



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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June 2, 2011

CHAIR AND PLANNING COMMISSIONERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve a Site Plan Review for the construction of a 4-story, 155-room hotel and two 5,000-square-foot retail pads at 3821 Bayer Avenue in Subarea 1 of the PD-32 Douglas Park North Planned Development District (PD-32). (District 5)

APPLICANT: Nexus Development Corporation  
1 MacArthur Place, Suite 300  
Santa Ana, CA 92707  
(Application No.1102-09)

## DISCUSSION

The project site is located at 3821 Bayer Avenue, at the northwest corner of Lakewood Boulevard and Cover Street, in the PD-32 Douglas Park North Planned Development District (PD-32)(Exhibit A – Location Map). The site is approximately 186,921 square feet and will serve as a commercial gateway to the northern portion of the PD-32 site.

Douglas Park is bounded on the south by the Long Beach Municipal Airport, on the west by Lakewood Country Club, on the north by Carson Street and on the east by Lakewood Boulevard. It comprises 238 acres of a former McDonnell-Douglas aircraft manufacturing facility that was approved for a phased mixed master planned community that would consist of up to 3.3 million square feet of commercial and industrial floor area including office, research and development, light industrial, manufacturing and aviation-related uses. In addition, Douglas Park allows up to 250,000 square feet of retail space and 400 hotel rooms. The proposed project is located within sub area 1 (Mixed-Use Enclave) of Douglas Park. This sub area is intended to serve as a commercial district of office, retail, entertainment, restaurant and hotel uses. The retail zone of sub area 1 consists of a Main Street Overlay Zone and the southern-most portion of sub area 1 is the location of the proposed project.

The Project consists of a 90,255-square-foot hotel and two 5,000-square-foot retail pads. The hotel will be four stories and have 155 guest rooms. In addition to the guest rooms, the proposed hotel includes 4,000 square feet of meeting room space, a contemporary lounge area that includes a café, library, home theatre, media pods and market, an

approximately 1,180-square-foot exercise room and a 578-square-foot swimming pool (Exhibit B – Plans & Photos). The proposed retail spaces will have a combination of restaurant uses with indoor/outdoor dining and general retail uses that are anticipated to serve guests of the hotel and customers in the surrounding areas.

Development within the PD-32 zoning district must be consistent with the Douglas Park Design Guidelines. The proposed Project is consistent with the requirements of public realm guidelines and required gateways. These required primary gateways are to be located as follows: the corner of Cover Street and Lakewood Boulevard, McGowen Street and Lakewood Boulevard, and Worsham Avenue and Carson Street. The required gateway for the project site includes all required elements such as aviation-themed art pieces to provide entry identification, enhanced paving and outdoor furnishing, trees that frame the gateway, while not visually blocking the site and layered plant material. The design of the proposed gateway creates synergy and a strong connection between the Lakewood Boulevard edge and on-site uses, with direct pedestrian access onto retail spaces.

The implementation of two retail pads directly adjacent to Lakewood Boulevard achieves a number of objectives. As required within the Douglas Park Design Guidelines, the primary presence along Lakewood Boulevard is pedestrian-oriented structures that provide a building edge along the major thoroughfare. Pedestrian activity between the retail pads, Lakewood Boulevard and the hotel is enhanced with the presence of outdoor furniture and decorative paving and appropriately scaled buildings. The implementation of the two retail pads also creates a precise North/South and East/West axis in which automobile circulation and hotel visibility from Lakewood Boulevard are clearly defined. The proposed drop-off zone, in relation to the hotel entrance and curb-cut entranceways simplifies circulation throughout the site. As required by the Design Guidelines, the drop-off zone is located away from Lakewood Boulevard.

Parking and service-related aspects of the project have been addressed, based on staff's comments and feedback. Trash enclosures have been appropriately relocated to inconspicuous locations that are not readily visible from public rights-of-way. The main service area for the hotel has been relocated to the west elevation, to face Bayer Avenue and allow for easy access for delivery, trash and recycling collection from that street. Conditions of Approval will be incorporated to ensure proper attention is given to pedestrian pathways within the parking lot (Exhibit C – Findings & Conditions).

The design of the hotel uses a contemporary style of architecture that both enhances and relates to the overall character of Douglas Park. The applicants have worked closely with staff to further enhance the architectural quality of the proposed structure. Some of the key design elements incorporated into each elevation are stone tile veneer, metallic finish elements, smooth and textured plaster finishes, barrel roof elements, trellises, and several pop-outs and recessions to create articulation. The use of accent material does meet the required ten percent criteria and creates contrasts in color throughout each elevation. Overall, the contemporary design of a floor plan that deviates from a typical symmetric box greatly enhances the aesthetics and functionality of the hotel.

Per code, the parking requirement for hotels is 1 space per guest room, and 4 spaces per 1,000 square feet of retail area and 10 spaces per 1,000 square feet of restaurant dining area. The parking requirement for the hotel is 155 spaces. It is anticipated that the maximum square footage of dining area throughout the retail pads will not exceed 4,000 square feet, which results in a total parking requirement of 40 spaces for restaurant dining. If all of the retail pad area (10,000 square feet) is devoted strictly to retail uses (excluding restaurants), then the total parking requirement will also be 40 spaces. Therefore, the total parking requirement for the entire project is 195 spaces. The number of parking spaces proposed is 175.

Shared parking analyses within the PD-32 district have been conducted using anticipated parking ratios for development. Parking within Douglas Park is not restricted to specific tenants or land uses so the opportunities for shared parking are feasible because of different peak parking characteristics that vary by use. As hotel parking typically peaks in the evening and retail and restaurant hours typically peak around 2:00 p.m., parking between uses on the site are not anticipated to have any adverse effects.

With the proximity of the proposed hotel to the Long Beach Airport, it is also expected that a number of guests will be using shuttles and other public transportation. Furthermore, it is typical of hotel employees to also use forms of public transportation and carpool/vanpool opportunities. As part of the Sustainability requirements of PD-32, all projects are required to comply with preferential parking standards for carpool and vanpool vehicles. The proposed hotel does not include any full restaurants or gift shops, which suggests that a large portion of the proposed retail/restaurant customers will be employees and the guests staying hotel. As a result, a significant percentage of overall parking between the hotel and retail pads will be inclusive, which supports the feasibility of parking reductions. The industry-standard parking demand used for hotels is 0.87 spaces per room, which equates to 135 spaces for the subject site. As previously stated, the total parking requirement for any combination of retail/restaurant dining area will be a maximum of 40 spaces. Therefore, staff believes that a total of 175 parking spaces is sufficient because of the feasibility of shared parking on-site.

The applicants have worked with staff through the conceptual and formal Site Plan Review processes to provide several enhancements to the original project submittal. Within the PD-32 zoning district, all projects requiring Site Plan Review must first be granted approval from the Boeing Design Review Committee (Boeing DRC). The applicants have addressed the comments of both the Boeing DRC and city staff with regards to improving the corner gateway element to provide seamless access to and from the site, enhancing exterior elevations by providing more architectural articulation and accent materials, providing a prominent edge along Lakewood Boulevard by incorporating two pedestrian-oriented retail pads, relocating loading areas and trash enclosures to minimize undesirable visual elements from Cover Street and Lakewood Boulevard, and several other aspects of the overall project. The Courtyard Marriott hotel and retail pads are the first major project of the PD-32 North area of Douglas Park. It will serve as one of the major commercial gateways connecting the surrounding area with the rest of PD-32. It will also set the standard for continued high-quality development within the remainder of the north portion of Douglas Park. For these reasons, staff recommends the Planning Commission approve

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the Site Plan Review to allow the construction of a 4-story, 155-room hotel and two 5,000-square-foot retail pads within the PD-32 (Douglas Park) North Planned Development District, subject to Conditions of Approval.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:cj

- Exhibits:
- A. Location Map
  - B. Plans & Photos
  - C. Findings & Conditions