

Southeast Area Specific Plan Community Advisory Committee Meeting #2 Summary

June 18, 2014



The second meeting of the Southeast Area Specific Plan Committee Advisory Committee (Committee) took place on June 18, 2014 at the Best Western Golden Sails Hotel Seafarer Room, E Pacific Coast Highway. The meeting took place from 6:30 to 9:00 pm and was open to the public, who were also invited to attend.

The [Agenda](#) and [Presentation](#) are available on the City website.

The meeting was facilitated by Lewis Michaelson of Katz and Associates (one of the project team consultants). The meeting kicked off with introductions from the committee members and project team as well as a recap of the Committee's [mission](#).

Project Team Members in Attendance:

PlaceWorks–Lead Consultant

Wendy Grant- Project Manager

Suzanne Schwab

Katz and Associates

Lewis Michaelson

CityWorks

Lisa Padilla

Strategic Economics

Sujata Srivastava

City Staff–Development Services

Amy Bodek, Director

Angela Reynolds, Deputy Director

Craig Chalfant, Planner

Brant Birkeland, Planner

Committee Members in Attendance:

Gregory Gill	Commercial Property Owner
Rod Astarabadi	Commercial Property Owner
Randy Blanchard	Commercial Property Owner
Pat Towner	Homeowner Association - UPENA
Kristi Fischer	Homeowner Association - Del Lago
Stephen Bello	Homeowner Association - Marina Pacifica
Steve McCord	Homeowner Association - Belmont Shore Mobile Estates Park
Bill Thomas	Homeowner Association – Alamitos Heights Improvement Association
Elizabeth Lambe	Community Organization - Los Cerritos Wetlands Land Trust
David Salazar	Agency - CSULB
Mary Parsell	Agency - El Dorado Audubon Society
Karissa Selvester	Agency - Long Beach Transit
Linda Taira	Agency - Cal Trans
Edward Kutik	Community Member at Large
Laura Lindgren	Community Member at Large
Bill Davidson	Community Member at Large

Not present:

Raymond Lin	Commercial Property Owner
Mark Stanley	Agency – Los Cerritos Wetlands Authority
John McKeown	Commercial Property Owner
Peter Zak	Commercial Property Owner

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Charles Durnin
B. Thomas Mayes

Community Member at Large
Community Organization - Long Beach Marian Boat Owners Association

Approximately 20 community members attended the meeting.

Following introductions, Amy Bodek, Development Services Director, gave an update on a new proposal within the Southeast Area. The proposed project would relocate oil operations from an area near the Wetlands to an undeveloped parcel near Pacific Coast and the Marketplace Shopping center. The committee was informed that City staff will be seeking direction for the proposal from Council at their meeting on July 1, 2014. The Committee had a brief comment period and expressed concern regarding the visibility of oil derricks from Pacific Coast Highway and commented that they would need to be properly screened. Other Committee members were hopeful to hear that oil operations would be removed from the wetlands area.

Brant Birkeland, City Planner, reviewed the boundaries of the current SEADIP area with the Committee.

Public Outreach

Next, the consultant team recapped public outreach efforts to date and introduced the Draft Vision Statement. The team explained that the Statement had been crafted using input received from workshops, on-line topics through Long Beach Town Hall, and Committee Meeting #1.

Vision

The group read the Draft Vision Statement aloud stopping to give their input as they went through each paragraph (the Draft Vision Statement can be found online in the presentation). Feedback included:

- Concern about the use of light industrial wording, others interjected that oil derricks are currently part of the area and are considered a light industrial use and that they would rather have them over tall buildings—at least they are open and don't block views
- Consider more emphasis on residential and recreation and less on industrial
- Overall like the focus on pedestrian and safety
- Concern about statement regarding "redeveloping and redesigning"
- Felt the time lapse was lost in the sentence regarding developing on undeveloped properties
- Unsure that building design would reduce traffic and increase pedestrian use
- Would like to see mention of institutional uses such as Cal State and the VA
- The new CalTrans representative asked the group about their vision for PCH, the group responded with ideas such as a landscaped median, a desire to have a more attractive street, a reference was made to San Vicente, incorporation of traffic calming measures and safety were also noted as an important factors
- Would like the discussion regarding views to include neighborhoods and the marina (not solely PCH)
- Thought that the Statement should reference climate change
- Transit (shuttles, buses, etc.) and air quality were brought up as possible topics to add. The consultant team explained that while they would be included in the Plan they are not topics that had risen to the top of the feedback received for the vision
- Felt the statement that the area is a "gateway to LA County" isn't needed, the area is seen more as a gateway to Long Beach
- A suggestion was made that the youth voice should be brought in to consult on the Draft Vision Statement since they will be the ones living, working, and recreating in this area in the future—it was noted that youth input could include Cal State Long Beach, Long Beach City College, and High Schools

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Project Name

A naming exercise helped the Committee to identify a possible new name for the Plan. The Committee was asked to report on their homework from meeting #1—to brainstorm ideas for a new name. A voting chart provided a list of names that had been collected through Long Beach Town Hall and Community Workshops. The Committee’s ideas were added to the chart and the members were given three sticky dots to place next to each of their top three favorite suggestions.

SEADIP Naming Exercise Results		
Ranking	Name	Number of Votes
1	Los Cerritos Area Plan (LCAP)	9
2	SEADIP II (Southeast Area Development and Improvement Plan II)	7
3	Los Cerritos Sustainable Development Plan	6
4	SEACOMP (Southeast Area Comprehensive Master Plan)	5
5	Los Cerritos Sustainable Neighborhood Plan	4
5	SEADIP ^{2nd}	4
6	SEADIP (Southeast Area Development Integration Plan)	3
6	SEADEP-21 (Southeast Area development and Environmental Plan)	3
7	Los Cerritos Urban Nature Plan	1
7	SEADIP 21 st Century	1

Opportunities and Constraints Workbook

The primary discussion topic for the evening was the Opportunities and Constraints Workbook (available online [here](#)). The Committee was asked to review the Urban Design and Market Assessment chapters. Members of the consultant team gave presentations regarding each chapter and the Committee was asked “What are your initial reactions?” “Did any of the findings surprise you and if so which ones?”

Market Assessment:

- Surprised about 245k development proposed for 2nd and PCH, concerned it won’t leave much on the table for future development
- A typographical error was identified on Table 18 on Page 74—The total for Retail and Food Services should be 1,696,000 not 1,334,000
- Wanted to know if affordable housing needed to be included in the workbook—consultant responded that it would be in the Plan but wasn’t necessary in the workbook
- Concerned about living wage jobs in Long Beach
- If the demographics of the area support high end retail why isn’t it already in the area?—consultant responded that more physical transformation is needed to attract that kind of development
- Tax breaks and relief were questioned—consultant responded that is a City Council decision not included in the analysis

Urban Design:

- Is adaptive reuse being considered?—consultant responded that it could be considered in the plan but is not part of this initial analysis
- Pleased that this section looked at transportation beyond PCH to streets like Studebaker and 7th because they also subdivide the area
- Think that street design should focus on major thoroughfares

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- Overall was very impressed by the chapter and liked the questions and key considerations, thought the group should take time to answer the questions for the consultant team

Public Comment

After the Committee's discussion the meeting was opened up for public comment. Feedback was solicited for the items discussed during the Committee's meeting. Feedback included:

- 2nd and PCH development will go on—no moratorium is in place
- SEADIP name will be hard to change—it is how everyone knows the area
- Los Cerritos is already the name of another neighborhood in Long Beach, including it in the name is confusing
- Changing the name will take a HUGE effort
- Overall commended the team on the workbook and thought it was well done

Committee Homework

Review Planning, Mobility, and Wetlands chapters for July 9th meeting

After the meeting the City sent out a consolidated list of questions from the Market and Urban Design chapters of the workbook. The Committee was encouraged to submit their answers in writing to the City or bring them to next meeting. Their feedback will be shared with the consultant team.