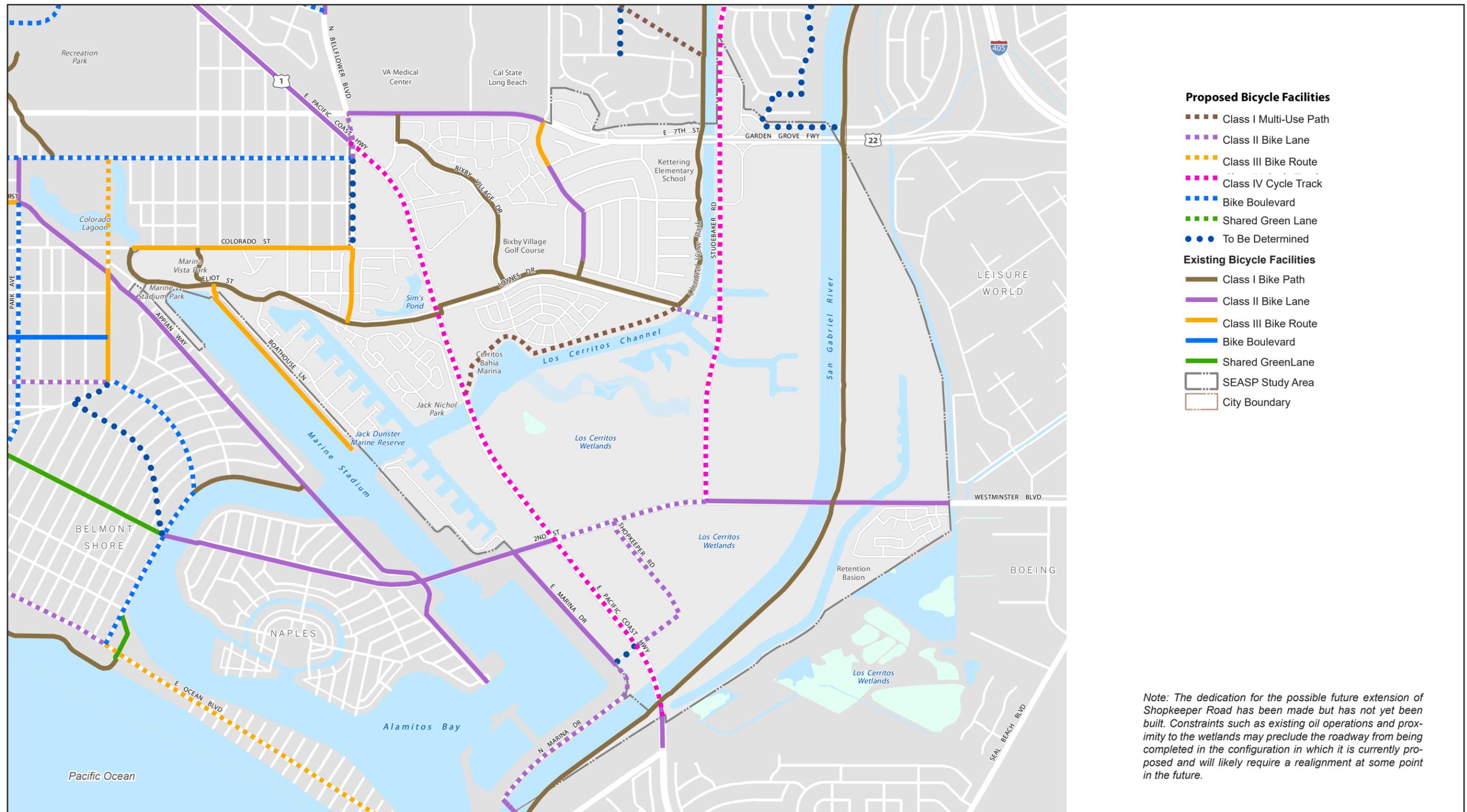
No specific phasing program has been identified. The proposed Project would be implemented on a parcel-by-parcel basis as future development applications are submitted. Public realm improvements would occur as funding becomes available. A generalized phasing plan for development and infrastructure is provided in Section 9.3.2, Implementation Actions and Phasing. However, for purposes of environmental analysis, the proposed Project is expected to be built out by 2035.

3.5.1.1 CONVENTIONAL ZONING AREA

Conventional Zoning Area Land Uses

The remaining nine acres of land in the Project area directly west of the Marina Vista Park are proposed to be extracted from the PD-1 zoning designation and converted to conventional zoning. This area would not be included in the proposed Specific Plan. Existing land uses in this area include single-family homes and a fire station. The proposed land use for this area was determined based on existing conditions. As shown in Figure 3-4, *Proposed Land Use Plan*, this area would be designated single-family residential. No new development is intended for this area, and no physical change (e.g., additional development intensity or redevelopment) is expected to occur; all existing uses within this area are expected to remain.

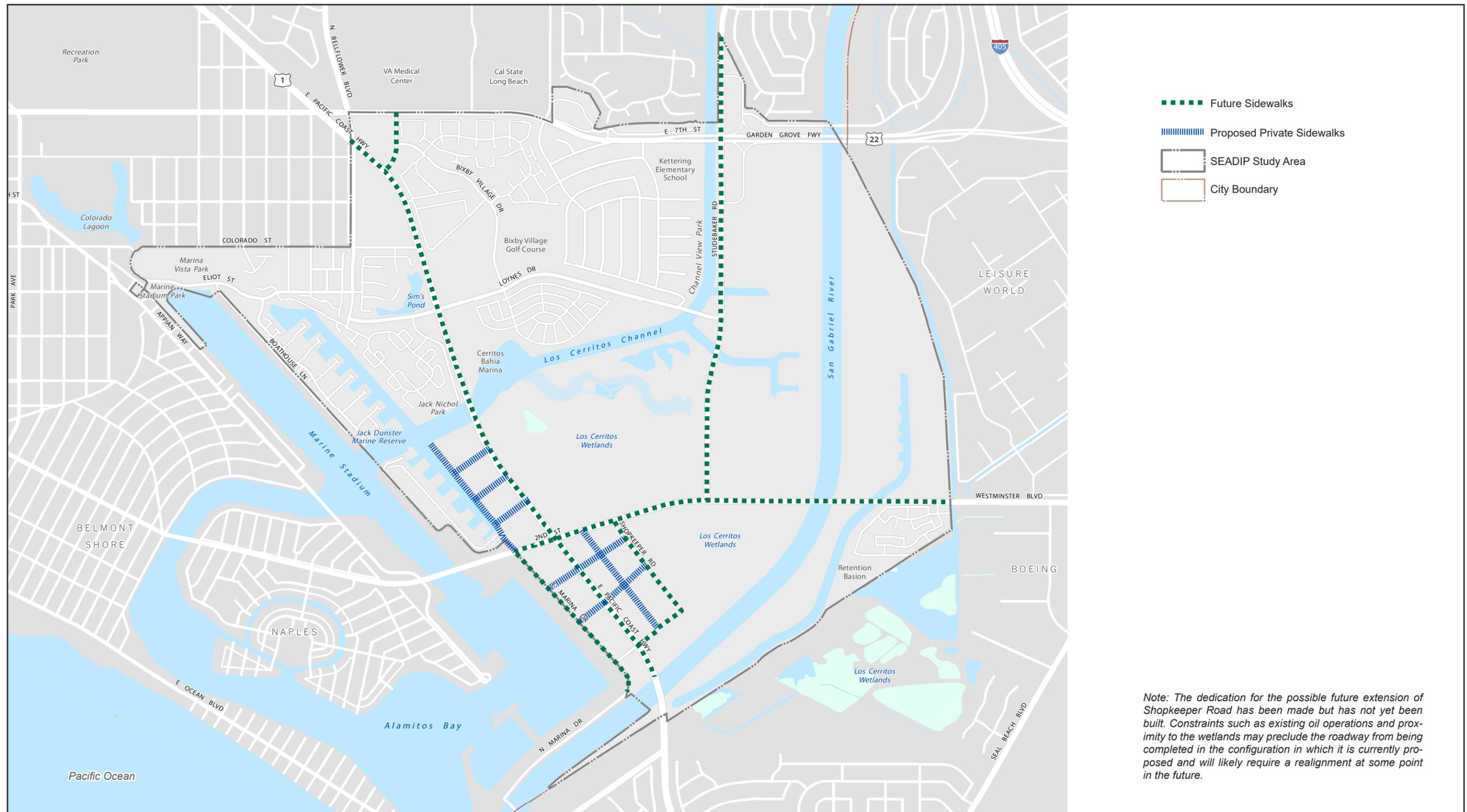
Figure 3-5 - Proposed Bicycle Network
3. Project Description



3. Project Description

This page intentionally left blank.

Figure 3-6 - Proposed Sidewalks
3. Project Description



Note: The dedication for the possible future extension of Shopkeeper Road has been made but has not yet been built. Constraints such as existing oil operations and proximity to the wetlands may preclude the roadway from being completed in the configuration in which it is currently proposed and will likely require a realignment at some point in the future.

0 1,500
Scale (Feet)



3. Project Description

This page intentionally left blank.

3. Project Description

Conventional Zoning Area Buildout

A conventional zoning designation (R-1-N, single family residential) was chosen to be consistent with the existing residential development. No new development is intended in this area. Given that the existing intensity of development is not expected to change, buildout projections for the nine-acre conventional zoning area assume no change in number of dwelling units or population. Buildout projections for the area are shown in Table 3-3.

Table 3-3 Conventional Zoning Area

	Existing	Conventional Zoning/ R-Zone
Dwelling Units	39	39
Population	66	66
Public (SF)	16,693	16,693
Employees	-	-
Hotel Rooms	-	-
Acres	9	9
Note: SF = square feet		

3.5.1.2 ZONING ORDINANCE AMENDMENT

A zoning ordinance amendment is required to replace the PD-1 zoning designation with the new Southeast Area Specific Plan. An amendment to the zoning map would also be required to reflect the new Specific Plan land uses.

A zoning ordinance amendment is also required to replace the PD-1 zoning designation within nine acres of the northwest portion of the project area with conventional zoning, specifically R-1-N (single-family residential).

3.5.1.3 GENERAL PLAN AMENDMENT

A general plan amendment would be required to provide consistency between the City of Long Beach General Plan and the proposed Project. Although the proposed Specific Plan and conventional zoning area are consistent with the objectives and policies in the General Plan, new land uses are proposed. Therefore, the project would require an amendment to the land use element to update the land use designations and to the land use map to include the boundaries of the proposed Specific Plan.

3. Project Description

3.5.1.4 LOCAL COASTAL PROGRAM (LCP) AMENDMENT

A portion of the Project area is within the State Coastal Zone and is required to comply with the provisions of the California Coastal Act, which require the City to adopt an LCP. The LCP is a basic planning tool used by local governments to guide development in the Coastal Zone through policies related to public access, recreation, marine environment, land resources, development, and industrial development. An LCP amendment is required to provide consistency between the City’s LCP—also an element of the general plan—and the proposed Specific Plan.

3.6 INTENDED USES OF THE EIR

This is a program DEIR that examines the potential environmental impacts of the proposed Project. This DEIR is also being prepared to address various actions by the City and others to adopt and implement the Southeast Area Specific Plan. It is the intent of the DEIR to enable the City of Long Beach, other responsible agencies, and interested parties to evaluate the environmental impacts of the proposed Project, thereby enabling them to make informed decisions with respect to the requested entitlements. The anticipated approvals required for this project are listed in the table.

Lead Agency	Action
City of Long Beach City Council	<ul style="list-style-type: none"> • Adoption of the Southeast Area Specific Plan • Approval of amendment to the City of Long Beach Zoning Ordinance and Zoning Map • Approval of amendment to the City of Long Beach General Plan • Approval of amendment to LCP • Certification of the EIR • Adoption of findings of fact and statement of overriding considerations (if required) • Adoption of the mitigation monitoring program
Responsible Agencies	Action
California Coastal Commission	<ul style="list-style-type: none"> • Approval of amendment to the City of Long Beach Local Coastal Program
Los Angeles Regional Water Quality Control Board	<ul style="list-style-type: none"> • Issuance of a National Pollution Discharge Elimination System Permit for future construction activities
California Department of Transportation (Caltrans)	<ul style="list-style-type: none"> • Approval of an encroachment permit for roadway cross-section improvements along Pacific Coast Highway
Orange County Airport Land Use Commission	<ul style="list-style-type: none"> • Consistency with the Los Alamitos Joint Forces Training Base (JTFB) Airport Land Use Plan (AELUP)