



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 3rd Floor Long Beach, CA 90802 (562) 570-5237 Fax: (562) 570-6205

May 14, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive information and provide direction to staff relative to proposals in PD-1 Southeast Area Development and Improvement Plan (SEADIP) that require amendments to either SEADIP or the Local Coastal Program. (District 3)

DISCUSSION

On March 15, 2013, a request to consider an application for Conceptual Site Plan Review was submitted to the Department of Development Services by Lyon Housing XLV, LLC, for the property at 6701 East Pacific Coast Highway, commonly referred to as the "Pumpkin Patch." The 7.08-acre site is located at the northeast corner of Pacific Coast Highway and Studebaker Road, and has a zoning designation of PD-1 (SEADIP), Subarea 25. The allowable uses within this Subarea include business park (office commercial and light industrial), restaurants and hotel.

The proposal consists of a 57,000-square-foot retail center with two major tenants towards the rear of the site, and a bank building and retail shops along the Pacific Coast Highway frontage. Upon review of the project, staff has determined that an amendment to SEADIP would be required to allow for the proposed land use (retail) in Subarea 25. In addition, SEADIP requires the developer of Subarea 25 to participate in the cost of constructing the Studebaker Road extension between Westminster Avenue and Pacific Coast Highway. This is a significant issue worthy of policy discussion, as the roadway extension would likely be constructed through an existing degraded wetlands habitat.

Based on the City Council action of February 7, 2012, staff has obtained grant funding and is in the process of selecting a consultant team to assist in a comprehensive update to SEADIP, including Subarea 25. As such, staff is seeking direction from the City Council with respect to processing requests for project-specific amendments to SEADIP and the Local Coastal Program during the comprehensive planning effort being funded by the grant. A map of the SEADIP boundaries depicting all of the Subareas is attached as Exhibit A.

It is staff's request that the City Council provide direction relative to processing project-specific proposals within SEADIP which may or may not require amendments to SEADIP or the Local Coastal Plan.

This matter was reviewed by Assistant City Attorney Michael J. Mais on April 29, 2013 and by Budget Management Officer Victoria Bell on April 23, 2013.

TIMING CONSIDERATIONS

City Council action on this matter is time sensitive as there is a pending application for the Pumpkin Patch.

FISCAL IMPACT

There is no fiscal impact or local job impact as a result of the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,




AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:JW:ajb

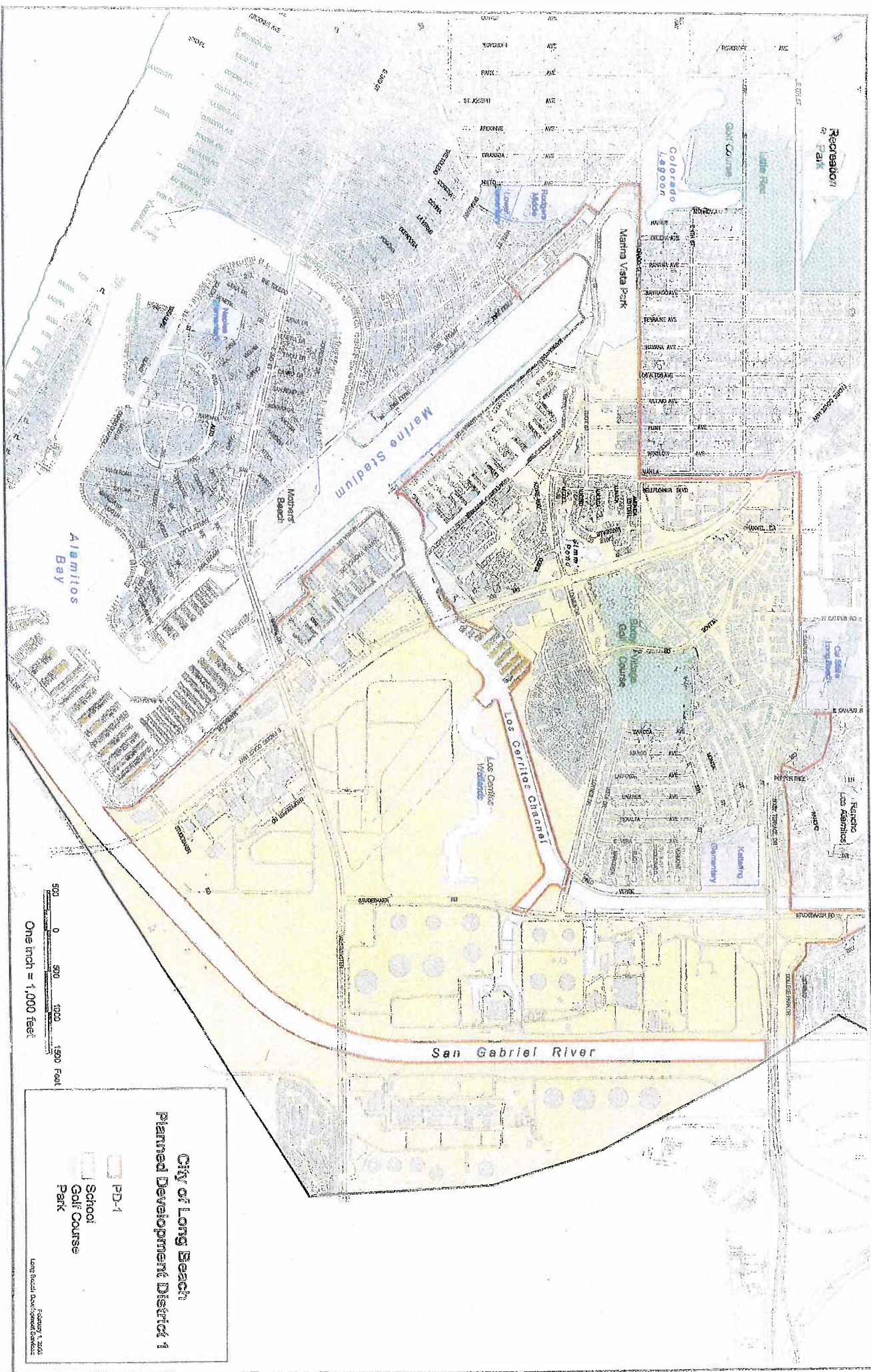
P:\Planning\City Council Items (Pending)\Council Letters\2013\2013-05-14\Pumpkin Patch SEADIP Council Letter v3.doc

Exhibit A: SEADIP Map

APPROVED:



PATRICK H. WEST
CITY MANAGER



500 0 500 1000 1500 Feet
One inch = 1,000 feet

City of Long Beach
Planned Development District 1

- PD-1
- School
- Golf Course
- Park

Long Beach Development Services
February 1, 2008