

SITE PLAN REVIEW FINDINGS
6398 Pacific Coast Highway
Application No. 1903-16 (LCDP19-003, SPR19-008, MOD19-009)
September 5, 2019

Pursuant to Section 21.25.206 of the Long Beach Municipal Code, the Site Plan Review Committee or City Planning Commission shall not approve a Site Plan Review unless the following findings are made. These findings and staff analysis are presented for consideration and incorporation into the record proceedings.

1. THE DESIGN IS HARMONIOUS, CONSISTENT AND COMPLETE WITHIN ITSELF AND IS COMPATABLE IN DESIGN, CHARACTER AND SCALE, WITH NEIGHBORING STRUCTURES AND THE COMMUNITY IN WHICH IT IS LOCATED;

The project design is harmonious, internally consistent and well integrated into the project site. The site is located within the Marina Pacifica Mall and the project consists of the addition of a 7,000 square-foot (Building A) and 5,000-square-foot (Building B) building, and the addition of 1,007 square feet to an existing building (which will be done in conjunction with an exterior façade remodel). Due to the tenant mix within the commercial center, a variable amount of modern styles define the overall aesthetic character of the site.

Many of the elements used with the individual tenant spaces reflect the distinct branding of each business. The exterior façade remodel, as well as the two new buildings include architectural elements such as smooth stucco finishes, stone veneer, metal canopies, metal eyebrows and metal siding. Other features include asymmetric design, varied roof heights and façade articulation to add visual interest.

While the Marina Pacifica Mall is predominantly an auto-oriented commercial center (due largely to its location among Pacific Coast Highway), the proposed design offers smaller-scale pedestrian characteristics, to the extent feasible. Outdoor patio areas with enhanced hardscaping, pedestrian paths, and deviation from the large expanses of blank wall frontages allows the new buildings to mimic the characteristics of smaller-scale, pedestrian-oriented development.

2. THE DESIGN CONFORMS TO THE “DESIGN GUIDELINES FOR R-3 AND R-4 MULTI-FAMILY DEVELOPMENT, THE “DOWNTOWN DESIGN GUIDELINES”, THE GENERAL PLAN, AND ANY OTHER DESIGN GUIDELINES OR SPECIFIC PLANS WHICH MAY BE APPLICABLE TO THE PROJECT;

The project site is located in General Plan Land Use Designation (LUD) No. 7, the Mixed-Use District. This district is intended for large, vital activity centers rather than strips along major arterials. The project proposal meets the intent of

this land use designation by contributing to the mix of commercial use characteristics of the Marina Pacifica Mall, a large, vital activity center. While the existing commercial center doesn't include any residential or industrial components, the mix of commercial uses defined by restaurants, retail shops, movie theatres, banks, and offices. The addition of the new commercial buildings will add to the diversity of commercial uses and further meet the intent of the General Plan's goals of creating a vital commercial center.

Other General Plan considerations include consistency with the Mobility Element. MOP Policy 6-3 states that one of the goals of the Mobility Element is to encourage the conversion of on-street parking space for expanded sidewalk widths or landscaping, where appropriate. Although the proposed project does not consist of on-street parking conversion, the applicant is requesting to replace several off-street parking spaces with the proposed buildings, outdoor patios with decorative hardscaping and landscaped areas. The incorporation of the outdoor patio areas along the buildings serves a similar purpose to the expansion of sidewalks, within a predominantly auto-oriented development.

3. THE DESIGN WILL NOT REMOVE SIGNIFICANT MATURE TREES OR STREET TREES, UNLESS NO ALTERNATIVE DESIGN IS FEASIBLE;

Although the project site has mature palm trees that will be removed as a result of the two new commercial buildings, significant landscaping improvements, including the incorporation of new mature trees is proposed. The proposed tree sizes range from 24' -36" boxes in addition to several Mexican Fan Palms. As a precaution for the removal of mature palm trees, this project is subject to the procedures set forth with Mitigation Measure BIO-8 of the Southeast Area Specific Plan Program EIR, which requires the conducting of nesting bird surveys by a qualified biologist for construction activities commencing at a certain time of year. Conditions of Approval are also included to regulate the minimum tree sizes to be planted as a part of the landscape upgrades and mature tree replacement.

4. THERE IS AN ESSENTIAL NEXUS BETWEEN THE PUBLIC IMPROVEMENT REQUIREMENTS ESTABLISHED BY THIS ORDINANCE AND THE LIKELY IMPACTS OF THE PROPOSED DEVELOPMENT; AND

The public improvement requirements established in Chapter 21.47 of the Zoning Regulations and identified by the Department of Public Works in project comments dated June 14, 2019, include, but are not limited to, the following: adjacent sidewalk improvement, ADA accessibility compliance, and general off-site improvements abutting the subject site. The essential nexus between these required public improvements and the likely project impacts exists because of the location of the subject site along one of the major thoroughfares within the city and its configuration as an auto-oriented site. The project necessitates public improvements to ensure that this private property development does not

adversely impact other public and private facilities and services. Required public improvements are included in the project's conditions of approval.

5. THE PROJECT CONFORMS TO ALL REQUIREMENTS SET FORTH IN CHAPTER 21.64 (TRANSPORTATION DEMAND MANAGEMENT)

Conditions of approval will be incorporated that require full compliance with all transportation demand management and trip reduction measures.

6. THE APPROVAL IS CONSISTENT WITH THE GREEN BUILDING STANDARDS FOR PUBLIC AND PRIVATE DEVELOPMENT, AS LISTED IN SECTION 21.45.400

The proposed project consists of a net increase of 13,007 square feet. The minimum threshold triggering Green Building Standards is the addition of at least 25,000 square feet building area. Therefore, the proposed project does not exceed the threshold for required compliance with the Green Building Standards of LBMC Section 21.45.400.