

Heather Flores

From: Brenna M. Wylder [REDACTED]
Sent: Wednesday, November 2, 2022 3:43 PM
To: PlanningCommissioners
Subject: Planning Commission Agenda Item 2
Attachments: PC Item 2 - 1911 E PCH.PDF

-EXTERNAL-

Good afternoon,

Please see attached transmittal letter regarding Item 2 on the Planning Commission Agenda for November 3, 2022.

Regards,

Brenna M. Wylder

Park & Velayos LLP

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Los Angeles, California 90017
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Park & Velayos LLP

November 2, 2022

BY ELECTRONIC MAIL

Long Beach Planning Commission
Long Beach City Hall
411 W. Ocean Blvd.
Long Beach, CA 90802

Re: **Planning Case Numbers ZCHG20-009 and CUP20-003**

Dear Honorable Commissioners:

We are writing on behalf of property owner SM Wash (“Owner”) in connection with the above-referenced proposed Site Plan Review, Conditional Use Permit, and Zone Change for the project located at 1911 E. Pacific Coast Highway (the “Project”), scheduled for public hearing on November 3, 2022. Please note that we are in agreement with the Staff Report for the Project dated November 3, 2022 (the “Staff Report”), regarding the recommendation to approve the Zone Change, but disagree with the recommendation for the Conditional Use Permit (“CUP”). We have attached the findings that we submitted previously that demonstrate that there is sufficient justification to make all of the necessary Site Plan Review and CUP findings (Attachment A).

The following findings of fact are required in connection with a CUP pursuant to Long Beach Municipal Code Section 21.25.206:

- 1) The approval is consistent with and carries out the General Plan, any applicable specific plans such as the local coastal program and all Zoning Regulations of the applicable district.
- 2) The proposed use will not be detrimental to the surrounding community including public health, safety or general welfare, environmental quality or quality of life.
- 3) The approval is in compliance with the special conditions for specific conditional uses, as listed in Chapter 21.52.
- 4) The related development approval, if applicable, is consistent with the green building standards for public and private development, as listed in Section 21.45.400.

As it appears that Staff agrees that CUP findings 3 and 4 can be made, the below discussion will focus solely on CUP findings 1 and 2.

First, the CUP is consistent with and carries out the General Plan, any applicable specific plans such as the local coastal program and all Zoning Regulations of the applicable district. At staff’s direction, the Project was designed to be consistent with the CCN development standards, as well as the Neighborhood Serving Center and Corridor-Moderate (NSC-M) characteristics. The NSC-M should involve “small-scale centers for local users” for “accommodating daily retail

and service needs” while also providing a “sensitive transition to adjoining residential neighborhoods.” (Land Use Element, 80.) The Project was thoughtfully designed to provide a 6.5-foot barrier wall on the northern property line, as well as an extensive landscape buffer that includes trees, to shield the adjacent residences not only from the car wash operations, but from the sights and sounds of the Pacific Coast Highway. It is also consistent with many General Plan policies, as discussed further in Attachment A.

The Staff Report states that this finding cannot be made because the Project is not consistent with some General Plan policies, particularly with those relating to environmental justice. These policies require that land use plans promote health, reduce barriers to healthy living, achieve health equity, and prevent and reduce the environmental burdens affecting low-income and minority populations. As shown in the Mitigated Negative Declaration prepared by the City and other various technical studies – all of which evaluated the worst-case scenario – the Project is consistent with these policies and would have a less than significant environmental impact after mitigation in all environmental areas, including in regards to traffic, noise, greenhouse gases, and air quality.

Second, the proposed car wash use will not be detrimental to the surrounding community including public health, safety or general welfare, environmental quality or quality of life. The Staff Report claims the Project will be detrimental to the surrounding community’s quality of life by exacerbating existing issues with regard to noise and pollution. As stated above, all technical studies for the Project found that the Project would have a less than significant environmental impact after mitigation, including in regards to traffic, noise, greenhouse gases, and air quality. The Staff Report also fails to consider the Project’s significant, positive impact on public safety. The existing site is a restaurant/bar/nightclub that includes live entertainment and operates until 2:00 a.m. The existing building is over 55 years old, the parking lot is littered with potholes and piles of junk have accumulated behind the building. Unfortunately, these characteristics have made the site a magnet for crime and homelessness. In a review of the crime statistics for this site from 2016 to 2020, there were 28 service calls – ten of these were for violent crimes, ten were for property crimes and eight were for miscellaneous crimes such as drugs and trespassing. In the first five months of this year, there were an additional 15 service calls. The most common crimes were for battery and many were alcohol-related. In short, this site, and the surrounding area, are rife with crime and blight, and have been this way for the past 30+ years. (Dr. Robert Kleinhenz, et al., Economic and Qualitative Impacts Study – Star Express Car Wash (2022).)

In contrast, this Project will significantly improve safety on the site and in the surrounding area. The operating hours will limit operational activity on the site from 7 a.m. to 8 p.m., and staff will ensure smooth operation of equipment, maintain all facilities, and enforce a clean and safe environment throughout entirety of operating hours. Outside of operating hours, security cameras and 24/7 security services will provide additional security. Pedestrian safety will be ensured as well, as the circulation was designed with a one-way directional flow for vehicles to enter from Gardenia and exit onto PCH, which is a vast improvement from the confusing and dangerous access options that exist today.

Finally, the mixed-use development with 33 dwelling units that staff is seeking for the site is not possible today. First, given the maximum density permitted in the CCN zone, the maximum number of dwelling units allowed would be 18 units. Second, the lack of any investment for the last 30+ years means that the Project site is poorly suited for a ground floor retail space, which would be more likely to sit vacant than attract high-quality retail tenants; and nor is it suitable for residents, who would be living on a six-lane, busy road, without nearby amenities, and surrounded mostly by auto-oriented uses. In contrast, this Project, with its high-quality design, extensive landscaping, and safety improvements, will be a catalyst that could speed up that revitalization and allow for those types of mixed-use developments in the future, which are made possible by our proposed zone change to CCN. As the economists who studied this project concluded, “[this project] will meet the building, design, land use, economic, employment and city beautification goals of the City of Long Beach.” (Dr. Robert Kleinhenz, et al., Economic and Qualitative Impacts Study – Star Express Car Wash 1 (2022).)

Accordingly, we respectfully request that you (1) recommend that the City Council adopt Mitigated Negative Declaration (IS/MND 06-22); (2) recommend that City Council approve a zone change (ZCHG20-009) from Regional Highway Commercial (CHW) and Low-Density Multi-Family Residential, small lot (R-3-S) to Community R-4-N Commercial (CCN); and (3) approve the Site Plan Review and Conditional Use Permit (CUP20-003) for a new 3,278-square-foot automated car wash along with two ancillary buildings, located at 1911 East Pacific Coast Highway in the CCN Zoning Districts.

We thank you for your time and careful consideration of the Project.

Best regards,



Francis Y. Park
of PARK & VELAYOS LLP

Attachments

Attachment A – CUP Findings

cc: Mr. Christopher Koontz, Acting Director of Long Beach Development Services
Mr. Alex Muldrow, Planner
Ms. Amy Harbin, Planner
Mr. John Lee
Mr. Pat West
Mr. Alex Cherin

ATTACHMENT A

1911 EAST PACIFIC COAST HIGHWAY FINDINGS OF FACT

CONDITIONAL USE PERMIT

The following are findings of fact required in connection with a Conditional Use Permit per LBMC Section 21.25.206:

A. The approval is consistent with and carries out the General Plan, any applicable specific plans such as the local coastal program and all Zoning Regulations of the applicable district.

The majority of the one-parcel site is currently zoned Regional Highway Commercial (CHW), which “is a commercial use district for mixed scale commercial uses located along major arterial streets and regional traffic corridors. Residential use is not permitted”. (LBMC Section 21.32.020.D.1.) The remainder of the parcel is zoned R-3-S, which is a “three-family residential district” that does not generally permit commercial use. (LBMC Section 21.31.020.K; LBMC Section 21.31, Table 31-1.) A proposed zone change from R-3-S and CHW to CCN would allow for harmonious development across the parcel.

The proposed project has been designed to conform to the Development Standards applicable to the CCN zone designation as set forth in Chapter LBMC 21.32 – Commercial Districts, including but not limited to lot size (exceeds 10,000 SF minimum), building height (within 38 feet/2 stories), required yards, screening, design of building (consistent architectural theme, modules, and materials across facades, primary materials with accent materials covering at least 10% of facade, finished grade not more than 4 feet above grade within front 30 feet of block), off-street parking and loading, landscape, fences and wells, on-premises signs, right-of-way dedications and improvements, and undergrounding of utilities.

The proposed car wash use is permissible within the CCN zone with approval of the proposed conditional use permit pursuant to LBMC Section 21.32.110 (Table 32-1).

The proposed project is consistent with all zoning regulations applicable to the CCN zone and to the proposed car wash use.

The project site is not located within a specific plan area, such as the local coastal program area.

With regard to the City’s General Plan, the Land Use Element (LUE) of the General Plan identifies the subject property, as well as the properties surrounding the subject property, as Neighborhood-Serving Centers and Corridors – Moderate (NSCC-M). While the parcel is currently split zoned, the entirety of the parcel carries the NSCC-M land use designation. This PlaceType “is characterized by medium-rise, moderate-intensity mixed-use (housing and retail) commercial centers and corridors that provide goods and services conveniently located relative to housing”. (LUE, page 80.) The proposed zone change from R-3-S and CHW to CCN would allow for harmonious development across the parcel, and consistent with the immediate site context. The CCN zone allows such redevelopment without precluding the future possibility of mixed-use development, in keeping with the PlaceType.

The LUE states the “PlaceType” approach “differs from traditional land use planning in that it de-emphasizes specific uses and focuses on the form and character of Long Beach’s unique neighborhoods and districts.” (LUE, page 62.) The LUE presents an overview of each PlaceType within Section Four (Land Use Plan), describing the various PlaceTypes according to the following categories: Context; Land Use and Development Standards; Development Patterns; Transitions; Access; Parking; and Zoning. In addition, the LUE presents general policies discussed below. Proposed development projects that carry out the policies of the LUE and fulfill the intent of the PlaceType are considered consistent. (LUE, page 169.) According to the LUE, it is the intention of the plan that: “PlaceTypes allow for a wide variety of compatible and complementary uses to create distinct and ‘complete’ residential neighborhoods, employment centers, open spaces and other areas. By providing greater flexibility in development types and mixed uses, PlaceTypes can also contribute to a livelier urban environment and allow for long-established integrated districts like the downtown to evolve and improve.” (LUE, page 62.)

The following is a summary of the project’s consistency with the NSCC-M PlaceType characteristics:

Context: The LUE provides that lots designated NSCC-M should involve “small-scale centers for local users” for “accommodating daily retail and service needs” while also providing a “sensitive transition to adjoining residential neighborhoods.” (LUE, page 80.)

In order to harmonize the zoning and allow for a cohesive and viable development that is compatible in terms of scale and use with the surrounding land use context, which includes small multi-family dwellings (R-3-S) north of the site, and related commercial uses which surround the site to the south, east, and west (CHW and CNR) the project requests a zone change to make the entire legal parcel CCN, which “is similar to the Community Auto-Oriented District, but also permits medium density residential development at R-4-N densities” (LBMC Section 21.32.020.C.4) and allows car wash use with approval of a conditional use permit (LBMC Section 21.32.110).

The majority of the surrounding land uses are low-rise commercial uses including a gas station and auto repair uses adjoining the site to the east, commercial retail uses to the west, and a motel to the south. The proposed use is a small-scale locally oriented commercial use appropriate to the PlaceType and to the immediate context. The proposed project introduces an attractive and high-quality design that will contribute to the appearance and activation of the Pacific Coast Highway corridor while being compatible in size, scale, and use with surrounding commercial properties, and incorporating landscape buffers, walls and other design features that allow for a transition between the project site and nearby residences.

Land Uses and Development Standards: The NSCC-M PlaceType is described as accommodating commercial, mixed-use and residential development, and emphasizes the desirability of neighborhood-serving commercial uses within this PlaceType. With regard to commercial use, the LUE describes: “Neighborhood-serving, moderate-intensity commercial uses (1.0 – 1.5 FAR).” (LUE, page 82.) The proposed car wash use is neighborhood-serving and commercial in character, and the site design incorporates three structures of varying heights and connects them with vacuum stations located under an attractive canopy, which for technical reasons do not contribute to floor area although they are active and covered areas within the development. Because the vacuum stations are not enclosed by walls, the structures have a floor area ratio of approximately 0.167. However, the site usage extends to the entirety of the site, including

landscape buffer areas, which allows the project to achieve consistency with the applicable zoning and PlaceType development standards.

Development Patterns: NSCC PlaceType at large, is meant to provide smooth transitions from residential neighborhoods to commercial corridors: “Transitions to lower density residential neighborhoods in these areas must include landscape buffers in addition to building setbacks and massing controls.” (LUE, page 82.) The proposed main carwash building is 28 feet tall at its highest point, within the CCN zone maximum of 38 feet, and secondary buildings are only 16 feet and 13 feet high. The proposed site plan incorporates landscape buffers along most of the site periphery, including trees, shrubs and ground cover, as well as a masonry wall along the north boundary of the site. These features reflect an appropriate transition from the surrounding commercial corridor to the adjacent residential development.

Access: Development in the NSCC PlaceType should be “compact and have an interconnected pedestrian network to promote walking,” and should “support multi-modal circulation, including bicycle and transit use.” (LUE, page 83.) The proposed zone change does not alter the relationship of the site to the surrounding right of way, transit or bicycle circulation. The proposed project incorporates the dedication of additional right of way along Pacific Coast Highway, which will allow transportation agencies to pursue long-term improvement plans for enhancing circulation and transit within the area. The proposed project also incorporates bicycle racks on premises and improves the street interface along PCH and Gardenia Avenue with landscape improvements and driveways that conform with all zoning code development standards.

Parking: The LUE states that “cars are welcome in this PlaceType, and street parking is encouraged to buffer the sidewalk zone from passing cars and buses.” (LUE, page 83.) “District or shared-use parking may be an appropriate strategy where parking is difficult to accommodate on small individual parcels.” (Ibid.) The proposed project provides 18 on-site parking spaces, as well as project driveways and site landscape that comply with applicable zoning code standards.

Zoning: The CCN zone is listed under the NSCC-M PlaceType within the LUE compatibility table. Neither of the proposed project’s current zone designations – CHW (Regional Highway Commercial) and R-3-S (Low-density Multifamily Residential) – are among the zones listed under the NSCC-M PlaceType, within the LUE compatibility table (LUE, page 171). The zone change to CCN would therefore serve to bring the site into conformity with the NSCC-M PlaceType and the LUE at large.

The proposed zone change to establish CCN zoning across the site will allow a unified redevelopment of a site currently associated with blight conditions characteristic of the Central Community Plan area as described in the LUE. The existing split-zoning (approximately 27% R-3-S and 73% CHW) precludes any unified development across the site and necessitates a zone change. The car wash use is allowed within the CCN zone with a conditional use permit and is consistent with the neighborhood-serving uses desired in the NSCC-M PlaceType. The proposed project, with an active commercial daytime use, attractively designed site, and high-quality materials, reflects an incremental step toward the realization of the revitalization of the Central area.

If R-3-S zoning was applied across the property, residential density would be limited to 3 units per lot and development would be limited to a maximum height of 25-feet/2 stories. While ground floor commercial use is encouraged along commercial corridors within the Land Use Element, and is reflected in the project site context, that is not achievable with the R-3-S zone, which generally prohibits commercial use. Given the limited range of uses and the limited density, residential development at the R-3-S scale would not be economically viable at this location, nor would it achieve important goals for the Pacific Coast Highway corridor. The majority of the surrounding land uses, are low-rise commercial uses including a gas station and auto repair uses adjoining the site to the east, commercial retail uses to the west, and a motel to the south. While ground floor residential use could be appropriate along the Gardenia Avenue frontage, it would not be recommended along the Pacific Coast Highway frontage given the busy commercial nature of the corridor.

While the CCN zone would permit denser multi-family development, similar to the land use compatibility issues of the R-3-S scenario described above, the context of the project site presents compatibility issues with denser multi-family development. Along Pacific Coast Highway between Gardenia Avenue and Atlantic Boulevard, very few structures exceed 25 feet in height and there are virtually no multi-family residential developments. An economic analysis prepared in connection with the project indicates that market conditions do not support a mixed-use development at this site on the commercial corridor.

The proposed project, including the proposed zone change, reflect the characteristics of the PlaceType and fulfill the intent of the NSCC-M PlaceType by introducing a unified neighborhood-serving development that is appropriately sized and configured to be compatible with existing surrounding land uses while also improving the appearance and economic viability of the project site and advancing the realization of the policies of this Land Use Element as discussed below. Further, the proposed zone change to CCN allows that in future, if conditions will support additional development, the project site may evolve to include mixed uses that are not supported at this time by the project site context. The proposed zone change advances a variety of LUE policies in the immediate term, without foreclosing the possibility the site might be used to advance additional long-term goals and policies:

[S]ince this General Plan (including this Land Use Element) is a long-range policy document, and zoning is sometimes a shorter-range means of incrementally reaching the long-range goals, there may be instances in which the immediate zoning case appears to be inconsistent with the Land Use Element. In such instances, a finding of consistency may be made by the Planning Commission provided it is determined that the proposed zoning or zone change is an incremental step toward the ultimate realization of the policies of this Land Use Element, and that determining consistency will not foreclose the future possibility of attaining the goals of this Land Use Element. (LUE, page 169.)

Appearance and economic viability are of particular concern as the project site is located within the Central community plan area. According to the LUE: "The Central area exhibits some serious land use issues. Developed before zoning existed, and afterwards developed with very lenient zoning standards, these neighborhoods are challenged by an inconsistent pattern of land uses, some incompatible land uses, and a limited supply of recreational open space. Major and minor rehabilitation is needed for much of the housing stock, and many commercial sites and buildings need attention as well. Marginal retail strips with trampled landscapes and neglected building façades become a blighting influence inviting crime to these neighborhoods." The project site is located within Census tract 5733, which is one

of the approximately 18 Census tracts within the City which qualify as Opportunity Zones under the Federal Tax Cuts and Jobs Act where tax incentives may be used within economically distressed communities to stimulate private investment. The proposed Star Express Car Wash will introduce a new business and new direct and indirect jobs within one of the City's qualified Opportunity Zones.

In addition to the substantial overlap between the NSCC-M PlaceType characteristics and the proposed project, the proposed design, use, direct and indirect employment, and sustainability features of the project also serve to implement the following Land Use Element policies:

LU Policy 1-1: Promote sustainable development patterns and development intensities that use land efficiently and accommodate and encourage walking.

LU Policy 1-3: Require sustainable design strategies to be integrated into public and private development projects.

LU Policy 1-9: Correlate new land uses to the existing street system such that that existing street system, in combination with improvements focused on supporting alternative modes of travel, operates at an acceptable level of capacity. New rights-of-way essential to the accommodating all modes of travel will avoid significant social, neighborhood and environmental impacts by utilizing adjacent paved area (e.g. formerly parking or development). The conversion of open space, parkland, buffer areas adjacent to wetlands and rivers and streams for street improvements is discouraged.

LU Policy 3-4: Promote and attract a mix of commercial and industrial uses by emphasizing the flexibility of the PlaceTypes designations.

LU Policy 5-1: Require safe, attractive and environmentally sustainable design, construction and operation of all buildings, landscapes and parking facilities in employment and educational centers.

LU Policy 6-1: Encourage a mix of land uses that is diverse, innovative, competitive, entrepreneurial, local and sustainable, which thereby promotes economic development, increases City revenues, expands job growth and increases value, access and usability for existing neighborhoods and communities.

LU Policy 6-8: Consider fiscal health and fiscal implications in land use decisions. Preserve and enhance the City's ability to sustainably provide services to the City's residents, businesses and visitors.

LU Policy 6-10: Discourage fiscally draining land uses such as public storage, vacant lots and outdoor storage.

LU Policy 7-4: Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development.

LU Policy 7-8: Ensure infill development is compatible with surrounding established and planned uses.

LU Policy 10-2: Complete neighborhoods by allowing low-intensity commercial uses to locate along neighborhood edges, in transition areas and at key intersections.

LU Policy 18-1: Require that new development creatively and effectively integrates private open spaces into project design, both as green spaces and landscaped courtyards.

LU Policy 18-2: Enhance street corridors and spaces between buildings by incorporating small green areas, native and drought-tolerant landscaping and street trees.

LU Policy 18-4: Increase the number of trees, first prioritizing areas identified as tree deficient, to provide the maximum benefits of improved air quality, increased carbon dioxide sequestration, reduced stormwater runoff and mitigated urban heat island effect.

LU Policy 20-9: Recycle or beneficially reuse a majority and growing proportion of the City's wastewater supply.

The project applicant is an experienced developer with a number of Star Express Car Wash facilities across Southern California. According to an economic assessment of the project prepared by Pat West, LLC, investment in the project site is projected to be approximately \$6 million to redevelop this site, including land acquisition, construction, and fixed equipment. The project will generate new property tax to support the City's general fund, supporting public safety, recreation, and infrastructure. Long Beach receives 24 cents from every property tax dollar paid on a private property throughout the city. The net taxable value of the property has already increased to \$2,025,000, raising annual property taxes from \$15,464 to \$30,391. Construction will occur over approximately one year and will directly employ 25 – 45 construction workers with different skills/specialties that are necessary to complete the proposed project will be employed on site including supervision, sitework, foundation, framing, electrical, plumbing, roofing, HVAC, drywall, glazing, painting and landscaping. An economic impact assessment of the project prepared by Pat West, LLC indicates that for every 100 construction jobs, another 226 indirect jobs are created. Therefore, in addition to the 25 – 45 jobs created by project construction, as many as 100 indirect jobs will be created in support of this project.

The proposed car wash use will be staffed by approximately five employees at all times when the business is open to the public. At least two shifts will be required resulting in at least 10 on-site employees. Based upon the economic impact assessment of the project, the proposed car wash may support an additional 20 indirect jobs in addition to the estimated 10 on-site jobs. Together with the construction-related employment, the economic assessment projects nearly 200 jobs will be created or bolstered by construction and operation of the new automated car wash facility.

The proposed project will replace an approximately 3,296 SF structure that dates to the late 1960s and is occupied by a restaurant and bar, and an unlit parking lot that surrounds that structure with minimal landscape along the Pacific Coast Highway frontage of the property. The existing building and parking lot condition contribute to the blighting influence within the Central area noted in the LUE, particularly given the typical operating hours of the restaurant which extend until 2:00 AM. The proposed redevelopment of the site with a state-of-the-art express car wash complex of three buildings surrounded by landscape buffers on the south, west and north sides, site lighting and an on-site staff of five persons who ensure the site is carefully maintained during its operating hours (between 7:00 AM and 8:00 PM).

In addition to furthering the goals and policies of the LUE, the proposed project also serves to implement the following specific areas of consideration as set forth in the Public Safety element of the General Plan, Crime Prevention which states that: "Physical design can be accomplished in such a manner that it contributes to the creation of public spaces that serve to deter, rather than encourage crime" with policies such as:

Public access to parks and other urban uses should be designed in such a manner that surveillance is enhanced. On-street parking, foyers, and similar enclaves should be minimized.

Public areas should be improved so as to attract increased numbers of people and promote high activity levels, thereby increasing the number of observers, which promotes increased safety.

Activity nodes should be centralized to avoid isolated crime opportunities.

Neighborhood identity should be enhanced to encourage cohesion, so that potential violators might be more easily identified.

Landscaping that would hinder visibility or increase user fear should be avoided.
(Public Safety Element, page 78-79.)

According to the Long Beach Police Department, the existing on-site land use, the Los Potros restaurant, bar, and nightclub, generated 28 calls for police service between 2016 and 2020. Of the 28 calls for service, 10 were for violent crime, 10 were for property crime, and the remaining eight included offenses such as drugs and trespassing. The proposed project will remove a crime-encouraging use with a daytime use within a site designed with crime-detering attributes. The project includes lighting throughout the site, and the applicant will contract with security service provider, RTI Systems, which will maintain the property with 24/7 surveillance cameras with audio features to monitor on-site activity and prevent loitering or illegal activities and allow outreach to the Long Beach Police Department for immediate assistance.

Therefore, the approval is consistent with and carries out the General Plan, any applicable specific plans such as the local coastal program and all Zoning Regulations of the applicable district.

B. The proposed use will not be detrimental to the surrounding community including public health, safety or general welfare, environmental quality or quality of life.

The project site is currently developed with a one-story restaurant/bar/nightclub with hours of operation that extend until the early morning hours. The site lacks defining walls or fences, except for areas of chain link fencing, and the sizeable parking area contains no lighting or landscape features.

The project site is located within the Central community plan area. According to the LUE: "The Central area exhibits some serious land use issues. Developed before zoning existed, and afterwards developed with very lenient zoning standards, these neighborhoods are challenged by an inconsistent pattern of land uses, some incompatible land uses, and a limited supply of recreational open space. Major and minor rehabilitation is needed for much of the housing stock, and many commercial sites and buildings need attention as well. Marginal retail strips with trampled landscapes and neglected building façades become a blighting influence inviting crime to these neighborhoods." (LUE, page 152.) This is in spite of a residential population density that is denser than most communities in the City. The project site is

located within Census tract 5733, which is one of the approximately 18 Census tracts within the City which qualify as Opportunity Zones under the Federal Tax Cuts and Jobs Act where tax incentives may be used within economically distressed communities to stimulate private investment. The proposed Star Express Car Wash will introduce a new business and new direct and indirect jobs within one of the City's qualified Opportunity Zones.

The proposed project will result in the removal of the existing improvements and use, and the introduction of new structures with a higher quality of design and construction, to be occupied by a business that will operate between the hours of 7:00 AM and 8:00 PM. While the car wash tunnel is automated, the express car wash will be staffed at all times when the car wash tunnel is in operation. A staff of five (5) persons will be on-site during a typical shift. The nature of the proposed use and the presence of on-site staffing during hours of operation will result in an activated and lively interface with the surrounding community and promote daytime activation and engagement with the public realm in the surrounding area.

Technical analyses of project impacts with respect to noise and traffic indicate the proposed project will not have significant impacts on surrounding land uses. Eilar Associates evaluated a worst-case scenario of anticipated equipment noise for the car wash and concluded "the proposed project is not expected to result in any potential significant noise impacts by the standards of CEQA with respect to temporary or permanent noise or vibration." LSA prepared a trip generation analysis of the proposed project and concluded the project will generate less than 500 daily trips and less than 50 peak-hour trips, and is therefore expected to have a less-than-significant transportation impact based upon the City of Long Beach *Traffic Impact Analysis Guidelines* dated June 23, 2000. In addition, the proposed project incorporates a reclaimed water system that will allow the operators to reclaim used water, treat it and reuse it in a manner that allows between 60 and 85 percent of all car wash activities on the site to use reused water and avoid discharging such water to the public sewer system.

The project site is located within the Central Project Area, which was an investment target for the City's Redevelopment Agency when it was engaged in blight acquisition, removal, and renewal efforts. The project applicant is proposing a \$6 million private investment that will contribute to the beautification and activation of the Pacific Coast Highway corridor in keeping with that vision. By redeveloping a site that has a history of violent crime and property crime, as well as recent homeless encampment issues, the proposed project will stimulate improvement to the surrounding community and in so doing, support improved public health, safety, environmental quality, and quality of life in the area. According to Dr. Robert Kleinhenz, who contributed to the City's Economic Blueprint as well as to the economic assessment of the project prepared by Pat West, LLC: "The proposed Star Express Car Wash development achieves several stated economic development goals as laid out in the Blueprint. This development will improve both the property and the corridor in one of the City's economically disadvantaged neighborhoods, and in doing so will promote economic inclusion, encourage new business attraction and real estate development, and improve the quality of life for residents."

Therefore, the proposed use will not be detrimental to the surrounding community including public health, safety or general welfare, environmental quality or quality of life.

C. The approval is in compliance with the special conditions for specific conditional uses, as listed in Chapter 21.52.

The proposed use is among the Automobile related services described in LBMC Section 21.52.206. The proposed use fulfills each of the applicable special conditions as follows:

In the CB district, such uses shall be limited to locations inside parking structures. The majority of the project site, which is a single legal parcel, is zoned Regional Highway District (CHW). However the northernmost portion of the site (approximately 27%) is zoned R-3-S (Residential). The project includes a proposed a zone change to classify the entirety of the parcel CCN. Therefore, the proposed project is not located within the CB district.

In the CR and CO zones, conditional use permits shall be limited to the expansion of existing nonconforming uses. The majority of the project site, which is a single legal parcel, is zoned Regional Highway District (CHW), with a portion (approximately 27%) zoned R-3-S. The project includes a proposed zone change to classify the entirety of the parcel CCN. Therefore, the project site is not located in the CR or CO zone.

Automobile service station uses shall be limited to: retail sales of fuel, oil and small vehicle parts. The proposed project is an automated express car wash. The proposed site plan does not incorporate or allow for automobile service station uses such as retail sales of fuel, oil or small vehicle parts. The only good or service to be sold on the project site is car wash service.

The proposed use shall not intrude into a concentration of retail uses and shall not impede pedestrian circulation between retail uses. The proposed project is an automated express car wash. The proposed site plan does not incorporate or allow for automobile service station uses such as retail sales of fuel, oil or small vehicle parts. The proposed project includes dedication of seven additional feet of right of way along Pacific Coast Highway, which will enhance pedestrian circulation in the immediate area. All project driveways are located in a manner that conforms to the applicable LBMC regulations, and the site allows for vehicle queuing entirely within the site. Therefore, the proposed use will not intrude into a concentration of retail uses and interrupt or impede pedestrian circulation within the area.

The proposed use shall not create unreasonable obstructions to traffic circulation around or near the site. The proposed project will incorporate substantial on-site queuing and will include 18 vacuum stations to accommodate patron vehicles, including an ADA accessible vacuum station. All project driveways are located in a manner that conforms to the applicable LBMC regulations. Therefore, the proposed use is not expected to result in obstructions to traffic circulation around or near the site.

No curb cuts shall be permitted within forty feet (40') of any public roadway intersection. Curb cuts for the project entry driveway and exit driveway are located at least 40 feet from the intersection of Pacific Coast Highway and Gardenia Avenue. Therefore, no curb cuts are proposed within 40 feet of any public roadway intersection.

No vehicles may be stored at the site for purposes of sale, unless the use is also a vehicle sales lot or for the use as parts for vehicles under repair. No vehicles will be stored at the site. Each of the 18 parking spaces on site is equipped with a vacuum and is intended to be used by patrons of the car wash following use of the car wash tunnel. Each evening, when the car wash closes, staff will ensure that all vehicles are removed from the project site. No vehicles will be stored at the site for any purpose.

The site shall comply with all applicable development standards for open storage and repair uses specified in Chapter 21.45, "Special Development Standards". The proposed project provides for on-site storage within two accessory structures to the car wash tunnel and is not expected to require open storage. Further, the proposed project is a car wash only, and no repair services are proposed on site or accommodated by the site plan, nor is storage of vehicles. There are no Special Development Standards specific to car wash facilities as set forth within LBMC Chapter 21.45. Further, the proposed project includes a restroom building, street setbacks for parking areas, adequate parking surfaces, landscape screening, wheel stops, and outdoor lighting, and will include on-site staff responsible for maintaining the project site in a clean and orderly manner consistent with the requirements of LBMC Section 21.45.140 (Outdoor display for sale or rent (vehicles, equipment, garden supply, or building materials)). Therefore, the site shall comply with all applicable development standards for open storage and repair uses specified in Chapter 21.45, "Special Development Standards".

The proposed conditional use permit approval is in compliance with each of the special conditions for the use enumerated in Chapter 21.52 described above.

D. The related development approval, if applicable, is consistent with the green building standards for public and private development, as listed in Section 21.45.400.

The proposed project is an automated car wash facility comprised of approximately 3,760 SF of new commercial development. The project falls below the thresholds as set forth in Long Beach Municipal Code Section 21.45.400 for Green Building Standards for public and private development. The project has been designed to incorporate a number of green building features, including the use of a reclaimed water system which retains portions of the water used during the wash cycle and treats that water on-site and recycles it within the wash system to use it for undercarriage, side panels, and high-pressure rinse water, reducing the amount of water required and the amount discharged to the public sewer system. The proposed project incorporates such a system and projects that between 60 and 85 percent of the water used by the project will be reclaimed water harvested through the system. That feature along with other building design and performance features will serve the purposes of LBMC Section 21.45.400 by ensuring structures are built and operated "in an ecological and resource-efficient manner". Therefore, the related development approvals, which include a zone change and site plan review, will be consistent with all applicable green building standards.

I. SITE PLAN REVIEW

The following are the findings of fact required in connection with Site Plan Review for development projects per Long Beach Municipal Code (LBMC) Section 21.25.506.A:

A. The design is harmonious, consistent and complete within itself and is compatible in design, character and scale, with neighboring structures and the community in which it is located.

The project site is located on the north side of Pacific Coast Highway between Gardenia Avenue and Cherry Avenue. Pacific Coast Highway is a major north-south State highway under the jurisdiction of the California Department of Transportation (Caltrans) that runs along most of the California Pacific coastline. In the City of Long Beach, Pacific Coast Highway runs east-west, and is primarily a commercial corridor with some residential uses. The project site encompasses a single parcel for a total project area of 0.55 acres. The southwest corner of the project site is currently developed with a restaurant and bar, and a pylon sign identifying the business. The remainder of the site is a surface parking lot that is paved and incorporates no site lighting. While not fully enclosed there are areas of chain link fence at the perimeter of the site. The only existing on-site landscaping is contained within a small planter at the southwest corner of the site and in a planter located adjacent to the entry of the restaurant.

The majority of the project site, which is a single legal parcel, is zoned Regional Highway District (CHW), with a portion (approximately 27%) zoned R-3-S (Residential). The Site Plan Review application is proposed concurrent with a zone change to classify the entirety of the parcel Community R-4-N (CCN).

The proposed project, an automated express car wash, will consist of three one-story structures including a car wash tunnel (approximately 3,278 SF), and two accessory structures comprising a monitoring booth (approximately 127 SF) for on-site staff, and a restroom building (approximately 355 SF) that also encloses mechanical systems for the adjacent vacuum stations. The remainder of the site will include 18 parking spaces equipped with vacuum stations that feature metal canopies that serve to introduce shade, color and visual interest to the site at a pedestrian scale, without obscuring views through the site. Site improvements will include a masonry wall located along the northern property line, and landscape buffers along the north and west property lines. The proposed structures will be separated from the nearest existing structures to the north by a 6.5 foot high masonry wall, a 5 foot landscape buffer incorporating groundcover, shrubs and evergreen trees, and a 13.5 foot wide vehicle lane. The proposed landscape plan will result in a substantial greening of the site, with extensive planting along the project's Gardenia Avenue street frontage, as well as planters along the Pacific Coast Highway frontage.

The project site is surrounded by commercial and residential uses. Commercial uses are located west of the project site across Gardenia Avenue, and east of the project site across an alley that divides the project site from the adjacent ARCO service station and automotive repair shops. Pacific Coast Highway immediately borders the project site to the south and is predominantly commercial in character with small centers offering retail and neighborhood services uses as well as a thrift shop, motel, and one residential structure at the southwest and southeast corners of Pacific Coast Highway and Gardenia Avenue. One and two-story multi-family residences are located north of the project site, along Gardenia Avenue.

The design of the proposed project reflects a modern architectural style with flat roofs and careful attention to variation in building height across the three proposed structures, with elements which

range in height from approximately 13 feet to 28 feet in height. Building materials include white-colored stucco accented with dark brown wood cladding and prominent metal clad wall panels in a red accent color that is repeated in the metal canopies within the parking area, as well as areas of gray metal siding. Each of the structures incorporates large clear glass windows and single light glass paned doors to allow visibility into the structures. The car wash tunnel features two overhead sectional doors with clear glass panes, at the entrance and exit respectively, to allow visibility and daylight into the structures, even when the building is not operating.

The proposed project would serve as an appropriate transition between the existing traffic and commercial uses that characterize Pacific Coast Highway in this area, and the residential uses located north of the project site which are buffered from the proposed development with a 6.5-foot masonry wall, landscape area and site circulation features. Together, building design and materials and the landscape plan will result in an aesthetic upgrade to the site that is complete and cohesive, while also providing compatibility with the height and scale of the surrounding land uses.

Therefore, the design is harmonious, consistent and complete within itself and is compatible in design, character and scale, with neighboring structures and the community in which it is located.

B. The design conforms to any applicable special design guidelines adopted by the Planning Commission or specific plan requirements, such as the design guidelines for R-3 and R-4 multifamily development, the downtown design guidelines, PD guidelines or the General Plan.

The design of the proposed project conforms to all applicable City guidelines.

The majority of the one-parcel site is currently zoned Regional Highway Commercial (CHW), which “is a commercial use district for mixed scale commercial uses located along major arterial streets and regional traffic corridors. Residential use is not permitted”. (LBMC Section 21.32.020.D.1.) The remainder of the parcel is zoned R-3-S, which is a “three-family residential district” that does not generally permit commercial use. (LBMC Section 21.31.020.K; LBMC Section 21.31, Table 31-1.) A proposed zone change from R-3-S and CHW to CCN would allow for harmonious development across the parcel.

The CCN zone is “similar to the Community Auto-Oriented District,” which “permits retail and service uses for an entire community including convenience and comparison shopping for goods and services”. (LBMC Section 21.32.020.C.) The CCN zone also permits residential uses at R-4-N multi-family residential density.

The proposed project has been designed to conform to the Development Standards applicable to the CCN zone designation as set forth in Chapter LBMC 21.32 – Commercial Districts, including but not limited to lot size (exceeds 10,000 SF minimum), building height (within 38 feet/2 stories), required yards, screening, design of building (consistent architectural theme, modules, and materials across facades, primary materials with accent materials covering at least 10% of facade, finished grade not more than 4 feet above grade within front 30 feet of block), off-street parking and loading, landscape, fences and wells, on-premises signs, right-of-way dedications and improvements, and undergrounding of utilities.

The project site is not located within a specific plan area or a district with downtown design or Planned Development guidelines. While the existing zoning for the project site includes a portion of R-3-S zoning,

the proposed project includes a zone change application to CCN, and the proposed development is commercial in nature. Therefore, multi-family design guidelines are not applicable to the project.

With regard to the City's General Plan, the Land Use Element (LUE) of the General Plan identifies the subject property, as well as the properties surrounding the subject property, as Neighborhood-Serving Centers and Corridors – Moderate (NSCC-M). While the parcel is currently split zoned, the entirety of the parcel carries the NSCC-M land use designation. This PlaceType "is characterized by medium-rise, moderate-intensity mixed-use (housing and retail) commercial centers and corridors that provide goods and services conveniently located relative to housing". (LUE, page 80.) The proposed zone change from R-3-S and CHW to CCN would allow for harmonious commercial development across the parcel, without precluding the future possibility of residential development, in keeping with the PlaceType.

The LUE states the "PlaceType" approach "differs from traditional land use planning in that it de-emphasizes specific uses and focuses on the form and character of Long Beach's unique neighborhoods and districts." (LUE, page 62.) The LUE presents an overview of each PlaceType within Section Four (Land Use Plan), describing the various PlaceTypes according to the following categories: Context; Land Use and Development Standards; Development Patterns; Transitions; Access; Parking; and Zoning. In addition, the LUE presents general policies discussed below. Proposed development projects that carry out the policies of the LUE and fulfill the intent of the PlaceType are considered consistent. (LUE, page 169.) According to the LUE, it is the intention of the plan that: "PlaceTypes allow for a wide variety of compatible and complementary uses to create distinct and 'complete' residential neighborhoods, employment centers, open spaces and other areas. By providing greater flexibility in development types and mixed uses, PlaceTypes can also contribute to a livelier urban environment and allow for long-established integrated districts like the downtown to evolve and improve." (LUE, page 62.)

The following is a summary of the project's consistency with the NSCC-M PlaceType characteristics:

Context: The LUE provides that lots designated NSCC-M should involve "small-scale centers for local users" for "accommodating daily retail and service needs" while also providing a "sensitive transition to adjoining residential neighborhoods." (LUE, page 80.)

In order to harmonize the zoning and allow for a cohesive and viable development that is compatible in terms of scale and use with the surrounding land use context, which includes small multi-family dwellings (R-3-S) north of the site, and related commercial uses which surround the site to the south, east, and west (CHW and CNR) the project requests a zone change to make the entire legal parcel CCN, which "is similar to the Community Auto-Oriented District, but also permits medium density residential development at R-4-N densities" (LBMC Section 21.32.020.C.4) and allows car wash use with approval of a conditional use permit (LBMC Section 21.32.110).

The majority of the surrounding land uses are low-rise commercial uses including a gas station and auto repair uses adjoining the site to the east, commercial retail uses to the west, and a motel to the south. The proposed use is a small-scale locally oriented commercial use appropriate to the PlaceType and to the immediate context. The proposed project introduces an attractive and high-quality design that will contribute to the appearance and activation of the Pacific Coast Highway corridor while being compatible in size, scale, and use with surrounding commercial properties, and incorporating landscape buffers, walls and other design features that allow for a transition between the project site and nearby residences.

Land Uses and Development Standards: The NSCC-M PlaceType is described as accommodating commercial, mixed-use and residential development, and emphasizes the desirability of neighborhood-serving commercial uses within this PlaceType. With regard to commercial use, the LUE describes: “Neighborhood-serving, moderate-intensity commercial uses (1.0 – 1.5 FAR).” (LUE, page 82.) The proposed car wash use is neighborhood-serving and commercial in character, and the site design incorporates three structures of varying heights and connects them with vacuum stations located under an attractive canopy, which for technical reasons do not contribute to floor area although they are active and covered areas within the development. Because the vacuum stations are not enclosed by walls, the structures have a floor area ratio of approximately 0.167. However, the site usage extends to the entirety of the site, including landscape buffer areas, which allows the project to achieve consistency with the applicable zoning and PlaceType development standards.

Development Patterns: NSCC PlaceType at large, is meant to provide smooth transitions from residential neighborhoods to commercial corridors: “Transitions to lower density residential neighborhoods in these areas must include landscape buffers in addition to building setbacks and massing controls.” (LUE, page 82.) The proposed main carwash building is 28 feet tall at its highest point, within the CCN zone maximum of 38 feet, and secondary buildings are only 16 feet and 13 feet high. The proposed site plan incorporates landscape buffers along most of the site periphery, including trees, shrubs and ground cover, as well as a masonry wall along the north boundary of the site. These features reflect an appropriate transition from the surrounding commercial corridor to the adjacent residential development.

Access: Development in the NSCC PlaceType should be “compact and have an interconnected pedestrian network to promote walking,” and should “support multi-modal circulation, including bicycle and transit use.” (LUE, page 83.) The proposed zone change does not alter the relationship of the site to the surrounding right of way, transit or bicycle circulation. The proposed project incorporates the dedication of additional right of way along Pacific Coast Highway, which will allow transportation agencies to pursue long-term improvement plans for enhancing circulation and transit within the area. The proposed project also incorporates bicycle racks on premises and improves the street interface along PCH and Gardenia Avenue with landscape improvements and driveways that conform with all zoning code development standards.

Parking: The LUE states that “cars are welcome in this PlaceType, and street parking is encouraged to buffer the sidewalk zone from passing cars and buses.” (LUE, page 83.) “District or shared-use parking may be an appropriate strategy where parking is difficult to accommodate on small individual parcels.” (Ibid.) The proposed project provides 18 on-site parking spaces, as well as project driveways and site landscape that comply with applicable zoning code standards.

Zoning: The CCN zone is listed under the NSCC-M PlaceType within the LUE compatibility table. Neither of the proposed project’s current zone designations – CHW (Regional Highway Commercial) and R-3-S (Low-density Multifamily Residential) – are among the zones listed under the NSCC-M PlaceType, within the LUE compatibility table (LUE, page 171). The zone change to CCN would therefore serve to bring the site into conformity with the NSCC-M PlaceType and the LUE at large.

The proposed zone change to establish CCN zoning across the site will allow a unified redevelopment of a site currently associated with blight conditions characteristic of the Central Community Plan area as described in the LUE. The existing split-zoning (approximately 27% R-3-S and 73% CHW) precludes any unified development across the site and necessitates a zone change. The car wash use is allowed within the CCN zone with a conditional use permit and is consistent with the neighborhood-serving uses desired in the NSCC-M PlaceType. The proposed project, with an active commercial daytime use, attractively designed site, and high-quality materials, reflects an incremental step toward the realization of the revitalization of the Central area.

If R-3-S zoning was applied across the property, residential density would be limited to 3 units per lot and development would be limited to a maximum height of 25-feet/2 stories. While ground floor commercial use is encouraged along commercial corridors within the Land Use Element, and is reflected in the project site context, that is not achievable with the R-3-S zone, which generally prohibits commercial use. Given the limited range of uses and the limited density, residential development at the R-3-S scale would not be economically viable at this location, nor would it achieve important goals for the Pacific Coast Highway corridor. The majority of the surrounding land uses, are low-rise commercial uses including a gas station and auto repair uses adjoining the site to the east, commercial retail uses to the west, and a motel to the south. While ground floor residential use could be appropriate along the Gardenia Avenue frontage, it would not be recommended along the Pacific Coast Highway frontage given the busy commercial nature of the corridor.

While the CCN zone would permit denser multi-family development, similar to the land use compatibility issues of the R-3-S scenario described above, the context of the project site presents compatibility issues with denser multi-family development. Along Pacific Coast Highway between Gardenia Avenue and Atlantic Boulevard, very few structures exceed 25 feet in height and there are virtually no multi-family residential developments. An economic analysis prepared in connection with the project indicates that market conditions do not support a mixed-use development at this site on the commercial corridor.

The proposed project, including the proposed zone change, reflect the characteristics of the PlaceType and fulfill the intent of the NSCC-M PlaceType by introducing a unified neighborhood-serving development that is appropriately sized and configured to be compatible with existing surrounding land uses while also improving the appearance and economic viability of the project site and advancing the realization of the policies of this Land Use Element as discussed below. Further, the proposed zone change to CCN allows that in future, if conditions will support additional development, the project site may evolve to include mixed uses that are not supported at this time by the project site context. The proposed zone change advances a variety of LUE policies in the immediate term, without foreclosing the possibility the site might be used to advance additional long-term goals and policies:

[S]ince this General Plan (including this Land Use Element) is a long-range policy document, and zoning is sometimes a shorter-range means of incrementally reaching the long-range goals, there may be instances in which the immediate zoning case appears to be inconsistent with the Land Use Element. In such instances, a finding of consistency may be made by the Planning Commission provided it is determined that the proposed zoning or zone change is an incremental step toward the ultimate realization of the policies of this Land Use Element, and

that determining consistency will not foreclose the future possibility of attaining the goals of this Land Use Element. (LUE, page 169.)

Appearance and economic viability are of particular concern as the project site is located within the Central community plan area. According to the LUE: "The Central area exhibits some serious land use issues. Developed before zoning existed, and afterwards developed with very lenient zoning standards, these neighborhoods are challenged by an inconsistent pattern of land uses, some incompatible land uses, and a limited supply of recreational open space. Major and minor rehabilitation is needed for much of the housing stock, and many commercial sites and buildings need attention as well. Marginal retail strips with trampled landscapes and neglected building façades become a blighting influence inviting crime to these neighborhoods." The project site is located within Census tract 5733, which is one of the approximately 18 Census tracts within the City which qualify as Opportunity Zones under the Federal Tax Cuts and Jobs Act where tax incentives may be used within economically distressed communities to stimulate private investment. The proposed Star Express Car Wash will introduce a new business and new direct and indirect jobs within one of the City's qualified Opportunity Zones.

In addition to the substantial overlap between the NSCC-M PlaceType characteristics and the proposed project, the proposed design, use, direct and indirect employment, and sustainability features of the project also serve to implement the following Land Use Element policies:

LU Policy 1-1: Promote sustainable development patterns and development intensities that use land efficiently and accommodate and encourage walking.

LU Policy 1-3: Require sustainable design strategies to be integrated into public and private development projects.

LU Policy 1-9: Correlate new land uses to the existing street system such that that existing street system, in combination with improvements focused on supporting alternative modes of travel, operates at an acceptable level of capacity. New rights-of-way essential to the accommodating all modes of travel will avoid significant social, neighborhood and environmental impacts by utilizing adjacent paved area (e.g. formerly parking or development). The conversion of open space, parkland, buffer areas adjacent to wetlands and rivers and streams for street improvements is discouraged.

LU Policy 3-4: Promote and attract a mix of commercial and industrial uses by emphasizing the flexibility of the PlaceTypes designations.

LU Policy 5-1: Require safe, attractive and environmentally sustainable design, construction and operation of all buildings, landscapes and parking facilities in employment and educational centers.

LU Policy 6-1: Encourage a mix of land uses that is diverse, innovative, competitive, entrepreneurial, local and sustainable, which thereby promotes economic development, increases City revenues, expands job growth and increases value, access and usability for existing neighborhoods and communities.

LU Policy 6-8: Consider fiscal health and fiscal implications in land use decisions. Preserve and enhance the City's ability to sustainably provide services to the City's residents, businesses and visitors.

LU Policy 6-10: Discourage fiscally draining land uses such as public storage, vacant lots and outdoor storage.

LU Policy 7-4: Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development.

LU Policy 7-8: Ensure infill development is compatible with surrounding established and planned uses.

LU Policy 10-2: Complete neighborhoods by allowing low-intensity commercial uses to locate along neighborhood edges, in transition areas and at key intersections.

LU Policy 18-1: Require that new development creatively and effectively integrates private open spaces into project design, both as green spaces and landscaped courtyards.

LU Policy 18-2: Enhance street corridors and spaces between buildings by incorporating small green areas, native and drought-tolerant landscaping and street trees.

LU Policy 18-4: Increase the number of trees, first prioritizing areas identified as tree deficient, to provide the maximum benefits of improved air quality, increased carbon dioxide sequestration, reduced stormwater runoff and mitigated urban heat island effect.

LU Policy 20-9: Recycle or beneficially reuse a majority and growing proportion of the City's wastewater supply.

The project applicant is an experienced developer with a number of Star Express Car Wash facilities across Southern California. According to an economic assessment of the project prepared by Pat West, LLC, investment in the project site is projected to be approximately \$6 million to redevelop this site, including land acquisition, construction, and fixed equipment. The project will generate new property tax to support the City's general fund, supporting public safety, recreation, and infrastructure. Long Beach receives 24 cents from every property tax dollar paid on a private property throughout the city. The net taxable value of the property has already increased to \$2,025,000, raising annual property taxes from \$15,464 to \$30,391. Construction will occur over approximately one year and will directly employ 25 – 45 construction workers with different skills/specialties that are necessary to complete the proposed project will be employed on site including supervision, sitework, foundation, framing, electrical, plumbing, roofing, HVAC, drywall, glazing, painting and landscaping. An economic impact assessment of the project prepared by Pat West, LLC indicates that for every 100 construction jobs, another 226 indirect jobs are created. Therefore, in addition to the 25 – 45 jobs created by project construction, as many as 100 indirect jobs will be created in support of this project.

The proposed car wash use will be staffed by approximately five employees at all times when the business is open to the public. At least two shifts will be required resulting in at least 10 on-site employees. Based upon the economic impact assessment of the project, the proposed car wash may support an additional 20 indirect jobs in addition to the estimated 10 on-site jobs. Together with the

construction-related employment, the economic assessment projects nearly 200 jobs will be created or bolstered by construction and operation of the new automated car wash facility.

The proposed project will replace an approximately 3,296 SF structure that dates to the late 1960s and is occupied by a restaurant and bar, and an unlit parking lot that surrounds that structure with minimal landscape along the Pacific Coast Highway frontage of the property. The existing building and parking lot condition contribute to the blighting influence within the Central area noted in the LUE, particularly given the typical operating hours of the restaurant which extend until 2:00 AM. The proposed redevelopment of the site with a state-of-the-art express car wash complex of three buildings surrounded by landscape buffers on the south, west and north sides, site lighting and an on-site staff of five persons who ensure the site is carefully maintained during its operating hours (between 7:00 AM and 8:00 PM).

In addition to furthering the goals and policies of the LUE, the proposed project also serves to implement the following specific areas of consideration as set forth in the Public Safety element of the General Plan, Crime Prevention which states that: "Physical design can be accomplished in such a manner that it contributes to the creation of public spaces that serve to deter, rather than encourage crime" with policies such as:

Public access to parks and other urban uses should be designed in such a manner that surveillance is enhanced. On-street parking, foyers, and similar enclaves should be minimized.

Public areas should be improved so as to attract increased numbers of people and promote high activity levels, thereby increasing the number of observers, which promotes increased safety.

Activity nodes should be centralized to avoid isolated crime opportunities.

Neighborhood identity should be enhanced to encourage cohesion, so that potential violators might be more easily identified.

Landscaping that would hinder visibility or increase user fear should be avoided.
(Public Safety Element, pages 78-79.)

According to the Long Beach Police Department, the existing on-site land use, the Los Potros restaurant, bar, and nightclub, generated 28 calls for police service between 2016 and 2020. Of the 28 calls for service, 10 were for violent crime, 10 were for property crime, and the remaining eight included offenses such as drugs and trespassing. The proposed project will remove a crime-encouraging use with a daytime use within a site designed with crime-detering attributes. The project includes lighting throughout the site, and the applicant will contract with security service provider, RTI Systems, which will maintain the property with 24/7 surveillance cameras with audio features to monitor on-site activity and prevent loitering or illegal activities and allow outreach to the Long Beach Police Department for immediate assistance.

Based upon the foregoing, the design conforms to any applicable special design guidelines adopted by the Planning Commission or specific plan requirements, such as the design guidelines for R-3 and R-4 multifamily development, the downtown design guidelines, PD guidelines or the General Plan.

C. The design will not remove significant mature trees or street trees, unless no alternative design is possible.

The project site is currently improved with a restaurant and bar, a pylon sign identifying the business, and a surface parking lot that is paved. The only existing on-site landscaping is contained within a small planter at the southwest corner of the site and in a planter located adjacent to the entry of the existing restaurant. There are no significant mature trees on site. The project proposes to introduce substantial on-site planting along Gardenia Avenue and Pacific Coast Highway and along the north property line. Eight existing street trees are located on the project site's Gardenia Avenue frontage. Seven will be retained. A single street tree that conflicts with the proposed driveway location must be removed. The location and size of the driveway reflect City standards. The placement of existing street trees does not allow a driveway consistent with City standards without removal of at least one street tree. No street trees are located along the Pacific Coast Highway frontage of the project site. Therefore, the proposed project will result in the removal of a single street tree, however no alternative design for the proposed use will allow for the retention of all street trees along the project's Gardenia Avenue frontage.

D. There is an essential nexus between the public improvement requirements established by this ordinance and the likely impacts of the proposed development.

The proposed project includes improvements to the public right of way adjacent to the project including dedications as required by the City in furtherance of its circulation and infrastructure objectives. Among the significant improvements are the following dedications and improvements required by Public Works:

Alley widening by four (4) feet to achieve a half-width of 10 feet along the alley running between Cherry Avenue and Gardenia Avenue along the project site.

Repaving of the alley adjacent to the project site.

A seven-foot dedication along Pacific Coast Highway to accommodate a future street width of 50 feet from centerline to back of walk, in order to accommodate a future roadway width of 100 feet along Pacific Coast Highway.

Installation of concrete within the dedication area to expand the available pedestrian right of way along the project frontage.

Therefore, there is an essential nexus between the public improvement requirements established by this ordinance and the likely impacts of the proposed development.

E. The project conforms with all requirements set forth in Chapter 21.64 (Transportation Demand Management), which requirements are summarized in Table 25-1.

The proposed project is commercial in nature and includes three one-story structures totaling approximately 3,760 SF, which is below the 25,000 SF threshold for Transportation Demand Management requirements as set forth in LBMC Chapter 21.64, Table 25-1. Therefore, the project is exempt from Transportation Demand Management requirements.

F. The approval is consistent with the green building standards for public and private development, as listed in Section 21.45.400.

The proposed project is an automated car wash facility comprised of approximately 3,760 SF of new commercial development. The project falls below the thresholds as set forth in LBMC Section 21.45.400 for Green Building Standards for public and private development. The project has been designed to incorporate a number of green building features, including the use of a reclaimed water system which retains portions of the water used during the wash cycle and treats that water on-site and recycles it within the wash system to use it for undercarriage, side panels, and high-pressure rinse water, reducing the amount of water required and the amount discharged to the public sewer system. The proposed project incorporates such a system and projects that between 60 and 85 percent of the water used by the project will be reclaimed water harvested through the system. That feature along with other building design and performance features will serve the purposes of LBMC Section 21.45.400 by ensuring the construction of structures that are built and operated “in an ecological and resource-efficient manner”. Therefore, the approval is consistent with all applicable green building standards.