



# **201 - 245 W. Pacific Coast Highway and 1827 Pacific Avenue**

**City Council Public Hearing**

**February 2, 2021**

# Nov. 5, 2020 Planning Commission Action

## Approved

- Site Plan Review new five-story, 138-unit, mixed-use project
- Lot Merger of nine lots into two separate lots

## Recommended Approval

- Zone Change to Midtown Specific Plan Transit Node-Low
- Zone Code Amendment to expand the boundary of the Midtown Specific Plan one block west of Pacific Avenue

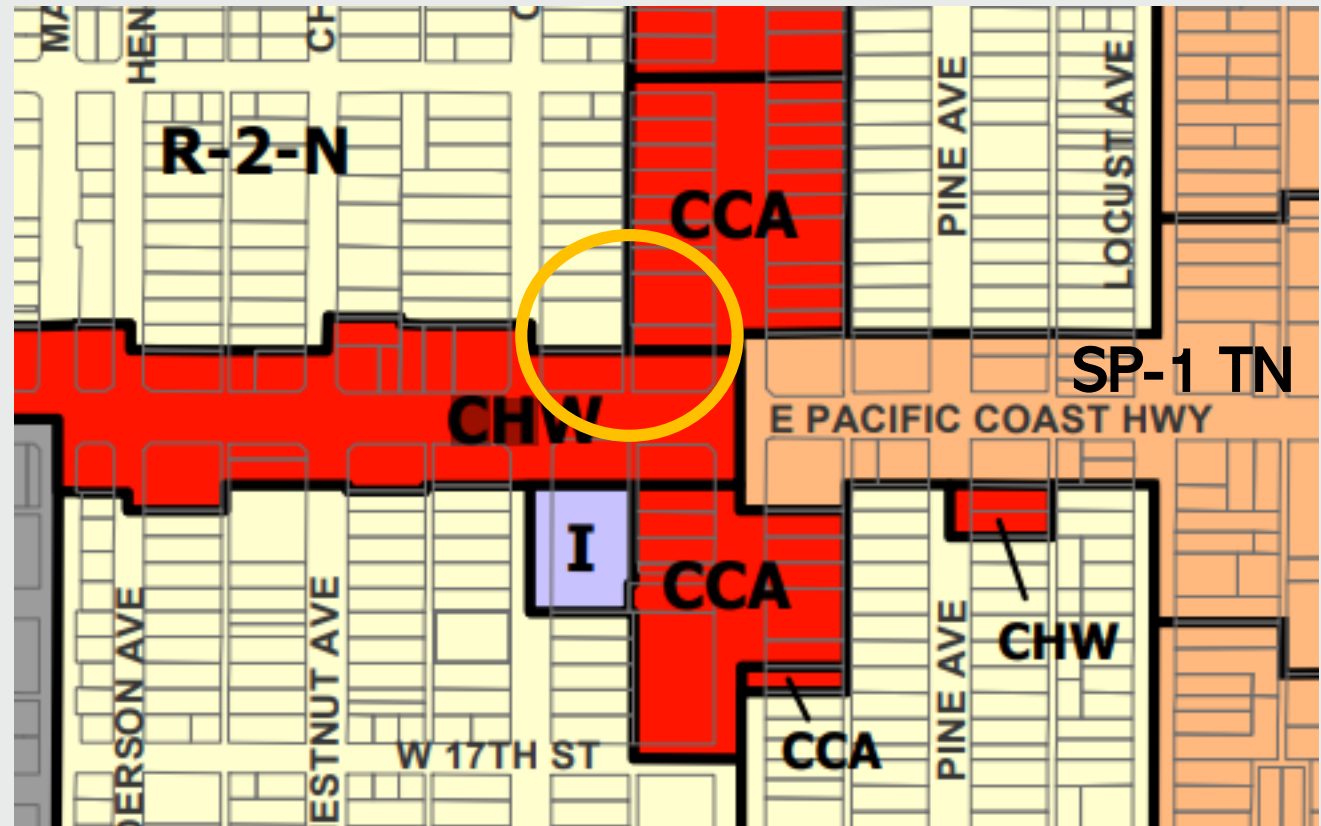


# Vicinity Map

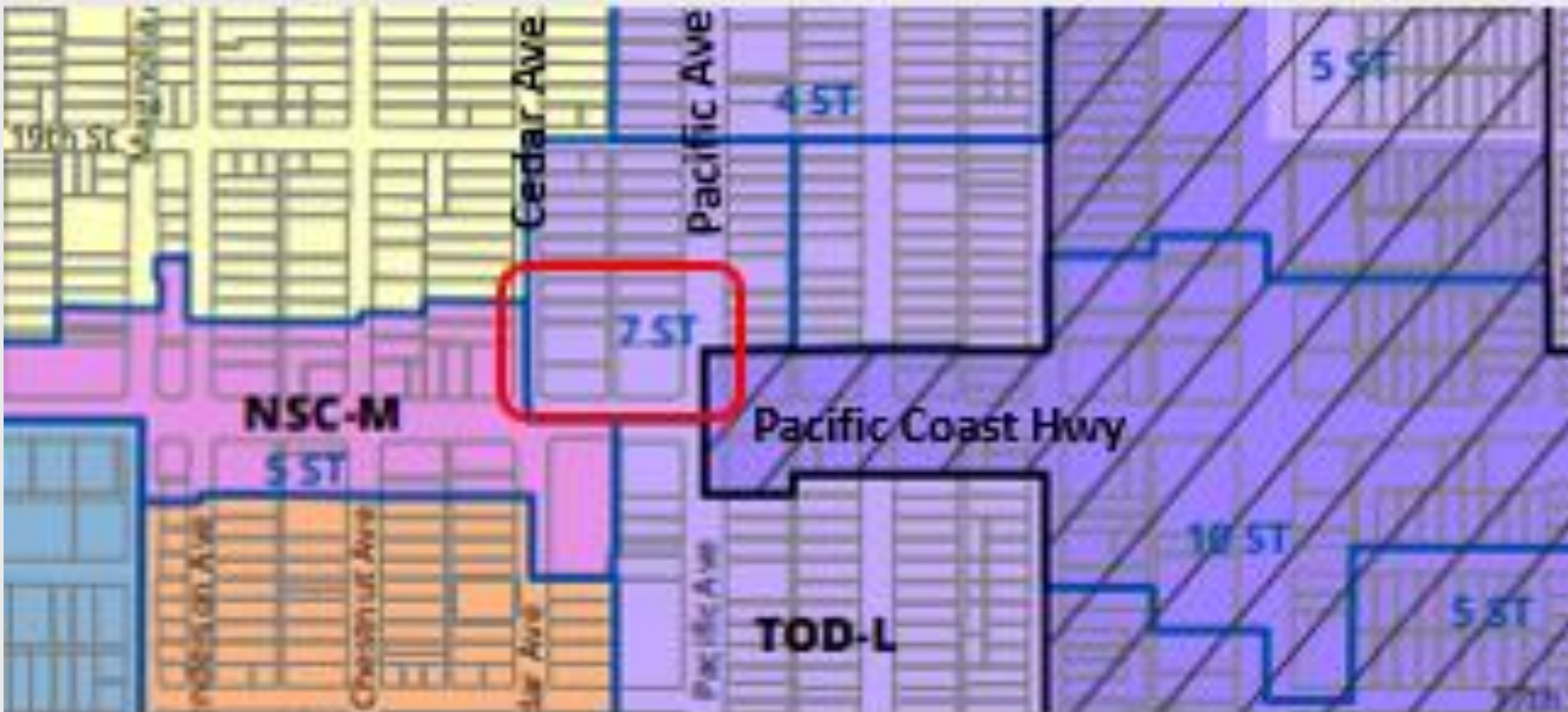


# Existing Zoning Map

## CHW, CCA, and R-2-N Zoning District



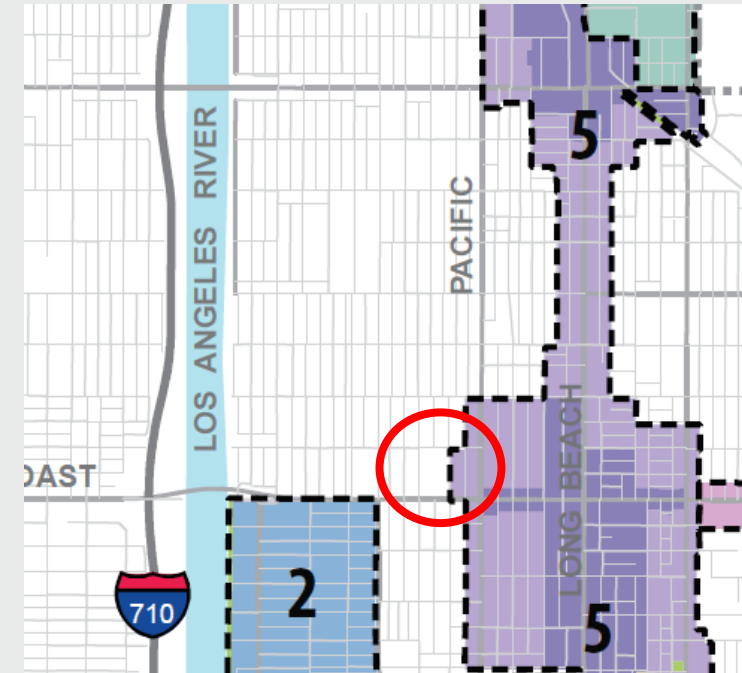
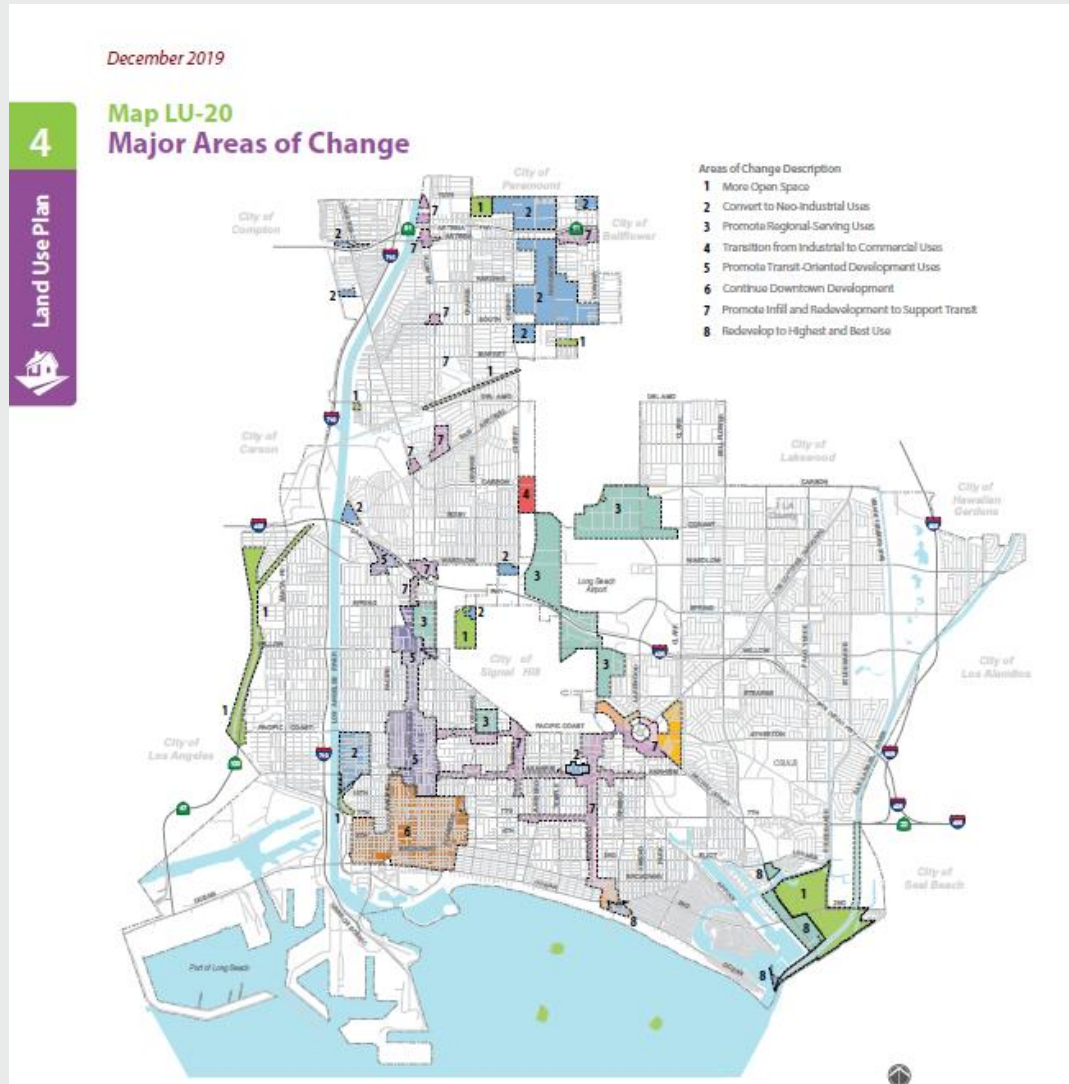
## PlaceType: Transit-Oriented Development - Low (TOD-L)



- **Use** – Encourages mixed-use development
- **Development Pattern** – Mix of uses in a pedestrian-oriented environment
- **Transitions** – Larger-scale developments must step down and respect smaller scale developments

CHW, CCA, and R-2-N Zones are inconsistent with LUE PlaceType TOD-L

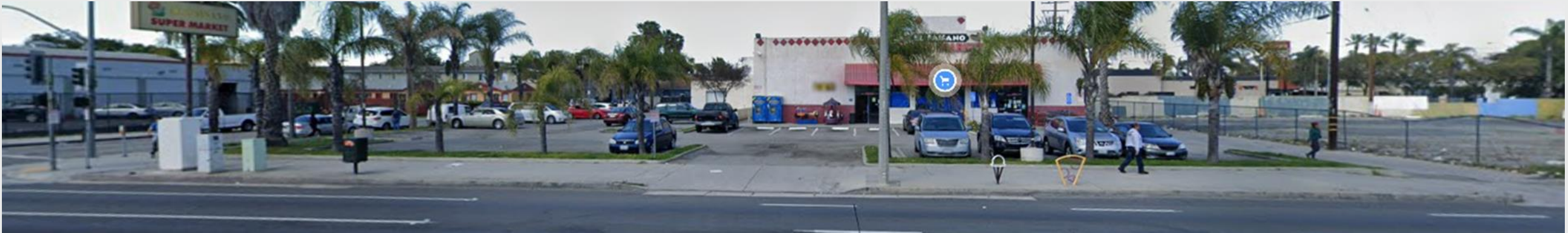
# LUE Major Areas of Change



Map LU-20 identifies the eight major areas of change that are the focus of the land use concept:

- Create new transit-oriented development

# Existing Conditions



View from Pacific Coast Hwy looking north



# Proposed Zone Change

## To Facilitate the Development Project:

**Expand** Midtown Specific Plan one block west to Cedar Avenue

**Change** CHW, CCA, and R-2-N Zoning Districts to Midtown Specific Plan (MTSP) Transit Node-Low (TN Low) SP-1-TN





# Zone Change – Midtown Specific Plan

## GENERAL PLAN

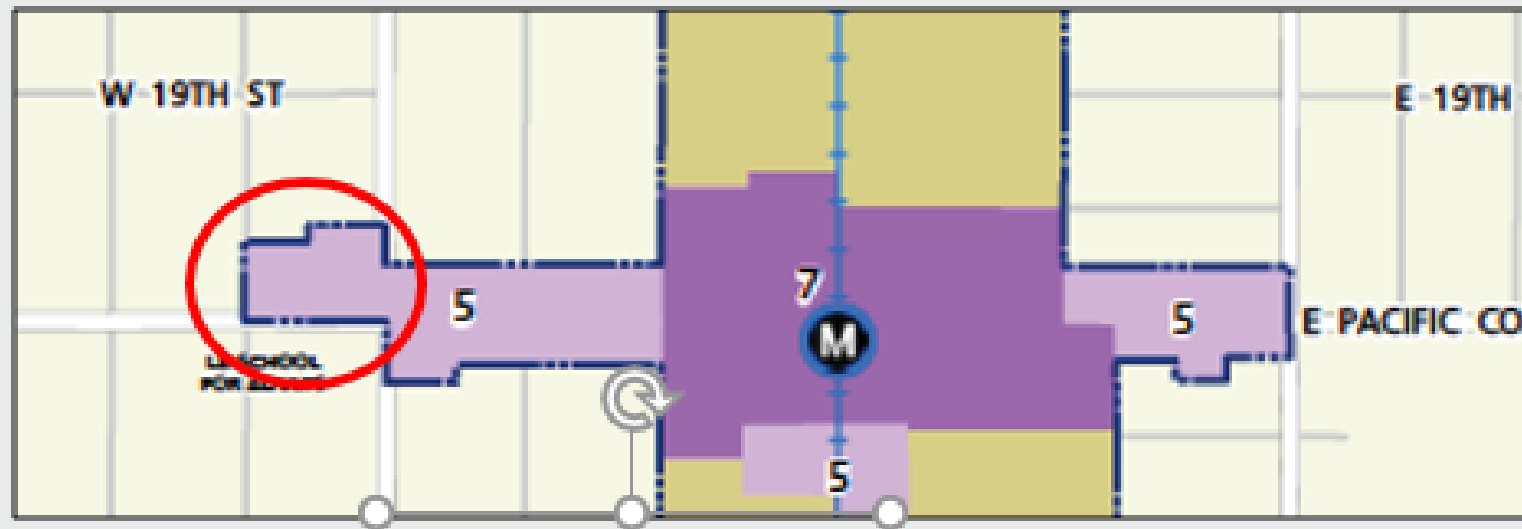
### LUE Transit Oriented Development -Low

- Land Use: Mixed-Use Commercial and Residential
- Building Height: 7 stories
- Average Density: 44 du/acre

## PROPOSED ZONING

### Midtown Specific Plan (SP-1) TN-Low

- Land Uses: Mixed-Use Commercial and Residential
- Building Heights: 5 stories/65 feet
- Density/Intensity: 3.0 FAR



Enlarged View of SP-1

Zone Change extend SP-1 Zoning District to the west.

# Consistency with the LUE

## GENERAL PLAN LUE Goals and Policies

- **LUE Goal No.3** – Accommodate Strategic Growth and Change;
- **LUE Policy 7** – Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development;
- **LUE Goal No. 5** - Diversify Housing Opportunities;
- **LUE Policy 13-2** – Provide new housing opportunities in neighborhood-serving centers and corridors, within transit-oriented development areas and downtown.

## ZONE CHANGE Midtown Specific Plan TN-Low Zoning District

- Better aligns the zoning of the parcels with the goals of the TOD-Low PlaceType.
- Facilitates the construction of mixed-use development consisting of commercial and residential opportunities.
- Facilitates construction of new housing units (Senate Bill 330, the Housing Crisis Act of 2019).
- Facilitates the Citywide rezoning efforts to bring the zoning into alignment with the new Land Use Element.

# Consistency with State Law

## Senate Bill 330 – Housing Crisis Act of 2019

- In effect as of January 1, 2020; declares statewide housing emergency until January 1, 2025.
- **Intent:** To facilitate the construction of housing by expediting the permitting of new housing projects and suspend certain restrictions on development of new housing during statewide emergency.
- **Applicability:** Mixed-use projects consisting of residential and nonresidential with at least 2/3 of project SF designated as residential are subject to SB 330.
- Where housing is an allowable use, the City **cannot enact regulations** (i.e., change general plan designation, specific plan, or zoning of a parcel/(s)parcels of property) **that would result in a less intensive use than permitted on January 1, 2018.**
  - “less intensive use” includes: reductions to height, density, or floor area ratio, new or increased open space or lot size requirements, or new or increased setback requirements, minimum frontage requirements, or maximum lot coverage limitations, or anything that **would lessen the intensity of housing.**
- Therefore, State law requires a City to defer to the General Plan LUE in this case because the LUE permits greater density than the zoning.

# Consistency with State Law

## Zone Change Enables a Development Project that will

- Increase housing
- Increase opportunities for access to shopping and services
- Replace the current grocery store with a larger 23,000 sf grocery store
- Activate pedestrian environment – ground floor commercial uses and activated paseo (alley) provides walkable, safer pedestrian routes
- Promote walking, biking and the use of public transit, reducing number of vehicle trips
- Replace underutilized surface parking with new commercial opportunities
- Reduce building massing adjacent to low-scale residential uses by stepping down in height
- Improve safety by creating "eyes on the street"

# Development Project Compatibility

## Pacific Coast Hwy View



**Cedar Building**

**Alley**

**Pacific Building**

# Development Project Compatibility

## Cedar Building Terraced Design



## Summary of Public Comments

- Excessive height
- Under-parked
- Increased traffic
- Pedestrian safety
- Too many projects located in CD6 and potential cumulative impacts of high density, mid-rise buildings that are under-parked for the entire community
- Not compatible with the scale of the neighborhood
- Not compatible with the development pattern and height of the surrounding community
- Location is the gateway to Wrigley Village and not appropriate for project

# Noticing

## CEQA

An Addendum to Midtown Specific Plan EIR was prepared in accordance with CEQA requirements.

## Noticing

The project was noticed in accordance with LBMC, which included mailing to owners and tenants, site posting and publication in the newspaper.



# Recommendation

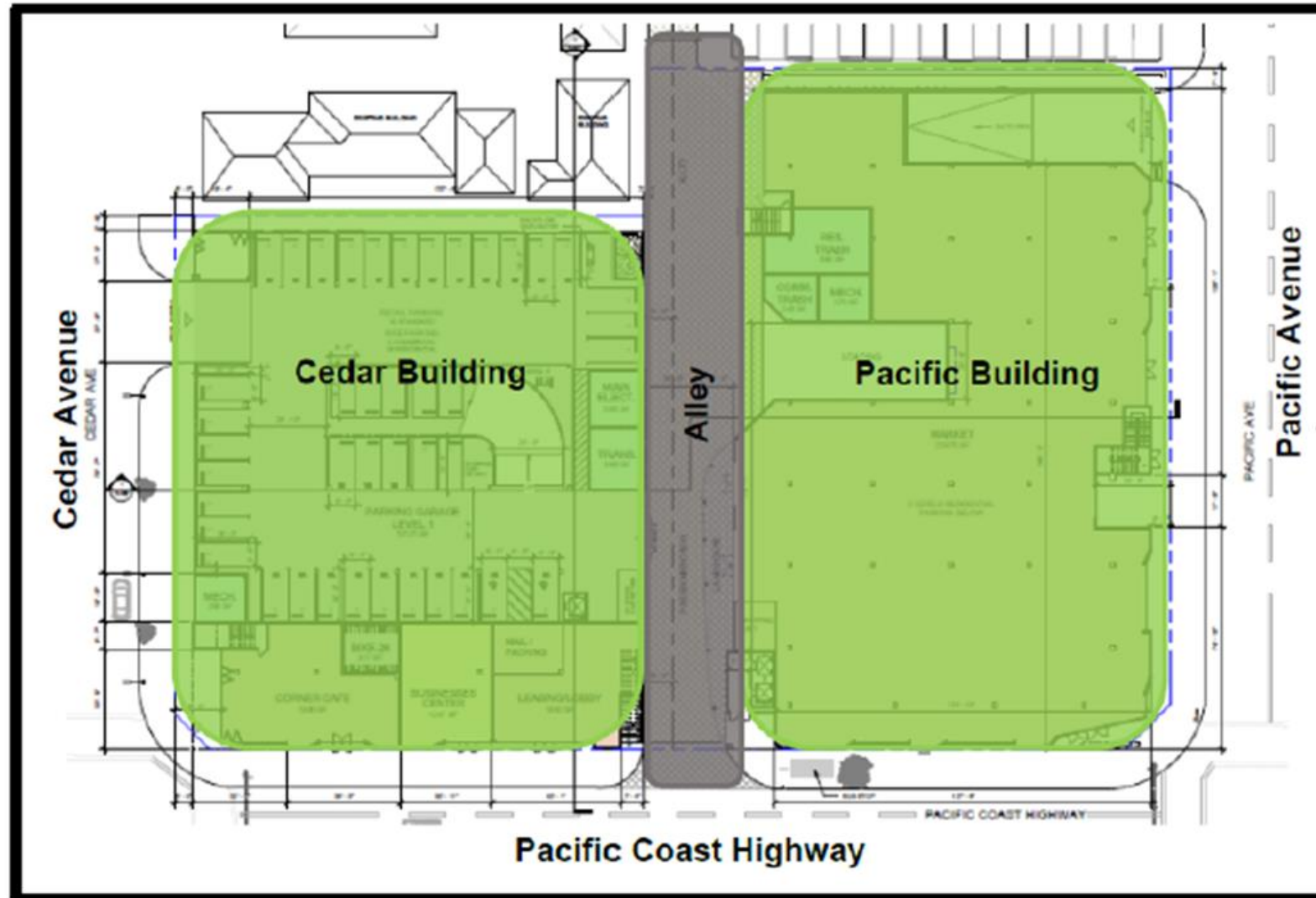
- **City Council** approve an **Addendum to the Midtown Specific Plan Programmatic Environmental Impact Report**;
- Approve **Zone Change** from CHW, CCA and R-2-N to Midtown Specific Plan Transit Node Low Districts; and,
- Approve **Zone Text Amendment** to reflect the expansion of the Midtown Specific Plan boundary to the subject area.



**Thank you**

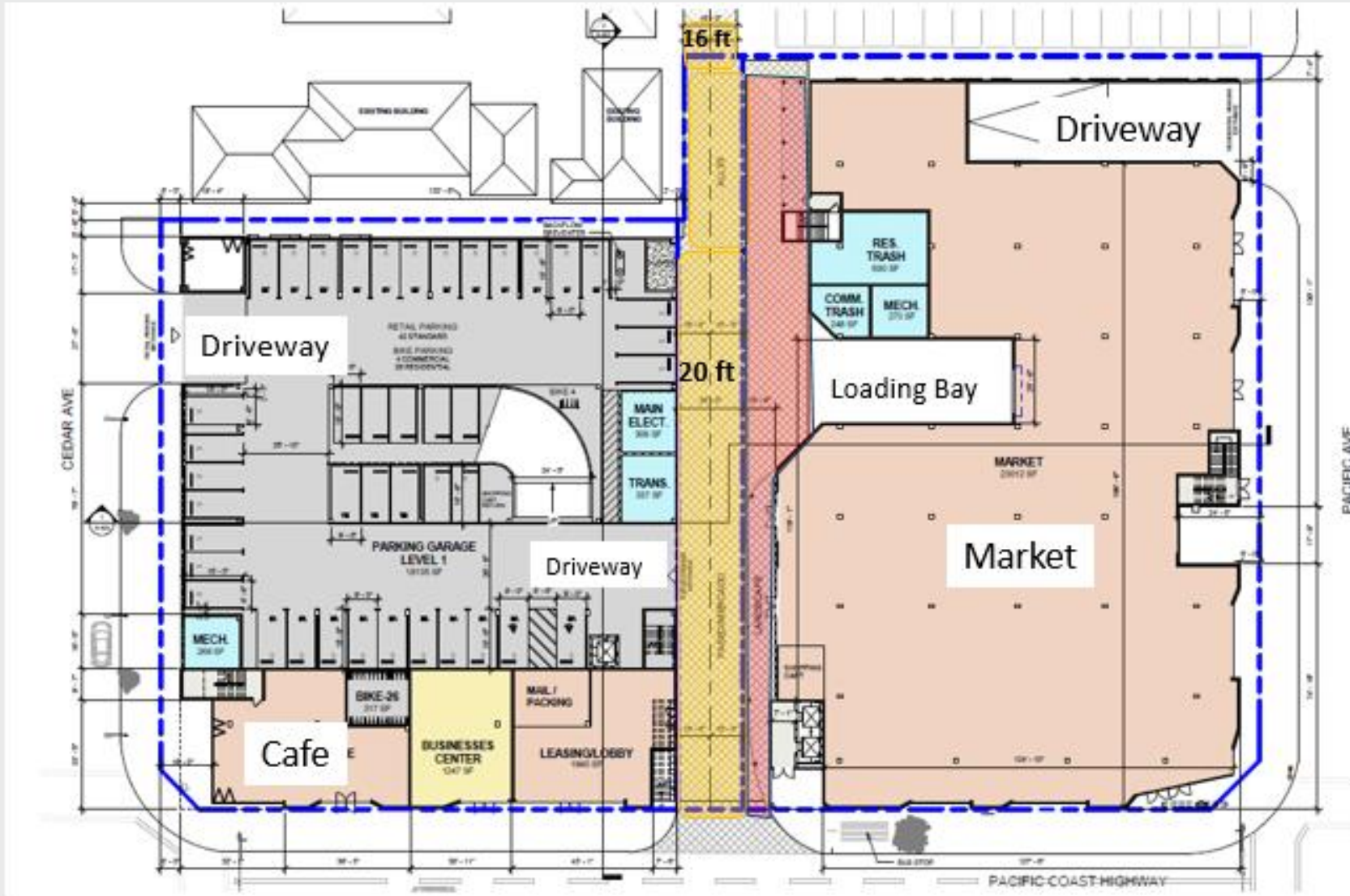
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# Site Plan



# Ground Floor Plan

Cedar Building



Pacific Building