

August 4, 2022

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Accept Categorical Exemption CE-22-116 and approve Conditional Use Permit CUP22-016 and Local Coastal Development Permit LCDP22-024 for the operation of a massage establishment located at 6480 E. Pacific Coast Highway Suite 150, within in the Southeast Area Specific Plan (SP-2) Zoning District. (District 3)

APPLICANT: FNOC 1 LLC - Michael Nash
834 N. Lucia Avenue Unit C
Redondo Beach, CA 90277
(Application No. 2204-38)

DISCUSSION

The site is located within the PCH and 2nd Shopping Center, addressed as 6480 E. Pacific Coast Highway, Suite 150. The shopping center is bounded by 2nd Street to the north, Pacific Coast Highway to the east, a retail shopping center (Marina Shores) to the south, and Marina Drive to the west (Attachment A - Vicinity Map). The shopping center consists of four detached buildings (A, B, C and D) which are connected by pedestrian walkways, outdoor paseos and drive aisles. Suite 150 is specifically located on the ground floor of Building D and takes access from the interior of the center (Attachment B – Site Plan).

The subject site is designated as Land Use District (LUD) No. 7, Mixed Use District, in the City's 1989 General Plan.¹ As set forth in the General Plan, land uses intended for LUD No. 7 include employment centers, such as retail uses, offices, and medical facilities; higher density residential; visitor-serving facilities; personal and professional services; and recreational facilities. The subject site is located within the boundary of the Southeast Area Specific Plan (SEASP – SP-2) Zoning District. More specifically, the site is zoned Mixed-Use Community Center (MUCC). This area is envisioned as the primary activity center in the SEASP area and provides for a mix of uses including residential, regional retail, and office uses. The subject site is also located within

¹ The General Plan Land Use Element was updated in 2019 and has not yet been certified as part of the City's Local Coastal Program. Therefore, the 1989 General Plan Land Use Element (1989) designation of Land Use District (LUD) No. 7 remains applicable to the project site



the Coastal Zone and is therefore subject to the requirements of the City's Local Coastal Program (LCP).

Project Proposal and Entitlements

The applicant is requesting approval to operate a massage establishment within the existing shopping center. The SP-2-MUCC Zoning District requires the granting of a Conditional Use Permit (CUP) for the operation of a massage establishment. A Local Coastal Development Permit (LCDP) is required whenever there is a discretionary application (such as a CUP) (Long Beach Municipal Code [LBMC] Section 21.25.903.B.2) is being requested.

Conditional Use Permit

The applicant is seeking approval of a CUP to allow the operation a new massage establishment located within the existing shopping center (2nd and PCH). In accordance with LBMC Section 21.25.201, the purpose of a CUP is to allow for their individual review of certain land uses to determine if the use is compatible with surrounding use or can be made compatible with conditions of approval. The proposed massage establishment will occupy a tenant suite approximately 2,094 square feet (SF) in area. The floor plan is composed of a reception area, a large room that contains nine massage beds, and smaller rooms located in the rear that contain two bathrooms, and breakroom for employees (Attachment C - Floor Plan and Furnishing Plan).

The business, The NOW – A Massage Boutique is a high-end massage establish operating under a franchise ownership. The applicant has provided a branding book and a menu of services for the new business (Attachment D - NOW Branding Book and Menu of Service).

In order to grant approval of a CUP, LBMC Section 21.52.030 requires specific conditions that have to be met when massage is the primary use of a business. These conditions include limiting the hours of operation, ensuring that there is not an over concentration of massage establishment in one area, and that the interior of the establishment remains visible to the exterior.

The massage establishment will operate Monday through Saturday, from 10:00 a.m. to 9:00 p.m. and Sundays, from 10:00 a.m. to 8:00 p.m. This establishment will comply with the code requirement which restricts massage establishment from operating between 10:00 p.m. and 7:00 a.m. Conditions have been added to ensure that the establishment operates continues to operate in compliance with the code.

LBMC requires that a massage establishment shall not be located within 750 feet from another massage establishment. The proposed massage establishment is not located within 750 feet of another massage establishment; the nearest massage establishment is located at 5870 E. Naples Plaza which is 2,715 feet from the project site. (Attachment E - Radius Map).

The LBMC requires that the interior of the business be visible from the exterior of the business by passing vehicles and pedestrians. A condition will be added to require the store front glass system to be uncovered.

In addition to the aforementioned CUP conditions each massage establishment must a comply with LBMC Title 5 Regulations of Business, Trades, and Professions for massage establishment. Specifically, LBMC Chapter 5.58 establishes specific facility and operating requirements that all massage establishments permit and business license. A condition of approval requiring compliance with these requirements is proposed.

Parking

The shopping center totals 215,554 SF of retail/commercial floor area and includes 1,093 onsite parking spaces within two main parking structures, including a second-level parking deck. Based on the LBMC, a total of 1,078 parking spaces is required for the center. A surplus of 15 spaces exists based on code required parking. A shared parking demand analysis was previously prepared and approved under a separate entitlement for the shopping center "Shared Parking Demand Analysis Addendum No. 2 for the 2nd + PCH Project".² The parking analysis determined that a surplus of 85 onsite parking exists during the weekday and 82 onsite parking spaces exist during the weekends due to the peak demands of the individual uses operating within the center. The proposed use, a massage establishment located within the existing shopping center will share the onsite parking spaces with the other tenants. The parking analysis determines that there is ample onsite parking for this use and the uses currently operating in the center.

In accordance with LBMC Section 21.25.201, the purpose of a CUP is to allow the review of a proposed use to ensure that it is compatible with the adjacent uses or can be made compatible with the surrounding uses, with conditions of approval. The existing uses within the shopping center include retail, personal service, general and medical office, grocery, restaurant, health/fitness club land uses. A massage establishment is classified as a personal service use, and as conditioned would be compatible with the existing uses currently operating in the center.

Local Coastal Development Permit

In accordance with the Zoning Ordinance, a LCDP is required whenever there is a discretionary application (such as a CUP) (LBMC 21.25.903.B.2). The purpose of the LCDP is to ensure that all public and private development in the Long Beach Coastal Zone is developed consistent with the City's certified LCP. The required LCDP covers the entire discretionary approvals under review.

The LCP identifies the area as the Southeast Specific Plan area. The Specific Plan area encompasses 1,472 acres and consists of land 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. The Los Cerritos Channel and San Gabriel River run through the area toward the Alamitos Bay and Pacific Ocean. The SEASP regulates

² Shared Parking Demand Analysis Addendum No. 2 for the 2nd + PCH Project" prepared by Linscott, Law, & Greenspan, Engineers (LLG) dated Feb 7, 2020. The amended Project Addendum No. 2 includes a tenant mix for 215,554 SF of retail/commercial floor area that consists of 77,335 SF of retail uses, a 45,050 SF grocery store, 40,000 SF of full service dining, 25,000 SF of high turn-over restaurant/fast-food uses, 5,000 SF of ready to eat/take-out food uses, 14,081 SF fitness/health club uses, and 9,088 SF of general office/medical office space.

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the project area through the application of eleven land use designations. The Mixed-Use Community Core area is envisioned as the primary activity center in the SEASP area and it provides for a mix of uses including residential, regional retail, overnight visitor serving accommodations, 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. Permitted, conditionally permitted and prohibited uses for this designation are identified in Chapter 4 of the Specific Plan. Development and design standards are found in Chapters 6 and 8 of the Specific Plan respectively.

The proposed use, a new massage establishment would be located within the larger PCH and 2nd Shopping Center. The use along with the existing uses currently operating within the shopping center would continue to promote coastal access with the retail, personal service and restaurant uses for enjoyment by the broader public and local residents, consistent with LCP and Coastal Act goals that encourage visitor-serving uses within the Coastal Zone.

Conclusion

All findings can be made in the affirmative for the CUP. The operation of a massage establishment would not cause substantial adverse effects on the neighboring land uses with the recommended conditions. All findings can be made in the affirmative for the CUP and the LCDP (Attachment G-Findings). Thus, staff recommends that the Planning Commission approve the CUP and LCDP, subject to conditions of approval (Attachment F – Conditions of Approval).

PUBLIC HEARING NOTICE

A total of 721 Public Hearing notices were distributed on July 21, 2022 for the Planning Commission hearing in accordance with the requirements of Chapter 21.21 of the Long Beach Municipal Code.

ENVIRONMENTAL REVIEW

Pursuant to the California Environmental Quality Act (CEQA) this project is eligible for a categorical exemption per Section 15303 (New Construction of Conversion of Small Structures).

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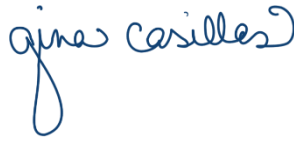
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Respectfully submitted,



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PROJECT PLANNER



GINA CASILLAS
PROJECT PLANNER



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CHRISTOPHER KOONTZ, AICP
ACTING DIRECTOR OF DEVELOPMENT
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CK;AO:bb:gc

Attachments:

- Attachment A - Vicinity Map
- Attachment B - Site Plan
- Attachment C - Floor Plan and Furnishing Plan
- Attachment D - NOW Branding Book and Menu of Services
- Attachment E - Radius Map
- Attachment F - Conditions of Approval
- Attachment G - Findings