



## Legislation Details (With Text)

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<b>Title:</b>	Recommendation to receive and file the Guiding Principles recommended by the Queen Mary Land Development Task Force. (District 2)				
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Date	Ver.	Action By	Action	Result
9/20/2016	1	City Council	approve recommendation	Pass

Recommendation to receive and file the Guiding Principles recommended by the Queen Mary Land Development Task Force. (District 2)

As Long Beach's most esteemed icon, the Queen Mary represents the City's long standing connection to maritime transportation, its rich cultural and social history, and popularity as a world-class destination. In June 2015, the City Council requested the City Manager to convene a Queen Mary Land Development Task Force (Task Force) (Exhibit A - Task Force Members) to engage the public in a dialogue to reimagine developing the over 40-acre leasehold area around the ship. Formation of the 12-member Task Force ensured a transparent process that engaged the community in creating a vision for the site.

Given the significance of the Queen Mary, the increased attention it has garnered in recent years, and the opportunities inherent in the selection of a new leaseholder for this City asset, the City Council emphasized the need for an open and inclusive process that could synthesize the desires of various stakeholders into one document. The Task Force was convened to provide leadership and inspiration for this process and to ensure that a broad range of community interests were adequately considered. The Task Force was encouraged to be creative and imaginative in establishing guidelines for the successful development of the leasehold area. Additionally, the Task Force was charged with establishing a vision that would result in the ship as the focal point of future development, as well as an enhancement of the site as an attraction and significant community asset that can be enjoyed by all who visit.

The Guiding Principles (Exhibit B) is intended to provide guidance and critical feedback to the City and the Developer/Lessee of the Queen Mary leasehold area, in regards to goals and objectives for future development and use of the area surrounding the ship. The Task Force held ten public meetings, including four design charrettes and a public workshop, resulting in

a vision for the proposed Guiding Principles for the site surrounding the Queen Mary ship.

Over the course of ten public meetings, the Task Force participated in a tour of the Queen Mary leasehold area, hosted a design charrette to delve into the creative details of potential development, and heard numerous presentations germane to future plans for the site. Presentation topics included multimodal connectivity and parking, land use planning regulations, site planning and design concepts, and terms of the lease. The Task Force spent the last few months formulating and honing the ideas and concepts to meet their charge. The Task Force efforts culminated with a final set of community meetings that engaged various stakeholders to review, comment on, and finalize a set of principles that will provide guidance on future development of the Queen Mary leasehold area. Underlying the entire process was a directive for public involvement and respect for the Queen Mary vessel, in hopes that future master planning of the site and development activity will uphold the historical value of the ship and its significance to the Long Beach community.

Through this process, seven guiding principles were determined to be vital to any development project, wholly or individually, and were proposed for the Queen Mary site. The guiding principles are not a set of regulatory requirements, but rather, they represent broad objectives that collectively form a vision for future development of the site. A summary of the seven guiding principles is below:

1. The Queen Mary - The ship creates a valuable sense of place and must remain as the focal point of future development and every effort should be made to restore the ship to its original historical elegance and grandeur.
2. Aesthetics - Emphasis should be on authentic, quality architecture relevant to a maritime atmosphere.
3. Broad Public Access - All residents of Long Beach, as well as regional, national, and international visitors, should be welcomed and able to easily access this public site.
4. Connectivity - Infrastructure improvements should create connections to the site both visually and through improved transportation and circulation.
5. Complete Community - Development should create a multi-purpose, multi-use district that provides a wide range of activities and uses that attract visitors to the site and should incorporate sustainable design features.
6. Iconic District - The Queen Mary should be used as the inspiration for the site, organizationally and aesthetically, and the site should include iconic and highly recognizable design and development.
7. World Class Entertainment Venue - The installation of an outdoor concert venue that would serve the community through performances by local arts, culture, and educational groups, as well as national and international talent, is a priority for future

development of the Queen Mary site.

The Guiding Principles is consistent with the Harbor Master Plan, the land use document and Local Coastal Program for the Port and surrounding area, which encompasses the Queen Mary site. The site is located within The Queensway Bay Planning District (District 7), where visitor-serving facilities and quality recreational and tourist activities are encouraged. The Guiding Principles is also consistent with the PD-21 Zoning District (Queensway Bay Planned Development Plan), which allows for the types of uses encouraged in the Guiding Principles, including entertainment, hotels, retail sales, restaurant, and other visitor-serving uses. The Guiding Principles does not establish requirements or recommendations for building height, maximum square footage, or parking standards.

In accordance with Section 15262 (Feasibility and Planning Studies) of the Guidelines for Implementation of the California Environmental Quality Act (CEQA), staff recommends that the City Council find that this action is statutorily exempt from the requirements of the CEQA. The Guiding Principles does not change the development standards or permitted uses for the site. Future development projects will be reviewed for conformance with the Harbor Master Plan and PD-21 Planned Development and for compliance with CEQA.

This matter was reviewed by Assistant City Attorney Michael J. Mais on August 30, 2016 and by Budget Analysis Officer Rhutu Amin Gharib on August 31, 2016.

City Council action is requested on September 20, 2016, to ensure that the lessee of the Queen Mary leasehold area has appropriate guidance for future development applications.

There will be no fiscal impact as a result of the recommended action. However, the Guiding Principles provides clear direction to the lessee of the site, which may result in future development that has a positive impact on jobs and revenue for the City.

Approve recommendation.

[Enter Body Here]

AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

APPROVED:

PATRICK H. WEST  
CITY MANAGER