

SITE PLAN REVIEW FINDINGS

739 E. Anaheim Street
App. No. 1806-23 (SPR18-034)
Date: May 27, 2020

Pursuant to Chapter 21.25, Division V of the Long Beach Municipal Code, the Site Plan Review Committee or City Planning Commission shall not approve a Site Plan Review unless positive findings are made consistent with the criteria set forth in the Site Plan Review regulations.

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

Positive Finding: The proposed project is a request for the demolition of 18,448 square feet of gross commercial building area and the construction of a new market building of approximately 18,508 square feet of net floor area (20,848 square feet gross) at an existing commercial strip center. The project site is 3.48 acres and consists of 45,573 square-feet of net commercial building area, with restaurant, retail and service-oriented uses along with 177 parking spaces. The property is bounded to the north by single-family residential properties, to the south by commercial uses such as retail, restaurants, and auto-repair, to the east by a church and to the west by another commercial development.

In addition to the demolition and construction of new square footage, the project proposal also includes a façade remodel of two of the existing buildings. The elevations for the new buildings and existing structures to be remodeled all incorporate a modern contemporary style of architecture to remedy the outdated style of the shopping center as it stands today. High-quality materials such as composite wood siding, ledgerstone, metal siding, and smooth stucco siding. Other features of the newly renovated center will include asymmetrical design to create more visual interest, varied roof heights, popouts and recesses to break large expanses of flat walls, corner elements that stand out from the remainder of each elevation and contrasting colors that prevent a “flat” look.

Included in the layout of the site is an east/west pedestrian path creating a connection between each building. The east/west path will allow pedestrians a safer walking environment within the site and work in conjunction with additional hardscaped and outdoor patio areas that are also being proposed.

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

Positive Finding: The subject site has a General Plan Land Use PlaceType Designation of Neighborhood-Serving Centers and Corridors – Moderate (NSC-M) and within the CCA (Community Auto-Oriented Commercial) Zone. The Land Use Element PlaceType NSC-M 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. This PlaceType benefits the surrounding community by promoting or reinforcing a neighborhood’s unique identity, accommodating daily retail and service needs, focusing on healthy goods and services, enhancing pedestrian and bicycle connections to neighborhoods, providing community gathering places and providing convenient access to transit.

One of the citywide goals identified in the Land Use Element is to support neighborhood preservation and enhancement (Goal No. 4 of the Land Use Element). Under this goal, the City strives to provide amenities and enhance facilities to support the single-family neighborhoods. Proposed improvements include establishing commercial and retail uses on the periphery of neighborhoods or in commercial hubs to better serve residents and incorporating a variety of design enhancements and sustainable practices.

The proposed project supports this citywide goal by specifically addressing Strategy No. 10 – to “create complete neighborhoods with identifiable centers and a full range of supporting neighborhood-serving uses to meet the daily needs of residents.” In particular, LU Policy 10-2 sets out to “complete neighborhoods by allowing low-intensity commercial uses to locate along neighborhood edges, in transition areas and at key intersections.”

Furthermore, Urban Design Element of the General Plan also sets forth several goals aimed at improving the built environment in the City of Long Beach. Strategy No. 2 within the Urban Design Element aims to “beautify and improve efficiency of corridors, gateways, and private and public spaces. Specifically, Policy UD 2-3 aims to “promote enhancement of the built environment through façade improvements, quality and context-sensitive infill development, and landscaping.

The current use on the subject property is a commercial center of 45,165 square-feet, which already serves the neighborhood and local community. As the property fronts Anaheim Street, a major thoroughfare and bus corridor within the city of Long Beach, the existing use lends itself to the convenience of those traveling by automobile. The proposed renovation of the commercial center with a new market, new contemporary facades, restriped parking, pedestrian pathways and new landscaping are consistent with LU Policy 10-2 and Policy UD 2-3 and will further serve the needs of motorists and pedestrians in the local community.

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

Positive Finding: The project site currently consists of a 3.48 acres of land area with a 45,573 net square-foot of commercial building area and 177 parking spaces. The proposed project will not result in the removal of any significant mature trees. As shown on plans submitted and filed, the existing number of trees located on the project site is 33. The applicant proposes to plant an additional 48 trees on-site for a total of 81. Furthermore, Conditions of Approval are in place to require compliance with any applicable regulations of the Department of Public Works Street Tree Division. These regulations include the requirement for parkway trees to provide shade cover at a minimum of 50% of the total area of public right-of-way after 5 years.

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

Positive Finding: The public improvement requirements established in Chapter 21.47 of the Zoning Regulations and identified by the Department of Public Works in project comments dated May 14, 2020, include, but are not limited to, the following: adjacent sidewalk repair, ADA accessibility compliance, and general off-site improvements abutting the subject site. The essential nexus between these required public improvements and the likely project impacts exists because of the location of the subject site along one of the major thoroughfares and within an area of the city that is characteristic of blighted sections. The project necessitates these public improvements to ensure that this private property development does not adversely impact other public and private facilities and services. Required public improvements will be included in the project's conditions of approval.

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

As conditioned, the project will be required to comply with all applicable standards of the Transportation Demand Management section of the Zoning Ordinance. To the satisfaction of the city Traffic Engineer, the applicant will be required to submit a traffic trip generation memorandum prior to the issuance of any building permits.

6. 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 consists of the demolition of 18,448 square feet of gross commercial building area and the construction of a new market building of approximately 18,508 square feet of net floor area (20,848 square feet gross). Therefore, per Section 21.45.400(i), the project will be conditioned to comply with standards related to canopy trees, bicycle parking, solar-ready roofing, and waste collection.