

**Southeast Area Specific Plan
Community Workshop Series #1 Summary
May 2014**

The City of Long Beach conducted the first series of community workshops for the Southeast Area Specific Plan on April 23 and 26, 2014 at the times and locations listed in Table 1. The purpose of the first series of workshops was to provide information about the planning process and to solicit input on the long-term vision and planning issues for the southeast area. The community workshops were paired with a Long Beach Open Town Hall online forum discussion topic from April 22 to May 3, 2014. The discussion topic reflected the “Pop Quiz” activity described in the workshop format section of this summary.

Approximately 52 community members attended the workshops and 7 persons contributed to the Long Beach Town Hall discussion.

Table 1. Workshop locations, dates, and times

Location	Address	Date & Time
Best Western Golden Sails Marina Ballroom	6285 E. Pacific Coast Highway Long Beach, CA 90803	Wednesday, April 23rd 6:30 p.m.
Seaport Marina Hotel	6400 E Pacific Coast Hwy, Long Beach, CA 90803	Saturday, April 26th 10 a.m.

Notifications: The public was notified of the workshop locations, dates, and times via a posting on the project website and a series of eBlast notifications distributed to all project notification subscribers. A flier was also developed and posted on the project website and a press release was distributed to inform the media.

Format: The workshop was facilitated by Joan Isaacson of Katz & Associates, one of the project team consultants. The meeting kicked off with project team member introductions and an overview of the workshop agenda. Angela Reynolds, Deputy Director of the City of Long Beach Development Services Department, provided an overview of the project background, including a description of the grant received from the California Department of Conservation. A representative (Wendy Grant, Karen Gulley) from PlaceWorks, the lead consultant, reviewed the [timeline](#), work plan, and [process chart](#) for the project. An overview of the outreach efforts to-date including a recap of the [February Pop-up Outreach booths](#), the development and first meeting of the [Community Advisory Committee](#), and the City’s online engagement tool, [Long Beach Town Hall](#), were also presented.

After the opening remarks and presentation, workshop participants were asked to participate in two engagement activities, a vision drawing exercise and a community pop quiz.

Visioning Activity: For the vision drawing exercise, participants were prompted to draw their visions for Southeast Long Beach in 20 years with the members of their table. Visions were to include the areas that should remain the same as well as show how other areas should be changed. The groups identified the main themes resulting from the exercise as “Big Ideas.” Each group was given a few minutes to present their “Big Ideas.”

Table 2 provides a summary of the recurring comments and “Big Ideas” that were shared during the visioning exercise. Those ideas listed in **bold** and *italics* were shared by multiple groups.

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Table 2. Visioning Exercise Big Ideas

Theme Categories	Big Ideas
Bike/Pedestrian	<ul style="list-style-type: none"> • Add more bike lanes • Develop class 1 bike trails • Improve bike and foot traffic • Improve pedestrian and bike flow on PCH • Add vibrant signage and walkways • Consider a bike lane through the wetlands • Consider pedestrian bridges at 2nd and PCH • Educate motorists about bike/ped safety • Widen sidewalks
Land Use	<ul style="list-style-type: none"> • Encourage upscale retail development • Encourage boutique/high class hotel • Encourage low impact/multi-use • Ensure development density does not exceed traffic capacity • Ensure development complements the wetlands • Ensure development restores/preserves view corridors • Do not add more residential • Redevelop pumpkin patch • Create a gateway into the city • Do not allow more strip malls or big box development • Encourage development that will encourage use/access to the coast • Encourage quality development to complement wetlands • Only allow for low rise development, nothing over 4 stories • Redevelop Market Place & Seaport Marina together • Redevelop mobile home park • Tear down Seaport Marina Hotel
Marina	<ul style="list-style-type: none"> • Improve connection to Marina • Improve public access to the Marina and waterways • Promote water activities • Relocate boat storage
Oil/Power Operations	<ul style="list-style-type: none"> • Consolidate oil operation to one location • Relocate oil operation • Change the tank farm in to a solar farm • Disguise profile of oil tanks with landscaping • Move out AES and DWP • Take out power plants and turn area into more wetlands
Other	<ul style="list-style-type: none"> • Improve aesthetic/architectural design • Embrace aquatic theme of the area • Improved quality of life for people and animals • Minimize light pollution
Traffic	<ul style="list-style-type: none"> • Minimize traffic related impacts • Enhance connectivity • Reduce vehicle trips • Connect Shopkeeper Rd to Studebaker • Consider a roundabout or a pedestrian overpass at 2nd and PCH to relieve the traffic • Consider a cross town freeway/expressway • Enhance connectivity • Increase public transit service in the area • Transform PCH into a slow moving boulevard like Seal Beach and Corona del Mar

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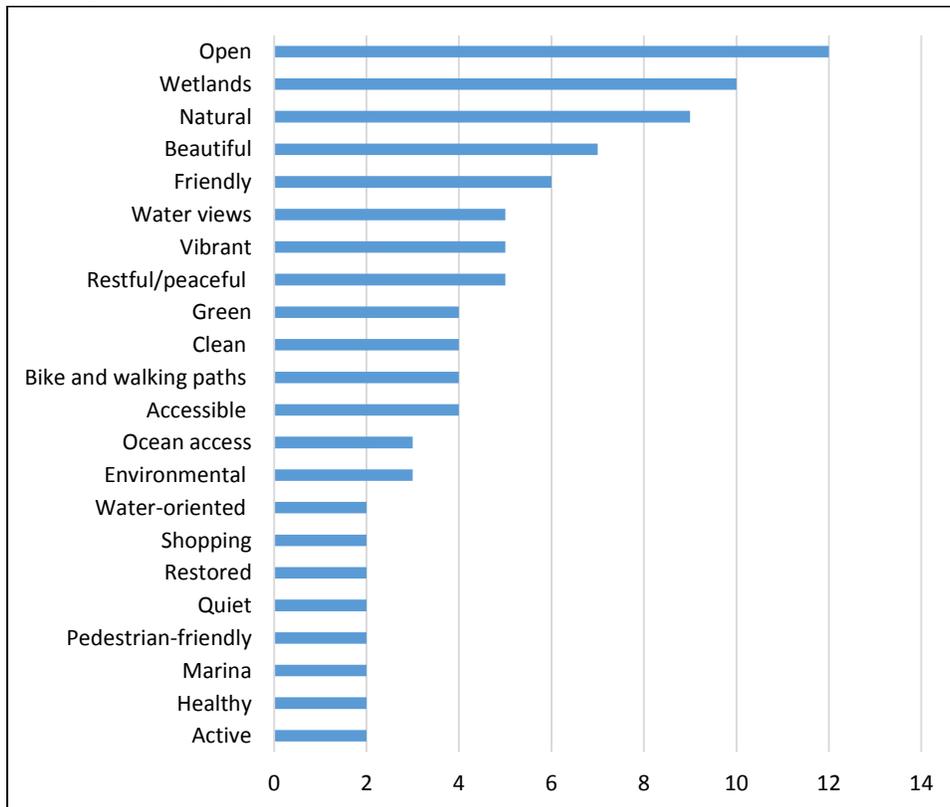
Theme Categories	Big Ideas
	without reducing travel times
Wetlands/Open Space	<ul style="list-style-type: none"> • Improve wetlands connectivity • Restore the wetlands • Create access (walkway) and restoration similar to what is found a Bolsa Chica • Create as much open space as possible • Develop a passive park • Integrate extension of Studebaker Rd through wetlands • Encourage new development to go into wetlands fund • Transfer all wetlands to the public trust

Community Pop Quiz Activity: For the pop-quiz activity, workshop participants were asked to quickly respond to 10 questions prompted by the meeting facilitator that focused on the unique attributes of southeast Long Beach and current challenges and needs, then write their responses on post-it notes. Following the quiz, workshop participants were given a break to post their notes on designated locations on the walls of the meeting room. At the conclusion of the break, the workshop facilitator reported on the top answers. The same ten questions were posted on Long Beach Town Hall online forum as a [discussion topic](#).

Recurring themes that emerged from pop-quiz answers received during the workshops and via the online forum are summarized below.

Question 1. In three words, describe the kind of place you want Southeast Long Beach to be in 20 years.

Top Responses to Question 1



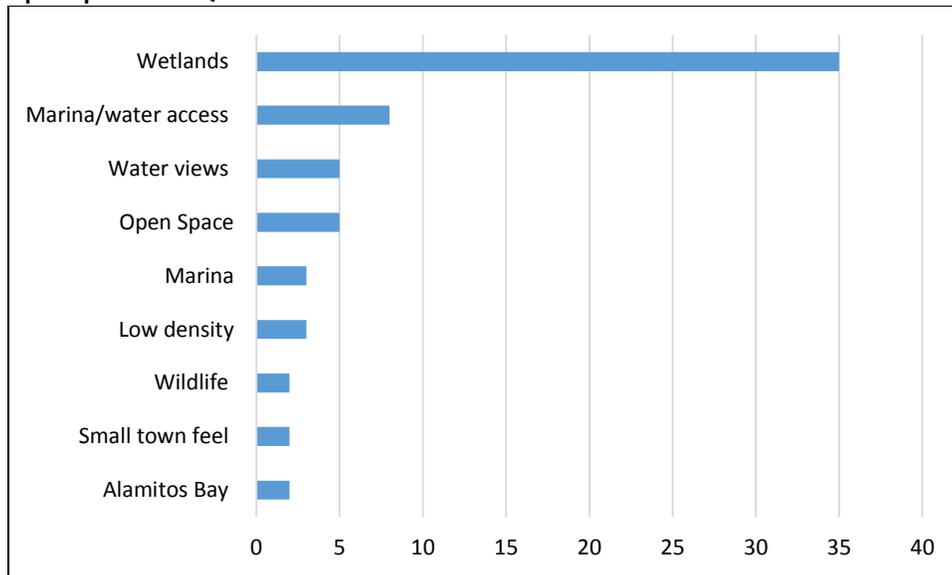
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Additional responses included:

- Affluent
- Alive
- Attractive
- Beach
- Blue
- Coastal
- Coastal beach lifestyle
- Cohabitate to people and wetlands
- Community
- Connected
- Developed
- Energetic
- Free
- Fun
- Happy
- Inviting
- Mobility
- Multiuse
- Parks
- Pleasant
- Recreational
- Resource
- Tourism
- Transit Accessible
- Utilization
- Wildlife friendly

Question 2. What about Southeast Long Beach should be preserved for the future?

Top Responses to Question 2

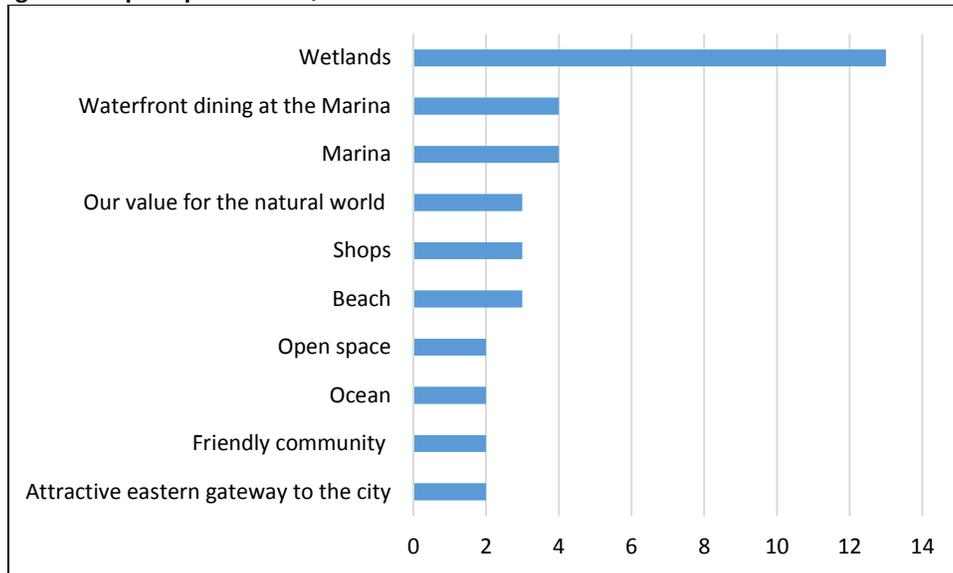


Additional responses included:

- Active aquatics
- Beach
- Bicycle and pedestrian opportunities
- Diversity
- Fluid, moderate traffic
- Low impact development
- Low-heights
- Neighborhoods
- Residential feel
- River Estuary
- Slough
- Water-based theme

Question 3. When visitors come to town, what is the first thing you want them to see/visit/know about in Southeast Long Beach?

Figure 3. Top Responses to Question 3

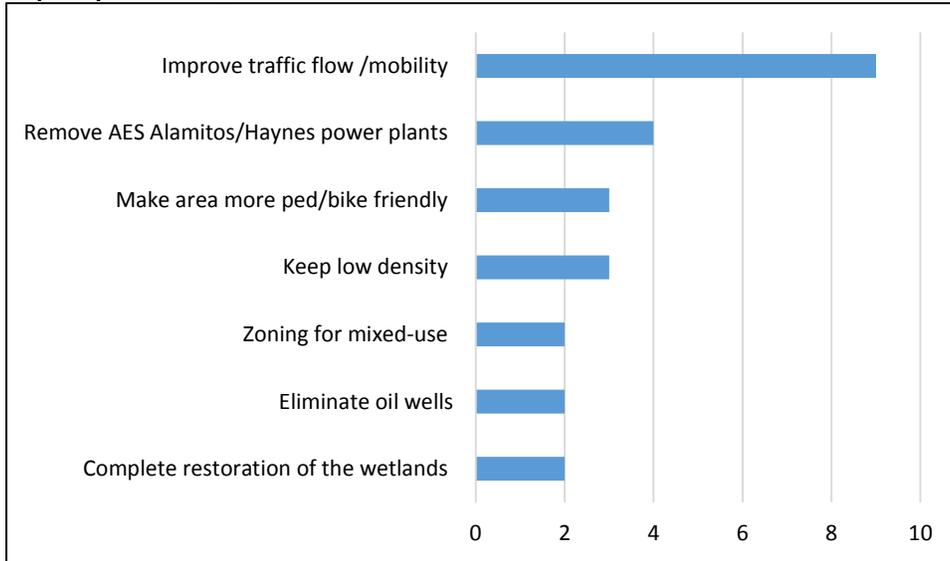


Additional responses included:

- Aesthetic gateway
- Amazing quality of life
- Beautiful seaside
- Clean
- Farmer's Market
- Hotel
- Naples Island history
- Natural beauty
- Nice place to live without the traffic problems
- Oasis between LA and Orange County
- Restaurants
- Restored natural resources
- Safe and comfortable community
- Surprisingly beautiful community between LA and OC with a nice, small town feel
- That Southeast Long Beach is coastal and had the intelligence to save the wetlands
- That the City and its residents care about Southeast Long Beach
- Unique character
- Visitors welcome
- Water views
- Well balanced development
- Wetlands interpretive center

Question 4. If the city government could change one thing to make Southeast Long Beach a better place to live, what change would that be?

Top Responses to Question 4

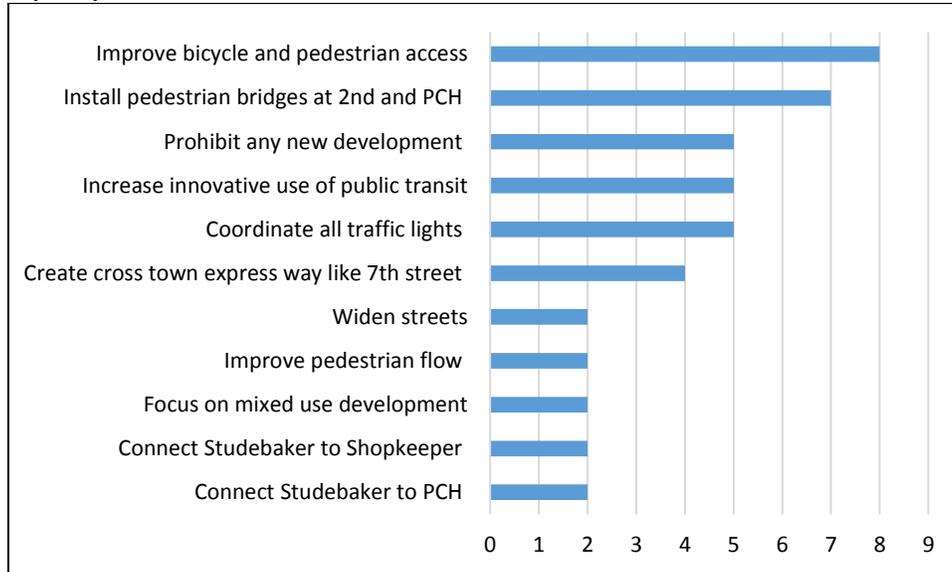


Additional responses included:

- A change in attitude to realize that the Los Cerritos Wetlands is the heart of the area
- Add hiking and biking trails that connect Seal Beach to Long Beach
- Be more transparent in their land use planning decisions
- Be open and accepting of our natural environment
- Commercial areas that complement each other
- Consistent zoning regulations without political influence
- Get SEADIP done and stop spot zoning
- Improve access to wetlands
- Improve aesthetics
- Improve all opportunities of aquatic and wetlands experiences
- Improve gateway
- Improve mobility at 2nd and PCH
- Improve water views
- Increase mixed use planning
- Increase access to open space
- Keep natural feel
- Land use and zoning
- Light rail or trolley along PCH/Bellflower corridor
- Mandatory photo voltaic panels
- Promote upscale development
- Reduce congestion on PCH
- Remove the visual blight of old development
- Slow down traffic
- Stop development
- Transform the streets into "complete streets"
- Unfreeze development
- Upgrade corner of 2nd and PCH
- Upgrade traffic improvements on 7th and 2nd streets

Question 5. How would you address traffic issues in Southeast Long Beach?

Top Responses to Question 5

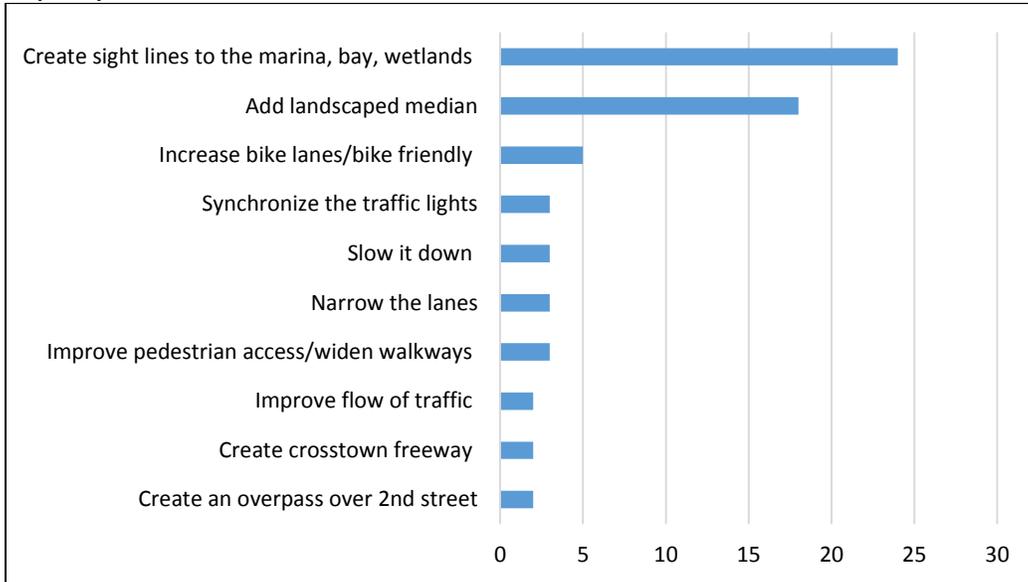


Additional responses included:

- Consider a large roundabout or traffic circle at 2nd and PCH
- Create turn lanes
- Educate the public
- Grade separation at 2nd and PCH
- Improve intersections
- Install a few public multi-story parking garages
- Install medians
- Interconnect the plazas for foot-traffic or bike only zones
- Light rail/trolley along PCH/Bellflower corridor
- Limit development
- Low density development
- No more roadway installations
- Promote Westminster to Seal Beach to Warner as an alternate commute south
- Rely on the wisdom of an experienced and qualified traffic engineer
- Traffic circle
- Turn North Marina Drive into a street
- Widen Marina Way

Question 6. How would you like to see the Pacific Coast Highway Corridor improved?

Top Responses to Question 6

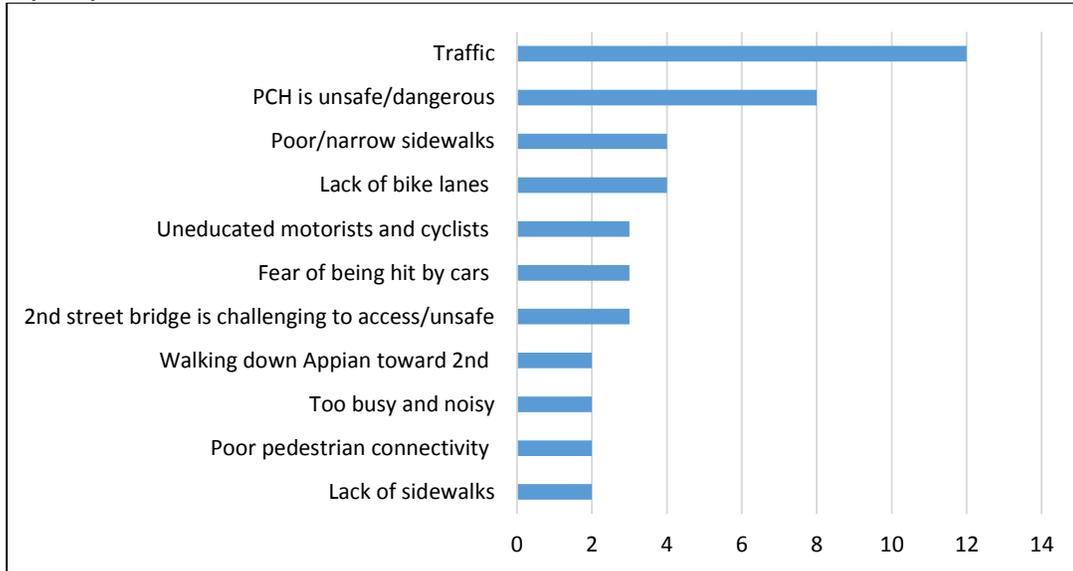


Additional responses included:

- Build a "Long Beach" sign
- Beautify the Seal Beach border
- Clear abandoned buildings and oil equipment from view
- Do not make congestion any worse
- Hide the tanks and stacks
- Improve corner of 2nd and PCH
- Improve view of the east side coming south or north on PCH between Loynes and 2nd
- Improve view of Steam shovel Slough from 2nd and PCH
- Improved lighting
- Increase open space
- Increase public transit service
- Keep development small
- More interesting architecture
- Rebuild Marina Pacifica Mall to feature the water
- Redevelop outer traffic circle
- Reduce big box structures
- Regulations on overhead wires and signage
- Relinquish PCH from Caltrans for local control
- Remove Golden Sails
- Remove the accident prone traffic circle
- Right turn lane signs
- Sidewalk and curb improvements
- Turn it into a grand boulevard
- Upscale development
- Use Corona del Mar as an example
- Wetlands restoration

Question 7. Do you walk or ride a bike in Southeast Long Beach, if so, what is the biggest obstacle or problem you face in walking or cycling in this area?

Top Responses to Question 7

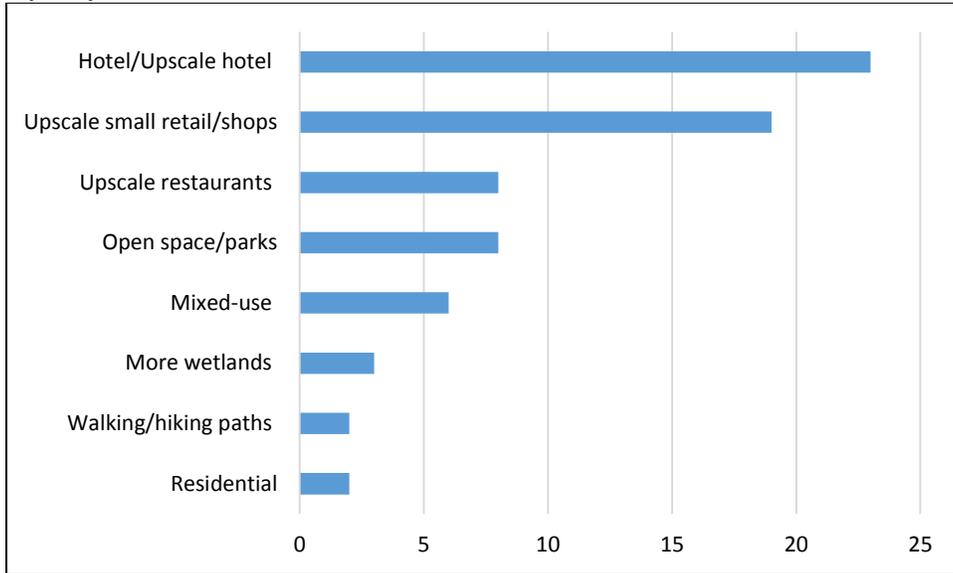


Additional responses included:

- 2nd and PCH intersection
- Cars in the bike lanes
- Lanes along Westminster and by Gelsons
- Large mass of automobile traffic
- Minimal provisions for cyclists
- Separate bike lines
- Sharrow lane at 2nd street is hazardous
- Signal lengths are too long
- Transitions between bike areas

Question 8. What type of land uses (retail, hotel, residential, other) would you like to see more of in the area?

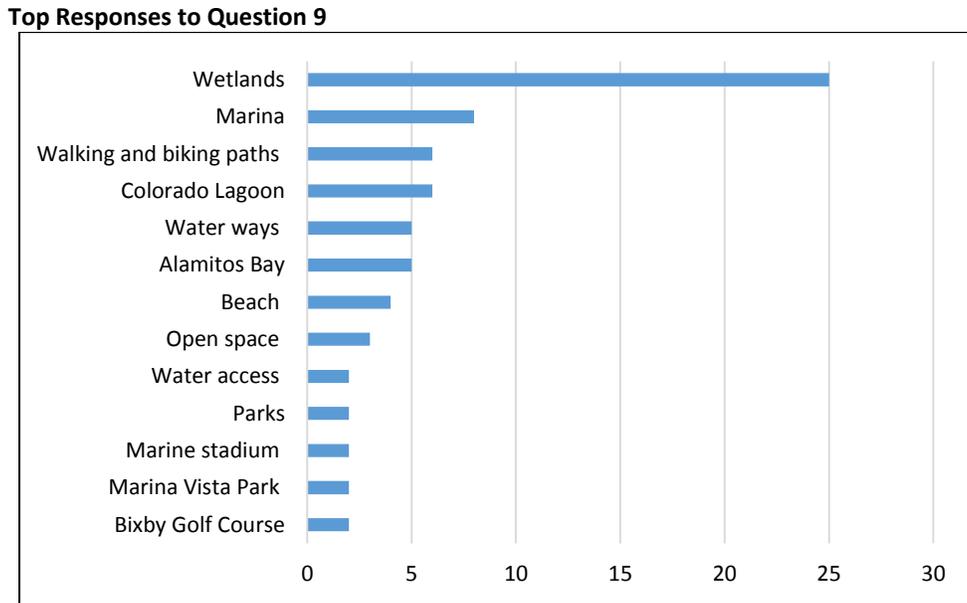
Top Responses to Question 8



Additional responses included:

- Beach access
- Destination activities
- Higher end condos/lofts
- Improved access to the Marina
- Large retail like Costco or Home Depot
- Low traffic land use
- More independent businesses, less chains
- No development
- Ocean or sports themed retail
- Office
- Public gathering spaces
- Recreation
- Visitor serving facilities

Question 9. Which open space/recreational areas do you value the most in Southeast Long Beach?

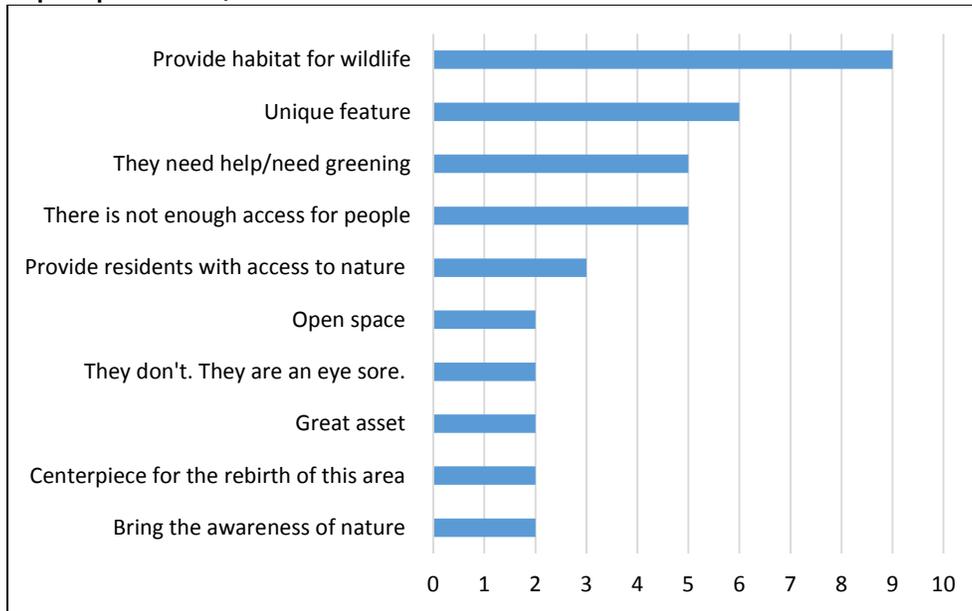


Additional responses included:

- Belmont Pier and Pool
- Dunster Marine Reserve
- SG River
- Steam Shovel Slough
- Waterfront

Question 10. How do the wetlands contribute to the character and landscape of Southeast Long Beach?

Top Responses to Question 10



Additional responses included:

- At present, one would not even know the wetlands existed if you were a visitor
- Cleaner air and water
- Iconic landmark
- Long Beach is open, active, outdoorsy, and close to nature - the wetlands typify this
- Makes Long Beach a world class city for tourism
- Need interpretive center
- One feels peaceful and that man is trying to get it together to realize and preserve God's paradise
- Part of the area's history and legacy
- They are hidden and unusable
- They are key to creating a sense of unique place
- They are the character of Long Beach
- They send a message to visitors that our environment is highly valued
- They are the only thing here that isn't man made
- This is what makes the area unique- development must embrace and complement it
- Used to educate children on the benefit of the environments to people
- Visually desolate

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The meeting facilitator concluded the meeting by announcing the raffle winners, reviewing next steps for the project, encouraging the participants to remain involved in the project, and asking that they provide ideas for the project name on flip charts located at the meeting room exit.

Project name ideas shared at the workshop and via the online forum included:

2PCH

PCH 2

Long Beach Grand Theme for the Southeast Region

SCRAPE (Southeast Community Redevelopment Advisory Plan Enhancement)

SEACUP (Southeast Area Compatible Use Plan)

SEADIP II

SEADIP III

SEADIP 21st Century

SEACOMP (Southeast Area Comprehensive Master Plan)

Southeast Renewal Plan

SUPER (Southeast Plan for Renewal)