



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

H-2

333 West Ocean Blvd., 4th Floor Long Beach, CA 90802 (562) 570-6428 Fax: (562) 570-6205

April 20, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into the record, conclude the public hearing and declare the Ordinance amending the Local Coastal Program and the Downtown Shoreline Planned Development District (PD-6) read the first time and laid over to the next regular meeting of the City Council for final reading; adopt a Resolution forwarding the item to the California Coastal Commission. (District 2)

DISCUSSION

The 5.87-acre project site is located on the south side of Ocean Boulevard at Golden Shore. The subject site extends from Ocean Boulevard to Shoreline Drive and includes parcels totaling 4.31 acres west of Golden Shore and a 1.56-acre parcel east of Golden Shore (Exhibit A – Location Map).

The applicant is proposing a Master Plan consisting of three development options (Exhibit B – Plans) with a maximum of 1,370 residential condominiums, 340,000 square feet of office space, 28,000 square feet of retail space, a 400-room hotel, 27,000 square feet of conference and banquet facilities, and up to 3,430 parking spaces. The three options provide the applicant the ability to efficiently respond to changing economic conditions.

Regardless of which option the applicant decides to pursue, each building and/or phase of the project will require the Planning Commission's Site Plan Review approval, plus any additional required entitlements (i.e. Tract Map, etc.) prior to construction. This will allow the Planning Commission to review each building in detail to ensure that the project meets the requirements and guidelines set forth in the proposed Master Plan. In addition, each project option would be required to meet the (LEED) Certified Level of energy-efficient design standards.

The Golden Shore Master Plan (Exhibit C – Master Plan) is intended to establish long-term development standards for the project site which, when implemented, will create a high quality environment for living and working in downtown Long Beach. Design guidelines have been incorporated into the document that lay the groundwork for the design direction of the project while allowing for flexibility and encouraging creative, innovative design and expression in building and site design.

The project site is currently developed with the six-story City National Bank building, the two-story Molina Healthcare buildings and the 14-story Union Bank of California building. The site was developed under the guidelines set forth in the *Redevelopment Agency of the City of Long Beach, et al, v. California Coastal Commission* court decision. The ruling specified the development parameters and whether or not a project was exempt from permit requirements of the Coastal Act. Since the proposed project does not fall within the development standards, amendments to the Local Coastal Program and PD-6 (Downtown Shoreline Planned Development District) Subarea 1 are required to reflect the proposed land use changes. The proposed amendment (Exhibit D – Amendment) identifies the parameters for development of new projects including maximum number of dwelling units, office/retail space and hotel rooms. It also includes requirements for vehicle and pedestrian access, building height and materials, special design features and parking. The proposed project will meet the requirements of the revised Local Coastal Program and PD-6 Subarea 1.

On March 18, 2010, the Planning Commission certified the Environmental Impact Report (Exhibit E – Environmental Impact Report) and approved the Golden Shore Master Plan (Exhibit F – Planning Commission Staff Report). In addition, the Planning Commission recommended that the City Council approve the proposed Local Coastal Program and Downtown Shoreline Planned Development District (PD-6) amendments.

This letter was reviewed by Assistant City Attorney Michael Mais on April 5, 2010 and by Budget Management Officer Victoria Bell on March 31, 2010.

TIMING CONSIDERATIONS

The Municipal Code requires Council action within 60 days of positive action by the Planning Commission, which took place on March 18, 2010.

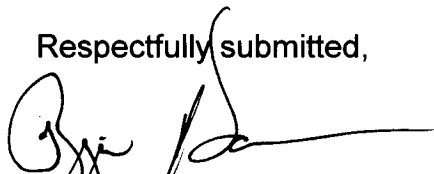
FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



REGINALD I. HARRISON

INTERIM DIRECTOR OF DEVELOPMENT SERVICES

HONORABLE MAYOR AND CITY COUNCIL

April 20, 2010

Page 3 of 3

APPROVED:


PATRICK H. WEST
CITY MANAGER

RH:DB:JW

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Attachments: Exhibit A – Location Map
 Exhibit B – Plans
 Exhibit C – Master Plan
 Exhibit D – Amendment
 Exhibit E – Environmental Impact Report
 Exhibit F – Planning Commission Staff Report (Attachment online at lbs.longbeach.gov)
 City Council Ordinance
 City Council Resolution