

November 5, 2020

**CHAIR AND PLANNING COMMISSIONERS**

City of Long Beach  
California

**RECOMMENDATION:**

Recommend that the City Council approve an Addendum to the Midtown Specific Plan Programmatic Environmental Impact Report;

Approve Zone Change ZCHG18-006 from Regional Highway (CHW), Community Automobile Orientated (CCA) and Two Family Residential (R-2-N) to Midtown Specific Plan (MTSP) Transit Node (TOD-L) Districts, over the following nine lots addressed as: 201 – 245 W. Pacific Coast Highway and 1827 Pacific Avenue (APN 7209-022-900, 7209-022-028; 7209-022-027, and 7209-022-023) and approve Zone Text Amendment ZCA18-008 to reflect the boundary change of the Zone Change expanding the area within the Midtown Specific Plan.

Approve Site Plan Review SPR18-054 to allow the construction of two, five-story buildings, consisting of 138-market-rate residential units and 24,911 square feet of commercial space located at 201 - 245 W. Pacific Coast Highway and 1827 Pacific Avenue, in the Midtown Specific Plan (SP-1); and

Approve Lot Merger LMG 18-032 to merge nine lots into two separate lots addressed as 201 - 245 W. Pacific Coast Highway and 1827 Pacific Avenue (APN 7209-022-900, 7209-022-028, 7209-022-027, and 7209-022-023). (District 6)

**APPLICANT:** Jan Van Dijs Inc.  
Jan Van Dijs (on behalf of the property owner Kay Mendoza Trust)  
425 E. 4<sup>th</sup> Street  
Long Beach, CA 90802  
(Application No. 1810-26)

**DISCUSSION**

**BACKGROUND**

The site located on the north side of Pacific Coast Highway between Cedar Avenue to the west and Pacific Avenue to the east. The development site consists of nine lots, totaling 1.59 acres,



that are bisected by an unnamed alley that runs north to south. The project site is surrounded by multi-family residential and commercial uses to the north, an education facility across Pacific Coast Highway to the south, commercial and multi-family uses across Pacific Avenue to the west, and commercial uses across Cedar Avenue to the east (Exhibit A - Vicinity Map). The site is zoned Regional Highway (CHW), Community Automobile Orientated (CCA) and Two Family Residential (R-2-N) Districts and has a General Plan Land Use Place type of Transit Orientated Development (TOD-L) Districts.

The western half of the site is occupied by a retail food market and parking lot. The eastern half of the project site was developed with a commercial building and parking lot located on the parcel addressed as 201 W. Pacific Coast Highway and a single-story motel located on the parcel addressed on 1827 Pacific Avenue. The motel was demolished in 2011.

## PROJECT PROPOSAL

The existing commercial building would be demolished, and the site developed with mixed-use development project (Exhibit B - Plans). The project includes two buildings that will be connected by raised pedestrian bridges over the existing alley that is to remain. In total, the site would be developed with 138-market-rate residential units and 24,911 square feet of ground floor commercial.

## ENTITLEMENTS

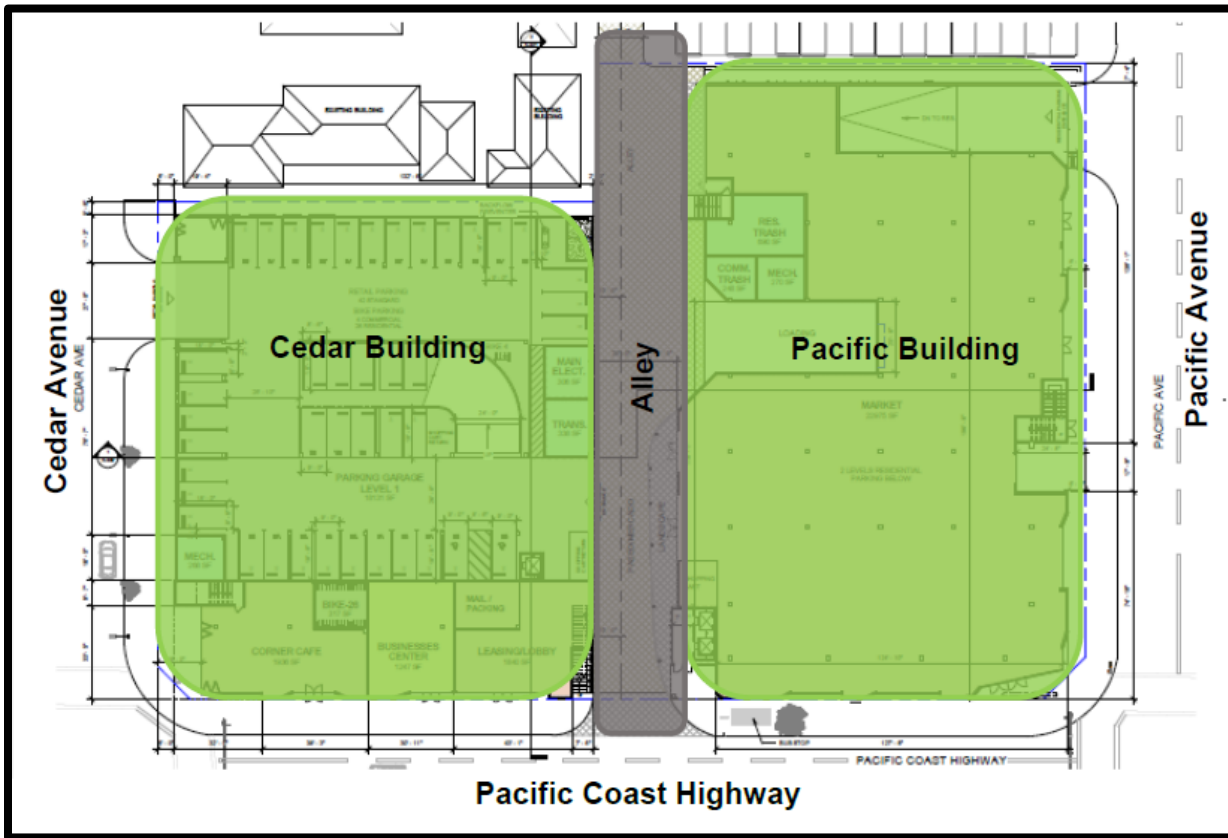
The proposed project requires several entitlements including the addendum to a Program Environmental Impact Report. The first required entitlement is a Site Plan Review, for the purpose of reviewing the design, architecture and layout of the proposed building and site plan. The second is a lot merger. The Lot Merger will create two single lots, one west of the alley and one east of the alley. The third is a zone change to rezone the existing parcels from Regional Highway District (CHW), Community Automobile Orientated (CCA) and Two Family Residential (R-2-N) Districts to the Midtown Specific Plan (MTSP) Transit Node (TN) district. The fourth is a Zone Code Amendment to modify language and maps in the Midtown Specific Plan to address the expansion of the boundary area of Midtown Specific Plan.

## SITE PLAN REVIEW

The Midtown Specific Plan requires Site Plan Review for projects involving the construction of one or more new dwelling units. The Site Plan Review is a discretionary approval. Projects consisting of 50 dwelling units or more are required to participate in the Conceptual Site Plan Review process. A Conceptual Site Plan Review for this project was completed in 2018. On March 25, 2020, the Site Plan Review Committee reviewed the project's architectural design and layout, and approved the project subject to conditions, pursuant to LBMC Section 21.25.503. As this project proposes more than 50 dwelling units, the Planning Commission is the discretionary approval body for the Site Plan Review. If approved, the project would be contingent on approval of the Zone Change by City Council.

The project is a mixed-use development which will consist of 138-market-rate residential units and 24,911 square feet of commercial area in two buildings connected by pedestrian bridges which extend across the alley.

**Figure 1: Project Site**



The Cedar Building is located on the western portion of the project site and totals 27,528-square feet of land. The Pacific Building is located on the east portion of the project site, and totals 36,330 square feet of land. An alley that runs north and south biceps the development site. The buildings will be connected by raised pedestrian bridges.

#### Pacific Building (East of Alley)

The Pacific building is proposed with five stories and varies in height from 62 feet up to 67 feet with allowed architectural projections. It is proposed with a 23,043-square-foot market located on the ground floor and 92 residential units located above (Levels 2-5). Two levels of subterranean parking is proposed with a total of 182 parking spaces for residents and guests.

#### Cedar Building (West of Alley)

The Cedar building is proposed with five stories and a mezzanine parking level<sup>1</sup>. The ground floor includes a 1,941-square-foot commercial retail area, a business center, a leasing/lobby

---

<sup>1</sup> Long Beach Municipal Code defines “Mezzanine” in accordance with the Building code. According to the Building Code mezzanine is defined as an intermediate level or levels between floor and ceiling of any story, which is not an enclosed space. The mezzanine is located between the ground floor and the second level and it is not enclosed. Therefore, the Cedar building is considered to have five stories and not six stories.

area and surface parking. A total of 46 residential units will be located on levels two through five. Parking will be provided on the ground floor and on the mezzanine level which will provide a total of 76 parking spaces that will support the commercial uses for both buildings.

The Cedar building will range in height from 29 feet along the north property line and steps up to 67 feet along Pacific Coast Highway. The Cedar Building was designed to step down in height in a terraced design. This terrace design pushes the bulk and mass of the buildings away from the residential properties towards Pacific Coast Highway.

The buildings will feature white-colored stucco walls accented with grey-colored cement board and dark brown wood cladding. White vinyl windows and black metal guardrails provide contrast to the white stucco walls. A condition has been added to require the windows be of a high-quality material and the window frames to be grey or black in color. The buildings will feature landscaped alcoves as a decorative architecture feature on the upper floors which will provide added greenery to the white colored walls. In addition, large pots or planter boxes would be provided along the perimeter of the building. The planter boxes, in addition to new street trees, will enhance the pedestrian experience at the ground level.

The average typical unit mix is shown for each building in the tables below:

**Table 1: Unit Mix**

Unit type	No. of subtypes	Average sq. ft.	Total No. of units	Percent of unit mix
Studio	1	668	9	7%
1 Bedroom	1	694	89	64%
2 Bedrooms	3	1,105 - 1,353	32	23%
3 Bedrooms	3	1,023 - 1,087	8	6%
<b>Total</b>			<b>138</b>	<b>100%</b>

**Circulation and Parking**

Access onto the development site will be provided from three access points, Pacific Avenue, Cedar Avenue and Pacific Coast Highway. A new driveway approach located on Pacific Avenue will provide access to the subterranean garage in the Pacific Building. A new driveway approach located on Cedar Avenue will provide access to ground level and mezzanine level parking stalls. The existing (north/south) alley will provide additional access to the site from Pacific Coast Highway. The alley will be widened from 16-feet to 30-feet wide which will provide access to the surface and mezzanine level parking stalls. The alley will also provide access to the loading truck bays located along the west side of the Pacific building adjacent to the alley.

A total of 258 (238 standard and 20 tandem) parking spaces would be provided for the project. The Pacific Building features two levels of subterranean parking providing 182 parking spaces for the residents/occupants. The Cedar Building will provide ground floor and mezzanine level parking totaling 76 parking spaces for the commercial uses. Required parking under the Midtown Plan for both automobiles and bicycles is shown in the tables below.

**Table 2: Parking**

Type	Quantity	Parking Rate	Amt. Required*	Amt. Proposed*
Res. Units	138 Units	1 Bedrooms /1 per unit	148	151
Guest Parking		Bedrooms /1.25 per unit 1per 4 units	35	35
Commercial	24,911 sf	2 per 1,000 sf (first 4,000 exempt).	41.8	52
<b>Total</b>	-	-	<b>225</b>	<b>238 (Plus 20 additional as Tandem)</b>

\* Final parking numbers are rounded up to the nearest whole number of parking stalls.

The required residential bike parking is provided in the subterranean level (P-1) of the Pacific Building and the commercial bike parking is provided in the surface and mezzanine level parking lots in the Cedar Building.

**Table 2: Bicycle Parking**

Type	Quantity	Rate	Amt. Required	Amt. Proposed
Res. Units	138	1 per 2 units	69	78
Commercial	24,911 sf	1 per 7,500 sf (above 4,000 sf)	3.3 (4)	4
<b>Total</b>	-	-	<b>73</b>	<b>8082</b>

**Open Space**

The development provides open space for both the residential and commercial components of the project. The open space is provided as private balconies, semi-private alcoves as well as two large common areas located on the second floors of both buildings. The project includes a 1,450-square-foot fitness room located adjacent to the common open space on the second floor of the Pacific building. In addition, 2,537 square feet of landscaping is provided for the commercial component located throughout the project’s ground floor. The project exceeds minimum open space requirements.

**Table 4: Open Space**

Type	Quantity	Rate	Amt. Required	Amt. Proposed
Common/Private Open Space	138	50 sf per unit	6,900 sf	6,420 sf Private 1,579 sf Semi-private 12,166 sf Common
Commercial	24,911 sf	10% of the project area	2,491 sf	2,537 sf
<b>Total</b>	-	-	<b>9,391 sf</b>	<b>22,702 sf</b>

**LOT MERGER**

As the development is proposed over nine lots and has an alley which bisects it, a Lot Merger is required to consolidate them into two, single lots. The Pacific building site consists of five lots which will be merged into a single, 36,330-square-foot, lot. The Cedar Building site consists of four existing lots which will be merged into a single, 27,528-square-foot, lot. Each new lot exceeds the minimum 10,000 square foot size required in the Midtown Specific Plan District

**Table 5: Pacific Building Site (East of Alley)**

PARCEL NUMBER	ADDRESS	SIZE (SQ. FT.)	Zoning	PRESENT USE
7209-022-900 <sup>2</sup>	1827 Pacific Ave.	16,000	CCA	Vacant
7209-022-028 <sup>3</sup>	201 W. PCH	20,330	CHW	Vacant

The Cedar Building parcels, identified in the table below, will be merged as part of the project.

**Table 6: Cedar Building Site (West of Alley)**

PARCEL NUMBER	ADDRESS	SIZE (SQ. FT.)	Zoning	PRESENT USE
7209-022-027 <sup>4</sup>	231 W. PCH	16,000	R-2-N	Commercial
7209-022-023 <sup>5</sup>	245 W. PCH	12,728	CHW	Vacant

LBMC Section 20.28.030 requires findings to be made in order to support the Lot Merger which include consolidating smaller lots to create larger conforming lots.

Customarily, the Zoning Administrator has the authority to review and approve Lot Merger requests. LBMC Section 21.21.201 allows the Zoning Administrator the discretion to refer applications to the Planning Commission for consideration. To consolidate the review process for the applicant and the public, the Zoning Administrator has referred this Lot Merger request to the Planning Commission so that it may reviewed alongside the Site Plan Review, Zone Change and the Zoning Code Amendment.

**ZONE CHANGE AND ZONE CODE AMENDMENT**

The project site is currently zoned Regional Highway District (CHW), Community Automobile Orientated (CCA) and Two Family Residential (R-2-N) Districts. Mixed use development projects are not permitted in the CHW, CCA or the R-2-N Districts.

In contrast, the General Plan’s Land Use Element, adopted in December 2019, designates the project site as Transit Orientated Development (TOD-L). The General Plan serves as the guide or constitution for future development within the City. This PlaceType is a mixed-use land use designation that allows commercial and residential uses such as apartments and condominiums. The current zoning is inconsistent with the General Plan PlaceType.

Accordingly, a Zone Change to the Midtown Specific Plan (MTSP) Transit Node (TN) district (Exhibit C - Proposed Midtown Specific Plan Map) is proposed. The Midtown Specific Plan would be expanded one block west to Cedar Avenue where the development project is located. The Transit Node Districts have two distinct areas, High and Low. This development site will be changed to the Transit Node Low (TOD-L) District. Staff is supportive of the Zone Change as the proposed TN-Low zone will better align the zoning designations of the parcels to the

---

<sup>2</sup> Lot Number 28

<sup>3</sup> Lot Numbers 30, 32, 34 and 36

<sup>4</sup> Lot Numbers 29 and 31

<sup>5</sup> Lot Numbers 33 and 35

PlaceType outlined in the Land Use Element and facilitate the construction of new housing. The development project would serve as an appropriate transition between the existing commercial uses that flank Pacific Coast Highway and the multi-family residences located on Cedar Avenue.

The General Plan Land Use Placetype TOD-L is characterized with average densities up to 44 dwelling units per acre and seven stories in height. The General Plan Land Use Map permits building heights up to seven stories for the development site. The MTSP TN-L district allows a floor area ratio (FAR) of 3.0 and up to 65 feet in height and a maximum of five stories for parcels with depths of 200 feet or greater. MTSP does not have a maximum density for residential units; rather density is controlled by the development standards including building height, setbacks, parking, open space standards, etc. The project is proposed with a density of 87 dwelling units per acre, a FAR of 2.6, will have a maximum height of 64 feet and five stories. The proposed density conforms to the development standards of the MTSP TN-L and is considered consistent with the general characteristics of the Placetype TOD-L; it anticipates higher density residential mixed with commercial uses in a proximity to transit. The terraced design of the Cedar building provides transition from the single and multi-family residences to the north. The development site is located in a high transit area which provides access to rapid transit High Transit (Exhibit D - Map). The eastern edge of the project is located just outside of the 1/4-mile radius from transit, the determined radius for walkability to transit, from the "A" line but is well within the critical one-mile distance for potential riders. The project site is located along Long Beach Transit bus routes with bus stops located adjacent to the site on Pacific Coast Highway and Pacific Avenue.

The Zoning Code Amendment would modify language in the Midtown Specific Plan and affected maps for the purpose of reflecting the expanded boundary of Midtown Specific Plan (Exhibit E - Proposed Language Zoning Code Amendment). There are no proposed changes to uses or development standards within the Midtown Specific Plan.

#### Community Outreach

The developer conducted two community outreach efforts for the project. The first meeting was held at the Community Center in Wrigley in Fall of 2019 and another was held more recently via Zoom on July 6, 2020.

#### Public Comments

One public comment letter was received from the Wrigley Association. The Association expressed concerns regarding the project's proposed height, density and lack of parking. The Association states that the project is not compatible with the neighborhoods existing development pattern. (Exhibit F - Public Comments)

#### **PUBLIC HEARING NOTICE**

A 1/8<sup>th</sup> page notice of public hearing was published in the Long Beach Press-Telegram on October 22, 2020, in accordance with the requirements of Chapter 21.21 of the Long Beach Municipal Code. Also, 326 notices were mailed out to 300-foot radius. No public comments were received at the time the report was prepared.

## **ENVIRONMENTAL REVIEW**

The Midtown Specific Plan for which a program Environmental Impact Report (State Clearinghouse No. 2015031034) was certified and adopted by the City Council in June of 2016. In accordance with the California Environmental Quality Act (CEQA) and the CEQA Guidelines, an Addendum to the Midtown Specific Plan EIR was prepared for the development project. Pursuant to Public Resources Code Section 21166 and CEQA Guidelines Section 15162, the proposed project has been analyzed in accordance with the Midtown Specific Plan EIR and will not result in any new significant impacts upon the environment, or any impacts greater than those analyzed in the Midtown Specific Plan EIR. A CEQA statement of support and environmental compliance determination has been prepared to document this finding (Exhibit G - Addendum to Midtown Specific Plan EIR). Therefore, no further environmental review is necessary.

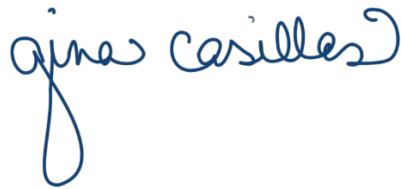
The project will be subject to the Mitigation Monitoring and Reporting Program adopted with the Midtown Specific Plan EIR, which established mitigation measures that apply to the overall Midtown Specific Plan, including the proposed development that is the subject of this request. These mitigation measures pertain to aesthetics, air quality, cultural resources, geology and seismicity, greenhouse gas emissions, hazards and hazardous materials, hydrology and water quality, noise, traffic and circulation, utilities and service systems.

## **RECOMMENDATION**

Findings for the Zone Change, Zoning Code Amendment, Site Plan Review and the Lot Merger (Exhibit H = Findings) are attached. Based on these findings and conditions it is recommended that the Planning Commission recommend approval of 1) the Addendum to the Program EIR; 2) the Zone Change to Midtown Specific Plan; and 3) Zoning Code Amendment. The Planning Commission's action will serve as a recommendation to the City Council, who is the decision-maker on Zoning Code Amendments. It is recommended that the Planning Commission act to approve the Site Plan Review and Lot Merger conditioned upon approval of the Zone Change by the City Council (Exhibit I - Conditions of Approval).



Respectfully submitted,



GINA CASILLAS  
PROJECT PLANNER



CHRISTOPHER KOONTZ, AICP  
DEVELOPMENT SERVICES DEPUTY DIRECTOR



OSCAR W. ORCI  
DIRECTOR OF DEVELOPMENT SERVICES

OO:CK:AO:gc

Attachments:

- Exhibit A - Vicinity Map
- Exhibit B - Plans
- Exhibit C - Midtown Specific Plan Proposed Map
- Exhibit D - High Transit Map
- Exhibit E - Proposed Language Zoning Code Amendment
- Exhibit F - Public Comments
- Exhibit G - Addendum to Midtown Specific Plan EIR
- Exhibit H - Findings
- Exhibit I - Conditions of Approval