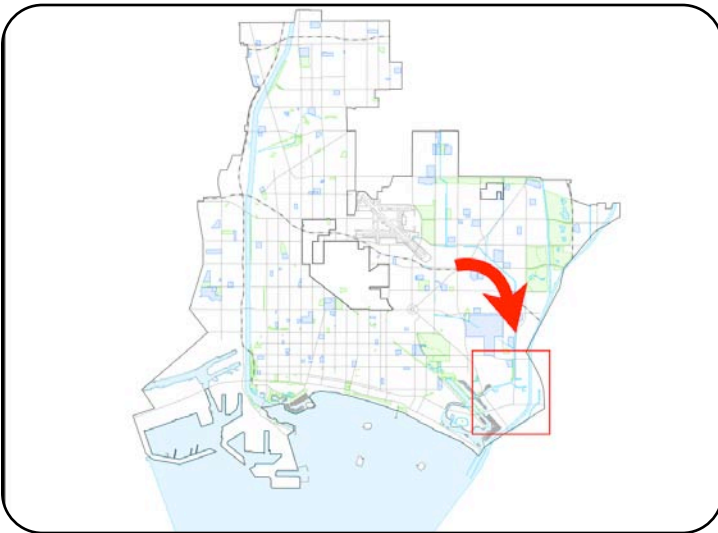


## A New Plan for Southeast Long Beach

I want to tell you about an exciting new program and ask for your help.



The City of Long Beach is revising the land use regulations for the far southeast corner of the city: the area containing the Los Cerritos Wetlands, the adjacent Pacific Coast Highway commercial corridor, and the abutting residential neighborhoods.



This area is blessed with an abundance of natural and manmade resources: wetlands, waterways and wildlife. You may know this area as SEADIP, which stands for the Southeast Area Development and Improvement Plan. This planning document has served this area well for the past 30 years... enjoyable places for people to spend their leisure time and wonderful neighborhoods that we want to preserve.



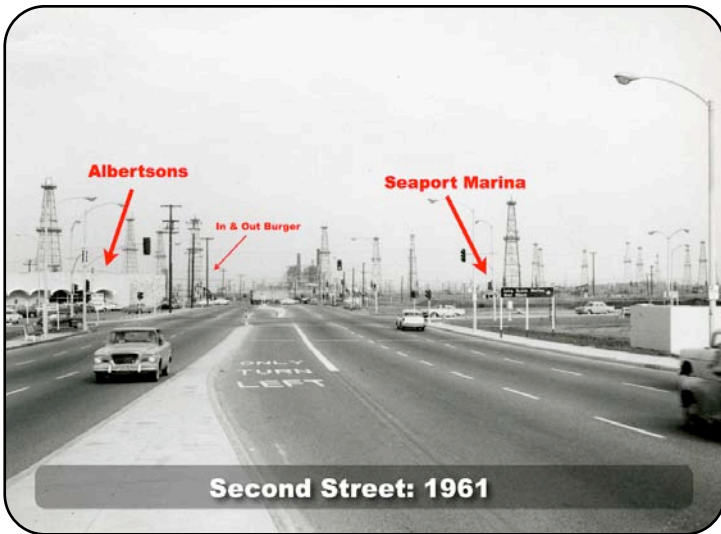
**Marina Pacific Boat Channel**



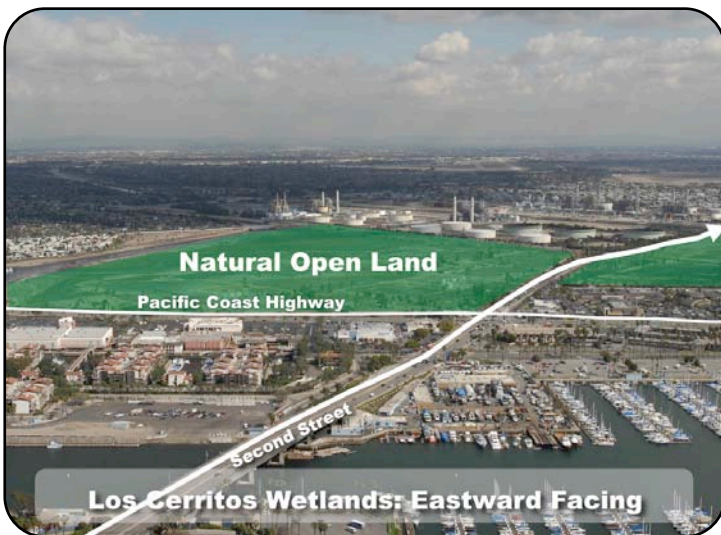
**Bixby Village Golf Course**



**Loynes Drive Bike Path**



However, much has changed in the intervening years...much of the vacant land 30 years ago has been developed... the remaining vacant land -- including the Los Cerritos Wetlands – was annexed by the City 20 years after the original SEADIP plan was adopted. As a result of these changes and recent development proposals, there is a growing consensus that this area needs a new master plan.



This new master plan will need to address some tough issues...issues that we must tackle together: How to move people and cars to and through this area? How to protect our natural resources? How to ensure that future development is compatible with those resources?



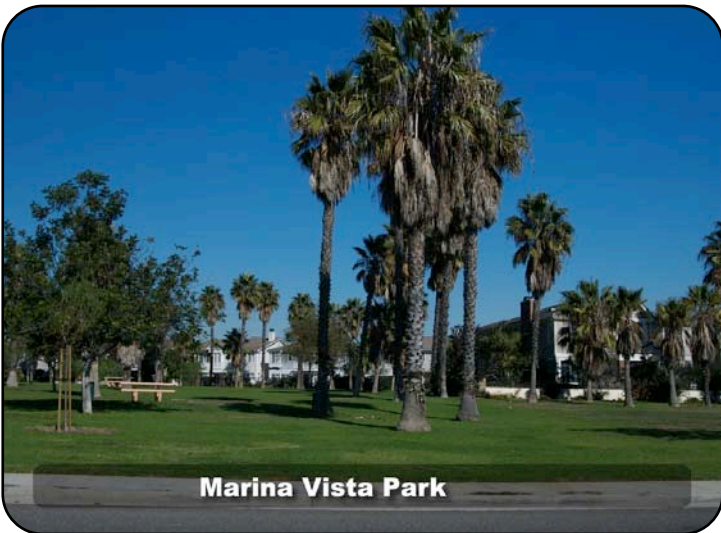
With this presentation today, I want to set the stage. I want to share with you the history of this area, show you some images of the existing conditions and highlight those areas that are likely to change over the next ten to twenty years. Then we want to hear from you: Your ideas...your concerns...your solutions? And whether you live near Coolidge Triangle or the Iron Triangle, these are important citywide assets that needs everyone's attention and consideration.



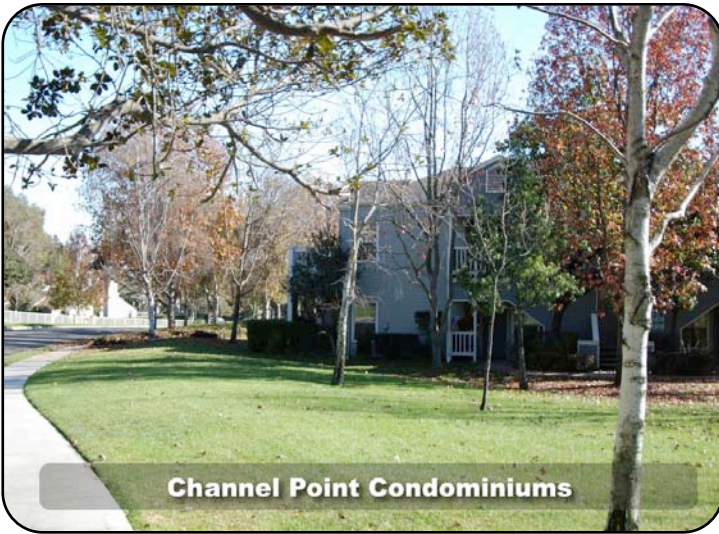
**DWP Haynes Steam Plant**



**Bahia Marina**



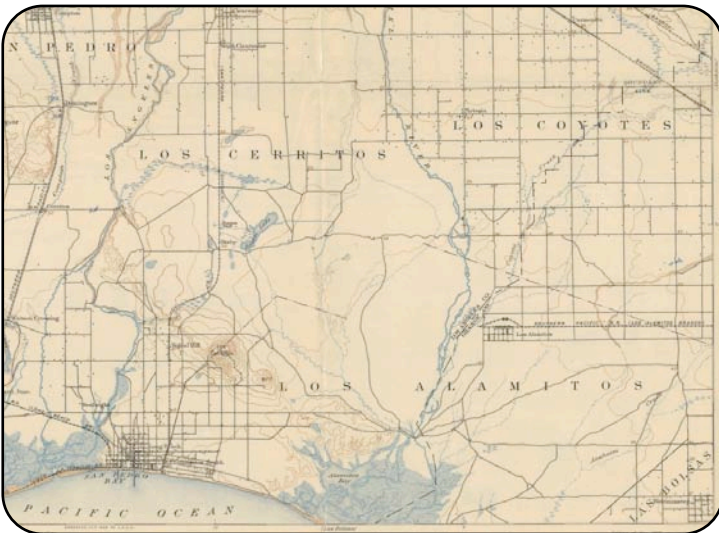
**Marina Vista Park**



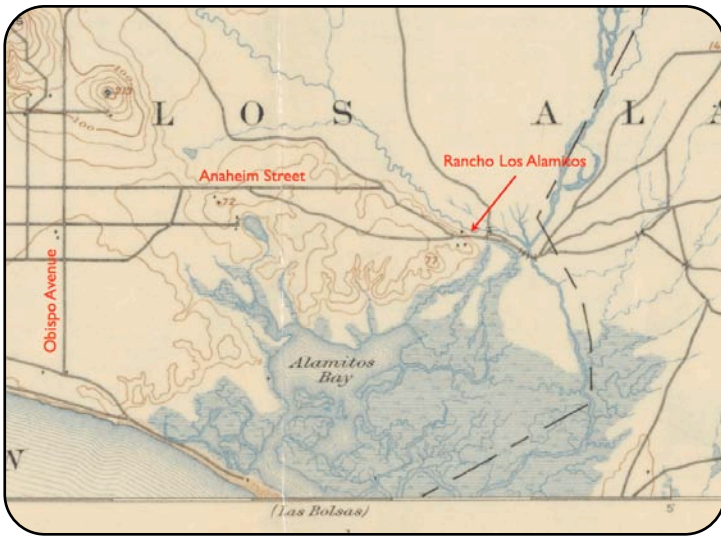
**Channel Point Condominiums**



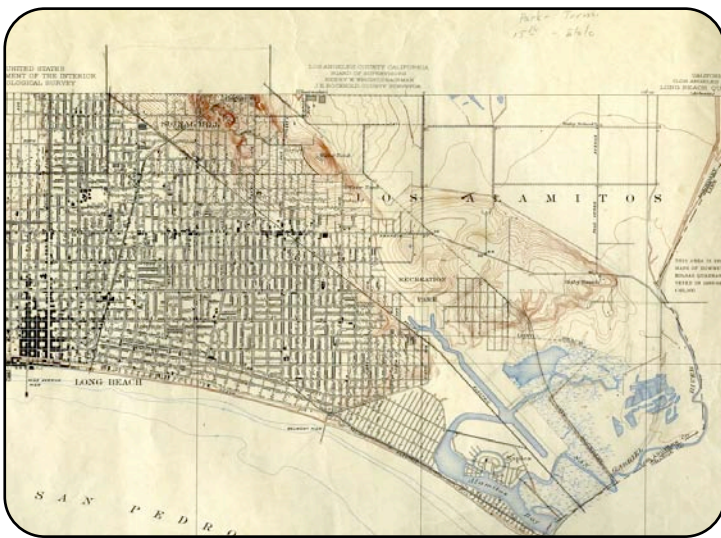
**Belmont Shore Mobile Estates**



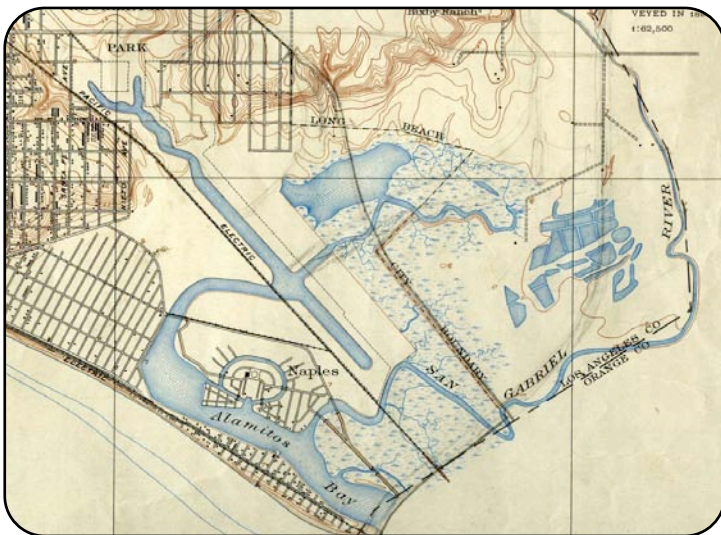
Until 150 years ago, Long Beach and the adjacent cities were ranch land and open space. By the turn the 20<sup>th</sup> century, with the extension of the Pacific Electric Red Car, Long Beach was establishing its self as a tourist destination.



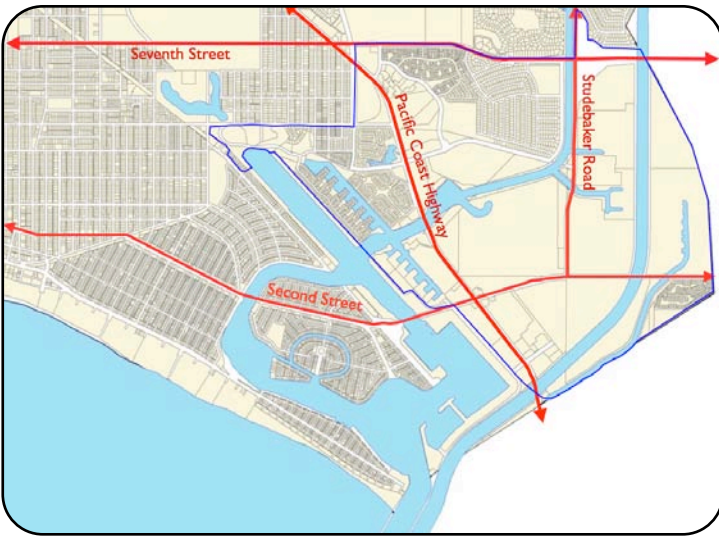
The area that is now the far southeast area of the City was the estuary at the mouth of the San Gabriel River.



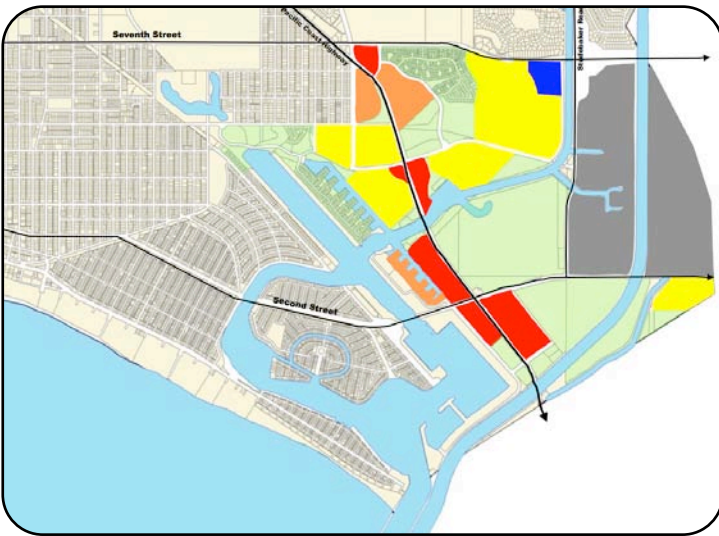
With the discovery of oil in 1921, the City's population rapidly expanded eastward.



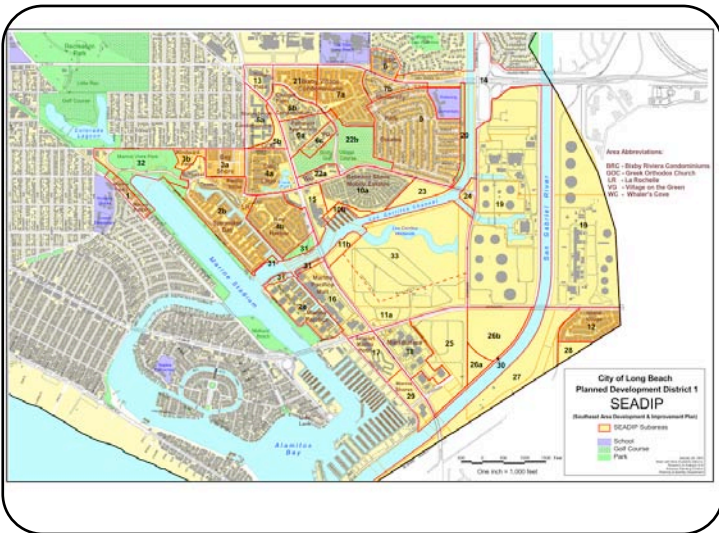
As shown here on this 1925 map, the eastern boundary of the City was taking shape with the construction of Naples Island and Marine Stadium.



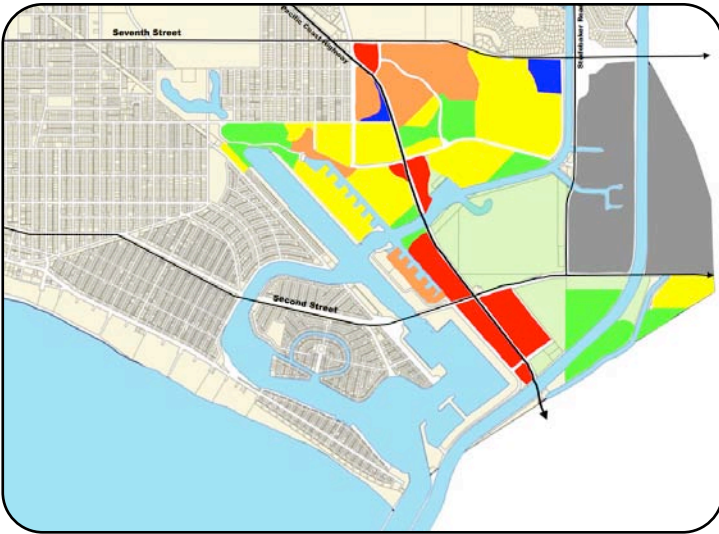
Our planning area is generally bounded by 7th Street to the north, Marine Stadium to the west and Orange County to the east and south. The major streets in this area are some of the most congested in the city. Pacific Coast Highway and Studebaker Road are the primary north south streets, while 2nd Street and 7th Street are the primary east west streets through the area. The many waterways and bridges are a constraint to roadway expansion to address existing traffic congestion and future growth.



The first major developments in this area occurred in the late 1950s and up until the mid-1970s there was not a well-defined land use plan for this area. The development character of this period was primarily residential in nature, with single-family neighborhoods generally located on the south of Loynes Drive and higher density residential located to the north. Retail and offices were located along Pacific Coast Highway. And Industrial uses located east of Studebaker Road.



The rapid growth in early 1970s gave rise to calls for a comprehensive approach for the remaining vacant land. After two years of community meetings, the SEADIP specific plan was adopted by the City Council in 1977. This new plan set standards for suburban-style development with lots of open space and low-rise buildings.



The remaining vacant land was developed shortly after the plan's adoption. Those developments were designed to be harmonious with the area's waterways and park lands. Built in 1980, the Bixby Village condominiums were the last residential development. In 2006, the Los Cerritos Wetlands Authority purchased 66 acres of vacant land to restore into fully functioning wetlands. Various local and State entities are actively pursuing the remaining privately owned, undeveloped open areas for acquisition and restoration.



Many of the commercial properties build during the first wave of development in the 1960s are likely to change in the near future







How should these sites redevelop?



What areas should be preserved and protected?



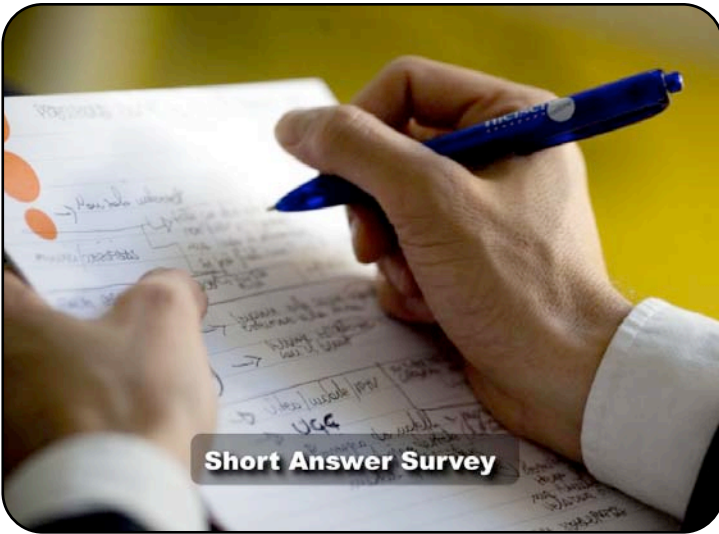
How can we improve the movement of people and cars?



As I said before, we will be dealing with some tough issues. With your help we can come up with some productive solutions.

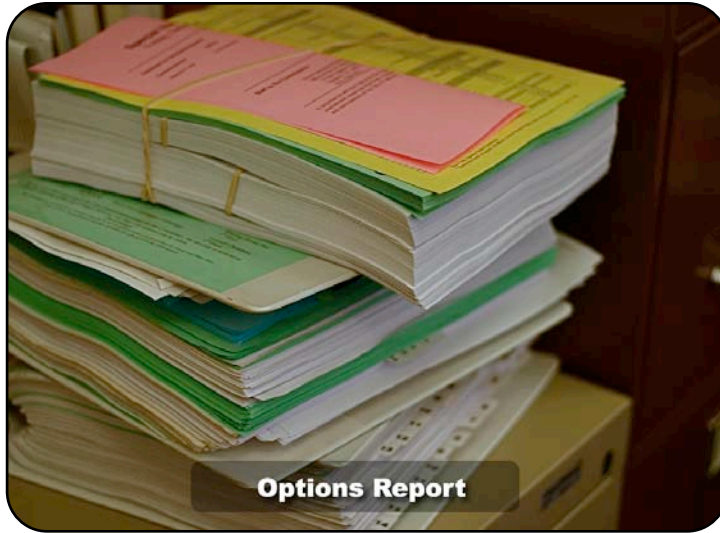


But what we need is your input. We are asking all residents to participate in this program because these are citywide resources that impact the quality of life for all of us.



**Short Answer Survey**

First, we will be asking residents to complete a short answer survey.

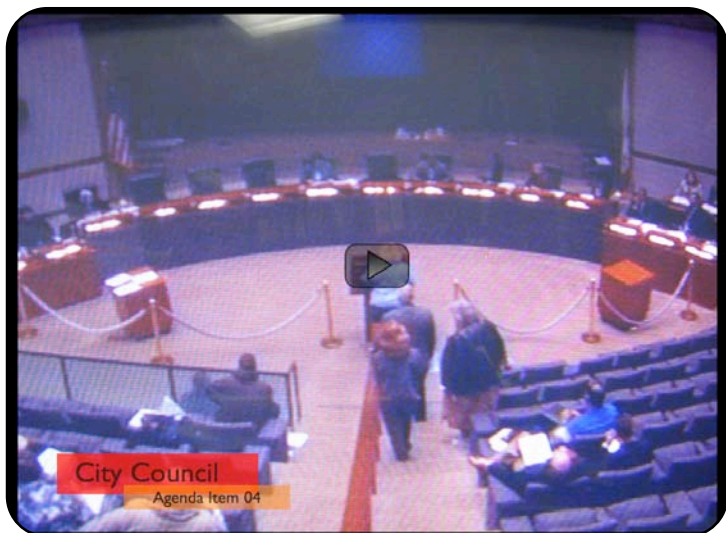


**Options Report**

This summary document will be reviewed by the Planning Commission, and



**Planning Commission**



forward to City Council who will direct the next steps for City staff to follow.



We thank you for your time and respectfully request your participation in this endeavor.