



CITY OF LONG BEACH

THE CITY PLANNING COMMISSION

H-2

333 W. Ocean Boulevard Long Beach, California 90802 562-570-6194 FAX 562-570-6068

November 6, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into record, conclude the public hearing, and adopt the attached resolution naming 'Lois Lane', the presently-unnamed alley paralleling Livingston Drive between 2nd Street and Division Street. (District 3)

DISCUSSION

This item deals with the proposal to name an unnamed Belmont Shore alley 'Lois Lane.' The request was initiated by the Third District Council Office. The need for the naming was brought to the attention of the Council Office by a local resident, who felt naming the alley would eliminate confusion when making calls for service to report illegally parked vehicles, an issue that has been prevalent in the alley for a number of years. The name 'Lois Lane,' proposed by the aforementioned Belmont Shore resident, was selected from a list of approximately 40 other potential names by area residents. All properties abutting the alley have addresses along Bennett, Ximeno, Prospect, and Quincy Avenues, and Division Street. These addresses would not be affected by the alley naming.

At the City Planning Commission meeting of September 20, 2007, the Commission conducted a noticed public hearing to consider a recommendation to the City Council for naming approval. A motion to recommend approval passed 5-0 (Attachments 1 and 2).

Chapter 20.36.110 of the Long Beach Municipal Code regulates street and alley names. The naming of an alley may occur if good cause is shown that the naming would be beneficial to the neighborhood. Street and alley name changes may be initiated by anyone who believes that it is necessary by filing the appropriate fee with the Director of Planning and Building. The Director of Planning and Building shall then submit the proposed change with a sketch map prepared by engineering to the Planning Commission and City Council for review.

The procedures call for all abutting property owners and residents who will be affected by the proposed change to be notified by mail of the scheduled public hearings. After receipt of the Planning Commission recommendation, the Council may act to name said alley by resolution and direct the Director of Public Works to change such maps and street signs as necessary.

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (07-012) was issued on September 10, 2007, under a Class 1 exemption (CEQA Guideline Section 15301).

This Council letter was reviewed by Assistant City Attorney Michael J. Mais on October 23, 2007, and by Budget Management Officer Victoria Bell on October 25, 2007.

TIMING CONSIDERATIONS

The Long Beach Municipal Code requires the decision of the Planning Commission be transmitted to the City Council at its earliest convenience.

A 14-day public notice of the hearing is required.

FISCAL IMPACT

The estimated cost to design, fabricate, and install the signage is approximately \$2,000.00, as determined by the Department of Public Works. Funds have been appropriated by that department.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

LESLIE GENTILE, CHAIR
CITY PLANNING COMMISSION

BY: 

SUZANNE M. FRICK
DIRECTOR OF PLANNING AND BUILDING

SF:GC:MH

Attachments:

- 1) Planning Commission Staff Report of September 20, 2007
- 2) Draft Planning Commission Minutes of September 20, 2007 Resolution



CITY OF LONG BEACH

DEPARTMENT OF PLANNING AND BUILDING

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6194 FAX (562) 570-6068

PLANNING BUREAU/COMMUNITY DESIGN & DEVELOPMENT DIVISION

September 20, 2007



CHAIRMAN AND PLANNING COMMISSIONERS
City of Long Beach
California

SUBJECT: Request for the naming of the alley ('Lois Lane') paralleling Livingston Drive between 2nd Street and Division Street (Council District 3)

LOCATION: 4221 Livingston Drive

APPLICANT: Suzanne Frick, Director of Planning and Building
333 W. Ocean Boulevard, 4th Floor
Long Beach, CA 90802

RECOMMENDATION

Planning Commission recommend that the City Council approve the name 'Lois Lane' for the presently-unnamed alley paralleling Livingston Drive between 2nd Street and Division Street.

REASONS FOR RECOMMENDATION

1. The alley naming is consistent with the requirements listed in Chapter 20.36.110 of the Long Beach Municipal Code; and
2. The naming will allow for improved public service, specifically police and fire services.

BACKGROUND

The City Council initiated the proposed alley naming at the request of the Third District Council Office. The need for the naming was brought to the attention of that Council Office by a local resident, who felt naming the alley would eliminate confusion when making calls for service to report vehicles parked illegally, an issue that has been prevalent in the alley for a number of years. All properties abutting the alley have addresses along Bennett, Ximeno, Prospect, and Quincy Avenues, and Division Street. These addresses would not be affected by the alley naming.

Chapter 20.36.110 of the Long Beach Municipal Code regulates street and alley names. The naming of an alley may occur if good cause is shown that the naming would be

beneficial to the neighborhood. Street and alley name changes may be initiated by anyone who believes that it is necessary by filing the appropriate fee with the Director of Planning and Building. The Director of Planning and Building shall then submit the proposed change with a sketch map prepared by engineering to the Planning Commission and City Council for review. All abutting property owners and residents who will be affected by the proposed change shall be notified by mail of the scheduled public hearing on such a change. After the public hearing, the Planning Commission shall recommend such change to the City Council. After receipt of the Planning Commission recommendation, the Council may act to name said alley by resolution and direct the Director of Public Works to change official maps and signage as necessary.

CURRENT ACTION REQUESTED

The current action requested is to name the alley in question 'Lois Lane.' This change would be beneficial to the neighborhood by allowing the alley to be identified by name when calls for service are made.

PUBLIC HEARING NOTICE

A total of 262 Public Hearing notices were mailed on September 6, 2007, to all owners of property within a 300' radius of the project site, and all tenants within a 100' radius. Additionally, a total of 10 Public Hearing Notices were posted along the alley at 100' intervals.

A notice was also sent to the Belmont Shore Resident's Association and the elected representative of the 3rd Council District. Furthermore, this issue was discussed at several monthly Belmont Shore Resident's Association meetings.

REDEVELOPMENT REVIEW

The project is not located in a Redevelopment project area.

ENVIRONMENTAL REVIEW

The proposed action has been determined to be categorically exempt from the requirements of the California Environmental Quality Act and the CEQA guidelines. A Categorical Exemption (CE 07-012) was issued under a Class 1 exemption (CEQA Guideline Section 15201).

IT IS RECOMMENDED THAT THE PLANNING COMMISSION

Planning Commission recommend that the City Council approve the name 'Lois Lane' for the presently-unnamed alley paralleling Livingston Drive between 2nd Street and Division Street.

Respectfully submitted,

SUSANNE FRICK,
DIRECTOR OF PLANNING AND BUILDING

By:



MARK HUNGERFORD
PROJECT PLANNER

Approved:



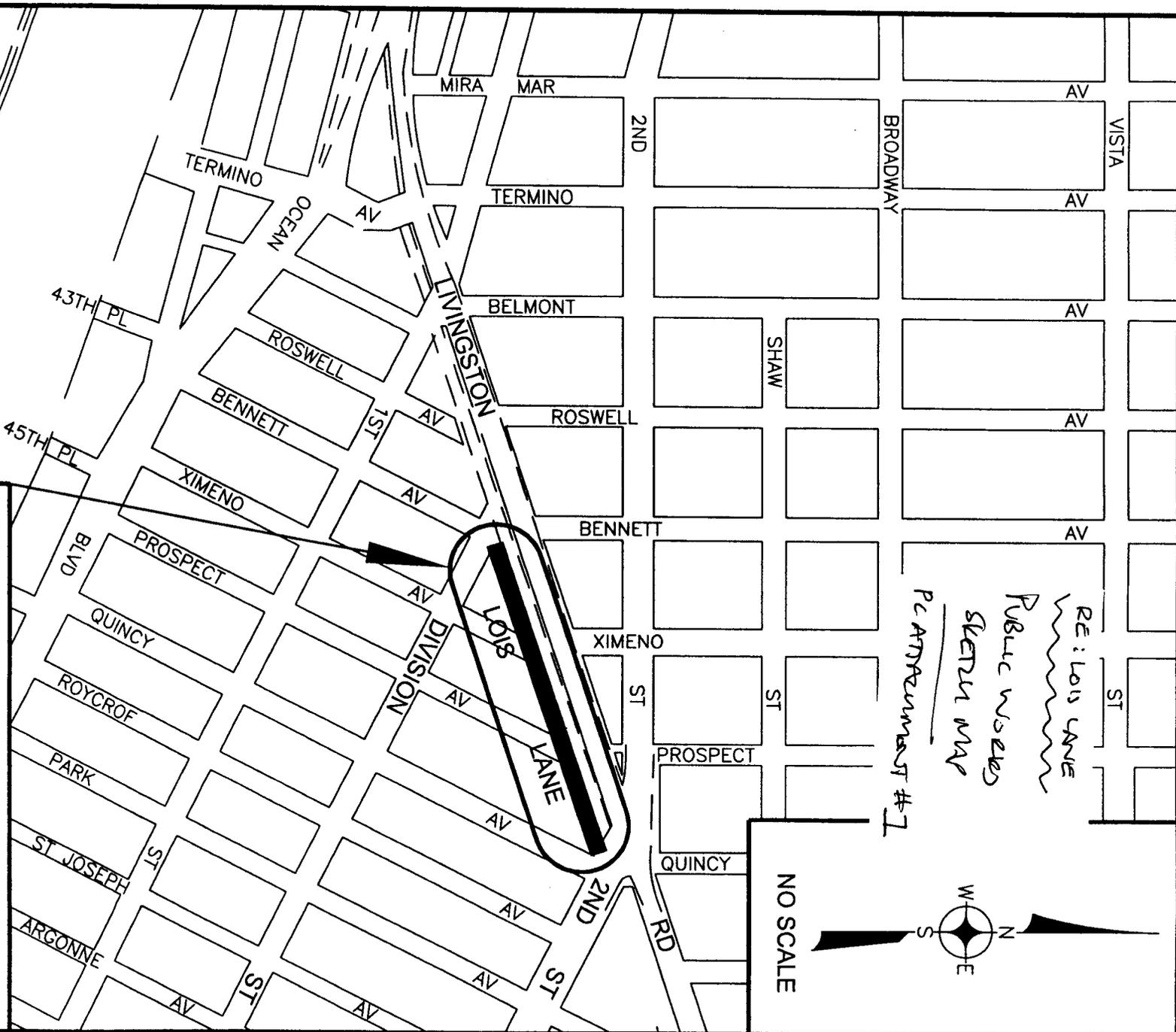
CAROLYNE BIHN
ZONING OFFICER

Attachments

1. Sketch Map
2. Location Map
3. Mailing Radius Map

SAN PEDRO BAY

Location of Alley
with Proposed Name



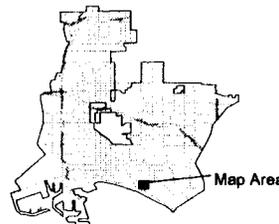
RE: LOUIS LANE
PUBLIC USES
SKETCH MAP
PC APPROVEMENT #1

NO SCALE



SUBJECT PROPERTY:

4221 Livingston Dr.
 Case No. 0708-04
 Council District 3



Scale = 1:1,800

C I T Y P L A N N I N G C O M M I S S I O N M I N U T E S
S E P T E M B E R 2 0 , 2 0 0 7

The regular meeting of the City Planning Commission and public hearing convened on September 20, 2007, at 5:00pm in the City Council Chambers, 333 W. Ocean Boulevard, Long Beach, CA.

PRESENT: **COMMISSIONERS:** Leslie Gentile, Charles Greenberg,
Phil Saumur, Melani Smith,
Charles Durnin

ABSENT: **EXCUSED:** Matthew Jenkins

CHAIRMAN: Leslie Gentile

STAFF MEMBERS PRESENT: Suzanne Frick, Director
Greg Carpenter, Planning Manager
Angela Reynolds, Advance Planning
Carolyne Bihn, Zoning Officer
Jeff Winklepleck, Planner
Scott Mangum, Planner
Mark Hungerford, Planner
Jaime Ustin, Planner
Jan Ostashay, Historic Preservation
Officer

OTHERS PRESENT: Mike Mais, Deputy City Attorney
Craig Beck, Redevelopment Bureau Mgr.
Marcia Gold, Minutes Clerk (arrived
5:15pm)

P L E D G E O F A L L E G I A N C E

The pledge of allegiance was led by Commissioner Durnin.

S W E A R I N G O F W I T N E S S E S

C O N S E N T C A L E N D A R

Items 1A and 1C were removed from the consent calendar for discussion.

Item 1B was approved as presented by staff on a motion by Commissioner Saumur, seconded by Commissioner Durnin and passed 5-0. Commissioner Jenkins was absent.

1A. Case No. 0708-04, Alley Naming, CE 07-012

Applicant: Suzanne Frick, Director of Planning
and Building
Subject Site: 4221 Livingston Drive (Council District 3)
Description: Request for the naming of the alley ('Lois
Lane') paralleling Livingston Drive between 2nd Street and
Division Street).

Removed to the Regular Agenda.

1B. Case No. 0610-36, Condominium Conversion, CE 06-250

Applicant: David Williams
Subject Site: 2314 E. 3rd Street (Council District 2)
Description: Request for approval of Tentative Parcel Map
No. 67042 to convert three apartment units into
condominiums.

Approved Tentative Tract Map No. 67042 subject to conditions.

1C. Case No. 0705-23, Conditional Use Permit, CE 07-075

Applicant: 7-Eleven, Inc.
Subject Site: 6598 Cherry Avenue (Council District 9)
Description: A Conditional Use Permit request to
establish the sale of beer and wine for off-site
consumption at a proposed convenience store.

Removed to the Regular Agenda.

R E G U L A R A G E N D A

1A. Case No. 0708-04, Alley Naming, CE 07-012

Applicant: Suzanne Frick, Director of Planning
and Building
Subject Site: 4221 Livingston Drive (Council District 3)
Description: Request for the naming of the alley ('Lois
Lane') paralleling Livingston Drive between 2nd Street and
Division Street).

Mark Hungerford presented the staff report recommending approval
of the name since it is consistent with the code and will allow
for improved police and fire services.

Commissioner Greenberg moved to recommend that the City Council approve the name 'Lois Lane' for the presently-unnamed alley paralleling Livingston Drive between 2nd Street and Division Street. Commissioner Smith seconded the motion, which passed 5-0. Commissioner Jenkins was absent.

1C. Case No. 0705-23, Conditional Use Permit, CE 07-075

Applicant: 7-Eleven, Inc.
Subject Site: 6598 Cherry Avenue (Council District 9)
Description: A Conditional Use Permit request to establish the sale of beer and wine for off-site consumption at a proposed convenience store.

Jaime Ustin presented the staff report recommending approval of the project since operational conditions of approval would address issues of maintenance, loitering, hours of operation and security.

John Bush, 7-Eleven Stores, 330 E. Lambert Road, Brea, 92821, applicant, detailed their neighborhood meetings and presented a letter in support from the area homeowners association and neighbors.

Dave San Jose, 202 E. Bart Street, President, Future Generation Youth Center, said his group was in support of the plan.

Reza Hebayat, 7541 Alondra Blvd., objected to the project due to its proximity to other area liquor stores.

Thor Carlsen, 1054 E. 46th Street, also objected to the project saying there were already too many liquor licenses in the tract.

Mark Kelishadi, 1965 E. Artesia Blvd., spoke against the project because due to its location in a high-crime area with many similar stores nearby.

Applicant Bush noted that their store would be much more upscale than other area liquor stores, and that liquor was only a small part of overall sales. Mr. Bush added that to his knowledge, two other liquor licenses in the tract were about to be retired, and that the Long Beach Police Department was in support of his project as conditioned.

Commissioner Saumur moved to approve the Conditional Use Permit subject to conditions. Commissioner Durnin seconded the motion which passed 5-0. Commissioner Jenkins was absent.

2. Case No. 0411-18, Site Plan Review, Tract Map, Administrative Use Permit, General Plan Conformity Finding, FEIR 09-04

Applicant: Lyon Realty Advisors c/o Peter Zak
Subject Site: 421 W. Broadway (Council District 1)
Description: Request for approval of a Site Plan Review, a Finding of General Plan Conformity for a proposed alley vacation, an Administrative Use Permit for shared guest/retail parking and a Vesting Tentative Tract Map to construct a four-story development with 291 apartments (includes a density bonus for 26 units) and 16,000 square feet of retail space.

Jeff Winklepleck presented the staff report recommending approval of the project since it is attractively designed and conforms to PD-30 development standards; will add quality dwelling units to the housing stock; and because the project and accompanying EIR were approved conditionally by the RDA.

Craig Beck, Redevelopment Bureau Manager, outlined public outreach on the issue.

Commissioner Greenberg expressed concern about the lack of a master plan and development control for the entire site and stated that he would not vote for a mixed-use project again without a staff report on how these types of uses are faring locally.

Peter Zak, Senior Development Director, Lyon Homes, 4901 Bush Street, Newport Beach, 92660, explained that the project CC&Rs had been developed by attorneys specifically to protect lower use renters and owners.

Mr. Beck added that the City was imposing affordable standards with management regulations on the project.

Chairman Gentile stated that she had met with Lyon representatives to review the project, but did not find the final design inspiring, and she agreed that it would have been preferable to examine a master plan for the other parcels as well.

Commissioner Smith commented that the original sketch had conveyed the project's character better than the current renderings, making it harder to evaluate.

Commissioner Greenberg moved to review and consider the Final Environmental Impact Report, and to approve the Site Plan Review, General Plan Conformity Finding, Administrative Use Permit and Vesting Tentative Tract Map, subject to revised conditions of approval. Commissioner Saumur seconded the motion.

Commissioner Saumur agreed that there were both positive and negative aspects to the project but expressed appreciation for the cooperative attitude of the developer, and he also asked to see master plans for the site in advance of the next project.

Chairman Gentile urged the applicant to have their architects give the building more articulation.

The question was called and the motion passed 5-0. Chairman Jenkins was absent.

3. Appeal of Cultural Heritage Commission Decision

Appellant: Johnston Moore
Subject Site: 3753 Gardenia Avenue (Council Dist. 7)
Description: Appeal of the partial approval of a Certificate of Appropriateness for the installation of vinyl windows and approve a small addition.

Jan Ostashay presented the staff report recommending upholding the Cultural Heritage Commission's decision to partially approve a Certificate of Appropriateness that denied the installation of vinyl windows since they found that it would not be an appropriate modification to the historically contributing dwelling.

Paula Tripp, 2774 Maine Avenue, appellant's lawyer, documented the history of the project and claimed that the City had approved the original vinyl windows, but not the newer ones they had used instead.

Tom Wilson, 1057 E. Ridgewood Street, project contractor, claimed that the City had verbally okayed the use of vinyl windows as long as they were identical to the original wood ones.

Johnston Moore, 3753 Gardenia Avenue, appellant, admitted he understood the need for a Certificate of Appropriateness, but stressed that they had an urgent need to replace the old windows, and he presented a petition he claimed was signed by a majority of adjacent neighbors in support of his project.

Mr. Moore also read a section of the Cal Heights Neighborhood Association ordinance which he claimed allowed his window material substitution.

Kenneth Freedman, 3749 Gardenia Avenue, next door neighbor, expressed support for the appellant, and expressed concern that this issue would impede public acceptance of historical designations. Mr. Freedman said he felt the vinyl windows were indistinguishable from wooden ones and claimed that their block was not of premier historical importance.

Frank Czopek, 3229 Gardenia Avenue, expressed support for the staff recommendation, saying he could tell the windows were vinyl.

John Royce, President, Cal Heights Neighborhood Association, 3601 Olive Avenue, stated he supported protection of the historic ordinance and its value to homeowners, and said he felt that unpermitted windows visible from the street should be replaced with wood ones.

Katherine Costantino, 3475 Falcon Street, Board Member, Cal Heights Neighborhood Association, agreed that non-compliant windows facing the street should be replaced, and stated that vinyl windows looked much different than wooden ones.

Layne Johnson, 251 Juniper Avenue, Chair, Cultural Heritage Commission, noted that allowable substitute window materials do not include vinyl, which are never approved on historical structures.

Earl Breeze, 3756 Gardenia, spoke in favor of the appeal, and said he felt vinyl windows looked good on the homes.

Johnston Moore, appellant, added that the vinyl windows were more energy efficient and reduced outside noise.

Commissioner Saumur pointed out that ignorance of regulations was no excuse but said he understood the hardship of replacing all the windows.

Commissioner Saumur moved to allow the appellant to retain vinyl windows throughout the house except for those visible from the street. Commissioner Greenberg seconded the motion.

Commissioner Greenberg stated that he knew the appellant did not knowingly violate the rules, yet he also understood the neighborhood opposition to vinyl windows and its precedent-setting aspect. Mr. Greenberg said he felt there was a significant visibility difference between front, side and back windows, and expressed concern that the existing ordinance did not allow the Cultural Heritage Commission to take each aspect of each case into consideration. Mr. Greenberg said he found the Secretary of the Interior guidelines to be flexible, and thought that wood substitute materials should be acceptable.

Chairman Gentile added that she felt the biggest problem with vinyl windows was the internal mullions which meant homeowners could not achieve the articulation of original wood windows no matter how dimensional the vinyl was.

The question was called, and the motion passed 5-0.

4. Case No. 0708-07, General Plan Amendment, Zone Change, LUE 1-07, CE 203-07

Applicant: City of Long Beach
Suzanne Frick, Director of Planning and Building

Subject Site: Long Beach Boulevard between 53rd Street to 55th Street and Atlantic Avenue from 56th Street to South Street (Council District 8)

Description: Request for approval of a General Plan Amendment to the Land Use Map from Traditional Retail Commercial (Land Use Designation 8A) and Moderate Density Residential District (Land Use Designation 3B) to Pedestrian-Oriented Retail (Land Use Designation 8A) and a Rezoning from Commercial Community Automobile Oriented (CCA) to Commercial Community Pedestrian Oriented (CNP).

Scott Mangum presented the staff report.

Thor Carlsen, 1054 E. 46th Street, Chairman of the North Long Beach Redevelopment Project Area Committee's Economic Development Subcommittee, stated that the designation would be immensely valuable in their efforts to revitalize these areas, and would bring in important foot traffic.

Commissioner Saumur moved to recommend that the City Council amend the General Plan Land Use Map and rezone the affected properties.

Commissioner Smith seconded the motion, which passed 5-0.
Commissioner Jenkins was absent.

5. Case No. 0707-11, Code Amendment, ND 28-07

Applicant: Boeing Realty c/o Marilyn Pauley
Subject Site: 4501 Conant Street (Council District 5)
Description: Request for certification of a Mitigated
Negative Declaration (ND 28-07) and a recommendation to the
City Council for a proposed Amendment to PD-19 (Douglas
Aircraft Planned Development District) to permit interim
uses on the former Boeing 717 commercial aircraft site for
a period of up to ten years.

Chairman Gentile moved to continue the item to the October 4,
2007 meeting. Commissioner Durnin seconded the motion, which
passed 5-0. Commissioner Jenkins was absent.

6. Planning Commission Training Session

Traffic Studies

The training session was postponed due to the lateness of the
meeting.

M A T T E R S F R O M T H E A U D I E N C E

There were no matters from the audience.

**M A T T E R S F R O M T H E D E P A R T M E N T O F
P L A N N I N G A N D B U I L D I N G**

Mr. Carpenter announced that Commissioner Stuhlberg had resigned
from the Commission.

**M A T T E R S F R O M T H E P L A N N I N G
C O M M I S S I O N**

Election of Chair and Vice Chair

Commissioner Saumur nominated Chairman Gentile to continue as
Chairman for a second year. The nomination passed 4-0-1, with
Chairman Gentile abstaining. Commissioner Jenkins was absent.

Chairman Gentile nominated Commissioner Saumur as Vice Chairman
for the coming year. The nomination passed 4-0-1, with
Commissioner Saumur abstaining. Commissioner Jenkins was absent.

A D J O U R N

The meeting adjourned at 8:01pm.

Respectfully submitted,

Marcia Gold
Minutes Clerk

1 RESOLUTION NO.

2
3 RESOLUTION OF THE CITY COUNCIL OF THE CITY
4 OF LONG BEACH ESTABLISHING A STREET NAME (LOIS
5 LANE) FOR AN UNNAMED ALLEY
6

7 WHEREAS, the City Council initiated the proposed alley naming to benefit
8 the neighborhood, eliminate confusion when calls for service are made, and allow for
9 improved public service, specifically police and fire services; and

10 WHEREAS, the alley naming is consistent with the requirements listed in
11 Chapter 20.36.110 of the Long Beach Municipal Code; and

12 WHEREAS, on September 20, 2007, after proper notice of the public
13 hearing, the Planning Commission reviewed the proposed name of "Lois Lane" for the
14 presently unnamed alley paralleling Livingston Drive between Second Street and Division
15 Street;

16 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
17 follows:

18 Section 1. That certain alley shown on the City Engineer's Drawing
19 attached hereto and incorporated herein as Exhibit "A" shall be named as shown on said
20 drawing as "Lois Lane."

21 Section 2. The City Clerk shall transmit certified copies of this resolution
22 to the Postmaster of the City of Long Beach, Los Angeles County Board of Supervisors,
23 Los Angeles County Assessor, Los Angeles County Surveyor, and the State Board of
24 Equalization, Sacramento.

25 Section 3. This resolution shall take effect immediately upon its adoption
26 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 20__ by the following vote:

Ayes: Councilmembers: _____

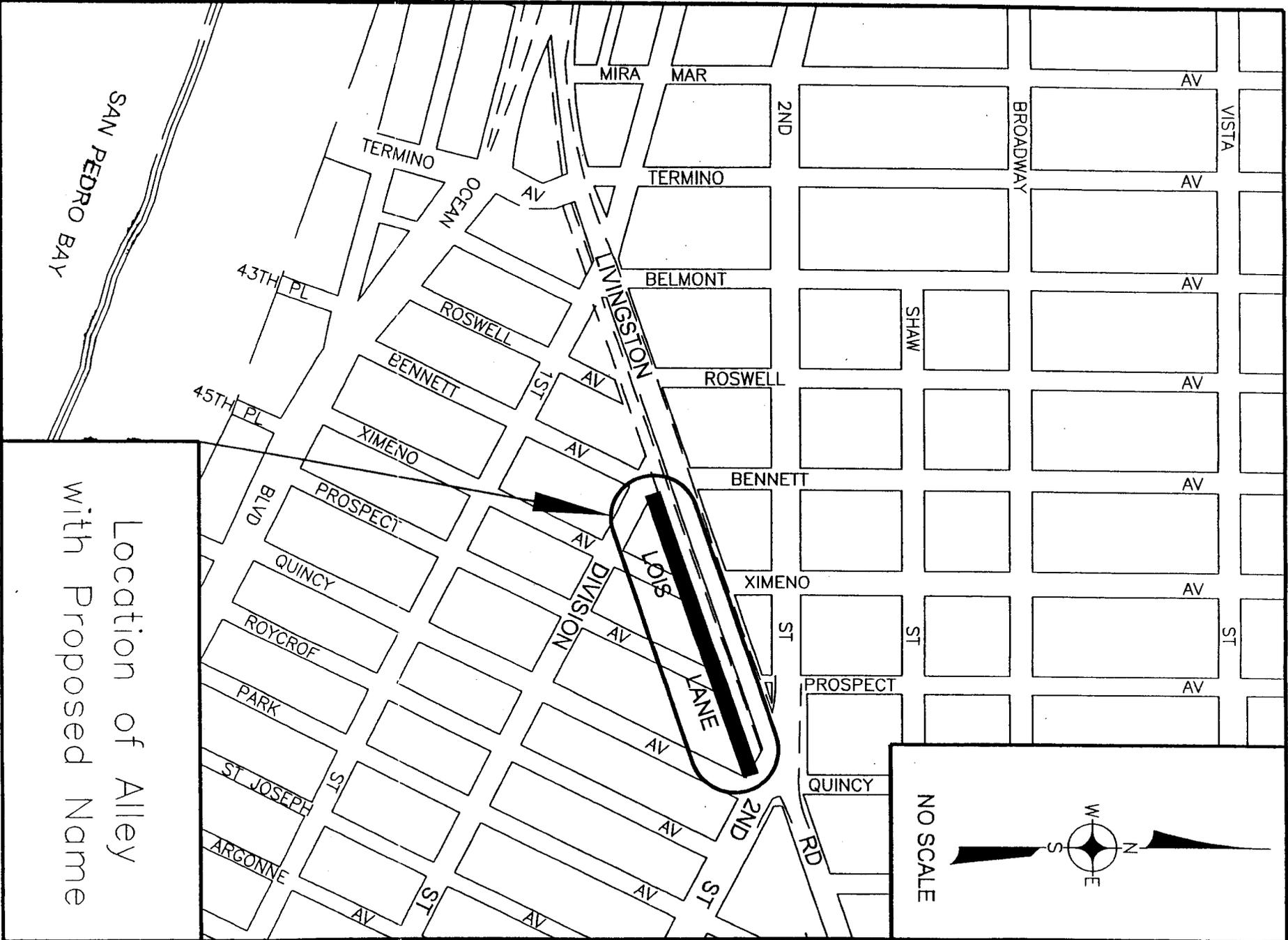
Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

MJM:kjm 10/22/07



Location of Alley
with Proposed Name

NO SCALE

A compass rose with four cardinal directions labeled: N (North), S (South), E (East), and W (West). The rose is centered on a point with lines extending to the four directions.