

LONG BEACH

**PLANNING
COMMISSION**

2014 IN REVIEW



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

LONG BEACH

P L A N N I N G

INTRODUCTION

Long Beach Development Services remained committed to guiding the physical and economic development of the City in 2014. Together with Planning staff, the seven-member Planning Commission played a key role in shaping the City's built environment, spawning more innovative, safe, and attractive development opportunities that will allow Long Beach to grow and thrive. Throughout the year, the Planning team worked with neighborhood groups, the Mayor and City Council, police, developers, architects, engineers,

contractors, and business owners on a wide variety of planning developments and services. These projects will help make significant progress toward improving quality of life, strengthening communities, and maintaining a pattern of sustainability in Long Beach.



PLANNING COMMISSION

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C O M M I S S I O N

2014 IN REVIEW

PLANNING BUREAU

2014 BY THE NUMBERS*

- Over **10,600** customers seeking information, submitting for permits, or receiving “over the counter” approval at the Permit Center/Development Services Counter.
- Over **7,000** phone calls on the Zoning Information phone line.
- More than **1,400** plan checks.
- Processed **840** discretionary zoning review projects and/or requests for planning entitlements, including Conditional and Administrative Use Permits, Site Plan Review, Standards Variances, and Certificates of Appropriateness.
- Issued **445** staff-level Certificates of Appropriateness, including **19** projects brought before the Cultural Heritage Commission.

*Figures provided are for the calendar year.

MANAGEMENT STAFF

Amy J. Bodek, AICP, Director

Angela Reynolds, AICP, Deputy Director

Jeff Winklepleck, Acting Planning Administrator

Steve Gerhardt, AICP, Acting Planning Officer

Heidi Eidson, Planning Bureau Secretary

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HIGHLIGHTS & Accomplishments

MOBILITY ELEMENT WINS SECOND AWARD OF EXCELLENCE In June 2014, the City's Mobility Element earned an Award of Excellence for Transportation Planning by the California Chapter of the American Planning Association (APA). The Mobility Element serves as a 20-year guide for promoting a balanced transportation network that offers the most efficient, affordable, and convenient travel options. In September 2014, the Mobility Element also earned an Award of Excellence for Transportation Planning by the Los Angeles Section of the APA. To win an award at the State level is a significant accomplishment, given that entries represent the best comprehensive plan documents submitted from all eight local APA Sections in California. This is the second consecutive year that Development Services has been recognized at the State level for one of its planning documents. **BELMONT TEMPORARY POOL**

The temporary facility located at 4000 Olympic Plaza received the Project of the Year Award by the American Public Works Association (APWA) Southern California Chapter in December 2014. The Olympic-length pool provides year-round services while construction of a new Belmont Plaza Pool is underway. **DOWNTOWN AND TRANSIT-ORIENTED DEVELOPMENT PEDESTRIAN MASTER PLAN**

In an effort to achieve the City's vision for a more safe and enjoyable pedestrian-friendly community, preparations have begun on a Downtown and Transit-Oriented Development (TOD) Pedestrian Master Plan (Plan) that will provide policies, guidelines, and standards to ensure best practices for pedestrian design and identify catalytic infrastructure projects. The City is dedicated to implementing efficient commuting options that provide more choice and convenience for those who live, work, and play in



Long Beach. A grant provided by the Los Angeles County Metropolitan Transportation Authority (Metro) will also allow for focused efforts on increased pedestrian access to and from Metro Blue Line Stations in the City.

HEALTHY COMMUNITIES POLICY The City has made great strides in creating an environment that promotes health and wellness. Adopted by City Council in October 2014, the Healthy Communities Policy illustrates the City's vision for a network of safe, active, and livable neighborhoods, and serves as the first comprehensive compilation of existing City efforts to address health and wellness in the community.

Left: Metro Rail
Right: Belmont Temporary Pool
Far Right: Long Beach Transit Mall



Promenade

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2231

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SOUTHEAST AREA DEVELOPMENT AND IMPROVEMENT PLAN Throughout 2014, Planning staff and a consultant team led by PlaceWorks worked with the public on a comprehensive update to the Southeast Area Development and Improvement Plan (SEADIP), which covers an area of 1,500 acres in southeast Long Beach. Efforts included numerous pop-up outreach events, two public workshop series, six Community Advisory Committee (CAC) meetings; an online town hall forum, stakeholder interviews, research, and scenario analysis that will begin to form land use updates and development regulations included in the area's new Specific Plan. Planning staff also worked closely with property owners and wetlands stakeholder groups to facilitate the development of a mitigation bank to protect and enhance the Los Cerritos Wetlands. In addition to a new Specific Plan, the project will require an amendment to the City's Local Coastal Program (LCP) and will likely include the preparation of a Program Environmental Impact Report (PEIR). The Specific Plan and PEIR are expected to be completed and presented to the Long Beach City Council and California Coastal Commission in early 2016. **ADAPTIVE REUSE ORDINANCE** Adaptive reuse refers to a construction or remodeling project that reconfigures a site to accommodate a new use, or a purpose other than for what it was originally designed. The revitalization of buildings through reuse or repurposing helps to stabilize neighborhoods



by preserving the City's historic context and architecture, reducing the environmental hazards and costs associated with new construction, and enhancing economic growth with new housing and employment opportunities. Effective January 1, 2014, as part of the new building code, and with subsequent revisions to the

Long Beach Municipal Code, the Adaptive Reuse Incentive Program and Ordinance streamline the planning process and allow greater flexibility to better serve the needs of the changing community. The Program provides a framework for sustainable development in the City and offers a clear process for the review of a variety of projects that result in a range of new uses.

WEST LONG BEACH IMPLEMENTATION PLAN In spring 2014, the City issued a Request for Proposals (RFP) and selected a planning consultant team led by Melendez to work alongside Planning staff, the Long Beach Harbor Department, and local stakeholders to establish a comprehensive strategy that will have a major impact on the quality of life in West Long Beach. The Livable West Long Beach Plan will ensure that existing improvement measures are funded and implemented throughout the west corridor of the City. Planning staff and the project team held kick-off meetings, organized a bus tour of the project area, and conducted a public workshop to allow for a combination of community engagement opportunities and a collaboration with local business interests. This data, combined with research, analysis, and further consultation, will be used to inform the strategy for enhancing the quality of life in West Long Beach for current and future residents. The Plan is made possible by support from the Long Beach Board of Harbor Commissioners.

HOUSING ELEMENT On April 2, 2014, the Adopted 2013 to 2021 Long Beach Housing Element was found in full compliance with State housing element law and certified by the California Department of Housing and Community Development (HCD). This document incorporates numerous changes made during the adoption process, which included community meetings, study sessions, and hearings before the Planning Commission and the City Council. The amended document sets forth policies and programs to ensure the quality and affordability of the City's housing stock, assist individuals and families with special housing needs, and meet the needs of the City's diversifying community.



BILLBOARD ORDINANCE Effective July 17, 2014, the Billboard Ordinance places a cap on billboard space within the City, and requires a Conditional Use Permit (CUP) for any billboard project application. The Ordinance permits the construction of new billboards in conforming locations, and allows the conversion of certain existing static billboards to electronic billboards in designated conforming zoning districts adjacent to a major street or freeway. Since its adoption, 37 nonconforming billboard structures have been removed from within the City.

PROJECT Showcase

OCEAN CENTER BUILDING Adaptive reuse of the designated landmark Ocean Center Building located at 110 W. Ocean Blvd. was approved by the Planning Commission in December 2014. The proposed development will change the use of the 14-story building from office occupancy to 74 residential units, including seven grade-level lofts, 22 studios, 23 one-bedroom apartments, and 22 two-bedroom apartments. Site amenities will consist of a fire pit and barbecue lounge, Zen garden area, and a small dog park. Additional building enhancements include a modified two-level parking structure within the building's interior, and restoring commercial lease spaces along the Ocean Boulevard, Seaside Way, and Pine Avenue frontages. In addition to prolonging the life of this unique building through a more economically viable occupancy, the development will activate new retail and pedestrian-oriented uses in the Downtown.

SECURITY PACIFIC NATIONAL BANK BUILDING In September 2014, the Planning Commission approved adaptive reuse of the designated landmark building located at 110 Pine Ave. Built in 1924 and designed in a classic Beaux Arts style, the iconic 13-story building is divided into three parts and is clad in contrasting light marble and dark red brick, and crowned with a classical cornice. The proposed remodel project will convert the upper floors of the structure from office use to 118 residential condominium units. Renovations to



the building's exterior include replacing the existing single-panel windows between the 3rd and 13th floor with a two-panel window fixed over an operable awning panel. Other proposed alterations include reconstruction of a portion of the roof to accommodate a community patio for residents. The existing restaurant on the ground floor and basement will remain a separate commercial space.

Left: Security Pacific National Bank Building
Right: Ocean Center Building proposed
Far Right: Ocean Center Building



OCEAN CENTER BUILD
110 WEST OCEAN BLVD

PARKING



PROJECT Showcase

THE CURRENT Construction of the City's first high-rise apartment complex in over a decade broke ground in March 2014. Formerly the Shoreline Gateway project, the Current's proposed 17-story West Tower located at 635 E. Ocean Blvd., will consist of 223 rental residential units, including studios, one- and two-bedroom apartments, and penthouses, a fifth floor pool, and amenity space. This contemporary mixed-use structure will include a 25,000-square-foot plaza and additional retail space on the ground floor, serving as a focal point for public activity and a strong eastern entry for the Downtown core. The innovative tower design will incorporate white aluminum panels, large amounts of glass and expansive terraces to allow for ocean and City views. With close proximity to dining and entertainment districts like Pine Avenue and the East Village, the site is expected to generate more restaurants and shops along Ocean Boulevard, while also providing easy access to the waterfront. Following completion of the project, construction will begin on an adjacent 35-story East Tower, in a proposed second phase of the development. The Current is expected to open in early 2016. **CENTURY VILLAGES AT CABRILLO** Phase IV of the Century Villages at Cabrillo development located at 2001 River Ave. is currently under construction. The proposed 112,560-square-foot development will consist of a four-story, 81-unit residential building with on-grade parking structure. This project is part of a six-acre, 14-parcel site that has been developed into a unique supportive residential community that provides housing



and assistance to homeless and those at-risk of becoming homeless. Century Villages at Cabrillo manages a wide range of social services, including a substance abuse treatment program, a life skills program, employment services, shuttle transportation, and a Veterans Administration (VA) medical clinic. The Century Villages at Cabrillo development was the recipient of a 2014 Pacific Coast Builders Conference (PCBC) Gold Nugget Award of Merit for excellence and innovation in building and design.

Left: Century Villages at Cabrillo
Right: Century Villages at Cabrillo proposed
Far Right: The Current proposed



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BUCKS COFFEE

PROJECT Updates

NORTH BRANCH LIBRARY Currently under construction, the proposed 25,000-square-foot, single-story facility will be a state-of-the-art focal point for the North Village Center. The library will incorporate a re-creation of the Atlantic Theater tower, and include a community center, pedestrian plaza, artwork displays, storytime theater space, and appurtenant parking area. The facility will feature cutting-edge technology, including self-checkout kiosks, an automated book return and sorting system, and 3D printing, along with enhanced services for individuals with disabilities. The project has been designed to incorporate many energy-efficiency and water conservation measures to achieve a minimum of a Silver rating from the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED). The North Branch Library is expected to open in early 2016. **DUNKIN' DONUTS** The national doughnuts and coffee chain celebrated the grand opening of its new Long Beach location in December 2014. Located at 5560 E. 7th St., the ready-to-eat establishment with a drive-thru lane significantly improved a busy and prominent corridor in the City with a contemporary one-story building, new sidewalks and landscaping. The project also led to a number of on-site improvements, which include an enlarged and re-paved alley, new curbs



and pavement, and a block wall to provide better separation from the adjacent residential neighborhood. Formerly occupied by The Original Grind coffee shop, Dunkin' Donuts has retained the shop's 1950s programmatic doughnut sign and incorporated new signage below the doughnut. The national doughnuts and coffee chain anticipates opening several stores in Long Beach and throughout Southern California in the coming years.

Left: Dunkin' Donuts
Right: North Branch Library proposed
Far Right: North Branch Library proposed



PROJECT Updates

MERCEDES-BENZ The luxury automaker will soon open its doors to a new western U.S regional office and vehicle preparation center in Long Beach. Restoration of the former Boeing 717 aircraft manufacturing plant located at 4501 E. Conant St. signifies a new era for the aviation site conveniently located near the Long Beach Airport, and will compliment the neighboring Douglas Park development with a state-of-the-art facility currently in the final stages of construction. Renovation of the 1.1 million-square-foot property includes an exterior façade remodel, interior tenant improvements; a new accessory car wash structure, repaving of the parking lot, and landscaping. The iconic neon “Fly DC Jets” sign will be preserved and incorporated into the site’s new design. This deal marks a significant milestone for Long Beach, in what is considered the largest industrial lease in the Los Angeles area in over 25 years. Completion of this project is slated for early 2015. **DOUGLAS PARK** The multi-use destination continued to see significant progress in 2014, further establishing its reputation as one of the largest private commercial developments in Southern California. One of the site’s latest additions, a medical office project consisting of two buildings over at-grade parking structures, is in the final construction phases and is expected for completion in early 2015. Further contributing to the variety of uses within Douglas Park, construction is set to begin on a 138,299-square-foot automotive trade school



facility project located at 4175 Conant St. A new two-story office development has also been proposed at 3806 Worsham Ave., and is currently in the plan check review process. With a contemporary style of architecture and design, the open industrial area provides ample space for everything from business and ancillary uses to leisure areas set aside for restaurants, parks and shops.

Left: Medical offices at Douglas Park proposed
Right: Mercedes-Benz proposed
Far Right: Mercedes-Benz



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