



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

411 West Ocean Blvd., 3rd Floor, Long Beach, CA 90802 Phone: 562-570-6194

September 5, 2019

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Determine that the project is within the scope of the project previously analyzed as part of the Program Environmental Impact Report for SEASP and warrants no further environmental review, pursuant to CEQA Guidelines Section 15162, and approve a Local Coastal Development Permit (LCDP19-003), Modification to an Approved Permit (MOD19-009) and Site Plan Review (SPR19-008) for the construction of two new commercial buildings of 7,000 square feet and 5,000 square feet, and a 1,007 square-foot addition to an existing building located within the Marina Pacifica Mall at 6398 E. Pacific Coast Highway in the Southeast Area Development and Improvement (PD-1) District. (District 3)

APPLICANT: Hany Malak for Marina Pacifica, LLC
35 Hugus Alley, Suite 200
Pasadena, CA 91103
(Application No. 1903-16)

PROJECT DESCRIPTION

Project Site

The project site is located at the Marina Pacifica Mall, at the northwest intersection of 2nd Street and Pacific Coast Highway (PCH) (Exhibit A - Location Map). The entire Marina Pacifica site is approximately 26 acres (1,121,693 sq. ft.) and is improved with a variety of commercial businesses ranging from 500 sq. ft. to 46,000 sq. ft. in size. These businesses include retail shops, restaurants, offices, and a movie theatre complex. The site is within the Southeast Area Development and Improvement District (PD-1), Subarea 16, and has a General Plan Designation of LUD #7 for Mixed Uses. It is surrounded by the following land uses: North – Los Cerritos Channel, boat docks and residential properties; South – a commercial shopping center; East – vacant land; West – multifamily residential properties.

Project Description

The Marina Pacifica Mall consists of approximately 289,000 sq. ft. of commercial building area with 1,371 parking spaces. The site was originally approved for the commercial center in 1972. Subsequent modifications to the site commenced in 1982 (addition of a 6-screen theatre complex of 50,404 square-feet), 1995 (overall redevelopment of the center including the demolition/rebuild of approximately 50% of total floor area, resulting in

302,943 square-feet), and 1997 (demolition of a 39,000 square-foot building for the construction of a new 23,833 square-foot building). The applicant proposes to construct two new commercial buildings of 7,000 sq. ft. and 5,000 sq. ft., respectively, and add 1,000 sq. ft. to an existing vacated building formerly occupied by Best Buy (Exhibit B – Plans). The addition of the 1,000 square feet would accommodate the conversion of the former Best Buy building into a new gym and shops. In requesting the proposed renovation to the Marina Pacifica Mall, the following entitlements are required: Site Plan Review (SPR); Local Coastal Development Permit (LCDP); and Modification to an Approved Permit. Pursuant to Section 21.25.502 of the Long Beach Municipal Code (LBMC), SPR approval is required for the construction of new commercial buildings of 1,000 sq. ft. or more. For SPR projects that do not exceed 50,000 sq. ft. in new building area, approval is subject to the discretion of the SPR Committee. Additionally, pursuant to Section 21.25.903 of the LBMC, a Local Coastal Development Permit is required for all development projects within the Coastal Zone whenever a discretionary application is considered. Typical LCDPs are subject to the review and approval of the Zoning Administrator (ZA). Because the Planning Commission was the hearing body that granted previous Site Plan Review approvals, the proposed Modification to an Approved Permit is subject to Planning Commission consideration. Therefore, staff is also requesting Planning Commission consideration for the Site Plan Review and Local Coastal Development Permit.

Site Plan Review

The Site Plan Review Committee reviewed and cleared the project on June 26, 2019 based on positive SPR findings that the proposed design is considered harmonious and consistent within itself and compatible with the remainder of the Marina Pacifica Mall (Exhibit C - SPR Findings). The existing businesses within the commercial center feature a wide variety of modern styles with many elements such as colors and accent materials being dictated by the individual tenants and their branding. The proposed project includes a façade remodel of the former Best Buy building (in conjunction with interior tenant improvements to convert the building to a gym and retail shops).

The proposed treatment given to the large central façade further emphasizes a contemporary style of architecture that features high-quality materials. The inclusion of smooth stucco finishes, stone veneer, metal canopies and eyebrows, and metal siding to offer additional accent materials works to improve the aesthetic quality of the building. Furthermore, the fact that the former Best Buy building is centrally located among the Marina Pacifica Mall, the façade renovation serves to improve the overall quality of the commercial center.

In addition to the façade remodel for the former Best Buy, the project includes the two new commercial buildings of 7,000 sq. ft. (Building A) and 5,000 sq. ft. (Building B) respectively. Each building is oriented along the eastern property line, in areas that presently serve as surface parking, abutting PCH. Buildings will include outdoor patio spaces with decorative paving to encourage outdoor activity, while their location will help create more balance throughout the site. Building A and Building B also feature the same contemporary architectural elements included in the Best Buy building façade remodel. While neither building has its main pedestrian entrance along PCH, each building incorporates

architectural elements that work together to create visual interest along the PCH frontage to balance the auto-oriented nature of the commercial center. The use of different colors, varied roof heights, canopies, asymmetry, window systems, dispersed lighting, articulation and the incorporation of clearly defined building bases all work to promote a pedestrian experience, notwithstanding the adjacency to PCH.

Local Coastal Development Permit

LBMC Section 21.25.904 sets forth the required findings for LCDP approval. They include: the requirement that the project conform to the certified Local Coastal Program (LCP), including but not limited to all requirements for replacement of low and moderate-income housing; and the requirement for conformance to public access and recreation policies of Chapter 3 of the Coastal Act (Exhibit D - LCDP Findings).

Regarding Finding #1, the proposed project does conform to the goals and policies of the certified LCP, which includes certain provisions and objectives related to transportation and general housing policies. The transportation policy goals include the increased reliance on public transit, decreased reliance on automobiles, and the increase in pedestrian and bicycle access opportunities. While the proposed project does not directly impact the reliance on either public transit or automobiles, the project is required to conform to bicycle parking standards and does promote pedestrian activity with the incorporation of outdoor space and pedestrian walkways along the proposed buildings, where feasible. To the extent feasible, the omission of drive-thru lanes within the proposed building pads further promotes pedestrian activity within a commercial center that is already built out as an auto-oriented development. Furthermore, the Marina Pacifica Mall does feature an adjacent LB Transit bus stop along its PCH frontage.

Regarding Finding #2, the Marina Pacifica Mall is directly adjacent to portions of Alamitos Bay. While Buildings A and B will be in close proximity to Basin 8 of the Alamitos Bay, temporary construction activity is not anticipated to block any access to the water for recreational purposes. Prior to the issuance of any building permits for the project, the applicant will be required to submit an operation plan demonstrating that public access to the adjacent body of water is not compromised. Strict compliance with operation plan will be monitored during the construction process.

Parking

As the project consists of the construction of approximately 13,000 sq. ft. of new building area within a completely build out commercial center, the applicant is proposing to eliminate 161 parking spaces. The Marina Pacifica Mall currently has 1,371 parking spaces (a ratio of 4.75 parking spaces per 1,000 sq. ft. of commercial floor area) and the applicant proposes a total of 1,210 spaces, while adding the 13,000 sq. ft. of new building area (a ratio of 4.00 parking spaces per 1,000 sq. ft. commercial floor area). Pursuant to LBMC Section 21.41.216, the parking requirement for community shopping centers (commercial land uses consisting primarily of retail sales and consisting of three or more lease areas) is five spaces per 1,000 sq. ft. of floor area. However, for shopping centers greater than

150,000 sq. ft., a parking demand study may be submitted in order to reduce the standard shopping center ratio.

The applicant has submitted a parking demand study prepared by Linscott Law & Greenspan, analyzing the request to reduce the parking count within the Marina Pacifica Mall (Exhibit F - Parking Demand Study). The parking study uses a shared parking analysis to find that 1,210 parking spaces are sufficient for the Marina Pacifica Mall (even after construction of the proposed buildings). This conclusion is based on the mix of different use types and tenancies, all having peak hours at different times of the day. The study concludes that the projected peak parking demands of existing and proposed uses renders a weekday surplus of 30 spaces and a weekend surplus of 58 spaces, relative to the proposed 1,210 spaces. Therefore, staff does not anticipate any parking issues resulting from the proposed parking reduction.

The project includes several Conditions of Approval to ensure that the proposed development meets all applicable standards pertinent to the project site (Exhibit E - Conditions of Approval). These conditions include several Mitigation Measures required by the Southeast Area Specific Plan Program Environmental Impact Report (SEASP PEIR). Also included are conditions to monitor construction activities, minimize nuisance behavior, and ensure proper maintenance. Project approval is not anticipated to cause any adverse impacts as the addition of two commercial buildings within the Marina Pacifica Mall will enhance the overall experience on the site and offer elements pedestrian activity and contemporary architecture. Staff recommends that the Planning Commission approve the Local Coastal Development Permit, Modification to an Approved Permit, and Site Plan Review, subject to Conditions of Approval.

PUBLIC HEARING NOTICE

A total of 580 notices of public hearing were distributed on August 22, 2019, in accordance with the requirements of Chapter 21.21 of the Zoning Regulations. As of the preparation of this report, no correspondence was received by staff.

ENVIRONMENTAL REVIEW

More intensive development of the subject site was analyzed as part of the previously-certified Southeast Area Specific Plan Program Environmental Impact Report (SEASP PEIR) (State Clearinghouse No. 2015101075). The proposed project has been analyzed in accordance with the SEASP PEIR and will not result in any new significant impacts not previously identified (Exhibit G – SEASP PEIR Compliance Checklist). The project is consistent with both the older SEADIP (PD-1) Plan and newer SEASP plan. While SEASP is pending certification by the California Coastal Commission, the environmental document is certified and valid.

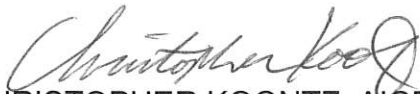
Respectfully submitted,



CUENTIN JACKSON
PROJECT PLANNER



ALEXIS OROPEZA
CURRENT PLANNING OFFICER



CHRISTOPHER KOONTZ, AICP
PLANNING BUREAU MANAGER



LINDA F. TATUM, FAICP
DIRECTOR OF DEVELOPMENT SERVICES

LFT:CK:AO:CJ

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Attachments:

- Exhibit A – Location Map
- Exhibit B – Plans
- Exhibit C – SPR Findings
- Exhibit D – LCDP Findings
- Exhibit E – Conditions of Approval
- Exhibit F – Parking Demand Study
- Exhibit G – SEASP PEIR Compliance Checklist